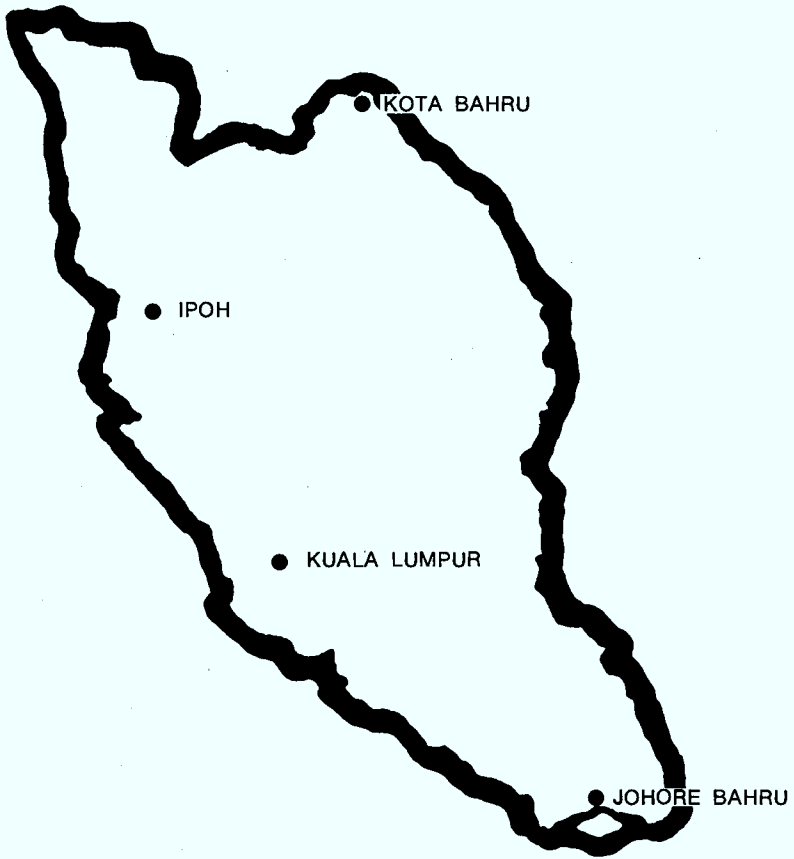


HF  
3227  
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Malaysia

markets  
for canadian  
exporters

**MALAYSIA**



HF  
3227  
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# MARKETS FOR CANADIAN EXPORTERS

## MALAYSIA

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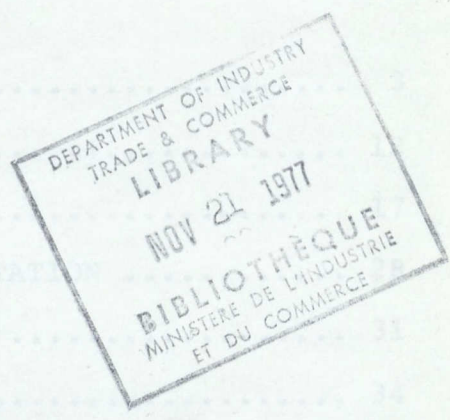
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## I. GENERAL

### Area and Geography

Malaysia has an area of 128,308 square miles (333,660 km<sup>2</sup>) approximately half the size of Alberta. Peninsular Malaysia 50,670 square miles (134,670 km<sup>2</sup>), has common borders with Thailand on the north and Singapore on the south; the states of Sarawak 48,250 square miles (128,666 km<sup>2</sup>) and Sabah 29,388 square miles (78,368 km<sup>2</sup>) are situated along the northern rim of the island of Borneo.

### Population

Malaysia is inhabited by an estimated 12.2 million people, of which 10.4 million live in Peninsular Malaysia and the remaining 1.8 million live in East Malaysia. The population is growing at an annual rate of 2.7 per cent and population density is 92.7 persons per square mile (2.6 km<sup>2</sup>). Major racial groups are Malay (54.7 per cent), Chinese (34.2 per cent) and Indian (9 per cent). The other races constitute about 2.1 per cent.

### Principal Cities and Towns

#### Peninsular Malaysia

Malaysia's capital and largest city is Kuala Lumpur, population 800,000, the country's leading commercial centre. George Town, population 350,000, is a major port and the centre of entrepôt trade. Ipoh, population 250,000, is the centre of the tin mining industry. Port Klang, formerly Port Swettenham, is the chief port for the central states of Peninsular Malaysia. Kuantan is the principal city on the east coast and a growing centre for the timber industry. Other major cities include Kelang, population 150,000; Johore Bahru, population 150,000; and Malacca, population 90,000.

#### Sabah

Kota Kinabalu, population 60,000, is the capital and administrative centre of Sabah as well as an important port. Sandakan, population 50,000, is the state's commercial centre and principal port as well as the centre of the timber extraction industry. Tawau, population 40,000 is a growing centre and port for timber, oil palms and rubber. Lebuan, an island off the Sabah coast, is becoming an increasingly important base for offshore petroleum development.

## Sarawak

Kuching, population 220,000 is the capital of Sarawak and the main trading and business community. Miri and surrounding area, about 50,000, is an important commercial centre and site for oil refineries as well as base for offshore exploration of petroleum. Sibuan and area has a population of 115,000.

### Climate

Malaysia has a tropical climate. Temperatures and humidity are high and rainfall heavy. The seasons are influenced by the northeast monsoon from October to February and the southwest monsoon from May to August. Rainfall averages about 100 inches (254 cm) per year but can range anywhere between 65 (164.7 cm) to 200 inches (508 cm). Temperatures remain constant with a mean daytime temperature of 85° F (29° C) and a mean minimum of 75° F (24° C) at night.

### Clothing

Lightweight slacks, shirt and tie are appropriate for most daytime business appointments. When calling on senior government officials, however, a suit is preferable. It should be noted that senior members of business houses usually wear jackets throughout the day. In addition, since the advent of air-conditioned offices, an increasing number of Malaysian businessmen wear jackets at work. During the rainy seasons, umbrellas provide sufficient protection; raincoats are not worn.

### Health

City water is safe to drink, however water in the outlying areas should be boiled before drinking. In addition, tropical fruit and spicy food should be eaten in moderation.

Malaria is still prevalent in some parts of the country and Canadians should take precautions when visiting these areas.

### Language

The official language is Bahasa Malaysia (Malay). However, English is widely spoken in business circles and is a compulsory second language in all government schools.



## Definitions

The following usage of terms should be noted:

- Malaysia - refers to the name of the country  
Malaysian - a general term that applies to all citizens of Malaysia regardless of race  
Malay - refers to the specific racial group  
Malaya - the name used to describe the peninsula before federation in 1963 with Sabah, Sarawak and Singapore (which later withdrew). The term is still used occasionally to refer to the geographical entity of Peninsular Malaysia when it became Malaysia. East Malaysia is the name formerly applied to the states of Sabah and Sarawak and is still commonly used.

## Forms of Address

Malay forms of address are many and complicated. The following is only a general indication of precedence since in some cases, a person's function gives him a higher rank than his title would indicate. In addition, local practice varies widely in ranking the holder of various titles. The following categories of titles are most likely to be encountered:

- |                              |                              |
|------------------------------|------------------------------|
| 1. Nobility                  | 3. Religious and traditional |
| a. Tunku or Tengku           | a. Syed (M), Sharifah (F)    |
| b. Raja                      | b. Sheikh (M), Siti (F)      |
| c. Ungku                     | c. Haji (M), Hadja (F)       |
| 2. Orders of chivalry        | 4. Mr. and Mrs. - Encik (M)  |
| a. Tun (M), Toh Puan (F)     | and Cik (F)                  |
| b. Tan Sri (M), Puan Sri (F) | Sir and Madam - Tuan (M),    |
| c. Dato (M), Datin (F)       | Puan (F)                     |

## Nobility

Tunku and Tengku are different spellings of the same title which is loosely equivalent to prince. The title descends through both sides of the family and is accorded great respect by the Malays. In certain states, Raja is used instead of Tunku, but means exactly the same. Ungku is a Johore title denoting a lesser degree of royalty than Tunku.

### Orders of Chivalry

Tun is the title given to a recipient of the Federation's highest order of chivalry granted to nonroyal persons. The wife of a Tun is called Toh Puan.

Tan Sri is a title given to a recipient of Malaysia's second highest order of chivalry granted to nonroyal persons by the Supreme Ruler (national level). Membership in this order is a high honour and the living membership is limited to 75 persons. The wife of a Tan Sri is called Puan Sri. These titles are not hereditary. It is quite acceptable to address someone holding this title simply as Tan Sri or Puan Sri (generally equivalent to "Sir").

