

C. Marketing Channels:

See Appendix 8 and 9.

D. Main industry contacts:

i) Government departments, agencies, government-regulated bodies involved in beef trade.

The Department of Veterinary Services (DVS)
Ministry of Agriculture
8 & 9 Flr., Exchange Square, Off Jalan Semantan
Bukit Damansara, 50630
Kuala Lumpur
Tel: (03)254-0077
Fax: (03)254-0092
Contact:
Dato' Dr. Ahmad Mustaffa Bin HJ. Babjee, Director General

DVS is an important arm of the Ministry of Agriculture and is responsible for national livestock development and animal-based industries, animal health and veterinary public health.

ii) Others.

Association of Beef Importers Malaysia
Contact: The Secretary, Dr. R. Santirakesu
356-C, 3-1/2 Mile Jalan Ipoh, 51200
Kuala Lumpur
Tel: (03)443-9399
Fax: (03)443-6399

This is a newly set up organization to represent beef importers.

7. OTHER COMMENTS AND TIPS FOR CANADIAN EXPORTERS

It is believed that there is a considerable potential for Canadian beef in this market. In addition to supplying premium grade quality beef (processed and unprocessed), there is potential for the export of Canadian technology, packaging, and processing equipment related to this industry. It is difficult to promote Canadian beef in Malaysia in a bigger way when there is only one approved abattoir in Canada at the moment. Only relatively few abattoirs in Canada (mostly small and medium-sized companies) appear interested