

Bring famous brands here: PM

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'Exclusive licences will help lower prices of luxury goods'

By **Claudia Theophilus**

SEPANG, Sat: More businesses should attract popular brand names to locate here by obtaining exclusive licences for sole distributorship.

Prime Minister Datuk Seri Dr Mahathir Mohamad said this will do away with agents, whose commissions contribute towards the increase in the prices of luxury goods.

He said the newer brands were just as attractive as the

old brands and with some effort, Malaysians can attract these brands without having to use agents.

"I'm glad Harrods is finally opening (an outlet) here after many hitches.

"I hope this will be the beginning of many other big brands or names being located in Malaysia," he said when opening a Harrods duty-free shop at the Kuala Lumpur International Airport here today.

The Harrods World Signature Shop at KLIA is located at the International Con-

course, past the Immigration counters heading towards the domestic departure gates.

This is the first Harrods outlet in Asia incorporating the 3-in-1 concept of a gift shop, buffet hall and a cafe serving the store's famous

blend of light English beverages and food.

Harrods in London has 300 departments and 21 restaurants operating on seven floors, occupying 1.2 million sq ft.

The store's 4,000 employees serve an average of 35,000

customers daily. The figure shoots up to 300,000 during peak season.

Harrods dates back to 1834 when Charles Henry Harrod started trading as a tea merchant. In 1849, the first shop opened at its present site in

Knightsbridge.

Amtek International Sdn Bhd, a wholly-owned subsidiary of Amtek Holdings Bhd, is Harrods' exclusive licensee for Malaysia.

Harrods will soon open for business at KLCC.