The basic meaning of Dato is grandfather. In modern usage, however, it refers to the holder of the highest honour conveyed by the rulers of the various states. The wife of a Dato is called Datin. The title is not hereditary and holders of this title may be referred to as Dato or Datin.

### Religious

Syed is the name as well as the title which traces a direct blood descendancy from the Prophet. It is never omitted when addressing a Malay and all Syeds are addressed as Tuan.

Sheikh is an Arab title usually passed through the male line. The title confers no special privilege or respect, but courtesy requires the use of Tuan as a prefix.

Haji, or in the case of a women, Hadja, is one who has made a pilgrimage to Mecca and has performed certain required acts during this pilgrimage or "Haj". Hajis are accorded the honorific Tuan which is prefixed to the Haji title, i.e., Tuan Haji Abdullah instead of Encik Haji Abdullah.

### Weights and Measures

Both metric and Imperial systems are used.

### Electricity

The National Electricity Board and major licensed suppliers provide electricity at 50 cycles, three phase AC. High voltage supplies are available to industrial consumers at varying voltages -- most commonly 6.6. kV, 11kV, 22 kV and 33 kV -- depending on the local system and consumer requirements. Commercial and domestic supplies are uniform at 400/450 volts, three phase and 230/240 volts, single phase.

## Religion

Islam is the official religion of the Malay (Muslim) population. Most Chinese are Buddhist, Confucian or Taoist. The majority of Indians are Hindu, while a small proportion are Muslim, Christian or Sikh. Most of the Europeans and Eurasians are Christian. The remaining ethnic groups are animist, Christian or Muslim.

## Public Holidays

Malaysian holidays reflect the country's multireligious character. Because the Muslim calendar year has only 354 or 355 days, Muslim holidays fall 10 to 12 days earlier, each year, on the Gregorian calendar. The following list serves only as a guide and Canadians are advised to confirm dates of business visits with the Malaysian High Commission in Ottawa or the Canadian High Commission in Kuala Lumpur. The weeks of Chinese New Year and Hari Raya are not suitable for business visits.

New Year	January 1
Federal Territory Day	February 1
Chinese New Year	Late January or early February
Sultan of Selangor's Birthday	March 8
Prophet Mohamed's Birthday	March 2
Labour Day	May 1
Wesak Day (Buddhist)	Late May *
Yang di-Pertuan Agung's Birthday	June 1
Hari Kebangsaan (National Day)	August 31
Hari Raya Puasa (Muslim)	September or October *
Deepavali (Hindu)	Late October or early November *
Hari Raya Haji (Muslim)	Late November or early December *
Awal Muharam (Muslim)	Late December or early January *
Christmas Day	December 25

\* Date determined by Lunar Calendar.

## Social Customs

As the Malay population is predominantly Muslim and Islam is the official religion, care should be taken to avoid offering food, drink or cigarettes with the left hand. In addition, forbidden foods such as pork and derivatives should be avoided when entertaining and nonalcoholic beverages should be available when offering liquor. It is considered discourteous to refuse refreshment when it is offered, particularly when paying business calls.

Try to avoid telephoning Muslims between 6:45 and 7:15 p.m. since this is the time for evening prayers. It is also advisable to avoid calling on Friday noon, a time when many Muslims are at prayers. During Puasa (Ramadan), the fasting month which falls in September or October, Muslims will not eat, drink or smoke from sunrise to sunset. As a general rule, therefore, food, drink or cigarettes should not be offered to Malays during those hours.

Before entering a Malay house, shoes should be removed unless your host is wearing his. Even if your host tells you not to, remove your shoes if his are off. It will be appreciated as indicating a knowledge of Malay customs as well as courtesy. When handling or receiving something, use either your right hand or both hands -- never just the left hand. Women should not offer to shake hands with a Muslim man unless he offers his first. It is also offensive to point or extend the hand palm up or to show the soles of your shoes or feet.

#### Business Hours

The states of Johore, Kedah, Kelantan, Perlis and Trengganu observe the Muslim weekly holiday on Thursday afternoon and Friday; Saturday and Sunday are normal work days. This applies particularly to government departments and may not always be the case in private companies. Visitors are advised to consult the Commercial Division of the Canadian High Commission for further information.

#### Commercial Houses

Peninsular Malaysia:	8:30 a.m. to 1:00 p.m. and 2:00 p.m. to 4:30 p.m. Monday to Friday 8:30 a.m. to 12:30 p.m. Saturday
Sabah:	8:00 a.m. to 12:00 noon and 2:00 p.m. to 4:00 p.m. Monday to Friday 8:00 a.m. to 12:00 noon Saturday
Sarawak:	8:30 a.m. to 12:00 noon and 1:00 p.m. to 4:30 p.m. Monday to Friday 8:30 a.m. to 12:00 noon Saturday

#### Government Offices

Pennisular Malaysia:	8:00 a.m. to 12:45 p.m. and 2:00 p.m. to 4:00 p.m. Monday to Friday 8:00 a.m. to 12:45 p.m. Saturday
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Sabah: 8:00 a.m. to 12:00 noon and 2:00 p.m. to  
4:00 p.m. Monday to Friday  
8:00 a.m. to 12:00 noon Saturday

Sarawak: 8:00 a.m. to 12:15 p.m. and 1:45 p.m. to  
4:00 p.m. Monday to Friday  
8:30 a.m. to 12:00 noon Saturday

#### Banks

Peninsular Malaysia: 10:00 a.m. to 3:00 p.m. Monday to  
Thursday  
10:00 a.m. to 6:00 p.m. Friday  
9:30 a.m. to 11:30 a.m. Saturday

Sabah: 8:00 a.m. to 12:00 noon and 2:00 p.m. to  
3:00 p.m. Monday to Friday  
9:00 a.m. to 11:00 a.m. Saturday

Sarawak: 10:00 a.m. to 3:00 p.m. Monday to Friday  
9:30 a.m. to 11:30 a.m. Saturday

#### Shops

Peninsular Malaysia: Varies, but generally 8:30 a.m. to 6:30  
p.m. Monday to Saturday

Sabah: 8:00 a.m. to 6:30 p.m. Monday to  
Saturday

Sarawak: 9:00 a.m. to 6:00 p.m. Monday to Friday  
9:00 a.m. to 1:00 p.m. Saturday

The Canadian High Commission is open from 8:00 a.m. to 12:30 p.m.  
and 1:30 p.m. to 4:30 p.m. Monday to Friday.

#### Local Time

Peninsular Malaysia is 12½ hours ahead of Eastern Standard Time  
and Sabah and Sarawak are a half hour ahead of Peninsular  
Malaysia.

#### Historical Background

European involvement with Malaysia began with the occupation of  
Malacca by the Portuguese in the sixteenth century. Malacca was  
conquered by the Dutch in 1641, and the British first established  
a trading settlement in Penang in 1786, and later in Malacca and  
Singapore. The original Federation of Malaya, which achieved  
independence in 1957, included nine states and the two British  
settlements of Penang and Malacca.

Modern Malaysia is a federation of 11 states in Peninsular Malaysia -- Johore, Kedah, Kelantan, Malacca, Negri Sembilan, Pahang, Penang, Perak, Perlis, Selangor and Trengganu -- and the states of Sabah and Sarawak on the island of Borneo.

### Currency and Exchange Rates

The unit of currency is the Malaysian Ringgit or Dollar. The currency floats freely on international exchange markets, and currently M\$1.00 equals approximately Can.\$0.43.

### Government System

Malaysia's head of state is the Yang di-Pertuan Agong, elected for a term of five years by, and from a group of nine, hereditary Malay rulers. The Constitution provides for a federal system with a strong central government and a bicameral federal parliament consisting of a senate and house of representatives. There are other political parties including the currently ruling National Front.

### Roads

Peninsular Malaysia has an excellent network of highways and roads. A major highway runs from the Thai border in the north to Singapore in the south, while another links the east and west coasts between Kuala Lumpur and Kuantan. A second east-west highway in the northern part of the peninsula is under construction. Taxis and rented cars are practical means of travel between cities.

Road networks are not as well developed in Sabah and Sarawak. Roads exist primarily around major towns such as Kuching and Kota Kinabalu, although a recently completed highway links Kota Kinabalu and Sandakan and a road between Miri and Bintulu is under construction.

### Railways

The main railway line runs along the west coast of Peninsular Malaysia from Johore Bahru in the south to Butterworth (Penang) in the north. Business visitors are advised not to use trains since alternative forms of transport are usually faster. In East Malaysia, the only railroad line runs from Beaufort to Kota Kinabalu.

