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Director General of the Institute of Export
& International Trade



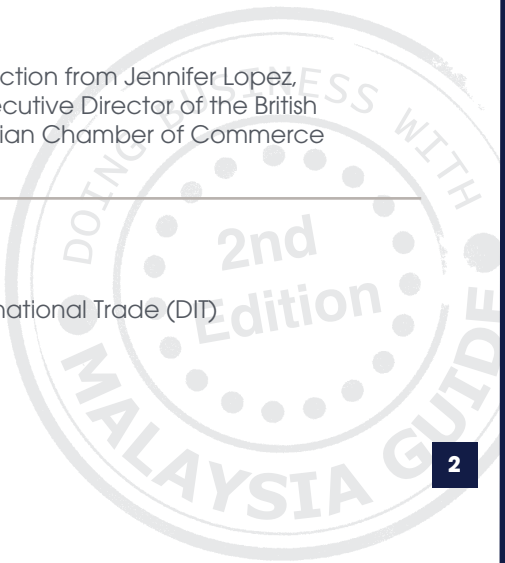
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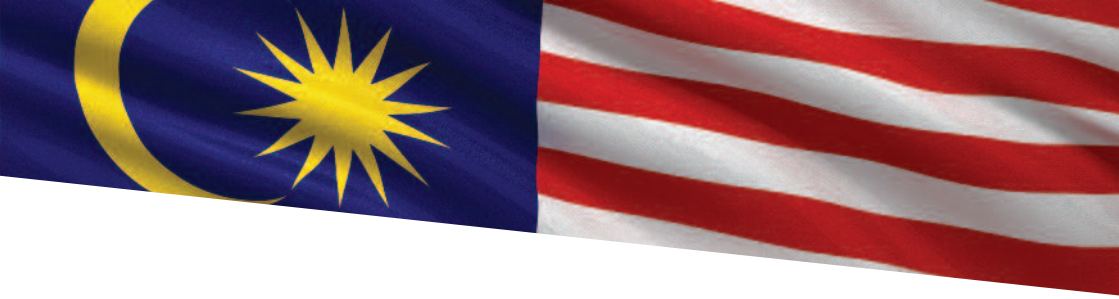
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Malaysia overview

Malaysia's society is multi-ethnic, multicultural and multilingual. The newly industrialised market is relatively open and ranks highly in the World Bank's 'Ease of Doing Business' survey; at 12th out of 190 countries.

Malaysia has been recorded as one of the more successful economies in Southeast Asia, and in recent years has been labelled as a High Growth Market by the Department for International Trade. In 2019, GDP per capita was recorded at US \$11,072.4, an increase from previous years. This rise in GDP has transformed the commodity-based economy into an economy with a successful, large, export-orientated manufacturing sector.

Malaysia is the UK's second-largest trading partner out of the ASEAN countries. In October 2019, the FCDO recorded that the UK exported £2,493 million of goods and services to Malaysia. They also recorded that imports of goods and services from Malaysia reached £2,282 million.

There are several large UK companies already present in Malaysia, including Aberdeen Asset Management, Allied Pickfords, BAE Systems, BP, BAT, Debenhams, Dyson, Pinewood Studios, Shell, Tesco and Weir Group.

There are a number of opportunities for UK businesses that wish to do business with Malaysia, including in the education, healthcare, ICT, professional and financial services and energy sectors.

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COVID-19

COVID-19 has caused widespread disruption for businesses.

For business support during the coronavirus pandemic go to gov.uk's website:

<https://www.gov.uk/coronavirus/business-support>

Your business may have been impacted by the spread of COVID-19 if you export or deliver goods and services internationally. The Department for International Trade (DIT) can offer free export-related support, for more information see:

<https://www.great.gov.uk/campaigns/local-export-support/>

These local trade teams are there to give tailored advice to help you with a number of challenges as every company has been affected in different ways.

There are a number of webinars taking place on a range of COVID-19 topics. To see the list of webinars taking place, visit:

<https://www.events.great.gov.uk/ehome/trade-events-calendar/all-events/>

Please be aware that this list is updated regularly.



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British High Commission Kuala Lumpur



Foreword from Charles Hay MVO, the British High Commissioner to Malaysia

I am delighted to introduce the Institute of Export's Doing Business Guide for Malaysia, which aims to help British companies to get the right information to develop business in this high growth market.

The United Kingdom and Malaysia have a deep historical and modern relationship, and common goals in prosperity and security. Education is a pillar of this relationship: there are five British University campuses in Malaysia and over half a million Malaysian alumni of British institutions. Education and training opportunities are front and centre in DIT team priorities here, alongside technology, infrastructure, healthcare, and defence and security.

Malaysia is the UK's second-largest market in Southeast Asia. Over 6,000 UK companies export goods and services to what is considered a relatively open market, ranked 12th by the World Bank against "Ease of Doing Business" criteria. A large number of British firms have invested here: some, like HSBC, Standard Chartered, Shell and Prudential have been here for generations. In a sign of things to come, BAE Systems (cyber), Ideagen (software development), and Digital World Vision (media) have also chosen Malaysia as their base for operations in the wider region.

The UK Government sees a strong, forward-looking relationship with the Association of Southeast Asian Nations (ASEAN), a community of 630 million, as a critical part of our global engagement post-EU exit. This is demonstrated by the opening of our dedicated Mission to ASEAN (based in Jakarta) in 2019; the submission of our application for ASEAN Dialogue Partner Status in June 2020; and the successful staging of the first UK-ASEAN Economic Dialogue at the end of August, which focused on economic co-operation including recovery after the pandemic.

Of course, at the time of writing, this part of the world - like the UK and everywhere else - is fighting Covid-19 and the future remains unclear. The Malaysian Government has up to now managed to keep the number of cases under control, including by closing the border to visitors. As the situation eases, I am confident that British business people will be able to travel more freely into and out of Malaysia, to take forward relationships developed online over recent months.

I hope you will find this guide useful. I very much look forward to seeing more British companies being successful in this market.

Charles Hay MVO
British High Commissioner to Malaysia

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* The Complete University Guide League Tables 2020



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Department for International Trade



Introduction from Deborah Clarke, the DIT Country Director, Malaysia

The Department for International Trade (DIT) team, based in the British High Commission Kuala Lumpur, promotes and facilitates trade and investment between the UK and Malaysia. The team is primarily focused on increasing UK exports of goods and services to Malaysia. We do this mainly by introducing UK exporters to potential clients and stakeholders, by providing bespoke market research, and through the delivery of events. We also tackle barriers which prevent UK companies from accessing opportunities in the market. UK Export Finance offers its full range of products in Malaysia, including transactions in Malaysian Ringgit, and Sharia-compliant lending.

This higher middle-income country, with a growing population of 32 million, offers a wide variety of opportunities to UK companies willing to invest in the development of relationships. There's strong recognition of and respect for UK brands, across industrial and consumer sectors. English is the language of business and the administrative and legal systems are based on the UK's. However, companies new to the market will face tough price competition and should realise that very positive negotiations do not always quickly lead to contracts.

DIT's ongoing export campaigns are focused on Technical & Vocational Education, EdTech, and trans-national education; AI, fintech and cyber-security; digital health and clinical partnerships; rail, airports and construction; and defence and security.

Our delivery partner, the British Malaysian Chamber of Commerce (BMCC), is responsible for helping UK companies in all other sectors. They are currently running initiatives in oil and gas decommissioning; renewable energy; and in high-quality consumer goods.

We would be delighted to help your company. Please don't hesitate to get in touch.

Deborah Clarke
DIT Country Director, Malaysia



LOOKING FOR UK EXPERTISE, GOODS OR SERVICES?



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www.bmcc.org.my



Introduction from Jennifer Lopez, the Executive Director of the British Malaysian Chamber of Commerce

This strong relationship that Malaysia and the UK continue to enjoy is reflected in our current economic ties and a solid balance of bilateral investments. Today's success of the country has been driven largely by foreign investments through both portfolio and direct investments.

Malaysia's flourishing and inclusive economy has been drawing the curiosity of foreign investors, exporters and service providers alike. Malaysia's business etiquette and cultural values are derived from the relationship of Asian traditions with the inherited virtues of British governmental, legal and educational systems adopted as a result of the intimate past shared by both countries.

The British Malaysian Chamber of Commerce (BMCC) has been part of this success supporting and guiding UK companies through the legal and regulatory systems and facilitating business matching with local partners. As emerging markets compete to make their mark in the global arena, Malaysia is poised to become a regional powerhouse in the years to come. The BMCC is eager to invite UK companies to play an active role in this outcome. Our team includes sector specialists with vast knowledge and experience across industries who are ready to advise and support UK companies seeking route to the market.

We are certain this guide by the Institute of Export & International Trade will be helpful for companies looking to expand their business into this beautiful part of Southeast Asia.

Jennifer Lopez

Executive Director, British Malaysian Chamber of Commerce




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Department for International Trade (DIT)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

<https://www.great.gov.uk/contact/office-finder/>

General enquiry number: +44 (0) 207 215 5000
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UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD)

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Email: customer.service@ukexportfinance.gov.uk

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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) (formerly UK Trade & Investment (UKTI)), and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications.

These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites – all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks – over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

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The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business with Malaysia Guide** is to provide you with basic knowledge about Malaysia; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Malaysia. Full contact details are available in this guide.

To help your business succeed in Malaysia we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- the website: www.Malaysia.DoingBusinessGuide.co.uk
- this full colour hard-copy brochure
- a 'free' downloadable 'mobile device-friendly' app – available from the Apple App Store and Google Play Store
- PDF download/e-flipbook (available on the guide website)

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MALAYSIA

Malaysia is one of the top locations for offshore manufacturing and service-based operations in the world. Investment into more than 5,000 Malaysian companies has come from multinational corporations from over 40 different countries worldwide. ►



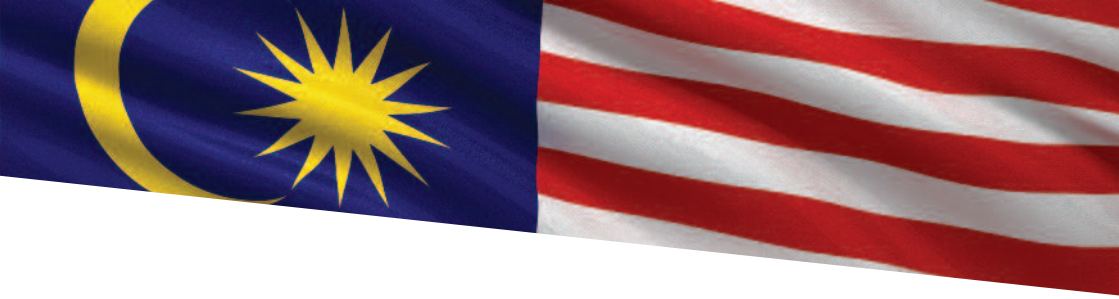
WHY MALAYSIA?

Why Malaysia?

■ Summary

Area: 330,803 km ²	GDP per capita: US \$11,072.4
Population: 32.39 million	Annual inflation rate: 1%
Urban population: 76%	General government gross debt: 55.6% of GDP
Population density: 95.963 people per km ²	Fiscal balance: -3.6% of GDP
Population growth rate: 1.285% change	Current account balance: 2.1% of GDP/US \$7.5 billion
Capital city: Kuala Lumpur	Exports of goods to UK: £2,046 million
Official language: Malay	Exports of services to UK: £447 million
Currency: Malaysian Ringgit (RM)	Imports of goods from UK: £1,366 million
Nominal GDP: US \$358.6 billion	Imports of services from UK: £916 million
Real annual GDP growth: 4.7%	

(Source – FCDO Economics Unit (May 2020), DIT Overseas Business Risk: Malaysia)



Malaysia's society is multi-ethnic, multicultural and multilingual. The newly industrialised market is relatively open and ranks highly in the World Bank's 'Ease of Doing Business' survey, at 12th out of 190 countries.

Malaysia is one of the founding members of the Association of Southeast Asian Nations (ASEAN), which was established in 1967. By 2030, it is predicted that Malaysia will become the fourth-largest single market.

Malaysia is one of the top locations for offshore manufacturing and service-based operations in the world. Investment into more than 5,000 Malaysian companies has come from multinational corporations from over 40 different countries worldwide.

There are several large UK companies already present in Malaysia, including Aberdeen Asset Management, Allied Pickfords, BAE Systems, BP, BAT, Debenhams, Dyson, Pinewood Studios, Shell, Tesco and Weir Group.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

■ Geography

Malaysia is situated in Southeast Asia and is split into two distinct areas by around 400 miles of the South China Sea. These areas are known as West Malaysia and East Malaysia. West Malaysia, also known as Peninsular Malaysia, is surrounded by Thailand to the north and Indonesia and Singapore to the south. East Malaysia is located on the island of Borneo and is surrounded by Indonesia to the south and Brunei to the north. The country lies close to the north of the equator. Overall, Malaysia covers an area of 330,803 km².

Two of the largest states (Sarawak and Sabah) can be found in East Malaysia. The capital, Kuala Lumpur, is situated in West Malaysia.

Throughout the year, Malaysia tends to experience humid weather, with temperatures averaging at around 21°C and 32°C daily. Between May and September the country is affected by the Southwest Monsoon due to winds from the Indian Ocean. During November to March, winds affect the country from the South China Sea creating the North-eastern Monsoon. Due to these monsoons, 2,000 mm to 2,500 mm of rain can fall each year. This rainfall is one of the main reasons why the country is made up of rainforests. It has been recorded that over half of Malaysia is covered in rainforests, such as the world's oldest primary rainforest in the Taman Negara National Park.

[Source – The Government of Malaysia]

■ Government

Malaysia is a federation, meaning it is a country made up of several states that are regulated by the laws of a central government. The country is made up of 13 states and three federal territories. The government system is similar to the Westminster model, including a bicameral Parliament, a Prime Minister and Cabinet Executive and a monarch as the head of state, known in Malaysia as an Agong. Malaysia also follows a common law legal system. The Executive holds most of the power, even though they have a written Federal Constitution and practice the separation of power.

Malays and other indigenous people (known collectively as Bumiputera) have formed the majority of the population since its



independence in 1957. Currently, in Malaysia, Bumiputera people are recorded at 62% of the population and 20.6% are Chinese. Historically, the majority of the country's wealth has been held by the Chinese.

The economic growth of the Bumiputera is of significant importance to the country; they have sought this out through a series of Constitutional guarantees (Article 153) and affirmative action in successive National Economic Policies. There has been a degree of positivity through this; however, many Malays, especially in rural areas, remain significantly poor.

In Malaysia, political parties tend to be universally ethnically based.

On the 1st March 2020, Muhyiddin Yassin was appointed Prime Minister of Malaysia after he and over 30 other MPs defected from the government. After weeks of political turmoil, on the 24th February 2020 the previous Prime Minister, Mahathir Mohamad, resigned after being voted in in 2018. Many Malaysians are surprised by this as they had hopes for a new beginning for the country with the new 2018 government due to corruption and conflict.

In 2018, the Barisan Nasional (BN) that is made up of a coalition of 13 ethnic-based parties led by the country's dominant party, the United Malays National Organization (UMNO), was ousted by the Pakatan Harapan alliance. The party had been the ruling party since the country's independence in 1957. This broke the cycle of UMNO presidents always becoming prime minister. Historically they have relied on ethnic vote banks, marshalled by the respective ethnic parties, to deliver election victories.

There are many Chinese and Indian Malaysians who are concerned when regarding the BN's preferential economic treatment to those in the Bumiputera and have demanded a significant reduction or abolishment in order to create equality.

In 2020, Muhyiddin Yassin was sworn in by the King due to his support from other parliamentary members, including those from the UMNO Party.

State assemblies

Political power in Malaysia operates at both federal and state levels. Elections for the state assembly are traditionally held in conjunction with the country's general elections. Although, an exception to this is Sarawak. The state assembly is a subordinate of the federal government; however, the state assembly does have power over certain areas, such as the use of land.

See the FCDO's Foreign travel advice page for Malaysia at: <https://www.gov.uk/foreign-travel-advice/malaysia> for more information regarding political risk, such as political demonstrations.

[Source – DIT Overseas Business Risk: Malaysia, Parliament of Malaysia]

■ Economic overview

Malaysia has been recorded as one of the more successful economies in Southeast Asia, and in recent years has been labelled as a High Growth Market by the Department for International Trade. In 2019, GDP per capita was recorded at US \$11,072.4, an increase from previous years. This rise in GDP has transformed the commodity-based economy into an economy with a successful, large, export-orientated manufacturing sector.

