

The Time to  
**EXPORT**  
is Now



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

## Contents

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### **About MATRADE and its Services**

- Export Promotion
- Exporters Development Programmes
- Trade & Market Intelligence
- Trade Advisory & MATRADE's Facilities

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**EXPORT**  
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## **ABOUT MATRADE & ITS SERVICES**

MATRADE is the National Trade Promotion Agency in Malaysia, under the Ministry of International Trade and Industry (MITI). We are tasked to promote Malaysian products and services overseas.

### VISION

***“Malaysia A Globally Competitive Trading Nation”***

### MISSION

***“Promoting Malaysia’s Enterprises To The World”***

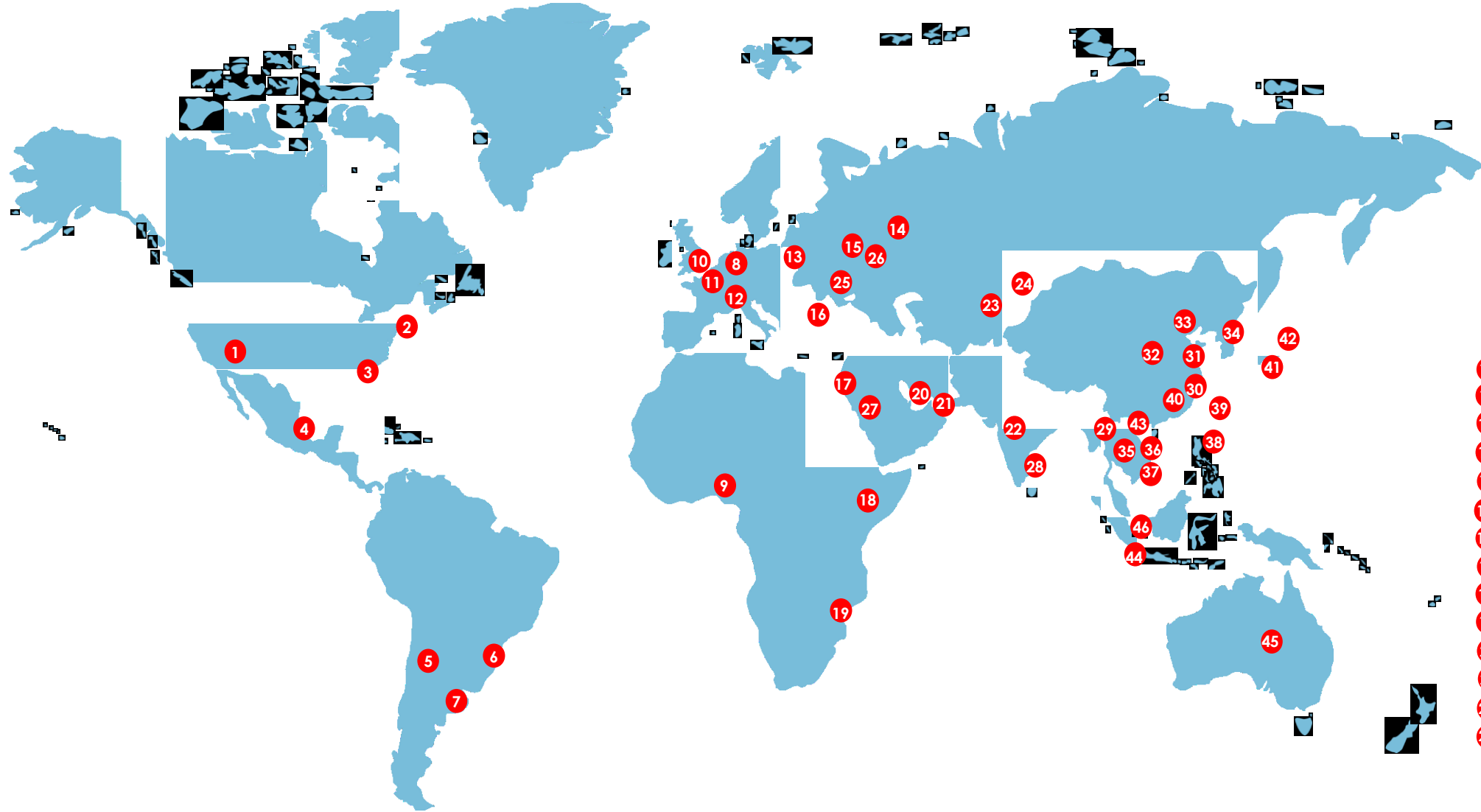
