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Three Malaysian firms to supply goods to Harrods

Ashraf Abdullah in London

DATUK Seri Dr Mahathir Mohamad has expressed confidence that Malaysian products would be well received by British customers at Harrods, one of the world's famous department store.

"I am proud that Malaysian products will be displayed and sold at this most prestigious department store in the world," he said.

"This is evidence of the close relations between Malaysia and Britain."

Three Malaysian companies entered into an agreement yesterday with Harrods Ltd, the department store owned by businessman Mohamed Al-Fayed, to sell their products to Harrods.

The products of Langkawii Crystaal Sdn Bhd, Amtek Group and Malaysia Electric Corporation Bhd will be displayed and sold at Harrods.

The Prime Minister and Al-Fayed witnessed the signing ceremony.

Dr Mahathir said although Malaysia chose to industrialise, it also decided that its traditions and heritage should be maintained.

"We insisted that some of our arts are preserved. What is being displayed here are modern Malaysian products which incorporate the traditions and styles of the people of Malaysia," he said.

Dr Mahathir expressed hope other Malaysian companies could export and promote their goods through Harrods in the future.

"At the moment, we are pressing for more exports from Malaysia because we need more of the pound sterling and the (United States) dollar," he said.

Al-Fayed told reporters later that the Malaysian goods sold at Harrods were of "spectacular quality" and comparable to European and American products.

He said he would consider buying more Malaysian goods to be sold at Harrods.

"Harrods is expected to sell at least STG25 million (RM150 million) of Malaysian products within the next six months," he said.

Amtek will supply garments, and food items. The company manufactures a wide range of quality apparel and shoes, as well as eco-friendly furniture made from rubber wood.

Amtek manufactures jeans for Lee Cooper, James Dean, Lois, Edwin and Pepsi as well as exclusive apparel labels like Crocodile and Padini.

Its associated companies produce a wide variety of rubber wood furniture from classic to contemporary designs.

Langkawii Crystaal and MEC will supply products made of crystal and electronic goods respectively.

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