

13 NOV 1998  
APEC-NEWS-FAIR  
DR MAHATHIR OPENS APEC TRADE FAIR

By: E.Sivabalan

KUALA LUMPUR, Nov 13 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad today opened the Apec International Trade Fair at the Mines Exhibition Centre here.

The four-day exhibition coincides with the Asia-Pacific Economic Cooperation (Apec) forum from Nov 12-18, a high-profile meeting featuring senior officials, ministers and leaders of 21 member economies.

The Malaysia External Trade Development Corporation (Matrade) is hosting the fair, with FMM Services Sdn Bhd and Reed Exhibition as the organiser and event manager, respectively.

The exhibition is themed "Enhancing Global Competitiveness Through Technology and Human Resources Development".

Among those present at the opening were Malaysia's International Trade and Industry Minister Datuk Seri Rafidah Aziz and foreign dignitaries.

Apec's member economies constitute a very large market of 2.4 billion with a combined Gross Domestic Product (GDP) of US\$16.6 trillion and accounted for 46 percent of global trade in 1997 with exports totalling US\$2.5 trillion and imports at US\$2.6 trillion.

Reed Exhibition Sdn Bhd General Manager Steven Thong said 350 exhibitors from 21 economies, including 76 Malaysian companies, were taking part in the trade fair which was expected to generate about RM100 million worth of sales.

Among the Malaysian firms taking part are Petronas, DRB-Hicom Group, Telekom Malaysia Bhd, Golden Hope Plantations, Renong Group, Southern Bank Bhd, Celcom Malaysia Sdn Bhd and Nestle Products Sdn Bhd.

Companies from the United States, Peru, Russia, South Korea, China and New Zealand are among the foreign exhibitors.

The exhibition is open to trade visitors from 10 am to 7 pm and to the public from 4 pm to 7 pm daily from today till Monday.

Some 20,000 visitors, including buyers from overseas, were expected at the fair, he said.

The exhibition covers goods and services ranging from automotive, food and beverages, and healthcare to the telecommunications and tourism sectors.

Visitors will also get the chance to have a closer look at the new Proton Perdana V6 and Satria GTi models which were launched by the Prime Minister yesterday.

A visit to the Technology Park Malaysia and a seminar on investment opportunities are among the activities lined up for exhibitors.

Apec groups  
--BERNAMA  
ES AAM