

# Welcome from Lesley Batchelor OBE, FIEEx (Grad) - Director General, Institute of Export & International Trade



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This new Doing Business in Malaysia Guide will help UK businesses prepare for working in this important market. With a 31 million-strong, multi ethnic and

multi-cultural population and continued economic growth, Malaysia provides some interesting opportunities for British products and services.

Historic ties to Britain mean that there is widespread English usage, a well-established legal system, good infrastructure and an affinity for British products. British companies are well placed to take advantage of opportunities in a number of sectors especially those to do with business services, creative industries & ICT, education & skills, financial services, transport & infrastructure and retail.

For businesses looking to expand their presence in Asia, Malaysia's strategic location can provide a cost-effective gateway to some of the most dynamic markets in the region. A member of ASEAN Malaysia is also one of the world's top locations for offshore manufacturing and service based operations.

As far as business culture is concerned owing to the multi-cultural nature of the country the precise cultural mores can depend on who you are dealing with. However in general terms there is usually respect and deference to authority based on skills rather than on position or power. Malaysian companies also attach great importance to teamwork and collaboration. Management style tends to take a holistic approach rather than being exclusively goal-driven.

Since the Malaysian market is very relationship-oriented, having a local presence or local agent can be the best first step for entering the market but whatever approach your business chooses to take, the Institute of Export & International Trade is always ready to help guide you through the ins and outs of doing business in this dynamic country.

Good luck.

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