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JETRO-SME

JETRO & JACTIM TO SEND SME BUSINESS MISSION TO M'SIA

KUALA LUMPUR, July 25 (Bernama) -- The Japan External Trade Organisation (JETRO) will despatch a small and medium enterprises (SMEs) business mission from Japan to Malaysia from July 27 to 30.

To be led by Osamu Watanabe, Chairman and CEO of Jetro, the business mission is also jointly organised by the Japan Chamber of Trade and Industry in Malaysia (JACTIM).

The joint JETRO-JACTIM (JJ) business mission comprising 47 companies and organisations aims to expand business through investment, technology tie-ups and exports and imports of component parts and raw materials, Jetro said in a statement today.

Jetro said both organisations put together the business mission in response to a proposal from Prime Minister Datuk Seri Dr Mahathir Mohamad who had asked for Japan's assistance in promoting and strengthening Malaysian supporting industries.

During the visit, Watanabe will also call on Dr Mahathir and his deputy, Datuk Seri Abdullah Ahmad Badawi on Tuesday.

The JJ business mission comes after the Jetro office in Kuala Lumpur had successfully arranged for 41 major Japanese manufacturing firms to meet Malaysian SMEs at the SMIDEX 2003 Business Matching session at the Putra World Trade Centre here recently.

JETRO KL's "Reverse Exhibition or Malaysia-Japan Partnership Exhibition", was based on a concept whereby buyers will display parts/components that they wished to procure.

It was held back-to-back with SMIDEX 2003, an annual exhibition organised by the Small and Medium Industries Development Corporation (SMIDEC), an agency under the Ministry of International Trade and Industry (MITI).

During the three-day event, 92 business meetings were arranged between the Japanese manufacturers and Malaysian SMEs said JETRO Kuala Lumpur managing director, Hiroo Suzaki.

Follow-up discussions and visits to the respective companies were carried out after the exhibition.

"This is what we want and from there they will do their respective negotiations. We will monitor this situation," said Suzaki.

He also stressed that the objective of the exhibition was to enhance business between Japanese companies and Malaysian suppliers to survive in a more competitive globalised world, especially with the economic emergence of China.

Among the exhibitors at the Malaysia-Japan Partnership Exhibition were Matsushita, Sony, Hitachi, JVC, Canon, Sharp, Toyota, Kayaba, Honda and TDK. -- BERNAMA

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