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APEC-TRADE
ALL APEC ECONOMIES TO PARTICIPATE IN TRADE FAIR

KUALA LUMPUR, Oct 13 (Bernama) -- All member economies of the Asia Pacific Economic Cooperation (APEC) have confirmed their participation at the Third APEC International Trade Fair 98, due to be held in Kuala Lumpur from Nov 13-16, 1998.

Member-designates Peru, Russia and Vietnam have also confirmed their participation, chief executive of the Malaysian External Trade Development Corporation (MATRADE) Mohammed Abdul Halim Abdul Rahman told a press conference here today.

MATRADE is the host organisation for the fair while FMM Exhibition Services Sdn Bhd and Reed Exhibitions Sdn Bhd are organiser and event manager, respectively for the exhibition.

The trade fair will be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad on Nov 13.

"We are happy to note that all member economies will participate in this year's APEC trade fair despite the current economic crisis experienced in some economies," said Mohammed.

"The participation of these economies certainly reflect their confidence in the economy of the region and of the enormous opportunities that lie ahead," he said.

With 20,000 visitors expected to attend the fair including trade buyers from overseas, it will be an excellent venue for APEC economies to promote their products, services and technologies, he added.

Mohammed said in 1996, APEC economies accounted for 46 percent of global trade, with intra-APEC trade totalling to US\$3.53 trillion. These consisted of US\$1.78 trillion in exports and US\$1.75 trillion in imports, he said.

As for Malaysia, trade with APEC economies in 1997 formed 78 percent of its global trade, amounting to RM345.9 billion last year from RM122.5 billion in 1990.

"With the inclusion of Peru, Russia and Vietnam in APEC by Nov this year, trade volume within APEC is even greater," Mohammed said. He however, could not give an actual figure on how much the increase would be.

Themed "Enhancing Global Competitiveness Through Technology and Human Resource Development" the trade fair will focus on new technologies and skilled manpower that contribute to the development of APEC economies.

It will also feature products, technologies and programmes related to "Emergency Preparedness" as APEC strives to build expertise in this area to handle environmental crisis in the region.

Among the products and services which will be promoted include high-tech computer parts and components, electrical appliances, telecommunications equipment, food products, furniture, banking, automotive parts and engineering consultancy.

To date, more than sixty Malaysian companies consisting of major firms and SMI businesses have confirmed their participation in the fair including Petronas, DRB-Hicom Group, Telekom Malaysia Bhd, Golden Hope Plantations, Renong Group and Celcom Malaysia Sdn Bhd.

Simultaneously, MATRADE will also organise the APEC Business Forum from Nov 13-16 at the same venue of the trade fair, Mohammed said.

To date, 11 economies have confirmed their presentations and they are Canada, Chile, Mexico, New Zealand, Phillipines, Singapore, Chinese Taipei, Thailand, the U.S., Peru and Russia, he noted. -- BERNAMA

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