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120 exhibitors expected at event

KUALA LUMPUR, Mon. - Malaysia's premier invention, innovation, industrial and technology exhibition - Itex '99 - will draw some 120 companies and individuals, the largest number so far.

Itex '99 with the theme "A Decade of Innovative Progression" will be held from Sept 23 to 26 at the Mines International Exhibition and Convention Centre in Seri Kembangan, Selangor.

The 11th in the series, Itex '99 aims to promote innovations and new technologies in the country and the international market place.

It also signifies the importance of industrial research and development towards the promotion of excellence in technology and the competitiveness of the country's products and services.

It is jointly organised by the Malaysian Invention and Design Society and Sirim Bhd.

The 120 exhibitors will occupy 1,800 sq metres compared to just 41 exhibitors occupying 414 sq metres last year.

Endorsed by the Ministry of Science, Technology and Environment, the exhibition was today launched by Minister Datuk Law Hieng Ding.

Law said the larger number of exhibitors was another indication of the improved economic situation in the country.

"The Government always encourages any effort in R&D which is very important for progress in the industrial sector.

"R&D and innovation focused on the market have to be enhanced in our efforts to put out products and services that are capable of competing in the international market," Law said.

At a Press conference later, he said for the first time, Itex '99 would also have exhibits that originated from ideas mooted by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Asked for examples, Law said Dr Mahathir had suggested producing cutlery more suited for Asians after noting that the size of cutlery used in hotels which catered mainly for Westerners.

Another example was improved packaging for fruits and agricultural produce for better display to add value to the products.

Itex '99 will also be held side by side with Multimedia Asia '99 which is the official trade exhibition and conference for the Multimedia Super Corridor.

Highlights of Itex '99 include the invention and design competition, seminars and an activity square for the public to take part in games and contests.

There will also be a Malam Budaya Cipta banquet to present awards to inventors, innovators, researchers, industrial designers, scientists and technologists.

Entry forms for the invention and design competition can be obtained from MINDS, Room 7, 2nd floor, Bangunan Sultan Salahuddin Abdul Aziz Shah, 16 Jalan Utara, 46200 Petaling Jaya, Selangor (tel: 03-7549298, fax: 03-7587863, e-mail: tso@minds.org.my).

The closing date for submission of entries is Aug 16.

For more information on Itex '99, contact the exhibition managers Protemp Exhibitions Sdn Bhd at 03-7172828 or fax: 03-7172566.

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