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Ling-Campaign

PM TO LAUNCH MCA'S "LOCAL ARTISTES LOVE M'SIA CONCERT"

KUALA LUMPUR, April 13 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad is scheduled to launch MCA's "Local Artistes Love Malaysia Concert" at Merdeka Square end of next month.

MCA president Datuk Seri Dr Ling Liong Sik said today the show was part of the party's "Love Malaysia, Buy Malaysian Products" campaign launched last December to help boost the country's economy during the current downturn.

Since the campaign was launched, the local manufacturing and tourism industries had begun to see an increase in sales, he said at a news conference to announce the party's latest efforts, here.

He said feedback from local tour operators through the party's homepage showed that the number of Malaysians travelling abroad had dropped to 50 per cent while domestic tourism rose by 25 per cent since the campaign was launched.

"Some manufacturers even reported a 20 per cent increase in sales," he added.

"Supporting Malaysian goods must be a permanent feature of our culture and we must always think 'Malaysian'", he said.

On the concert, Dr Ling said it would run from May 31 to Jan 23 next year, taking the trail to Batu Gajah, Pulau Pinang, Seremban, Muar, Bukit Mertajam, Melaka, Kampar, Alor Setar, Triang and Serdang.

The concert featuring local artistes from all races would render patriotic songs, he said.

Recording Industry Association of Malaysia (RIM) general manager Sandy Monteiro, who was also present, said the grand concert at Merdeka Square next month was expected to draw about 15,000 people.

-- BERNAMA

HAK JK