

## The Canadian High Commission in Malaysia

Trade commissioners in Malaysia can assist exporters in several ways. They can:

- identify firms that are suitable as agents and place Canadian suppliers in direct contact with these firms;
- provide credit and other information on potential Malaysian business partners;
- provide information to exporters on Malaysia's trade, business and financial conditions, on methods of doing business and on appropriate distribution channels for particular products;
- ▶ provide the latest information and duty rates on importing goods and samples and regulations on labelling and product content;
- suggest appropriate trade shows to launch Canadian products; and
- advise and assist Canadian companies seeking foreign joint venture and licensing opportunities.

The Commercial Division of the Canadian High Commission in Malaysia acts as a liaison between Canadian companies and Malaysian business, government and industry. It also undertakes market studies, organizes trade missions and works to establish linkages between business communities in both countries. Trade missions to and from Malaysia over the past several years have focused on the telecommunications, environment, aerospace, oil and gas, high-technology and transportation sectors.

While trade commissioners can be invaluable assistants to Canadian exporters, there is a limit to the services they can provide. They will not sell a product or act as sales agents, debt collectors or travel agents. They will recommend others who can perform these functions.

A full listing of Canadian trade commissioners is published in the Department's *Directory of the Canadian Trade Commissioner Service*, available from the InfoCentre at DFAIT in Ottawa, or from your local International Trade Centre.

If you are preparing to enter one or more of the Southeast Asian markets, please fill out a company profile on the next page. The profile provides a briefing document for the appropriate commercial officers of the Department of Foreign Affairs and International Trade working in Canada, in International Trade Centres and in Southeast Asia and will enable them to assist you in entering the export market. The mailing address of the High Commission is P. O. Box 10990, 50732 Kuala Lumpur, Federation of Malaysia, Tel. (60-3) 261-2000, Fax (60-3) 261-1270 or 261-3428.