

GENERAL INFORMATION

ADVERTISING AND RESEARCH

The usual advertising facilities and media used in Canada are also available in Malaysia. Newspapers have comparatively high circulation and are printed in English, Malay, Chinese and Tamil. The major English-language newspapers are the *New Straits Times*, the *Star*, the *Sun*, the *Business Times* and the *Malay Mail*. The government-controlled radio and television and an

independent television system also provide advertising time in all the principal languages. The type of promotion will depend on your product and the target market.

Before embarking on a comprehensive promotional campaign, it is advisable to consult a Malaysian advertising or public relations firm.

PRICE SURVEY

Commercial and Residential Rents

There are about 2 million square metres of office space available in Kuala Lumpur alone. More than 140 industrial estates equipped with independent power and water lines and telecommunications facilities have been established throughout Malaysia. Leases are for 60, 90, or 99 years. Foreign companies are allowed to purchase land and construct their own buildings on industrial estates. Purchase

prices range from RM3.50 to RM30 per square foot.

Car rental

A small, air-conditioned, self-drive car may be hired for about RM150 a day. Car hire can usually be arranged at the larger hotels and airports and driving licences from most countries are valid in Malaysia. Traffic drives on the left.