

25 JUL 2002  
BMW-INVEST  
BMW KEEN TO INVEST IN MALAYSIA

KUALA LUMPUR, July 25 (Bernama) -- High-end car-maker, BMW Group is keen to invest in Malaysia as it sees a promising growth ahead.

In a statement here today, BMW group sales division senior vice president, Luder Paysen, said that although the company was still in discussions with the Malaysian government and local partners, it was able to show its commitment by organising an international conference here.

BMW Group is currently holding a two-day marketing and communications conference which brought together some 50 executives representing sales, marketing and corporate affairs.

The executives were from the company's headquarters and subsidiaries from the emerging markets as well as from around the region.

Following Prime Minister Datuk Seri Dr Mahathir Mohamed's positive meeting with BMW Group top management in Munich on March 2002, discussions have been held with local partners and government officials to work out the details.

Paysen said discussions were ongoing but declined to give further details.

BMW Group is currently looking at the feasibility of setting up several regional operations in Malaysia.

Last year two subsidiaries were set up in this region, namely PT BMW Indonesia and BMW Philipines Corp. -- BERNAMA

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