

NEWS

Invest in other Chinese cities, local firms told

TREMENDOUS POTENTIAL: Investors urged to expand radar beyond Beijing and Shanghai

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MALAYSIAN companies already or planning to invest in China should expand their radar beyond Beijing and Shanghai and look at the other 80 Chinese cities that are brimming with investment opportunities.

The Institute of Strategic and International Studies Malaysia senior analyst Firdaos Rosli said the 80 cities easily have a population of more than a billion people, holding tremendous potential across all sectors.

“Malaysian companies such as Sime Darby, Berjaya Group, Parkson (the Lion Group), Hong Leong and Genting are in all the major cities such as Guangzhou, Shenzhen and Shanghai.

+ “But there are another 80 cities, also growing rapidly across sectors such as construction, tourism, ha-



A Parkson store in Beijing, China. **China is Malaysia's single largest trading partner**, while Malaysia is China's largest trading partner in Asean. Bloomberg pic

l food, manufacturing, health-care, automotive and finance.

“They should look beyond the

tier-one cities and go to the tier-two cities as well,” Firdaos told participants of the Malaysia-China

Friendship Forum over the weekend.

The event was organised by the Malay Businessmen and Industrialist Association Malaysia (Perdasama) in conjunction with the 40th anniversary of Malaysia-China diplomatic ties.

Malaysia-China Friendship Association representative Dr Cheng Wang said although the demographics of both countries are different, there are still business opportunities which can be tapped.

“The halal market for example is abundant as China has more than 20 million Muslims,” said Cheng.

Prime Minister Datuk Seri Najib Razak was in China to celebrate the 40th anniversary in diplomatic relations between the two countries. The bilateral trade between Kuala Lumpur-Beijing totalled US\$100 billion (RM323 billion) last year.

China is Malaysia's single largest trading partner, while Malaysia is China's largest trading partner in Asean.