

Going Global with MATRADE

Malaysia External Trade Development Corporation
The National Export Promotion Organisation of Malaysia

LEANY MOKHTAR | **MATRADE Sarawak**

Who We Are

MATRADE is the National Trade Promotion Agency in Malaysia,
under the Ministry of International Trade and Industry (MITI).

MATRADE's Act 1992 is fundamental to the formation of its vision and mission and defines its mandate.

VISION

“Malaysia A Globally Competitive Trading Nation”

Grow
Trade

MISSION

“Promoting Malaysia's Enterprises To The World”

Grow Global
Entrepreneurs

Regional Offices

5 Offices across Peninsular Malaysia and Borneo



Global Network

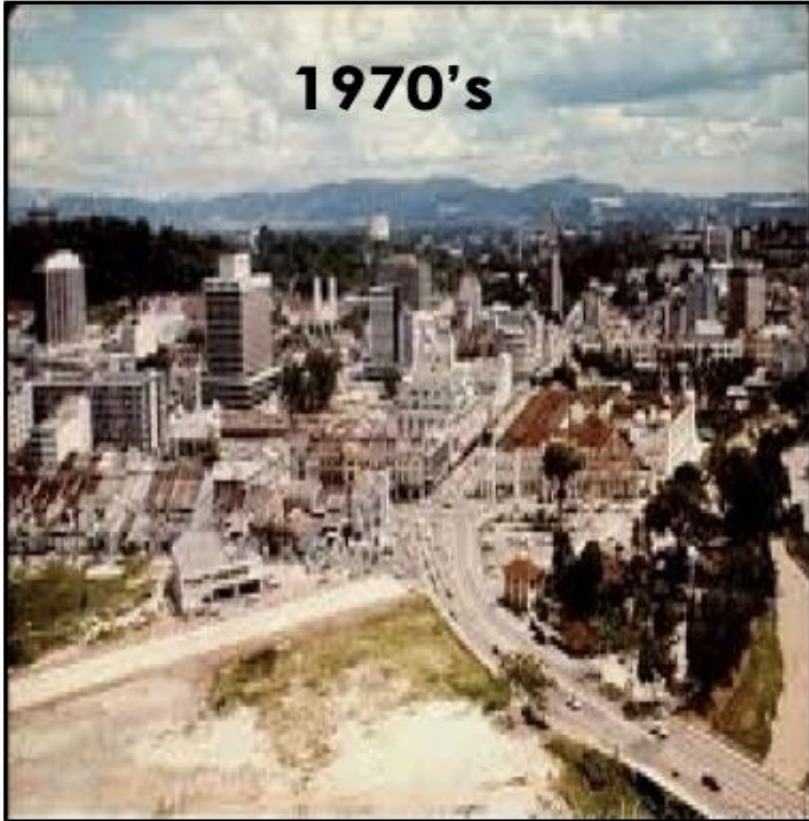


- | | |
|-----------------|---------------------|
| 1 Los Angeles | 24 Tashkent |
| 2 New York | 25 Budapest |
| 3 Miami | 26 Kiev |
| 4 Mexico City | 27 Jeddah |
| 5 Santiago | 28 Chennai |
| 6 Sao Paulo | 29 Yangon |
| 7 Buenos Aires | 30 Guangzhou |
| 8 The Hague | 31 Shanghai |
| 9 Lagos | 32 Chengdu |
| 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 |

