

Najib Sees WEF As Golden Chance To Promote Malaysia
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From Massita Ahmad

DAVOS (Switzerland), Jan 24 Jan (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak sees the four-day World Economic Forum (WEF) as a golden opportunity to promote Malaysia as an investment, trade and tourism destination.

"I'm taking part in this year's WEF to realise several objectives, the main one being to promote Malaysia," he told Malaysian journalists here Thursday.

Najib, in his first visit to the annual event as Prime Minister, was personally invited by WEF founder Prof Klaus Schwab.

Najib said the prestigious forum, which brings together world political and business leaders and which this year has drawn some 3,000 participants, is an opportunity not to be missed.

He will have bilateral meetings with several world leaders, including with Director-General of the World Trade Organisation (WTO) Pascal Lamy, Canada's Minister of Finance James M. Flaherty and Prime Minister of the Netherlands Mark Rutte.

"At the bilateral meeting with the Canadian Finance Minister, I will convey the Malaysian government's appreciation to his government, which has approved a large Petronas investment in Canada," he said.

Petronas completed its C\$5.2 billion takeover of Progress Energy Resources Corp in December 2012.

Najib, who will also be meeting world corporate leaders, said: "I will listen to their proposals to invest in Malaysia."

The conglomerates that will be meeting him today include Mercuria Energy Switzerland, Itochu Corp, Hanwha Group and dan Evonik Industries AG.

The highlight of Malaysia's participation at the WEF will be the the Malaysia Night to be held tomorrow, he added.

"Many people are expected to attend, and we will hold several interesting events to showcase Malaysia," he said, adding the country's Economic Transformation Programme and New Economic Model as well as future plans are sure to draw the attention of the attendees.

"We have a very good story line to tell the world. We will highlight the Malaysian story not only through these meetings, but also through media such as newspapers, magazines and television," he said, referring to promotions of Malaysia in The Economist, banners and US cable news channel CNN throughout the WEF.

"When they get to know what we are doing in Malaysia especially for the future, I believe we will be a country that they will find most attractive to invest in, whether as foreign direct investment (FDI), in the capital market or just as tourists," he said.

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