

20 OCT 2000

Pekan Rabu

PEKAN RABU'S FERMENTED FISH, DODOL FOR E-COMMERCE

ALOR SETAR, Oct 20 (Bernama) --Fermented fish, dodol, sweetmeat and other Malay traditional food from Pekan Rabu may reach the international market once they are listed in E-Commerce and traded via the Internet.

Chairman of the Pekan Rabu Cooperative Azmi Shahab said today the Pekan Baru Business Complex had begun involving itself in E-Commerce and had its own portal to promote its products overseas.

Azmi said Pekan Rabu products could be accessed via URL www.asianet.pekanrabu.com.my which would be launched by Land and Cooperative Development Minister Datuk Kasitah Gadam on Oct 29.

The launching would be in conjunction with the opening of the Kedah Cooperative Trade Expo at the Pekan Rabu Complex on the same day, he said.

Pekan Rabu, centre for Malay traders here, was established in 1940.

He said the area around the complex would be upgraded and a "Che Det Mall" would be built and the products from Pekan Rabu would have standard packaging and labels.

Azmi said the Pekan Rabu Cooperative had requested the Malaysian Agricultural and Research Development Institute (Mardi) to undertake a study to improve the quality of the products so that they can be sold worldwide.

Prime Minister Datuk Seri Dr Mahathir Mohamad, a member of the Pekan Rabu Cooperative, had operated a business there in the days of his youth when he was called "Che Det".

-- BERNAMA

MNH AAM