

should then contact the recommended Malaysian firms directly and as soon as serious correspondence takes place, a business visit to Malaysia should be planned. After visiting Malaysia, the Canadian businessman will be in a better position to select an agent. Letters of understanding appointing the agent can then be exchanged. Any such appointments may be for a trial period of a year, the appointment to be confirmed at the end of the allotted time, only if performance is satisfactory.

Advertising and the number of visits to potential clients are matters to be specified in such appointments. Once an understanding has been reached, regular visits to Malaysia will allow the maintenance of contacts and legitimacy while concurrently supporting the efforts of one's representative. In addition, technical support in the form of regular training sessions in the latest developments and innovations as they relate to the particular product is of paramount importance to the representative's training and the product's credibility in the market.

Canadian companies seeking reports on the credit rating and stability of local firms being considered as agents should contact the Commercial Division of the Canadian High Commission. As no credit inspection bureau exists in Malaysia, the required information may take several weeks to compile. Whenever possible, this investigation will be undertaken by the Commercial Division. If, however, it is necessary to engage an outside firm to do a credit investigation the costs involved will be billed back to the Canadian company.

Finally, it should be kept in mind that good positive initial contacts, the establishment of legitimacy, and patience are important factors in business development. Business methods in Malaysia, while different from those in Canada, require a commitment to a long-term effort.

Malaysian Import Regulations

Although most imports into Malaysia are permitted under Open General Licence, specific licences are required for imports affecting health and security. Quota restrictions may also be imposed as a means of protecting local industry and of preventing stock piling. The importation of indecent articles or prints and articles bearing the imprint or reproduction of any currency