### Seaports

Peninsular Malaysia has three principal ports: Penang in the north; Johore in the south; and Port Klang, centrally located along the west coast. There are two smaller ports on the east coast of Malaysia at Kuantan and Trengganu.

Rivers are a major and traditional mode of transport in Sarawak. Major ports include Kuching, Sibul, both of which are located inland on rivers, and Miri. Another port is under construction at Bintulu on the coast. In Sabah, the principal ports are Kota Kinabalu, Sandakan and Tawau.

### Air Services

Kuala Lumpur International Airport and Penang Airports are ports of entry for international travellers. Other airports service domestic flights. Malaysian Airlines System (MAS) is the country's flag carrier.

Domestic air service is efficient. There are regular connections between West Malaysia, Sabah and Sarawak, in addition to a well developed air system in East Malaysia where air travel is becoming increasingly popular.

## II. ECONOMY AND FOREIGN TRADE

The Malaysian economy is fundamentally sound with a good resource base. The agricultural sector, supplemented by forestries, fisheries and mining, still dominates the economy. The country is the world's leading exporter of rubber, palm oil and tin, and a major exporter of tropical hardwoods. Oil production is expected to reach 500,000 barrels per day by 1980. Natural gas has also been found in significant commercial quantities and will be exploited over the next decade. It is also relatively advanced in per capita product, standard of living and economic infrastructure.

Malaysia is economically dependent on the growth of exports which currently account for 43 per cent of the GNP. At the same time, the economy is vulnerable to world commodity price fluctuations, and in the long run, economic well-being will depend on international commodity markets as well as the relative success of the government's policy of diversification.

The Third Malaysia Plan (1976-80), constitutes the second phase in the implementation of the "New Economic Policy", the eradication of poverty among all Malaysians and the restructuring of Malaysian society so that the identification of race with economic function and geographical location is reduced and eventually eliminated.

### Foreign Investment

Under the Third Malaysia Plan, the manufacturing sector is responsible for achieving the Plan's objectives in terms of employment and restructuring society. In this context, Malaysia depends heavily on the free inflow of private investment -- particularly in those areas of manufacturing where there is a lack of technical know-how, management expertise and export market outlets. The Third Malaysia Plan depends heavily on private sector investment. Malaysia therefore encourages foreign investment and the government provides a number of incentives including: pioneer status or tariff protection; labour utilization benefits; special incentives for export-oriented industries; investment tax credit; and export incentives.

Malaysia has signed a foreign investment insurance agreement with Canada. It should be kept in mind, however, that Malaysia expects foreign companies to operate as "good corporate citizens". In keeping with government development policies, there is a requirement for minimum participation by "Bumiputras", the Malay term for Malays and other indigenous peoples.



### Commercial Policy

Malaysia has long advocated progressive liberalization of world trade and has generally supported tariff reduction proposals. It is a member of the General Agreement on Tariffs and Trade and is participating in the current round of trade negotiations.

With the exception of a few Commonwealth preferences which are being phased out, the Malaysian Tariff is nondiscriminatory. Imports from all sources are subject to the same tariff rates.

### Taxation

The Income Tax Act distinguishes between resident and nonresident corporations for tax purposes. A resident corporation is taxed on income derived from outside Malaysia only when it is received in Malaysia; a nonresident corporation is taxed only on its income derived from Malaysian sources. A corporation is deemed to be resident in Malaysia if, at any time during the basis year or year of assessment, its control and management are exercised in Malaysia. Foreign tax credits are granted to resident companies that pay foreign income tax on income derived from non-Malaysian sources. The amount of credit is determined by the provisions of the respective Double Taxation Treaty. All corporations which do business in Malaysia, including foreign corporations which have branch operations in Malaysia or which do business through a permanent establishment in Malaysia are required to pay a 40 per cent income tax and five per cent development tax on the net profits derived from its business. Effective the year of assessment 1975, a five per cent excess profits tax is levied on chargeable income exceeding 25 per cent of shareholders' funds or M\$200,000, whichever is higher. For nonresident corporations, the exemption limit for excess profits tax is fixed at M\$200,000.

### Agriculture and Forestry

Agriculture, forestry and fishing account for 31 per cent of Malaysia's gross domestic product. Malaysia is the world's leading producer and exporter of natural rubber, the country's largest foreign exchange earner and main source of income and employment.

Palm oil production is another rapidly expanding industry. Malaysia is expected to produce more than 3.3 million tons of palm oil by 1985, accounting for more than 70 per cent of world palm oil exports. Other important agricultural products include rice, pineapple, pepper and coconut.

The forestry sector also contributes substantially to the domestic economy. The country is a major exporter of tropical hardwoods, veneers and plywoods. Malaysian sawn tropical hardwoods represent 16 per cent of the world's total exports of this commodity.

### Mining

The mining and quarry sector accounts for five per cent of Malaysia's gross domestic product. Principal minerals are tin and bauxite. Copper and iron ore are also mined. Malaysia is the world's largest producer of tin which accounts for approximately 40 per cent of world tin exports.

### Petroleum

Offshore exploration has recently gained momentum, resulting in a number of oil strikes. The petroleum industry is expected to remain a strong growth sector. Current production is approximately 180,000 barrels per day.

### Manufacturing

This is one of the most rapidly growing sectors of the economy, accounting for 21 per cent of the gross domestic product. The annual growth rate is estimated at 20 per cent, primarily the result of strong demand in such industries as transport, textiles, wood products, chemicals and chemical products, metals and foods. Other major manufacturing includes rubber products, processed agricultural produce, petroleum products, tobacco and soft drinks.

### Foreign Trade

Canada exports 150 different commodities to Malaysia. The following two tables provide details on Canada-Malaysia trade and the third lists Malaysia's gross imports (1972-76) according to end use.

Canadian Exports to Malaysia -- 1976

(In Can.\$ Thousands)

Consumer food products	390
Asbestos	6,282
Wood pulp and paper	7,993
Industrial fabric	907
Aluminum	5,930
Zinc	595
Log handling equipment and spares	579
Industrial equipment and machinery	290
Construction machinery	503
Aircraft and parts	2,033
Telephone equipment and parts	1,521
Electronic components	549
Files and rasps	495
Office equipment	399
Kitchen utensils	378
Other	<u>1,622</u>
Total	30,466

Canadian Imports from Malaysia -- 1976

(In Can.\$ Thousands)

Agricultural, fish and food products	1,954
Rubber (crude and products)	17,067
Wood and wood products	3,326
Vegetable oils	13,809
Electronic assemblies	4,793
Textiles and apparel	3,954
Other	<u>3,411</u>
Total	48,314

Malaysia: Gross Imports According to End Use, 1972-1976

(In M\$ Millions)

Item	1972	1973	1974	1975	1976
Consumption goods	<u>1,198</u>	<u>1,539</u>	<u>2,160</u>	<u>1,720</u>	<u>2,225</u>
Food	443	593	925*	615	774
Beverages and tobacco	82	101	-	85	172
Consumer durables	139	183	295	260	299
Other	534	662	940	760	980
Investment goods	<u>1,546</u>	<u>1,972</u>	<u>3,370</u>	<u>2,740</u>	<u>3,210</u>
Machinery	546	648	1,170	950	852
Transport equipment	347	287	195	250	475
Metal products	311	499	920	550	674
Other	342	538	1,085	990	1,209
Intermediate goods	<u>1,718</u>	<u>2,303</u>	<u>4,056</u>	<u>3,726</u>	<u>4,243</u>
For manufacturing	1,061	1,512	2,373	2,017	2,266
For construction	120	152	185	170	280
For agriculture	165	193	375	330	373
Crude petroleum	103	119	518	665	697
Other	269	327	605	544	627
Imports for re-export	220	239	429	405	366
Tin ore	117	104	231	265	117
Crude natural rubber	27	62	58	40	62
Crude petroleum	76	73	140	100	187
Total	<u>4,695</u>	<u>6,053</u>	<u>10,015</u>	<u>8,591</u>	<u>10,044</u>

Source: Bank Negara Malaysia

\*Figure consolidated

### III. DOING BUSINESS IN MALAYSIA

#### Opportunities for Canadian Products and Services

Export opportunities exist for a variety of Canadian products and services including: forest harvesting equipment such as off-highway vehicles; sawmills; plywood mill machinery; industrial equipment and machinery; power generation and transmission equipment and services; consumer food products; offshore oil exploration and production equipment and services; integrated timber complexes; aircraft; automobile parts; consulting services; joint ventures and investments.

#### Merchandising and Distribution

Malaysia's trade and distribution system is dominated by a number of extremely powerful foreign import-export houses. New import houses have been developed to handle the volume of new products entering the market. However, the older import houses still handle the large majority of imported manufactured products. Importers are known to look to new suppliers when traditional suppliers prove uncompetitive.

