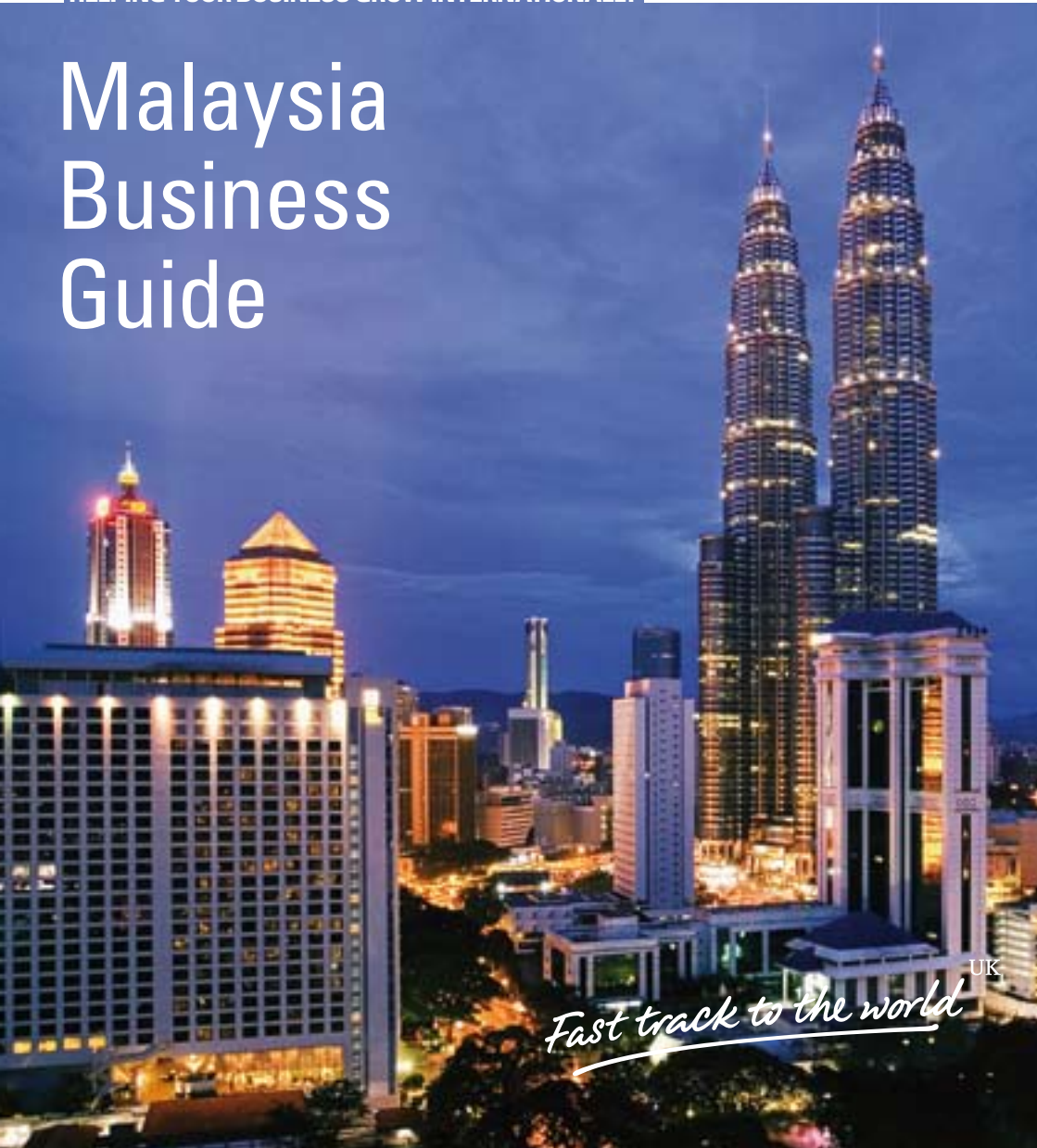


UK
TRADE &
INVESTMENT



HELPING YOUR BUSINESS GROW INTERNATIONALLY

Malaysia Business Guide



Fast track to the world

UK



This guide was produced by the UK Trade & Investment Malaysia Markets Unit in collaboration with the British Posts in Malaysia, international trade teams and the Malaysia-British Business Council.

Disclaimer

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INTRODUCTION

WHY MALAYSIA?

Decades of strong industrial growth and political stability have made Malaysia one of South-East Asia's most vibrant and successful economies. Strong GDP growth has raised per capita income to US\$6,764 (2009) with a forecast GNI in 2012 of US\$9,610. This has transformed a commodities-based economy into one with a large, export-orientated manufacturing sector, and an economy with aspirations towards the service sector, particularly with the rise of the Islamic finance industry.

Today, Malaysia is the world's largest producer of computer disk drives and rubber and one of the largest producers of timber. It is the world's largest exporter of palm oil (US\$14.58 billion in 2009) although second to Indonesia in terms of production. State-controlled car manufacturer, Proton, which owns the Lotus brand, is expanding on a global scale.

Malaysia is a multi-ethnic society of 28.4 million people, with a majority Muslim population. Sixty-six per cent of the population are Ethnic Malays, approximately 25 per cent Chinese and the remainder is made up of Indians and indigenous people. Around 10 million are under the age of 18.

The country is a federation of 13 states and three federal territories, situated on the South China Seas. It is famed for its beautiful beaches, stunning scenery and dense rainforests. There is a burgeoning tourism industry with considerable room for expansion.

Despite the global economic downturn Malaysia remains in a strong economic position. In 2009 the Malaysian Government unveiled a US\$16 billion economic stimulus plan and Bank Negara Malaysia, the Malaysian Central Bank, reduced interest rates to 2 per cent (although they have since increased to 2.75 per cent). The country aims to achieve Developed Nation status¹ by 2020 and recently published its tenth five-year economic plan outlining how it intends to achieve this.

¹The criteria for becoming a Developed Nation include: high GDP per capita, strong industrialisation and a high Human Development Index rating (combining economic measure with other measures, such as life expectancy and education).

THE COUNTRY AT A GLANCE	
Full name	Federation of Malaysia
Capital	Kuala Lumpur
Administrative capital	Putrajaya
Area	329,847sq km
Population	28.4 million
Ethnicities	Ethnic Malays (66 per cent), Chinese (25 per cent), Indians (8 per cent), others (1 per cent)
Major languages	Bahasa Malaysia (official language), English, Chinese dialects, Tamil, Telugu, Malayalam
Life expectancy	72 years (men), 77 years (women)
Major religions	Islam, Buddhism, Taoism, Hinduism, Christianity, Sikhism
Labour force	11,561 million
Unemployment	364,000 (3.1 per cent)
Monetary unit	Ringgit Malaysia (MYR)
Stock markets	Bursa Malaysia (previously known as the Kuala Lumpur Stock Exchange)
Value of exports	MYR553,295 million
Export commodities	Electronic equipment, petroleum and liquefied natural gas, chemicals, palm oil, wood and wood products, rubber, textiles
Value of imports	MYR438,015 million (Jan–Oct 2010)
Value of major import products	(Jan–Nov 2010) Machinery and transport equipment (MYR239.0 billion or 49.6 per cent of total imports); Manufactured goods and articles (MYR88.5 billion or 18.4 per cent of total imports); Mineral fuels, lubricants, etc (MYR47.6 billion or 9.9 per cent of total imports); Chemicals (MYR44.0 billion or 9.1 per cent of total imports); and Food (MYR27.4 billion or 5.7 per cent of total imports).
Member of	The Commonwealth, the UN, the Asia-Europe Meeting (ASEM), the Association of Southeast Asian Nations (ASEAN), the Non-Aligned Movement (NAM), Asia-Pacific Economic Co-operation (APEC) and the Organisation of The Islamic Conference (OIC).

INTRODUCTION

WHY MALAYSIA? (CONTINUED)

A leading choice for investors

Malaysia's strategic position between the Indian Ocean and the South China Sea, coupled with its strong economy and stable political environment, make it a popular choice with investors. The development of projects such as the Multimedia Super Corridor and Iskandar Malaysia in Johor will only increase the country's investment appeal.

Malaysia's key industries are: electronics, petroleum and LPG, chemicals, textiles, palm oil, timber, and tourism. Traditionally, the UK has been one of the country's leading investors, with estimated cumulative investments of over £20 billion in the last 30 years. As Malaysia opens up its services sector to foreign firms it will create excellent opportunities for UK companies, which have a global reputation in this sector. Both the tourism and car manufacturing sector also have considerable scope for expansion. We expect all these opportunities to increase once negotiations on an EU-Malaysia Free Trade Agreement (commenced in December 2010) are completed.

Malaysia is an active player on the world stage and a founder member of the Association of Southeast Asian Nations (ASEAN). The country sees itself as a leader in the Islamic and developing world. Malaysia's Prime Minister, Mohd Najib bin Tun Abdul Razak, is a British-trained economist who has pledged radical reforms and more transparent government.

Strong bilateral trade

There are strong ties between the UK and Malaysia, based on a thriving trade and investment relationship. The UK is Malaysia's largest market in Europe and Malaysia is the UK's second-largest market for goods in South-East Asia, after Singapore. Close historical and educational ties, a familiar commercial and legal framework and the widespread use of English have all cemented this close relationship.



INTRODUCTION

WHY MALAYSIA? (CONTINUED)

Exports

In 2009 UK exports (goods and services) to Malaysia were worth £1.68 billion, the same level as 2008. UK imports from Malaysia over the same period totalled £1.85 billion. In 2009 the value of UK services exports to Malaysia was £634 million.

Strong links

A substantial and growing number of UK companies have a presence in Malaysia and many use the country as a hub for their regional business interests. One-third of the 21,000 skilled jobs in Malaysia's Multimedia Super Corridor have been created by British firms. The Malaysian education and training market is worth £240 million a year to the UK. Around 40,000 Malaysians take UK qualifications in their home country and 13,000 travel to the UK each year to study. They include the current Malaysian Prime Minister, who studied at Nottingham University and Malvern College and subsequently encouraged the university to set up a campus in Malaysia. More than 80 UK institutions have links with Malaysian counterparts.

