



IHK Nord Westfalen

Business Day
Malaysia

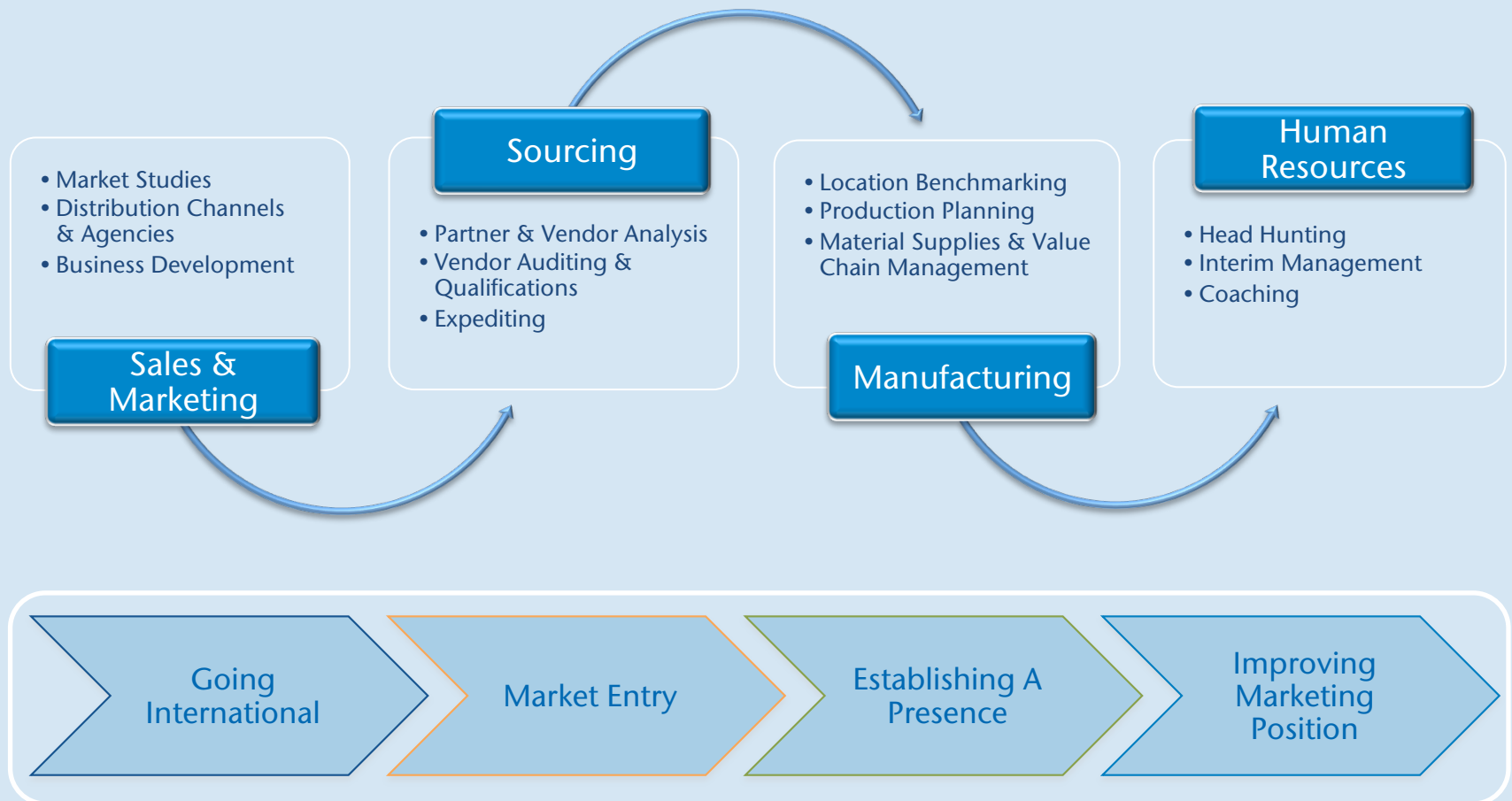
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Case Studies:

**Market Entry
Malaysia**

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GBP International: *Going International in Asia made easy*



Market development in Malaysia – a wide range of positive experience

“**Kuala Lumpur** is still a hidden jewel and it is not selling itself to well – however, once you know the place you will appreciate the value the city has to offer”

“Malaysia can serve as the ideal regional hub in Southeast Asia to develop the rest of the ASEAN markets, offering talent and a high standard of living.”

