SUPPLIERS IN THE INDUSTRY

The computer industry in Malaysia has been described as a bazaar of competing suppliers and overlapping technologies. Many companies supply a whole range of products and services from hardware and software to complementary services such as education, consultancy and bureau services.

According to the Asian Computer Directory, the number of importers/distributors and manufacturers in each of the product markets is as follows:

Product/Service	Total Number of Suppliers	No. of Domestic Manufacturers Within the Total
Computer (PC, mini and mainframe)	354	4
Peripherals	82	Nil
Consultancy, software	71	-
Bureau (data processing)	21	-
Training	61	-

In the Malaysian computer market, the major players are the subsidiaries of international computer vendors or their locally appointed representatives. However, no single vendor can provide absolute market coverage, either in terms of market reach or in terms of applications software to meet all end-user requirements. Most of these vendors choose therefore to appoint and work closely with dealers and value-added-resellers. This accounts in part for the proliferation of computer retailers in the country.

The Canadian presence is well established in the small but potentially important field of remote sensing. In other areas, Canadian firms such as Control Data, Gandalf and Cognos have developed a market presence. Areas of opportunity for these and other firms are expected to be promising over the medium term as the Government of Malaysia implements an ambitious program of computerisation of Government services and private sector corporations seek to improve their data communication network.

Although Canadian software and hardware manufacturers are not likely to be competitive on price with higher volume producers who dominate the mass market, a wide array of more specialised opportunities exist for which quality Canadian products are viable, such as computer peripherals, applications software or specialist training packages geared to improving productivity in the the Government and in the financial, manufacturing and retail sectors. Apart from a good product or solution, successful penetration will require a good local presence, both to ensure product support and to identify potential prospects. In this sector in Malaysia particularly, where potential buyers are themselves not aware of the range of products and solutions available to assist them, this marketing aspect can be particularly significant.