

2010

Laporan Tahunan Annual Report

From Malaysia to the world



Perbadanan Pembangunan Perdagangan Luar Malaysia
Malaysia External Trade Development Corporation

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Perutusan Pengerusi

Jumlah perdagangan pada 2010 mencatatkan pemulihan sebanyak 18.3 peratus kepada RM1.169 trilion, berbanding dengan penguncupan 16.6 peratus pada 2009. Eksport berkembang sebanyak 15.6 peratus kepada RM639.43 bilion sementara import meningkat 21.7 peratus kepada RM529.19 bilion, menghasilkan lebih dagangan sebanyak RM110.23 bilion.

Eksport sektor perkilangan meningkat sebanyak 11.6 peratus kepada RM460.96 bilion, menyumbang 72.1 peratus kepada jumlah eksport Malaysia pada 2010. Eksport sektor galian berkembang dengan 28.5 peratus kepada RM101.90 bilion sementara sektor pertanian meningkat sebanyak 29.6 peratus kepada RM71.80 bilion.

Pada 2010, perdagangan dengan hampir kesemua rantau mencatat pertumbuhan positif. Asia Timur Laut kekal sebagai pasaran terbesar Malaysia, diikuti Pertubuhan Negara-negara Asia Tenggara (ASEAN), Amerika Utara dan Kesatuan Eropah (EU). Rakan perdagangan terbesar Malaysia adalah Republik Rakyat China, Singapura, Jepun, Amerika Syarikat dan Thailand, menyumbang 52.2 peratus atau RM610.17 bilion daripada jumlah perdagangan Malaysia.

Tumpuan berterusan aktiviti penggalakan eksport sepanjang tahun oleh MATRADE menyumbang kepada peningkatan eksport pada 2010. Dalam usaha penggalakan produk dan perkhidmatan Malaysia ke pasaran maju dan baru muncul, MATRADE menganjurkan 268 aktiviti penggalakan pada 2010. Program penggalakan perdagangan oleh MATRADE termasuk pertemuan perniagaan semasa lawatan rasmi YAB Perdana Menteri dan YAB Timbalan Perdana Menteri ke luar negara, 30 Pameran Perdagangan Antarabangsa, tujuh Misi Perdagangan dan Pelaburan, 34 Misi Pemasaran Khusus, 57 Misi Belian dan 34 Kaunter Promosi.

Kejayaan penganjuran aktiviti penggalakan telah menjana hasil jualan langsung sebanyak RM214 juta dan jualan berpotensi sebanyak RM13.63 bilion melalui penyertaan dalam Pameran Perdagangan Antarabangsa. Misi Perdagangan dan Pelaburan mencatat jualan langsung bernilai RM 3.5 juta dan jualan berpotensi berjumlah RM147.99 juta sementara Misi Pemasaran Khusus menjana jualan langsung bernilai RM16.02 juta dan jualan berpotensi berjumlah RM 2.83 bilion.

MATRADE menganjurkan dua pameran perdagangan antarabangsa di Malaysia. Pameran produk dan perkhidmatan halal bertaraf dunia, *Malaysia International Halal Showcase 2010* (MIHAS 2010) yang dianjurkan dari 23 hingga 27 Jun 2010 menjana jualan langsung bernilai RM6.2 juta dan jualan berpotensi berjumlah RM1.1 bilion. *International Trade (INTRADE) Malaysia 2010* yang diadakan dari 9 hingga 11 November 2010, mempromosi pelbagai produk dan perkhidmatan telah merekodkan jualan langsung bernilai RM234.69 juta dan jualan berpotensi berjumlah RM4 bilion.

Sektor perkhidmatan terus kekal penting bagi pertumbuhan ekonomi. *Malaysia Services Exhibition* (MSE) 2010 telah dianjurkan buat kali ketiga berturut-turut dari 13 hingga 15 April 2010 di *Dubai International Convention and Exhibition Centre* (DICEC), Dubai, Emiriyah Arab Bersatu. MSE merupakan pameran solo Malaysia yang bertujuan untuk mengetengahkan keupayaan pembekal perkhidmatan Malaysia kepada komuniti perniagaan antarabangsa. Pembekal perkhidmatan Malaysia, organisasi dan agensi kerajaan berkaitan dengan pembinaan, perkhidmatan profesional, minyak dan gas, penjagaan kesihatan, kewangan, pendidikan dan francais menyertai pameran ini. Projek berpotensi bernilai RM12.8 bilion telah dikenalpasti oleh pembekal perkhidmatan Malaysia semasa MSE.

Fungsi asas MATRADE selain daripada penggalakan perdagangan adalah bagi meningkatkan keupayaan para pengeksport Malaysia untuk menceburi pasaran global. MATRADE telah menganjurkan 39 program latihan,

termasuk seminar, taklimat dan bengkel yang disertai oleh sejumlah 4,817 peserta.

Enterpris Kecil dan Sederhana (EKS) merupakan sektor penting yang menerima tumpuan khusus melalui pelbagai inisiatif oleh MATRADE. Ini termasuk bantuan kewangan melalui Geran Pembangunan Pasaran (MDG) dan Dana Eksport Perkhidmatan (SEF).

Program bantuan khas untuk EKS, Pembangunan Pengeksport Baru (NED) bagi membangun dan membantu syarikat Bumiputera di bawah Program Pembangunan Pengeksport Bumiputera (BEDP) dan syarikat milikan wanita di bawah Program Pembangunan Pengeksport Wanita (WEDP) terus dilaksanakan pada 2010. Menerusi program ini, bantuan diberikan kepada syarikat yang terpilih bagi tempoh tiga tahun untuk meningkatkan pengetahuan dan membangunkan kemahiran peserta melalui latihan serta aktiviti penggalakan perdagangan.

MATRADE menganjurkan 40 aktiviti penggalakan antarabangsa bagi syarikat di bawah BEDP. Sejumlah 29 syarikat yang menyertai aktiviti sedemikian merekodkan jualan berpotensi sebanyak RM4.8 juta. Di bawah WEDP, 19 syarikat menyertai 41 aktiviti penggalakan antarabangsa pada 2010. Syarikat yang menyertai aktiviti ini mencatat jualan berpotensi berjumlah RM10.6 juta.

Sistem aplikasi dan infrastruktur teknologi maklumat bagi meningkatkan penyampaian perkhidmatan telah disediakan pada 2010. Antara pangkalan data baru yang disediakan termasuk *Core Business Management System, Malaysia*



Export and Import Information System (MEXIIS), Malaysian Diaspora dan pengeksporth Bumiputera.

Pada 2010, MATRADE terus meningkatkan kemahiran dan pengetahuan kakitangannya melalui 188 program pembangunan sumber manusia bagi menyediakan perkhidmatan berkualiti kepada para pelanggannya. Program-program ini meliputi Kepimpinan, Bimbingan, Pengurusan, Kemahiran Bahasa, Pengurusan Kewangan, Pemasaran, Teknologi Maklumat, Amalan Perdagangan Antarabangsa dan Langkah-langkah di Dalam Proses Mengeksporth.

Hala Tuju 2011

Tabung Kewangan Antarabangsa (IMF) meramalkan pertumbuhan ekonomi negara sedang membangun akan mencapai 6.5 peratus pada 2011, berbanding dengan pertumbuhan 7 peratus yang dicatat pada 2010.

Bank Dunia menjangkakan jumlah perdagangan dunia meningkat sebanyak 11.2 peratus pada 2011, berbanding dengan 15.7 peratus pada tahun sebelumnya. Pada 2011, IMF mengunjurkan pertumbuhan eksport sebanyak 6.2 peratus bagi negara maju dan 9.2 peratus bagi negara sedang membangun. Jumlah import dijangka berkembang sebanyak 5.5 peratus bagi negara maju dan 11.9 peratus bagi negara sedang membangun. Berdasarkan kepada tinjauan ekonomi dan perdagangan global, perdagangan Malaysia pada 2011 dijangka akan berkembang pada kadar perlahan berbanding dengan 2010.

Bagi 2011, MATRADE akan menjajarkan aktiviti penggalakannya dengan Rancangan Malaysia Ke-10 dan Model Ekonomi Baru. Tumpuan terus diberikan kepada pasaran yang giat berkembang, pasaran yang mempunyai kelebihan akses, pasaran di mana Perjanjian Perdagangan Bebas (FTA) dimanfaatkan. Di samping itu, penekanan turut diberikan kepada perluasan sumber eksport serta kepelbagaian peluang di pasaran tradisional dengan tujuan menerokai sumber pertumbuhan baru khususnya dalam sektor perkhidmatan. Di bawah Rancangan Malaysia Ke-10 eksport dijangka akan berkembang 10.6 peratus setahun.

MATRADE akan terus mendorong peningkatan eksport produk dan perkhidmatan Malaysia melalui penyelarasan strategi penggalakan perdagangan yang dilaksanakan menerusi program dan aktiviti serta jalinan kerjasama yang kukuh dengan sektor swasta serta persatuan perdagangan dan industri.

Saya ingin merakamkan penghargaan kepada Tan Sri Halim Mohammad, Datin Paduka Siti Sa'diah Bakir dan Datuk Seri Shahril Shamsuddin yang paling lama berkhidmat sebagai Ahli Lembaga Pengarah MATRADE. Sumbangan mereka sungguh besar dalam membimbing MATRADE selama ini.

Saya ingin turut merakamkan penghargaan kepada Tan Sri Abdul Rahman Mamat dan Encik Fauzi Rahmat di atas sumbangan yang tidak ternilai sebagai Ahli Lembaga Pengarah di dalam melaksanakan aktiviti MATRADE.


Saya juga ingin mengambil kesempatan ini untuk merakamkan ucapan penghargaan kepada pihak pengurusan dan warga kerja MATRADE di atas komitmen dan sumbangan yang diberikan kepada MATRADE. Menerusi pasukan yang berdedikasi ini, MATRADE akan terus maju ke hadapan di dalam mencapai visi dan misi organisasi.



Dato' Mah Siew Keong
Pengerusi

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Republik Rakyat China penggerak eksport produk E&E

Eksport produk E&E Malaysia ke Republik Rakyat China berjumlah RM40.93 bilion pada 2010 berbanding RM36.65 bilion pada 2009.

Akta Parlimen

**Perbadanan
Pembangunan
Perdagangan Luar
Malaysia (MATRADE)**
telah diperbadankan di
bawah **Akta 490**
**Undang-undang
Malaysia.**

Akta 490

**Perbadanan
Pembangunan
Perdagangan Luar
Malaysia Akta 1992**

Suatu Akta yang membenarkan penubuhan badan korporat yang dinamakan Perbadanan Pembangunan Perdagangan Luar Malaysia, dan perkara yang berkaitan dengannya.

Visi

**Menempatkan Malaysia sebagai
Negara Perdagangan Global
yang Kompetitif.**

Misi

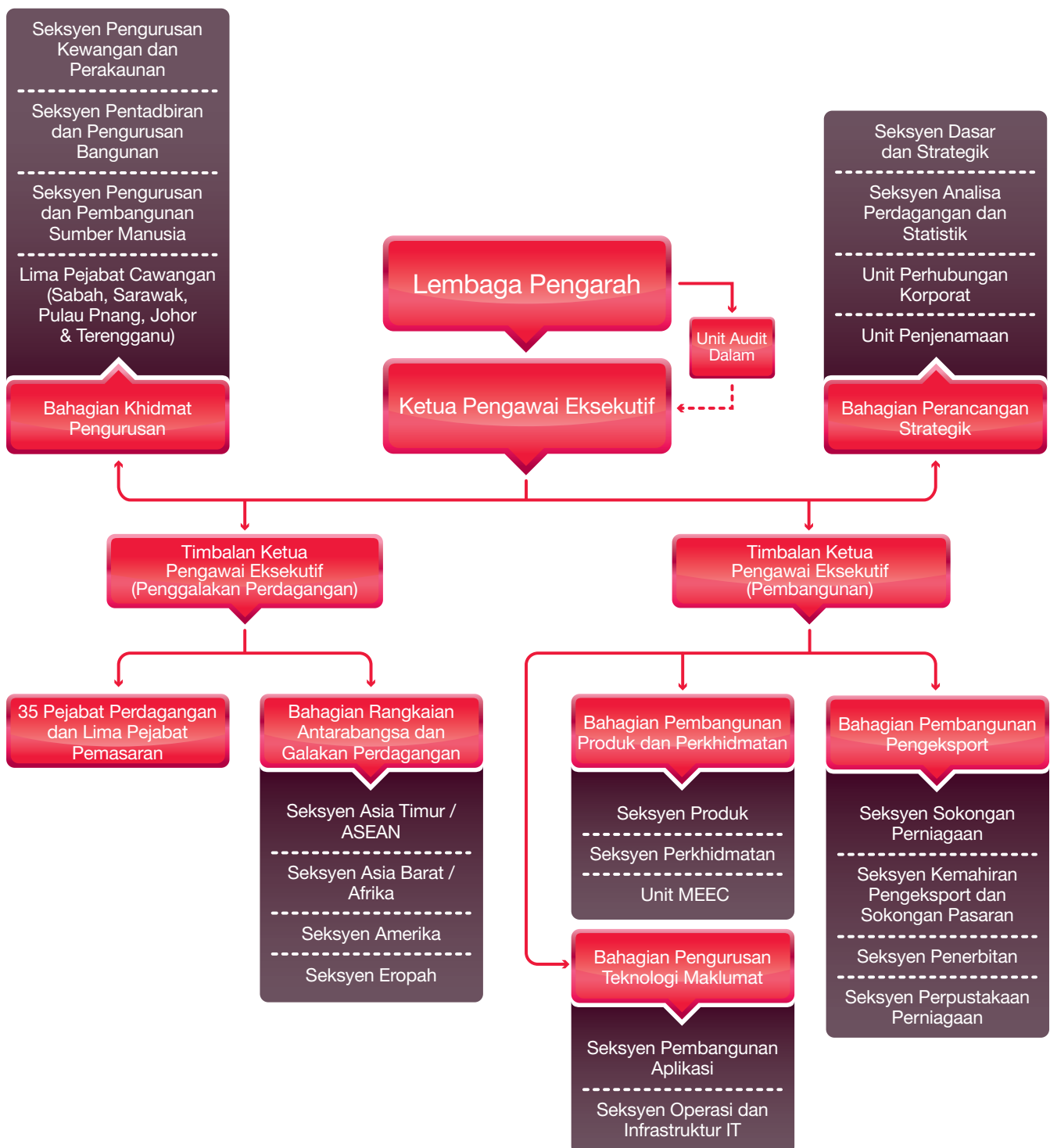
**Mempromosikan Enterpris
Malaysia ke Pasaran Dunia.**

Fungsi-fungsi

- Menggalak, membantu dan membangunkan perdagangan luar Malaysia dengan penekanan tertentu ke atas eksport keluaran terkilang dan separa terkilang dan terlibat dalam aktiviti import secara selektif;
- Membentuk dan melaksanakan suatu strategi pemasaran eksport negara bagi menggalakkan pengeksportan keluaran terkilang dan separa terkilang;
- Menjalankan risikan komersil dan kajian pasaran dan mewujudkan suatu pangkalan data maklumat yang komprehensif bagi mempertingkatkan dan membangunkan perdagangan;
- Mengelolakan program - program latihan bagi mempertingkatkan kemahiran pemasaran antarabangsa pengeksport-pengeksport Malaysia;
- Menambah dan melindungi kepentingan-kepentingan perdagangan antarabangsa Malaysia di luar negeri;
- Mewakili Malaysia dalam mana-mana forum antarabangsa berkenaan dengan apa-apa perkara yang berhubung dengan perdagangan;
- Membangunkan, menggalakkan, memudahkan dan membantu dalam bidang-bidang perkhidmatan yang berhubung dengan perdagangan; dan
- Menasihati Kerajaan mengenai perkara-perkara yang menyentuh atau dengan apa-apa jua cara berkaitan dengan perdagangan dan untuk bertindak sebagai ejen Kerajaan atau bagi mana-mana orang, badan atau organisasi mengenai perkara-perkara sedemikian.

Struktur Organisasi

Fungsi utama MATRADE adalah penggalakan eksport Malaysia dan pembangunan produk dan perkhidmatan, merupakan struktur asas yang membolehkan penyediaan servis yang tertumpu kepada pelanggan. Pada 2010 MATRADE mempunyai 617 kakitangan yang memberi perkhidmatan berkesan kepada stakeholders. MATRADE mengekalkan pejabat luar negeranya khususnya 35 Pejabat Perdagangan dan lima Pejabat Pemasaran.



Lembaga Pengarah



1. **YBhg. Tan Sri Dato' Halim Mohammad**

Pengerusi 16 September 1997—01 April 2010

2. **YBhg. Dato' Mah Siew Keong**

Pengerusi 16 September 2010—15 September 2012

3. **YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir**

01 Ogos 1999—31 Julai 2010

4. **YBhg. Datuk Seri Shahril Shamsuddin**

01 Ogos 1999—31 Julai 2010

5. **YBhg. Dato' Hazimah Zainuddin**

01 Jun 2003—31 Mei 2011

6. **YBhg. Dato' Wong Siew Hai**

01 Ogos 2005—31 Julai 2012

7. **YBhg. Datin Paduka Nurmala Abd. Rahim**

02 Mac 2007—19 Ogos 2012

8. **YBhg. Tan Sri Datuk Mustafa Mansur**

01 Mei 2008—30 April 2011



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9. **En. Koshy Thomas**

01 Ogos 2008—31 Julai 2012

10. **En. Mohd Fauzi Rahmat**

01 Ogos 2008—30 Oktober 2010

11. **YBhg. Tan Sri Abdul Rahman Mamat**

03 September 2009—06 Disember 2010
(Pemangku Pengerusi: 01 April 2010—15 September 2010)

12. **YBhg. Datuk Dr. Rebecca Fatima Sta Maria**

07 Disember 2010—06 Disember 2012

13. **YBhg. Dato' Noharuddin Nordin**

26 Disember 2006—Kini

Jawatankuasa Audit

1. **YBhg. Dato' Wong Siew Hai**

22 November 2005—30 Julai 2012

2. **YBhg. Dato' Hazimah Zainuddin**

22 November 2005—31 Mei 2011

3. **YBhg. Datin Paduka Nurmala Abd. Rahim**

01 September 2010—19 Ogos 2012

4. **En. Koshy Thomas**

01 Ogos 2008—31 Julai 2012

Pengurusan Kanan



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7. **En. Md. Silmi Abd Rahman**
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Fesyen Melangkah ke Hadapan

Pakaian Malaysia mendapat pengiktirafan seluruh dunia dengan kualiti, kebolehpercayaan serta penghantarannya yang cepat dan segera.

Tumpuan Aktiviti Penggalakan Perdagangan

Perdagangan antarabangsa pada 2010 menunjukkan pemulihan secara beransur selepas kemelesetan ekonomi global pada 2009. Usaha mengekalkan syer Malaysia dalam perdagangan global memerlukan perancangan taktikal bagi menempatkan produk dan perkhidmatan Malaysia secara berkesan menerusi penggalakan khusus. Syarikat Malaysia telah menyertai 268 program yang dianjurkan sepanjang tahun meliputi penggalakan eksport, pembangunan pengeksport serta perkhidmatan nasihat dan maklumat perdagangan.



1

2

Pameran produk dan perkhidmatan halal bertaraf dunia *Malaysia International Halal Showcase 2010* (MIHAS 2010) telah diadakan dari 23 hingga 27 Jun 2010, bagi mempromosikan pasaran halal yang berpotensi luas dalam industri halal global. Sejumlah 527 pempamer termasuk lebih daripada 30 peratus pempamer antarabangsa menyertai pameran tahun ini yang dilawati oleh pelawat perdagangan lebih dari 59 negara.

Program penggalakan perdagangan yang dianjurkan oleh MATRADE merangkumi 30 Pameran Perdagangan Antarabangsa, tujuh Misi Perdagangan dan Pelaburan, 34 Misi Pemasaran Khusus, 57 Misi Belian dan 34 Kaunter Promosi. MATRADE turut menganjurkan 546 pertemuan perniagaan dengan pemimpin industri sempena Lawatan Rasmi YAB Perdana Menteri dan YB Timbalan Perdana Menteri ke India, Kemboja, Laos dan Indonesia. Dalam usaha meningkatkan keupayaan pengeksport dan penyebaran maklumat perdagangan, MATRADE menganjurkan 39 seminar dan taklimat, menghasilkan 24 penerbitan perdagangan dan menyertai 39 kaunter penerangan di pameran-pameran tempatan.

Pameran perdagangan antarabangsa dalam negara yang dianjurkan MATRADE telah membolehkan para pengeksport Malaysia memperluaskan pasaran menerusi program Misi Belian. Pertemuan yang diaturkan semasa Misi Belian di antara pembeli antarabangsa dan pengeksport tempatan memberikan lebih banyak peluang perniagaan kepada syarikat Malaysia bagi mendapatkan rakan perniagaan baru dan mengembangkan eksport.

MATRADE menganjurkan *International Trade (INTRADE) Malaysia 2010* buat kali keempat dari 9 hingga 11 November 2010. Pameran ini memberi peluang kepada syarikat Malaysia, iaitu syarikat besar dan Enterpris Kecil dan Sederhana (EKS) mempamerkan pelbagai produk dan perkhidmatan kepada pelawat, pempamer antarabangsa dan pembeli serta membolehkan mereka menembusi pasaran ASEAN dan rantau sekitarnya. Produk dan perkhidmatan dari 10 kelompok industri dipamerkan sepanjang pameran perdagangan ini.

Sektor perkhidmatan telah diberikan promosi yang meluas di luar negara melalui *Malaysia Services Exhibition (MSE) 2010* yang diadakan dari 13 hingga 15 April 2010 di Dubai, Emiriyah Arab Bersatu. MATRADE menganjurkan MSE, pameran solo Malaysia, bagi kali ketiga untuk mengetengahkan keupayaan pembekal perkhidmatan Malaysia di Asia Barat. Sebanyak lapan sektor perkhidmatan telah dipamerkan di Dubai sebagai inisiatif penjenamaan perkhidmatan Malaysia di rantau ini.

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1 Timbalan Menteri Perdagangan Antarabangsa dan Industri Malaysia, YB. Dato' Mukhriz, menyambut tetamu di pelancaran INTRADE 2010 2 Pelawat perdagangan mendaftar di INTRADE Malaysia 2010



1

Memperluaskan Perniagaan Halal

Dimulakan pada 2004, MIHAS telah diadakan buat kali ketujuh oleh MATRADE dari 23 hingga 27 Jun dengan kerjasama Perbadanan Pembangunan Industri Halal Malaysia (HDC) dan Yayasan Dakwah Islamiah Malaysia (YADIM).



2



3

Bertemakan “*The Spreading Influence of Halal*”, pameran bertaraf dunia bagi produk dan perkhidmatan halal ini telah menarik sebanyak 527 pempamer dari 31 negara, dimana 163 terdiri dari syarikat asing. Republik Rakyat China, Iran, Indonesia, Singapura dan Perancis merupakan lima negara utama yang menyertai pameran ini. MIHAS 2010 menerima sejumlah 35,386 pelawat dari 59 negara. Jumlah pelawat terbesar adalah dari Singapura, Iran, Indonesia, Republik Rakyat China dan Australia.

Dirasmikan oleh YAB Perdana Menteri Malaysia, Dato' Seri Mohd Najib Tun Abdul Razak, MIHAS 2010 menyaksikan pertambahan pavilion dari Perancis, Indonesia dan Jepun. Negara-negara yang membuat penampilan pertama di MIHAS 2010 termasuk Albania, Belgium, Hong Kong dan Itali.

MATRADE menganjurkan Misi Belian sempena MIHAS di mana 510 pembeli asing dari 409 syarikat dipadankan dengan 1,005 pengeksport Malaysia, yang menjana jualan langsung sebanyak RM66.2 juta dan jualan berpotensi bernilai RM1.1 bilion. Antara produk yang menarik perhatian adalah produk berasaskan minyak sawit, minuman, makanan diproses, konfeksi, farmaseutikal, kosmetik dan produk penjagaan kulit. Lima pembeli utama adalah dari Emiriyah Arab Bersatu, Ukraine, Australia, Jepun dan Maghribi.

Di antara produk baru yang disahkan halal dan turut dipamerkan di MIHAS 2010 adalah *porcine DNA detector*, produk bayi seperti botol, puting silikon dan minyak wangi yang dikeluarkan oleh sebuah syarikat Perancis.

Pencapaian penting bagi Malaysia di MIHAS 2010 adalah pembangunan piawaian halal melalui pelancaran dua piawaian baru – *Standards on Halal Cosmetics* (MS 2200: 2008) dan *Standards on Halal Logistics* (MS 2400: 2010) oleh *Standards Malaysia*.

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Mengoptimumkan Peluang Perniagaan Serantau

Pameran tahunan MATRADE, INTRADE Malaysia 2010 diadakan dari 9 hingga 11 November 2010. Bertemakan “*One World, One Market Place*”, pameran ini telah dirasmikan oleh Menteri Perdagangan Antarabangsa dan Industri Malaysia (MITI), YB Dato’ Sri Mustapa Mohamed, bagi pihak YAB Perdana Menteri Malaysia pada 9 November 2010.



1



2

INTRADE yang dianjurkan buat kali keempat berturut-turut telah menarik 342 pempamer dari 12 negara di mana 99 syarikat merupakan pempamer asing. Sejumlah 8,403 pelawat berdaftar menghadiri pameran ini. Kumpulan pelawat terbesar pameran ini adalah dari Indonesia, Emiriyah Arab Bersatu, Hong Kong, Pakistan dan Sri Lanka.

MATRADE menganjurkan Misi Belian semasa INTRADE yang menarik minat 441 syarikat asing dari 51 negara. Sejumlah 7,265 pertemuan perniagaan dengan 584 syarikat Malaysia telah diatitkan. Jualan langsung yang direkodkan adalah RM234.69 juta dan jualan berpotensi bernilai RM4 bilion. Kebanyakan pembeli adalah dari Republik Rakyat China, India, Republik Arab Syria, Emiriyah Arab Bersatu dan Jepun.

Kuala Lumpur International Trade Forum 2010 (KLITF 2010) telah diadakan serentak dengan INTRADE pada 11 November 2010 bertemakan “*Business Unusual*”. Forum ini memberi platform kepada pemimpin perniagaan tempatan dan antarabangsa untuk meningkatkan pengetahuan berkaitan prospek dan peluang perniagaan global serta respons kepada perubahan persekitaran perniagaan. KLITF 2010 dihadiri oleh 759 peserta dari dalam dan luar negara.

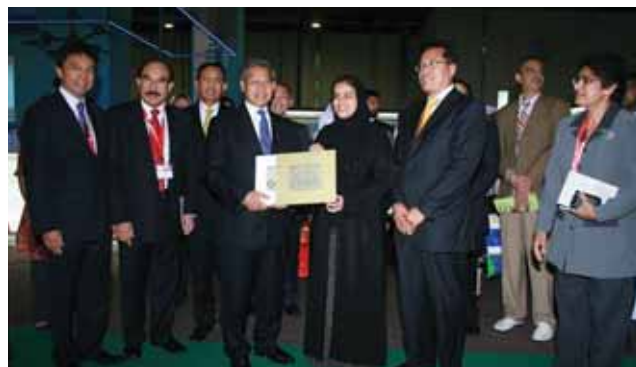
Antara acara yang diberi penekanan semasa INTRADE 2010 adalah “*FTA@INTRADE*”, yang merupakan satu inisiatif bagi mempromosikan peluang dan manfaat penggunaan perjanjian Perdagangan Bebas (FTA) bagi mengembangkan perniagaan dengan rakan FTA. Pusat rujukan sehati ini menyediakan maklumat kepada syarikat Malaysia, pempamer asing dan pelawat perdagangan berkaitan FTA termasuk prosedur permohonan bagi Sijil Tempasal Utama (COO), *Tariff Reduction Schedule* antara rakan FTA dan peluang perniagaan di negara tertentu melalui Klinik FTA yang dianjurkan oleh kedutaan asing. Sesi latihan bagi para pegawai rujukan FTA dari MITI dan Agensi diadakan di MATRADE untuk meningkatkan pengetahuan dan kefahaman mengenai FTA.

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Penjenamaan Sektor Perkhidmatan Malaysia

Dalam usaha menjenama dan menggalakkan sektor perkhidmatan di Asia Barat dan pasaran serantau, MATRADE terus menganjurkan MSE 2010, pameran solo Malaysia yang menumpukan kepada keupayaan pembekal perkhidmatan Malaysia kepada komuniti perniagaan antarabangsa.



MSE diadakan buat kali ketiga dari 13 hingga 15 April 2010 di *Dubai International Convention and Exhibition Centre* (DICEC), Dubai, Emiriyah Arab Bersatu. Pameran ini dirasmikan oleh YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa dan Industri Malaysia dan HH Sheikha Lubna Al Qasimi, Menteri Perdagangan Luar, Emiriyah Arab Bersatu pada 13 April 2010.

Sejumlah 180 pembekal perkhidmatan Malaysia, organisasi dan agensi kerajaan berkaitan dengan pembinaan, perkhidmatan profesional, minyak dan gas, penjagaan kesihatan, kewangan, pendidikan dan francais menyertai pameran ini.

Direktori "*Malaysia – Excellence & Capabilities in Green Technology*" yang diterbitkan oleh MATRADE dengan kerjasama Kementerian Tenaga, Teknologi Hijau dan Air (KeTTHA) dan Pertubuhan Arkitek Malaysia (PAM) telah dilancarkan semasa MSE 2010. Penerbitan ini merupakan antara usaha dan komitmen kerajaan dalam mengawal pengeluaran gas rumah hijau dan kemahiran serta keupayaan syarikat Malaysia dalam teknologi hijau.

Buat kali pertama, *International Partner Matchmaking Programme* (IPMP) telah diperkenalkan di MSE. Sejumlah 30 syarikat asing

dari luar Emiriyah Arab Bersatu menyertai IPMP. Mereka adalah dari Arab Saudi, Syria, Yemen, India, Uzbekistan dan Kazakhstan. MATRADE mengaturkan 120 pertemuan perniagaan antara syarikat dan pempamer. Disamping itu, 478 pertemuan perniagaan dianjurkan antara pelawat perdagangan berdaftar awal MSE dengan pempamer Malaysia.

MSE menarik minat 3,713 pelawat termasuk ahli perniagaan dan pegawai kerajaan dari Emiriyah Arab Bersatu, Arab Saudi, Oman, Qatar, Yemen, Kuwait, Bahrain, Libya, Syria, Mesir, Jordan, Ethiopia, Palestin, Iran, Uzbekistan, India, Hong Kong, Republik Korea, Sri Lanka dan Amerika Syarikat.

Projek berpotensi bernilai RM12.8 bilion telah dikenalpasti oleh pembekal perkhidmatan Malaysia semasa MSE 2010 dan sejumlah 3,925 pertanyaan perdagangan telah diterima semasa acara tiga hari ini.

TAJUK GAMBAR
1/2 YB Dato' Sri Mustapa Mohamed dan HH Sheikha Lubna melancarkan direktori "*Malaysia – Excellence & Capabilities in Green Technology*" di MSE 2010

Masakan Malaysia Merentasi Dunia

Masakan Malaysia terkemuka di dunia dan yang dikenalpasti untuk Rancangan Malaysia Ke Sembilan (RMK9) telah dipromosikan di bawah *Malaysia Kitchen Programme* (MKP). Program ini bertujuan mempromosi hidangan dan produk makanan Malaysia melalui restoran Malaysia di luar negara.

Pada Julai 2009, MATRADE diberi kepercayaan untuk mempromosi MKP melalui program yang bersepadu, holistik dan pelbagai pendekatan bagi meningkatkan permintaan makanan dan produk makanan melalui penambahan jumlah pelanggan restoran Malaysia yang beroperasi di luar negara.

Tumpuan diberi kepada dua pasaran kosmopolitan iaitu London dan New York di mana penduduknya gemar mencuba hidangan baru.

MATRADE menganjurkan 24 aktiviti penggalakan khas dan 14 program kesedaran bagi kedua kota ini. Antara program yang dianjurkan termasuk publisiti dan pengiklanan (A&P), program bersama media, perhubungan awam, penajaan *TV Food Channel*, kerjasama dengan chef selebriti dan personaliti lain serta membangun laman sesawang, *microsites*, rangkaian sosial dan bahan promosi yang berkenaan. Lebih dari 500 restoran yang menghidangkan makanan Malaysia telah dikenalpasti dan disenaraikan di Portal MKP.



TAJUK GAMBAR

- 1 Taste of Malaysia, London 2
Penyertaan *Malaysian Kitchen* di
Malaysia Night Market, Trafalgar, London
3 Penyertaan *Malaysian Kitchen* di
Lucky Rice Night Market, New York
4 *Malaysian Kitchen* Food Truck
Campaign di New York

3

4



1

2

Strategi Pemasaran

Di dalam usaha mengembangkan eksport, aktiviti penggalakan di pasaran tradisional telah dipergiat bagi sektor khusus. Antara produk dan perkhidmatan yang diberi keutamaan adalah perabot, makanan diproses, minyak dan gas, penjagaan kesihatan dan pembinaan. Penekanan turut diberikan kepada penjenamaan bagi memastikan kehadiran produk Malaysia dan perkhidmatan yang berterusan, sinonim dengan kualiti dalam pasaran antarabangsa.

Penyertaan dalam pameran perdagangan antarabangsa yang mencatat jualan langsung tertinggi adalah *Big 5 Show 2010* (RM68.66 juta), *Gulfood 2010* (RM35.93 juta), *CeBIT* (RM35.83 juta), *CAEXPO 2010* (RM23.1 juta) dan *SIAL 2010* (RM20.83). Pameran Perdagangan Antarabangsa secara keseluruhannya menjana jualan langsung sebanyak RM214 juta dan jualan berpotensi bernilai RM13.63 bilion.

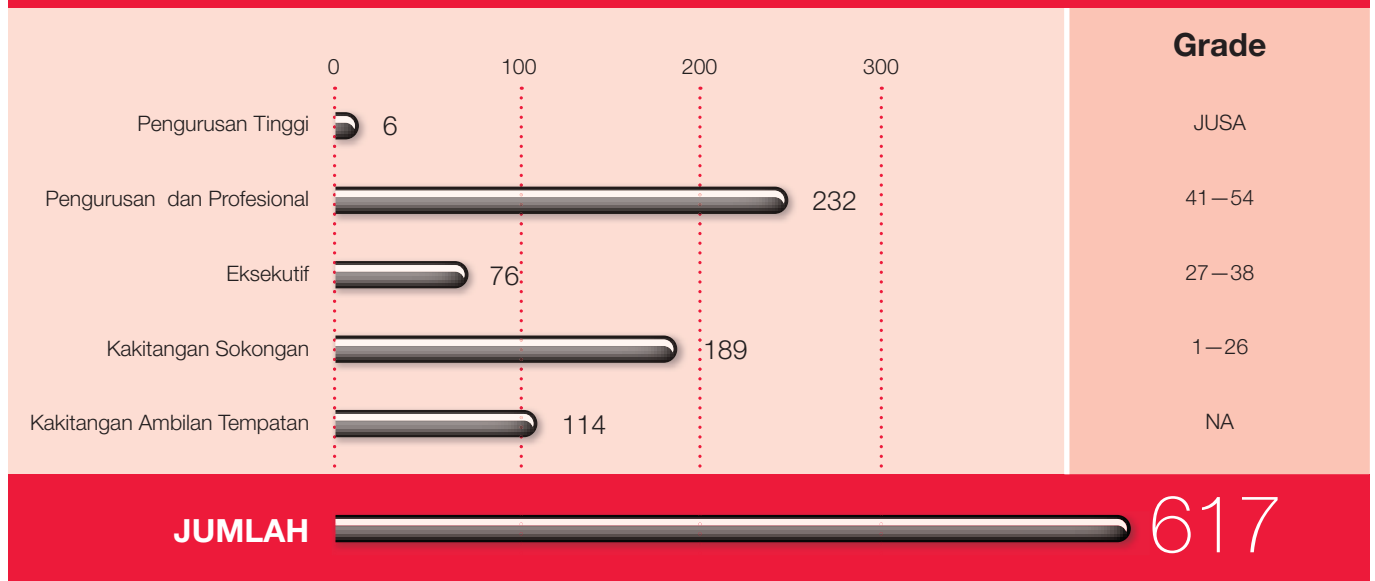
Misi Perdagangan dan Pelaburan yang dianjurkan oleh Kementerian Perdagangan Antarabangsa dan Industri Malaysia (MITI) dan diselaraskan oleh MATRADE ke Eropah (Amsterdam, Hamburg dan

Birmingham), Korea Selatan, Republik Rakyat China, Indonesia, Singapura, Taiwan, Qatar dan Arab Saudi telah merekodkan jualan langsung berjumlah RM3.5 juta dengan jualan berpotensi bernilai RM147.99 juta. Misi Pemasaran Khusus mencatat RM16.02 juta dalam jualan langsung dan RM2.83 bilion dalam jualan berpotensi. Jualan yang dilaporkan semasa Misi Belian termasuk jualan langsung adalah berjumlah RM311.39 juta dan jualan berpotensi bernilai RM5.47 bilion.

TAJUK GAMBAR

1 Interior Birmingham 2010 2 CeBIT 2010

Profil Kakitangan MATRADE



Peningkatan Sumber Manusia

Sejumlah 188 program pembangunan dan membina kapasiti telah dijalankan pada 2010. Program-program ini direka bagi meningkatkan kemahiran dan pengetahuan kakitangan MATRADE di dalam memberikan perkhidmatan berkualiti kepada para pelanggan.

Latihan ditumpukan kepada beberapa bidang:

- Kepimpinan
- Bimbingan (*Coaching*)
- Pengurusan
- Kemahiran Bahasa
- Pengurusan Kewangan
- Pemasaran
- Teknologi Maklumat
- Kursus Motivasi dan Perkembangan Peribadi
- Kursus Berkaitan Pekerjaan Khusus
- Amalan Perdagangan Antarabangsa
- Langkah - langkah Mengeksport

Pada 2010, format baru peperiksaan Jabatan Perkhidmatan Awam (JPA) telah diperkenalkan. Sejumlah 15 peperiksaan jabatan dan peperiksaan JPA meliputi pelbagai skim perkhidmatan telah diadakan. “Anugerah Perkhidmatan Cemerlang” telah diberikan kepada 41 kakitangan MATRADE sebagai pengiktirafan ke atas prestasi cemerlang dalam melaksanakan tugas mereka.

Perkongasian Pengetahuan

MATRADE dengan kerjasama Kementerian Luar Negara telah menganjurkan tiga program pembinaan keupayaan menerusi *Malaysian Technical Cooperation Programme (MTCP)*.

1

Program pertama, *5th MTCP dengan tema "Endeavouring Global Trade Competitiveness for OIC/D8 Member Countries"* telah diadakan dari 22 Jun hingga 1 Julai 2010. Program ini disertai oleh 23 peserta dari Albania, Azerbaijan, Brunei, Mesir, Guinea, Indonesia, Iraq, Jordan, Libya, Maldives, Maghribi, Nigeria, Oman, Sudan, Syria, Tunisia dan Emiriyah Arab Bersatu.

Para peserta telah didedahkan dengan polisi perdagangan Malaysia, program dan strategi mengembangkan eksport Malaysia disamping meningkatkan kesedaran mengenai perkembangan serta isu perdagangan global dan serantau. Program ini turut mengeratkan hubungan antara negara peserta menerusi perkongsian kemahiran penggalakan perdagangan serta mewujudkan jalinan rangkaian antara MATRADE dan Agensi Penggalakan Perdagangan negara peserta.

2

Program kedua, *"Interfacing with Chambers of Commerce on Global Challenges and Trade Opportunities"* telah diadakan dari 12 hingga 21 Oktober 2010 yang telah dianjurkan sejak 2009. Seramai 16 peserta dari India, Indonesia, Jamaica, Kenya, Kyrgyzstan, Myanmar, Nigeria, Republik Rakyat China, Yemen, Arab Saudi, Tanzania, Uganda, Uzbekistan, Vietnam dan Zimbabwe telah menyertai program ini.

TAJUK GAMBAR

1 Kata-kata aluan oleh YB Dato' Mukhriz, Timbalan Menteri Perdagangan Antarabangsa dan Industri Malaysia, semasa "*Endeavoring Global Trade Competitiveness for OIC /D8 Members Countries*" 2/3 Peserta MTCP memberi perhatian semasa taklimat diberi

3

MATRADE turut diberi kepercayaan untuk menganjurkan program ketiga MTCP yang bertemakan "*Malaysia - Sharing of Experience in Trade Promotion for CLMV (Trade Promotion Organisations)*" kepada peserta organisasi penggalakan perdagangan dari Kemboja, Laos, Myanmar dan Vietnam (CLMV). Program selama enam hari ini telah diadakan dari 28 November hingga 3 Disember 2010 dan dihadiri oleh 10 peserta. Para peserta berkongsi pengetahuan mengenai polisi perdagangan dan strategi dikalangan negara CLMV serta garis panduan dalam mempromosikan produk dan perkhidmatan ke pasaran global serta mewujudkan jalinan rangkaian dikalangan para peserta.



Merancang Hala Tuju

Lembaga Pengarah MATRADE terdiri daripada 11 ahli, dimana tujuh ahlinya adalah dari sektor swasta. Lembaga Pengarah mempunyai perwakilan yang seimbang iaitu dari Kementerian, industri utama serta persatuan dan dewan perniagaan. Lembaga Pengarah bertanggungjawab untuk merumuskan strategi bagi meningkatkan daya saing pengeksport Malaysia di pasaran global, mencari pendekatan baru bagi mengetengahkan eksport Malaysia seterusnya menjadikan MATRADE sebuah organisasi penggalakan perdagangan yang lebih relevan.

Terdapat beberapa pertukaran di dalam keanggotaan Lembaga Pengarah pada 2010. Pertukaran ini adalah disebabkan tempoh perkhidmatan Tan Sri Dato' Seri Halim Mohammad, Datin Paduka Siti Sa'diah Sheikh Bakir, Datuk Seri Shahril Shamsuddin, Tan Sri Abdul Rahman Mamat dan Encik Fauzi Rahmat telah tamat.

Tan Sri Halim berkhidmat sebagai ahli Lembaga Pengarah MATRADE selama lebih dari 12 tahun iaitu semenjak 1997. Di dalam tempoh ini, beliau telah dilantik sebagai Pengerusi selama enam tahun mulai 2004. Di bawah kepimpinan beliau, pendekatan yang diambil oleh MATRADE dalam penggalakan perdagangan lebih tertumpu kepada hasil pencapaian terutama terhadap perkembangan eksport perniagaan EKS.

Datin Paduka Siti Sa'diah telah berkhidmat sebagai ahli Lembaga Pengarah lebih dari 10 tahun semenjak 1999. Datin Paduka menyumbang bukan hanya sebagai ahli Lembaga Pengarah sahaja tetapi beliau juga merupakan ketua Jawatankuasa Audit MATRADE. Sikap beliau yang mengutamakan perincian kepada setiap perkara dan disokong dengan pasukan yang berdedikasi telah memastikan MATRADE memenuhi semua syarat-syarat audit yang ditetapkan.

Datuk Shahril berkhidmat sebagai ahli Lembaga Pengarah semenjak 1999 dan berkongsi pengalaman beliau mengenai perniagaan antarabangsa. Beliau sering menekankan kepentingan teknologi dan inovatif kepada pengeksport Malaysia bagi mengekalkan kelebihan daya saing mereka.

Tan Sri Abdul Rahman Mamat, yang berkhidmat sebagai ahli Lembaga Pengarah semenjak 3 September 2006 telah memainkan peranan penting di dalam merumuskan strategi penggalakan eksport MATRADE. Beliau menyarankan kerjasama erat antara sektor awam dan swasta dipertingkatkan bagi memastikan keberkesanan serta impak aktiviti penggalakan MATRADE. Tan Sri Rahman juga terlibat di dalam mempromosikan perkhidmatan Malaysia sebagai sektor pertumbuhan baru ekonomi Malaysia.

Semasa tempoh perkhidmatan beliau, Tan Sri Rahman Mamat juga dilantik sebagai Pemangku Pengerusi Lembaga Pengarah dari 1 April sehingga 15 September 2010.

Encik Fauzi Rahmat berkhidmat sebagai ahli Lembaga Pengarah dari 1 Ogos 2008 hingga 31 Oktober 2010. Sepanjang tempoh perkhidmatan beliau, Encik Fauzi percaya bahawa EKS yang sedia menceburi pasaran antarabangsa perlu dipupuk.

