

APPENDIX A

Procurement System of the  
Ministry of Defence  
Malaysia

In all more than 400 companies from over 20 countries were in attendance. Predictably, in view of the MOU, the largest contingent was the British one which had over 80 companies represented.

It is a Ministry objective to encourage companies to visit Malaysia and to try to establish a list of agents for the Ministry of Defence. The Ministry of Defence has been successful in this regard.

There is very little awareness of Canadian defence capabilities in Malaysia. Indeed, a senior navy officer advised that he was surprised by the range and quality of Canadian defence products that he saw during a recently sponsored visit to Canada. He felt that Canadian firms had suitable equipment for the Navy but that marketing was not aggressive enough.

Similarly, a senior contact within the Supply Division at the Ministry of Defence advised that the Canadian supply chain for defence equipment is not well known in Malaysia. The Ministry of Defence is currently working to improve its marketing efforts in Malaysia.

5.2 PROJECT PROMOTION AND SUPPORT

The Ministry of Defence will continue to visit the manufacturers and suppliers to satisfy their requirements and to ensure that the products are of the highest quality. Each visit will be a valuable opportunity for the Ministry of Defence to promote its products.

The Ministry of Defence will continue to promote its products in Malaysia. It will also continue to support the manufacturers and suppliers in their efforts to improve their marketing efforts in Malaysia.

