

**SPEECH BY  
THE HONOURABLE DATO' SERI ABDULLAH BIN HAJI AHMAD BADAWI  
AT THE OFFICIAL OPENING OF THE EXHIBITION "SHOWCASE MALAYSIA IN  
CHINA" AT BEIJING, CHINA  
28 MAY 2004**

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EXCELLENCIES, LADIES AND GENTLEMEN,

LET ME FIRST WELCOME ALL OF YOU AND THANK EVERYONE FOR YOUR PRESENCE AT THE OFFICIAL OPENING OF THIS "SHOWCASE MALAYSIA IN CHINA" EXHIBITION. I AM EXTREMELY PLEASED TO BE GIVEN THE OPPORTUNITY TO PARTICIPATE IN THIS EVENT AS PART OF THE PROGRAMME OF MY OFFICIAL VISIT TO CHINA.

2. THIS EXHIBITION DEMONSTRATES MALAYSIA'S RECOGNITION OF CHINA AS A VERY IMPORTANT MARKET PLACE AND SHOWCASES MALAYSIA'S READINESS AND CAPABILITY OF DOING BUSINESS WITH THIS GREAT COUNTRY.

3. THIS READINESS AND CAPABILITY CAN BE SUPPORTED BY THE FACTS AND ATTESTED BY THE RAPID EXPANSION OF BILATERAL TRADE BETWEEN THE TWO COUNTRIES. LAST YEAR FOR EXAMPLE, MALAYSIA'S TRADE WITH CHINA EXPANDED BY A SIGNIFICANT 23.7 PER CENT TO REACH A TOTAL OF 14.1 BILLION USD. THIS INCLUDED AN INCREASE OF MALAYSIA'S EXPORTS TO CHINA BY 29.3 PER CENT AND AN INCREASE OF MALAYSIA'S IMPORTS FROM CHINA BY 18.9 PER CENT. IN MONETARY TERMS, THE VALUE OF THE EXPORTS WAS 6.8 BILLION USD AND THE VALUE OF THE IMPORTS WAS 7.3 BILLION USD.

4. WE ARE FURTHERMORE HAPPY TO NOTE THAT THE FIGURES FOR BILATERAL TRADE FOR THE FIRST QUARTER OF THIS YEAR INDICATE A CONTINUATION OF THE SAME TREND. FOR INSTANCE, IN THE FIRST THREE MONTHS OF 2004, BILATERAL TRADE BETWEEN MALAYSIA AND CHINA INCREASED BY 38.4 PER CENT WHEN COMPARED TO THE CORRESPONDING PERIOD IN 2003.

5. THE RANGE OF PRODUCTS THAT ARE BEING EXCHANGED BETWEEN THE TWO COUNTRIES IS ALREADY WIDE BUT THE DEVELOPMENT OF TRADE BETWEEN MALAYSIA AND CHINA HAS CERTAINLY YET TO REACH ITS FULL POTENTIAL. FOR NOW, MALAYSIA'S MAJOR CONTRIBUTION TO THE TWO - WAY TRADE IS REPRESENTED BY ELECTRICAL AND ELECTRONIC PRODUCTS, PALM OIL, CHEMICAL AND CHEMICAL PRODUCTS, PETROLEUM, MACHINERY AND APPLIANCES AND PARTS. MALAYSIA'S MAIN IMPORTS FROM CHINA ARE ELECTRICAL AND ELECTRONIC PRODUCTS, MACHINERY, APPLIANCES AND PARTS, CHEMICAL AND CHEMICAL PRODUCTS, TEXTILES AND APPARELS.

