

12 NOV 1998

APEC-NEWS-FAIR

SALES OF RM100 MILLION EXPECTED AT APEC TRADE FAIR

KUALA LUMPUR, Nov 12 (Bernama) -- About RM100 million worth of sales are expected to be generated from the four-day Apec International Trade Fair which begins at the Mines Exhibition Centre here tomorrow.

Reed Exhibition Sdn Bhd General Manager Steven Thong said 350 exhibitors, including 76 Malaysian companies, would take part in the trade fair which would be officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad.

"The sales figures are quite small compared to the total number of companies taking part in the exhibition," he told Bernama here today.

The exhibition coincides with the Asia-Pacific Economic Cooperation (Apec) forum from Nov 12-18, a high-profile meeting featuring senior officials, ministers and leaders of 21 member economies.

The Malaysia External Trade Development Corporation (Matrade) is hosting the fair, with FMM Services Sdn Bhd and Reed Exhibition as the organiser and event manager, respectively.

Thong said the company took a year to prepare for the exhibition, themed "Enhancing Global Competitiveness Through Technology and Human Resources Development".

"We want them to take this opportunity to make business contacts and have smart partnership," he said.

Among the Malaysian firms taking part are Petronas, DRB-Hicom Group, Telekom Malaysia Bhd, Golden Hope Plantations, Renong Group, Southern Bank Bhd, Celcom Malaysia Sdn Bhd and Nestle Products Sdn Bhd.

Companies from the United States, Peru, Russia, South Korea, China and New Zealand are among the foreign exhibitors.

The exhibition is open to trade visitors from 10 am to 7 pm and to the public from 4 pm to 7 pm daily.

Some 20,000 visitors, including trade buyers from overseas, were expected at the fair, he said.

The exhibition covers goods and services ranging from automotive, food and beverages, and healthcare to the telecommunications and tourism sectors.

Thong said a visit to Technology Park Malaysia and a seminar on investment opportunities were among the activities lined up for exhibitors.

"We will also try to match local companies to have joint ventures with foreign companies," he said.

Meanwhile, DRB-Hicom group director of communications V. Kanesan, when met at the DRB booth, said technology on Lotus engineering and Proton rapid proto-typing would be displayed alongside the national Proton cars, DRB trucks and Modenas motorcycles.

Visitors will also get the chance to have a closer look at the new Proton Perdana V6 and Satria GTi models which were launched today.

-- BERNAMA

NZ YBY