Pihak pengurusan dan warga MATRADE mengalu-alukan Dato' Mah Siew Keong yang telah dilantik sebagai Pengerusi MATRADE yang baru mulai 16 September 2010. Dato' Mah seorang yang terkenal di kalangan masyarakat serta mempunyai pengalaman luas di dalam sektor awam dan swasta. Mempunyai latar belakang pendidikan di dalam bidang undang-undang dan perniagaan, Dato' Mah merupakan bekas Timbalan Menteri di Kementerian Perdagangan Antarabangsa dan Industri serta Timbalan Menteri di Kementerian Pertanian dan Industri Asas Tani.

Pada 2010, Lembaga Pengarah telah bermesyuarat seperti berikut:

Mesyuarat 1/2010

30 Mac 2010

Mesyuarat 2/2010

18 Jun 2010

Mesyuarat 3/2010

27 September 2010

Mesyuarat 4/2010

15 November 2010

Perbincangan semasa mesyuarat tertumpu kepada polisi dan strategi yang menjurus kepada daya saing eksport Malaysia dan keberkesanan program penggalakan perdagangan. Antara isu utama yang dibincangkan semasa mesyuarat adalah:

- Strategi Penggalakan Eksport
- Prestasi Perdagangan Malaysia
- Peranan Sektor Swasta dalam Penggalakan Perdagangan
- Inisiatif Pembangunan Pengeksport
- Pembangunan *MATRADE Centre*
- Rancangan Malaysia ke 10 dan Model Ekonomi Baru
- Penstrukturan Semula MATRADE
- Program Kerja 2011
- Geran Pembangunan Pasaran bagi EKS
- Penjenamaan Sektor Perkhidmatan
- Semakan Yuran Penyertaan bagi Program Promosi MATRADE

Prestasi Perdagangan

32 Lima Destinasi Eksport Utama 2010

33 Rakan Perdagangan Utama

35 Perkembangan Pasaran Serantau

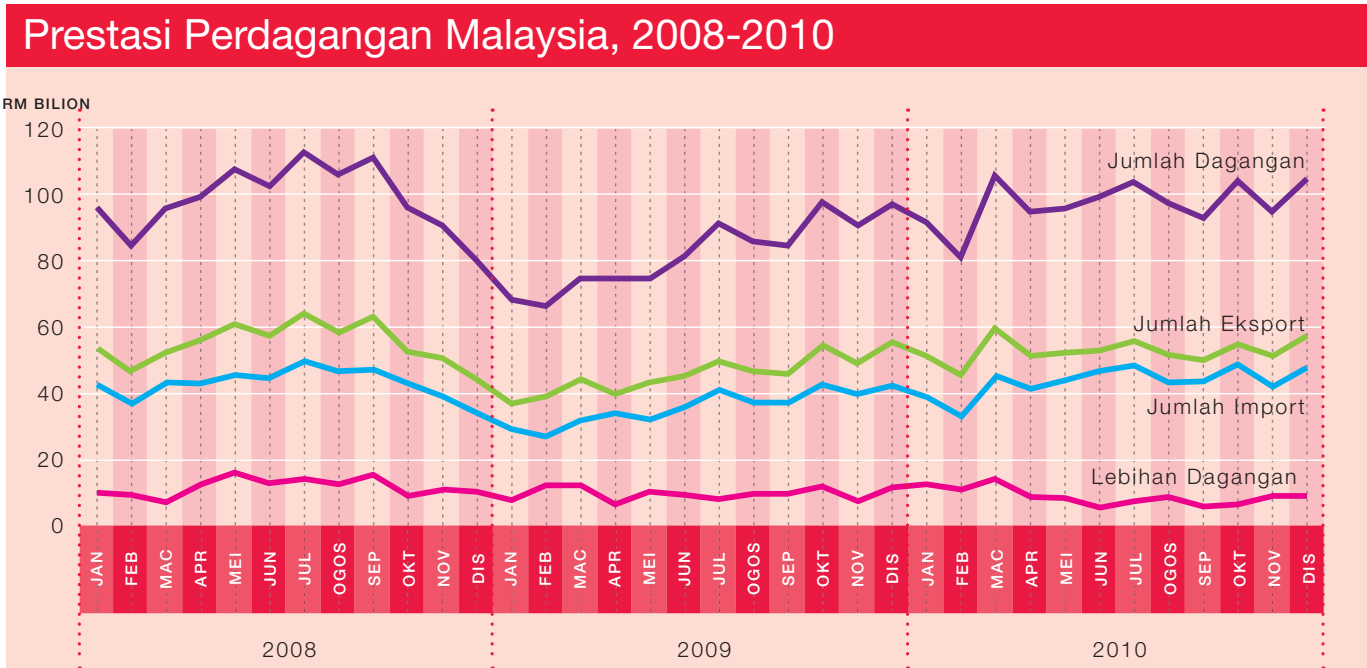
36 Hala Tuju 2011



Permintaan Bahan Binaan Meningkat di India

Eksport bahan binaan Malaysia ke India meningkat 118 peratus kepada RM506.1 juta.

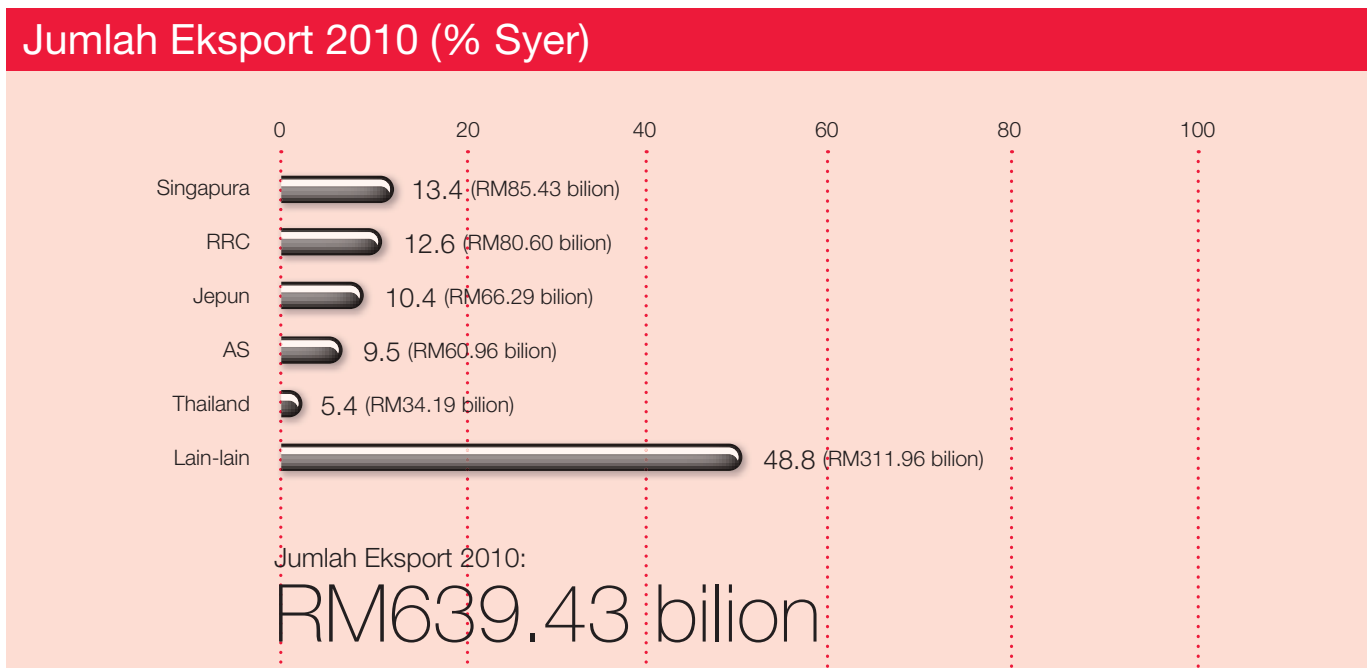
Jumlah perdagangan pada 2010 menunjukkan pemulihan yang kukuh sebanyak 18.3 peratus kepada RM1.169 trilion, berbanding penguncupan 16.6 peratus pada 2009. Eksport berkembang 15.6 peratus kepada RM639.43 bilion sementara import meningkat 21.7 peratus kepada RM529.19 bilion, mencatatkan lebih dagangan RM110.23 bilion.



Lima Destinasi Eksport Utama 2010

Singapura, Republik Rakyat China, Jepun, Amerika Syarikat dan Thailand yang merupakan lima destinasi eksport utama Malaysia menyumbang 51.2 peratus daripada jumlah eksport keseluruhan Malaysia pada

2010. Eksport ke Jepun meningkat 24.3 peratus kepada RM66.29 bilion, menggantikan Amerika Syarikat sebagai destinasi eksport ketiga terbesar Malaysia.



Eksport produk perkilangan meningkat 11.6 peratus kepada RM460.96 bilion, menyumbang 72.1 peratus daripada jumlah eksport Malaysia pada 2010. Eksport galian meningkat 28.5 peratus kepada RM101.90 bilion sementara hasil pertanian berkembang 29.6 peratus kepada RM71.80 bilion.

Eksport utama pada 2010 adalah produk elektrik dan elektronik (E&E), minyak sawit, kimia dan produk kimia, gas asli cecair (LNG) dan petroleum mentah.

Sektor E&E menyumbang 39.1 peratus daripada jumlah eksport Malaysia pada 2010. Eksport produk E&E meningkat 8.6 peratus kepada RM249.80 bilion, hasil dari sumbangan jumlah eksport yang tinggi kepada Republik Rakyat China, Singapura dan Hong Kong SAR. Walaupun eksport produk E&E Malaysia ke Amerika Syarikat mencatatkan penurunan sebanyak 11.2 peratus kepada RM35.47 bilion pada 2010, ianya masih kekal sebagai pasaran terbesar bagi produk E&E.

Produk E&E yang menyumbang kepada peningkatan eksport adalah radas penerimaan televisyen, peralatan menebat elektrik dan alat-alat semikonduktor fotopeka. Eksport produk ini melonjak sebanyak 93.2 peratus berbanding 2009 dan mencatat nilai eksport sebanyak RM99.43 bilion atau 39.7 peratus daripada eksport produk E&E pada 2010.

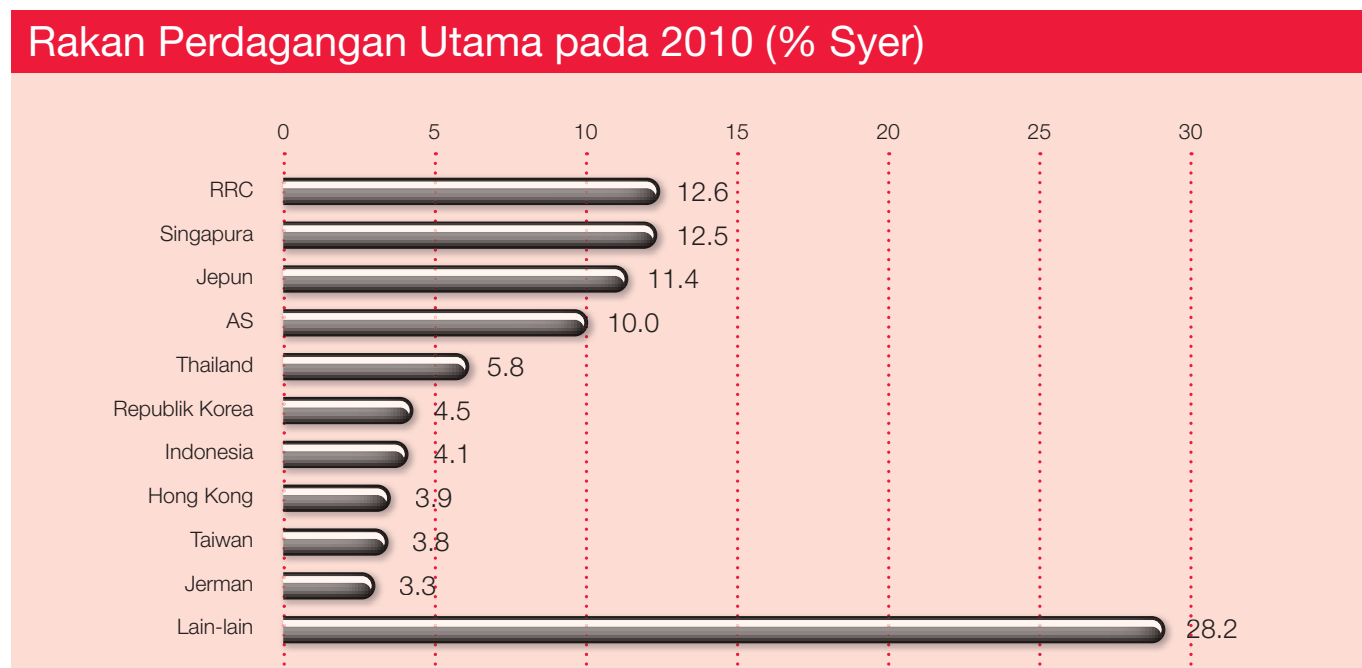
Di dalam sektor galian, eksport utama adalah LNG, petroleum mentah dan produk petroleum bertapis, menyumbang 96 peratus daripada jumlah eksport sektor galian atau 15.3 peratus daripada jumlah eksport Malaysia. Pada 2010, eksport produk ini bernilai sebanyak RM97.84 bilion.

Eksport utama sektor pertanian adalah minyak sawit mentah yang menyumbang 67.4 peratus daripada jumlah eksport produk pertanian atau 7.6 peratus daripada jumlah eksport Malaysia pada 2010. Eksport minyak sawit mentah adalah RM48.42 bilion, dengan peningkatan sebanyak 26.9 peratus berbanding 2009. Faktor utama peningkatan ini adalah disebabkan oleh kenaikan harga purata yang tinggi, sebanyak 20.5 peratus kepada RM2,704.50 setiap tan pada 2010. Jumlah eksport meningkat secara minimal dengan 4.9 peratus berbanding 2009.

Tumpuan yang berterusan terhadap aktiviti penggalakan MATRADE telah menyumbang kepada peningkatan eksport pada 2010. Dalam usaha untuk mempromosikan produk dan perkhidmatan Malaysia ke pasaran maju dan baru muncul, MATRADE telah menganjurkan 268 aktiviti penggalakan pada 2010. Aktiviti penggalakan utama termasuk penyertaan pengeksport Malaysia di dalam Pameran Perdagangan Antarabangsa, Misi Perdagangan dan Pelaburan, Kaunter Promosi, Misi Pemasaran Khusus dan Misi Belian.

Rakan Perdagangan Utama

Republik Rakyat China, Singapura, Jepun, Amerika Syarikat dan Thailand merupakan rakan perdagangan utama Malaysia yang menyumbang 52.2 peratus atau RM610.17 bilion daripada jumlah eksport Malaysia pada 2010.



Republik Rakyat China

Buat kali kedua berturut-turut, Republik Rakyat China kekal sebagai rakan perdagangan terbesar Malaysia, dengan jumlah perdagangan bernilai RM147.03 bilion yang menyumbang 12.6 peratus daripada jumlah eksport Malaysia pada 2010.

Republik Rakyat China merupakan pasaran eksport Malaysia kedua terbesar selepas Singapura dengan jumlah eksport bernilai RM80.60 bilion dengan peningkatan sebanyak 19.7 peratus berbanding 2009. Eksport utama Malaysia ke Republik Rakyat China pada 2010 adalah produk E&E, minyak sawit, kimia dan produk kimia, produk getah dan getah mentah.

Import daripada Republik Rakyat China meningkat 8.5 peratus pada 2010 berbanding 2009, berjumlah RM66.43 bilion. Produk perkilangan menyumbang 93.8 peratus daripada jumlah import daripada Republik Rakyat China. Import utama adalah produk E&E, jentera, perkakasan dan alat ganti, kimia dan produk kimia, pembuatan logam serta produk besi dan keluli.

Singapura

Jumlah perdagangan antara Malaysia dan Singapura pada 2010 mencatat peningkatan sebanyak 15.4 peratus kepada RM145.87 bilion, menyumbang 12.5 peratus daripada jumlah perdagangan Malaysia. Kenaikan ini adalah hasil daripada peningkatan eksport produk E&E, produk petroleum bertapis, jentera, perkakasan dan alat ganti, pembuatan logam serta kimia dan produk kimia.

Import Malaysia dari Singapura meningkat 22.5 peratus pada 2010 berjumlah RM60.44 bilion. Import utama dari Singapura adalah produk E&E, produk petroleum bertapis, jentera, kimia dan produk kimia, jentera, perkakasan dan alat ganti serta kelengkapan optik dan saintifik. Jumlah import menyumbang 83.5 peratus daripada jumlah keseluruhan import dari Singapura.

Jepun

Eksport ke Jepun meningkat 24.3 peratus kepada RM66.30 bilion, menggantikan Amerika Syarikat sebagai destinasi eksport ketiga terbesar Malaysia. Antara eksport utama ke Jepun adalah LNG, produk E&E, produk kayu, kimia dan produk kimia, serta kelengkapan optik dan saintifik.

Jumlah eksport ke Jepun mencatat pertumbuhan yang kukuh sebanyak 24.3 peratus kepada RM66.29 bilion, iaitu 10.4 peratus daripada jumlah keseluruhan eksport Malaysia pada 2010. LNG merupakan eksport terbesar Malaysia ke Jepun yang mencatatkan peningkatan sebanyak 33.8 peratus kepada RM25.17 bilion atau 38 peratus daripada jumlah keseluruhan eksport ke Jepun. Eksport produk E&E meningkat 15.4 peratus kepada RM18.27 bilion, yang merupakan 27.6 peratus daripada jumlah eksport ke Jepun.

Import dari Jepun meningkat 22.5 peratus kepada RM66.55 bilion yang menyumbang 12.6 peratus daripada jumlah keseluruhan import Malaysia. Jepun merupakan sumber import terbesar Malaysia pada 2010. Import utama dari

Jepun adalah produk E&E, yang meningkat sebanyak 18.3 peratus kepada RM21.98 bilion. Antara import utama lain adalah jentera, perkakasan dan alat ganti, diikuti oleh kelengkapan pengangkutan, pembuatan logam serta produk besi dan keluli.

Amerika Syarikat

Amerika Syarikat merupakan rakan perdagangan keempat terbesar Malaysia pada 2010, menyumbang sebanyak 10 peratus daripada jumlah keseluruhan perdagangan Malaysia. Jumlah perdagangan mencatat peningkatan sebanyak 7 peratus kepada RM117.26 bilion.

Amerika Syarikat merupakan destinasi eksport keempat terbesar Malaysia dengan syer sebanyak 9.5 peratus daripada jumlah eksport. Eksport ke Amerika Syarikat meningkat sebanyak 0.2 peratus kepada RM60.96 bilion berbanding pada 2009. Eksport utama ke Amerika Syarikat adalah produk E&E, kelengkapan optik dan saintifik, produk getah, minyak sawit dan produk kayu.

Eksport utama ke Amerika Syarikat iaitu produk E&E menyumbang 58.2 peratus daripada jumlah keseluruhan eksport Malaysia ke Amerika Syarikat, merekodkan penurunan sebanyak 11.2 peratus kepada RM35.47 bilion berbanding tahun sebelumnya. Eksport produk utama ke Amerika Syarikat mencatatkan peningkatan adalah kelengkapan optik dan saintifik, produk getah, minyak sawit dan produk kayu.

Amerika Syarikat adalah sumber import keempat terbesar Malaysia, menyumbang 10.6 peratus daripada jumlah import Malaysia pada 2010. Produk E&E mencatatkan 52.5 peratus daripada jumlah import Malaysia dari Amerika Syarikat. Produk import lain adalah jentera, perkakasan dan alat ganti dengan syer sebanyak 10.9 peratus, kimia dan produk kimia, 8.3 peratus, kelengkapan optik dan saintifik, 5.7 peratus dan kelengkapan pengangkutan, 4.6 peratus.

Thailand

Thailand kekal sebagai rakan perdagangan kelima terbesar Malaysia pada 2010 dengan jumlah perdagangan bernilai RM67.17 bilion iaitu peningkatan sebanyak 19.7 peratus daripada 2009. Jumlah eksport Malaysia ke Thailand pada 2010 bernilai RM34.19 bilion dengan peningkatan sebanyak 14.7 peratus, berbanding RM29.81 bilion pada 2009. Eksport ke Thailand menyumbang 5.4 peratus syer daripada jumlah keseluruhan eksport Malaysia.

Eksport utama ke Thailand adalah produk E&E, petroleum mentah, kimia dan produk kimia, jentera, perkakasan dan alat ganti serta pembuatan logam.

Import dari Thailand pada 2010 bernilai RM32.98 bilion iaitu peningkatan sebanyak 25.4 peratus berbanding 2009. Produk perkilangan menyumbang 81.8 peratus daripada jumlah import dari Thailand. Import utama dari Thailand adalah produk E&E, kelengkapan pengangkutan, jentera, perkakasan dan alat ganti, getah mentah, serta kimia dan produk kimia.

Perkembangan Pasaran Serantau

Pada 2010, Malaysia mencatatkan pertumbuhan perdagangan yang positif dengan hampir kesemua rantau. Asia Timur Laut kekal sebagai rantau perdagangan terbesar Malaysia dengan jumlah bernilai RM422.15 bilion yang menyumbang 36.1 peratus daripada jumlah perdagangan keseluruhan Malaysia. Ini diikuti oleh ASEAN (RM305.93 bilion, 26.2 peratus), Amerika Utara (RM123.31 bilion, 10.6 peratus) dan Kesatuan Eropah (EU) (RM122.85 bilion, 10.5 peratus).

Asia Timur Laut merupakan destinasi eksport terbesar Malaysia, menyumbang 35 peratus daripada jumlah keseluruhan eksport Malaysia. Eksport ke Asia Timur Laut pada 2010 meningkat sebanyak 20.3 peratus kepada RM223.93 bilion. Eksport utama adalah produk E&E, LNG, kimia dan produk kimia, minyak sawit serta kelengkapan optik dan saintifik. Keseluruhan produk tersebut menyumbang 74.7 peratus daripada jumlah eksport Malaysia ke rantau tersebut.

Jumlah eksport ke ASEAN meningkat sebanyak 14.1 peratus kepada RM162.45 bilion, menyumbang 25.4 peratus daripada jumlah keseluruhan eksport Malaysia. Destinasi eksport utama di kalangan negara ASEAN adalah Singapura, Thailand dan Indonesia, yang secara kolektif menyumbang 84.8 peratus daripada jumlah eksport Malaysia ke rantau ini. Eksport utama ke ASEAN pada 2010 adalah produk E&E, produk petroleum bertapis, kimia dan produk kimia, petroleum mentah dan jentera, perkakasan dan alat ganti. Singapura merupakan rakan perdagangan terbesar Malaysia di kalangan negara ASEAN, dengan jumlah perdagangan sebanyak RM145.87 bilion atau 47.7 peratus syer dengan rantau

ini, diikuti oleh Thailand (22 peratus), Indonesia (15.5 peratus), Filipina (7 peratus) dan Vietnam (6.5 peratus).

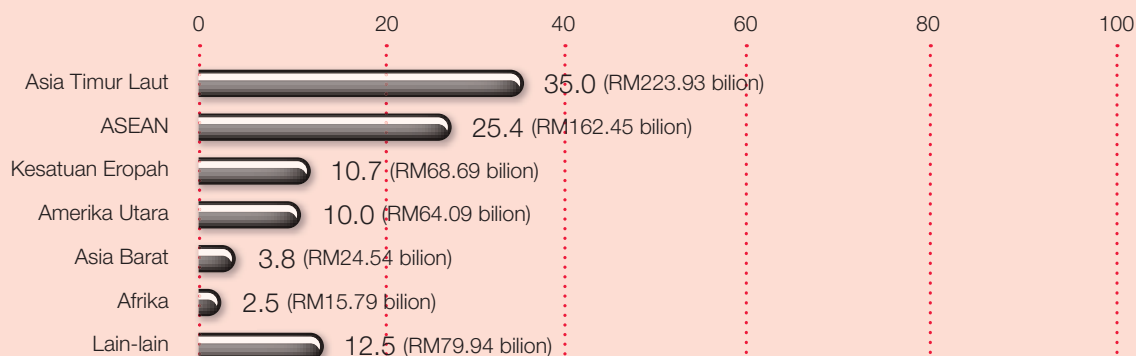
Jumlah keseluruhan perdagangan Malaysia dengan Amerika Utara, yang terdiri dari Amerika Syarikat dan Kanada, meningkat 7.9 peratus kepada RM123.31 bilion. Eksport ke Amerika Utara meningkat secara minimal sebanyak 0.8 peratus kepada RM64.09 bilion. Produk E&E kekal sebagai eksport utama ke Amerika Utara diikuti oleh produk getah, kelengkapan optik dan saintifik, minyak sawit dan produk kayu.

Kesatuan Eropah (EU) merupakan rantau perdagangan keempat terbesar Malaysia pada 2010. Rakan perdagangan terbesar di rantau ini adalah Jerman yang menyumbang 31.5 peratus daripada jumlah keseluruhan perdagangan Malaysia dengan Kesatuan Eropah, diikuti oleh Belanda (19.2 peratus), Perancis (10.9 peratus), United Kingdom (10.6 peratus) dan Itali (6.5 peratus).

Eksport Malaysia ke Kesatuan Eropah meningkat sebanyak 14.6 peratus kepada RM68.69 bilion. Belanda merupakan destinasi eksport terbesar Malaysia di rantau ini yang mencatatkan pertumbuhan eksport sebanyak 9.8 peratus kepada RM20.22 bilion. Eksport ke Jerman mencatat peningkatan sebanyak 17 peratus kepada RM17.35 bilion, diikuti United Kingdom (1.6 peratus, RM7.20 bilion), Perancis (30.5 peratus, RM7.11 bilion) dan Itali (22.3 peratus, RM3.45 bilion).

Eksport utama ke rantau ini adalah produk E&E, minyak sawit, kimia dan produk kimia, produk getah dan getah mentah.

Eksport Malaysia Mengikut Rantau pada 2010 (% Syer)



Jumlah Eksport 2010:

RM639.43 bilion

Hala Tuju 2011

Tabung Kewangan Antarabangsa (IMF) meramalkan pada 2011 dan 2012, pertumbuhan ekonomi negara sedang membangun dijangka akan mencapai 6.5 peratus, berbanding dengan pertumbuhan 7 peratus yang dicatat pada 2010.

Bank Dunia menjangkakan jumlah perdagangan dunia meningkat sebanyak 11.2 peratus pada 2011, berbanding dengan 15.7 peratus pada tahun sebelumnya. Pada 2011, IMF mengunjurkan pertumbuhan eksport sebanyak 6.2 peratus bagi negara maju dan 9.2 peratus bagi negara sedang membangun. Jumlah import dijangka berkembang sebanyak 5.5 peratus bagi negara maju dan 11.9 peratus bagi negara sedang membangun. Berdasarkan kepada tinjauan ekonomi dan perdagangan global, perdagangan Malaysia pada 2011 dijangka akan berkembang pada kadar perlahan berbanding dengan 2010.

Di bawah Rancangan Malaysia Ke-10 (RMK-10), eksport Malaysia dijangka akan berkembang sebanyak 10.6 peratus setahun. Pencapaian sasaran ini bergantung kepada perkembangan ekonomi dan politik di pasaran maju dan baru muncul sepanjang tempoh RMK-10.

Pasaran maju dan baru muncul akan terus menyumbang kepada pertumbuhan eksport Malaysia pada 2011. Melalui ramalan pertumbuhan ekonomi sebanyak 8.7

peratus, Republik Rakyat China akan terus menjadi pasaran utama Malaysia pada 2011. Menerusi Perjanjian Perdagangan Bebas yang akan dimeterai antara Malaysia dan India serta jangkakan pertumbuhan ekonomi yang teguh iaitu sebanyak 8 peratus, eksport Malaysia ke India dijangka akan mencatat pertumbuhan dua angka pada 2011.

Eksport Malaysia ke ASEAN dijangka mencatat peningkatan ketara selari dengan jangkakan pertumbuhan ekonomi Singapura, Indonesia dan Thailand. Justeru, integrasi ekonomi yang lebih luas di kalangan negara ASEAN akan memberi dorongan yang memberangsangkan kepada eksport Malaysia ke pasaran serantau.

MATRADE akan terus menyokong peningkatan eksport produk dan perkhidmatan Malaysia melalui penyelarasan strategi penggalakan perdagangan yang dilaksanakan menerusi program dan aktiviti serta jalinan kerjasama yang kukuh dengan industri.

Pemasaran Strategik

38 Memperluaskan Pasaran Global Malaysia

56 Produk dan Perkhidmatan

Makanan diproses penyumbang kelapan terbesar kepada pendapatan eksport negara

Pada 2010, eksport makanan diproses mencatat peningkatan 11.6 peratus kepada RM11.99 billion.

Memperluaskan Pasaran Global Malaysia

Pada 2010, syarikat Malaysia telah menyertai pelbagai aktiviti penggalakan perdagangan anjuran MATRADE untuk meneroka potensi pasaran global. Aktiviti ini termasuk 30 Pameran Perdagangan Antarabangsa, tujuh Misi Perdagangan dan Pelaburan, 34 Misi Pemasaran Khusus, 57 Misi Belian, 34 Kaunter Promosi dan 39 seminar dan taklimat. Sejumlah 546 pertemuan perniagaan diatitkan bersama pemimpin perniagaan sempena lawatan rasmi YAB Perdana Menteri Malaysia dan YB Timbalan Perdana Menteri ke India, Kemboja, Laos dan Indonesia.

Pameran Perdagangan Antarabangsa anjuran MATRADE meliputi penyertaan 676 syarikat Malaysia di dalam pasaran sedia ada dan baru membangun. Syarikat Malaysia telah merekodkan hasil jualan berjumlah RM13.84 bilion melalui penyertaan di dalam pameran perdagangan. Sejumlah 76,993 pertanyaan perdagangan diterima semasa acara ini.

Pada 2010, sebanyak tujuh Misi Perdagangan dan Pelaburan anjuran bersama MATRADE dan MIDA telah disertai oleh 146 ahli perniagaan dari 51 syarikat. Penganjuran 603 pertemuan perniagaan telah menghasilkan jualan langsung berjumlah RM3.5 juta dan jualan berpotensi bernilai RM147.99 juta.

MATRADE telah melaksanakan 34 Misi Pemasaran Khusus yang disertai oleh 154 syarikat Malaysia pada 2010. Semasa misi ini, sejumlah 2,430 pertemuan perniagaan telah diatitkan yang merekodkan jualan langsung sebanyak RM16.02 juta dan jualan berpotensi bernilai RM2.83 bilion.

Penyertaan MATRADE di dalam Pameran Perdagangan Antarabangsa melalui 34 Kaunter Promosi telah memberi peluang kepada syarikat Malaysia untuk mempromosi produk dan perkhidmatan mereka melalui pengedaran risalah serta katalog. Sebanyak 785 syarikat Malaysia telah mendapat manfaat daripada inisiatif ini dan sejumlah 3,628 pertanyaan perdagangan telah direkodkan.

Malaysia International Halal Showcase 2010 (MIHAS 2010), pameran utama produk dan perkhidmatan halal yang bertaraf dunia telah menarik penyertaan 527 pempamer, termasuk 163 syarikat asing, daripada 31 negara. Pameran ini telah dikunjungi oleh sejumlah 35,386 pelawat daripada 59 negara. MIHAS 2010 menjana jualan langsung sebanyak RM6.2 juta dan jualan berpotensi bernilai RM1.1 bilion.

Buat kali keempat berturut-turut, MATRADE telah menganjurkan *International Trade* (INTRADE) Malaysia 2010 yang disertai oleh 342 pempamer, termasuk 99 pempamer asing daripada 12 negara. Pameran tiga hari ini dikunjungi oleh 8,403 pelawat berdaftar. Misi Belian yang dianjurkan oleh MATRADE sempena *INTRADE 2010* menjana jualan langsung sebanyak RM234.69 juta dengan jualan berpotensi bernilai RM4 bilion.

Sempena *MIHAS* dan *INTRADE Malaysia 2010*, yang merupakan dua acara terbesar di Malaysia, MATRADE melalui rangkaian pejabat luar negaranya mengaturkan pertemuan perniagaan untuk 1,000 pembeli asing dari beberapa negara termasuk Jepun, Republik Rakyat China, Hong Kong, Macau, Korea, Taiwan, India, Thailand, Vietnam, Kemboja, Kanada, Australia, Persekutuan Rusia, Hungary, Belarus, Bosnia Herzegovina, Republik Czech, Kazakhstan, Kyrgyzstan, Macedonia, Ukraine, Uzbekistan, Emiriyah Arab Bersatu, Arab Saudi, Iraq dan Afrika Selatan.

Malaysia Kitchen Programme (MKP) merupakan satu aktiviti penggalakan baru MATRADE yang bertujuan untuk mempromosi makanan dan produk makanan Malaysia melalui restoran Malaysia di luar negara. MATRADE melaksanakan lebih daripada 24 aktiviti penggalakan khusus dan 14 program kesedaran pada 2010. Lebih daripada 500 restoran yang menyediakan hidangan makanan Malaysia di luar negara telah dikenal pasti dan disenaraikan dalam portal MKP.



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TAJUK GAMBAR

- 1 CAEXPO 2010
- 2 Malaysia Fest Festival, Sydney
- 3 I- saloni 2010
- 4 MIHAS IBM 2010

Asia Timur Laut

Pada 2010, jumlah perdagangan Malaysia dengan Asia Timur Laut telah menyumbang 35 peratus daripada jumlah keseluruhan perdagangan Malaysia mengekalkan posisinya sebagai rakan perdagangan terbesar di rantau ini. Eksport dan import masing-masing meningkat sebanyak 21.2 peratus dan 20.3 peratus berbanding dengan 2009.

Republik Rakyat China merupakan destinasi eksport terbesar di rantau ini dengan nilai RM80.6 bilion. Jepun kekal sebagai destinasi eksport kedua terbesar menyumbang sebanyak RM66.3 bilion, diikuti oleh Hong Kong, Republik Korea dan Taiwan masing-masing dengan nilai eksport sebanyak RM32.5 bilion, RM24.3 bilion dan RM20.2 bilion.

MATRADE menganjurkan aktiviti penggalakan perdagangan termasuk lawatan rasmi oleh YAB Perdana Menteri Malaysia, lawatan rasmi oleh YB Menteri Perdagangan Antarabangsa dan Industri Malaysia (MITI), tujuh Pameran Perdagangan Antarabangsa, dua Misi Perdagangan dan Pelaburan, satu Misi Pemasaran Khusus dan tiga Kaunter Promosi.

Jepun

Lawatan Rasmi YAB Perdana Menteri Malaysia
ke Tokyo

Lawatan Rasmi YB Menteri
ke Osaka

Pameran Perdagangan Antarabangsa

- FOODEX Japan 2010, Chiba
- 2010 Automotive Engineering Exposition, Yokohama
- Joint Promotion Programmes with ASEAN-Japan Centre (AJC):
- Interior Lifestyle Exhibition, Tokyo
- ASEAN Food & Beverage Exhibition 2010, Tokyo

Kaunter Promosi

- APEC Green Showcase, Tokyo
- 13th Tokyo Industry Exhibition, Tokyo

Malaysia Kitchen Programme

- Taste of Malaysia Reception, Tokyo

Republik Rakyat China

Pameran Perdagangan Antarabangsa

- 7th China-ASEAN Expo 2010

Misi Pemasaran Khusus

- *Processed Food to Guangzhou*
- *Water Treatment Management to Shandong*
- *Halal Products to Chengdu and Yinchuan*
- *Water Treatment and Solid Waste Management to Shanghai*

Malaysia Kitchen Programme

- Program Kesedaran MKP di Beijing

Hong Kong SAR

Pameran Perdagangan Antarabangsa

- Hong Kong International Jewellery Show 2010
- Hong Kong Houseware Fair 2010
- Hong Kong Gifts and Premium Fair 2010

Malaysia Kitchen Programme di

- *Participated in Agri Pro Asia 2010*
- *Participated in Hong Kong Food Expo 2010*
- *Participated in World SME Expo*

Macau SAR

Kaunter Promosi

- Macao Franchise Expo 2010

Republik Korea

Pameran Perdagangan Antarabangsa

- *The 4th ATPF Joint Exhibition – International Food Industry Exhibition Show 2010*, Seoul
- *Joint Promotion Programmes with ASEAN–Korea Centre (AKC)’s*
 - Seoul Gifts Show 2010
 - ASEAN Food & Beverages Exhibition 2010

Misi Perdagangan dan Pelaburan

ke Seoul dan Busan

Taiwan

Misi Perdagangan dan Pelaburan

ke Taipei dan Kaohsiung

Misi Pemasaran Khusus

- Alat ganti dan komponen automotif ke Taiwan

Kaunter Promosi

- The Taipei International Building, Construction & Exhibition, Taipei



7th China-ASEAN Expo (CAEXPO 2010) Nanning, Republik Rakyat China

Pameran *7th China-ASEAN EXPO* diadakan dari 20 hingga 24 Oktober 2010 di Nanning, Daerah Guangxi, Republik Rakyat China. Sebanyak 101 syarikat Malaysia telah mengambil bahagian di dalam pameran ini dengan memenuhi 128 gerai pameran. Sejumlah 6,270 pertanyaan perniagaan telah diterima semasa pameran ini berlangsung.

Melalui penyertaan di dalam pameran ini, pempamer Malaysia berpeluang mengenalpasti dan menjalin rangkaian perniagaan dengan pengimport dan rakan niaga yang berpotensi. Sejumlah RM23.1 juta jualan langsung dan RM42.6 juta jualan berpotensi telah direkodkan semasa pameran berlangsung. Di samping itu, pelaburan berpotensi sebanyak RM129 juta telah dikenalpasti dalam bidang pertanian dan penjagaan kesihatan.

TAJUK GAMBAR

1 Caexpo, Nanning, Republik Rakyat China

ASEAN

Eksport Malaysia ke ASEAN pada 2010 bernilai RM162.45 bilion. Singapura telah menyumbang sebanyak 52.60 peratus daripada jumlah keseluruhan eksport Malaysia ke rantau ini. Malaysia mencatat imbangan perdagangan sebanyak RM24.99 bilion dengan Singapura.

Pada 2010, MATRADE menganjurkan lima Pameran Perdagangan Antarabangsa, dua Misi Perdagangan dan Pelaburan, tiga Misi Pemasaran Khusus dan dua Kaunter Promosi untuk menggalakkan eksport ke rantau ini.

Maklumat berkaitan aktiviti ini mengikut negara adalah seperti berikut:

Singapura

Misi Perdagangan dan Pelaburan

- ke Singapura

Misi Pemasaran Khusus

- Makanan diproses ke Singapura

Indonesia

Pameran Perdagangan Antarabangsa

- Indobuildtech 2010, Jakarta

Misi Perdagangan dan Pelaburan

- ke Jakarta

Misi Pemasaran Khusus

- Pembinaan dan perkhidmatan pembinaan, Jakarta

Kaunter Promosi

- Indomedical 2010, Jakarta

Malaysia Kitchen Programme

- Sempena *Charity Workshop*, Jakarta

Filipina

Pameran Perdagangan Antarabangsa

- Malaysia Solo Fair, Manila

Malaysia Kitchen Programme

- Program Kesedaran *MKP* di Manila

Thailand

Misi Pemasaran Khusus

- Mesin dan kelengkapan ke Bangkok

Kaunter Promosi

- Thailand Franchise & Business Opportunities 2010, Bangkok

Malaysia Kitchen Programme

- Kempen Pemasaran, Thailand

Vietnam

Pameran Perdagangan Antarabangsa

- Vietnam Expo 2010, Hanoi
- VI Trade Expo 2010, Ho Chi Minh City

Kaunter Promosi

- Medipharm 2010, Ho Chim Minh City

Kemboja

Pameran Perdagangan Antarabangsa

- Cambodia Solo Fair, Phnom Penh

Misi Pemasaran Khusus

- Pembinaan dan perkhidmatan berkaitan ke Phom Penh dan Vientiane

Kaunter Promosi

- Malaysia Solo Fair, Phnom Penh

Lexsun Solar Hot Water Systems

Lexsun Holdings Sdn Bhd telah ditubuhkan pada 2006. Syarikat ini merupakan pengeluar sistem air panas suria berkualiti di bawah jenama Lexsun untuk pasaran tempatan dan antarabangsa.

Sistem Air Panas Suria Lexsun direka dan dikeluarkan bagi memenuhi keperluan rumah moden. Ianya adalah hasil dari kajian yang berterusan serta pembangunan yang memberi tumpuan kepada prestasi, keyakinan dan ketahanan. Sistem ini memastikan penyenggaraan yang minima dan menyediakan penyelesaian kos yang efektif kepada kenaikan kos pemanasan air yang kian meningkat di rumah serta lain-lain perniagaan seperti hotel, resort, kelab sukan dan restoran.

Syarikat ini telah berjaya menembusi pasaran Indonesia, Singapura, Papua New Guinea, Vietnam dengan bantuan MATRADE. Pasaran yang baru diterokai oleh Lexsun Holdings Sdn Bhd adalah Kemboja melalui penyertaan di dalam *Malaysia Solo Fair*.

Amerika Utara

Pada 2010, eksport Malaysia ke rantau Amerika Utara bernilai RM64.08 bilion. Amerika Syarikat menyumbang 95.12 peratus daripada jumlah eksport ke rantau ini.

MATRADE menganjurkan dua Pameran Perdagangan Antarabangsa, satu Misi Perdagangan dan Pelaburan, dua Misi Pemasaran Khusus dan enam Kaunter Promosi untuk menggalakkan eksport ke rantau ini pada 2010.

Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

Amerika Syarikat

Misi Perdagangan dan Pelaburan

- *Atlanta, Philadelphia dan Washington*

Misi Pemasaran Khusus

- Perabot ke New York
- Minyak dan Perkhidmatan gas ke Houston

Kaunter Promosi

- 35th Winter Fancy Food Show, San Francisco
- The International Boston Seafood Show, Boston
- National Restaurant Association Show, Chicago
- National Hardware Show 2010, Las Vegas
- Americas Food & Beverage Show, Miami

Pameran Perdagangan Antarabangsa

- 56th Summer Fancy Food Show, New York
- Automotive Aftermarket Products Expo 2010 (AAPEX), Las Vegas

Malaysia Kitchen Programme

- Pelancaran MKP di *International Culinary Centre, New York*
- Lucky Rice Festival, *Manhattan Bridge Archway, New York*
- Penyertaan dalam *Fashion Week Night Market, New York*
- MKP Food Truck di *Manhattan, Queens*
- Taste of Malaysia di *Great Wall Supermarket, New York*
- Malaysia Restaurant Week, *New York*
- Summer Fancy Food Show, *New York*
- Penyertaan dalam *Los Angeles Night Market, California*
- *Chef working visit to Malaysia*
- *Familiarisation Visit to Malaysia*
- *Educational Chef Trip to Malaysia*

Kanada

Misi Pemasaran Khusus

- Perabot ke Toronto

Kaunter Promosi

- SIAL Montreal, Montreal

Malaysia Kitchen Programme

- Pelancaran MKP di *Restoran Villa Malaysia Lounge & Grill, Toronto*
- Promosi Media Atas Talian melalui *Canadian Restaurant & Food Services Association (CRFA)*

TAJUK GAMBAR

1 Pertemuan perniagaan diatur terlebih dahulu semasa Misi Pemasaran Khusus berkenaan Perabot ke New York

Misi Pemasaran Khusus untuk Perabot ke New York dan Toronto

Misi Pemasaran Khusus untuk perabot ke New York dan Toronto diadakan dari 1 hingga 8 Mei 2010. Objektif utama misi ini adalah untuk mempromosikan perabot buatan Malaysia kepada pengimport berpotensi di New York dan Toronto. Antara perabot yang dipromosikan termasuk perabot bilik tidur, perabot ruang tetamu, perabot pejabat dan perabot kanak-kanak.

Taklimat dan pertemuan perniagaan diadakan di premis pengimport dan pengedar perabot utama. MATRADE mengatitkan sejumlah 162 pertemuan perniagaan. Syarikat Malaysia melaporkan jualan langsung sebanyak RM3.2 juta dan jualan berpotensi bernilai RM39.2 juta.

Peserta misi ini juga mendapat pemahaman lanjut mengenai trend dan amalan pembelian perabot termasuk rangkaian bekalan, cara pembelian dan pengedaran perabot dengan melawat peruncit utama perabot, bilik pameran serta gudang di New York dan Toronto.



1

Kesatuan Eropah (EU)

Kesatuan Eropah merupakan rantau eksport keempat terbesar, menyumbang 10.8 peratus daripada jumlah eksport Malaysia. Belanda, Jerman, United Kingdom, Perancis dan Itali merupakan pasaran utama di Kesatuan Eropah.

Pada 2010, MATRADE menganjurkan penyertaan syarikat Malaysia dalam tujuh Pameran Perdagangan Antarabangsa, dua Kaunter Promosi, satu Misi Perdagangan dan Pelaburan, dan tiga Misi Pemasaran Khusus ke rantau ini.

