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Call to encourage healthy competition

ORGANISERS of local exhibitions and trade fairs were yesterday told to encourage healthy competition among exhibitors and participants especially on the quality aspect of products.

Primary Industries Minister Datuk Dr Lim Keng Yaik said through enhanced quality, "we have succeeded in exporting products worth RM60 million for the past seven to eight years.

"This is expected to increase further to RM3.5 billion by the end of the year," he said at the Love Malaysia Consumer and Trade Fair 1998 at Sungai Besi yesterday.

Lim said exhibitors must have confidence and faith in their own products before consumers can be encouraged to use the products.

He cited Americans' patriotism towards US products as an example, saying that they would refuse to use products manufactured outside their country.

The 10-day trade fair, aimed at promoting Malaysian-made goods, was opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on July 10. Jointly organised by the Kuala Lumpur/Selangor Chinese Chamber of Commerce and Industry, it will end on July 19.

Exhibitors interviewed at the fair hope to introduce their products not only to Malaysians but also to foreigners as well, in line with the country's efforts to boost the sale of local products.

One of the companies participating in the fair is plastic material handling company, Oriental Sanko Industries Sdn Bhd.

Oriental Sanko Industries Sdn Bhd project executive Hapidzah Shoib said the company is using the fair to introduce a new product called Flexi-shelf, an easy-to-install storage solution.

"We need to do promotions to attract customers to buy our products and this exhibition can help companies like ours," she said.

Besides the local market, the company also exports its products to Japan and Taiwan.

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