34 Trade Offices | 12 Marketing Offices

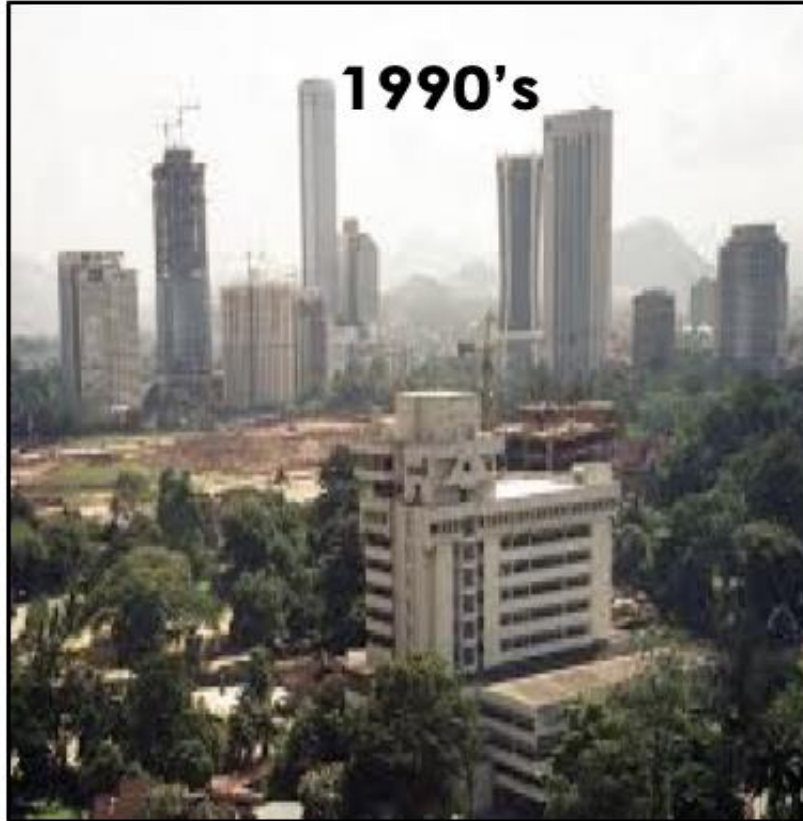
Trade drives the Malaysian economy

1970's



**TOTAL TRADE:
RM 9.45 billion**

1990's



**TOTAL TRADE:
RM 158.76 billion**

2018



**TOTAL TRADE:
RM 1.876 trillion**

Source: Department of Statistics Malaysia (DOSM)

Malaysia's Trade Performance in 2018

- 1 Trade ↑5.9% (y-o-y), exports ↑6.7% & imports ↑4.9%, positive growth amid high base effect in 2017
- 2 Trade balance grew by 22.1% to RM120.27 bil, surpassed RM100 billion, the highest level in 7 years



1
Positive growth
amid high base
effect in 2017



2
Exports
close to
RM1 trillion
mark



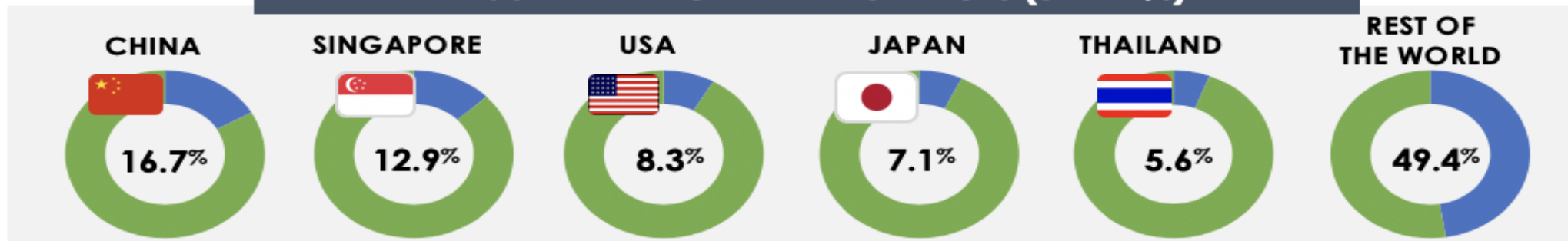
3
Trade balance
surpassed
RM100 billion,
the highest level
in 7 years



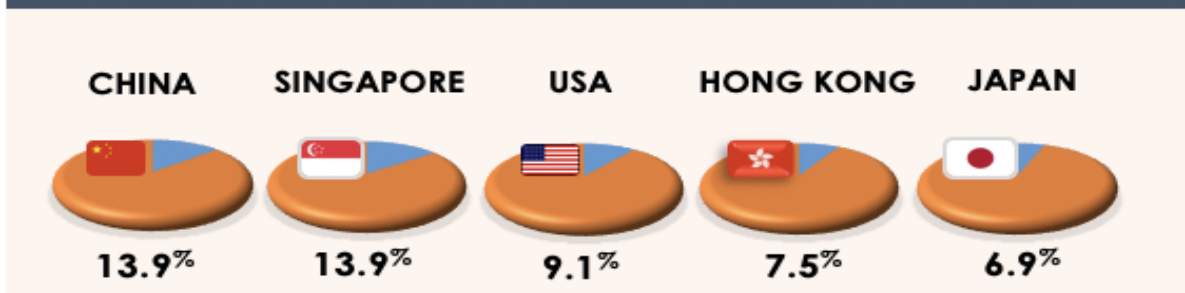
Performance of Key Markets (2018)

