

tacts of his firm's competitiveness in the market and overcoming any misconceptions that may exist regarding Canadian capabilities in general. The establishment of legitimacy and a long-term commitment is of primary importance to a successful business strategy.

The pursuit of contacts within Malaysia's business community and a generally slower paced approach to business plays an important role in business strategy. Often no business is discussed at the first meeting; rather, it serves as a get-acquainted session during which the buyer can evaluate the Canadian firm's capabilities against current sources. Entertainment can also be central to the process of business development. It is not uncommon for Canadian businessmen to be entertained by local contacts, and it should be noted that reciprocal invitations are much appreciated.

Business methods and customs in Malaysia differ from those in Canada, and doing business in Malaysia can be a time-consuming process requiring an ongoing commitment. Considerable flexibility and patience should be allowed in meeting deadlines and often one may have to extend the visit. A good local representative will usually arrange appropriate contacts, ensure compliance with local business practices, and act as a facilitator, continuing the contact in the absence of the Canadian businessman. Experienced Canadian businessmen have found that prospective Malaysian clients must be assured that the Canadian firm is committed to the proposed sale/project.

In Malaysia, appointments should be kept punctually, bearing in mind that traffic is often congested. In order to avoid high temperatures and humidity during the day, appointments should be made in the morning and late afternoons.

## Presentation Important

Canadian firms should make a complete presentation to the prospective client in the initial stages of contact. This may include literature, specifications, samples, and all the price, delivery, and quality control information the contact will require for his evaluation of the Canadian firm and its product or service. Businessmen should also have an adequate supply of business cards at all times. Finally, in the event of an equipment demonstration, it should be ensured that the system functions properly in the given environment; any short-