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NIKOM, PROTON, MURUKU STAR ATTRACTIONS AT ZAGREB FAIR

By: Salbiah Said

ZAGREB, April 17 (Bernama) -- The Malaysian Products Exhibition '96 made its debut at the Zagreb Spring Fair today with Malaysian-made television and home theatre system Nikom, Proton Wira 400 series and spicy muruku emerging as star attractions.

The name Nikom might not ring a bell for Malaysians but its manufacturer, Anggun Permai Sdn Bhd, a 100 percent Bumiputera company, has gone out of the way to establish its presence in Russia and Uzbekistan.

Founded by enterprising young entrepreneurs, Tengku Ngah Putra bin Tengku Ahmad Tajuddin and his younger brother Raja Ariff Fadillah in 1993, the company has made it big in the two countries with its locally-made television and home theatre system.

The TV and home theatre system is being manufactured for export under the brand name "Nikom" by its back up company, Makonka Electronics Sdn Bhd, at its factory in Klang.

Tengku Ngah Putra, an exhibitor at the five-day exhibition organised by the Malaysian External Trade Development Corporation (MATRADE), told Bernama here that the company had invested about US\$1 million in Russia and another RM300,000 in Uzbekistan.

Anggun Permai has a paid up capital of RM700,000 and an authorised capital of RM1 million. From 1993 to 1995, it exported 60,000 units of its Nikom system to Russia and Uzbekistan.

Last year, the company signed agreements with Nizhl Tagil of Russia and Photon Ltd of Tashkent to supply another 100,000 sets.

Anggun Permai holds 30 percent stake in the Russian venture while its partner, Nizhl Tagil, owns the rest. In Uzbekistan, the company owns 65 percent and Photon the rest.

Tengku Ngah Putra said the company expected to register RM24 million in sales this year up from RM10 million last year.

Anggun Permai products are all for export with target markets in the Commonwealth of Independent States (CIS), Indonesia, Iran, Kuwait, Myanmar and Thailand, with local content constituting about 76 percent.

Tengku Ngah Putra said IN its desire to establish a market niche in Eastern Europe, particularly in the Balkin States, the company was looking for suitable agents to market its products in Croatia which was seen as the gateway to Europe.

Another company, Legend Foods Sdn Bhd, was already a hit among the other Malaysian exhibitors when its marketing manager gave away free samples of its spicy muruku at the fair grounds yesterday.

Wholly-owned by entrepreneur S.Velaitham, Legend Foods, formerly known as Syarikat Legend, produces between 10,000 and 12,000 tonnes of muruku anually at its factory in Taman Sri Serdang.

The company exports 40 percent of its products to the Middle East countries, Mauritius and South Africa.

Prime Minister Datuk Seri Dr Mahathir Mohamad will officially open the Malaysian exhibition tomorrow.

A total of 28 Malaysian companies involved in food, furniture, automobile, rubber products, electronics and services are participating.

Among them are Malaysia's automotive maker, Perusahaan Otomobil Nasional Bhd (Proton), trading firm Edaran Otomobil Nasional Sdn Bhd (EON), telecommunications group Sapura Holdings Bhd and diversified conglomerates Berjaya Group and Sime Darby Bhd.

Dr Mahathir will also launch the Proton Wira 400 series model at the fair.

Matrade chief executive Haji Samsuddin Marsop introduced the Malaysian companies to Croatian Prime Minister Zlatko Matesa when he opened the

Concurrently, seven international trade shows are being held at the Industry Fair, International Consumer Goods Fair, International Building Fair, International Crafts Fair, Inova or exhibition of inventions, technical improvements and novelties and Modernpak or International Packaging Fair.

Come tomorrow, Pavilion No.9 at the Zagreb fair will reverberate with Malaysian percussion music and the dance steps of a Malaysian dance troupe, lending a Malaysian ambience to Zagreb until April 20 when the exhibition ends.

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