



Malaysia: Color Cosmetics, Skin and Nail Care

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Summary

Malaysia's total trade volume in cosmetics and toiletries is about US\$407 million in 2013, according to the Malaysia Department of Statistics. This demand was mainly met by imports. The top three leading importing countries are the United States, Japan and Thailand. Skin-care products (including sunscreen and after sun care) command the biggest market share with a total import valued at US\$229 million. Eye color cosmetic has the second largest share of the market with imports with a value of US\$20.6 million. Powder make-up (including pressed powder compact and blusher/ rouge) comes in at third place with US\$20.2 million, while lip make-up preparation imports were US\$17.8 million. Manicure and Pedicure is becoming more popular. Malaysia's 2013 import for this product category is about US\$6.7 million.

Malaysia imported US\$295 million of skin and beauty products in 2013. This is a decrease of about 5% from the previous year. Even so, if we use the comparison of total imports with the population size of 29.72 million, it is akin to each Malaysian spending US\$10 million on skin-care and cosmetics in 2013. Hence, the demand for this sector is expected to be optimistic beyond 2014.

Market Demand

As of 2013, Malaysian population is 29.72 million. The demographic of the 15-64 age group is 68.5% of the population with per capita income of US\$10,400. With GDP valued at US\$312.4 billion, Malaysia is classified as an upper-middle income nation. In 2013, Malaysia imported about US\$295 million worth of cosmetics and toiletries. Skin-care products command the largest market share. In recent years, the skin-care trend is shifting towards private label manufacturing of skin care and color cosmetics rather than representing foreign brands. This is especially true for the skin-care products targeting the medical professional channels like dermatologists, and plastic surgeons. In Malaysia, majority of the demand would come from the spa and salon market, the retail stores, and multi-level marketing/ direct selling channel.

Due to the industry trend shifting towards private labeling, in order for the U.S. brands with online presence to do well is to ensure its international pricing is similar or as close as their U.S. online pricing as possible. Malaysians are getting savvier in online shopping and would typically do a cost comparison between local and U.S. prices. If the foreign distributor is charging an unreasonably huge premium compared to the U.S. pricing, then the distributor may face resistance to their pricing model. Also, some distributors have indicated reluctance in taking U.S. brand with online presence if these distributors are unable to match or offer as close as the U.S. product pricing. A sweet spot would be if U.S. companies can work with the foreign distributor and have its products placed in the Malaysian market within and/ or not exceeding 10-15% U.S. Manufacturer's Suggested Retail Pricing (MSRP).

A most recent market development in Malaysia is the emergence of Islamic Sharia law compliant or Halal cosmetics. Halal cosmetics are not allowed to contain porcine animal byproducts, and are typically alcohol free. If other forms of animal byproducts are used, it must be the Sharia compliant. Malaysia sees halal cosmetics as a platform for alternative or parallel product development to meet the needs of this 60% Muslim majority country. This is seen as an alternative avenue to stimulate local manufacturing. The ultimate target market for Malaysian halal cosmetics manufacturers is to export to the Middle East. All Halal certification, monitoring and enforcement are performed by JAKIM, the Malaysian Department of Islamic Development.

The major U.S. skin-care competitors have traditionally been France and Switzerland. Increasingly, South Korea, Japan, Spain, Italy, Australia and New Zealand are all making inroads into the Malaysian market. Swiss skin-care products are perceived to be at the top end of the scale in terms of pricing, prestige and product efficacy. France has long been regarded as the main go-to country for sourcing skin-care products. The Spanish and Italian skin and hair care providers are seen as alternative value EU providers. The Japanese has always been a supplier country of choice for the premium skin whitening product category. The Australians have traditionally been a major skin-care country supplier to Malaysia. Geographic proximity and a shared British Commonwealth legacy are some of the ties that bind these two nations. New Zealand products are perceived to be more green and eco-friendly centric. The advent of K-pop phenomenon has made all things South Korean, including cosmetics, very attractive.