Agency houses act as importers for a full range of products. In the case of importing houses linked to rubber estates and tin mining companies, most of the requirements are handled directly by the company. The key to Malaysia's distribution system is the credit offered at each level.

Another channel of distribution is through the importer who sells either directly to shopkeepers in the towns or to the wholesaler who handles final distribution to the consumers. The trend, however, has been toward direct selling, particularly with widely advertised consumer items sold in large quantities. Slow moving items are still handled through wholesalers. All machinery products involving either technical installation or maintenance are sold directly by the importer to the final customer.

Kuala Lumpur is by far the most important wholesale, distribution, administrative and warehousing centre. Other important commercial centres are Penang, Ipoh, Johore Bahru, Kota Bahru, Kuantan, Kota Kinabalu, Sandakan, Kuching and Sibul.

#### Representatives and Agents

About 100 Canadian companies are represented and/or doing business in Malaysia, chiefly through local agents. Agencies usually fall into one of three groups: long-established British trading firms; Chinese-managed companies; or native Malay or "Bumiputra" agency houses.

Agency capabilities vary greatly. When selecting an agent, it is advisable to consider the range of goods concerned, whether the agent can adequately promote these goods and the eventual customers. In appointing agents, care should be taken to ensure that conflicting agencies are not appointed or that a firm selected is not overcommitted or unlikely to give products the support necessary for market establishment, penetration and servicing.

A number of Canadian companies are still represented by agents in Singapore or elsewhere. Needless to say, such coverage of the Malaysian market is not as effective as it might be. The Commercial Division of the Canadian High Commission in Kuala Lumpur can recommend suitable and potentially interested agents for most Canadian products. An appointment for a trial period is recommended. In addition, it should be remembered that agent activity is proportional to the principal's degree of enthusiasm.

#### Advertising and Promotion

The usual facilities and media used in Canada are also available in Malaysia. English promotional material is acceptable. Company names, complete addresses, telephone numbers and telexes should be clearly marked on all catalogues and brochures. Before embarking on a comprehensive promotional campaign it is advisable to consult a good Malaysian advertising agency.

#### Status Information

Status reports on the suitability of local firms as representatives for Canadian manufacturers may be obtained from the Commercial Division of the Canadian High Commission in Kuala Lumpur. North American-type credit and business reports, as such, do not exist.

#### Price Quotations

Prices should be quoted CIF Port Klang or Penang in Malaysian, United States or Canadian dollars.

#### Usual Terms and Methods of Payment

When dealing with local firms, initial payments by confirmed irrevocable letters of credit are customary. However, credit terms of 120 to 180 days are common if follow-up sales justify confidence.

### Debt Collection

As protection against bad debts, export shipments should always be preceded by credit investigation of the financial standing of the foreign buyer. Arbitration procedures in Malaysia are usually time consuming, expensive, complicated and inconclusive.

### Banking Facilities

The banking and financial institutions in Malaysia provide a wide range of services. The banking system is similar to that in Canada in that a Central Bank (Bank Negara Malaysia) regulates the banking industry and implements monetary policy. (See page 9 for banking hours.)

Among the most prominent commercial banks are:

Bank of America NT and SA  
International Complex  
Jalan Sultan Ismail  
Kuala Lumpur

The Hongkong and Shanghai Banking Corporation  
1 Benteng  
Kuala Lumpur

Bank Bumiputra Malaysia Berhad  
21 Jalan Melaka  
Kuala Lumpur

United Malayan Banking Corporation Berhad  
Bangunan UMBC  
Jalan Sulaiman  
Kuala Lumpur

The Chartered Bank  
2 Jalan Ampang  
Kuala Lumpur

Citibank NA  
A.I.A. Building  
99, Jalan Ampang  
Kuala Lumpur

Malayan Banking Berhad  
92, Jalan Bandar  
Kuala Lumpur

Overseas-Chinese Banking Corporation Ltd.  
30, Jalan Tun Perak  
Kuala Lumpur

United Asian Bank Bhd.  
4, Jalan Tun Perak  
Kuala Lumpur

The Chase Manhattan Bank NA  
9, Jalan Gereja  
Kuala Lumpur

The Bank of Nova Scotia maintains a branch office in Malaysia:

The Bank of Nova Scotia  
41 Jalan Melayu  
P.O. Box 1056  
Kuala Lumpur

### Postal Rates

The following is an abbreviated list of postal rates. For further information, contact your local post office.

#### Letter Mail - Up to 16 Ounces

<u>Weight</u>		<u>Charge</u>
1 oz.	(28.35 grams)	\$ .25
2 oz.	(56.70 grams)	\$ .45
2-4 oz.	(56.70-113.40 grams)	\$ .60
4-8 oz.	(113.40-226.80 grams)	\$1.20
8-16 oz.	(226.80-453.60 grams)	\$2.35

(\*All letter mail up to 16 ounces will be automatically conveyed by air. An airmail sticker or the word "airmail" on the envelope are advisable.)

#### Printed Papers and Small Packets (Airmail)

<u>Weight</u>		<u>Charge</u>
1 oz.	(28.35 grams)	\$ .18
2-4 oz.	(56.70-113.40 grams)	\$ .32
4-8 oz.	(113.40-226.80 grams)	\$ .48
8-16 oz.	(226.80-453.60 grams)	\$ .90

(\*Books are included in the category "Printed Papers".)

#### Printed Papers (Surface/Airlift)

<u>Weight</u>		<u>Charge</u>
1 oz.	(28.35 grams)	\$ .12
2-4 oz.	(56.70-113.40 grams)	\$ .20
4-8 oz.	(113.40-226.80 grams)	\$ .28
8-16 oz.	(226.80-453.60 grams)	\$ .50

(\*Postal rates are subject to change. Contact your local Post Office for current rates and additional information.)



Small Packets (Surface/Airlift)

<u>Weight</u>	<u>Charge</u>
Up to 4 oz. (113.40 grams)	\$ .28
4-8 oz. (113.40-226.80 grams)	\$ .50
8-16 oz. (226.80-453.60 grams)	\$ .90

Aerograms

There is a standard charge of \$ .25.

Parcel Post (Air) (Maximum 22 Pounds)

<u>Weight</u> lb. (kg.)	<u>Charge</u> (\$)	<u>Weight</u> lb. (kg.)	<u>Charge</u> (\$)	<u>Weight</u> lb. (kg.)	<u>Charge</u> (\$)
Up to 2 (0.908)	7.95	9 (4.086)	35.80	16 (7.264)	63.60
2-3 (0.908-1.362)	11.90	10 (4.540)	39.80	17 (7.718)	67.60
3-4 (1.362-1.816)	15.90	11 (4.994)	43.80	18 (8.172)	71.60
4-5 (1.816-2.270)	19.90	12 (5.448)	47.60	19 (8.626)	75.60
5-6 (2.270-2.724)	23.80	13 (5.902)	51.60	20 (9.080)	79.60
6-7 (2.724-3.178)	27.80	14 (6.356)	55.60	21 (9.524)	83.60
7-8 (3.178-3.632)	31.80	15 (6.810)	59.60	22 (9.978)	87.60

Parcel Post (Surface) (Maximum 22 Pounds)

<u>Weight</u> lb. (kg.)	<u>Charge</u> (\$)	<u>Weight</u> lb. (kg.)	<u>Charge</u> (\$)	<u>Weight</u> lb. (kg.)	<u>Charge</u> (\$)
Up to 2 (0.908)	1.80	9 (4.086)	6.15	16 (7.264)	11.00
2-3 (0.908-1.362)	2.60	10 (4.540)	6.65	17 (7.718)	11.45
3-4 (1.362-1.816)	3.15	11 (4.994)	7.10	18 (8.172)	11.95
4-5 (1.816-2.270)	3.60	12 (5.448)	9.10	19 (8.626)	12.45
5-6 (2.270-2.724)	4.55	13 (5.902)	9.60	20 (9.080)	12.90
6-7 (2.724-3.178)	5.05	14 (6.356)	10.10	21 (9.524)	13.40
7-8 (3.178-3.632)	5.70	15 (6.810)	10.50	22 (9.978)	13.85

Malaysia is well served by many post offices. In Kuala Lumpur a twice-daily house-to-house delivery service is maintained. The delivery period for Canadian mail is about 10 days.

The following postal rates apply for mail from Malaysia to Canada.

Letters

Airmail Postage - letters	each 10g	\$1.05
Second Class correspondence	each 10g	\$ .35
Post cards		\$ .55

Parcels

Surface Postage -- not over	<u>1 kg.</u>	<u>3 kg.</u>	<u>5 kg.</u>	<u>10 kg.</u>
	\$5.50	\$9.40	\$13.90	\$22.90

Air postage -- weight limit 10 kg.  
\$6.90 for 1st 250 g.  
\$5.00 for each additional 250 g.

