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Promoting Malaysian products in Arab world

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KUALA LUMPUR, Thurs. - The Malaysia-Arab Foundation plans to embark on a Buy Malaysian Products campaign in 21 countries of the Arab world, Iran and Turkey to promote Malaysian-made goods.

Foundation president Abdu F. Bushara said the "private sector-to-private sector" campaign involved trade exhibitions, media exposure, information directories and exchange visits.

He said: "People in Arab countries have very limited knowledge of Malaysia. Our first step is to make the country well-known to Arabs and to attract them to buy Malaysian products."

"The campaign will be an opportunity for Arabs to show their appreciation to Malaysia and its leaders who have spoken on our behalf in the international arena."

He said Prime Minister Datuk Seri Dr Mahathir Mohamad's keynote address Islam - The Misunderstood Religion delivered at the University of Oxford on April 16, 1996 had been published in Arabic and was highly acclaimed in the Arab world.

The Malaysia-Arab Foundation is a non-profit organisation that produces publications on Malaysia targeted at the Arab world, Iran and Turkey.

Speaking at a Press conference in Balai Berita, Bushara, who has lived in Malaysia for five years, said after hearing Dr Mahathir's call to Malaysians to buy local goods, he was inspired to carry the message to people in the Arab world, Iran and Turkey.

He said Malaysian goods such as cars, foodstuff, garments and textiles were of high quality while the ringgit made local products competitively priced.

The campaign to promote local goods would be brought to all the countries over a three-year period, beginning with Saudi Arabia, the United Arab Emirates, Bahrain, Kuwait, Oman and Qatar, Bushara said.

A "Buy Malaysian Products" exhibition will be held in Oman on May 5 to 11 while other promotional campaigns will involve the Arab electronic and print media and the Internet.

Long-term projects include the setting up of Malaysian-Arab Trade Centres in Bahrain (Saudi Arabia), Cairo (Egypt) and Amman (Jordan) to display Malaysian products.

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