Malaysia Total Trade Commodity: 3304, Beauty Or Make-Up And Skin-Care Preparations (Other Than Medicaments), Including Sunscreens Etc.; Manicure Or Pedicure Preparations							
Calendar Year: 2011 - 2013							
Partner Country	United States Dollars			% Share			% Change
	2011	2012	2013	2011	2012	2013	2013/2012
World	434464783	414909493	407223607	100.00	100.00	100.00	- 1.85
Singapore	49040644	41385124	41428451	11.29	9.97	10.17	0.10
United States	43954718	46632584	38566427	10.12	11.24	9.47	- 17.30
Japan	50683426	47654230	38253088	11.67	11.49	9.39	- 19.73
Thailand	43954001	35351377	38070857	10.12	8.52	9.35	7.69
France	31107504	33224338	28643662	7.16	8.01	7.03	- 13.79
Korea South	28010455	29919353	27101116	6.45	7.21	6.66	- 9.42
Indonesia	19250880	20819177	24303464	4.43	5.02	5.97	16.74
China	17796869	16716925	21862337	4.10	4.03	5.37	30.78
Hong Kong	20821039	18751804	19566976	4.79	4.52	4.80	4.35
Taiwan	20210725	20169994	18396717	4.65	4.86	4.52	- 8.79
Switzerland	10349703	10527337	14374785	2.38	2.54	3.53	36.55
Philippines	13059067	9110162	10415922	3.01	2.20	2.56	14.33
Australia	11470455	10053429	10022282	2.64	2.42	2.46	- 0.31
United Kingdom	10395008	8640814	7923644	2.39	2.08	1.95	- 8.30
Germany	9294512	8714784	7186682	2.14	2.10	1.76	- 17.53
Canada	5625609	6512430	6699514	1.29	1.57	1.65	2.87
Italy	8830891	6803429	6331268	2.03	1.64	1.55	- 6.94
United Arab Emirates	5379399	5519126	6313863	1.24	1.33	1.55	14.40
India	5824150	5182654	5571814	1.34	1.25	1.37	7.51
Vietnam	1912311	1970875	3524706	0.44	0.48	0.87	78.84
Saudi Arabia	2914793	4023447	3235686	0.67	0.97	0.79	- 19.58
Pakistan	677029	815790	2963178	0.16	0.20	0.73	263.23
Nigeria	2313284	1997051	2734931	0.53	0.48	0.67	36.95
Spain	2045695	1996235	2375265	0.47	0.48	0.58	18.99

Source of Data: World Trade Atlas and the Malaysian Department of Statistics.

Market Data

The domestic production of cosmetics and toiletries products in Malaysia has been increasing its foothold in the market. Although some of the local manufacturers market their house brands, a big proportion is focused on contract manufacturing.

Malaysia is a net importer of cosmetics and toiletries. Malaysia imported US\$295 million of beauty products in 2013. Hair care products imports stand at US\$122 million for 2013. Importation of manicure and pedicure preparation for 2013 is US\$6.7 million.

Malaysia Import Statistics							
Commodity: 3304, Beauty Or Make-Up And Skin-Care Preparations (Other Than Medicaments), Including Sunscreens Etc.; Manicure Or Pedicure Preparations							
Calendar Year: 2011 - 2013							
Partner Country	United States Dollars			% Share			% Change
	2011	2012	2013	2011	2012	2013	2013/2012
World	321876252	310928913	294706366	100.00	100.00	100.00	- 5.22
United States	39934613	44364057	37206922	12.41	14.27	12.63	- 16.13
Japan	44926227	45811185	32967350	13.96	14.73	11.19	- 28.04
Thailand	35361199	28145201	28617030	10.99	9.05	9.71	1.68
France	31082269	33088724	28580457	9.66	10.64	9.70	- 13.62
Korea South	23862275	26737578	24434300	7.41	8.60	8.29	- 8.61
China	17452172	16180297	18759309	5.42	5.20	6.37	15.94
Taiwan	16445836	16933279	15386138	5.11	5.45	5.22	- 9.14
Indonesia	12092981	13149390	14945976	3.76	4.23	5.07	13.66
Switzerland	9980105	10276302	14341864	3.10	3.31	4.87	39.56
Singapore	19422075	11022900	13299845	6.03	3.55	4.51	20.66
United Kingdom	9491601	8509483	7890939	2.95	2.74	2.68	- 7.27
Australia	7667527	7628139	7808937	2.38	2.45	2.65	2.37
Germany	9041693	8671253	7095461	2.81	2.79	2.41	- 18.17
Canada	5568464	6451846	6584859	1.73	2.08	2.23	2.06
Italy	8785924	6797557	6331268	2.73	2.19	2.15	- 6.86
Philippines	8303985	5498528	6277487	2.58	1.77	2.13	14.17
Hong Kong	6489392	6622157	5513869	2.02	2.13	1.87	- 16.74
India	4715749	3940489	4334638	1.47	1.27	1.47	10.00
Spain	2021831	1954056	2375265	0.63	0.63	0.81	21.56

Source of Data: World Trade Atlas and the Malaysian Department of Statistics.