Defence

Bilateral defence relations between the two countries are also strong and form an important part of the Five Power Defence Arrangements (FPDA), which also involve Singapore, Australia and New Zealand. Malaysia has made a valuable contribution to UN peacekeeping forces in various countries.

Inward investment

Malaysia's inward investment in the UK is also substantial and growing, with 17 firms listed in London: five on the London Stock Exchange, 11 on AIM and one on the PLUS market.

In total, there are more than 50 known investments in the UK. Sports car manufacturer, Lotus, is owned by Proton; YTL owns Wessex Water; and MUI owns iconic UK brands Laura Ashley and the Corus hotel chain. Malaysian companies are also majority shareholders in Crabtree & Evelyn and Costains. One of the world's leading centres for rubber research and development, the Tun Abdul Razak Research Centre, is located in Hertfordshire, while Malaysia's international gaming company, Genting, acquired Stanley Leisure in 2006 for £700 million and also has a 10 per cent stake in the Rank Group.

TOP TEN UK EXPORTS TO MALAYSIA

Product	2009 (£m)	2008 (£m)	% Change
Road vehicles	123	82	51
Power generating machinery	121	109	12
Office machines	89	100	-11
Electrical machinery	87	93	-7
Industrial machinery	69	67	4
Scientific instruments	58	69	-16
Other transport equipment	54	68	-21
Metalliferous ores	49	116	-58
Pharmaceutical	41	32	27
Specialised machinery	36	45	-20

TOP TEN UK IMPORTS FROM MALAYSIA

Product	2009 (£m)	2008 (£m)	% Change
Telecoms	268	320	-11
Electrical machinery	202	187	8
Miscellaneous manufactured articles	154	168	-9
Apparel	131	122	7
Furniture	126	114	10
Office machines	114	249	-54
Power generating machinery	75	69	8
Cork and wood products	71	99	-28
Other transport equipment	59	54	10
Fixed vegetable fats	39	51	-25

Source: HM Revenue & Customs

INTRODUCTION

WHY MALAYSIA? (CONTINUED)

MATRADE (Malaysia External Trade Development Corporation)

MATRADE is the national trade promotion agency for Malaysia, responsible for helping Malaysian companies succeed in the international market.

MATRADE promotes Malaysia's external trade, with particular emphasis on the export of manufactured and semi-manufactured products and services. It also undertakes trade promotion activities to increase Malaysia's exports, conducts market research and organises training for Malaysian exporters. www.matrade.gov.my

Opportunities in Malaysia

UKTI has designated Malaysia as a High Growth Market and identified significant opportunities in the following sectors:

Retail

Tesco and Giant are the leading supermarket retailers in Malaysia. Tesco's revenue in 2009/2010 was approximately £750 million and this is expected to rise as more stores open. Tesco employs over 15,000 people and sources a lot of its products from within Malaysia, so it is a significant contributor to the Malaysian economy.

Oil and gas

Shell has substantial operations and ongoing investments in Malaysia, including

a retail business of more than 800 petrol stations (the largest in the country). In total, Shell investments have created almost 6,900 jobs in Malaysia.

Facilities and infrastructure provider Petrofac won the rights to develop an offshore block in conjunction with leading oil and gas corporation, Petronas. The initial investment of around £8 million (MYR56 million) will be supplemented by further plans for investment in the future. In December 2010 Petrofac was also awarded a US\$280 million contract to develop an offshore early production system off the east coast of Malaysia.

Malaysia is also fast becoming the regional centre for subsea engineering and procurement activities, with many well-known names like Technip, FMC Technologies, Aker Solutions and others establishing a manufacturing base in the country. Many UK oil and gas service providers and equipment suppliers are doing well in the market, thanks to the UK's strong reputation in Malaysia.

Defence

The Eurofighter consortium is actively promoting the aircraft in Malaysia, given the need for a new-generation multirole fighter that can be effective against many of the other aircraft in the region. Kuala Lumpur has asked for information on the Typhoon, Boeing F/A-18E/F Super Hornet and the Saab Gripen. Initial aircraft assessments have

begun, with Malaysian officials expected to visit Eurofighter facilities in the near future. Funding for an initial payment is likely to be included in the next Malaysian five-year economic plan.

The Government of Malaysia decided to construct the Malaysia Defence and Security Technology Park (MDSTP) at Sungkai, Perak – and Blenheim Capital, which provides offset consulting, announced that it had entered into an agreement to support and promote the project. The MDSTP will be the first of its kind in the ASEAN region, catering to the growing demand and needs of the defence and security industry. Its core purpose is to become a regional defence hub, providing the necessary facilities and infrastructure for research and development, production of equipment and parts, maintenance, repair and overhaul and other technical services related to the defence and security industry.

Education and skills

The Malaysian education and training market is worth over £240 million a year to UK institutions and companies. The rapid development of this sector and growing business opportunities has made Malaysia one of UK Trade & Investment's top four priority markets. It will soon become the "Education Hub" of the ASEAN region and £10 billion will be allocated each year for developing this sector, under the tenth Malaysia Plan

(2011-2015) and Economic Transformation Programme. Some of the focus will be on skills training, English language, pre-school education and R&D. The three Ministries involved in developing the sector are the Ministry of Education, Ministry of Higher Education and Ministry of Human Resources.

Nottingham University's branch campus was the first in Malaysia and it celebrated its tenth anniversary in 2010. Newcastle University's Medical School, Marlborough College and Epsom College will be opening campuses in Malaysia by 2012. There are 13,500 Malaysian students in the UK furthering their studies and an additional 40,000 doing British programmes in Malaysia.

Aerospace

Since 1999 BAE Systems has placed work packages worth in excess of MYR1,300 million (nearly £200 million) with various companies in Malaysia. Rolls-Royce has also placed substantial work in Malaysia, including a MYR120 million (£18 million) contract for the supply of high-tech composite components for its V2500 engine. The company has won contracts to supply aero engines to both AirAsia and Malaysia Airlines, and in May 2009 Rolls-Royce announced a £75 million contract to service Ardour engines on the Royal Malaysian Air Force's Hawk fleet.

In addition, UK companies supply legacy



INTRODUCTION WHY MALAYSIA? (CONTINUED)

work programmes, including parts and components for the older Airbus aircraft (A320s, A330s, A340s and A380s). In 2009 Spirit AeroSystems (the largest independent supplier to Airbus and Boeing) set up a manufacturing base in Malaysia. It is expected to expand further to take work from the new A350 and B787 programmes.

Construction

The Malaysian Government launched the “Green Buildings Mission”, which provides funding (approximately MYR1.5 billion) and tax incentives for developing green technology and promoting the construction of green buildings. There will be a further development allocation of MYR230 billion for 2011-15 construction opportunities. Malaysia aims to achieve Developed Nation status by 2020. Construction continues to be an essential element of the Malaysian economy and there is an urgent need for green building. The Malaysian “Going Global” initiative will also encourage its contractors to venture into the UK market.

Green technology

The Malaysian Government established a cross-sector incentive for green technologies in 2009. The budget for green technologies is MYR1.5 billion; however, as of August 2010, approved green technology financing was just MYR112,935,000 – less than 8 per cent of the total available budget. Uptake of the fund has been slow

due to the lack of clarity concerning what constitutes a “green” technology and the licensing process. As of January 2011 this has been improved.

While the value of the incentive is MYR1.5 billion, the potential value of the green technology industry will be substantially more. The Malaysian Government will cover 2 per cent of the total interest on any loans required by companies and guarantee 60 per cent through the Credit Guarantee Corporation (M) Berhad. The remaining 40 per cent will be covered by the bank/private finance. This is available up to a maximum of MYR50 million for suppliers and MYR10 million for consumers.

Financial and business-related services

Islamic finance in its modern form is approximately 30 years old and is some way from reaching maturity. The sector is currently growing fast and has received a great deal of support from the Malaysian Government which has developed Kuala Lumpur to become the leading centre for Islamic finance in Asia. The Islamic finance sector is also a priority for the City of London. In February 2009 UK Trade & Investment signed a memorandum of understanding (MOU) for co-operation with Malaysia’s Central Bank – Bank Negara. A great deal of activity has flowed from this MOU and we expect this to continue through 2011 and beyond. UK-based

Islamic banks have been active in Malaysia and there are opportunities for other firms in the sector, or for those providing services to it such as legal services, transaction services, asset management and education.

HSBC, Standard Chartered, Barclays and RBS are all active in Malaysia. HSBC and Standard Chartered, two of the longest-established foreign banks in the country, have opened major back-office processing centres in the Multimedia Super Corridor (MSC) involving substantial investment and new jobs. Prudential Assurance Malaysia Berhad is the largest British insurance company in Asia and one of the largest in Malaysia. Aviva and Friends Provident both have joint ventures with Malaysian partners.

Life sciences

GlaxoSmithKline (GSK) is Malaysia’s leading pharmaceutical and consumer company with a turnover of £120 million. It has a significant manufacturing facility serving regional markets and it employs over 800 people. In September 2009 GSK invested £2 million in a global IT support centre based in Malaysia, employing 130 people. The company plans to invest a further £11 million over the next two years and increase employment to around 400 people.

INTRODUCTION

WHY MALAYSIA? (CONTINUED)

ICT

Creative media

The creative industry contributed around 1.6 per cent of GDP in 2009. The focus for developing the industry is on creative multimedia – especially animation for simulation, advertising and entertainment – and games development. The MSC Malaysia Animation and Creative Content Center (MAC3) Co-Production Fund was established by the Multimedia Development Corporation (MDeC) and helps Malaysian companies collaborate with reputable foreign firms to build skills and technologies. A Creative Industry Policy will be formulated and the Digital Terrestrial Television Broadcasting (DTTB) project will be rolled out to help spur the expansion of related creative industries. With DTTB technology, more content will be delivered more efficiently.

Software

The use of ICT is being promoted by the Malaysian Government in all industries. MSC Malaysia (formerly known as the Multimedia Super Corridor) is identifying and supporting the development of niche areas in software and e-solutions, creative multimedia, shared services and outsourcing, as well as e-business. Cloud computing services will be

developed to provide SMEs with critical software applications for customer relations management, enterprise resource planning, supply-chain management, human resource management and financial and accounting management. Niche areas for applications development include healthcare, education and financial services (especially in Islamic banking).