Top 5 key markets accounted for over 50% share of total trade, exports & imports

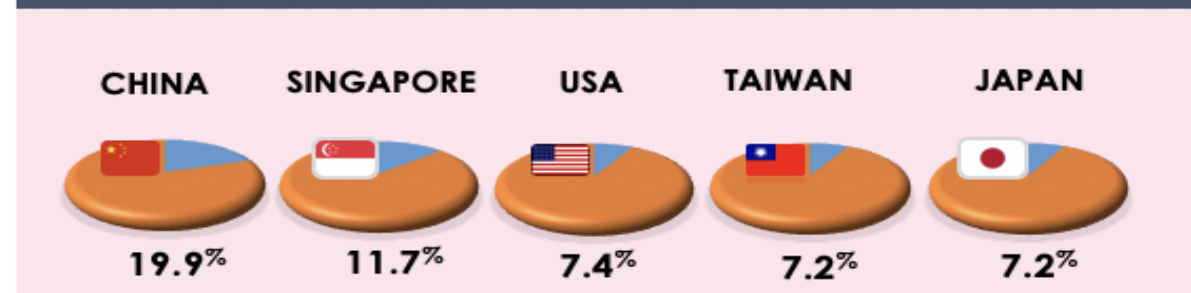
MAJOR TRADING PARTNERS IN 2018 (SHARE%)



MAJOR EXPORT MARKETS IN 2018 (SHARE%)



MAJOR IMPORT ORIGIN IN 2018 (SHARE%)



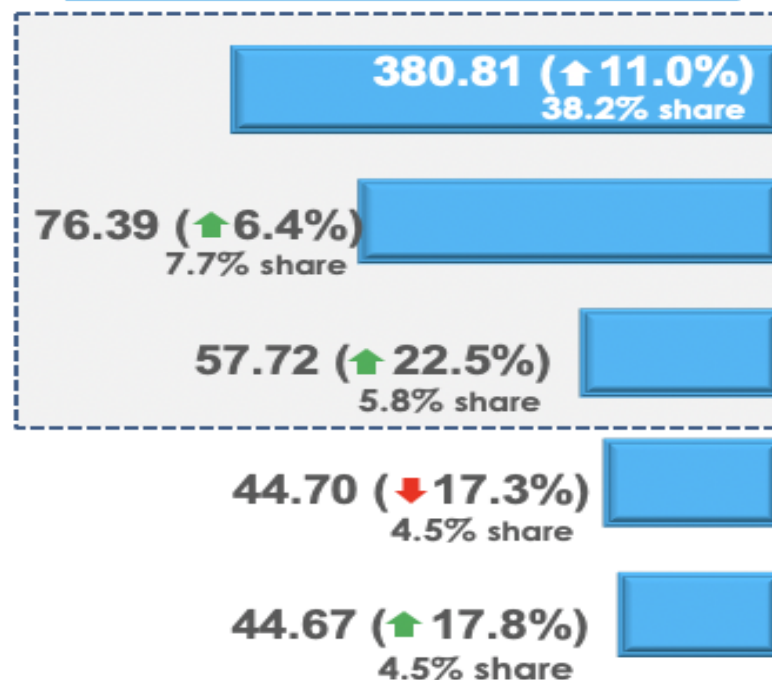
Source: Department of Statistics Malaysia (DOSM)

Major Export & Import Products (2018)

