

KERATAN AKHBAR

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ECERDC to develop RV industry in Malaysia

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THE East Coast Economic Region Development Council (ECERDC) is spearheading the development of the recreational vehicle (RV) and caravan industry in Malaysia by leveraging on the global growth of the RV industry post pandemic. ECERDC is taking the first step by bringing together policymakers and established foreign RV industry players to explore a framework to develop the industry in the ECER and in Malaysia. Members of the Caravan Association from Germany (Caravaning Industrie Verband eV) who represents German RV industry players, accepted ECERDC's invitation to come to Malaysia and specifically ECER from Feb 20-24 to explore investment and business opportunities in the RV Industry as well as to identify caravan hubs for Asean and Asia Pacific markets, it said in a statement yesterday.