Telecommunications

The main telecommunications providers in Malaysia are TM, Maxis, DiGi, Time and U Mobile. Government-linked TM has extensive telecommunications infrastructure for Malaysia's highly urbanised population. In September 2007 the company split its fixed-line and mobile businesses into two separate companies, TM (fixed-line business) and TM International (mobile business). TM International rebranded itself in May 2009 as Axiata Group, which includes TM's domestic mobile operator, Celcom, as well as international mobile subsidiaries in Asia. The telecommunications sector revenue amounted to MYR35.5 billion in 2009, an increase of 0.08 per cent on 2008. Opportunities for investors include new technologies telecommunication equipment, optical fibres, synthesis equipment, new generation networking and digital equipment.

Market strengths

These are the essential facts that companies doing business with Malaysia need to know:

- Decades of industrial growth and political stability have made Malaysia one of South-East Asia's most vibrant and successful economies.
- In 2009 Malaysia's GDP was US\$192.8 billion (source: Economist Intelligence Unit).
- Despite the global economic slowdown, Malaysia's economy remains strong due to two economic stimulus packages worth £12 billion and a reduction in interest rates (currently 2.75 per cent).
- The UK is Malaysia's largest market in Europe. Malaysia has made substantial investments in the UK including Lotus, Stanley Leisure, Wessex Water, Star Energy, the Corus hotel chain and Laura Ashley.
- The UK is a leading investor in Malaysia, with estimated investments of more than £20 billion over the last 30 years.
- Malaysia is opening up its service sector to foreign firms, and UK companies stand to benefit, thanks to their expertise in the sector.
- Malaysia has an affluent and growing middle class. The appetite for high quality foreign goods is reflected in the number of British stores present in the country.
- Malaysia has made good progress in reforming its banking and financial system. A new wave of liberalisation was announced in May 2009.
- Malaysia's tourist market is growing rapidly.
- Malaysia is aiming to achieve Developed Nation status by 2020.
- Malaysia is negotiating a Free Trade Agreement with the EU.

INTRODUCTION

ABOUT THIS BUSINESS GUIDE

Much of the information presented in this booklet has been contributed by experts at UK Trade & Investment, British Diplomatic Posts and the British Chamber of Commerce.

The Malaysia Business Guide is intended to provide general business advice and should not be used as a substitute for market research, due diligence or legal and professional services.

About UK Trade & Investment

UK Trade & Investment (UKTI) is the Government Department that helps UK-based companies succeed in international markets and assists overseas companies in bringing their high-quality investment to the UK's dynamic economy.

UKTI combines the resources of the Department for Business, Innovation and Skills (BIS) and the Foreign and Commonwealth Office (FCO) and has a global network of 1,300 staff in 162 locations in 96 markets based in British embassies and other diplomatic offices around the world.

It has helped many thousands of businesses achieve international success by providing tailored services, with specialist support covering a wide range of industries.

UKTI's capacity-building services can make a real difference to your business. To use its services your business may need to meet certain eligibility criteria. Your local International Trade Adviser (or equivalent person in Scotland, Wales and Northern Ireland) will be able to explain the range of services and how they can help you grow your business internationally.

To find your local International Trade Adviser visit www.ukti.gov.uk/export.html



RESEARCHING THE MARKET

WHERE TO BEGIN

Doing business in Malaysia may seem rather daunting for those new to the market, but taking a strategic approach is the key.

Companies should conduct reliable research before venturing into business in any new territory. Good research saves money and improves efficiency and performance right from the start.

Desk research

General introductory business information about Malaysia is readily available and companies can obtain a reasonable amount of preliminary insights through desk research.

Economic research and sector analysis can be obtained from a large number of leading consultancies, research agencies and public sector trade promotion organisations.

Furthermore, the increasing use of e-commerce and business-to-business websites in Malaysia has made it possible to identify, and gain access to, potential partners across the globe.

A good place to start is the UKTI website (www.ukti.gov.uk) which provides detailed country and sector information. Registration is free and offers additional benefits, such as access to business opportunity alerts and information updates.

QUESTIONS TO ASK YOURSELF BEFORE YOU BEGIN:

- What are our business's unique selling points? Is there likely to be a market for our product or service in Malaysia?
- Are there any legal barriers to our business model?
- Whereabouts in Malaysia should we start?
- Do we have sufficient resources (management time, project finance and expenses) to fund our Malaysian project?
- Who will be leading the project within our company?
- Do we need to work with a partner in Malaysia to succeed? If so, can we communicate effectively with them?
- Have we evaluated business risks (such as protecting our intellectual property) and conducted research and due diligence?
- Do we know how to secure payments and get the right quality products?

It is unlikely that you will have the answers to all these questions at the outset and this knowledge gap should form the basis of further research and investigation.

Consultation and bespoke research

You should not rely solely on desk research. Websites and online materials can be out of date and the quality and reliability of content varies widely. Sometimes, you may simply be unable to find the information you're looking for. This is why it is essential to verify initial research findings and conduct further investigations.

Often, this requires you to map out a bespoke research brief with the help of specialists, exploring what additional information you might need to make an effective entry into the market and how you can make the contacts vital to success.

UKTI offers a range of support services to UK businesses interested in researching the Malaysian market.

Speaking to an expert

UKTI provides support for UK companies through a network of international trade teams (ITTs) based in the English regions. UKTI services are also available to companies in Scotland, Wales and Northern Ireland.

To arrange a consultation with your local International Trade Adviser, call +44 (0)20 7215 8000 or visit www.ukti.gov.uk

RESEARCHING THE MARKET

WHERE TO BEGIN (CONTINUED)

Overseas Market Introduction Service

The Overseas Market Introduction Service (OMIS) is a UKTI service available to companies interested in finding out more about an overseas market. It can assist you by undertaking tailored research using UKTI's extensive network of dedicated researchers across Malaysia.

An OMIS can provide:

- **Market research and analysis**
 - Sector reports
 - Market initiatives
 - Regulatory environment
 - Market opportunities
- **Identification of local contacts**
 - Agents
 - Distributors
 - Suppliers
 - Potential partners
- **In-market activities**
 - Meeting arrangements
 - Event organisation, such as workshops, seminars, promotional activities and product launches.

For more information about how OMIS could help you in Malaysia, please contact your local International Trade Adviser.

Events and seminars

UKTI organises business events, seminars and workshops in the UK and Malaysia, covering a wide range of business interests and issues. These events inform companies about business opportunities and offer the latest market information. They also provide a valuable platform for networking and sharing experiences with like-minded peers and offer regular access to visiting Malaysian delegations.

For information on future events please visit www.ukti.gov.uk

Market visits and trade missions

Visiting Malaysia is an invaluable part of the process of market entry. You will experience the marketplace first-hand and make the contacts necessary to do business. This is essential and will be much more effective with careful planning.

UKTI organises regular trade missions to Malaysia where you can benefit from group activities, in addition to your own programme.

UKTI's OMIS service can be used to support visits, providing bespoke meeting arrangements with appropriate potential partners, agents and distributors, or with relevant government officials.

RESEARCHING THE MARKET

HOW WE CAN HELP YOU

UKTI provides a wide range of trade development services designed to help UK companies succeed in a global marketplace. Some of these services are provided at zero or heavily subsidised costs. All are delivered by experts with extensive experience of overseas trade and detailed knowledge of the global marketplace. If you are considering doing business in Malaysia, talk to UKTI about how it can help you to achieve your business objectives.

i) Overseas Market Introduction Service (OMIS) is a chargeable tailored service to access market and industry information, identify potential contacts or assist in planning an event.

ii) Passport to Export provides new and inexperienced exporters with the training, planning advice and ongoing support they need to succeed overseas.

iii) Gateway to Global Growth – Where Next? is a free service to experienced exporters. It offers a strategic review, planning advice and support to help companies build on their previous success and develop new overseas markets.

iv) Events and seminars are held across the UK and Malaysia. They include specific sector-based activities.

v) Trade missions are organised to help UK companies visit the markets they are interested in and talk face to face with prospective business partners. UKTI also organises missions in the UK to allow overseas delegates to meet with potential partners or investors.

vi) Business opportunities can be emailed directly to your inbox, highlighting sales leads in your chosen overseas market(s). Companies can register for this free service by visiting www.ukti.gov.uk.

vii) Fiscal Stimulus Initiative. UKTI can help UK companies of all sizes to identify the opportunities created by fiscal stimulus packages and major spending programmes around the world.

viii) The Export Communication Review assesses the way companies communicate with overseas customers and makes practical recommendations for improvement. The service is managed for UKTI by the British Chambers of Commerce.

ix) The Export Marketing Research Scheme offers support, advice and grant funding to eligible companies wishing to research a potential export market. The service is managed for UKTI by the British Chambers of Commerce.

RESEARCHING THE MARKET

HOW WE CAN HELP YOU (CONTINUED)

x) Foreign and Commonwealth Office country updates provide authoritative analyses of emerging markets and identify key issues relevant to UK businesses. The updates are compiled by British embassies.

For more information on any of these services please contact your local UK International Trade Team.

UKTI Malaysia
British High Commission Kuala Lumpur
185 Jalan Ampang
50450 Kuala Lumpur
Malaysia
Tel: +603 2170 2200
Fax: +603 2170 2285
Email: trade.kualalumpur@fco.gov.uk
Web: <http://ukinmalaysia.fco.gov.uk/en/>





MARKET ENTRY

CHOOSING THE RIGHT LOCATION

Geography

Malaysia is situated in central South-East Asia, bordering Thailand to the north and Singapore and Indonesia to the south. The land area is 328,550sq km. It comprises Peninsula Malaysia and the states of Sabah and Sarawak (East Malaysia) on the north coast of the island of Borneo.

The major islands are Langkawi, Penang and Pangkor off the west coast; and Tioman, Redang, Kapas, Perhentian and Rawa off the east coast. Mount Kinabalu, at 4,094 metres, is the highest peak in Malaysia.