# Regional Offices



5 Offices across Peninsular Malaysia and Borneo



# Global Network



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

34 Trade Offices | 12 Marketing Offices

# 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

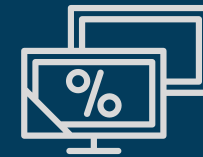
BIC

Market Info

Export Opportunities

Mobile App  
Portal

03



## Trade Advisory

Comprehensive Advisory Services for exporters

04



## Export Promotion

Trade Fairs

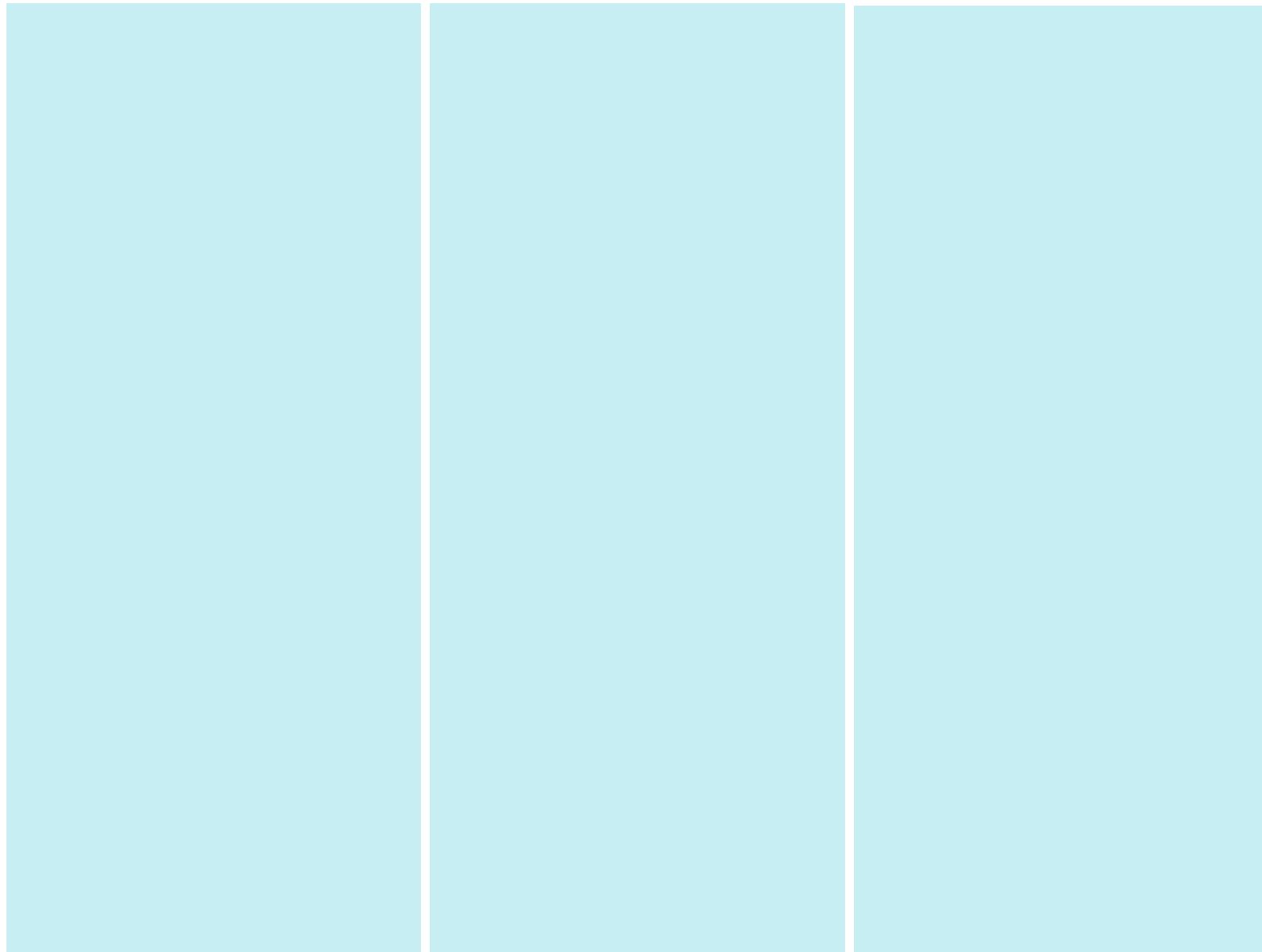
INSP

EAM

TIM

Local &  
overseas  
events

01



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

**Food & Beverage**

- Gulfood, UAE  
17-21 Feb
- FOODEX, Japan  
5-8 Mar
- MIHAS, Malaysia**  
3-6 Apr
- ANUGA, Germany  
5-9 Oct

