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## IV. YOUR BUSINESS VISIT TO MALAYSIA

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### Services of the Canadian High Commission

The Commercial Division of the Canadian High Commission in Malaysia functions as a liaison office between Canadian firms and local business and industry. Offering a fairly comprehensive scope of services, the Trade Commissioner seeks business opportunities for interested and capable Canadian firms. Market surveys of reasonable proportions are conducted on behalf of Canadian exporters. The Trade Commissioner may also assist by providing recommendations and advice on matters relating to the selection of agents, advertising modes and preferences, as well as translating facilities. Given advance notice, appointments with appropriate contacts and the receipt of mail may be arranged through the Commercial Division. Finally, the Trade Commissioner may assist those Canadians established in the market with advice on matters such as trade disputes and legal problems.

The Trade Commissioner should be advised of one's intentions to visit Malaysia well in advance of arrival. The extent to which the firm can be assisted by the trade office will depend upon the information provided concerning the company itself, the purpose of the visit, and contacts previously established in Malaysia's business community. If the product or service is specialized or highly technical, information on its use, the type of representation it would require and its competition in the market helps to avoid unnecessary research as well as unsuitable appointments and the waste of the Canadian businessman's time. Finally, Canadian firms should maintain an ongoing contact keeping the Trade Commissioner informed of subsequent activities and future plans.

### Business Calls

The best introduction to Malaysia and its business opportunities is by personal visit. Local businessmen usually prefer to meet and deal with their prospective clients personally. Upon arrival, the Canadian businessman faces a double challenge — convincing local con-