

## **CIDA's Bilateral Program in Malaysia**

In keeping with Canada's broadening relationship with Malaysia, the Canadian International Development Agency (CIDA) is moving towards new forms of cooperation with that country. CIDA is supporting the transition from a donor/recipient relationship to a broader partnership with Malaysia, commensurate with Malaysia's rapid economic development, its emergence as an influential player in Southeast Asia, and with growing Canadian economic interests in the region.

CIDA's strategy in Malaysia is to focus on the facilitation of linkages that emphasize mutual interests, through provision of the Canadian knowledge, technology and expertise that is both desired by Malaysia for its continuing economic and social development and promoted by Canada to further our economic and commercial interests in Malaysia and the region.

In the area of private sector development and collaboration, CIDA is supporting the formation of joint ventures, investment promotion, technology transfer, training, and promotional activities in sectors of mutual interest. Mechanisms include an enterprise collaboration project, the Industrial Cooperation Program (see above), and flexible activities such as technical missions, visits, short-term training, conferences, workshops, information services and networking.

### **Enterprise Malaysia Canada**

Under its bilateral assistance program, CIDA has devised a mechanism, complementary to its Industrial Cooperation program, that assists Canadian companies as well as Malaysian firms to expand their businesses through joint ventures, technology transfer and other forms of partnership. The Enterprise Malaysia Canada project offers services to match Malaysian firms with suitable Canadian partners. The project is delivered by the private sector in offices in Kuala Lumpur, Vancouver, Toronto and Montréal. To date, 25 joint ventures have been created with EMC support and many more are in the pipeline. For more information on this project, please contact:

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