
Description:
Synopsis
- Top level overview of the Malaysian defense industry
- A breakdown of the Malaysian defense industry by spend pattern valued from 2007 through 2011 and forecasted from 2012 through 2016
- A breakdown of the markets by segment valued from 2007 through 2011 and forecasted from 2012 through 2016
- Details of top companies active across the Malaysian defense industry
- Emerging trends and opportunities in the Malaysian defense industry in the last 12 months

Summary
This report offers insights into market opportunities and entry strategies adopted by foreign OEMs to gain a market share in the Malaysian defense industry. In particular, it offers in-depth analysis of the following:

- Market opportunity and attractiveness: Detailed analysis of the current market size and growth expectations during 2011–2016, including highlights of the key drivers, to aid understanding of the growth dynamics. It also benchmarks the sector against key global markets and provides detailed understanding of emerging opportunities in specific areas.

- Procurement dynamics: Trend analysis of imports and exports, along with their implications and impact on the Malaysian defense industry.

- Industry structure: Five forces analysis to identify various power centers in the industry and how these are likely to develop in the future.

- Market entry strategy: Analysis of possible ways to enter the market, along with knowledge of how existing companies have entered the market, including key contracts, alliances, and strategic initiatives.

- Competitive landscape and strategic insights: Analysis of the competitive landscape of defense manufacturers in Malaysia. It provides an overview of the key defense companies (both domestic and foreign) along with insights such as key alliances, strategic initiatives and a brief financial analysis.

- Business environment and country risk: A range of drivers at country level, assessing business environment and country risk. It covers historical and forecast values for a range of indicators evaluating business confidence, economic performance, infrastructure quality and availability, labor force, demographics, and political and social risk.

Scope
- Analysis of defense industry market size from 2007 through 2011 and forecasts till 2016
- Analysis of defense budget allocation
- Benchmarking with key global markets
- Market opportunities
- Defense procurement dynamics
- Industry dynamics
- Market entry strategy
- Competitive landscape and strategic insights
- Business environment and country risk

Reasons To Buy
- Gain insight into the Malaysian defense industry with current, historic and forecast market values
- Gain insight into market opportunity and attractiveness
- Gain insight into industry procurement dynamics
- Gain insight into industry structure
- Gain insight into the regulations governing the Malaysian defense industry and the potential market entry
Key Highlights
During the review period, Malaysian military expenditure recorded a CARC of -3.14% and stood at a total of US$3.51 billion in 2011. Over the forecast period, the country's defense spending is expected to record a CAGR of 9.4% to reach a projected value of US$5.46 billion in 2016. This anticipated increase in defense expenditure will be driven by the fact that Malaysia is located in an unstable region, the country's involvement with Singapore in competitive arms procurement, its strained relationship with Indonesia and its involvement in peacekeeping missions. Furthermore, to compensate for historically low levels of defense expenditure, Malaysia is expected to make a significant investment in the modernization of its armed forces over the forecast period.
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6.2.2 Defense exhibitions provide straightforward entry route for foreign OEMs
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