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Mahathir-centre

DR MAHATHIR LAUNCHES MALAYSIAN BUSINESS CENTRE IN KAMPALA

By: Mikhail Raj Abdullah

KAMPALA, Aug 18 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad Saturday launched the Malaysian Business Centre here, which will pave way for increased Malaysian imports into Uganda as well as to serve as a springboard to other East African markets.

The centre is managed by Malaysian Business Centre (U) Ltd (MBC), a 60:40 joint venture between Masscorp Trading Sdn Bhd and a Malaysian businessman, Sekaran Vellasamy, who is its managing director.

MBC is the first overseas office of its kind belonging to Masscorp Trading, a subsidiary of Masscorp Bhd, which in turn is a consortium owned by corporate leaders aimed at boosting South-South trade and investment linkages.

In just a few months since beginning operations last May, some eight container loads of goods worth about US\$200,000 (RM760 million) have been imported into Uganda.

MBC promotes products manufactured by over 200 Malaysian companies and over 20 such manufacturers have appointed MBC as their agents in Uganda.

Among the products are consumer durables such as rubber gloves, condoms, food and beverages, electrical appliances and other household products.

These goods are in high demand in Uganda, an agricultural country with a mainly export-oriented economy based on coffee, cotton, tea and tobacco with an increasing purchasing power and a consumer base of some 21 million people.

Dr Mahathir, who is here to attend the Global 2001 Smart Partnership International Dialogue, expressed the hope that more Malaysian exporters would use MBC to penetrate both the Ugandan and larger African market.

Sekaran, in his speech at the launching, said that the marketing aspect of the centre in Kampala entailed a whirlwind of physical marketing with potential clients and reaching agreements with suppliers to facilitate export-to-import activities.

Sekaran, a Malaysian businessman based here, said that MBC continues to receive enquiries to market Malaysian goods in Uganda.

--BERNAMA

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