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As far as Canadian involvement in the transportation sector is concerned, our discussions with senior contacts in the relevant transportation sub sectors revealed the following general findings :

- i) there is only a limited knowledge among Malaysian decision makers about the products, services and capabilities of the Canadian transportation industry.
- ii) if this limited knowledge is to be overcome, there is a need for Canadian interests to establish a local presence by appointing competent Malaysian agents. These agents would perform a marketing role and would keep potential end users up to date on new Canadian products and services.
- iii) our contacts placed a high value on product and after sales service and support. If Canadian companies are to enter the Malaysian market this area needs to be addressed carefully. The ability to support Canadian products technically could be one of the criteria to be used when making decisions regarding the appointment of agents.

Currency conversions from Malaysian to Canadian dollars are based on C\$1 = M\$2.30. This is within the range of rates prevailing on March 22nd, 1990.