Since the 1997-1998 financial crisis, Malaysia's economy has continued to grow at a steady rate. In 2019 the country's real annual GDP growth was recorded at 4.7%. Malaysia's service sector has increased in importance over recent years, although the country's oil and gas sector, as well as its commodities sector (palm oil and rubber), remains the most substantial.

The World Economic Forum's Global Competitiveness Report 2019 ranks Malaysia 27th out of 141 economies: http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf.

In the World Bank's 2020 Ease of Doing Business Index, Malaysia ranks 12th out of 190 countries (the UK ranks 8th): <https://www.doingbusiness.org/en/data/exploreeconomies/malaysia>.

Malaysia has made good progress in reforming its banking and financial system after the financial crisis in Asia. Many local banks have been consolidated and a phased liberalisation has taken place to create more competition. The country is now a major hub within the Asia-Pacific region and has developed its Islamic Finance capability. In 2005, the Malaysian Government abandoned the Malaysian Ringgit peg to the US Dollar and a managed float was favoured as a means to dismantle the exchange and other controls imposed during the Asian financial crisis. Since then, the government has continued to put in place further measures to do this.

Malaysia's chief economic reform challenges that are now of significant importance include: improving the performance of Government Linked Companies (GLCs) that account for a large portion of the economy; achieving continued progress in corporate governance and transparency; and moving up the value-

chain in response to economic challenges posed by low-cost manufacturing countries such as China. Within sectors such as biotechnology, the Malaysian administration seeks to increase their competitiveness and is also making changes to improve the country's financial and political accountability.

Contact a DIT Export Adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation if you are interested in exporting to Malaysia.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Malaysia. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#malaysia>.

[Source – DIT Overseas Business Risk: Malaysia, DIT, UKEF]

Human rights

Although human rights are preserved in Malaysia's constitution, there are certain laws limiting civil rights, for example, freedom of speech and assembly, and freedom of religion. Migrants, such as migrant workers, as well as refugees, also experience restrictions on their rights.

The majority of media groups are controlled by the Malaysian Government, or are considered government friendly, exercising a large degree of self-censorship, and there are restrictions on freedom of expression throughout the country. The Home Affairs Minister must grant any newspapers with a printing permit allowing them to operate. The online media in the country, however, is vibrant, with an active political blogging culture. The Malaysian Government does not attempt to censor the internet.

In April 2012, the Peaceful Assemblies Act was established in Malaysia, meaning that police permits for assemblies are no longer necessary. The right to peacefully assemble is granted, but the police must still be notified in advance and the organisers may be subject to certain conditions. Some restrictions can be applied to public assemblies if the government deems them necessary in the interest of public order and safety.

Six of the eight International Labour Organization's Fundamental Conventions have been ratified by the Malaysian Government: this does not include the Abolition of Forced Labour Convention. The country's constitution makes slavery of all forms illegal; however, this law continues to be broken, especially regarding the forced labour of migrant workers in various sectors, including commercial agriculture, the fishing industry, garment production, restaurants, and domestic households.

There is no asylum system in place in Malaysia to regulate the status and rights of refugees to the country. Malaysia is not party to the 1951 Refugee Convention. Refugees cannot legally work.

[Source – DIT Overseas Business Risk: Malaysia]

Benefits for UK businesses exporting to Malaysia

Some of the benefits for UK businesses exporting to Malaysia include:

- a large English-speaking and educated workforce
- the current exchange rate makes UK products and services attractive
- the UK and Malaysia have strong historical and cultural ties

- Malaysia has similar business and legal practices to the UK
- Malaysia has similar technical standards to the UK
- Malaysia is close to major Asia-Pacific economies

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Strengths of the Malaysian market

Some of the strengths of the Malaysian market include:

- its excellent infrastructure and transport connectivity
- its well developed financial sector
- it is a cost-effective gateway into other Asian markets

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Growth potential

Malaysia's real annual GDP growth was recorded at 4.7% in 2019. In recent years, Malaysia's GDP growth has depended on its finite oil revenues and its narrow tax base. Growth, however, will continue to increase due to the country's strong domestic demands and establishing resilient exports.

The Economic Transformation Programme (ETP), launched in 2010, aimed to make Malaysia a high income country by 2020. To do this they focused on 12 National Key Economic Areas (NKEAs) in order to create sustainable growth.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Free trade agreements and partnerships

Malaysia has 16 bilateral free trade agreements (FTA), including the ASEAN FTA the country has with its ASEAN partners.

The ASEAN Economic Community (AEC) was established in 2015 as a single regional common market for the ASEAN countries.

The integration within the region aims to create:

- a competitive market of over 600 million people
- freer movement of goods, services, investment, skilled labour and capital flow
- a Malaysia-European Union Free Trade Agreement (MEUFTA)

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

World rankings

In addition:

- In Transparency International's latest 2019 Corruption Perceptions Index (announced January 2020) Malaysia is ranked 51st out 180 countries (the UK ranks 12th): <https://www.transparency.org/en/countries/malaysia>
- Malaysia ranks 12th out of 190 countries in the World Bank's 2020 Ease of Doing Business Index (the UK ranks 8th): <https://www.doingbusiness.org/en/data/exploreeconomies/malaysia>
- The World Economic Forum's Global Competitiveness Report 2018-19 ranks Malaysia 25th out of 140 (the UK ranks 8th): <http://reports.weforum.org/global-competitiveness-report-2018/country-economy-profiles/#economy=MYS>

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- Malaysia ranks 24th out of 180 countries in the Heritage Foundation's 2020 Index of Economic Freedom (the UK ranks 7th): <https://www.heritage.org/index/country/malaysia>

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Trading Economics, World's Top Exports]

■ Trade between the UK and Malaysia

Malaysia is the UK's second-largest trading partner out of the ASEAN countries. In October 2019, the FCDO recorded that the UK exported £2,493 million of goods and services to Malaysia. They also recorded that imports of goods and services from Malaysia reached £2,282 million.

In 2019, Malaysia's top ten exports to the UK included:

- electrical machinery, equipment
- mineral fuels including oil
- machinery including computers
- animal/vegetable fats, oils, waxes
- optical, technical, medical apparatus
- plastics, plastic articles
- rubber, rubber articles
- iron, steel
- other chemical goods
- organic chemicals

You can read more about what Malaysia exports at World's Top Exports: <http://www.worldstopexports.com/malaysias-top-10-exports/>. The International Trade Centre (ITC) ranks the value of Malaysia's top services exports: <http://www.intracen.org/>.





MALAYSIA

If you are a UK-registered company, you can benefit from a unique programme, 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. ►



HELP AVAILABLE FOR YOU

Help available for you

■ Support from the British Malaysian Chamber of Commerce (BMCC)

Established in 1963, the British Malaysian Chamber of Commerce (BMCC) has been driven by the sole ordinance of advancing bilateral trade relations between the United Kingdom and Malaysia. Over the past five decades, the BMCC has been a catalyst in providing businesses with networking events, branding and exposure, trade services and industry advocacy. Today, the BMCC has firmly rooted itself as one of Southeast Asia's most prolific Chambers.

The BMCC was appointed by the UK's Department for International Trade (DIT) to become their service delivery partner for British SME's seeking to export or establish a presence in Malaysia. Embodied by dedicated sector specialists, the BMCC Trade Team provide a range of customised services, from market intelligence, business matching and event management to sourcing assistance of UK goods and services.

With a certified accreditation by the British Chambers of Commerce (BCC) network across the United Kingdom, the principles upheld at the BMCC are continually updated in assurance of living up to the global standards set by the BCC accreditation system. The BMCC is also a member of the BiSEA (Britain in South East Asia) network, a grouping of eight British Chamber and Business Councils across the Southeast Asian region aimed at developing effective relationships between British Chambers of Commerce within ASEAN to further facilitate business opportunities for their members.

[Source – British Malaysian Chamber of Commerce (BMCC)]

■ Support from the UK Department for International Trade (DIT)

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

Business opportunities

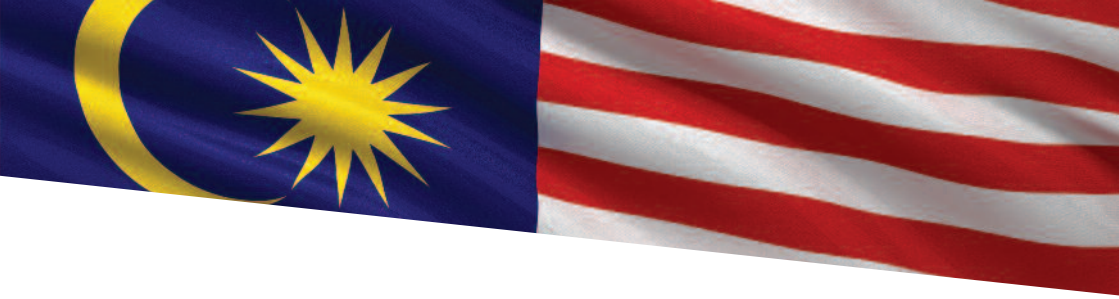
If you are a UK-registered company, you can benefit from a unique programme, 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's 'GREAT' campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

'GREAT' has tailored support and advice for UK businesses on how to start exporting or increase the amount of goods and services they sell overseas.

You can:

- read guidance for new, occasional and frequent exporters
- find out about services offered by 'GREAT' partners



- use the selling online overseas tool at: <https://www.great.gov.uk/selling-online-overseas/> to find the best marketplaces to showcase your products online
- you can take advantage of special deals negotiated by the government for UK businesses, and find out more about the UK Government's E-Exporting Programme, at: <https://www.gov.uk/guidance/e-exporting>
- apply at: <https://www.great.gov.uk/export-opportunities/> for overseas export opportunities for your products or services
- create a business profile at: <https://www.great.gov.uk/find-a-buyer/>, which will allow you to promote your products and services to international buyers
- search for events, trade fairs, missions and webinars relevant to your sector or overseas markets, at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>
- see upcoming DIT international ministerial visits, at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183333&>
- apply for a tradeshow access grant at: <https://www.gov.uk/guidance/tradeshow-access-programme> to attend an overseas event
- contact a trade adviser in your area, at: <https://www.great.gov.uk/contact/office-finder/>

Getting local market help to sell overseas

DIT has trade specialists who can help you commission services from local experts overseas. This includes:

- country and sector advice
- local market research
- support during overseas visits
- identification of possible business partners
- preparation for exhibitions and events

To find out more about commissioning any of these services, contact a DIT Trade Adviser in your region at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

In-market support

If you already trade internationally, and have decided that Malaysia is part of your business strategy, you are advised to contact DIT at the British High Commission Kuala Lumpur prior to your visit to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

They can provide a range of Malaysia-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments. In addition, they can also organise events for you to meet contacts in Malaysia, or to promote your company and your products/services.

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For further information about DIT services, see: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

[Source – DIT, gov.uk]

■ Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs and VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both

employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.

- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]





High rise skyscrapers in Kuala Lumpur city centre

MALAYSIA

If you are a British national, you do not need a visa to visit Malaysia. On arrival, you will normally be given permission to stay for three months. ►



GETTING HERE AND ADVICE ABOUT YOUR STAY

THE ECOWORLD STORY: FROM MALAYSIA TO LONDON

The EcoWorld Group was established in Malaysia in 2013 and has quickly grown to become one of the country's largest residential developers, building its reputation on the ethos of unmatched product and service quality. It is that ethos that underpins its growing reputation in London as a developer of high-quality homes, creating communities that stand the test of time. The Group is spearheaded by Tan Sri Liew Kee Sin, the former CEO of S P Setia who led the Malaysian consortium of S P Setia, Sime Darby Bhd and the Employees Provident Fund Board (EPF) to successfully bid for the Battersea Power Station site in London.



In 2015 the international arm of the EcoWorld Group, EcoWorld International, was formed to focus on real estate development outside of Malaysia and has since expanded rapidly through organic growth and joint ventures. EcoWorld International currently has 11 active projects in the UK with a total gross development value of GBP4.1 billion.

EcoWorld International's entry into UK began with the EcoWorld Ballymore joint venture of



which EcoWorld International holds 75% stake and is currently developing three prime water-side residential projects in London. London City Island is designed as an arts and cultural destination, anchored by the presence of the English National Ballet. Wardian London,



which sits next to the Canary Wharf estate, features modern architecture with innovative landscaping, offering a sense of escape whilst remaining connected to the thriving city. Embassy Gardens, located in the heart of Nine Elms is home to the new US Embassy which opened in 2018 as well as the world's first ever "floating" transparent Sky Pool.

In 2018, EcoWorld International acquired a 70% stake in Willmott Dixon's residential portfolio with plans to eventually jointly develop 12 sites in Greater London and the South East of England.



The joint-venture relaunched as EcoWorld London in 2018, giving EcoWorld International



an immediate presence in the highly resilient UK mid-mainstream market and the fast-growing Build-to-Rent sub-sector. Verdo-Kew Bridge, The Claves at Millbrook Park and Aberfeldy Village, the latest additions in EcoWorld London's portfolio, offer a suite of premium lifestyle amenities and are conveniently located near to train or tube stations, providing easy access to Central London.



Striking a balance between its business objectives, the environment and a healthy and safe working culture, all of EcoWorld's projects strive for excellence in all aspects of its operations, developing projects that always have liveability and sustainability at its core. EcoWorld International's developments have also won numerous awards such as Best New Place to Live by London Planning Awards, Development of the Year by RESI Awards as well as the Grand Prix Award and Best Regeneration Project by London Evening Standard.

COMBINING STRENGTHS AND EXPERTISE

EcoWorld International's decision to become a local player along with the size and scale of its investment clearly demonstrate its strong belief in the fundamental strength of the UK housing market as well as the long-term growth potential of the UK economy. Bringing their expertise and applying the best of what the team have learnt as a developer operating in three different continents to the projects, the business has grown exponentially in its first year, with a development pipeline of over 6,000 residential units and several significant investment and financial deals under its belt.

EcoWorld London has ambitious plans for the future, an ambition to grow its development pipeline to 10,000 homes in the next five years and plans to launch a new Built-to-Rent brand in 2020.

SECURING INVESTMENT FOR GROWTH

In 2019, EcoWorld London reached an agreement with United Overseas Bank (UOB) and Bangkok Bank for a £94m development funding facility for its latest project, Verdo-Kew Bridge in West London. The milestone agreement will accelerate the development of the scheme, including the completion of the community stadium for Brentford Football Club (BFC).



The facility, which has a four-year term, is split equally between UOB and Bangkok Bank and will be used to deliver crucial up-front infrastructure works and help facilitate the creation of over 900 homes in Brentford.

Being an international business as part of the wider EcoWorld Group, EcoWorld London was able to build and leverage on its strong existing relationship with some of the foremost financial institutions in Asia like UOB and Bangkok Bank. This deal is a strong testament to the confidence that EcoWorld and their partners share in the sustained attractiveness of the UK property sector.

Part of Brentford's wider multi-million pound regeneration project, Verdo-Kew Bridge will comprehensively regenerate three existing 'brownfield' parcels of land in Brentford, TW8 situated next to Kew Bridge Railway Station. The mixed-used project will incorporate new homes, the new 17,250-seater Brentford Community Stadium, as well as a mix of shops, restaurants, cafes and public spaces. The scheme will also be an important generator of local economic and social benefits, providing over 200 local employment opportunities per annum until expected completion in 2023.

The mix of homes for both sale and rental across the scheme means that Verdo-Kew Bridge will provide much needed new homes in

London on an accelerated delivery programme compared to a traditional housing for sale development. Approximately half of the new homes will be Build-to-Rent, which were acquired by Invesco Real Estate in Q4 2018 on behalf of one of its international clients in an agreement valued at nearly £400m.

Set to transform the local neighbourhood by creating a vibrant new destination in West London, Verdo-Kew Bridge represents an important milestone in EcoWorld London's rapidly expanding presence in London and the South East. All of the homes will deliver EcoWorld's London outstanding contemporary living, alongside a comprehensive set of premium amenities including a 24-hour concierge service, a private residents' lounge, gym and multimedia room.

Construction of the Brentford Community Stadium is in the advanced stages of its build and is due to complete next year. Works have also begun on the Build-to-Rent element of the development and the first phase of homes for private sale was released in 2019.



COLLABORATION IN OUR SUPPLY CHAIN

Each year EcoWorld London actively seeks to grow its supply chain with partners who share a commitment of being ethical, safe, green and diverse.

