

RM100mil in sales expected at Apec trade fair

ABOUT RM100mil in sales is expected to be generated at the third Asia Pacific Economic Cooperation (Apec) international trade fair which will showcase products and services from 350 companies.

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Themed *Enhancing Global Competitiveness through Technology and Human Resources Development*, the trade fair will be opened by Prime Minister Datuk Seri Dr Mahathir Mohamad today and all 21 Apec member countries would be participating. Of the 350 participating companies, 76 are Malaysian firms.

Admission is free of charge and the trade fair, which will end on Nov 16, will begin from 11am to 7pm for Apec delegates. The public can visit the trade fair

from 4pm daily.

The fair is being held at the Mines exhibition showroom in Sungai Besi and 20,000 visitors are expected to walk through the exhibition's door during the three days.

Malaysian participants at the trade fair would include Petronas, DRB-Hicom group, Telekom Malaysia Bhd Golden Hope Plantations Bhd, Celcom Malaysia Sdn Bhd and Renong Bhd.

Apart from individual company booths, the trade fair would also hold a two-hour business forum by Apec member countries to highlight investment opportunities in their countries and region.

"We are happy to see that all member economies will partici-

pate in this year's Apec trade fair despite the current economic crisis in some of the economies.

"Their participation certainly reflects their confidence in the economy of the region and the enormous opportunities that lie ahead." Malaysia External Trade Development Corp (Matrade) chief executive Mohammed Abdul Halim Abdul Rahman.

Apec countries accounted for 46% of global trade in 1996 and intra-Apec trade totalled US\$3.53 trillion.

In 13 of the 18 Apec economies, intra-Apec trade accounted for more than 70% of their total trade. Intra-Apec trade made up 78% of Malaysia's total trade.