E&E, Petroleum & Chemicals were major export & import products

Top 5 Export Products

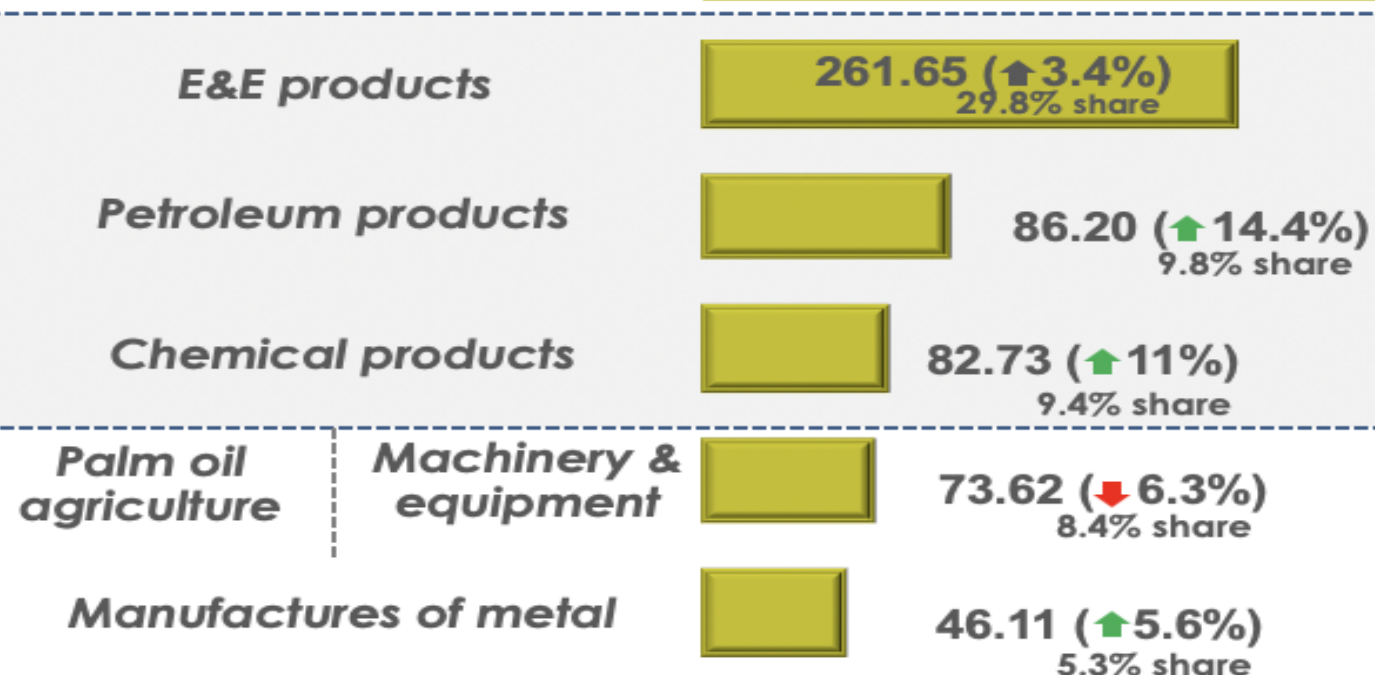
(RM billion)



Top 5 products constituted
60.7% of total exports

Top 5 Import Products

(RM billion)



Top 5 products constituted
62.7% of total imports

MATRADE's Core Functions



Export Promotion

Trade Fairs

INSP

EAM

TIM

Local &
overseas
events

01



Exporters Development

Customised Prog

Financial
Assistance

eTRADE

Seminars &
Workshop

02



Trade & Market Intelligence

BIC

Market Info

Export
Opportunities

Mobile App
Portal

03



Trade Advisory

Comprehensive
Advisory Services
for exporters

04

MATRADE Work Programme 2019 Overview

- Work Programme 2019 comprises Exporters Development and Export Promotion activities
- Programmes are aimed at accelerating Malaysian companies participation in export



EXPORTERS DEVELOPMENT

- eTRADE
- Go-Ex
- Bumiputera, Women & Youth Exporters Development Programme (BWYEDP)
- Mid-Tier Companies Development Programme (MTCDP)
- Mid-Tier Ramp Up
- Seminars & Workshop
- Exporters Advisory
- Business Information Centre (BIC)
- Malaysia Export Exhibition Centre (MEEC)
- Market Development Grant (MDG)

TOTAL PROGRAMMES

EXPORT PROMOTION

- Trade Fairs
- Export Acceleration Mission (EAM)
- International Sourcing Programme (INSP)

