



Prospectus

Florida District Export Council

Trade Mission to Malaysia

“Opportunity Malaysia” - February 25th to March 5th, 2005

Overview:

The Florida District Export Council in cooperation with the U.S. Commercial Service and other partner organizations is organizing a Trade Mission to Malaysia, February 25th to March 5th, 2005. An often overlooked but highly lucrative market for American goods and services, Malaysia offers unique opportunity. This mission will target companies in sectors determined by the U.S. Commercial Service headquarters in Kuala Lumpur, Malaysia to be ‘best prospects.’ The delegation participants will be matched with Malaysian firms who are assessed as having the highest potential to support the objectives of the mission participants, i.e. qualified distributors, sales representatives, licensees, joint venture partners, strategic alliance candidates and joint marketing firms. The 8 day visit will include stops in Kuala Lumpur and 2 other Malaysian business centers. With the benefit of collaboration with the Malaysian Government and other parties, this mission is designed to be a highly cost effective and efficient market entry vehicle that provides the additional benefit of offering a ‘back door’ to the exploding China market and other markets in Southeast Asia who have synergy with trade facilitators based in Malaysia. Companies interested in participating will be screened by the U.S. Commercial Service staff in Malaysia and accepted for mission participation only after determination that the product or service has strong demand in the market. Briefings on the Malaysian market will precede the mission in the months leading up to departure. One-on-one consultations with Commercial Service staff can also be arranged for any interested U.S. firm.

Commercial Setting:

Malaysia

Bilateral trade between the U.S. and Malaysia totaled U.S. \$31.9 billion in 2002. Malaysia recorded a 4.2% GDP growth rate in 2002, and it continues to steadily recover from the 1997 financial crisis that swept Southeast Asia. The Government of Malaysia plays a very active role in the development and industrialization of the Malaysian economy. This includes facilitating infrastructure projects through significant state investment, fostering a close alliance between government and the private business sector, and designing and implementing a variety of policies and programs to bolster the

overall economic environment, with special attention to the economic status of the Malaysian and indigenous communities (commonly referred to as bumiputra).

The U.S. has consistently been the largest foreign investor in Malaysia, with significant presence in the oil and gas sector, manufacturing, and financial services. According to the Malaysian Industrial Development Authority, the U.S. accounted for the second greatest number of new and expanded foreign investment projects in the manufacturing sector in terms of value in 2002, with approved projects valued at US \$702 million.

Best Prospects in 2004 for U.S businesses interested in exporting to and/or operating in Malaysia are:

- 1) **Healthcare**
- 2) **Franchising**
- 3) **Water and Wastewater Treatment**
- 4) Oil and Gas Equipment
- 5) **Information and Communication Technology (ICT) and Broadcasting**
- 6) Municipal Solid Waste Management
- 7) **Biotechnology**
- 8) **Higher Education: 4-Year Colleges and Universities**
- 9) Plastic Materials and Resins
- 10) Tourism

Note: Sectors in bold will be emphasized in mission recruitment.

Mission Goals:

The Trade Mission's goal is to gain first-hand market information and provide access to key government officials and potential business partners for new-to-market, and/or new-to-export U.S. firms desiring to enter this Market.

Mission Scenario:

Participants will spend approximately one week in the country: five days total in Kuala Lumpur, and one day each at Penang and Kulim. The Commercial Service will provide an extensive market briefing, highlighting opportunities in the member's specific sectors and recent policy developments; schedule one-on-one appointments with potential business partners for each participant; and arrange hospitality events to introduce the participants to key business and government officials.

Draft Timetable:

Fort Lauderdale: February 25, 2005. We will leave early evening for Kuala Lumpur (KL) via Los Angeles (LA). Crossing the Date Line, we will lose a day on the way there. Saturday February 26 will be missing in your lives forever. We arrive in KL on Feb 27, 2005 at Noon. The rest of the day will be free for all.

Kuala Lumpur (KL): February 28 to March 1, 2005. (Two Days)

All meetings, receptions and one on one appointments will be set-up in coordination with the US Commercial Service in KL.

Penang: March 2, 2005. We will take a short flight to Penang. Here we will have one on one appointments set up and in the evening a reception will be held by the appropriate State Organization.

Kulim: March 3, 2005. In the morning, we will check out of the hotel in Penang, and leave for Kulim. Kulim is in the Kedah Province. This is about 45 minutes from Penang. We will spend the day there. The City will hold a lunch reception there. After lunch, you will have one on one appointments with local companies. At the end of the Day we will be taken to Penang Airport and we will fly back to KL.

KL: March 4, 2005. This day will be free for all with exception Friday evening were a final dinner will be held together with the appropriate Organization.

KL: March 5, 2005. This will be a day to look at KL or surrounding area and experience the awesome shopping and culture of Malaysia. A day trip will be organized for who ever likes in the group.

KL March 6, 2005. We will fly back to Fort Lauderdale. On this flight, you will gain a day again crossing the date line, arriving in Fort Lauderdale very early on time for the office on Monday morning the 7th of March, 2005

Mission Criteria for Participation:

- Relevance of the company's business line to mission goals;
- Potential for business in the selected markets;
- Timeliness of the company's completed application and payment of the mission participation fee;
- Provision of adequate information on the company's products and/or services and communication of the company's primary objectives to facilitate appropriate matching with potential business partners;
- Certification that the company meets Departmental guidelines for participation including certification that the company's products and/or services are manufactured or produced in the United States or if manufactured/produced outside of the United States, the product/service must be marketed under the name of the U.S. firm and have U.S. content of at least fifty-one percent of the value of the finished good or service.

The mission will be promoted through the following venues: the District Export Councils; the Export Assistance Centers and U.S. Commercial Service worldwide sector and geographic Teams; relevant trade publications; relevant trade associations; past US

Department of Commerce trade mission participants; various in-house and purchased industry lists and on Internet websites.

The participation fee will be established by July 1 and is expected to be in the vicinity of \$3,000 including international and in-country air and ground transportation, luxury accommodations, and registration fee covering administrative expenses including matchmaking. The registration fee, which can be paid separately for those arranging their own travel or hotel, will be \$1,500. Participation is open to the first 20 qualified U.S. companies. Recruitment will begin immediately and will close on Friday September 30, 2004. Applications received after that date will be considered only if space and scheduling constraints permit.

Contact Information:

William S. Lawton
Senior International Trade Specialist
Export Assistance Center, Ft. Lauderdale:
200 E. Las Olas Blvd., Suite 1600
Ft. Lauderdale, FL 33301
Phone: 954.356.6640 x 21; Fax: 954.356.6644
E- mail: info@malysiamission.com