Malaysia Export Statistics							
Commodity: 3304, Beauty Or Make-Up And Skin-Care Preparations (Other Than Medicaments), Including Sunscreens Etc.; Manicure Or Pedicure Preparations							
Calendar Year: 2011 - 2013							
Partner Country	United States Dollars			% Share			% Change 2013/2012
	2011	2012	2013	2011	2012	2013	
World	112588531	103980580	112517241	100.00	100.00	100.00	8.21
Singapore	29618568	30362224	28128606	26.31	29.20	25.00	- 7.36
Hong Kong	14331647	12129648	14053107	12.73	11.67	12.49	15.86
Thailand	8592802	7206176	9453827	7.63	6.93	8.40	31.19
Indonesia	7157899	7669787	9357488	6.36	7.38	8.32	22.00
United Arab Emirates	5291534	5429089	6056520	4.70	5.22	5.38	11.56
Japan	5757199	1843045	5285738	5.11	1.77	4.70	186.79
Philippines	4755082	3611634	4138435	4.22	3.47	3.68	14.59
Saudi Arabia	2800389	4013375	3235686	2.49	3.86	2.88	- 19.38
China	344697	536628	3103028	0.31	0.52	2.76	478.25
Taiwan	3764889	3236715	3010579	3.34	3.11	2.68	- 6.99
Vietnam	1778490	1890170	2867201	1.58	1.82	2.55	51.69
Nigeria	2313284	1995370	2734931	2.05	1.92	2.43	37.06
Korea South	4148180	3181775	2666816	3.68	3.06	2.37	- 16.18
Australia	3802928	2425290	2213345	3.38	2.33	1.97	- 8.74
Brunei Darussalam	2854853	3156551	1834876	2.54	3.04	1.63	- 41.87
United States	4020105	2268526	1359505	3.57	2.18	1.21	- 40.07

Source of Data: World Trade Atlas and the Malaysian Department of Statistics.

Malaysia Import Statistics							
Commodity: 330430, Manicure Or Pedicure Preparations							
Calendar Year: 2011 - 2013							
Partner Country	United States Dollars			% Share			% Change 2013/2012
	2011	2012	2013	2011	2012	2013	
World	15755574	7832690	6732858	100.00	100.00	100.00	- 14.04
United States	2147326	1539814	1283203	13.63	19.66	19.06	- 16.67
Korea South	1028800	1079473	958416	6.53	13.78	14.23	- 11.21
Japan	471106	1235872	749786	2.99	15.78	11.14	- 39.33
Switzerland	844762	521053	718500	5.36	6.65	10.67	37.89
Thailand	317034	421386	430140	2.01	5.38	6.39	2.08
China	105985	110129	403248	0.67	1.41	5.99	266.16
Taiwan	360623	490940	374178	2.29	6.27	5.56	- 23.78
Singapore	6394419	360886	291001	40.59	4.61	4.32	- 19.36
France	2500677	752575	284646	15.87	9.61	4.23	- 62.18
United Kingdom	685226	245116	274423	4.35	3.13	4.08	11.96

Source of Data: World Trade Atlas and the Malaysian Department of Statistics.

Malaysia Import Statistics							
Commodity: 3305, Preparations For Use On The Hair							
Calendar Year: 2011 - 2013							
Partner Country	United States Dollars			% Share			% Change
	2011	2012	2013	2011	2012	2013	2013/2012
World	105858383	123817908	122939077	100.00	100.00	100.00	- 0.71
Thailand	65244930	72173693	65001148	61.63	58.29	52.87	- 9.94
China	2965970	6924495	13028222	2.80	5.59	10.60	88.15
Indonesia	6885060	8923079	8737273	6.50	7.21	7.11	- 2.08
Japan	8286511	8824592	5790565	7.83	7.13	4.71	- 34.38
United States	5051717	4995534	4835773	4.77	4.03	3.93	- 3.20
Canada	212402	665598	2954436	0.20	0.54	2.40	343.88
India	987069	1085728	2812884	0.93	0.88	2.29	159.08
France	1053273	2449595	2439695	0.99	1.98	1.98	- 0.40
Germany	2635707	2338021	2418073	2.49	1.89	1.97	3.42
Korea South	2470892	2530322	2270335	2.33	2.04	1.85	- 10.27
Spain	2755831	3519332	2262447	2.60	2.84	1.84	- 35.71
Italy	1740378	1771943	2081077	1.64	1.43	1.69	17.45