Climate

Malaysia has an equatorial climate, with uniform temperatures throughout the year. Temperatures range from 32°C during the day to 22°C at night. It is cooler in the hill country. Rainfall is common throughout the year, averaging 200-250cm a year.

Centres of business

Kuala Lumpur is the capital and the second largest city of Malaysia, with an estimated population of 1.629 million (2008). Greater Kuala Lumpur, also known as the Klang Valley, is the fastest-growing metropolitan region in the country. The Parliament of Malaysia is located here, as is the King's official residence. Kuala Lumpur is home to the tallest twin buildings in the world, the Petronas Twin Towers.

Putrajaya is the federal administrative centre of Malaysia. It is a planned city, located south of Kuala Lumpur. The seat of Government was shifted to Putrajaya from Kuala Lumpur in 1999, due to the overcrowding and congestion in the capital. Named after the first Malaysian Prime Minister, Tunku Abdul Rahman Putra, the city is situated within the Multimedia Super Corridor beside Cyberjaya, a planned new township with a science park at its core.

The **Multimedia Super Corridor** (MSC) is a government-designated zone designed to spearhead Malaysia's information and technology growth. The MSC includes an area of approximately 750sq km which stretches from the Petronas Twin Towers to Kuala Lumpur International Airport. The MSC offers attractive tax breaks, high-speed internet connections and proximity to the airport. The Multimedia Development Corporation, MDeC (formerly MDC), was created to oversee development of the MSC.

Iskandar, Johor is also known as Iskandar Development Region and South Johor Economic Region. It is a major 2,215sq km development zone, two-and-a-half times bigger than Singapore and 48 times the size of Putrajaya. Its role is to attract investment and business to the region. Iskandar, Johor encompasses Johor Bahru, Johor Bahru Tengah, Kulaijaya, Pasir Gudang and Nusajaya.

MARKET ENTRY

ESTABLISHING A PRESENCE

Direct sales into the Malaysian market can be difficult, and for most UK companies it is more effective to approach the market through local business partners (agents and distributors) who have the ability to distribute and provide locally based technical support. Licensing and franchising are also increasingly popular options.

It is possible to set up a representative office, a branch office, a joint venture or a wholly foreign-owned enterprise in Malaysia. See under “Establishing a permanent presence” for full descriptions of each of these options. If you are planning to do business in Malaysia, consult a lawyer about the possible options and how you plan to conduct the business.

UKTI can help you to identify local and international law and consultancy firms that can help. It can also provide validated lists of agents/potential partners, key market players and potential customers; approach contacts on your behalf to establish if they are interested in working with you; and arrange appointments and organise events.

Agents and distributors

An agent is a company’s direct representative in a market and is paid commission, whereas a distributor buys products from the manufacturer and sells them on to customers. The difference between the cost of purchasing products and selling them on (the profit) forms the distributor’s income.

Entering a market by working with an agent or distributor can have several advantages. It reduces time and costs, and companies gain the local knowledge and networks of the agent/distributor. However, employing a third party results in an additional cost to your products and you may also lose some control and visibility over sales and marketing. It also has implications for intellectual property rights protection, increasing the risk of your product being copied or counterfeited.

Given these considerations, you need to select agents and distributors carefully. Your local UKTI office will advise you on how to commission a tailored report for your specific needs and can also provide a list of the best potential partners. A visit to Malaysia will enable you to meet some of them and appoint a local contact.

MARKET ENTRY

ESTABLISHING A PRESENCE (CONTINUED)

Suggested questions to ask agents and distributors are listed below. You should also conduct due diligence to verify this information.

- **Background**
 - Company size, history and ownership (private or state-owned)
 - Quality and quantity of the sales force
 - Customer feedback and trade/bank references
- **Distribution channels**
 - Regional coverage
 - Types of outlets covered and frequency of visits
 - Transportation and warehousing facilities
- **Are they right for you?**
 - Does the agent/distributor have a genuine interest in representing your product?
 - Can they benefit from actively promoting your interests (is it a win-win)?
 - Do they also represent any competing companies/products?
 - Can you communicate effectively with your counterpart?

Once a working relationship has been established, the agent/distributor needs to be managed actively. This may be achieved by the following:

- Visiting as regularly as is practicable at a senior management level. This shows interest in, and commitment to, the agent and the market. It will also provide you with an opportunity to learn about conditions in the market and see how your products are doing.
- Working closely with the agent to show them how they can profit from your products.
- Helping to prepare marketing and sales plans for the agent.
- Providing regular training for sales staff and after-sales training for technical staff in the UK.
- Linking performance to incentives and agreeing milestone targets.

There is additional guidance on working with Malaysian partners in later sections of this Malaysian Business Guide.

Licensing and franchising

A successful business in Malaysia will almost certainly have a Malaysian partner and this is essential to qualify for any Government project funding. Licensing and franchising is one approach to selling products and services, but the exact business model will vary, depending on the sector and company. The UKTI team in Malaysia can provide detailed guidance including a document entitled “Doing Business in Malaysia; a Legal Fact Sheet”.

Establishing a permanent presence

Having a permanent in-market presence can have several benefits, including:

- demonstrating commitment,
- cutting out the “middleman”, providing direct access to the end customer/supplier,
- giving direct control over corporate strategy and activities,
- enabling trading in the local currency and easing the conduct of business transactions, and
- fulfilling a legal requirement to have a permanent presence (relevant in certain business activities and sectors).

Companies that want a permanent presence in Malaysia have to set themselves up as an appropriate legal entity, depending on their intended business scope. They must also be compliant with Malaysian legal and tax requirements. There are a number of legal structures that allow foreign invested enterprises (FIEs)² to do business in Malaysia as outlined below. Each one has its own advantages, restrictions and drawbacks, so it is essential to choose the option best suited to your business aims.

It is usually more difficult to alter a business structure once a legal entity has been incorporated or established, so it is essential to seek professional advice on your investment structure during the early stages of planning. UKTI can offer dedicated one-to-one consulting and incorporation services to assist UK companies establishing various kinds of permanent presence in Malaysia. Please contact the UKTI team in Malaysia for more details.

²Setting up an FIE is a common method of creating an operation in Asian countries. An FIE can have a number of legal structures.

MARKET ENTRY

ESTABLISHING A PRESENCE (CONTINUED)

Legal structures

A business in Malaysia may be conducted:

- by an individual as a sole proprietor (Malaysian citizen only),
- by two or more (but not more than 20) persons in partnership,
- by a locally incorporated company, or
- by a foreign company registered under the provisions of the Companies Act 1965.

Companies Commission of Malaysia

All sole proprietorships and partnerships must be registered with the Companies Commission of Malaysia (CCM) under the Registration of Businesses Ordinance 1956. In the case of partnerships, partners are both jointly and severally liable for the debts and obligations of the partnership, should its assets be insufficient.

The Companies Act 1965 governs all companies in Malaysia. The Act stipulates that a person must register a company with the CCM in order to engage in any business activity. It provides for three types of companies:

- a company limited by shares, where the personal liability of its members is limited to the par value of their shares and the number of shares taken or agreed to be taken by them,

- a company limited by guarantee, where the members guarantee to meet liability to an amount nominated in the Memorandum and Articles of Association in the event of the company being wound up, or
- an unlimited company, where there is no limit to the members' liability.

Representative offices

Representative offices are often the first step taken by foreign companies when establishing a permanent presence in Malaysia. They provide a vehicle through which the foreign investor can undertake activities such as market research, customer liaison and support. Representative offices can also organise business visits from company headquarters, which can make the process of obtaining business visas for visitors much easier. Public relations work and local administration are also permitted. However, a representative office cannot conduct sales activities. This means they cannot sign contracts, receive income or issue invoices and tax receipts. Applications to establish a representative office should be made to the Malaysian Industrial Development Authority (MIDA).

Branch offices

Branch offices can be used for companies that own property in Malaysia but do not plan to have their head office there, and need the ability to exercise their rights



based on the Malaysian legal system. Registration to become a branch office is made with the Companies Commission of Malaysia (CCM). A registration fee is payable, based on the authorised share capital of the parent company. A higher registration fee is payable if the parent company has a high authorised share capital.

Joint ventures

A joint venture (JV) is an organisation jointly owned by one or several Malaysian and foreign partners. A JV can be formed by way of equity contribution, whereby ownership, risk and profit are shared, based on each party's monetary contribution. Alternatively, a JV can be incorporated, with liabilities and profit distribution being decided by contractual agreement.

JVs can be beneficial in a number of ways. A good local partner may contribute market knowledge and strong marketing

and distribution channels, and they may help reduce the costs and risk of market entry. In Malaysia a local partner is essential for gaining Malaysian Government contracts and, although there is a drive towards liberalisation, the Government still has a considerable stake in many industries, including agriculture and utilities.

The challenge of establishing and running a successful JV is to find and nurture the right partnership. Partners have to overcome issues such as mismatched expectations and differences in business culture and practices. The ability to maintain effective communication, and control where necessary, is also crucial. It is essential that you carry out corporate and financial due diligence before you sign up to any partnership. Companies should also plan an exit strategy and ensure that any contractual agreements include an appropriate opt-out provision.

MARKET ENTRY

ESTABLISHING A PRESENCE (CONTINUED)

Wholly foreign-owned enterprises (WFOE)

A wholly foreign-owned enterprise (WFOE) is a company incorporated in Malaysia that is 100 per cent owned by a foreign organisation/organisations.

Where permitted, WFOEs are a popular option for foreign companies, as they give the investor complete control over their business entity, as well as allowing them to enjoy the full profit from its operation. Compared with a joint venture WFOEs also generally give greater protection to the investor's intellectual property rights. A WFOE allows the foreign investor to issue invoices and receive revenues in MYR.

This model is only available in certain sectors of industry, but with further liberalisation of the services sector there should be a relaxation of these arrangements.

MIDA has more information on its website www.mida.gov.my. This is a vital first point of reference for UK companies as MIDA has the authority to change/negotiate depending on the type of company and the scale of investment.

Foreign-invested commercial enterprises (FICE)

A foreign-invested commercial enterprise is a type of incorporated business entity. New and existing investors can apply to incorporate a FICE in Malaysia. For further information contact UKTI in Malaysia, or MIDA.