Jerman

Pameran Perdagangan Antarabangsa

- CeBIT, Hannover
- K 2010, Duesseldorf

Kaunter Promosi

- Frankfurt Book Fair
- BME Global Purchasing Symposium, Berlin

Misi Perdagangan dan Pelaburan

- ke Amsterdam, Hamburg dan Birmingham

Misi Pemasaran Khusus

- sempena K 2010, Duesseldorf
- sempena Frankfurt Book Fair
- berkenaan penyumberan ke Jerman

Perancis

Pameran Perdagangan Antarabangsa

- Who's Next, Paris
- SIAL, Paris

Itali

Pameran Perdagangan Antarabangsa

- I Saloni, Milan

Belanda

Pameran Perdagangan Antarabangsa

- World of Private Labels, Amsterdam

Misi Perdagangan dan Pelaburan

- ke Amsterdam, Hamburg dan Birmingham

United Kingdom

Pameran Perdagangan Antarabangsa

- Interiors Birmingham

Misi Perdagangan dan Pelaburan

- ke Birmingham, Amsterdam dan Hamburg

Malaysia Kitchen Programme

- Restaurant Round Table Event, London
- Pertemuan YB Menteri dengan pengusaha restoran di London dan Belanda.
- Pelancaran Kempen Dapur Malaysia 2010 London oleh Timbalan Perdana Menteri di Restoran Jom Makan, London
- Asia House Food Festival, London dianjurkan oleh Asia House dan British Malaysia Association dan MATRADE
- Penyertaan dalam Taste of London, Regent's Park, London
- Malaysia Kitchen Curry Fest, London
- Program promosi di Selfridges (London, Birmingham, Manchester Trafford, Manchester Exchange)
- Penyertaan dalam *Night Market* di Trafalgar Square, London
- Perasmian Restoran Jom Makan yang ketiga di Loughborough University, London
- Penyertaan dalam London Restaurant Festival
- Malaysian Banquet di Delima Restaurant, United Kingdom
- Penyertaan dalam Regional Tour of Waitrose, United Kingdom
- Malaysian Banquet di Poet Bar, United Kingdom
- Kerjasama dengan *Chef Association Malaysia, Malaysia Culinary Schools, MAS, Fried Chillies, Fire Fly, Air Asia* dan *Collateral*

1

Who's Next, Paris 2010

Who's Next merupakan salah satu daripada acara ikonik yang dikenalpasti oleh MATRADE untuk mempromosi pereka fesyen Malaysia di pasaran antarabangsa khususnya Eropah. Ini merupakan kali ketiga pereka fesyen Malaysia menyertai pameran ini. Pereka yang menyertai pameran pada 2010 adalah Calvin Thoo, Khoon Hooi, Intoxi-Kate, Innai, Sofira, Ikartini, Meesha Sukira dan Rizman Ruzaini.

Objektif penyertaan pameran *Who's Next* adalah bagi mempromosikan jenama fesyen Malaysia serta mewujudkan kesedaran keupayaan Malaysia di dalam rekaan fesyen pakaian. Pertemuan perniagaan yang diselenggarakan oleh MATRADE untuk pereka fesyen Malaysia dengan pembeli dan agen di Paris dan kawasan sekitar Eropah menjana jualan berpotensi bernilai RM3 juta.



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4

Asia Selatan

Pada 2010, jumlah eksport Malaysia ke Asia Selatan adalah bernilai RM34.46 bilion. Destinasi eksport utama adalah India dan diikuti oleh Pakistan, masing-masing menyumbang 60.8 peratus dan 21.8 peratus syer kepada jumlah eksport. Import dari Asia Selatan bernilai RM8.80 bilion, di mana 90.7 peratus adalah dari India.

Secara keseluruhan, jumlah perdagangan antara Malaysia dan Asia Selatan adalah bernilai RM43.26 bilion pada 2010 di mana India merupakan negara perdagangan terbesar di rantau ini. Aktiviti penggalakan perdagangan yang dianjurkan oleh MATRADE di rantau ini termasuk lawatan rasmi YAB Perdana Menteri Malaysia dan tiga Misi Pemasaran Khusus.

India

Lawatan Rasmi YAB Perdana Menteri
ke New Delhi dan Chennai

Bangladesh

Pameran Perdagangan Antarabangsa
• 5th Lucas Dhaka Auto Show 2010

Misi Pemasaran Khusus

- Produk dan Perkhidmatan Automotif ke Dhaka

Sri Lanka

Misi Pemasaran Khusus

- Perkhidmatan Profesional dan Pembinaan

Misi Pemasaran Khusus untuk Perkhidmatan Profesional dan Pembinaan ke Sri Lanka

MATRADE menganjurkan Misi Pemasaran Khusus untuk perkhidmatan profesional dan pembinaan dari 14 hingga 17 Disember 2010 ke Colombo, Sri Lanka. Antara sektor utama yang terlibat termasuk kejuruteraan awam (pembinaan bangunan, lebuh raya, landasan lapangan terbang, taxiways, jambatan dan landasan kereta api); rekabentuk projek; pengurusan dan kontrak dalam bidang kejuruteraan elektrik dan mekanikal; *geotechnical*, pembangunan perbandaran dan hartanah, seni bina dan, rekabentuk dalaman. Lain-lain sektor termasuk perancangan perundingan dan perkhidmatan rekaan; mereka, membina, menyelenggara dan memperbaharui loji rawatan pembetungan; perkhidmatan konsesi lebuh raya; Perkhidmatan pengurusan kemudahan bersepadu; operasi system, penyenggaraan serta khidmat nasihat; Sistem Binaan Berindustri (IBS) bangunan bermodul; pengilangan panel-panel komposit serat kayu dan batu hiasan.

Delegasi perniagaan termasuk wakil dari Lembaga Pembangunan Industri Pembinaan Malaysia (CIDB) dan Pertubuhan Arkitek Malaysia (PAM) serta pembekal perkhidmatan pembinaan terkemuka seperti UEM Group Bhd, Sunway Construction Sdn Bhd dan PLUS Expressways Bhd. Sejumlah 71 syarikat Sri Lanka telah menyertai 112 pertemuan perniagaan individu dengan syarikat Malaysia. Hasil pertemuan ini menjana perniagaan berpotensi bernilai RM147.6 juta.

Asia Barat

Pada 2010, perdagangan dua hala antara Malaysia dengan Asia Barat bernilai RM43.89 bilion. Jumlah eksport ke rantau ini meningkat sebanyak 5.99 peratus kepada RM24.54 bilion. Pasaran eksport utama dalam rantau Asia Barat adalah Emiriyah Arab Bersatu, Arab Saudi, Iran, Turki dan Kuwait.

Aktiviti penggalakan yang dianjurkan oleh MATRADE ke rantau ini termasuk lima Pameran Perdagangan Antarabangsa, satu Misi Perdagangan dan Pelaburan, dua Misi Pemasaran Khusus dan enam Kaunter Promosi.

Aktiviti mengikut negara adalah seperti berikut:

Emiriyah Arab Bersatu

Pameran Perdagangan Antarabangsa

- Arab Health 2010, Dubai
- Gulfood 2010, Dubai
- Malaysia Services Exhibition (MSE) 2010, Dubai
- Big 5 2010, Dubai

Kaunter Promosi

- World Future Energy 2010, Abu Dhabi
- ADIPEC 2010, Abu Dhabi

Arab Saudi

Misi Perdagangan dan Pelaburan

- ke Doha, Riyadh dan Jeddah

Misi Pemasaran Khusus

- Kelengkapan Hotel ke Jeddah dan Riyadh
- Pembinaan dan Bahan Binaan ke Riyadh dan Jeddah

Kaunter Promosi

- Food and Hotel Arabia 2010, Jeddah
- Saudi Build 2010, Riyadh

Qatar

Misi Perdagangan dan Pelaburan

- ke Doha, Riyadh dan Jeddah

Iran

Pameran Perdagangan Antarabangsa

- Tehran International Industry Fair 2010

Syria

Kaunter Promosi

- The 57th Damascus International Fair 2010

Iraq

Kaunter Promosi

- Project Iraq 2010, Erbil

Arab Health 2010

Arab Health 2010 merupakan pameran perdagangan berkaitan penjagaan kesihatan dan perubatan yang diadakan di Dubai, Emiriyah Arab Bersatu dari 25 hingga 28 Januari 2010. MATRADE menyelaras penyertaan 15 syarikat Malaysia sepanjang empat hari pameran ini berlangsung. Antara produk dan perkhidmatan yang dipamerkan oleh syarikat Malaysia termasuk produk perubatan pakai buang, herba tambahan, produk farmaseutikal, peralatan dan perabot hospital dan pengurusan kemudahan bersepadu.

Antara produk dan perkhidmatan yang dipamerkan sempena pameran ini adalah rumusan kopi herba, alat-alat pertolongan cemas, alat ujian diagnostik, picagari keselamatan, peralatan makmal dan perubatan, produk perubatan pakai buang, sarung tangan getah pemeriksaan dan pembedahan, kondom, sistem perlindungan permukaan, produk anti alahan, peralatan dan perabot hospital, perubatan farmaseutikal, produk formula kecantikan, peralatan khatan mudah sembuh pakai buang serta minyak berubat.

Sebanyak RM13.95 juta telah dicatatkan menerusi jualan langsung manakala jualan berpotensi bernilai RM101.07 juta telah dilaporkan semasa pameran. Ini merupakan peningkatan yang ketara iaitu 96 peratus berbanding 2009.

Oceania

Pada 2010, eksport Malaysia ke Oceania bernilai RM28.10 bilion. Australia menyumbang sebanyak 84.03 peratus daripada jumlah eksport ke rantau ini. Malaysia mencatat imbangan perdagangan sebanyak RM13.82 bilion dengan Australia.

MATRADE menganjurkan penyertaan syarikat Malaysia dalam satu Pameran Perdagangan Antarabangsa dan dua Misi Pemasaran Khusus untuk menggalakkan eksport ke rantau ini.

Aktiviti mengikut negara adalah seperti berikut:

Australia

Pameran Perdagangan Antarabangsa

- Fine Food Australia 2010, Melbourne

Misi Pemasaran Khusus

- Peralatan Binaan (Designbuild), Melbourne
- Perabot ke Sydney

Malaysia Kitchen Programme

- Program Promosi ke Australia (Perth, Brisbane, Gold Coast dan Canberra)
- *Malaysia Fest Festival*, Sydney
- Lawatan YB Menteri ke Sydney
- Penyertaan semasa *Film Festival*, Melbourne
- Penyertaan di *Flavour of Malaysia Food Festival*, Sydney
- Program Kesedaran di Australia
- Penyertaan di *1Malaysia Best Carnival* di Perth, Australia

Fine Food Australia

Fine Food Australia merupakan pameran utama bagi sektor makanan yang diadakan di Australia secara bergilir setiap tahun antara Sydney dan Melbourne. Sejumlah 16 syarikat Malaysia menyertai *Fine Food Australia 2010* yang berlangsung selama empat hari. Sebanyak RM4.5 juta jualan langsung dan jualan berpotensi bernilai RM23 juta telah direkodkan. Ini merupakan peningkatan sebanyak 50 peratus berbanding jualan yang dilaporkan pada 2009.

Produk yang mendapat perhatian para pengunjung termasuk bekas dan pinggan plastik pakai buang, snek dan konfeksi, makanan laut diproses, minuman, pastri, minyak masak dan perasa makanan.

New Zealand

Malaysia Kitchen Programme

- Seminar Kesedaran di Auckland, New Zealand
- Promosi di Wellington, New Zealand
- Penyertaan di *Taste of Auckland*, New Zealand

Afrika

Pada 2010, jumlah perdagangan antara Malaysia dan Afrika bernilai RM24.99 bilion. Ini merupakan peningkatan sebanyak 38.97 peratus berbanding dengan RM17.99 bilion bagi tahun sebelumnya. Afrika Selatan merupakan rakan perdagangan terbesar di rantau ini di mana Mesir adalah destinasi eksport terbesar. Eksport ke Mesir, Afrika Selatan, Benin, Togo dan Djibouti menyumbang 65.1 peratus (RM10.27 bilion) dari jumlah keseluruhan eksport ke rantau ini iaitu RM15.79 bilion.

MATRADE menganjurkan tujuh aktiviti penggalakan perdagangan di rantau ini iaitu dua Misi Pemasaran Khusus, dua Lawatan Penggalakan Perdagangan dan tiga Kaunter Promosi.

Aktiviti mengikut negara adalah seperti berikut:

Afrika Selatan

Misi Pemasaran Khusus

- Produk Perubatan ke Durban dan Johannesburg

Mesir

Misi Pemasaran Khusus

- Alat ganti dan komponen automotif serta bahan pembinaan ke Kaherah

Kaunter Promosi

- 43rd Cairo International Fair
- Egymedica 10: 10th International Medical Exhibition & Conference
- 15th Automech Akhbar El Yom Exhibition

Sudan

Lawatan Penggalakan Perdagangan

- ke Khartoum

Algeria

Lawatan Penggalakan Perdagangan

- ke Algiers

Misi Pemasaran Khusus Produk Perubatan ke Johannesburg dan Durban

Misi Pemasaran Khusus produk perubatan ke Johannesburg dan Durban telah diadakan dari 25 hingga 30 Julai 2010. Tujuan misi ini adalah bagi meneroka dan meninjau peluang perniagaan di pasaran Afrika Selatan. Industri farmaseutikal Afrika Selatan telah membangun dengan pesat merangkumi rangkaian pengilang farmaseutikal, pengedar dan pengagih yang kompleks. Sebanyak 31 pertemuan perniagaan telah diaturkan oleh MATRADE untuk wakil dari dua syarikat Malaysia. Pertemuan perniagaan tersebut telah menjana jualan berpotensi bernilai RM6.6 juta.

Amerika Latin

Pada 2010, jumlah perdagangan antara Malaysia dan Amerika Latin adalah bernilai RM26.66 bilion. Lima rakan perdagangan utama Malaysia di rantau ini adalah Brazil, Mexico, Costa Rica, Argentina dan Chile, yang menyumbang sebanyak 83.5 peratus daripada jumlah perdagangan Malaysia di rantau ini.

Eksport Malaysia ke Amerika Latin meningkat sebanyak 30.44 peratus dari RM9.11 bilion ke RM11.89 bilion. Antara eksport utama ke Amerika Latin adalah produk elektrik dan elektronik, tekstil dan pakaian, produk getah, jentera, perkakasan dan alat ganti serta kimia dan produk kimia.

MATRADE menyelaras sejumlah 12 aktiviti penggalakan perdagangan bagi di rantau ini meliputi lapan Kaunter Promosi, dua Misi Pemasaran Khusus dan dua Lawatan Penggalakan Perdagangan. Aktiviti ini melibatkan sektor tekstil, pakaian, peralatan perubatan, pembinaan dan peralatan bangunan, produk perubatan pakai buang, produk makanan dan minuman serta perkhidmatan berkaitan makanan.

Aktiviti mengikut negara adalah seperti berikut:

Mexico

Kaunter Promosi

- Intermoda, Guadalajara
- Expocomer, Panama City
- Meditech, Columbia

Lawatan Penggalakan Perdagangan

- ke Panama

Brazil

Kaunter Promosi

- Feicon Batimat, Sao Paulo
- Hospitalar, Sao Paulo
- Fispal, Sao Paulo 2010

Misi Pemasaran Khusus

- Makanan dan Minuman ke Sao Paulo

Chile

Kaunter Promosi

- Edifica 2010, Santiago
- FIA 2010, Arequipa, Peru

Misi Pemasaran Khusus

- Makanan dan Minuman ke Santiago, Chile

Lawatan Penggalakan Perdagangan

- ke Lima, Peru

Misi Pemasaran Khusus ke Chile dan Brazil

Enam syarikat Malaysia menyertai Misi Pemasaran Khusus dari 21 hingga 29 Julai 2010 ke Santiago, Chile dan Sao Paulo, Brazil. Antara produk yang dipromosikan semasa misi ini adalah serbuk koko, konfeksi, minuman tenaga dan kesihatan, makanan sejuk beku, marjerin dan lemak, sos serta snek.

Pejabat MATRADE di Sao Paulo dan Santiago mengatitkan sejumlah 129 pertemuan perniagaan antara syarikat Malaysia dengan syarikat Chile dan Brazil. Semasa pertemuan perniagaan, pengeksport Malaysia mengambil peluang mempromosikan produk mereka kepada pengimport serta pasaraya utama dan rangkaian runcit, seperti Velarde Hnos SA dan Cencosud SA di Chile dan Walmart serta Makro di Brazil.

Syarikat Malaysia melaporkan jualan langsung sebanyak RM3.58 juta dan jualan berpotensi bernilai RM19.2 juta.



1

TAJUK GAMBAR

1 Pertemuan perniagaan diatur terlebih dahulu di Sao Paulo, Brazil

Eropah Timur

Pada 2010, perdagangan dua hala antara Malaysia dan Eropah berjumlah RM10.73 bilion, meningkat sebanyak 16.1 peratus daripada RM9.24 bilion yang dicatatkan pada 2009. Jumlah eksport adalah RM7.12 bilion manakala import RM3.61 bilion.

Persekutuan Rusia, Ukraine, Poland, Republik Czech dan Hungary merupakan lima rakan perdagangan utama yang menyumbang 82 peratus daripada jumlah keseluruhan perdagangan Malaysia di rantau ini.

Rakan perdagangan Malaysia terbesar di Eropah Timur pada 2010 adalah Persekutuan Rusia. MATRADE menganjurkan satu Misi Pemasaran Khusus dan satu Kaunter Promosi.

Persekutuan Rusia

Misi Pemasaran Khusus

- ke Moscow dan Kazan

TAJUK GAMBAR

1/2 Pertemuan antara pembeli Rusia dengan pengeksport Malaysia semasa Misi Pemasaran Khusus anjuran MATRADE ke Moscow dan Kazan



1

Misi Pemasaran Khusus ke Moscow dan Kazan

MATRADE menganjurkan Misi Pemasaran Khusus ke Moscow dan Kazan, Persekutuan Rusia, dari 4 hingga 7 Oktober 2010. Tujuan misi adalah untuk menggalak dan meneroka peluang perniagaan serta kerjasama antara syarikat Malaysia dan Rusia.

Antara produk yang dipromosikan adalah alat ganti dan komponen automotif, konfeksi, produk makanan serta farmaseutikal. Syarikat Malaysia berjaya menjalin kerjasama perniagaan dengan pembeli berpotensi semasa pertemuan perniagaan tersebut. Jualan langsung yang dilaporkan adalah sebanyak RM2.5 juta dan jualan berpotensi bernilai RM12.86.

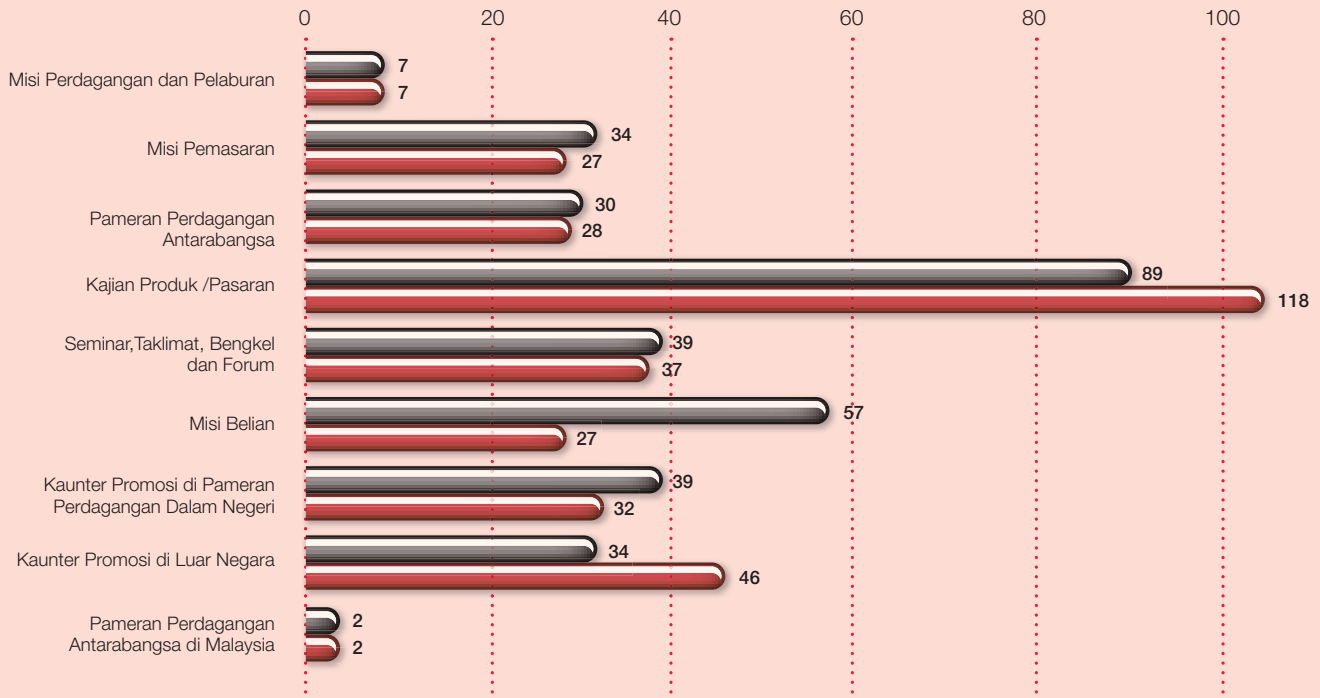


2

Petunjuk Kecekapan

2010

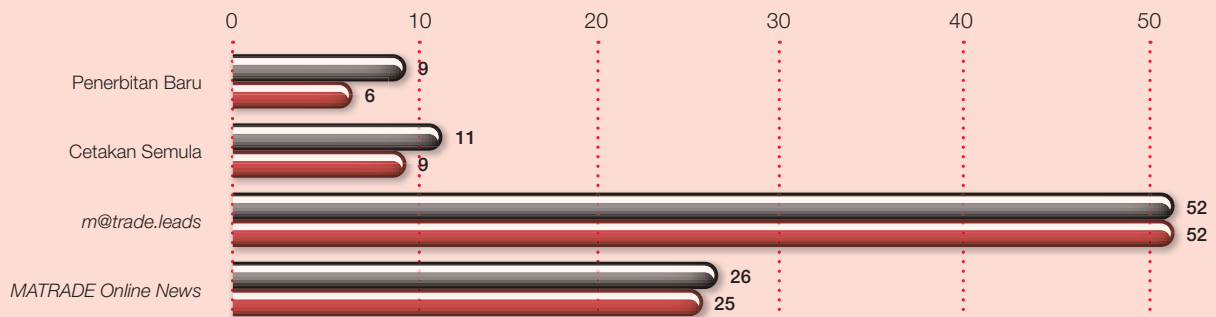
2009



Bilangan Penerbitan

2010

2009



Petunjuk Hasil (Jualan langsung dan jualan berpotensi pada 2010)

Langsung

Berpotensi

Kategori	Jualan (RM Juta) 2010		Jualan (RM Juta) 2009	
	Langsung	Berpotensi	Langsung	Berpotensi
Pameran Perdagangan Antarabangsa	213.98	13,632.16	1,980.69	7,938.59
Lawatan Rasmi YAB Perdana Menteri dan Timbalan Perdana Menteri	0.03	521.28	0	362.5
Misi Perdagangan dan Pelaburan / Lawatan Rasmi YB Menteri Miti	3.5	147.99	27.46	433.47
Misi Pemasaran Khusus & Umum	16.015	2,830.2	34.68	1,256.16
Misi Belian	311.585	5,467.982	656.625	2,080.25

Produk dan Perkhidmatan

Pengeksport Malaysia mempunyai reputasi yang baik dan berkemampuan untuk memenuhi permintaan serta menawarkan produk dan perkhidmatan berkualiti di peringkat antarabangsa. Pada 2010, MATRADE mempergiatkan aktiviti penggalakan perdagangan untuk produk dan perkhidmatan Malaysia ke negara terpilih. Tumpuan aktiviti penggalakan pada 2010 meliputi makanan diproses, bahan pembinaan, perabot, alat ganti dan komponen automotif, kimia dan produk kimia, tekstil dan pakaian serta produk E&E. Dalam sektor perkhidmatan pula, tumpuan diberikan kepada pembinaan, penjagaan kesihatan, teknologi maklumat dan komunikasi (ICT), minyak dan gas, logistik, francais dan perkhidmatan profesional.

Makanan Diproses

Makanan diproses merupakan penyumbang ke lapan terbesar kepada pendapatan eksport negara pada 2010. Ianya menyumbang 1.9 peratus daripada jumlah eksport pengilangan Malaysia. Eksport makanan diproses meningkat sebanyak 11.6 peratus kepada RM11.99 bilion, berbanding dengan RM10.75 bilion pada 2009.

Eksport utama makanan diproses pada 2010 adalah:

- Koko dan persediaan koko yang meningkat sebanyak 26.3 peratus kepada RM3.91 bilion;
- Bijirin tersedia dan sediaan tepung yang meningkat sebanyak 5.8 peratus kepada RM1.39 bilion;

- Gula dan konfeksi gula yang meningkat sebanyak 58.9 peratus kepada RM873.3 juta; dan
- Makanan laut diproses yang meningkat sebanyak 4 peratus kepada RM574 juta.

MATRADE menganjurkan aktiviti penggalakan berikut untuk makanan diproses pada 2010:

Pameran Perdagangan Antarabangsa

- Gulfood 2010, Dubai, Emiriyah Arab Bersatu
- Foodex 2010, Chiba, Jepun
- Seoul Food & Hotel 2010, Seoul, Republik Korea
- 56th Summer Fancy Food Show, New York City, Amerika Syarikat
- SIAL Paris 2010, Paris, Perancis
- Fine Food Australia 2010, Melbourne, Australia

Kaunter Promosi

- 35th Winter Fancy Food, San Francisco, Amerika Syarikat
- SIAL Montreal 2010, Montreal, Kanada
- The 15th Food dan Hotel Arabia 2010, Jeddah, Saudi Arabia
- FISPAL 2010, Sao Paolo, Brazil
- Ethnic & Specialty Food Expo 2010, Toronto, Kanada
- IFE Americas Food & Beverage Show 2010, Miami, Amerika Syarikat

Perubahan citarasa pengguna khususnya untuk makanan segera yang berkhasiat telah meningkat sejak beberapa tahun kebelakangan ini. Pengilang Malaysia telah mengambil peluang di pasaran ini dengan menawarkan pelbagai pilihan makanan diproses termasuk makanan mudah sedia serta makanan berkhasiat.

TAJUK GAMBAR

1/2 Produk makanan dan minuman Malaysia



Bahan Binaan Bangunan

Pada 2010, jumlah eksport bahan binaan bernilai RM18.65 bilion berbanding dengan RM19.10 bilion pada 2009. Lima destinasi eksport utama bahan binaan adalah Jepun (RM2.74 bilion), Singapura (RM2.66 bilion), Thailand (RM1.14 bilion), Republik Korea (RM1.1 bilion) dan Amerika Syarikat (RM899.78 juta). Eksport ke Taiwan dan India masing-masing mencatatkan pertumbuhan ketara sebanyak 34.1 peratus dan 118.6 peratus yang bernilai RM775.65 juta dan RM506.13 juta pada 2010.

Eksport utama bahan binaan adalah:

- Venier, papan lapis, papan partikel dan kayu bernilai RM5.15 bilion yang menyumbang 27.6 peratus syer daripada jumlah keseluruhan eksport bahan binaan pada 2010;
- Tiub, paip dan kelengkapannya daripada besi dan keluli, bernilai RM2.6 bilion yang menyumbang 14 peratus syer;
- Paku, skru, nat, bolt besi, keluli, tembaga atau aluminium bernilai RM1.78 bilion yang menyumbang 9.5 peratus syer.

MATRADE telah menganjurkan lapan aktiviti penggalakan perdagangan bagi mempromosi bahan binaan pada 2010:

Pameran Perdagangan Antarabangsa

- Indobuildtech Expo 2010, Jakarta, Indonesia
- Tehran International Industry Fair, Tehran, Iran
- Big 5 2010, Dubai, Emiriyah Arab Bersatu

Misi Pemasaran Khusus

- Jakarta
- Melbourne

Kaunter Promosi

- Feicon Batimat, Sao Paolo
- National Hardware Show, Las Vegas
- EDIFICA 2010, Santiago

Penyertaan syarikat Malaysia dalam aktiviti penggalakan ini menjana jualan langsung sebanyak RM2.2 juta dan jualan berpotensi bernilai RM133.66 juta.

Perabot

Eksport perabot mencatat peningkatan sebanyak 4.4 peratus kepada RM7.96 bilion pada 2010, berbanding dengan RM7.62 bilion pada 2009. Ini menyumbang sebanyak 1.72 peratus syer daripada jumlah keseluruhan eksport produk pengilangan.

Eksport utama adalah:

- Perabot kayu, meningkat sebanyak 4.4 peratus kepada RM6.52 bilion;
- Perabot logam, menurun 5.4 peratus bernilai RM571 juta;
- Tempat duduk dan alat ganti, meningkat sebanyak 17.1 peratus bernilai RM558.2 juta;

- Alat ganti perabot, meningkat sebanyak 2.6 peratus bernilai RM257 juta;
- Perabot plastik, meningkat sebanyak 9.5 peratus bernilai RM26.4 juta; dan
- Perabot daripada pelbagai bahan lain meningkat sebanyak 14.9 peratus bernilai RM25.7 juta

Aktiviti penggalakan yang diselenggarakan oleh MATRADE pada 2010 untuk industri perabot adalah:

Pameran Perdagangan Antarabangsa

- Interiors Birmingham 2010, Birmingham, United Kingdom
- I-Saloni 2010, Milan, Itali

Misi Pemasaran Khusus

- New York, Amerika Syarikat dan Toronto, Kanada
- Melbourne, Australia

Kaunter Promosi

- Meble, Poland 2010
- 43rd Cairo International Fair 2010, Kaherah, Mesir

Di dalam usaha untuk menempat dan mengukuhkan industri perabot Malaysia di pasaran antarabangsa, syarikat Malaysia semakin inovatif menerusi penggunaan pelbagai bahan seperti logam, kaca, plastik dan bahan komposit bersama dengan kayu di dalam penghasilan perabot bagi pasaran yang semakin canggih. Syarikat perabot turut meningkatkan pelaburan dalam penjenamaan bagi membezakan perabot Malaysia dengan pesaing global. Industri perabot Malaysia yang berteknologi tinggi dengan penekanan kepada rekabentuk tersendiri akan mengukuhkan lagi kedudukan industri perabot Malaysia di pasaran antarabangsa.

Pavilion Malaysia di I Saloni 2010 – Salone Internazionale del Mobile, Milan, Itali

Pameran I Saloni yang ke-49 telah diadakan dari 14 hingga 19 April 2010 di Milan, Itali. Ia merupakan penyertaan Malaysia buat kali kedua dalam pameran perdagangan 'crème de la crème' industri perabot antarabangsa. Lima syarikat perabot Malaysia yang terpilih telah menyertai Pavilion Malaysia. Tiga daripadanya telah bekerjasama dengan berkongsi kepakaran dalam merekabentuk perabot yang mengadunkan ciri-ciri warisan Malaysia ke dalam perabot kontemporari iaitu gabungan unsur-unsur moden dan tradisional.

Pameran ini telah berjaya menarik lebih 300,000 pelawat perdagangan dan diberi liputan meluas oleh 4,000 wakil media tempatan dan antarabangsa. MATRADE telah menggunakan pameran ini sebagai platform untuk mengetengahkan jenama perabot Malaysia di pasaran antarabangsa khususnya di Eropah. Sebanyak 322 pertanyaan diterima dan jualan langsung sebanyak RM4.7 juta dilaporkan.

Alat Ganti dan Komponen Automotif

Jumlah eksport alat ganti dan komponen automotif meningkat 29.6 peratus kepada RM2.57 bilion berbanding dengan RM1.98 bilion pada tahun sebelumnya.

Antara eksport utama adalah:

- roda stereng, turus roda kemudi dan kotak stereng (RM698.3 juta);
- alat ganti pelbagai, roda gigi, pinan, *spoke and parts* (RM679.7 juta);
- bampar dan peralatan (RM347.6 juta); dan
- alat lain dan aksesori kereta (termasuk cabs) (RM221.5 juta).

Pasaran rantau utama eksport untuk alat ganti dan komponen automotif adalah ASEAN bernilai RM1.16 bilion di mana Indonesia, Thailand dan Singapura secara kolektif telah menyumbang 92 peratus daripada jumlah eksport tersebut.

Lain-lain destinasi eksport termasuk Jepun (RM192.9 juta), Republik Rakyat China (RM162.5 juta) dan Amerika Syarikat (RM 100.9 juta).

MATRADE menyelaras penyertaan syarikat Malaysia untuk mempromosi eksport alat ganti dan komponen automotif Malaysia ke luar negara di dalam aktiviti berikut:

Pameran Perdagangan Antarabangsa

- Automotive Engineering Exposition 2010, Yokohama, Jepun
- Automotive Aftermarket Products Expo (AAPEX) 2010, Las Vegas, Amerika Syarikat

Kaunter Promosi

- Autoasia 2010, Karachi, Pakistan
- 15th Automech Akhbar El Yom Exhibition, Kaherah, Mesir

Misi Pemasaran Khusus

- Dhaka, Pakistan
- Taipei, Taiwan
- Kaherah, Mesir
- Moscow, Rusia

Kimia dan Produk Kimia

Pada 2010, eksport kimia dan produk kimia Malaysia telah meningkat 24.1 peratus kepada RM40.8 bilion, berbanding RM32.9 bilion pada 2009. Sektor ini menyumbang 6.4 peratus dari jumlah eksport Malaysia.

Pertumbuhan ketara telah direkod dalam kategori berikut:

- Bahan kimia organik, meningkat sebanyak 36.8 peratus, kepada RM16.8 bilion, dengan syer 41.3 peratus. Ini adalah hasil dari pertumbuhan eksport yang tinggi bagi alkohol, asid karbolik dan derivatif, asid karboksilik, anhydrides dan derivatif dan hidrokarbon dan derivatif.
- Plastik dalam bentuk asas (26.4 peratus, RM10.4 bilion). Peningkatan ini disokong oleh kenaikan eksport etilena polimer dan polyacetals dan polycarbonates.
- Bahan dan produk kimia, (18.0 peratus, RM5.2 bilion). Peningkatan ini disokong oleh kenaikan eksport penjilid untuk acuan foundri.
- Minyak pati dan minyak wangi, persediaan pembersihan tandas (7.8 peratus, RM3.1 bilion). Peningkatan ini adalah sumbangan dari kenaikan eksport sabun, persediaan pembersihan dan penggilap.

Industri Tekstil dan Pakaian

Pada 2010, eksport industri tekstil dan pakaian Malaysia merekodkan jumlah RM9.3 bilion iaitu 1.5 peratus syer dari jumlah keseluruhan eksport Malaysia. Pasaran eksport utama bagi tekstil dan pakaian Malaysia adalah Amerika Syarikat, Jepun, Turki, Republik Rakyat China dan Indonesia. Eksport tekstil menguasai lebih dari separuh daripada jumlah keseluruhan eksport industri tekstil dan pakaian.

Industri pakaian terdiri daripada pakaian siapapakai dan pakaian berjenama. Kebanyakan pakaian siapapakai dikilangkan secara kontrak untuk jenama asing yang terkemuka. Kualiti pakaian siapapakai tersebut telah diterima dengan baik. Ini telah memberi dorongan kepada pengilang tempatan mengeluarkan jenama mereka sendiri untuk pasaran antarabangsa.

Pakaian rekaan dari pereka fesyen mudah mendapat tempat di kalangan pengguna tempatan dan luar negara. Beberapa pereka fesyen tempatan telah mempamerkan rekaan mereka di pusat fesyen antarabangsa dan diterima baik pembeli asing.

Pada 2010, MATRADE telah menyertai dalam Pameran Perdagangan Antarabangsa, *Who's Next?* di Paris. Sempena Minggu Fesyen Antarabangsa Malaysia yang diadakan di Kuala Lumpur, MATRADE telah menganjurkan Misi Belian untuk pembeli serta agen dari Rusia, Australia, Perancis, Jordan, Afrika Selatan, Sri Lanka dan Singapura.

E&E dan Produk Hijau

Pada 2010, eksport produk E&E bernilai RM249.8 bilion, menyumbang sebanyak 39.1 peratus syer daripada jumlah eksport Malaysia. Eksport E&E meningkat sebanyak 8.6 peratus dari RM230.08 bilion pada 2009.

Peningkatan utama dalam eksport dicatatkan untuk:

- Radas resepsi TV, *monitor* dan projektor (eksport meningkat sebanyak 65.4 peratus kepada RM16.99 bilion pada 2010);
- Alatan semikonduktor, litar bersepadu, transistor dan valve (dengan 5.2 peratus kepada RM97.86 bilion);
- Radas elektrik untuk litar elektrik & litar yang dicetak (dengan 39 peratus kepada RM16.04 bilion);
- Jentera elektrik dan radas (dengan 26.8 peratus kepada RM8.34 bilion); dan
- Pemprosesan Data Automatik (ADP) (dengan 4.1 peratus kepada RM35.44 bilion).

Lima eksport utama produk E&E pada 2010 adalah :

- Peralatan semikonduktor, litar bersepadu, transistor dan injap menyumbang sebanyak 39.2 peratus syer jumlah eksport produk E&E pada 2010;
- ADP (syer 14.2 peratus);
- Alat dan aksesori mesin pejabat dan mesin ADP (syer 13.9 peratus);
- Peralatan telekomunikasi dan alat (syer 7 peratus); dan
- Radas resepsi TV, monitor dan projektor (syer 6.8 peratus).

Republik Rakyat China, Singapura, Amerika Syarikat, Hong Kong dan Jepun kekal sebagai lima destinasi eksport utama produk E&E Malaysia. Pasaran ini secara kolektif mewakili 62.5 peratus syer daripada jumlah eksport produk E&E pada 2010.

Eksport produk E&E ke Republik Rakyat China meningkat 11.7 peratus kepada RM40.93 bilion pada 2010. Peningkatan ini adalah hasil daripada jumlah peningkatan eksport alat dan aksesori mesin pejabat dan mesin ADP (sebanyak 72.4 peratus kepada RM7.28 bilion).

Eksport produk E&E ke Singapura meningkat 12.4 peratus kepada RM36.2 bilion pada 2010. Peningkatan dalam eksport peralatan semikonduktor, litar bersepadu, transistor & injap; dan alat & aksesori jentera pejabat serta mesin ADP sebanyak 13.3 peratus dan 18.9 peratus masing-masing menyumbang kepada pertumbuhan eksport produk E&E ke Singapura pada 2010.

Eksport produk E&E ke Hong Kong mencatat pertumbuhan 10.2 peratus kepada RM25.27 bilion. Peningkatan ini adalah hasil dari pertumbuhan eksport alat semikonduktor, litar bersepadu, transistor dan injap.

Pada 2010, eksport produk E&E ke Jepun meningkat sebanyak 15.4 peratus kepada RM18.27 bilion. Peningkatan dalam eksport radas resepsi TV, monitor dan projektor menyumbang kepada penambahan eksport produk E&E ke Jepun. Eksport produk E&E ke Amerika Syarikat menurun 11.2 peratus kepada RM35.47 bilion pada 2010.

Beberapa tahun kebelakangan ini, permintaan untuk produk teknologi hijau kian meningkat. Di dalam sektor E&E, produk bebas dari bahan merbahaya, dengan ciri cekap dan jimat tenaga serta berkeupayaan guna semula semakin mendapat sambutan.

Bagi menggalakkan industri E&E dan produk hijau, MATRADE telah menganjurkan aktiviti promosi galakan seperti berikut:

- Misi Belian sempena dengan *International Greentech & Eco Products Exhibition* dan *Conference Malaysia* (IGEM 2010) untuk syarikat Malaysia bagi mempromosi produk hijau mereka kepada pembeli asing. Pertemuan perniagaan yang diatitkan oleh MATRADE berjaya mencatat jualan langsung sebanyak RM7.4 juta dan jualan berpotensi bernilai RM159.5 juta.
- Kaunter Promosi di *World Future Energy Exhibition 2010* di Abu Dhabi, Emiriyah Arab Bersatu dari 18 hingga 21 Januari 2010 untuk mempromosikan produk dan perkhidmatan hijau. Sejumlah 45 pertanyaan telah diterima semasa pameran ini.
- Kaunter Promosi di *APEC Green Showcase* di Tokyo, Jepun dari 10 hingga 12 November 2010. Sebanyak 48 pertanyaan telah diterima semasa pameran ini.

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TAJUK GAMBAR

1 Menteri Perdagangan Antarabangsa dan Industri Malaysia, YB Dato' Sri Mustapa Mohamed dan HH Sheikha Lubna bertemu para media selepas perasmian MSE 2010 2/3 Pelawat perdagangan dan pembeli mendaftar di MSE 2010 4 MSE 2010 di Dubai International Convention and Exhibition Centre (DICEC)

Perkhidmatan

Sektor perkhidmatan dikenalpasti sebagai enjin pertumbuhan baru negara dan telah diketengahkan dalam pelbagai rancangan pembangunan termasuk Model Ekonomi Baru dan Rancangan Malaysia Ke-10. Pada 2020, sektor perkhidmatan dijangka akan menyumbang 70 peratus daripada Keluaran Dalam Negara Kasar (KDNK). MATRADE telah mengambil pelbagai langkah untuk menggalak dan meningkatkan kesedaran mengenai keupayaan serta kemahiran pembekal perkhidmatan Malaysia di luar negara melalui program penggalakan eksport dan penjenamaan yang berkesan.

Pada 2010, MATRADE menganjurkan 18 program untuk sektor perkhidmatan melibatkan dua Pameran Perdagangan Antarabangsa, 12 Misi Pemasaran Khusus dan empat Misi Belian, yang disertai oleh pembekal perkhidmatan, kementerian, agensi dan badan kerajaan.

Program ini dilaksanakan oleh MATRADE dengan kerjasama Lembaga Pembangunan Industri Pembinaan (CIDB), Perbadanan Pembangunan Perkhidmatan Profesional (PSDC), Pertubuhan Arkitek Malaysia (PAM), Majlis Perkhidmatan Minyak dan Gas Malaysia (MOGSC), Persatuan Pembinaan Struktur Luar pantai Malaysia (OSFAM), Persatuan Perunding Kejuruteraan Minyak dan Gas Malaysia (MOGEC), Kementerian Kesihatan (MOH), Persatuan Hospital Swasta Malaysia (APHM), Perbadanan Pembangunan Multimedia (MDeC), Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK), Persatuan Francais Malaysia (MFA) dan Majlis Buku Kebangsaan Malaysia (MBKM).

Program promosi galakan terus memberi penekanan kepada pasaran baru muncul dan membangun seperti ASEAN, Asia Barat, Afrika, Europah dan Amerika Utara.

MATRADE menganjurkan Malaysia Services Exhibition (MSE) pada 2010 bagi menjenama dan mempromosi sektor perkhidmatan Malaysia secara global, khususnya di Asia Barat. MSE adalah pameran solo Malaysia anjuran MATRADE bagi mempamerkan keupayaan pembekal perkhidmatan Malaysia kepada komuniti perniagaan antarabangsa. Buat kali ketiga, MSE telah diadakan dari 13 hingga 15 April 2010 di Dubai International Convention and Exhibition Centre (DICEC), Dubai, Emiriyah Arab Bersatu.

Pameran ini dirasmikan pada 13 April 2010 oleh YB Dato' Seri Mustapa Mohamed, Menteri Perdagangan

Antarabangsa dan Industri Malaysia dan HH Sheikha Lubna Khalid Al Qasimi, Menteri Perdagangan Luar, Emiriyah Arab Bersatu.

MSE 2010 telah disertai oleh 180 pembekal perkhidmatan Malaysia, organisasi dan agensi kerajaan yang berkaitan dengan sektor pembinaan, perkhidmatan profesional, minyak dan gas, maklumat dan teknologi komunikasi, penjagaan kesihatan, kewangan, pendidikan dan francais.

Direktori "Malaysia – Excellence & Capabilities in Green Technology" terbitan MATRADE telah dilancarkan semasa MSE 2010. Penerbitan ini mengenengahkan usaha dan komitmen kerajaan dalam mengurus isu pengeluaran gas rumah hijau dan kemahiran serta keupayaan syarikat Malaysia dalam teknologi hijau.

International Partner Matchmaking Programme (IPMP) telah diperkenalkan buat kali pertama di MSE 2010. Sejumlah 30 syarikat asing dari luar Emiriyah Arab Bersatu menyertai IPMP yang diadakan dari 14 hingga 15 April 2010. Antara rakan negara yang menyertainya adalah Arab Saudi, Syria, Yemen, India, Uzbekistan dan Kazakhstan.

