

# Program Meneroka Peluang Perniagaan dan Perindustrian



# EXPLORING GLOBAL BUSINESS OPPORTUNITIES WITH MATRADE

Presented By:  
**NOOR AZIAN ROMLAN**  
**MATRADE SARAWAK**



**EXPORTS**

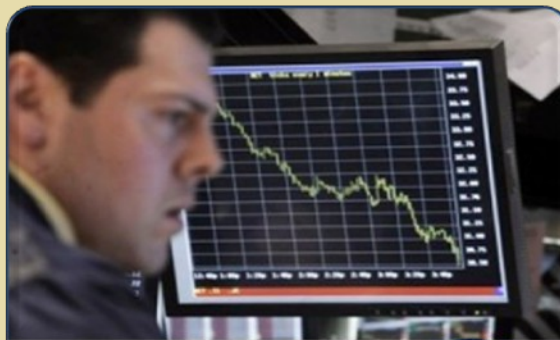




# 2011 NATURAL DISASTERS, ECONOMIC CRISIS & POLITICAL TURMOILS



THE SLOW  
ECONOMIC  
RECOVERY IN THE  
USA



EUROZONE  
SOVEREIGN DEBT  
CRISIS



JAPAN & THAILAND  
DISASTERS  
EARTHQUAKE, TSUNAMI &  
MAJOR FLOODING



NEW ZEALAND  
EARTHQUAKE



CHINA REDUCTION  
IN GDP GROWTH  
FORECAST



THE ARAB SPRING  
(LIBYA, BAHRAIN, YEMEN,  
IRAN, ALGERIA, TUNISIA &  
EGYPT)

