

26 SEP 2003

OIC-COCA-COLA

PM: NEED FOR MORE COHESION AMONG OIC MEMBERS' BUSINESS COMMUNITIES

KUALA LUMPUR, Sept 26 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamed has called for greater cohesion among OIC member nations as well as within the various business communities in conjunction with the OIC Business Forum to be held here next month.

"There is a need for Muslim nations to grapple with the challenges of globalisation and trade liberalisation," he said in his message at a signing ceremony between Coca-Cola Malaysia and the Asian Strategy & Leadership Institute (ASLI).

Coca-Cola is now an event partner of the OIC Business Forum.

The forum, organised by ASLI, is the first to be held in conjunction with the 10th Session of the Islamic Conference Summit on Oct 15 and 16.

"Coca-Cola is proud to be able to demonstrate its commitment to Malaysia by contributing to the realisation and success of the government's efforts in hosting a successful OIC Summit, while sharing its expertise and experience with other Muslim business communities who will be participating in the forum," said its public affairs and communications director, Mohamed Kadri Mohamed Taib, in a press release.

Meanwhile, ASLI chief executive officer, Datuk Dr Michael Yeoh, said the forum was timely as the Islamic nations and Muslim world needed to intensify cooperation in business and economics to enhance sustainable growth and prosperity.

The participation of Coca-Cola in the first OIC Business Forum was part of its continuing efforts to reach out to Malaysian consumers through activities such as international sporting events and conferences, as well as community projects. -- BERNAMA

PK TJK