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Fama-Overseas

FAMA WANTS TO OPEN OFFICE OVERSEAS

IPOH, May 30 (Bernama) -- The Federal Agricultural Marketing Authority (Fama) plans to open its office in strategic market overseas to ensure better marketing and highlight the country's quality agricultural products internationally.

Its director-general, Datuk Wan Ibrahim Wan Daud, said that the agency would probably open its own offices or locate its officials at Malaysian embassies or the offices of the Malaysia External Trade Development Corporation (Matrade) in foreign countries.

"This is what actually we have requested to the Government and hope to implement this under the Budget allocated to us by the Government through the stimulus package," he said at a dinner with the media here last night.

Under the economic stimulus package announced by Prime Minister Datuk Seri Dr Mahathir Mohamad last week, the agricultural sector has been allocated RM2.85 billion.

Fama has been given RM14 million to implement programmes to promote 10 winning products of the small and medium industries and under the Malaysia Best programme, it will highlight the country's top products overseas.

Wan Ibrahim said that overseas offices were needed as currently the agency was depending on embassy and Matrade officials to do the marketing and promotion.

"But their hands are full as they are also required to market and promote other Malaysian products like timber, furniture and palm oil," he said.

He said that it was worth opening offices or even outlets to display local products overseas as there was great demand for such products, citing Holland as an example where food products worth RM34 million are imported from Malaysia.

Wan Ibrahim said that Malaysia needed wider marketing network to penetrate international market as the country was losing out to its neighbours like Thailand, Indonesia and Singapore due to this factor.

"The Thais are utilising restaurants opened by its citizens in Europe and other countries to market their agricultural products. We seldom can find such outlets owned by our people and this is why our exports are slow," he added.

-- BERNAMA

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