“**The competition between Kuala Lumpur and Singapore** is getting closer and KL is catching up – unless you are in finance or insurance there is no need to be in Singapore”

“Developing countries like Malaysia should have a say in changing the world financial system since we have faced the problems that it has caused in 1997”

Strong aspiration by the government to be considered a developed nation by 2020.

a) *Engineering company GmbH*: Investment in Malaysia

★ What is the best investment location in Southeast Asia?

Industry

Health Care (MRT-Systems) & Engineering

Location-related factors

Sales market, mobility, talent, price

Criteria

- Availability of skilled labour
- Business English skills
- Salary level
- Office rent
- Visa regulations
- Ease of Doing Business
- Government Efficiency
- Political & Social Framework
- etc.



a) *Engineering company GmbH*: Investment in Malaysia

Is Malaysia the ideal investment location in Southeast Asia?

GBP Services

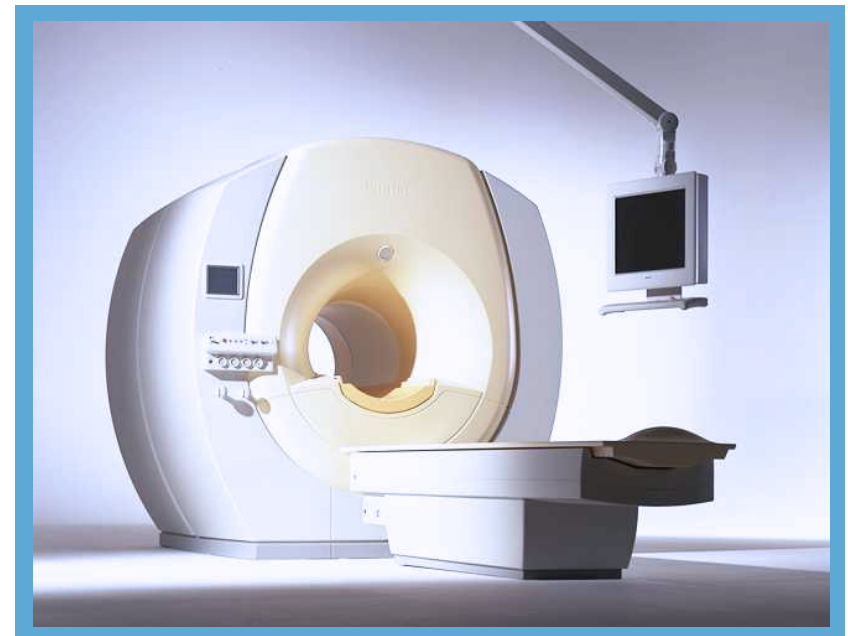
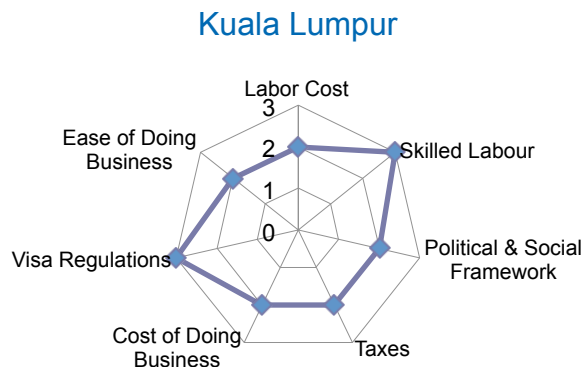
Comparative location study of 8 countries

Methodology

Data Acquisition, Primary Research, Analysis, Interviews

Results

Kuala Lumpur vs. Singapore & Hong Kong



b) *Mining-Systems AG*: Factory Setup in Malaysia

Is Malaysia the right manufacturing base?

