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Published: Monday November 30, 2009 MYT 12:18:00 PM

Updated: Monday November 30, 2009 MYT 1:03:04 PM

Potential business worth RM6.3mil expected from incoming buying missions

KUALA LUMPUR: Malaysia External Trade Development Corporation (Matrade) says the Incoming Buying Missions for foreign buyers held early this month for the local fashion and healthcare sectors saw potential business worth RM6.3 million.

It said the buying mission for the local fashion industry was held from Nov 4 to 9 in conjunction with the Malaysia International Fashion Week.

One hundred and two business meetings were held with potential business worth RM3.4 million reported by foreign buyers.

Twenty buyers from 10 countries - Australia, China, Hong Kong, Italy, Jordan, Kuwait, Taiwan, Thailand, Uzbekistan and Vietnam -- participated in the buying mission.

The products of interest are haute couture evening dresses, wedding gowns, ready-to-wear clothes, Muslim swimming wear, shoes, costume jewellery and accessories.

For the healthcare sector, the buying mission was jointly hosted by Matrade, Health Ministry and the Association of Private Hospitals of Malaysia in conjunction with the association's International Healthcare Travel Conference 2009 from Nov 18 to 19.

Focusing on healthcare services, medical and pharmaceutical products, 39 businesses one-on-one business meetings were held with three invited foreign buyers from Japan and Vietnam and 25 Malaysian healthcare companies, with potential business worth RM2.9 million.

Medical products and services of interest are condoms, face masks, hand sanitisers, health-screening packages, medical disposables, medical treatment for dialysis patients and operation theatre equipment.

Foreign buyers were impressed by the Malaysian Government's commitment and initiatives to promote the healthcare sector, especially through the establishment of the Malaysia Healthcare Travel Council.

The council will be launched by Prime Minister Datuk Seri Najib Tun Razak this month.

Foreign delegates noted that this new development gave them the confidence to promote Malaysia as a destination for quality and affordable health tourism. - Bernama