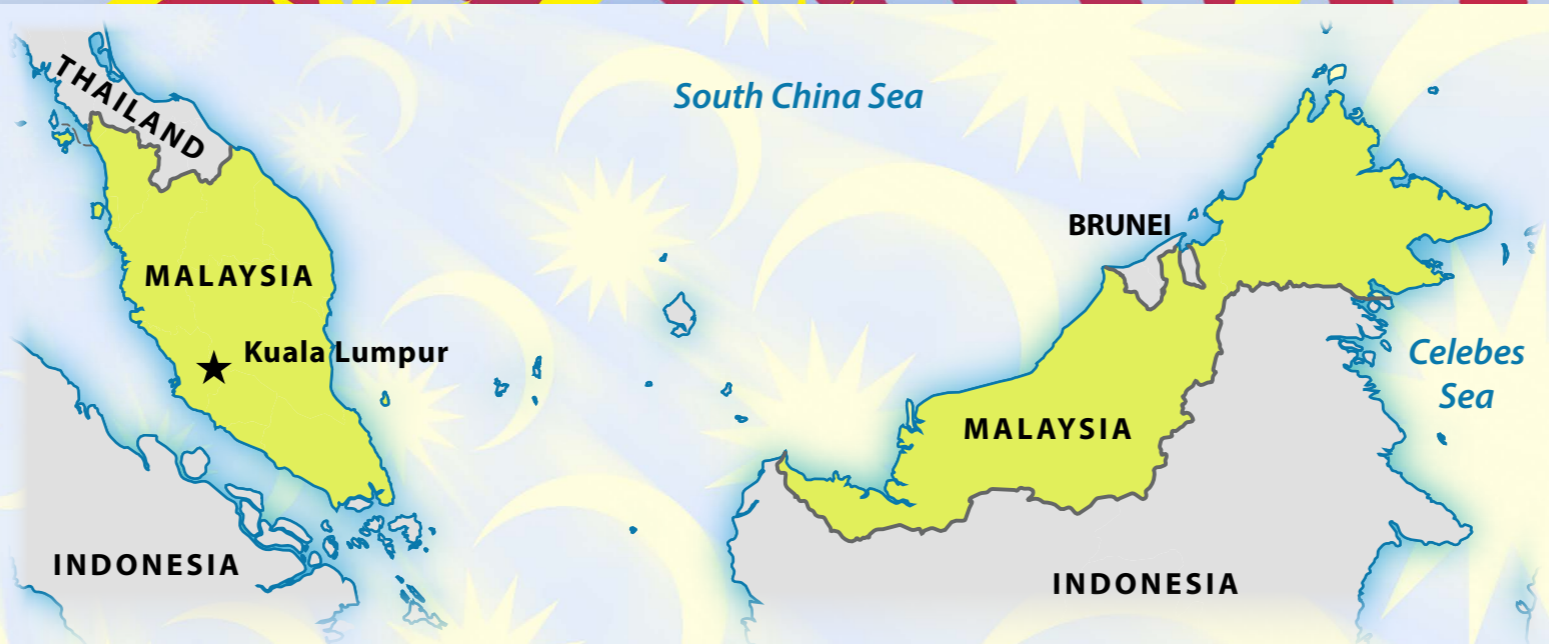
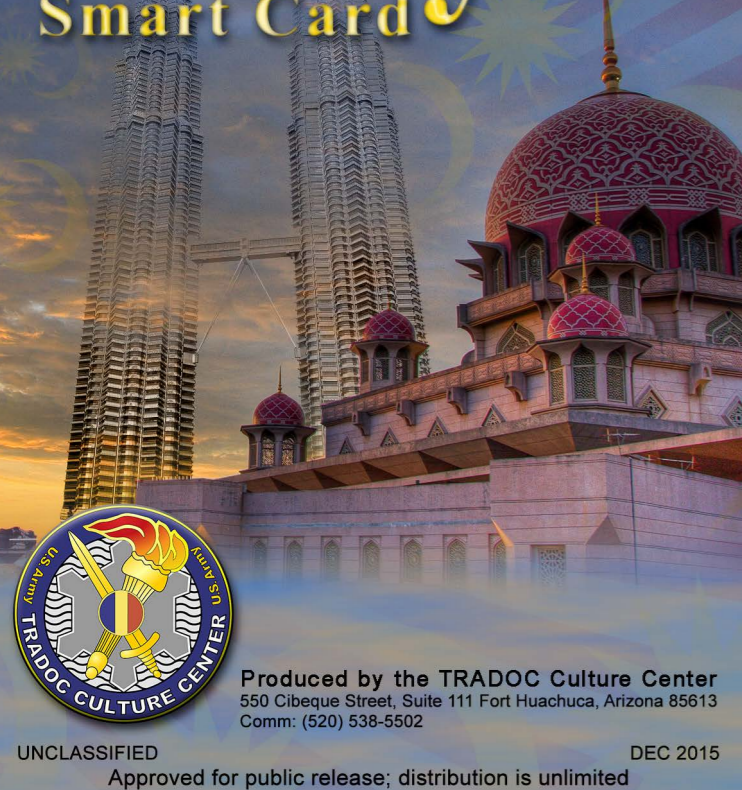


