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MALAYSIA WINS BEST PAVILION AWARD AT ZAGREB FAIR

By: Salbiah Said

ZAGREB, April 20 (Bernama) -- Malaysia won the best pavilion award out of seven others at the Zagreb fair which entered its fourth day today. On hand to receive the award at the fair ground was Malaysia External Trade Development Corporation (MATRADE) Chief Executive, Samsudin Marsop.

Since last Monday, seven international fairs are being held at the Fair, International Bulilding Fair, International Crafts fair, Inova or exhibition of inventions, technical improvements and novelties and Modernpak or International Packaging Fair - which was officiated by Croatian Prime Minister, Zlatko Matesa.

Malaysian Prime Minister Datuk Seri Dr Mahathir Mohamad launched the Malaysian Exhibition and Proton's 400 series for the Croatian market on April 18 in conjunction with his one-day working visit to Croatia.

The Malaysian Pavilion saw the participation of established names like Proton, its trading arm Edaran Otomobil Nasional Bhd, telecommunications group Sapura Holdings Bhd, highly diversified conglomerates Berjaya Group Bhd and Sime Darby Bhd.

Other organisations include the Malaysian Timber Board, the Malaysian Pineapple Industry Board, the Malaysian Palm Oil Promotion Council, the Federal Agricultural Marketing Authority and Tourism Malaysia.

Other companies taking part are assembler of Malaysian made TV brand named "Nikom", Anggun Permai Industries Sdn Bhd and Rahika Holdings Sdn Bhd, a Bumiputera family owned company involved in consultancy, construction, trading, petrol station, telecommunications and property development.

Others are Chase Perdana Bhd, Southwest Corporation Sdn Bhd, a subsidiary of Malaysian South Corporation Bhd (Masscorp), Technitone Sdn Bhd, Alami Corporation Sdn Bhd, Takaso Rubber Products Sdn Bhd, Southern Chemical Industries Sdn Bhd and Jurumuda Sdn Bhd.

Also in the list are Kapar Coconut Industries Sdn Bhd, L.B.Food Sdn Bhd, Legend Foods Sdn Bhd, Yeo Hiap Seng Bhd, Euro Chairs Marketing Sdn Bhd, Jemaramas Jaya Sdn Bhd and Pesama MK Furniture Sdn Bhd.

The Malaysian Products exhibition '96 themed "Moving Ahead Together," highlights key Malaysian industries such as food, furniture, automobile, rubber products, electronics and services.

Of the 28 companies at the exhibition, two companies have signed memoranda of understanding (MOUs) with their Croatian counterparts, witnessed by Dr Mahathir and Matesa.

They are Anggun Permai which signed an MOU with Niva Trjgovina D.D. for the assembling and distribution of audio and video equipment in Croatia.

The other is South Vest Corporation which signed an MOU with Vis-Thanine D.D. and Pamucna Industrija Diga Reza for the supply of yarns and grey farbrics. South Vest also signed an MOU with Madim of Croatia for the distribution of consumer products.

Early today, the MPOPC held a seminar on palm oil at the Goblus restaurant at the fair ground, aimed at educating dieticians, nutritionists, doctors and also journalists on the commodity.

Meanwhile, visitors thronged the Malaysian exhibition, with the Proton show in the limelight. At the same time, other booths are also receiving enquiries from interested parties to do business with Malaysians.

The MTB, manned by assistant director of registration, contact and trade complaint, Mohd Suffi Ismail who said that he had received many

enquiries from companies intending to buy building materials, would have to follow up with Malaysian Manufacturers back home.

Sime Darby received enquiries from companies intending to market its tyres for the Croatian market, said Osman Jaffar, sales and marketing director of Sime Tyres International Sdn Bhd.

Its boxes of condoms brand named "Jiffy" were also snapped up like hot cakes, he said.

Other booths such as rubber-based manufacturer Takaso Rubber had visitors picking up their condom souvenirs at the booth. Takaso even has a "key-chain" condom.

Alami Corporation Sdn Bhd executive director Jamil Haron said that he received lots of enquiries from Croatian companies intending to trade in palm oil and cocoa, including one, a bosnian trading company, Ribnika, which has an office in Zagreb.

Ribnika director, Adem Karavdic said he had heard of palm oil but had not imported the oil. His company only deals with other types of oil for food preparation such as sunflower oil and corn oil. It also trades in peanuts and pistachios. At the same time, he is also keen to buy corn oil from Malaysia.

Alami Corporation exports downstream products of Malaysian palm oil, Cocoa and coconut. -- BERNAMA

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