Source of Data: World Trade Atlas and the Malaysian Department of Statistics.

Best Prospects

Typically, mass market/ value pricing products usually do better compared to prestige products due to pricing. Prestige brands are inherently self-limiting in its market share, especially so in an upper-middle income Malaysian economy. Across the board, the main skin-care concerns cited by most Malaysians falls under whitening/ lightening/ brightening of blemish and acne scars, and anti-aging. Anti-aging cosmeceuticals is the most sought after skin-care range. Noninvasive anti-aging products and therapies are best sellers in the salon and spas business. Other anti-aging treatments provided in the market are the use of ampoules, serums, mesotherapy, cosmeceuticals, Microdermabrasion, Intense Pulse Light (IPL), and Tripolar Radio Frequency Therapy etc.

Other than anti-aging cosmeceuticals, rising demand is forecasted for shine-free and anti-blemish products. Oil-free hydration is highly in demand in comparison to any single store keeping unit (SKU) out of the entire skin-care product mix. Product formulations that provide matt/ silky and powdery finish would do well in a tropical country like Malaysia.

One of the product category star performers is sunscreen, sun-tan and sun-burn preventive preparation. There was a threefold increase in import value between 2011 and 2012 from US\$1.86 million to US\$5.8 million. The reason for this large increase is Malaysian concern for pigmentation and darkening of the skin tone. 2013 data was not available at the time this report was published. Japan is the lead sunscreen supplying country to Malaysia with almost a twofold increase in its import value for 2011-2012. Japan exported US\$2.75 million worth of sunscreen to Malaysia. The U.S. holds the second position with a value of US\$765, 545. Canada holds the third position with a sevenfold increase in its exports to Malaysia for the same duration with a value of US\$407, 204.

Majority of the mass market cosmetics and toiletries available in the Malaysian market place are either manufactured domestically or in the ASEAN region. Market leaders for cosmetics in the fast moving consumer goods (FMCG) segment are the multinational corporations (MNCs). Unilever, L'Oreal, and Proctor and Gamble

have strong presences in Malaysia. Popular mass market brands available in the market are mostly from the U.S.: Cover Girl; Maybelline; L'Oreal; etc. Popular higher priced color cosmetics brands available in the market are mainly from the Estee Lauder Companies, Moet Hennessy Louis Vuitton (LVMH), and Chanel. As for manicure and pedicure preparations, OPI is market leader.

In the case of private label skin-care market, the current trend is to have the products formulated overseas (EU and U.S. are the major product formulators) and the final production and packaging is performed in-country. However, domestic market perception of the end products manufactured thusly is not as favorable. Private label products both formulated and manufactured by the more economically developed countries (MEDC) are perceived to be significantly of higher quality.

Market perception of U.S. skin-care is that most of its products are primarily focused on skin rejuvenation, renewal and peeling. This rejuvenation process is achieved by the use of acids, i.e. AHA, BHA and other acids such as lactic and fruit, as well as enzymes. Doctor brands (products bearing a Doctor's name) are rather popular and organic/ natural skin-care are gaining market acceptance.

Other than skin-care and color cosmetics, manicure and pedicure are gaining increasing market acceptance. Nail salons providing manicure, pedicure and nail art spa treatments are increasing in major urban and suburban areas. These nail salons are usually located in most middle to high-end shopping malls. Some standalone hair salons and spas also provide manicures and pedicures in major business parks and commercial shop-lots. Popular nail treatment and nail polish used in these salons are OPI and Jessica. Popular mass market nail polish and nail care brands are L'Oreal, Maybelline, Revlon, and Sally Hansen etc.