Developing collaborative relationships to ensure a high quality, sustainable and efficient product, EcoWorld London encourages the use of new innovation from the international market. All domestic and international vendors are appropriately assessed for compliance with regards the relevant Technical Standards and UK/EU.

EcoWorld London has also sourced compliant and competitive construction materials from Malaysian-based suppliers, including Kimgres, Malaysian Wood Industries and Guocera and introduced these businesses to existing UK SME distributors for its approved contractors to purchase from. By facilitating these connections this has enabled local SME distributors to source materials directly with the suppliers and be more competitive in the London market, not only on EcoWorld London projects but on other larger scale developments around the UK.

Getting here and advice about your stay

■ Entry requirements

Entry rules in response to coronavirus

Due to COVID-19, Malaysia's entry requirements are constantly being changed and updated in order to be in line with the country's guidelines during the pandemic. For more information see guidance from the FCDO at: <https://www.gov.uk/foreign-travel-advice/malaysia/entry-requirements>, for up to date guidelines for entering Malaysia.

Visas

If you are a British national, you do not need a visa to visit Malaysia. On arrival, you will normally be given permission to stay for three months. If you plan on staying for longer than three months, or if you are a non-tourist, then you can obtain a visa from the nearest Malaysian diplomatic mission before you travel.

The Malaysian authorities are taking illegal immigration very seriously and are carrying out a vigorous campaign in order to prevent it. Make sure you do not overstay your visa or violate the entry terms. You can be fined, detained, deported or blacklisted if you overstay your visa, even by a few days. If you are deported, the cost of the flight will be your responsibility.

Make sure you carry your passport with you at all times if you plan on travelling between Peninsular Malaysia and East Malaysia (sometimes known as Malaysian Borneo and comprising the states of Sabah and Sarawak). When you arrive in East Malaysia, you must receive a stamp at your initial port of entry.

Regional travel

Be aware that recent changes to visa requirements for Thailand may have an effect on travellers who wish to make regular crossings at the land borders of Thailand and Malaysia.

For further information see the FCDO's Foreign travel advice page for Thailand: <https://www.gov.uk/foreign-travel-advice/thailand>.

Passport validity

Make sure your passport is valid for a minimum period of six months from the date you plan to enter Malaysia.

Yellow fever certificate requirements

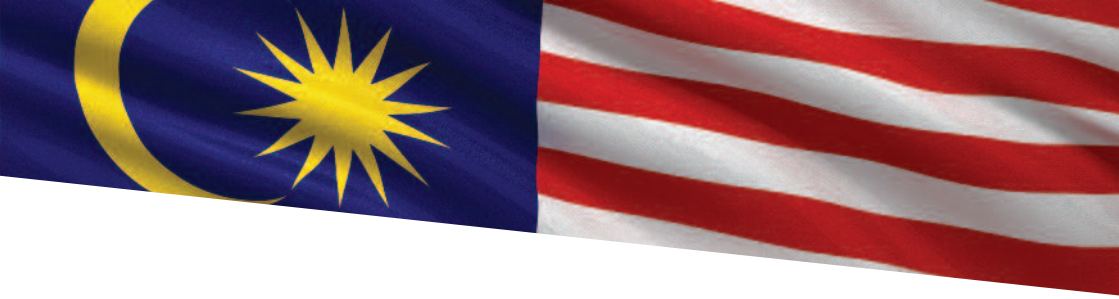
Visit the National Travel Health Network and Centre's TravelHealthPro website at: https://travelhealthpro.org.uk/country/137/malaysia#Vaccine_recommendations to check whether you need a yellow fever certificate.

UK Emergency Travel Documents

You may use UK Emergency Travel Documents (ETDs) when exiting Malaysia. You are likely to need to get a special exit pass before you leave. These can be obtained from Malaysian Immigration and there will be a cost involved. Check the entry requirements with the nearest Malaysian Embassy or High Commission before you travel if you plan to use an Emergency Travel Document to enter or transit through Malaysia.

Dual nationals

Dual nationalities are not recognised in Malaysia and you may be refused entry into the country if you are found to be carrying two passports of different nationalities.



Exchange control rules

You do not need prior approval if you are importing or exporting up to 10,000 Malaysian Ringgit (RM), there are no limits in regards to foreign currency. Although you must declare any amount if it is in excess of US \$10,000. Failure to do this can lead to a fine of up to RM 1 million and/or imprisonment for up to three years.

For more information, visit the Royal Malaysian Customs Department website at: http://www.customs.gov.my/en/tp/Pages/tp_cec.aspx.

[Source – FCDO Foreign travel advice: Malaysia, gov.uk]

Local laws and customs

Malaysia is a multicultural country, although the majority of the population are Muslim. You should always respect local traditions, customs, laws and religions, especially if you intend to visit religious sites and during the holy month of Ramadan and other religious festivals. See the FCDO's guidance for travelling during Ramadan here: <https://www.gov.uk/guidance/travelling-during-ramadan>.

When visiting conservative, rural areas or places of worship, make sure you show respect by dressing modestly.

You may be subject to local Shari'a law if you are a Muslim.

All drug offences carry severe penalties, including those concerning amphetamine-type stimulants. Trafficking drugs will lead to a mandatory death penalty. If you are found in possession of drugs you may face a

custodial sentence and possibly whipping.

When you arrive in Malaysia, you may be asked to take a urine test if you are suspected of using drugs before entry into the country. They can also be carried out on individuals when raids on bars and nightclubs have occurred. If you test positive you may face detention, be charged and/or deported and blacklisted.

The importing of unlicensed firearms and ammunition in Malaysia is prohibited and can lead to the death penalty.

In Malaysia, homosexual acts are illegal and are punishable under Malaysian Federal Law. In some states this is also punishable under Shari'a law. Avoid behaviour that may attract any unwelcome attention, this includes public displays of affection. However, openly gay and lesbian support groups do exist.

For more information, see the UK Government's advice page for the LGBT community before you travel to Malaysia: <https://www.gov.uk/guidance/lesbian-gay-bisexual-and-transgender-foreign-travel-advice>.

[Source – FCDO Foreign travel advice: Malaysia, gov.uk]

Safety and security

Local travel – Sabah

The small village of Kampung Tanduo, in Sabah – approximately 100 km east of Lahad Datu – was occupied by 100 armed men from the Sulu archipelago in February 2013. There was an exchange of fire on the 1st March 2013, which resulted in a number of



fatalities. There were further reports of incidents occurring on the 3rd March on the coast between Lahad Datu and Semporna. The Malaysian security forces were deployed to areas held by the armed group on the 4th and 5th March alongside other military action.

The Malaysian authorities have designated an Eastern Sabah Security Zone, which consists of the entire eastern portion of Sabah (extending from the town of Kudat in northern Sabah to Tawau district near the border with Indonesia). The Eastern Sabah Security Command (ESSCOM) was established to oversee security forces in the area. To reduce the risk of further unauthorised boat landings, the Malaysian security forces have increased and strengthened their power within the area.

In certain coastal districts of eastern Sabah and in the coastal waters off eastern Sabah, local authorities have placed restrictions on travelling by water. These restrictions include a night-time curfew between 7pm and 5am. Visit the Sabah Tourism website: <http://www.sabahtourism.com/advisory/> for more information.

Crime

Make sure you try to protect yourself from petty crime by looking after your passport on aeroplanes, in cafes, hotel rooms, airports and railway terminals, as well as when walking. Avoid carrying valuables where necessary. Keep your hotel door locked and do not open it to strangers, particularly after dark. Women travelling alone should take extra care. In Malaysia, credit card and ATM fraud is common so ensure you are careful when using your card.

Bag snatching does occur, especially in major cities. It is commonly carried out by thieves on motorbikes, so ensure that any bags with shoulder straps are carried on the side that is towards the pavement, rather than the road. If possible, tuck your bag under your arm. Avoid

wrapping the strap around yourself and do not attempt to hold on if someone grabs your bag as you may be pulled to the ground, resulting in injury, or even death.

Ensure that you only use taxis with meters, unless travelling from the airports, in which case a coupon system is in place.

If you are offered a drink by a stranger, even in a reputable venue, it may have been spiked. There have been cases in which robbery and assault have taken place in this way.

If you are a victim of any crime whilst in Malaysia, you must inform the local police and get a police report.

Road travel

In Malaysia, if you have an International Driving Permit (IDP) you can drive for up to a year from your date of entry into the country. Since 1st February 2019, you can only get IDPs over the counter from one of 2,500 Post Offices. You cannot buy an IDP outside of the UK, so ensure that you have one before you travel.

If you intend to be in Malaysia for over a year, you will need to apply for a Malaysian driving licence. You can find more information on the Malaysian Road Transport Department website at: <http://www.mot.gov.my/en/lands/road-transport>.

If you are a British national in possession of a Malaysian driving license, you can continue to renew it as before.

In Malaysia, the roads are generally of a decent quality, although in the east of the country they are less so. Drivers will not always stop at traffic lights or pedestrian crossings, especially on motorcycles. If you become involved in a traffic accident, you must stay at the scene until the police have

arrived, or you will be breaking the law. If a crowd gathers around you, however, you may be better off reporting to the local police station instead.

Ensure that you choose a reputable bus company for any journeys you intend to take as there have been a number of fatal bus crashes in Malaysia.

When renting a motorbike, take any precautions that you would usually take in the UK. You must wear a helmet as it is enforced by Malaysian law.

Breath tests are regularly carried out by the traffic police in Malaysia, and driving under the influence is considered a serious crime. If you are found to be driving over the legal limit you could receive a heavy fine, or you may even face a jail sentence and deportation.

Sea and river travel

Southeast Asian waters continue to experience problems with piracy. Attacks have been known to occur in and around Malaysian waters, including between Sabah and southern Philippines, and in the Strait of Malacca. You should be especially vigilant and take precautions to avoid becoming involved in any incidents. If an incident does occur, you should report it to the coastal and flag state authorities. Try to reduce any opportunities for theft and ensure that there are secure areas onboard your vessel.

Overloading and poor maintenance of passenger boats has been a problem in Malaysia and can cause vessels to sink. If you are travelling by passenger ferry or speedboat, then you must take sensible precautions and avoid boarding if a boat is evidently overloaded or in poor condition. Check whether lifejackets are available before you board the vessel.

Water sports and scuba diving

If you intend to participate in any water sport activity, such as jet skiing, ensure that the equipment you plan to rent is safe. Confirm that adequate safety precautions are in place and only hire equipment from reputable and licenced operators. You should request adequate training before using any equipment and do not forget to purchase the appropriate insurance.

Make sure you have adequate insurance and always check the dive operators' credentials carefully. It is advised that you do not board a boat that does not have the correct safety equipment: this includes oxygen. There should also be a contingency plan in place in the event that any issues should arise. There should be facilities to call for help whilst you are at sea, and divers should be able to be evacuated, if necessary, to the nearest hyperbaric chamber. Always ask about a diving company's contingency plan before deciding to embark onto the boat.

If you are diving at the sites of HMS Repulse and HMS Prince of Wales, make sure to take extra care as they lie within the international waters of Kuantan. The Protection of Military Remains Act 1986 has declared these areas 'protected places'; therefore, when diving at these sites you are permitted to look. Touching the sites, however, is prohibited. Due to the depth of the water at these sites, do not attempt to enter the wrecks as, in recent years, deaths have occurred. If you intend to dive at these sites, check that your diving operator holds a licence that allows you to do so.

Political situation

During public protests, the police have been known to use tear gas and water cannons. Avoid all demonstrations: monitoring the local and international news and media will help you to do this. Foreign nationals must



never become involved in any demonstration in Malaysia as it is illegal under the country's law.

Terrorism

There is a high probability that terrorist attacks will be carried out in Malaysia.

For information and advice on how to stay safe abroad and what you should do if a terrorist attack occurs, visit the UK Counter Terrorism Policing website at: <https://www.counterterrorism.police.uk/staysafe/>.

The UK Government also has information on how to reduce your risk from terrorism whilst you are abroad, see their webpage at: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

There is a risk of attack anywhere in Malaysia, including areas that are visited by foreigners. In January 2016, the Malaysian police declared that Malaysia was on a high security alert. The police increase their presence in public areas when they believe it to be necessary. When in Malaysia, remain vigilant and check local media. Always follow any advice given to you by the local authorities when there is a concern regarding terrorism.

In recent years there have been terrorist attacks carried out by individuals known to be linked to Daesh (formerly referred to as ISIL).

Due to the conflict in Iraq and Syria, there is a heightened risk of terrorist attack globally, from either individuals or groups, against UK interests and British nationals. Make sure to remain vigilant at all times.

Kidnap

Be aware that there is a threat of kidnapping on the eastern coast of Sabah, and in particular the islands close to the Sulu Archipelago in southern Philippines. Remain vigilant in this

area and its surrounding waters as groups such as the Abu Sayyaf Group (ASG), who are based in Philippines, have kidnapped British nationals and fatalities have occurred.

When navigating through the Sulu and Celebes Sea, commercial shipping companies have been advised to heighten their vigilance as many maritime incidents occur in the Sulu Sea in the area between Sabah (Malaysia) and Mindanao, the Sulu Islands and Palawan (Philippines).

Possible targets also include dive sites and boats that travel to and from off-shore islands.

Due to recent incidents, the Malaysian authorities have increased their security in the region.

Be aware that the British Government's long-standing policy is to not make substantive concessions to hostage takers as paying ransoms may lead to further hostage taking and an increase in their demands.

[Source – FCDO Foreign travel advice: Malaysia, gov.uk]

■ Natural disasters

Between October and February, Malaysia is affected by seasonal storms, which can lead to heavy flooding.

On the 5th June 2015, the Malaysian state, Sabah, experienced an earthquake that was recorded to have a 6.0 magnitude that also affected Mount Kinabalu.

[Source – FCDO Foreign travel advice: Malaysia, gov.uk]

■ Health

Make sure you check the latest country-specific health advice at least eight weeks before your trip. This advice can be found on the National Travel Health Network and Centre's (NaTHNaC) TravelHealthPro website: <https://travelhealthpro.org.uk/countries>. This website has up-to-date information regarding outbreaks, health risks and vaccination recommendations. The NHS (Scotland)'s FitForTravel website is also available for further information: <https://www.fitfortravel.nhs.uk/destinations.aspx>.

The NHS has general information regarding vaccines: <https://www.nhs.uk/conditions/travel-vaccinations/> and also has a checklist of items you may need to stay healthy abroad: <https://www.nhs.uk/live-well/healthy-body/travel-health-checklist/>.

If you have any pre-existing medical conditions make sure you see your GP or pharmacist before you travel.

Medicines prescribed or purchased in the UK may have a different legal status and regulations in Malaysia. Read the guidance from the NaTHNaC: <https://travelhealthpro.org.uk/factsheet/43/medicines-abroad> if you plan to travel with prescription or over-the-counter medicine. You will need to contact the British High Commission, Embassy or Consulate of the country/territory you are travelling to: <https://www.gov.uk/government/publications/foreign-embassies-in-the-uk> for more information regarding the legal status of specific medication.

Although travelling can be enjoyable, it can have effects on your mental health. If travelling with a mental health condition, information can be found on the UK Government's



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guidance page: <https://www.gov.uk/guidance/foreign-travel-advice-for-people-with-mental-health-issues> as well as from the National Travel Health Network and Centre (NaTHNaC): <https://travelhealthpro.org.uk/factsheet/85/travelling-with-mental-health-conditions>.

Malaysia has been classified as having a risk of Zika virus by the UK health authorities.

There is a charge for all services in both government and private hospitals, and private healthcare can be expensive. It is advised that you take out adequate travel health insurance and have accessible funds to cover any medical treatment costs or repatriation.

Dengue fever and other mosquito-borne diseases occur all year round. Take the necessary precautions in order to avoid mosquito bites as diseases linked to the mosquito have seen an increase in Malaysia in recent years.

Cases of rabies have been declared in the states of Perlis, Kedah, Penang and Sarawak. Therefore, you should take protective precautions when travelling in these areas.

There have been greater incidences of haze during the months between June and October in recent years due to forest fires in Indonesia. Haze can disrupt local travel, regional air travel, government and private schools. Make sure you monitor the Air Pollutant Index Management System (APIMS): http://apims.doe.gov.my/public_v2/home.html and the Malaysian Department of Environment: <http://www.doe.gov.my/> for updates and health advisories.

