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350 firms expected to participate in trade fair

WHILE Apec leaders will be involved in discussions to find solutions to the current economic downturn affecting the world's economies, about 350 companies from member countries will take part in the 3rd Apec International Trade Fair '98.

The fair, to be held from Nov 13 to 16 at the Mines International Exhibition Centre, will be opened today by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Themed "Enhancing Global Competitiveness through Technology and Human Resource Development", it will focus on how technologies and skilled manpower contribute to the dynamic development of Apec economies.

The fair will also feature products, technologies and programmes related to "Emergency Preparedness".

Hosted by Malaysia External Trade Development Corporation (Matrade) and organised by FMM Exhibition Services Sdn Bhd, the fair is managed by Reed Exhibitions Sdn Bhd.

At a Press preview yesterday, Reed Exhibitions general manager Steven Thong said the exhibition was aimed at enhancing and encouraging business relationships between companies within the Apec economies.

He said over 20,000 domestic and international visitors, mostly business people, were expected to visit the fair which opens between 11am and 11pm daily. It is open to the public between 4pm and 7pm.

Thong said 76 Malaysian companies would be involved in the fair, including Petronas, Telekom Malaysia Bhd, Golden Hope Plantations, Renong Group, Southern Bank Berhad, Celcom Malaysia Bhd and Malaysian Sheet Glass Berhad.

Among the highlights of the fair is the DRB-Hicom Group exhibition which will feature the newly launched Proton Satria and Perdana - a collaboration between the company and Lotus Cars in the UK.

Thong said to ensure every country was represented at the fair, the booth rental charge was RM5,000 for a 12 square metre-area.

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