

Made-in-Malaysia must mean quality, says PM

By Syed Nadzri

KUALA LUMPUR, Mon. — Prime Minister Datuk Seri Dr Mahathir Mohamad wants made-in-Malaysia goods to be synonymous with quality.

He once again asked Malaysians to draw inspiration from the Japanese experience of having to rise as an underdog to become an economic superpower envied by many.

"The point to remember is that quality can be achieved in any sector with concerted effort by all," he added.

Dr Mahathir said this at the Prime Minister's Quality Awards 1994 presentation at Hotel Istana here tonight.

Also present were Cabinet Ministers, Menteri Besar including Nik Abdul Aziz Nik Mat of Kelantan, and captains of industry.

The Sarawak State Economic Development Corporation, Siemens Semiconductor Sdn Bhd of Penang and the Johor Farmers' Organisation won the awards in the public, private and



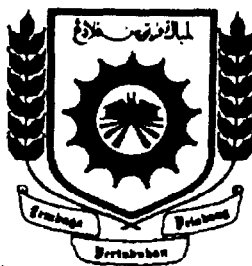
SIEMENS

social sector categories respectively.

Receiving the award for Sarawak SEDC (public sector category) was its chairman, Datuk Effendy Norwawi, while managing director Yap Peng Hooi received on behalf of Siemens (private) and chairman Datuk Yusa Nawawi on behalf of the Johor Farmers' Organisation.

The Prime Minister said Malaysians should always remember that the country, as a trading nation, must remain competitive.

"If there is no quality in our products, then we will fail as a trading nation and that is the end of our progress," he added.



He said Malaysia had come a long way to become the world's No 1 producer of microchips, among the leading exporters of microchips and a major producer of passenger cars in the United Kingdom.

But, he added, the people should not be content with these achievements.

Before the Second World War, he said, Europeans labelled Japanese goods as being of inferior quality.

"But things have changed now although some Europeans still tend to think that their (products) are better by creating designer labels," he added.

Tonight's public sector award was another mile-

stone for Sarawak SEDC in its achievements, having won the Chief Secretary to the Government's award for quality management in 1992.

The corporation, which is engaged in activities ranging from handicraft to road construction, beat 21 other entries in the category to win a trophy, a certificate and RM30,000.

At the function, Dr Mahathir also launched a book, *Malaysian Development Experience*, produced by the National Public Administration Institute.

The awards, introduced in 1990, are given based on excellence in performance and quality services which can contribute towards national development.

The SEDC, incorporated in 1972, has 44 companies under its wing — 24 subsidiaries, 16 associates and four investment firms.

Headed by Effendy, it is also divided into three core sectors — corporate ser-

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Timely recognition for Siemens plant

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vices, commercial operations and Bumiputera Commercial and Industrial Community (BCIC) — to carry out its diversified activities.

Among its major projects are the Kuching Waterfront Resort, Holiday Inn Damai Beach Resort and Damai Lagoon.

Projects such as the Sarawak Cultural Village and the Kuching Waterfront have won both national and international awards for tourism and design excellence over the years.

For Siemens Semiconductor, it was a timely recognition for the RM150 million it invested in the plant these past four years.

The company was set up in Penang in 1972 as Litronix Malaysia, before changing its name this year.

It will be investing RM50 million more in machinery and equipment in 1995.

Siemens produces optoelectronic components and its key product is light emitting diode (LED) display commonly used in cellular telephones.

It has chalked up RM200 million in sales turnover annually over the past three

years and its targeted turnover for next year is RM280 million.

The other winner, the Johor Farmers' Organisation, was established 23 years ago. Its chairman is Datuk Yusa Nawawi who has been in that position for the past 14 years.

The co-operative has accumulated assets of more than RM300 million including four companies — Medan Juara Sdn Bhd, Lembayon Saujana Sdn Bhd, Perladangan Peladang Estate Sdn Bhd and South Strategy Sdn Bhd.

It also plans to start eight more companies to oversee the management of its economic activities.

It plans to be active in seven major sectors, namely properties, estate management, trading and manufacturing, tourism, transportation, livestock and horticulture, and investment. It will also participate actively in the Johor Farmers' Foundation.

The organisation will contribute RM1 million annually towards the foundation which has been set up to look into the welfare of farmers and their families.