

Canada's trade strategy has targeted Malaysia as a market opportunity for advanced technologies (including informatics and telecommunications), oil and gas equipment and services, agriculture and food products and services, defence related products and services and, power and energy related equipment and services.

A number of trade promotion programs and activities provide ongoing support to Canadian exporters and investors pursuing opportunities in Malaysia. In particular, 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. This program is widely used by Canadian businesses interested in the Malaysia market. During 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 project. The sales generated as a result of PEMD grants have totalled in excess of \$582 million since the inception of the program in the early 1970's.

CIDA/INC is also playing an important role in the promotion of business development in Malaysia through increasing business ties between Canada and Malaysia. In the near future this program will be complemented by a new venture entitled Enterprise Malaysia-Canada (EMC) funded under Canada's bilateral aid programme to Malaysia. EMC is being set up to promote the transfer of Canadian technology and know-how to Malaysia through joint ventures and other cooperative endeavours between the private sectors in both countries.

The Malaysia-Canada Business Council was established in Kuala Lumpur in late 1989 to bring together individuals and companies interested in further developing trade and economic relations between the two countries. The Council organizes regular meetings and speaking events as well as other business promotion activities to facilitate the dissemination of information.

The Canadian High Commission in Malaysia has developed a series of sectoral market studies in order to better prepare Canadian business for dealings in Malaysia. These studies can be obtained from External Affairs and International Trade Canada, and a full list of available material is shown in the appendix.