



Press Services

Let us do the PR for you!



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
Industrie- und Handelskammer

Introducing Press Services

Welcome to the MGCC Press Services Brochure!

As the official voice of German trade as well as small and medium-sized businesses in Malaysia, we understand the value of good public relations to build and enhance an organisation's reputation.

But we also know that hiring a full-service PR firm may not be economical for everyone, especially new businesses.

Take advantage of our media expertise and let us promote your brand to the Malaysian public!



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The Malaysian media landscape

The Malaysian media landscape is comprised of traditional and digital media outlets, mainly in English and the national language Bahasa Malaysia as well as Chinese and Tamil, reflecting its diverse cultural makeup.

As of July 2022, there were 30.9 million internet users making up 94% of the population. This makes the Malaysian public one of the most internet-savvy ASEAN nations. Online news and social media remain primary sources of news in Malaysia while print continues on a downward trajectory from 45% in 2017 to 17% in 2022.

A former British colony, Malaysia is a young democracy and its media landscape is regulated. In May 2023, Malaysia was ranked 73rd in the World Press Freedom Index 2023, from 133 in 2022.



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What good PR can do

Are you new in the market and want to get your name noticed in a crowded space? Do you have an amazing product or service that is changing lives and communities but no one has heard about it? Or a milestone achievement that deserves to be shouted from the rooftops?

Effective PR tells a story about your brand and helps enhance positive perception. As the late Steve Jobs once said, “Ad campaigns are necessary for competition but good PR educates people.”

Good PR not only builds reputation but increases brand awareness and trust among the public and your target audience, and is crucial for long-term brand building.



What we do



Press release packages

- Not only do we craft a compelling press release for you, but we also disseminate it using our extensive media database and Malaysia's national news agency's service platform for optimal coverage.



Media consulting & strategy

- We help you develop story ideas, pitch them to editors and secure guaranteed coverage through a combination of earned and paid media.



Bespoke campaigns

- We assist you with a comprehensive media campaign tailored to your needs and budget.



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Testimonial

“With the help of the media and events planners of MGCC, we arranged for a small and exclusive celebration luncheon with a dozen of government officials. Their support extended far beyond the technical, spotting before and during the event where things went not to plan, patching up quietly and effectively, leaving us to focus entirely on our guests. The MGCC team also made sure the event was well photographed, covered widely in the press and provided us with detailed feedback on which media we featured. Technically precise, expertly advised and personally presented. Well done! We will book you most certainly again for our next events.”

Johannes Römer, South East Asia Area Representative Oryx Stainless Malaysia



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Get in touch with us

Contact us today for a free initial consultation and find out how MGCC's Press Services can elevate your brand presence in Malaysia.

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