MSE 2010 telah dikunjungi oleh seramai 3,713 pelawat termasuk ahli perniagaan dan pegawai kerajaan dari Emiriyah Arab Bersatu, Arab Saudi, Oman, Qatar, Yemen, Kuwait, Bahrain, Libya, Syria, Mesir, Jordan, Ethiopia, Palestin, Iran, Uzbekistan, India, Hong Kong, Republik Korea, Sri Lanka dan Amerika Syarikat.

MSE 2010 menunjukkan kesan yang bermakna bagi sektor perkhidmatan Malaysia di Timur Tengah dan rantau sekitarnya. Projek berpotensi bernilai RM12.8 bilion telah dikenalpasti semasa MSE 2010 hasil dari IPMP yang diadakan serentak. Sejumlah 3,925 pertanyaan perdagangan telah diterima semasa pameran ini.

Seni Bina

Perkhidmatan seni bina dikenalpasti oleh MATRADE pada 2010 untuk promosi galakan khusus. MATRADE dengan kerjasama PAM menganjurkan aktiviti penjenamaan perkhidmatan seni bina Malaysia melalui penyertaan dalam *International Architectural Exhibition La Biennale De Venezia* di Venice, Itali dari 26 Ogos hingga 21 November 2010.

Pameran ini merupakan acara ikonik dalam kalendar arkitek seluruh dunia. Pameran seni yang bermula 30 tahun lalu telah menjadi satu pameran seni dan seni bina antarabangsa yang diadakan setiap dua tahun sekali.

Penyenaraian industri seni bina Malaysia di dalam katalog pameran berkenaan merupakan satu testimoni bagi industri seni bina Malaysia di kalangan peneraju industri global. Ini membolehkan Malaysia menganjurkan pameran individu dalam tempoh dua tahun di negara lain untuk mempamerkan hasil rekaan mereka di *12th International Architecture Exhibition La Biennale*. Pavilion Malaysia mempamerkan sejumlah 37 konsep dan model seni binaan dari 22 arkitek dan dua pelajar.

Seramai 44,656 pelawat telah mengunjungi Pavilion Malaysia semasa pameran tiga bulan ini. MATRADE akan bekerjasama dengan PAM untuk mempamerkan rekaan Malaysia di Tokyo, Jepun pada 2011.

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TAJUK GAMBAR

1-4 Peserta Malaysia di *12th International Architecture Exhibition 2010*, Venice, Itali

Pembinaan dan Perkhidmatan Profesional

Pada 2010, MATRADE menganjurkan tiga program promosi galakan bagi sektor pembinaan dan perkhidmatan profesional serta pembekal perkhidmatan yang berkaitan. Program promosi ini terdiri daripada empat Misi Pemasaran Khusus ke Jakarta, Indonesia; Phnom Penh, Kemboja; Vientiane, Laos; dan Colombo,

Sri Lanka. Semasa aktiviti galakan ini, syarikat Malaysia merekodkan jualan berpotensi bernilai RM1.5 bilion dalam pelbagai bidang termasuk antara lain, hartanah dan projek perumahan, hotel, pembinaan jalanraya, kalis air, konsesi tol dan loji tenaga.



TAJUK GAMBAR

1-7 Misi Pemasaran Khusus anjuran MATRADE ke Kemboja - "Malaysia Capabilities in the Construction and related Services Sector" di NagaWorld Hotel, Phnom Penh, Kemboja

Penjagaan Kesihatan

MATRADE menganjurkan tiga program promosi galakan bagi sektor penjagaan kesihatan. Program promosi ini terdiri daripada *Malaysia Healthcare Seminar and Exhibition (MHSE) 2010* ke Phnom Penh, Kemboja yang dianjurkan dengan kerjasama *Malaysian Healthcare Travel Council (MHTC)* dan Lembaga Penggalakan Pelancongan Malaysia; dan dua Misi Belian sempena dengan *APHM International Healthcare Conference and Exhibition* dan susulan misi ke MSE 2010 dari Uzbekistan. Aktiviti promosi galakan perdagangan ini menghasilkan jualan berpotensi bernilai RM2.82 juta.



TAJUK GAMBAR

1-4 *Malaysia Healthcare Seminar and Exhibition (MHSE) 2010* di Phnom Penh, Kemboja

Teknologi Maklumat dan Komunikasi (ICT)

Pertumbuhan positif dalam industri ICT dapat dilihat melalui penggabungan industri dan perkhidmatan awam, inovasi berterusan seperti pengkomputeran mudah alih, perkhidmatan berorientasikan seni bina dan teknologi maklumat hijau serta kemajuan sistem penyelesaian khusus dalam industri baru seperti rangkaian sosial.

Malaysia menyediakan perkhidmatan ICT kepada negara seperti Arab Saudi, Emiriah Arab Bersatu, Indonesia, Amerika Syarikat, Jepun, Kanada, Perancis, Singapura, Australia, Bahamas dan Turki. Antara perkhidmatan ICT dikenalpasti berpotensi tinggi untuk eksport adalah

penyumberan luar, sistem penyelesaian E-Kerajaan, hiburan dan media, keselamatan dan komunikasi, aplikasi kewangan dan sistem penyelesaian SME.

MATRADE menganjurkan dua program promosi galakan untuk sektor ICT pada 2010 yang menghasilkan jualan langsung sebanyak RM35.83 juta dan jualan berpotensi bernilai RM 112.5 juta. Aktiviti galakan ini adalah:

- CeBIT 2010, Hannover, Jerman
- Misi Pemasaran Khusus berkaitan ICT ke Abu Dhabi, Dubai dan Muscat, Oman sempena dengan GITEX 2010

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Minyak dan Gas

Malaysia juga memulakan inisiatif transformasi ekonomi negara yang menyediakan pemangkin untuk perkembangan industri minyak dan gas. Ini termasuk peningkatan eksport kemahiran tempatan minyak dan gas. Syarikat yang terlibat di dalam industri ini meliputi keseluruhan sektor perkhidmatan berkaitan industri minyak dan gas secara global. Syarikat minyak dan gas Malaysia mempunyai rekod prestasi yang baik di Timur Tengah, Afrika dan pasaran Asia.

MATRADE telah mengendalikan tiga Misi Pemasaran Khusus untuk industri minyak dan gas, termasuk ke Houston, Amerika Syarikat sempena *Offshore Technology Conference 2010*; Turkmenistan sempena *Turkmenistan International Oil & Gas Exhibition 2010*; dan ke Yangon, Myanmar yang menghasilkan jualan berpotensi berjumlah RM994.42 juta. Turkmenistan dan Myanmar merupakan pasaran baru muncul yang dikenalpasti mempunyai potensi tinggi bagi syarikat Malaysia.

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TAJUK GAMBAR

1 Seminar berkenaan Peluang Perniagaan di sektor Minyak dan Gas di Myanmar 2 Ahli delegasi Malaysia menyertai seminar Minyak dan Gas di Myanmar 3 Peserta dari Myanmar di seminar Minyak dan Gas

Francais

Pada masa ini, sejumlah 35 produk francais Malaysia berjaya menembusi pasaran antarabangsa dan berada di 49 negara, termasuk Emiriyah Arab Bersatu, Persekutuan Rusia, Perancis, Azerbaijan, Republik Rakyat China, Syria dan ASEAN. Jenama tempatan adalah testimoni bahawa syarikat Malaysia mampu menembusi pasaran antarabangsa melalui model perniagaan yang baik dan pelaburan dalam aktiviti promosi antarabangsa.

Industri francais Malaysia terutamanya berkaitan dengan makanan dan minuman, pakaian, aksesori fesyen, pendidikan, penjagaan anak, penjagaan kesihatan dan kecantikan, kedai serbaneka dan pasar raya, teknologi maklumat, telekomunikasi dan produk elektrik.

MATRADE telah menganjurkan Misi Pemasaran Khusus untuk industri francais ke Kemboja dan Vietnam, yang menjana jualan berpotensi berjumlah RM28.11 juta.

Perkhidmatan Logistik

Malaysia sebagai pusat logistik serantau telah merancang untuk menggabung dan memajukan sistem pengkomputeran dalam semua aspek perniagaan, pengangkutan, penyimpanan dan komunikasi dengan tujuan memudahkan syarikat dalam industri ini memperoleh maklumat atas talian.

Dengan pertumbuhan perdagangan di kalangan negara-negara ASEAN, jumlah kargo yang akan dikendalikan oleh pelabuhan Malaysia dijangka akan meningkat. Perkhidmatan logistik diramalkan akan mengalami pertumbuhan yang tinggi di rantau Asia

Pasifik, iaitu pada kadar pertumbuhan kompaun tahunan sebanyak 12.9 peratus.

Pada 2010, MATRADE bersama dengan *Federation of Malaysia Freight Forwarders* mengendalikan tiga Misi Pemasaran Khusus untuk pembekal perkhidmatan logistik. Misi ini adalah berkaitan dengan perkhidmatan logistik ke Port of Koper, Slovenia dan Port of Marseilles, Perancis; Yangon, Myanmar; dan perkhidmatan penyumberan luar (rekaan dan kreatif, dan perkhidmatan logistik) ke Buenos Aires, Argentina dan Sao Paulo Brazil. Sebanyak RM38.85 juta jualan berpotensi telah direkodkan hasil dari misi berkenaan.

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TAJUK GAMBAR

1/2 Seminar berkenaan Perniagaan Malaysia - Slovenia di Logistic Sector 3 Ahli Delegasi Misi Pemasaran Khusus berkenaan perkhidmatan logistik ke Yangon, Myanmar

Perkhidmatan Sokongan Dagangan

- 70 Memperkasakan Pengeksport
- 71 Membimbing Pengeksport EKS
- 72 Membangun Pengeksport Bumiputera
- 73 Memupuk Pengeksport Wanita
- 74 Sokongan Kewangan
- 76 Pemudahan Eksport
- 77 Pertanyaan Perdagangan
- 82 Anugerah Kecemerlangan Eksport



Pengembangan industri kimia terus menjadi perangsang utama bagi pertumbuhan ekonomi Malaysia

Eksport kimia dan produk kimia mencatat peningkatan 24.1 peratus pada 2010, bernilai RM40.8 bilion.

Memperkasakan Pengeksport

MATRADE memainkan peranan yang penting di dalam membangunkan keupayaan pengeksport untuk menceburi pasaran global. Pelbagai program telah dianjurkan oleh MATRADE sepanjang 2010 bagi meningkatkan kesedaran mengenai peluang eksport serta kemahiran pemasaran eksport syarikat Malaysia.

MATRADE menganjurkan 39 program latihan pada 2010, termasuk seminar, taklimat dan bengkel untuk komuniti perniagaan Malaysia. Sejumlah 4,817 peserta dari 2,784 syarikat telah mendapat manfaat daripada program-program ini.

Antara skop dan topik yang dibincangkan adalah:

- Peningkatan kemahiran seperti pembiayaan perdagangan untuk pengeksport, strategi menceburi pasaran antarabangsa, *The 12 Steps for Successful Exporting*, penyediaan rancangan eksport, *INCOTERMS* serta pengurusan kewangan dalam mengeksport.
- Peluang pasaran/perniagaan di Emiriah Arab Bersatu, Asia Barat, Poland, ASEAN, Korea, Sweden, Kesatuan Eropah dan Rusia.
- Peningkatan daya saing melalui rekabentuk, pembungkusan produk dan penjenamaan.
- Pemahaman mengenai piawaian dan peraturan teknikal mengeksport.

Acara khusus yang dianjurkan termasuk:

- Taklimat dan Rundingan MATRADE
- *MITI-MATRADE Outreach Programme* dengan pelajar universiti
- *KL International Trade Forum (KLITF)*

MATRADE turut menganjurkan program dengan kerjasama organisasi lain dan sektor swasta seperti berikut:

- Seminar "*Going Global through Online Business with eBay and PayPal*" dengan kerjasama eBay dan PayPal.
- Seminar "*Empowering New Possibilities through Design*" dengan kerjasama Majlis Rekabentuk Malaysia (MRM) dan *Korea Institute of Design Promotion (KIDP)*.
- Taklimat "*The New Faces of Entrepreneurship*" dengan kerjasama *London Business School*.
- *Program Outreach MITI-MATRADE* bersama Para Pelajar IPTA dengan kerjasama Kementerian Perdagangan Antarabangsa dan Industri Malaysia (MITI).



TAJUK GAMBAR
1/2 Peserta di sesi Taklimat dan Rundingan (B&C) 2010 MATRADE

Membimbing Pengeksport EKS



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EKS menerima bantuan khas melalui program khusus yang dianjurkan oleh MATRADE bagi persediaan mereka untuk menceburi pasaran global. Di antara program yang dianjurkan untuk meningkatkan kesedaran dan pengetahuan EKS adalah seperti seminar, taklimat, sesi rundingan dan khidmat nasihat yang diadakan meliputi pelbagai topik berkaitan perdagangan seperti kewangan, penjenamaan, pemasaran antarabangsa serta syarat-syarat dan peraturan-peraturan perdagangan.

Antara aktiviti penggalakan utama yang disertai EKS adalah Misi Belian dan Misi Pemasaran Khusus yang dianjurkan oleh MATRADE. Misi Belian menawarkan peluang kepada EKS untuk memasarkan produk dan perkhidmatan secara terus kepada pembeli antarabangsa yang dianjurkan di Malaysia. MATRADE menyediakan bantuan kewangan kepada EKS dalam bentuk geran bersamaan bayaran balik (*reimbursable matching grant*) menerusi Geran Pembangunan Pasaran (MDG). Pada 2010, sebanyak 1,400 EKS telah mendapat manfaat dari geran ini.

Pada 2010, MATRADE telah melaksanakan dua program khas untuk membangun dan membantu EKS iaitu Program Pembangunan Pengeksport Bumiputera (BEDP) dan Program Pembangunan Pengeksport Wanita (WEDP). Syarikat yang dipilih untuk mengikuti program bimbingan selama tiga tahun ini telah berjaya meningkatkan kemahiran dan pengetahuan eksport mereka melalui latihan dan aktiviti penggalakan perdagangan.



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TAJUK GAMBAR

1 Peserta Program Pembangunan Pengeksport Wanita (WEDP) 2010 2 Peserta Program Pembangunan Pengeksport Bumiputera (BEDP) 2010

Membangun Pengeksport Bumiputera

Sejumlah 87 syarikat Bumiputera telah mendapat manfaat dari BEDP semenjak perlaksanaannya pada 2003. Pada 2010, MATRADE menganjurkan 40 aktiviti penggalakan antarabangsa untuk syarikat EKS Bumiputera di bawah program BEDP. Sejumlah 29 syarikat yang menyertai aktiviti berkenaan telah merekodkan jualan berpotensi bernilai RM4.8 juta.

Anita Fragrance Sdn Bhd

Anita Fragrance Sdn Bhd yang ditubuhkan pada Mac 2005, dimiliki oleh usahawan wanita yang bermotivasi, Puan Anita Mohamad. Syarikat ini beroperasi sebagai peruncit, pemborong serta pengeluar produk penjagaan badan dan kosmetik. Syarikat ini mengeluarkan pelbagai jenis sabun, krim muka dan badan, losyen, *scrubs*, *masks*, garam mandian, haruman dan minyak wangi di bawah jenama Anita Fragrance.

Syarikat ini telah dipilih untuk menyertai program BEDP pada 2008. Selama tiga tahun di dalam program tersebut, Anita Fragrance telah menyertai aktiviti penggalakan perdagangan antarabangsa termasuk 5th *China ASEAN Expo 2008*, *INTRADE 2008*, *Hong Kong Houseware Fair 2009* dan *Vietnam International Trade Fair 2010*. Pada 2010, syarikat ini telah mencatat jualan eksport sebanyak RM600,000.



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Melalui penyertaan di dalam BEDP, Anita Fragrance telah berjaya menembusi pasaran eksport seperti Jepun, Vietnam, Kazakhstan dan Singapura. Syarikat ini masih terus gigih berusaha menjadi peneraju dalam bidang kosmetik dan penjenamaan, dengan tujuan menjadi syarikat pertama dari Borneo yang berjaya menembusi pasaran antarabangsa.

TAJUK GAMBAR

1 Anita Fragrance Sdn Bhd, sebuah syarikat dibawah Program Pembangunan Pengeksport Bumiputera (BEDP) 2010, mengeluarkan produk penjagaan badan dan kosmetik

Memupuk Pengeksport Wanita

Sejumlah 58 syarikat milikan wanita telah mendapat manfaat daripada program WEDP dari 2003 hingga 2010. Pada 2010, MATRADE menganjurkan penyertaan 19 syarikat dalam 41 aktiviti penggalakan antarabangsa di bawah program WEDP. Hasil daripada penyertaan di dalam acara ini, syarikat WEDP telah mencatat jualan berpotensi bernilai RM10.6 juta.

Sebanyak sembilan syarikat telah berjaya mengikuti program WEDP selama tiga tahun bagi sesi 2008-2010.

Noraini Cookies Worldwide Sdn Bhd

Noraini Cookies Worldwide Sdn Bhd ditubuhkan oleh Puan Noraini Ahmad pada 1984. Bermula dengan perniagaan secara kecilan dengan pengeluaran yang terhad, syarikat ini telah berkembang dan menawarkan pelbagai jenis produk seperti biskut dan rempah-ratus di bawah jenama *Noraini's*.

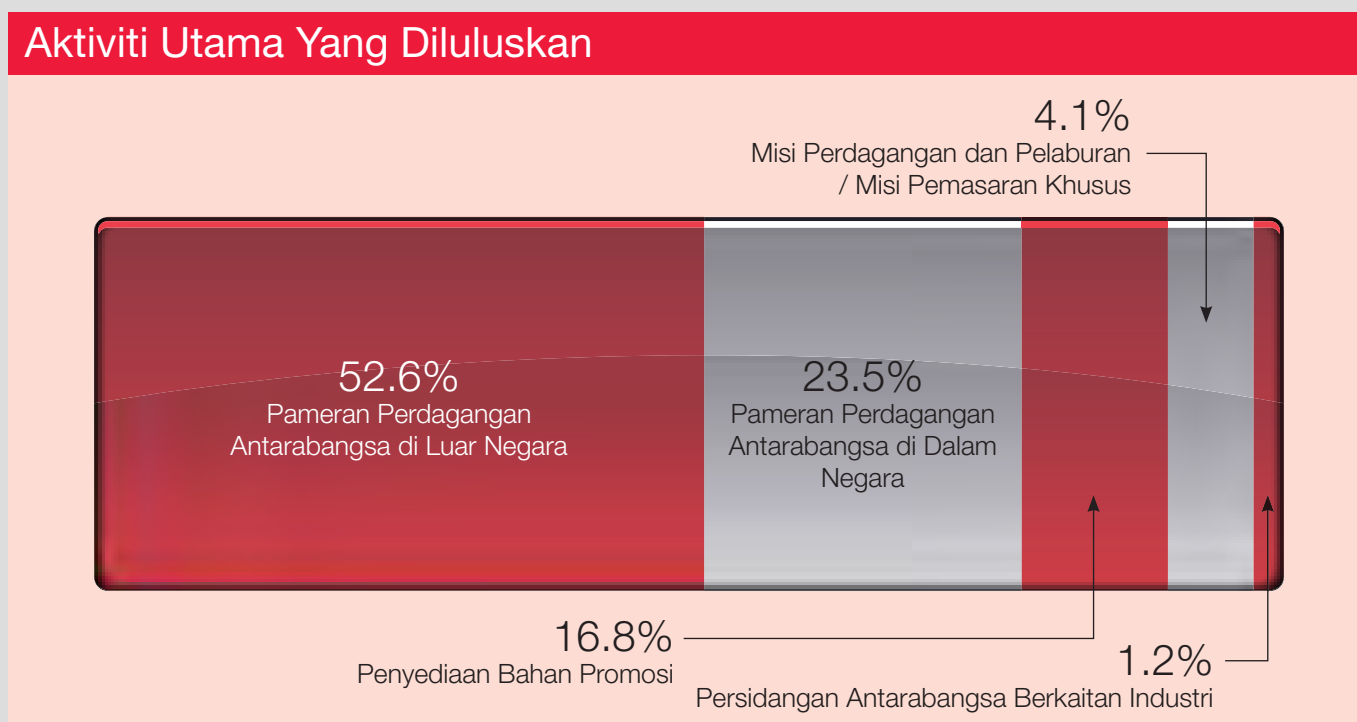
Noraini Cookies telah berjaya mengikuti program WEDP dari 2008 hingga 2010. Syarikat ini telah bergiat aktif di dalam program galakan perdagangan antarabangsa anjuran MATRADE seperti *56th Fancy Food, New York 2010* dan *Fine Food Australia 2010* dan telah berjaya menembusi beberapa pasaran dunia termasuk United Kingdom, Kazakhstan, Vietnam, Singapura dan Brunei.

Melalui penglibatan di dalam pameran perdagangan antarabangsa berkenaan, Noraini Cookies melaporkan jumlah jualan sebanyak RM 2.1 juta dengan nilai eksport RM200,000 pada tahun 2010.

Sokongan Kewangan

Geran Pembangunan Pasaran (MDG)

Geran Pembangunan Pasaran (MDG) menyediakan bantuan kewangan kepada EKS dalam bentuk geran bersamaan bayaran balik (*reimbursable matching grant*) untuk menjalankan aktiviti penggalakan eksport di dalam dan luar negara. Antara aktiviti promosi yang layak dituntut adalah penyertaan di dalam Pameran Perdagangan Antarabangsa, Misi Perdagangan dan Pelaburan, Misi Pemasaran Khusus dan pencetakan bahan promosi. Jadual berikut menunjukkan pecahan geran mengikut aktiviti yang telah diluluskan pada 2010:



Dana Eksport Perkhidmatan (SEF)

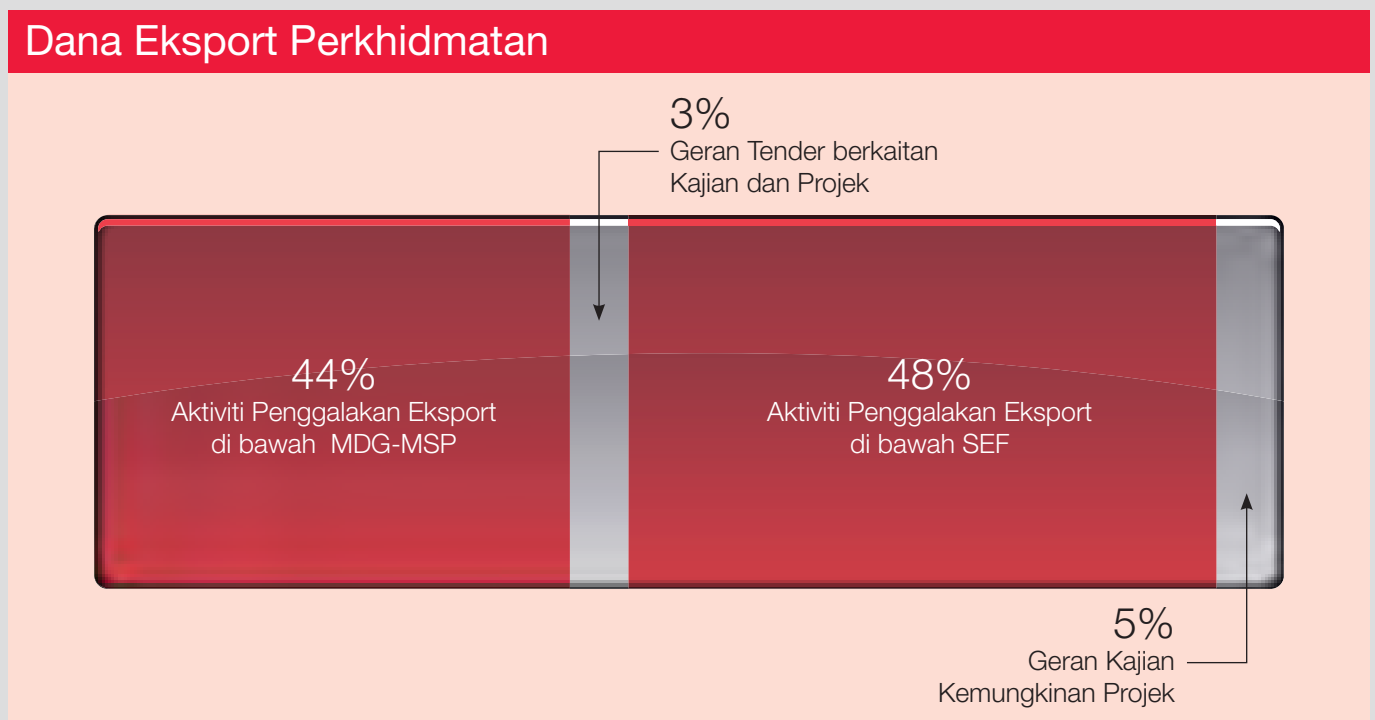
SEF merupakan satu skim yang diberikan kepada Pembekal Perkhidmatan Malaysia untuk menerokai peluang di pasaran antarabangsa. Di bawah program ini, pembekal perkhidmatan layak untuk mendapatkan bayaran balik bagi perbelanjaan berkaitan aktiviti penggalakan eksport. Geran di bawah SEF meliputi perbelanjaan bagi penyertaan di dalam aktiviti penggalakan eksport, pembidaan tender dan kajian kemungkinan (*feasibility studies*) projek antarabangsa.

Pada Mei 2010, SEF telah disemak semula dan kini hanya diperuntukan kepada EKS yang membekalkan

perkhidmatan melalui Geran Pembangunan Pasaran bagi Pembekal Perkhidmatan Malaysia (MDG-MSP). SEF menyediakan bantuan kewangan kepada EKS dalam sektor perkhidmatan yang memulakan aktiviti penggalakan eksport.

Sejumlah 409 pembekal perkhidmatan Malaysia menerima bantuan di bawah geran SEF/MDG-MSP pada 2010.

Carta berikut menunjukkan pecahan geran yang diluluskan mengikut jenis geran:



Pemudahan Eksport

Sesi Taklimat Dan Rundingan Perniagaan (B&C)

Bagi memupuk kesedaran mengenai perkhidmatan, kemudahan dan program bantuan yang ditawarkan, MATRADE telah menganjurkan sesi B&C di seluruh negara. Program ini juga memberi peluang kepada MATRADE untuk mendapat maklumbalas mengenai isu-isu yang dihadapi oleh syarikat Malaysia yang ingin mengeksport.

B&C merangkumi taklimat, dialog dan rundingan bersama pengeksport Malaysia. Wakil daripada

agensi Kerajaan dan organisasi perdagangan yang berkaitan turut hadir bagi memberi maklumbalas ke atas sebarang pertanyaan perdagangan yang dikemukakan.

Pada 2010, MATRADE telah menganjurkan tujuh sesi B&C di Kuala Lumpur, Melaka, Kedah, Kelantan, Sabah, Pahang dan Sarawak. Sesi tersebut telah berjaya menarik penyertaan seramai 1,407 peserta.

Tumpuan Rujukan Perjanjian Perdagangan Bebas (FTA)

Dalam usaha meningkatkan kesedaran dikalangan komuniti pengeksport mengenai faedah kepenggunaan FTA, MATRADE telah menganjurkan

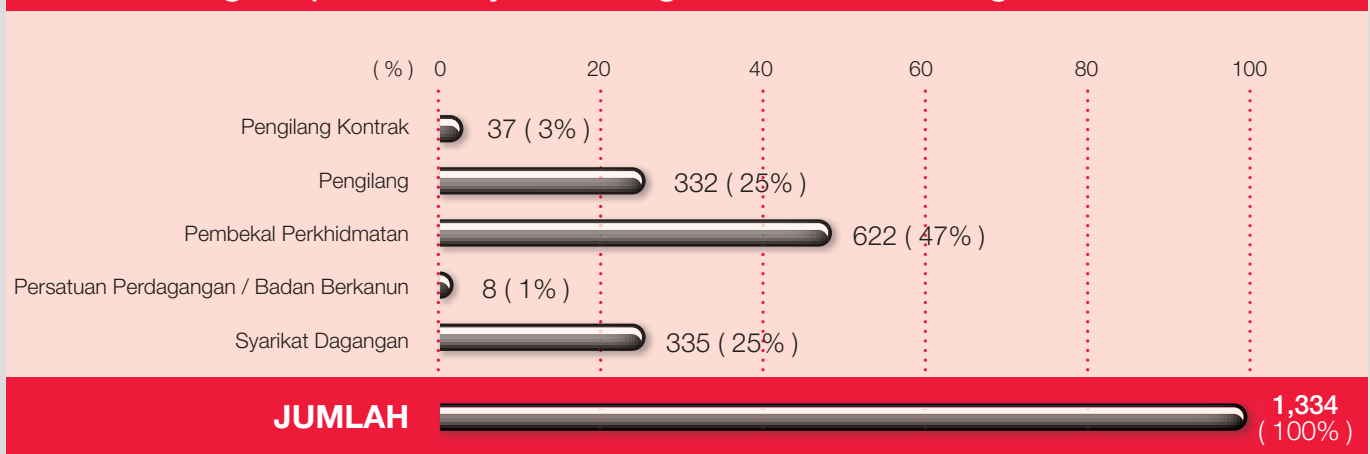
program kesedaran FTA di seluruh negara. Taklimat telah diadakan di Kuala Lumpur, Melaka, Kedah, Kelantan, Pahang, Sabah dan Sarawak.

Daftar Pengeksport Malaysia (MER)

MATRADE mengendalikan Daftar Pengeksport Malaysia (MER) yang merupakan pangkalan data yang mengandungi maklumat mengenai pengilang, syarikat dagangan, pembekal perkhidmatan dan persatuan perdagangan. Syarikat yang berdaftar di MER menerima maklumat mengenai isu perdagangan, risikan perdagangan, program penggalakan perdagangan serta aktiviti MATRADE. Selain daripada itu, kemudahan pertemuan perniagaan juga diberi keutamaan. Keahlian dalam MER adalah percuma dan pendaftaran boleh dibuat secara atas talian.

Pada 2010, sejumlah 1,334 syarikat tempatan yang terdiri daripada pengilang, syarikat perdagangan, pembekal perkhidmatan, syarikat pengilang kontrak dan persatuan perdagangan telah berdaftar dengan MER. Pangkalan data ini memudahkan penyebaran maklumat kepada ahli MER mengenai program penggalakan, maklumat berkaitan perdagangan dan pertanyaan dari pembeli asing yang berpotensi untuk mendapatkan produk Malaysia. Sehingga akhir tahun 2010, sejumlah 16,747 syarikat telah berdaftar dengan MER.

Daftar Pengeksport Malaysia Mengikut Jenis Perniagaan 2010



Pertanyaan Perdagangan

Pada 2010, MATRADE telah menerima sejumlah 25,970 pertanyaan perdagangan berkenaan produk dan perkhidmatan Malaysia melalui rangkaian globalnya. MATRADE juga menerima sejumlah 8,943 pertanyaan perdagangan *info@matrade.gov.my*. Kebanyakan pertanyaan yang diterima adalah berkenaan penyumberan produk dan perkhidmatan Malaysia, senarai aktiviti perdagangan luar negara dan tempatan, permohonan MER, maklumat mengenai MDG serta maklumat mengenai pemudahan eksport seperti tarif kastam, syarat dan peraturan serta dokumentasi eksport.

Pertanyaan Perdagangan yang diterima Mengikut Rantau

Asia Barat	7536
Asia Timur Laut	4576
Eropah	4531
Asia Tenggara	3047
Amerika Utara	2728
Afrika	1309
Amerika Latin	1177
Asia Selatan	679
Oceania	387

JUMLAH

25,970

Pusat Pameran Eksport Malaysia (MEEC)

Pusat Pameran Eksport Malaysia (MEEC), merupakan pusat pameran kekal untuk mempamerkan pelbagai produk serta perkhidmatan Malaysia. Pada 2010, sejumlah 391 syarikat Malaysia yang meliputi 35 sektor produk dan perkhidmatan telah mempamerkan produk dan perkhidmatan mereka di MEEC.

Antara produk yang dipamerkan adalah makanan dan minuman, produk kayu, getah, automotif dan alat ganti automotif serta kimia dan produk kimia. Sektor perkhidmatan yang dipamerkan adalah pendidikan, francais, kewangan dan logistik. Hampir 80 peratus pempamer di MEEC adalah terdiri daripada EKS.

MEEC menganjurkan pertemuan perniagaan antara pembeli antarabangsa dengan pengeksport tempatan. Pada 2010, sebanyak 181 pertemuan perniagaan telah diaturkan di antara syarikat Malaysia dengan pembeli asing. MEEC menerima kunjungan 6,412 pelawat tempatan dan asing serta 4,940 pertanyaan perdagangan pada 2010.



1



2



3

TAJUK GAMBAR

1/2/3 Sampel produk Malaysia yang dipamerkan di pusat pameran kekal yang diurus oleh MATRADE

MATRADE Help Desk (MHD)

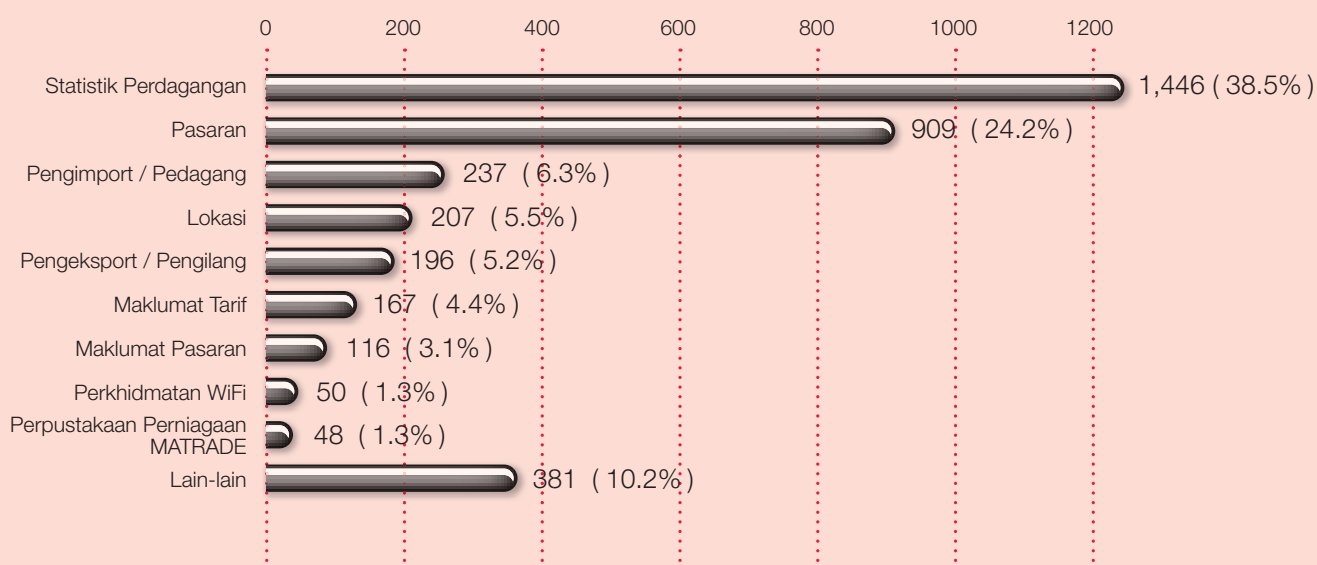
MATRADE help desk (MHD) di ibu pejabat MATRADE merupakan tumpuan rujukan utama bagi pengendalian pertanyaan perdagangan daripada ahli komuniti perniagaan tempatan dan asing mengenai program dan perkhidmatan MATRADE. Pertanyaan diterima melalui telefon, e-mel serta kunjungan pelawat. Pada 2010, MHD menerima 536 pertanyaan daripada syarikat tempatan dan luar negara. Pertanyaan ini meliputi pelbagai perkara dari permohonan untuk geran, program penggalakan, pendaftaran dengan MATRADE, maklumat pasaran serta produk dan perkhidmatan di Malaysia.

Perpustakaan Perniagaan MATRADE

Perpustakaan Perniagaan MATRADE (BIC) merupakan salah sebuah perpustakaan perniagaan yang menawarkan perkhidmatan komprehensif di Malaysia. BIC menyediakan sumber utama maklumat untuk komuniti perniagaan, termasuk pangkalan data atas talian, direktori, penerbitan berkala, buku, laporan pasaran, petunjuk perdagangan, data statistik dan CD-ROM bagi memudahkan kajian perdagangan yang meliputi produk, perkhidmatan dan pasaran.

BIC sentiasa mengemaskini data dan maklumat termasuk statistik perdagangan, laporan pasaran, profil negara, petunjuk perdagangan, tarif kastam, syarat dan peraturan serta berita perdagangan. Pada 2010, BIC telah menerima 3,895 pertanyaan dan 2,667 pelawat dan perkhidmatannya telah dimanfaatkan oleh 4,593 pengguna. BIC telah dilengkapi dengan 1,163 buku, 395 direktori, 1,109 penerbitan berkala dan 104 CD-ROM serta memiliki 23 pangkalan data, termasuk *Basisnet* dan *KOMPASS Extranet*.

Pertanyaan Rujukan Mengikut Perkara



Senarai Pangkalan Data Mengikut Penggunaan

<i>World Trade Atlas Online</i>	2,424
<i>nexis.com</i>	2,188
Pengeksport Malaysia	1,573
<i>Global Market Information Database</i>	1,462
<i>eiu.com</i>	1,411
Hubungan Perniagaan	737
Pengimport Asing	623
Pameran Perdagangan	42

Statistik Perdagangan Malaysia	12
Lain-lain	37
• Misi Perdagangan	12
• <i>The Tariff Finder Online</i>	8
• Program Latihan Pengeksport	7
• <i>The Public Ledger</i>	4
• Konvensyen dan Pameran	4
• Lain-lain Acara Promosi	2

JUMLAH

10,509

Inisiatif Teknologi Maklumat Dan Komunikasi (ICT)

MATRADE mengambil inisiatif ICT bagi menyokong perniagaan terasnya dan menyampaikan maklumat tepat untuk penganalisaan perniagaan serta proses membuat keputusan. Inisiatif utama merangkumi pembangunan lima tahun MATRADE dalam Rancangan Strategik ICT (ISP), di mana akan menjajarkan strategi ICT dengan strategi perniagaannya bagi menyediakan perkhidmatan

yang bermutu tinggi kepada pelanggan dalaman dan luaran.

Bagi meningkatkan penyampaian perkhidmatan pada 2010, MATRADE telah menyiapkan applikasi dan infrastruktur IT. Pangkalan data baru yang dibangunkan termasuk *Core Business Management System*, *Malaysia Export Import Information System (MEXIIS)*, *Diaspora database* dan data pengeksport Bumiputera.

Laman Portal MATRADE

Laman portal MATRADE, www.matrade.gov.my, telah dipertingkatkan untuk menjadi lebih mesra pelanggan dimana kandungannya dibahagikan kepada dua pelanggan utama; pengeksport Malaysia dan pembeli asing. Portal ini kekal sebagai perantara penting bagi menyebarkan maklumat mengenai perkhidmatan MATRADE dan maklumat berkaitan perdagangan, serta

menggalakkan produk dan perkhidmatan Malaysia secara global.

Penambahbaikan portal MATRADE termasuk ciri baru, iaitu kandungan video dalam talian yang dikenali sebagai MATRADE Tube. Portal ini memaparkan topik berkaitan eksport oleh Pesuruhjaya Perdagangan dan pegawai-pegawai MATRADE.

MyMATRADE

MyMATRADE merupakan Portal intranet MATRADE yang dilancarkan pada 2010 bagi memudahkan perkongsian pengetahuan dan penyampaian maklumat perdagangan dikalangan kakitangannya. Platform atas talian memberi kemudahan akses

kepada pelbagai perkhidmatan yang sedia ada termasuk *Sharing Corner*, *Calendar of Events*, Forum Atas Talian, Sistem pengurusan dokumen elektronik, Pangkalan data atas talian, *Fast Fact*, Poll atas talian dan galeri foto.

MyExport

MyExport merupakan pangkalan perkhidmatan atas talian berasaskan langganan yang ditawarkan kepada pengeksport Malaysia yang berdaftar dengan MATRADE. Kemudahan ini membolehkan pengguna mendapatkan maklumat perdagangan penting yang dikemaskini oleh rangkaian pejabat MATRADE di luar negara. Ini termasuk maklumat seperti *Trade Leads*, pemberitahuan tender

antarabangsa, *Market Alerts* dan *Product Market Studies*. Pengguna yang berdaftar boleh mengemaskini profil syarikat serta memuat naik gambar produk mereka ke dalam *Malaysia e-Directory*. Pada 2010, seramai 921 pengguna baru telah berdaftar dengan *MyExport* justeru itu menjadikan jumlah pengguna kini mencapai 1,875 syarikat.

MATRADE Mobile dan Perkhidmatan SMS

Perkhidmatan mudah alih MATRADE yang ditawarkan menerusi <http://mobile.matrade.gov.my> memudahkan pengeksport Malaysia mencapai maklumat berkaitan perkhidmatan MATRADE. Selain portal mudah alih ini, sejumlah 8,892 Khidmat Pesanan Ringkas (SMS) telah dihantar melalui laluan MySMS Kerajaan. Transaksi SMS merupakan notifikasi dan pertanyaan maklumat berkenaan acara MATRADE, Borang Permohonan Geran dan alamat pejabat MATRADE.

MATRADE bertanggungjawab untuk memastikan pemulihan perkhidmatan atas talian utama sekiranya berlaku bencana. Satu perkhidmatan Pengurusan Krisis telah disiapkan untuk memastikan pemulihan perniagaan atas talian kritikal akan berfungsi dalam jangka waktu yang ditetapkan jika berlakunya gangguan di sistem utama. Usaha ini dilaksanakan melalui penubuhan satu pusat data kawalan jauh sekunder bertempat di Cyberjaya sebagai pusat sokongan data .

Penerbitan MATRADE

MATRADE telah mengeluarkan pelbagai penerbitan bertujuan untuk menyebarkan maklumat mengenai peluang pasaran eksport serta keupayaan pengilang dan pembekal perkhidmatan Malaysia. Penerbitan ini termasuk direktori perdagangan, buku panduan bagi pengeksport, majalah dan risalah.

Trade Mart yang merupakan buletin dwi-bulanan menyalurkan maklumat terkini berkaitan pembangunan perdagangan, panduan pengeksport, pemantauan pasaran, peluang pasaran, berita perniagaan dan program anjuran MATRADE.

"*What's New from Malaysia*" merupakan penerbitan yang menampilkan maklumat mengenai produk dan perkhidmatan Malaysia yang inovatif. Penerbitan ini memaparkan kombinasi inovasi perintis bersama dengan pelbagai produk dan perkhidmatan keluaran syarikat Malaysia. Penerbitan suku tahunan ini, sentiasa dikemaskinikan dengan maklumat mengenai produk dan perkhidmatan terkini untuk dipromosikan kepada komuniti perniagaan antarabangsa. Penerbitan ini juga disediakan dalam bentuk *e-newsletter* di www.whatsnew.my.

Direktori Perdagangan yang dilancarkan pada 2010 termasuk:

- **Malaysia Exporters of Halal Products & Services Directory 2010-2011**
[kerjasama dengan Jabatan Kemajuan Islam Malaysia (JAKIM) dan Perbadanan Pembangunan Industri Halal Malaysia (HDC)]
- **Outsourcing Malaysia Directory 2010-2011**
[kerjasama dengan *Outsourcing Malaysia*]
- **Malaysia Exporters of Print Media Services Directory 2010-2012**
- **Malaysia Office Furniture Directory 2010-2012**
- **Malaysia Sauces & Condiments Directory 2010-2012**
- **Malaysia Tea, Coffee and Cocoa Directory 2011-2013**

Lain-lain penerbitan yang dikeluarkan adalah seperti buku panduan, risalah berkenaan *upcoming events*, majalah dan brosiur berkaitan pameran perdagangan antarabangsa di Malaysia.

Penerbitan Elektronik

MATRADE Online News merupakan siri penerbitan yang dikeluarkan sebanyak dua kali sebulan kepada syarikat yang berdaftar dengan MATRADE. Penerbitan elektronik ini mengandungi maklumat mengenai aktiviti perdagangan yang akan dianjurkan dan disertai oleh MATRADE, perkembangan berkaitan peraturan perdagangan luar negara, *market alerts* dan peluang eksport di pasaran global. Pada 2010, MATRADE telah menerbitkan sebanyak 25 keluaran dalam siri penerbitan ini.

Manakala, *m@trade.leads* merupakan satu lagi penerbitan elektronik yang mengandungi pertanyaan perdagangan dari pembeli asing. Ianya dihantar setiap minggu kepada syarikat yang berdaftar dengan MATRADE.

