

2009

Laporan Tahunan Annual Report



Bringing the world to Malaysian entrepreneurs



Perbadanan Pembangunan Perdagangan Luar Malaysia
Malaysia External Trade Development Corporation

Perutusan Pengerusi	2
Maklumat Korporat	6
_Perbadanan Pembangunan Perdagangan Luar Malaysia Akta 1992	
_Visi, Misi dan Fungsi-fungsi	
_Lembaga Pengarah dan Jawatankuasa Audit	
_Pengurusan Kanan	
_Struktur Organisasi	
_Cawangan Tempatan dan Rangkaian Antarabangsa	
Tumpuan Korporat	24
_Tumpuan Aktiviti Penggalakan Perdagangan	
_Memperluaskan Perniagaan Halal	
_Mengoptimakan Peluang Perniagaan Serantau	
_Penjenamaan Sektor Perkhidmatan Malaysia	
_Strategi Pemasaran	
_Peningkatan Sumber Manusia	
_Pengiktirafan Kecemerlangan	
_Perkongsi Pengetahuan	
_Merancang Hala Tuju	
Prestasi Perdagangan	34
_Tahun Yang Mencabar	
_Rakan Perdagangan Utama	
_Pasaran Serantau	
_Mara Ke Hadapan	
Pasaran Sasaran	44
_Memperluaskan Pasaran Global Malaysia	
_Produk dan Perkhidmatan	
_Kerjasama dengan Kementerian, Agensi Kerajaan dan Persatuan Perdagangan	
Perkhidmatan Sokongan Dagangan	68
_Memperkasakan Pengeksport	
_Membimbing Pengeksport EKS	
_Sokongan Kewangan	
_Pemudahan Eksport	
_Anugerah Kecemerlangan Eksport	

Perutusan Pengerusi

Malaysia mencatat lebih dagangan bagi kali ke-12 berturut-turut pada 2009 dengan nilai dagangan sebanyak RM118.35 bilion. Jumlah perdagangan Malaysia menurun 16.6 peratus kepada RM988.24 bilion dari RM1.185 trilion yang dicatat dalam tahun 2008. Kemelesetan ekonomi dunia pada 2009 juga mengakibatkan penurunan perdagangan global.

Eksport menurun sebanyak 16.6 peratus kepada RM553.3 bilion, berbanding RM663.49 bilion pada 2008. Nilai import menurun sebanyak 16.6 peratus kepada RM434.94 bilion dalam tahun 2009 berbanding RM521.61 bilion pada 2008. Penurunan ini adalah akibat daripada permintaan yang kurang oleh rakan perdagangan utama Malaysia akibat daripada kemelesetan ekonomi global.

Sektor eksport utama yang terdiri daripada perkilangan, pertanian dan galian serta minyak galian telah mencatatkan penurunan nilai eksport pada 2009. Perkilangan yang menyumbang sebanyak 74.4 peratus daripada jumlah eksport negara telah menurun sebanyak 11.4 peratus kepada RM411.4 bilion. Sektor galian serta minyak galian yang menyumbang 14.7 peratus daripada jumlah eksport, mengecut sebanyak 32.5 peratus kepada RM81.5 bilion. Eksport pertanian menurun sebanyak 22.7 peratus kepada RM55.46 bilion.

Pasaran rantau utama Malaysia pada 2009 tidak berubah, yang terdiri dari Asia Timur Laut, Persatuan Negara-negara Asia Tenggara (ASEAN), Amerika Utara, Kesatuan Eropah (EU) dan Asia Barat. Pada 2009, Republik Rakyat China menggantikan Singapura sebagai rakan perdagangan terbesar berbanding kedudukan keempat pada 2008. Ini diikuti oleh Singapura, Amerika Syarikat, Jepun dan Thailand.

Walaupun dalam keadaan kemerosotan ekonomi global, MATRADE secara agresifnya meneruskan aktiviti-aktiviti penggalakan perdagangan bagi produk dan perkhidmatan. Pada 2009, sejumlah 206 aktiviti penggalakan perdagangan telah dilaksanakan untuk membantu pengeksport Malaysia meluaskan pasaran



eksport. Program penggalakan ini termasuk penyertaan dalam dua Lawatan Rasmi YAB Perdana Menteri dan 28 Pameran Perdagangan Antarabangsa serta penganjuran tujuh Misi Perdagangan dan Pelaburan, 27 Misi Pemasaran, 27 Misi Belian, 46 Kaunter Promosi, 37 Seminar, Taklimat dan Bengkel serta 32 Kaunter Penerangan di pameran tempatan.

Dalam tahun 2009, pencapaian yang memberangsangkan dicatatkan melalui pelbagai aktiviti penggalakan perdagangan dengan jualan langsung bernilai RM2.7 bilion dan jualan dalam rundingan sebanyak RM12.07 bilion. Program Pameran Perdagangan Antarabangsa menghasilkan jualan langsung sebanyak RM1.98 bilion dan jualan dalam rundingan berjumlah RM7.94 bilion. Misi Perdagangan dan Pelaburan mencatatkan jualan langsung sebanyak RM27.46 juta dan jualan dalam rundingan bernilai RM433.47 juta manakala Misi Jualan Khusus dan

Misi Jualan Am mencatat jualan langsung dengan nilai RM34.68 juta dan jualan dalam rundingan sebanyak RM1.25 bilion.

Misi Belian yang diselaraskan pada 2009 dan pertemuan perniagaan yang dianjurkan sempena Lawatan Rasmi YAB Perdana Menteri ke Bahrain, Qatar dan Republik Rakyat China secara kolektif telah menjana jualan langsung bernilai RM656.62 juta dan jualan dalam rundingan berjumlah RM2.4 bilion.

Selain daripada penyertaan dalam pameran antarabangsa di luar negara, MATRADE meneruskan penganjuran dua pameran antarabangsa utama dalam negara. Pameran *Malaysia International Halal Showcase 2009* (MIHAS) dari 6 hingga 10 Mei mempromosikan pelbagai produk dan perkhidmatan Halal manakala *International Trade Malaysia 2009* (INTRADE Malaysia) dari 10 hingga 12 November 2009 mempamerkan produk perkilangan dan perkhidmatan yang meliputi 30 sektor industri. Kedua-dua pameran perdana ini masing-masing menghasilkan jualan sebanyak RM3.24 bilion dan RM4.73 bilion.

Bagi sektor perkhidmatan, rantau Asia Barat terus menjadi tumpuan aktiviti penggalakan MATRADE pada 2009. Program utama sektor perkhidmatan adalah penganjuran kali kedua *Malaysia Services Exhibition 2009* (MSE 2009) di Dubai, Emiriyah Arab Bersatu, dari 17 hingga 19 Mac 2009. Pameran ini bertujuan mempertingkatkan visibiliti sektor perkhidmatan Malaysia dari segi kemampuan serta kemahiran pembekal-pembekalnya. Sejumlah 51 projek berpotensi dengan nilai RM8.45 bilion telah dikenalpasti dalam sektor pembinaan, perkhidmatan profesional, minyak dan gas, pendidikan dan latihan khusus, penjagaan kesihatan, teknologi maklumat dan komunikasi (ICT) serta penjana kuasa dan tenaga. Projek-projek ini telah dikenalpasti oleh pembekal perkhidmatan Malaysia menerusi pertemuan perniagaan yang diadakan serta hubungan perniagaan yang dijalin semasa pameran.

Selain menjalankan aktiviti promosi perdagangan, MATRADE juga memainkan peranan penting dalam pembangunan pengeksport melalui pembinaan keupayaan enterpris kecil dan sederhana (EKS). Sejumlah 37 program latihan meliputi seminar, taklimat, bengkel dan forum yang dijalankan telah dimanfaatkan oleh 6,147 peserta dari 4,542 syarikat. Program-program latihan ini merangkumi aspek kemahiran pemasaran, syarat dan peraturan perdagangan serta peluang-peluang perniagaan eksport.

Bagi membantu EKS mengurangkan kos aktiviti-aktiviti promosi eksport yang kian meningkat, MATRADE menyediakan bantuan kewangan melalui Geran Pembangunan Pasaran (MDG), Geran Promosi Jenama (BPG) serta Dana Eksport Perkhidmatan (SEF). Sejumlah RM22.61 juta telah disalurkan kepada 1,272 syarikat

melalui MDG, RM33.8 juta kepada 20 syarikat melalui BPG manakala RM68.56 juta kepada 674 pembekal perkhidmatan Malaysia melalui SEF.

Usaha meningkatkan jumlah pengeksport Bumiputera diteruskan di bawah Program Pembangunan Pengeksport Bumiputera (BEDP). Program ini memberi tumpuan untuk membangun serta meningkatkan kemahiran dan pengetahuan berkaitan eksport. Antara aktiviti-aktiviti yang dijalankan adalah seminar, bengkel, lawatan sambil belajar, taklimat, sesi perundingan, bimbingan perniagaan secara peribadi dan penyertaan di dalam aktiviti penggalakan perdagangan antarabangsa. Bagi tahun 2009, sejumlah 15 syarikat telah dipilih menyertai program ini menjadikan jumlah keseluruhan sebanyak 73 syarikat semenjak ia diperkenalkan pada 2004.

Bagi meningkatkan penyertaan usahawan wanita dalam sektor eksport, MATRADE meneruskan usaha pengambilan serta membimbing syarikat milikan wanita baru di bawah Program Pembangunan Pengeksport Wanita (WEDP). Sembilan syarikat telah dipilih di bawah WEDP pada 2009 menjadikan jumlah keseluruhan sebanyak 48 syarikat semenjak ia diperkenalkan pada 2005.

Sejajar dengan komitmen menyediakan perkhidmatan cemerlang kepada *stakeholders*, MATRADE telah memberikan keutamaan kepada pembangunan sumber manusia. Pada 2009, MATRADE telah mengendalikan 130 program berkaitan pembangunan Sumber Manusia yang meliputi aspek Kepimpinan, Pengurusan, Kemahiran Bahasa, Kewangan, Pemasaran dan Teknologi Maklumat.

Pada 2009, MATRADE telah menerima anugerah *Special Appreciation Award for Organisation* sempena Malam Anugerah Francais yang dianjurkan bersama oleh Persatuan Francais Malaysia dan Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan. Anugerah ini mengiktiraf sumbangan MATRADE terhadap pembangunan industri francais Malaysia.

Tinjauan Perdagangan

Tabung Kewangan Antarabangsa (IMF) meramalkan ekonomi dunia akan pulih pada 2010 dengan kadar sederhana iaitu sebanyak 3.1 peratus berbanding negatif 1.1 peratus pada 2009. Pertubuhan Perdagangan Dunia (WTO) meramalkan perdagangan dunia akan meningkat sebanyak 4.5 peratus pada 2010. Eksport Malaysia pada

2010 dijangka meningkat di antara enam hingga tujuh peratus berikutan peningkatan permintaan pasaran utama hasil daripada langkah-langkah kewangan dan fiskal yang telah diperkenalkan untuk merangsangkan ekonomi negara-negara ini.

Tahun 2010 akan menyaksikan Malaysia terus menerokai peluang perdagangan di pasaran yang giat berkembang khususnya Republik Rakyat China, India dan Asia Barat di mana pasaran-pasaran ini menunjukkan perkembangan yang menggalakkan lima tahun kebelakangan ini. Pasaran baru seperti Afrika, Asia Tengah serta Eropah Timur juga akan turut diterokai memandangkan kuasa beli pengguna di rantau ini adalah tinggi. Di dalam usaha untuk mempelbagaikan sektor produk eksport serta pasaran baru, MATRADE akan mempergiatkan aktiviti-aktiviti penggalakan bagi mengenalpasti peluang-peluang eksport khususnya di pasaran sedia ada serta pasaran baru muncul.

Sejajar dengan Model Ekonomi Baru dan Rancangan Malaysia Ke-10 yang diumumkan oleh Kerajaan tahun ini, MATRADE turut melangkah ke hadapan dengan mengatur semula strategi penggalakan eksport dan program bagi tahun 2010. Tumpuan diberi kepada mempromosikan eksport bernilai tinggi, membangun lebih ramai pengeksport EKS, mempergiatkan aktiviti-aktiviti penggalakan eksport perkhidmatan, mempertingkatkan program keupayaan pengeksport, memperkenalkan pendekatan inovatif serta kreatif dalam program penggalakan eksport dan meningkatkan jalinan hubungan dengan komuniti perniagaan antarabangsa. Dengan ramalan pemulihan ekonomi global dan program penggalakan yang dirancang oleh MATRADE bagi 2010, saya yakin eksport Malaysia akan mencapai sasaran pertumbuhan yang ditetapkan oleh Kerajaan.

Secara peribadi, saya ingin menyampaikan ucapan takziah di atas pemergian Allahyarham Datuk Hj. Ahmad Ali Lope Abdul Aziz pada 7 Februari 2009 yang telah berkhidmat sebagai Ahli Lembaga Pengarah di MATRADE selama empat tahun.

Akhir sekali, saya juga ingin merakamkan penghargaan saya kepada Ahli Lembaga Pengarah dan warga kerja MATRADE di atas sikap profesional dan dedikasi mereka dalam melaksanakan segala program serta aktiviti sepanjang tahun yang mencabar ini dan sepanjang perkhidmatan saya di MATRADE. Setelah dilantik sebagai Pengerusi MATRADE selama tujuh tahun dan Ahli Lembaga Pengarah selama 14 tahun, saya dengan

berat hati meninggalkan MATRADE setelah melalui waktu-waktu yang sangat bernilai bekerjasama dengan Ahli-ahli Lembaga Pengarah yang lain serta kakitangan MATRADE yang berwibawa, baik di dalam negeri mahupun di luar negara.

Saya percaya warga kerja yang berdedikasi dan berpotensi merupakan aset berharga MATRADE dan saya berkeyakinan bahawa dengan sokongan padu dari warga kerja dan *stakeholders*, MATRADE akan terus mengecapi kejayaan yang lebih menyerlah di dalam aktiviti promosi perdagangan. Akhir sekali, saya ingin mengucapkan terima kasih kepada MATRADE dan warganya di atas sokongan, dorongan yang telah diberikan selama ini, terutamanya kenangan-kenangan manis bersama di dalam usaha untuk meletakkan MATRADE sebagai organisasi promosi perdagangan Malaysia yang terulung.



Tan Sri Halim Mohammad
Pengerusi



Maklumat Korporat

- _Perbadanan Pembangunan Perdagangan Luar Malaysia Akta1992
- _Visi, Misi dan Fungsi-fungsi
- _Lembaga Pengarah dan Jawatankuasa Audit
- _Pengurusan Kanan
- _Struktur Organisasi
- _Cawangan Tempatan dan Rangkaian Antarabangsa

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.

Lembaga Pengarah

1. **YBhg. Tan Sri Halim Mohammad**
Pengerusi 16 September 1997—15 April 2010
2. **YBhg. Tan Sri Abdul Rahman Mamat**
03 September 2006—06 Disember 2010
3. **YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir**
01 Ogos 1999—31 Julai 2010
4. **YBhg. Datuk 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 2010
7. **YBhg. Datuk Hj. Ahmad Ali Lope Abdul Aziz**
01 Ogos 2005—31 Julai 2010
(Meninggal dunia pada 7 Februari 2009)
8. **YBhg. Datin Paduka Nurmala Abd. Rahim**
02 Mac 2007—01 Mac 2010
9. **YBhg. Tan Sri Mustafa Mansur**
01 Mei 2008—30 April 2011
10. **En. Koshy Thomas**
01 Ogos 2008—31 Julai 2010
11. **En. Mohd Fauzi Rahmat**
01 Ogos 2008—31 Julai 2010
12. **YBhg. Dato' Noharuddin Nordin**
26 Disember 2006—Kini

Jawatankuasa Audit

- **YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir**
- **YBhg. Dato' Wong Siew Hai**
- **YBhg. Dato' Hazimah Zainuddin**
- **YBhg. Datuk Hj. Ahmad Ali Lope Abdul Aziz**
(Meninggal dunia pada 7 Februari 2009)
- **En. Koshy Thomas**



1

2

3



4

5

6

8



9

10

11

12



1

2

3

4

5

6

7



8

9

10

11

12

13

14

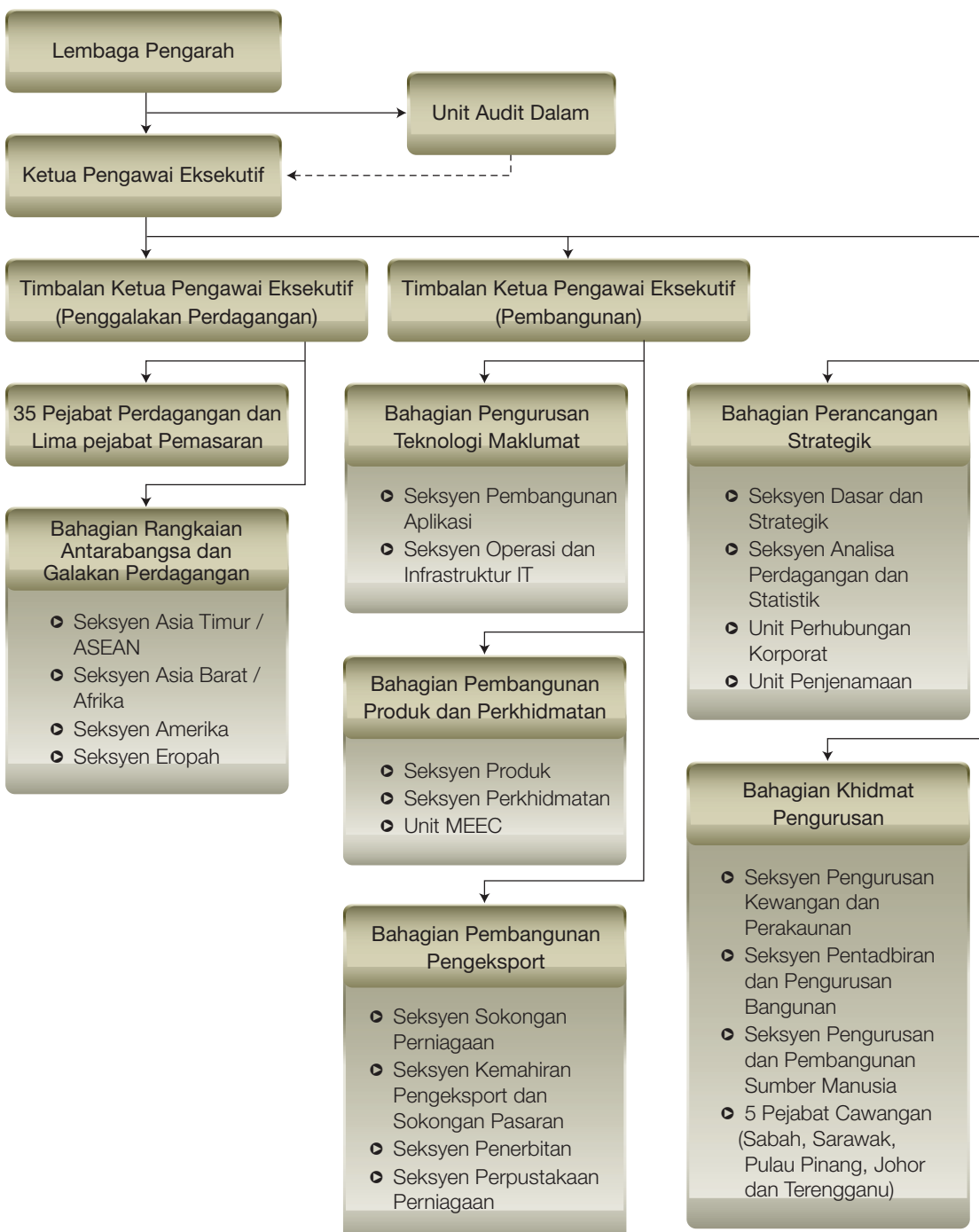
15

Pengurusan Kanan

1. **YBhg. Dato' Noharuddin Nordin**
Ketua Eksekutif
2. **En. Mohamad Kamarudin Hassan**
Timbalan Ketua Eksekutif (Pembangunan)
3. **Dr. Wong Lai Sum**
Timbalan Ketua Eksekutif (Penggalakan Perdagangan)
4. **En. Jamaludin Hussain**
Pegarah Kanan, Bahagian Khidmat Pengurusan
5. **En. Zakaria Kamaruddin**
Pegarah Kanan, Bahagian Pembangunan Pengeksport
6. **Pn. Susila Devi**
Pegarah Kanan, Bahagian Pembangunan Produk dan Perkhidmatan
7. **En. Md. Silmi Abd Rahman**
Pegarah, Seksyen Kemahiran Pengeksport dan Sokongan Pasaran,
Bahagian Pembangunan Pengeksport
8. **YM. Raja Nor Zihan Raja Mohsin**
Pegarah, Bahagian Pengurusan Teknologi Maklumat
9. **Pn. Wan Norma Wan Daud**
Pegarah, Seksyen Produk, Bahagian Pembangunan Produk dan Perkhidmatan
10. **En. Prakas Nair**
Pegarah, Seksyen Amerika, Bahagian Rangkaian Antarabangsa dan
Galakan Perdagangan
11. **En. Abu Bakar Koyakutty**
Pegarah, Seksyen Eropah, Bahagian Rangkaian Antarabangsa dan
Galakan Perdagangan
12. **En. Zulkepli Mohd Perai**
Pegarah, Seksyen Asia Barat / Afrika, Bahagian Rangkaian Antarabangsa
dan Galakan Perdagangan
13. **Pn. Aureen Jean Nonis**
Pegarah, Seksyen Perkhidmatan, Bahagian Pembangunan Produk
dan Perkhidmatan
14. **En. Mohd. Mustafa Abdul Aziz**
Pegarah, Seksyen Asia Timur Laut / ASEAN, Bahagian Rangkaian
Antarabangsa dan Galakan Perdagangan
15. **En. Mohd. Aminuddin Sham Tajudin**
Pegarah, Bahagian Perancangan Strategik

Struktur Organisasi

MATRADE mengekalkan struktur organisasinya dengan memberi penekanan kepada perkhidmatan yang terbaik berlandaskan dua fungsi utamanya, iaitu penggalakan eksport Malaysia dan pembangunan produk dan perkhidmatan. Pada 2009, MATRADE meningkatkan jumlah kakitangannya dari 563 orang kepada 627 orang untuk memberi perkhidmatan yang berkesan kepada *stakeholders*. MATRADE membuka pejabat luar negara yang ke-40 di Mumbai, India sementara pejabatnya di negara Jerman telah berpindah dari Cologne ke Frankfurt.



Rangkaian di Malaysia

Pejabat Cawangan (Semenanjung Malaysia)

Pulau Pinang

Pejabat MATRADE Wilayah Utara
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

Tingkat 1, Bangunan FMM
2767, Mukim 1, Lebuh Tenggiri 2
Bandar Seberang Jaya
13700 Seberang Perai Tengah
Pulau Pinang

T +604 398 2020

F +604 398 2288

E penang@matrade.gov.my

Pengarah En. Mazlan Harun

Penolong Pengarah Pn. Noor
Asiah Mahmud



En. Mazlan Harun

Terengganu

Pejabat MATRADE Wilayah Timur
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

Tingkat 5, Menara Yayasan Islam
Terengganu
Jalan Sultan Omar
20300 Kuala Terengganu
Terengganu

T +609 624 4778

F +609 624 0778

E terengganu@matrade.gov.my

Pengarah Pn. Hasziah Mat Yazid

Penolong Pengarah En. Hafidz
Shukri Junit



Pn. Hasziah Mat Yazid

Johor

Pejabat MATRADE Wilayah Selatan
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

Suite 6B, Tingkat 6, Menara Ansar
65 Jln Trus, 80000 Johor Bahru
Johor

T +607 222 9400

F +607 222 9500

E johor@matrade.gov.my

Pengarah En. Har Man Ahmad

Penolong Pengarah En. Mohamad
Imran Hamzah



En. Har Man Ahmad

Pejabat Cawangan (Malaysia Timur)

Sarawak

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

Tingkat 10, Menara Grand
Lot 42 Section 46
Ban Hock Road, 93100 Kuching
Sarawak

T +6082 246 780

F +6082 256 780

E sarawak@matrade.gov.my

Pengarah En. Omar Mohd Salleh

Penolong Pengarah Pn. Trra Banau
Gilbert Taylor



En. Omar Mohd Salleh

Sabah

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

Lot C5.2A, Tingkat 5, Blok C
Bangunan KWSP, Jalan
Karamuning
88100 Kota Kinabalu, Sabah

T +6088 240 881

+6088 242 881

F +6088 243 881

E sabah@matrade.gov.my

Pengarah En. Syed Zahiruddin
Syed Ali

Penolong Pengarah En. Azmir
Ab Ghaffar



En. Syed Zahiruddin
Syed Ali

Rangkaian Antarabangsa MATRADE Pejabat Perdagangan dan Pemasaran

Afrika

Kaherah

Kedutaan Malaysia
Seksyen Komersial (MATRADE)
17th Floor, North Tower
Nile City Building
Cornish El-Nil Street
Cairo, **Egypt**

T +2 02 2 461 9063

+2 02 2 461 9064

F +2 02 2 461 9065

E cairo@matrade.gov.my

Pesuruhjaya Perdagangan:

En. Wan Ahmad Tarmizi Wan Idris



▲ En. Wan Ahmad Tarmizi
Wan Idris

Johannesburg

Pusat Perdagangan Malaysia
Ground Floor, Building 5
Commerce Square Office Park
39 Rivonia Road, Sandhurst
Sandton, Johannesburg,

Republik Afrika Selatan

T +27 11 268 2380

+27 11 268 2381

F +27 11 268 2382

E johannesburg@matrade.gov.my

Pesuruhjaya Perdagangan

En. Mansor Shah Wahid

Penolong Pesuruhjaya Perdagangan

En. Norman Dzulkarnain Mohd Nasri



▲ En. Mansor Shah Wahid

Nairobi

Suruhanjaya Perdagangan Malaysian
3rd Floor, Victoria Towers
Kilimanjaro Avenue - Upper Hill
P.O. Box 48916
00100 GPO Nairobi

Kenya

T +254 20 273 0070

+254 20 273 0071

F +254 20 273 0069

E nairobi@matrade.gov.my

Pesuruhjaya Perdagangan

En. Mohd Azuri Zukainain



▲ En. Mohd Azuri
Zukainain

Asia Tengah

Tashkent

Pejabat Perdagangan (MATRADE)
Kedutaan Malaysia
28, Maryam Yakubova Street
Yakkasaray District, 100 031
Tashkent

Republik Uzbekistan

T +998 71 256 67 07

F +998 71 256 69 09

E tashkent@matrade.gov.my

Pegawai Pemasaran

En. Abdulaziz Yunusov



▲ En. Abdulaziz Yunusov

Australia

Sydney

Konsulat Malaysia
Seksyen Komersial (MATRADE)
Level 4, Malaysia Airlines Building
16 Spring Street, NSW 2000,

Australia

T +61 2 9252 2270

F +61 2 9252 2285

E sydney@matrade.gov.my

Pesuruhjaya Perdagangan

En. Ong Yew Chee



▲ En. Ong Yew Chee

Asia Selatan

Chennai

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
Capitale 2A, 2nd Floor, 554 & 555
Anna Salai Teynampet
Chennai 600 018, **India**

T +91 44 2431 3722

+91 44 2431 3723

+91 44 2431 3724

F +91 44 2431 3725

E chennai@matrade.gov.my

Konsul / Pesuruhjaya Perdagangan

En. Md. Zainuddin A. Jalil

Penolong Pesuruhjaya Perdagangan

En. Khaifil Elmi Jamil



▲ En. Md. Zainuddin A. Jalil

Mumbai

MATRADE Mumbai
c/o Konsulat Jeneral Malaysia
(Seksyen Pelaburan)
81 & 87, 8th Floor
3rd North Avenue, Maker Maxity
Bandra Kurla Complex, Bandra (E)
Mumbai 400051, **India**

T +91 22 2659 1155

+91 22 2659 1156

F +91 22 2659 1154

E mumbai@matrade.gov.my

Konsul / Pesuruhjaya Perdagangan

En. Noraslan Hadi Abdul Kadir



▲ En. Noraslan Hadi Abdul Kadir

Asia Timur

Beijing

Kedutaan Malaysia
Seksyen Komersial (MATRADE)
Unit E, 11th Floor, Tower B
Gateway Plaza, No. 18, Xiaguangli
North Road Dongsanhuan, Chaoyang
District, Beijing 100027

Republik Rakyat China

T +86 10 8451 5109

+86 10 8451 5113

F +86 10 8451 5112

E beijing@matrade.gov.my

Pesuruhjaya Perdagangan

En. Too Kia Hong

Penolong Pesuruhjaya Perdagangan

En. Chong Yun Jang



▲ En. Too Kia Hong

Guangzhou

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
Unit 5305, Citic Plaza Office Tower
233, Tianhe Bei Road
Guangzhou, 510610 Guangdong

Republik Rakyat China

T +86 20 3877 3975 (DL)

+86 20 3877 3865 (GL)

F +86 20 3877 3985

E guangzhou@matrade.gov.my

Pesuruhjaya Perdagangan

En. Sim Kok Aun

Penolong Pesuruhjaya Perdagangan

En. Mohd Salleh Azwa Samshudin



▲ En. Sim Kok Aun

Rangkaian Antarabangsa MATRADE Pejabat Perdagangan dan Pemasaran

Asia Timur

Shanghai

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
Unit 807-809, Level 8
Shanghai Kerry Centre
No. 1515, Nan Jing Road (West)
Shanghai, 200040

Republik Rakyat China

T +86 21 6289 4467

+86 21 6289 4420

F +86 21 6289 4381

E shanghai@matrade.gov.my

Pesuruhjaya Perdagangan

En. Kua Kiat Chye

Penolong Pesuruhjaya Perdagangan

Pn. Aireen Syariza Tahir



▲ En. Kua Kiat Chye

Chengdu

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Pejabat Perwakilan Chengdu
Level 14, Unit 1402 – 1404
The Office Tower, Shangri-La Centre
9 Binjiang Road (East)
Chengdu 610021, Sichuan Province

Republik Rakyat China

T +86 28 6687 7517

F +86 28 6687 7524

E chengdu@matrade.gov.my

Pengarah

En. Iszam Khail Ishak



▲ En. Iszam Khail Ishak

Hong Kong SAR

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
G/F & 19/F, Malaysia Building
50, Gloucester Road, Wanchai
Hong Kong Special
Administrative Region

Republik Rakyat China

T +852 2527 8109

F +852 2804 2866

E hongkong@matrade.gov.my

Konsul / Pesuruhjaya Perdagangan

En. Choong Wan Sern

Penolong Pesuruhjaya Perdagangan

Cik Hazlinda Anwar



▲ En. Choong Wan Sern

Tokyo

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Ginza Showadori Building, 6F
8-14-14, Ginza, Chuo-ku
Tokyo 104-0061

Jepun

T +81 3 3544 0712

+81 3 3544 0713

F +81 3 3544 0714

E tokyo@matrade.gov.my

Pengarah

Pn. Yuslinawati Mohd Yusof



▲ Pn. Yuslinawati
Mohd Yusof

Osaka

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Mainichi Intecio 18F
3-4-5, Umeda, Kita-ku,
Osaka 530-0001, **Jepun**

T +81 6 6451 6520

F +81 6 6451 6521

E osaka@matrade.gov.my

Pegawai Pemasaran

En. Hiroshi Hashizume



▲ En. Hiroshi
Hashizume

Taipei

Pejabat Persahabatan dan
Perdagangan Malaysia
Seksyen Komersial (MATRADE)
10F-D, Hung Kuo Building
No. 167 Dun Hua North Road
Taipei 105, **Taiwan**

T +886 2 2545 2260

F +886 2 2718 1877

E taipei@matrade.gov.my

Pengarah

En. Muhd Shahrulmiza Zakaria



▲ En. Muhd
Shahrulmiza Zakaria

Asia Timur

Seoul

Kedutaan Malaysia (Seksyen Perdagangan dan Pelaburan)
17 th. Floor, SC First Bank Building
100, Gongpyeong-dong Jongno-gu
Seoul 110-702

Republik Korea

T +82 2 739 6812 (DL)
+82 2 739 6813/6814 (GL)
F +82 2 739 6815

E seoul@matrade.gov.my

Pesuruhjaya Perdagangan

Pn. Muna Abu Bakar



▲ Pn. Muna Abu Bakar

Asia Tenggara

Singapura

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
#33-01/03 Shaw Towers
100, Beach Road
189702

Singapura

T +65 6392 2238
F +65 6392 2239
E singapore@matrade.gov.my

Pesuruhjaya Perdagangan

Pn. Puspawati Omar

Penolong Pesuruhjaya Perdagangan

Pn. Nor Marieta Nor Maidin



▲ Pn. Puspawati Omar

Bangkok

Kedutaan Malaysia
Pejabat Komersial dan Pelaburan
No 3601, Level 36,
Q House Lumpini Building,
South Sathorn Road,
Tungmahamek, Sathorn,
10120 Bangkok

Thailand

T +66 2- 677 7392
F +66 2 677 7390

E bangkok@matrade.gov.my

Konsul / Pesuruhjaya Perdagangan

En. Jai Shankar Suppayah



▲ En. Jai Shankar Suppayah

Jakarta

Kedutaan Malaysia
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
12th Floor, Plaza Mutiara
Jl. Lingkar Kuningan
Kav. E.1.2, No. 1 & 2
Kawasan Mega Kuningan
Jakarta 12950, **Indonesia**

T +62 21 576 4322 (DL)
+62 21-576 4297

F +62 21-576 4321

E jakarta@matrade.gov.my

Pesuruhjaya Perdagangan

En. Yusram Yusup



▲ En. Yusram Yusup

Manila

Kedutaan Malaysia
Pejabat Perdagangan (MATRADE)
Level 4/F, HanjinPhil Building
1128, University Parkway
North Bonifacio, Global City
1634 Taguig, **Filipina**

T +63 2 556 8645
+63 2 556 8646
+63 2 556 8647

F +63 2 403 6387

E manila@matrade.gov.my

Konsular / Pesuruhjaya Perdagangan

En. Arieff Aaron Abdullah



▲ En. Arieff Aaron Abdullah

Rangkaian Antarabangsa MATRADE Pejabat Perdagangan dan Pemasaran

Asia Tenggara

Ho Chi Minh

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
1208, 12th Floor, Me Linh Point Tower
No. 2, Ngo Duc Ke Street, District 1
Ho Chi Minh City, **Vietnam**

T +84 8 3829 9023

+84 8 3829 3132

+84 8 3829 8256

F +84 8 3823 1882

E hcmc@matrade.gov.my

Pesuruhjaya Perdagangan

En. Azahar Mohamed



En. Azahar Mohamed

Hanoi

Kedutaan Malaysia
Pejabat Perdagangan (MATRADE)
45-46 Dien Bien Phu Street
Ba Dinh District
Hanoi, **Vietnam**

T +844 3734 7521

F +844 3734 7520

E hanoi@matrade.gov.my

Pegawai Pemasaran

En. Pham Van Hoi



En. Pham Van Hoi

Phnom Penh

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

No. 10, Street 242

Vithei Okhna Peich

Sangkat Chaktomuk

Khan Daun Penh

Phnom Penh, **Kemboja**

T +855 23 724 003

F +855 23 724 060

E phnompenh@matrade.gov.my

Pegawai Pemasaran

En. Pol Samon



En. Pol Samon

Asia Barat

Dubai

Pusat Perdagangan Malaysia
Seksyen Komersial (MATRADE)
Ground & Mezzanine Floors
Al Safeena Building (Near Lamcy Plaza)
Zaabeel Road, P.O. Box 4598
Dubai, **Emiriyah Arab Bersatu**

T +971 4-335 5528

+971 4 335 5538

F +971 4 335 2220

E dubai@matrade.gov.my

Pesuruhjaya Perdagangan Kanan

En. Dzulkifli Mahmud

Penolong Pesuruhjaya Perdagangan

En. Adli Haikal Abdul Hanib



En. Dzulkifli Mahmud

Jeddah

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
14th Floor, Saudi Business Centre
Madina Road
P.O Box 20802
Jeddah 21465, **Arab Saudi**

T +966 2 653 2143

+966 2 653 2198

F +966 2 653 0274

E jeddah@matrade.gov.my

Pesuruhjaya Perdagangan

En. Amran Yem



En. Amran Yem

Eropah

Paris

Service Commercial De Malaisie
(MATRADE)
De L'Ambassade De Malaisie
90, Avenue des Champs Elysees
75008 Paris, **Perancis**

T +33 1 4076 0000

+33 1 4076 0034

F +33 1 4076 0001

E paris@matrade.gov.my

Pesuruhjaya Perdagangan

Cik Nurdiana Abdullah

Penolong Pesuruhjaya Perdagangan

En. Rosli Mat Hassim



▲ Cik Nurdiana Abdullah

Frankfurt

Konsulat Malaysia
Seksyen Komersial (MATRADE)
Level 17, Kastor-Hochhaus
Platz der Einheit 1
60327 Frankfurt am Main

German

T +49 69 2475015 10

F +49 69 2475015 20

E frankfurt@matrade.gov.my

Konsul /Pesuruhjaya

Perdagangan Kanan

En. Mohamad Sabri Ab Rahman

Penolong Pesuruhjaya Perdagangan

Pn. Noor Hayati Abu Noh



▲ En. Mohamad Sabri
Ab Rahman

The Hague

Kedutaan Malaysia
Seksyen Komersial (MATRADE)
Rustenburgweg 2
2517 KE The Hague

Belanda

T +31 10 4627 759

F +31 10 4627 349

E rotterdam@matrade.gov.my

Pesuruhjaya Perdagangan

Pn. Rusiah Mohamed



▲ Pn. Rusiah Mohamed

Kiev

Kedutaan Malaysia
Pejabat Perdagangan (MATRADE)
No. 25 Buslivska Street
Perchersk, Kiev 01901

Ukraine

T +380 44 286 7128

F +380 44 286 8942

E kiev@matrade.gov.my

Pegawai Pemasaran

En. Vitaly Vladimirovich Boiko



▲ En. Vitaly Vladimirovich
Boiko

London

Suruhanjaya Perdagangan Malaysia
(MATRADE)
3rd and 4th Floor
17 Curzon Street
London W1J 5HR

United Kingdom

T +44 20 7499 5255

+44 20 7499 4644

F +44 20 7499 4597

E london@matrade.gov.my

Pesuruhjaya Perdagangan

En. Raja Badrulnizam Raja
Kamalzaman



▲ En. Raja Badrulnizam
Raja Kamalzaman

Moscow

Kedutaan Malaysia
Seksyen Komersial (MATRADE)
Mosfilmovskaya Ulitsa 50
Moscow 117192

Persekutuan Rusia

T +7 499 147 1514

+7 499 147 1523

F +7 499 143 6043

E moscow@matrade.gov.my

Pesuruhjaya Perdagangan

En. Khairul Nizam Moonier



▲ En. Khairul Nizam
Moonier

Rangkaian Antarabangsa MATRADE Pejabat Perdagangan dan Pemasaran

Eropah

Budapest

Kedutaan Malaysia
Seksyen Komersial (MATRADE)
Ground Floor, Museum Atrium
Dozsa Gyorgy ut 84/b
1068 Budapest

Hungary

T +36 1 461 0290

F +36 1 461 0291

E budapest@matrade.gov.my

Pesuruhjaya Perdagangan

En. Wan Azhamuddin Jusoh



▲ En. Wan Azhamuddin Jusoh

Milan

Konsulat Malaysia
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)

Piazza Missori 3,
4th Floor, 20123

Milan, **Itali**

T +39 02 669 81839

F +39 02 670 2872

E milan@matrade.gov.my

Konsul / Pesuruhjaya

Perdagangan

Pn. Siti Azlina Mohd Ali Hanafiah



▲ Pn. Siti Azlina Mohd Ali Hanafiah

Amerika Utara

Los Angeles

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
550 South Hope Street, Suite 400
Los Angeles CA 90071

Amerika Syarikat

T +1 213 892 9034

F +1 213 955 9142

E losangeles@matrade.gov.my

Konsul / Pesuruhjaya

Perdagangan

En. Fauzi Ayob

Penolong Pesuruhjaya

Perdagangan

En. Megat Iskandar Ahmad Dassilah



▲ En. Fauzi Ayob

Miami

Pusat Perdagangan Malaysia
703 Waterford Way
Suite 150

Miami, Florida 33126

Amerika Syarikat

T +1 305 267 8779

F +1 305 267 8784

E miami@matrade.gov.my

Pesuruhjaya Perdagangan

En. Islahuddin Abu Hassan



▲ En. Islahuddin Abu Hassan

New York

Konsulat Jeneral Malaysia
Seksyen Komersial (MATRADE)
3rd Floor, 313 East, 43rd Street
New York, NY 10017

Amerika Syarikat

T +1 212 682 0232

F +1 212 983 1987

E newyork@matrade.gov.my

Konsul / Pesuruhjaya

Perdagangan Kanan

En. Wan Latiff Wan Musa



▲ En. Wan Latiff Wan Musa

Toronto

Konsulat Malaysia
(Pejabat Perdagangan)
First Canadian Place
100 King Street West
Suite 5130, P.O. Box 389
Toronto, M5X 1E2, **Kanada**

T +1 416 504 6111

F +1 416 504 8315

E toronto@matrade.gov.my

Pesuruhjaya Perdagangan

Pn. Zalela Jaafar



▲ Pn. Zalela Jaafar

Amerika Selatan

Mexico City

MATRADE Mexico City
(Pejabat Perdagangan)
Kedutaan Malaysia, Mexico City
Paseo de Las Palmas # 425
Torre Optima 3, Office 1101 & 1102
Col. Lomas de Chapultepec
Del. Miguel Hidalgo, C.P.11000

Mexico D.F.

T +5255 5201 4540
F +5255 5202 7338
E mexicocity@matrade.gov.my

Pesuruhjaya Perdagangan

En. Md Shaiful Md Shariff



▲ En. Md Shaiful Md Shariff

Santiago

Oficina Commercial De Malasia
(MATRADE)
Embajada De Malasia
Avda. Tajamar 183
Oficina 302 - Las Condes
Santiago, **Chile**

T +56 2 234 2647
F +56 2 234 2652
E santiago@matrade.gov.my

Pesuruhjaya Perdagangan

En. Niqman Rafeae Mohd Sahar



▲ En. Niqman Rafeae Mohd Sahar

Sao Paulo

Kedutaan Malaysia
Seksyen Komersial (MATRADE)
771, Alameda Santos
Suite 72, 7th Floor
01419-001, Sao Paulo

Brazil

T +55 11 3285 2966
F +55 11 3289 1595
E saopaulo@matrade.gov.my

Pesuruhjaya Perdagangan

En. Khairul Annuar Abdul Halim



▲ En. Khairul Annuar Abdul Halim



Tumpuan Korporat

- _Tumpuan Aktiviti Penggalakan Perdagangan
- _Memperluaskan Pemiagaan Halal
- _Mengoptimakan Peluang Pemiagaan Serantau
- _Penjenamaan Sektor Perkhidmatan Malaysia
- _Strategi Pemasaran
- _Peningkatan Sumber Manusia
- _Pengiktirafan Kecemerlangan
- _Perkongsian Pengetahuan
- _Merancang Hala Tuju

Tumpuan Aktiviti Penggalakan Perdagangan

Usaha mengekal kedudukan Malaysia sebagai sebuah negara dagangan global diteruskan pada 2009 melalui program penggalakan perdagangan yang strategik. Walaupun terdapat kelembapan dalam persekitaran perdagangan global, MATRADE terus membantu pengeksport Malaysia menerokai pasaran antarabangsa melalui penganjuran 206 aktiviti penggalakan perdagangan yang merangkumi pelbagai produk dan perkhidmatan, di pasaran baru serta pasaran sedia ada.



1 HH Sheikha Lubna Al Qasimi, Menteri Perdagangan Luar, Emiriyah Arab Bersatu, mengunjungi gerai pameran di MSE 2009 diiringi oleh YB Tan Sri Muhyiddin Mohd Yassin, Menteri Perdagangan Antarabangsa dan Industri Malaysia yang terdahulu **2/3/4** Acara-acara utama MATRADE pada 2009- *Malaysia Services Exhibition (MSE)*, *Malaysia International Halal Showcase (MIHAS)* dan *International Trade (INTRADE) Malaysia*

Program-program penggalakan yang dilaksanakan oleh MATRADE meliputi penyertaan dalam 28 Pameran Perdagangan Antarabangsa, penganjuran tujuh Misi Perdagangan dan Pelaburan, dua Lawatan Rasmi YAB Perdana Menteri, 27 Misi Pemasaran, 27 Misi Belian, 46 Kaunter Promosi, 37 seminar, bengkel dan taklimat, serta 32 kaunter penerangan di pameran-pameran tempatan. Sejumlah 468 pertemuan perniagaan yang melibatkan pemimpin industri dan para peniaga asing telah diatur sempena Lawatan Rasmi YAB Perdana Menteri ke Asia Barat dan Republik Rakyat China.

Pameran-pameran Perdagangan Antarabangsa yang dianjurkan oleh MATRADE di dalam negara telah memperluaskan peluang kepada syarikat Malaysia bagi meningkatkan perniagaan eksport mereka. Sempena penganjuran pameran tempatan ini, MATRADE turut menganjurkan Misi Belian di mana pertemuan perniagaan telah diatitkan di antara pembeli antarabangsa dan pengeksport Malaysia.

MIHAS, pameran terbesar dunia bagi produk dan perkhidmatan halal telah diadakan bagi

kali keenam dari 6 hingga 10 Mei 2009, memberi peluang kepada syarikat-syarikat Malaysia menceburi pasaran halal yang giat berkembang. Sejak pameran ini dianjurkan, ia telah menerima lebih daripada 130,000 pelawat tempatan dan luar negara.

Pameran Perdagangan Antarabangsa Malaysia (INTRADE Malaysia), yang diadakan bagi kali ketiga dari 10 hingga 12 November 2009 merupakan platform yang berkesan kepada syarikat tempatan khususnya EKS bagi mempromosikan pelbagai produk dan perkhidmatan Malaysia ke pasaran antarabangsa.

MATRADE turut menganjurkan pameran khusus di luar negara bagi mempromosikan sektor perkhidmatan Malaysia. *Malaysia Services Exhibition (MSE)* telah diadakan bagi kali kedua dari 17 hingga 19 Mac 2009 di Dubai, Emiriyah Arab Bersatu. Pameran ini memperlihatkan kemahiran dan kebolehan pembekal perkhidmatan Malaysia dari 13 sektor perkhidmatan. Sejumlah 200 syarikat, persatuan dan agensi Kerajaan Malaysia telah menyertai pameran ini.

Memperluaskan Perniagaan Halal

MIHAS 2009 yang bertemakan “*Halal Worlds Combine*” telah dianjurkan oleh MATRADE dengan kerjasama Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK) dan Yayasan Dakwah Islamiah Malaysia (YADIM).

Acara ini telah diadakan di Menara MATRADE, Kuala Lumpur dari 6 hingga 10 Mei 2009. MIHAS 2009 telah berkembang dengan menawarkan ruang pameran kepada 529 pempamer yang memenuhi 628 gerai pameran. Penyertaan negara asing telah meningkat dari 19 kepada 31 negara.

Lima negara utama yang menyertai pameran ini adalah Republik Rakyat China, Iran, Palestin, Sudan dan Indonesia. MIHAS 2009 juga menarik penyertaan kali pertama pempamer dari Jepun, Tunisia, Persekutuan Rusia, Burkina Faso, Perancis, Korea Selatan dan Taiwan. Pameran ini telah menerima seramai 34,051 pelawat dari 65 negara.

Sempena MIHAS, MATRADE telah menganjurkan satu sesi pepadanan perdagangan selama dua hari yang melibatkan 596 wakil dari 429 syarikat asing. Sesi ini yang dikendalikan melalui Program Misi Belian telah menjana jualan langsung sebanyak RM226.4 juta dan jualan dalam rundingan sejumlah RM3.01 bilion. Program ini telah disertai oleh ahli perniagaan dari 40 negara termasuk negara anggota Persidangan Negara Islam (OIC), United Kingdom, Amerika Syarikat, Republik Rakyat China, Afrika Selatan, Australia, Singapura, Kanada dan Jepun.

▶
1/2 MIHAS 2009 menerima sambutan yang menggalakkan dari pelawat perdagangan dan pembeli asing **3** H.E. Hui Liangyu mengiringi YAB Dato' Sri Najib Tun Razak, Perdana Menteri Malaysia, dan delegasi Malaysia ke *Malaysia-China Business Forum Luncheon*



Mengoptimumkan Peluang Perniagaan Serantau

INTRADE Malaysia 2009 telah diadakan dari 10 hingga 12 November 2009 di Pusat Pameran dan Konvensyen MATRADE (MECC). Ini adalah kali ketiga berturut-turut pameran ini dianjurkan oleh MATRADE bertemakan “*Optimising Global Opportunities*”. Pameran ini disertai oleh 342 syarikat dari 25 negara dan melibatkan produk dan perkhidmatan dari 12 kelompok industri.



1 Pelawat perdagangan dan para pembeli berdaftar di INTRADE Malaysia 2009

Meskipun dunia mengalami kelembapan ekonomi, INTRADE 2009 masih mendapat sambutan apabila ia menerima 6,956 pelawat perdagangan dari 58 negara termasuk Jepun, Singapura, India, Afrika Selatan, Emiriah Arab Bersatu, Nigeria, Argentina, Indonesia, Iran dan Sri Lanka.

Misi Belian yang dianjurkan oleh MATRADE bersempena INTRADE Malaysia 2009 telah menarik penyertaan seramai 609 pembeli antarabangsa dari 61 negara termasuk Jepun, Vietnam, India, Afrika Selatan, Uzbekistan, Thailand, Korea, Hong Kong SAR, Republik Rakyat China, Arab Saudi dan Australia. Lebih dari 8,015 pertemuan perniagaan telah diatitkan dengan penglibatan 867 syarikat Malaysia. Jualan langsung bernilai RM417 juta telah direkodkan manakala jualan dalam rundingan berjumlah RM4.22 bilion.

Antara sektor utama yang mencatatkan potensi jualan adalah alat ganti dan komponen automotif, produk elektrik dan elektronik (E&E), minuman, makanan diproses, produk minyak sawit, perabot, alat tulis, sarung tangan getah, bahan pembinaan dan perkakasan, produk farmaseutikal, kosmetik serta alat kelengkapan diri.

Sempena INTRADE Malaysia 2009, MATRADE menganjurkan *KL International Trade Forum 2009* (KLITF 2009) pada 12 November 2009 buat kali ketiga. Dengan tema “*Leadership in the Marketplace through Creativity and Innovation*”, KLITF 2009 telah dihadiri seramai 1,176 peserta asing dan tempatan. Forum ini membincangkan strategi pertumbuhan perniagaan dan tindakan pengurangan perbelanjaan serta penggunaan kaedah inovatif untuk bersaing di arena antarabangsa.

DYTM Raja Dr. Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah, Tengku Mahkota Perak, menyampaikan ucapan sempena KLITF. Antara penceramah jemputan adalah Peter Vogt, Pengarah Urusan Nestle Malaysia; Azran Osman Rani, Ketua Eksekutif AirAsia X Sdn Bhd; David Kuk, Pengarah Urusan *DCH Logistics Company Ltd.* dari Hong Kong dan Pacita Juan, Pengasas *Figaro Coffee Company* dari Filipina.

Penjenamaan Sektor Perkhidmatan Malaysia

MATRADE dalam usaha untuk menjenamakan sektor perkhidmatan Malaysia di rantau Asia Barat dan Afrika Utara (MENA), telah menganjurkan *Malaysia Services Exhibition* (MSE) buat kali kedua dari 17 hingga 19 Mac 2009 di Dubai, Emiriyah Arab Bersatu. Melalui pameran yang melibatkan 13 sektor perkhidmatan, MSE telah berjaya mempertingkatkan visibiliti keupayaan dan kemahiran pembekal perkhidmatan sektor-sektor ini.

Pameran ini telah dirasmikan oleh YB Tan Sri Muhyiddin Mohd Yassin, Menteri Perdagangan Antarabangsa dan Industri Malaysia dan HH Sheikha Lubna Al Qasimi, Menteri Perdagangan Luar, Emiriyah Arab Bersatu pada 17 Mac 2009.



1 YB Tan Sri Muhyiddin Mohd Yassin, Menteri Perdagangan Antarabangsa dan Industri Malaysia yang terdahulu, menyampaikan cenderamata kepada HH Sheikha Lubna Al Qasimi, Menteri Perdagangan Luar, Emiriyah Arab Bersatu, semasa perasmian *Malaysia Services Exhibition 2009*



Development Corporation dalam kerjasama bagi penggalakan perdagangan dua hala antara Malaysia dan Emiriyah Arab Bersatu telah disaksikan oleh Menteri Perdagangan Antarabangsa dan Industri Malaysia dan Menteri Perdagangan Luar Emiriyah Arab Bersatu.

Malaysia Services Forum juga telah diadakan sempena MSE 2009 bagi berkongsi kemahiran dan kebolehan dalam perkhidmatan pembinaan, penjagaan kesihatan serta minyak dan gas.

MSE 2009 telah menarik 3,521 pelawat termasuk ahli perniagaan dan pegawai Kerajaan dari Arab Saudi, Qatar, Kuwait, Oman, Iraq, Syria, Jordan, Yemen, Lebanon, Bahrain, Kenya, Afrika Selatan dan Emiriyah Arab Bersatu .

Hasil dari pertemuan perniagaan dan jalinan perniagaan semasa MSE 2009, 51 projek berpotensi bernilai RM8.45 bilion telah dikenalpasti oleh pembekal perkhidmatan Malaysia. Selain itu, pameran ini telah menerima sebanyak 3,891 pertanyaan perdagangan. Projek berpotensi ini merangkumi sektor pembinaan, minyak dan gas, perkhidmatan profesional, pendidikan dan latihan khusus, penjagaan kesihatan, ICT serta penjaan kuasa dan tenaga. Projek-projek ini berlokasi di pelbagai negara termasuk Emiriyah Arab Bersatu, Arab Saudi, Iraq, Oman, Qatar, Mesir, Lebanon, Yemen dan Syria.

MSE 2009 menganjurkan penyertaan 200 pembekal perkhidmatan Malaysia, organisasi dan agensi Kerajaan dari sektor pembinaan, pendidikan dan latihan khusus, penjaan kuasa dan tenaga, kejuruteraan teknologi dan inovasi, perkhidmatan kewangan, francais, penjagaan kesihatan dan perkhidmatan berkaitan hospital, teknologi maklumat dan komunikasi (ICT), logistik, pengangkutan dan pembinaan kapal laut, minyak dan gas, perkhidmatan profesional, perkhidmatan reka fesyen serta galeri seni.

Penerbitan MATRADE "*Oil & Gas Services Directory*" telah dilancarkan sempena MSE 2009. Direktori ini diterbitkan dengan kerjasama *Malaysian Oil & Gas Services Council* (MOGSC), *Offshore Structure Fabricators Association of Malaysia* (OSFAM) dan *Association of Malaysian Oil & Gas Engineering Consultants* (MOGEC).

Pertukaran Memorandum Persefahaman di antara MATRADE dan *Dubai Export*

Strategi Pemasaran

Teras strategi MATRADE bagi tahun 2009 adalah untuk memastikan eksport Malaysia terus berkembang walaupun terdapat jangkaan kelembapan ekonomi di pasaran-pasaran utama serta meningkatkan imej serta kedudukan Malaysia dan eksportnya dalam pasaran global.

Bagi memastikan pertumbuhan eksport, aktiviti penggalakan diteruskan di pasaran-pasaran sedia ada dengan memberi penekanan ke atas negara-negara rakan Perjanjian Perdagangan Bebas. Sektor seperti perekaan perabot, fesyen dan rekaan, perkhidmatan minyak dan gas serta penjagaan kesihatan dipromosikan secara intensif untuk menjenama kebolehan Malaysia di pasaran antarabangsa. Program penggalakan pada 2009 mensasarkan pasaran baru dan berkembang seperti Afrika, Asia Barat, Eropah Timur dan Amerika Latin bagi memperkembangkan eksport Malaysia.

Antara pameran Perdagangan Antarabangsa yang menjana hasil yang menggalakkan adalah MSE 2009, (jumlah jualan RM8.45 bilion), *6th China-ASEAN Expo*, Nanning, Republik Rakyat China (RM203.7 juta), *Gulfood*, Dubai, Emiriyah Arab Bersatu (RM145.4 juta), dan *Big 5*, Dubai, Emiriyah Arab Bersatu (RM157.86 juta). Penyertaan di Pameran Perdagangan Antarabangsa pada 2009 secara kolektifnya telah menjana jualan langsung sebanyak RM1.98 bilion dan jualan dalam rundingan sebanyak RM7.94 bilion.

Misi Perdagangan dan Pelaburan mencatat jualan langsung bernilai RM27.46 juta dan jualan dalam rundingan berjumlah RM433.47 juta sementara Misi Pemasaran Khusus dan Am pula mencatat jualan langsung dengan nilai RM34.68 juta dan jualan dalam rundingan berjumlah RM1.25 bilion. Misi Belian yang dianjurkan pada 2009 menghasilkan jualan langsung bernilai RM658.12 juta dan jualan dalam rundingan bernilai RM6.28 bilion.



- 1 Seminar "Malaysia – Opportunities in Islamic Finance" oleh Bank Negara Malaysia semasa *Malaysia Services Exhibition 2009* yang diadakan di Dubai, Emiriyah Arab Bersatu
- 2 Pempamer Malaysia di *6th China-ASEAN Expo (CAEXPO 2009)* 3 Pelawat perdagangan membuat pertanyaan mengenai keupayaan Malaysia semasa pameran *Big 5* di Dubai, Emiriyah Arab Bersatu 4 Penyertaan Malaysia di *Gulfood 2009* di Dubai, Emiriyah Arab Bersatu

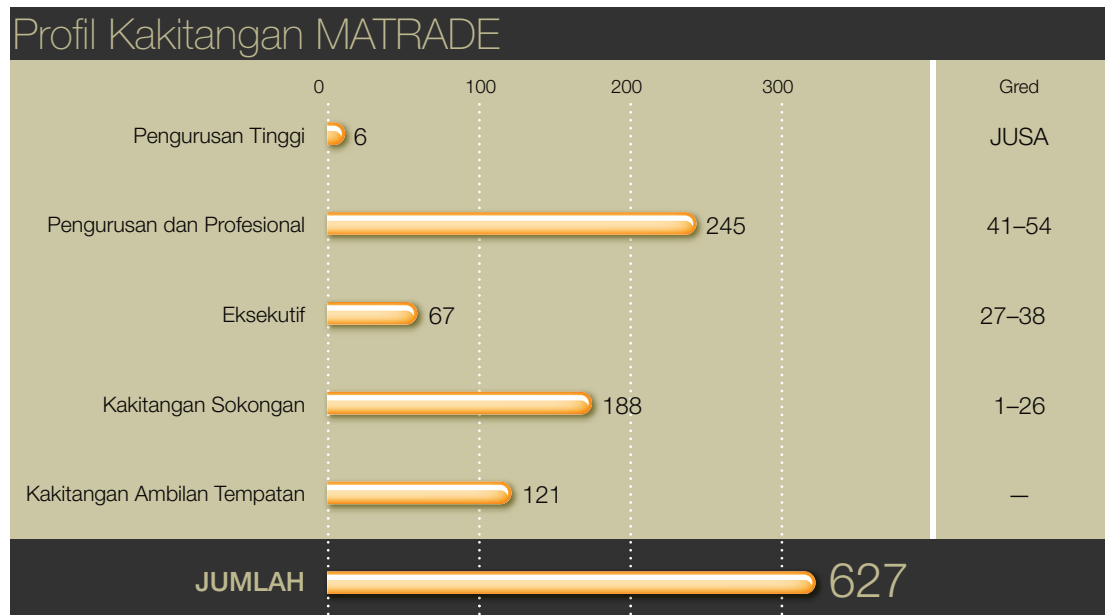
Peningkatan Sumber Manusia

Dalam mencapai objektif untuk memberi khidmat pelanggan yang cemerlang, MATRADE telah mengendalikan sejumlah 130 program pembangunan sumber manusia bagi meningkatkan kemahiran dan pengetahuan kakitangannya pada 2009. Di samping itu, MATRADE juga telah meningkatkan bilangan kakitangannya dari 563 kepada 627 orang.

Program latihan tertumpu kepada:

- Kepimpinan
- Kemahiran Bahasa
- Pengurusan Kewangan
- Pengurusan
- Pemasaran
- Bimbingan (*Coaching*)
- Teknologi Maklumat
- Program Penempatan Industri
- Kursus Motivasi
- Kerjasama Sepasukan
- Pembangunan Kakitangan
- Kursus Khusus Berkaitan Kerja

Sebanyak 50 peperiksaan Jabatan Perkhidmatan Awam (JPA) yang meliputi pelbagai skim perkhidmatan bagi menilai kebolehan pegawai MATRADE telah dijalankan. “Anugerah Perkhidmatan Cemerlang” telah diberikan kepada 41 kakitangan MATRADE sebagai pengiktirafan ke atas prestasi cemerlang dalam melaksanakan tugas mereka pada 2009.



Pengiktirafan Kecemerlangan

Sumbangan MATRADE kepada industri tempatan telah diiktiraf dan diakui, di mana MATRADE telah menerima anugerah *Special Appreciation Award for Organisation* semasa Malam Anugerah Francais anjuran Persatuan Francais Malaysia dan Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan pada 18 November 2009 di Dewan Seri Endon, Puspanitapuri Putrajaya.

Anugerah ini telah disampaikan oleh YB Dato' Sri Ismail Sabri Yaakob, Menteri Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan, sebagai menghargai sokongan dan dedikasi MATRADE terhadap pembangunan industri francais Malaysia.

1 Dato' Noharuddin Nordin, Ketua Eksekutif MATRADE menerima anugerah *Special Appreciation Award for Organisation* dari YB Dato' Sri Ismail Sabri Yaakob, Menteri Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan, semasa Malam Anugerah Francais



Perkongsian Pengetahuan

MATRADE dengan kerjasama Unit Perancang Ekonomi (EPU) telah menganjurkan dua program kerjasama teknikal di bawah inisiatif *Malaysian Technical Cooperation Programme (MTCP)* pada 2009. Program pertama iaitu *4th MTCP* untuk negara anggota *Organisation of Islamic Conference (OIC)*, telah dianjurkan bersama *Pakistan Institute of Trade and Development (PITAD)*. Bertemakan "*Malaysia- Endeavouring Global Trade Competitiveness for OIC / D8 Member Countries*", program ini telah diadakan dari 4 hingga 14 Mei 2009 di Menara MATRADE, Kuala Lumpur.

1 Perkongsian pengetahuan berkenaan "*Interfacing with Chambers of Commerce on Global Challenges and Trade Opportunities*" dengan para peserta MTCP 2 Para peserta MTCP terdiri dari para pegawai yang mewakili Dewan Perniagaan dari Cuba, Kepulauan Cook, Fiji, India, Jordan, Laos, Nigeria, Sri Lanka, Afrika Selatan, Tanzania, Vietnam dan Zambia



1

Seramai 33 pegawai dari 17 negara anggota OIC menyertai program selama 10 hari tersebut. Mereka adalah dari Afghanistan, Brunei, Mesir, Indonesia, Iraq, Jordan, Republik Kyrgyz, Lebanon, Maghribi, Oman, Pakistan, Palestin, Sudan, Syria, Emiriyah Arab Bersatu, Uzbekistan, Yemen dan sembilan peserta dari PITAD.

Program yang menggalakkan perkongsian pengetahuan ini telah mengeratkan hubungan baik di antara MATRADE dengan negara anggota OIC dan PITAD. Para peserta berpendapat program ini adalah bermanfaat serta berinformasi. Di samping memperoleh pengetahuan, mereka juga berkongsi pengalaman mengenai aktiviti penggalakan perdagangan, memahami industri-industri di Malaysia dan juga mengadakan jalinan rangkaian dengan para peserta lain.



2

MTCP kedua bertemakan "*Interfacing with Chambers of Commerce on Global Challenges and Trade Opportunities*" telah diadakan di Menara MATRADE, Kuala Lumpur dari 11 hingga 16 Oktober 2009. Sejumlah 12 pegawai yang mewakili Dewan Perniagaan dari negara membangun menyertai program ini. Para perwakilan yang menghadiri adalah dari Cuba, Kepulauan Cook, Fiji, India, Jordan, Laos, Nigeria, Sri Lanka, Afrika Selatan, Tanzania, Vietnam dan Zambia.

Merancang Hala Tuju

Lembaga Pengarah MATRADE terdiri daripada 11 ahli yang dipimpin oleh Tan Sri Halim Mohammad sebagai Pengerusi. Lembaga Pengarah mempunyai perwakilan yang seimbang iaitu dari Kementerian, industri-industri utama serta persatuan dan dewan perniagaan. Lembaga Pengarah bertanggungjawab merancang hala tuju MATRADE secara keseluruhannya dalam memenuhi sasarannya bagi tahun berkenaan.

Dalam menghadapi tahun yang paling mencabar akibat kelembapan ekonomi global, Lembaga Pengarah memberi arah tuju strategik kepada MATRADE dalam melaksanakan program-program serta aktiviti-aktiviti bagi mengekalkan pertumbuhan eksport negara.

Pada 7 Februari 2009, Lembaga Pengarah telah kehilangan seorang ahli yang telah memberi sumbangan yang amat besar kepada MATRADE, iaitu Allahyarham Datuk Hj. Ahmad Ali Lope Abdul Aziz.

Pada 2009, Lembaga Pengarah telah bermesyuarat pada tarikh-tarikh berikut:

► Mesyuarat 1/2009

31 Mac 2009

.....

► Mesyuarat 2/2009

18 Jun 2009

.....

► Mesyuarat 3/2009

15 September 2009

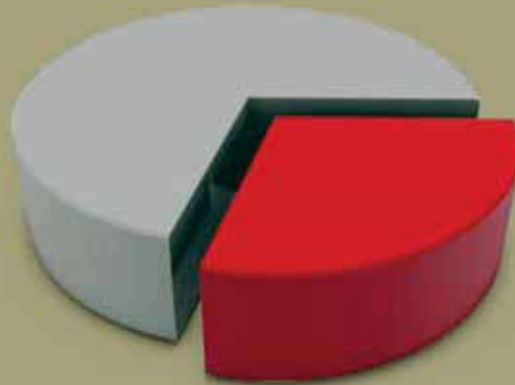
.....

► Mesyuarat 4/2009

20 November 2009

Semasa mesyuarat-mesyuarat ini, perbincangan tertumpu kepada polisi dan strategi yang menjurus kepada daya saing eksport Malaysia dan keberkesanan program penggalakan perdagangan MATRADE. Antara isu-isu yang dibincangkan semasa mesyuarat-mesyuarat ini adalah termasuk:

- Strategi Penggalakan Perdagangan Tahunan
- Prestasi Perdagangan Malaysia
- Strategi Mengurangkan Kesan Kelembapan Ekonomi Global
- Penggalakan Sektor Automotif
- Penggalakan Sektor Perkhidmatan
- Pengembangan Rangkaian Global MATRADE
- Petunjuk Prestasi Utama (KPI) Organisasi
- Strategi Pembangunan Pengeksport

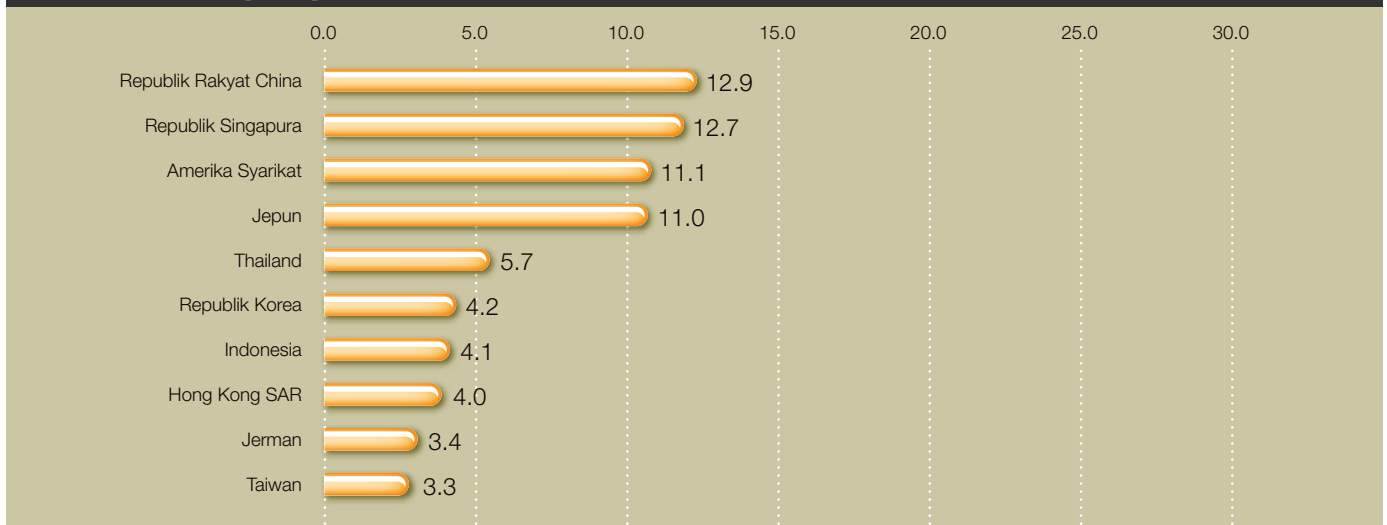


Prestasi Perdagangan

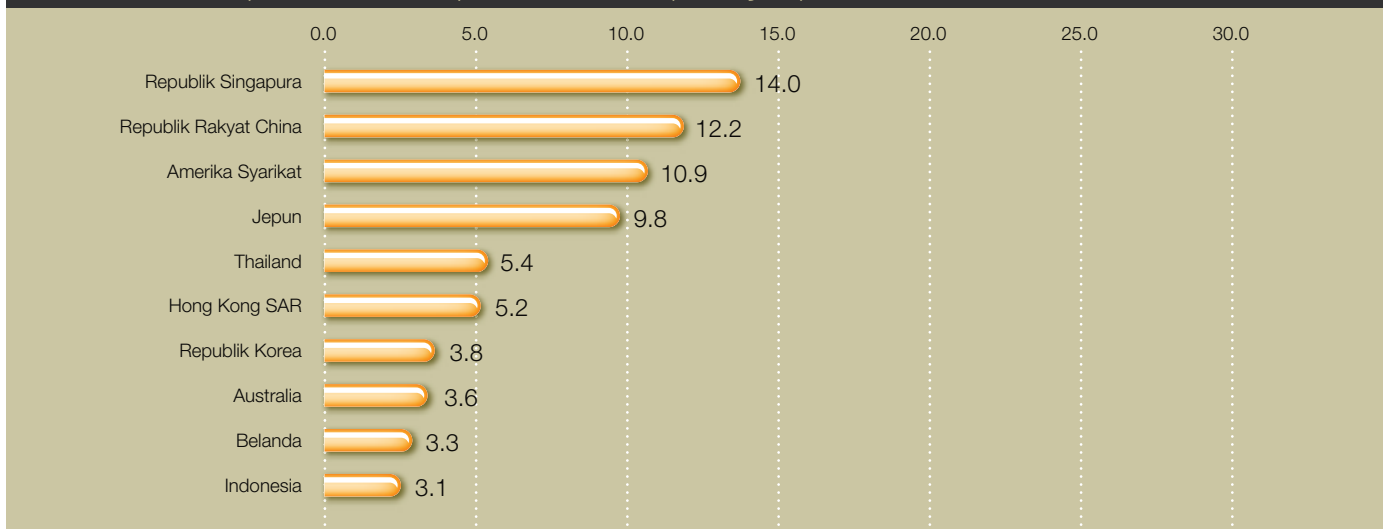
- _Tahun Yang Mencabar
- _Rakan Perdagangan Utama
- _Pasaran Serantau
- _Mara Ke Hadapan

Tahun yang Mencabar

Rakan Perdagangan Utama pada 2009 (% Syer)



Destinasi Eksport Utama pada 2009 (% Syer)



Perdagangan Malaysia pada 2009 menurun sebanyak 16.6 peratus kepada RM988.24 bilion, berbanding RM1.185 trilion pada 2008, akibat kelembapan ekonomi dunia dan kemerosotan dalam perdagangan global. Eksport bagi tahun 2009 terus mengatasi import di mana Malaysia mencatat lebih dagangan buat kali ke-12 berturut-turut dengan nilai dagangan sebanyak RM118.35 bilion pada 2009.

Eksport menurun sebanyak 16.6 peratus kepada RM553.3 bilion, berbanding RM663.49 bilion pada 2008. Import juga menurun sebanyak 16.6 peratus kepada RM434.94 bilion pada 2009, daripada RM521.61 bilion pada 2008. Kemerosotan ini adalah akibat daripada penguncupan dalam permintaan daripada rakan perdagangan utama Malaysia.

Terdapat penurunan eksport dalam sektor eksport utama yang terdiri daripada perkilangan, pertanian dan galian serta minyak galian. Perkilangan, menyumbang 74.4

peratus jumlah eksport yang bernilai RM411.4 bilion iaitu penurunan sebanyak 11.4 peratus berbanding tahun sebelumnya. Begitu juga dengan eksport pertanian yang menurun sebanyak 22.7 peratus serta menyumbang 10 peratus daripada jumlah eksport dengan nilai RM55.4 bilion. Sektor galian serta minyak galian merosot sebanyak 32.5 peratus pada 2009, berjumlah RM81.50 bilion yang menyumbang 14.7 peratus daripada jumlah eksport.

MATRADE secara agresifnya meneruskan penganjuran aktiviti penggalakan eksport walaupun terdapat kelembapan ekonomi dunia. Usaha dalam meningkatkan kesedaran mengenai produk dan perkhidmatan Malaysia serta program mendekati industri merupakan faktor-faktor yang turut menyumbang kepada lebih dagangan Malaysia pada 2009. Aktiviti penggalakan yang dilaksanakan termasuk penyertaan pengeksport Malaysia dalam Pameran Perdagangan Antarabangsa, Misi Perdagangan dan Pelaburan, Kaunter Promosi, Misi Pemasaran Khusus dan Misi Belian.

Rakan Perdagangan Utama

Rakan perdagangan utama Malaysia pada 2009 adalah Republik Rakyat China, Singapura, Amerika Syarikat, Jepun dan Thailand.

Republik Rakyat China

Pada 2009, Republik Rakyat China mengatasi Singapura sebagai rakan perdagangan utama Malaysia, dengan menyumbang 12.9 peratus daripada jumlah perdagangan negara. Jumlah perdagangan Malaysia dengan Republik Rakyat China susut sebanyak 1.7 peratus kepada RM127.9 bilion, berbanding RM130.09 bilion pada 2008. Malaysia adalah rakan perdagangan kesembilan terbesar bagi Republik Rakyat China pada 2009. Di kalangan anggota ASEAN, Malaysia merupakan rakan perdagangan terbesar bagi Republik Rakyat China.

Eksport ke Republik Rakyat China meningkat 6.4 peratus kepada RM67.24 bilion, berbanding RM63.21 bilion pada 2008. Bagi tempoh 10 tahun yang lepas, eksport Malaysia ke Republik Rakyat China telah mengekalkan pertumbuhan yang positif, dengan mencatat pertumbuhan purata sebanyak 22.9 peratus setahun. Eksport utama Malaysia ke Republik Rakyat China adalah produk E&E, minyak sawit, kimia dan produk kimia, produk getah dan petroleum mentah.

Eksport Malaysia di bawah Perjanjian Perdagangan Bebas ASEAN-China (ACFTA) meningkat 32.3 peratus kepada RM8.38 bilion, berbanding RM6.33 bilion pada 2008. Antara produk utama yang dieksport di bawah ACFTA pada 2009 adalah getah kompaun, isirung minyak sawit (minyak mentah), *stearic acid*, *paraxylene* dan benang getah.

Singapura

Singapura terus kekal sebagai rakan perdagangan terbesar Malaysia dalam ASEAN dengan nilai berjumlah RM125.31 bilion, menyumbang 12.7 peratus daripada jumlah perdagangan negara. Perdagangan antara Malaysia dan Singapura pada 2009 mencatat penurunan sebanyak 19.2 peratus kepada RM125.31 bilion, berbanding RM155.11 bilion pada tahun sebelumnya. Kemerosotan ini adalah akibat penurunan eksport ke Singapura sebanyak 21 peratus berjumlah RM77.20 bilion atau 54.2 peratus daripada jumlah keseluruhan eksport ke ASEAN.

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

Amerika Syarikat

Amerika Syarikat yang merupakan rakan perdagangan ketiga terbesar Malaysia pada 2009, menyumbang sebanyak 11.1 peratus daripada perdagangan global Malaysia. Perdagangan Malaysia dengan Amerika Syarikat mencatat kemerosotan 21.5 peratus kepada RM109.22 bilion, berbanding RM139.18 bilion pada 2008. Di kalangan

anggota ASEAN, Malaysia merupakan rakan perdagangan kedua terbesar Amerika Syarikat selepas Singapura.

Dengan syer sebanyak 11 peratus daripada jumlah keseluruhan eksport Malaysia, Amerika Syarikat merupakan destinasi eksport Malaysia yang ketiga terbesar pada 2009. Eksport ke Amerika Syarikat merosot 26.8 peratus kepada RM60.58 bilion, berbanding RM82.73 bilion pada 2008. Kemerosotan ini disebabkan oleh kelembapan ekonomi Amerika Syarikat dan penyumberan dari negara-negara berkos rendah. Eksport utama Malaysia ke Amerika Syarikat adalah produk E&E, produk getah, kelengkapan optik dan saintifik, minyak sawit, serta produk kayu dan makanan diproses.

Jepun

Jumlah perdagangan antara Malaysia dan Jepun pada 2009 mencatat kemerosotan sebanyak 20.6 peratus kepada RM108.71 bilion, berbanding RM136.93 bilion pada 2008. Bagi tempoh 10 tahun yang lepas, perdagangan Malaysia dengan Jepun mencatat purata pertumbuhan tahunan sebanyak 2.9 peratus. Pertumbuhan ini adalah hasil daripada peningkatan eksport yang telah berkembang pada kadar purata 5 peratus setahun.

Jumlah eksport Malaysia ke Jepun pada 2009 berjumlah RM54.42 bilion, merosot sebanyak 24.2 peratus, berbanding RM71.8 bilion pada 2008. Eksport ke Jepun menyumbang 9.8 peratus daripada jumlah eksport Malaysia pada 2009. Antara eksport utama adalah gas asli cecair, produk E&E, produk kayu, kelengkapan optik dan saintifik serta kimia dan produk kimia.

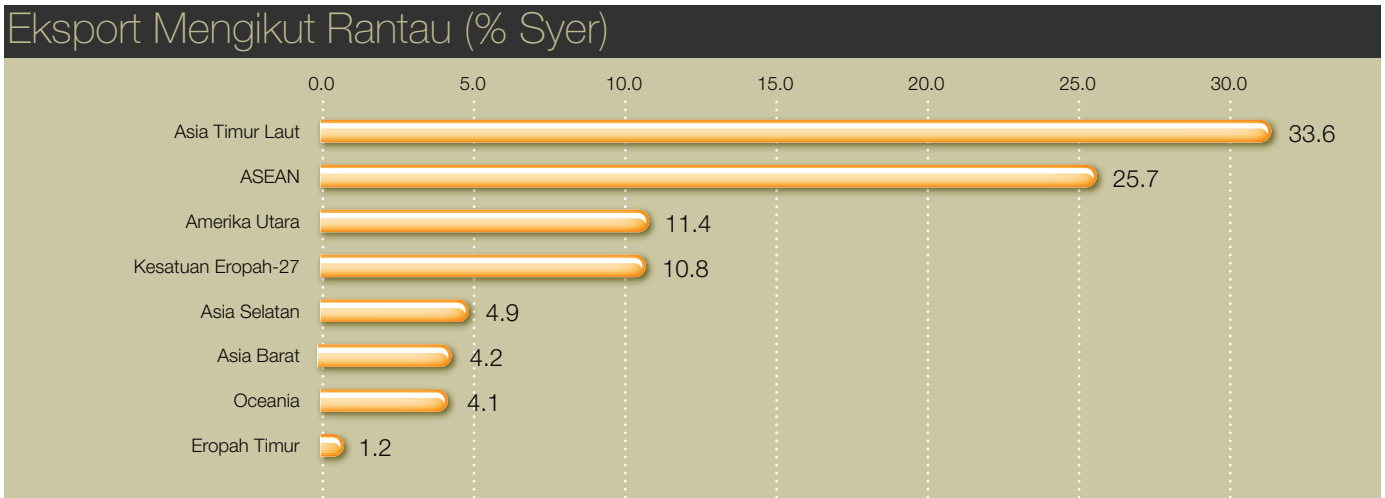
Pada 2009, Sijil Tempasal Utama (COO) yang dikeluarkan di bawah *Malaysia-Japan Economic Partnership Agreement* (MJEPA) bernilai sebanyak RM6.73 bilion. Eksport utama di bawah perjanjian ini adalah minyak sawit bertapis, dilunturkan dan dinyahbau (RBDDPL), *polyethylene terephthalate film* (PET), *stretch film* dan *polyethylene bags*.

Thailand

Thailand kekal sebagai rakan perdagangan Malaysia yang kelima terbesar pada 2009 dengan jumlah perdagangan sebanyak RM56.16 bilion. Nilai ini merupakan penurunan sebanyak 7.95 peratus daripada 2008. Eksport Malaysia ke Thailand pada 2009 berjumlah RM29.85 bilion, merosot sebanyak 5.9 peratus berbanding RM31.73 bilion pada tahun sebelumnya. Eksport ke Thailand menyumbang 5.4 peratus daripada jumlah eksport Malaysia pada 2009.

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

Pasaran Serantau



Usaha penggalakan perdagangan oleh MATRADE untuk menembusi pasaran-pasaran baru dan berkembang di pasaran sedia ada dipergiatkan pada 2009. Walau bagaimanapun, kelembapan ekonomi global yang dialami oleh ekonomi-ekonomi utama dunia telah memberi kesan kepada perdagangan Malaysia. Tiga rantau perdagangan utama Malaysia pada 2009 iaitu Asia Timur Laut, ASEAN dan Amerika Utara turut menunjukkan penurunan eksport. Jumlah perdagangan dengan Asia Timur Laut merosot sebanyak 12.5 peratus kepada RM350.56 bilion pada 2009, berbanding RM400.65 bilion pada 2008. Perdagangan dengan ASEAN susut sebanyak 15.4 peratus kepada RM251.86 bilion, berbanding RM297.64 bilion pada 2008. Jumlah perdagangan Malaysia dengan Amerika Utara merosot sebanyak 21.6 peratus kepada RM114.25 bilion, berbanding RM145.66 bilion pada tahun sebelumnya.

Jumlah eksport ke rantau Asia Timur Laut menyumbang 33.7 peratus daripada jumlah perdagangan Malaysia. Eksport ke Asia Timur Laut merosot sebanyak 9.4 peratus kepada RM186.17 bilion. Rantau ini kekal sebagai rakan perdagangan utama negara pada 2009. Eksport utama ke rantau ini adalah produk E&E, gas asli cecair, minyak sawit, kimia dan produk kimia serta produk kayu. Produk-produk ini secara kolektif menyumbang 77.5 peratus daripada jumlah eksport Malaysia ke rantau tersebut.

ASEAN menyumbang 25.5 peratus daripada jumlah perdagangan Malaysia, merosot sebanyak 15.4 peratus kepada RM251.86 bilion, berbanding RM297.64 bilion pada 2008. ASEAN kekal sebagai rantau perdagangan kedua terbesar negara pada 2009. Di kalangan negara ASEAN, Singapura mengekalkan kedudukannya sebagai rakan perdagangan Malaysia yang terbesar dengan jumlah perdagangan bernilai RM125.31 bilion atau 12.7 peratus secara keseluruhannya. Ini diikuti oleh Thailand dengan 5.7 peratus, Indonesia (4.1 peratus), Vietnam (1.6 peratus) dan Filipina (1.1 peratus). Eksport utama ke ASEAN adalah produk E&E, kimia dan produk kimia, produk petroleum bertapis, petroleum mentah serta jentera, perkakasan dan alat ganti.

Asia Barat kekal sebagai rantau perdagangan penting yang menyumbang RM38.38 bilion daripada jumlah perdagangan Malaysia. Jumlah eksport ke rantau ini bernilai RM23.16 bilion atau 4.2 peratus daripada jumlah eksport negara pada 2009. Emiriah Arab Bersatu kekal sebagai destinasi eksport yang terbesar dengan sumbangan 43.4 peratus daripada eksport Malaysia ke rantau ini. Eksport utama adalah produk E&E, barang kemas, minyak sawit, peralatan pengangkutan dan produk kayu.

Pada 2009, eksport ke Asia Selatan menyusut sebanyak 21.7 peratus kepada RM27.12 bilion berbanding RM34.64 bilion pada 2008. India merupakan destinasi eksport utama di rantau ini dengan eksport bernilai RM17 bilion yang menyumbang kepada 62.7 peratus daripada keseluruhan eksport ke rantau tersebut sementara Pakistan adalah negara kedua terbesar dengan jumlah eksport RM5.75 bilion atau 21.2 peratus. Eksport utama ke rantau ini terdiri daripada minyak sawit, minyak mentah, produk E&E, kimia dan produk kimia serta produk petroleum bertapis.



Mara ke Hadapan

Pada 2010, perdagangan luar Malaysia dijangka pulih serentak dengan pemulihan ekonomi global. Eksport Malaysia dijangka meningkat di antara 6 hingga 7 peratus berikutan peningkatan permintaan pasaran utama hasil daripada langkah-langkah kewangan dan fiskal yang telah diperkenalkan untuk merangsangkan ekonomi negara-negara ini.

Ekonomi-ekonomi utama seperti Amerika Syarikat, Eropah dan Jepun dijangka akan mengalami tahap pemulihan sederhana. Tabung Kewangan Antarabangsa (IMF) meramalkan ekonomi dunia akan pulih pada 2010 dengan kadar sederhana iaitu sebanyak 3.1 peratus berbanding negatif 1.1 peratus pada 2009. Pertubuhan Perdagangan Dunia (WTO) meramalkan perdagangan dunia akan meningkat sebanyak 4.5 peratus pada 2010.

Perdagangan luar Malaysia pada 2010 dijangka berkembang hasil daripada pelaksanaan sepenuhnya *ASEAN Free Trade Area* (AFTA) serta perjanjian-perjanjian Perdagangan Bebas (FTA) yang baru. Pemansuhan tarif ke atas hampir kesemua produk akan meningkatkan akses eksport Malaysia ke pasaran rantau ASEAN serta penyumberan import yang berdaya saing bagi memenuhi keperluan sektor perkilangan. Pelaksanaan tiga FTA baru, khususnya, ASEAN-Australia-New Zealand FTA (AANZFTA), ASEAN-India FTA (AIFTA) dan Malaysia-New Zealand FTA (MNZFTA) akan membantu meluaskan pasaran eksport Malaysia.

Tahun 2010 akan menyaksikan Malaysia terus menerokai peluang perdagangan di pasaran yang giat berkembang khususnya Republik Rakyat China, India dan Asia Barat di mana pasaran-pasaran ini telah menunjukkan perkembangan yang menggalakkan lima tahun kebelakangan ini. Pasaran baru seperti Afrika, Asia Tengah serta Eropah Timur juga akan turut diterokai memandangkan peningkatan kuasa beli pengguna di rantau ini.

Di dalam usaha untuk mempelbagaikan sektor produk eksport serta pasaran baru, MATRADE akan mempergiatkan aktiviti-aktiviti penggalakan bagi mengenalpasti peluang-peluang eksport khususnya di pasaran sedia ada serta pasaran baru muncul. Antara sektor-sektor baru yang diberi tumpuan adalah bidang persekitaran, produk dan perkhidmatan teknologi hijau, perkhidmatan berkaitan perkilangan, penyumberan dan rekaan.

For reliable trade partnerships
with rising business potential,
look to Malaysia.



In 2009 alone, over 50,000 companies contacted MATRADE for business opportunities with Malaysia. Perhaps it's the proven track record that inspires such confidence towards the Malaysian business experience.

With a dynamic export base and a pro-business society, the possibilities are endless for lucrative business partnerships with Malaysia.

Want to catch the next rise? Visit www.matrade.gov.my or the MATRADE office nearest to you.

Malaysia External Trade Development Corporation
Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur, Malaysia
T: +603-6207 7077 F: +603-6203 7037 E: info@matrade.gov.my
W: www.matrade.gov.my Toll-free: 1800-88-7280



signature : *Opportunity*
date : 8/8/2008

signature : *Stability*
date : 28/01/2002

signature : *Profits*
date : 14.9.2005

signature : *Potentials*
date : 26/6/2007

signature : *Partnership*
date : 11/4/2002

signature : *Quality*
date : 2/7/2001

signature : *Success*
date : 05/01/2001

If you are looking for high value business propositions, Malaysia is your choice.

The international business community is convinced of the ability of Malaysian companies to create and capture value for their customers. Their signatures are not only about concluding a business deal, but testify to long-term business relationships. With a proven track record of delivering world-class quality products and services, Malaysian suppliers have established their presence worldwide.

Ready to put your name on Malaysian products or services? Visit www.matrade.gov.my or the nearest MATRADE office.

Malaysia External Trade Development Corporation
Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta,
50480 Kuala Lumpur, Malaysia
T: 603-6207 7077 F: 603-6203 7037
E: info@matrade.gov.my W: www.matrade.gov.my



The door to
Malaysian quality.
To open it, just
use scissors.

International businesses and importers with a passion for quality have a passion for Malaysia. And the figures certainly add up. Rated among the top 25 exporting nations by the World Trade Organisation in 2008. Ranked among Asia's top three semiconductor exporters. And in the top ten preferred Asian exporters worldwide for textiles, medical products, IT equipment and much more. It's a testament to the high quality of products and services that can only come from Malaysia.

To tap into this quality, just contact MATRADE (we've attached a handy little card for you) and we'll help you connect with the right Malaysian exporters by directing you to the nearest of our 40 international offices. Or simply go to **www.matrade.gov.my** to find out more.





Make your business mark not just in one country, but all over the map.

At MATRADE, we believe it is a great time to expand your interests globally, for distance and barriers are fast disappearing in this new age of global business. We can help you export your products and services abroad as well as set up operations in other countries.

With a network of 40 offices around the world, we are ideally positioned to offer you a wealth of local insight, knowledge, regulatory advice and business contacts regardless of your target market. We also actively assist Malaysian companies to showcase their products and services via our global trade promotion programmes. If you're interested to expand your business globally, contact MATRADE and we'll help you realise your goals. For more information, please visit us or go to www.matrade.gov.my.

Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur, Malaysia
T: 603-6207 7077 F: 603-6203 7037 E: info@matrade.gov.my
W: www.matrade.gov.my Toll-free: 1800-88-7280





Pasaran Sasaran

- _Memperluaskan Pasaran Global Malaysia
- _Produk dan Perkhidmatan
- _Kerjasama dengan Kementerian, Agensi Kerajaan dan Persatuan Perdagangan

Memperluaskan Pasaran Global Malaysia

Pada 2009, pengeksport Malaysia terus menceburi peluang-peluang pasaran global melalui penyertaan aktiviti-aktiviti penggalakan perdagangan yang dianjurkan oleh MATRADE. Pengeksport Malaysia telah menyertai 28 Pameran Perdagangan Antarabangsa, tujuh Misi Perdagangan dan Pelaburan, 27 Misi Pemasaran, 27 Misi Belian, 46 Kaunter Promosi serta 37 Seminar, Bengkel dan Taklimat. MATRADE juga mengaturkan pertemuan perniagaan bersempena lawatan rasmi YAB Perdana Menteri ke Bahrain dan Qatar di Asia Barat dan ke Beijing, Republik Rakyat China.



Sejumlah 645 syarikat Malaysia telah menyertai Pameran Perdagangan Antarabangsa yang dianjurkan oleh MATRADE di pasaran sedia ada, pasaran baru muncul dan pasaran baru. Pameran perdagangan ini telah menghasilkan jualan langsung bernilai RM1.98 bilion dan jualan berpotensi berjumlah RM7.94 bilion. Sebanyak 36,082 pertanyaan perdagangan telah diterima oleh syarikat Malaysia di pameran-pameran ini.

MATRADE dan MIDA telah bersama menganjurkan tujuh Misi Perdagangan dan Pelaburan pada 2009 di mana seramai 250 ahli perniagaan dari 151 syarikat telah mengambil bahagian. Sebanyak 1,433

pertemuan perniagaan telah diaturkan sepanjang misi-misi ini yang menghasilkan jualan langsung sebanyak RM27.46 juta dan projek berpotensi bernilai RM433.47 juta. Hasil daripada 468 pertemuan perniagaan yang dianjurkan semasa lawatan rasmi YAB Perdana Menteri, jualan berpotensi dengan nilai sebanyak RM362.5 juta berjaya dijanakan.

Misi Pemasaran yang dianjurkan oleh MATRADE terdiri dari lapan Misi Pemasaran Khusus dan 19 Misi Pemasaran Am. Sejumlah 265 syarikat Malaysia menyertai misi-misi ini di mana 2,468 pertemuan perniagaan telah diadakan serta menghasilkan jualan langsung bernilai RM34.68 juta dan jualan dalam rundingan berjumlah RM1.25 bilion.

MATRADE telah membantu syarikat Malaysia untuk mempamer dan mengedarkan bahan promosi mereka kepada para pembeli berpotensi melalui Kaunter Promosi di pameran perdagangan antarabangsa. Sejumlah 46 Kaunter Promosi telah diadakan yang melibatkan penyertaan 1,239 syarikat dan menerima sejumlah 2,857 pertanyaan perdagangan.

MIHAS 2009 merupakan pameran halal terbesar dunia dianjurkan oleh MATRADE di Malaysia. Pameran ini menawarkan platform yang terbaik kepada 529 pempamer bagi mempromosikan produk dan perkhidmatan mereka. Acara selama lima hari ini telah menarik sejumlah 34,051 pelawat tempatan dan antarabangsa. Dari segi hasil jualan, MIHAS 2009 telah menjana jualan langsung berjumlah RM226.4 juta dan jualan dalam rundingan bernilai RM3.01 bilion.

Pameran Perdagangan Antarabangsa Malaysia 2009 (INTRADE Malaysia), merupakan satu lagi pameran yang dianjurkan oleh MATRADE di Malaysia. Pameran ini telah disertai oleh 342 pempamer, di mana 112 adalah pempamer asing. INTRADE Malaysia 2009 yang diposisikan sebagai pameran perdagangan am utama di rantau ASEAN telah menawarkan platform yang kos efektif bagi EKS untuk mempamerkan produk dan perkhidmatan mereka. Acara selama tiga hari ini telah menarik 7,000 pelawat dan menghasilkan jualan langsung berjumlah RM417 juta dan jualan dalam rundingan bernilai RM4.22 bilion sempena Misi Belian yang dianjurkan oleh MATRADE.



1 Kata-kata aluan oleh YAB Dato' Sri Najib Tun Razak, Perdana Menteri Malaysia, semasa *Malaysia - China Business Forum Luncheon*



Asia Timur Laut

Asia Timur Laut yang merupakan rantau perdagangan terbesar Malaysia pada 2009 telah menyumbang 35.5 peratus daripada jumlah perdagangan negara. Jumlah eksport ke rantau ini bernilai RM186.17 bilion manakala import dicatatkan sebanyak RM164.38 bilion. Prestasi perdagangan di rantau ini telah menurun di mana eksport telah susut sebanyak 9.4 peratus dan import sebanyak 15.7 peratus berbanding tahun sebelumnya.

Republik Rakyat China telah mengatasi Jepun sebagai destinasi eksport utama di rantau ini pada 2009 dengan eksport bernilai RM67.21 bilion. Jepun merupakan

destinasi eksport kedua terbesar dengan eksport berjumlah RM54.42 bilion, diikuti oleh Hong Kong SAR, Republik Korea dan Taiwan dengan nilai eksport masing-masing sebanyak RM28.85 bilion, RM21.10 bilion dan RM14.43 bilion.

Aktiviti penggalakan perdagangan yang dianjurkan oleh MATRADE di rantau Asia Timur Laut termasuk satu Lawatan Rasmi YAB Perdana Menteri Malaysia, 16 Pameran Perdagangan Antarabangsa, 11 Kaunter Promosi, enam Misi Belian dan dua Misi Pemasaran Khusus.

Jepun

Pameran Perdagangan Antarabangsa

- Foodex Jepun 2009, Chiba
- 8th International Auto Aftermarket Show 2009, Tokyo
- ASEAN – Japan Centre's (AJC) Programme 2009:
 - > ASEAN Gifts and Fashion Accessories Exhibition, Tokyo
 - > ASEAN Health and Wellness Exhibition, Tokyo
 - > Interior Lifestyle Exhibition, Tokyo
 - > ASEAN Food & Beverages Exhibition, Tokyo

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE 2009

Kaunter Promosi

- Kenzai, Osaka

Republik Rakyat China

Lawatan Rasmi YAB Perdana Menteri

- ke Beijing

Pameran Perdagangan Antarabangsa

- SEMICON China 2009, Shanghai
- 6th China-ASEAN Expo 2009, Nanning

Misi Pemasaran Khusus

- perkhidmatan ICT ke Beijing dan Shanghai
- alat ganti dan komponen automotif ke Shanghai

Kaunter Promosi

- The 105th China Import & Export Fair (The Canton Fair) 2009, Guangdong
- Yiwu Stationery & Arts Trade Fair, Zhejiang
- The 8th China International Consumer Goods Fair 2009, Zhejiang
- The Automotive Electronics South China Fair 2009, Shenzhen
- China International Autoparts Expo, Beijing
- The Ningbo International Auto Parts and Accessories Trading Fair 2009, Zhejiang

Hong Kong SAR

Pameran Perdagangan Antarabangsa

- Hong Kong International Jewellery Show 2009, Hong Kong
- Hong Kong Houseware Fair 2009, Hong Kong
- Hong Kong Gifts & Premium Fair 2009, Hong Kong
- Hofex 2009, Hong Kong

Republik Korea

Pameran Perdagangan Antarabangsa

- ASEAN – Korea Centre (AKC) Programme 2009:
 - > Seoul Gifts Exhibition, Seoul
 - > ASEAN Food & Beverages Exhibition 2009, Seoul

Kaunter Promosi

- Seoul Food & Hotel (KINTEX), Seoul
- Korea International Medical & Hospital Equipment Show (KIMES), Seoul

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009

Taiwan

Kaunter Promosi

- Taipei International Auto Parts and Accessories Show 2009 (AMPA), Taipei
- Computex 2009, Taipei

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009



1



2



1/2 Pavilion Malaysia di
6th China-ASEAN Expo
(CAEXPO 2009)

The 6th China-ASEAN Expo (CAEXPO 2009)

Sebanyak 100 syarikat Malaysia telah menyertai Pameran 6th China-ASEAN Expo (CAEXPO) yang diadakan dari 20 hingga 24 Oktober 2009 di *Nanning International Convention & Exhibition Centre (NICEC)*, Republik Rakyat China. Pavilion Malaysia yang terdiri daripada 119 gerai pameran telah menerima sejumlah 5,025 pertanyaan perdagangan.

Pempamer Malaysia berpuas hati dengan penyertaan mereka di CAEXPO 2009 di mana mereka telah mengenalpasti pengimport berpotensi serta menjalin perhubungan perniagaan. Sejumlah RM35.4 juta jualan langsung serta jualan dalam rundingan bernilai RM168.3 juta telah berjaya dijanakan.

ASEAN

ASEAN merupakan rantau perdagangan kedua terbesar Malaysia selepas Asia Timur Laut pada 2009. Perdagangan dengan ASEAN, yang berjumlah RM251.9 bilion, menyumbang 25.5 peratus daripada jumlah perdagangan Malaysia. Di kalangan anggota ASEAN, Singapura kekal sebagai rakan perdagangan utama Malaysia dengan 50 peratus syer daripada jumlah keseluruhan perdagangan, diikuti oleh Thailand (22.3 peratus), Indonesia (16 peratus), Vietnam (6.1 peratus) dan Filipina (4.4 peratus).

Pada 2009, eksport ke ASEAN menurun sebanyak 16.9 peratus kepada RM142.3 bilion yang menyumbang 25.7

Singapura

Misi Perdagangan dan Pelaburan

- ke Singapura

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009

Indonesia

Pameran Perdagangan Antarabangsa

- Indobuildtech 2009, Jakarta

Misi Pemasaran Khusus

- alat ganti dan komponen automotif

Kaunter Promosi

- Hospital Expo 2009, Jakarta

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009

Filipina

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009

Thailand

Pameran Perdagangan Antarabangsa

- ASEAN Fashion Plus Fair 2009, Bangkok

Misi Pemasaran Khusus

- alat ganti dan komponen automotif

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009

peratus daripada jumlah eksport Malaysia. ASEAN merupakan destinasi eksport kedua terbesar bagi Malaysia. Antara tiga pasaran utama di kalangan anggota ASEAN adalah Singapura, dengan jumlah syer eksport sebanyak 54.2 peratus, diikuti oleh Thailand (21 peratus) dan Indonesia (12.1 peratus).

MATRADE menganjurkan empat Pameran Perdagangan Antarabangsa, satu Misi Perdagangan dan Pelaburan, empat Misi Pemasaran Khusus, 10 Misi Belian dan satu Kaunter Promosi bagi menggalakkan perdagangan di rantau ini. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

Vietnam

Pameran Perdagangan Antarabangsa

- Vietnam Expo 2009, Hanoi
- V.I Trade Expo 2009, Ho Chi Minh

Misi Pemasaran Khusus

- alat ganti dan komponen automotif
- produk dan perkhidmatan penjagaan kesihatan

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009



1 Paviliun Malaysia di 19th Vietnam International Trade Fair menerima sambutan yang menggalakkan dari para pelawat

19th Vietnam International Trade Fair 2009

MATRADE menganjurkan penyertaan 14 syarikat Malaysia dan Lembaga Pemasaran Pertanian Persekutuan (FAMA) di pameran 19th Vietnam International Trade Fair dari 8 hingga 11 April 2009 di Vietnam Exhibition & Fair Centre, Hanoi, Vietnam.

Sejumlah 1,521 pertanyaan perdagangan telah diterima oleh syarikat Malaysia semasa pameran ini dijalankan dengan mencatat jualan langsung RM0.97 juta dan jualan dalam rundingan bernilai RM8.15 juta.

Amerika Utara

Eksport ke rantau Amerika Utara pada 2009 bernilai RM63.34 bilion. Amerika Syarikat kekal sebagai destinasi eksport terbesar, yang menyumbang 95.7 peratus daripada jumlah eksport ke rantau ini. Malaysia mencatat lebihan dagangan berjumlah RM11.95 bilion dengan Amerika Syarikat pada tahun tersebut.

Pada 2009, MATRADE menganjurkan 18 Kaunter Promosi, dua Misi Pemasaran Khusus serta satu misi Perdagangan dan Pelaburan bagi menggalakkan eksport ke rantau ini. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

Amerika Syarikat

Misi Perdagangan dan Pelaburan

- ke Los Angeles dan San Francisco

Misi Pemasaran Khusus

- makanan diproses ke New York

Kaunter Promosi

- International Consumer Electronics Show, Las Vegas
- 34th Winter Fancy Food Show, San Francisco
- Hardware Expo & Construction Products, San Juan
- The International Boston Seafood Show, Boston
- International Home & Houseware Show, Chicago
- Society of Automotive Engineers (SAE) International Show, Michigan
- National Hardware Show, Las Vegas
- National Plastics Exhibition (NPE), Chicago
- Trade & Investment Convention (TIC), Macoya
- Furniture Accessories Show, Orlando
- Las Vegas World Market, Las Vegas
- Havana International Fair, Havana
- Automotive Aftermarket Products Expo, Las Vegas
- IFE Americas Food & Beverage Show, Miami

Kanada

Misi Pemasaran Khusus

- makanan diproses ke Toronto

Kaunter Promosi

- SIAL Montreal, Montreal
- IIDEX Toronto, Toronto
- Ethnic & Specialty Food Expo, Toronto
- Construct Canada, Toronto



1 Pertemuan perniagaan dengan pemborong dan pengimport utama makanan diproses dari New York dan Toronto

Misi Pemasaran Khusus Makanan Diproses Ke New York Dan Toronto

Misi ini yang dianjurkan oleh MATRADE merupakan antara usaha yang berterusan bagi mempromosikan Malaysia sebagai pengeksport makanan dan minuman yang berkualiti tinggi. Misi ini juga bertujuan mengambil kesempatan untuk menembusi pasaran makanan Asia yang giat berkembang di bandar-bandar kosmopolitan Amerika Utara seperti New York dan Toronto. Antara produk-produk yang dipromosikan semasa misi ini termasuk makanan etnik Asia, makanan laut sejuk beku, minyak sayuran berasaskan minyak sawit, sos, mee dan jus buah-buahan.

Taklimat dan pertemuan perniagaan telah diadakan di premis pemborong dan pengimport utama makanan diproses. Pejabat MATRADE di New York dan Toronto mengaturkan sejumlah 197 pertemuan perniagaan. Syarikat Malaysia melaporkan jualan dalam rundingan sebanyak RM43 juta.

Para peserta dalam misi ini memperolehi pengetahuan yang mendalam mengenai keperluan pasaran, termasuk citarasa dan *trend* pengguna serta keperluan peraturan dan pembungkusan bagi makanan diproses di Amerika Syarikat dan Kanada.

Kesatuan Eropah (EU)

Eksport ke Kesatuan Eropah menyumbang 10.8 peratus daripada jumlah eksport Malaysia dan kekal sebagai pasaran rantau keempat terbesar pada 2009. Antara pasaran utama di Kesatuan Eropah adalah Belanda, Jerman, United Kingdom, Perancis dan Itali.

MATRADE menganjurkan penyertaan syarikat Malaysia dalam lima Pameran Perdagangan Antarabangsa, tiga Misi Perdagangan dan Pelaburan, dan tiga Misi Pemasaran Khusus.

Jerman

Pameran Perdagangan Antarabangsa

- Paperworld 2009, Frankfurt
- CeBIT 2009, Hannover
- Anuga 2009, Cologne

Misi Perdagangan dan Pelaburan

- ke Frankfurt, Milan dan London

Misi Pemasaran Khusus

- produk dan perkhidmatan automotif ke Stuttgart, Frankfurt dan Rennes

Perancis

Misi Pemasaran Khusus

- produk dan perkhidmatan automotif ke Stuttgart, Frankfurt dan Rennes

Itali

Pameran Perdagangan Antarabangsa

- I-Saloni 2009, Milan

Misi Perdagangan dan Pelaburan

- ke Frankfurt, Milan dan London

Belanda

Pameran Perdagangan Antarabangsa

- World of Private Labels, Amsterdam

United Kingdom

Misi Perdagangan dan Pelaburan

- ke Frankfurt, Milan dan London

Misi Pemasaran Khusus


- produk makanan ke London dan Birmingham



1



2

 1/2 Syarikat pengilang makanan dan minuman Malaysia di Anuga 2009, Cologne, Jerman

Anuga 2009

Anuga adalah pameran makanan dan minuman yang terbesar di dunia yang diadakan dua kali setahun di Cologne, Jerman. Pameran ini memberi platform yang baik kepada syarikat Malaysia untuk memperkenalkan dan mempromosikan pelbagai makanan dan minuman ke pasaran antarabangsa serta mengembangkan eksport ke pasaran Eropah.

MATRADE menganjurkan penyertaan 22 syarikat Malaysia di Anuga 2009 yang diadakan dari 10 hingga 14 Oktober 2009. Antara produk-produk yang dipamerkan oleh syarikat Malaysia adalah pastri, produk sejuk beku, konfektionari, sos dan *dressings* serta minuman. Anuga 2009 mencatat jualan langsung bernilai RM8.7 juta dan jualan dalam rundingan berjumlah RM18.2 juta.

Asia Selatan

Eksport Malaysia ke Asia Selatan pada 2009 bernilai RM27.12 bilion. Pasaran eksport terbesar adalah India (62.7 peratus) diikuti oleh Pakistan (21.2 peratus) dan Bangladesh (10.4 peratus).

Aktiviti penggalakan yang dianjurkan di rantau ini termasuk penyertaan dalam satu Pameran Perdagangan Antarabangsa, penganjuran satu Misi Perdagangan dan Pelaburan, dua Misi Pemasaran Khusus, satu Misi Pemasaran Am dan tiga Misi Belian. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

India

Misi Perdagangan dan Pelaburan

- ke Chennai dan Mumbai

Misi Pemasaran Khusus

- produk dan perkhidmatan automotif

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009
- sempena Asia Construct Conference 2009

Pakistan

Misi Pemasaran Am

- ke Karachi dan Islamabad

Bangladesh

Pameran Perdagangan Antarabangsa

- Malaysia Products and Services Exhibition (MPSE) 2009, Dhaka

Misi Pemasaran Khusus

- produk dan perkhidmatan automotif

Misi Pemasaran Khusus Produk dan Perkhidmatan Automotif ke Dhaka

Misi Pemasaran Khusus berkenaan produk dan perkhidmatan automotif ke Dhaka telah dianjurkan dari 7 hingga 9 Ogos 2009 di bawah program pakej rangsangan Kerajaan. Acara ini diadakan serentak dengan *Malaysia Products and Services Exhibition (MPSE) 2009* di Dhaka.

Objektif misi adalah untuk meneroka peluang perniagaan di pasaran sasaran dengan memberi tumpuan kepada sektor produk dan perkhidmatan automotif. Seramai 10 wakil sektor swasta menghadiri 45 pertemuan perniagaan yang diadakan semasa acara dua hari ini telah menghasilkan jualan langsung bernilai RM107,547 dan jualan dalam rundingan berjumlah RM1.5 juta.

Sejumlah 16 syarikat menyertai MPSE 2009. Pempamer menerima 650 pertanyaan perdagangan dan melaporkan jualan dalam rundingan sebanyak RM722.48 juta.

1 Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa dan Industri, bertemu dengan para pemimpin industri India di Chennai 2 Pertemuan perniagaan semuka di Dhaka semasa Misi Pemasaran Khusus bagi produk dan perkhidmatan automotif



1



2

Asia Barat

Pada 2009, jumlah eksport Malaysia ke Asia Barat bernilai RM23.16 bilion. Pasaran eksport utama di rantau ini adalah Emiriyah Arab Bersatu, Arab Saudi dan Iran, yang secara keseluruhan menyumbang 66 peratus daripada jumlah eksport negara ke Asia Barat.

Sejumlah tujuh aktiviti penggalakan eksport telah dianjurkan oleh MATRADE di Asia Barat. Sektor yang diberi tumpuan dalam aktiviti penggalakan ini adalah kesihatan dan produk farmaseutikal, alat ganti dan komponen automotif, makanan diproses dan bahan pembinaan.

Emiriyah Arab Bersatu

Pameran Perdagangan Antarabangsa

- Arab Health 2009, Dubai
- Gulfood 2009, Dubai
- Big 5 2009, Dubai

Iran

Pameran Perdagangan Antarabangsa

- Tehran International Industry Fair, Tehran

Bahrain

Lawatan Rasmi YAB Perdana Menteri

- ke Manama, Doha

Pameran Perdagangan Antarabangsa

- Jewellery Arabia 2009, Bahrain

Qatar

Lawatan Rasmi YAB Perdana Menteri

- ke Manama, Doha

Misi Perdagangan dan Pelaburan

- ke Doha, Riyadh

Arab Saudi

Misi Perdagangan dan Pelaburan

- ke Doha, Riyadh

MATRADE menganjurkan penyertaan syarikat Malaysia dalam lima Pameran Perdagangan Antarabangsa, satu Lawatan Rasmi YAB Perdana Menteri dan satu Misi Perdagangan dan Pelaburan. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

Gulfood 2009

Pameran *Gulfood 2009*, yang diadakan di *Dubai International Convention & Exhibition Centre*, terus menawarkan platform yang terbaik kepada syarikat Malaysia bagi mengeksport makanan diproses untuk menembusi pasaran Asia Barat. Pada 2009, MATRADE menyelaraskan penyertaan 43 syarikat Malaysia dalam pameran ini. Antara produk yang dipromosikan adalah snek, makanan sejuk beku, produk pertanian, bijirin, konfektionari, produk berasaskan minyak sawit, jus buah-buahan, kopi dan teh.

Penyertaan Malaysia di pameran ini merupakan kali kelima berturut-turut. Pempamer Malaysia berjaya menghasilkan jualan langsung bernilai RM58.87 juta dan jualan dalam rundingan berjumlah RM86.53 juta.

Pada 2009, eksport makanan diproses ke anggota *Gulf Cooperation Council (GCC)* bernilai RM580.2 juta di mana import oleh Emiriyah Arab Bersatu menyumbang sebanyak 36.9 peratus daripada jumlah keseluruhan import GCC.



- 1 Pelawat perdagangan di gerai pameran Malaysia semasa Gulfood 2009, di Dubai, Emiriyah Arab Bersatu
2 Dato' Yahaya Abdul Jabar, Duta Malaysia ke Emiriyah Arab Bersatu di Gulfood 2009 ditemubual media tempatan Emiriyah Arab Bersatu

Oceania

Jumlah perdagangan dengan Oceania bernilai RM34.18 bilion pada 2009 berbanding RM43.51 bilion pada 2008. Pada 2009, eksport ke Oceania merosot sebanyak 21.5 peratus, manakala import menurun 22.1 peratus. Australia kekal sebagai rakan perdagangan Malaysia terbesar di rantau ini, menyumbang 86.3 peratus daripada jumlah perdagangan Malaysia. Rakan perdagangan lain dalam rantau ini adalah New Zealand (10.4 peratus syer) dan Papua New Guinea (2.5 peratus).

Eksport ke Oceania pada 2009 berjumlah RM22.62 bilion, menyumbang 3.6 peratus daripada jumlah keseluruhan eksport negara. Tiga pasaran eksport utama adalah Australia, dengan 88.4 peratus syer daripada jumlah eksport, diikuti oleh New Zealand (8.4 peratus) dan Papua New Guinea (2 peratus).

Bagi rantau ini, MATRADE menganjurkan aktiviti-aktiviti penggalakan seperti berikut:

Australia

Pameran Perdagangan Antarabangsa

- Australian Automotive Aftermarket Expo 2009, Sydney
- DesignBuild Australasia 2009, Sydney
- Fine Food Australia 2009, Sydney

Misi Perdagangan dan Pelaburan

- ke Melbourne

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009
- produk perabot

Fine Food Australia 2009

Pameran *Fine Food Australia* yang berlangsung dari 7 hingga 10 September 2009 di *Sydney Convention and Exhibition Centre*, telah disertai oleh 11 syarikat Malaysia dan Majlis Minyak Sawit Malaysia (MPOC). Sempena pameran ini, MATRADE Sydney telah mengaturkan 179 pertemuan perniagaan di antara pempamer Malaysia dengan pembeli antarabangsa.

Hasil daripada penyertaan ini, syarikat Malaysia telah menerima 1,222 pertanyaan perdagangan dan berjaya menjana jualan langsung sebanyak RM4.96 juta dan jualan dalam rundingan bernilai RM13.75 juta.



1 Wakil syarikat Malaysia dalam perbincangan dengan pelanggan berpotensi di *Fine Food 2009*, Sydney, Australia 2 Gerai pameran MATRADE di *Fine Food 2009*, Sydney, Australia

Afrika

Jumlah perdagangan Malaysia dengan Afrika pada 2009 bernilai RM18.03 bilion. Afrika Selatan adalah rakan perdagangan Malaysia yang terbesar di rantau ini. Eksport ke rantau ini berjumlah RM12.21 bilion dan destinasi eksport terbesar adalah Mesir, diikuti oleh Afrika Selatan dan Benin. Eksport ke tiga pasaran ini bernilai RM5.88 bilion, iaitu 48.2 peratus daripada jumlah keseluruhan eksport ke rantau tersebut.

MATRADE menganjurkan sejumlah sembilan aktiviti penggalakan perdagangan ke rantau ini yang meliputi:

Afrika Selatan

Misi Pemasaran Khusus

- produk automotif ke Port Elizabeth dan Johannesburg
- produk plastik ke Johannesburg dan Cape Town

Mesir

Pameran Perdagangan Antarabangsa

- Cairo ICT International Exhibition, Cairo

Misi Perdagangan dan Pelaburan

- ke Cairo

Misi Belian

- sempena Automechanika
- sempena APHM International Healthcare Conference & Exhibition 2009

Kaunter Promosi

- Algiers International Fair, Algiers
- Interbuild Egypt, Cairo

Zambia

Misi Pemasaran Khusus

- pembinaan dan pendidikan ke Lusaka dan Ndola



1 Memorandum Persefahaman yang di tandatangani antara Saito College dan Mulungushi University bagi mendirikan syarikat kerjasama yang akan mengendalikan kursus grafik, multimedia dan pengurusan keselamatan

Misi Pemasaran Khusus Sektor Pembinaan dan Pendidikan ke Zambia

MATRADE dengan kerjasama CIDB telah menganjurkan Misi Pemasaran Khusus sektor pembinaan dan pendidikan ke Zambia dari 2 hingga 8 Disember 2009. Program ini disertai oleh sembilan syarikat Malaysia dalam sektor pembinaan dan pendidikan.

Sejumlah 34 pertemuan perniagaan telah diatitkan antara ahli-ahli delegasi dengan rakan niaga yang berpotensi dari Zambia. Aktiviti-aktiviti lain yang dianjurkan semasa misi ini termasuk penganjuran seminar, mesyuarat meja bulat dan lawatan ke tapak pembinaan.

Hasil daripada program ini, projek pembinaan berpotensi dengan nilai RM530 juta dan usahasama pendidikan berjumlah RM4.88 juta telah dilaporkan oleh syarikat Malaysia.

Amerika Latin

Eksport Malaysia ke Amerika Latin pada 2009 bernilai RM9.11 bilion. Pasaran eksport utama di Amerika Latin adalah Mexico, Brazil, Argentina dan Chile, yang menyumbang 79.3 peratus daripada jumlah eksport Malaysia ke rantau ini.

Aktiviti penggalakan yang dianjurkan oleh MATRADE pada 2009 bagi rantau ini:

Brazil

Misi Pemasaran Khusus

- produk perubatan pakai buang ke Santiago dan Sao Paulo

Kaunter Promosi

- Feicon Batimat, Sao Paulo
- Hospitalar 2009, Sao Paulo

Chile

Misi Pemasaran Khusus

- produk perubatan pakai buang ke Santiago dan Sao Paulo

Argentina

Kaunter Promosi

- Expomueble, Buenos Aires

Mexico

Kaunter Promosi

- Intermoda, Guadalajara
- Expo Electrica, Mexico City
- Automechanika, Mexico City
- Expo Cihac, Mexico City

Panama

Kaunter Promosi

- Expocomer, Panama City



1 Ahli delegasi Misi Pemasaran Khusus berkenaan produk perubatan pakai buang ke Chile dan Brazil

Misi Pemasaran Khusus Produk Perubatan Pakai Buang ke Chile dan Brazil

Misi Pemasaran Khusus berkenaan produk perubatan pakai buang telah dianjurkan oleh MATRADE ke Santiago dan Sao Paulo dari 25 Mac hingga 3 April 2009.

Produk-produk ini termasuk sarung tangan getah pemeriksaan dan pembedahan, catheters, picagari, dan kondom latex.

Tumpuan misi adalah untuk mengenalpasti pasaran baru di Amerika Latin bagi mengeksport produk-produk ini. Antara aktiviti - aktiviti yang dianjurkan semasa misi ini termasuk taklimat, 56 pertemuan perniagaan serta lawatan ke kilang pengimport utama produk-produk ini iaitu Alquilabor Comercial Ltda di Brazil dan Drogueria Hofmann S.A.C di Chile.

Para peserta diberi taklimat mengenai peraturan dan pengawalan berkaitan eksport produk-produk perubatan serta maklumat terkini mengenai peluang-peluang pasaran bagi produk tersebut ke pasaran Brazil dan Chile. Misi ini telah mencatatkan jualan berpotensi dengan nilai RM12.3 juta. Lanjutan dari program ini, syarikat Malaysia turut menerima lawatan dari pembeli berpotensi ke Malaysia di mana mereka telah melawat kilang serta mengadakan rundingan susulan.

Eropah Timur

Pada 2009, eksport Malaysia ke rantau Eropah Timur bernilai RM6.7 juta, manakala import berjumlah RM2.52 juta.

Persekutuan Rusia dan Ukraine menyumbang 52.7 peratus daripada jumlah eksport Malaysia ke rantau ini, diikuti oleh Poland, Hungary dan Republik Czech yang bersama menyumbang 30.8 peratus.

Bagi menggalakkan produk dan perkhidmatan Malaysia ke rantau ini, MATRADE menganjurkan satu Misi Pemasaran Khusus, 13 Misi Belian dan penyertaan dalam tiga Kaunter Promosi.



Persekutuan Rusia

Misi Pemasaran Khusus

- alat ganti dan komponen automotif dan makanan diproses

Kaunter Promosi

- Interplastika 2009, Moscow
- Automechanika 2009, Moscow

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009



Hungary

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009



Romania

Kaunter Promosi

- Construct Expo Antreprenor 2009, Bucharest

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009



Belarus

Misi Belian

- sempena INTRADE Malaysia 2009



Bosnia Herzegovina

Misi Belian

- sempena INTRADE Malaysia 2009



Kosovo

Misi Belian

- sempena MIHAS 2009
- sempena INTRADE Malaysia 2009



Macedonia

Misi Belian

- sempena INTRADE Malaysia 2009



Poland

Misi Belian

- sempena INTRADE Malaysia 2009



Ukraine

Misi Belian

- sempena INTRADE Malaysia 2009



1



2

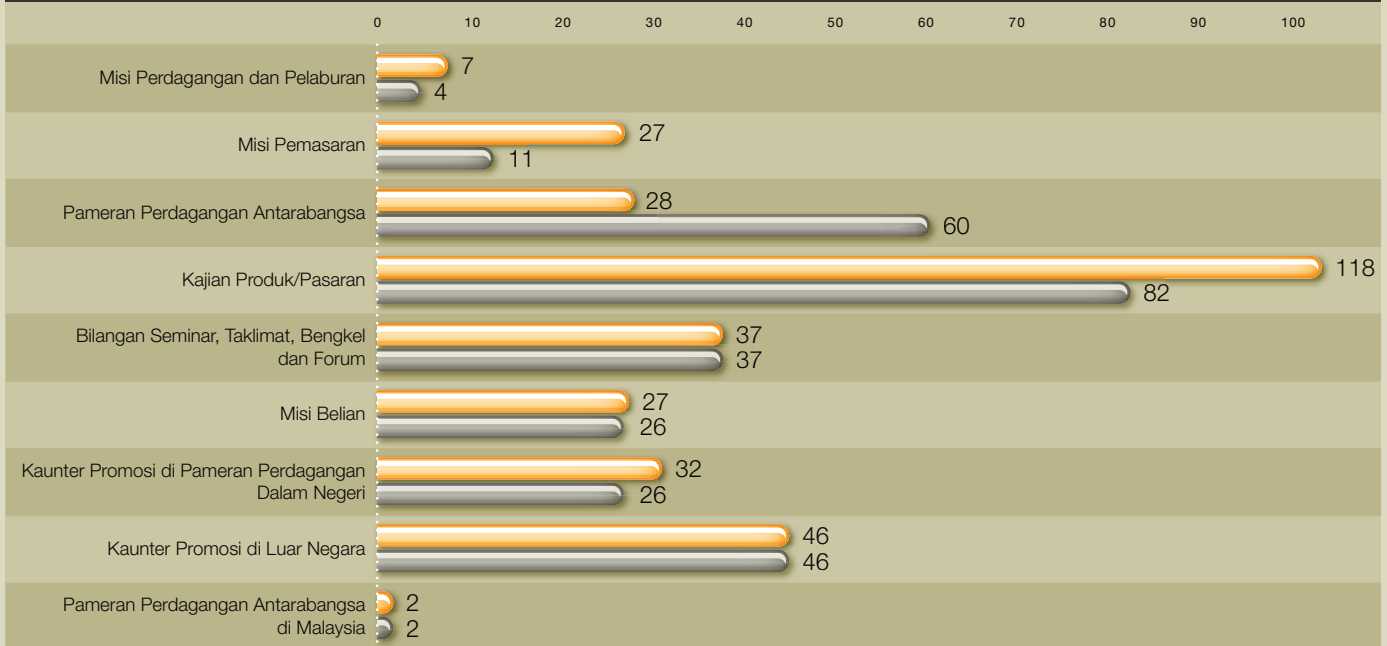
1 Perbincangan dengan para pembeli berpotensi dari Persekutuan Rusia
2 Pertemuan meja bulat membuka peluang perniagaan Malaysia–Persekutuan Rusia

Misi Pemasaran Khusus ke Persekutuan Rusia

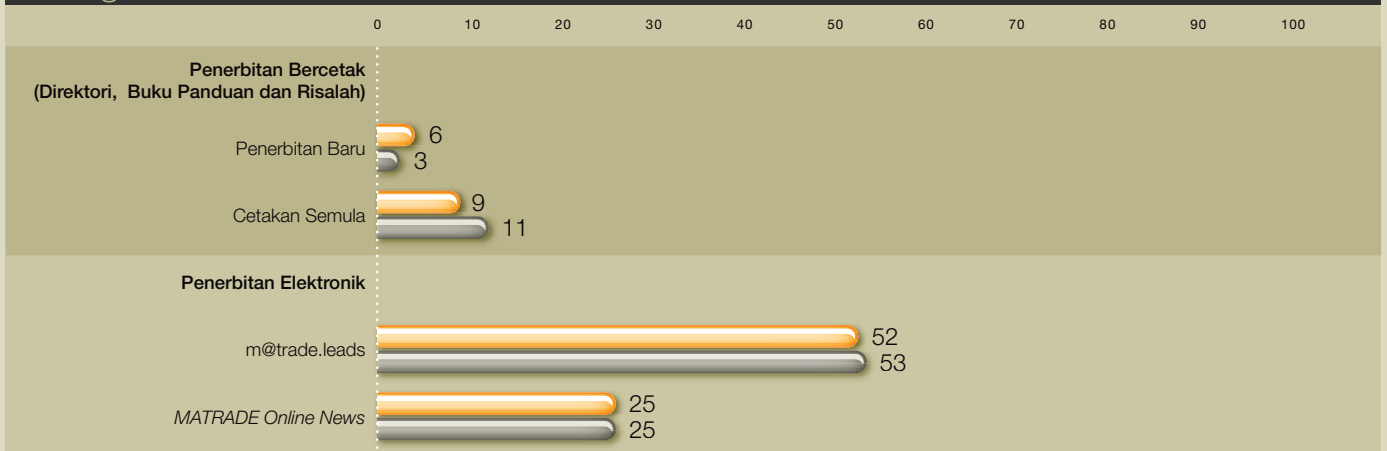
MATRADE menganjurkan Misi Pemasaran Khusus ke Moscow dan St. Petersburg, Persekutuan Rusia dari 10 hingga 17 Oktober 2009. Misi ini bertujuan mengenalpasti para pembeli berpotensi serta mempromosi dan menerokai peluang perniagaan di pasaran ini.

Sejumlah 10 syarikat yang mewakili sektor alat ganti dan komponen automotif, perabot, makanan diproses dan sektor perkhidmatan kewangan Islam telah menyertai misi ini. Sempena program ini, aktiviti-aktiviti yang dijalankan termasuk sesi pertemuan perniagaan, lawatan kilang dan sesi jalinan rangkaian, yang berjaya menghasilkan jualan dalam rundingan bernilai RM49.28 juta.

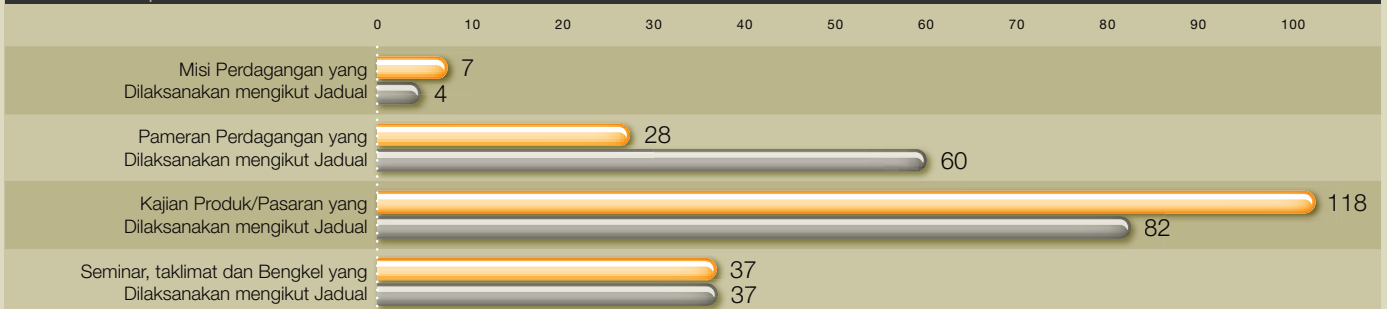
Penunjuk Kecekapan



Bilangan Penerbitan



Kecekapan Masa



Tumpuan kepada Produk dan Perkhidmatan

Produk dan perkhidmatan Malaysia diterima dengan baik di pasaran dunia kerana kualitinya di samping berkemampuan untuk memenuhi permintaan. MATRADE telah menyumbang kepada aktiviti penggalakan produk dan perkhidmatan Malaysia di pasaran global dan pada 2009, MATRADE giat mengendalikan aktiviti promosi bagi produk makanan diproses, khususnya segmen halal, bahan pembinaan, perabot serta alat ganti dan komponen automotif. Bagi sektor perkhidmatan, tumpuan diberikan kepada pembinaan, penjagaan kesihatan, teknologi maklumat dan komunikasi (ICT) serta minyak dan gas.

Makanan Diproses

Eksport makanan diproses oleh Malaysia pada 2009 merosot sebanyak 11.5 peratus kepada RM10.74 bilion berbanding RM12.13 bilion pada 2008. Makanan diproses adalah penyumbang kelapan terbesar kepada pendapatan eksport negara, yang merupakan 2.6 peratus daripada jumlah eksport sektor pengilangan Malaysia.

Eksport utama makanan diproses pada 2009 adalah:

- Koko dan persediaan koko yang bernilai RM3.09 bilion iaitu penurunan sebanyak 5.6 peratus daripada RM3.28 bilion pada 2008;
- Bijirin tersedia dan sediaan tepung yang bernilai RM1.32 bilion meningkat sebanyak 2.4 peratus daripada RM1.28 bilion pada 2008;
- Produk tenusu yang bernilai RM587.3 juta iaitu penurunan sebanyak 45.8 peratus daripada RM1.08 bilion pada 2008;
- Gula dan konfektionari gula yang bernilai RM549.6 juta meningkat sebanyak 13.6 peratus daripada RM483.9 juta pada 2008; dan
- Makanan laut diproses yang bernilai RM545.7 juta iaitu penurunan sebanyak 0.1 peratus daripada RM546.4 juta pada 2008.

Aktiviti penggalakan pada 2009 oleh MATRADE bagi makanan diproses adalah:

Pameran Perdagangan Antarabangsa

- *Gulfood 2009*, Dubai
- *Foodex 2009*, Chiba
- *Vietnam Expo 2009*, Hanoi
- *Hofex 2009*, Hong Kong
- *World Private Label International Trade Show 2009*, Amsterdam
- *Malaysia Products and Services Exhibition (MPSE)*, 2009, Dhaka
- *Fine Food 2009*, Sydney
- *The 6th China-ASEAN Expo (CAEXPO 2009)*, Nanning
- *Anuga 2009*, Cologne
- *V.I. Trade Expo 2009*, Ho Chi Minh

Makanan diproses telah dikenalpasti sebagai sektor pertumbuhan eksport utama di bawah Rancangan Malaysia Kesembilan. Dengan perubahan gaya hidup serta *trend* pengguna yang berubah, permintaan untuk makanan mudah disediakan seperti makanan sejuk beku, gantian makanan masakan rumah, makanan sedia-masak, makanan sedia-makan dan minuman segera semakin meningkat di pasaran antarabangsa. Dalam memenuhi keperluan ini, pengilang makanan Malaysia telah menceburi segmen makanan mudah disediakan serta memperkenalkan makanan baru yang mudah disediakan dengan resipi Asia.

Satu lagi segmen makanan diproses pada 2009 yang meningkat adalah eksport makanan halal. Pasaran makanan halal dunia yang dianggarkan bernilai RM1.87 trilion menawarkan peluang kepada pembekal Malaysia untuk menceburi pasaran yang semakin berkembang di negara-negara OIC serta negara bukan Islam.



1/2 Produk makanan dan minuman Malaysia



2

Bahan Pembinaan Bangunan

Pada 2009, jumlah eksport bahan binaan susut sebanyak 8.3 peratus kepada RM17.59 bilion berbanding RM19.18 bilion pada 2008. Pasaran eksport terbesar bagi bahan pembinaan bangunan pada 2009 adalah Jepun yang bernilai RM2.76 bilion. Ini diikuti oleh Australia (RM2.19 bilion), Singapura (RM1.75 bilion), Republik Korea (RM1.1 bilion) dan Thailand (RM855.7 juta).

Produk utama yang dieksport dalam kategori ini adalah:

- Venir, papan lapis, papan partikel dan kayu, bernilai RM6.61 bilion yang menyumbang 38 peratus syer daripada jumlah keseluruhan eksport;
- Tiub, paip dan kelengkapannya daripada besi dan keluli, bernilai RM3.85 bilion yang menyumbang 22 peratus syer daripada jumlah keseluruhan eksport; dan
- Kayu, dibentuk dan kayu landasan keretapi, bernilai RM3.12 bilion dengan syer 18 peratus daripada jumlah keseluruhan eksport.

Pada 2009, MATRADE telah menganjurkan 13 aktiviti penggalakan perdagangan yang membolehkan syarikat Malaysia mempamerkan produk-produk mereka. Ia meliputi empat Pameran Perdagangan Antarabangsa, dua Misi Pemasaran Khusus dan tujuh Kaunter Promosi.

Pameran Perdagangan Antarabangsa

- *DesignBuild Australasia*, Sydney
- *Indobuildtech 2009*, Jakarta
- *Tehran International Industry Fair*, Tehran
- *Big 5 2009*, Dubai

Misi Pemasaran Khusus

- *Proposed implementation of housing projects using the industrialised building system (IBS) ke Algeria*
- Karachi, Islamabad dan Lahore, Pakistan

Kaunter Promosi

- *International Building & Construction Exhibition*, Amsterdam
- *Construct Expo Antreprenor*, Bucharest
- *Hardware Expo & Construction Products*, San Juan
- *Feicon Batimat*, Sao Paulo
- *Interbuild Egypt 2009*, Cairo
- *Expo Cihac*, Mexico City
- *Construct Canada 2009*, Toronto

Penyertaan syarikat Malaysia dalam aktiviti penggalakan ini telah berjaya menjana jualan langsung bernilai RM41.93 juta dan jualan dalam rundingan berjumlah RM267.23 juta.

Perabot

Eksport perabot susut sebanyak 12.6 peratus kepada RM7.6 bilion pada 2009 berbanding RM8.7 bilion tahun sebelumnya. Ia mewakili 2.6 peratus daripada jumlah eksport barangan pengilangan.

Sumbangan dan nilai eksport produk perabot adalah:

- Perabot kayu dengan syer 82 peratus, bernilai RM6.2 bilion;
- Perabot logam dengan syer 7.9 peratus, bernilai RM603.7 juta;
- Tempat duduk dan alat ganti dengan syer 6.3 peratus bernilai RM476.7 juta
- Alat ganti perabot dengan syer 3.3 peratus bernilai RM250.5 juta
- Perabot plastik dengan syer 0.3 peratus bernilai RM24.1 juta dan;
- Perabot pelbagai bahan dengan syer 0.3 peratus bernilai RM22.4 juta.

Lima pasaran utama Malaysia bagi eksport perabot pada 2009 adalah Amerika Syarikat, Jepun, Australia, United Kingdom dan Singapura, yang menyumbang kepada 60.3 peratus daripada jumlah eksport perabot.

Pada 2009, bagi mempromosikan eksport perabot, MATRADE telah menyelaraskan aktiviti penggalakan melalui Pameran Perdagangan Antarabangsa, Misi Pemasaran Khusus dan Kaunter Promosi, seperti berikut:

Pameran Perdagangan Antarabangsa

- *Hong Kong Houseware Fair 2009*, Hong Kong
- *I-Saloni 2009*, Milan

Misi Perdagangan dan Pelaburan

- ke Frankfurt, Milan dan London
- ke Melbourne
- ke Mumbai, Bangalore dan Chennai
- ke Singapura

Misi Pemasaran Khusus

- ke Moscow dan St. Petersburg

Kaunter Promosi

- *Expocomer*, Panama City
- *International Home & Houseware Show*, Illinois
- *The 105th China Import & Export Fair*, Guangdong
- *11th Universal Exhibition Fair*, Bishkek
- *42nd International Fair of Algiers*, Algiers
- *The 8th China International Consumer Goods Fair 2009*, Zhejiang
- *Furniture Accessories Show*, Florida
- *Expomueble*, Buenos Aires
- *Las Vegas World Market*, Nevada
- *IIDEX Toronto 2009*, Toronto



1



2



3

▲ 1/2/3 Rekaan perabot Malaysia

Alat Ganti dan Komponen Automotif



1 Tempat duduk kereta diperbuat kulit berkualiti tinggi yang direka bagi eksport dan penggunaan domestik 2 Pengilangan alat ganti automotif menggunakan barisan pemasangan automatik dengan menggabungkan penimpalan

Eksport alat ganti dan komponen automotif Malaysia susut 2.6 peratus berjumlah RM1.98 bilion pada 2009 berbanding RM2.04 bilion pada 2008.

Antara eksport utama adalah:

- alat ganti dari pelbagai pembekal, roda mahkota, pinan, *spoke and parts*, meningkat sebanyak 5.4 peratus kepada RM783.1 juta;
- roda stereng, turus roda kemudi dan kotak stereng, susut sebanyak 5.6 peratus kepada RM478.2 juta;
- bampar dan peralatan, meningkat sebanyak 12.1 peratus kepada RM220.4 juta; dan
- gandar pemandu menurun sebanyak 23.6 peratus kepada RM125.3 juta.

ASEAN merupakan pasaran eksport utama Malaysia bagi alat ganti dan komponen automotif pada 2009 bernilai RM962.6 juta yang menyumbang kepada 48.5 peratus daripada jumlah eksport automotif. Di rantau ASEAN, Indonesia, Thailand dan Singapura masing-masing mengimport alat ganti dan komponen automotif bernilai RM372.5 juta, RM279.9 juta dan RM223.5 juta.

Pada 2009, Pameran Perdagangan Antarabangsa yang disertai oleh MATRADE adalah *International Auto After Market*, Jepun dan *Australian Automotive Aftermarket Expo*, Australia. Aktiviti penggalakan lain termasuk Misi Pemasaran Khusus ke Indonesia, Thailand, Vietnam, Republik Rakyat China, India, Bangladesh, Iran, Afrika Selatan serta Jerman. Kaunter Promosi juga telah dilaksanakan sempena Pameran Perdagangan Antarabangsa di Republik Rakyat China, Persekutuan Rusia, Amerika Syarikat, Mexico dan Taiwan.

Perkhidmatan

Kerajaan telah memberikan fokus bagi meningkatkan sumbangan sektor perkhidmatan kepada ekonomi negara. Pelbagai langkah telah diambil bagi mencapai matlamat ini termasuk mempergiatkan aktiviti penggalakan eksport sektor perkhidmatan. MATRADE melalui perbincangan dengan pembekal perkhidmatan profesional telah merangka strategi dan program-program bagi sektor ini. Majlis Eksport Perkhidmatan Profesional Kebangsaan (NAPSEC) juga telah memberi input kepada MATRADE dalam merangka program-program penggalakan untuk sektor perkhidmatan.

Pada 2009, MATRADE menganjurkan 22 program penggalakan yang disertai oleh pembekal perkhidmatan, Kementerian, agensi dan badan-badan Kerajaan. Dalam melaksanakan program-program ini, MATRADE telah bekerjasama dengan Lembaga Pembangunan Industri Pembinaan (CIDB), Perbadanan Pembangunan Perkhidmatan Profesional (PSDC), Majlis Perkhidmatan Minyak dan Gas Malaysia (MOGSC), Persatuan Pembinaan Pesisir Luar Malaysia (OSFAM), Persatuan Perunding Kejuruteraan Minyak dan Gas Malaysia (MOGEC), Kementerian Kesihatan, 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 penggalakan ini akan terus mengutamakan pasaran maju dan membangun seperti ASEAN, Asia Barat, Afrika, Eropah dan Amerika Utara.

