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New book to list MIM goods, services

MANY have heeded the Government's call to help the country increase exports and reduce imports. M Quality Producers, however, has done it in a different way.

The company will be launching a referral book - Malaysian Quality Producers - featuring a collection of articles on made-in-Malaysia products and services.

Director K.S. Vasan said most referral materials would focus on products. However, M Quality has concentrated on MIM products and services in order to help the country not only sell its products but its services as well, he said.

Vasan said MQP, which would be launched next month, featured a compilation of articles on MIM products used in the oil and gas, energy, computer, agriculture, telecommunications, food and beverage manufacturing sectors.

It also focuses on services such as event organisation services available.

Malaysia, he said, has proved itself by successfully organising the Commonwealth Games and the Asia-Pacific Economic Co-operation summit.

On MQP, he said the referral material was conceived to promote Malaysian products and services in order to increase the country's exports.

"The referral material will help 'match-make' foreign companies with Malaysian companies for joint ventures."

Vasan said the book concentrated more on support product manufacturers and service providers rather than the major economic players in a sector.

"The major players are already well known. What we need to promote are the MIM support products for our industries.

"For example, we have MIM pipes (which can be used in the oil and gas industry and as means of water transportation). We manufacture food and beverage as well," he added.

The company expects to distribute 15,000 referrals to foreign embassies and government departments.

Prime Minister Datuk Seri Dr Mahathir Mohamad, in his foreword, said it was timely to launch a referral book for MIM products and services.

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