Core Functions - Export Promotion



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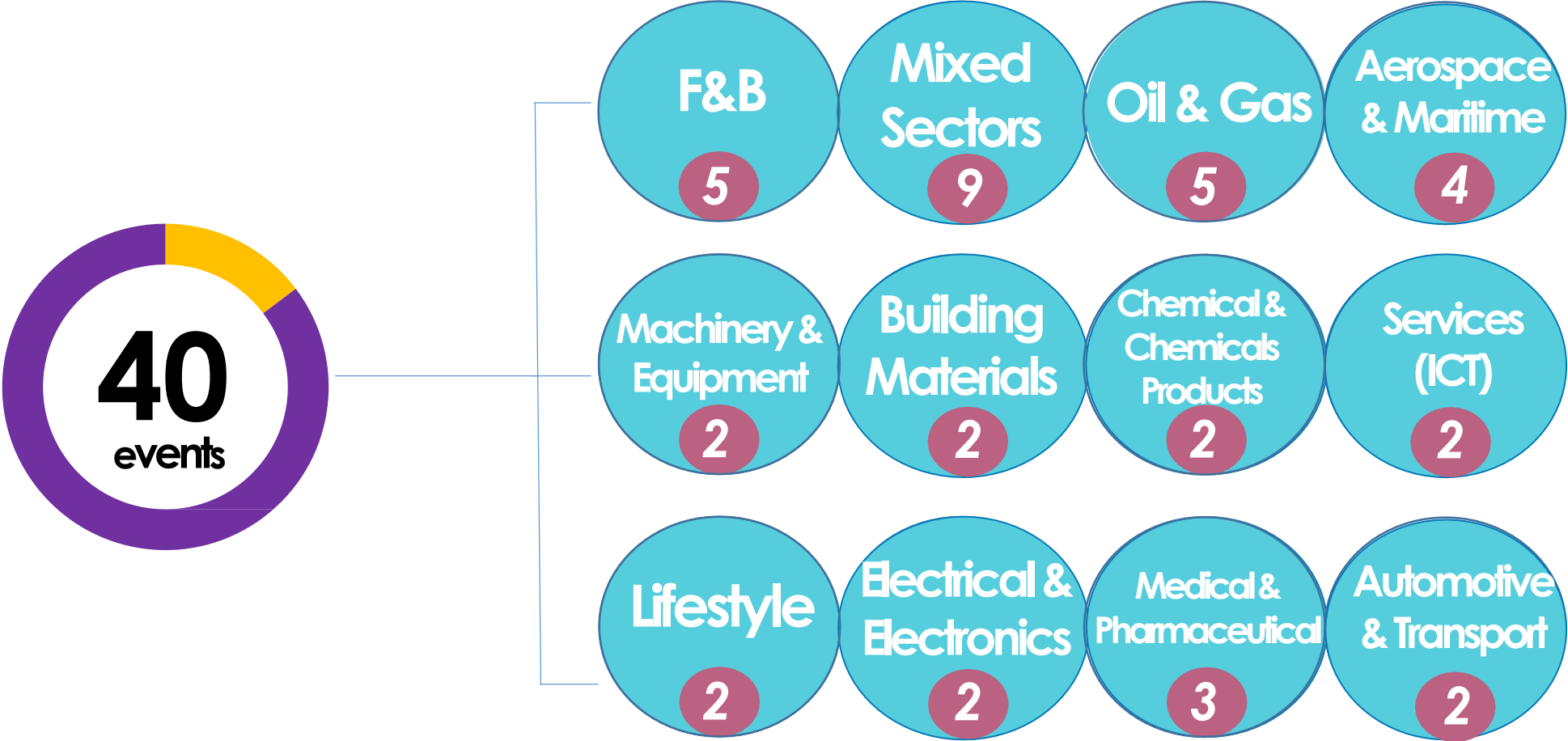


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Comprehensive Advisory Services for exporters

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Promotion Programmes by Sectors (2019)

