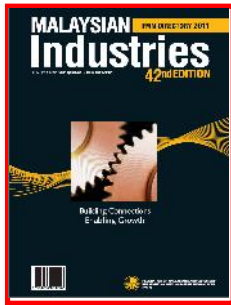


FMM Directory of Malaysian Industries



Committed to quality and service excellence since its inception 40 years ago, FMM, has constantly facilitate business operations and growth of member companies through a wide range of services and activities. Publication remains one of the core avenues deployed to disseminate news and information.

The flagship of its publications, the FMM Directory of Malaysian Industries is reputed to be the most established and authoritative Directory in the industry. The annual publication is into its 42nd edition and provides comprehensive profiles of over 2,600 manufacturing and service companies.

Equipped with broad range of information for doing business with Malaysian companies, the publication is widely circulated in the domestic and international markets, with circulation of up to 15,000 copies. Main channels of distribution are bookstores, government departments and agencies, chambers of commerce, trade and economic organisations, foreign embassies and trade commissioners.

The Directory is further channelled out through trade missions and business delegations and reaches relevant channels and businessmen throughout South East Asia, U.S.A and Europe.

Countries of Reach

The Directory is circulated worldwide through overseas trade commissioners, MATRADE offices and trade organisations. In addition, the Directory is distributed to all the Trade and Commercial Counselors of the foreign Embassies and High Commissions in Malaysia. The publication is also circulated to all foreign business delegations that visit FMM, overseas businessmen, exporters and importers through trade missions and international trade events.

Among countries FMM has reached out through trade missions, international exhibitions and business delegations were:

Argentina
Australia
Bangladesh
Cambodia
China
Cuba
Czech Republic
Denmark
Egypt
France
Germany
India
Kazakhstan
Korea
Mauritius

Myanmar
New Zealand
South Africa
Spain
Sri Lanka
Sudan
Taiwan
Thailand
Turkey
United Arab Emirates
United Kingdom
United States of America
Uzbekistan
Vietnam

Channels of Distribution

FMM Members	34 %
Bookstores (Malaysia and Singapore)	31 %
Government Offices and Agencies (MATRADE, MITI, MIDA, Wisma Putra)	8 %
Chambers of Commerce and Trade Organisations	7 %
Foreign Embassies and Trade Commissioners in Malaysia	7 %
FMM Exhibitions, Trade Missions and Delegations	6 %
Others (National Library, Universities, Charity Organisations, etc)	7 %

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