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Mahathir-Products

LOCAL PRODUCTS CAN ATTRACT DEMAND WITH GOOD MARKETING, SAYS PM

CYBERJAYA, June 28 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad is confident that products of innovation and invention by Malaysians will have a huge potential to be marketed anywhere in the world with the adoption of a good marketing strategy.

He said that even the best inventions or products would not attract demand without proper packaging and a good and viable marketing system.

"Every kind of products will take time (to attract demand)...the way we package and market our products is very important," he said after visiting InventQ Jaya, a centre of innovative inventions, here today.

From the designing stage, followed by their production, packaging and marketing, the processing cycle of the products would entail a great deal of research, said Dr Mahathir, referring to the products invention project undertaken at the InventQ.

"More research needs to be done here (InventQ). Research takes a long time before the products actually can be marketed," he said.

Dr Mahathir also said that Malaysian products, without proper packaging, may not attract customers.

He was also asked whether the setting up of InventQ, which has laboratories for the design of sophisticated and high technology products, would contribute in coming up with new cheaper technology.

"The cost may be cheaper, but we're certainly aware of the high cost of technology and maybe from 10, only one may be of use, or maybe more than that," he said.

The prime minister said that even though one technology may be found but could be used to produce products which could attract consumers, that could be enough.

Dr Mahathir spent about an hour at the briefing by the management and staff of the centre on new innovative products designed and invented in its laboratories.

The management of the centre, led by its chairman and chief executive officer, Dr Sadeg Mustafa Faris, also briefed the prime minister on the development of a new technology, the 'V-Rex'.

The multimedia-based technology, complemented by the three-dimension (3D) animation technology, the 'V-Rex' has been identified as viable for use in the national education system.

-- BERNAMA

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