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Seminar, exhibition on microelectronics

KUALA LUMPUR, Sun. - Malaysian companies must buck up in terms of technology if they want to compete successfully against multi-national companies in future.

Mimos Bhd industrial sector vice president Wan Mohd Salleh said the average added value of local products, per worker per year, was only about RM35,000 whereas the acceptable standard in developed countries was US\$100,000 (RM340,000).

"We need to develop local technology, capability and innovation within individual companies so that these companies can then compete globally using Malaysian brain power," he said.

Wan Salleh said local companies would get a helping hand in this at a seminar and exhibition on Wednesday on "Microelectronics in Business".

To be held at the resource centre at Technology Park Malaysia in Bukit Jalil, the event aims to convince decision makers of management, design, development, manufacturing or marketing companies, to incorporate the latest technologies in their products.

"Leading British companies will be taking part to engage in technology transfer, promote their capabilities and look for local joint venture partners," he said adding that the event was organised by Mimos and the British Department of Trade and Industry.

"The British Government is very serious in competing globally for their products.

"In fact, the DTI has a permanent MIB programme to help their companies incorporate the latest technologies in all areas of production," he said adding that the event on Wednesday was a pilot project to test the feasibility of a similar programme in Malaysia.

It was also a follow-up to the presentation of the Multimedia Super Corridor made by Prime Minister Datuk Seri Dr Mahathir Mohamad in the United Kingdom in June, he added.

Those interested in registering can do so electronically, Wan Salleh added, as details and entry forms can be found on the homepage of Jaring (<http://www.jaring.com.my>).

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