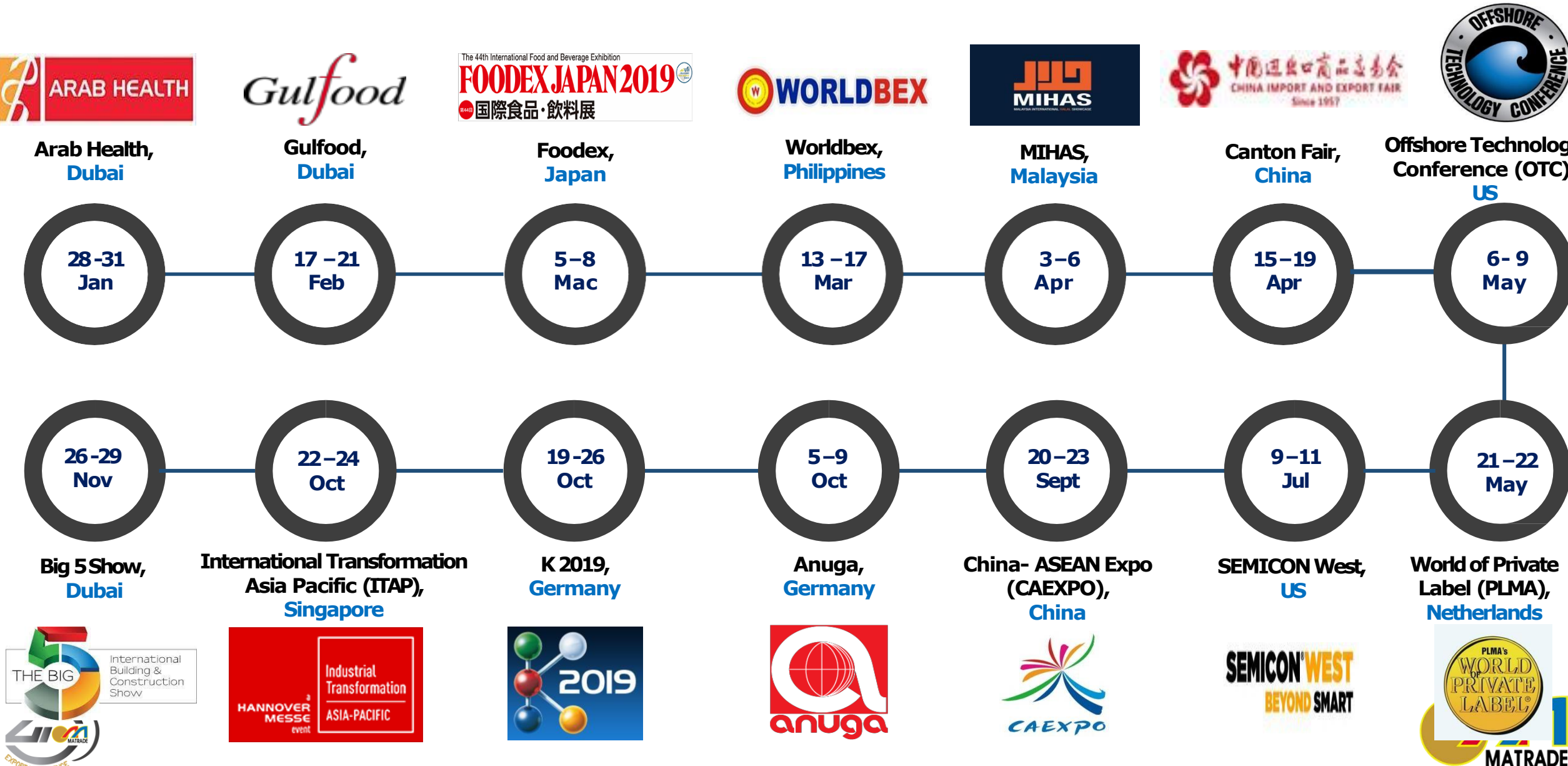


Export Promotion Programme by Region



Participation in Trade Fairs Locally and Globally

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



Export Acceleration Mission (EAM)

Bringing Malaysian companies abroad to explore trade opportunities and meet potential partners



EAM on Chemicals & Chemical Products to India & Bangladesh

Mar

EAM on Oil, Gas & Energy to Ghana & Nigeria

Mar

EAM in conjunction with Hannover Fair, Germany

1-5 Apr

EAM to South Sulawesi, Indonesia

9-11 Apr

EAM to Kazakhstan, Uzbekistan and Tajikistan

Apr

EAM on Automotive Industry to Vietnam

May

11-14 Nov

EAM in conjunction with Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC), UAE



6-10 Oct

EAM in conjunction with GITEX, Dubai, UAE



20-23 Sept

EAM in conjunction with Tokyo Game Show, Japan



24-28 Jun

EAM to New Zealand and Fiji

17-23 Jun

EAM on Aerospace in conjunction with Paris Airshow, France



International Sourcing Programme (INSP)

Bringing foreign buyers to Malaysia to meet Malaysian companies



Malaysia International Furniture Fair



Langkawi International Maritime and Aerospace Exhibition (LIMA)



SEMICON SEA



Export Furniture Exhibition (EFE)



Malaysia International Halal Showcase (MIHAS)



Oil & Gas Asia (OGA)



Core Functions – Exporters Development



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Enhance MATRADE's Database and Improving Exporters Capabilities

437 Exporters Development Programmes comprise programmes as follows:

OBJECTIVES:

Increase MATRADE's membership in states and sector with low membership rates	Create more global & Regional champion in priority sectors	Provide customised export facilitation for Bumiputera, Women and Youth Exporters
Improve knowledge and readiness in export among Malaysian exporters	Assist more companies through MDG	Push for more exporters adopting digital trade
Enhance awareness of MEEC and BIC services	Increase exports of services sectors through SEF and LCSME and increase companies participation in SEF and LCSME.	Develop more export-ready SMEs in high- value industries and SMEs market expansion

ACTIVITIES
Info booth & outreach programmes in collaboration with Agencies, Trade associations & Chambers
40 export training programmes according to needs & export readiness level
Joint collaboration with sectoral, other government agencies and associations
Enhance reference resources and awareness
70 outreach programmes with sectoral desk, agencies & associations
Capacity building, Advisory and market immersion programmes
BWYEDP Handholding programmes & joint collaboration programmes with Agencies & Associations
Outreach programmes collaboration with sectoral desk, agencies, associations & chambers



Market Development Grant (MDG)

Objective

To assist SMEs, Professional Services Providers, Trade & Industry Associations, Chambers of Commerce & Professional Bodies in undertaking eligible export promotional activities.