6. MALAYSIA WOULD CERTAINLY LIKE CHINA TO TAKE NOTICE THAT MANY MALAYSIAN BRANDS HAVE BEEN MAKING SUCCESSFUL INROADS IN THE INTERNATIONAL MARKET PLACE. MADE - IN -MALAYSIA MOTOR VEHICLES, ELECTRONIC EQUIPMENTS, ELECTRICAL APPLIANCES, FOOD AND BEVERAGES, APPARELS, SHOES AND OTHER FASHION ACCESSORIES ARE ALREADY WELL-RECEIVED IN MARKETS SUCH AS SOUTHEAST ASIA, EAST ASIA, THE MIDDLE EAST AS WELL AS THE DEVELOPED-COUNTRY MARKETS OF THE EUROPEAN UNION, THE UNITED STATES AND AUSTRALIA.

7. WHILE RECENT PERFORMANCES HAVE BEEN IMPRESSIVE, WE MUST NOT, OF COURSE, BECOME COMPLACENT. IT IS IMPORTANT THAT BOTH SIDES TAKE STEPS TO SUSTAIN THE MOMENTUM. CLEARLY, FURTHER EXPANSION OF BUSINESS AND TRADE LINKS BETWEEN MALAYSIA AND CHINA CAN ONLY BE ACHIEVED IF THE BUSINESS COMMUNITIES ON EACH SIDE KNOW BETTER AND UNDERSTAND BETTER WHAT THE OTHER HAS TO OFFER.

8. THEREFORE THIS EXHIBITION, THIS "SHOWCASE MALAYSIA IN CHINA", IS PRECISELY INTENDED TO ENHANCE THE AWARENESS OF THE PEOPLE IN CHINA OF MALAYSIA'S CAPABILITIES OF MEETING MANY OF THEIR CONSUMER AND INDUSTRIAL NEEDS. THE PRODUCTS AND SERVICES BEING SHOWCASED HERE TODAY ARE BY NO MEANS REFLECTIVE OF ALL THAT MALAYSIA HAS TO OFFER. MALAYSIA INDEED HAS MUCH MORE. I WOULD THEREFORE LIKE TO TAKE THIS OPPORTUNITY TO INVITE CHINESE BUSINESSMEN TO VISIT MALAYSIA - NOT ONLY FOR A VERY PLEASANT STAY WHICH WE ALWAYS ASSURE OUR VISITORS - BUT ALSO TO SEE FOR THEMSELVES THE FULL RANGE OF TRADE AND BUSINESS OPPORTUNITIES THAT MALAYSIA CAN PROVIDE.

9. WE HOPE THIS EXHIBITION WILL CONVEY THE MESSAGE THAT MALAYSIA IS CAPABLE NOT ONLY OF SUPPLYING A WIDE RANGE OF PRODUCTS AND SERVICES, BUT ALSO OF MATCHING THE HIGHEST STANDARDS OF QUALITY. EQUALLY IMPORTANT IS THE MESSAGE THAT OUR DELIVERY SYSTEM AND SUPPORT SERVICES CAN AND WILL MATCH THE RANGE AND QUALITY OF PRODUCTS AND SERVICES. MALAYSIA IS QUITE PROUD OF ITS TRACK RECORD OF HAVING MET THE DEMANDS OF SOME VERY EXACTING CUSTOMERS IN VARIOUS PARTS OF THE WORLD.

10. IT IS EASY TO DO BUSINESS WITH MALAYSIA BECAUSE OUR COUNTRY MAINTAINS AN OPEN TRADING ENVIRONMENT, AND HAS ADOPTED POLICIES AND PUT IN PLACE MEASURES THAT MAKE TRADE AND OTHER BUSINESS TRANSACTIONS SECURE AND RELIABLE. THE MALAYSIAN BUSINESS ENVIRONMENT IS ALSO SUPPORTED BY A SOPHISTICATED SYSTEM OF MODERN PHYSICAL, FINANCIAL AND COMMUNICATIONS INFRASTRUCTURE. ALL OF THESE PROVIDE SUPPORT AND MAKE EASY THE CROSS FLOW OF PRODUCTS AND SERVICES BETWEEN MALAYSIA AND THE REST OF THE WORLD. OUR CHINESE FRIENDS MAY ALSO WISH TO KNOW THAT IT IS CONVENIENT TO CONDUCT INTERNATIONAL BUSINESS WITH MALAYSIA IN THE ENGLISH LANGUAGE, WHILE A LARGE NUMBER OF MALAYSIAN BUSINESSMEN ARE CONVERSANT IN MANDARIN AS WELL.

