

UCAPAN PERDANA MENTERI DI PEMBUKAAN RASMI PAMIRAN BARANG-BARANG BUATAN MALAYSIA DI STADIUM NEGARA, KUALA LUMPUR PADA 25^{HB} OGOS, 1973

Y.B. Tan Sri Nik Ahmad Kamil, Yang di-Pertua Persatuan Pengilang-pengilang Malaysia; Y.B. Menteri-menteri, Dif-dif yang terhormat, Tuan-tuan dan Puan-puan,

Saya mengucapkan berbanyak terima kasih kepada Persatuan Pengilang-pengilang Malaysia kerana memberi saya kesempatan sekali lagi bersama-sama di sini sambil merasmikan Pamiran Barang-barang Buatan Malaysia ini. Di masa yang sudah-sudah, Pamiran seperti ini pernah diadakan dan pamiran kali ini mempunyai erti yang besar kerana diadakan dalam bidang Perayaan Menyambut Ulangtahun Malaysia yang ke sepuluh.

It gives me real pleasure for me to be here today to declare open this year's Made-in-Malaysia Trade Fair. Similar fairs have been organised by the Federation in previous years but this one has a special significance in that it is being held in conjunction with the National Day celebrations. I am told that this is the biggest trade fair held so far with a record number of firms participating. This indeed is a heartening indication for the continued success of the fair in the years to come.

The theme you have chosen—"Build Malaysia through Industry"—is most appropriate and relevant as it is in line with Government's policy programmes as enunciated in the Second Malaysia Plan. We are putting great stress on industrialisation in order to reduce the country's dependence on traditional export commodities and, at the same time, to create more employment opportunities for the people. The manufacturing sector with a growth rate of about 15% per annum is expected to provide the main push to the overall growth of the economy.

This is not to mention the other intangible benefits to be gained from industrialization like the transfer of skills, technology and modernisation. We are fully aware of this and it is for this reason that we have embarked upon an ambitious industrialization programme designed to attract both local and foreign investment.

Various forms of new incentives such as investment tax credit and labour utilization relief have been offered to overseas investors. Besides this, the infrastructure facilities have been improved and geared to meet the needs of industries. And, today, we can see for ourselves the fruits of our efforts in the form of the various products being displayed in the stalls.

Tuan-tuan dan Puan-puan,

A very interesting feature in this year's trade fair is the inclusion of an Export Promotion Pavilion to promote export of manufactured goods. As this complements Government's efforts in its export drive, I wish to congratulate the organisers for their initiative and I am confident that the experience gained will assist the organisers immensely in undertaking more ambitious export promotion plans in future trade fairs.

Malaysia, as we know, has an export oriented economy with the export sector contributing no less than 40% to the Gross National Product. Thus, the economic well-being of the country depends greatly on the performance of the export sector and the need, therefore, for the export sector to remain strong cannot be overstated. We have embarked upon export diversification away from the traditional export commodities of rubber and tin; last year their percentage share of total exports was reduced to 46% as compared with 62% in 1965. This has been achieved in spite of the fact that their absolute export values had been growing steadily.

I am happy to note that manufacture goods are playing a more dominant role in export diversification, increasing by about 16% from \$520 million in 1970 to \$602 million in 1972. Similar exports from Peninsular Malaysia alone, for the first quarter of this year, amounted to \$133 million compared with \$85 million for the same period in 1972—an increase of 57%. Some of the manufactured products which have shown remarkable growth are textiles, clothing, footwear and wood products. The coming into production of export-oriented processing and manufacturing industries will further augment this sector in the future.

Tuan-tuan dan Puan-puan,

The year 1972 saw a significant change in the pattern of foreign investment flowing into Malaysia. If the decade of the 60's can be described as a period of import substitution, which is evident

from this fair, we have entered a new era of export orientation in the Malaysian manufacturing sector.

This rapid influx into Malaysia of labour intensive, export oriented operations in the electronics, electrical, textiles and other fields has within one year firmly established Malaysia as one of the leading export industry centres in this region. The concept of free trade zones for such export industries which was introduced in 1972 has also proved to be a resounding success. The free trade zones in Bayan Lepas, Sungei Way and Ulu Klang have experienced tremendous growth; in fact both free trade zones in Selangor—Sungei Way and Ulu Klang—have been fully occupied in less than a year.

In the past, it was the Government which took the lead in export promotion by organising trade missions and participating in trade fairs overseas. Although the success achieved has been encouraging, it must be understood that what the Government can do in this regard is limited due to the constraints of human and financial resources.

It is my earnest hope, therefore, that the Federation of Malaysian Manufacturers and your trade associations are matured and developed enough to initiate on their own, with the co-operation of the private sector, export promotion programmes such as participation in selling trade fairs and selling missions overseas.

Co-operation between export manufacturers is important at this stage because by international standards, Malaysian exporters are small. But collectively they could undertake joint promotion and meet substantial orders from large importers by pooling together their production resources. This can be achieved if Malaysian exporters can be far-sighted enough to see the long-term advantage of their co-operating for mutual benefit.

Tuan-tuan dan Puan-puan,

In export promotion, I can safely say that every exporting country is selling in a buyer's market. Gone are the days of the sellers' market! It is, therefore, important for our exporters to adopt a more aggressive sales technique to enable them to break into and increase their share of the export market. Malaysian exporters must expose themselves to the markets by going overseas,

visiting and discussing with importers not only their products but also acquainting themselves of the market demands there.

The Ministry of Trade and Industry has posted Trade Commissioners in the important commercial centres of the world. They are there to assist you. Visit them and make use of them for your own advantage and of course, for the benefit of Malaysia as well.

I am, of course, aware that there are problems in exporting overseas, but I wish to remind you of the saying that "where there is no venture, there is no gain". All that is needed is a little courage to accept the risks of export trade. However, I wish to emphasise, at this juncture, that it is important to maintain a good image of Malaysia overseas as it facilitates exports. Everything must be done to ensure that Malaysian manufactures will come to mean good quality products. Image building takes time, but a deliberate start has to be made and it is the collective responsibility of exporters to co-operate by maintaining stringent quality controls and observing contractual obligations fully.

There is one last point I would like to make before I conclude. Many of the developed countries have taken various measures to combat inflation at home, one of which is the liberalisation of trade to encourage cheap imports. This measure would definitely favour low-cost producers such as Malaysia and I have no doubt that you will take advantage of this newly created opportunity and carve out for yourselves a significant place in a competitive world market.

Tuan-tuan dan Puan-puan,

Dengan itu, saya dengan penuh sukacitanya mengisytiharkan Pamiran Barang-barang Buatan Malaysia ini dibuka.



Tun Abdul Razak bin Hussein sedang melawat sebuah gerai kasut di Pameran Perdagangan Buatan Malaysia di Stadium Negara, Kuala Lumpur pada 25hb Ogos, 1973.

(Gambar Jabatan Penerangan Malaysia)