Form of Grant

A reimbursable grant on the eligible expenses.

Grant Ceiling

Maximum RM200,000 per company. (since the commencement in 2002)

Services Export Fund (SEF)

Details

A scheme to provide assistance to Malaysian Service Providers (MSPs), Trade & Industry Associations, Chambers of Commerce and Professional Bodies

Form of Grant

- Grant (application must be made to MATRADE – reimbursable 50%)
- Soft loan (application must be made to MIDF – soft loan)

Amount

- Maximum of RM5 Million per company
- For the duration of 2015 to 2020

Eligible Sectors

Oil & Gas, Business Services, MRO, Construction, Healthcare, Aerospace, Logistics, Legal, Franchise, Education, Maritime, Legal, ICT, Accounting (except for financial & tourism)

eTRADE



Programme to promote the adoption of e-commerce among Malaysian companies to accelerate exports through participation of e-marketplace



Financial incentive : RM5,000**

B2B | B2C



Seminars & Workshop



Serve to guide potential and existing exporters on the **development** and **business opportunities** in the international markets.

MARKET
ACCESS



TRADE
DOCUMENTATION



POLICY



BRANDING



MARKETING



**Subject to the availability of fund

Success Stories of Malaysian Companies

Going Exports (Go-Ex)



Mid-Tier Companies Development Programme



eTRADE



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Business Information Centre (BIC)

BIC MEMBERSHIP:

- Free access to the library
- Annual fee for membership **RM100**



- Business Directories
- Country Profiles
- Tariff Schedules
- Market Reports
- Periodicals
- Statistics

MATRADE Mobile App



Dissemination of vital trade information to Malaysian exporters through MATRADE's mobile app

Children's Shoes
FIRST STEP BABY WEAR PRIVATE LIMITED

Coconut Products
B TERFLOTH + CIE (CANADA) INC

Health Care Products
CARDINAL HEALTH

Medical Disposable (other Than Glove)
HEALTH

Trade Leads

Company to Supply Hydraulic
Components to Italian Importer
Jul 2017

New UK trade body Formed -
Infrastructure Export
24 Jul 2017

India to restrict imports of goods
24 Jul 2017

Bangladesh Postpone V.A.T
Jul 2017

Self-Initiated ADCV Cases Under
Budget Proposal

Market Alerts

and Catheters Market
of Korea
Jul 2017

Jewellery Industry In South Korea
24 Jul 2017

Taiwan Telematics Industry
24 Jul 2017

Health Supplements in the Philippines
Jul 2017

Ice Industry in Thailand 2017

Product/Market Studies



EXPORTERS SUCCESS STORIES



Top 10 Foreign Countries		Total Visitors
1.	United States	95,875
2.	India	89,109
3.	Singapore	63,815
4.	China	39,569
5.	Japan	30,332
6.	United Kingdom	29,371
7.	Indonesia	25,678
8.	Australia	24,421
9.	Philippines	23,111
10.	Thailand	19,226

EXPORTERS GUIDE



MALAYSIA'S EXPORTERS e-DIRECTORY



2.3 Million
Visitors *2016

18 Million
Page Views *2016

Core Functions – Trade Advisory & Other Facilities



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Integrated Centre for Export (ICE)



