

## **Singapore's 'rebranding tactic' slammed**

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KUALA LUMPUR, Sun. The Agriculture and Agro-based Industry Ministry is looking into ways to stop Singaporean importers rebranding Malaysian products as their own.

Minister Tan Sri Muhyiddin Yassin said the practice violated World Trade Organisation regulations prohibiting a country from buying the products of another country and later exporting them as their own.

"They shouldn't do that. This (practice of rebranding) has gone on for too long, and it has to be stopped.

"They can import our products but these cannot be re-exported as their own.

"They must acknowledge the products are from our country," Muhyiddin said after launching the Bukit Angkasa Pasar Tani Mega here today.

Among Malaysian products re-exported under the republic's brand were rambutan (renamed "Singaporean lychees"), orchids and ornamental fish.

"We are studying their tactics so that we can put a stop to the practice."

The manager of a fruit exporting company in Johor said the rebranding involved fruits imported in bulk.

"The fruits will be canned and labelled as their own product, which is unacceptable," said Pua Eng Hua, manager of NCT Fruits Supply.

However, Pua reminded the ministry that Singapore also imported fruits from Thailand.

"We have to be certain the rebranding practice involves our products," he said.

On another matter, Muhyiddin said the Federal Agricultural Marketing Authority (Fama) was studying plans to set up a national food terminal.

"Fama has bought some land in Perak and Kelantan for the purpose. The terminal is based on the concept of a wholesale market."

He said Fama was also considering holding more farmers' markets.

"Now it is held once a week, but if we can get a permanent site, we can have it twice or thrice a week."

Also present at the launch were Lembah Pantai MP Datuk Seri Shahrizat Jalil and Kuala Lumpur Datuk Bandar Datuk Ruslin Hassan.

Source:

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