

Opportunity Malaysia



A Trade Mission by:

Opportunity Malaysia, February 25 to March 6, 2005



Opportunity Malaysia 2005 is a Trade Mission organized by the Florida District Export Council, an affiliate volunteer organization of the U.S. Department of Commerce. Opportunity Malaysia 2005 is an Enterprise Florida certified mission.



This mission is targeted to U.S. Companies looking to expand their business in southeast Asia's crossroads of trade. Known in the vernacular as "China's back door," Malaysia is a unique culture intertwined ethnically and economically with neighboring markets, making it a vital center in a region that is once again growing exponentially. For companies not effectively engaged in the region, Malaysia offers a graceful and enlightened entry point.

Mission Partner



Its strategic position also affords Malaysia access within 5 hours flight to 60% of the world's population. As a comparison, flying 5 hours out of any Florida city accesses only 5% of the world's population. Malaysia's unique diverse heritage informs its affinity as well with other Muslim markets in the Middle East, adding to its strategic importance in trading circles. Malaysia's deep religious and cultural ties join with a stable government and economic structure that is well suited for further navigation of the region in concert with Malaysian partners. Not well known or understood for its subtle but substantial influence, Malaysia as a market is better perceived as a portal to many other destinations throughout the Hemisphere.

Title Sponsor



Bilateral trade between the U.S. and Malaysia is strong. The U.S. has been the largest foreign investor in Malaysia, with significant presence in many industries. Best prospects for U.S. businesses are:

Gold Sponsors



- Energy, Oil & Gas
- Healthcare/Biotechnology
- Aviation/Aerospace
- Education
- Environment/Renewable Energy
- Telecommunications/Information Technology
- Franchising



Participants of this mission will be matched with Malaysian firms who have the highest potential for meeting the objectives of the participants. The U.S. Commercial Service team in Florida and in Malaysia is working together with other public and private partners to ensure a well planned and highly effective itinerary. To learn whether your firm has potential to unlock new sales opportunities on this mission, visit: <http://www.malysiamission.com>.

Opportunity Malaysia will take place on February 25, 2005 through March 6, 2005. Prospective participants will be screened by the US Commercial Service staff at the US Embassy in Kuala Lumpur and accepted once product or service fit is established.

Silver Sponsor



All registered participants will fly to the capital city of Kuala Lumpur, Malaysia. During the mission, there will be interactive sessions and matchmaking. A Gold Key service is available to all companies who request private sessions with pre-screened Malaysian business partners. This service has a reputation of providing immediate results.

However, the Gold Key package is an extra feature, not included in the basic registration fee. The Gold Key Service fee is \$600 for the first two days. This service will provide you with in depth market research for your industry and arrangement of meetings with 4-6 best-qualified partners to help you sell your products in Malaysia.

After the appointments, the commercial specialists will conduct post-meeting debriefings to discuss the results of your meetings and to help you develop appropriate follow-up strategies.

The cost of the Mission depends on the package you choose.

Flight options are separated into three packages:

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|----------------------------|-------------------------|-------------------|----------------------------------|
| ▪ Flight Package 1: | (Coach Class) | \$1,139.00 | <u>Inc all taxes and charges</u> |
| ▪ Flight Package 2: | (Business Class) | \$3,926.00 | <u>Inc all taxes and charges</u> |
| ▪ Flight Package 3: | (First Class) | \$6,240.00 | <u>Inc all taxes and charges</u> |

For deposit, refund and cancellation information, please visit: <http://www.malysiamission.com>.

The Sheraton Imperial, a five star hotel, will be the mission headquarters in Kuala Lumpur. In Penang, a second mission destination, the headquarters will be at the Equatorial Hotel. The third stop of the mission will be Sungei Petani in the State of Kedah. There, the mission will be headquartered at the Park Avenue Hotel. For a detailed itinerary, please visit our website. This complete hotel package is \$670.00.

A full itinerary of events is now assembling and will be published and updated on the mission website. Following is a brief descriptive overview of what to expect in the mission package.

Fort Lauderdale: February 25, 2005.

We will leave early evening for Kuala Lumpur (KL) via Los Angeles (LA). Crossing the Date Line, we will lose a day on the way there. Saturday February 26 will be missing in our lives forever. We arrive in K L on Feb 27, 2005 at noon. The rest of the day will be free for all.

Kuala Lumpur (KL): February 28 to March 1, 2005. (Two Days!)

All meetings, receptions and one-on-one appointments will be set-up in coordination with the US Commercial Service in KL.

Penang: March 2, 2005.

We will take a short flight to Penang. Here we will have one-on-one matchmaking appointments and in the evening a reception hosted by the State Organization.

Kulim: March 3, 2005.

In the morning, we will check out of the hotel in Penang and leave for Kulim. Kulim is in the Kedah Province. This is about 45 minutes from Penang. We will spend the day there. A lunch reception will be hosted there by the City of Penang. After lunch, we will have one on one matchmaking appointments. At the end of the Day we will be taken to Penang Airport and will fly back to Kuala Lumpur.

KL: March 4, 2005.

This day will be free for all with the exception of Friday evening where a final dinner will be arranged for us by our primary host.

KL: March 5, 2005.

This will be a day to look at KL and the surrounding areas and experience the awesome shopping and culture of Malaysia. A day trip will be organized for those who elect.

KL March 6, 2005.

We will fly back to Fort Lauderdale. On this flight, you will gain a day again crossing the date line, arriving in Fort Lauderdale very early on time for the office on Monday morning the 7th of March, 2005

We look forward to your participation in Opportunity Malaysia. To learn more about the mission or to register, please, once again, visit our website: <http://www.malysiamission.com>.