Incorporating in Malaysia

For further information contact UKTI in Malaysia, or MIDA.

E20

Kuala Lumpur



KLIA



Cyberjaya

Kuala Lumpur

Sat Konvensi
Parabang

GETTING STARTED

FINDING A CUSTOMER OR PARTNER

Once you have identified the best market-entry option for your company in Malaysia, the next step is to find potential customers or partners. The following are tried and trusted methods of finding potential customers, agents, distributors and partners:

- **Overseas Market Introduction Service**
UKTI's Overseas Market Introduction Service (OMIS) can tailor-make a list of potential customers, agents, distributors or partners and arrange a programme of meetings with them when you visit Malaysia. OMIS can also be used to arrange a seminar or product introduction event in Malaysia, which can be an effective way of getting your message across to a number of potential customers.
- **Trade shows and exhibitions**
Trade shows and exhibitions take place in Malaysia throughout the year and these can be an excellent way to meet potential customers face to face. Arranging appointments in advance with pre-identified contacts is essential if you want to make effective use of your time.
- **UKTI-supported trade missions**
UKTI supports a large number of trade missions to Malaysia, organised by trade associations and local chambers of commerce. They provide an excellent opportunity for businesses to visit Malaysia to find out how business is done and generate valuable sales leads.

GETTING STARTED

DUE DILIGENCE

Many of the problems that foreign companies encounter when doing business in Malaysia could have been avoided by carrying out some due diligence at the outset.

There are different levels of due diligence, appropriate for different situations. If your sole interest is in exporting, the best proof of a Malaysian company's ability to pay is a letter of credit from the bank. If a company can produce this you do not need to check its financial standing as the bank will have already done this.

A very simple piece of due diligence is to obtain a copy of a company's business licence. This will tell you the following:

- The legal representative of the company
- The name and address of the company
- The amount of registered capital, which is also its limited liability
- The type of company
- The business scope
- The date the company was established and the period covered by the licence

You should check that the information contained in the business licence matches what you already know and, if it doesn't, find out why. If you want to verify the information externally, you should go through the Companies Commission in Malaysia (www.ssm.com.my/en/index.php). You will have more security if you know

who the legally responsible person is, so find out who you are dealing with.

The shareholders of the company are responsible for that amount of liability as registered capital on the business licence. You can check whether or not the registered capital has been paid up by using a firm of accountants to get a Capital Verification Report.

If you want to establish a business relationship that goes beyond exporting, you will need to carry out further research. It is not enough simply to obtain a copy of a company's accounts, as they may not be accurate. Accounts in Malaysia are unlikely to be audited to the standards routinely expected in the UK, and companies may have different sets of accounts for different audiences, so it is advisable to use such data in conjunction with information obtained from elsewhere.

Good-quality consultancy and assistance is available from firms resident in Malaysia and the UK. These companies can carry out operational, financial, legal and technical due diligence checks, typically by looking at the actual operation of the business and building up a more accurate picture by carefully interviewing people who work in and with the firm. UKTI can provide lists of consultancies based in the UK and Malaysia that can provide due diligence checks on Malaysian companies.



GETTING STARTED

EMPLOYING STAFF

Malaysia has a young workforce that is disciplined, educated and trainable. Young people who enter the labour market will have undergone 11 years of school education, up to secondary school level. Workers in Malaysia are generally keen to acquire new skills.

Skills development

To cope with the manufacturing sector's demand for highly skilled workers, the Malaysian Government has taken measures to increase the number of engineers, technicians and other skilled personnel graduating each year from local educational institutions, as well as foreign universities, colleges, technical and industrial training institutions. The Human Resources Development Fund (HRDF) was launched in 1993 and is aimed at encouraging direct private-sector participation in skills development with a grant from the Malaysian Government. The HRDF operates on the basis of a levy/grant system. Employers who have contributed to the system qualify for training grants for their Malaysian employees. For more information please visit the Ministry of Human Resources in Malaysia website (<http://www.mohr.gov.my>).

The Employment Act 1955 stipulates the minimum conditions of employment for employees in Malaysia.

Recruitment channels

There are several channels for recruiting staff in Malaysia:

- Job online services such as www.bestjobs.com.my/ and www.mycen.com.my/malaysia/job.html.
- Classified adverts for jobs in English are available in English daily newspapers such as the *Business Times*, *New Straits Times* and *The Star*.
- Trade journals for key industry sectors, such as the *Malaysian Timber Bulletin* and *Water21*. For industry-specific periodicals, please contact the relevant UKTI Commercial Officer in Kuala Lumpur.
- Recruitment services companies: there are several experienced domestic and international recruitment services operating in Kuala Lumpur.
- Contacting the UKTI team in Malaysia/
British Chamber of Commerce/
educational institutes.

Recruitment process

When you are recruiting in Malaysia, make sure that you carry out all the normal steps that you would if recruiting in the UK.

Ensure that candidates' technical and linguistic capabilities match their claims and that you hire staff at the right level for the role.

GETTING STARTED

EMPLOYING STAFF (CONTINUED)

Carry out due diligence. This includes conducting personal background checks and checking all references before offering them the position.

Offer appropriate remuneration. Details on remuneration and the minimum conditions of employment can be found on the Malaysian Industrial Development Authority (MIDA) website or in a document that MIDA produces called “The Costs of Doing Business in Malaysia”.

Overseas training

Offering employees the opportunity to train overseas is also very attractive at all levels. Make sure that, in return for providing such training, employees make a commitment to stay with your company for a specified period of time.

A lot of smaller companies setting up an office in Malaysia may well just employ one person to deal with all aspects of running the company. Although this may be convenient and cost-effective, it might not be the best way to run your operation. If your employee is not familiar with the rules and regulations pertaining to running an international office or business in Malaysia, then you may soon have to deal with issues of non-compliance, which could prove very costly. Moreover, having one person in control of all financial and legal aspects of the business is obviously risky.

WORKING HOURS

Working hours in Malaysia are:
9am to 5pm, Monday to Friday
9am to 1pm, Saturday

Government offices tend to work:
8.30am to 4.30pm

All public service departments and some banks close on the first and third Saturday of the month.

Public holidays

The most important festivals of each religious group in Malaysia are designated as public holidays. Muslim festivals are timed according to local sightings of various phases of the moon and the dates given are approximate. During the lunar month of Ramadan that precedes Hari Raya Puasa, Muslims fast during the day and feast at night and normal business patterns may be interrupted. Buddhist festivals are also timed according to phases of the moon, so variations may occur.

2011 PUBLIC HOLIDAYS:

January

- 01 – New Year's Day
- 20 – Thaipusam

February

- 01 – Federal Territory Day
- 3 & 4 – Chinese New Year
- 15 – Mawlid al-Nabi
(Birth of Prophet Muhammad)

May

- 01 – Labour Day
- 17 – Wesak Day

June

- 4 – King's Birthday

August

- 31 – Merdeka Day (National Day)
- 30 & 31 – Hari Raya Puasa*
(End of Ramadan)

September

- 16 – Malaysia Day

October

- 26 – Deepavali

November

- 6 – Hari Raya Qurban*
(Feast of the Sacrifice)

November

- 27 – Awal Muharram
(Islamic New Year)

December

- 25 – Christmas Day

2012 PUBLIC HOLIDAYS:

January

- 01 – New Year's Day
- 23 – Chinese New Year

February

- 01 – Federal Territory Day
- 05 – Mawlid al-Nabi
(Birth of Prophet Muhammad)
- 07 – Thaipusam

May

- 01 – Labour Day
- TBA – Wesak Day

June

- 2 – King's Birthday

August

- 19 & 20 – Hari Raya Puasa*
(End of Ramadan)
- 31 – Merdeka Day (National Day)

September

- 16 – Malaysia Day

October

- 26 – Hari Raya Qurban*
(Feast of the Sacrifice)

November

- 11 – Deepavali
- 15 – Awal Muharram
(Islamic New Year)

December

- 25 – Christmas Day

*Subject to change – depending on the sighting of the new moon

GETTING STARTED

LANGUAGE

Bahasa Malaysia is the national language of Malaysia; however, English is widely spoken and is the language of international business. Ethnic groups speak a variety of languages and dialects. While it is reasonable to expect international business to be conducted mainly in English, your hosts will appreciate it if you use their language whenever possible.

Interpreters may be required for business meetings, particularly outside major cities, and – for the avoidance of doubt – all important negotiations should be carried out with an interpreter present. It is also advisable to have all written documents translated into Malaysian, as your business counterparts in Malaysia will not necessarily indicate if they do not understand something. The UKTI team in Malaysia can help you find a translator or interpreter.

Some common phrases

Good morning	Selamat Pagi
Good afternoon	Selamat tengah hari
Good evening	Selamat petang
Good night	Selamat malam
Goodbye	Selamat tinggal
See you again	Jumpa lagi
Yes	Ya (as in German yes)
No	Tidak
Thank you	Terima kasih (Thank you very much – Terima kasih banyak banyak or in writing ribuan terimakasih)
Please sit down	Sila duduk
Please come in	Sila masuk
Please	Sila
Excuse me	Sila beri jalan (or sila beri laluan)
I come from	Saya datang dari...
My name is	Nama saya ialah...
What is your name?	Siapa nama anda?
Can you speak Bahasa Malaysia?	Boleh cakap Melayu?



GETTING STARTED MARKETING

To reflect the fast-moving nature of the Malaysian marketplace, which is continuing to liberalise apace, your marketing strategy will need to be continually reassessed and refined.

Sales literature

Trade shows and exhibitions are a good way of meeting potential new customers, but you still need to persuade them to buy your product. Sales literature needs to be effective in English and, if possible, in Bahasa Malaysia and you need to decide what kind of advertising is appropriate.

Product and service adaptations

You may need to adapt your product or service to meet the needs of the Malaysian market. Marketing research can help you to identify any adaptations you need to make.

Brands

Retailing tends to be quite different from the UK, particularly for premium brands, which are not sold through own-brand outlets. For example, in Malaysia a premium pair of sunglasses would only be sold through optical outlets/opticians. Brand is very important and, although home brand strength is improving in areas such as generic health and hygiene products (for example, soaps and shampoos), consumers still prefer to purchase products that are supported by brand names and guarantees.

