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ASLI TO HOLD THREE CONFERENCES ON ECONOMIC DEVELOPMENT

KUALA LUMPUR, April 10 (Bernama) -- Asian Strategy and Leadership Institute (ASLI) will conduct three national conferences on issues of great importance in Malaysia's economic development, says its President Encik Mirzan Mahathir.

The first conference entitled National Privatisation Summit: Privatisation - the Next Steps - would be held here from April 22 to 23, 1996.

This conference will review the pace of privatisation in Malaysia as well as future strategies for both the government and private sectors, he told a press conference here today.

The summit is organised with the support of the National Institute of Public Administration or Intan. Among the papers to be presented are Privatisation of Health Care - the Next Wave and Case Study Success Story on Malaysian Privatisation.

The second conference, National Economic Conference: Coping with Full Employment, which is jointly organised with the Malaysian Strategic Research Centre would be held for two days beginning May 2 at the Putra World Trade Centre.

It would be opened by Education Minister Datuk Seri Najib Tun Razak and would discuss topics pertaining to Malaysia's current manpower situation and strategies to overcome the shortage of labour, the challenges and strategies to retain employees in a full employment economy and reforms in the education system to overcome the problem.

The third conference, to be officiated by International Trade and Industry Minister Datuk Seri Rafidah Aziz, will take place on May 27 to 28. Entitled Developing World-Class Malaysian Brands, it aims to enlighten the Malaysian business community, especially exporters on the importance of developing world class Malaysian brands.

Mirzan said as Malaysia intended to achieve its export target of RM1.5 trillion in 25 years, it was imperative that the local trading and industrial community strive towards increasing export value through Malaysian world-class branded goods.

As such, it was hoped that local companies would gain in knowledge to develop brand strategy through this conference, and that it was time for Malaysian companies to graduate from being mere contract manufacturers to becoming effective players in marketing their own brand names internationally, he added. -- BERNAMA

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