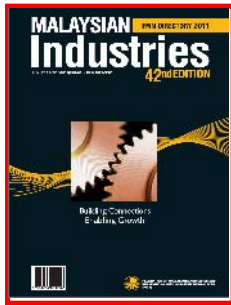


## **FMM Directory of Malaysian Industries**



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 42<sup>nd</sup> 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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