Telephone Rates

Station-to-station calls are \$9.00 for the first three minutes, and \$3.00 for each additional minute. Person-to-person calls are \$12.00 for the first three minutes and \$3.00 for each additional minute.

Cable Rates

Day rate: \$ .41 each word, every word counts. Tax extra.

Night letter: \$5.21 for 21 words, \$ .20½ each additional word, every word counts. Tax extra.

Malaysian Telecommunications

Telecommunications services in Malaysia are among the best in Southeast Asia. Telephone service to Canada is continuous and the charge for three minutes is M\$40.50, person-to-person, or M\$27.00, station-to-station; the rate for each additional minute is M\$9.00. Telegrams can be telephoned from public 'phones equipped with coin collecting boxes, or sent from most major hotels.

### Trademarks and Patents

The Registry of Trademarks and Patents controls trademark and patent registration in Malaysia. Registration is carried out under the provisions of the Trademarks Ordinance and United Kingdom Patents Ordinance respectively.

Located in Kuala Lumpur, the Registry of Trademarks and Patents currently handles only those applications for Peninsular Malaysia and Sabah. Applications for Sarawak are dealt with by the branch office in Kuching.

Foreign applicants are required to submit applications to local resident agents and provide a local address for service. Applications may be filed directly by the applicant or through agents (usually solicitors). New applications are subjected to a thorough search and examination by the Registrar before acceptance for advertisement in the Government Gazette.

Registration of the mark is effective for seven years from date of application. On expiration, the registration may be renewed for a period of 14 years and thereafter for a further 14 years.

The Registry of Trademarks and Patents is located in the Yee Seng Building, 9th floor, Jalan Raja Chulan, Kuala Lumpur

### Postive Sales Psychology

The Canadian exporter often faces a double challenge -- convincing buyers of his competitiveness in this market and overcoming misconceptions about Canadian capabilities. Buyers must be assured that there is nothing risky about doing business with Canada, about which most Malaysians know very little.

## Shipping Services from Canada to Malaysia

### Ocean Transport

#### From Eastern Canadian Ports

Barber Blue Sea Lines schedules two sailings per month from Saint John to Port Kelang and Penang. Space accommodation for general and refrigerated cargo, bulk liquids and containers. Contact: Hurum Marine Ltd., Montreal and Toronto and R.C. Elkin Ltd., Saint John.

Scindia Line (Scindia Steam Navigation Co.) schedules monthly sailings from Montreal (summer) and Halifax or Saint John (winter) to Port Kelang. Space accommodation for general cargo, bulk liquids and containers. Contact: Montreal Shipping Ltd., Montreal and Toronto.

From Canadian Pacific Coast Ports

Fesco Straits Pacific Line schedules monthly sailings from Vancouver, Nanaimo, Port Alberni and New Westminster to Port Kelang and Penang. Space accommodation for general cargo and containers. Contact: Morflot Freightliners Ltd., Vancouver and Universal Container Services Ltd., Montreal and Toronto.

Knutsen Line schedules two sailings per month from Vancouver to Port Kelang and Penang. Space accommodation for general and refrigerated cargo, bulk liquids and containers. Contact: Bakke Steamship Corp., Vancouver and McLean Kennedy, Montreal and Toronto.

States Line schedules two conventional and one RoRo sailing per month from Vancouver to Port Kelang and Penang. Space accommodation for general and refrigerated cargo, bulk liquids and containers. Contact: Dodwell of Canada Ltd., Vancouver.

Air Transport

At present there are no direct scheduled service flights between Canada and Malaysia. There are connecting flights provided by CP Air and JAL via Tokyo to Kuala Lumpur. All flights reach destination during the second day of travel period.

Since flight schedules are subject to change it is recommended that the originating carriers in Canada be consulted concerning All-Cargo flights, routings and the most expedient routing for air freight and passenger travel.

Before selling to Malaysia, Canadian companies should commit themselves to:

- a. pursuing opportunities on a continuing basis
- b. assuring regular delivery, quality control and in some cases, credit financing for product promotion
- c. quoting, delivering and aggressively following-up in competition with international suppliers.

Initial Approach

The best introduction is by personal visit. Importers and buyers usually want to meet their prospective suppliers face-to-face. Appointments should be kept punctually.

A complete presentation on the first call is important. This should include literature, specifications, samples and prices as well as delivery and quality control information. A buyer may need to evaluate the seller's capabilities against his current sources.

A favourable impression is often made at the first visit if a résumé is supplied with the following information:

- vendor's name, address, telephone, telex and cable address
- name, address and telephone of local representative, if applicable
- date established
- location and size of plant
- principal products
- number of employees
- description of production facilities and equipment
- transportation facilities
- affiliates, subsidiaries or associates, if applicable
- approximate yearly sales volume
- representative list of customers
- copies of advertisements published in Canada
- financial and credit rating

In addition, businessmen should have an adequate supply of business cards on hand at all times.

#### Reciprocal Visits

Buying organizations seldom check out new suppliers' facilities personally before placing continuing business. However, it is good sales strategy to invite Malaysian importers to your office.

#### Follow-up

Appropriate follow-up can be crucial to the success of your business visit to Malaysia. "Thank you" notes as well as samples, brochures and requested information should be quickly dispatched, and regular contact maintained with representatives, customers and the Commercial Division of the Canadian High Commission.

#### Licensing and Joint Ventures

The Malaysian government encourages and promotes all forms of joint ventures including equity participation, licensing and subcontracting arrangements. Some major policy guidelines relevant to foreign investors are:

##### Equity Participation

The Malaysian government maintains a high degree of flexibility in determining the equity holding in joint venture projects between foreign and local parties. Companies depending entirely on the Malaysian market for their sales are generally required to have at least 51 per cent domestic participation in the equity, but the government has allowed some foreign companies that are

100 per cent export-oriented to retain up to 100 per cent of their equity. Companies with an export performance falling between these two extremes can negotiate with the government and the Malaysian investors concerned on the percentage of equity participation they wish to retain.

#### Technical and Other Agreements

The Malaysian government recognizes the need for technical and other expertise by industries and approves payment of fees and royalties for know-how, technical assistance, patents and trademarks. Agreements require the prior approval of the government and the amount of fees and royalties approved depends on the project's merits.

#### Repatriation of Capital and Earnings

There is only minimal control of the inflow or repatriation of profits, earnings or capital.

#### Expatriate Personnel

The government allows entry of foreign technical and skilled personnel to be employed in industrial establishments. However, training programs must be organized for Malaysians to acquire the necessary skills and expertise, so they can eventually assume some of the positions initially held by expatriate personnel. Foreigners are allowed to hold certain key posts as long as their investments remain in Malaysia.

#### The National Corporation

The National Corporation or PERNAS is a registered company set up in 1971 with government funds to promote greater Malay participation in commerce and industry. Major shareholders are the Malaysian government, Central Bank and Bank Bumiputra. Other shareholders are the State Economic Development Corporation of Pahang, Selangor and Perak. PERNAS has a number of joint venture companies and wholly owned subsidiaries engaged in construction, engineering, property development, securities, insurance, mining, chemicals and fertilizers, building materials and hardware, technical and scientific equipment, foodstuffs and provisions.

#### Correspondence and Trade Gifts

All correspondence to Malaysia should be sent airmail. Letters containing important information or cheques should be registered. Trade gifts are not expected but are often lavishly given during Hari Raya Puasa, Chinese New Year, Deepavali and Christmas.

### Insurance

Malaysian importers prefer to buy on CIF Malaysian port basis. The marine insurance is solely the responsibility of the seller. However, there are some insurance companies in Malaysia with qualified surveyors for the inspection of goods subject to insurance claims.

### Trade Fairs and Exhibitions

These are held occasionally on a small scale. The Commercial Division of the Canadian High Commission can advise you on the most appropriate fairs for your products.

### Buying Seasons

Although there are no special buying seasons, a large part of the retail trade is oriented towards festive buying. Importers make their purchases accordingly and insist on receipt of merchandise well ahead of the festivals.

#### IV. CUSTOMS REGULATIONS AND DOCUMENTATION

##### Canadian Export Documents

Canadian exports valued at more than \$50.00 must be accompanied by Canadian Customs Export Entry Form B-13. In some cases, depending on the nature of the goods and the country of ultimate destination, an export permit is also required.

