

PM: Our  
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products  
can make it

CYBERJAYA: Prime Minister Datuk Seri Dr Mahathir Mohamad is confident that products of innovation and invention by Malaysians will have a huge potential to be marketed anywhere in the world with the adoption of a good marketing strategy.

He said that even the best inventions or products would not attract demand without proper packaging and a good and viable marketing system.

"Every kind of products will take time (to attract demand) . . . the way we package and market our products is very important," he said after visiting InventQ Jaya, a centre of innovative inventions, here yesterday.

From the designing stage, followed by their production, packaging and marketing, the processing cycle of the products would entail a great deal of research, said Dr Mahathir, referring to the products invention project undertaken at the InventQ.

Dr Mahathir spent about an hour at the briefing by the management and staff of the centre on new products designed and invented in its laboratories.