Dial 999 or 112 (from a mobile) if you need emergency medical assistance, and ask for an ambulance. If you are referred to a medical facility, contact your insurance/medical assistance company as soon as possible.

COVID-19

Malaysia is affected by the global outbreak of the coronavirus, COVID-19. Make sure you comply with all screening measures that local authorities have put into place, see: <https://www.gov.uk/foreign-travel-advice/malaysia/coronavirus>, for more information.

For more information when travelling during the coronavirus (COVID-19) pandemic, see the UK Government's advice at: <https://www.gov.uk/guidance/travel-advice-novel-coronavirus>.

FCDO Foreign travel advice

If you are travelling to Malaysia for business, the Foreign, Commonwealth & Development Office (FCDO) website has travel advice to help you prepare for your visit overseas and to stay safe and secure while you are there.

For up-to-the-minute advice please visit the FCDO Foreign travel advice pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/malaysia>.

Travel insurance

Make sure you have comprehensive travel and medical insurance before you travel, as well as accessible funds to cover the cost of any medical treatment abroad and repatriation.

[Source – FCDO Foreign travel advice: Malaysia, gov.uk]



MALAYSIA

There are a number of opportunities for UK businesses that wish to do business with Malaysia, including in the education, healthcare, ICT, professional and financial services and energy sectors. ►







THE BRITISH
INTERNATIONAL SCHOOL
KUALA LUMPUR
A NORD ANGLIA EDUCATION SCHOOL

The British International School of Kuala Lumpur (BSKL)

There is no doubt that the British education remains to be one of the best education systems in the world which is highly valued by universities and employers both in the UK and internationally. Pupil numbers are now in the millions and British international schools continue to grow exponentially as we become more of a global society.





THE BRITISH
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According to COBIS (Council of British International Schools) there are more than 3,700 British schools worldwide, some of which are branches of well-known UK schools, such as Dulwich College, Harrow and Marlborough to name a few, large international school operating companies, such as Nord Anglia Education and GEMS, and free-standing independent schools.



These schools use elements of the UK national curriculum, often in combination with the local curriculum or other international curricula, such as the International Primary Curriculum (IPC) or the International Baccalaureate (IB). However, the quality of these schools vary considerably. Only 250 of more than 3,700 British international schools are members of COBIS and are inspected rigorously by the Department of Education and monitored by the English schools' inspectorate, Ofsted.

The international school market in Malaysia is very competitive, with around

80 international schools operating in Kuala Lumpur alone. According to the latest ISC research, Malaysia has the largest international schools market in South-Eastern Asia and the 5th largest in the world.

There are a handful of prominent 'top-tier' schools, including BSKL, which are well established, quality checked and have strong links in the community. These schools have state-of-the-art facilities, excellent exam results, UK-qualified teachers and they offer a wide range of extra-curricular activities. Understandably, they also have high fees appealing to a premium market.

However, the demand for an international education from middle-income families is surging and 'middle-tier' international schools are on the rise (schools which provide a good quality international education but with less facilities, larger class sizes and a narrower curriculum.) A loss of faith in the local education system, the desire for a global, english-speaking education, as well as Malaysia's steadily growing economy, means more local families are able to afford international schooling.

Subsequently, the makeup of students is changing. International schools have seen a reduction in western children, perhaps due to the decline in traditional expat jobs in the country and a squeeze on expat budgets, and a rise in both local students and other wealthy Asians, including Korean and Chinese. Unlike



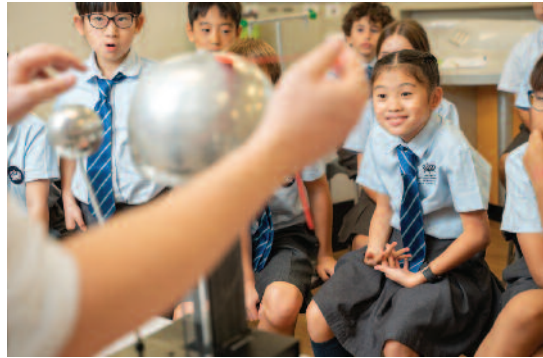
**THE BRITISH
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many countries, Malaysia does not have restrictions on the number of locals enrolling in international schools.

In an increasingly competitive market, BSKL remains one of the best international schools in Malaysia. It was graded "excellent in all areas of educational provision" in the most recent Independent Schools Inspectorate report; a result that is comparable to that of many top UK independent schools and is unprecedented in Malaysia.

The school is a member of COBIS and was one of the first schools in Asia to receive the COBIS Patron's Accreditation. They are also members of FOBISIA, the Regional Federation of the leading British international schools in Asia; an accredited examination centre for University of Cambridge exams; and an awarding organisation of Edexcel's GCSE and A Level examinations. Like all international schools in Malaysia, BSKL is overseen and inspected by the Ministry of Education.



Being part of the Nord Anglia Education (NAE) network allows BSKL to continue to strengthen its academic credentials and enhance learning through a number of key initiatives.

This includes the Global Campus which connects 50,000 students around the world, and collaborations with the world's best organisations including MIT, Juilliard and UNICEF ensuring that every child is prepared for the future.

NAE's global scale also enables the school to recruit and retain the best teachers in the world who are committed to nurturing and inspiring every child they care for. Through the Nord Anglia University, the teaching team are given extensive and unique professional development opportunities which ensure students benefit from contemporary educational thinking and practices. At BSKL 100% of teachers hold international teaching qualifications from well-regarded institutions and have a minimum of three years teaching experience.





Students at BSKL achieve excellent exam results, out-performing many of their UK counterparts. In the last academic year 75% of students achieved A*/A in all of their (I)GCSE examinations and 61% of students achieved A*/A in their A-Level examinations. These outstanding results recently won BSKL the award for 'Best Global IGCSE and A Level Results 2019/20' at the NAE 'Be Ambitious Awards', coming first place out of 66 NAE schools across 29 countries.

These academic achievements are also matched by the younger Primary students in the SATS (Standardised Assessment Tests), with BSKL far outperforming the UK national average.

Students who graduate from BSKL gain impressive university placements including Oxford University, UCL, Imperial College, LSE, Royal Northern College of Music, Edinburgh, UC Berkeley, Yale-NUS, and Chinese University of Hong Kong, to name a few.



As well as academic achievement, students at BSKL also demonstrate social and personal success. The BSKL Award and International Award are two examples whereby students fulfil a set of challenges and demonstrate progress in areas outside of academia, including fitness, leadership, charitable work and global awareness. The school ensures pupils are exceptionally well prepared for the next stage of their education with the strength of character to match. As a result, pupils are more likely to develop ambitions and a sense of their own potential that imarked by a broad, global perspective in a rapidly changing world.



Sector-specific opportunities

■ Opportunities in Malaysia

There are a number of opportunities for UK businesses that wish to do business with Malaysia, including in the education, healthcare, ICT, professional and financial services and energy sectors.

Research

Before exporting to Malaysia, you should carry out extensive planning and market research. Ideally you should use both desk research and market visits, as you will need to determine whether there is a market for your product or service, and if your pricing is competitive.

Public private partnerships

A public private partnership (PPP) is an arrangement between the public and the private sector in which the private sector funds and manages a stand-alone business in order to provide better services, maintenance and equipment. PPPs are important when funding Malaysia's facilities and infrastructure development.

Contact the Department for International Trade (DIT) trade specialists to find local representatives for your products via: <https://www.gov.uk/overseas-customers-export-opportunities>.

From its worldwide network, DIT can provide international export sales leads. Find export opportunities in Malaysia at: <https://www.great.gov.uk/export-opportunities/>.

For more information about opportunities and advice on doing business with Malaysia

contact DIT at: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

Do not forget to check that your goods meet legal requirements for export at the UK Export Control Joint Unit (ECJU) (formerly known as the Export Control Organisation) at: <https://www.gov.uk/government/organisations/export-control-organisation>.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, gov.uk, UKEF]

■ Government tenders

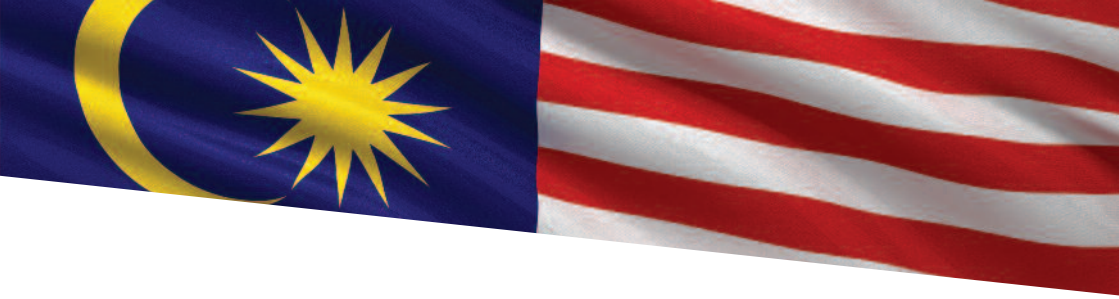
For information regarding government tenders in Malaysia see the Malaysian Government's website: <https://www.malaysia.gov.my/portal/category/2>.

Partnering with a Malaysian firm may improve your chance of success if applying for a government tender. Check with the DIT team in Malaysia at: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us> for assistance and information about government tenders and use of third-party advisers.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Government of Malaysia]

■ Creative industries and information and communications technology (ICT) sector

Malaysia has invested in its ICT sector in order to build a strong base from which to grow. The government recently announced its Industry 4.0 policy, which focuses heavily on harnessing new technologies, such as artificial



intelligence, to support the country's economic growth across many other areas.

The Malaysian Communications and Multimedia Commission's latest Internet Users Survey (2018) found that the number of internet users in the country is continually rising, growing from 76.9% in 2016 to 87.4% in 2018.

In 2018, the ICT sector contributed RM 267.7 billion to the Malaysian economy, a growth of 6.9%. Due to its increasingly young, tech-savvy population, it is expected that this sector will continue to develop, creating numerous opportunities for UK companies.

Opportunities for UK businesses looking to invest in Malaysia's creative industries and ICT sector include:

- consulting
- cyber security
- call centres and helplines
- content development
- system integration
- e-commerce
- artificial intelligence
- 5G infrastructure

Contact the Department for International Trade (DIT) team in Malaysia for more information on the creative industries and ICT sector: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – Department of Statistics Malaysia, Exporting is Great: Malaysia Market Guide, Malaysian Communications and Multimedia Commission, Malaysia Investment Development Authority (MIDA)]

■ Education and skills training sector

The Malaysian Ministry of Education aims to educate its citizens in order to encourage not only individual development and improvement, but also to create a population that is knowledgeable and high achieving. The Education Act 1996 ensures that primary school education is compulsory and education is provided free by the public school system, although pupils may attend private schools.

Malaysia is increasingly considered an 'educational hub' within Southeast Asia and, as a result, there is a high demand for the high quality education associated with British schools, colleges and universities.

It has recently become easier for UK businesses to invest in the Malaysian education sector. As a result of the Malaysian Government's recent focus on the importance of international education, a number of public-private partnerships have been introduced, allowing UK institutions to enter into this sector.

Opportunities for UK companies include:

- educational partnerships with universities and colleges
- coaching, mentoring, corporate and executive training
- e-learning and digital solutions
- English language training
- the development of digital content



Contact the Department for International Trade (DIT) team in Malaysia for more information on the education and skills training sector: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Exporting is Great: Malaysia Market Guide, Malaysian Investment Development Authority (MIDA)]

■ Energy sector

Oil and gas

Malaysia has the world's 14th largest natural gas reserves and the 23rd largest oil reserves in the world. In recent years the country has aimed to become Asia-Pacific's hub for oil and gas. Over the next decade Malaysia hopes that its offshore oil and gas production will equal that of its onshore production.

Malaysia has strong economic relationships with China, India and its ASEAN partners. The country is also in a strategic location at key shipping lanes, further advancing its benefits as a key player in the oil and gas industry in Asia.

The country's energy sector, including oil and gas, has an important positive impact on the economy. In 2018, the sector contributed 20-30% to the country's overall GDP. PETRONAS, one of Malaysia's top oil companies, and the Malaysian Government are currently working together to create new initiatives to increase the productivity of the country's oil and gas industry. Through this, Malaysia plans to increase competitiveness and competency to equal leading global companies such as Shell and BP.

Malaysia, through its pro-business policies, is committed to making sure its oil and gas production is sustainable. Cost Reduction Alliance 2.0 (CORAL 2.0) is a long-term industry-wide programme set up by PETRONAS to increase sustainability in the oil and gas sector.

New investments are being encouraged by PETRONAS through introducing new production sharing contract (PSC) terms, attracting exploration and production (E&P) operators that have the expertise needed in marginal field development, and facilitating the collaboration of industry players to improve economic development.

Due to the rise in energy consumption, Malaysia needs to find ways to increase its productivity. PETRONAS has identified ten potential offshore EOR projects. The number of this type of project is expected to increase in the next few years.

Opportunities in the oil and gas sector for UK companies include:

- deep water drilling technology
- Enhanced Oil Recovery (EOR) technology
- Liquefied Natural Gas (LNG)
- oil and gas technology
- Oil Field Services and Equipment (OFSE) operations
- energy efficiency technology

Renewable energy

As the demand for energy grows, the Malaysian Government is looking towards renewable energy sources to generate the energy needed for the future.

By the end of 2020, the Sustainable Energy Development Authority (SEDA) claims that renewable energy production should reach 2080 MW or 11% of energy produced.

In order to reach this target, the Malaysian Government has introduced the Feed-in-tariff (FiT) mechanism. Therefore, those that are producing energy through solar, biomass/biogas, or mini hydro sources are given an incentive through attractive premium rates.

In 2015 alone, 31 renewable energy projects were approved, and in recent years this has increased to improve energy efficiency and produce more clean energy.

The country also has plans to further increase its use of alternative and renewable energy sources, such as nuclear, solar and hydro sources.

Contact the Department for International Trade (DIT) team in Malaysia for more information on the energy sector:
<https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Education Malaysia Global Services, British Malaysian Chamber of Commerce: Oil, Gas & Energy, Malaysian Investment Development Authority (MIDA)]

■ Healthcare sector

Malaysia has become a popular destination for healthcare for people across the world due to its position as one of Asia's most recognised developing countries. Healthcare in the country is of decent quality, accessible and reasonably affordable.

Malaysia's healthcare system is two tier: a government-run system offering universal healthcare to Malaysian citizens, and a private system that serves both citizens and international patients.

The healthcare sector in Malaysia is subject to strict health, safety and quality standards and regulations that are imposed by the Ministry of Health Malaysia (MOH). These are measured against the highest global standards. In 2019, Malaysia was awarded 'Medical Travel Destination of the Year' for the fifth year in a row.

With the shift in global demographics, such as an aging population, longer life

expectancy, and newly emerging diseases as a result of changing lifestyles, it is expected that the need for Malaysian healthcare services will continue to increase. There are, therefore, a significant number of opportunities for UK companies to invest in the Malaysian healthcare sector in order to help the country serve an increasingly aging population. Opportunities for UK companies include:

- building new hospitals
- providing hospital equipment
- improving healthcare education and training
- developing the health tourism industry

Contact the Department for International Trade (DIT) team in Malaysia for more information on the healthcare sector:
<https://www.gov.uk/world/organisations/departments-for-international-trade-malaysia>
#contact-us.

[Source – Malaysia Investment Development Authority (MIDA)]

■ Professional and financial services sector

The professional services sector is an integral part of the Malaysian Government's economic plans for the country. The country is continuing to transition into an increasingly service-based economy and so the professional services sector is expected to become a major driving force.

Over the past decade, Malaysia's Government has been liberalising the professional services sector in the hopes of encouraging foreign investment. Some sub-sectors included in this liberalisation are legal, accounting and architectural services.

The financial sector in Malaysia is known to be innovative, especially in regard to Islamic finance. The Malaysian Government is currently investing in the Tun Razak Exchange, a financial district in Kuala Lumpur. The site covers 70



acres and when completed will be the country's financial services hub.