Anugerah Kecemerlangan Eksport

Anugerah Kecemerlangan Eksport adalah antara kategori anugerah di bawah Anugerah Kecemerlangan Industri (AKI) yang dianjurkan setiap tahun oleh Kementerian Perdagangan Antarabangsa dan Industri Malaysia (MITI). MATRADE merupakan sekretariat untuk AKI dalam kategori berikut:

1. Anugerah Kecemerlangan Eksport (Dagangan)
2. Anugerah Kecemerlangan Eksport (Perkhidmatan)
3. Anugerah Kecemerlangan Jenama (Dagangan)
4. Anugerah Kecemerlangan Jenama (Perkhidmatan- Profesional dan Bukan Profesional)

Anugerah Kecemerlangan Eksport bagi Produk dan Perkhidmatan diberikan kepada syarikat sebagai pengiktirafan komitmen dan usaha mereka di dalam menembusi pasaran eksport. Anugerah



Kecemerlangan Jenama bagi Produk dan Perkhidmatan pula diberikan kepada syarikat sebagai pengiktirafan pelaburan mereka dalam membangun dan mempromosikan jenama Malaysia di peringkat antarabangsa.

Pemenang-pemenang Anugerah Kecemerlangan Eksport dan Anugerah Kecemerlangan Jenama bagi 2010 adalah:

Anugerah Kecemerlangan Eksport 2010 (Dagangan)

- Uprise Elastic Webbing (Malaysia) Sdn Bhd
- Keppel Wood Industries (M) Sdn Bhd
- The Armour Factory Sdn Bhd
- IRIS Corporation Bhd

Anugerah Kecemerlangan Eksport 2010 (Perkhidmatan)

- T.R Hamzah & Yeang Sdn Bhd
- APIIT Education Group (Comprising UCTI and APIIT)
- Sunway Construction Sdn Bhd
- Infopro Sdn Bhd
- Malaysia Marine and Heavy Engineering Sdn Bhd (MMHE)

Anugerah Kecemerlangan Jenama 2010 (Dagangan)

- RBM Building Machinery Trading Sdn Bhd
- Goodmaid Chemicals Corporation Sdn Bhd
- Daily Fresh Food Sdn Bhd
- MM Vitaoils Sdn Bhd

Anugerah Kecemerlangan Jenama 2010 (Perkhidmatan)

- Universiti Telekom Sdn Bhd
- Mayflower ACME Tours Sdn Bhd

Penyata Kewangan

84 Sijil Ketua Audit Negara

85 Penyata Pengerusi dan Seorang Ahli Lembaga Pengarah

86 Pengakuan oleh Pegawai Utama yang Bertanggungjawab ke atas Pengurusan Kewangan

87 Lembaran Imbangan

88 Penyata Pendapatan

89 Penyata Perubahan Ekuiti

90 Penyata Aliran Tunai

91 Nota kepada Penyata Kewangan

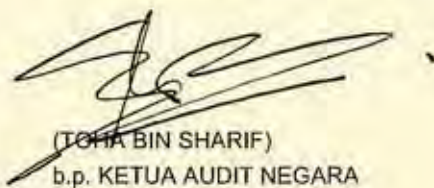


**SIJIL KETUA AUDIT NEGARA
MENGENAI PENYATA KEWANGAN
PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
BAGI TAHUN BERAKHIR 31 DISEMBER 2010**

Penyata Kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia bagi tahun berakhir 31 Disember 2010 telah diaudit oleh wakil saya. Pihak pengurusan bertanggungjawab terhadap Penyata Kewangan ini. Tanggungjawab saya adalah mengaudit dan memberi pendapat terhadap Penyata Kewangan tersebut.

Pengauditan telah dilaksanakan mengikut Akta Audit 1957 dan berpandukan piawaian pengauditan yang diluluskan. Piawaian tersebut menghendaki pengauditan dirancang dan dilaksanakan untuk mendapat kepastian yang munasabah sama ada Penyata Kewangan adalah bebas daripada kesilapan atau ketinggalan yang ketara. Pengauditan ini termasuk memeriksa rekod secara semak uji, menyemak bukti yang menyokong angka dan memastikan pendedahan yang mencukupi dalam Penyata Kewangan. Penilaian juga dibuat terhadap prinsip perakaunan yang digunakan, unjuran signifikan oleh pengurusan dan persembahan Penyata Kewangan secara keseluruhan. Saya percaya pengauditan yang dilaksanakan memberi asas yang munasabah terhadap pendapat saya.

Pada pendapat saya, Penyata Kewangan ini memberi gambaran yang benar dan saksama terhadap kedudukan kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia pada 31 Disember 2010 serta hasil operasi dan aliran tunai untuk tahun tersebut adalah selaras dengan piawaian perakaunan yang diluluskan.



(TOHA BIN SHARIF)
b.p. KETUA AUDIT NEGARA
MALAYSIA

PUTRAJAYA
22 JULAI 2011



**PENYATA PENERUSI DAN
SEORANG AHLI LEMBAGA PENGARAH**

Kami, **MAH SIEW KEONG** dan **WONG SIEW HAI** yang merupakan Pengerusi dan salah seorang Ahli Lembaga Pengarah Perbadanan Pembangunan Perdagangan Luar Malaysia dengan ini menyatakan bahawa, pada pendapat Lembaga Pengarah, Penyata Kewangan yang mengandungi Lembaran Imbangan, Penyata Pendapatan, Penyata Perubahan Ekuiti dan Penyata Aliran Tunai yang berikut ini berserta dengan nota-nota kepada Penyata Kewangan di dalamnya, adalah disediakan untuk menunjukkan pandangan yang benar dan saksama berkenaan kedudukan Perbadanan Pembangunan Perdagangan Luar Malaysia pada 31hb Disember 2010 dan hasil kendaliannya serta perubahan kedudukan kewangannya bagi tahun berakhir pada tarikh tersebut.

Bagi pihak Lembaga Pengarah,



(DATO' MAH SIEW KEONG)
Pengerusi

Tarikh: **30 JUN 2011**

Tempat: **KUALA LUMPUR**



(DATO' WONG SIEW HAI)
Ahli

Tarikh : **30 JUN 2011**

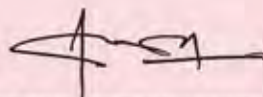
Tempat : **KUALA LUMPUR**

**PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

**PENGAKUAN OLEH PEGAWAI UTAMA
YANG BERTANGGUNGJAWAB KE ATAS PENGURUSAN KEWANGAN
PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

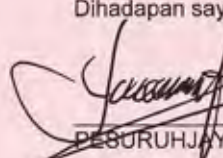
Saya, **NOHARUDDIN NORDIN**, K.P. No: 560210-06-5351, pegawai utama yang bertanggungjawab ke atas pengurusan kewangan dan rekod-rekod perakaunan Perbadanan Pembangunan Perdagangan Luar Malaysia dengan ikhlasnya mengakui bahawa Lembaran Imbangan, Penyata Pendapatan, Penyata Perubahan Ekuiti dan Penyata Aliran Tunai dalam kedudukan kewangan yang berikut ini berserta dengan nota-nota kepada Penyata Kewangan di dalamnya mengikut sebaik-baik pengetahuan dan kepercayaan saya, adalah betul dan saya membuat ikrar ini dengan sebenarnya mempercayai bahawa ianya adalah benar dan atas kehendak-kehendak Akta Akaun Berkanun, 1960.

Sebenarnya dan sesungguhnya)
diakui oleh penama di atas)
di KUALA LUMPUR pada **29 APR 2011**)



(DATO' NOHARUDDIN NORDIN)

Dihadapan saya:



PESURUHJAYA SUMPAH
No: W487
Nama: JAAPAR BIN
MD. JANI
PESURUHJAYA SUMPAH
MALAYSIA

Alamat tempat perniagaan
Medan Selera Duta
Jalan Duta
50480 Kuala Lumpur

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
LEMBARAN IMBANGAN PADA 31 DISEMBER**

	Nota	2010 RM	2009 RM
HARTANAH, LOJI DAN PERALATAN	5	18,611,817	20,029,253
ASET SEMASA			
Tunai dan Baki di Bank	6	66,931,282	32,000,571
Deposit dengan Institusi Kewangan	7	97,254,097	90,431,823
Faedah Simpanan Tetap Terakru		85,566	53,891
Penghutang, Deposit dan Prabayar	8	35,196,445	29,775,996
Cukai Boleh Pulih		193,933	461,490
JUMLAH ASET SEMASA		199,661,323	152,723,771
LIABILITI SEMASA			
Pemiutang	9	20,308,284	9,206,532
Dana Pembangunan Pasaran	10	17,449,106	19,638,914
JUMLAH LIABILITI SEMASA		37,757,390	28,845,446
ASET SEMASA BERSIH		161,903,933	123,878,325
JUMLAH ASET BERSIH		180,515,750	143,907,578
DIBIAYAI OLEH:			
KUMPULAN WANG:			
Kumpulan Wang Terkumpul		57,131,613	23,791,711
Kumpulan Wang Pembangunan	11	120,784,137	117,515,867
Kumpulan Wang Pinjaman Kenderaan		2,300,000	2,300,000
Kumpulan Wang Pinjaman Komputer		300,000	300,000
		180,515,750	143,907,578

Nota-nota di muka surat 5 hingga 16 adalah sebahagian daripada Penyata ini.

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
PENYATA PENDAPATAN
BAGI TAHUN BERAKHIR 31 DISEMBER**

PENDAPATAN	Nota	2010 RM	2009 RM
Sumbangan Kerajaan		177,642,100	136,700,000
Geran Pembangunan Dilunaskan	12	92,953,633	46,550,587
Lain-lain Pendapatan	13	9,418,123	7,376,144
		280,013,856	190,626,731
TOLAK : PERBELANJAAN			
Emolumen	14	49,470,829	49,774,407
Lain-lain Perbelanjaan Mengurus	15	191,026,381	142,516,707
Susutnilai	5	4,736,972	5,554,504
		245,234,182	197,845,618
LEBIHAN/(KURANGAN) PENDAPATAN SEBELUM CUKAI		34,779,674	(7,218,887)
Cukai	16	(575,242)	50,090
LEBIHAN/(KURANGAN) PENDAPATAN SELEPAS CUKAI		34,204,432	(7,168,797)

Nota-nota di muka surat 5 hingga 16 adalah sebahagian daripada Penyata ini.

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)**

PENYATA PERUBAHAN EKUITI BAGI TAHUN BERAKHIR 31 DISEMBER

	Kumpulan Wang Terkumpul RM	Kumpulan Wang Pembangunan RM	Kumpulan Wang Kenderaan RM	Kumpulan Wang Komputer RM	Jumlah RM
2009					
Baki pada 1 Januari 2009	31,478,997	60,297,963	2,300,000	300,000	94,376,960
(Kurang)/Lebih Pendapatan Selepas Cukai	(7,687,286)	516,489			(7,168,797)
Tambahan Kumpulan Wang Pembangunan Perlunasan Kumpulan Wang Pembangunan	-	103,250,000 (46,550,585)	-	-	103,250,000 (46,550,585)
Baki pada 31 Disember 2009	23,791,711	117,515,867	2,300,000	300,000	143,907,578
2010					
Lebih Pendapatan Selepas Cukai	33,339,902	864,530	-	-	34,204,432
Tambahan Kumpulan Wang Pembangunan Perlunasan Kumpulan Wang Pembangunan	-	95,357,373 (92,953,633)	-	-	95,357,373 (92,953,633)
Baki pada 31 Disember 2010	57,131,613	120,784,137	2,300,000	300,000	180,515,750

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
PENYATA ALIRAN TUNAI BAGI TAHUN BERAKHIR 31 DISEMBER**

	2010 RM	2009
ALIRAN TUNAI DARIPADA AKTIVITI OPERASI		
Lebihan/(Kurangan) pendapatan sebelum cukai	34,779,674	(7,218,887)
Pelarasan:-		
Susutnilai hartanah, loji dan peralatan	4,736,972	5,554,504
Untung atas pelupusan aset tetap	(2,582)	(6,604)
Faedah atas simpanan tetap	(2,107,709)	(886,375)
Faedah atas akaun semasa	(178,220)	(201,496)
Geran Pembangunan yang diterima dan belum dilunaskan/(dibelanjakan):		
Dana Mempromosi Jenama	(22,282,908)	37,630,112
Dana Promosi Eksport Perkhidmatan & <i>Malaysia Kitchen</i>	24,886,648	19,069,302
Pengubahsuaian pejabat tahun sebelumnya dicaj ke belanja penyelenggaraan	-	4,064,793
Keuntungan operasi sebelum perubahan dalam modal kerja	39,631,875	58,005,348
Perubahan modal kerja:-		
Pelbagai penghutang	(5,420,448)	4,037,375
Pelbagai pemiutang	11,101,752	(2,732,154)
Dana Pembangunan Pasaran	(2,189,808)	11,033,096
Faedah Simpanan Tetap Terakru	(31,675)	(15,070)
Tunai dihasilkan daripada operasi	43,091,696	70,328,595
Faedah yang diterima	2,285,929	1,087,871
Cukai dibayar	(307,685)	(411,400)
Tunai bersih dihasilkan daripada aktiviti operasi	45,069,940	71,005,066
ALIRAN TUNAI DARIPADA AKTIVITI PELABURAN		
Pembelian hartanah, loji dan peralatan	(3,449,005)	(5,194,630)
Lebihan dari pelupusan hartanah, loji dan peralatan	132,050	44,128
Tunai bersih digunakan dalam aktiviti pelaburan	(3,316,955)	(5,150,502)
Penambahan bersih tunai dan kesetaraan tunai	41,752,985	65,854,564
Tunai dan kesetaraan tunai pada awal tahun	122,432,394	56,577,830
Tunai dan kesetaraan tunai pada akhir tahun	164,185,379	122,432,394
ANALISA TUNAI DAN KESETARAAN TUNAI		
Deposit dengan Institusi Kewangan	97,254,097	90,431,823
Tunai dan Baki di Bank	66,931,282	32,000,571
	164,185,379	122,432,394

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)**

**NOTA KEPADA PENYATA KEWANGAN BAGI TAHUN BERAKHIR
31 DISEMBER 2010**

1. MAKLUMAT AM

MATRADE telah ditubuhkan di bawah Akta MATRADE 1992 (Akta 490) yang berkuatkuasa mulai 1 Mac 1993 dengan tujuan menggalak, membantu dan membangunkan perdagangan luar Malaysia dengan penekanan tertentu ke atas eksport keluaran kilang dan separa kilang serta perkhidmatan bagi membolehkan pengeksport Malaysia berdaya saing di pasaran global dan seterusnya meningkatkan eksport negara. Tiada sebarang perubahan penting dalam kegiatan utama di dalam tahun kewangan yang dilaporkan.

Alamat pejabat berdaftar dan alamat operasi utama MATRADE adalah di Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur.

2. ASAS PENYEDIAAN PENYATA KEWANGAN

Penyata kewangan MATRADE telah disediakan berasaskan kepada piawaian-piawaian perakaunan yang diluluskan dan berkenaan di Malaysia dan mengikut kehendak-kehendak Akta MATRADE 1992 (Akta 490).

3. POLISI-POLISI PENYATA KEWANGAN PENTING

a) Konvensyen perakaunan

Penyata kewangan MATRADE telah disediakan menurut konvensyen kos sejarah kecuali jika dinyatakan sebaliknya di dalam polisi-polisi perakaunan lain.

4. DASAR-DASAR PENYATA KEWANGAN PENTING

a) Hartanah, loji dan peralatan

Hartanah, loji dan peralatan dinyatakan pada harga kos setelah ditolak susutnilai terkumpul dan kerugian penjejasan nilai. Susutnilai hartanah, loji dan peralatan dikira mengikut kaedah garis lurus berdasarkan anggaran hayat setiap aset. Kadar susutnilai tahunan yang digunakan ialah seperti berikut:-

Kenderaan dan jentera	20%
Perabot dan kelengkapan pejabat	10%
Peralatan elektronik	20%
Sekatan pejabat	10%
Pengubahsuaian pejabat	20%
Komputer dan peralatan	20%
Bangunan dan hartanah	2%

Bagi aset yang diperolehi sepanjang tahun semasa, pengiraan susutnilai dibuat mengikut tarikh belian.

Bagi aset yang bernilai kurang dari RM1,000 akan dicajkan dalam Penyata Pendapatan.

Kerja-kkerja pengubahsuaian pejabat terhadap premis/bangunan yang disewa akan dicajkan dalam Penyata Pendapatan.

b) Penghutang dan pelbagai penghutang

Penghutang perdagangan dan penghutang lain dinyatakan pada kos tolak peruntukan hutang ragu. Hutang lapuk yang dikenalpasti dilupuskan dalam tahun hutang lapuk berkenaan dikenalpasti.

c) Pemiutang dan pelbagai pemiutang

Pemiutang perdagangan dan lain-lain pemiutang dinyatakan pada kos bagi barang dan perkhidmatan yang diterima di mana pertimbangan pada nilai saksama bayaran akan dibayar pada masa depan.

d) Geran Kerajaan Persekutuan

Geran Mengurus tahunan yang diterima untuk tujuan membiayai perbelanjaan mengurus adalah diambilkira sebagai pendapatan dalam penyata pendapatan tahun semasa.

Geran Pembangunan yang diterima selain daripada tunai dan berkaitan dengan perbelanjaan operasi diambilkira sebagai "Geran Modal Tertunda".

e) Geran Modal Tertunda

Geran Modal Tertunda diiktiraf sebagai pendapatan dalam sesuatu tempoh bagi tujuan memadankan pendapatan tersebut dengan kos-kos yang berkaitan, dengan menggunakan asas yang sistematik.

f) Transaksi Mata Wang Asing

Aset dan tanggungan dalam mata wang asing telah ditukarkan ke Ringgit Malaysia menurut kadar pertukaran rasmi dan tarikh urusniaga. Urusniaga dalam mata wang asing sepanjang tahun telah ditukar kepada ringgit pada kadar rasmi tarikh urusniaga berkenaan. Keuntungan dan kerugian akibat pertukaran mata wang asing diambilkira dalam Penyata Pendapatan.

Kadar pertukaran mata wang asing pada penutupan akhir tahun yang digunakan dalam urusniaga mata wang asing adalah seperti di bawah:-

	2010 (RM)	2009 (RM)
i) 1 Dolar Amerika	3.14	3.42
ii) 1 Paun Sterling	5.03	5.69
iii) 1 Dolar Singapura	2.43	2.46
iv) 1 Dolar Australia	3.12	3.15
v) 1 Renmimbi China	0.47	0.50
vi) 1 Euro	4.31	5.10
vii) 1 Rand Afrika Selatan	0.45	0.45
viii) 1 Real Brazil	1.82	1.96
ix) 1 Pound Mesir	0.54	0.62
x) 1 Ukraine Hryvnia	0.39	0.42
xi) 1 Uzbekistan Sum	0.002	0.002
xii) 100 Schilling Kenya	3.91	4.58
xiii) 100 Rupee India	7.03	7.37
xiv) 100 Won Korea	0.28	0.29
xv) 100 Peso Chile	0.65	0.67
xvi) 100 Yen Jepun	3.82	3.82
xvii) 100 New Taiwan Dolar	10.35	10.57
xviii) 100 Rouble Russia	10.05	11.72
xix) 100 Dolar Hong Kong	40.52	44.14
xx) 100 Riyal Arab Saudi	83.78	91.22
xxi) 100 Dirham U.A.E.	84.65	92.29
xxii) 100 Rupiah Indonesia	0.04	0.04
xxiii) 100 Hungarian Forint	1.56	1.87
xxiv) 100 Bath Thailand	10.53	10.28
xxv) 100 Peso Filipina	7.23	7.27

g) Percukaian

Mulai tahun 1998, pendapatan faedah kecuai faedah untuk skim pinjaman kenderaan, komputer dan perumahan, pendapatan dividen dan lain-lain pendapatan daripada aktiviti komersial yang lain akan dikenakan cukai. Pendapatan sewa yang diterima dikecualikan cukai di bawah PCP(Pengecualian)(No.22) 2006.

Cukai pendapatan ke atas lebihan atau defisit pada tahun kewangan semasa terdiri daripada cukai semasa dan tertunda. Cukai semasa ialah jangkaan amaun cukai pendapatan yang perlu dibayar bagi lebihan bercukai bagi tahun berkenaan, dan dikira menggunakan kadar cukai yang digubal pada tarikh lembaran imbangan.

Cukai tertunda diperuntukkan menggunakan kaedah liabiliti, bagi perbezaan sementara pada tarikh lembaran imbangan antara asas cukai aset dan liabiliti dengan amaun bawaannya dalam penyata kewangan. Pada asasnya, liabiliti cukai tertunda diiktiraf untuk semua perbezaan sementara kena cukai dan aset cukai tertunda diiktiraf bagi semua perbezaan sementara bercukai dan aset cukai tertunda diiktiraf bagi semua potongan perbezaan sementara bercukai, setakat mana terdapatnya kemungkinan keuntungan bercukai masa hadapan yang ada boleh digunakan terhadap potongan perbezaan sementara.

Cukai tertunda dihitung pada kadar cukai yang dijangka berkuat kuasa dalam tempoh aset direalisasikan atau liabiliti dijelaskan, berdasarkan kadar cukai yang digubal atau sebahagian besarnya digubal pada tarikh lembaran imbangan. Cukai tertunda diiktiraf dalam penyata kewangan, kecuali apabila ia berpunca daripada urus niaga yang diiktiraf terus ke ekuiti, cukai tertunda juga dicajkan atau dikreditkan terus ke ekuiti, atau apabila ia berpunca daripada gabungan perniagaan iaitu pengambilalihan, di dalam hal ini, cukai tertunda diambil kira dengan muhibah yang terhasil atau muhibah negatif.

h) Tunai dan kesetaraan tunai

Tunai dan kesetaraan tunai meliputi wang tunai dalam tangan, baki di bank, dan pelaburan jangka pendek berkecairan tinggi yang sedia untuk ditukar kepada jumlah wang tunai yang diketahui dan tertakluk kepada risiko perubahan nilai yang tidak ketara.

5. HARTANAH DAN PERALATAN

KOS	Peralatan Elektronik (RM)	Perabot Dan Kelengkapan (RM)	Pengubahsuaian Bangunan (RM)	Kenderaan Dan Jentera (RM)	Komputer Dan Peralatan (RM)	Bangunan & Hartanah (RM)	Jumlah	
							2010 (RM)	2009 (RM)
Pada 1 Januari *	12,264,786	10,497,316	7,025,021	7,469,970	5,823,793	4,876,744	47,957,630	53,099,376
Belian	675,805	-	-	757,767	719,261	1,296,172	3,449,005	5,194,630
Pelupusan	(170,103)	(198,321)	-	(127,253)	(92,501)	-	(588,178)	(417,507)
Pelarasan	-	-	-	-	-	-	-	(9,918,869)
Pada 31 Disember	12,770,488	10,298,995	7,025,021	8,100,484	6,450,553	6,172,916	50,818,457	47,957,630
SUSUTNILAI TERKUMPUL								
Pada 1 Januari	8,733,154	3,814,130	5,306,358	5,514,593	4,347,855	212,287	27,928,377	28,607,933
Dikenakan	1,338,145	895,080	866,220	910,094	610,455	116,978	4,736,972	5,554,504
Pelupusan	(159,733)	(83,413)	-	(127,253)	(88,310)	-	(458,709)	(379,983)
Pelarasan	-	-	-	-	-	-	-	(5,854,077)
Pada 31 Disember	9,911,566	4,625,797	6,172,578	6,297,434	4,870,000	329,265	32,206,640	27,928,377
NILAI BUKU BERSIH								
31.12.2010	2,858,922	5,673,198	852,443	1,803,050	1,580,553	5,843,651	18,611,817	-
31.12.2009	3,531,632	6,683,186	1,718,663	1,955,377	1,475,938	4,664,457	-	20,029,253

* Termasuk aset yang diterima di bawah Projek MATRIIX

6. TUNAI DAN BAKI DI BANK

Tunai dan baki di bank adalah di senaraikan seperti berikut:

	2010 RM	2009 RM
i) Akaun Semasa Kumpulan Wang Terkumpul	30,538,786	7,039,498
ii) Akaun Semasa Kumpulan Wang Kenderaan	1,003,277	996,627
iii) Akaun Semasa Kumpulan Wang Komputer	288,578	262,158
iv) Akaun Semasa Dana Eksport Perkhidmatan	33,729,066	12,152,785
v) Akaun Semasa Dana Pembangunan Pasaran	1,371,575	11,549,503
Baki pada 31 Disember	66,931,282	32,000,571

Bagi 6(i) hingga (v) pula, baki yang ditunjukkan adalah baki selepas perbelanjaan :-

- (i) baki akaun semasa Kumpulan Wang Terkumpul adalah termasuk penerimaan dan pembayaran bagi Dana Mempromosi Jenama Malaysia serta faedah deposit simpanan tetap dan akaun semasa.
- (ii) termasuk wang pusingan, faedah pinjaman kenderaan dan faedah deposit simpanan tetap dan akaun semasa.
- (iii) termasuk wang pusingan, faedah pinjaman komputer dan faedah akaun semasa.
- (iv) termasuk peruntukan yang diterima bagi Dana Eksport Perkhidmatan, faedah, deposit simpanan tetap dan akaun semasa.
- (v) termasuk peruntukan yang diterima dari SME Corp. Malaysia bagi Geran Pembangunan Pasaran, faedah deposit simpanan tetap dan akaun semasa.

7. DEPOSIT DENGAN INSTITUSI KEWANGAN

Deposit ini merupakan deposit yang tidak dicagar dan disimpan dengan Institusi Kewangan yang diluluskan oleh Kementerian Kewangan.

8. PENGHUTANG, DEPOSIT DAN PRABAYAR

Jumlah penghutang, deposit dan prabayar adalah seperti berikut:-

	2010 RM	2009 RM
Penghutang Kumpulan Wang Mengurus	4,054,602	617,833
Penghutang Lain-Lain Kumpulan Wang	12,030,622	8,185,606
Penghutang Pinjaman Kenderaan	1,189,872	1,143,278
Penghutang Pinjaman Komputer	176,412	193,398
	<hr/>	<hr/>
Jumlah Penghutang	17,451,508	10,140,115
Pendahuluan	406,564	72,023
Deposit di bayar	5,784,598	5,522,270
Prabayar	11,553,775	14,041,588
	<hr/>	<hr/>
Penghutang, deposit dan prabayar	35,196,445	29,775,996
	<hr/> <hr/>	<hr/> <hr/>
Terimaan dalam tempoh setahun	16,856,340	8,961,003
Terimaan melebihi setahun	18,340,105	20,814,993
	<hr/>	<hr/>
	35,196,445	29,775,996
	<hr/> <hr/>	<hr/> <hr/>

9. PEMIUTANG

	2010 RM	2009 RM
Pemiutang Kumpulan Wang Mengurus	9,455,718	7,476,933
Pemiutang Lain-Lain Kumpulan Wang	10,852,566	1,729,599
	<hr/>	<hr/>
	20,308,284	9,206,532
	<hr/> <hr/>	<hr/> <hr/>

10. DANA PEMBANGUNAN PASARAN

Dana Pembangunan Pasaran (MDG) terdiri dari peruntukan yang diterima daripada Perbadanan Perusahaan Kecil dan Sederhana Malaysia (SME Corp. Malaysia). MDG sebelum ini dikenali sebagai Skim Tabung Bantuan Teknikal Perindustrian (ITAF 4) yang dikendalikan oleh SME Corp. Malaysia. Pentadbiran dana ini telah diserahkan kepada MATRADE pada tahun 2002. Peruntukan yang diterima adalah untuk membayar tuntutan geran sahaja dan tidak termasuk sebarang kos pentadbiran. Geran ini diberikan atas dasar "matching grant" dimana syarikat boleh memperolehi 50 % geran atas perbelanjaan yang dikeluarkan bagi aktiviti yang layak. Jumlah geran yang telah dibayar pada tahun 2010 adalah berjumlah RM25.7 juta. Berikut adalah penyata penerimaan dan pembayaran :

	2010 RM	2009 RM
Baki pada 1 Januari	19,638,914	8,605,818
Terimaan Peruntukan dari SME Corp. Malaysia	23,200,000	38,000,000
Faedah Simpanan Tetap	279,331	122,304
Faedah Akaun Semasa	25,591	63,563
	<hr/>	<hr/>
	43,143,836	46,791,685
Tolak : Geran yang dibayar	(25,694,730)	(27,152,771)
	<hr/>	<hr/>
Baki pada 31 Disember	17,449,106	19,638,914
	<hr/>	<hr/>

11. KUMPULAN WANG PEMBANGUNAN

Butiran	Rujukan	Dana Mempromosi Jenama Malaysia	Dana Eksport Perkhidmatan	Kumpulan Wang Pembangunan
2009				
Baki pada 1 Januari 2009	(a)	34,872,780	25,425,183	60,297,963
Campur :				
Geran Pembangunan		50,000,000	53,250,000	103,250,000
Lain-lain Terimaan		527,301	(8,812)	518,489
Jumlah Terimaan	(b)	50,527,301	53,241,188	103,768,489
Tolak :				
Perbelanjaan		3,058,039	20,223,335	23,281,374
Pembayaran Geran		9,311,849	13,957,362	23,269,211
Jumlah Geran Pembangunan Dilunaskan	(c)	12,369,888	34,180,697	46,550,585
Baki pada 31 Disember 2009	(d)=(a)+(b)-(c)	73,030,193	44,485,674	117,515,867
Campur :				
Geran Pembangunan		-	95,357,373	95,357,373
Lain-lain Terimaan		872,262	(7,732)	864,530
Jumlah Terimaan	(e)	872,262	95,349,641	96,221,903
Tolak :				
Perbelanjaan		123,580	39,705,204	39,828,784
Pembayaran Geran		22,159,328	30,965,521	53,124,849
Jumlah Geran Pembangunan Dilunaskan	(f)	22,282,908	70,670,725	92,953,633
Baki pada 31 Disember 2010	(d)+(e)-(f)	51,619,547	69,164,590	120,784,137

12. GERAN PEMBANGUNAN DILUNASKAN

Geran Pembangunan dilunaskan adalah disenaraikan seperti berikut :

	2010 RM	2009 RM
Dana Mempromosi Jenama Malaysia	22,282,908	12,369,888
Dana Promosi Eksport Perkhidmatan	70,670,725	34,180,699
	<u>92,953,633</u>	<u>46,550,587</u>

13. LAIN-LAIN PENDAPATAN

Lain-lain pendapatan adalah disenaraikan seperti berikut:-

	2010 RM	2009 RM
Hasil Kutipan	6,177,630	5,608,399
Faedah Atas Simpanan Tetap	2,107,709	886,375
Faedah Pinjaman Kenderaan	43,085	52,398
Faedah Pinjaman Komputer	6,767	7,951
Faedah Akaun Semasa	178,220	201,496
Pelbagai Pendapatan	41,201	471,610
Keuntungan/(Kerugian) Atas Pertukaran Matawang Asing	59,844	(165,887)
Sumbangan Agensi Lain	803,667	313,802
	<u>9,418,123</u>	<u>7,376,144</u>

14. EMOLUMEN

Emolumen adalah disenaraikan seperti berikut:-

	2010 RM	2009 RM
Gaji dan Upahan	25,060,040	24,908,338
Elaun Tetap	13,200,793	14,260,011
Sumbangan Berkanun Untuk Kakitangan	1,839,367	2,114,020
Elaun Lebih Masa	697,180	735,425
Faedah Kewangan Yang Lain	6,490,365	5,941,572
Kumpulan Wang Amanah Pencen	2,183,084	1,815,041
	<u>49,470,829</u>	<u>49,774,407</u>

15. LAIN-LAIN PERBELANJAAN MENGURUS

Lain-lain perbelanjaan mengurus adalah disenaraikan seperti berikut:-

	2010	2009
	RM	RM
Perjalanan dan Sara Hidup	10,094,651	8,864,941
Pengangkutan Barang	1,610,116	1,620,144
Perhubungan Dan Utiliti	10,601,710	10,244,800
Sewaan	37,319,279	36,829,511
Bekalan Bahan Mentah & Bahan Untuk Penyelenggaraan & Pembaikan	903,095	805,033
Bekalan Dan Bahan Lain	2,719,472	3,839,785
Penyelenggaraan dan Pembaikan Kecil Yang Dibeli	11,736,880	13,431,850
Perkhidmatan Ikhtisas dan Perkhidmatan Lain Yang Dibeli dan Hospitaliti	61,410,399	38,065,167
Pembayaran Dana Mempromosi Jenama Malaysia	22,159,328	9,311,849
Pembayaran Dana Eksport Perkhidmatan	30,965,521	13,957,362
Bayaran lain	1,360,095	1,344,080
Bayaran Khidmat Bank/Caj Bank	145,835	137,393
Perbelanjaan Pengubahsuaian Tahun Sebelumnya bagi Penyelenggaraan & Pembaikan Kecil	-	4,064,792
	191,026,381	142,516,707

16. CUKAI

	2010 RM	2009 RM
Cukai atas keuntungan semasa*	556,067	412,169
Kurangan anggaran cukai tahun lepas	19,175	-
Kredit cukai tahun lepas	-	(205,700)
Kredit cukai yang belum di terima	-	(256,559)
	<u>575,242</u>	<u>(50,090)</u>

* Cukai yang dikenakan adalah ke atas faedah simpanan tetap/akaun semasa dan mengikut kadar yang ditetapkan oleh Lembaga Hasil Dalam Negeri Malaysia sebanyak 25% (2009: 25%)

Penyamaan perbelanjaan cukai dengan kadar cukai pendapatan berkanun:-

	2010 RM	2009 RM
Keuntungan sebelum cukai	<u>34,779,674</u>	<u>(7,218,887)</u>
Cukai pada kadar cukai berkanun sebanyak 25% (2009: 25%)	8,694,919	(1,804,722)
Kesan cukai oleh:-		
Perbelanjaan yang tidak dibenarkan	-	(170,413)
Cukai tertunda tidak diiktiraf	-	-
Pendapatan yang tidak dikenakan cukai	<u>(8,138,852)</u>	<u>2,387,303</u>
	556,067	412,169
Kurangan/(Lebihan) anggaran cukai tahun lepas	19,175	(462,259)
Perbelanjaan cukai tahunan	<u>575,242</u>	<u>(50,090)</u>

17. BILANGAN JAWATAN

	2010	2009
Bilangan jawatan yang diisi (orang)	<u>617</u>	<u>627</u>

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Chairman's Statement

Total trade in 2010 registered strong recovery of 18.3 per cent to RM1.169 trillion, compared to a contraction of 16.6 per cent recorded in 2009. Exports expanded by 15.6 per cent to RM639.43 billion while imports grew by 21.7 per cent to RM529.19 billion resulting in a trade surplus of RM110.23 billion.

Exports of manufactured products increased by 11.6 per cent to RM460.96 billion, contributing 72.1 per cent to Malaysia's total exports in 2010. Mining exports increased by 28.5 per cent to RM101.90 billion while agriculture goods grew by 29.6 per cent to RM71.80 billion.

Trade with almost all regions registered positive growth in 2010. North East Asia remained Malaysia's largest regional market, followed by the Association of South East Asian Nations (ASEAN), North America and the European Union (EU). Malaysia's five largest trading partners were the PRC, Singapore, Japan, United States of America (USA) and Thailand, accounting for 52.2 per cent or RM610.17 billion of Malaysia's total trade in 2010.

Continued focus on export promotion activities throughout the year by MATRADE contributed to the increase in exports in 2010. In promoting Malaysian products and services to targeted markets in both developed and emerging countries, MATRADE implemented a total of 268 promotion activities in 2010. Trade promotion programmes organised by MATRADE included facilitating business meetings during YAB Prime Minister's and YAB Deputy Prime Minister's official missions overseas, 30 International Trade Fairs, seven Trade and Investment Missions, 34 Specialised Marketing Missions, 57 Incoming Buying Missions (IBMs) and 34 Promotion Booths.

Successful implementation of trade promotion activities resulted in actual sales of RM214 million and potential sales of RM13.63 billion recorded through participation in International Trade Fairs. Trade and Investment Missions generated actual sales of RM3.5 million and potential sales worth RM147.99 million while Specialised Marketing Missions generated actual sales of RM16.02 million and potential sales of RM2.83 billion.

MATRADE organised its two annual international trade exhibitions in Malaysia. The world's premier showcase of

halal products and services, Malaysia International Halal Showcase 2010 (MIHAS 2010) from 23 to 27 June 2010 generated actual sales of RM6.2 million and potential sales of RM1.1 billion. The International Trade (INTRADE) Malaysia 2010 from 9 to 11 November promoting a range of products and services reported actual sales of RM234.69 million and potential sales of RM4 billion.

Services continued to be an important sector for growth. For the third consecutive year the Malaysia Services Exhibition (MSE) 2010 was held from 13 to 15 April 2010 at Dubai International Convention and Exhibition Centre (DICEC), Dubai, United Arab Emirates (UAE). MSE is a solo Malaysian exhibition aimed at showcasing the capabilities of Malaysian service providers to the international business community. Malaysian services providers, organisations and related government agencies from construction, professional services, oil and gas, information and communication (ICT) services, healthcare, financial, education and franchise participated in the exhibition. Potential projects valued at RM12.8 billion were identified by Malaysian service providers during MSE 2010.

In addition to trade promotion, another core function of MATRADE is developing exporters capabilities to venture into the global market. MATRADE organised 39 training programmes, including seminars, briefings and workshops that were participated by a total of 4,817 participants.

Small and Medium Enterprise (SME) businesses are an important sector given focus by MATRADE through various initiatives. These include financial assistance in the form of Market Development Grant (MDG) and Services Export Fund (SEF).

A special support programme for SMEs, the New Exporters Development (NED) to develop and assist Bumiputera companies under the Bumiputera Exporters Development Programme (BEDP) and women owned companies under the Women Exporters Development Programme (WEDP) continued to be implemented in 2010. Support is provided to selected companies for three years to enhance and develop their export knowledge through training and trade promotion activities.

MATRADE undertook 40 international promotion activities for companies under the BEDP programme. A total of 29 companies that participated in these activities reported potential sales worth RM4.8 million. Under the WEDP, 19 companies participated in 41 international promotion activities in 2010. Participating companies recorded RM10.6 million in potential sales from these events.

In 2010, MATRADE had completed applications and IT infrastructure for the improvement of its service delivery. Among the new databases developed included the Core Business Management System, Malaysia Export and Import Information System (MEXIIS), Malaysian Diaspora database and Bumiputera exporters database.

MATRADE continued to enhance the knowledge and skills of its work force through 188 capacity building and development programmes implemented in 2010 to provide quality service to its clients. These programmes covered Leadership, Coaching, Management, Language Skills, Financial Management, Marketing, Information Technology, International Trade Practice and Steps to the Exporting Process.



Outlook 2011

The International Monetary Fund (IMF) projected that growth in emerging and developing economies is expected to remain buoyant at 6.5 per cent in 2011, a modest slowdown from the 7 per cent growth registered in 2010.

The World Bank forecasts that world trade volume will grow by 11.2 per cent in 2011, compared with 15.7 per cent in 2010. The IMF foresees a 6.2 per cent growth in export volume for advanced countries and 9.2 per cent for developing and emerging economies in 2011. Import volume is expected to grow by 5.5 per cent for advanced countries and 11.9 per cent for the developing and emerging economies. Based on the outlook of the global economy and trade, Malaysia's trade in 2011 is expected to grow at a slower rate as compared with 2010.

For 2011, MATRADE will align its promotion activities with the 10th Malaysia Plan and New Economic Model (NEM). Focus will continue to be on fast growing markets, markets with favourable access, leveraging on Free Trade Agreements (FTAs), broadening the export base and diversifying opportunities in traditional markets with a view of exploring new sources of growth especially in the services sector. Under the 10th Malaysia Plan, exports are expected to grow by 10.6 per cent annually.

Through a well-coordinated trade promotion strategy, programmes and activities as well as strong collaboration with the private sector as well as trade and industry associations, MATRADE will continue to propel Malaysia's exports of products and services.

I would like to record my appreciation to Tan Sri Halim Mohammad, Datin Paduka Siti Sa'diah Bakir and Datuk Seri Shahril Shamsuddin who have been MATRADE's longest serving Board members. Their contributions have been immense in guiding MATRADE through the years.

My appreciation goes out also to Tan Sri Abdul Rahman Mamat and Mr. Fauzi Rahmat for their invaluable contributions to the deliberations of the Board and MATRADE's activities.

I would also like to acknowledge the MATRADE management and staff for their strong commitment and contribution to MATRADE. With such a dedicated team, MATRADE will continue striving towards achieving the vision and mission of the organisation.



Dato' Mah Siew Keong
Chairman

Corporate Information

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The PRC drives the growth of E&E Export

Malaysia's E&E exports to the PRC amounted to RM40.93 billion in 2010, compared to RM36.65 billion in 2009.

Act of Parliament

Malaysia External Trade Development Corporation (MATRADE) was incorporated under **Act 490** of the **Laws of Malaysia**.

Act 490

Malaysia External Trade Development Corporation Act, 1992

An Act to provide for the establishment of a body corporate by the name of Malaysia External Trade Development Corporation, and other matters connected therewith.

Vision
Positioning Malaysia as a Globally Competitive Trading Nation.

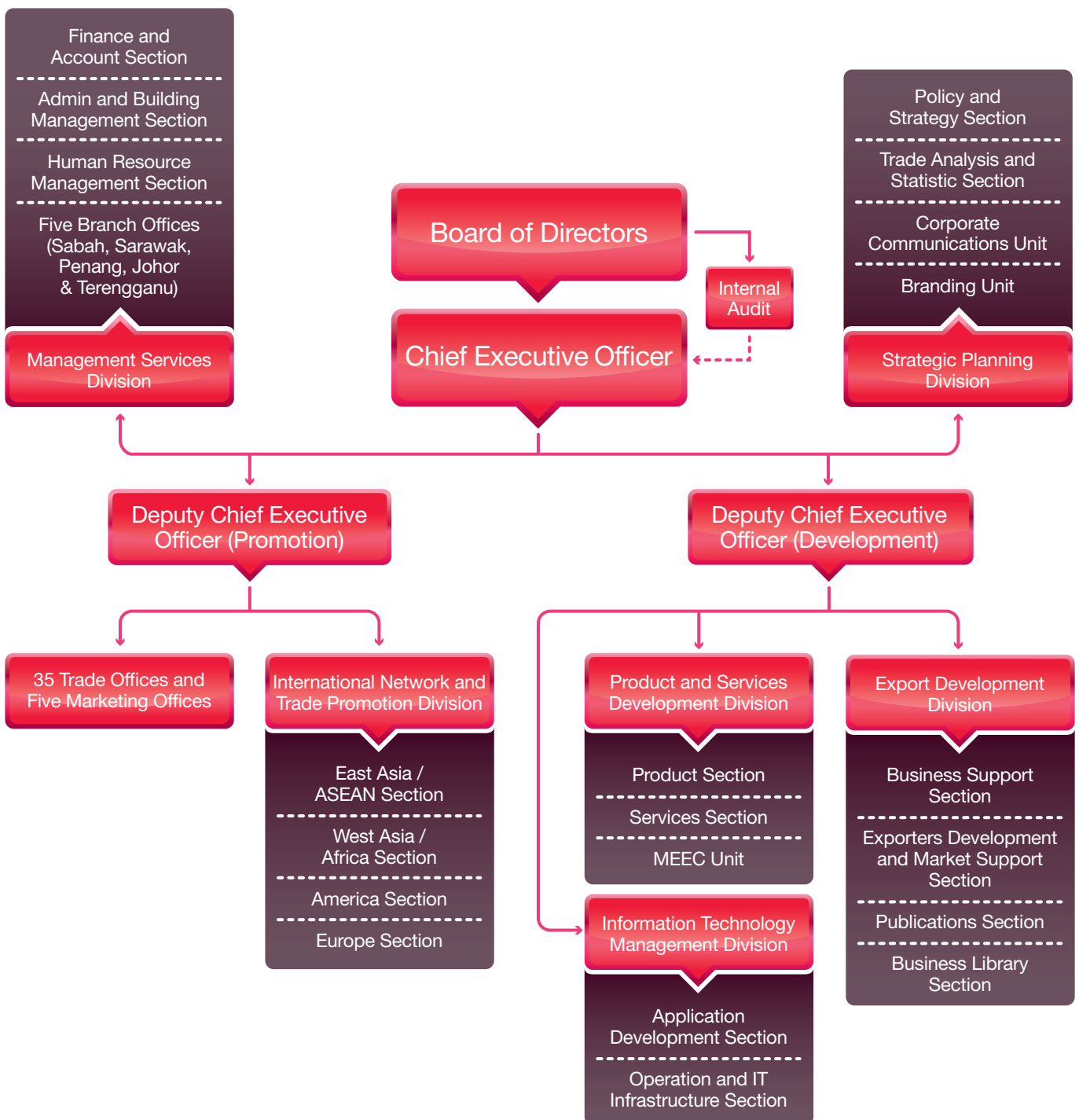
Mission
Promoting Malaysia's Enterprises to the World.

