

29 JUL 2000

PM OPENS HARRODS OUTLET IN KLIA

SEPANG, July 29 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad opened the first Harrods signature outlet in the country at the KL International Airport (KLIA), here, today.

The duty-free shop is situated at the international concourse level just after the immigration counter.

The outlet is managed by Amtek International, a subsidiary of Amtek Holdings Berhad, a licensed manufacturer of various apparel brand names like James Dean and Lee Cooper denim jeans.

In his speech Dr Mahathir said he was glad that the Harrods outlet had finally opened in Malaysia, especially in the KLIA, as this could help establish the name and image of the airport.

"The KLIA is a new airport and it has to make a name for itself and one way of doing this is to associate itself with other world famous names like Harrods," he said.

With Harrods doing business at KLIA, Dr Mahathir hoped that it would be a beginning for other well-known products to be made available at the airport.

He said Malaysia wanted to be a shopping centre for this region as the cost was lower compared with neighbouring countries.

He hoped Malaysian companies would do their best to find new branded goods, which are as attractive as the existing ones, to sell in the country and finally become distributors of such goods in the region.

The Harrods in KLIA is the first outlet in Asia to establish the concept of three in one selling souvenirs displaying the Harrods trademark, pasteries and a cafe on a 1,200 sq ft area.

Amtek Holdings executive director Syed Azmin Syed Noh said the company invested RM1.2 million to RM1.3 million in the KLIA's Harrods World Signature Shop.

He said Harrods at the KLIA has been stocked up with merchandise worth about 100,000 pounds (RM570,000).

According to him although the products are imported, Amtek has control over the pricing to make the merchandise affordable to the Malaysian public.

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