**Medical & Pharmaceutical**

- Arab Health 2019, UAE  
28-31 Jan
- MEDICA Düsseldorf, Germany  
18-21 Nov

**Construction & Building Materials**

- Worldbex, Phillipines  
13-17 Mar
- BIG 5 Show Dubai 2019, UAE  
26-29 Nov

**General**

- The 125th Canton Fair, China  
1-5 May
- The 16th China-ASEAN Expo (CAEXPO), China  
20-23 Sep

**Chemicals & Chemical Products**

- K 2019, Germany  
16-23 Oct

**Electrical & Electronics**

- SEMICON West 2019, USA  
9-11 July

**Machinery & Equipment**

- International Transformation Asia Pacific (ITAP), Singapore  
22-24 Oct

**Lifestyle**

- World of Private Label (PLMA), Netherland  
21-22 May

**Oil & Gas**

- Offshore Technology Conference (OTC), USA  
6-9 May

**Aerospace**

- Aeromart Nagoya, Japan  
24-26 Sept

**Automotive**

- Automechanika Shanghai, China  
27-30 Nov

Note:  Signature Trade Fair

# International Sourcing Programme (INSP)

Bringing foreign buyers to Malaysia to meet Malaysian companies



## Aerospace

**Langkawi International Maritime and  
Aerospace Exhibition (LIMA), Malaysia**  
27-28 Mar



## Food & Beverage

**MIHAS, Malaysia**  
2 Apr



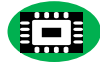
## Green Technology

**International Greentech & Eco  
Products Exhibition (IGEM), Malaysia**  
9-10 Oct



## Lifestyle

**MIFF & EFE, Malaysia**  
9 Mar



## E&E

**SEMICON SEA, Malaysia**  
7 – 9 May



## Medical & Pharmaceutical

**APHM International Healthcare  
Conference and Exhibition, Malaysia**  
18 Nov



## Oil & Gas

**Oil & Gas Asia (OGA), Malaysia**  
18-20 June


# Export Acceleration Mission (EAM)




Bringing Malaysian companies abroad to explore opportunities and meet potential partners

 **Machinery**

EAM in conjunction with Hannover Fair, Germany  
1-5 Apr

 **Maritime**


EAM on Maritime Industry to Oman  
July

 **General**

|   |                                 |
|---|---------------------------------|
| EAM to South Sulawesi<br>9-11 Apr                 | EAM to Russia<br>22-26 July     |
| EAM to Kazakhstan, Uzbekistan & Tajikistan<br>Apr | EAM to Cambodia<br>17-20 Sept   |
| EAM to New Zealand And Fiji<br>24-28 June         | EAM to Turkey<br>23-27 Sept     |
| EAM to Myanmar<br>16-18 July                      | EAM to Philippines<br>19-22 Nov |

 **Automotive**

EAM on Automotive Industry to Vietnam  
May

 **Oil & Gas**

EAM in conjunction with Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC)  
11-14 Nov

EAM on Oil, Gas & Energy to Ghana & Nigeria  
August

 **Aerospace**

EAM on Aerospace in conjunction with Paris Airshow  
17-23 Jun

 **Chemicals & Chemical Products**

EAM on Chemicals & Chemical Products to India & Bangladesh  
July

 **Services**

EAM in conjunction with Tokyo Game Show  
20-23 Sept

EAM in conjunction with GITEX  
6-10 Oct



## Exporters Development

Customised Prog

Financial Assistance

eTRADE

Seminars & Workshop

02

## Mid-Tier Companies Development Programme

-  Customised programme for Mid-Tier companies to expand and increase export earnings



## BWYEDP

-  A 3-year hand-holding programme
-  Creating competitive & sustainable **Bumiputera, Women & Youth** exporters



## Large Corporation – SME Partnership Programme

-  Programme to boost Malaysia's services sectors through partnerships between Large Corporations and SME services providers



## Market Development Grant (MDG)

 A financial assistance to partly defray the cost of export promotion by **SMEs**

## Services Export Fund (SEF)

 A financial assistance to encourage Malaysian service providers to promote export of services

**Malaysian Inc.** to form consortia of Malaysian service providers to bid projects overseas

## eTRADE

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

### B2B | B2C



## Seminars & Workshop



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

ONLINE LEARNING



MARKET ACCESS



TRADE DOCUMENTATION



POLICY



BRANDING



MARKETING



## Export Day



Serve to inform local companies the **latest export opportunities** around the world, strategies to win global market demands, current issues in international trade, **MATRADE's services** to Malaysian companies as well as **MATRADE's programmes**.