Although Canadian Customs requires three copies of Form B-13 at the time of exportation, it is advisable to prepare at least five. The numbered copies will then be returned to the exporter, unless otherwise specified on the B-13. In this way, exporters avoid having to submit a Form C-6 for additional certified copies of the B-13, should the goods be returned to Canada for any reason. Two numbered copies of the B-13 must always accompany the Canadian Customs entry as proof of export.

Canadians not familiar with export procedures or market requirements should consult either the Asia Division, Pacific, Asia and Africa Bureau, Department of Industry, Trade and Commerce in Ottawa or the Commercial Division, Canadian High Commission in Kuala Lumpur.

##### Documentation

Normally the only documents required when shipping to Malaysia are the bill of lading, certificates of origin, commercial invoice and packing list.

##### Import Licences

Most imports are permitted under Open General Licence. For certain items, however, the government maintains some import control by requiring specific licences. Quantitative restrictions in the form of quotas are implemented to cover these products for certain periods of time to protect local industries. The list of such items varies. Applications for import licences must be submitted in quadruplicate on Form JKB-9 obtainable from Government Printers, Jalan Chan Sow Lin, Kuala Lumpur. When granted, licences are valid for periods of one to six months. Shipment must be made before the expiry date of the licence, but extensions are normally granted on request.



### Import Duties, Surtax and Sales Tax

The Brussels Tariff Nomenclature has been adopted for customs tariff classification purposes. Duties are normally computed on an ad valorem basis. Comparatively few items are subject to duties of more than 40 per cent, and machinery imported for the establishment of new industries or which is essential for the expansion of existing industries is often admitted duty free.

In addition to import duty, a surtax of four per cent is levied on the value of all imported goods except those specifically exempted. Furthermore, under the Sales Tax Act of 1972, all goods are subject to a five per cent sales tax unless such goods are included in any exemption order.

### Prohibited Products

Importation of the following is prohibited:

- any emblem or device that is presumed to be prejudicial to Malaysia, incompatible with peace, welfare or good order in the country;
- indecent or obscene prints, paintings, photographs, books, cards, lithographic or other engraving, or any other indecent or obscene articles;
- whisky or brandy without a certificate issued by the proper customs authority of the originating country to the effect that it has been stored in wood for a period of not less than three years;
- intoxicating liquors containing any lead or compound of lead or more than one quarter of a grain of copper per gallon, whether in the form of copper or any compound of copper;
- radio equipment transmitters or combinations of transmitter and receiver (transceiver) operating the citizens' band 26.950 MC/s to 27.280 MC/s popularly known as citizens' band radios;
- daggers and flick knives.

### Commercial Travellers' Samples

Samples accompanying commercial travellers may be admitted and entered on the importer's baggage declaration instead of by formal entry. Goods that the Director General of Customs considers to be samples or advertising material of no commercial value and which are not for resale are normally admitted duty free. Other commercial samples subject to duty may be admitted on deposit of duty (or under a banker's guarantee to the value of duty) which is refunded on re-exportation within three months. Normally, commercial samples should be exported in toto through the same customs station as the import to ensure the timely exportation under customs supervision.

### Exchange Control

There is no limitation on currency notes of any country brought in by travellers. Neither permission nor foreign exchange forms are required for taking or sending amounts up to and including M\$1,000 out of the country. For amounts exceeding M\$1,000 but not exceeding M\$1 million, exchange control forms must be completed, but approval will be given by any commercial bank in Malaysia. For amounts of more than M\$1 million, the Controller of Foreign Exchange will give permission upon completion and submission of an exchange control form.

### Duty Free Imports

Visitors to Malaysia may bring in duty free the following:

- a. personal clothing
- b. 200 cigarettes or a half pound of tobacco/cigars
- c. 100 matchsticks
- d. cosmetics, perfumery, soaps and dentifrice not exceeding M\$20
- e. medical preparations not exceeding M\$10
- f. wines, spirits or malt liquor not exceeding one quart
- g. foodstuffs not exceeding M\$20

### Commonwealth Preferential Tariff

There are preferential rates of duty for a small range of Canadian goods. To qualify for a preferential rate where it exists, manufactured goods must have a minimum of 25 per cent of their value in the finished state as the result of labour performed in Canada, materials produced in Canada, or both.

## V. YOUR BUSINESS VISIT TO MALAYSIA

There is no substitute for personal visits. The successful exporter must sooner or later study his foreign markets firsthand. One of the best ways to visit Malaysia -- due to the high cost of travel -- is to include it in a tour of Southeast Asia.

### Services of the Commercial Secretary

The Commercial Division of the Canadian High Commission in Kuala Lumpur is equipped to function as the liaison between Canadian firms and local business and industry. It actively seeks business opportunities for Canada and relays these to firms considered interested and capable. Potential buyers and sellers are introduced with guidance provided to either as required. Market surveys of reasonable proportions are conducted on behalf of the Canadian firms.

### Advise and Consult the Commercial Secretary

When planning your first business visit to Malaysia, advise the Commercial Secretary in Kuala Lumpur well in advance of your arrival. Inform him of the purpose of your visit and include product information such as brochures. In addition, list any contacts already made with the Malaysian business community.

### When to Go

Malaysia enjoys summer-type weather year round. Some difficulty may be encountered if you are planning a visit to the east coast during the months of November through January, as this is the season of the northeast monsoon and this part of Malaysia experiences heavy rainfall during this period. Due to the multicultural nature of the country, there is no holiday season. Instead there are several religious, state and national holidays (see page 7) which occur throughout the year that should be taken into account when planning your visit. The Commercial Secretary can inform you of any holidays that could affect your visit.

### How to Get There

Although there are no direct flights between Canada and Malaysia, there is a wide choice of connecting flights. The Kuala Lumpur International Airport at Subang is well served by a number of international carriers such as KLM, QANTAS, British Airways, Cathay Pacific, Aeroflot, Sabena, MAS, Singapore Airlines, Thai International and Air India.

### Internal Travel

The Malaysian Airline System serves all the major centres on a daily basis. In and around Kuala Lumpur the best mode of travel is by taxi, normally hailed on the street.

### Hotels and Restaurants

Kuala Lumpur has local and international hotels located conveniently close to the business district. Dining in Kuala Lumpur is a special treat as one has a choice of European, Chinese, Indian and Malay cuisines.

### Travel Documents

Canadians entering Malaysia must be in possession of a valid passport. All visitors are required to have a visit pass which is issued at the Port of Entry on arrival. A visa is not required.

### Health Certificates

A valid international certificate of vaccination against smallpox is required. To avoid unnecessary delay, it is advisable to have a cholera and yellow fever inoculation if you are planning to visit countries in addition to Malaysia. Such inoculations are needed if one arrives from a designated cholera or yellow fever endemic zone. Travellers to the Far East are also advised to take antimalaria pills.

### Business Calls and Entertainment

Businessmen can generally arrange three to four calls a day, Monday through Friday. Allow 30 minutes travel time when visiting offices in the outskirts of Kuala Lumpur and Petaling Jaya. Most businessmen speak English and have English-speaking staff. Usual entertainment includes lunch or dinner at a hotel, restaurant or, to a limited extent, a private club.

Travel Tips

Seasoned business travellers take along a variety of supplies. Among these are:

- a. sales literature and, where applicable, samples
- b. company stationery (for correspondence and thank you notes)
- c. business cards
- d. extra passport photos (for visas, etc.)
- e. small giveaways with your firm's name printed on them.

Income Tax Clearance

There are no income tax formalities for the short-term business visitor.

## VI. SERVICES FOR EXPORTERS

### Export Development Corporation

Of vital importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown Corporation that reports to Parliament through the Minister of Industry, Trade and Commerce. Its purpose is to encourage, facilitate and develop Canadian export trade by providing credit insurance, guarantees, loans and other financial assistance to enable exporters to meet international competition.

The main functions of EDC are:

1. to insure the Canadian exporter against nonpayment due to credit or political risks beyond the control of either the exporter or the buyer when export sales are made on normal credit terms. Almost all export transactions are insurable, not only those involving goods or technical services, but also those involving "invisible" exports such as managerial services, advertising programs, the licensing or sale of patents, trademarks, copyrights, etc.
2. to issue appropriate guarantees to chartered banks or to any person providing nonrecourse supplier financing in respect of an export sale. Guarantees may also be issued in connection with a loan made to a foreign buyer for the purchase of Canadian goods and services;
3. to finance foreign buyers of Canadian capital goods and related services when extended credit terms are necessary and are not available from commercial lenders. Major engineering and other technical services (but not feasibility studies) may be financed, even when such sales are not related to the export of goods;
4. to insure Canadian investments abroad against non-commercial risks such as loss through confiscation, expropriation, war or revolution or the inability to repatriate capital or earnings.

