

Supporting a dynamic
business environment

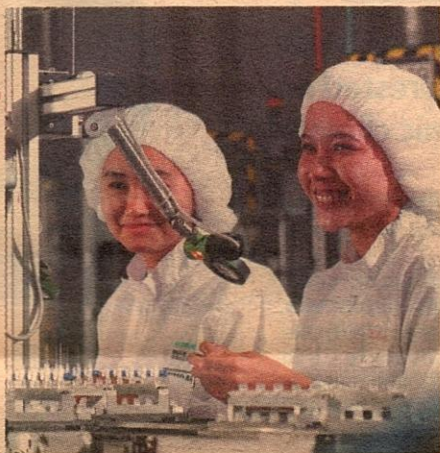
FOR local businesses to grow and contribute towards a vibrant economic environment, the government has in place a support structure that helps create a dynamic business environment.

Legislation, licensing and permits, financing and grant schemes, promotions and marketing, courses and training, investment opportunities and research and development are some of the areas that the government continues to address in its endeavour to cultivate entrepreneurial skills and boost local businesses.

Government authorities such as the Malaysian Entrepreneurship Development Centre, SME Corporation, Multimedia Development Corporation (MDeC) have outlined various measures towards creating a more conducive business environment in the country.

Another agency, the Malaysian Industrial Development Authority (MIDA) takes on a pivotal role in helping investors — foreign and local — in the manufacturing and services sector. The authority provides a helping hand to local companies by identifying markets and investment opportunities abroad.

Through the national trade promotion agency, Malaysia External Trade



Development Corporation (MATRADE), the government promotes Malaysia's enterprises to the world. The agency formulates marketing strategies and trade promotion activities to support Malaysia's export and position the country as a globally competitive trading nation.

Funds are also made available through financial institutions including Bank Negara, Bank Simpanan Nasional, Agrobank Malaysia, SME Bank, Credit Guarantee Corporation Malaysia Berhad,

and Export-Import Bank Malaysia Berhad (EXIM Bank).

In the area of human resources development various facilities for training and re-skilling employees have been made available. The Ministry of Human Resource's Industrial Training Institutes, for example, offer apprenticeship courses in the mechanical, electrical, building and printing trades. The ministry also operates the Centre for Instructors and Advanced Skills Training, the Japan-Malaysia Technical Institute (JMTI) and Advanced Technology Centres.

For the development of Bumiputera workforce, MARA manages skills training institutes. Among them are the German-Malaysian Institute, British Malaysian Institute and Malaysia France Institute.

To trigger more innovations from local businesses, the Malaysian Intellectual Property Corporation (MIPC) provides services in administering, supervising and handling the management of intellectual property. The agency promotes the registration of business inventions and creations in order for intellectual property to be protected by law.

THROUGH THE NATIONAL TRADE PROMOTION AGENCY, MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE), THE GOVERNMENT PROMOTES MALAYSIA'S ENTERPRISES TO THE WORLD. THE AGENCY FORMULATES MARKETING STRATEGIES AND TRADE PROMOTION ACTIVITIES TO SUPPORT MALAYSIA'S EXPORT AND POSITION THE COUNTRY AS A GLOBALLY COMPETITIVE TRADING NATION.

