

PSDC/EP/ 3.2 /IPDM(6) 2007
13th June 2007

Ar.Vincent Lee Kon Keong
President
Institut Pereka Bentuk Dalaman Malaysia
PAM Centre,4-6 Jalan Tangsi
50480 Kuala Lumpur

Dear Ar. Vincent,

Re: ESTABLISHING EXPORTERS' CLUB AT ASSOCIATION LEVEL

PSDC has established the Advisory Committee for Export Promotion (ACEP) and some of your members have attended. The committee is well represented by representatives of associations' exporters' clubs and also by representatives of associations that do not have exporters club and of the strategies towards successful capacity development is intra-sectoral initiatives.

We are grateful to the contributions by your members at the meetings. We understand that your association has already set up your exporters club.

As you know, exporters club is a platform for members to interact on the challenges they face in exporting their services.

We are sure your club have done some activities. However, you may like to consider more activities that may include the following:

1. discussion on the competitive edge of members and the challenges
2. inviting other exporters to club meetings to inspire and share experiences
3. discuss how members can move forward towards export
4. discussion on how members capacity and capability may be accelerated
5. discussion on MDP
6. discussion on loose mergers/ clusters

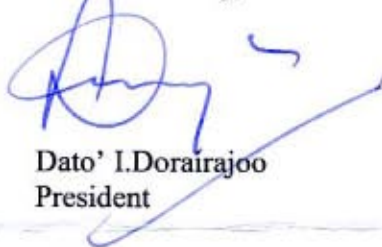
PSDC will be more than pleased to facilitate the operations of the club as it forms part of PSDC's business commitments.

ACEP has a joint chairmanship of PSDC and MATRADE .The meeting will consider any paper or proposal that your club may like the committee to take up.

We attach a guide from the International Training Centre on "Tips for a successful Export Committee" for your perusal and we wish you every success.

Thank you.

Yours faithfully,

A handwritten signature in blue ink, appearing to be 'Dato' I. Dorairajoo', with a long horizontal flourish extending to the right.

Dato' I. Dorairajoo
President

Guide on Agenda for Exporters' Club Meeting at Association Level

- 1..Export promotion
 - 1.1 Niche markets
 - 1.1.1 Opportunities-information
 - 1.1.2 Strategies
 - 1.1.3 Action plans
 - 1.1.4 Support for opportunities
 - 1.1.5 Branding
 - a.website
 - b.coffee table book
 - c.brochures
2. Capacity & Capability
 - 2.1.Weaknesses
 - 2.2.Strategies
 - 2.3.Action
3. Updates on Government supports
4. Global trends and liberalization
5. R&D/Information
6. Success stories

Advocating For Your Members' Export Interests

Handout: Tips for a Successful Export Committee

- Arrange for your committee members to communicate in ways other than face to face (preferably electronically) so that persons can keep in touch when they are travelling.
- Link all activities back to your overall export development plan.
- Assign committee members specific responsibilities, with dates on which they should report back on progress.
- Have the committee report back to the general membership so as to build and sustain support for export initiatives.
- Look for ways to partner other associations to create synergies and benefit packages for exporters.
- Keep in close communication with the government officer(s) responsible for your service industry.
- Make sure that activities benefit the association membership as a whole, not just the committee members.
- Build measures of success into your export development plan, and report against them at least annually.
- Establish a policy of non-competition among members in export initiatives.