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MEC ships Malaysian electrical items to Harrods

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THE Malaysia Electric Corporation Bhd has shipped four containers of electrical appliances to famed London store, Harrods.

The locally-made appliances include rice cookers, refrigerators, toasters, irons, television sets, air-conditioners, water heaters, blenders and coffee-making machines.

MEC Bhd executive chairman Ong Min Leong said: "The first container which was sent a few months ago should have reached London while three more containers which were sent at the end of last year are expected to reach London soon."

Ong said this to reporters after Mohamad Al Fayed, the chairman of Harrods Limited of Knightsbridge which owns 24 Harrods outlets worldwide, who was scheduled to visit the MEC plant in Gambang, but had to call off the visit due to health reasons.

"The initial plan by Al Fayed was to see for himself the electrical products that are being manufactured at the MEC plant. Al Fayed had also planned to look into expanding the marketing of MEC products in the international market where an agreement was signed for the electrical appliances manufactured at MEC to be exhibited and sold at all the Harrods outlets in the world especially in London."

Ong added that the four containers of MEC products that had been shipped to Harrods were trial orders and Al Fayed had indicated that Harrods would like MEC to contract manufacture the products for Harrods under its house brand.

"So I think when Harrods opens its outlet in KLIA a lot of Malaysian products will be sold there as Al Fayed is also interested in promoting the locally manufactured products at the outlet."

Furthermore, Ong said that Malaysian made products were reasonably priced, adding that "we have also exported MEC products, mainly in the form of trial orders, to about 30 countries worldwide. Among the countries are Australia, New Zealand, Cambodia, United Arab Emirates, Kuwait, Oman, Yemen, Lebanon, Vietnam, Myanmar, South America, Mongolia, South Africa and other African countries.

Meanwhile, Bernama reports that Menteri Besar Tan Sri Mohd Khalil Yaakob who was also present said Al Fayed could not visit the MEC plant as scheduled as he had developed a migraine and offered his apology.

The Menteri Besar said he was informed that the Egyptian-born tycoon was also interested in long-term investment opportunities in the East Coast including MEC itself.

MEC City is a modern and sophisticated one-stop international trade centre for made-in-Malaysia electrical appliances situated on 1,400ha site at the Gambang Industrial Estate. Jointly developed by the Pahang Government (10 per cent), KLIH Holdings (60 per cent) and Khazanah Nasional (30 per cent), the RM4-billion project is to be completed in 10 to 15 years.

Prime Minister Datuk Seri Dr Mahathir Mohamad launched the first of five phases in March last year.

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