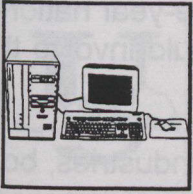# 4. INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS*

- **Opportunities exist in information technology facilities management services and there is continued demand for geomatic information systems and image processing. Telecommunications support industries will also represent a growing market.**

▸ ## Information Technology

Spending on information technology (IT) will continue to increase, particularly in the public sector, financial services and the manufacturing and retail industries.

The computer software market is dominated by imports, although there are a number of local software companies developing their own software applications for the local market. Foreign firms such as Microsoft Corporation, Borland, Lotus, Dun and Bradstreet Software Services and Systems, and Applications and Products AG have established offices in Malaysia.

A number of tertiary institutions (such as polytechnics, universities and colleges) offer a variety of computer training and diploma courses to ensure that the demand for IT personnel can be met in the future. The demand for IT consulting continues to grow and a number of established consulting firms and vendors are present in the market. The market for bureau services appears to be diminishing although there is growing awareness and interest in specific niche areas such as facilities management services.

The Canadian presence in the Malaysian IT market consists mainly of geomatic image processing and computer disaster recovery. Product awareness is critical for the successful launch of software packages, as are competitive costing and client services.

▸ ## Telecommunications

Malaysia introduced a new National Telecommunications Policy (NTP) in 1994, which effectively allows other telecommunications carriers into a market previously dominated by Telekom Malaysia. New licensees must still, however, interconnect with the national operator (Telekom) and other carriers, as stipulated in all new licences.

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*The information technology summary is based on the March 1993 *Market Study on Computer Products and Services in Malaysia*, commissioned by the Canadian High Commission in Kuala Lumpur. The complete study can be obtained from the High Commission or DFAIT's InfoCentre.