Industry

Vehicle production for mining industry

Location-related factors

Salary level, Trade and Investment regulations

Criteria

- Comparative country study Asia
- Comparative location Study Malaysia
- Cost for employer
- Salary level
- Employment law
- Cost of living
- etc.



b) Mining-Systems AG: Factory Setup in Malaysia

What are the total costs for a factory setup in MYR, THA, VN and China?

GBP Services

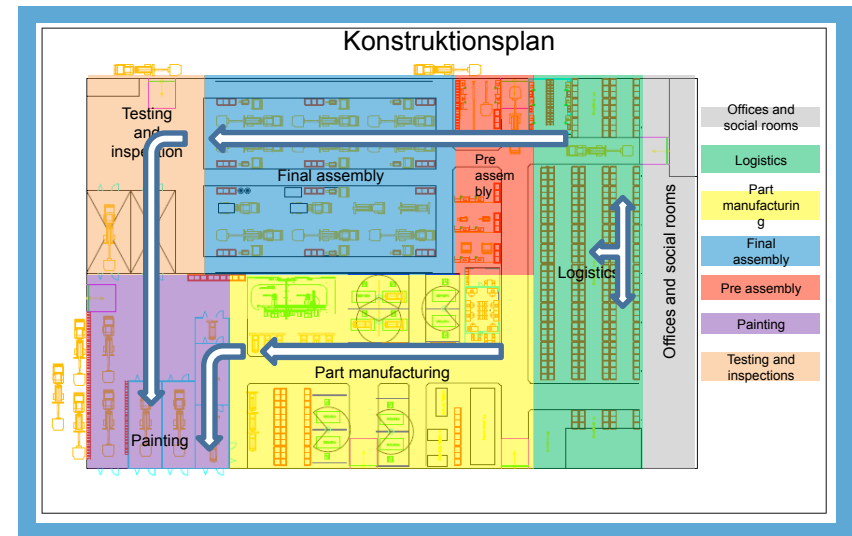
- Comparative Country Study Asia (MYR, THA, VN, China)
- Comparative location study Malaysia (Ipoh, Kulim, Selangor, Johor)
- Investitionsplan
- Head Hunting

Methodology

Data Acquisition, Primary Research, Analysis, HR

Results

Malaysia vs. Thailand. Work in progress



c) *Power Station Factory Co. KG*: Vendor Sourcing, Auditing & Business Development

Sourcing in Malaysia?

Industry

Mechanical Engineering in the Energy sector

Location-related factors

Standards, Price advantages

Criteria

- ISO, DIN



c) Power Station Factory Co. KG: Vendor Sourcing, Auditing & Business Development

Does Malaysia offer cost advantages vs. China & Vietnam?

GBP Services

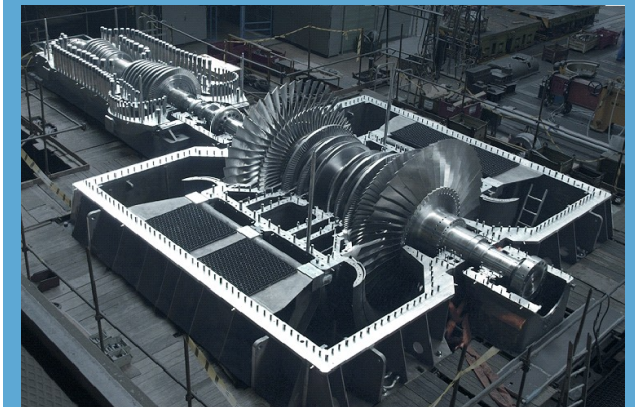
- Asia Sourcing Strategy
- Vendor sourcing
- Vendor & Quotation Evaluation
- Auditing across Asia
- Business Development in Southeast Asia

Methodology

GBP Vendor Database, Know how & know who, Audits

Results

- Successful vendor search
- Regular ad hoc audits
- Sufficient cost advantages through local auditing
- Development of new projects through local contacts



d) *Cement Plan Factory AG*: Mechanical Engineering in Malaysia

Is Malaysia a potential sales market?