Opportunities for UK companies wishing to invest in the professional and financial services sector include:

- establishing multi-disciplinary practice construction firms
- establishing data centres
- consultancy services
- accounting and taxation
- quantity surveying
- Sharia finance

Contact the Department for International Trade (DIT) team in Malaysia for more information on the professional and financial services sector: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – Education Malaysia Global Services, Ministry of International Trade and Industry Malaysia, British Malaysian Chamber of Commerce, Malaysian Investment Development Authority (MIDA)]

■ Retail sector

In recent years there has been a growth in Malaysia's retail sector. This has been due to:

- the emerging of a sophisticated and cosmopolitan middle class
- an increase in the number of megamalls and shopping centres being built
- an increase in affluence and a growing demand for high quality goods and services
- tourist expenditure

There are a number of major British brands already in Malaysia and their shopping centres have a strong presence, proving that British retail companies can be successful in Malaysia. There are, however, many opportunities that still exist for UK companies wishing to do business with Malaysia, including:



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- establishing retail stores
- initiating partnerships with local retailers
- import duties are gradually being reduced making it easier to export products to Malaysia

Contact the Department for International Trade (DIT) team in Malaysia for more information on the retail sector: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

■ Transport and infrastructure sector

Over recent years, the Malaysian Government has made significant investments in the country's transport and infrastructure. There are numerous infrastructure projects currently underway or in the planning stages, these include:

- the Light Rail Transit Line 3 (LRT3) - a 36 km railway line that will link Bandar Utama to Klang, which is part of the Malaysian Government's plan to build a more efficient, sustainable transport system
- the East Coast Rail Link (ECRL) - intended to grow the East Coast Economic Region by providing greater connections
- a rapid transit link connecting Johor Bahru, Malaysia to Singapore

Malaysia also relies on seaport trade, therefore port infrastructure is integral. More than 90% of the country's trade is carried out via Malaysia's seven ports:

- Port Klang
- Johor Port
- Port of Tanjung Pelepas

- Kuantan Port
- Penang Port
- Bintulu Port
- Kemaman Port

In the 2020 Annual Budget, the Malaysian Government pledged to invest MYR 500 million on rural electrification in order to provide electricity to over 30,000 rural households.

For more information, see the Annual Budget 2020 at: <https://www.treasury.gov.my/index.php/en/budget/item/5542-annual-budget-2020.html>.

The automotive industry in Malaysia comprises of 27 vehicle producers and 640 manufacturers of components. It is vital to the Malaysian economy. The National Automotive Policy (NAP) 2014 was introduced to create further competitiveness and increase the industry's resilience.

There are, therefore, opportunities for UK businesses in:

- rail construction
- high-technology, green products
- port maintenance
- automotive construction

Contact the Department for International Trade (DIT) team in Malaysia for more information on the transport and infrastructure sector: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Malaysian Investment Development Authority (MIDA), Land Public Transport Agency, Ministry of International Trade and Industry]



MALAYSIA

Make regular visits to Malaysia, and make contact with others in your industry/sector who are already in Malaysia. This will keep you updated on all advice and information, and can give you a new understanding of the country. ►





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Preparing to export

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A range of information for exporters can be found online, including advice and guidance on how to research overseas markets thoroughly. For more information, visit: <https://www.great.gov.uk/>.

Researching the Malaysian market

Make regular visits to Malaysia, and make contact with others in your industry/sector who are already in Malaysia. This will keep you updated on all advice and information, and can give you a new understanding of the country. At the very least, this can help you form the foundation for further research.

For more information and guidance on how to develop your marketing strategy, competitor and SWOT analyses and customer/market segmentation, visit: <https://www.great.gov.uk>. The IOE&IT can also help with this: <https://www.export.org.uk/>.

You need to make sure that there is a market for your product/service, whether your pricing is competitive, whether you will need to change your product in terms of its packaging or marketing, and whether you need to adapt your business model.

The questions listed here should help to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal strategy, although this may not be necessary or appropriate for all companies:

Your aims:

- Do you wish to buy from Malaysia, sell to Malaysia or both?
- Do you wish to establish your own company presence in Malaysia, or consider for example direct sales, licensing or franchising?
- Do you need to be involved in Malaysia at all?
- Do you see Malaysia as part of a wider plan including e.g. other Southeast Asian markets, now or in the future?

Your company:

- Can you carry out a detailed SWOT analysis of your company?
- Are your competitors already in Malaysia? If so, what are they doing?
- Can you carry out a detailed SWOT analysis of your competitors?
- What are the Unique Selling Points (USPs) of your product or service?
- Do you know if there is a market for your product or service in Malaysia?
- Do you know if you can be competitive in Malaysia?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?



- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Malaysia-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Malaysia will give you access to the most current advice and such experience can often lead to new insights and form the basis for further research.

Export plan

You will need to create an export plan after you have carried out your initial research, which will identify your best route into the Malaysian market. Guidance on developing an export plan, including marketing strategy, customer segmentation, competitor and SWOT analyses, etc. is available on the <https://www.great.gov.uk/advice/create-an-export-plan/how-to-create-an-export-plan/> site, and also on the Institute of Export's Open to Export site at: <https://opentoexport.com/info/export-action-plan/>.

Trade shows held in Malaysia each year are a way for you to test whether your product/service would be viable in the Malaysian market. The UK's Department for International Trade (DIT) provides funding, in the form of grants via the Tradeshow Access Programme, that allows eligible businesses to attend overseas trade shows.

This funding helps businesses to gain the most out of overseas trade shows, including market knowledge, experience and advice from trade experts. Visit: <https://www.gov.uk/guidance/tradeshow-access-programme> for more information.

For information on future events and trade missions in Malaysia, visit the DIT events portal at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.

For company launches and events held at British High Commission locations, contact the Department for International Trade (DIT) in Malaysia at: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us>.

[Source – DIT, gov.uk]

■ Start-up considerations

Setting up a company or office

There are several routes you can take into the Malaysian market; these include through a local agent or distributor, through franchising or through setting up a company.

Options for how business formation can occur include:

- sole proprietorship or partnership
- private limited company or unlimited company ('Sendirian Berhad' and 'Sdn. Bhd.')

When planning to do business in Malaysia, all foreign companies must register or incorporate a local company that will trade within the country. You must do this through the Companies Commission of Malaysia (SSM), see: <https://www.ssm.com.my/Pages/Home.aspx>.



The Companies Commission of Malaysia (SSM) has sections within its website to advise you on how to carry out a registration of business (ROB), a company (ROC) and a Limited Liability of Partnership (LLP).

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Distributorship agreement

Rather than export directly, it may be easier to work with a Malaysian partner or advisor.

They will be more familiar with the business environment in Malaysia and should be able to help with:

- keeping in contact with customers
- seeking new business
- getting information on the latest market trends

Before choosing an agent or distributor, research several potential associates, visit the market numerous times and make sure you are positive you have made the best choice for your company. Make sure you check their reputation, marketing ability and resources. Be aware of those who promote similar or the same products/services as you.

The Department for International Trade (DIT) team in Malaysia at: <https://www.gov.uk/world/organisations/departement-for-international-trade-malaysia#contact-us> can assist you in locating and meeting potential agents and distributors for your products in Malaysia.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Direct exports and sales

When you directly export, you must take care of the logistics of marketing, selling and sending your products or services overseas, and getting paid. If you plan to sell your goods/services online to potential Malaysian purchasers, or you are responding to enquiries, this may be the most viable option.

Further information on selling directly overseas can be found at: <https://www.great.gov.uk/advice/define-route-to-market/direct-sales/>.

Online selling

DIT can help to find suitable online marketplaces for your product/service. They can also help to access preferential government deals.

The Department for International Trade (DIT) can help you export your goods to Malaysia through the E-Exporting Programme. Find out more at: <https://www.gov.uk/guidance/e-exporting>.

DIT has also negotiated listings at better-than-commercial rates. See online marketplaces in Malaysia at: <https://www.great.gov.uk/selling-online-overseas/>.

Franchising

Franchises in Malaysia are due to foreign franchisers selling brand licences to franchisees. This means that these franchisees can operate under a franchise's brand name. For more information on franchising, visit the international section of the British Franchise Association at: <http://www.thebfa.org/international>.

The Malaysian Franchise Act 1998 was established to grow the number of franchises within the country through regulation and governance.

Visit the Ministry of Domestic Trade and Consumer Affairs' Malaysia Franchise Express (MyFEX) website: <https://myfex.kpdnhep.gov.my/> for further information regarding franchising in Malaysia.

[Source – British Franchise Association, DIT: Doing business in Malaysia: Malaysia trade and export guide, Ministry of Domestic Trade and Consumer Affairs]

Merger or acquisition in Malaysia

A merger or acquisition is where two separate legal entities become one legal entity, or where assets of one entity are purchased by another.

Merged companies can find benefits such as a reduction in its prices and an increase in its production quality. This can make their product/service more appealing to consumers.

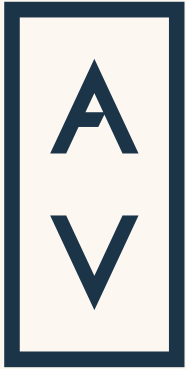
However, merging companies can lead to a reduction in competition in the Malaysian market, which could lead to a reduction in competitiveness for companies and therefore poorer deals for consumers.

Businesses/companies that are struggling within the Malaysian market may find it useful to merge with another company. It has been known for companies that are not doing well in Malaysia to become successful after merging with another company, where they may have had to leave the market if their losses had continued.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide; Malaysian Communications and Multimedia Commission]

Consumer protection

In November 1999, Malaysia's Consumer Protection Act (CPA) came into force to establish the legislative provisions to protect consumers. Since its creation, the Act has been amended four times, the last being



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in 2010. In 2002 and 2003, the National Consumer Policy (NCP) and Consumer Master Plan (CMP) were established, and in recent years, these have been reviewed and are in need of amendments to help provide high quality protection to Malaysian consumers.

Please see the following link to view the Consumer Protection Act (as of 2016): <http://www.agc.gov.my/agcportal/uploads/files/Publications/LOM/EN/Act%20599%20-%202029.08.2016.pdf>.

The country's Consumer Protection Programme is responsible for maintaining the protection of consumers through reviewing its policies and creating new laws. This programme works as a secretariat towards the National Consumer Advisory Council (NCAC). The NCAC was set up by the Ministry of Domestic Trade and Consumer Affairs to advise on how to protect consumers in Malaysia.

[Source –DIT: Doing business in Malaysia: Malaysia trade and export guide; Ministry of Domestic Trade and Consumer Affairs]

Professional indemnity insurance

You may require professional indemnity insurance if you provide a service and need to protect yourself against negligence claims from clients or third parties in Malaysia.

See the Association of British Insurers (ABI) website at: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/professional-indemnity-insurance/> for further information, or alternatively, contact the DIT team in Malaysia at: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us> for further advice, and for contacts of local insurers or specialist brokers if appropriate.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

■ Financial considerations

Getting finance to fulfil an export contract

Malaysia ranks 37th out of 190 economies globally for ease of 'Getting Credit' according to the World Bank's Doing Business Report 2020. See: <https://www.doingbusiness.org/en/data/exploreeconomies/malaysia>.

There are schemes available for UK companies that wish to sell their products/services to Malaysia. These schemes are to help simplify the growth of your business and can also help you to fulfil an export contract. For up-to-date information regarding current schemes, contact your bank or financial adviser.

Payment risks

UKEF can help UK companies to get paid for the products and services they export by insuring against buyer default.

Before exporting, make sure you are confident you will be paid as you may face difficulty when accessing foreign exchange. Contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options, or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

Currency risks when exporting to Malaysia

In order to fix your price, it is essential to fix your exchange rate. Before signing any contract, you need to consider whether the best option for you is to agree terms in Pounds Sterling (GBP), US Dollars (USD) or Malaysian Ringgit (RM). It may also be advisable to seek expert financial advice on exchange rates (FX).

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

The background of the page is a collage of Malaysian banknotes. At the top, there is a yellow banknote with a portrait of a man wearing a traditional Malay headdress (tengkolok). Below it, a blue banknote is partially visible. In the foreground, a red banknote is prominent, featuring a portrait of a man in a traditional headdress and the text 'RINGGIT MALAYSIA' and 'RM 10'.

MALAYSIA

The legal system in Malaysia is based on the English legal system. There are a number of regulatory laws and acts that provide a framework in which businesses can operate in Malaysia. ►



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■ Legal considerations

The legal system in Malaysia is based on the English legal system.

There are a number of regulatory laws and acts that provide a framework in which businesses can operate in Malaysia. These laws and acts are regulated by different agencies. Specific acts and laws include, but are not limited to:

- Food Regulations Act 1985
- Consumer Protection Act (CPA) 1999
- Malaysian Anti-Corruption Commission Act 2009
- Customs Act 1967
- Education Act 1996
- Finance Act 2019
- Free Zones Act 1990
- Intellectual Property Corporation of Malaysia Act 2002
- Registration of Businesses Act 1956
- Sales Tax Act 2018
- Standards of Malaysia Act 1996
- Trade Marks Act 1976

Contact the Department for International Trade (DIT) team in Malaysia at:

<https://www.gov.uk/world/organisations/departments-for-international-trade-malaysia#contact-us> for further advice and guidance when finding tax and legal advisers before entering into agreements.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Standards and technical regulations

The Department of Standards Malaysia is responsible for standards and accreditation across the country. They aim to maintain and enhance the quality of any products or services in Malaysia. Whilst enhancing the quality of products both locally and internationally, the Department of Standards Malaysia also prioritise improving efficiency and reducing waste.

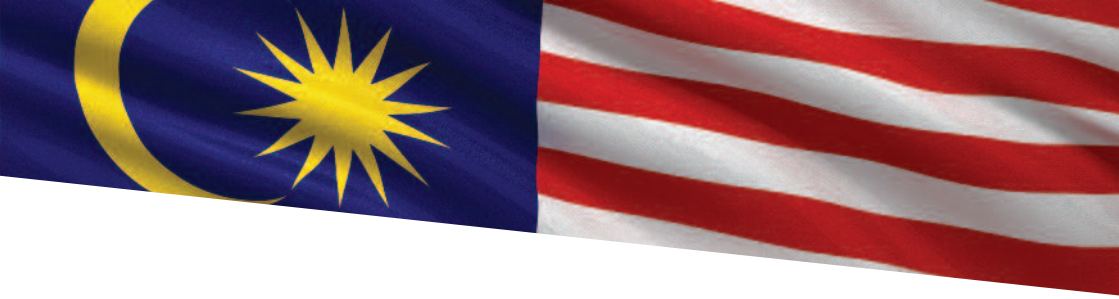
They hope to provide credible standardisation and accreditation services in order to help facilitate international trade, as well as to enable economic growth, competitiveness and societal and environmental wellbeing.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Department of Standards Malaysia]

Labelling your products

Labels on imported goods should be written in either English or Malay and should contain:

- the name and address of the manufacturer
- expiration date
- list of ingredients
- the type of product
- name of import agent
- nutritional information for foodstuffs



- Halal origin if necessary

Any measurements that are recorded on labels should be written in the metric system.

The labelling of food items is regulated by the Ministry of Health Malaysia under the Food Regulations Act 1985: <http://ffsis2.moh.gov.my/fosimtestsite/HOM/frmHOMFARSec.aspx?id=21>.

They also regulate the labelling of medical equipment and medicines through the Medical Device Authority of Malaysia (MDA). For more information visit: <https://portal.mda.gov.my/>.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Ministry of Health Malaysia]

Product liability insurance

Product liability insurance covers the cost of compensation for anyone injured by a faulty product. If you design, manufacture or supply a physical product that is sold or given away for free, you should therefore consider taking out product liability insurance.

See the Association of British Insurers (ABI) website at: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/> for further information, or alternatively, contact the DIT team in Malaysia at: <https://www.gov.uk/world/organisations/department-for-international-trade-malaysia#contact-us> for contacts of local insurers or specialist brokers.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

■ Taxation

Double taxation agreement

The UK and Malaysia have signed a double taxation agreement, which allows some taxes paid in one country to be deducted in the other, so should prevent any double tax liability from UK and Malaysian authorities over the same income. See: <https://www.gov.uk/government/publications/malaysia-tax-treaties>.

The Royal Malaysian Customs Department at: <http://www.customs.gov.my/en>, the Inland Revenue Board of Malaysia: <http://www.hasil.gov.my/index.php> and the Ministry of Finance Malaysia at: <https://www.treasury.gov.my/index.php/en/> are responsible for tax matters in Malaysia. Visit their websites for more information.

Sales tax

In Malaysia, you must pay a sales tax and a services tax. Sales tax applies to either imported or locally manufactured goods and is levied at a rate of 10%. The rate of services tax is currently 6% and is imposed on any taxable service, such as accommodation, insurance and professional services.

Company tax

Any income earned in or from Malaysia by a company, whether resident in Malaysia or not, will be subject to corporate tax. Money made from sources outside of the country and remitted by a resident company will be exempt from tax except in certain sectors (banking and insurance, and sea and air transport).

