

MARKET VISIT SUPPORT WEST MIDLANDS PROGRAMME

**WEST MIDLANDS COMPANIES ARE INVITED TO JOIN A 'TWO
CENTRE' VISIT TO
KUALA LUMPUR AND/ OR JAKARTA***

***Companies can join the whole of the delegation or simply visit Kuala Lumpur or
Jakarta**

09th October 2010 to 17th October 2010

Closing Date for applications: 17 September 2010

The visit is being organised by Staffordshire's International Trade Team, and is timed to coincide with the BES Asia Education Show taking place in Kuala Lumpur www.bes-asia.com Additionally Staffordshire's UKTI Team has commissioned an Education Sector report for each country – available when registering with www.ukseal.com

A pre-visit briefing by UKTI Staff and representatives from Malaysia and/ or Indonesia will be held at The North Staffordshire Chamber of Commerce during September.

Benefits of the Visit

- *Pre-visit and in market briefing by UKTI staff*
- *British High Commission hosted reception(s)*
- *Excellent networking opportunities through the support of the British Embassy and participation in a West Midlands UK Trade & Investment market visit*
- *New contacts and shared intelligence within the market visit group*

Malaysia - Introduction

UK commercial ties with Malaysia are strong. Close historical and educational links, a familiar commercial and legal framework and the widespread use of English are all conducive to a vibrant business relationship. UK exports in goods to Malaysia in 2008 were valued at £1.14 billion, placing Malaysia as the UK's second largest export market in South East Asia, after Singapore. UK exports in services to Malaysia in 2007 (the last year for which full figures are known) totalled £443 million. The UK is also one of the largest investors in Malaysia, investing over £20bn in the past 30 years.

Opportunities in Malaysia

Malaysia is one of the fastest growing economies in the region. GDP growth in 2007 was a healthy 6.3%, although this dropped to 4.6% in 2008 as the global economic downturn began to bite. Current estimates for 2009 put the growth figures at between -1% and +1%. Per capita income is estimated to reach US\$13,300 in Purchasing Power Parity terms in 2009. Opportunities exist for UK companies in various sectors, including:

- Oil & Gas
- Education and Training
- Information & Communication Technology
- Agriculture
- Environment
- Power
- Water
- Aerospace
- Construction
- Healthcare & Media

Indonesia - Introduction

Trade relations between the UK and Indonesia are healthy. UK exports to Indonesia totalled £ 350 million in 2009 (£ 391 million in 2008). According to official Indonesian Statistics, the UK is a leading investor in Indonesia with Foreign Direct Investment Planning Approvals worth US\$ 119.9 million in January 2009.

Opportunities in Indonesia

Opportunities for trade should be viewed as medium to long-term. UK Trade & Investment has identified four sectors that offer particularly good opportunities : Environment, Ports, Advanced Engineering and Power. Opportunities also exist in other sectors including Oil and Gas, Financial Services, ICT, Retail, Healthcare, Agribusiness and Infrastructure.

Imports to the UK from Indonesia were worth £ 1,144 million in 2008. Indonesia's main exports to the UK include textile products, clothing & accessories (including shoes) and wood products. Total imports in 2009 were £ 1,166 million.

Eligibility

Small and medium sized West Midlands businesses, who are actively seeking to engage overseas partners and/ or win business in markets outside the UK.

Interested companies should contact the principal organiser shown below or their local International Trade Advisor (ITA). Participants are strongly urged to use the services of UKTI's commercial sections based in the Kuala Lumpur and Indonesia British High Commissions, this will enable companies to develop specific research and contact making ahead of the visit. Please contact the organiser of this visit asap if you require bespoke Market Research.

Package price: GBP1862 per person (price correct at time of drafting)
Price includes flights, taxes, accommodation & breakfast daily

A limited number of grants will be available to eligible companies – please contact either Robert Lawley or your local International Trade Adviser

Proposed Travel Plan

09 OCT BIRMINGHAM-AMSTERDAM KL1430 16:45 / 18:55
09 OCT AMSTERDAM-KUALA LUMPUR KL809 20:55 / 15:00 (arrive 10 OCT)
13 OCT KUALA LUMPUR-JAKARTA KL809 16:20 / 17:15
16 OCT JAKARTA-AMSTERDAM KL1421 06:50 / 05:55 (arrive 17 OCT)
17 OCT AMSTERDAM-BIRMINGHAM KL1421 06:50 / 07:05 Automechanika is

Proposed Accommodation

Kuala Lumpur –

In 10th October out 13th October - 3 nights
Traders Kuala Lumpur [Traders Hotel - Kuala Lumpur](#)
Club Cityview including breakfast daily & club privileges

Jakarta –

In 13th October out 16th October - 3 nights
Mandarin Oriental [Mandarin Oriental - Jakarta](#)
Superior Room including breakfast

Programme & Meetings

The programme will be sufficiently flexible for participants to arrange their own meetings, however briefings by High Commission staff will be mandatory for all participants.

How to Apply:

For further information on this market visit please contact:

Robert Lawley
International Trade Adviser
UK Trade & Investment
North Staffordshire Chamber of Commerce
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Festival Park
Stoke-on-Trent
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