

31/07/2000

Trade fair targets one million visitors

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KUALA LUMPUR, Sun. - More than 300 companies will take part in the "Love Malaysia Consumer and Trade Fair 2000" with one million visitors expected to attend.

Organised for the third time, the exposition will be held at the Malaysia International Exhibition Convention Centre at the Mines Resort City from Aug 25 to Sept 3.

The exposition is organised by the Chinese Chamber of Commerce and Industry of Kuala Lumpur and Selangor and the MIECC.

Organising chairman Kerk Loong Sing is confident this year's event will be a bigger success than the previous two as several countries, including China, Japan, Taiwan and Hong Kong, will also be represented at the exposition.

At a Press conference at Balai Berita, he said: "The main purpose of the exposition is to promote the buying of Malaysian-made products and tourism, and to encourage manufacturers to explore overseas markets."

Overseas roadshows will also be organised to attract more foreigners to visit the exposition and subsequently buy more products from Malaysia.

Roadshows will be held not only throughout the Asean region but also in other major Asian markets like Japan, Hong Kong and China.

Almost all the 600 booths have been booked.

The exposition attracted 586,000 visitors in 1998 and 810,000 the following year, notching total sales worth RM20 million and RM60 million respectively.

As in the previous two expositions, Kerk said Prime Minister Datuk Seri Dr Mahathir Mohamad would be invited to launch this year's event.

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