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MEC STRIVES TO PENETRATE SOUTH AMERICAN AND EUROPEAN MARKETS

KUANTAN, May 19 (Bernama) -- Malaysia Electric Corporation Berhad (MEC), which has set up a production centre for electrical goods at the Gambang industrial area here, is striving to penetrate the European and South American markets.

MEC Berhad president, Datuk Seri Teong Teck Leng said here today, currently the household electrical goods produced by MEC through a number of its plants nationwide had succeeded in penetrating the markets in the Middle East, Australia and South Africa.

Met by reporters here today, he said the orders received were encouraging with countries from the Middle East registering orders for various electrical products worth US\$500 million.

He said recently, MEC had also succeeded in taking over a plant and a marketing agency in Europe. However, he declined to name the company.

MEC City, which is being developed on 1,200 ha at an initial cost of RM750 million, would be the production centre of Malaysian-made household electrical goods for the domestic and international markets. It was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad on March 17.

Teong said at the moment, MEC produced some 200 types of electrical goods at its plants nationwide.

He projected MEC Berhad's turnover to reach RM5,000 million in the next few years due to the good market demand for electrical goods.

To-date, turnover from the sales of air conditioners and refrigerators alone had touched RM2,000 million. -- BERNAMA

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