**Comprehensive
Advisory Services on:**

Custom Regulations

Standards & Certification

**Export Logistics
Information**

**Up-to-date information
on export**

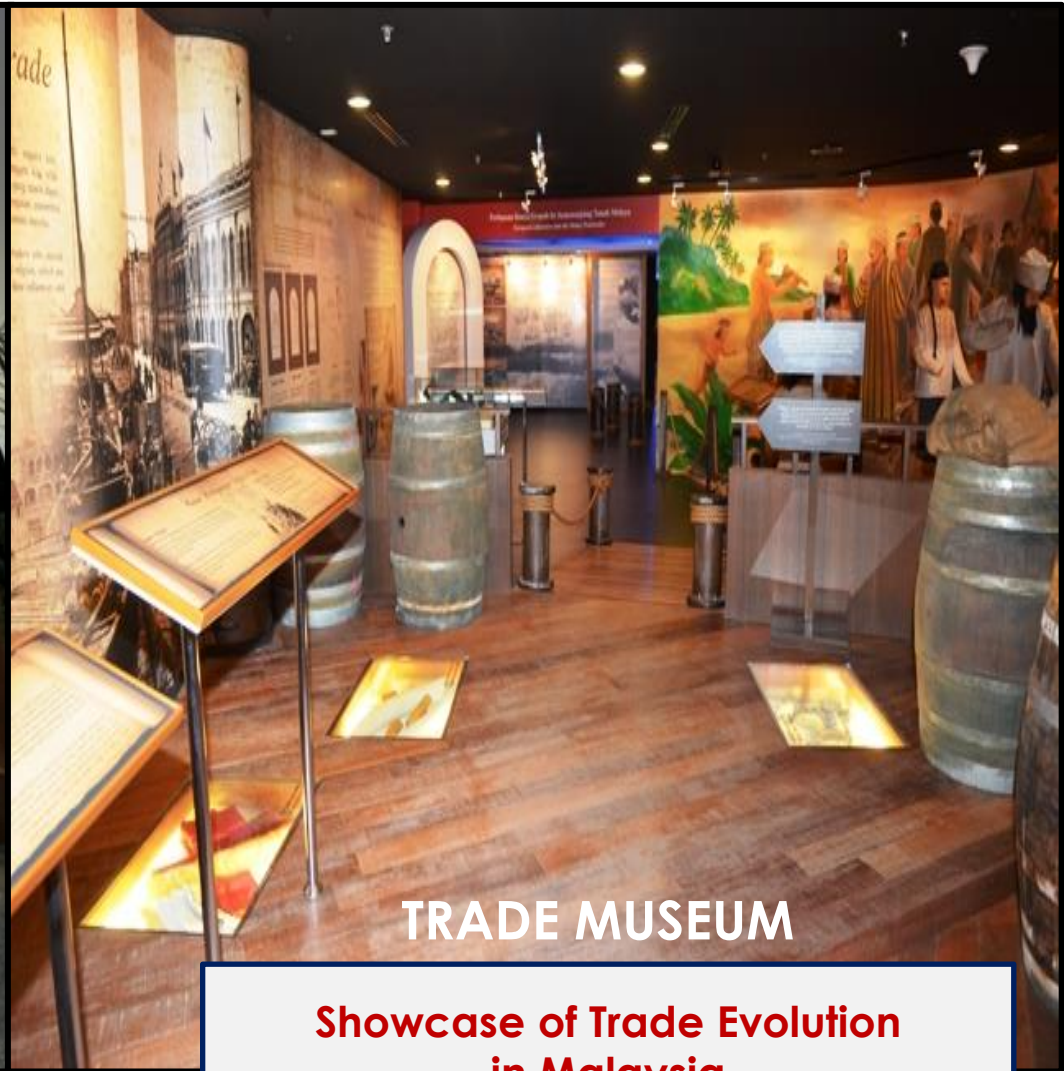
Other Facilities



MALAYSIA EXPORT EXHIBITION CENTRE (MEEC)

One-stop center for foreign buyers to source for Malaysian products & services

- **500 exhibitors**
- **7,000 visitors annually**
- **30 industry**



TRADE MUSEUM

**Showcase of Trade Evolution
in Malaysia**

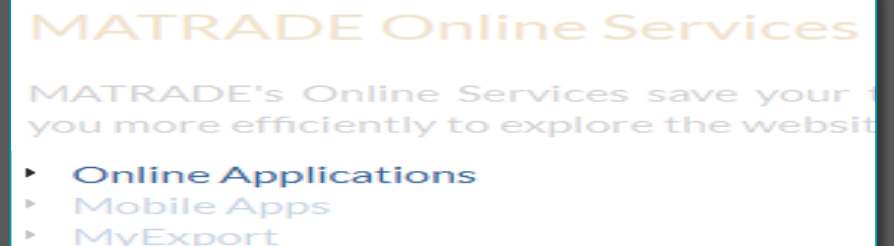
Be A Member of MATRADE Today!



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**”



Register Now for FREE



Contact Us for Further information at:



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MATRADE

The Time to
EXPORT
is Now



Thank You

Join us online & grow exports



www.matrade.gov.my