

## **GUIDELINES ON THE ESTABLISHMENT OF MARKETING OFFICE IN KUALA LUMPUR AND ISKANDAR MALAYSIA**

### **1.0 What is a Marketing Office?**

The role of the Marketing Office is limited to facilitate meetings with clients and establish contacts with potential clients of the Labuan company. No maintenance of books and records (including trading activities) shall be done through, from or in the Marketing Office.

### **2.0 Eligibility**

All Labuan companies, including those licensed under the laws relating to financial services in Labuan IBFC may apply to set up a Marketing Office in Kuala Lumpur and/or Iskandar Malaysia. Labuan companies that have an existing Kuala Lumpur Marketing Office may apply to establish another Marketing Office in Iskandar Malaysia. With the exception of insurance brokers and captives, all Labuan companies that have a Marketing Office are required to maintain a Management Office in Labuan.

### **3.0 Operational Requirement**

#### **3.1 Location and address**

3.1.1 The Marketing Office must have an address.

3.1.2 The Marketing Office must be segregated and independent from office of other entity/company and has its own phone line, fax machine and computer terminal separate from other entity/company.

3.1.3 The premise of the Marketing Office should strictly be used for the purposes as specified under paragraph 1.0 and not for personal use or accommodation.

3.2 The number of staff in each of the Marketing Office should not exceed four.

### **3.3 Name and Signboard**

3.3.1 The name of the Labuan company must be easily legible in Romanised characters, printed on a signboard affixed at the entrance of the Marketing Office.

3.3.2 The signboard must contain the company's name, incorporation/ registration number and licensed number (if applicable).

3.4 The Labuan company must also comply with requirements of the relevant local authorities with regard to the signboard and Marketing Office, wherever applicable.

### **4.0 Fee**

4.1 An annual fee of RM7,500 will be imposed for each Marketing Office in Kuala Lumpur and/or Iskandar Malaysia.

4.2 The subsequent payment of annual fee is payable not later than 15 January of each year.

### **5.0 Application**

5.1 All Labuan companies must submit the application for establishment of a Marketing Office through the Labuan trust companies.

5.2 For Labuan licensed entity, the application may also be made by:

5.2.1 Labuan licensed entity itself;

5.2.2 Labuan licensed insurance manager or Labuan licensed underwriting manager; or

5.2.3 Labuan licensed takaful manager or Labuan licensed takaful underwriting manager.

5.3 The following minimum information must be submitted with the application together with a processing fee of RM1,000 for Labuan licensed entity and RM300 for Labuan companies:

5.3.1 Business plan that illustrates the activities to be performed at Marketing Office, including 3 years financial projection (statement of comprehensive income and statement of financial position) of the Marketing Office.

5.3.2 Organisation Chart of the Marketing Office.

5.4 Notwithstanding the above, Labuan FSA may request other information for the purpose of processing the application.

5.5 The application under this Guidelines can be submitted to:

Business Management Department  
Labuan Financial Services Authority (Labuan FSA)  
Level 17, Main Office Tower  
Financial Park Complex  
Jalan Merdeka  
87000 Federal Territory Labuan  
MALAYSIA

5.6 Any request for additional information or clarification pertaining to the Guidelines may be directed to the following contact details:

Telephone : 087-591200  
Fax : 087-453442  
Email : [business\\_operations@labuanfsa.gov.my](mailto:business_operations@labuanfsa.gov.my)/  
[roc@labuanfsa.gov.my](mailto:roc@labuanfsa.gov.my)

## **6.0 Effective Date & Savings Provision**

6.1 The Guidelines shall come into effect on 5 March 2014 and would remain to be effective and applicable unless otherwise amended or revoked.

6.2 The Guidelines would supersede the Guidelines for Establishment of Marketing Office in Kuala Lumpur and Johor Bahru issued on 14 November 2003.

6.3 All approvals, decisions, directions, notifications or exemptions (whichever relevant) granted by Labuan FSA relating to Marketing Office under the superseded guidelines shall continue to remain valid unless revoked otherwise.

## **7.0 Revocation**

Labuan FSA reserves the right to revoke the approval due to non-compliance with Labuan FSA's and other regulatory requirements.

Labuan Financial Services Authority  
3 July 1995 (First issuance)  
1 July 1998 (First revision)  
14 November 2003 (Second revision)  
5 March 2014 (Third revision)