Functions

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and, on a selective basis, imports;
- To formulate and implement a national export marketing strategy to promote the export of manufactured and semi-manufactured products;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of trade;
- To organise training programmes to improve the international marketing skills of the Malaysian exporters;
- To enhance and protect Malaysia's international trade interests abroad;
- To represent Malaysia in any international forum in respect of any matter relating to trade;
- To develop, promote, facilitate and assist in service areas related to trade; and
- To advise the Government on matters affecting or in any way connected with trade and to act as the agent of the Government or for any person, body or organisation on such matters.

Organisational Structure

MATRADE's primary functions, namely promotion of Malaysian exports and development of products and services are the central basis of its structure, which enables MATRADE in providing a customer centric service. In 2010, MATRADE had a total of 617 personnel to effectively service its stakeholders. MATRADE also maintained its overseas offices which include 35 Trade Offices and five Marketing Offices.



Board of Directors



1. YBhg. Tan Sri Dato' Halim Mohammad

Chairman 16 September 1997—01 April 2010

2. YBhg. Dato' Mah Siew Keong

Chairman 16 September 2010—15 September 2012

3. YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir

01 August 1999—31 July 2010

4. YBhg. Datuk Seri Shahril Shamsuddin

01 August 1999—31 July 2010

5. YBhg. Dato' Hazimah Zainuddin

01 June 2003—31 May 2011

6. YBhg. Dato' Wong Siew Hai

01 August 2005—31 July 2012

7. YBhg. Datin Paduka Nurmala Abd. Rahim

02 March 2007—19 August 2012

8. YBhg. Tan Sri Datuk Mustafa Mansur

01 May 2008—30 April 2011



9



11



13



10



12

9. **Mr. Koshy Thomas**

01 August 2008—31 July 2012

10. **Mr. Mohd Fauzi Rahmat**

01 August 2008—30 October 2010

11. **YBhg. Tan Sri Abdul Rahman Mamat**

03 September 2009—06 December 2010

(Acting Chairman: 01 April 2010—15 September 2010)

12. **YBhg. Datuk Dr. Rebecca Fatima Sta Maria**

07 December 2010—06 December 2012

13. **YBhg. Dato' Noharuddin Nordin**

26 December 2006—Present

Audit Committee

1. **YBhg. Dato' Wong Siew Hai**

22 November 2005—30 July 2012

2. **YBhg. Dato' Hazimah Zainuddin**

22 November 2005—31 May 2011

3. **YBhg. Datin Paduka Nurmala Abd. Rahim**

01 September 2010—19 August 2012

4. **Mr. Koshy Thomas**

01 August 2008—31 July 2012

Senior Management



1. **YBhg. Dato' Noharuddin Nordin**
Chief Executive Officer

2. **YBhg. Dato' Mohamad Kamarudin Hassan**
Deputy Chief Executive Officer

3. **Dr. Wong Lai Sum**
Deputy Chief Executive Officer

4. **Mdm. Susila Devi**
Senior Director of Product and Services Development Division

5. **YBhg. Dato' Zakaria Kamaruddin**
Senior Director of Exporters Development Division

6. **Mr. Jamaludin Hussain**
Senior Director of Management Services Division

7. **Mr. Md. Silmi Abd Rahman**
Director of Exporters Training and Market Support Section



8

9

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11

12

13

14

8. Mr. Zulkepli Mohd Perai

Director of West Asia / Africa Section, International Network and Trade Promotion Division

9. Mr. Abu Bakar Koyakutty

Director of Europe Section, International Network and Trade Promotion Division

10. Mdm. Aureen Jean Nonis

Director of Services Section, Product and Services Development Division

11. Mr. Mohd Mustafa Abd Aziz

Director of East Asia / ASEAN Section, International Network and Trade Promotion Division

12. YM Raja Nor Zihan Raja Mohsin

Director of Information Technology Management Division

13. Mr. Prakas Nair

Director of America Section, International Network and Trade Promotion Division

14. Mr. Mohd Aminudin Sham Tajuddin

Director of Strategic Planning Division

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Mdm. Jamilah Ibrahim



Mdm. Jamilah Ibrahim

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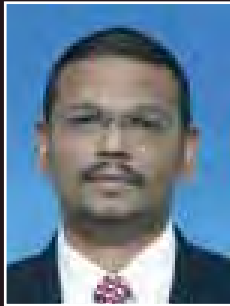
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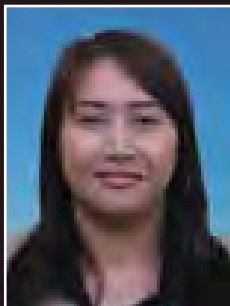
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Corporate Highlights

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Moving Fashion Forward

Malaysia apparels have gained recognition worldwide for their quality, reliability and quick & prompt delivery.

Highlights of Trade Promotion Activities

International trade in 2010 saw a gradual recovery following the global economic slowdown in 2009. Maintaining Malaysia's share of global trade required tactical planning in positioning Malaysian products and services effectively through specific promotional activities. Malaysian companies participated in a total of 268 programmes organised for the year, covering areas of export promotion, exporters development, trade information and advisory services.



PICTURE CAPTION

1 Deputy Minister of International Trade and Industry Malaysia, YB Dato' Mukhriz, greets guest at the INTRADE soft launch 2010 **2** Trade visitors registering at INTRADE Malaysia 2010

Trade promotion programmes organised by MATRADE included 30 International Trade Fairs, seven Trade and Investment Missions, 34 Specialised Marketing Missions, 57 Incoming Buying Missions (IBMs) and 34 Promotion Booths. In addition, MATRADE arranged 546 business meetings with industry leaders in conjunction with the YAB Prime Minister's and YB Deputy Prime Minister's Official Visits to India, Cambodia, Laos and Indonesia. In the area of exporters development and trade information dissemination, MATRADE organised 39 seminars and briefings, produced 24 trade publications and participated in 39 information booths at domestic exhibitions.

International trade exhibitions organised by MATRADE locally enabled Malaysian exporters to expand their markets through Incoming Buying Missions arranged by MATRADE. Meetings organised during these missions between international buyers and local exporters provided extensive business opportunities to Malaysian companies to establish new contacts and expand export business.

The world's largest exhibition for halal products and services, MIHAS 2010, was held from 23 to 27 June 2010, to promote the huge market potential in the global halal industry. A total of 527 exhibitors including over 30 per cent international exhibitors participated in this year's exhibition, with trade visitors from over 59 countries.

MATRADE organised the fourth International Trade (INTRADE) Malaysia 2010 from 9 to 11 November 2010. The exhibition enabled Malaysian companies, both large companies and SMEs, to exhibit wide array of products and services to an international audience and for foreign exhibitors and buyers to tap into the large market of ASEAN and the region. Products and services from 10 industry clusters were showcased during this three-day trade exhibition.

The services sector received extensive promotion overseas through the Malaysian Services Exhibition (MSE) 2010 held from 13 to 15 April 2010 in Dubai, UAE. MATRADE organised the third in the series of MSE, a solo Malaysian exhibition, showcasing Malaysia's expertise in a range of services sectors in the Middle East. Malaysia's expertise and capabilities in eight sectors were showcased in Dubai as an initiative to brand Malaysian services in the region.



1

Expanding The Halal Business

Pioneered in 2004, the seventh MIHAS was organised by MATRADE from 23 to 27 June with the cooperation of the Halal Industry Development Cooperation (HDC) and Islamic Dakwah Foundation Malaysia (YADIM).



2



3

With the theme “The Spreading Influence of Halal”, the world’s premier showcase of halal products and services attracted 527 exhibitors from 31 countries, of which 163 were foreign companies. The five largest foreign participants by country were the PRC, Iran, Indonesia, Singapore and France. MIHAS 2010 received a total of 35,386 visitors from 59 countries. Highest number of visitors were from Singapore, Iran, Indonesia, the PRC and Australia.

Officiated by YAB Prime Minister of Malaysia, Dato’ Seri Mohd Najib Tun Abdul Razak, MIHAS 2010 saw the expansion of pavilions from France, Indonesia and Japan. Countries making their debut at MIHAS 2010 included Albania, Belgium, Hong Kong and Italy.

MATRADE hosted the Incoming Buying Missions organised in conjunction with MIHAS where 510 foreign buyers from 409 companies were matched with 1,005 Malaysian exporters, resulting in actual sales of RM66.2 million and potential sales of RM1.1 billion. Products of interest were palm oil based products, processed food and beverages, confectionery, pharmaceuticals, cosmetics and skin care products. The top five sourcing buyers were from the UAE, Ukraine, Australia, Japan and Morocco.

New products featured at MIHAS 2010 were porcine DNA detector, Halal certified baby products such as bottles, silicone nipples and Halal certified perfume by a French based company.

A notable milestone for Malaysia at MIHAS 2010 was the development of halal standards with the launching of two new standards – Standards on Halal Cosmetics (MS 2200: 2008) and Standards on Halal Logistics (MS 2400: 2010) by Standards Malaysia.

PICTURE CAPTION

1 YAB Dato’ Sri Najib Tun Razak, Prime Minister of Malaysia visiting one of the exhibition booth at MIHAS 2010 2/3 Trade Exhibitor thronging the MIHAS 2010

Optimising Regional Business Opportunities

MATRADE's annual exhibition, INTRADE Malaysia 2010 was held from 9 to 11 November 2010. Themed "One World, One Market Place", the exhibition was officially opened by the Minister of International Trade and Industry, YB Dato' Sri Mustapa Mohamed, on behalf of YAB Prime Minister of Malaysia on 9 November 2010.



INTRADE Malaysia 2010, the fourth consecutive year that the exhibition was held, had 342 exhibitors from 12 countries of which 99 companies were foreign exhibitors. A total of 8,403 registered visitors attended the exhibition. Countries with the largest number of participants were Indonesia, the UAE, Hong Kong, Pakistan and Sri Lanka.

MATRADE organised the IBMs during INTRADE that attracted 441 foreign companies from 51 countries. A total of 7,265 business meetings with 584 Malaysian companies were arranged. Companies reported actual sales of RM234.69 million and potential sales of RM4 billion. Buyers were mainly from the PRC, India, Syrian Arab Republic, the UAE and Japan.

The Kuala Lumpur International Trade Forum 2010 (KLITF 2010) was held concurrently with INTRADE, on 11 November 2010 with the theme "Business Unusual". This forum provided a platform for local and international business leaders to gain insights into the prospects and opportunities in global business and how business need to respond to the changing environment. KLITF 2010 was attended by 759 participants both local and international companies.

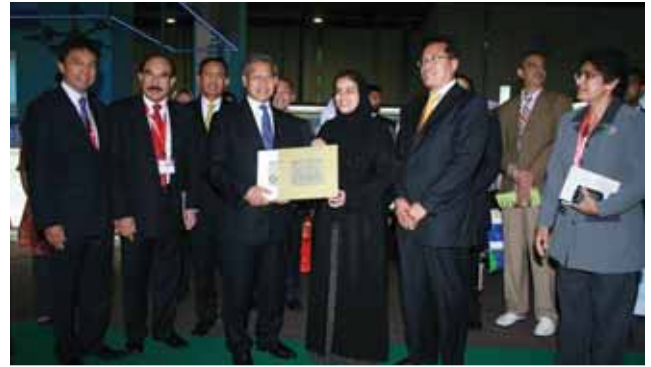
One of the highlights of INTRADE 2010 was the "FTA@INTRADE", an initiative to promote opportunities and benefits of utilising Free Trade Agreements (FTAs) to expand business with FTA partner countries. This one-stop reference centre provided information to Malaysian companies, foreign exhibitors and trade visitors on matters regarding FTAs, including the application procedures for Certificate of Origins (COO), Tariff Reduction Schedule among FTA partner countries and business opportunities in specific countries through FTA Clinics that were conducted by the foreign embassies. The training session for FTA resource persons, for officers from MITI and Agencies, were held at MATRADE to enhance officers' knowledge and understanding of the FTA.

PICTURE CAPTION

1 The KLITF 2010 officiated by Minister of International Trade and Industry Malaysia, Y.B. Dato' Sri Mustapa Mohamed 2 Trade visitors enquiring on Free Trade agreements (FTAs) during INTRADE Malaysia 2010

Branding Malaysia's Services

In efforts to brand and promote the services sector in the Middle East and regional markets, MATRADE continued to organise the Malaysia Services Exhibition (MSE) in 2010. MSE is a solo Malaysian exhibition aimed at showcasing the capabilities of Malaysian service providers to the international business community.



MSE 2010, which is the third in its series, was held from 13 to 15 April 2010 at Dubai International Convention and Exhibition Centre (DICEC), Dubai, UAE. The exhibition was officially launched on 13 April 2010 by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry and Her Highness Sheikha Lubna Khalid Al Qasimi, Minister of Foreign Trade, UAE.

A total of 180 Malaysian services providers, organisations and related government agencies from construction, professional services, oil and gas, information and communication technology (ICT) services, healthcare, financial, education and franchise participated in the exhibition.

MSE 2010 saw the launch of the "Malaysia – Excellence & Capabilities in Green Technology" directory, published by MATRADE in collaboration with Ministry of Energy, Green Technology and Water (KeTTHA), and Malaysian Institute of Architects (PAM). The publication outlines the government's efforts and commitment in managing greenhouse gas emissions and the expertise and capabilities of Malaysian companies in green technology.

The International Partner Matchmaking Programme (IPMP) was introduced for the first time at MSE 2010. A total of 30 foreign companies from outside the UAE participated in the IPMP. These partners were from Saudi Arabia, Syria, Yemen, India, Uzbekistan and Kazakhstan. MATRADE arranged 120 individual business meetings between these companies and exhibitors. In addition, 478 business meetings were arranged between pre-registered trade visitors to MSE and Malaysian exhibitors.

MSE 2010 attracted 3,713 visitors including businessmen and government officials from the UAE, Saudi Arabia, Oman, Qatar, Yemen, Kuwait, Bahrain, Libya, Syria, Egypt, Jordan, Ethiopia, Palestine, Iran, Uzbekistan, India, Hong Kong, Republic of Korea, Sri Lanka and the USA.

Potential projects valued at RM12.8 billion were identified at MSE 2010 and total of 3,925 trade enquiries were received during the three-day event.

PICTURE CAPTION

1/2 YB Dato' Sri Mustapa Mohamed and Her Highness Sheikha Lubna launches the "Malaysia - Excellence & Capabilities in Green Technology" Directory at MSE 2010

Malaysian Cuisine Across The Globe

Malaysian cuisine is world-renowned and has been identified under the Ninth Malaysia Plan (RMK9) to be promoted under the Malaysia Kitchen Programme (MKP). This programme is aimed at promoting Malaysian cuisine and food products through Malaysian restaurants overseas.

In July 2009, MATRADE was entrusted to promote the MKP through an integrated, holistic and multi-pronged promotion programme to grow the demand for Malaysian cuisine and food products by increasing patronage of Malaysian restaurants operating overseas.

Focusing on two major markets, London and New York, both being cosmopolitan centres and known to be adventurous in trying new cuisine,

MATRADE conducted over 24 special promotional activities and 14 awareness programmes in these cities. Activities organised included A&P, media engagement, public relations, TV Food Channel sponsorship, collaboration with celebrity chefs and other personalities as well as developing and updating website, microsites, social network and collaterals. Over 500 restaurants serving Malaysian cuisines have been identified and listed on the MKP Portal.



PICTURE CAPTION

1 Taste of Malaysia, London
2 Malaysian Kitchen Participation at Malaysia Night Market, Trafalgar, London
3 Malaysian Kitchen Participation at Lucky Rice Night Market, New York
4 Malaysian Kitchen Food Truck Campaign in New York



1



2

Marketing Strategy

In efforts to expand exports, promotion activities in traditional markets were intensified for specific sectors. Key products and services earmarked for aggressive promotion were furniture, processed food, oil and gas, healthcare and construction. Emphasis was on branding to ensure the continued presence of Malaysian products and services that are synonymous with quality in the international market.

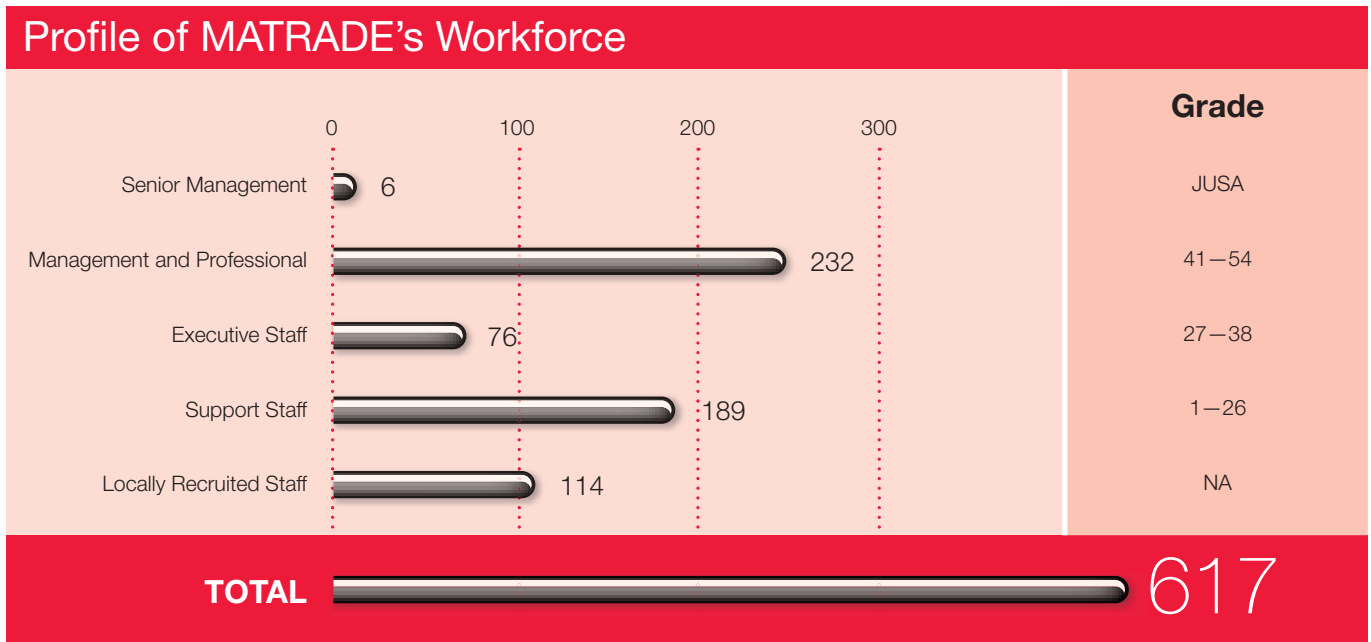
Participation in international trade fairs that recorded the highest actual sales included Big 5 Show 2010 (RM68.66 million), Gulfood 2010 (RM35.93 million), CeBIT (RM35.83 million), CAEXPO 2010 (RM23.1 million) and SIAL 2010 (RM20.83). International Trade Fairs collectively generated actual sales of RM214 million and potential sales valued at RM13.63 billion.

Trade and Investment Missions organised by the Ministry of International Trade and Industry (MITI) and coordinated by MATRADE to Europe (Amsterdam, Hamburg and Birmingham), South Korea, the PRC, Indonesia, Singapore, Taiwan, Qatar and Saudi Arabia resulted in actual sales

of RM3.5 million with potential sales valued at RM147.99 million. The Specialised Marketing Missions recorded RM16.02 million in actual sales and RM2.83 billion in potential sales. Sales reported during IBMs included actual sales worth RM311.39 million and potential sales valued at RM5.47 billion.

PICTURE CAPTION

1 Interior Birmingham 2010 2 CeBIT 2010



Enriching Human Resource

A total of 188 capacity building and development programmes were carried out in 2010. These programmes were designed to improve the skills and knowledge of MATRADE's workforce to provide quality service to its clients.

The training focused on the following areas:

- Leadership
- Coaching
- Management
- Language Skills
- Financial Management
- Marketing
- Information Technology
- Motivational and Personal Development Courses
- Job Specific Courses
- International Trade Practice
- Steps to the Exporting Process

In 2010, new formats of Public Services Department (PSD) exam were introduced. A total of 15 department and PSD examinations covering various services schemes were held. The "Excellence Service Awards" was presented to 41 MATRADE personnel as recognition to those who had performed well in carrying out their duties.

Knowledge Sharing

In collaboration with the Ministry of Foreign Affairs, MATRADE organised three capacity building programmes under the Malaysian Technical Cooperation Programme (MTCP).

1

The first programme, the fifth MTCP with the theme “Endeavouring Global Trade Competitiveness for OIC/D8 Member Countries” was held on 22 June to 1 July 2010. This programme had 23 participants from Albania, Azerbaijan, Brunei, Egypt, Guinea, Indonesia, Iraq, Jordan, Libya, Maldives, Morocco, Nigeria, Oman, Sudan, Syria, Tunisia and the UAE.

Participants were exposed to Malaysia’s trade policies, programmes and strategies in enhancing Malaysia’s exports overseas, while raising participants’ awareness on global and regional trade developments and issues. The programme also established a closer rapport among participating countries through sharing of expertise in trade promotion as well as establishing networking between MATRADE and Trade Promotion Agencies of participating countries.

2

The second programme, “Interfacing with Chambers of Commerce on Global Challenges and Trade Opportunities” held from 12 to 21 October 2010 was first organised in 2009. The 10-day programme had 16 participants from India, Indonesia, Jamaica, Kenya, Kyrgyzstan, Myanmar, Nigeria, the PRC, Republic of Yemen, Saudi Arabia, Tanzania, Uganda, Uzbekistan, Vietnam and Zimbabwe.

3

MATRADE was entrusted to organise the third MTCP programme entitled “Malaysia - Sharing of Experience in Trade Promotion for CLMV Trade Promotion Organisations” specifically for Cambodia, Laos, Myanmar and Vietnam trade promotion organisation participants. The six-day programme was held from 28 November to 3 December 2010 and was attended by 10 participants. Participants exchanged knowledge on trade policies and strategies amongst CLMV countries as well as guidelines in promoting products and services globally and establishing networking among participants.



1



2



3

PICTURE CAPTION

1 Welcoming remarks by YB Dato’ Mukhriz, Deputy Minister of International Trade and Industry Malaysia, during the “Endeavoring Global Trade Competitiveness for OIC/D8 Members Countries” 2/3 Participants of MTCP listening attentively to a briefing given

Charting The Course

MATRADE Board of Directors (BOD) comprises of 11 members, with seven of them from the private sector. The Board has a balanced representation from government ministries, key industries as well as business chambers and associations. The Board is responsible for formulating strategies to enhance the competitiveness of Malaysian exporters in the global market, find innovative approaches to position Malaysia's exports and making MATRADE a more relevant trade promotion organisation.

There were several changes in the membership of the Board in 2010. The changes were due to the completion of the service tenure of Tan Sri Dato' Seri Halim Mohammad, Datin Paduka Siti Sa'diah Sheikh Bakir, Datuk Seri Shahril Shamsuddin, Tan Sri Abdul Rahman Mamat and Mr. Fauzi Rahmat.

Tan Sri Halim served in the MATRADE Board for more than 12 years since 1997. During this period, he was appointed Chairman and assumed the role for six years from 2004. Under his guidance, MATRADE's approach towards trade promotion focused on being more result-oriented with particular emphasis on developing the exports of Malaysian Small and Medium Enterprises (SMEs).

Datin Paduka Siti Sa'diah served the Board for more than a decade since 1999. Datin Paduka contributed not only in the capacity of a Board Member but she also headed the Audit Committee in MATRADE. Her attention to every detail, coupled with a strong and dedicated team, ensured that MATRADE met the necessary audit requirements set for the organisation.

Datuk Shahril served on the Board since 1999 and brought with him invaluable insights on international business. He had always stressed on the importance for Malaysian exporters to leverage on technology and innovative approaches in order to maintain competitive advantage over their business rivals.

Tan Sri Abdul Rahman Mamat, who served on the Board since 3 September 2006, has been instrumental in drawing up strategies for MATRADE's export promotion. He advocated the need for closer collaboration between the public and private sectors as a channel to further enhance the impact and effectiveness of MATRADE's trade promotion activities. Tan Sri Rahman was also involved in the promotion of Malaysian services as a new growth sector for the Malaysian economy.

During his tenure, Tan Sri Rahman Mamat was also appointed as Acting Chairman of the Board from 1 April 2010 to 15 September 2010.

Mr. Fauzi Rahmat has served as a member of the Board from 1 August 2008 to 31 October 2010. Throughout his term as a Board member, Mr. Fauzi has been a firm believer in reaching out to new SMEs that are ready to take on the international market.

The management and staff of MATRADE welcome Dato' Mah Siew Keong who is appointed as the new Chairman of MATRADE effective 16 September 2010. Dato' Mah is one of the leading figures in the public sphere and has extensive experience both in the private and public sectors. Formally trained in law and business, Dato' Mah was a former Deputy Minister at the Ministry of International Trade and Industry as well as former Deputy Minister at the Ministry of Agriculture and Agro-based Industry.

In 2010, the BOD convened for meetings on the following dates:

BOD Meeting 1/2010

30 March 2010

BOD Meeting 2/2010

18 June 2010

BOD Meeting 3/2010

27 September 2010

BOD Meeting 4/2010

15 November 2010

During these meetings, the discussions centred on policies and strategies addressing Malaysia's export competitiveness and the effectiveness of trade promotion programmes. Some of the key issues discussed during the meetings were:

- Export Promotion Strategies
- Malaysia's Trade Performance
- Role of the Private Sector in Trade Promotion
- Exporters Development Initiative
- Development of MATRADE Centre
- 10th Malaysia Plan and the New Economic Model
- MATRADE Restructuring
- Work Programmes 2011
- Market Development Grant for SMEs
- Branding of the Services Sector
- Revision of Charges for Participation in MATRADE Promotion Programme

Trade Performance

134 Top 5 Export Destinations in 2010

135 Key Trading Partners

137 Expanding Regional Markets

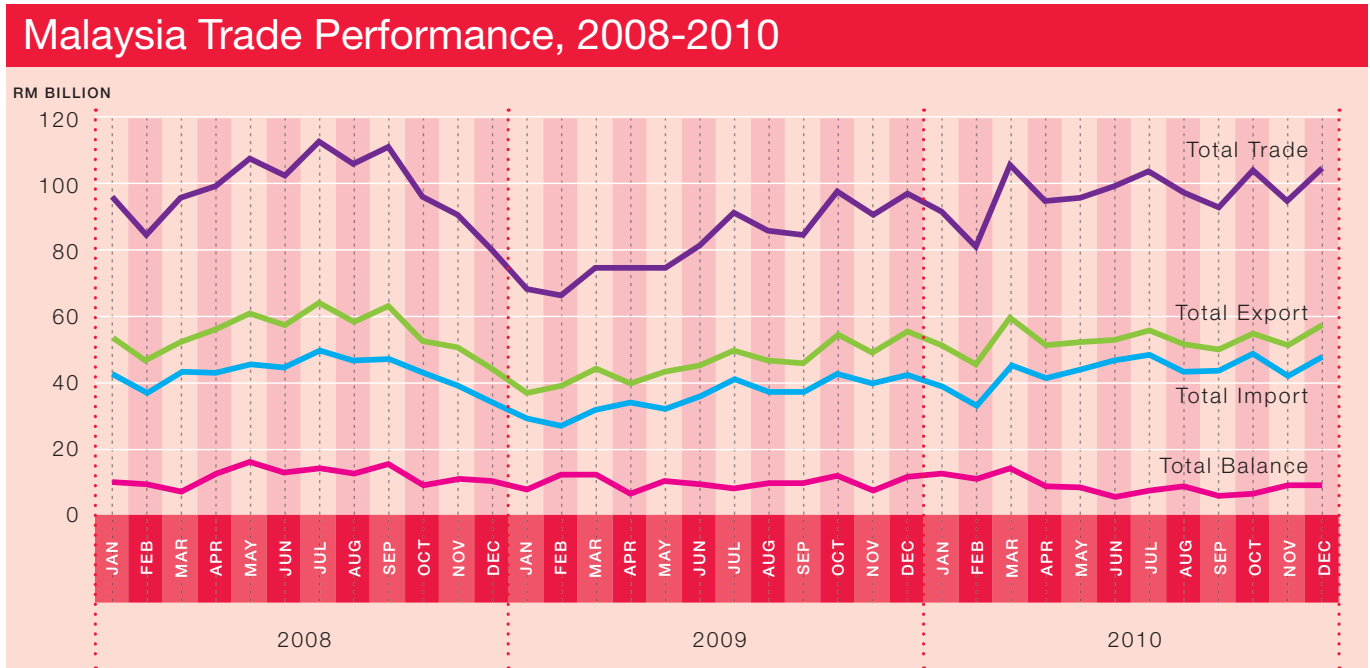
138 2011 Outlook



Demand for Building Materials increased in India

Malaysia's exports of building materials to India has increased by 118 percent to RM506.1 million.

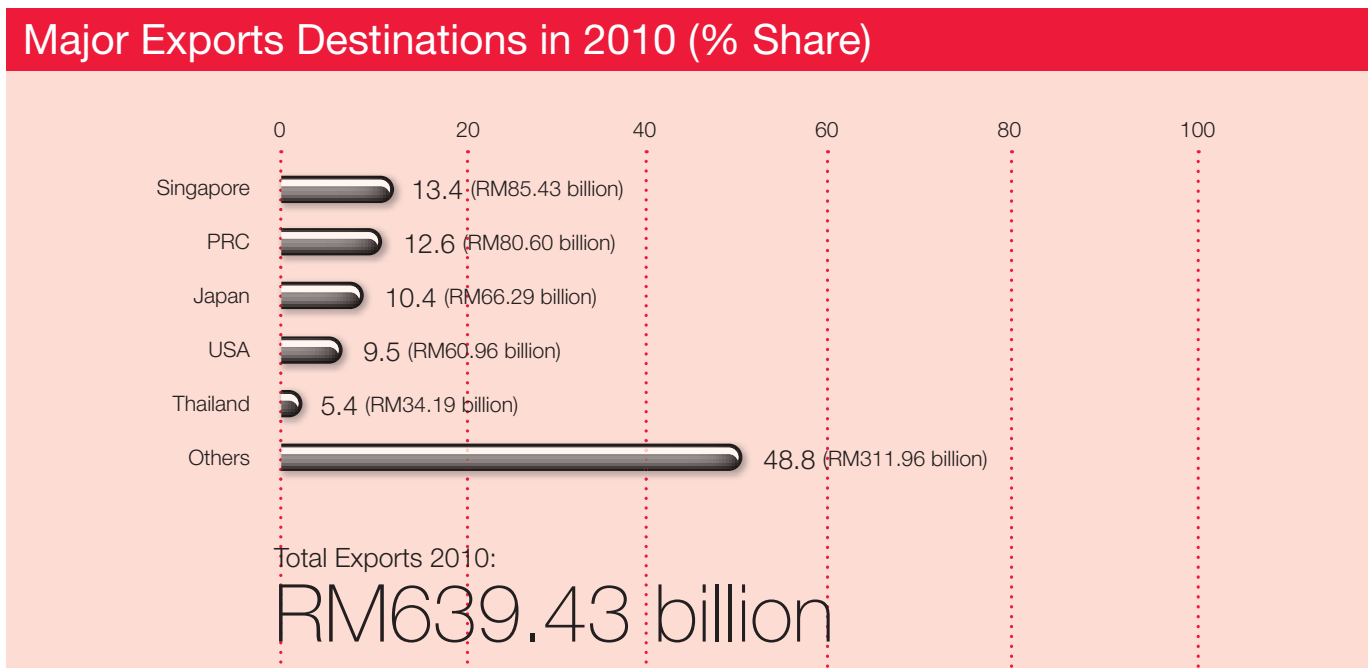
Total trade in 2010 showed a strong recovery of 18.3 per cent to RM1.169 trillion, compared to a contraction of 16.6 per cent recorded in 2009. Exports expanded by 15.6 per cent to RM639.43 billion while imports grew by 21.7 per cent to RM529.19 billion, resulting in a trade surplus of RM110.23 billion.



Top 5 Export Destinations in 2010

In 2010, Malaysia's top five export destinations were Singapore, the PRC, Japan, the USA and Thailand, accounting for 51.2 per cent of total exports. Exports

to Japan expanded by 24.3 per cent to RM66.29 billion, replacing the USA as Malaysia's third largest export destination.



Exports of manufactured products increased by 11.6 per cent to RM460.96 billion, contributing 72.1 per cent to Malaysia's total exports in 2010. Mining exports increased by 28.5 per cent to RM101.90 billion while agriculture goods grew by 29.6 per cent to RM71.80 billion.

Major exports in 2010 were electrical and electronic (E&E) products, palm oil, chemicals and chemical products, liquefied natural gas (LNG) and crude petroleum.

The E&E sector accounted for 39.1 per cent share of Malaysia's total exports in 2010. Exports of E&E products grew by 8.6 per cent to RM249.80 billion, mainly due to higher exports to the PRC, Singapore and Hong Kong SAR. The USA, which continued to be Malaysia's largest market for E&E products, however registered a decrease of 11.2 per cent to RM35.47 billion in 2010.

The E&E products that contributed to the increase in exports were television reception apparatus, electrical insulating equipment and photosensitive semi-conductor devices. Exports of these products surged 93.2 per cent from 2009 to register a value of RM99.43 billion or 39.7 per cent of total E&E exports in 2010.

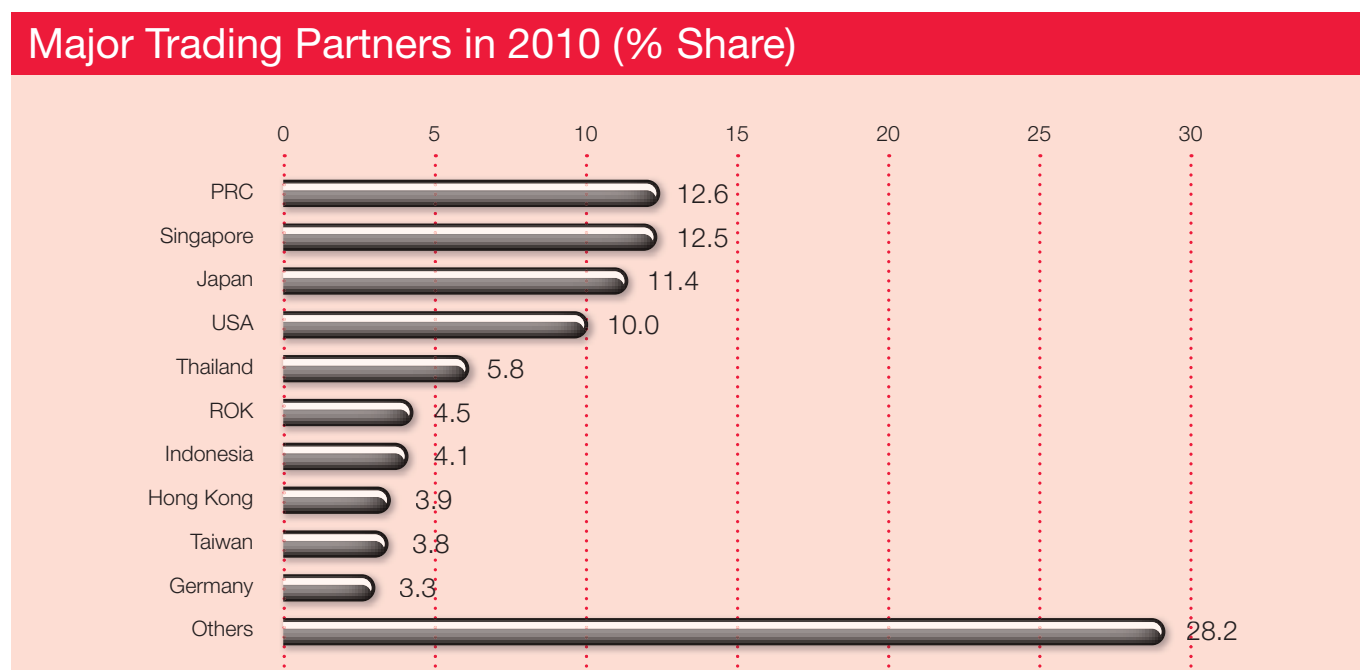
In the mining sector, the main exports were LNG, crude petroleum and refined petroleum products, accounting for 96 per cent of total exports in the mining sector or 15.3 per cent of Malaysia's total exports. In 2010, exports of these products were valued at RM97.84 billion.

The main export in the agriculture sector was crude palm oil contributing 67.4 per cent to total exports of agriculture goods, or 7.6 per cent of Malaysia's total exports in 2010. Export of crude palm oil was RM48.42 billion, an increase of 26.9 per cent from 2009. The increase was mainly due to the surge in the average price of crude palm oil by 20.5 per cent to RM2,704.50 per tonne in 2010. Export volume increased marginally by 4.9 per cent compared to 2009.

Continued focus on export promotion activities throughout the year by MATRADE contributed to the impressive recovery in exports in 2010. In promoting Malaysian products and services to targeted markets in both developed and emerging countries, MATRADE implemented a total of 268 promotion activities in 2010. Main promotion activities included participation of Malaysian exporters in International Trade Fairs, Trade and Investment Missions, Promotion Booths, Specialised Marketing Missions and Incoming Buying Missions.

Key Trading Partners

The PRC, Singapore, Japan, the USA and Thailand were Malaysia's key trading partners, accounting for 52.2 per cent or RM610.17 billion of Malaysia's total trade in 2010.



The PRC

For the second consecutive year, the PRC remained Malaysia's largest trading partner, with trade valued at RM147.03 billion, accounting for 12.6 per cent of Malaysia's total trade in 2010.

The PRC was Malaysia's second largest export market after Singapore with exports worth RM80.60 billion, an increase of 19.7 per cent from 2009. Malaysia's main exports to the PRC in 2010 were E&E products, palm oil, chemicals and chemical products, rubber products and crude rubber.

Imports from the PRC increased by 8.5 per cent in 2010 compared with 2009, amounting to RM66.43 billion. Imports of manufactured goods accounted for 93.8 per cent of total imports from the PRC. Major imports were E&E products, machinery, appliances and parts, chemicals and chemical products, manufactures of metal, as well as iron and steel products.

Singapore

Total trade between Malaysia and Singapore in 2010 recorded an increase of 15.4 per cent to RM145.87 billion, accounting for 12.5 per cent of Malaysia's total trade. The increase was attributed mainly to higher exports of E&E products, refined petroleum products, machinery, appliances and parts, manufactures of metal, as well as chemicals and chemical products.

Malaysia's imports from Singapore increased 22.5 per cent in 2010 amounting to RM60.44 billion. Main imports from Singapore were E&E products, refined petroleum products, chemicals and chemical products, machinery, appliances and parts, as well as optical and scientific equipment. These imports constituted 83.5 per cent of total imports from Singapore.

Japan

Exports to Japan expanded by 24.3 per cent to RM66.30 billion, replacing the USA as Malaysia's third largest export destination. Major exports to Japan were LNG, E&E products, wood products, chemicals and chemical products, as well as optical and scientific equipment.

Total exports to Japan recorded strong growth of 24.3 per cent to RM66.29 billion, representing 10.4 per cent of Malaysia's total exports in 2010. LNG was Malaysia's largest export to Japan, registering an increase of 33.8 per cent to RM25.17 billion or 38 per cent of total exports to Japan. Exports of E&E products increased by 15.4 per cent to RM18.27 billion, taking up 27.6 per cent of total exports to Japan.

Imports from Japan surged 22.5 per cent to RM66.55 billion, accounting for 12.6 per cent of Malaysia's total

imports, making it the largest source of imports in 2010. Main imports from Japan were E&E products, which increased by 18.3 per cent to RM21.98 billion. Other major imports were machinery, appliances and parts, followed by transport equipment, manufactures of metal, and iron and steel products.

The USA

The USA was Malaysia's fourth largest trading partner in 2010, accounting for 10 per cent of Malaysia's total trade. Total trade recorded an increase of 7 per cent to RM117.26 billion.

With a share of 9.5 per cent of Malaysia's total exports, the USA was Malaysia's fourth largest export destination. Exports to the USA increased by 0.2 per cent to RM60.96 billion. Major exports to the USA were E&E products, optical and scientific equipment, rubber products, palm oil and wood products.

Major exports to the USA were E&E products, which accounted for 58.2 per cent of Malaysia's total exports to the USA, registering a decline of 11.2 per cent to RM35.47 billion. Major exports to the USA which recorded increases were optical and scientific equipment, rubber products, palm oil and wood products. The USA was Malaysia's fourth largest source of imports, contributing 10.6 per cent to Malaysia's total imports in 2010. E&E products accounted for 52.5 per cent of Malaysia's total imports from the USA. Other imports were machinery, appliances and parts with 10.9 per cent share, chemicals and chemical products, 8.3 per cent, optical and scientific equipment, 5.7 per cent, and transport equipment, 4.6 per cent.

Thailand

Thailand remained Malaysia's fifth largest trading partner in 2010 with total trade amounting to RM67.17 billion. This represented an increase of 19.7 per cent from 2009. Malaysia's total exports to Thailand for the year amounted to RM34.19 billion, an increase of 14.7 per cent, compared with RM29.81 billion in 2009. Exports to Thailand accounted for 5.4 per cent share of Malaysia's total exports.

Major export items to Thailand were E&E products, crude petroleum, chemicals and chemical products, machinery, appliances and parts, as well as manufactures of metal.

Imports from Thailand in 2010 valued at RM32.98 billion, was an increase of 25.4 per cent from 2009. Manufactured goods accounted for 81.8 per cent of total imports from the country. Major imports from Thailand were E&E products, transport equipment, machinery, appliances and parts, crude rubber, as well as chemicals and chemical products.

Expanding Regional Markets

In 2010, trade with almost all regions registered positive growth. North East Asia remained Malaysia's largest regional trading partner, with total trade of RM422.15 billion, accounting for 36.1 per cent of Malaysia's total trade. This was followed by ASEAN (RM305.93 billion, 26.2 per cent), North America (RM123.31 billion, 10.6 per cent) and the European Union (EU) (RM122.85 billion, 10.5 per cent).

North East Asia was Malaysia's largest export destination, accounting for 35 per cent of Malaysia's total exports. Exports to North East Asia in 2010 increased 20.3 per cent to RM223.93 billion. Main exports were E&E products, LNG, chemicals and chemical products, palm oil as well as optical and scientific equipment. These products collectively constituted 74.7 per cent of Malaysia's total exports to the region.

Total exports to ASEAN increased by 14.1 per cent to RM162.45 billion, constituting 25.4 per cent of Malaysia's total exports. Malaysia's three major export destinations within ASEAN were Singapore, Thailand and Indonesia, which collectively accounted for 84.8 per cent of Malaysia's total exports to the region. Major exports to ASEAN in 2010 were E&E products, refined petroleum products, chemicals and chemical products, crude petroleum and machinery, appliances and parts. Singapore was Malaysia's largest trading partner within ASEAN, with total trade of RM145.87 billion, or 47.7 per cent share in the region. This was followed by Thailand (22 per cent), Indonesia (15.5 per cent), the Philippines (7 per cent) and Vietnam (6.5 per cent).

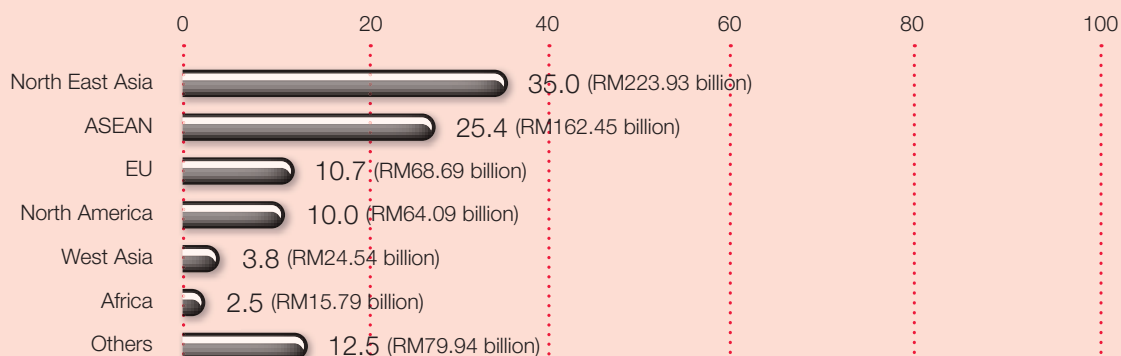
Malaysia's total trade with North America, comprising the USA and Canada, increased 7.9 per cent to RM123.31 billion. Exports to North America grew marginally by 0.8 per cent to RM64.09 billion. E&E products continued to be the leading export to North America, followed by rubber products, optical and scientific equipment, palm oil and wood products.

The European Union (EU) was Malaysia's fourth largest regional trading partner in 2010. Within the region, the largest trading partners were Germany, accounting for 31.5 per cent of Malaysia's total trade with the EU, followed by the Netherlands (19.2 per cent), France (10.9 per cent), the United Kingdom (10.6 per cent) and Italy (6.5 per cent).

Malaysia's exports to the EU increased by 14.6 per cent to RM68.69 billion. The Netherlands, Malaysia's largest export destination in the region, recorded an increase in exports of 9.8 per cent to RM20.22 billion. Exports to Germany recorded an increase of 17 per cent to RM17.35 billion, the United Kingdom (1.6 per cent increase to RM7.20 billion), France (30.5 per cent increase to RM7.11 billion) and Italy (22.3 per cent increase to RM3.45 billion).

Major exports to the region were E&E products, palm oil, chemicals and chemical products, rubber products and crude rubber.

Malaysia's Exports by Region in 2010 (% Share)



Total Exports 2010:
RM639.43 billion

2011 Outlook

International Monetary Fund (IMF) projected that in both 2011 and 2012, growth in emerging and developing economies is expected to remain buoyant at 6.5 per cent, albeit a modest slowdown from the 7 per cent growth registered in 2010.

The World Bank forecasts that world trade volume will grow by 11.2 per cent in 2011, compared with 15.7 per cent in 2010. The IMF foresees a 6.2 per cent growth in export volume for advanced countries and 9.2 per cent for developing and emerging economies in 2011. Import volume is expected to grow by 5.5 per cent for advanced countries and 11.9 per cent for the developing and emerging economies. Based on the outlook of the global economy and trade, Malaysia's trade in 2011 is expected to grow at a slower rate as compared with 2010.

Under the 10th Malaysia Plan, exports are expected to grow by 10.6 per cent annually. The achievement of this target will depend greatly on the economic and political developments in both the developed and emerging markets during the period of the Plan.

In 2011, developing and emerging markets will continue to contribute to the growth in Malaysia's exports for 2011.

With the strong economic growth of 8.7 per cent forecasted for the PRC, it will remain a major contributor to Malaysia's exports in 2011. With the anticipated signing of a Free Trade Agreement between Malaysia and India, coupled with the robust economic growth of 8 per cent projected for India, Malaysia's exports to India is expected to register a double-digit growth in 2011.

Malaysia's exports to ASEAN are expected to register significant growth in parallel with the economic growth forecasted for Singapore, Indonesia and Thailand. In addition, the greater economic integration within ASEAN will provide further impetus to Malaysia's exports to the regional markets.

Through a well-coordinated strategy, programmes and activities for trade promotion as well as strong collaboration with the industries, MATRADE will continue to expand Malaysia's exports into the global market.

Strategic Marketing

140 Expanding Malaysia's Global Market

158 Products and Services

Processed food was the eighth largest contributor to the country's export earnings

In 2010, exports of processed food recorded an increase of 11.6 percent to RM11.99 billion.

Expanding Malaysia's Global Market

Malaysian companies explored market potential globally through participation in various trade promotion activities organised by MATRADE in 2010. These included 30 International Trade Fairs, seven Trade and Investment Missions, 34 Specialised Marketing Missions, 57 Incoming Buying Missions (IBMs), 34 Promotion Booths and 39 seminars and briefings. A total of 546 business meetings were arranged with business leaders in conjunction with YAB Prime Minister's and YB Deputy Prime Minister's Official Visits to India, Cambodia, Laos and Indonesia.

International Trade Fairs facilitated by MATRADE extended across existing and new developing markets which saw the participation of 676 Malaysian companies. Malaysian companies that participated in these trade fairs reported total sales of RM13.84 billion. A total of 76,993 trade enquiries were also received during these event.

MATRADE and MIDA jointly organised five Trade and Investment Missions in 2010 that attracted 146 businessmen from 51 companies. Actual sales of RM3.5 million and potential sales worth RM147.99 million were reported as a result of the 603 business meetings arranged.

A total of 154 Malaysian companies participated in 34 Specialised Marketing Missions organised by MATRADE in 2010. During these missions, a total of 2,430 business meetings were held, resulting in actual sales of RM16.02 million and potential sales of RM2.83 billion.

MATRADE organised a total of 34 promotion booths in International Trade Fairs providing an avenue for Malaysian companies to disseminate information about their products and services through catalogues and brochures. These promotion booths benefited 785 Malaysian companies and received 3,628 trade enquiries.

MIHAS 2010, the world's premier showcase of halal products and services attracted 527 exhibitors from 31 countries of which 163 were foreign companies. A total of 35,386 visitors from 59 countries were drawn to the exhibition. MIHAS 2010 had generated actual sales of RM6.2 million and potential sales of RM1.1 billion.

MATRADE's annual exhibition, INTRADE Malaysia 2010 was held for the fourth consecutive year attracting 342 exhibitors from 12 countries, of which 99 exhibitors were

foreign. The three - day exhibition was attended by 8,403 registered visitors. The Incoming Buying Mission organised by MATRADE in conjunction with INTRADE 2010 had resulted in generating actual sales of RM234.69 million with potential sales of RM4 billion.

In conjunction with two major events organised in the country, namely, MIHAS and INTRADE Malaysia 2010, MATRADE through its network of overseas offices arranged business meetings for 1,000 buyers from various countries including Japan, the PRC, Hong Kong, Macau, Korea, Taiwan, India, Thailand, Vietnam, Cambodia, Canada, Australia, The Russian Federation, Hungary, Belarus, Bosnia Herzegovina, Czech Republic, Kazakhstan, Kyrgyzstan, Macedonia, Ukraine, Uzbekistan, United Arab Emirates, Saudi Arabia, Iraq and South Africa.

The Malaysia Kitchen Programme (MKP), a new promotion activity for MATRADE is aimed at promoting Malaysian food and food products through Malaysian restaurants overseas. MATRADE conducted over 24 special promotional activities and 14 awareness programmes in 2010. More than 500 restaurants serving Malaysian cuisine overseas have been identified and listed on the MKP Portal.



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PICTURE CAPTION
1 CAEXPO 2010 2 Malaysia Fest Festival, Sydney
3 I- saloni 2010 4 MIHAS IBM 2010

North-East Asia

North-East Asia accounted for 35 per cent of Malaysia's total trade in 2010, maintaining its position as the country's largest regional trading partner. Exports and imports increased by 21.2 per cent and 20.3 per cent respectively compared to 2009.

The largest export destination was the PRC with exports worth RM80.6 billion. Japan remained the second largest export destination with exports amounting to RM66.3 billion, followed by Hong Kong, Republic of Korea and Taiwan with export values of RM32.5 billion, RM24.3 billion and RM20.2 billion, respectively.

MATRADE facilitated trade promotion activities that included an official visit by YAB Prime Minister of Malaysia, an official visit by YB Minister of International Trade and Industry, seven International Trade Fairs, two Trade and Investment Missions, one Specialised Marketing Mission and three Promotion Booths.

Japan

YAB Prime Minister's Official Visit to Tokyo

YB Minister's Official Visit to Osaka

International Trade Fair

- FOODEX Japan 2010, Chiba
- 2010 Automotive Engineering Exposition, Yokohama
- Joint Promotion Programmes with ASEAN–Japan Centre (AJC):
 - Interior Lifestyle Exhibition, Tokyo
 - ASEAN Food & Beverage Exhibition 2010, Tokyo

Promotion Booth

- APEC Green Showcase, Tokyo
- 13th Tokyo Industry Exhibition, Tokyo

Malaysia Kitchen Programme

- Taste of Malaysia Reception, Tokyo

The PRC

International Trade Fair

- 7th China-ASEAN Expo 2010

Specialised Marketing Mission for

- Processed Food to Guangzhou
- Water Treatment Management to Shandong
- Halal Products to Chengdu and Yinchuan
- Water Treatment and Solid Waste Management to Shanghai

Malaysia Kitchen Programme

- MKP Awareness Programme in Beijing

Hong Kong SAR

International Trade Fair

- Hong Kong International Jewellery Show 2010
- Hong Kong Houseware Fair 2010
- Hong Kong Gifts and Premium Fair 2010

Malaysia Kitchen Programme

- Participated in Agri Pro Asia 2010
- Participated in Hong Kong Food Expo 2010
- Participated in World SME Expo

Macau SAR

Promotion Booth

- Macao Franchise Expo 2010

Republic of Korea

International Trade Fair

- The 4th ATPF Joint Exhibition – International Food Industry Exhibition Show 2010, Seoul
- Joint Promotion Programmes with ASEAN–Korea Centre (AKC)'s
 - Seoul Gifts Show 2010
 - ASEAN Food & Beverages Exhibition 2010

Trade and Investment Mission

to Seoul and Busan

Taiwan

Trade and Investment Mission

to Taipei and Kaohsiung

Specialised Marketing Mission for

- Automotive parts, components and accessories to Taiwan

Promotion Booth

- The Taipei International Building, Construction & Exhibition, Taipei

PICTURE CAPTION

1 CAEXPO, Nanning, China 2010

7th China-ASEAN Expo (CAEXPO 2010) Nanning, the PRC

The 7th China-ASEAN EXPO was held from 20 to 24 October 2010 in Nanning, Guangxi Province, the PRC. A total of 101 Malaysian companies participated, occupying 128 booths. During the expo a total of 6,270 business enquiries were received.

Malaysia exhibitors identified potential business partners and importers as well as business contacts. Actual sales of RM23.1 million was generated at the expo, with potential sales of RM42.6 million reported. Potential investment of RM129 million, in the areas of agriculture and healthcare, were also identified.



ASEAN

Exports to the ASEAN region in 2010 were valued at RM162.45 billion. Singapore accounted for 52.60 per cent of total exports to the region. Malaysia recorded a trade balance of RM24.99 billion with Singapore.

In 2010, MATRADE organised five International Trade Fairs, two Trade and Investment Missions, three Specialised Marketing Missions and two Promotion Booths to promote exports to the region.

The details of these activities by country are as follows:

Singapore

Trade and Investment Mission

- to Singapore

Specialised Marketing Mission for

- Processed Food to Singapore

Indonesia

International Trade Fair

- Indobuildtech 2010, Jakarta

Trade and Investment Mission

- to Jakarta

Specialised Marketing Mission for

- Construction and construction services, Jakarta

Promotion Booth

- Indomedical 2010, Jakarta

Malaysia Kitchen Programme

- In conjunction with the Charity Workshop, Jakarta

Philippines

International Trade Fair

- Malaysia Solo Fair, Manila

Malaysia Kitchen Programme

- MKP Awareness Programme in Manila

Thailand

Specialised Marketing Mission for

- Machinery and Equipment to Bangkok

Promotion Booth

- Thailand Franchise & Business Opportunities 2010, Bangkok

Malaysia Kitchen Programme

- Marketing Campaign, Thailand

Vietnam

International Trade Fair

- Vietnam Expo 2010, Hanoi
- VI Trade Expo 2010, Ho Chi Minh City

Promotion Booth

- Medipharm 2010, Ho Chim Minh City

Cambodia

International Trade Fair

- Cambodia Solo Fair, Phnom Penh

Specialised Marketing Mission for

- Construction and related services to Phom Penh and Vientiane

Promotion Booth

- Malaysia Solo Fair, Phnom Penh

Lexsun Solar Hot Water Systems

Lexsun Holdings Sdn Bhd was established in 2006 to produce a range of quality solar hot water systems under the brand name of Lexsun for national and international markets.

Designed and produced to meet the most sophisticated hot water demands of a modern home, Lexsun Solar Hot Water Systems are a result of continuous research and development with emphasis on performance, reliability and durability. These systems ensure minimal maintenance and cost effective solutions to the ever rising costs of heating water in homes and other establishments such as hotels, resorts, sport clubs and restaurants.

With the assistance of MATRADE, the company has made inroads into Indonesia, Singapore, Papua New Guinea, Vietnam and recently into Cambodia after participating in the Malaysia Solo Fair in Cambodia.

North America

Malaysia's exports to the North American region in 2010 were valued at RM64.08 billion. The USA accounted for 95.12 per cent of total exports to the region.

MATRADE organised two International Trade Fairs, one Trade and Investment Mission, two Specialised Marketing Missions, and six Promotion Booths to promote exports to the region in 2010.

The details of these activities by country are as follows:

The USA

Trade and Investment Mission

- to Atlanta, Philadelphia and Washington

Specialised Marketing Mission for

- Furniture to New York
- Oil and Gas services to Houston

Promotion Booth

- 35th Winter Fancy Food Show, San Francisco
- The International Boston Seafood Show, Boston
- National Restaurant Association Show, Chicago
- National Hardware Show 2010, Las Vegas
- Americas Food & Beverage Show, Miami

International Trade Fair

- 56th Summer Fancy Food Show, New York
- Automotive Aftermarket Products Expo 2010 (AAPEX), Las Vegas

Malaysia Kitchen Programme

- Launching MKP at International Culinary Centre, New York
- Lucky Rice Festival, Manhattan Bridge Archway, New York
- Participation in Fashion Week Night Market, New York
- MKP Food Truck in Manhattan, Queens
- Taste of Malaysia at Great Wall Supermarket, New York
- Malaysia Restaurant Week, New York
- Summer Fancy Food Show, New York
- Participation in Los Angeles Night Market, California
- Chef working visit to Malaysia
- Familiarisation Visit to Malaysia
- Educational Chef Trip to Malaysia

Canada

Specialised Marketing Mission for

- Furniture to Toronto

Promotion Booth

- SIAL Montreal, Montreal

Malaysia Kitchen Programme

- Launching of MKP at Villa Malaysia Lounge & Grill Restaurant, Toronto
- Online Media promotion through Canadian Restaurant & Food services Association (CRFA)

Specialised Marketing Mission for Furniture to New York and Toronto

A Specialised Marketing Mission for furniture to New York and Toronto was held from 1 to 8 May 2010. The main objective of the mission was to promote Malaysian made furniture to potential importers in New York and Toronto. Among the furniture promoted during the mission included bedroom furniture, living room furniture, office furniture and children's furniture.

Briefings and business meetings were held at the premises of major furniture importers and distributors. MATRADE arranged a total of 162 business meetings. Malaysian companies reported actual sales of RM3.2 million and potential sales of RM39.2 million.

The mission also enabled the participants to have a better understanding of furniture buying trends and practices including supply-chain, purchasing and distribution patterns of furniture by visiting key furniture retailers, showrooms and warehouses in New York and Toronto.



PICTURE CAPTION

- 1 Pre-arranged business meeting during Specialised Marketing Mission on Furniture to New York

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European Union (EU)

The EU is the fourth largest regional export destination, absorbing 10.8 per cent of Malaysia's total exports. Major markets within the EU are the Netherlands, Germany, the United Kingdom, France and Italy.

In 2010, MATRADE coordinated the participation of Malaysian companies in seven International Trade Fairs, two promotion booths, one Trade and Investment Mission and three Specialised Marketing Missions in the region.

Germany

International Trade Fair

- CeBIT, Hannover
- K 2010, Duesseldorf

Promotion Booth

- Frankfurt Book Fair
- BME Global Purchasing Symposium, Berlin

Trade and Investment Mission

- to Amsterdam, Hamburg and Birmingham

Specialised Marketing Mission

- in conjunction with K 2010, Duesseldorf
- in conjunction with Frankfurt Book Fair
- on Outsourcing to Germany

France

International Trade Fair

- Who's Next, Paris
- SIAL, Paris

Italy

International Trade Fair

- I Saloni, Milan

The Netherlands

International Trade Fair

- World of Private Labels, Amsterdam

Trade and Investment Mission

- to Amsterdam, Hamburg and Birmingham

The United Kingdom

International Trade Fair

- Interiors Birmingham

Trade and Investment Mission

- to Birmingham, Amsterdam and Hamburg

Malaysia Kitchen Programme

- Restaurant Round Table Event , London
- YB Minister's meeting with restaurant operators in London and the Netherlands
- Launching of Malaysia Kitchen Campaign 2010 London by Deputy Prime Minister at Jom Makan Restaurant.
- Asia House Food Festival, London organised by Asia House and British Malaysia Association and MATRADE
- Participation in Taste of London, Regent's Park, London
- Malaysia Kitchen Curry Fest, London
- Promotion programme at Selfridges (London, Birmingham, Manchester Trafford, Manchester Exchange)
- Participation in Night Market at Trafalgar Square, London
- Launching of Jom Makan Restaurant's third outlet in Loughborough University, London
- Participation in London Restaurant Festival
- Malaysian Banquet at Delima Restaurant, United Kingdom
- Participation in the Regional Tour of Waitrose, United Kingdom
- Malaysian Banquet at the Poet Bar, United Kingdom
- Collaboration with Chef Association Malaysia, Malaysia Culinary Schools, MAS, Fried Chillies, Fire Fly, Air Asia and Collateral

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Who's Next, Paris 2010

Who's Next is one of the iconic events earmarked by MATRADE to promote Malaysian designers in international markets specifically for Europe. This is the third time Malaysian fashion designers have been previewed at this exhibition. The eight designers participating in the 2010 exhibition were Calvin Thoo, Khoon Hooi, Intoxi-Kate, Innai, Sofira, Ikartini, Meesha Sukira and Rizman Ruzaini.

The objective of participating in What's Next was to promote Malaysian fashion brands and create awareness of Malaysia's capability in designing a diverse range of fashion apparel. The business meetings arranged by MATRADE for the Malaysian designers with buyers and agents based in Paris and other parts of Europe generated potential sales of RM3 million.



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PICTURE CAPTION
1/2/3/4 Who's Next, Paris 2010

South Asia

Exports to South Asia in 2010 were valued at RM34.46 billion. Major export destinations were India followed by Pakistan with 60.8 per cent and 21.8 per cent of export share respectively. Imports from South Asia were valued at RM8.80 billion, of which 90.7 per cent was from India.

Overall, the total trade between Malaysia and South Asia was valued at RM43.26 billion for 2010 with India being the largest trading nation in the region. Trade promotion activities for the region facilitated by MATRADE included an official visit by YAB Prime Minister of Malaysia and three Specialised Marketing Missions.

India

YAB Prime Minister's Official Visit
to New Delhi and Chennai

Bangladesh

International Trade Fair

- 5th Lucas Dhaka Auto Show 2010

Specialised Marketing Mission for

- Automotive related products and services to Dhaka

Sri Lanka

Specialised Marketing Mission for

- Professional and Construction Services

Specialised Marketing Mission for Professional and Construction Services to Sri Lanka

MATRADE facilitated a Specialised Marketing Mission for professional and construction services from 14 to 17 December 2010 to Colombo, Sri Lanka. Among major sectors covered in the mission included civil engineering (construction of buildings, highways, airport runways, taxiways, bridges and railways), project design, management and contracting in the fields of mechanical and electrical engineering, geotechnical, township and property development, architectural, interior, planning consultancy and design services, design, build, maintenance and refurbishment of sewerage treatment plant, highway concessions services, integrated facilities management services, systems operation and maintenance as well as consultancy services, Industrialised Building System (IBS) modular building, Manufacturing of wood wool composite panels and decorative stone works.

The business delegation included representatives of the Construction Industry Development Board of Malaysia (CIDB) and Malaysian Institute of Architects (PAM) and other notable construction and related services players including UEM Group Bhd, Sunway Construction Sdn Bhd and PLUS Expressways Bhd. A total of 71 Sri Lankan companies participated in 112 individual business meetings with the Malaysian companies. These meetings generated potential business of RM147.6 million.

West Asia

Malaysia's bilateral trade with West Asia was valued at RM43.89 billion in 2010. Total exports to the region increased by 5.99 per cent to RM24.54 billion. Major export markets in the West Asia region were the UAE, Saudi Arabia, Iran, Turkey and Kuwait.

Promotion activities facilitated by MATRADE in the region included five International Trade Fairs, one Trade and Investment Mission, two Specialised Marketing Missions and six Promotion Booths.

The details of these activities by country are as follows:

United Arab Emirates

International Trade Fair

- Arab Health 2010, Dubai
- Gulfood 2010, Dubai
- Malaysia Services Exhibition (MSE) 2010, Dubai
- Big 5 2010, Dubai

Promotion Booth

- World Future Energy 2010, Abu Dhabi
- ADIPEC 2010, Abu Dhabi

Saudi Arabia

Trade and Investment Mission

- to Doha, Riyadh and Jeddah

Specialised Marketing Mission on for

- Hotel Supplies to Jeddah and Riyadh
- Construction and Building Materials to Riyadh and Jeddah

Promotion Booth

- Food and Hotel Arabia 2010, Jeddah
- Saudi Build 2010, Riyadh

Qatar

Trade and Investment Mission

- to Doha, Riyadh and Jeddah

Iran

International Trade Fair

- Tehran International Industry Fair 2010

Syria

Promotion Booth

- The 57th Damascus International Fair 2010

Iraq

Promotion Booth

- Project Iraq 2010, Erbil

Arab Health 2010

ARAB HEALTH 2010 is an international healthcare and medical trade fair held in Dubai, UAE from 25 to 28 January 2010. MATRADE organised the participation of 15 Malaysian companies involved in healthcare and medical products during the four-day exhibition. Products and services showcased by the companies were medical disposable products, herbs supplement, pharmaceutical products, hospital beds and furniture, and integrated facilities management.

Among the products and services exhibited were herbal coffee formulations, first aid kits, diagnostic test kits, safety syringe, laboratory and medical equipment, medical disposable products, surgical and examination gloves, condoms, surface protection systems, anti-allergy products, hospital furniture & equipment, pharmaceutical medicines, beauty formula products, fast healing modern disposable circumcision device and medicated oil.

Actual sales of RM13.95 million was concluded during the exhibition while potential sales of RM101.07 million was reported. This was a significant increase of 96 percent in sales as compared with 2009.

Oceania

Exports to OCEANIA in 2010 were valued at RM28.10 billion. Australia accounted for 84.03 per cent of total exports to the region. Malaysia recorded a trade balance of RM13.82 billion with Australia.

MATRADE organised the participation of Malaysian companies in International Trade Fair, two Specialised Marketing Missions and two Incoming Buying Missions to promote exports to the region.

The details of these activities by country are as follows:

Australia

International Trade Fair

- Fine Food Australia 2010, Melbourne

Specialised Marketing Mission for

- Building Materials (Designbuild), Melbourne
- Furniture to Sydney

Malaysia Kitchen Programme

- Promotion programme to Australia (Perth, Brisbane, Gold Coast and Canberra)
- Malaysia Fest Festival , Sydney
- YB Minister's visit to Sydney
- Participation during Film Festival, Melbourne
- Participation in Flavour of Malaysia Food Festival, Sydney
- Awareness Programme in Australia
- Participation in 1Malaysia Best Carnival in Perth, Australia

Fine Food Australia

Fine Food Australia is a major food show in Australia that is held each year alternating between the cities of Sydney and Melbourne. A total of 16 Malaysian companies participated in the four-day Fine Food Australia 2010. Potential sales of RM23 million and actual sales of RM4.5 million was reported. This was an increase of 50 per cent from sales reported in 2009.

Products that attracted interest were disposable, plastic and foam containers and plates, snacks and confectionery, processed seafood, beverages, pastries, cooking oil and food flavours.

New Zealand

Malaysia Kitchen Programme

- Awareness Seminar in Auckland, New Zealand
- Promotion in Wellington, New Zealand
- Participation at the Taste of Auckland, New Zealand

Africa

Total trade between Malaysia and Africa was valued at RM24.99 billion in 2010. The value was 38.97 per cent higher compared with RM17.99 billion for the previous year. South Africa was the largest trading partner in the region while Egypt was the largest export destination. Exports to Egypt, South Africa, Benin, Togo and Djibouti made up 65.1 per cent (RM10.27 billion) of total exports to the region valued at RM15.79 billion.

MATRADE organised seven trade promotion activities for the region that comprised of two Specialised Marketing Missions, two Trade Promotion Visits and three Promotion Booths.

The details of these activities by country are as follows:

South Africa

Specialised Marketing Mission for

- Medical products to Durban and Johannesburg

Egypt

Specialised Marketing Mission for

- Automotive parts and components and building materials to Cairo

Promotion Booth

- 43rd Cairo International Fair
- Egymedica 10: 10th International Medical Exhibition & Conference
- 15th Automech Akhbar El Yom Exhibition

Sudan

- Trade Promotion Visit To Khartoum

Algeria

- Trade Promotion Visit To Algiers

Specialised Marketing Mission for Medical Products to Johannesburg and Durban

A Specialised Marketing Mission for medical products to Johannesburg and Durban was held from 25 to 30 July 2010. The aim of the mission was to explore business opportunities and to assess the South African market. The South African pharmaceutical industry is well developed, encompassing a complex network of pharmaceutical manufacturers, distributors and dispensers. MATRADE arranged 31 business meetings for the representatives from two Malaysian companies. The business meetings generated potential sales of RM6.6 million.

Latin America

Total trade between Malaysia and Latin America was valued at RM26.66 billion in 2010. Malaysia's top 5 trading partners in the region were Brazil, Mexico, Costa Rica, Argentina and Chile, which accounted for 83.5 per cent of total trade with the region.

Malaysia's exports to Latin America increased by 30.44 per cent in the year 2010 from RM9.11 billion to RM11.89 billion. Major exports to Latin America were electrical and electronic products, textiles and clothing, rubber products, machinery, appliances & parts and chemical and chemical products.

In the year under review, MATRADE coordinated a total of 12 trade promotional activities for the region comprising of eight Promotion Booths, two Specialised Marketing Missions and two Trade Promotion Visits. Sectors covered for these activities included textiles, apparels, medical equipment, construction and building equipment, medical disposables, food and beverage product as well as food related services.

The details of these activities are:

Mexico

Promotion Booth

- Intermoda, Guadalajara
- Expocomer, Panama City
- Meditech, Columbia

Trade Promotion Visit

- Trade Promotion Visit to Panama

Brazil

Promotion Booth

- Feicon Batimat, Sao Paulo
- Hospitalar, Sao Paulo
- Fispal, Sao Paulo 2010

Specialised Marketing Mission for

- Food and Beverage to Sao Paulo

Chile

Promotion Booth

- Edifica 2010, Santiago
- FIA 2010, Arequipa, Peru

Specialised Marketing Mission for

- Food and Beverage to Santiago, Chile

Trade Promotion Visit

- TPV to Lima, Peru

Specialised Marketing Mission to Chile and Brazil

Six Malaysian companies participated in a specialised marketing mission held from 21 to 29 July 2010 to Santiago, Chile and Sao Paulo, Brazil. Among products promoted by Malaysian companies in the mission were cocoa powder, confectionery, energy and health drinks, frozen foods, margarine and shortening, sauces and snacks.

MATRADE's trade offices in Sao Paulo and Santiago arranged a total of 129 business meetings between representatives of the participating Malaysian mission members and Chilean and Brazilian companies. During the business meetings, Malaysian exporters had the opportunity to promote their products to leading food importers as well as major supermarkets and retail chains, such as Velarde Hnos SA and Cencosud SA in Chile and Walmart and Makro in Brazil.

Malaysian companies secured actual sales valued at RM3.58 million with further RM19.2 million in potential sales.



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PICTURE CAPTION

1 Pre-arranged business meetings in Sao Paulo, Brazil

Eastern Europe

In 2010, Malaysia's bilateral trade with Eastern Europe amounted to RM10.73 billion, an increase of 16.1 per cent from RM9.24 billion recorded in the previous year. Exports were valued at RM7.12 billion while imports totaled RM3.61 billion.

The Russian Federation, Ukraine, Poland, Czech Republic and Hungary were Malaysia's top five trading partners in the region. These markets accounted for 82 per cent of Malaysia's total trade to the region.

Malaysia's largest trading partner in Eastern Europe in 2010 was The Russian Federation. MATRADE organised one Specialised Marketing Mission and one Promotion Booth.

The Russian Federation

Specialised Marketing Mission

- Moscow and Kazan

PICTURE CAPTION

1/2 Meetings between Russian buyers and Malaysian exporters during the Specialised Marketing Missions to Moscow and Kazan, organised by MATRADE



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Specialised Marketing Mission to Moscow and Kazan

MATRADE organised a Specialised Marketing Mission to Moscow and Kazan, the Russian Federation, from 4 to 7 October 2010. The focus of this mission was to promote as well as to explore business opportunities and collaborations between Malaysian and Russian companies.

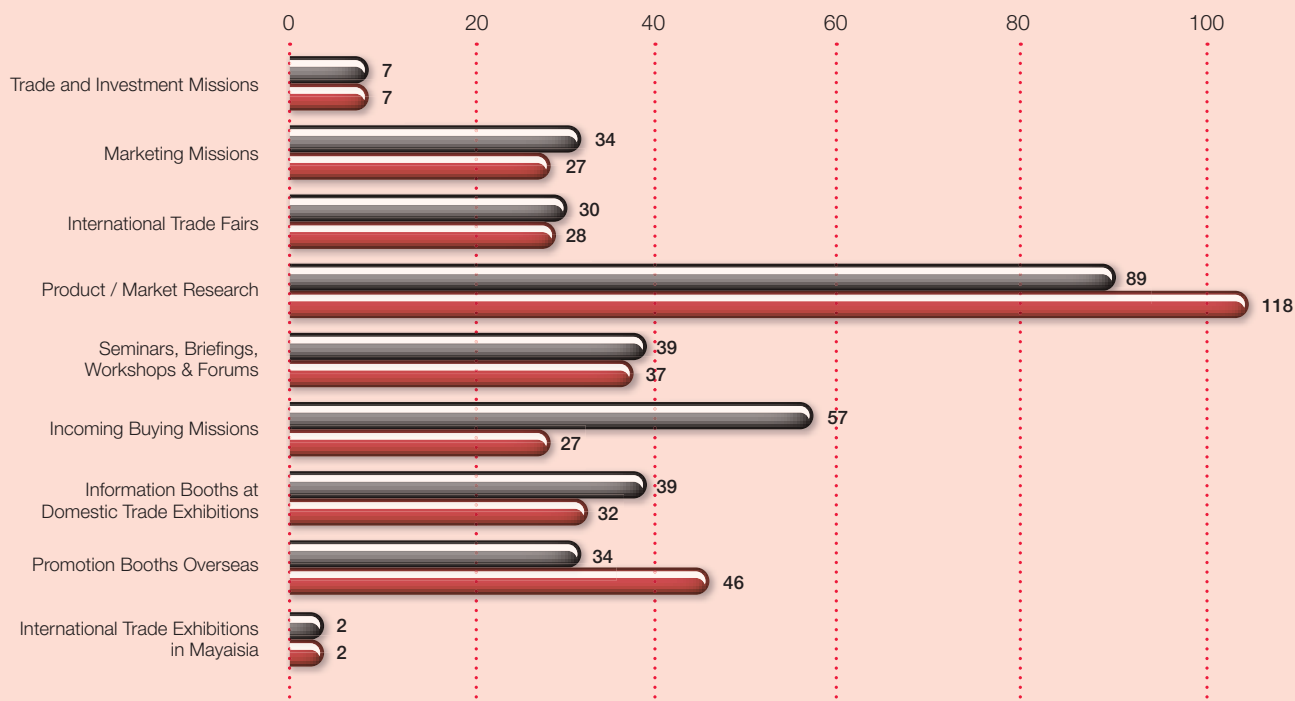
The Malaysian companies in the mission were promoting automotive parts and components, confectionery food products and pharmaceutical. Malaysian companies managed to establish business contacts with potential buyers during the business meetings arranged by MATRADE. The mission members reported RM2.5 million in actual sales and RM12.86 million in potential sales.



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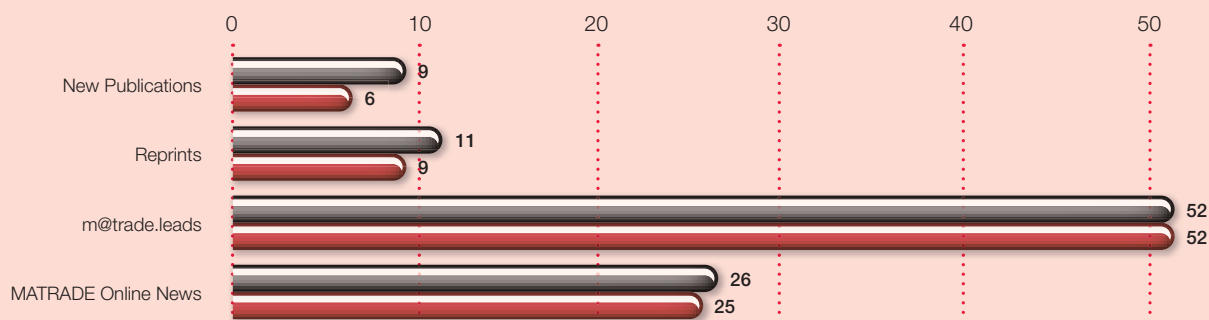
Output Indicator

2010 2009



Number of Publications

2010 2009



Outcome Indicator (Potential and Actual Sales in 2010 compared to 2009)

Actual Potential

Activity	Sales (RM Million) 2010		Sales (RM Million) 2009	
	Actual	Potential	Actual	Potential
International Trade Fairs	213.98	13,632.16	1,980.69	7,938.59
YAB Prime Minister's and Deputy Prime Minister's Official visit	0.03	521.28	0	362.5
Trade and Investment Mission YB / Minister MITI Official Visit	3.5	147.99	27.46	433.47
Specialised & General Marketing Mission	16.015	2,830.2	34.68	1,256.16
Incoming Buying Missions	311.585	5,467.982	656.625	2,080.25

Products and Services

Malaysian exporters have impeccable credentials in reliability of delivery and offering quality products and services internationally. In 2010, MATRADE intensified trade promotion activities for Malaysian products and services in selected countries. The focus of promotion activities in 2010 was on processed food, building materials, furniture, and automotive parts and components, chemicals and chemical products, textiles and apparel, and E&E products. In the area of services, the focus was on construction, healthcare, ICT, oil and gas, logistics, franchise and professional services.

Processed Food

Processed food was the eighth largest contributor to the country's exports earnings in 2010 accounting for 1.9 per cent of Malaysia's total manufactured exports. Exports of processed food increased by 11.6 per cent to RM11.99 billion, compared with RM10.75 billion in 2009.

Main processed food exports in 2010 were:

- Cocoa and cocoa preparations, which increased by 26.3 per cent to RM3.91 billion;
- Prepared cereals and flour preparation increased by 5.8 per cent to RM1.39 billion;
- Sugar and sugar confectionery, increased by 58.9 per cent to RM873.3 million; and
- Processed seafood, increased by 4 per cent to RM574 million.

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MATRADE facilitated the following promotion activities for processed food in 2010:

International Trade Fair

- Gulfood 2010, Dubai, UAE
- Foodex 2010, Chiba, Japan
- Seoul Food & Hotel 2010, Seoul, ROK
- 56th Summer Fancy Food Show, New York City, USA
- SIAL Paris 2010, Paris, France
- Fine Food Australia 2010, Melbourne, Australia

Promotion Booth

- 35th Winter Fancy Food, San Francisco, USA
- SIAL Montreal 2010, Montreal, Canada
- The 15th Food and Hotel Arabia 2010, Jeddah, Saudi Arabia
- FISPAL 2010, Sao Paulo, Brazil
- Ethnic & Specialty Food Expo 2010, Toronto, Canada
- IFE Americas Food & Beverage Show 2010, Miami, USA

Evolving consumer tastes, especially demand for healthy quick meals has been on the rise over the years. Malaysian food manufacturers have tapped on this market demand by providing a variety of processed food options including the demand for convenience foods, as well as health and functional foods.

PICTURE CAPTION
1/2 Malaysian food & beverage products

Building and Construction Materials

In 2010, total exports of building materials were valued at RM18.65 billion compared to RM19.10 billion in the previous year. Top five export destinations for building materials were Japan valued at RM2.74 billion, Singapore (RM 2.66 billion, Thailand (RM1.14 billion), Republic of Korea (RM 1.1 billion), and the USA (RM899.78 million). Exports to Taiwan and India had recorded significant growth of 34.1 per cent and 118.6 per cent valued at RM775.65 million and RM506.13 million respectively in 2010.

Major exports of building materials were:

- Veneers, plywood, particle board and wood valued at RM5.15 billion with a share of 27.6 per cent of total building materials exports for the year;
- Tubes, pipes and hollow profiles, and tubes, pipe fittings of iron & steel at RM2.6 billion with 14 per cent share;
- Nails, screws, nuts, bolts of iron, steel, copper or aluminum at RM1.78 billion with 9.5 per cent share.

MATRADE organised the following eight promotion programmes to promote building materials in 2010:

International Trade Fair

- Indobuildtech Expo 2010, Jakarta, Indonesia
- Tehran International Industry Fair, Tehran, Iran
- Big 5 2010, Dubai, UAE

Specialised Marketing Mission to

- Jakarta
- Melbourne

Promotion Booth

- Feicon Batimat, Sao Paolo
- National Hardware Show, Las Vegas
- EDIFICA 2010, Santiago

Participation of Malaysian companies in these promotion activities generated actual sales of RM2.2 million and potential sales of RM133.66 million.

Furniture

Exports of furniture registered an increase of 4.4 per cent to RM7.96 billion in 2010, compared to RM7.62 billion in 2009. It accounted for 1.72 per cent share of total exports of manufactured goods.

Main export items were:

- Wooden furniture, which increased by 4.4 per cent to RM6.52 billion;
- Metal furniture, decreased by 5.4 per cent, valued at RM571 million;
- Seats and its parts, increased by 17.1 per cent with

total value of RM558.2 million;

- Parts of furniture, increased by 2.6 per cent, valued at RM257 million;
- Plastic furniture, increased by 9.5 per cent, valued at RM26.4 million; and
- Furniture of other materials increased by 14.9 per cent; and valued at RM25.7 million

Promotion activities carried out by MATRADE in 2010 for furniture products were:

International Trade Fair

- Interiors Birmingham 2010, Birmingham, UK
- I-Saloni 2010, Milan, Italy

Specialised Marketing Mission to

- New York, USA and Toronto, Canada
- Melbourne, Australia

Promotion Booth

- Meble, Poland 2010
- 43rd Cairo International Fair 2010, Cairo, Egypt

In efforts to position and strengthen Malaysian furniture in the international market, local companies have undertaken innovative measures to utilise a wide range of materials such as metal, glass, plastic and other composite materials in combination with wood for an increasingly sophisticated market. Furniture companies are also increasingly investing in branding to differentiate Malaysian furniture from the global competition. With the furniture industry gearing towards high technology production, coupled with increasing emphasis on design, the Malaysian furniture industry has the potential to further strengthen its position in overseas market.

Malaysian Pavilion at I Saloni 2010 – SaloneInternazionale del Mobile, Milan, Italy

The 49th edition of I Saloni was held from 14 to 19 April 2010 in Milan, Italy. It was Malaysia's second participation in this 'crème de la crème' of the international furniture industry trade show. Five selected Malaysian furniture companies participated under the Malaysian Pavilion. Three of them collaborated together using their expertise on furniture design to blend Malaysian heritage into contemporary furniture, a fusion of traditional and modern elements.

This show attracted over 300,000 trade visitors and was covered by more than 4,000 local and international media representatives. MATRADE used this show as a platform to position Malaysian furniture brands in the international market especially in Europe. A total of 322 serious enquiries and RM4.7 million in actual sales were reported.

Automotive Parts and Components

Exports of automotive parts and components increased by 29.6 per cent valued at RM2.57 billion as compared to RM1.98 billion in the previous year.

Major export items were:

- steering wheels, steering columns and steering boxes (RM698.3 million);
- multi-parts, crown wheels, pinions, spoke and parts (RM679.7 million);
- bumpers and parts (RM347.6 million); and
- other parts and accessories of bodies (including cabs) (RM221.5 million).

The major regional export market for automotive parts and components was ASEAN with a value of RM1.16 billion with Indonesia, Thailand and Singapore collectively accounting for 92 per cent of these exports.

Other export destinations were Japan (RM192.9 million), the PRC (RM162.5 million) and the USA (RM 100.9 million).

To promote Malaysian automotive parts and components overseas, MATRADE coordinated the participation of Malaysian companies in the following activities:

International Trade Fair

- Automotive Engineering Exposition 2010, Yokohama, Japan
- Automotive Aftermarket Products Expo (AAPEX) 2010, Las Vegas, USA

Promotion Booths

- Autoasia 2010, Karachi, Pakistan
- 15th Automech Akhbar El Yom Exhibition, Cairo, Egypt

Specialised Marketing Mission to

- Dhaka, Pakistan
- Taipei, Taiwan
- Cairo, Egypt
- Moscow, Russia

Chemicals and Chemical Products

Malaysia's exports of chemicals and chemical products registered an increase of 24.1 per cent in 2010, valued at RM40.8 billion, compared with RM32.9 billion in 2009. This sector contributed 6.4 per cent to Malaysia's total exports.

Significant growth was recorded for the following categories:

- Organic chemicals, expanded by 36.8 per cent, valued at RM16.8 billion, with a share of 41.3 per cent. This was due mainly to higher exports of alcohols, phenols and their derivatives, carboxylic acids, anhydrides and their derivatives and hydrocarbons and their derivatives.
- Plastics in primary form (26.4 per cent, RM10.4 billion). The increase was contributed by higher exports of polymer ethylene and polyacetals and polycarbonates.
- Chemical materials and products, (18.0 per cent, RM5.2 billion). Higher exports of binders for foundry moulds have contributed to the increase of this category.
- Essential oils and perfume materials, toilet and cleansing preparations, (7.8 per cent, RM3.1 billion). The increase was contributed by higher exports of soap, cleansing and polishing preparations.

Textile and Apparel Industry

Exports of textile and apparel industry in 2010 amounted to RM 9.3 billion, accounting for 1.5 per cent share of Malaysia's total exports. The major export markets for Malaysian textiles and apparels were the USA, Japan, Turkey, China and Indonesia. Export of textiles constituted more than half of the overall exports of the textile and apparel industry.

Clothing and apparels consists of readymade garments and designer clothes. Majority of the readymade garments consists of contract manufacturing for established foreign brands. The quality of these readymade wear has been well received. This has encouraged local players to produce their own home grown brands for the international market.

Designer's clothes are fast establishing a niche market among local and overseas consumers. A number of local designers have had their designs displayed in fashion centers across the world that have been well received by international buyers.

In 2010, MATRADE participated in the international trade fair, Who's Next? in Paris and organised an Incoming Buying Mission for buyers and agents from Russia, Australia, France, Jordan, South Africa, Sri Lanka and Singapore in conjunction with the Malaysian International Fashion Week which was held in Kuala Lumpur.

E&E and Green Products

In 2010, exports of E&E products valued at RM249.8 billion, accounted for 39.1 per cent share of Malaysia's total exports. Exports of E&E increased by 8.6 per cent from RM230.08 billion in 2009.

Major increases in exports were recorded for:

- TV reception apparatus, monitors & projectors (exports increased by 65.4 per cent to RM16.99 billion in 2010);
- Semiconductor devices, ICs, transistors and valves (by 5.2 per cent to RM97.86 billion);
- Electrical apparatus for electrical circuits & printed circuits (by 39 per cent to RM16.04 billion);
- Electrical machinery & apparatus (by 26.8 per cent to RM8.34 billion); and
- Automatic Data Processing (ADP) (by 4.1 per cent to RM35.44 billion).

The top five E&E export items in 2010 were:

- Semiconductor devices, ICs, transistors and valves accounting for 39.2 per cent share of total E&E exports in 2010;
- ADP (14.2 per cent share);
- Parts & accessories for office machines & ADP machines (13.9 per cent share);
- Telecommunication equipment & parts (7 per cent share); and
- TV reception apparatus, monitors and projectors (6.8 per cent share).

The PRC, Singapore, the USA, Hong Kong and Japan remained the top 5 export destinations for Malaysia's E&E products. These markets collectively absorbed 62.5 per cent share of total E&E exports in 2010.

Exports of E&E products to the PRC had increased by 11.7 per cent to RM40.93 billion in 2010. The increase was mainly attributed to higher exports of parts & accessories for office machines & ADP machines, and ADP (by 72.4 per cent to RM7.28 billion).

Exports of E&E products to Singapore had increased by 12.4 per cent to RM36.2 billion in 2010. The increase in exports of semiconductor devices, ICs, transistors & valves and parts & accessories for office machines & ADP machines by 13.3 per cent and 18.9 per cent respectively had contributed to the growth in E&E exports to Singapore in 2010.

Exports of E&E products to Hong Kong recorded growth of 10.2 per cent to RM25.27 billion. The increase was mainly attributed to higher exports of semiconductor devices, ICs, transistors and valves.

In 2010, exports of E&E products to Japan had increased

by 15.4 per cent to RM18.27 billion. Higher exports of TV reception apparatus, monitors and projectors contributed to the increase in E&E exports to Japan. Exports of E&E products to the USA decreased by 11.2 per cent to RM35.47 billion in 2010.

In recent years, demand for green technology products had increased. Within the E&E sector, products free from hazardous materials, with energy efficient / savings features and recyclable capability are gaining popularity.

