

27/05/1998

Largest trade fair to promote 'buy Malaysia' products

KUALA LUMPUR, Tues. - The Kuala Lumpur and Selangor Chinese Chamber of Commerce and Industry is organising a "Love Malaysia Consumer Fair 1998" in line with the Government's call to buy Malaysian products.

Health Minister Datuk Chua Jui Meng told a Press conference today the trade fair was set to be the largest ever held in the country.

It will be opened by Prime Minister Datuk Seri Dr Mahathir Mohamad.

The event will be held from July 10 to 19 at the Mines Exhibition Centre in Sungai Besi, and the organisers have targeted 700 participants.

"So far the fair has attracted 300 participants from furniture-makers to information technology service providers," Chua said, adding that this showed there was strong support from Malaysian producers.

A total of 600,000 visitors are expected to visit the fair.

Chua said chamber representatives had approached his Ministry for help to get participants from the medical and health sector.

"The Ministry is giving its full support. We have been offered several free booths, so we will be organising several programmes as well as a blood donation campaign," he said.

Chua also called on private hospitals, the pharmaceutical industry and traditional medicine producers to participate in the fair.

It is open to all companies and organisations whose products are made in Malaysia or assembled in Malaysia by local expertise.

He said the exhibition would provide a platform for local manufacturers to promote their goods.

"The country's trade figure is encouraging. In the first three months of the year, we have generated a surplus of RM8.8 billion in mercantile trade.

"This is because our exports have increased and our imports have lessened," he said, adding that the surplus was only RM2 billion during the same period last year.

The closing date for the booking of booths is June 19.

The rental for a booth is RM2,500 for 10 days.

Special highlights planned for the fair include cooking, jet skiing and flower arrangement demonstrations.

There will also be contests for the best Malaysian-made product and best decorated or designed stand.

Admission is free. For enquiries contact the secretariat at 03-4532135 or fax 03-4532524.

(END)