

AMCHAM MALAYSIA

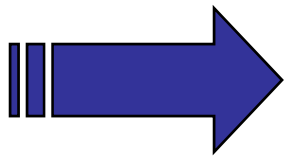


Strategies for Success in Turbulent times



Key Strategies for Survival & Thriving

- Preserve Cash – ‘Cash is King’
- Manage costs ‘sensibly’
- Create and ‘Own your future’
 - The Best way to create the Future is to **OWN** it



Business & Governments which don't go on the offensive will drop in significance

Mistakes often Made

- Organizations who add costs in good times
- Organizations who cut R&D & Innovation in tough times

4 Ways to Grow

- Expand in existing markets
 - Line Extensions
 - Geographic Expansion
- Expand Share in existing market
- Focus on fast growing markets
- Market creation → Innovation

Government Action!

} Invest
and
Innovate
in the
'Core'

} Invest in
the
future

4 Ways to Grow

Government Action!

- Expand in existing markets
 - Expand Share in exiting market
 - Focus on fast growing markets
 - Market creation → Innovation
- Invest and Innovate in the 'Core' & Future
- Reduce Corp. Taxes & Duties
 - Balanced & Enlightened Regulation

Critical Government Action

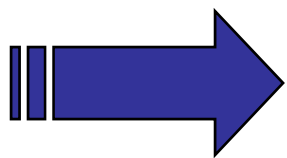
- Reduce Corp. Taxes & Duties
 - High taxes ALWAYS reduce competitiveness. Thus always destroy Jobs
 - A country can't tax it's way into prosperity
- Balanced & Enlightened Regulation
 - Improved competitiveness in Labor laws
 - Take the 'Baby Bear' Approach from Goldilocks & the 3 Bears– not too hot, not too cold

Critical Government Action (cont)

- Reduce Energy costs
- Address Natural Gas shortage
- Invest in improving Innovation
 - Capacity building
 - Enforcement
 - Tax incentives/training grants to cover costs

Reality Check

- Darwinian Forces Rule – Natural Selection will happen
 - The Strong will get **Stronger**
 - The weak will get **Weaker**



Malaysia can go $\uparrow\downarrow$ the competitive ladder
Decisive action is required with **Speed!**
A **HUGE** Opportunity for Malaysia