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`Trade on Malaysia's good name'

IPOH, Sat. - Malaysian small and medium industries should seize the opportunity to trade on the country's image by forming business ventures in Third World countries.

Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) secretary-general Tan Sri Soong Siew Hong said that governments, chambers of commerce and entrepreneurs from developing countries held Malaysia's commitment and achievements in trade and business activities in high esteem.

"It is very encouraging to see that these countries have such confidence in Malaysian industries and there are many who have expressed interest in forming joint ventures," he said here yesterday.

During a recent eight-day trade and investment mission to Iran, the group found that the government there was gradually implementing an open-door policy.

Business opportunities would flourish as the Iranian people had good purchasing power and a good impression of Malaysian products.

"We have already established a good name for ourselves in Iran and some other Third World countries.

"It is time to venture out as these countries need our expertise in developing their business sector."

The good image was a direct result of Prime Minister Datuk Seri Dr Mahathir Mohamad's long-running quest to protect the interests of developing countries.

Malaysia's stance has made it a role model among these countries.

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