

Malaysian Fruits In-store Promotion In Sweden

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PUTRAJAYA, April 3 (Bernama) -- The Malaysian Agriculture Representative Office at The Hague holds its first ever two-day in-store promotion in Sweden to promote locally grown fruits.

Agriculture attache Ahmadul Mokhtar Mohd Hayani said the in-store promotion, which began today, was aimed at opening avenues for Malaysian companies to penetrate the markets in Sweden and Scandinavian countries.

He said the endeavour also gave Malaysian companies the opportunity to assess the buying power of the target groups.

"This will enable Malaysian companies to review and assess ability and purchasing power of local communities, as well as to enhance close cooperation with major supermarket chains in Sweden," he told Bernama today.

Ahmadul Mokhtar said the in-store promotion held at the ICA Kvantum Emporia Malmo, Sweden, would promote starfruit, jackfruit, papaya, mango, mangosteen and rambutan through product sampling.

It is being organised with the cooperation between the DRS Trading Sdn Bhd, EMA's AS Holland and ICA Group AB, one of the largest supermarket chains in the Scandinavian countries and the Baltic.

For the record, ICA Group has a total of 2,300 supermarkets nationwide network, that estimates sales amounted to SEK100 billion (Euro10.46 billion) in 2013 and nearly 22,000 employees.

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