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## Transnational corporations from Asian developing countries: The internationalisation characteristics and business strategies of Sime Darby Berhad

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There is limited empirical research on the internationalisation processes, strategies and operations of Asian multinational corporations (MNCs), particularly MNC's based in Malaysia. The emergence and development of an MNC from this developing country represents a significant addition to the literature on this topic which augments and supplements the information already available with regard to nascent MNCs from Asian Newly Industrialised Countries (NIC's). Drawing on primary data from in-depth interviews with 12 key executives from Sime Darby Berhad (SDB), a developing Malaysian-based MNC, this paper will examine and investigate the firm's internationalisation process, its characteristics and strategies, including motivations, patterns, and sources of competitive advantage. The empirical findings, limitations and areas for further research are discussed.

**Keywords:** internationalisation, Malaysia multinational corporations, business strategies, Sime Darby Berhad

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