

09/03/2002

Use event to showcase Malaysia, says Rafidah

KUALA LUMPUR, Fri. - International Trade and Industry Minister Datuk Seri Rafidah Aziz has urged the corporate sector to treat the international business conference to be hosted by the Pacific Basin Economic Council in May as a national effort and make it a success.

"Let us make it an occasion to attract new businesses to Malaysia. Show that Malaysia has gone beyond the trauma of the economic downturn and the recent global volatilities.

"It is also hoped that this time around, it will be done differently here and not turn out to be another talk shop," she said during her meeting with the corporate sponsors of the general meeting.

Rafidah urged the corporate sector to showcase Malaysia and seize the opportunity to look for offshore locations by networking during the international general meeting.

About 500 business executives, heads of government and governmental ministers in Asia, the Pacific area and the Americas will gather here from May 3 to 7.

PBEC is an international association of senior business leaders representing more than 1,100 major corporations in 20 economies around the Pacific.

As one of the oldest business forums in the region, PBEC provides a platform for business leaders to create new business relationships, exchange views with government officials and produce recommendations on key business issues that affect the region.

Prime Minister Datuk Seri Dr Mahathir Mohamad and Philippines president Gloria Macapagal Arroyo are among the prominent names who will be leading in discussions on key issues in the regional economy.

The theme this year is "Striving for Growth in a Challenging Environment".

An ambitious conference agenda has been developed, tackling issues such as the security dimension of economic growth, new developments in trade and investment liberalisation as well as industry overviews including biotechnology and financial markets.

PBEC director-general Rohana Tan Sri Mahmood said so far there are 38 corporate sponsors for the event.

She said there would also be a plenary session on the war against terrorism.

(END)