

Malaysian Firms Notch Up Sales Of RM86.04 Mln At Cebit 2014

Bernama

19 March, 2014

KUALA LUMPUR, March 19 (Bernama) -- Malaysian companies notched up sales of RM86.04 million at the recently-concluded CeBIT 2014 in Hannover, Germany.

In a statement here today, Malaysia External Trade Development Corp (Matrade) said the products and services that received strong support from the buyers included encryption technologies and middleware for the telecommunication sector.

Matrade Frankfurt Trade Commissioner, Jai Shankar, said 14 Malaysian exhibitors participated in the exhibition, which was held from March 10-14.

"CeBIT provides a platform for Malaysian companies to further promote their products and services to the European market and serves as a stepping stone for globalisation," he said.

He said the exhibition would also give the companies an insight into the latest trends and ensure that they did not lag in terms of innovation to succeed commercially.

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Source: <http://www.bernama.com/bernama/v7/newsindex.php?id=1023076>