Export Day

Youth Export Day



# Success Stories of Malaysian Companies

## Going Exports (Go-Ex)



## Mid-Tier Companies Development Programme



## eTRADE



# Core Functions – Trade & Market Intelligence



## Trade & Market Intelligence

BIC

Market Info

Export  
Opportunities

Mobile App

Portal

03

## BIC MEMBERSHIP:

- Free access to the library



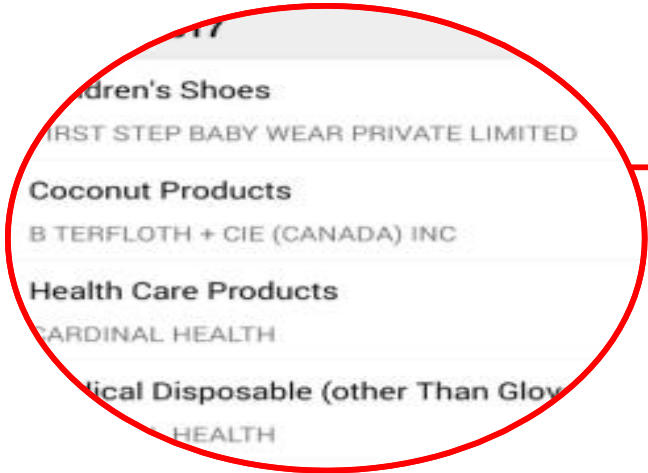
- Business Directories
- Country Profiles
- Tariff Schedules
- Market Reports
- Periodicals
- Statistics



# MATRADE Mobile App



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



**Trade Leads**



**Market Alerts**



**Product/Market Studies**

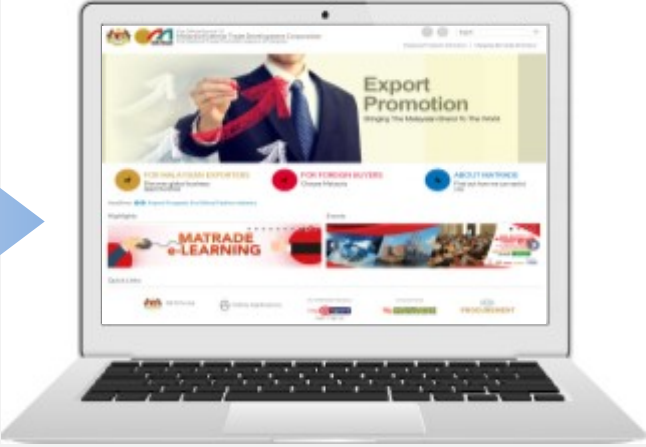


### EXPORTERS SUCCESS STORIES



| Top 10 Foreign Countries |                | T      |
|--------------------------|----------------|--------|
|                          | Vis            |        |
| 1.                       | United States  |        |
| 2.                       | India          |        |
| 3.                       | Singapore      |        |
| 4.                       | China          |        |
| 5.                       | Japan          |        |
| 6.                       | United Kingdom |        |
| 7.                       | Indonesia      |        |
| 8.                       | Australia      |        |
| 9.                       | Philippines    | 11     |
| 10.                      | Thailand       | 19,226 |

