

# LAUNCH OF THE GOLD MAPLE LEAF IN MALAYSIA

Canada's Gold Maple Leaf bullion investment coin made its debut in Malaysia on November 7, 1989. Malaysia is the fourth country in the Far East (excluding Japan) to market the Gold Maple Leaf coin. It was officially introduced into Hong Kong in 1985, followed by Singapore in 1986, and Brunei a year later.

Adding Malaysia to the list of Far East Asian countries has significantly reinforced the regional marketing network in the Pacific Rim countries, where the Maple Leaf's purity—99.9%—has made it the most sought-after bullion investment coin. It also reflects the increasing international recognition of this country as a potentially lucrative financial centre.

Based on the current price of gold, the Royal Canadian Mint expects Malaysian sales of the Gold Maple Leaf coin to be worth nearly \$30 million in the first year alone.

The primary international distributor of the coin is the Bank of Nova Scotia. Six other banks—Public Bank Berhad, Pacific Bank Berhad, Kwong Yik Bank Berhad, Chung Khiaw Bank Limited, Lee Wah Bank Limited and Overseas Union Bank Limited—are the retailers.

The launch ceremony and a press conference were held at Kuala Lumpur's Shangri-la Hotel on November 7, 1989. Among those present were Yang Berhormat Dato' Wan Abu Bakar Mohamed, the Deputy Minister of Finance of Malaysia; H.E. Garrett Lambert, High Commissioner of Canada to Malaysia; Mr Maurice Lafontaine, President and Master, Royal Canadian Mint; Mr Richard Belair, Director of Precious Metals Products, Royal Canadian Mint; and Mr Albert Cheng, Manager for South-East Asia, Royal Canadian Mint. Also present were senior representatives of the banking network selected to distribute the coins.

The Deputy Minister, in his short address at the launch, noted that the introduction of high calibre coin in Malaysia demonstrates the increasing international recognition of this country as a potentially lucrative financial centre.

1. At the launch of the Canadian Maple Leaf gold bullion investment coin in Kuala Lumpur. From left: Mr Albert Cheng, Mr Maurice Lafontaine, Dato' Wan Abu Bakar Mohamed, Mr Garrett Lambert and Mr Richard Belair  
2. The Maple Gold bullion coins come in various denominations



## GOING GLOBAL

In a speech to the Institute of South-East Asian Studies in Singapore, Prime Minister Brian Mulroney announced that the Government of Canada will focus principally on the Asia-Pacific, European Community and United States markets as part of a new strategy to generate long-term economic growth and prosperity.

Called "Going Global", the policy includes some \$94 million worth of new trade, investment and technology initiatives needed for Canada to be internationally competitive in the 1990s.

"Going Global is designed to help Canadian firms take advantage of the burgeoning economic prospects in Asia Pacific as well as post-1992 European markets," said

the Prime Minister.

The new policy contains three key elements:

- a Pacific 2000 strategy to help Canadians to participate fully in the emerging markets of the region
- a USA Opportunities strategy to help Canadians take advantage of the Free Trade Agreement
- a Europe 1992 strategy to prepare Canadians for the integration of the European Community.

The Prime Minister explained that the new strategy goes beyond traditional trade approaches. Funding is provided to upgrade Canadian skills in Asian cultures and languages, as well as for increased cooperation with Japan in science and technology. Other innovative aspects are a heavy