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Best in Russian technology set to boost ventures

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LE PROTON Exhibition Services Sdn Bhd, which has signed two agreements with Russian organisations to bring the best in Russian technology to Malaysia, plans to show the world that Russian technologies combined with strength of local marketing and expertise will be a force to be reckoned with.

Le Proton, which signed a memorandum of understanding with Novotex Group and Clubs of Friends of Malaysia, said the idea to bring premier Russian technology to Malaysia is the brainchild of Prime Minister Datuk Seri Dr Mahathir Mohamad.

"We have been entrusted with the task of finding the best of Russian technology for the mutual benefit of both our countries," Le Proton executive chairman Datuk Mohd Radzi Manan told reporters in Kuala Lumpur yesterday.

According to Radzi, Russian companies with technology and expertise in a number of fields will come to Malaysia, as part of the government's initiative to foster joint ventures between local and Russian companies.

"Essentially, the world is dominated by two kinds of technology - either its American or its Japanese, but what we want to show off to the world is that there is a hidden third technology giant-which is Russian," he said.

The agreements, which were signed yesterday, will be kicked off by an exhibition scheduled in March to bring some 50 Russian companies to Malaysian shores.

Clubs of Friends of Malaysia will help bring through companies engaged in automotive manufacturing, medical equipemnt, sports equipment, consumer goods, laser technics, road building, as well as companies involved in defense work for Engineering '97 between March 3 and 7.

Novotex Group will play an integral part in the March exhibition as well in a larger high technology exchange/exhibition planned for next year. Both groups also plan to attend LIMA '97, which will be held at the year-end in Langkawi.

Novotex represents a number of investment, scientific, technical, industrial and consulting companies engaged in the development and implementation of investment projects, particularly high-tech industrial programmes.

The Russian delegation of 11 is headed by Novotex Group President Mr. A V Shamarin who will be in Kuala Lumpur until February 5th.

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