Ministry to promote products in West China

BEIJING: The Ministry of Agriculture and Agro-based Industry will hold a Malaysian Week at Xi'an, Shaanxi Province from May 11 to 20.

"The purpose of organising this event is to expose Malaysian products to the China market, especially in the west China region," the ministry's secretary-general Datuk Mohd Hashim said.

He said the ministry had build a close relationship with the local authorities, including the Ministry of Commerce, Governor, Mayor and business council to create new promotional ideas, after involving in annual Investment and Trade Forums for Cooperation between East and West China.

"From such initiatives we derived the idea of organising a festival called the Malaysian Week, in association with other Ministries such as the Tourism Ministry," Hashim added.

He said the Muslim community in Xi'an are interested in sending their children to further studies in Malaysia, such as the International Islamic University and they are also likely to accept Malaysian products because of the Halal standard that Malaysian products have in terms of food safety.

Malaysia is the first country to hold such an event at the Muslim street, according to Xi'an Foreign Affairs and Overseas Chinese affairs Office director general Liang Wanqing.

Xi'an Lianhu District Chamber of Commerce and Industry vice president Sun Jianping who is involved in the Malaysian Week event, said there would be about 30 booths to introduce Malaysian products to the tourist and community. — Bernama