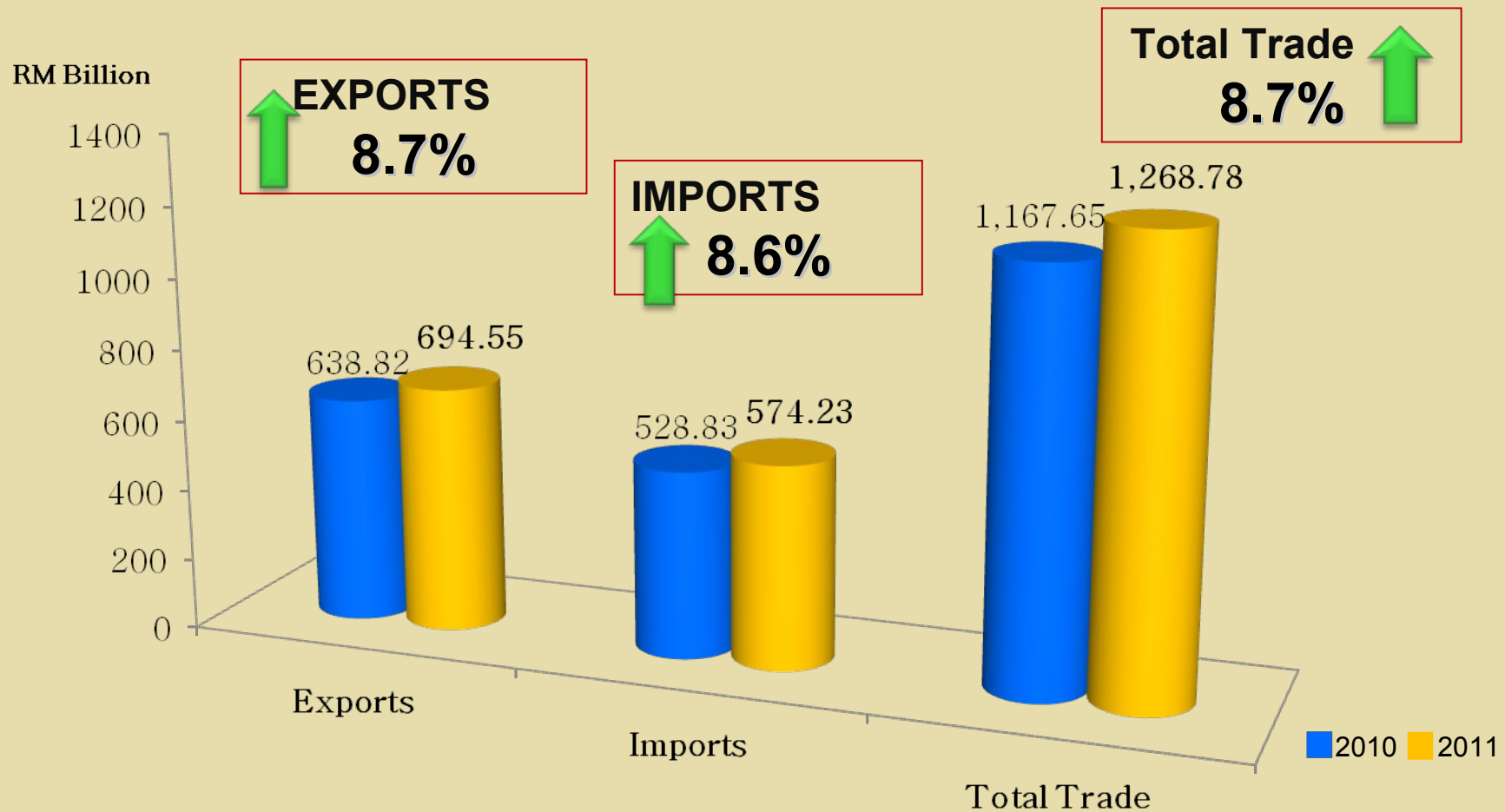


# MALAYSIA'S MERCHANDISE TRADE

## 2011 vs. 2010



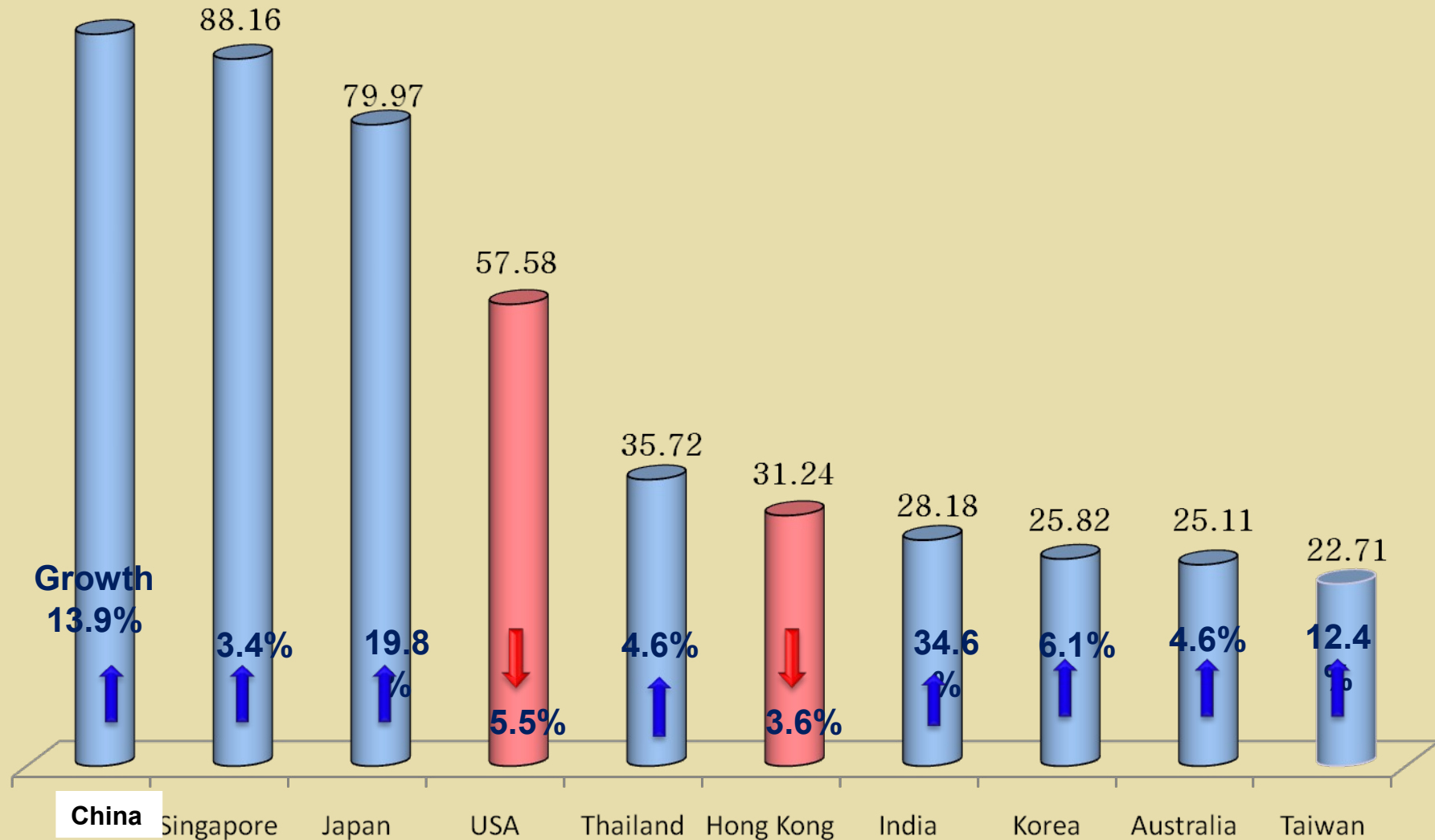
**TRADE SURPLUS RM120.31 billion**



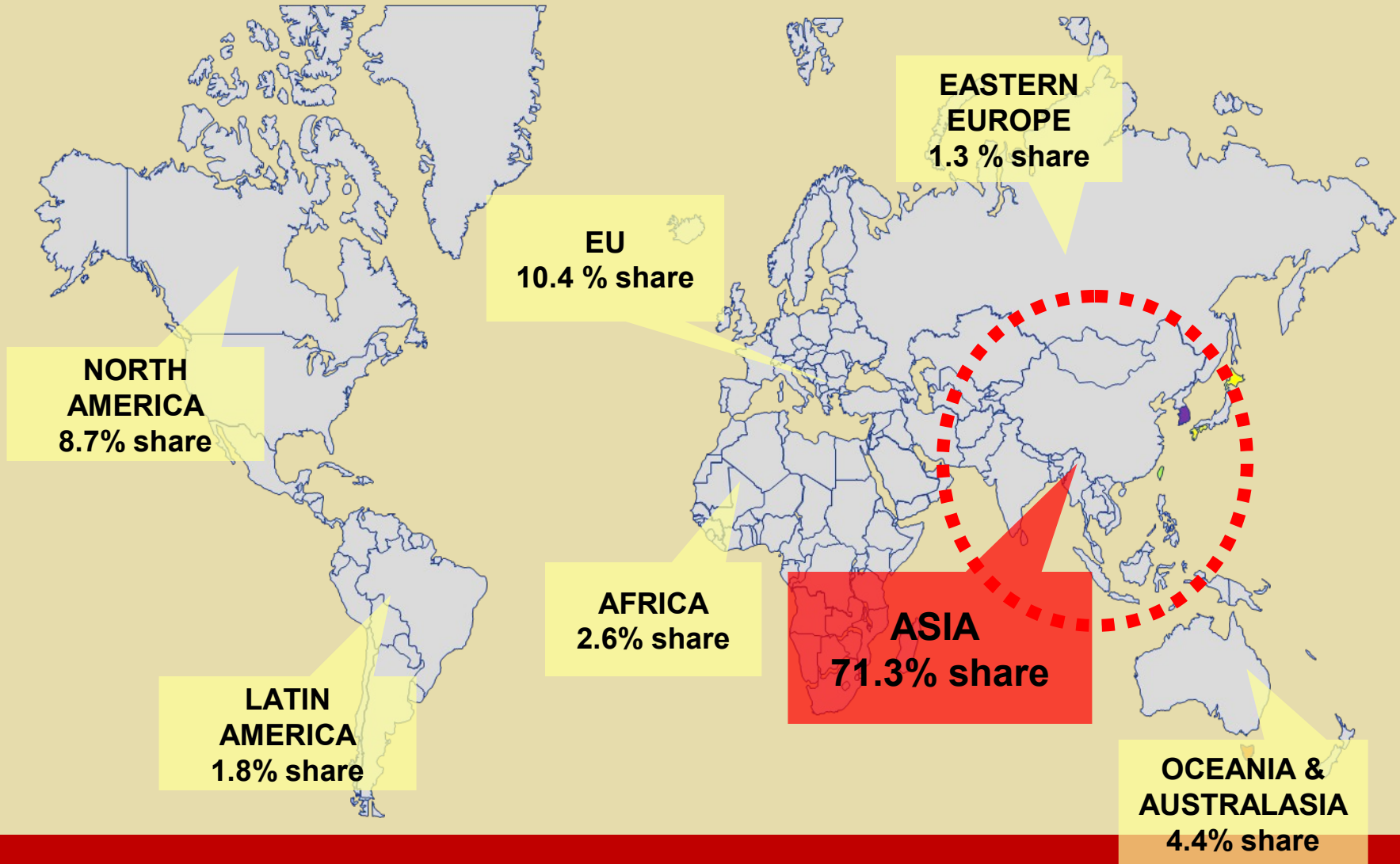
