Business meet a ‘win-win’ situation for M’sian, Tunisian businessmen

KUALA LUMPUR: The ‘Malaysia-Tunisia Business Engagement 2013’ aims to help businessmen from both countries to increase their business relationships by networking and expanding their reach.

In a statement yesterday, programme organiser, ISI Corp Bhd (ISI), said the business meeting, from April 15-21, 2013, would be a win-win situation for Malaysians and Tunisians.

It said the business-matching session would be held on April 17.

ISI executive director, Hazrita Mohd Hatta, said the company aimed to promote a fruitful business trade between both countries.

“Tunisia could also serve as a halal hub for the export of Malaysian products to the markets in Europe, Middle East and Africa,” Hazrita said.

ISI said the Tunisians businessmen participating in the programme came from linen, textile manufacturing, halal food products, Islamic banking and tourism sectors.

“They are expected to visit Malaysian corporations such as KPJ Healthcare Bhd, Putrajaya Holdings, Universiti Tun Abdul Razak, INFINTI Fitness and the Perdana Leadership Foundation,” it said.

The delegation, which would be led by president of Sustainable Development of Association of Sfax, Abdul Majid Khemakhem, would pay a visit to former Prime Minister Tun Dr Mahathir Mohamad, it said.

— Bernama