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MPE '96 - WINDOW OF OPPORTUNITY FOR MALAYSIAN-CROATIAN INVESTORS

By: Salbiah Said

ZAGREB (CROATIA), April 15 (Bernama) -- Five or 10 years ago, Malaysian investors would not dare venture into foreign territory, let alone seek or establish joint ventures with companies in faraway lands.

That was the case then. Even the term "reverse investment" has never been in the businessmen's portfolio until Prime Minister Datuk Seri Dr Mahathir Mohamad

-- Malaysia's very own promoter of free trade -- initiated trade missions abroad to drive home the point that there is always a window of opportunity out there for them.

Spurred by that powerful drive, 28 Malaysian companies are taking advantage of that window of opportunity in Zagreb, capital of Croatia, which is now forging a prosperous, western-style market economy.

The companies and government agencies, are now in Zagreb to promote their products and seek business ventures with their Croatian counterparts.

To facilitate their business dealings, the Malaysia External Trade Development Corporation (MATRADE) which functions as a focal point for both Malaysian exporters and foreign importers sourcing trade related information, is staging a five-day exhibition.

The exhibition will display products and services of Malaysian companies and government agencies.

They include palm oil products, audio-video electronic products, air conditioners, bicycles, automotive parts and medical rubber products and building materials.

Food products include processed food, cocoa products, coconut cream powder, snack foods, nuts and noodles, cooking oil, canned pineapple and canned foodstuff.

Also in the list are construction, property development, tourism, consultancy, trading, telecommunications, wood-based products, quality toner supply for leading brands and plain paper copiers, adhesives and silicone sealants, latex products and PVC products.

Established names like Berjaya Group, Chase Perdana Bhd, Edaran Otomobil Nasional Bhd, Federal Agricultural Marketing Authority, Malaysian Tourism Promotion Board, Malaysian Palm Oil Promotion Council, Sapura Holdings Sdn Bhd, Sime Darby Bhd, Malaysian Pineapple Industry Board, Malaysian Timber Industry Board and Yeo Hiap Seng Sdn Bhd are now setting up their booths at the Malaysian Products Exhibition '96 at the Zagreb Spring Fair which opens tomorrow.

Dr Mahathir and his entourage of businessmen will also visit Bosnia-Herzegovina, Macedonia and Malta after the one-day visit to Croatia.

-- BERNAMA

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