# MAJOR EXPORT DESTINATIONS 2011 (RM billion)



Total Exports  
91.25



# ASIA DRIVING EXPORTS



# NEW GROWTH EXPORT MARKETS



Country	% Growth
Nigeria	302
Papua New Guinea	158
Hungary	96
Czech Republic	69
Turkey	46
Myanmar	45
Sri Lanka	38
Bangladesh	34
Oman	26
Russia	24



# TOP 10 MALAYSIA'S EXPORTS

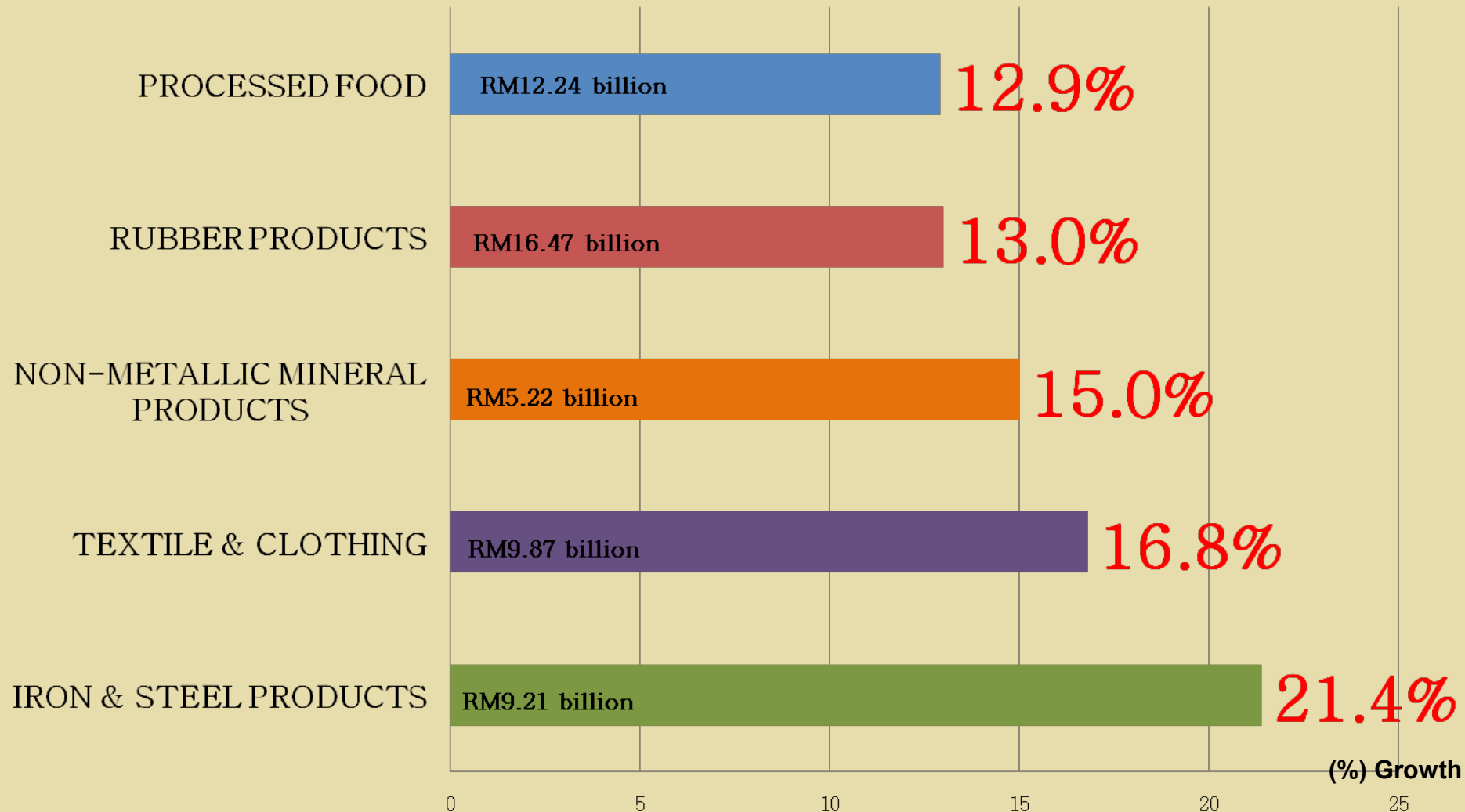
## (Jan. – Dec. 2011)



