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LOVE M'SIA '99 EXPO EXPECTED TO BE LARGEST LOCAL EXHIBITION

KUALA LUMPUR, June 15 (Bernama) -- The Love Malaysia Consumer and Trade Fair '99 Expo is expected to be listed in the "Malaysia Book of Records" as the largest ever exhibition in the country.

Organising committee chairman Kerk Loong Sing said the 10-day event from Aug 13 will have 900 booths. It will be held at the Malaysia International Exhibition & Showroom (Mines) in Sungai Besi here.

Prime Minister Datuk Seri Dr Mahathir Mohamad will open the event which is jointly organised by the Kuala Lumpur and Selangor Chinese Chamber of Commerce and Industry (KLSCCCI) and Mines.

Kerk said so far 600 manufacturers, producers and entrepreneurs as well as 10 real estate developers have expressed their desire to participate in the exhibition.

"One of the objectives of the Love Malaysia '99 Expo is to provide opportunity for the property sector to participate in this fair to assist housing developers promote their property units and at the same time to further promote the Home Ownership Campaign," he said.

Last year's exposition which had 442 booths attracted 566,000 visitors and generated more than RM20 million in business, he said at the function to launch the event for housing developers here by Housing and Local Government Minister Datuk Dr Ting Chew Peh.

-- BERNAMA

NHD ZUL RM