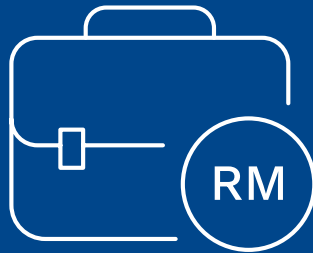


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



MALAYSIA

ADVANCED LEVEL

ACCELERATE YOUR

**Business
in Malaysia**



Accelerate Your Business in Malaysia

Malaysia's economy is one of the fastest growing in Asia. The World Bank ranks the country among the top 15 places to do business. Malaysia's newly industrialised economy, relatively high GDP growth, and well-educated population offer Australian businesses many opportunities. The Malaysia-Australia Free Trade Agreement (MAFTA) provides Australian businesses with access to Malaysia's export-oriented economy and favourable business climate.

This program provides an opportunity to expand your knowledge of how to conduct business, enhance your capability to engage meaningfully and maximise business outcomes with stakeholders in Malaysia.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Build critical capabilities for long-term interaction with your Malaysian stakeholders.



Develop and apply tools and approaches that aid in the development of trust and relationships with your Malaysian stakeholders in both face-to-face and virtual working contexts.



Improve your communication skills and build a toolset for working effectively with Malaysian stakeholders.



Connect with local state and / or federal government leads to continue your discussions about engaging with Malaysian stakeholders.

Topics covered

1.

Understanding Malaysian business culture

- Intercultural perspectives on Malaysian society, context, and culture.
- Malaysian key business cultural drivers - “the why behind the behaviour.”
- Practical cultural concepts that influence business interactions with Malaysian stakeholders.

2.

Building trust and relationships with Malaysian stakeholders

- Managing challenges when engaging Malaysian stakeholders and project teams (hierarchy, communication).
- Establishing credibility and fostering trust both virtually and in person.

3.

Enhancing communication and collaboration with your Malaysian stakeholders

- Creating a cross-cultural communication toolkit for virtual and in-person meetings.
- Strategies for bridging cultural gaps in team collaboration with Malaysian stakeholders.

4.

Strategies for success in Malaysia

- Understanding the critical success factors for advancing your Malaysia strategy.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Malaysia.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

 academy.asialinkbusiness.com.au

 academy@asialinkbusiness.com.au



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