Key Suppliers

Mass market cosmetics and toiletries are usually sold in pharmacies and supermarkets. A smaller range of these products can be found in most mom-and-pop convenient stores and mini markets. The high-end and prestige brands are usually sold in department stores and stand-alone retail stores and kiosks. Salon and spa brands are frequently marketed directly to the beauty salons and spa businesses. The distributor or agent would commonly have sales personnel make sales calls to the salons and spas. Organic/ natural/ specialty and some cult cosmetic brands are generally sold in standalone stores and organic stores in various shopping malls.

There is high prevalence of cosmetics and toiletries being sold via the multi-level marketing (MLM)/ direct sales distribution channel in Malaysia. Typically, the MLM companies have their own private labels. They would either buy in bulk or repackage the products locally or from the source country. Some of the cosmetic/ toiletries/ personal care MLM corporations in Malaysia are: Amway, Avon, Cosway, Nu Skin, Nutri-Metics and Mary Kay. Amway and Cosway (a Malaysian MLM corporation with international presence that is part of a Malaysian conglomerate group) are competing neck-to-neck as the market leader. The poll positions between these two companies are interchangeable year to year.

Examples of various brands available in the market are listed per retail chain below:

Departmental stores:

SK-II, Clinique, Shiseido, Christian Dior, Chanel, Kanebo, Biotherm, Clarins, L'Occitane, Laura Mercier, Cosme Decorte, Origins, Haba, Jurlique, StriVectin, N.V. Perricone M.D., Dr. Sebagh, Dior, Lancome, Estee Lauder, Kose, Bobbi Brown, Shu Uemura, Dr.Ci:Labo, Anna Sui, RMK, Sisley, La Prairie, Guerlain, Laneige, Davidoff, Burberry etc.

Salon/ Spa brands:

Sothys, Thalgo, Phytomer, Guinot, Dermalogica, Jeanne Piaubert, Swissline, Casmara, Eve Taylor, Selvert Thermal, Technologia e Natura (TeN), Obagi, Dermaesthetics Beverly Hills etc.

Specialty/ Niche/ Cult/ Organic brands:

Aesop, Anick Goutal (fragrance), Avalon, Kiehls, Burt's Bees, Neal's Yard Remedies, Melvita, Diptyque, Caudalie, T Le Clerc, etc.

Pharmaceutical brands:

Neo Strata, Vichy, Avene, RoC, Eucerin, Sebamed, Neutrogena.

Nail Polish:

Maybelline, Revlon, L'Oreal, Sally Hansen for mass market brands. OPI and Jessica are the two popular professional brands in the market.

Hair care products are sold in the mom-and-pop grocery stores, mini markets, pharmacies, supermarkets, and hypermarkets. Organic hair products are usually sold at specialty organic stores, or at select high-end grocery stores. Professional hair care products are sold mostly at hair salons and specialty professional hair care retail stores.

Prospective Buyers

As of 2013, Malaysia's population size is 29.72 million. Out of this, 68.5% are in the 15-64 years age demographic. Other than the typical Malaysian consumers of mass market FMCG cosmetic and toiletries that include both sexes of the population; the consumer profile of imported color cosmetics, skin, hair and nail care are the upper middle income urbanites. The bulk of job opportunities are centered in the highly urbanized cities of Malaysia especially Kuala Lumpur, Penang, and the Johor region near Singapore. Hence, it is also this group that would have higher disposable income to consume imported products. Malaysia is also seeing increasing demand for skin-care and grooming services by the urban male population.

High female work force participation (46.8% according to World Bank), better education, overseas exposure and familiarity with foreign cosmetics and skin care brands, and knowledge of the basic three step skin-care cleansing regimen are all factors that bode well for U.S. companies planning to do business in Malaysia. As for the institutional buyers, they can be divided into two categories: those that will promote a foreign brand name/ trade mark, and those that wish to promote their own private label.

Market Entry

Securing the assistance of an agent or distributor is necessary for market entry into Malaysia. Notification with the Malaysian Drug Control Authority for most cosmetics and toiletries products is the next step, and this is only to be done by a Malaysian company/ agent/distributor. Once, the product is notified for importation, the appropriate distribution channels are usually determined by the product target market. Further, as over 60% of the Malaysian population is Muslim, U.S. companies that intend to sell to the Muslim consumers should be aware of the local Malaysian Halal requirement. If necessary, having the product Halal certified by the Malaysian entity JAKIM would be advantageous as well. Halal is defined as what is permissible under the Islamic Sharia Law.

