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500 companies taking part in expo to promote local products

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SOME 500 manufacturing companies of local products and services will take part in the 'Love Malaysia Consumer Fair 1998', an exposition, said to be the biggest in the country.

Prime Minister Datuk Seri Dr Mahathir Mohamad is scheduled to officiate at the event, which will be held at the Mines Exhibition Centre for a period of 10 days, from July 10 to July 19.

Announcing the details yesterday, Transport Minister Datuk Seri Dr Ling Liong Sik said the event is to promote local products and services, as part of efforts to overcome the current economic problems.

"When you love Malaysia, you buy Malaysian goods. This can help our factories to strengthen their positions and ensure the permanence of their employees," he told reporters in Kuala Lumpur.

Besides buying local products, he said, Malaysians should also use local services and save with local banks, study at local universities and holiday at local tourist spots.

"It improves the national resilience. This is what 'Buy Malaysia' means," he said.

The exposition is jointly organised by the Kuala Lumpur and Selangor Chinese Chamber of Commerce and Industry (KLSCCCI) and the Love Malaysia Action Committee. Its main sponsor is the Country Heights Group of Companies.

The event demonstrates the loyalty and sincerity of Malaysian Chinese businessmen in overcoming current economic woes, said KLSCCCI president Lim Guan Teik.

To date, 300 companies have confirmed their participation including the Taiwan Manufacturers' Association and some foreign companies which manufacture here.

On whether other entrepreneurs such as Malays and Indians can take part in the exposition, Ling said "This is a national effort. All are invited and no one who wishes to participate will be left out."

Besides promoting products and services, some companies will also offer special prices during the promotion period.

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