Sales promotion

Companies that appoint local partners can usually be guided by them with regard to the type of advertising and sales promotion that would suit the launch of their product/s. UKTI in Malaysia can advise on using the residence of the British High Commissioner in Malaysia to announce the launch or presence of UK goods and services in the country.

The media

Malaysia has some of the toughest censorship laws in the world, although the internet is unregulated and the main outlet for political debate. The authorities regard foreign influences as potentially harmful and are keen to protect the largely Muslim population from these influences, particularly via television. News is subject to censorship and entertainment and music videos are likely to have scenes featuring kissing and swearing removed.

These laws can have a significant impact on advertising and marketing activities, and foreign companies are strongly advised to talk to UKTI representatives in Malaysia who can put them in touch with local marketing specialists that are accustomed to working within the country's strict controls.

TV and radio: TV3 is the leading national, private terrestrial broadcaster. State-owned Radio Television Malaysia (RTM) operates two television networks and many of the country's radio stations. Private stations broadcast in Bahasa Malaysia, Tamil, Chinese and English.

Newspapers: Newspapers are required to renew their publication licences annually and publishing permits may be subject to suspension or revocation. The main newspapers are:

Business Times – English language daily
New Straits Times – English language daily
The Malay Mail – English language daily
The Star – English language daily
Malaysiakini – English language online news service

News agency: The news agency for Malaysia is state-run Bernama.

Internet: According to Internet World Stats, 16.9 million Malaysians were online in June 2009. The Government uses domestic laws to censor internet content but has stopped short of introducing filters at Malaysia's internet gateways.

GETTING STARTED

DAY-TO-DAY COMMUNICATIONS

Once you have made contact with a Malaysian company, it is likely that your day-to-day phone and email communication will be in English, with one of the company's English-speaking members of staff.

If the standard of English in the Malaysian company is not satisfactory, it is advisable to ask for parallel texts in Bahasa Malaysia and get them translated to ensure proper understanding.

If you are going to sign anything – as obvious as it sounds – make sure you get it translated first – and by an independent translator. Do not rely on your supplier's translation and do not be pressurised into signing anything that you do not fully understand. Most breakdowns in overseas business relations occur because of fractured communications and mutual misunderstandings.

If Malaysia is likely to become a significant part of your business you may wish to consider hiring a Malaysian-speaking member of staff. You might also consider taking up the challenge of learning Bahasa Malaysia yourself. However, even if you do achieve a level of fluency, an interpreter or Malaysian-speaking member of staff is still essential for business meetings.



GETTING STARTED

INTERPRETERS



While English is generally considered the language of business in Malaysia you may need to employ interpreters during formal meetings and negotiations to prevent any misunderstandings.

There are two forms of interpreting. Consecutive interpreting means you speak and then your interpreter speaks: this is the usual form for meetings, discussions and negotiations. Simultaneous interpreting involves the immediate translation of your words as you speak them. This requires special equipment and can be expensive. It is generally used only for large seminars and conferences. Interpreting is a skill requiring professional training. Just because someone is fluent in English and Bahasa Malaysia, it does not necessarily mean that they will make a good interpreter.

If you are giving a speech or presentation remember that the need to interpret everything will cut your speaking time approximately in half (unless using simultaneous interpreting). It is essential to make sure that the interpreter can cope with any technical or specialist terms in the presentation. If you are giving a speech give the interpreter the text well in advance and forewarn them of any changes.

To get the best out of your interpreter:

- Hire a well-briefed professional interpreter. Though this is likely to be expensive, it will be money well spent.
- Have your own interpreter available, even if your Malaysian counterparts have one for their side. With your own interpreter you should also be able to get some post-meeting feedback concerning the nuances of what was said (and – just as importantly – not said).
- Try to involve your interpreter at every stage of your pre-meeting arrangements. The quality of interpretation will improve greatly if you provide adequate briefing on the subject matter. Ensure your interpreter understands what you are trying to achieve.
- Speak clearly and evenly with regular breaks for interpretation. Do not speak for several paragraphs without pause. Your interpreter will find it hard to remember everything you have said, let alone interpret all your points. Conversely, don't speak in short phrases and unfinished sentences. Your interpreter may find it impossible to translate the meaning if you have left a sentence hanging.
- Avoid jargon, unless you know your interpreter is familiar with the terminology.
- Listen to how your interpreter interprets what you have just said. If you have given a lengthy explanation but the interpreter translates it into only a few words, it may be that they have not fully understood. Or they may be wary of passing on a message that is too blunt and will not be well received by the audience.
- Make sure that your message is getting through clearly and is delivered in a tone that will not cause resentment.

A list of translators and interpreters is available on request from the UKTI team in Malaysia.

BUSINESS ISSUES AND CONSIDERATIONS

The Malaysian market is a magnet for foreign direct investment. However, while the country's familiar commercial and legal framework and widespread use of spoken

English makes it a popular choice among UK investors, there are some significant cultural differences and challenges to be aware of.



BUSINESS ISSUES AND CONSIDERATIONS

BUSINESS ETIQUETTE

Meetings

In meetings, your approach should be formal but friendly. The most senior person in the team should enter the room first and greet the most senior Malaysian representative. In general, you should introduce older people to younger people and women to men. Make sure that you show due respect and use people's titles correctly (see below). Malaysians may occasionally look downwards rather than look you in the eye when meeting you, as this is considered a mark of respect. Hierarchy is important when doing business in Malaysia. Leaders should sit opposite one another around the table and, sometimes, Malaysian staff will be seated in descending order of seniority.

Malaysian people like to spend time getting to know their business partners, so don't be surprised if little is achieved in the first meeting, beyond building rapport. Many Malaysians take a keen interest in the Barclays Premier League and this can be a good icebreaker.

Handshakes

Traditional Malaysian people may be uncomfortable shaking hands with a member of the opposite sex. Foreign men should wait for a Malaysian woman to extend her hand and foreign women should wait for a Malaysian man to extend his hand. In general, it is best to follow the lead of your host, who will dictate the level of formality considered appropriate.

Attire

Malaysians tend to dress appropriately for their work surroundings, as you would expect in the UK. Although suits are common, meetings are just as often held with open collars. Site visits rarely require suits and at evening meetings and receptions it is common to see a mix of traditional batik shirts (colourful silk or cotton long-sleeve shirts that are worn untucked from the trousers) and office attire. Women generally cover their chest, shoulders and the tops of their arms.

Hierarchy

Hierarchy is an important concept in Malaysian business. See Meetings (above) for details of how you should conduct business meetings with due regard for people's experience and seniority.

Names and titles

In business, you should use people's professional titles (professor, doctor, engineer) and honorific titles. Malaysian men may use "bin" (meaning son of) and women may use "binti" (daughter of) followed by their father's name. The most common title used for a senior official or businessperson is either "Tan Sri", "Datuk", "Dato" or "Datin" (for women). Datuk is the same term used to address grandparents in Malaysia and is a term of respectful endearment, given to recognise an individual's contribution to society or industry. Where business associates use this

BUSINESS ISSUES AND CONSIDERATIONS

BUSINESS ETIQUETTE (CONTINUED)

as a prefix, you can drop their full name when making introductions, eg “Good morning Datuk”. The title “Dato” is awarded by a royal head of state and “Datuk” is awarded by a government official.

Women in business

There are no special considerations, but generally contact is kept to a minimum. Businesswomen in Malaysia will conform to the same types of formalities as men.

Punctuality

You should be punctual for meetings and leave plenty of time for your journey to avoid arriving late. Your hosts may well be late, though, and expect certain reasons to arise frequently, especially the weather and traffic – one usually having a severe impact on the other!

Business cards

Business cards should be exchanged after the initial introductions have been made. Use both hands or the right hand only to exchange business cards. Be sure to treat someone’s business card with respect as to do otherwise risks insulting them. Examine the card before putting it away and never write on someone’s card in their presence unless they are happy for you to do so. One good tip is to ask a question based on the information on the card.

Although these guidelines apply in general, Malaysia is a rapidly modernising and liberal country so it is best to let your host decide.

Negotiations

Malaysians like to spend time getting to know their business associates, so don’t expect important decisions to be reached in the initial meeting. Avoid becoming visibly frustrated or irritated as this could insult your host. Malaysian people will pause before responding to a question to indicate that they have given it the appropriate thought and consideration. They regard the Western preference for responding immediately to a question as ill-mannered.

Body language

Non-verbal communication is important in Malaysia. The concept of saving face means that many Malaysians will be indirect in what they say and will avoid a flat refusal. Similarly, when they say “yes” it may purely indicate that they have understood what you are saying, rather than confirming that they wish to proceed. Look for clues in the tone of voice and body language of your host.

Call to prayer

Malaysia is recognised as a Muslim state although there are also large numbers of Hindus, Buddhists and Christians. In Muslim areas the call to prayer from mosques happens five times a day, for several minutes each time. If you are in

the vicinity of a local mosque be sensitive to this important religious observation. Muslims will lower their voice or stop talking completely during the call to prayer.

Gift giving

Giving small gifts, especially of food and crafts, is commonplace in Malaysia and welcomed, but modest presents are best to avoid embarrassing your host. It is worth making a personal touch to the gift to show that it is from either your town/city or company – the thought rather than the worth will be appreciated, especially if it is linked to their favourite English Premier League football team!

There are some important factors to consider when giving gifts to particular ethnic groups. For Malays – avoid giving alcohol, non-Halal food or anything made of pigskin. Do not wrap the gift in white wrapping paper (denotes mourning) or yellow wrapping paper (reserved for royalty). For Chinese Malaysians – avoid giving flowers; stick to fruit, sweets or cake. Wrap your gift in happy colours (red, pink or yellow) and give gifts in even numbers as odd numbers are considered unlucky. Avoid white, black or blue. Don't be surprised if your host initially refuses the gift – this is customary to signify lack of greed. For Indian Malaysians, offer gifts with the right hand, or both hands if the gift is large. Use red, yellow or green wrapping paper,

but avoid white or black. It is best to avoid alcohol and do not give leather products to a Hindu.