	Value (RM Bil.)	Share (%)
E & E Products	236.53	34.5
Palm Oil	64.83	9.3
LNG	49.96	6.9
Chemical & Chemical Products	47.20	6.8
Refined Petroleum Products	36.53	5.1
Crude Petroleum	32.92	4.8
Machinery Appliances & Parts	23.60	3.4
Manufactures of Metal	21.50	3.0
Optical & Scientific Equipment	18.80	2.7
Rubber Products	18.14	2.6
<b>TOTAL EXPORTS</b>	<b>694.55</b>	<b>100</b>



# OTHER GROWTH SECTORS (JAN. – DEC. 2011)

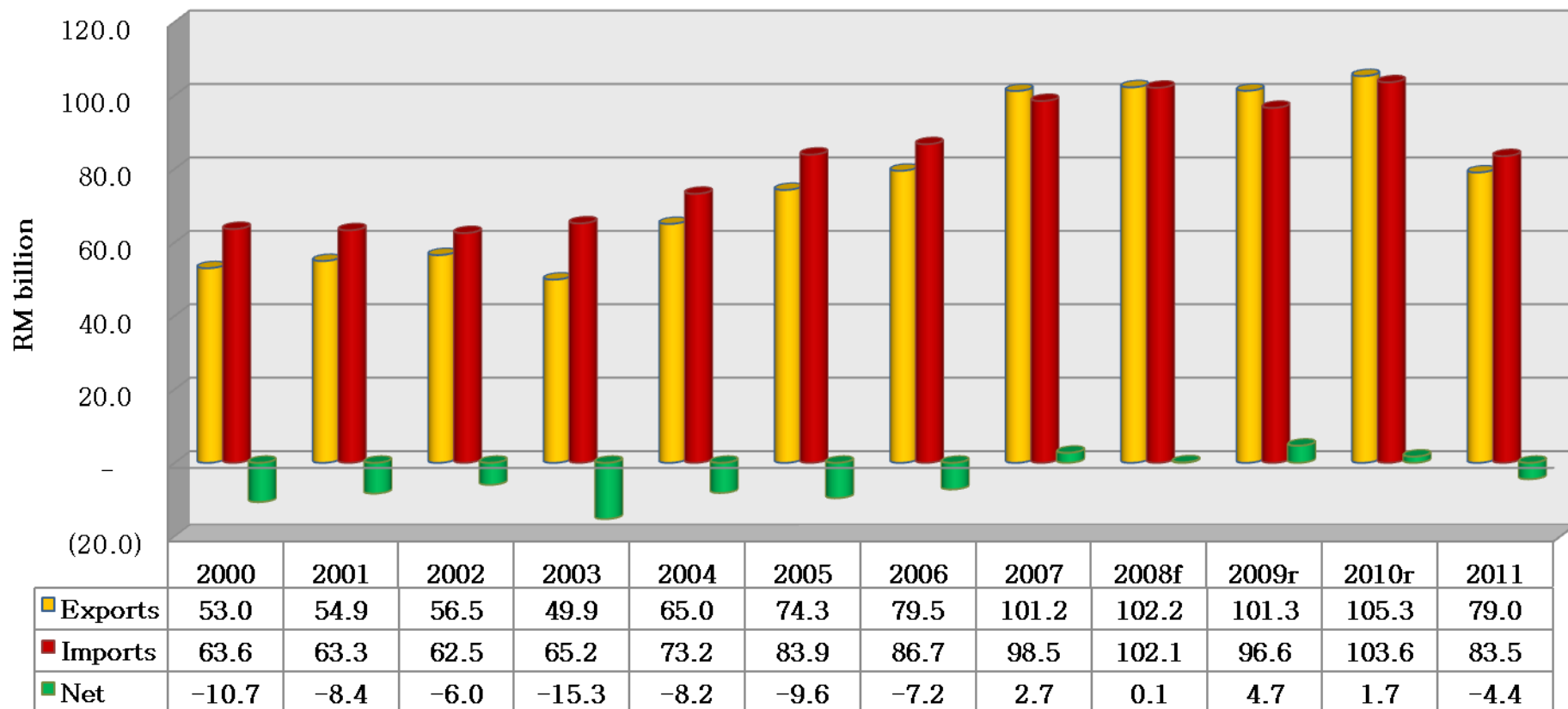


(%) Growth

# TRADE IN SERVICES 2000-2011 (JAN-DEC)



## INTENSIFY EXPORT OF SERVICES



# ABOUT MATRADE

## Role, Functions and Services



# **LEVERAGING ON MATRADE WORLDWIDE NETWORKS**



# MATRADE Global Networks



## SUMMARY OF MATRADE OFFICES BY REGION

North America	4
Latin America	4
Western Europe	5
Eastern Europe	5
Africa	3
Asia	21
West Asia	3
North East Asia	9
ASEAN	7
Australasia	1
South Asia	2

- 35 Trade Offices
- 8 Marketing Offices

# Regional Offices



## SUMMARY OF MATRADE REGIONAL OFFICES

East Malaysia 3

West Malaysia 2

▪ 5 Regional Offices

# EXPORT PROMOTION ACTIVITIES



# Export Promotion

**Local and Overseas International Trade Exhibitions**

**Trade Missions**

**Promotion Booths**

**Specialised Marketing Missions (SMM)**

**Incoming Buying Missions (IBM)**

**In-store Promotion**

**Participation in Conferences**

**Joint Trade Promotion**

**Special Projects**



# WHAT IS PLANNED FOR 2012 BY MATRADE



# EXPORT PROMOTION ACTIVITIES



## 2012



# FOCUS ASIA



# EXPANDING PRESENCE IN TRADE FAIRS

## BUILDING BRANDS



No.	Event	Sector
1	CeBIT, Germany	E&E
2	Hannover Fair, Germany	Machinery
3	BIG 5, UAE	Construction
4	Designbuild Australasia, Australia	Construction
5	Indobuildtech , Indonesia	Construction
6	GITEX 2012, Dubai	E&E
7	Medica Fair Asia, Singapore	Healthcare
8	Arab Health , UAE	Healthcare
9	ECOBUILD , UK	Construction
10	SIAL Paris, France	Processed Food
11	The 17th Gulf Food 2012	Processed Food
12	Malaysia Showcase, Myanmar	Mixed Sector
13	Fine Food Australia, Australia	Processed Food
14	Tehran International Fair, Iran	Mixed Sector
15	SIAL China, China	Processed Food
16	FOODEX, MAKUHARI MESSE, Japan	Processed Food
17	The China ASEAN Expo (CAEXPO)	Mixed Sector
18	TRAVELLING EXHIBITION OF RE/MIXED, Italy : Malaysia at Biennale Architettura , Venice and Participation in UIA [International Union of Architects] Congress	Services
19	i-Saloni	Services
20	Hong Kong International Jewellery Show, Hong Kong	Life Style
21	PLMA EXHIBITION , Netherlands	Mixed Sector
22	Hong Kong Gifts and Premium Fair,Hong Kong	Life Style
23	The 111th China Import & Export Exhibition (Canton Fair) - Spring	Mixed Sector
24	The 111th China Import & Export Exhibition (Canton Fair) - Autumn	Mixed Sector
25	Western China International Import Export Fair	Mixed Sector
26	Showcase Malaysia India	Mixed Sector



# Trade Mission



# Trade Fairs





# BRANDING



## MALAYSIA SERVICES EXHIBITION (MSE) 2012

MSE Qatar (30th April – 3rd May 2012) and MSE China (8th – 11th July 2012)

- MSE 2012 will bring in the best of the Malaysian services industry by highlighting all its products and services excellence. It is also the focal point of Malaysian reputable service organizations and government agencies.



## 1 MALAYSIA PROMOTION OMAN (29<sup>th</sup> – 30<sup>th</sup> April 2012)

- Malaysia to take part in OMAN country-development plan which primarily consist of infrastructure development; Sohar & Salalah free trade zone, Duqm city, plans to develop and expand major airports (Muscat & Salalah, railway development and efforts to diversify economic resources



## PROJECT QATAR

- Efforts put in place in 2011 will be continued to enable Malaysian companies to bid for projects in Qatar in preparation for the World Cup 2022



## INTRADE 2012 (27<sup>th</sup> – 29<sup>th</sup> November 2012)

- Known as ASEAN's most important export-oriented general trade fair, INTRADE 2012 will be continued in 2012; Features only industries, products and services which are export-ready



## MIHAS 2012 (4<sup>th</sup> – 7<sup>th</sup> April 2012)

- MIHAS 2012 will not just restrict itself to the ASEAN territory alone but will continue enjoy global assistance through the participation of International Pavilions from several countries



## MALAYSIA KITCHEN PROGRAMME (MKP)

- Under 10<sup>th</sup> MP, activities planned for MKP will be targeted to identify distributors and importers of processed food as well as major supermarkets and hypermarket chains in the UK, the USA, Australia and China following the awareness created for Malaysian cuisines overseas

# Optimizing on ICT



# OPTIMIZING ON ICT



MATRADE PORTAL



MATRADE ONLINE NEWS



MyExport



MySMS



# WHERE TO FIND INFORMATION

Home | Malaysian Products Directory | Malaysian Services Directory

A+ A A- RSS | Site Search | Language: English

 **The Official Portal Of**  
**Malaysia External Trade Development Corporation**  
The National Trade Promotion Agency of Malaysia

Search...