For further information on EDC services contact:

#### EXPORT DEVELOPMENT CORPORATION

Head Office  
110 O'Connor Street  
Ottawa, Ontario  
K1P 5T9

Tel: (613) 237-2570  
Telex: 053-4136

#### EXPORT DEVELOPMENT CORPORATION

Eastern Region  
Lock Box 124  
Tour de la Bourse  
Montréal (Québec)  
H4Z 1C3

Tel: (514) 866-4796

EXPORT DEVELOPMENT CORPORATION  
Ontario Region  
Suite 2011  
145 King Street West  
Toronto, Ontario  
M5H 1J8

Tel: (416) 364-0135

EXPORT DEVELOPMENT CORPORATION  
Western Region  
P.O. Box 49024  
The Bentall Centre  
Vancouver, British Columbia  
V7X 1C4

Tel: (604) 688-8658  
Telex: 045-4284

### Federal Export Programs and Services

To further its export development objectives, the Department of Industry, Trade and Commerce administers two trade promotional programs, namely:

- a) The Promotional Projects Program (PPP) in which the department plans and implements the projects; and
- b) The Program for Export Market Development (PEMD) in which the initiative rests with Canadian companies operating either individually or collectively (for details see PEMD brochure).

Through the PPP, Canadian trade fairs abroad, trade missions and trade visits are initiated, organized and implemented by the department. The range of these activities includes participation in international trade fairs, solo shows and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets. The department also provides promotional publicity and specially designed exhibits for the trade fair participants. Missions and technical seminars vary in type depending on the objective. In general, outgoing missions are used for market investigation, evaluation and identification of technical market access problems. Incoming missions are designed to invite foreign government or company representatives, who can influence buying, to inspect the industrial capacity and technical capabilities of Canadian firms and the products and services they can supply. Technical seminars are used to acquaint potential buyers with Canadian expertise and technology in specific fields as a basis for joint ventures and/or sales of Canadian products and services. Using the Trade Visitors section of the PPP, the department is able to take advantage, on short notice, of export market opportunities by bringing foreign government trade representatives, buyers and export-oriented trainees to Canada.

In contrast to the PPP projects, proposals under PEMD are made by Canadian industry rather than the government. Through PEMD, the department makes repayable loans to individual companies to cover costs in developing export business which, because of the risks involved, might otherwise discourage such initiatives. There are several sections in PEMD each of which is designed to deal most effectively with a particular market in terms of the regions, products or services and marketing techniques concerned. In all sections, companies are encouraged to develop self-sustaining export markets for their products.

Section "A" deals with Canadian participation in capital projects abroad; Section "B" with the export of Canadian products and services; Section "C" with participation in trade fairs outside Canada; Section "D" with the bringing of foreign buyers to Canada; and Section "E" with the formation of export consortia.



VII. USEFUL ADDRESSES

MALAYSIA

Industrial Development

Federal Industrial Development Authority  
5th and 6th Floor  
Wisma Damansara  
Damansara Heights  
P.O. Box 618  
Kuala Lumpur 23-03, Malaysia

Federal Industrial Development Authority of  
Malaysia  
600, 3rd Avenue  
New York, NY 10016  
U.S.A.

Federal Industrial Development Authority  
of Malaysia  
The Trans-America Pyramid  
600 Montgomery Street  
San Francisco, CA 94111  
U.S.A.

- \* Johore State Economic Development Corporation  
Jalan Bukit Timbalan  
P.O. Box 307  
Johore Bahru  
Johore, Malaysia
- \* Kedah State Development Corporation  
Bangunan Ukir  
Jalan Tengku Ibrahim  
Alor Star  
Kedah, Malaysia
- \* Kelantan State Economic Development Corporation  
Tingkat 2  
S/11 - No. 20 - 22 Jalan Dato Pati  
P.O. Box 142  
Kota Bahru  
Kelantan, Malaysia
- \* Malacca State Development Corporation  
Bangunan Stadthuys  
P.O. Box 221  
Malacca, Malaysia

- \* Negri Sembilan State Development Corporation  
P.O. Box 158  
Seremban  
Negri Sembilan, Malaysia
- \* Pahang State Development Corporation  
11-B, Tingkat 2  
Bangunan Lembaga Kemajuan Negri Pahang  
Jalan Besar  
Kuantan  
Pahang, Malaysia
- \* Penang Development Corporation  
Tingkat 9, Bangunan Tuanku Syed Putra  
P.O. Box 967  
Pulau Pinang, Malaysia
- \* Perak State Development Corporation  
Jalan Kelab  
P.O. Box 217  
Ipoh  
Perak, Malaysia
- \* State Secretary  
State Secretariat Building  
Kangar  
Perlis, Malaysia
- \* Sabah Economic Development Corporation  
1st Floor, Central Building  
P.O. Box 2159  
Kota Kinabalu  
Sabah, Malaysia
- \* Sarawak Economic Development Corporation  
2nd Floor, Electra House  
P.O. Box 400  
Kuching  
Sarawak, Malaysia
- \* Selangor State Development Corporation  
Jalan Sultan  
Petaling Jaya  
Selangor, Malaysia
- \* Trengganu State Economic Development Corporation  
Tingkat 2, Wisma Maju  
Jalan Payah Bunga  
Kuala Trengganu  
Trengganu, Malaysia

- \* The Development Corporations promote activities for the economic and social advancement of the indigenous people of the respective states. Labour-intensive industries using local raw materials are preferred. Their policy is to disperse industries to the rural areas.

Associations

Federation of Malaysian Manufacturers  
4th Floor, Bangunan Oriental Plaza  
Jalan Parry  
P.O. Box 2529  
Kuala Lumpur, Malaysia

The National Chamber of Commerce and Industry  
c/o Federation of Malaysian Manufacturers  
4th Floor, Bangunan Oriental Plaza  
Jalan Parry, P.O. Box 2529  
Kuala Lumpur, Malaysia

Malay Chamber of Commerce and Industry of Malaysia  
6th Floor, Bangunan UDA  
44 Jalan Sultan Ismail  
Kuala Lumpur, Malaysia

Associated Chinese Chambers of Commerce and  
Industry of Malaysia  
No. 1 Jalan Birch  
Kuala Lumpur, Malaysia

Associated Indian Chambers of Commerce of Malaysia  
108-110 Jalan Tuanku Abdul Rahman  
Kuala Lumpur, Malaysia

Malaysian International Chamber of Commerce  
and Industry  
10th Floor, Wisma Damansara  
Jalan Semantan  
Damansara Heights  
P.O. Box 192  
Kuala Lumpur, Malaysia

Selected Government Departments and Statutory Bodies

Ministry of Trade and Industry  
Wisma Damansara  
Jalan Semantan  
Kuala Lumpur, Malaysia

(Responsibilities: trade, industry and supplies divisions, tourism, the registration of companies, trademarks and patents)

Ministry of Primary Industries  
9th Floor, Wisma Keramat  
Jalan Gurney  
Kuala Lumpur, Malaysia

(Responsibilities: all primary products excluding petroleum.)

Petroleum Nasional Berhad (PETRONAS)  
136 Jalan Puda  
P.O. Box 2444  
Kuala Lumpur, Malaysia

Federal Land Development Authority  
Jalan Maktab  
Kuala Lumpur, Malaysia

Malaysian Timber Industry Board  
5th Floor, Wisma Bunga Raya  
Jalan Ampang  
P.O. Box 887  
Kuala Lumpur, Malaysia

Agency Houses

Pernas Trading Sdn. Berhad  
91 Jalan Campbell  
P.O. Box 656  
Kuala Lumpur, Malaysia

The East Asiatic Company Limited  
Denmark House  
84 Jalan Ampang  
Kuala Lumpur, Malaysia

Inchcape Malaysia Sdn. Bhd.  
76/80 Jalan Ampang  
P.O. Box 151  
Kuala Lumpur, Malaysia

Behn Meyer and Co. (M) Sdn. Bhd.  
468-1 Jalan Ipoh  
P.O. Box 1032  
Kuala Lumpur, Malaysia

J. Whyte and Co. (Malaysia) Sdn. Berhad  
9 Jalan 222  
P.O. Box 79  
Petaling Jaya  
Selangor, Malaysia

The General Electric Company of Malaysia Sdn. Berhad  
2 and 4 Jalan Campbell  
Kuala Lumpur, Malaysia

Paterson Simons and Co. (M) Sdn. Berhad  
Jalan 205  
Petaling Jaya  
Selangor  
P.O. Box 1010  
Kuala Lumpur, Malaysia

United Motor Works (M) Sdn. Bhd.  
Batu Industrial Estate  
Shah Alam  
Selangor  
P.O. Box 52  
Sungei Renggam  
Selangor, Malaysia