Malaysia Smart Card



Malaysia is divided between two main and distinct geographical regions: peninsular Malaysia (bordering Thailand) and Malaysian Borneo (bordering Indonesia and Brunei). East Malaysia has more autonomy and different immigration and residency status than peninsular Malaysia, where the capital is located. Some tension exists between the two.



- ## BASIC FACTS
- Population: 30 million; 72.8% urban (2014)
 - Ethnic: Malay 50.1%, Chinese 22.6%, Indigenous 11.8%, Indian 6.7%
 - Religion: Muslim (official) 61.3%, Buddhist 19.8%, Christian 9.2%, Hindu 6.3%
 - Language: Bahasa Malaysia (official), English, Chinese
 - The Petronas Twin Towers in Kuala Lumpur are the world's tallest twin towers with 88 floors and 5 basement levels

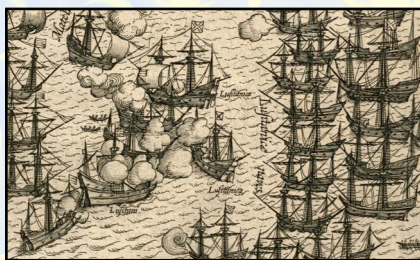


HISTORICAL TIMELINE

Malaysia grew from maritime commerce and control of trade in the Strait of Malacca. Successive kingdoms controlled the area until Malacca, a sultanate embodying the elements of Malay culture, was claimed by the Portuguese in 1511. Rule eventually passed from the Portuguese to the Dutch and then to the British.

During the 18th and 19th centuries, the British established colonies in the territory and encouraged Chinese and Indian immigration, a move that created the present multicultural society. Malaysia was occupied by Japan from 1942 to 1945 and then experienced a communist insurgency after liberation.

In 1948, the British territories on the Malay Peninsula and Borneo formed the Federation of Malaya, which became independent in 1957. Progress solving ethnic and racial issues and economic growth since then have slowly led to an emerging national identity.



ETHNIC GROUPS

Malaysia is a multi-ethnic country with three main communities and an indigenous local population, which is found mostly in the east on Sarawak and Sabah. Malay, also known as sons of the soil (*Bumiputera*), are the native population. They form about half of the total population and are mostly Muslim. They were marginalized under British rule, but hold great political influence today. Malays mainly live on the peninsula.

Next are the South Asians—Indians, Pakistanis, and Sri Lankans—who came as laborers during British rule. Many in this group are Hindus and speak Tamil. Chinese are the final major group. They were originally laborers from southeastern China, make up about one-fourth of Malaysia's population, are involved in commerce, and are mostly Buddhist.



