



Asiance

NEWSLETTER

YOUR GATEWAY TO THE ASEAN MARKETS

Q1/2023

SUCCESSFUL TRADE
MISSION TO SABAH

VIETNAM AS A
MAGNET FOR
FRENCH INVESTORS



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WHO WE ARE

Market access and business development firm registered in Kuala Lumpur, Malaysia in 2022.

With a combined experience of 30 years, Asiance team aims at helping your business grow in segments like construction, manufacturing and healthcare in Southeast Asia.

Multilingual, well connected to relevant business networks, Asiance offers you professional and independent services.

OUR SERVICES

We can help you to:

- Understand better the business environment in Southeast Asia
- Deliver market studies and intelligence
- Identify projects, partners, suppliers
- Specify and distribute your solutions to a wide network of developers, architects, designers, consultants, end-users
- Manage social media campaigns, PR
- Organize events and site visits
- Identify investment opportunities
- Recruit the right team
- Get local authorizations, licences, permits
- Protect your brand and IP rights

SUCCESSFUL TRADE MISSION TO SABAH

Asiance successfully arranged a trade mission to Sabah for **Seafrigo** and **MSC** companies in March. With the support of **SEDIA**, we visited Kota Kinabalu Industrial Park (**KKIP**), **Sabah Ports** and **MASKargo** facilities and engaged with local authorities and stakeholders.

The objective of this mission was to better understand the opportunities and challenges of the **cold chain and overall logistics** in Sabah.

A stronger cold chain is a key development goal for Sabah in order to attract more **F&B** and hospitality investors, support local producers and exporters of seafood, dairy and fruits/vegetables, and guaranty the safety of medicines and **vaccines**. Did you know that Sabah export at least 10 tons of frozen seafood to Hong Kong each week?

Two huge manufacturing investments are under construction in KKIP, a Chinese silica producer for solar panels and a Korean copper foil producer for EV. These two investments will start exporting in Q3 this year and will require hundreds of containers per month. That's why the **Sapangar Bay Container Port** is expanding its capacity from 500k TEU to 1.25m TEU per year by 2025!





VIETNAM AS A MAGNET FOR FRENCH INVESTORS

The French Foreign Trade Advisors (**CCEF**) held an **APAC forum in Ho Chi Minh City** early March. A good opportunity to network with more than 400 regional business people and promote Malaysia to investors mainly interested in Vietnam's market opportunities.

While Vietnam attracted a lot of manufacturers over the past few years, due to the **China+1 policy or thanks to the FTA with the EU**, we noticed that few foreign investments (especially in the construction sector) have been on hold for months due to **local hurdles** on licences, authorisations, permits, etc.

The Vietnamese Communist party also started an anti-corruption campaign few months ago, which has renewed key political seats but also heads of major public investment companies and cast doubts on payment collection for hundreds of suppliers.

This is where **Malaysia and its "Common Law"** system offers more guarantees to foreign investors and this is what the "Team France" from Malaysia tried to promote during the event.

Malaysian GLCs are also going through some changes of leadership following the election of a new Government and the need for better governance.

VIETNAM AS A MAGNET FOR FRENCH INVESTORS



As an **OSCI** member, Asiance also networked with its peers of **Source of Asia and Confluences**. Great moments of camaraderie!



NEWS & EVENTS

- Asiance joined the first **Lighthouse Club KL** monthly gathering of the year in January
- Asiance is now a member of the **Eurocham Malaysia** and the **Malaysia Retail Chain Association (MRCA)**!
- Asiance' **LinkedIn** page reached the milestone of **800 followers** in February!
- Asiance joined the monthly get-together event of the **MICCI** in Johor in January and also the special Chinese New Year luncheon in February
- Asiance has launched a new service line dedicated to **B2B events organization**





Asiance

B2B FAIRS & EXHIBITIONS

Exclusive events around the ASEAN region

You want to :

- join B2B exhibitions in Southeast Asia
- organise your own private and exclusive events
- generate synergies with other SMEs
- be represented commercially by a trusted partner

We manage it for you from A to Z !

Our strongest market targets



Construction



Healthcare



Industry

Asiance Sdn Bhd

Your gateway to the
ASEAN markets



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Asiance

**WE'RE
HIRING**

WE ARE LOOKING FOR

A MARKET ANALYST IN KL

A BD EXECUTIVE IN PENANG/KEDAH

A DIGITAL MARKETER IN KL

**UP FOR THE CHALLENGE?
SEND YOUR RESUME TO
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ANY QUESTIONS? CONTACT US

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