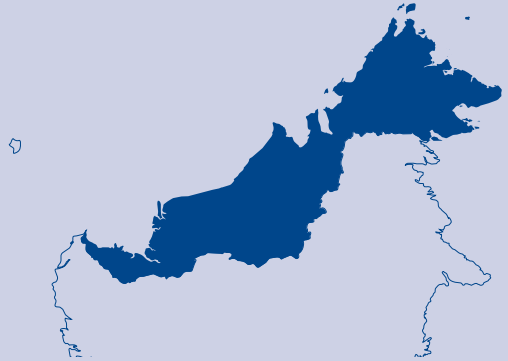
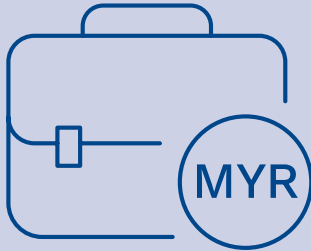


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



MALAYSIA

FOUNDATION LEVEL

INTRODUCTION TO

Doing Business in Malaysia



Introduction to Doing Business in Malaysia

Australia and Malaysia have robust economic ties, with Malaysia ranking as Australia's ninth largest trading partner. The bilateral Malaysia-Australia Free Trade Agreement (MAFTA) provides businesses with greater access to Malaysia's export-oriented, high-middle income economy and favourable business climate.

To capitalise on Malaysia's growth opportunities, Australian businesses must strengthen their capabilities and gain a better understanding of the local business environment.

This program helps participants build the knowledge and skills to do business in Malaysia. It focuses on local business styles and how to engage to ensure successful business outcomes.

Who should attend?

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

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



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

Key takeaways



Raise awareness of the key cultural drivers that impact the way business is conducted in Malaysia.



Build understanding of Malaysian business styles and how to respond.



Introduce the skills needed to effectively influence business outcomes and strengthen relationships when working in and with Malaysia.

Topics covered

1.

Understanding Malaysian business culture through exploring Malaysian society, context, and culture.

2.

Malaysian key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Malaysian stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

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.

This is a Credly certified Asialink Business Academy Program

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



**ASIALINK
BUSINESS
ACADEMY**