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OIC-EXPO

EXPO OIC 2003 TO FOSTER CLOSER BUSINESS LINKAGES AMONG OIC COUNTRIES

By: Wan Nurzila Abdul Rahman

KUALA LUMPUR, Oct 4 (Bernama) -- A mega exhibition, EXPO OIC 2003, to be held in conjunction with the 10th Session of the Islamic Summit Conference next week, is set to generate increased trade and investment linkages between Islamic countries.

Datuk Rosle Jaamat, the executive director of F&R Exhibition and Conference Sdn Bhd, which is organising the event, said that more than 800 companies from 60 Organisation of Islamic Conference (OIC) countries and non-OIC countries would take part in the expo from Oct 14-19.

Rosle said EXPO OIC 2003 has received tremendous response not only from OIC member countries but also from non-members including China, France, South Korea and Taiwan.

"This is set to be the biggest exhibition in this region, comprising a large number of countries with 90 companies from Qatar, Pakistan 60 companies, India 35 companies as well as from Brunei and Oman," he said.

The trade exhibition, to be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad on Oct 14, would be the first ever to be held during an OIC summit.

"We have taken the initiative to realise Dr Mahathir's vision for an exhibition to be held in conjunction with OIC Summit, to gather Islamic businesses, which has not been done before by any other OIC country," Rosle said.

The expo would act as a platform to help create opportunities for both Malaysian and Islamic countries' businessmen to tap each others' markets, he said.

"This effort is in line with Dr Mahathir's vision for a appropriate platform to be formed in creating business opportunities in the Islamic world," he said.

He said the exhibition was also supported by government ministries and agencies as well as the Islamic Development Bank which has agreed to sponsor companies from 12 countries to participate in the exhibition.

He said this was also an opportune time for Malaysian businesses in particular to display local products because almost all Islamic countries will take part and display their products as well.

"And hopefully, Malaysia could achieve its goal of becoming a hub for products from OIC member countries," he said.

He also expressed the hope that networking and partnership between companies from Islamic countries could be formed following the exhibition.

Todate, almost 100 percent of the total 20,000 sq metre open area has been booked by participants, which is located opposite the Putrajaya Convention Centre where the summit is being held.

The trade exhibition covers four halls and is open from 10 am to 6pm and admission is free.

There would also be a 2,000 sq metres land area designated for an international baazar where thousands of products from small size companies from participating countries would be displayed.

The organiser, F&R, has signed a memorandum of understanding with national festivals and events web-caster Aastha Internatworks Corp Sdn Bhd for the exhibition to be telecast live via the Internet.

The chief executive officer of Aastha Internetworks, Dr M. Duraichelvam, said the pre-net promotion will be done for a week effective from Oct 7, 2003 at url www.aasthanet.tv and hyperlink to url

fr-exhibitions-com.my

He said the company is also promoting Via Net Advertisement Flash and Banner with a special offer of 50 percent to be given for the first 100 companies which register with the company.

Aastha Internetworks will also be web-casting the official opening and closing ceremony of the OIC 2003 Conference which will be hosted by RTM. --
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