Cold Storage (Malaysia) Sdn. Bhd.  
157 Jalan Sungei Besi  
P.O. Box 401  
Kuala Lumpur, Malaysia

Cycle and Carriage Bintang Berhad  
Lot 9, Jalan 219  
Federal Highway  
Petaling Jaya  
Selangor, Malaysia

Guthrie Trading (Malaysia) Sdn. Bhd.  
Wisma Guthrie  
21 Jalan Gelanggang  
Damansara Heights  
P.O. Box 2486  
Kuala Lumpur, Malaysia

Harper Gilfillan Berhad  
38 Jalan Ampang  
P.O. Box 247  
Kuala Lumpur, Malaysia

Harrisons and Crosfield (Malaysia) Sdn. Berhad  
70 Jalan Ampang  
Kuala Lumpur, Malaysia

Pernas Sime Darby Sdn. Berhad  
54 Jalan Ampang  
Kuala Lumpur, Malaysia

Scott and English (Malaysia) Sdn. Berhad  
468 Jalan Ipoh  
Kuala Lumpur, Malaysia

United Engineers (Malaysia) Berhad  
Jalan Sungei Besi  
P.O. Box 115  
Kuala Lumpur, Malaysia

George Kent (Malaysia) Berhad  
P.O. Box 110  
Jalan Semangat  
Petaling Jaya  
Selangor, Malaysia

O'Connors (Malaysia) Sdn. Berhad  
Federal Highway  
P.O. Box 91  
Petaling Jaya  
Selangor, Malaysia

Sandilands Buttery and Co. Limited  
Wisma Sandilands  
Jalan 13/2  
Petaling Jaya  
P.O. Box 159  
Selangor, Malaysia

The Getz Corporation Malaysia Sdn. Bhd.  
74 Jalan Ampang  
Kuala Lumpur, Malaysia

Canada

Asia Division  
Pacific, Asia and Africa Bureau  
Department of Industry, Trade and Commerce  
Ottawa, Canada  
K1A 0H5

High Commission of Malaysia  
60 Boteler Street  
Ottawa, Canada  
K1N 8Y7

Tel: (613) 237-5182

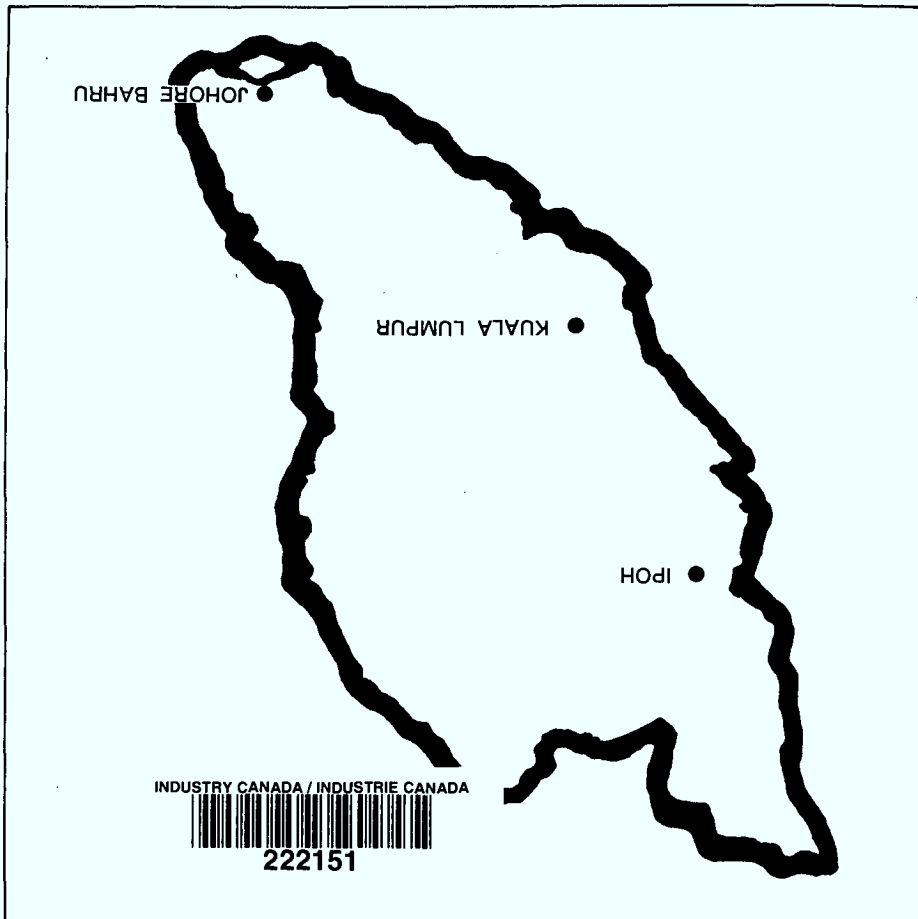
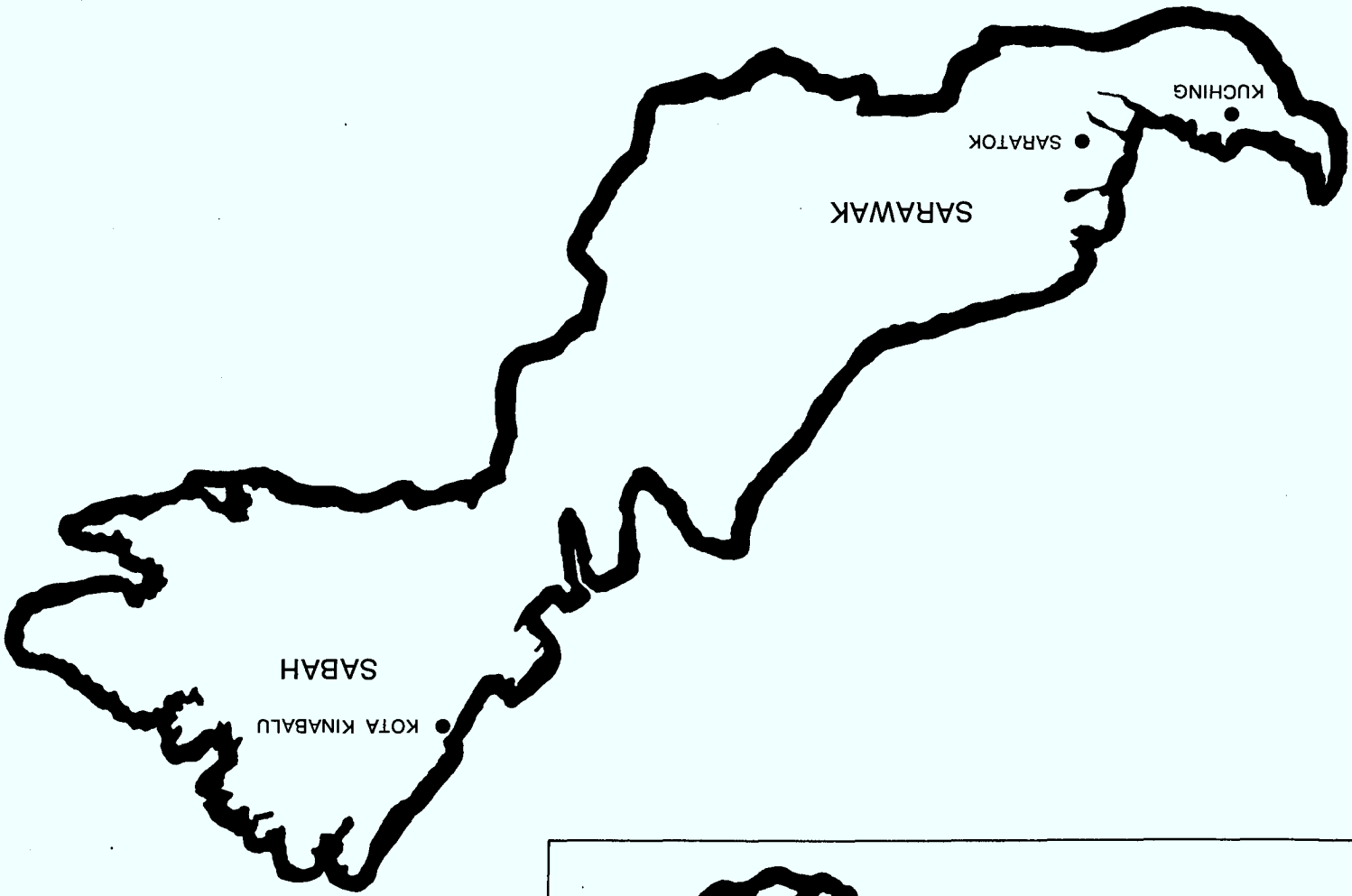
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