



About the Labuan IBFC China Desk

Established in 2024, the Labuan IBFC China Desk serves as a dedicated platform to deepen Labuan IBFC's engagements with Chinese stakeholders. It aims to foster bilateral trade, investment, and cross-border business expansion between Malaysia and China, as well as with the broader region.

Anchored by strategic collaborations, digital outreach, and targeted investor engagement initiatives, the China Desk works alongside with a growing network of partners, including corporate advisors, legal firms, risk managers, and financial service providers. These partnerships play a key role in strengthening Labuan IBFC's jurisdictional positioning, co-developing marketing initiatives, and supporting on-the-ground facilitation across China.

We are currently expanding our partner network. Labuan industry players interested in supporting this China-focused strategy are invited to complete the short assessment form below.

Kindly submit the completed assessment form to chinadesk@libfc.com by 15th August 2025.

Partner Eligibility Questionnaire

Submission Instructions

Please read the questionnaire carefully and **tick the boxes that are relevant** to your firm's experience **with evidence**.

This form supports internal evaluation and will be kept confidential.

Company Name:

Name of Officer In-Charge:

Contact No (mobile):

Email address:

SECTION 1: STRATEGIC ALIGNMENT [weightage: 20%]

1. How aligned is your firm with Labuan IBFC Inc's goals in supporting cross-border investment from China?

- a. Strong alignment - actively promotes outbound strategy and cross-border investment. Typically forms more than 70% of overall marketing and promotional activities; or have beyond 5 marketing initiatives (e.g. digital marketing, referral partnership etc) for China market per year.
- b. Moderate - Interested but not actively promoting. Typically forms around 40-60% of overall marketing and promotional activities; or have 3 – 5 marketing initiatives for China market per year.
- c. Weak – Limited or no alignment

2. Have you engaged in projects aligned with Labuan IBFC's strategic relevance (e.g. facilitate investors' regional investments, international financial structuring etc)?

- a. Yes, more than 3 projects for the past 2 years
- b. Yes, in a few cases for the past 2 years
- c. No experience in the past 2 years

Please provide the outcome of the projects, e.g. resulted in RM xxx of investments into Malaysia, generated xxx employment opportunities etc.

SECTION 2: MARKET POSITION *[weightage: 5%]*

3. How would you describe your firm's market position? Please provide related justification.

- a. Top-tier / well-recognized leader

[Justification: _____]

- b. Mid-tier, known locally

[Justification: _____]

- c. Small or new firm

[Justification: _____]

4. How many new clients did your firm attract in 2024?

- a. Large (>30 clients)
- b. Medium (11 – 30 clients)
- c. Small (<10 clients)

SECTION 3: CHINA MARKET EXPERIENCE *[weightage: 25%]*

5. What is your firm's level of engagement with the China market?

- a. Have office or team in China
- b. Have affiliate(s) in China

Please provide the name of your affiliate (max 3): _____

- c. Experience serving Chinese clients only
- d. No relevant China experience

6. What type of Chinese clients do you serve? (Select all that apply)

- a. Corporate groups
- b. HNWIs / Private clients
- c. Government/SOE
- d. None

7. What type of services do you provide to Chinese outbound clients?

Please specify the key service offered, with a maximum of 3 services. This can be Labuan and Malaysia related services.

- a. _____
- b. _____
- c. _____

8. Are there any other key experience(s) that you would like to share?

SECTION 4: COMPLIANCE AWARENESS *[weightage: 10%]*

9. Are you familiar with Labuan's regulatory and compliance framework (e.g. AML/CFT, economic substance)?

- a. Yes, experienced
- b. Possess of basic awareness
- c. No

10. Have you supported clients with China ODI or similar cross-border compliance matters from China?

- a. Yes, regularly
- b. Occasionally
- c. No

SECTION 5: COMMUNICATION FIT *[weightage: 25%]*

11. What languages can your team speak? (Select all that apply)

- a. English
- b. Mandarin
- c. Malay / Others

12. How responsive is your team in cross-border communications?

- a. Very responsive (within 24h)
- b. Moderate (1–3 days)
- c. Often delayed or unclear

13. What tools do you use for communications with Chinese stakeholders? Please name 3 key platforms.

- a. _____
- b. _____
- c. _____

14. Do you have staff designated to manage international partnerships?

- a. Yes. Please specify the staff position: _____
- b. No

15. Do you have marketing collateral in Mandarin?

If yes, please attach 3 key marketing collaterals that are currently used.

16. Do you carry out digital marketing (including social media) in China?

If yes, please provide a summary of your digital marketing initiatives thus far. If it includes running a social media account, please provide the (handle of the) social media account. How long have you embarked on this digital marketing initiative(s)?

SECTION 6: RESOURCE COMMITMENT [weightage: 15%]

17. Are you willing to assign a dedicated resource (staff or team) for Labuan IBFC-related collaboration?

- a. Yes, a dedicated team
- b. Ad-hoc / part-time staff/team only
- c. No

18. Are you open to participating in co-branded initiatives (events, webinars, delegations) on a cost-sharing basis?

- a. Yes, proactively
- b. Maybe / selectively
- c. No

19. Are you open to collaborating with other industry players, including those offering similar services (e.g. a trust company working with another trust company), as part of a multi-stakeholder engagement approach?

- a. Yes
- b. No
- c. Maybe / selectively

20. How much of your resources from 2024 to June 2025 is dedicated to the China market?

- a. Substantial (active promotion and team effort)
- b. Limited
- c. None

21. In terms of financial commitment, what is the range of marketing cost spent on the China market from 2024 to June 2025?

- a. More than USD 30,000
- b. USD 10,000 – USD 30,000
- c. Less than USD 10,000

SECTION 7: COLLABORATION HISTORY

22. Have you worked with Labuan IBFC Inc before?

- a. Yes, on a successful collaboration(s)
- b. Some informal interaction
- c. No