### EXPORTERS GUIDE



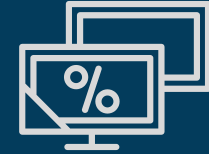
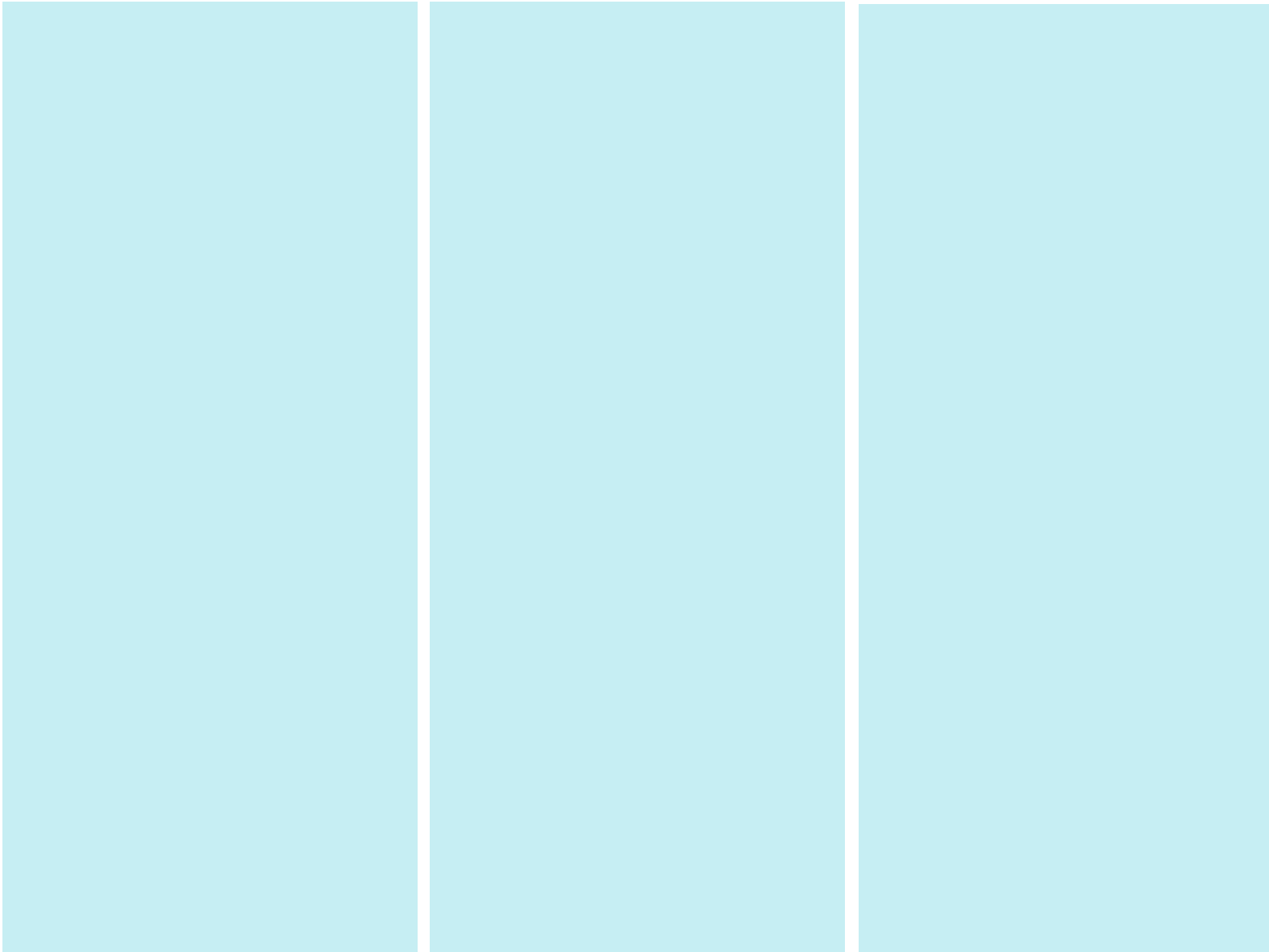
### MALAYSIA'S EXPORTERS e-DIRECTORY



**2.3 Million**  
Visitors \*2016

**18 Million**  
Page Views \*2016

# Core Functions – Trade Advisory & Other Facilities



**Trade  
Advisory**

Comprehensive  
Advisory Services  
for exporters

04



**Comprehensive  
Advisory Services on:**

**Custom Regulations**

**Standards & Certification**

**Export Logistics  
Information**

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



## 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 MATRADE Member Today!



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

FOR MALAYSIAN EXPORTERS  
Discover global business opportunities

A screenshot of a web page section titled 'FOR MALAYSIAN EXPORTERS' with the subtitle 'Discover global business opportunities'. The text is in a gold color.

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

▶ Online Applications

A screenshot of a menu item labeled 'Online Applications' with a blue arrow pointing to the right.

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

▶ Register as MATRADE Member

A screenshot of a menu item labeled 'Register as MATRADE Member' with a blue arrow pointing to the right.

**Register Now for FREE**



The Time to  
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is Now



# Thank You

Join us online & grow exports



MATRADE HQ



@MATRADE



@matrade\_hq



MATRADE



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