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MATRADE-MIAMI

MATRADE TO USE MIAMI AS MARKETING HUB FOR LATIN AMERICAN MARKETS

SHAH ALAM, July 11 (Bernama) -- The Malaysia External Trade Development Corporation (Matrade) plans to make Miami the marketing hub for Malaysian products penetrating the South American and Caribbean markets, said Malaysia's trade commissioner to New York, Jamaludin Hussain.

He also advised Malaysian companies which had yet to register with Matrade to do so as they would be in a more advantageous position than going it alone.

Registering with Matrade would also help them to get the latest market surveys, country reports and attend seminars conducted by the agency, he told a briefing jointly organised by Matrade and the Selangor State Investment Centre (SSIC).

Jamaludin also advised SMIs and SMEs to plan for the longer term and Matrade would help them enter US markets through various means like taking part in trade fairs and special trade missions.

"It is also not enough for us to go there just once and participate in only one trade fair. There should be follow-up visits as US importers have alternative choices from other countries as well," he said.

Jamaludin also described the meeting between Prime Minister Datuk Seri Dr Mahathir Mohamad and US President George W. Bush in May this year as something that would benefit the business communities of both countries.

Referring to the delay in getting US visas following the Sept 11 terrorist attacks, he said the problem not only affected Malaysian businessmen but also the Americans as well.

American businessmen, he said, had also been complaining to their elected representatives that the current strict vetting for visas was discouraging foreign businessmen to visit the US. -- BERNAMA

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