



# TradeMissions

## Capture Business Opportunities in South East Asia

This Mission is designed to provide a cost-effective entry to the Malaysian and Singapore market, expose mission members to one of the world's fastest growing economies and provide a comprehensive business-matching program for mission participants to identify real project opportunities and local partners as required for market access.

### Opportunities in the Iskandar Development in Southern Malaysia.

This Mission will particularly be following up on opportunities in the Iskandar Development. This development region encompasses an area about three times the size (2,217 sq km) of Singapore, including the city of Johor Bahru and towns of Pontian, Senai, Pasir Gudang and the construction of a new administrative capital in Nusajaya. Meetings will be arranged with key decision makers in Iskandar and the previous delegations to Melbourne.

### Opportunities in Malaysia / Singapore

As Malaysia progresses toward the target year of 2020, it grapples with the problem of housing its 28 million, and growing, population. Affordable, quality housing is an important goal of the Malaysian government, in line with its "caring government" theme. To produce enough houses for the population both the public and private sector are looking at various ways and technologies to build faster and better, including modular concepts, refabrication of parts or even whole house and in-situ prefabrication and installation. Five main areas of technologies has already been identified by the Construction Industry Development Board (CIDB) for its Industrialized Building Systems (IBS) i.e. Pre-cast Concrete Framing, Panel and Box Systems; Steel Formwork Systems; Steel Framing Systems; Prefabricated Timber Framing Systems and Block Work Systems.

### Opportunities in Singapore

Productivity enhancements in the construction industry are one of the key priorities for the Singaporean Government of late. Recently, the Singaporean Building and Construction Authority's Chief Executive Officer, Dr John Keung, led a delegation with industry representatives to visit Australia, with another delegation visiting Australia next week. Singapore is looking to improve productivity across the entire value chain of the construction industry (project management, site management, workers and firms and improving construction capability).

## Business Mission to Kuala Lumpur, Iskandar, Singapur

**Mission Date:**  
20 - 24 September 2010

**Destinations:**  
Kuala Lumpur and Iskandar and regions

**Sectors with significant opportunities :**  
Building products and services  
Architectural and Engineering consulting services, particularly in commercial and low cost developments  
Construction management and supervision services  
Pre-cast building designers, manufacturers and consultants  
Project Managers  
Government

**Key activities:**  
Visit to Kuala Lumpur, Iskandar and Singapore  
Follow up to previous inbound mission.

### Find out more:

Complete this registration form to secure an appointment to discuss the mission further,

Name:	Company:		
Postal address:	City:	Postcode:	
Telephone:	Fax:	Email:	
Product/service for Export			

Please fax your registration of interest to 03 9867 0157

For further enquiries contact Louise McGrath on 03 9867 0158 or email [louisem@aigroup.asn.au](mailto:louisem@aigroup.asn.au).