FOR **MALAYSIAN EXPORTERS**



FOR **FOREIGN BUYERS**



FOR **ASEAN MATRADE**

HEADLINES <> Sebut Harga MATRADE 56/2011 (Tarikh Tutup : 23 Disember 2011 (Jumaat) sebelum 12.00 tengahari)

 **PARTICIPATE IN MATRADE ORGANISED TRADE PROMOTION PROGRAMME**

Online Video  Intranet Portal 

6787300

Visitors since Launch on 26 January 2011

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 **MATRADE's Trade Promotion Programme 2012** 

**WHY YOU SHOULD GO GLOBAL WITH MATRADE**

For 2012, MATRADE is focusing on key strategic markets, pushing export opportunities for new sources of growth and strengthening the competitiveness of Malaysian exporters.

Benefit from more than 120 trade promotion activities that will comprise:

- Specialised Marketing Missions
- Incoming Buying Missions
- International Trade Fairs overseas and in Malaysia
- Promotion Booths

**CEO'S MESSAGE**

 **Dr. Wong Lai Sum**  
MATRADE's Chief Executive Officer

MATRADE's 2012 work programme will continue to meet the strategic requirements of the government's New Economic Model, Economic Transformation Programme (ETP) and the 10th Malaysia Plan (10th MP).

Make the most of MATRADE's capacity building programmes to prepare Malaysian exporters for the challenges of going global through over 40 nationwide seminars and workshops focusing on:

- Enhancement of skills
- Optimising market opportunities
- Prospects in new and high growth industries
- Leveraging on creativity and innovation
- Capitalising on branding and e-commerce

Gear up NOW and take advantage of the opportunities offered by MATRADE!

**INDUSTRY SECTORS HIGHLIGHTS FOR MATRADE WORK PROGRAMME 2012**

 **OIL & GAS AND CHEMICALS**

 **LIFESTYLE**

 **MACHINERY, TRANSPORTATION, LOGISTICS & MRO**

 **HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES**

[www.matrade.gov.my](http://www.matrade.gov.my)

# Online Services



newly introduced online service that allows *Malaysian exporters registered with MATRADE* (MATRADE Members) to access vital information to keep you ahead of your competitors.

Why wait? Register for FREE through our portal to enjoy these *exclusive* benefits for MATRADE Members:

- **Global opportunities** – access to timely trade leads, market alerts and international tender notices compiled by our Trade Commissioners in more than 30 locations across the globe
- **Trade Reports** – updates on market trends and product requirements through our Product/Market Studies and Malaysia Trade Performance Statistics.
- **Online Publications** – read our online version of Trade Mart and MATRADE ONLINE News
- **Application Status** – check online if your registration or application to MATRADE's events and assistance programmes has been approved.
- **My Profile** – update your company's profile to remain in touch with MATRADE or post your products images to get noticed on our e-Directory.

all of the above do not sound good enough....check it out by **signing up**. If you have not registered with MATRADE, you need to be registered with MATRADE first before signing up with this service. Proceed to **Register as MATRADE Member**.

## Market Alerts

Stay ahead of your competitors with timely updates on wide ranging information covering market conditions and trends, trade policies and regulations, business opportunities and other trade information that matters.

## Trade Leads

An opportunity to grow your exports with trade leads compiled from enquiries received from foreign importers interested to source Malaysian products.

## International Tender Notices

Increase your opportunities and expand your export markets with tender notices issued by various sources all over the world.

## Product & Market Studies

Keep abreast with specific market prospects, trends, potential products, standards, distribution channels and potential buyers before you venture

## Global Opportunities



### Market Alerts

Stay ahead of your competitors with timely updates on wide ranging information covering market conditions and trends, trade policies and regulations, business opportunities and other trade information that matters.

### Trade Leads

An opportunity to grow your exports with trade leads compiled from enquiries received from foreign importers interested to source Malaysian products.

### International Tender Notices

Tenders of various projects worldwide compiled by MATRADE's overseas offices.

### Market Opportunity for Services Sector

Unlock the market opportunities in the services sector.

## Trade Report



### Product Market Studies

Keep abreast with specific market prospects, trends, potential products, standards, distribution channels and potential buyers before you venture your business abroad.

### Malaysia Trade Performance

Obtain key trade statistics pertaining to specific products or markets. Extracted from the Malaysia Trade Performance Report published by MATRADE.



### MATRADE's Programmes & Seminars Slides

Get the exclusive materials of various promotional and development programmes organised by us.

## Application Status



Check the status of your

## Online Publications



### Trade Mart

Read Trade Mart, one of MATRADE's publications featuring MATRADE's highlights, Market Focus, News Alerts & Updates, Interviews, Success Story and more.

### MATRADE Online News

MATRADE's fortnightly newsletters covering among others news on upcoming trade events, seminars, incoming buying missions, changes on trade regulations and policies and updates on MATRADE Business Library collections.