The standard corporate tax rate in Malaysia is currently 24% for resident companies and non-resident companies alike.

Petroleum income tax

Petroleum income tax is set at a rate of 38% and is imposed on any earnings from petroleum operations.

You may qualify for deductions from the amount of petroleum income tax you have to pay on:

- donations made to the government, state government or local authorities
- institutions/organisation approved by the Director General of the Inland Revenue Board of Malaysia
- sports activities that have been approved by the Minister of Finance or the Commissioner of Sports
- projects of national interest as confirmed by the Minister of Finance

Income tax

The tax rate for individual income tax in Malaysia is between 0% and 28%, depending on the individual's earnings. Non-residents will be charged at a rate of 28% and they are not entitled to any personal reliefs.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

■ Customs and documentation

Complying with HMRC regulations to export

To export your goods to Malaysia you must make export declarations to HMRC through the National Export System (NES). Visit: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures> for further details.

You can find out how to declare your exports to Malaysia through the NES at: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>. You must classify your goods as part of the declaration, including a commodity code and a customs procedure code (CPC).

Commodity codes and other details applying to exports in the UK Trade Tariff can be found at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/guidance/finding-commodity-codes-for-imports-or-exports#list-of-useful-contacts> for more help.

The EU's Market Access Database (MADB) also has details about import tariffs. Visit: <http://madb.europa.eu/madb/indexPubli.htm>.

You must declare any goods that you take with you in your luggage to sell outside the EU. See: <https://www.gov.uk/take-goods-sell-abroad> for further information.

[Source – gov.uk]

Temporary export of goods

You can use an ATA (Admission Temporaire /Temporary Admission) Carnet to simplify the customs procedures needed to temporarily take any goods on the UK export controls lists into Malaysia, such as commercial samples or goods for:

- demonstration
- exhibition
- use in repair or maintenance

Visit: <https://www.gov.uk/taking-goods-out-uk-temporarily> for further information.

More information regarding the use of an ATA Carnet in Malaysia and what items can be brought into Malaysia with it can be found on the Malaysia International Chamber of Commerce and Industry website at: http://id34104.securedata.net/micci/ata_carnet.html.

You can check at: https://www.ecochecker.trade.gov.uk/spirefox5live/fox/spire/OGEL_GOODS_CHEKER_LANDING_PAGE/new whether you can use an open general export licence (OGEL) for your temporary export. If not, you will need to apply for a temporary export licence. You will need a permanent export licence if the goods are not being returned. To apply for a temporary export licence, use the SPIRE system at: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/login>.

Customs

The Royal Malaysian Customs Department are responsible for customs in Malaysia. More information regarding duties and taxes can be found on the Royal Malaysian Customs Department website, at: <http://www.customs.gov.my/en/pages/main.aspx>.

Tariff duties in Malaysia can range between 2% and 60%. 'Luxury' goods acquire the highest duties, as well as items seen as direct competition for locally produced goods.

Controlled goods export licences

Certain products require import licences, including meat and animal parts, explosives, corals, and any pharmaceutical products. There is also a restrictive import licensing regime in place regarding the importation of heavy construction equipment, iron and steel products and electrical household appliances.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Royal Malaysian Customs Department]

Documentation

To start a company in Malaysia, the documents you will need include, although are not limited to:

- confirmation from a 'Request For Availability Of Name' form: <https://www.ssm.com.my/acts/fscommand/pua0173y1966sc016.htm>
- Incorporation Documents in order for a 'Request For Availability Of Name' form not to have to be carried out again
- one of three possible business licenses depending on your company type (general licences, sector industry specific licence, activity specific licence): <https://www.malaysia.gov.my/portal/content/30190>
- a certified copy of the foreign company's registration document
- a certified copy defining the foreign company's constitution
- Statutory Declaration by Agent of Foreign Company

There are a number of documents that are needed to import your goods into Malaysia. These include:

- invoice
- delivery letter
- packing list
- if you are insured, you will need your insurance certificate

- bill of lading/air waybill
- letter of credit
- permit, licenses/certificates
- a declaration form (Customs Form No. 1) that describes the measurements, amounts and type of items you are importing into Malaysia

Make sure all of the necessary forms are completed before you hand them over to Customs. If forms are not filled in correctly, Malaysian Customs may refuse to release your goods. This is also the case if the duties and taxes specific to your goods have not been paid. Therefore, make sure you have evidence that these have been paid.

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide, Companies Commission of Malaysia (SSM), Royal Malaysian Customs Department]

■ Shipping your goods

You can use a freight forwarder to move your goods if you are not knowledgeable about international shipping procedures. A freight forwarder will have vast expertise and familiarity with local documentation requirements, regulations, transportation costs and banking practices in Malaysia.

The British International Freight Association (BIFA) at: <http://www.bifa.org/home> and Logistics UK at: <https://logistics.org.uk/> can assist in locating freight forwarders to transport your goods to Malaysia.

Posting goods

For information about sending goods by post to Malaysia visit Royal Mail at: <https://www.royalmail.com/malaysia>.

[Source – Royal Mail]

Shipping restricted, banned and dangerous goods

Certain goods are prohibited from importation and/or exportation. You may not ship these goods into or out of Malaysia under any circumstances.

Goods that are absolutely prohibited from importation into Malaysia include, but are not limited to:

- reproduction of any current Malaysian currency
- indecent images and other media
- any device which is prejudicial to the interest of Malaysia or unsuited with peace
- piranha fish
- turtle eggs
- cocoa pods, rambutans, pulasan, longan, and nam nam fruits from Philippines and Indonesia
- intoxicating liquors containing more than 3.46 milligrams per litre in any lead or in any compound of copper
- daggers and flick knives
- cloth bearing the imprint or duplicate of any verses of the Quran
- articles resembling syringes, e.g. pens
- poisonous chemicals

Goods that are absolutely prohibited from exportation from Malaysia include:

- turtle eggs
- rattan from the Peninsula of Malaysia

Certain goods are classed as restricted. If you wish to import any of these goods into Malaysia, they are subject to special rules and require an import licence or a permit from the relevant authorities in order to import certain controlled items. These goods include:

- eggs in the shells
- meat and animal parts, oils and fats
- live animals – primates including ape, monkey, lemur, galago, potto, and others
- explosives and fireworks
- imitation arms
- arms and ammunition other than personal arms ammunition imported by bona fide travelers
- articles of clothing as protection against attack, such as bullet proof vests
- soil and pests including live insects, rats, snails, and cultures of plant disease causing organisms
- safety helmets (except motorcycle helmets)
- motor vehicles
- rice
- live fish
- household and agricultural pesticides
- toxic and/or hazardous waste
- corals
- apparatus/equipment for the brewing of beer in the home

- pharmaceutical products

Some of the goods that require an export licence/permit from relevant authorities, are:

- any animal or bird, other than a domestic animal or domestic fowl
- bovine animals, including the meat
- cockles
- vegetables: fresh, chilled or frozen in excess of 3kg
- palm kernels and palm seeds
- military clothing and equipment
- arms and ammunition
- sugar and rice
- coral
- live prawns/shrimps/fish

For more information, visit the Royal Malaysian Customs Department website, at: <http://www.customs.gov.my/en/pages/main.aspx>.

[Source – Royal Malaysian Customs Department]

Terms of delivery

You should have a clear written contract in all international commercial transactions to minimise any risk of misunderstanding. Incoterms are a series of widely used commercial terms for international trade in goods, which clarify, for example:

- where the goods will be delivered
- who arranges transport
- who handles customs procedures

- who is responsible for insuring the goods, and who pays for insurance
- who pays any duties and taxes

Incoterms do not apply to the delivery of services. Contracts for the international delivery of services should include a Service Level Agreement (SLA), focusing on desired outcomes such as what the service should achieve.

International trade rules changed in September 2019, so you should check with the International Chamber of Commerce (ICC), which publishes Incoterm rules, at: <https://iccwbo.org/resources-for-business/incoterms-rules>, for details of the new rules, and also with the UK Government for further general advice and details about current Incoterms at: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

UK Export Finance

The UK Government's credit agency, UKEF, wins export contracts by providing attractive financing terms to their buyers. They can help you:

- fulfil orders by supporting working capital loans
- get paid by insuring against buyer default

You can find out more about UKEF's services and products at: <https://www.gov.uk/government/collections/our-products>.

For new business enquiries, email UKEF at: customer.service@ukexportfinance.gov.uk or telephone: 020 7271 8010 between 9am and 5pm.

For up-to-date country-specific information on the support available, see UKEF's cover policy and indicators for Malaysia at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#malaysia>.

[Source – ICC, UKEF, gov.uk, DIT: Doing business in Malaysia: Malaysia trade and export guide]

About Us

KGW Logistics is a Malaysian-based company with worldwide representatives offering a complete array of logistic services and solutions. As an international logistics company, KGW act as a major player in the line of business in Asia. Moving from a simple traditional forwarding role into a provider of logistics and distribution services, the combination of experienced people, competitive costing, operation infrastructure, localised presence and financial stability are added to the businesses.



After years of continuous growth, KGW was also able to establish a comprehensive agency network throughout the world. Our worldwide partners are also committed to providing customers with a high quality, efficient and a total logistics service anywhere in the world.

Today, KGW has a Joint Venture with a Chinese company, Mingkun International Logistics (MIL) and has established a new company called MingkunKGW Logistics (M) Sdn Bhd (MK) to focus on the China-Malaysia trade lane. Another business corporation with a US base company- Aircity Inc. also began to run in the year 2019. Now KGW Logistics have 3 different companies in one office.

Another business corporation with US base company- Aircity Inc. also begin to run this year in 2019. Now KGW Logistics have 3 different company in one office.

“Your Trust, Our Commitment”

The objective at KGW Logistics as a 3PL provider is to continually demonstrate and deliver to our customers the benefits of a 3PL company, having supported the customers in diverse industries such as consumer goods, FMCG, food and beverages, retail, construction, oil and gas, consumer electronics, healthcare, travels, and commodities industries throughout the years.

Services Include

- **Ocean freight shipping, ocean freight forwarding, and full container shipping**
A global network of offices enables KGW to foster and cover key shipping lines around the world. Backed by highly skilled teams of experts and state of the art technology systems, our ocean freight services will take care of the customer's cargo through the entire shipping cycle, from collection to the delivery to the ultimate consignees.
- **Freight consolidation and distribution**
By ensuring the shipping delivery costs are kept low through the freight consolidation and distribution services, the use of grouping the customer shipment with others to fill a standard container can occur.
- **Air freight shipping**
By partnering with a host of airline companies like British Airways, Cathay Pacific, Emirates, Etihad Airways, Eva Air, KLM, Malaysia Airlines, Saudia, to name a few, KGW Logistic is able to offer a speedy delivery on customer needs and requirements.
- **Customs brokerage**
Through the company's professional and well-connected liaisons, KGW Logistics are poised and prepared to aid in the issues required for declaration clearance of your shipments.
- **Trucking and local door delivery (service by vans, flatbeds and specialised equipment)**
In order to provide efficient and effective delivery of goods, there is a well-managed fleet of trucks and local delivery services by van, flatbeds and specialised equipment to ensure that customer goods arrive safely and securely.
- **LTL/Less than Truckload Freight Service**
LTL shipping is a hassle-free and time-saving operation. No matter how big or small the size of the shipment, KGW Logistics is able to find a way to move the freight and ensure that is transported and delivered to its destination.
- **LCL/Less than Container Load Services**
KGW Logistics provide strategic solutions using multi-modal transport systems, including land, sea and air transport, and storage facilities.
- **Common carrier partnerships**
KGW has built and developed a strong rapport with an extensive network of common carriers since inception. These partnerships allow them to deliver cost effective and a convenient freight shipping services to their customers. The company's list of common carrier partners are from the leading freight and trucking lines in their network.



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www.kgwlogistics.com

■ Warehousing and Distribution

The commercial environment today is indeed a challenging and highly competitive environment and a reliable, efficient and effective warehouse and distribution management is essential to have. They provide shared and exclusive warehousing and distribution management operations to ensure the satisfaction of their customers.

■ Exhibition/project/oversize cargo

KGW Logistics specialise in projects and warehousing, moving your exhibition or oversized cargo while providing added value and saving costs. Each movement will be properly planned by their professional key personnel to meet the requirements of all our clients.

Maritime insurance

- The company offer marine insurance that covers the loss or damage of ships, cargo, terminals, and any transport or cargo by which property is transferred, acquired, or held between the points of origin and final destination. This would include the likes of coverage for Onshore and Offshore property such as container terminals, ports, oil platforms and pipelines.

Tailor-made service

- KGW do provide tailor-made services catered to the transport of freight that requires dedicated equipment and needs to be handled specially. Customers can depend on us to expertly handle the logistics to ensure cost-friendly, safe and on time deliveries.

IT has been a short but fruitful journey for KGW Logistics (M) Sdn Bhd since its establishment in 2005.

The key of its successes and growth is its people, as a result of the third-party logistics (3PL) service provider's strong belief that **"we are only as good as our people"**, which is linked with its principle, **"people are our most valuable asset"**

This is truer today than ever –KGW attributes its position and progress in the logistics industry today to the work, dedication and commitment of its employees who deliver on this commitment in the work they do every day. This is why its people are also KGW's best ambassadors, which is why they are proud to be a part of the company. The business of logistics services and solutions is very much people-centric.

At KGW, its people are regularly trained and developed to deliver superior services. By turning passionate employees into trusted brand ambassadors, the company presents its strongest asset and most vocal internal advocates in direct contact with its customer base.

Continuing to learn from each other, together, the company and its people constantly aim for high standards of excellence in line with its tagline,

"Your Trust, Our Commitment".



MALAYSIA

The official language of Malaysia is Malay (also known as Bahasa Malaysia), with English and Chinese also being widely spoken. ►





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Business etiquette, language & culture

■ Language

The official language of Malaysia is Malay (also known as Bahasa Malaysia), with English and Chinese also being widely spoken. Malay is an Austronesian language spoken not only in Malaysia, but also in Singapore, Thailand, Indonesia and Brunei.

In terms of business, Malay is the official language, although English is widely spoken; therefore, it helps if you have a working knowledge of the Malay language. All initial correspondence, as well as any literature you share, should be written in Malay. Even if your Malaysian counterpart can speak English, do not assume that they are fluent and can understand everything you are saying/writing.

If you are carrying out a presentation, make sure you keep it concise and clear in order to make it easier to understand and to avoid any unnecessary confusion. If you plan to carry out your presentation in Malay, it is advised that you do not use internet translation services as these can occasionally be wrong. It may be a greater benefit to you to hire an interpreter.

Your interpreter will become one of your key assets, especially during meetings and when helping to translate the negotiating of deals, so they need to be chosen carefully. It is recommended that you use a professional interpreter for all negotiations.

Lists of potential interpreters and translators can be found at: <https://www.gov.uk/government/publications/malaysia-list-of-translators-interpreters>.

[Source – DIT]

■ Religion

Islam is the most followed religion in Malaysia, with a Muslim population of around 62%. Malaysians are very tolerant of other faiths and beliefs, therefore, there are also a significant number of people that follow Buddhism, Christianity and Hinduism.

[Source – DIT; CIA]

■ Ethnicity

Malaysia is a multicultural society made up mainly of Malays, Chinese and Indian ethnicities. There are, therefore, differences in how business is carried out depending on who you are dealing with; be aware that different backgrounds can vary.

The Bumiputera (Malays and indigenous peoples) make up roughly 62% of the population, around 20% are Chinese and 6% are Indian.

[Source – DIT; CIA]

■ Meetings and greetings

All business meetings should start with a handshake as this is the normal form of greeting in Malaysia. Be aware that in some cases women may not shake hands with men. If you are unsure, wait to see if a woman extends her hand first. If she does not, then slightly bow your head, making sure you have placed your hand on your heart, as this is another normal way of greeting. In any meeting, you will always be introduced to the most senior member of staff first.

After you have introduced yourself to your Malaysian colleagues, make sure you exchange business cards. These cards should be printed in English on one side and Malay on the other. You must hand your business card over with both hands with the Malay side facing upwards. Offer these to those with the highest position/social status first. When being given any business cards, make sure you receive them with both hands, always look at them first and pass a positive comment on if necessary. Never write on them unless advised to do so and it is considered rude to put them in a back pocket.

