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Title:
Statement: North Malaysia Week in Adelaide

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STATEMENT

from the Premier

Date..... November 28, 1976

Embargo...5.00 p.m.....

State Administration Centre,
Victoria Square, Adelaide,
South Australia 5001
228 4811

NORTH MALAYSIAN WEEK IN ADELAIDE

Adelaide will "go Malaysian" for a week next year in a colourful display of the close links between South Australia and the Malaysian region.

Announcing details of North Malaysian Week in Adelaide, the Premier, Mr. Dunstan, said the event would be an exciting and festive way of demonstrating the freindship between the two regions.

"Between March 15 and March 21, Adelaide will have a Malaysian look, with stalls, displays, dancing and traditional entertainment. There will even be a Malaysian village built in Elder Park.

Mr. Dunstan said more than 270 people, including performing artists, food vendors and businessmen, would come from the four Malaysian States of Penang, Kedah, Perlis and Perak. The main venue for the exhibitions will be Elder Park.

The North Malaysian Week will be opened by the Premier on March 15 and the Queen and the Duke of Edinburgh will attend the final ceremonies on the evening of March 21.

"North Malaysian Week will be a festive time, but it will have a serious purpose in demonstrating how the cultural and economic links between Malaysia and South Australia have expanded to benefit both communities.

"Since Adelaide established a Sister City link with the capital of Penang, Georgetown, in 1973, South Australia has become an important partner in the development of the Malaysian region.

"South Australian firms in a range of industries have set up in the region in partnership with Malaysian organisations.

"By working in partnership, both South Australia and Malaysia have benefitted.



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"By working in partnership, both South Australia and Malaysia have benefitted.

"As an example, South Australia has established a fruit juice processing industry in Malaysia which provides employment and development for the local district, but which gives the South Australian Riverland district a very valuable market for fruit juice.

"This venture has been so successful that in the next two years we will use all the juice South Australia can produce and will have to start looking for supplies outside the State.

"Other ventures involved rubber production, prefabricated housing, the fishing industry and agricultural irrigation equipment.

"The range of our involvement means that South Australian companies have been able to increase their export markets and lessen their reliance on the Australian domestic market. As a result, employment in South Australia has been maintained, and in many cases, increased".

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