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Matrade-Corporatisation

MATRADE WILL SUBMIT PROPOSAL ON CORPORATISATION TO GOVERNMENT

IPOH, Sept 21 (Bernama) -- The Malaysian External Trade Development Corporation (Matrade) is conducting a study on the corporatisation of the agency before submitting the proposal to the government by end of the year.

Its chairman, Datuk Ahmad Husni Hanadzlah, said the study would determine which form of corporatisation to adopt -- self-financing or to receive government financing but independence from government bureaucracy.

The need to study the corporatisation arose because with the emphasis now on the export market, Malaysia had to move fast to meet the requirements of the market, he told reporters after the launch of the caring society programme in conjunction with the National Anti-Drugs Campaign by Deputy Home Minister Datuk Zainal Abidin Zin, here.

Prime Minister Datuk Seri Dr Mahathir Mohamad, when tabling the 2004 Budget last week, said Matrade would be corporatised to help Malaysia become a global trader by promoting the country's products directly to a world international market

Ahmad Husni said: "Now it is difficult for Matrade to operate without allocation from the government as Matrade offers free services to local entrepreneurs.

"We have more than 6,000 companies registered under us. For any trade mission we will help them to subsidise half of their expenditure or up to RM60,000."

He said the agency also faced difficulties due to bureaucracy, resulting in slow service to the business community.

He said Matrade would be holding trade exhibitions overseas as well as at the Organisation of the Islamic Conference (OIC) summit in Putrajaya next month.

It would also bring in expatriates who involved in the global market to help Malaysia enhance its market penetration besides establishing good networking overseas.

" This is something good and new to the country. We have to collaborate with them as they have experience in the global market and they have knowledge and know the structure of the market," he said.

-- BERNAMA

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