MILITARY OVERVIEW

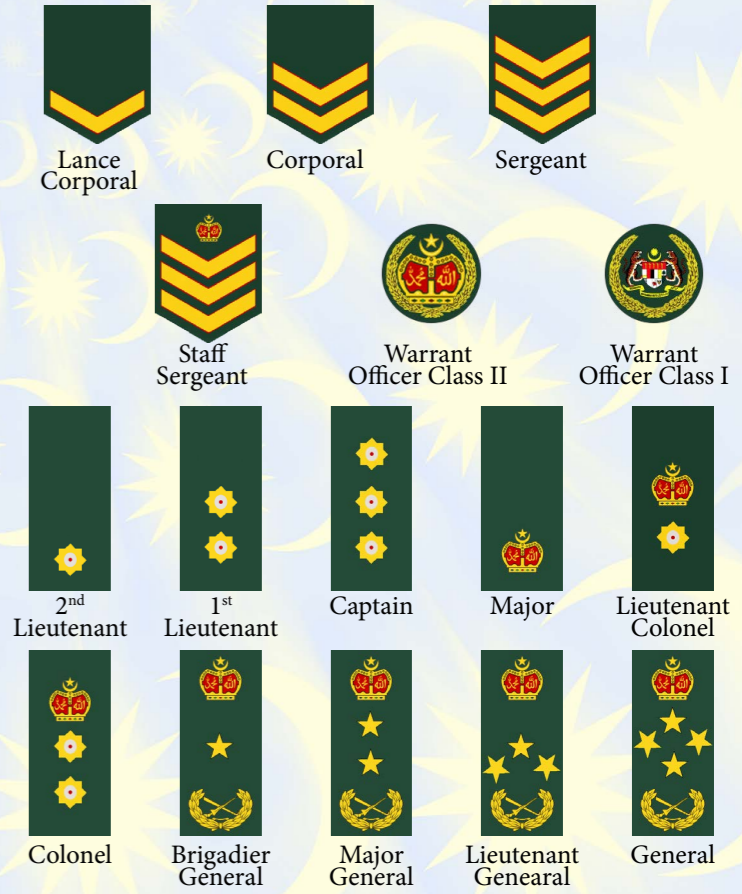
Unlike neighboring countries, Malaysia has never had a military coup. Its Armed Forces are responsible for both external defense and domestic stability, and the military also ensures ethnic Malay political dominance. Hierarchy is rigid, discipline is strict, and rank brings significant authority. Ensure you respect their rigid hierarchy policies and protocols. Note that most service personnel, especially the senior ranks, are ethnic Malays and that a patronage system for officers guides their career progression.

Military enlistment is voluntary, but the national service requirement also allows for selective conscription of 18 year old males for a three month training program. Sharing stories about military service can be used as a common bond to build rapport. Units also tend to welcome foreign military training and opportunities for interaction.

MILITARY RANKS

Hierarchies and rank are important and there is little fraternization in Malaysia's Armed Forces (*Angkatan Tentera Malaysia*) so knowing rank structure is important.

MILITARY INSIGNIA



RELIGION

The constitution of Malaysia officially provides for freedom of religion; however, Islam is the nation's official religion and Muslims fall under Sharia jurisdiction in a system parallel to the secular justice system.



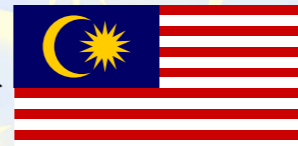
Religious practice links closely with ethnicity. Malays are overwhelmingly Muslim, while the Chinese are predominantly Buddhists or follow forms of Taoism and Confucianism; Indians are mainly Hindus. Small percentages of Indians and Chinese are Christians. Indigenous people in East Malaysia are Muslims or Christians while others maintain animistic beliefs.



Soldiers should understand the ethnicity of their counterparts and their region of operations to build rapport.

CULTURAL CONSIDERATIONS

Adat: National values may be amended by local *adat*, which are a local and traditional set of customary laws. These unwritten, traditional codes govern all aspects of personal conduct from birth to death and a group's *adat* differentiates it from others. *Adat* emphasizes law based on group responsibility and punishment established on compensation enforced by community pressure rather than retribution. While



adat have been modified by Islamic and European legal systems, it is still a common cultural heritage.

Respect: Malaysians have a desire for harmony and respect. Enduring shame or losing face causes adversity. Do not publically criticize a Malaysian colleague and avoid shouting or raising your voice. You should always allow Malaysians a way to maintain their dignity.

NATIONAL IDENTITY

Malay national identity is characterized by a "National Principles" pledge (*Rukun Negara*) that proclaims five values:

- Belief in God
- Loyalty to King and Country
- Supremacy of the Constitution
- Rule of Law
- Courtesy and morality

Reciting the pledge and singing of the national anthem are compulsory at official functions. Soldiers should also note that the king (*Yang di-Pertuan Agong*) is the symbol of the state and embodiment of these values. He symbolizes the political dominance of Malays. The king is selected to serve for five years from the leaders of the nine states, each of which is ruled by a hereditary monarch who is Malay.



