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# III. BUSINESS INFORMATION

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## Sources of Financing

Foreign aid creates trade opportunities in Malaysia for Canadian businesses through projects financed by multilateral lending institutions such as the World Bank Group and the Asian Development Bank, as well as bilateral donors for which procurement is not tied to the donor nation. Development projects provide for the supply of goods and services through both competitive bidding and subcontracting to prime-contractors.

Procurement systems for projects financed by international lending agencies follow "international competitive bidding" procedures. Information on the status of projects is published by the information offices of the World Bank and the Asian Development Bank. Project information can also be obtained from the South East Asia Division, Office of Trade Development — Asia and Pacific, of the Department of External Affairs in Ottawa or the Commercial Division of the Canadian High Commission in Kuala Lumpur.

To further Canadian export development objectives, two federal trade promotional programs are available, namely:

- 1) the Promotional Projects Program (PPP) through which the Department of External Affairs plans and implements promotional projects abroad; and
- 2) the Program for Export Market Development (PEMD) through which the repayable loans are made to individual companies to cover costs in developing export business which might otherwise not be undertaken.

Through the PPP, Canadian trade fairs abroad, trade missions, and trade visits are initiated, organized, and implemented by the Department. The range of these activities includes participation in international trade fairs, solo shows, and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets.