

The Time to
EXPORT
is Now

NATIONAL INVESTMENT SEMINAR 2018

Go Global with MATRADE

Tuesday 30 October 2018
Kuala Lumpur

by

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Director

Transformation & Digital Trade Division

MATRADE



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- **About MATRADE**
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 - **Issues & Challenges**

MATRADE

Malaysia External Trade Development Corporation

Malaysia's Export Promotion Organisation

The Time to Export is Now



Malaysia External Trade
Development Corporation

ESTABLISHMENT

Act of Parliament, Malaysia External Trade Development Corporation Act 1992

OPERATIONAL

Since March 1993

ROLE

The National Trade Promotion Agency under the Ministry of International Trade and Industry (MITI)

The Time to Export is Now



**Malaysia External Trade
Development Corporation**

VISION

Positioning Malaysia as a globally competitive trading nation

MISSION

Promoting Malaysia's enterprises to the world

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**Malaysia External Trade
Development Corporation**

Regional Offices



5 offices across Malaysia

Northern Regional
Office (Penang)

Eastern Regional Office
(Kuala Terengganu)

Kota Kinabalu
(Sabah)

Southern Regional
Office (Johor)

Kuching
(Sarawak)



Global Network



34 Trade
Offices

12 Marketing
Offices

- | | |
|-----------------|---------------------|
| 1 Los Angeles | 24 Tashkent |
| 2 New York | 25 Budapest |
| 3 Miami | 26 Kiev |
| 4 Mexico City | 27 Jeddah |
| 5 Santiago | 28 Chennai |
| 6 Sao Paulo | 29 Yangon |
| 7 Buenos Aires | 30 Guangzhou |
| 8 The Hague | 31 Shanghai |
| 9 Lagos | 32 Chengdu |
| 10 London | 33 Beijing |
| 11 Paris | 34 Seoul |
| 12 Milan | 35 Bangkok |
| 13 Frankfurt | 36 Ho Chi Minh City |
| 14 Moscow | 37 Hanoi |
| 15 Warsaw | 38 Manila |
| 16 Istanbul | 39 Taipei |
| 17 Cairo | 40 Hong Kong |
| 18 Nairobi | 41 Osaka |
| 19 Johannesburg | 42 Tokyo |
| 20 Doha | 43 Phnom Penh |
| 21 Dubai | 44 Jakarta |
| 22 Mumbai | 45 Melbourne |
| 23 Almaty | 46 Medan |

FUNCTIONS & SERVICES

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Development Corporation



Export
Promotion

Exporters
Development

Trade
Advisory
Services

Trade &
Market
Information

Export Promotion



Local & Overseas
International Trade Events



Trade Missions



International Sourcing
Programme (INSP)



Specialised Marketing
Mission (SMM)



Joint Trade
Promotion Programme

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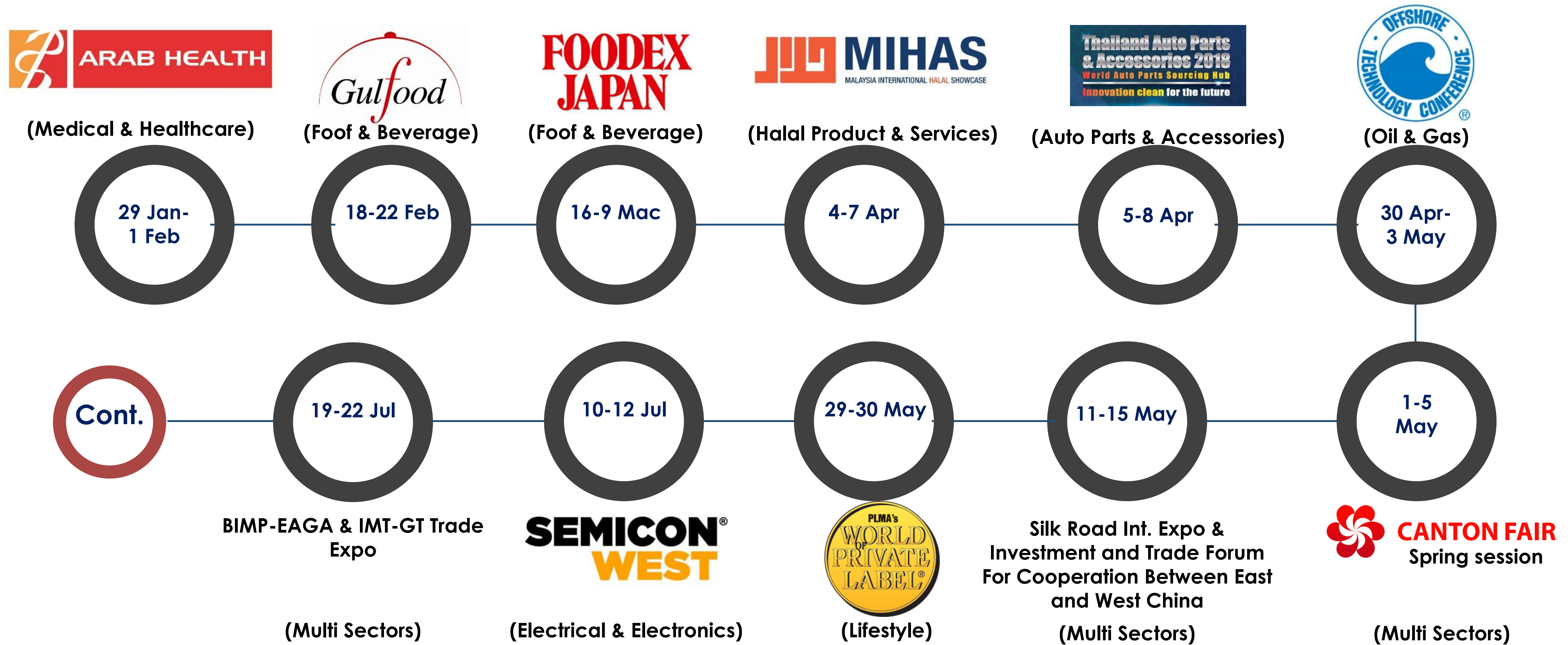


Malaysia External Trade
Development Corporation

Trade Fair (TF)

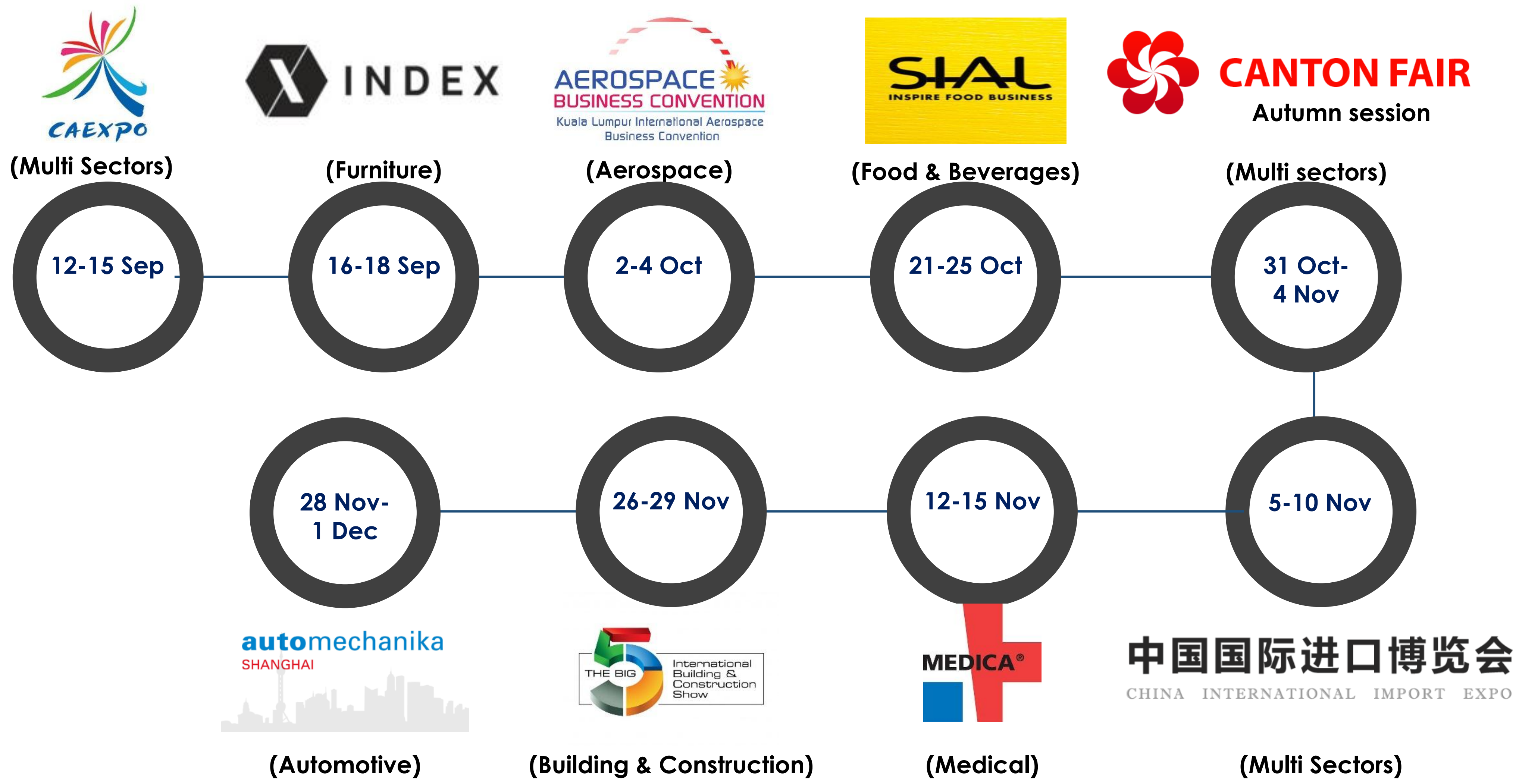


Showcasing Malaysia’s quality products and capabilities through local and international trade events



Trade Fair (TF) – cont.

Showcasing Malaysia’s quality products and capabilities through local and international trade events



International Sourcing Programme (INSP)



Bringing foreign buyers to Malaysia to meet Malaysian companies for their sourcing needs



Sarawak Dialogue
2018

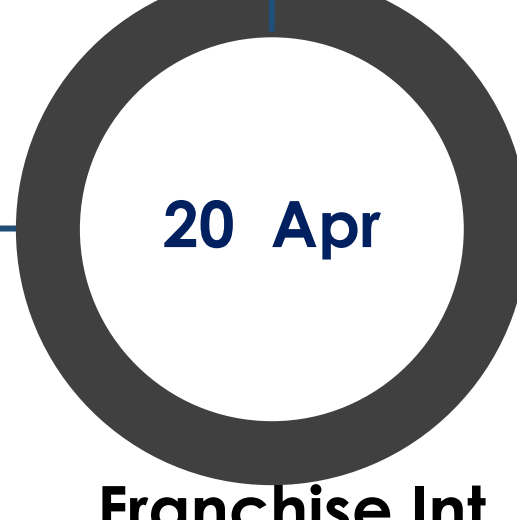
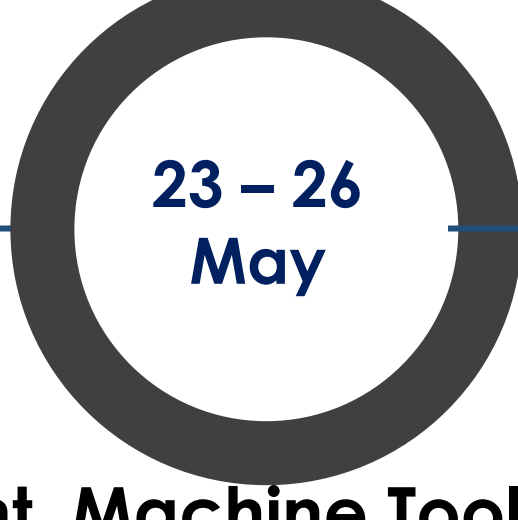
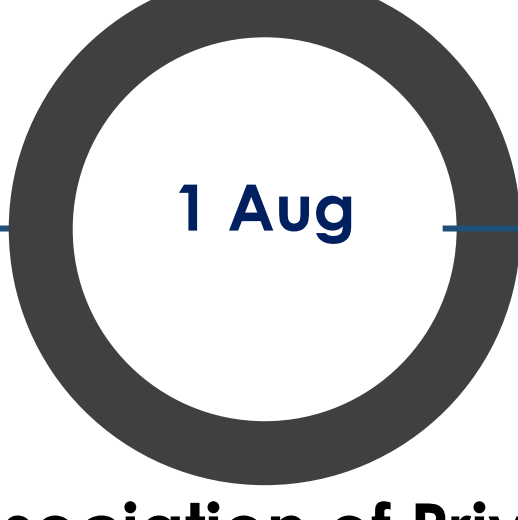
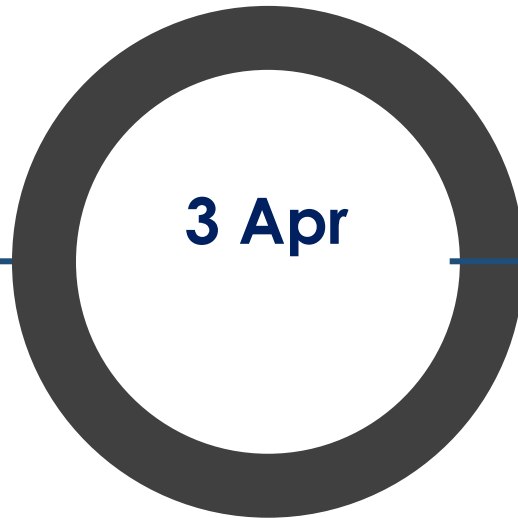
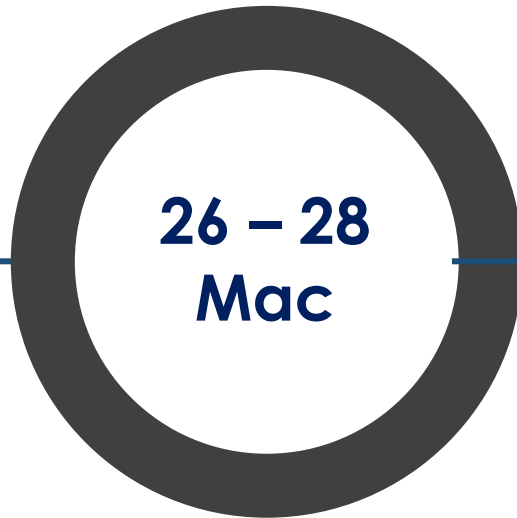
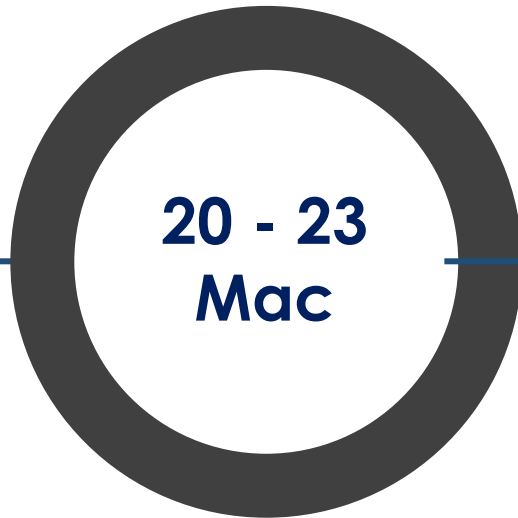
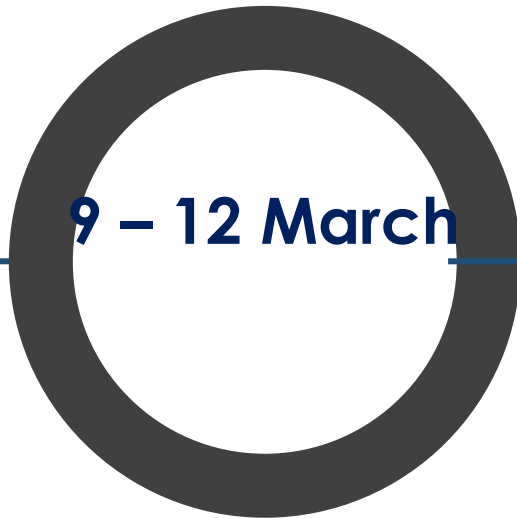
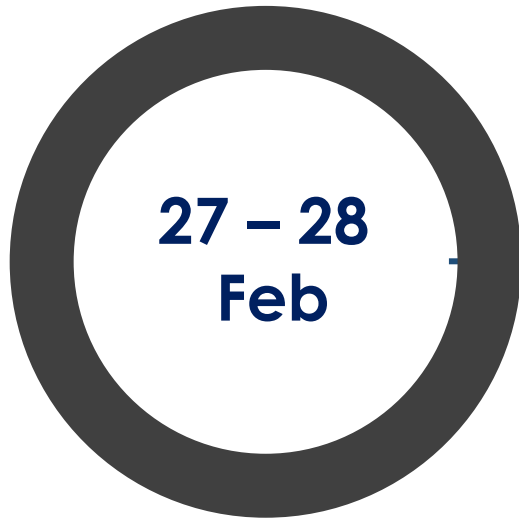
MIFF & EFE

Offshore Technology
Conference Asia

Int. Construction
Week

Malaysia Halal
Showcase

Defence Services Asia /
National Security Asia



Malaysia Oil & Gas
Services Exhibition &
Conference

Int. Rubber Glove
Conference
& Exhibition

Association of Private
Hospitals of Malaysia

Semicon
Southeast Asia

Int. Machine Tools &
Metalworking
Technology Exhibition

Franchise Int.
Malaysia



Export Acceleration Mission (EAM)



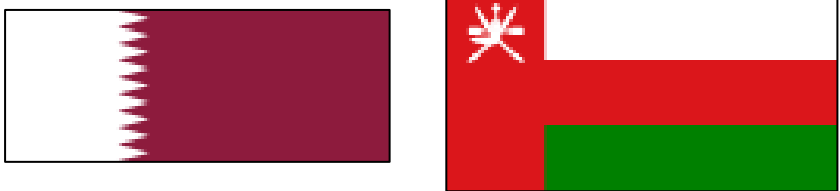
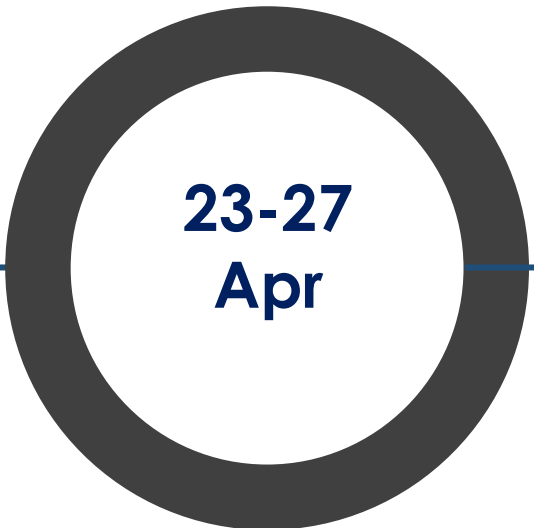
Bringing Malaysian companies abroad to explore opportunities and meet potential partners



EAM on Aerospace Industry @ Aerospace & Defence Supplier Summit, Seattle USA



EAM @ Hannover Messe, Germany



EAM to Qatar & Oman



EAM on Logistics @ Transport Logistics China, Shanghai



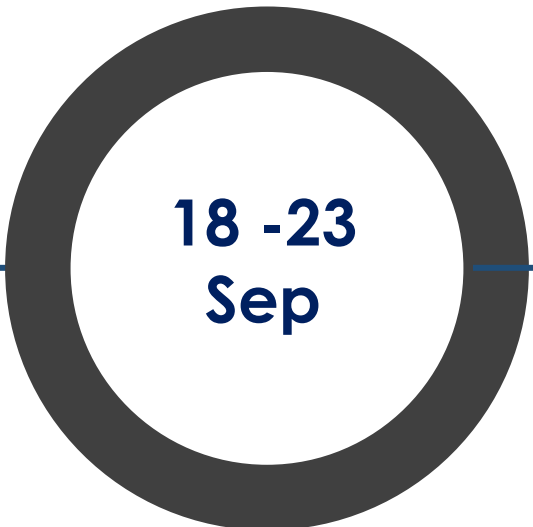
EAM to Hungary, Ukraine & Poland



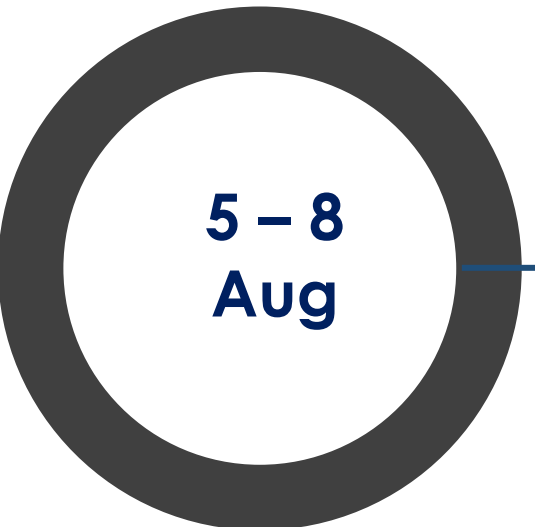
EAM to Colombia & Chile



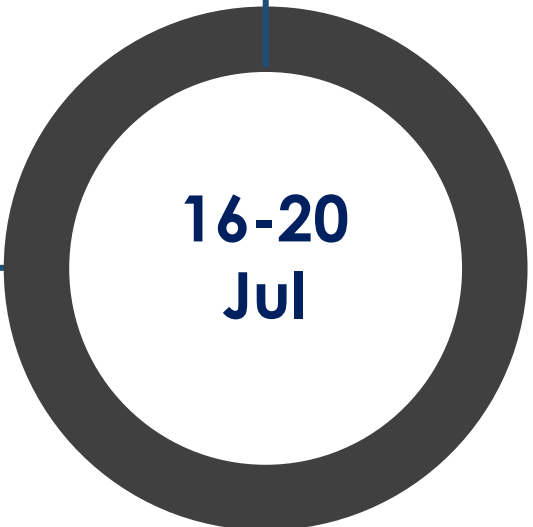
EAM on Oil, Gas & Energy to Azerbaijan & Kazakhstan



EAM @ Tokyo Game Show, Japan



EAM to Aceh



EAM @ Farnborough International Airshow, UK



Export Acceleration Mission (EAM) – cont.



Bringing Malaysian companies abroad to explore opportunities and meet potential partners



EAM in Conjunction with
Construction, Power & Mining
Myanmar



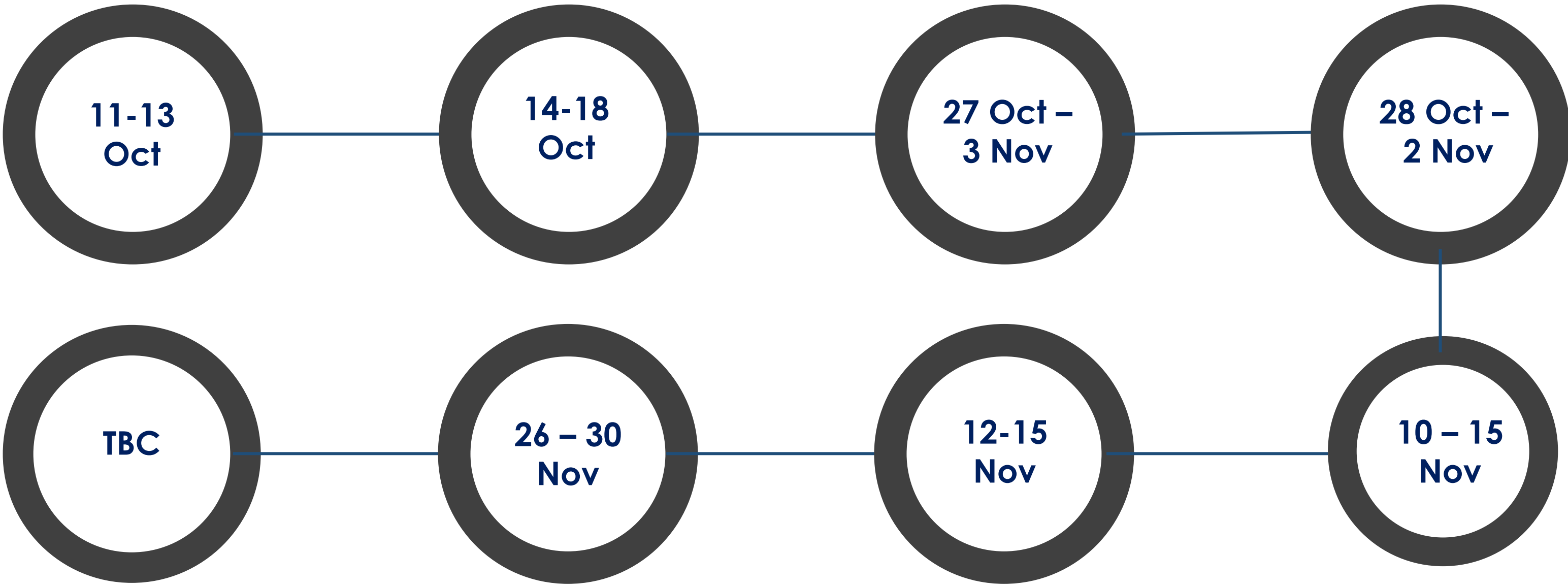
EAM @ GITEX Technology
Week, Dubai UAE



EAM to Mozambique &
South Africa



EAM to Kazakhstan &
Uzbekistan



EAM :

- Fiji & New Zealand
- inconjunction with EuroBLECH
- Rail Industry to Indonesia & Vietnam
- Going Global for Oil & Gas Services
- inconjunction with Int. Sourcing Expo Australia
- Fashion Industry to New York
- Medical Devices to Germany
- Services to Timor Leste & Manila

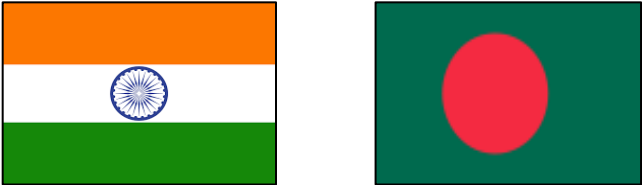
EAM on Chemicals &
Chemical Products to
Vietnam & Camcodia



EAM on Oil, Gas & Energy @ Abu
Dhabi International Petroleum
Exhibition & Conference



EAM to Bangladesh
& India



Exporters Development



Exporters Database



Seminars, Workshops
& Briefings



Exporters Hand-Holding
Programmes



Dialogue with industry associations
and Malaysian exporters



Market Development
Grant (MDG)



Services Export Fund
(SEF)

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Exporters Hand-Holding Programmes

Going Export
(Go-EX)

Mid-Tier Companies
Development Programme
(MTCDP)

e-Trade

Bumiputera, Women,
and Youth Exporters
Development
Programme (BWYEDP)

Mid-Tier & Ramp
Up Programme

Large Corporation
SME Partnership
Programme

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**Malaysia External Trade
Development Corporation**

Trade Advisory Services



Help Desk



Briefing & Consultation
Session Nationwide



FTA Focal Point

Trade & Market Information



Market Trend



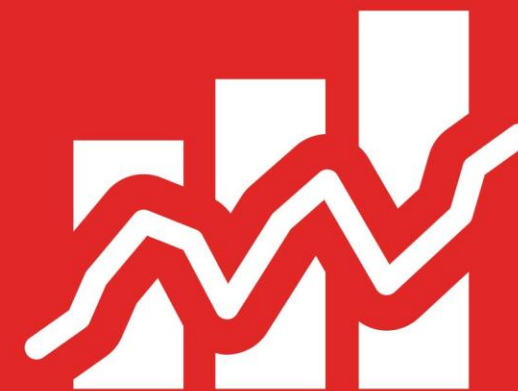
Trade Statistics



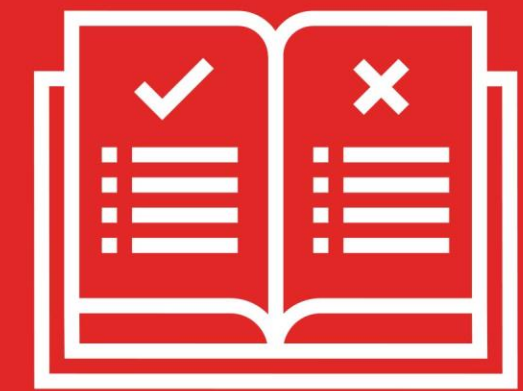
Trade Opportunities



Market Alerts



Trade Leads



Trade Regulations
& Procedures

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Development Corporation

ONLINE SERVICES



5-STAR Rated Website



Print Media & e-Publications



Mobile Application
(MyExport/Trade2Media)

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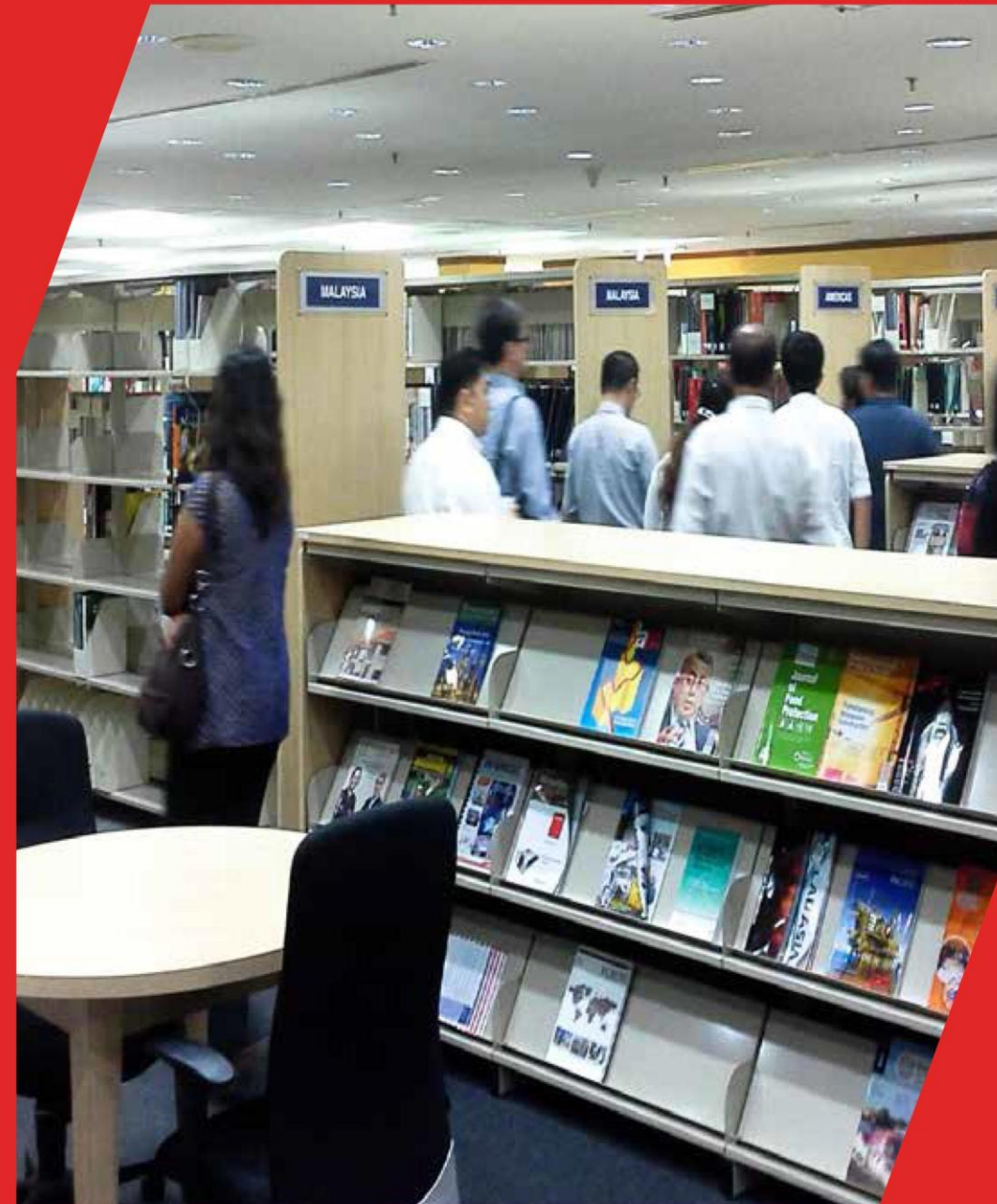


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OTHER FACILITIES IN MATRADE



Malaysia Export
Exhibition Centre
(MEEC)



Business
Information
Centre (BIC)



Trade Museum



Integrated Center
For Export (ICE)

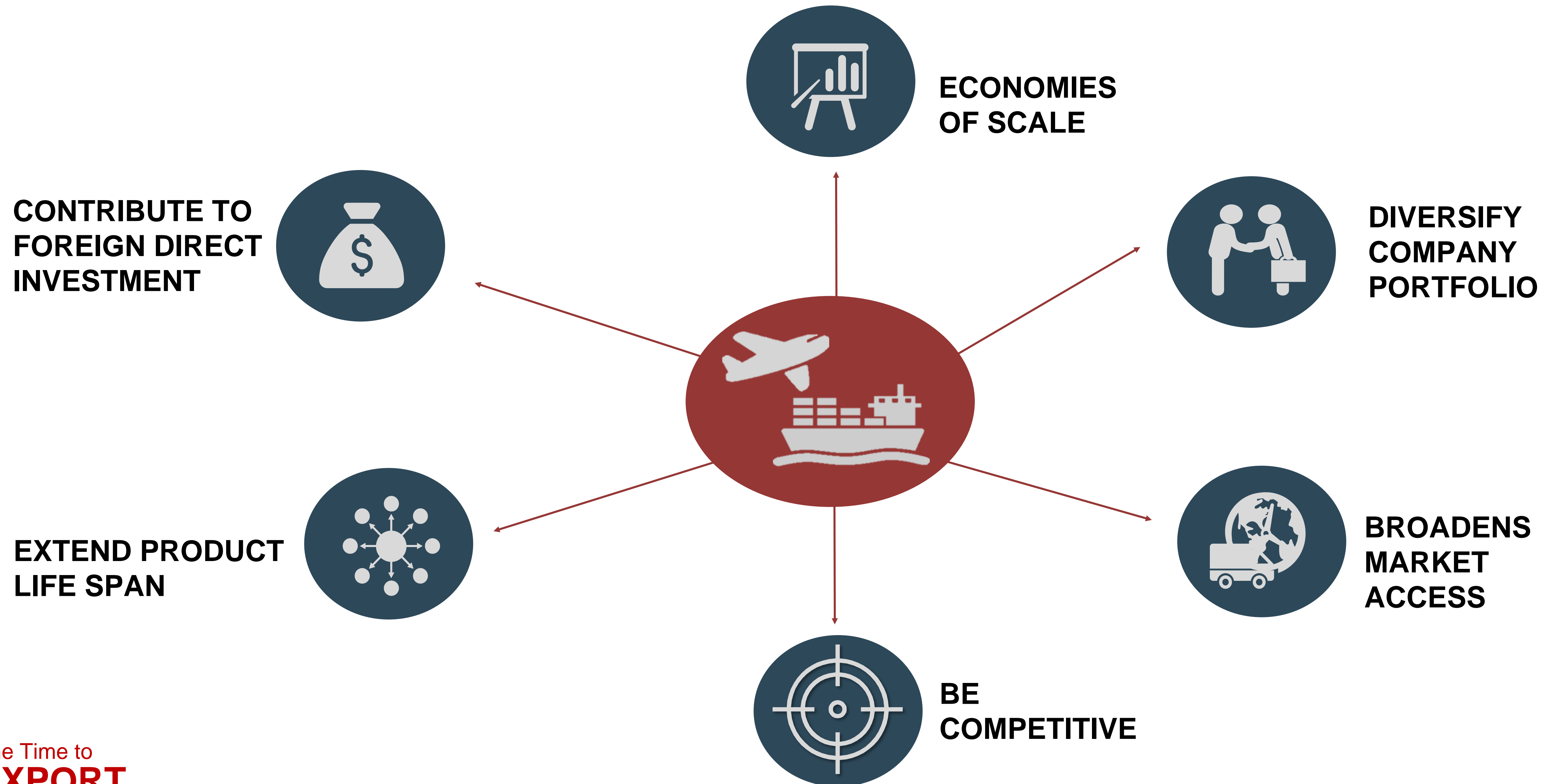
The Time to Export is Now



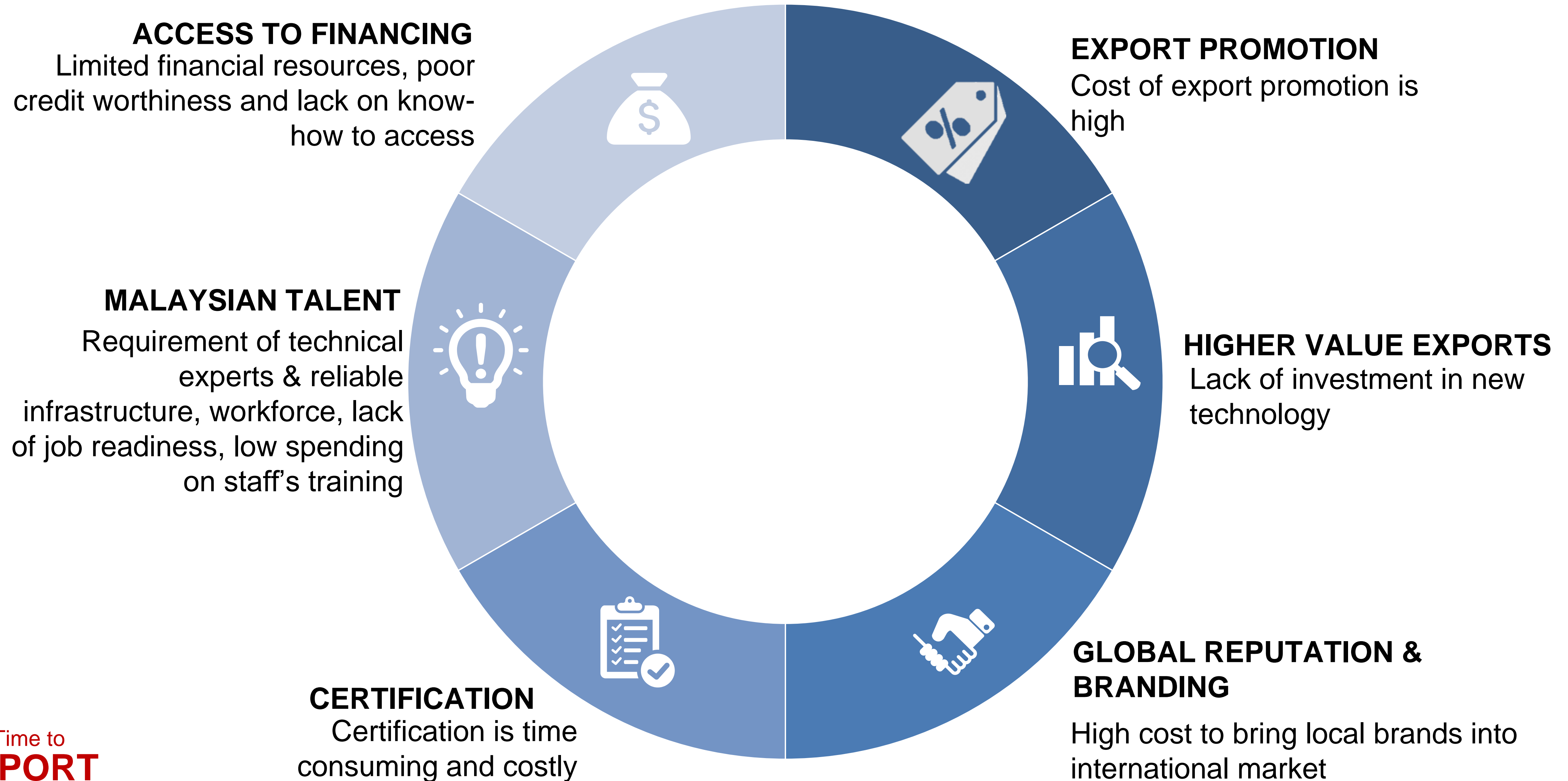
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GOING GLOBAL

WHY SHOULD YOU **EXPORT**?



ISSUES & CHALLENGES IN EXPORTING

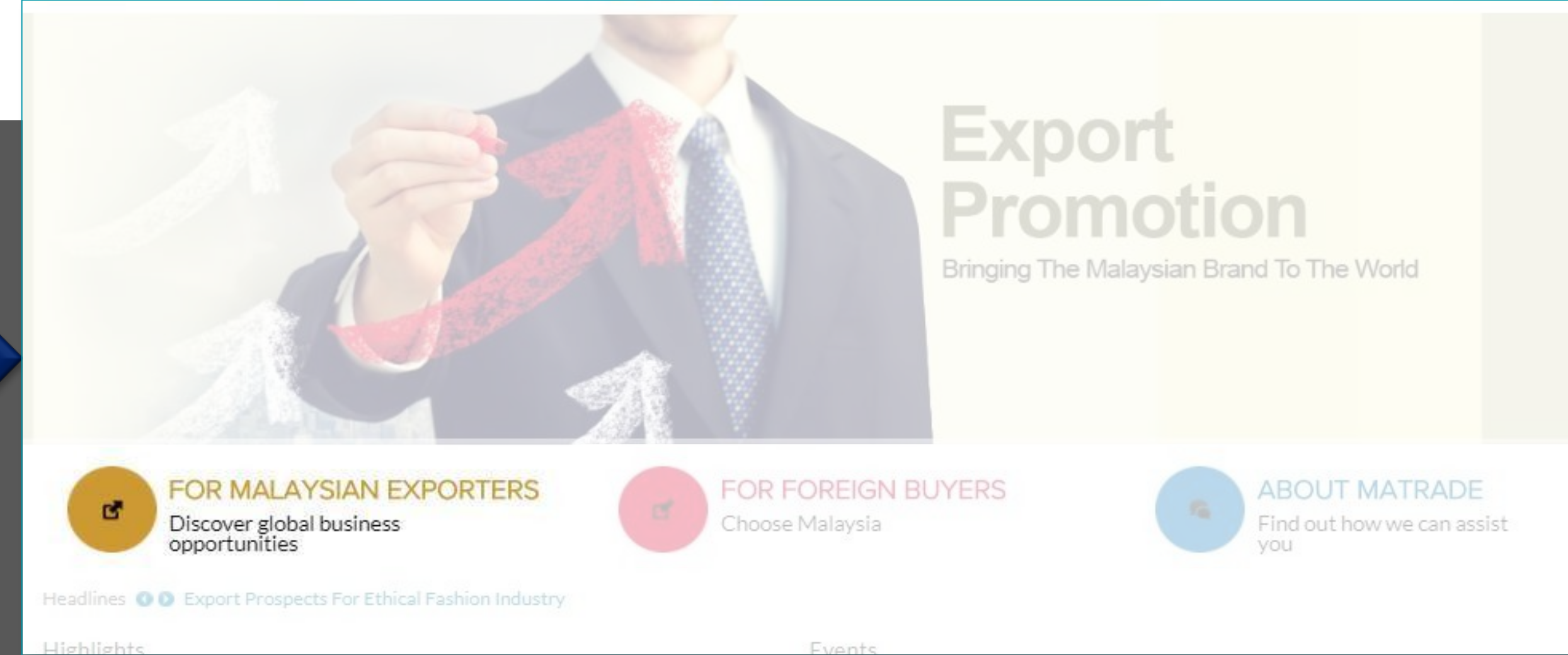


Where do you start?

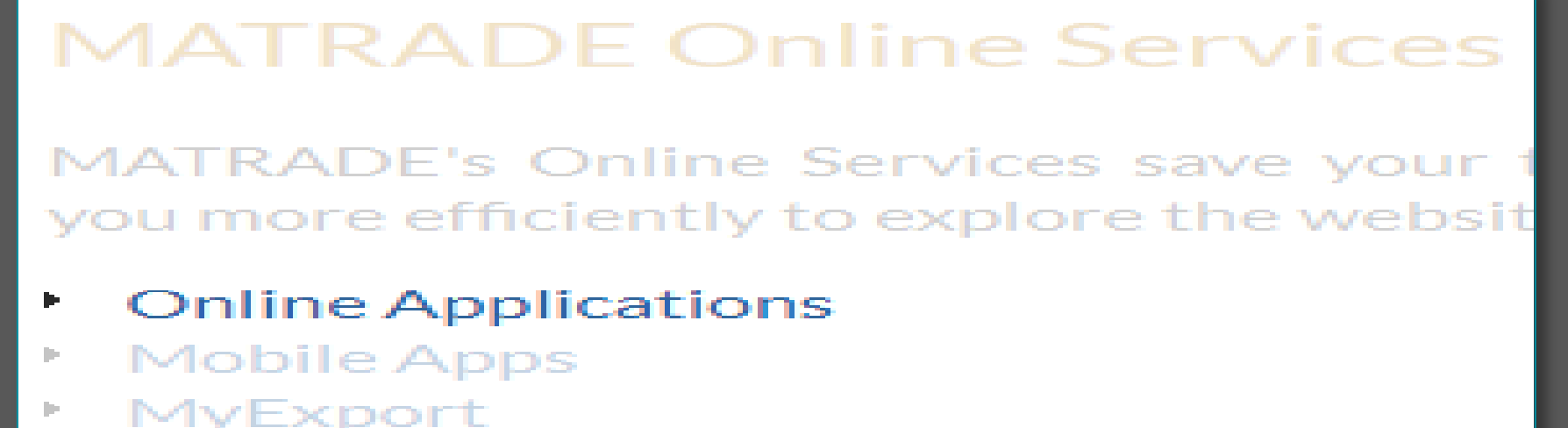
**BE A MATRADE
MEMBER today!**



Step 1: To access the online application, go to “**For Malaysian Exporters**” section in the MATRADE’s Portal



Step 2: Choose “**Online Application**” in the MATRADE Online Services information



Step 3: Click “**Register as MATRADE Member**”

Online Applications

- ▶ Register as MATRADE Member
- ▶ International Trade Events
- ▶ Exports Training Programme
- ▶ eTRADE Programme
- ▶ Services Export Fund (SEF)

Register Now for FREE



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is Now

MATRADE

Your Link To World Markets

www.matrade.gov.my



@matrade



matradeHQ



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