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500 firms taking part in expo

Kamarul Yunus

KUALA LUMPUR, Mon. - Almost 500 Malaysian companies will display their products at the Showcase Malaysia 2003 exhibition held in conjunction with the Non-Aligned Movement Summit next month.

International Trade and Industry Minister Datuk Seri Rafidah Aziz said the exhibition, covering 14,000 sq metres, comprised four components - lifestyle, individual pavilions, clusters and Malaysian brand names.

Prime Minister Datuk Seri Dr Mahathir Mohamad will launch the exhibition on Feb 18.

Showcase Malaysia 2003, which will run until Feb 26, is being organised by Malaysia External Trade Development Corporation in conjunction with NAM Summit to be held from Feb 20 to 25.

Rafidah said one of the objectives of the exhibition was to take advantage of the presence of NAM leaders, Ministers, senior officials and media to promote Malaysia's products and services.

"It is also to foster economic interaction and business contacts among NAM member countries."

The exhibition will be held at the Putra World Trade Centre and Kuala Lumpur City Hall's Pasar Tani site.

Rafidah said products from more than 100 companies would be displayed in the lifestyle area, including furniture, electrical appliances, lighting, ceramic ware, handicraft and decorative accessories, carpets, kitchen cabinets and utensils.

"Malaysia's smart-home concept to show the use of information technology in modern houses as being built in Putrajaya is also among the highlights."

Rafidah said 18 leading Malaysian corporations would have their individual pavilions to showcase their products and services.

They are Petronas, Perusahaan Otomobil Nasional Bhd, Multimedia Development Corporation Bhd, Malaysia Airports Holdings Bhd, Malaysian International Shipping Corporation Bhd, YTL Bhd, Tenaga Nasional Bhd, Sime Darby Bhd and Perodua Sales Sdn Bhd.

Others are Sapura Holdings, Edaran Otomobil Nasional Sdn Bhd, DRB-Hicom Bhd, Telekom Malaysia Bhd, Sirim Bhd, Composite Technology Research Malaysia Sdn Bhd, Business Focus Bhd, Top Rank Sdn Bhd and MTrans Holdings Sdn Bhd.

Among the products and services to be displayed under this category are the national cars, lorries and buses, motorcycles, light aircraft, light monorail transit system, Multimedia Super Corridor, petroleum industry, logistic services, property development, telecommunications and electrical equipment.

More than 350 companies, mostly small and medium-scale industries, will take part in the cluster section.

Sixteen clusters will feature furniture, electrical products, information and communication technology, telecommunications, foodstuffs and machinery and parts.

Others are textiles and apparel, rubber products, plastics, palm oil, handicraft and gift items, building and construction, educational services, financial sector, franchise industry, and healthcare and hospital services.

Admission is free. Visitors are advised to enter via Jalan Rahmat through Jalan Ipoh as the PWTC building will be the NAM Summit venue.

