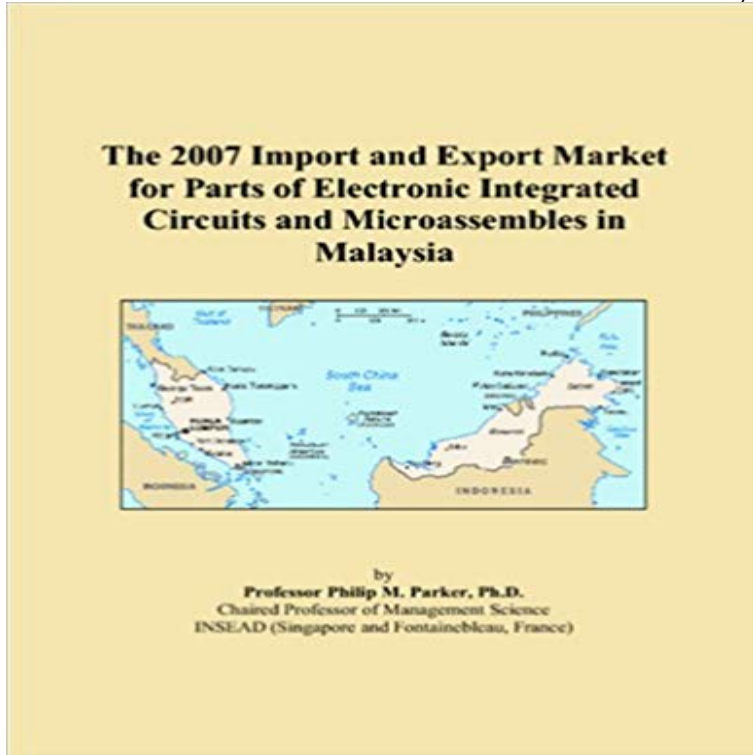


The 2007 Import and Export Market for Parts of Electronic Integrated Circuits and Microassemblies in Malaysia



On the demand side, exporters and strategic planners focusing on parts of electronic integrated circuits and microassemblies in Malaysia face a number of questions. Which countries are supplying parts of electronic integrated circuits and microassemblies to Malaysia? How important is Malaysia compared to others in terms of the entire global and regional market? How much do the imports of parts of electronic integrated circuits and microassemblies vary from one country of origin to another in Malaysia? On the supply side, Malaysia also exports parts of electronic integrated circuits and microassemblies. Which countries receive the most exports from Malaysia? How are these exports concentrated across buyers? What is the value of these exports and which countries are the largest buyers? This report was created for strategic planners, international marketing executives and import/export managers who are concerned with the market for parts of electronic integrated circuits and microassemblies in Malaysia. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics which appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for parts of electronic integrated circuits and microassemblies for those countries serving Malaysia via exports, or supplying from Malaysia via imports. It does so for the current year based on a variety of key historical indicators and econometric models. In what follows, Chapter 2 begins by summarizing where Malaysia fits into the world market for imported and exported parts of electronic integrated circuits and microassemblies. The total level of imports and exports on a worldwide basis, and those for Malaysia in particular, is estimated using a model

which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the share that Malaysia is likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize Malaysia compared to other major country markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information sources for strategic planning purposes.

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