11. WHILE IT IS TRUE THAT THIS EXHIBITION DISPLAYS ONLY PRODUCTS AND SERVICES FROM MALAYSIA, I WISH TO UNDERLINE THAT THE INTERACTIONS WE SEEK WITH CHINA IS INTENDED TO BE, AND MUST BE, MUTUALLY BENEFICIAL. THE CHINESE MARKET IS CERTAINLY HUGE. THE MALAYSIAN MARKET IS MUCH SMALLER. BUT IN THIS CONTRAST LIES THE GREATEST POTENTIAL FOR PROFITABLE COMPLEMENTARITIES WHICH CAN BRING BIG BENEFITS TO BOTH COUNTRIES.

12. WE WOULD ALSO LIKE CHINA TO VIEW MALAYSIA AS AN IDEAL PLACE FOR INVESTMENT OR FOR ENTERING INTO OTHER FORMS OF BUSINESS PARTNERSHIPS.

13. MALAYSIAN COMPANIES HAVE VAST EXPERIENCE IN SUCH SECTORS AS ELECTRONICS, TEXTILES AND APPARELS, WOOD-BASED PRODUCTS, ORGANIC CHEMICALS AND RESOURCE-BASED INDUSTRIES. THEY ARE ALSO WELL VERSED IN THE SERVICES SECTORS SUCH AS EDUCATION, TOURISM AND HEALTHCARE. ALL OF THESE CAN BE SHARED BY MALAYSIANS WITH THEIR CHINESE COUNTERPARTS.

14. MALAYSIA IS ALSO WELL - ENDOWED WITH NATURAL RESOURCES AND, IN A SUSTAINABLE MANNER, IS FAST DEVELOPING INDUSTRIES BASED ON THESE RESOURCES INCLUDING THE COUNTRY'S RICH BIODIVERSITY.

15. MALAYSIA'S GEOGRAPHICAL LOCATION IN THE CENTRE OF THE ASEAN REGION IS STRATEGICALLY SIGNIFICANT PARTICULARLY FOR VENTURES WHICH ARE TARGETING THE REGIONAL MARKETS OF SOUTHEAST ASIA AND THOSE EVEN BEYOND IN ADJACENT SOUTH ASIA.

16. THE GOVERNMENTS OF MALAYSIA AND CHINA CAN PROVIDE ONLY THE OFFICIAL FRAMEWORK AND SOME OF THE PLATFORMS FOR FACILITATING BUSINESS LINKAGES BETWEEN THE TWO SIDES. IT IS NECESSARY FOR THE PRIVATE SECTOR OF BOTH COUNTRIES TO DO THEIR PART AND AGGRESSIVELY EXPLORE THE VARIOUS OPPORTUNITIES THAT EXIST.

17. I WISH TO CONGRATULATE THE MALAYSIAN EXHIBITORS FOR THEIR PARTICIPATION IN THIS EVENT. I AM CONFIDENT THAT THE EXHIBITION WILL SERVE ITS PURPOSE AND MEET ITS TARGETS. FOR THE CHINESE VISITORS TO THE EXHIBITION, I HOPE THAT IT WILL PROVIDE A GOOD INTRODUCTION TO MALAYSIA. I TAKE THE OPPORTUNITY TO THANK DATO' SERI RAFIDAH AZIZ, MINISTER OF INTERNATIONAL TRADE AND INDUSTRY.

18. I THANK THE ORGANIZERS FOR INVITING ME TO BE WITH YOU ON THIS OCCASION. I HAVE THE PLEASURE NOW TO DECLARE OPEN, THIS "SHOWCASE MALAYSIA IN CHINA" EXHIBITION.

I THANK YOU.