Malaysia recognizes three Islamic bodies in the U.S. Although most of the Halal certification is food related, increasingly we are seeing more of these requirements translated into cosmetics and usable goods. These certifying bodies are:

- [Halal Food Council International \(HFCI\)/ Halal Food Council South East Asia \(HFC-SEA\)](#), Salisbury, Maryland
- [Islamic Services of America \(ISA\)](#), Cedar Rapids, Iowa
- [The Islamic Food and Nutritional Council of America \(IFANCA\)](#), Chicago, Illinois

Market Issues & Obstacles

The Guidelines for Control of Cosmetic Products in Malaysia is prepared in accordance to the ASEAN Cosmetic Directive. Under the Control of Drugs and Cosmetics Regulations 2007, the company or person responsible for placing a cosmetic product in the local market must notify the Director of Pharmaceutical Services (DPS) through [National Pharmaceutical Control Bureau](#) (NPCB) prior to product manufacture or importation. A written

authorization from the product owner is required if the company or person notifying does not own the product. Cosmetics manufactured or marketed by ASEAN firms are exempt from registration.

The Government of Malaysia regulates the manufacture, sale and importation of cosmetic products in the following ways:

- Notification is necessary to DPS of all cosmetic products that are to be manufactured, for sale/ wholesale or imported.
- The company or person carrying out the notification must be registered with the authority. Applicant must be a company incorporated in Malaysia.
- Product can only be sold in the market once notified.
- The company or persons carrying out the notification to do post-market surveillance.

A company is required to submit the original Certificate of Analysis for cosmetics with skin-whitening ingredients. As a general rule, claimed cosmetic benefits must be justified by substantial evidence and/or by the cosmetic formulation or preparation itself. Cosmetic products should not make claims that are regarded as medicinal in nature. It is a legal offence to import, sell or offer to sell any products containing a substance under the Poison Control Act.

There are also indications that Malaysian Standard MS1500:2400 may be similarly used for cosmetics and personal care products. MS1500:2400 is intended for use in the production, preparation and handling of Halal food. The main concerns over the issue of Halal cosmetics and personal care products for the majority Muslim population stems from derivative of collagen from porcine animal source (animal skin, fur, bones, nails, teeth and horns).

Malaysian Cosmetics and toiletries Products 2014 Import Duty and Sales Tax Order

	<u>Import Duty%</u>	<u>Sales Tax%</u>	
<u>Skin-care preparations</u>			
Essential Oil	0	0	*
Perfumes in liquid, cream or solid form	0	0	0
Lip make-up preparation	0	0	
Eye make-up preparation	0	0	
Other skin care preparations (other than medicaments)	0	0	0
Cosmetic Face Powders Compress/not compress	0	0	10
Beauty creams, cleansing, cold and make-up creams	0	0	0
Skin food and skin tonics or body lotion	0	0	0
Sun-tan-sunburn preventive preparation	0	0	
Eyelash brushes	15	10	
Cosmetic application brushes	5	10	10
Travel sets for personal toilet	5	10	10
<u>Nail Manicure or Pedicure Instruments and Preparations</u>			
Nail polishes and varnishes	0	0	
Nail removers	0	0	
Nail polishes / varnishes	0	0	
Nail varnish removers	0	0	0
Nail cleaners/clippers/files nippers	25	10	
<u>Preparations for use on the hair</u>			
Shampoo	0	10	
Preparations for permanent waving or straightening	0	10	
Hair lacquers and others	0	10	

Note:

*IL: Import License required for Agar Wood Oil

Trade Events

- [Beauty Expo](#), October 16-19, 2015, Kuala Lumpur City Center, Kuala Lumpur.
- [CosmoBeaute](#) July 6-9, 2015, Putra World Trade Center, Kuala Lumpur.

Resources & Contacts

- [The Cosmetics, Toiletries and Fragrance Association of Malaysia](#)
- [Dermatological Society of Malaysia](#)
- [National Pharmaceutical Control Bureau](#)

For More Information

The U.S. Commercial Service in Kuala Lumpur, Malaysia can be contacted via e-mail at: Tracy.Yeoh@mail.doc.gov; Phone: 60-3-2168-5089; Fax: 60-3-2142-1866; or visit our website: www.BuyUSA.gov/Malaysia

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