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Proton targets Saudi Arabia, Bangladesh

National carmaker plans tie-ups with Saudis, Bangladeshis as it seeks new markets overseas

by FARAH ADILLA

PROTON Holdings Bhd is expected to announce collaborations to build cars in Bangladesh and Saudi Arabia as part of its strategy to find new markets overseas.

The national marque, which in February signed a collaborative agreement to explore production in Indonesia, is understood to have entered into an agreement with PHP Group of Industries for sole distributorship of Proton cars in Bangladesh.

Sources said the agreement will lead to the assembly of semi-knocked down (SKD) Proton models in Chit-



TMRpic

The Financial Express reported that Proton chairman Tun Dr Mahathir Mohamad mooted the idea to Bangladesh Prime Minister Sheikh Hasina Wajed during her visit to Malaysia in December last year

tagong within the year.

Proton currently has a dealer in Bangladesh, which is the Multimode Group based in Dhaka.

Rumours of the plant have been circulating in Bangladeshi media.

Its *Financial Express* newspaper

SEE P4 COL1

Malayhan Reserve - 13/3/2015