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MP: Proton should become a world-class company

PROTON should aim to be a world-class company with factories and offices all over the world, a move which can only come about if there was a shift in the mindset.

A Government backbencher suggested that the national car manufacturer find a foreign strategic partner so that it could compete in the international market.

Datuk Mohd Sarit Yusoh (BN-Temerloh) said Proton should not look inward as it had the drive to direct its vendors to invest overseas, especially in countries with low production cost.

"It is pointless for Proton to defend itself only in the domestic market unless it feels that its cars cannot compete in the international market," he said when debating the Third Outline Perspective Plan which was tabled by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Citing Nestle as an example, Mohd Sarit said it had factories and offices worldwide but it was still known as a milk and food manufacturer from Switzerland.

"It would not be wrong for Proton to open up in Kathmandu, Nepal, Mauritius or in Santiago, Chile it could be anywhere but it would still make Malaysia proud as it would be known as a Malaysian-based company," he said.

However, before this can happen, Proton had to ensure its standards was at par with other international car manufacturers.

Other local companies also need to equip themselves with the latest in information technology in order to become world-class companies.

On the agriculture sector, he said it needed strategic thinking to ensure there was enough food production for domestic use as well as for exports.

As an example, he cited poultry farming where Malaysia still had to import chicken feed like corn which amounted to billions of ringgit.

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