COMMUNICATION

Malaysians are indirect and high context communicators. The desire to accommodate others may result in ambiguous answers such as "it is difficult" or the provision of "yes" even when they mean "no." Soldiers should try understanding the full context of interactions and elicit explanation and feedback to avoid confusion.

Malays, Chinese and Indians all have different rules of conduct and their cultures impact gestures and manners. It is key to know to which group your colleagues belong, to observe your host and others around you and to follow their example.

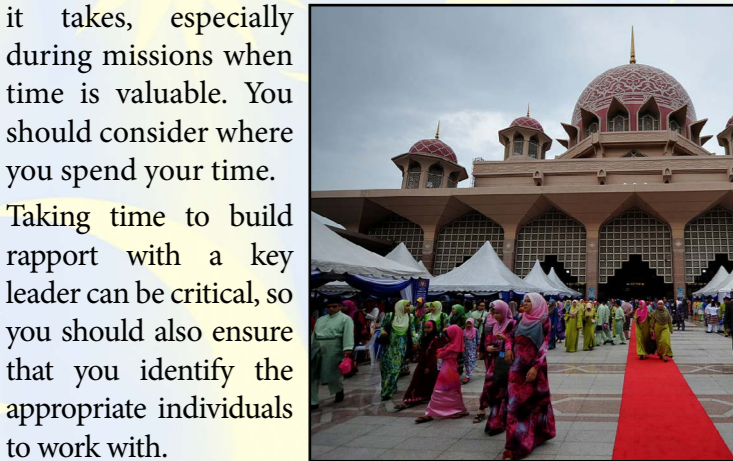
NEGOTIATION TIPS

- Take time to build trust and rapport
- Allow time for your counterparts to make decisions; do not press for quick solutions
- Initial greetings are formal and should convey proper ranking and respect
- A handshake between men is a normal greeting, but men and women usually do not shake hands



BUILDING RAPPORT

The most difficult aspect of rapport is the time that it takes, especially during missions when time is valuable. You should consider where you spend your time.



Taking time to build rapport with a key leader can be critical, so you should also ensure that you identify the appropriate individuals to work with.

Rapport tips to consider:

- Seek to understand before being understood
- Take ownership of your counterpart's issues and needs
- Align with your counterpart's communication style
- Work to make a good first impression
- Focus on your appearance
- Once rapport is built, maintain coordination and communication

BUILDING RAPPORT

Common sport and competitive activities in which you can participate to build rapport include: soccer; cricket; kite-flying, or *wau* flying; *gasing*, a game of large spinning tops; *silat*, a self defense and dance form; and *sepak takraw*, a game where players keep a small rattan ball aloft.

Malaysians and Soldiers share many common interests including Western music, movies, and technology, and shopping in malls is a popular pastime. These shared interests can help build rapport, but be aware that Malaysians remain conservative concerning public behavior and religion.



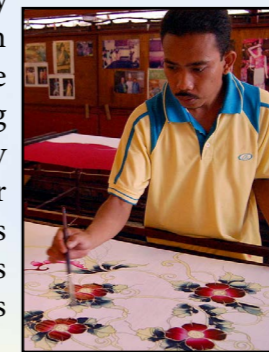
BUILDING RAPPORT

Many social activities center around meals and food. It is common to be met with the phrase '*Sudah makan?*' or have you eaten? Social get-togethers are usually combined with sharing a meal. Sharing meals with your counterparts are an important activity to build rapport.



Holiday Information

It is important to know the ethnicity and religion of others to plan meals accordingly since the three main groups have different eating restrictions and preferences. Malay dishes often contain meat, but never pork; Indians are often vegetarians and do not eat beef; Chinese dishes often contain pork. Most dishes will be served with vegetables.



Soldiers might also receive invitations to an "open house" (*rumah terbuka*) during holidays. Attendance can help strengthen relationships with counterparts.

HELPFUL PHRASES

Bahasa Malaysia is the national language. The government provides schooling in each of the three major languages: Malay, Chinese, and Tamil. English is widely understood.

English	Malay
Welcome	Selamat datang
Excuse me	Ma'af
My name is...	Nama saya _____
How are you?	Apa khabar/kabar?
Yes/No	Ya/Tidak
I do not understand	Saya tidak faham/paham
You are welcome	Sama-sama
Thank you	Terima kasih
Hello	Helo/Halo
Goodbye	Selamat tinggal
Good morning	Selamat pagi