## My Profile



Manage your profile:

- Change Password
- Update Profile
- Post Product Images





## Malaysia External Trade Development Corporation

The National Trade Promotion Agency of Malaysia



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MAIN

GLOBAL OPPORTUNITIES

TRADE REPORT

ONLINE PUBLICATION

APPLICATION STATUS

MY PROFILE

GLOBAL OPPORTUNITIES &gt; TRADE LEADS

An opportunity to grow your exports with trade leads compiled from enquiries received from foreign importers interested to source for Malaysian products.

	Date Posted	Product	Company Name	Country
1	17-02-2012	SOAP NOODLES	FMT LLC	UZBEKISTAN
2	17-02-2012	METAL WORKING MACHINERY AND EQUIPMENT	CLOSED JSC "SAMARSKIE GORIZONTI"	UZBEKISTAN
3	16-02-2012	FOOD PROCESSING MACHINERY AND EQUIPMENT	J+F KFT	HUNGARY
4	16-02-2012	SPICES AND CONDIMENTS	BOLLER KFT	HUNGARY
5	16-02-2012	COFFEE, TEA AND COCOA	BONAVINI KFT	HUNGARY
6	16-02-2012	PLASTIC EXTRUSION	ALBUPLAST RT	HUNGARY
7	16-02-2012	PLASTIC PACKAGING AND CONTAINERS	PALM BT	HUNGARY
8	16-02-2012	PHARMACEUTICAL RAW MATERIALS	JUBACHEM KFT	HUNGARY
9	16-02-2012	PLYWOOD AND VENEER SHEET	DAEJIN WOOD INDUSTRIAL	KOREA, REPUBLIC OF
10	13-02-2012	CONFECTIONERY CHOCOLATES AND CANDIES	APEX INTL	INDIA
11	13-02-2012	CONFECTIONERY - BISCUITS	APEX INTL	INDIA
12	13-02-2012	SNACKS	APEX INTL	INDIA
13	13-02-2012	MINERAL WATER	KAZUKI CO.,LTD	JAPAN



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The National Trade Promotion Agency of Malaysia



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MAIN

GLOBAL OPPORTUNITIES

TRADE REPORT

ONLINE PUBLICATION

APPLICATION STATUS

MY PROFILE

GLOBAL OPPORTUNITIES > Market Alerts

Stay ahead of your competitors with timely updates on wide ranging information covering market conditions and trends, trade policies and regulations, business opportunities and other trade information that matters.

No.	Date Posted	Title
1.	14 Feb 2012	Water Related Projects In The Philippines
2.	13 Feb 2012	The Importance Of Adhering To The Technical Requirements For Glove Products
3.	08 Feb 2012	Public Private Partnership In The Philippines
4.	07 Feb 2012	Plastic Market in Russia
5.	07 Feb 2012	Opportunities Created By Baby Boomers
6.	07 Feb 2012	National Commission On Muslim Filipinos (NCMF) Newly Approved Guidelines On Halal In The Philippines
7.	07 Feb 2012	Italy's Decree On Simplification To Boost Economy
8.	07 Feb 2012	Greece Newly Announced Austerity Measures
9.	04 Feb 2012	Brazil's Economic Outlook For 2012
10.	03 Feb 2012	Japanese Government Promotes 7 Special Economic Zones for Global Competitiveness
11.	02 Feb 2012	Compulsory Energy Performance Certificate For Hungarian Properties



# Enhancing Exporters Capabilities



# REACHING OUT TO EXPORTERS

40

## seminars

and workshops

**Collaboration with financial institutions in conducting seminars, workshops and trade clinics to promote understanding and facilitate access to trade financing**

**Disseminating market alerts and updates on business opportunities, trade leads and upcoming events through publication and online bulletins**

**Capacity building programmes for new exporters through outreach programmes**

**Offering practical trade advisory and consultation services through trade clinics, information booths and Help Desk**

**Grooming and special support programmes for targeted Bumiputera and women-owned companies**



# SEMINARS & WORKSHOPS

## Seminar Topics

- **12 Steps to Successful Exporting**
- **Business opportunities in selected markets or industries**
- **Import rules & regulations**
- **Leveraging on FTA**
- **Standards & Accreditation**
- **Intellectual Property**

# MATRADE OUTREACH PROGRAMMES

**MATRADE Bersama  
Usahawan &  
Pengeksport**

**Karnival Usahawan**

**MER  
Membership Drive/  
Factory Visits**

**GroomBig –  
organised by MITI**

**Pameran Satu  
Daerah Satu Industri  
(SDSI)**

**Kenali MATRADE**

**Information Booths**

**Exhibitions /  
Conferences**

# Outreach Programmes in Sarawak

## Jan – June 2012



NO	PROGRAMMES	DATE	VENUE	TOTAL OF PARTICIPANTS
1	Familiarization visit to MATRADE Sarawak by UiTM Kota Samarahan	January	Kuching	60
2	Briefing on MATRADE Roles & Functions to Participants at Kursus Keusahawanan organised by UNIMAS	January	Kuching	60
3	MATRADE & MITI Agencies Outreach Programme 2012	February	Miri	60
4	Program MATRADE Bersama Usahawan & Pengeskpport 2012	March	Sibu	120
5	Seminar on The 12 Steps To Successful Exporting	April	Kuching	120
6	Market Briefing – Business Opportunities in Middle East & ASEAN Countries	May	Kuching	120
7	Seminar on Trade Financing Facilities	June	TBA	80