When planning a meeting, make sure you have arranged it well in advance. It is advised that you check the day before to confirm that the meeting is still taking place. As a large proportion of Malaysians are Muslim, it is best that you avoid planning any meetings for Fridays as this is the day of prayer. To help you guarantee a meeting, you should write a letter of introduction. Always be punctual to meetings as this shows respect to your Malaysian counterparts. Be aware, however, that although the Chinese are punctual, Malays and Indians tend to be a little late. This is normal behaviour, so do not show any signs of frustration. Although they may be late, they will still expect you to show good etiquette and respect.

Malaysians will want to get to know you before they consider doing business with you. Therefore, it is possible that business relationships between you and your Malaysian counterpart could develop slowly as you may have to attend many meetings over months or years in order to create a long-lasting, successful relationship. It will not

be sufficient to carry out a one-off meeting or to have a video conference.

Malaysians are known for being non-confrontational, and a great importance is placed on courtesy. They will find it difficult to criticise or give a direct 'yes' or 'no' to your questions if they are deemed difficult to answer. Try to keep your questions simple and try not to press for an answer as this can cause the situation to become awkward and you could lose face. Never raise your voice, get angry or insult your hosts as this can result in your counterparts thinking ill of you. It is advised that you avoid all public displays of emotion. Malaysians, however, are very relaxed and easy going and tend to want to make anyone they are doing business with feel welcome.

Final decisions may take a while to make as Malaysia has a hierarchical society so issues may need to be discussed at all levels, although the final decision will be made by senior management. Decisions may be made over drinks, lunch or dinner. Discussions may not always regard business but may occur in order to deepen relationships.

[Source – DIT]

■ Hierarchy

Malaysian society is built around a hierarchy, with family being the centre of the social structure. Parents and elders are at the top, with children taught from an early age to respect those above them in the hierarchy. In order for your Malaysian counterparts to decide where you fit within this hierarchical system they will ask you a number of

personal questions. Be aware that this is not intended to be rude.

Teamwork and collaboration are encouraged, and each member of the organisation is valued, despite the hierarchy.

[Source – DIT]

■ Titles

It is common for Malaysians not to have surnames, usually they will use their father's names added to their first name with the term 'bin' meaning 'son of'. Women will also do this but instead use the word 'Binti' meaning 'daughter of'. If they do not appear to have a surname or a family name, you may use their title along with their first name. This may also be done when doing business with Indians who do not appear to have a surname.

Your Chinese counterparts will usually have a surname, therefore it is essential you use their academic, professional or honorific title before their surname when addressing them.

Never use first names unless you have been invited to do so, as this can appear rude.

[Source – DIT]

■ Attire

When conducting business in Malaysia, make sure you dress formally. Men should wear a suit, including suit trousers, a long sleeve shirt and a tie. Due to the temperature, a jacket may be unnecessary.

For women, they should wear a skirt or trousers with a long sleeve blouse, or a dress that covers the shoulders and falls past the knees.

Make sure your clothes are not revealing as this is seen as inappropriate. It may be necessary for a woman to cover her whole body, or cover her head with a headscarf.

[Source – DIT]



> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

> Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar

> For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style.

After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

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MALAYSIA

Most of the major companies in Malaysia are Government Linked Companies (GLCs). GLCs are companies in which the government maintains equity holdings. These companies are usually preferred for implementing government projects, albeit with foreign partners. ►



WHAT ARE THE CHALLENGES?



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Talk to us about navigating Malaysia's business terrain.

Contact Aneesha Veriah, Director – aneesha@rabinco.com.my // www.rabinco.com.my



What are the challenges?

■ Challenges when doing business with Malaysia

Challenges that UK businesses face when doing business with Malaysia include:

- public procurement processes are not transparent
- in the Transparency Corruption Perceptions Index, Malaysia is ranked in the top third
- the country has a weak competitive environment, such as policies that favour Bumiputera, the indigenous Malaysians
- a large number of highly skilled Malaysians work overseas

[Source – DIT: Doing business in Malaysia: Malaysia trade and export guide]

Intellectual Property (IP)

In the global economy, Intellectual Property Rights (IPR) as intangible assets are key in securing your business' competitiveness. IPR can protect your product/service from competitors, as well as being an important source of gaining capital, such as through licencing deals and selling Intellectual Property (IP).

Make sure you take the necessary steps to protect your IP in the UK and abroad as IP infringement can lead to loss of business, competitiveness, revenue and reputation.

In order to defend and enforce your rights in Malaysia, make sure you register as soon as possible before you begin exporting into the

country. IP Rights are territorial; therefore if you are registered in the UK or in any other country, you are not automatically registered under another country's jurisdiction. You must register within the country you are exporting to in order for your rights to become enforceable.

In Malaysia, Intellectual Property protection comprises patents, trademarks, industrial design, copyrights, geographical indications and layout design of integrated circuits.

Malaysia is a member of the World Intellectual Property Organization (WIPO) and a signatory to the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) signed under the auspices of the World Trade Organization (WTO).

It is a signatory to a number of international Intellectual Property (IP) treaties administered by the WIPO, including:

- the Paris Convention - protection of industrial property: <https://www.wipo.int/treaties/en/ip/paris/>
- the Berne Convention - relating to the protection of copyright: https://www.wipo.int/treaties/en/text.jsp?file_id=283698
- the Patent Cooperation Treaty (PCT) provides for a common patent filing system: <https://www.wipo.int/pct/en/texts/articles/atoc.html>

There can be problems with the enforcement of protection for local and foreign investors in Malaysia; however, protection is usually adequate and the country's Intellectual Property laws conform to international standards.

All of the WIPO's references to Malaysia can be found on their website: <https://www.wipo.int/tools/en/gsearch.html?cx=016458537594905406506%3Ahmturfwwzzq&cof=FORID%3A11&q=Malaysia#gsc.tab=0&gsc.q=Malaysia&gsc.page=1>.

Malaysia plays a part within the ASEAN Patent Examination Co-operation (ASPEC). Nine of the ASEAN Member States (AMS) participate in ASPEC, a regional patent work-sharing programme. ASPEC's purpose is to allow applicants in participating countries to obtain patents quickly and efficiently through sharing search and examination results between participating offices. The programme operates in English and its services are free of charge.

In Malaysia there is no customs record system. You cannot register IP with customs for detaining counterfeit goods.

The correct person within the Malaysian authorities that will deal with IP may be difficult to reach, therefore it is advised that you use a reputable lawyer to assist you when registering your IP rights.

When planning to enter the Malaysian market, make sure early on in your planning you have taken the time to learn more about the IP issues that are relevant to your business' specific industry sector and consider defensive measures.

The UK Intellectual Property Office has an IP attaché based in Singapore, with specific focus on providing support and advice to UK companies in Malaysia.

Further information can be found at:

- the Intellectual Property Office - the UK

Government's agency that provides free and impartial advice on protecting and registering your IP in the UK and abroad: <https://www.gov.uk/government/organisations/intellectual-property-office>

- ASEAN IPR SME Helpdesk - a project funded by DG Enterprise and Industry of the European Commission to provide free information and training for European SMEs in the ASEAN region: <http://www.iprhelpdesk.eu/>
- the Intellectual Property Corporation of Malaysia (MYIPO): <http://www.myipo.gov.my/en/home/>

[Source – DIT Overseas Business Risk: Malaysia]

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world.

In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

The former ruling coalition, the Barisan Nasional (BN), and in particular the largest component party, United Malays National Organisation (UMNO), are regularly confronted by charges of corruption from the opposition. There have been allegations made including those involving the use of 'money politics' to secure positions within the parties. Allegations have also been made relating to the

distribution of government contracts to acquaintances (cronies) and political allies.

Most of the major companies in Malaysia are Government Linked Companies (GLCs). GLCs are companies in which the government maintains equity holdings. These companies are usually preferred for implementing government projects, albeit with foreign partners. Some quarters have accused the government of creating anti-competitiveness and allegations have been made suggesting that revenue has been used to fund political activities.

On 1st January 2009, the Malaysian Anti-Corruption Commission (MACC) was formed, replacing the previous Anti-Corruption Agency. MACC was modelled on Hong Kong's Independent Commission Against Corruption. Since the Commission was formed, a number of high profile investigations have been launched.

In Transparency International's latest 2019 Corruption Perceptions Index (announced January 2020), Malaysia is ranked 51st out of 180 countries (the UK ranks 12th): <https://www.transparency.org/en/countries/malaysia>.

Malaysia is also a signatory to the following agreements:

- the UN Convention against Corruption: <http://www.unodc.org/unodc/en/treaties/CAC/index.html>
- the UN Convention against Transnational Organized Crime: <http://www.unodc.org/unodc/en/organized-crime/intro/UNTOC.html>
- the ABD-OECD Plan for Asia-Pacific: <http://www.oecd.org/site/adboecdanti-corruptioninitiative/>

For further information, advice and guidance regarding corruption in Malaysia, as well as basic effective procedures you can establish to protect your company, see the Business Anti-Corruption portal page at: <https://www.ganintegrity.com/portal/country-profiles/malaysia/>.

Also see the UK Government's bribery and corruption page at: <https://www.gov.uk/anti-bribery-policy> for further information.

[Source – DIT Overseas Business Risk: Malaysia]

Protective security advice

The Centre for the Protection of National Infrastructure (CPNI) provides protective security advice to businesses: <https://www.cpni.gov.uk/>.

For further advice, see the UK Government's safety and security advice for Malaysia at: <https://www.gov.uk/foreign-travel-advice/malaysia/safety-and-security>.

[Source – DIT Overseas Business Risk: Malaysia]

Organised crime

The smuggling of cigarettes in shipping containers from Malaysia's commercial ports is one of the biggest threats to the UK. Domestic cigarette smuggling has an enormous effect on Malaysia as the market penetration of illicit brands has reached around 40%. The UK and Malaysia have recently ratified a Mutual Legal Assistance Treaty in order to effectively gather evidence when investigating criminal matters. This international co-operation has been positive when resolving criminal issues.

Indigenous crime syndicates tend to be small in size in comparison to transnational crime networks that are actively dealing in counterfeiting goods and credit cards, human



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trafficking, prostitution and smuggling illegal contraband.

In the Strait of Malacca, piracy has almost been completely eradicated due to the formation of the Malaysian Maritime Enforcement Agency in 2004, although small scale activities do still occur, mainly off the coast of Sabah.

There is evidence to show that human trafficking into and out of the country is increasing. This is occurring mainly from Philippines into Sabah. Many of these illegal immigrants end up working as indentured labour or prostitutes. Previous State Department's Trafficking in Persons Reports have placed Malaysia in Tier 3 due to its failure to tackle underlying issues and treatment of those that are victims.

Border security has been tightened and biometric controls have been put into place at entry points. Army patrols have also been deployed to watch the borders. The country's maritime borders have been reinforced through improvements in the numbers of personnel and the assets of the Malaysian Maritime Enforcement Agency (MMEA).

In order to address the country's increase in transnational crime, the Malaysian Government is working towards improving its physical and technological capabilities. Over the past few years, the number of police on the streets has increased rapidly. Reported criminal incidences have also fallen, this decrease has been in line with the key performance indicators set by the Prime Minister. In 2011, the Malaysian Government signed a Memorandum of Understanding on Transnational Crime with the UK and is reaching out to other nations to encourage them to also tackle trans-border crime.

Cybersecurity is also a key issue for the Malaysian Government.

For further information see the UK Government's organised crime page at: <https://www.gov.uk/guidance/crime-and-fraud-prevention-for-businesses-in-international-trade>.

[Source – DIT Overseas Business Risk: Malaysia]





MALAYSIA

Malaysia is one of the founding members of the Association of Southeast Asian Nations (ASEAN), which was established in 1967. By 2030, it is predicted that Malaysia will become the fourth-largest single market. ►





INSTITUTE OF EXPORT

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What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved? It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

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Level 3	Certificate of International Trade Level 3 Customs Practitioner Award Certificate in Customs Legislation and Procedures (Delivered by KGH Customs) Certificate in Customs Duty Calculation (Delivered by KGH Customs)
Level 4	Diploma in International Trade Customs Practitioner Award
Level 5	Diploma in International Trade Diploma in World Customs Compliance and Regulations Foundation Degree jointly delivered with the University of Plymouth
Level 7	MSc International Trade, Strategy and Operations with Warwick University

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- Award in International Transport and Documentation
- International Marketing Specialist
- Finance of International Trade Specialist
- Selling Services, Software and Skills Overseas

Apprenticeships

Working in conjunction with employers and Universities, the Institute has access to qualifications which are available now and funded through the apprenticeship levy, these apply for professional and degree qualifications, including Bachelors and Masters Degrees.

- International Freight Forwarding Specialist Apprenticeship (Level 3)
- Chartered Manager Degree Apprenticeship (BSc Professional Management Practice) with the University of Plymouth
- Supply Chain Leadership Degree Apprenticeship (BSc Professional Practice in Supply Chain Leadership) with CP Training Services

Using our 4 Pillars of Learning, the IOE&IT qualifications offer students the opportunity to apply their learning to their current employer, or a business that they know well:

Learning Pillar 1:

World Business Environment

Learning Pillar 2:

Market Research & marketing / selling in a different culture

Learning Pillar 3:

Finance of international trade, getting paid and how foreign exchange works

Learning Pillar 4:

Compliance, regulations and logistics
OR Selling services overseas

As part of IOE&IT qualifications, students will plan, research and implement a work-based project that will act as a useful strategic management tool in each of the main topics they study. Each paper will produce a useful piece of work based on the company's own product or offering which allows the student to gain new knowledge to be useful in the business. This style of work-based projects ensures that all study is relevant to the student's business context. Working on these projects using the organisation's structure provides excellent opportunities for the student to apply theoretical ideas in real world contexts.

The employee will essentially become a practitioner-researcher to undertake each project, producing pieces of work with the potential to yield tangible benefits for the sponsor business – a benefit for both the student who qualifies and the employer who has a set of reports specifically about exporting and their own business.

*International Trade Logistic Operations is delivered through our approved centres



The Queen's Awards for Enterprise

The Queen's Awards for Enterprise are the most prestigious awards for UK businesses and is a globally recognised royal seal of approval for UK companies.

Since the Award's inception in 1965 more than 7,000 companies have won a Queen's Award. The Awards are a great way to promote business excellence and growth, whilst recognising the outstanding achievements of UK businesses. There are four categories to which a business can apply;

- **Innovation**
- **Sustainable Development**
- **International Trade**
- **Promoting Opportunity (through social mobility)**

Businesses can apply for one or multiple categories if they wish. Many businesses who win the Award(s) will reapply the following year for a different Award category.

The Queen's Awards for Enterprise is a self-nominating process and is open to almost all businesses across the UK, of all sizes and in every sector. It is free to enter and applying is a straightforward online process.

What are the benefits of winning an Award?

Winning businesses are invited to a Royal reception at Buckingham Palace. They are also presented with the Award and a commemorative trophy at their company by one of The Queen's representatives, a Lord-Lieutenant.

Winners are also permitted to fly The Queen's Awards flag at their main office and use the esteemed Queen's Awards for Enterprise emblem on products and stationery for the next five years.

Feedback from previous winners suggests that winning a Queen's Award for Enterprise can benefit businesses with;

- excellent marketing opportunities and press coverage
- worldwide recognition as an outstanding British company
- increased turnover and international trade
- a boost to staff morale and to partners and stakeholders
- increase in International Trade and access to new markets





Who can apply for a Queen's Award for Enterprise?

There are a few eligibility criteria applicable to all;

- be based in the UK (including the Channel Islands and the IoM);
- file its Company Tax Returns with HM Revenue and Customs (HMRC);
- be a self-contained enterprise that markets its own products or services and is under its own management;
- have at least 2 full-time UK employees or part-time equivalents; and
- demonstrate strong corporate social responsibility (assesses the impact of the business on the environment and society; and strong relations with employees and customers)

Your organisation can be business or non-profit.

Individual award category criteria can be found, in full, on the Queen's Awards for Enterprise pages on www.gov.uk

Three easy steps to apply

- 1) Check the eligibility of your company online.
- 2) Register your interest on our website and apply between May and September.
- 3) If shortlisted, verify your audited financial figures.

This is a highly commendable application which is personally approved by the Prime Minister and Her Majesty the Queen.

The winners are announced to the national and regional press on Her Majesty The Queen's birthday.

