

20 JAN 2003

NAM-TRADE

M'SIA ALL SET TO STAGE NAM TRADE EXPO

KUALA LUMPUR, Jan 20 (Bernama) -- Malaysia, taking advantage of the presence of decision makers from Non-Aligned Movement (NAM) countries, is pulling its resources to come up with the best trade exhibition "Showcase Malaysia 2003" at the 13th NAM Summit here next month.

International Trade and Industry Minister Datuk Seri Rafidah Aziz, at a press conference today to announce the showcase, said that with the presence of the NAM leaders, ministers, officials and media, this would be the best opportunity for Malaysia to showcase and promote its products and services.

"We want to promote (the products and services) in anyway that we can. When you have the leaders coming, they can make decisions straight away," she said.

The exhibition, which will be held in conjunction with the summit from Feb 20 to 25, will showcase Malaysia's products and services, and will be the best avenue to weigh on the quality of these "Made-in-Malaysia" products.

Organised by Malaysia External Trade Development Corporation (MATRADE), the exhibition which covers 14,000 square metres, will be divided into four components -- lifestyle, individual pavilions, products or services cluster and Malaysian brandnames.

Showcase Malaysia 2003 will be held from Feb 18 to 26, and will be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad.

"I'm confident that we will be able to make business, at least in terms of selling products, because information will be disseminated by those who came on what we can offer," she added.

Rafidah said that the exhibition would foster economic interaction and business contacts among the NAM member countries.

For the lifestyle component, products from 100 companies would be displayed like furniture and outdoor furniture, electrical appliances, lightings, ceramic ware, handicraft and decorative accessories, carpets, kitchen cabinets, wardrobe and furnishings.

For individual pavilions, 18 leading Malaysian corporations will take part to showcase their products and services including PETRONAS, Multimedia Development Corporation, PROTON Bhd, YTL Bhd, Tenaga Nasional Bhd (TNB), Sime Darby Bhd, Perodua Sales Sdn Bhd, SAPURA Holdings and DRB-Hicom Bhd.

Under the products/services cluster, 16 clusters would display a wide range of Made-in-Malaysia products and services.

The clusters include furniture, electrical products, information and communications technology, telecommunications, foodstuff, machinery and parts and components, textile and apparel, rubber products, plastics, palm oil, handicrafts and gift items, building and construction, educational services, financial sector, franchises industries and healthcare/hospital services.

The products are produced by more than 350 local companies, mainly small and medium enterprises.

Under the Malaysian Brandnames component, 20 Malaysian prominent brandnames, including Proton, Modenas, Bonia and Royal Selangor, will take part. -- BERNAMA

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