CHUBB®

COUNTRY INSIGHTS Malaysia

Digital Business Accelerated

KEY THEME 4:
Playing in the global market

For forward-looking businesses in Malaysia looking to thrive in today's dynamic business environment, the obvious next step is to tap on the global markets. Especially for SMEs who might primarily serve a small domestic market, scaling across borders could help them achieve greater diversification, enhance business agility, increase revenue streams and gain greater economies of scale.

By the numbers

Malaysia is one of the most open economies in the world, **ranking 12th** out of 190 countries [11]

54% of businesses in **manufacturing** rated market expansion as the most popular business strategy in the next 6 months [12]

Digital e-Commerce

Opportunities

- Enable opportunities to capture a global customer base
- Expand network through collaboration with global enterprises and other vendors/suppliers
- Access cross-border trade platforms to unlock growth beyond the domestic market

Challenges & Risks

- Not fully equipped with knowledge of local risks and regulations, especially in unfamiliar territories

Refer to Risk and Product Factsheet for solutions
Visit chubb.com/digitalbusiness/my

11 - https://www.uobgroup.com/asean-insights/fact-sheets/malaysia.page

12 - https://www.fmm.org.my/Press_Releases-@-FMM_PRESS_STATEMENT-;_Promoting_the_Growth_and_Development_of_SMEs_Post_COVID-19_Pandemic_through_Comprehensive_and_Progressive_Agreement_for_Trans-Pacific_Partnership.aspx

Coverages are underwritten by one or more Chubb companies. Not all coverages are available in all countries and territories. Coverages are subject to licensing requirements and sanctions restrictions. This document is neither an offer nor a solicitation of insurance or reinsurance products. Potential purchasers should contact their local broker or agent for advice.
©2021 Chubb. Chubb® and Chubb. Insured.℠ are protected trademarks of Chubb. Published 08/21

Chubb. Insured.™