Cultural considerations

There are a number of key cultural differences between Malaysia and the UK that you should bear in mind when conducting business there.

Concept of “face”: The concept of “face” is important in Malaysia, as it is in many parts of South-East Asia, and Malaysians strive for harmony in their business and personal relationships. To prevent loss of face, Malaysians will avoid confrontation or will tell others what they want to hear rather than tackling issues head-on. For example, rather than say “no” they might say “I’ll try.” This allows both the person making the request and the person turning it down to save face and maintain harmony in the relationship. Some Westerners can find this approach confusing. Try rephrasing the question in different ways so you can compare the answers you get.

Family: The family is at the heart of Malaysian society and Malaysian people place great value on unity, loyalty and respect for one’s elders. Families are relied on for emotional and financial support.

BUSINESS ISSUES AND CONSIDERATIONS

INTELLECTUAL PROPERTY RIGHTS (IPR)

Malaysia is a member of the World Trade Organization (WTO) and has made many improvements to its intellectual property rights (IPR) system and enforcement. See the following for further information:

- European Commission IPR Enforcement Report – an overview of the current situation in Malaysia:
http://trade.ec.europa.eu/doclib/docs/2009/october/tradoc_145204.pdf
- World Intellectual Property Organization – an overview of the legislation and relevant contacts for Malaysia:
<http://www.wipo.int/portal/index.html.en>
- Intellectual Property Corporation of Malaysia – more information on the law and application procedures:
<http://www.myipo.gov.my>



BUSINESS ISSUES AND CONSIDERATIONS PROCUREMENT

The UKTI team in Malaysia can offer advice on procurement.

BUSINESS ISSUES AND CONSIDERATIONS

REGULATIONS, INCENTIVES AND TAX

Exchange controls

Under exchange control rules travellers may import or export up to MYR1,000 per person into or out of Malaysia without prior approval. There are no limits on the amount of foreign currency (notes and/or travellers cheques) travellers may import. Non-residents may export foreign currency up to the amount they previously imported, provided they have documentary evidence of the amount they imported. All travellers must complete a travellers declaration form on entering Malaysia. Exchange control is administered by the Central Bank on behalf of the Malaysian Government. Most of the authority for payment approval is delegated to authorised banks.

Restrictions

Most goods, with the exception of certain items, may be imported under an Open General Licence. Other licensing requirements need to be met, depending on the type of product or service. However, this can be quite an onerous task and may involve many different licensing bodies. For further information visit the Royal Malaysian Customs Department website: www.customs.gov.my

Commercial invoices

For Malaysia, the invoice is combined with a Certificate of Value and Origin (C/VO) which has to be manually signed (facsimile signatures are not accepted).

Special certificates

Whisky imports require a Certificate of Age (minimum three years), as issued by HM Revenue & Customs.

Information on regulations and standards for goods imported into Malaysia is published on the Royal Malaysian Customs Department website.

Investment rules and incentives

The Government of Malaysia encourages investments by providing various incentives to investors. Details of these are available from the UKTI team in Malaysia.

British Malaysian Chamber of Commerce

Around 300 of the foreign companies in Malaysia are members of the British Malaysian Chamber of Commerce, a bilateral trade organisation based in Kuala Lumpur. The Chamber has corporate members involved in a wide range of industry sectors, including: engineering, construction, automotive, oil and gas, energy, telecoms, IT, education, training, retail, hospitality, publishing, financial services, banking, insurance and corporate services.

British Malaysian Chamber of Commerce
Suite E04C1, 4th Floor East Block
Wisma Selangor Dredging, 142-B
Jalan Ampang
50450 Kuala Lumpur
+(603) 2163 1784 / 1786
+(603) 2163 1781
<http://www.bmcc.org.my/>

Trade and industrial facilitation

There are currently 15 Free Industrial Zones (FIZ) in Malaysia, covering ports such as Port of Tanjung Pelepas, Johor, Johor Port, and Port Klang Free Zones. These ports are involved in both industrial and commercial activities. In addition, there are 13 Free Commercial Zones (FCZ) which comprise mostly ports and airports, with the exception of Port Klang Free Zone (PKFZ) which operates as a Free Commercial and Industrial Zone. FCZ with retailing activities are normally situated on the border of Singapore and Thailand and only allow retail trading.

Further information on trade facilitation can be obtained from the Royal Customs and Excise Department website in Malaysia.

Customs and tax

Please refer to UKTI or the Royal Customs and Excise Department in Malaysia for information on customs and tax.

GETTING YOUR GOODS TO MALAYSIA

Malaysia has extensive and modern infrastructure, including major port and airport facilities. There are ports serving Kuala Lumpur at Klang, as well as large ports serving Johor, Penang, Kuching and Kota Kinabalu. There are many other smaller ports serving other cities and towns.

The new Kuala Lumpur International Airport (KLIA) serves Kuala Lumpur, with other international airports and cargo centres serving the cities of Johor Bahru, Penang, Kuching and Kota Kinabalu.

Freight forwarding: Sea and air freight services to Malaysia are provided by a range of companies, including TNT, Crown Freight and DHL as well as many local firms. Freight forwarding companies like these can provide advice on the best way to ship goods to Malaysia. It takes approximately three to four weeks to ship goods from the UK to Malaysia by sea, but this will depend upon the level of service and the company providing it.

Courier: There are many companies providing courier services to Malaysia. The UKTI team in Malaysia can supply information, or visit: <http://www.mycen.com.my/malaysia/courier.html>

Postal parcel/express mail service: The main Malaysian postal service provider is Pos Malaysia Berhad. The company was formed from the government-owned Malaysian Postal Services Department or Jabatan Perkhidmatan Pos Malaysia. It provides postal and related services and transport logistics, as well as a range of counter collection and payment agency services. The company holds an exclusive concession to provide mail services through its network of over 850 branches and mini post offices in Malaysia

BUSINESS ISSUES AND CONSIDERATIONS

GETTING PAID AND FINANCIAL ISSUES

Incoterms

Exporters will find Incoterms 2000 a useful guide for specifying their obligations for delivering goods safely in international contracts. Incoterms provide guidance on the commonly used trade terms in international trade. You should read Incoterms 2000 if you are a member of a company's marketing or sales team.

Terms of payment

The method of conducting business in Malaysia is similar to that in the UK, with no special requirements. Payment against invoice is the usual method though payment can be slow at times. It is advisable for UK companies trading with a Malaysian partner for the first time to accept payment by a secure method, such as a letter of credit. Once a relationship has been established, other, less secure methods of payment can be considered.

Banking

Opening hours: Banks in Malaysia are open between 9.30am to 4.00pm, Monday to Friday. Some banks open on Saturdays, but for local transactions only.

The central bank of Malaysia is Bank Negara Malaysia.

Local commercial banks are:

Affin Bank
Alliance Bank
AmBank
Arab-Malaysian Bank
Bumiputra-Commerce Bank
EON Bank
Hong Leong Bank
Maybank
Public Bank
RHB Bank
Southern Bank

Foreign commercial banks are:

ABN AMRO Bank
Bangkok Bank
Bank of America
Bank of China (M) Bhd.
Bank of Tokyo-Mitsubishi (M) Bhd.
Citibank
Deutsche Bank Malaysia Bhd.
HSBC Malaysia Bhd.
JP Morgan Chase Bank
Bank of Nova Scotia
OCBC Bank (M) Bhd.
Standard Chartered Bank (M) Bhd.
United Overseas Bank (M) Bhd.

Merchant banks are:

- AmlInvestment Bank
- Affin Merchant Bank
- Alliance Investment Bank
- Aseambankers Malaysia Bhd.
- CIMB Bank Bhd.
- Huang-DBS Investment Bank
- MIMB Investment Bank
- OSK Investment Bank
- Public Merchant Bankers Bhd.
- RHB Sakura Merchant Bankers Bhd.
- Utama Merchant Bank Bhd.

All commercial banks are authorised foreign exchange dealers, and licensed moneychangers are also found in urban centres, ports and airports and major shopping complexes.

Currency information:

The currency of Malaysia is the Malaysian ringgit (MYR). The ringgit is issued in notes from MYR1 to MYR100 and coins from one sen to MYR1.

Currency restrictions:

Under exchange control rules travellers may import or export up to MYR1,000 per person without prior approval.

Travellers cheques:

There are no limits on the amount of foreign currency (notes and/or travellers cheques) travellers may import.



BUSINESS ISSUES AND CONSIDERATIONS

INSURANCE

The private sector in the UK provides credit insurance for exports of consumer products, raw materials and other similar goods. Speak to your banker or insurance broker for more information, or contact the British Insurance Brokers' Association for impartial advice.

British Insurance Brokers' Association
Tel: +44 (0)870 950 1790
(consumer helpline)
Email: enquiries@biba.org.uk
Website: www.biba.org.uk

Private-sector insurance has some limitations, particularly for sales of capital goods, major services and construction projects that require longer credit packages or that are in riskier markets. The Export Credits Guarantee Department (ECGD), a separate UK Government department that reports to the Secretary of State for Business, Innovation and Skills, provides a range of products for exporters of such goods and services.

Export Credits Guarantee Department
Tel: +44 (0)20 7512 7000
Email: help@ecgd.gsi.gov.uk
Website: www.ecgd.gov.uk

BUSINESS ISSUES AND CONSIDERATIONS

MANAGEMENT CONTROL AND QUALITY ASSURANCE



UK companies use a variety of management control and quality assurance techniques in Malaysia. These include extensive travelling by UK personnel, a controlling or liaison presence in Malaysia and providing extensive training and management for Malaysian staff. It is important not to allow milestones to slip by, whether these are attending a board meeting in a joint venture or arranging a quality audit at a supplier's.

Particular attention to detail should be paid when sourcing products from Malaysia. Specifications can be easily misunderstood, so they need to be very clearly explained and agreed, and a quality management system put in place with the Malaysian company. Consultancies can undertake all or part of this process on your behalf.

BUSINESS ISSUES AND CONSIDERATIONS

BRIBERY AND CORRUPTION

Corruption remains an issue in Malaysia. Anyone doing business in the country is likely to encounter, or hear of, corruption in one form or another. Practices such as facilitation payments, bribes and giving and receiving expensive gifts in order to develop business relationships are still a problem in certain places.

