

# Malaysia: Gateway to Trade in ASEAN Nations

The Ireland Malaysia Association, established in May 2011, supports bi-lateral relations between the two countries and strives to help its members to meet their objectives through a formal trade networking forum, says Vincent Teo of Crowleys DFK, Vice Chairman of this progressive association.



Vincent Teo

## LAST YEAR THE IMA WAS THE NUMBER ONE PLATFORM FOR COMPANIES PLANNING TO TRADE WITH MALAYSIA.

The association is also involved with the Asia Pacific Ireland Business Forum, a one-day event that was held in Kuala Lumpur last year. This year sees the event grow to a two-day event, which will be organised in conjunction with the Malaysia Irish Business

Network and Enterprise Ireland, and it will coincide with the highly successful Asian Gaelic Games in Kuala Lumpur. The dates for the forum are 10th – 11th October and it is a 'must attend' event for any company seeking to do business with any member of the 15-nation ASEAN group.

The IMA is also planning a number of events in Dublin: in April a current business forum, in June a trade-specific event, and also a Gala Dinner. In September an event focussing on the aviation industry to coincide with Malaysia National Day is also being planned. For further details, see [www.irelandmalaysia.com](http://www.irelandmalaysia.com).

Membership of the IMA is open to private enterprise, public and semi-State organisations, individual professionals and students, and has the following as Patron Sponsors: the Malaysia Embassy in Dublin, the Irish Embassy in Kuala Lumpur, Enterprise Ireland, IDA, Crowleys DFK, and Etihad Airways.

## Etihad Airways

Etihad told Irish Travel Trade News: "Etihad Airways is delighted to partner with the Ireland Malaysia Association and to work together in developing trade and business markets between our two countries.

"Etihad Airways connects air travellers daily

between Ireland and Malaysia, via Abu Dhabi. We look forward to creating and enhancing links with Irish business people looking to network and exchange ideas around exports, education and culture in Malaysia."

## Visit Malaysia Year 2014

Tourism Malaysia announced at ATF-Travex 2013 in Vientiane, capital of Laos PDR, that 2014 will be designated 'Visit Malaysia Year', with the objective of moving from mass tourism to the high-end market. Tourism was the country's third largest foreign currency earner in 2011. The goal is to attract 28 million international tourists in 2014, two million more than the 2013 target.

Malaysia will also host the 33rd ATF in Kuching next year.

A full events calendar for 2014 is being planned, while the existing Malaysian Show Festival, Fabulous Food 1Malaysia and Colours of 1Malaysia will be enhanced to attract international participation.

The highly successful Asian Gaelic Games, which were staged in Kuala Lumpur last November, will take place in the Malaysian capital again this year.

Kuala Lumpur has also been nominated as the fourth best shopping city in the world, after New York, Tokyo and London.

Malaysia runs three amazing sale seasons each year: the Malaysia Grand Prix sale from March to April, the Malaysia Mega Sale Carnival from July to August, and the Malaysia Year Sale from November to January.

Air France will begin a new Paris-CDG – Kuala Lumpur service, thrice service on 247-seat B777-200 aircraft from the 22nd April 2013. In the longer term, this multi-cultural nation plans to attract 36 million visitors in the year 2020.

Further information is available from Isabel Oliveira, Tourism Malaysia – Dublin, email: [isabel@tourism-malaysiadublin.com](mailto:isabel@tourism-malaysiadublin.com), phone: 01 237 6243.

"The highly successful Asian Gaelic Games, which were staged in Kuala Lumpur last November, will take place in the Malaysian capital again this year."