Contact us

The Queen's Awards team are here to help. Contact us via email on queensawards@beis.gov.uk or on our social media:

Twitter <https://twitter.com/TheQueensAwards>

LinkedIn <https://www.linkedin.com/company/14003233>

For further information, our blog includes tips on how to develop a successful application, along with inspirational case studies from our winners <https://queensawards.blog.gov.uk/>





British High Commission Kuala Lumpur

The British High Commission Kuala Lumpur maintains and develops relations between the UK and Malaysia.

They represent the British Government in its relations with the Malaysian Government and present British policies to the Malaysian Government and to Malaysians. They report and explain Malaysian policies to the British Government and support British interests as well as co-ordinating the political, economic, environmental and commercial activities of the British Government.

With nearly 16,000 Britons living in Malaysia and over 401,000 visiting every year, the British High Commission Kuala Lumpur supports British nationals if they need assistance.

Find out more on their UK and Malaysia news page, here: <https://www.gov.uk/world/malaysia/news>. They provide services to British nationals living in and visiting Malaysia. You can access UK Government services while in Malaysia, here: <https://www.gov.uk/world/malaysia>.

Urgent assistance

If you are in Malaysia and you need urgent help (for example, you have been attacked, arrested or someone has died), call 03 2170 2200. If you are in the UK and worried about a British national in Malaysia, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document, here: <https://www.gov.uk/emergency-travel-document>, if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel.

Apply online for an emergency travel document at: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are travelling in more than three weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizenship>.

If you are not a British citizen but think you may be eligible, contact the British High Commission Kuala Lumpur at: <https://www.gov.uk/world/organisations/british-high-commission-kuala-lumpur#contact-us> to apply for an emergency travel document.

Once you have contacted them, you will be advised to make an appointment to apply for an emergency travel document at the British High Commission Kuala Lumpur, here: https://www.consular-appointments.service.gov.uk/fco/#!/british-high-commission-kuala-lumpur/issuing-an-emergency-travel-document/slot_picker.

Other consular services

Notarial and documentary services

For legal reasons, the British High Commission Kuala Lumpur cannot provide notarial services, administer oaths or take affidavits in Commonwealth countries. This includes certifying documents, administering oaths or taking affidavits. For these or other notarial acts, you should contact a local notary. A list is available on the Malaysian Bar Council website: <https://www.malaysianbar.org.my/>. A standard letter (PDF, 111KB, 1 page) is available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/821343/No_Powers_to_Certify_Documents_add_date_and_print_.pdf to confirm that the British High Commission Kuala Lumpur do not offer these services in Malaysia.

They are able to issue letters in very limited circumstances. Please refer to the notarial and documentary services guide for Malaysia at: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-malaysia> for further information.

Marriage letters

The British High Commission Kuala Lumpur can issue a marriage letter as required by the National Marriage Registration Department in Malaysia. For information on getting married in Malaysia, see the getting married abroad page at: <https://www.gov.uk/marriage-abroad>.

Contact details

British High Commission Kuala Lumpur

Level 27 Menara Binjai
2 Jalan Binjai, Kuala Lumpur
50450, Kuala Lumpur, Malaysia

Switchboard:
+6 03 2170 2200

Fax:
+6 03 2170 2370

Opening hours:
Monday to Thursday, 8.00am to 12.30pm and 1.15pm to 4.30pm
Friday: 8.00am to 12.30pm

Consular Services:
Vice Consul
Level 27 Menara Binjai
2 Jalan Binjai
Kuala Lumpur. 50450 Malaysia

Switchboard:
+6 03 2170 2200

Fax:
+6 03 2170 2390

Use our contact form for consular enquiries: <https://www.contact-embassy.service.gov.uk/?country=Malaysia&post=British%20High%20Commission%20Kuala%20Lumpur>

Defence Section
British High Commission
Level 27 Menara Binjai
2 Jalan Binjai
Kuala Lumpur, 50450 Malaysia

Email:
KualalumpurDefence@fco.gov.uk

Enquiry Point:
+6 03 2170 2200

Opening hours:
Monday to Thursday, 8.00am to 12.30pm and 1.15pm to 4.30pm
Friday: 8.00am to 12.30pm

The Institute of Export & International Trade



The Institute of Export & International Trade

Export House
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

T: +44 (0) 1733 404400
www.export.org.uk

Department for International Trade (DIT)



Department for International Trade (DIT)

If you have a specific enquiry about the market which is not addressed by the information in this guide, you may contact:

E: enquiries@trade.gov.uk
T: +44 (0)20 7215 5000

Otherwise contact DIT at the British High Commission Kuala Lumpur directly, for more information and advice on opportunities for doing business with Malaysia:

UK Department for International Trade Malaysia

British High Commission

Level 27 Menara Binjai
2 Jalan Binjai
Kuala Lumpur
50450
Malaysia

E: Trade.KualaLumpur@fco.gov.uk
T: +60 (3) 2170 2200



UK Export Finance

UK Export Finance is the UK's export credit agency. UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

As the world's first export credit agency, established in 1919, we've been innovating since day one.

- Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.
- 77% of all companies we supported were small to medium-sized businesses.
- We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

New business enquiries:

To check your eligibility for trade finance and insurance: Visit: www.great.gov.uk/get-finance

T: +44 (0) 20 7271 8010

E: customer.service@ukexportfinance.gov.uk

British Malaysian Chamber of Commerce (BMCC)



British Malaysian Chamber of Commerce

4th Floor, East Block
Wisma Golden Eagle Realty
142-B Jalan Ampang, 50450
Kuala Lumpur

Tel: +603 2163 1784
Email: info@bmcc.org.my
Website: www.bmcc.org.my

British Expertise



British Expertise

23 Grafton Street
London
W1S 4EY

T: +44 (0) 20 7824 1920
F: +44 (0) 20 7824 1929

www.britishexpertise.org

International Market Advisor



International Market Advisor

IMA Ltd
2nd Floor
32 Park Green
Macclesfield
SK11 7NA

Email: info@ima.uk.com

General enquiries switchboard
T: +44 (0) 1298 79562

www.DoingBusinessGuides.com

Media enquiries
Newsdesk & out of hours
T: +44 (0) 1298 79562

Language Services

**AST Language Services Ltd**

Unit 8, Ayr Street, Nottingham
NG7 4FX United Kingdom

T: +44 (0) 115 970 5633

F: +44 (0) 845 051 8780

E: office@astls.co.uk

www.astlanguage.com

Case Study (from a UK Malaysia Joint Venture)

**ECOWORLD LONDON DEVELOPMENT COMPANY LTD London**

25 Victoria Street
London
SW1H 0EX

T: +44 (0) 208 066 2255

E: london@ecoworldinternational.com

www.ecoworldlondon.com

Law



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Herbert Smith Freehills HSF

Business Development Executive

Q Sentral, 23A-05

Level 23A, 2A

Jalan Stesen Sentral 2

KL Sentral

50470 Kuala Lumpur

Federal Territory of Kuala Lumpur

Malaysia

T: +60 3-2777 5132

M: +6012 475 7456

<https://www.herbertsmithfreehills.com/where-we-work/kuala-lumpur>



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rates@kgwlogistics.com

www.kgwlogistics.com

Logistics


**KGW LOGISTICS (M) SDN. BHD.
(709778-V)**

D11-10-1, Block D11, Dana 1
Commercial Centre
Jalan PJU 1A/46, 47301 Petaling
Jaya, Selangor, Malaysia

T: +603 7842 8899 / +6012 781 7199
F: +603 7842 9899

E: rates@kgwlogistics.com

www.kgwlogistics.com

Chartered Accountants/Professional Business Services


Rabin & Associates

C-12-5, Level 12, Block C
Megan Avenue II
12 Jalan Yap Kwan Seng
50450 Kuala Lumpur

T: +60 (3) 2711 0080

E: enquiry@rabinco.com.my

www.rabinco.com.my

Hotel


Shangri-La Hotel (KL) Sdn Bhd

11, Jalan Sultan Ismail
50250 Kuala Lumpur

T: 03-2032 2388

E: kualalumpur@shangri-la.com

www.shangri-la.com/kualalumpur/shangrila/



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Sunway University Sdn Bhd

(200401015434 (653937-U))
No. 5, Jalan Universiti
Bandar Sunway
47500 Selangor Darul Ehsan
Malaysia

T: +6 (03) 7491 8622

E: info@sunway.edu.my

<https://university.sunway.edu.my/>

Contact form:

<https://university.sunway.edu.my/contact-us>

School



The British International School of Kuala Lumpur (BSKL)

No.1, Changkat Bukit Utama
Bandar Utama
47800 Petaling Jaya
Selangor, Malaysia

T: 03-7727 7775

E: info@britishschool.edu.my

www.britishschool.edu.my

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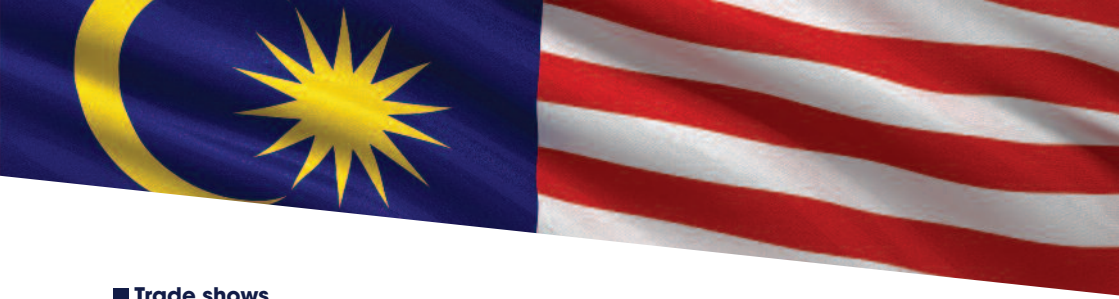
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1-2-1 ADVICE & INTERACTIVE FEATURES

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TO ATTEND**
www.goinggloballive.co.uk

Going Global runs annually every May at the ExCeL London. For the dates of the next event, please visit www.goinggloballive.co.uk



■ Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

For more information visit: <https://www.gov.uk/tradeshow-access-programme>.

IOE&IT's events:

www.export.org.uk/events/event_list.asp

10 Times

(formerly BizTradeShows.com):
<https://10times.com/malaysia>

British Expertise Events:

<https://www.britishexpertise.org/events/>

EventsEye.com online database:

www.eventseye.com

DIT online events search facility:

<https://www.events.great.gov.uk/ehome/index.php?eventId=200183029&>



Useful Links

■ Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCDO Country Profile:

<https://www.gov.uk/foreign-travel-advice/malaysia>

■ Culture & communications:

ICC – The international language association:

<http://www.icc-languages.eu/>

■ Customs & regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

■ Economic information:

The Economist:

<https://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

■ Export control:

Export Control Joint Unit:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

■ Export finance & insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (UKEF):

www.gov.uk/government/organisations/uk-export-finance

■ Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

■ Standards & technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

■ Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:
https://www.gov.uk/search/research-and-statistics?content_store_document_type=upcoming_statistics

Office for National Statistics:
<http://www.ons.gov.uk/>

■ Trade shows:

British Expertise Events:
<https://www.britishexpertise.org/events/>

EventsEye.com online database:
www.eventseye.com

DIT Events Portal:
<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>

■ Travel advice:

FCDO Travel:
www.gov.uk/browse/abroad

FCDO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

■ Healthcare abroad:

Travel Health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<https://www.nhs.uk/using-the-nhs/healthcare-abroad/>

■ International trade:

British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
www.britishexpertise.org

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT E-Exporting Programme:
<https://www.gov.uk/guidance/e-exporting>

Exporting is GREAT:
<https://www.great.gov.uk/>

Foreign, Commonwealth & Development Office (FCDO):
<https://www.gov.uk/government/organisations/foreign-commonwealth-development-office>

Heritage Foundation Index of Economic Freedom:
<https://www.heritage.org/index/ranking>

Institute of Directors (IoD):
www.iod.com

Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access Database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas Business Risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/en/rankings>

World Economic Forum Global Competitiveness Report:
<http://reports.weforum.org/global-competitiveness-report-2019/>

■ Malaysia websites:

Association of Southeast Asian Nations (ASEAN):
<https://asean.org/>

British Malaysian Chamber of Commerce (BMCC):
<https://www.bmcc.org.my/>

Companies Commission of Malaysia (SSM):
<https://www.ssm.com.my/Pages/Home.aspx>

Department of Standards Malaysia:
<http://www.jsm.gov.my/>

Education Malaysia Global Services:
<https://educationmalaysia.gov.my/>

Immigration Department of Malaysia:
<https://www.imi.gov.my/index.php/en/>

Inland Revenue Board of Malaysia:
<http://www.hasil.gov.my/index.php>

Intellectual Property Corporation of Malaysia (MYIPO):
<http://www.myipo.gov.my/en/home/>

Land Public Transport Agency:
<https://www.apad.gov.my/ms>

Malaysia Franchise Express (MyFEX):
<https://myfex.kpdnhp.gov.my/>

Malaysian Communications and Multimedia Commission:
<https://www.mcmc.gov.my/en/home>

Malaysian Investment Development Authority:
<https://www.mida.gov.my/home/>

Malaysian Maritime Enforcement Agency (MMEA):
<https://www.mmea.gov.my/eng/index.php/ms/>

Medical Device Authority of Malaysia (MDA):
<https://portal.mda.gov.my/>

MICCI Malaysian International Chamber Of Commerce & Industry:
<https://micci.com/>

Ministry of Agriculture and Agro-based Industry:
<https://www.moa.gov.my/>

Ministry of Defence:
<http://www.mod.gov.my/en/>

Ministry of Domestic Trade and Consumer Affairs:
<https://www.kpdnhp.gov.my/>

Ministry of Education:
<https://www.moe.gov.my/en/>

Ministry of Finance Malaysia:
<https://www.treasury.gov.my/index.php/en/>

Ministry of Health Malaysia:
<http://www.moh.gov.my/>

Ministry of International Trade and Industry:
<https://www.miti.gov.my/>

Ministry of Tourism, Art and Culture:
<http://www.motac.gov.my/en/>

Ministry of Transport Malaysia:
<http://www.mot.gov.my/en>

Ministry of Water, Land and Natural Resources:
<http://www.kats.gov.my/en-my/Pages/default.aspx>

PETRONAS:
<https://www.petronas.com/>

Road Transport Department Malaysia:
<http://www.mot.gov.my/en/lands/road-transport>

Royal Malaysian Customs Department:
<http://www.customs.gov.my/en>

Sabah Tourism:
<https://www.sabahtourism.com/>

The Government of Malaysia:
<https://www.malaysia.gov.my/portal/index>



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Semenanjung
Malaysia

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Kuala Lumpur

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Pontianak

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Pekanbaru

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ASIA

Gunung Kinabalu
4095

Kota Kinabalu
Bandar

Seri Begawan

Sarawak

BRUNEI

Sabah

Sri Aman



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Quick facts

- **Location:** Southeastern Asia, peninsula bordering Thailand and northern one-third of the island of Borneo, bordering Indonesia, Brunei, and the South China Sea, south of Vietnam
- **Area:** 329,847 km²
- **Population:** 32.39 million
- **Urban population:** 76%
- **Capital city:** Kuala Lumpur
- **GDP per capita:** US \$11,072.4
- **Languages:** Bahasa Malaysia (official), English, Chinese (Cantonese, Mandarin, Hokkien, Hakka, Hainan, Foochow), Tamil, Telugu, Malayalam, Panjabi, Thai
- **Religion:** Muslim (official) 61.3%, Buddhist 19.8%, Christian 9.2%, Hindu 6.3%, Confucianism, Taoism, other traditional Chinese religions 1.3%, other 0.4%, none 0.8%, unspecified 1% (2010 est.)
- **Government:** federal parliamentary constitutional monarchy
- **Legal system:** mixed legal system of English common law, Islamic (sharia) law, and customary law; judicial review of legislative acts in the Federal Court at request of supreme head of the federation
- **Currency:** Malaysian Ringgit (MYR)
- **Climate:** tropical; annual southwest (April to October) and northeast (October to February) monsoons
- **Natural resources:** tin, petroleum, timber, copper, iron ore, natural gas, bauxite
- **Natural hazards:** flooding; landslides; forest fires
- **Time difference:** UTC+8
- **Internet country code:** .my
- **National holidays:** Independence Day (or Merdeka Day), 31st August (1957) (independence of Malaya); Malaysia Day, 16th September (1963) (formation of Malaysia)
- **National symbols:** tiger, hibiscus; national colours: gold, black

[Source – FCDO Economics Unit, CIA World Factbook (May 2020)]





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