To promote the E&E industry and green products, the following promotion activities were organised by MATRADE:

- Incoming Buying Mission in conjunction with the International Greentech & Eco Products Exhibition and Conference Malaysia (IGEM 2010) for Malaysian companies to promote their green products to foreign buyers. Business meetings facilitated by MATRADE resulted in actual sales recorded at RM7.4 million and potential sales valued at RM159.5 million.
- Promotion Booth at the 'World Future Energy Exhibition 2010' in Abu Dhabi, UAE from 18-21 January 2010 to promote green products and services. A total of 45 enquiries were received from this exhibition.
- Promotion Booth at 'APEC Green Showcase' in Tokyo, Japan from 10-12 November 2010. A total of 48 enquiries were received from this exhibition.

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PICTURE CAPTION

1 Minister of International Trade and Industry, Malaysia, YB Dato' Sri Mustapa Mohamed and Her Highness Sheikhha Lubna addressing the media after officiating Malaysia Services Exhibition (MSE) 2010 2/3 Trade visitors and buyers registering at MSE 2010 4 MSE Malaysia 2010 at Dubai International Convention and Exhibition Centre (DICEC)

Services

The services sector is earmarked as the country's next engine of growth and has been highlighted in various development plans including the New Economic Model and the 10th Malaysia Plan. By 2020, services are expected to contribute 70 per cent to the country's GDP. MATRADE has undertaken various measures to promote and raise awareness about Malaysian service providers' capabilities and expertise overseas through effective export promotion and branding programmes.

In 2010, MATRADE organised 18 programmes for the services sector comprising of two International Trade Fairs, 12 Specialised Marketing Missions and four Incoming Buying Missions, which were participated by service providers, ministries, agencies and government bodies.

These programmes were implemented by MATRADE through collaboration with with the Construction Industry Development Board (CIDB), Professional Services Development Council (PSDC), Malaysian Institute of Architects (PAM), Malaysian Oil & Gas Services Council (MOGSC), Offshore Fabricators Association of Malaysia (OSFAM), Association of Malaysian Oil & Gas Engineering Consultants (MOGEC), Ministry of Health (MOH), Association of Private Hospitals Malaysia (APHM), Multimedia Development Corporation (MDeC), Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC), Malaysian Franchise Association (MFA) and National Book Council of Malaysia (NBCM).

These promotion programmes continued to target the emerging and developed markets such as ASEAN, West Asia, Africa, Europe and North America.

MATRADE had organised the Malaysia Services Exhibition (MSE) in 2010 to brand and promote Malaysia's services sector globally, particularly in West Asia. MSE is a solo Malaysian exhibition organised to showcase the capabilities of Malaysian service providers to the international business communities. MSE 2010, which is the third in its series, was held from 13 to 15 April 2010 at the Dubai International Convention and Exhibition Centre (DICEC), Dubai, UAE.

The exhibition was officially launched on 13 April 2010 by YB Dato' Seri Mustapa Mohamed, Minister of International Trade and Industry and Her Highness

Sheikha Lubna Khalid Al Qasimi, Minister of Foreign Trade, UAE.

MSE 2010 saw the participation of 180 Malaysian services providers, organisations and related government agencies from construction, professional services, oil and gas, information and communication technology (ICT) services, healthcare, financial, education and franchise sectors.

The "Malaysia – Excellence & Capabilities in Green Technology" directory, published by MATRADE was launched during MSE 2010. The publication outlines the government's efforts and commitment in managing the issue of greenhouse gas emissions and the expertise and capabilities of Malaysian companies in green technology and services.

The International Partner Matchmaking Programme (IPMP) was introduced for the first time at MSE 2010. A total of 30 foreign partners from outside UAE participated in the IPMP which took place on 14 and 15 April 2010. These partners were from Saudi Arabia, Syria, Yemen, India, Uzbekistan and Kazakhstan.

MSE 2010 attracted 3,713 visitors including businessmen and government officials from the UAE, Saudi Arabia, Oman, Qatar, Yemen, Kuwait, Bahrain, Libya, Syria, Egypt, Jordan, Ethiopia, Palestine, Iran, Uzbekistan, India, Hong Kong, Republic of Korea, Sri Lanka and the USA.

MSE demonstrated the significant impact of Malaysian services sector in the Middle East and the surrounding region with potential projects valued at RM12.8 billion being identified at MSE 2010 arising from the concurrent events held mainly from the IPMP. A total of 3,925 trade enquiries were received during the exhibition.

Architecture

Architectural services were identified by MATRADE in 2010 for specific promotion. MATRADE in collaboration with the Institute of Architects Malaysia organised a branding exercise on Malaysian capabilities in architectural services, through participation in the International Architectural Exhibition La Bienalle De Venezia in Venice, Italy from 26 August to 21 November 2010.

The exhibition is an iconic event in the calendar of architects worldwide. Started 30 years ago as an art exhibition, it has evolved into an international art exhibition and architectural exhibition, held every alternate year.

Being listed in the exhibition's catalogue is a testimony that Malaysia's architectural industry is among the global players and it allows Malaysia to organise individual exhibitions within the next two years in other countries to showcase its exhibits at the 12th International Architecture Exhibition La Bienalle The Malaysian Pavilion displayed a total of 37 architectural concepts and models from 22 architects and two students.

The Malaysian Pavilion registered a total of 44,656 visitors during the three-month long exhibition. MATRADE will collaborate with Institute of Architects Malaysia to showcase Malaysian exhibits in Tokyo, Japan in 2011.

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PICTURE CAPTION

1-4 Malaysia at the 12th International Architecture Exhibition 2010, Venice, Italy

Construction and Professional services

In 2010, MATRADE organised three promotion programmes for construction and professional services and related services providers. The promotion programmes comprised four Specialised Marketing Missions to Jakarta, Indonesia; to Phnom Penh, Cambodia; to Vientiane, Laos; and to Colombo, Sri Lanka. During these promotional activities Malaysian companies identified business potential valued at RM1.5 billion in various areas including, among others, real estate and housing projects, hotels, road work, water proofing, toll concession and power plants.



PICTURE CAPTION

1-7 MATRADE Specialised Marketing Mission to Cambodia - "Malaysia Capabilities in the Construction and related Services Sector" at NagaWorld Hotel, Phnom Penh, Cambodia

Healthcare

MATRADE organised three promotional programmes for the healthcare sector. These promotional programme comprised of a Malaysia Healthcare Seminar and Exhibition (MHSE) 2010 in Phnom Penh, Cambodia held in cooperation with Malaysian Healthcare Travel Council (MHTC) and Malaysia Tourism Promotion Board; and two Incoming Buying Missions in conjunction with the APHM International Healthcare Conference and Exhibition and a follow up mission to MSE 2010 from Uzbekistan. These trade promotion activities resulted in potential business of RM2.82 million.



PICTURE CAPTION
 1-4 Malaysia Healthcare Seminar and Exhibition (MHSE) 2010 in Phnom Penh, Cambodia

Information and Communication Technology (ICT)

There is positive growth in the ICT industry that is reflected through higher levels of integration across industries and public services, continued innovation of new technologies such as mobile computing, services oriented architecture, green IT and advancement of new industry specific solutions such as social networking.

Malaysia has been offering ICT services to countries such as Saudi Arabia, UAE, Indonesia, the USA, Japan, Canada, France, Singapore, Australia, Bahamas and Turkey. Among the ICT services identified to have huge potential for exports are outsourcing, E-Government

solutions, entertainment and media, security and communication, financial applications and SME solutions.

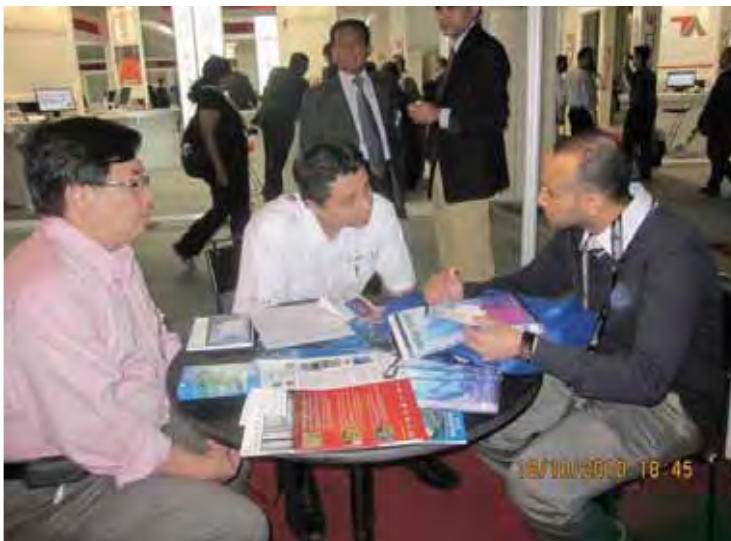
MATRADE undertook two promotion programmes for the ICT sector in 2010 which resulted in actual sales of RM35.83 million and potential sales of RM 112.5 million. These promotion activities were:

- CeBIT 2010, Hannover, Germany
- Specialised Marketing Mission on ICT to Abu Dhabi, Dubai and Muscat, Oman in conjunction with GITEX 2010

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PICTURE CAPTION

1/2 SMM ICT inconjunction with Gitex 2010

Oil and Gas

Malaysia is also embarking on a national economy transformation initiative, which will provide the catalyst for further growth of the oil and gas industry, including increase of export for home-grown oil and gas expertise. Players in the industry cover the entire range of services that are of interest to the global oil and gas industry. Malaysian oil and gas companies have proven track records in the Middle East, Africa and Asian markets.

MATRADE had undertaken three Specialised Marketing Missions for the oil and gas industry, namely, to Houston, USA in conjunction with Offshore Technology Conference 2010; Turkmenistan in conjunction with Turkmenistan International Oil & Gas Exhibition 2010; and to Yangon, Myanmar which had resulted in total potential businesses of RM994.42 million. Turkmenistan and Myanmar are emerging markets identified with huge potential for Malaysian companies.

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PICTURE CAPTION

1 Seminar on Business Opportunities in the Oil and Gas sector in Myanmar 2 Malaysia delegation participate at the Oil and Gas seminar in Myanmar 3 Participants from Myanmar at the Oil and Gas seminar

Franchise

Presently, there are 35 Malaysian franchise products that have successfully penetrated the international market with presence in 49 countries including the UAE, the Russian Federation, France, Azerbaijan, the PRC, Syria and ASEAN. These local brands are testimony that Malaysian companies can internationalise their businesses through well-developed business models and investments in international promotion activities.

Malaysian franchise industry is mainly associated with food and beverages, clothing, fashion accessories, education, childcare, beauty and health care, convenience shop and supermarkets, IT, telecommunication and electrical products.

MATRADE organised a Specialised Marketing Mission for the franchise industry to Cambodia and Vietnam, which generated potential sales of RM28.11 million.

Logistic Services

Malaysia is positioning itself as a logistics hub for the region with plans to integrate and computerise all aspects of the business, transport, storage and communications to make information accessible online to the industry players.

With the rapid growth of trade within ASEAN, the volume of cargo to be handled by Malaysian ports is poised to increase. It is expected that logistics services will experience high growth in the Asia Pacific region, at an annual compounded growth rate of 12.9 per cent.

In 2010, MATRADE together with the Federation of Malaysia Freight Forwarders had initiated three Specialised Marketing Missions for the logistics services providers. These were on logistics services to Port of Koper, Slovenia and Port of Marseilles, France; to Yangon, Myanmar; and on outsourcing services (design and creative, and logistics services) to Buenos Aires, Argentina and Sao Paulo Brazil. Potential businesses of RM38.85 million were reported as a result of these missions.

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PICTURE CAPTION

1/2 Seminar on Malaysia - Slovenia Business in the Logistic Sector 3 Delegates of the Specialised Marketing Mission on logistic services to Yangon, Myanmar

Trade Support Services

172 Empowering Exporters

173 Nurturing SME Exporters

174 Developing Bumiputera Exporters

175 Nurturing Women Exporters

176 Financial Support

178 Export Facilitation

179 Trade Enquiries

184 Export Excellence Award

The expansion of the chemical industry has continued to provide the main stimulus to the growth of the Malaysian economy

Malaysia's exports of chemicals and chemical products registered an increase of 24.1 per cent in 2010, valued at RM40.8 billion.

Empowering Exporters

MATRADE assumes a key role in developing exporters capabilities to venture into the global market. A range of programmes were organised in 2010 by MATRADE to increase awareness on export opportunities and enhance export marketing skills of Malaysian companies.

MATRADE organised 39 training programmes in 2010, including seminars, briefings and workshops for the Malaysian business community. A total of 4,817 participants benefited from these programmes of which 2,784 were SMEs.

The scope and topics covered included:

- Skills enhancement such as trade financing for exporters, foreign market entry strategies, 12 Steps to Successful Exporting, formulating export plan, INCOTERMS and financial management in exporting.
- Market/business opportunities in the UAE, West Asia, Poland, ASEAN, Korea , Sweden, the European Union and Russia.
- Enhancing competitiveness through design, product packaging and branding.
- Understanding Standards and technical regulations for export.

Specific events organised included:

- MATRADE's Briefing and Consultation.
- MITI-MATRADE Outreach Programme with university students.
- KL International Trade Forum KLITF (KLITF).

MATRADE, in organising many of these programmes, also collaborated and jointly organised events with other organisations and the private sector, as follows:

- Seminar on "Going Global through Online Business with eBay & PayPal" in collaboration with eBay and PayPal.
- Seminar on "Empowering New Possibilities through Design" in collaboration with Malaysia Design Council (MRM) and Korea Institute of Design Promotion (KIDP).
- A Talk on "The New Faces of Entrepreneurship" in collaboration with London Business School.
- Program Outreach MITI-MATRADE *Bersama Para Pelajar IPTA* in collaboration with Ministry of International Trade and Industry (MITI).



PICTURE CAPTION
1/2 Participants of MATRADE's Briefing and Consultation (B&C) 2010

Nurturing SME Exporters



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SMEs received special support through specific programmes organised by MATRADE that equipped them to venture into world markets. In increasing awareness and knowledge of SMEs, these programmes included seminars, briefings, consultations and advisory services covering a wide range of trade related topics including financing, branding, international marketing, and trade rules and regulations.

Among the main promotional activities that SMEs participated in were the Incoming Buying Missions (IBMs) and Specialised Marketing Missions organised by MATRADE. The IBMs rendered SMEs the opportunity to market products and services directly to international buyers hosted in Malaysia. MATRADE provides financial assistance to SMEs for promotion in the form of reimbursable matching grants through the Market Development Grant (MDG). For 2010, 1,400 SMEs benefitted from this grant.

A special support programme for SMEs, the New Exporters Development (NED) to develop and assist Bumiputera companies under the Bumiputera Exporters Development Programme (BEDP) and women owned companies under the Women Exporters Development Programme (WEDP) were implemented in 2010. Support is provided to selected companies for three years to enhance and develop their export knowledge through training and trade promotion activities.



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PICTURE CAPTION

- 1 Participants of Women Exporters Development Programme (WEDP) 2010
2 Participants of Bumiputera Exporters Development Programme (BEDP) 2010

Developing Bumiputera Exporters

Implemented since 2003, a total of 87 Bumiputera-owned companies have benefitted from the BEDP. In 2010, MATRADE undertook 40 international promotion activities for companies under the BEDP programme. A total of 29 companies that participated in these activities reported potential sales worth RM4.8 million.

Anita Fragrance Sdn Bhd

Anita Fragrance Sdn Bhd was incorporated in March 2005. Owned by a self motivated woman entrepreneur, Puan Anita Mohamad, the company operates as a retailer, wholesaler and producer of bodycare products and cosmetics. It manufactures various types of soaps, facial and body creams, lotion, scrubs, masks, bath salts, fragrances and perfumes under the brand of Anita Fragrance.

The company was inducted into the BEDP in 2008. During the three-year programme, Anita Fragrance participated actively in international trade promotion activities including The 5th China ASEAN Expo 2008, INTRADE 2008, Hong Kong Houseware Fair 2009, and the Vietnam International Trade Fair 2010. The company recorded export sales of RM600,000 in 2010.



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Through the BEDP, Anita Fragrance has penetrated export markets such as Japan, Vietnam, Kazakhstan and Singapore. The company is striving to become a leader in cosmetics and branding with the aim of becoming the first company from Borneo to penetrate the international market.

PICTURE CAPTION

1 Anita Fragrance Sdn Bhd, a company graduated under Bumiputera Exporter Development Programme (BEDP) produced bodycare products and cosmetics

Nurturing Women Exporters

For the period of 2003 to 2010 a total of 58 women-owned companies have benefitted from the WEDP. MATRADE arranged participation of 19 companies in 41 international promotion activities under the WEDP in 2010. Participating companies recorded RM10.6 million in potential sales from these events.

A total of nine companies have completed the three-year programme for the intake of 2008–2010 under WEDP.

Noraini Cookies Worldwide Sdn Bhd

Puan Noraini Ahmad founded Noraini Cookies Worldwide Sdn Bhd in 1984 on a small scale with limited production. Presently, the company has grown and offers a wide range of products such as biscuits and spices under the brand name of *Noraini's*.

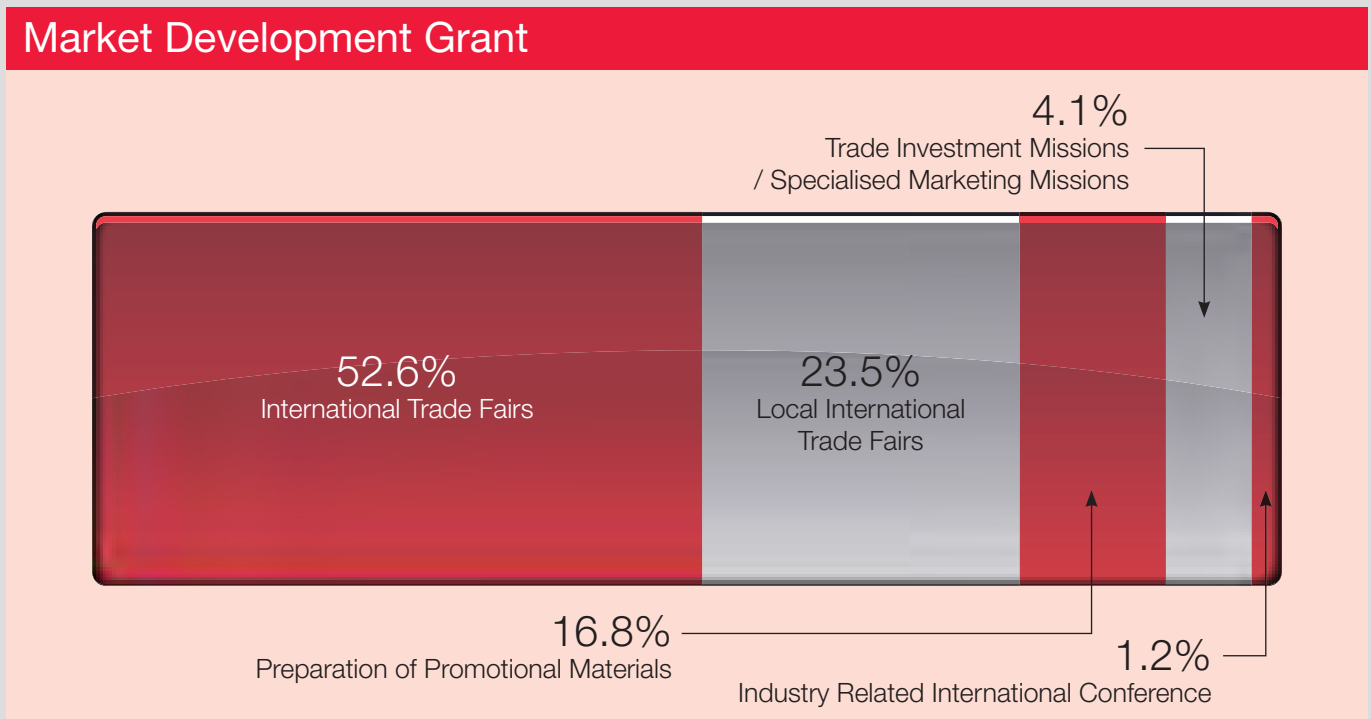
Noraini Cookies successfully completed its participation in the WEDP from 2008 until 2010. Actively participating in trade promotion activities organised by MATRADE such as the 56th Fancy Food, New York 2010 and Fine Food Australia 2010, the company had successfully penetrated foreign markets including the United Kingdom, Kazakhstan, Vietnam, Singapore and Brunei.

Through the participation in these international trade fairs, the company reported sales worth RM2.1 million with exports amounting to RM200,000 in 2010.

Financial Support

Market Development Grant (MDG)

The Market Development Grant (MDG) provides SMEs financial assistance in the form of reimbursable matching grants to undertake export promotion activities both locally and overseas. Among the promotion activities eligible are participation in International Trade Fairs, Trade and Investment Missions, Specialised Marketing Missions and printing of promotional materials. For 2010, the following chart shows the breakdown of the grants approved by activities:



Services Export Fund (SEF)

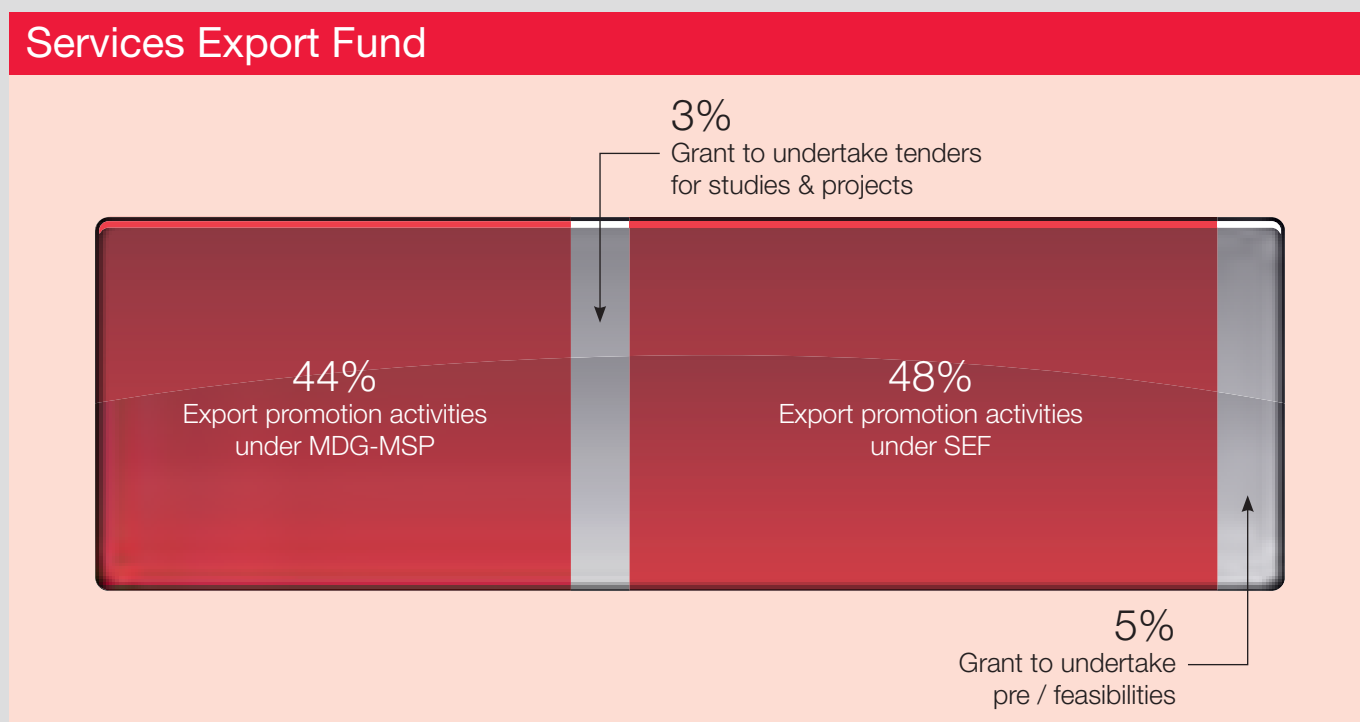
The Services Export Fund (SEF) is a scheme to assist Malaysian Service Providers (MSPs) explore opportunities in the international market. Under the programme, service providers are eligible for reimbursement of expenses related to export promotion activities. Grants provided under SEF covers expenses for participation in tenders, conducting feasibility studies for international projects and undertaking export promotion activities.

In May 2010, the grant was revised to cater to only SMEs in services through Market Development Grant for

Malaysian Services Providers (MDG-MSP). This grant provides financial assistance to Small Medium Enterprises (SMEs) in the services sector embarking on export promotion activities.

In 2010, a total of 409 Malaysian service providers were assisted under the SEF/MDG-MSP grant.

The following is the breakdown of the grants approved by grant type:



Export Facilitation

Business And Consultation Sessions (B&C)

In efforts to create awareness on MATRADE’s services, facilities and assistance programmes among the exporting community, MATRADE organised a series of Business and Consultation (B&C) sessions in collaboration with state agencies and industry associations. These programmes also provided an opportunity for MATRADE to obtain feedback on issues faced by the Malaysian companies venturing into exports.

The B&C covered briefings, dialogue sessions and consultation with Malaysian exporters. Representatives from other Government agencies and trade organisations were also present to respond to issues and queries on areas under their responsibilities.

In 2010, a total of 1,407 participants attended seven B&C sessions conducted in Kuala Lumpur, Melaka, Kedah, Kelantan, Sabah, Pahang and Sarawak.

Free Trade Agreement (FTA) Focal Point

Towards the efforts to increase awareness among the exporting community about the benefits of FTA, MATRADE conducted a series of FTA awareness

programmes nationwide. These briefings were carried out in Kuala Lumpur, Melaka, Kedah, Kelantan, Pahang, Sabah and Sarawak.

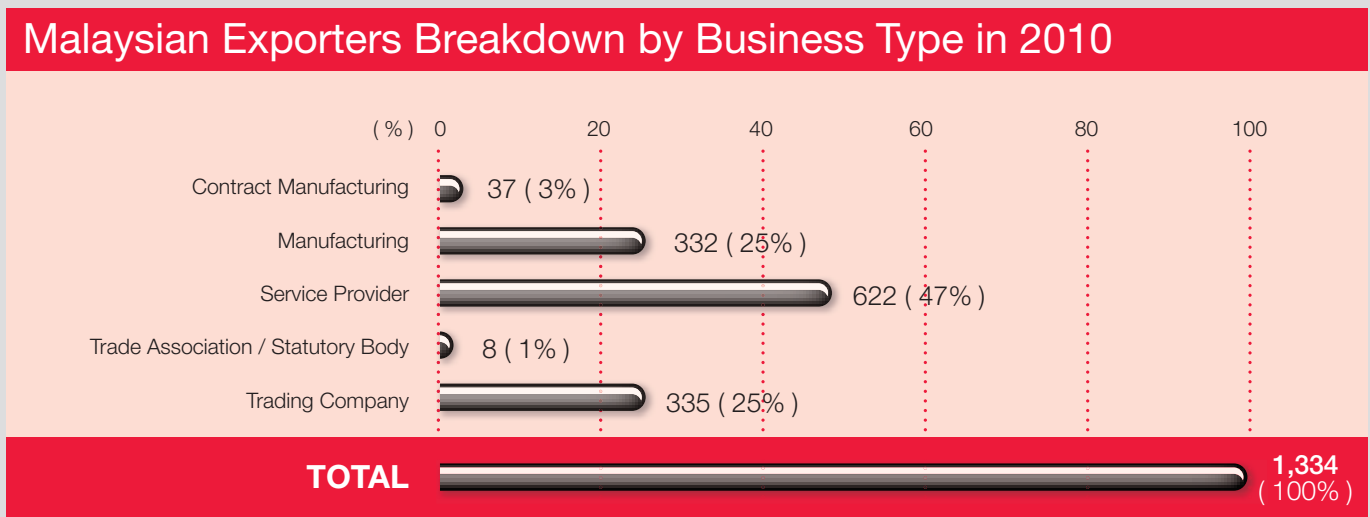
Malaysian Exporters Registry (MER)

MATRADE manages the Malaysian Exporters Registry (MER), a database encompassing manufacturers, trading companies, service providers and trade associations. Companies registered in the MER receive information on trade issues, market intelligence, and trade promotion programmes and activities undertaken by MATRADE. In addition, companies registered in the MER will also be given priority for business matching activities. Membership is free of charge and registration can be done online.

MATRADE comprising manufacturers, trading companies, service providers, contract manufacturing companies and trade associations. This database facilitates in the dissemination of information to local companies on trade promotion programmes, trade related information and interest from potential foreign buyers to source Malaysian products and services. As of to date, 16,747 companies have registered in the MER.

In 2010, a total of 1,334 companies registered with

Please refer to the charts below for a detailed breakdown:



Trade Enquiries

MATRADE received a total of 25,970 trade enquiries through its global network for Malaysian products and services in 2010. MATRADE also received a total of 8,943 trade enquiries online through info@matrade.gov.my. Most of the enquiries were on sourcing for Malaysian products and services, list of overseas and local trade events, registration for MER, information on MDG as well as information on export facilitation such as customs tariff, rules and regulations and export documentation.

Trade Enquiries Received by Regions

West Asia	7536
North-East Asia	4576
Europe	4531
South East Asia	3047
North America	2728
Africa	1309
Latin America	1177
South Asia	679
Oceania	387

TOTAL

25,970

Malaysia Export Exhibition Centre (MEEC)

The Malaysia Export Exhibition Centre (MEEC) is a permanent centre to showcase Malaysia's products and services. A total of 391 Malaysian companies exhibited their products and services at MEEC in 2010, covering 35 products and services sub-sectors.

Products include food and beverages, wood based products, rubber, automotive and auto parts, and chemicals and chemical products. The services showcased included education, franchising, finance and logistic providers. SMEs comprised 80 per cent of exhibitors at MEEC in 2010.

In addition, the MEEC facilitates business meetings between international buyers with local exporters. For 2010, a total of 181 business meetings were arranged between Malaysian companies and foreign buyers. MEEC received 6,412 local and foreign visitors and 4,940 trade enquiries for the year.



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PICTURE CAPTION
1/2/3 Malaysian product samples displayed at the permanent exhibition managed by MATRADE

MATRADE Help Desk (MHD)

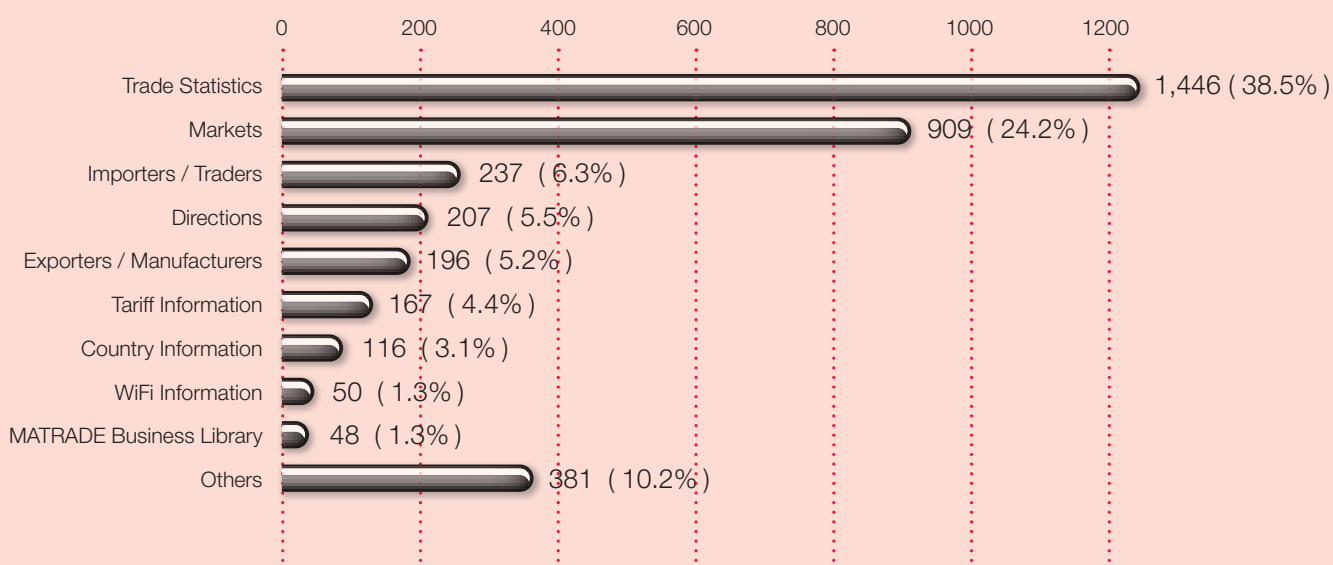
The help desk at MATRADE headquarters serves as the focal point that facilitates enquiries from local and foreign business communities on MATRADE's services and programmes. Enquiries are received via telephone, e-mail and walk-in visits. For 2010, MATRADE Help Desk received 536 enquiries from local and foreign companies ranging from applications for grants, promotional programmes and registration with MATRADE to sourcing for Malaysian products, services and market information.

MATRADE Business Library

As one of the most comprehensive business libraries in the country and a major source of information for the business community, MATRADE Business Library offers a wealth of information in the form of online databases, directories, periodicals, books, market reports, trade leads, statistical data and CD-ROMs to facilitate trade research covering products, services and markets.

Constantly updated with the latest trade statistics, market reports, country profiles, trade leads, tariffs, rules and regulations and business news. MATRADE Business Library received 3,895 enquiries, 2,667 visitors and was utilised by a total of 4,593 users in 2010. The library also acquired 1,163 books, 395 directories, 1,109 periodicals and 104 CD-ROMs, and is equipped with 23 databases, which included the newly subscribed Basisnet and KOMPASS Extranet.

Reference Enquiries by Subject



List of Online Databases Usage

World Trade Atlas Online	2,424
nexis.com	2,188
Malaysian Exporters	1,573
Global Market Information Database	1,462
eiu.com	1,411
Business Contacts	737
Foreign Importers	623
Trade Fairs	42

Malaysia Trade Statistics	12
Others	37
• Trade Missions	12
• The Tariff Finder Online	8
• Export Training Programmes	7
• The Public Ledger	4
• Exhibition & Conventions	4
• Other Promotion Events	2

TOTAL

10,509

ICT Initiatives

MATRADE undertook significant ICT initiatives to support its core business and to deliver business information for more accurate business analysis and decision making process. Key initiatives included the development of MATRADE's five-year ICT Strategic Plan (ISP), which will align its ICT strategy with its business strategy to deliver high value services to its internal and external clients.

MATRADE completed applications and IT infrastructure for service delivery improvements in 2010. New databases developed included Core Business Management System, Malaysia Export Import Information System (MEXIIS), Diaspora database and Bumiputera exporters database.

MATRADE Portal

MATRADE portal, www.matrade.gov.my, was enhanced to be more client centric where the content is segmented according to two key clients; Malaysian exporters and foreign buyers. The portal remains an important medium to disseminate information on MATRADE's services and trade-related news, as well as to promote Malaysian products and services globally.

Enhancements made to the MATRADE portal include a new feature, the online video content known as MATRADE Tube. It features MATRADE Trade Commissioners and officers presenting useful export-related topics for the Malaysian exporters.

MyMATRADE

MATRADE's intranet portal, MyMATRADE, was launched in 2010 to facilitate the sharing of knowledge among its staff and delivery of trade information. This online platform enables easy access

to a range of services available in the portal including Sharing Corner, Calendar of events, Online Forum, Electronic document management system, Online databases, Fast Fact, online Poll and Photo gallery.

MyExport

MyExport is a subscription-based online service that allows Malaysian exporters registered with MATRADE to access crucial trade information updated by MATRADE's worldwide offices such as Trade Leads, International Tender Notices, Market Alerts and

Product Market Studies in real-time. Registered users can update their company's profile and upload their product images in the Malaysia e-Directory section. There were 921 new subscribers in 2010, bringing the total number of subscribers to 1,875 companies.

MATRADE Mobile & SMS Service

MATRADE's mobile services at <http://mobile.matrade.gov.my> provides a convenient way for Malaysian exporters who are on the move to retrieve information on MATRADE's services. In addition to the mobile portal, a total of 8,892 SMS were sent in 2010, compared to 3,467 in 2009 through the government MySMS gateway. The SMS transactions consist of notification on MATRADE events and requesting for information on MATRADE's events, Grant Application Forms and the address of MATRADE offices.

MATRADE is committed to ensuring recovery of its core online services in the event of a disaster. Towards this end, a Disaster Recovery service was undertaken to ensure restoration of critical online business functions within the stipulated timeframe in the event of major systems disruption. This is carried out via the establishment of a secondary remote data centre located in Cyberjaya as a backup data centre.

MATRADE Publications

MATRADE produces various publications to disseminate information on export market opportunities and capabilities of Malaysian manufacturers and service providers. These publications include trade directories, exporters' guidebooks, magazines and brochures.

Trade Mart, a bi-monthly magazine offers updates on trade developments, exporters' guide, market watch, market opportunities, business updates and MATRADE events to the Malaysian exporting community.

"What's New from Malaysia" is a publication featuring information on new and innovative products and services from Malaysia. This publication highlights a combination of ground-breaking innovations together with a wide range of interesting products and services produced by Malaysian companies. Published quarterly, regular updates on the latest range of products and services are made available to promote to the international business community. This publication is also available in the e-newsletter format at www.whatsnew.my.

Trade Directories launched in 2010 included:

- **Malaysia Exporters of Halal Products & Services Directory 2010-2011**
[a collaboration with Department of Islamic Development Malaysia (JAKIM) and Halal Industry Development Corporation(HDC)]
- **Outsourcing Malaysia Directory 2010-2011**
[a collaboration with Outsourcing Malaysia]
- **Malaysia Exporters of Print Media Services Directory 2010-2012**
- **Malaysia Office Furniture Directory 2010-2012**
- **Malaysia Sauces & Condiments Directory 2010-2012**
- **Malaysia Tea, Coffee and Cocoa Directory 2011-2013**

Other publications produced were Handbooks, Flyers on upcoming events, Magazines and Brochures on international trade fairs in Malaysia.

Electronic Publications

MATRADE Online News is circulated fortnightly to all companies registered with MATRADE. This electronic publication provides information on upcoming trade events organised and coordinated by MATRADE, updates on overseas trade regulations, market alerts and export opportunities in the global market. A total of 25 issues were published by MATRADE in 2010.

Another e-publication by MATRADE is matrade.leads which contains trade enquiries from foreign buyers. The alerts are sent out weekly to all companies registered with MATRADE.

Export Excellence Award

The Export Excellence Award is one of the awards presented under the Industry Excellence Award (IEA) organised annually by the Ministry of International Trade and Industry (MITI). MATRADE is the Secretariat for IEA in the following categories:

1. Export Excellence Award (Merchandise)
2. Export Excellence Award (Services)
3. Brand Excellence Award (Merchandise)
4. Brand Excellence Award (Services – Professional and Non Professional)

The Export Excellence Awards for Merchandise and Services are given to companies in recognition for their commitment and efforts in penetrating export markets. The Brand Excellence Award for merchandise and services is given as recognition for companies that have invested in developing and promoting Malaysian brands internationally.



Winners of the Export Excellence Award and Brand Excellence Award for 2010:

Export Excellence Award 2010 (Merchandise)

- Uprise Elastic Webbing (Malaysia) Sdn Bhd
- Keppel Wood Industries (M) Sdn Bhd
- The Armour Factory Sdn Bhd
- IRIS Corporation Bhd

Export Excellence Award 2010 (Services)

- T.R Hamzah & Yeang Sdn Bhd
- APIIT Education Group (Comprising UCTI and APIIT)
- Sunway Construction Sdn Bhd
- Infopro Sdn Bhd
- Malaysia Marine and Heavy Engineering Sdn Bhd (MMHE)

Brand Excellence Award 2010 (Merchandise)

- RBM Building Machinery Trading Sdn Bhd
- Goodmaid Chemicals Corporation Sdn Bhd
- Daily Fresh Food Sdn Bhd
- MM Vitaols Sdn Bhd

Brand Excellence Award 2010 (Services)

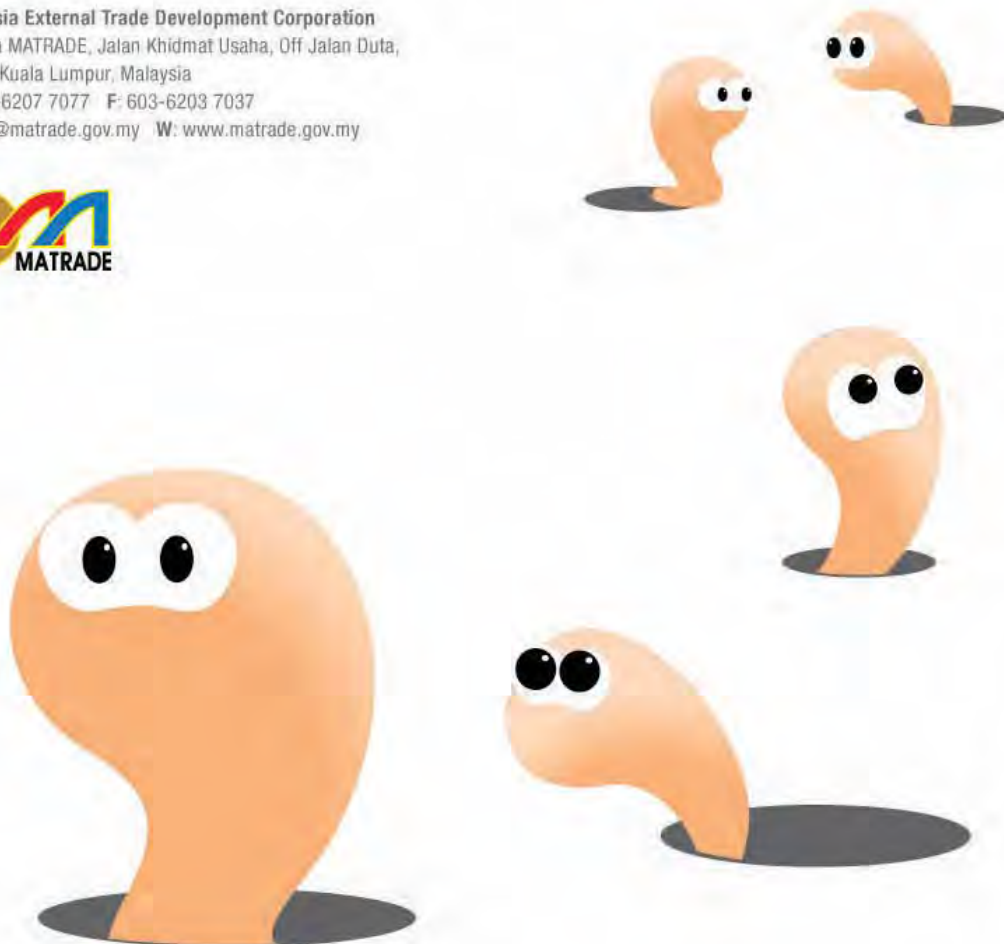
- Universiti Telekom Sdn Bhd
- Mayflower ACME Tours Sdn Bhd

Searching for quality export products and services to grow your business? Start here.

There are plenty to choose from in Malaysia. Especially when our products and services are well-known all around the globe for their superior quality and reliability in meeting world class standards. Just ask the 200 countries we are supplying to. Which is why it's not surprising that Malaysia is rated among the top 20 exporting nations in the world. In the global supply chain, Malaysian companies have become preferred sourcing partners. We are ranked as one of the leading exporters worldwide for semiconductors, medical disposables and devices, processed food, building materials, healthcare, education, outsourcing services, information and communication technology (ICT) and engineering services. All these testify to the high level of confidence and trust that international businesses have in us.

Call us at any of our 40 offices around the globe so we can connect you with suitable Malaysian exporters. Visit your nearest MATRADE office, or go to www.matrade.gov.my

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50480 Kuala Lumpur, Malaysia
T: 603-6207 7077 F: 603-6203 7037
E: info@matrade.gov.my W: www.matrade.gov.my



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1 MATRADE's advertisement for the international market in 2010



**For a strong global presence,
tie up with us.**

Venturing into the export market can be a challenge. But it could be made easier when you connect with MATRADE. As the Malaysian government's marketing arm, we promote the export of Malaysian products and services all over the world. With a wealth of market intelligence and expertise from our network of 40 trade offices located worldwide, we can help Malaysian companies take their business globally. Through our promotions, capacity-building programmes and tailor-made assistance, you stand to gain a stronger foothold in the vast global marketplace.

Contact MATRADE now or visit www.matrade.gov.my

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PICTURE CAPTION

1 MATRADE's advertisement for the domestic market in 2010

**Perbadanan Pembangunan
Perdagangan Luar Malaysia**
Malaysia External Trade
Development Corporation

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