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Electrical appliances capital

PRIME Minister Datuk Seri Dr Mahathir Mohamad is expected to launch the 1,200ha MEC City, the country's electrical appliances capital in Gambang, near Kuantan on March 17.

He will also launch MEC, the concept and brand name for a wide range of made-in-Malaysia electrical appliances.

Malaysia Electric Corp Bhd (MEC) is a wholly-owned subsidiary of Kuala Lumpur Industries Holdings Bhd.

The RM4 billion MEC project will comprise the MEC manufacturing core, support services industries, research and development as well as training centres, residential and social zones, commercial centre and sub-centres, and recreation and parkland zones.

The 200ha MEC manufacturing core will house 20 main factories and its corporate headquarters.

The fast-track approach taken by project developer, MEC Industrial Park Sdn Bhd, has resulted in the MEC air-conditioner and refrigerator factories being completed recently within three months.

Formerly known as Superior Products Incorporated, MEC pioneered the manufacture of household electrical appliances in the country some 20 years ago. Its range of Malaysia-made electrical appliances include CFC-free refrigerators, air-conditioners, rice and pressure cookers, television sets and hi-fi equipment.

A brainchild of the Prime Minister, MEC is set to propel the country into a new era of industrial development as well as to enhance the Malaysian identity through the country's own distinguished brand of electrical appliances.

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