

20 APR 1998

Mahathir-award

PM RECEIVES CIM FELLOWSHIP AWARD

KUALA LUMPUR, April 20 (Bernama) -- Datuk Seri Dr Mahathir Mohamad today received the Honorary Fellowship Award from the Chartered Institute of Marketing of the United Kingdom in recognition of his contribution to market Malaysia world-wide.

The Prime Minister received the award from CIM (UK) senior vice-chairman John Edmund at the Prime Minister's Department here.

Speaking to reporters later, Edmund said the CIM was honoured that Dr Mahathir had agreed to receive the award.

"Our criteria are very strict. They have to do with ability, profile and free marketing talent.

"And the Prime Minister in all of the work that he has done for Malaysia has shown all of those characteristics," he said.

The fellowship has been conferred to less than 70 people around the world so far and prior to Dr Mahathir, only five had been awarded outside the UK.

Meanwhile, Malaysian Association of the CIM (MACIM) chairman Datuk Dr James Alfred said Dr Mahathir never failed to meet corporate leaders in his travels abroad to attract investors.

"Dr Mahathir is the prime marketeer of Malaysia throughout the world and this has brought about tremendous economic and employment opportunities in this country," he said.

Education Minister Datuk Seri Najib Tun Razak launched the MACIM last Saturday.

-- BERNAMA

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