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AMBASSADOR-CHINA

CHINA ASSURED OF CONTINUITY OF TIES FOLLOWING DPM'S VISIT

KUALA LUMPUR, Sept 19 (Bernama) -- The recent visit to China by Deputy Prime Minister Datuk Seri Abdullah Ahmad Badawi has assured Chinese leaders of the continuity of relationship between the two countries started by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Malaysian Ambassador to China, Datuk Abdul Majid Ahmad Khan, said the relationship was now at its best and next year, Malaysia would be celebrating its 30th anniversary of diplomatic ties with China.

"Over the years, relations between both countries had expanded in all aspects and the recent visit has raised it to another level," he told Bernama at the sideline of the Malaysia-China Partnership Summit 2003 here today.

The two-day summit, which ended today, was entitled 'Broadening the Grounds for Partnership, Realising the Promise of China's Progress' was organised by the Asia Strategy & Leadership Institute.

Abdullah, who will take over when Dr Mahathir retires as Prime Minister after the Organisation of Islamic Conference Summit next month, returned to Kuala Lumpur yesterday after leading a delegation of highly influential Malaysian political and business leaders for a five-day visit to China.

"We need to recognise that China is moving ahead very fast as a robust economy and its contribution to the region in years to come will be great," Abdul Majid said.

He added Malaysia needed to synergise and take advantage of this.

"I would like to advise the Malaysian business community to adopt appropriate strategies with the Chinese market in mind.

"They should also look into how to take advantage of the opportunities so that we can also gain from the rise of China economically," he added.

Abdul Majid said the overall feeling was that China would contribute positively and play an important role in the region in terms of economic development.

He also advised Malaysian investors to bear in mind a number of factors to ensure their success when venturing into China.

The ambassador said the situation in China was very competitive as there were many players.

"Everyone is there and competition is very stiff. Then there are also the multinational corporations," he said.

Abdul Majid said investors must be well prepared before entering the Chinese market.

"They have to conduct feasibility studies and know what their objectives are. They can't just say 'oh, there is a big market and I think I can make money overnight'," Abdul Majid said.

He said that must not be the kind of approach because they might land into a lot of difficulties.

"Investors must also ensure that they have enough financial backing so as not to get stuck halfway. And of course, they must look for a good and appropriate partner," he added. -- BERNAMA

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