Our advice to companies encountering corruption is simple – don't get involved. Not only are there issues of business integrity to bear in mind, but of course it is also illegal. Invariably, corruption is related to lack of professionalism and control, all of which are damaging to long-term business. Companies should ensure that all of their commercial activities in Malaysia are compliant with the UK Bribery Act, which is set to come into force in April 2011.

The Malaysian Government has pledged to tackle corruption and streamline bureaucracy as part of its tenth five-year plan, which outlines how it aims to achieve Developed Nation status by 2020.

BUSINESS ISSUES AND CONSIDERATIONS

GETTING TO MALAYSIA

By air

Malaysia has five international airports, and Malaysia Airlines and AirAsia X (budget airline) run frequent direct flights between the UK and Malaysia. Many other airlines also service the route, either directly or via connecting flights.

Getting to and from the airport

Kuala Lumpur International Airport (KLIA) is located at Sepang, 65km south of the capital. The journey from the airport to Kuala Lumpur city centre is approximately 60 minutes, depending on traffic. Taxis (budget or deluxe) can be obtained from the taxi information desks inside the airport, close to the exit. The fare from KLIA to Kuala Lumpur City Centre is approximately MYR75 (£15) for a budget taxi and MYR100-MYR150 (£20-£30) for a deluxe taxi.

An express rail system, the KLIA Ekspres, links the centre of Kuala Lumpur to the airport. The high-speed railway operates at 15-minute intervals. The journey time is 26 minutes. A single journey costs MYR35 (£7) and a return journey costs MYR70 (£14).

Travelling within Malaysia

Domestic air travel is relatively cheap, with frequent departures to all major cities in Peninsular and East Malaysia (Sabah and Sarawak) through Malaysia Airlines and AirAsia. The country also has an extensive

network of motorways and there are frequent coach departures for travel between cities by road. It is easy to hire and drive a car on a UK licence, though it is perhaps better to rely on taxis in Kuala Lumpur. Taxis are metered and do not expect to be tipped. It can be difficult to find taxis during rush hours or when it is raining.

Places to stay, eat and shop

As well as advising on business issues, the UKTI team in Malaysia can offer practical, on-the-ground assistance with all aspects of your business trip, from where to stay through to good places to eat or hold product launches.

Visas

British nationals travelling to Malaysia on business need to obtain a visa from the Malaysian Embassy in London before travel. You do not need a visa to enter Malaysia as a tourist.

Malaysian Embassy
45-46 Belgrave Square
London
SW1X 8QT
Tel: 020 7235 8033
Fax: 020 7235 5161
<http://malaysia.embassyhomepage.com/>

Time zone:

Malaysia is eight hours ahead of Greenwich Mean Time.

MALAYSIAN CULTURE

In a highly competitive business environment it is more important than ever to understand the business culture of your target markets. Understanding business culture helps you to understand, anticipate and respond to unexpected behaviour. It also ensures that you behave in an acceptable way and avoid misunderstandings. Refer to the business etiquette section for detailed guidance.



MALAYSIAN CULTURE POLITICS

Malaysian political parties are distinguished more by their differing racial composition than by competing political philosophies.

The ruling Barisan Nasional (BN) party is a coalition of the United Malays National Organisation (UMNO), the Malaysian Chinese Association (MCA), Malaysian Indian Congress (MIC) and a number of smaller parties mainly from the East Malaysian states of Sabah and Sarawak.

The main opposition parties are the Democratic Action Party (DAP), the Pan-Malaysian Islamic Party (PAS) and Parti Keadilan Rakyat (PKR – People’s Justice Party). These three parties formed a loose coalition (Pakatan Rakyat) after the March 2008 elections.

Prime Minister Datuk Seri Najib Tun Razak, the son of Malaysia’s second prime minister, became Prime Minister in 2009. He is a British-trained economist who first entered parliament at the age of 23, Malaysia’s youngest-ever MP.

Datuk Seri Najib had pledged radical reforms and promised to create a more transparent government. One of his priorities is to close Malaysia’s widening ethnic and religious divide.

MALAYSIAN CULTURE MONARCHY

Malaysia has a constitutional monarchy and the current king is Yang di-Pertuan Agong, Mizan Zainal Abidin, Sultan of Terengganu. Every five years a new king is appointed from the sultans and hereditary rulers of the states of the Malay Peninsula.

MALAYSIAN CULTURE

CURRENT ECONOMIC SITUATION



Malaysia's recent GDP growth has raised per capita income to £4,480, transforming a commodities-based economy into one with a large, export-orientated manufacturing sector. The economy has continued to grow robustly, by 6.5 per cent in 2007 and 4.7 per cent in 2008. The impact of the global economic downturn saw Malaysia record negative growth in 2009 (-1.7 per cent), but the 2010 forecast for the Malaysian economy is a strong return to positive growth of 6.8 per cent.

The Malaysian Government has launched two economic stimulus packages totalling £12 billion and the central bank of Malaysia has reduced income rates to 2.75 per cent. This has largely been successful and the economic outlook for the country remains positive.

Since the Asian financial crisis Malaysia has taken positive steps to reform its banking and financial system. A new wave of liberalisation was announced in May 2009 which was welcomed by the international business community. Under the Malaysian Government's highly regarded New Economic Model there are major plans to liberalise the services sector and attract more foreign investment. The services sector is increasingly important in Malaysia, alongside commodities, oil and gas.

ECONOMIC FACTS		
Product	Malaysia	UK
Population*	28.3 million	62.2 million
GDP*	US\$235.2 billion	USD\$2.28 trillion
GDP per capita (PPP)*	USD\$14,564	USD\$34,644
Real GDP growth*	6.80 per cent	1.60 per cent
Unemployment	6.80 per cent	7.8 per cent*
Exchange rate	US\$1 = 2.98 Malaysian ringgit	£1 = 4.76 Malaysian ringgit (January 2011)
World Bank Ease of Doing Business 2011 ranking**	21st	4th
World Bank Ease of Starting a Business 2011 ranking**	113th	17th
World Economic Forum Global Competitiveness Report 2010-11 ranking***	26th	12th
Major industries	electronics, petroleum & LNG, chemicals, textiles, palm oil, timber, and tourism	
Major trading partners	USA, EU, Singapore, Japan and China	USA and EU

Source: *Economist Intelligence Unit / **World Bank / ***World Economic Forum

MALAYSIAN CULTURE RELIGION

The national religion of Malaysia is Islam (55 per cent of the population), but there are also a substantial number of Buddhists (17 per cent), Taoists (12 per cent), Christians (7 per cent), Hindus (7 per cent) and other religions (2 per cent). Each of the main religious groups' festivals are designated as public holidays.



MALAYSIAN CULTURE CHALLENGES

Although the business climate in Malaysia is improving all the time, obstacles still remain. The main challenges faced by overseas companies include:

- Restrictions in the financial services sector, particularly banking and insurance.
- The legal services sector is currently completely closed to overseas companies.
- Proposed new guidelines on supermarkets, which could prevent foreign companies from further expansion in the market.

UK Trade & Investment can offer advice on overcoming these challenges and provide up-to-date information about developments in the marketplace.

CONTACTS

If you have a specific export enquiry about the Malaysian market which is not answered by the information on this report, you may contact:

UK Trade & Investment Enquiry Service
Tel: +44 (0)20 7215 8000
Fax: +44 (0)141 228 3693
Email: enquiries@ukti.gsi.gov.uk

You will be signposted to the appropriate section on our website, or transferred at local call rate directly to the UKTI team based in the British Embassy in Kuala Lumpur.

Alternatively, you can contact the UKTI team in Malaysia directly:

UK Trade & Investment Malaysia
British High Commission Kuala Lumpur
185 Jalan Ampang
50450 Kuala Lumpur
Malaysia
Tel: +603 2170 2200
Fax: +603 2170 2285
Email: trade.kualalumpur@fco.gov.uk
Web: <http://ukinmalaysia.fco.gov.uk>

Country information

BBC website
http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO country profile
<http://www.fco.gov.uk/en/travel-and-living-abroad/travel-advice-by-country/country-profile/>

Culture and communications

CILT – National Centre for Languages – Regional Language Network in your area:
http://www.cilt.org.uk/workplace/employer_support/in_your_area.aspx

Kwintessential culture guides:
<http://www.kwintessential.co.uk/>

Customs and regulations

HM Revenue & Customs: www.hmrc.gov.uk

Economic information

The Economist
<http://www.economist.com/countries/>

CONTACTS

(CONTINUED)

Export control

Export Control Organisation
<http://www.bis.gov.uk/exportcontrol>

Export finance and insurance

ECGD: <http://www.ecgd.gov.uk/>

Intellectual property

Intellectual Property Office
www.ipo.gov.uk

Market access

Market access database for tariffs
(for non-EU markets only)
<http://mkacddb.eu.int/mkacddb2/indexPubli.htm>

SOLVIT – Overcoming Trade Barriers
(EU Markets only)
www.bis.gov.uk/EUMarketAccessUnit

Standards and technical regulations

British Standards Institution (BSI)
<http://www.bsigroup.com/en/sectorsandservices/Disciplines/ImportExport/>

National Physical Laboratory

<http://www.npl.co.uk>

Trade statistics

National statistics information:
<http://www.statistics.gov.uk/hub/index.html>
UK Trade Info: <https://www.uktradeinfo.co.uk/>

Travel advice

FCO Travel: <http://www.fco.gov.uk/en/travel-and-living-abroad/>
NHS: <http://www.nhs.uk/nhsengland/Healthcareabroad/>
Travel health: <http://www.travelhealth.co.uk/>

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HELPING YOUR BUSINESS GROW INTERNATIONALLY

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UK Government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business (SfB). The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy, and is responsible for the delivery of the SfB product “Helping Your Business Grow Internationally”.

We also help overseas companies bring their high-quality investment to the UK’s dynamic economy – acknowledged as Europe’s best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

Other South-East Asia Business Guides are available for Indonesia, the Philippines, Thailand and Vietnam.

For further information please visit www.ukti.gov.uk or telephone +44 (0)20 7215 8000.

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