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MGCC-SME

MGCC TO ATTRACT GERMAN SMIS TO MALAYSIA

KUALA LUMPUR, July 16 (Bernama) -- The Malaysian-German Chamber of Commerce and Industry (MGCC) is out to encourage German small and medium industries (SMIs) especially with the technological know-how to forge joint ventures with Malaysian companies.

MGCC's executive director, Dr Rainer Herret said it was about time to promote business opportunities in Malaysia to German SMIs.

There are already in existence some established German companies here.

"What you have to do is to convince them that there are good business opportunities in Malaysia," he said during his presentation on "ACHEMA 2003" today.

He said the visit by Prime Minister Datuk Seri Dr Mahathir Mohamad to Germany in May this year had inspired a more upbeat scenerio for Malaysia-Germany to engage in business and investment activities.

"Our aim is to establish more joint ventures with Malaysian companies," he said.

Herret said MGCC would try to attract highly specialised German companies to set up joint ventures with Malaysian companies.

Malaysian companies, lacking in technology to compete in the international arena, should tap the technology capability of their German counterparts, he said.

Munich, the capital of the State of Bavaria in southern Germany, is an important high-tech industrial estate.

MGCC was created in January 1992 as an official bilateral chamber of commerce and industry under the umbrella of the Association of German Chambers of Commerce and Industry (DIHT).

MGCC has 350 Malaysian and German members.

On ACHEMA 2003, Herret said it would take place in Frankfurt from May 19-24 next year.

ACHEMA is the platform, which defines trends, makes chemistry and technology transparent, and creates new opportunities, which pave the way to an era of merging economic zones in the chemical engineering, biotechnology and environmental protection.

The event will showcase the latest developments in plant and equipment, technology, services and know-how.

Herret said over 4,000 exhibitors and 200,000 visitors from all over the world are expected to attend. -- BERNAMA

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