# Facilitating Buyer-Seller Meet

# MIHAS 2011



- **50** Countries
- **359** foreign companies
- **632** Malaysian companies
- **6,462** Business Meetings
- **RM 514 million** Sales



# INTRADE 2011



- **53** Countries
- **432** foreign companies
- **522** Malaysian companies
- **6,357** Business Meetings
- **RM 741 million** Sales








**KLITF**  
KL International Trade Forum

**GAME CHANGER**  
24 November 2011  
MATRADE Hall, MECC, Menara MATRADE, Kuala Lumpur

www.klitf.my

Organized by  Co-sponsors event of 

**MODERATOR**

**SPEAKERS**

 **KAMARUL BAHARI TUAN YUSOFF**

 **HISHAMUDDIN HUSSAIN**

 **YTM TENGKU RUZITA TENGKU ARIFFIN**

 **ZAIDI YUS**

 **DPM NURBANAH ISMAIL**

 **YTM TENGKU RUZITA TENGKU ARIFFIN**

*...make smart decisions and checkmate your competitors!*

**Admission is FREE!**

# KL International Trade Forum Nov. 2011 (KLITF'11)

The background of the slide is a composite image. On the left, there is a close-up of a globe showing a grid of latitude and longitude lines. A computer mouse cord is draped over the globe, and a computer mouse is visible on the right side of the globe. The entire image has a warm, yellowish-gold color scheme.

# **Accessing Business Information**



# BUSINESS INFORMATION CENTER (BIC)



**23 Online Databases**  
**1,440 Directories**  
**2,000 Periodical titles**  
**13,320 Books**



# DIRECTORIES & MAGAZINES







# **Leveraging on Financial Assistance**

# Market Development Grant



<b>ELIGIBILITY</b>	Small & Medium Enterprise (SME) -Private Limited Company (Malaysia Companies Act 1965) -Sole proprietors and Partnership companies (ROB)
<b>BUSINESS SECTOR</b>	Manufacturing, Agriculture, Trading, Firms & Services providers (except financial, tourism and property development in Malaysia)
<b>OBJECTIVE</b>	Assist SMEs to undertake activities for the development and promotion of export activities
<b>FORM OF GRANT</b>	50% reimbursable fund
<b>CEILING DISBURSEMENT AMOUNT</b>	<b>RM 100,000 one company / association / firm per year</b>
<b>SUBMISSION OF CLAIMS</b>	Within 2 months after activity



# Market Development Grant



## **Definition of SME :**

Small and medium enterprises in the manufacturing, manufacturing related services and agro-based industries are enterprises with **full-time employees not exceeding 150 OR with annual sales turnover not exceeding RM25 million**

## **Eligible activities are participation in:**

1. International Trade Fairs,  
International Trade Events for Fashion  
Designers
2. Trade and Investment Missions (TIM)
3. Specialized Marketing Missions (SMM)
4. Industry Related International Conferences
5. Malaysia Export Exhibition Centre (MEEC)

# Claimable Expenses

Type of Expenses  Activity	Int. Trade Fair	Int. Trade Event for fashion designers	TIM & SMM	Industry related Int. Conferences overseas	MEEC
Participation fee	√	√	√	√ (2 person)	√
<u>Airfare</u> Economy class for 2 person	√	√	√	√	
<u>Accommodation</u> 2 hotel rooms (max. RM 1,000 per night per room) (* max RM200 per night per room if locally)	√ *	√	√	√	
<u>Booth</u> Rental (max 18 sq m)	√	Runway show & modeling services.			
<u>Advertisement</u> Show Directory (if local max. RM1,000)	√				



# **MDG 2011**

**1,302 SMEs**

**1,982 claims**

**RM 12.3 mil. disbursed**

# Grant Disbursement by Sarawak Exporters

Bil	Jenis Dana	Kegunaan Dana	Bilangan Syarikat yang menerima MDG bagi tempoh Jan - Dec 2011		Jumlah Dana Yang diberikan / dibayar Bagi Tempoh Jan – Dec 2011	
1	Geran Pembangunan Pasaran	Membantu dalam aktiviti-aktiviti promosi dan pembangunan pasaran eksport.	11	16 permohonan	107,057.35	12,340,047.55

0.81%  
utilisation





# Malaysia Export Exhibition Centre MEEC

**A permanent display of Made  
in Malaysia products and  
services for the export market**

# Malaysia Export Exhibition Centre (MEEC)





# Malaysia Export Exhibition Centre (MEEC)



# UPCOMING EVENTS



SEMINAR ON 12 STEPS TO SUCCESSFUL EXPORTING  
5 April 2012  
Kuching, Sarawak



MIHAS 2012 (4<sup>th</sup> – 7<sup>th</sup> April 2012)  
Trade Exhibition & Incoming Buying Mission



MALAYSIA SERVICES EXHIBITION (MSE) 2012  
MSE Qatar (30<sup>th</sup> April – 3<sup>rd</sup> May 2012)  
MSE China (8<sup>th</sup> – 11<sup>th</sup> July 2012)



INTRADE 2012 (27<sup>th</sup> – 29<sup>th</sup> November 2012)  
Trade Exhibition & Incoming Buying Mission





**For more information please contact us at:**

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93050 Kuching  
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