

approximately \$600 million. Investment from these three countries represents well over three-quarters of the total foreign investment in companies in Malaysia. The three major Canadian investors in Malaysia are Bata Shoes, Alcan and Northern Telecom who have combined total assets exceeding \$80 million.

Through the presence within MIDA of a Canadian adviser responsible for promoting joint ventures, no fewer than 60 projects involving Canadian and Malaysian firms have been identified and are currently being pursued in the areas of mining, textiles, consumer and industrial products, the chemical industry, environmental protections, the autoparts industry, pharmaceuticals and aquaculture. A number of similar arrangements are currently being considered (for example, through support for viability studies) under CIDA's Industrial Co-operation Program.

3.3 Export Marketing Efforts

A number of trade promotion programs and activities provide ongoing support to Canadian exporters and investors pursuing opportunities in Malaysia. These include market studies, trade missions and the establishment of linkages between business communities in both countries.

A number of federal, provincial and private sector missions have been organized in support of Canadian trade interests in Malaysia. A total of 34 missions took place during the fiscal year 1988/89. The provinces of Alberta, Ontario, Quebec, Saskatchewan and British Columbia were most actively involved in these missions, which were often led at the ministerial level. During the same period, the Canadian High Commission in Kuala Lumpur provided assistance to over 1 300 business visitors interested in export market opportunities or joint venture prospects. Important visits recently include that of Prime Minister Mahathir to Canada in 1987 for the Commonwealth Heads of Government Meeting, and the visit of Prime Minister Mulroney and the Secretary of State for External Affairs to Malaysia for the following biannual meeting held in Kuala Lumpur in October 1989.

The Program for Export Market Development (PEMD) is designed to stimulate economic growth in Canada through assistance in obtaining increased export sales of Canadian goods and services. PEMD is widely used by Canadian businesses interested in the Malaysian market. During the fiscal year 1988/89 alone, a total of 44 PEMD proposals were submitted. Since 1980, over \$2.5 million has been spent on 320 approved projects. The sales reported as a result

Table 3 Malaysia's Principal Exports to Canada
(\$ millions)

PRODUCT CATEGORY	1980	(%)	1985	(%)	1989	(%)
Audio, television, radio equipment and parts	8.2	(9.8)	16.7	(11.4)	55.0	(17.2)
Rubber and articles	32.2	(38.6)	36.4	(24.9)	52.7	(16.4)
Textiles and articles	11.5	(13.8)	33.1	(22.7)	49.2	(15.4)
Integrated circuits	—	—	—	—	47.4	(14.8)
Transformers and parts	—	—	—	—	17.0	(5.3)
Prepared fish and seafood	2.1	(2.5)	3.8	(2.6)	15.5	(4.8)
Vegetable fats and oils	14.2	(17.0)	33.9	(23.2)	14.7	(4.6)
Other electrical machinery/ equipment and parts	1.0	(1.2)	2.6	(1.7)	11.9	(3.7)
Miscellaneous manufactured articles	0.2	(0.2)	3.2	(2.2)	9.3	(2.9)
Tin and articles	0.7	(0.8)	—	—	8.2	(2.5)
Cocoa and preparations	—	—	—	—	7.9	(2.4)
Wood and articles	7.0	(8.4)	5.7	(3.9)	6.6	(2.0)
Telephone sets and parts	2.7	(3.2)	4.3	(2.9)	4.3	(1.3)
Machinery and mechanical appliances	0.2	(0.2)	0.2	(0.1)	3.9	(1.2)
Other base metals and articles	—	—	—	—	3.3	(1.0)
Other	3.4	(4.0)	6.1	(4.1)	13.2	(4.1)
TOTAL	83.4	(100)	146.0	(100)	320.1	(100)

Source: Statistics Canada