

5.3 Malayan Refrigerating

Mr. Johan Tung of Malayan Refrigerating also felt that Canadian pricing is a problem. As a particular instance he mentioned french fries where he claims that the Canadian product is sold at a premium compared to french fries from America. However in Malaysia it is US potatoes that have the quality image and, further, the Potato Board is prepared to spend money on promotion. For Canadian french fries to break into the Malaysian market, Mr. Tung believes that they will have to compete on price as they do not have a perceived quality advantage.

Malayan Refrigerating have been importing McCain products into Malaysia for the past three and a half years. They plan to continue the relationship.

6.0 CONCLUSION

The Malaysian market for food imports from Canada is small and fairly stagnant. From the Malaysian end the main problem is price with Canadian products being perceived to be dearer than imports from alternative sources such as the US, the UK, Australia and New Zealand.

If it is desired to increase the Canadian market share of overall food imports then the most appropriate action would probably be to establish better communications with Malaysian importers so that they are fully aware of the range of Canadian products. In this fashion it may be possible to find niche markets for Canadian products that are consistent with Malaysian taste preferences. These niche markets may be small, however, and for the majority of products it will be necessary to compete on price if a larger market share is to be achieved.