

04 JAN 2003

INTENSIFY PROMOTION OF LOCAL HANDICRAFTS, HANDICRAFT CORP TOLD

LANGKAWI, Jan 4 (Bernama) -- The Malaysian Handicraft Corporation should step up promotions on the marketing of local handicrafts to avoid other parties from taking advantage to sell such products from other countries, Entrepreneur Development Minister Datuk Seri Mohamed Nazri Abdul Aziz said last night.

He said the matter should be given serious attention to ensure local handicrafts are available everywhere in Malaysia to enable the people to buy the items of their choice.

"We must emulate China, India, Thailand and Indonesia who take pride in their handicraft goods," he said when launching the "Malam Gemilang Mahsuri" in conjunction with the Handicraft Fair at the Langkawi Handicraft Complex.

The fair, aimed at promoting local handicrafts, started on Wednesday and will end tomorrow.

Prime Minister Datuk Seri Dr Mahathir Mohamad and his wife Datin Seri Dr Siti Hasmah Mohd Ali, who are currently on a private visit to Langkawi, also visited the handicraft exhibition and witnessed the performances staged last night.

Nazri urged the corporation to emphasise on research and development and application of Information and Communications Technology (ICT) to come up with creative ideas to produce eye-catching handicraft items.

-- BERNAMA

ZI MZM TS