Industry

Mechanical Engineering in the cement industry

Location-related factors

- Potentials in the cement industry
- Public tendering

Criteria

- Running and future public tenders
- Cooperation's, Partner search
- Marketing



d) *Cement Plan Factory AG: Mechanical Engineering in Malaysia*

Development of a local sales Agency!

GBP Services

- Market study on the cement industry in Malaysia
- Project development

Methodology

Development of distribution company

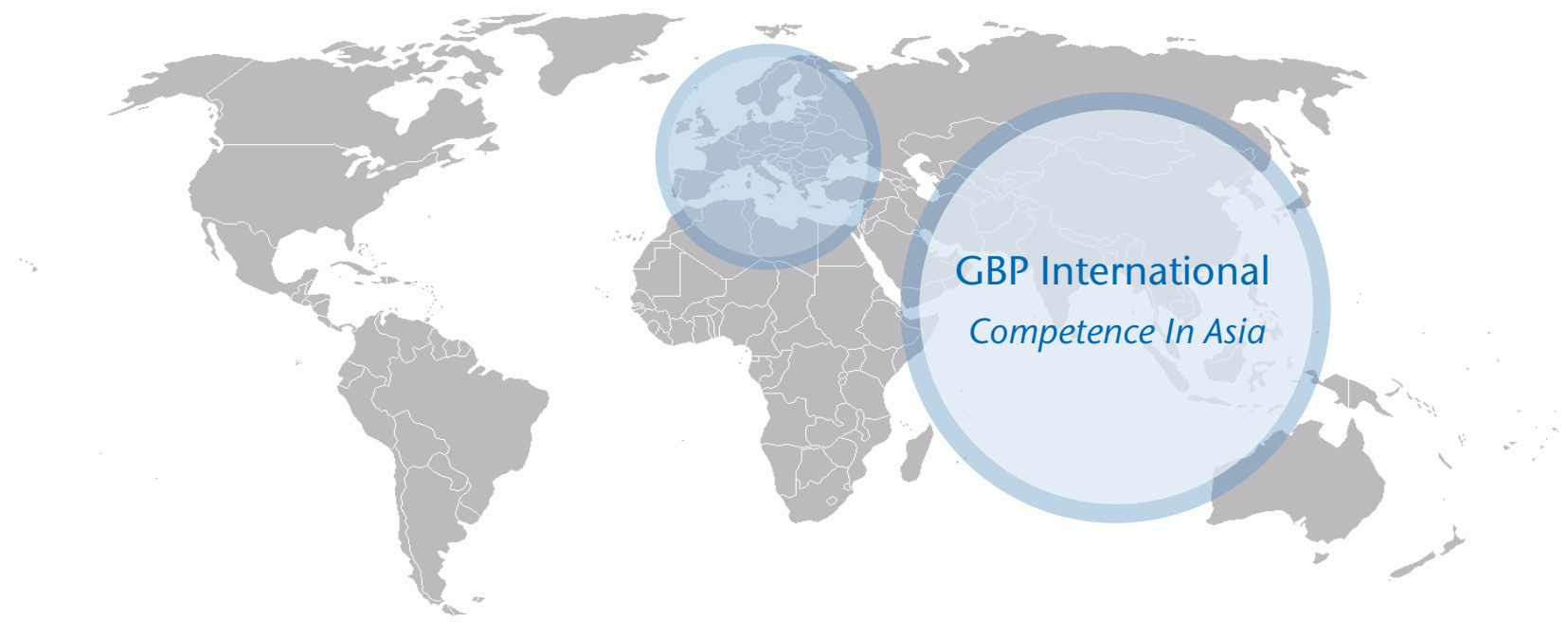
Results

- Marketing
- Local Sales Agency
- Human Resources/ Head Hunting
- Training



Thank you very much!

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