Malaysia Services Exhibition (MSE) adalah satu inisiatif utama yang dianjurkan oleh MATRADE bagi penggalakan sektor perkhidmatan negara. MSE merupakan pameran solo yang telah dianjurkan buat kali pertama pada 2008 di Sharjah, Emiriyah Arab Bersatu dan MSE 2009 di Dubai adalah usaha berterusan MATRADE bagi mempromosi dan menjenamakan eksport perkhidmatan Malaysia ke rantau Asia Barat dan Afrika Utara (MENA).

MSE 2009 telah disertai oleh 200 syarikat perkhidmatan Malaysia, organisasi dan agensi Kerajaan yang berkaitan dengan sektor perkhidmatan. Pameran ini dirasmikan bersama oleh YB Tan Sri Muhyiddin Mohd Yassin, Menteri Perdagangan Antarabangsa dan Industri Malaysia dan

HH Sheikh Lubna Al Qasimi, Menteri Perdagangan Luar, Emiriyah Arab Bersatu pada 17 Mac 2009.

Sempena pembukaan rasmi MSE 2009, Menteri Perdagangan Antarabangsa dan Industri Malaysia telah melancarkan penerbitan MATRADE, "*Oil & Gas Services Directory*" yang menyenaraikan syarikat-syarikat di dalam industri minyak dan gas Malaysia. Direktori ini diterbitkan bersama dengan MOGSC, OSFAM dan MOGEC.

Pameran ini telah menarik seramai 3,521 pelawat termasuk ahli perniagaan dan pegawai Kerajaan dari Emiriyah Arab Bersatu, Arab Saudi, Qatar, Kuwait, Oman, Iraq, Syria, Jordan, Yemen, Lubnan, Bahrain, Kenya dan Afrika Selatan. MSE 2009 telah merekodkan sejumlah 3,891 pertanyaan perdagangan dan rundingan projek-projek yang berpotensi dengan nilai RM8.45 bilion. Projek-projek ini bukan sahaja bertempat di Emiriyah Arab Bersatu tetapi juga di Arab Saudi, Iraq, Oman, Qatar, Mesir, Lubnan, Yemen dan Syria.

Pembinaan dan Perkhidmatan Berkaitan

Program penggalakan eksport perkhidmatan bagi tahun 2009 yang terbanyak dikendalikan oleh MATRADE adalah berkaitan sektor pembinaan dan perkhidmatan profesional. Program penggalakan ini meliputi lima Misi Pemasaran Khusus iaitu ke Zambia, Emiriyah Arab Bersatu, Vietnam, Maldives serta Algeria dan satu Misi Belian ke Malaysia. Hasil daripada aktiviti-aktiviti penggalakan ini, syarikat Malaysia telah mengenalpasti potensi perniagaan bernilai RM787.93 juta.



1



2

1 National Library Building, Singapura 2 Solaris, Singapura

Penjagaan Kesihatan

MATRADE telah menganjurkan empat program penggalakan bagi pembekal perkhidmatan penjagaan kesihatan yang terdiri daripada dua Misi Pemasaran Khusus dan dua Misi Belian. Misi Pemasaran Khusus penjagaan kesihatan telah diadakan di Kemboja, Vietnam dan Bangladesh. Misi Belian pula telah dianjurkan sempena *APHM International Healthcare Conference and Exhibition* dan *APHM International Healthcare Travel*

Conference. Aktiviti penggalakan eksport perkhidmatan ini menghasilkan jualan dalam rundingan bernilai RM11.48 juta.

Menurut APHM, seramai 382,758 pesakit asing mendapat rawatan di hospital swasta di Malaysia pada 2009 dan ini telah menjana pendapatan bernilai RM264.71 juta.

Teknologi Maklumat dan Komunikasi (ICT)

Menurut AT Kearney, Malaysia merupakan lokasi *offshoring* dunia yang ketiga menarik pada 2009. Shared services atau penyumberan luar dan *offshoring* aktiviti perniagaan termasuk perkhidmatan operasi pejabat dalaman seperti:

- Operasi pusat hubungan dan perkhidmatan
- Pusat data, pemulihan bencana dan kesinambungan perniagaan
- Perkhidmatan teknikal *helpdesk* dan perkhidmatan selepas jualan
- Perkhidmatan pemprosesan urusanniaga
- Perkhidmatan pengurusan aplikasi
- Penyelesaian pengurusan kewangan
- Perkhidmatan perundingan ICT

Program penggalakan bagi sektor ICT melibatkan penyertaan di dua Pameran Perdagangan Antarabangsa dan penganjuran dua Misi Pemasaran Khusus dengan jumlah jualan yang direkodkan adalah sebanyak RM164.03 juta. Antara negara yang disasarkan bagi penggalakan eksport ICT adalah Emiriyah Arab Bersatu, Republik Rakyat China, Mesir dan Jerman.



1



2

▶
1 *Gitex 2009*, Dubai, Emiriyah Arab Bersatu 2 Berinteraksi dengan pelanggan berpotensi di *Gitex 2009*, Dubai, Emiriyah Arab Bersatu

Minyak dan Gas

Malaysia mempunyai pengalaman lebih dari 25 tahun dalam sektor perkhidmatan fabrikasi kemudahan luar pesisir dan *onshore*. Di dalam sektor minyak dan gas, perkhidmatan yang dieksport termasuk di dalam bidang:

- Kejuruteraan, perolehan, pembinaan, pentauliahan & pemasangan (EPCC)
- Fabrikasi
- Logistik, *transshipment*, *floating storage*, *offshore marine vessels*
- Pengurusan alam sekitar
- Pembangunan infrastruktur
- Kelengkapan mengikut tempahan

Pasaran tumpuan termasuk Emiriyah Arab Bersatu, Arab Saudi, Qatar, Bahrain, ASEAN, India, Australia, Asia Tengah, Amerika Syarikat, Mexico, Belanda, Norway, Afrika Selatan, Nigeria dan Mauritius.

Pada 2009, MATRADE telah menganjurkan dua Misi Pemasaran Khusus ke Emiriyah Arab Bersatu, Qatar, Oman serta Amerika Syarikat dan satu Misi Belian ke Malaysia. Syarikat yang menyertai aktiviti-aktiviti penggalakan ini telah melaporkan jualan dalam rundingan bernilai RM159 juta.



▶
3/4 Keupayaan Malaysia dalam industri minyak dan gas

3



4

Kerjasama dengan Kementerian, Agensi dan Persatuan Perdagangan

Dalam melaksanakan aktiviti penggalakan eksport, MATRADE telah bekerjasama dengan Kementerian serta pelbagai agensi Kerajaan dan persatuan perdagangan.

Antaranya adalah:

- Lembaga Kemajuan Perindustrian Malaysia (MIDA)
- Perbadanan Pembangunan Industri Kecil dan Sederhana (SME Corp)
- Majlis Promosi Perabot Malaysia (MFPC)
- Majlis Promosi Eksport Getah Malaysia (MREPC)
- Majlis Minyak Sawit Malaysia (MPOC)
- Majlis Perakayuan Malaysia (MTC)
- Lembaga Pemasaran Pertanian Persekutuan (FAMA)
- Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK)
- Bank Negara Malaysia (BNM)
- Suruhanjaya Sekuriti (SC)
- Perbadanan Kemajuan Multimedia (MDeC)
- Perbadanan Pembangunan Perkhidmatan Profesional (PSDC)
- Lembaga Pembangunan Industri Pembinaan (CIDB)



Perkhidmatan Sokongan

- _Memperkasakan Pengeksport
- _Membimbing Pengeksport EKS
- _Sokongan Kewangan
- _Pemudahan Eksport
- _Anugerah Kecemerlangan Eksport

Memperkasakan Pengeksport

Selain penggalakan perdagangan, MATRADE juga berfungsi memupuk dan membangunkan komuniti pengeksport. Bagi mencapai objektif ini, MATRADE menganjurkan pelbagai program membina kapasiti, kemahiran pemasaran eksport dan meningkatkan kesedaran mengenai peluang-peluang pasaran antarabangsa. Program-program ini turut memberi tumpuan kepada peraturan-peraturan eksport, prosedur dan piawaian, kemudahan pembiayaan perdagangan, konsep penjenamaan dan program sokongan yang disediakan oleh Kerajaan.

MATRADE telah menganjurkan 37 program latihan yang terdiri daripada 17 seminar, lima taklimat, 10 bengkel, tiga sesi meja bulat, Konvensyen Usahawan Bumiputera dan *KL International Trade Forum* (KLITF). Sejumlah 6,147 peserta dari 4,542 syarikat telah mendapat manfaat daripada program-program ini. Antara topik yang dibincangkan adalah meliputi:

- Industri khusus seperti Informasi dan Teknologi Komunikasi, Elektrik dan Elektronik, Getah, Pembinaan dan Pendidikan;
- Topik peningkatan kemahiran seperti pembiayaan perdagangan, pengurusan perhubungan pelanggan, penjenamaan dan hak harta intelek, *The 12 steps for successful exporting* dan kredit dokumentasi lanjutan;
- Piawaian dan peraturan seperti *legal aspects of doing business* di Oman dan *quality management: Linking TPOs and National Standard Bodies (NSBs) for export success*;
- Peluang perniagaan di Persekutuan Rusia, Pakistan, Senegal, Iraq, Vietnam, Ukraine, Uzbekistan dan Zambia; dan
- Memanfaatkan Perjanjian Perdagangan Bebas bagi memperluaskan pasaran eksport.

Seminar dan bengkel yang dianjurkan dengan kerjasama kedutaan asing, agensi-agensi dan syarikat termasuk:

- Seminar "*Business Opportunities in Russia*" dengan Kedutaan Persekutuan Rusia;
- Seminar "*Empowering Business through E-commerce on eBay*" dengan eBay dan PayPal;
- Seminar "*Business Opportunities in Construction and Education in Zambia*" dengan MASSA ;
- Bengkel "*Quality Management : Linking Trade Promotional Organisations (TPOs) and NSBs for Export Success*" dengan Jabatan Standards Malaysia;
- Seminar "*Protecting Intellectual Property Rights (IPRs): Issues and Challenges*" dengan KASS International Sdn. Bhd.; dan
- Seminar "*Trade and Investment Opportunities in Vietnam*" dengan Kedutaan Republik Sosialis Vietnam.



1



2



1 YB Tan Sri Muhyiddin Mohd Yassin, Menteri Perdagangan Antarabangsa dan Industri Malaysia yang terdahulu, menemui media selepas perasmian Konvensyen Usahawan Bumiputera 2009
2 Para peserta Sesi Taklimat dan Rundingan (B&C) 2009 MATRADE

Membimbing Pengeksport EKS

MATRADE membantu EKS memasuki pasaran global melalui program khusus bagi meningkatkan kesedaran dan pengetahuan. Antara program yang dianjurkan termasuk seminar, taklimat, sesi rundingan dan khidmat nasihat yang meliputi pelbagai topik berkaitan perdagangan seperti kewangan, penjenamaan, pemasaran antarabangsa serta syarat-syarat dan peraturan-peraturan perdagangan.

EKS memasarkan produk dan perkhidmatan mereka melalui penyertaan dalam program penggalakan seperti Misi Belian dan Misi Pemasaran Khusus yang dianjurkan oleh MATRADE. Misi Belian memberi peluang kepada EKS bertemu dengan pembeli antarabangsa bagi mempromosikan produk dan perkhidmatan mereka tanpa perlu keluar negara. Di samping itu, MATRADE juga menyediakan bantuan kewangan kepada EKS yang menceburi pasaran antarabangsa melalui Geran Pembangunan Pasaran (MDG). Pada 2009, sejumlah RM22.61 juta dalam bentuk geran telah disalurkan dan ia telah dimanfaatkan oleh 1,272 EKS.

Program Pembangunan Pengeksport Bumiputera (BEDP) dan Program Pembangunan Pengeksport Wanita (WEDP) merupakan dua program khusus anjuran MATRADE bagi membantu EKS Bumiputera dan syarikat milikan wanita.

1 Seminar berkenaan peluang perniagaan di Persekutuan Rusia



Membangun Pengeksport Bumiputera

Melalui Program Pembangunan Pengeksport Bumiputera (BEDP), MATRADE telah membantu memupuk dan membangunkan syarikat EKS milik Bumiputera. BEDP adalah program sokongan selama tiga tahun yang menumpukan usaha membangun dan mempertingkatkan pengetahuan serta kemahiran mengeksport syarikat Bumiputera. Program ini melibatkan penyertaan dalam seminar, bengkel, lawatan sambil belajar, sesi rundingan dan bimbingan perniagaan secara khusus. Program ini juga memberi peluang kepada syarikat yang terpilih untuk mempromosikan produk dan perkhidmatan mereka di luar negara melalui penyertaan

dalam tiga aktiviti penggalakan perdagangan antarabangsa setiap tahun.

Sejumlah 15 syarikat Bumiputera telah dipilih di bawah program BEDP pada 2009. Syarikat-syarikat ini menyertai 22 aktiviti penggalakan perdagangan, termasuk Pameran Perdagangan Antarabangsa khususnya *Anuga* (Jerman), *Spoga* (Jerman), *DesignBuild Australia*, *Indobuildtech* (Indonesia), *Hong Kong Houseware Fair*, *EXTEPO Japan*, Misi Pemasaran Khusus Makanan Diproses ke New York dan Toronto, serta Misi Perdagangan dan Pelaburan ke Persekutuan Rusia.



 1/2 Syarikat-syarikat BEDP dalam perbincangan semasa bengkel MATRADE

Kejayaan AJV Electronics Sdn. Bhd.

AJV Electronics Sdn. Bhd. (AJV) yang ditubuhkan pada 5 Julai 1994 telah terpilih untuk menyertai BEDP pada Jun 2006. Teras perniagaan AJV ialah ICT dan telekomunikasi manakala pasaran eksport utama syarikat tersebut adalah Brunei, Oman, Indonesia dan Jerman.

Sepanjang tiga tahun penyertaan dalam program ini, AJV telah terlibat dalam Misi Perdagangan dan Pelaburan ke Amerika Syarikat, Argentina, Mexico, India, Pakistan, Eropah, Korea Selatan, Jepun dan Hong Kong SAR. Syarikat ini juga menyertai *ASIA Plus Expo* di Johannesburg pada 2006, *CEBIT* di Hannover pada 2007 dan 2008 serta *Gillex* di Dubai pada 2008.

Menerusi BEDP, AJV mendapat manfaat seperti pendedahan kepada pasaran baru, memperolehi idea teknologi dan model perniagaan baru dari negara lain, peluang menemui prospek perniagaan baru serta memperluaskan rangkaian perniagaan.

AJV merancang untuk memperluaskan pasaran sasaran ke Timur Tengah seperti Arab Saudi, Emiriyah Arab Bersatu, Negara Bebas Komanwel (CIS) seperti Turkmenistan dan Kazakhstan serta ASEAN. Syarikat ini juga merancang untuk mempelbagaikan produk termasuk kandungan serta aplikasi mudah alih dan tetap, aplikasi dan perkhidmatan teknologi *Radio-Frequency Identification* (RFID).

Memupuk Pengeksport Wanita

MATRADE telah mengambil inisiatif membantu EKS milikan wanita melalui Program Pembangunan Pengeksport Wanita (WEDP). Program sokongan selama tiga tahun ini adalah bertujuan untuk meningkatkan kemahiran dan pengetahuan usahawan wanita bagi menceburi pasaran antarabangsa. Setiap tahun, syarikat WEDP akan ditaja untuk menyertai tiga aktiviti penggalakan di luar negara.

Sebanyak sembilan syarikat telah terpilih bagi menyertai WEDP pada 2009. Syarikat-syarikat ini telah menyertai 37 aktiviti penggalakan perdagangan termasuk Pameran Perdagangan Antarabangsa seperti *Natural Products Expo Asia* (Hong Kong SAR), *e-Learning Expo* (Korea), *ASEAN Gifts & Fashion Accessories Exhibition* (Jepun), *ASEAN Fashion Plus Fair* (Thailand); Misi Pemasaran Khusus berkenaan ICT ke Dubai dan Abu Dhabi; dan Misi Perdagangan dan Pelaburan ke Eropah (Frankfurt, Milan dan London).

Kejayaan

Elit Purnama Sdn. Bhd.

Elit Purnama Sdn. Bhd. telah ditubuhkan pada November 1999 sebagai pengeluar pakaian wanita dan kanak-kanak. Syarikat ini telah terpilih menyertai WEDP pada Jun 2007. Program tiga tahun ini telah memberi manfaat kepada Elit Purnama khususnya peluang dalam menerokai pasaran dan memperkenalkan jenamanya secara global. Syarikat ini telah mengeksport ke Mexico, Sepanyol dan Australia dengan mensasarkan pasaran *niche* dan pengguna berpendapatan sederhana tinggi.

Melalui WEDP, Elit Purnama telah menyertai pelbagai aktiviti penggalakan eksport termasuk *Salon Internacional de Moda de Madrid* (Sepanyol), *Fashion Exposed Melbourne* (Australia), *Who's Next* (Perancis), *Pure London* (United Kingdom), *Motexha Spring 2009* (Emiriyah Arab Bersatu) dan *Bangkok International Fashion Fair* (Thailand). Selain daripada pameran perdagangan antarabangsa yang memfokuskan bidang perekaan fesyen, syarikat ini turut menganjurkan misi perniagaannya sendiri ke Dubai dan Tehran pada 2009. Penyertaan dalam aktiviti-aktiviti tersebut telah menjana jualan bernilai RM1.2 juta dan menyumbang kepada 20 peratus daripada jumlah jualan Elit Purnama pada 2009.

Elit Purnama merancang untuk memberi tumpuan kepada pembangunan pengetahuan, tanggungjawab sosial korporat (CSR), inovasi dan kreativiti bagi mengembang perniagaan,

menerokai pasaran baru serta menggunakan konsep penjenamaan baru. Pada masa akan datang, syarikat ini mensasarkan 50 peratus daripada jumlah jualan adalah menerusi pasaran eksport.



1 Syarikat-syarikat WEDP berdaftar untuk Sesi Taklimat dan Rundingan (B&C) MATRADE

Sokongan Kewangan

Geran Pembangunan Pasaran (MDG)

Geran Pembangunan Pasaran (MDG) menyediakan bantuan kewangan kepada EKS dalam bentuk geran bersamaan (*matching grant*) untuk menjalankan aktiviti penggalakan eksport di dalam dan luar negara. Antara aktiviti promosi yang layak untuk dituntut adalah penyertaan di dalam Pameran Perdagangan Antarabangsa, Misi Perdagangan dan Pelaburan, Misi Pemasaran Khusus dan pencetakan bahan promosi. Pada 2009, MATRADE telah meluluskan geran berjumlah RM22.61 juta kepada 1,272 syarikat. Jadual sebelah menunjukkan pecahan geran yang diluluskan mengikut aktiviti:

Geran Pembangunan Pasaran

AKTIVITI	JUMLAH TUNTUTAN	GERAN DILULUSKAN (RM)
Pameran Perdagangan Antarabangsa di Luar Negara	1,129	12,081,746.65
Pameran Perdagangan Antarabangsa di Dalam Negara	688	7,025,075.15
Penyediaan Bahan Promosi	384	2,423,388.30
Misi Perdagangan dan Pelaburan / Misi Pemasaran Khusus	183	771,734.30
Persidangan Antarabangsa Berkaitan Industri	27	135,718.55
Lain-lain	51	171,371.05

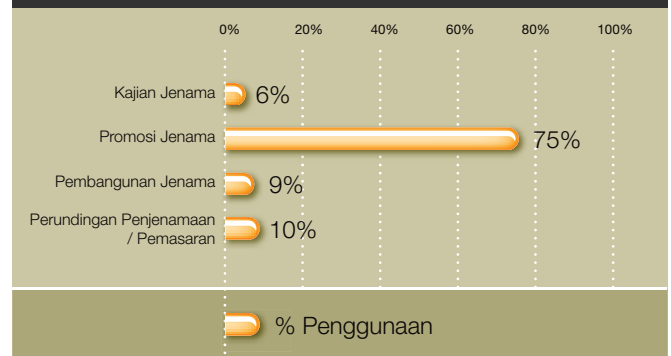
Geran Promosi Jenama (BPG)

BPG bertujuan membantu syarikat Malaysia membangun dan mempromosikan jenama tempatan ke pasaran antarabangsa. Geran bayaran balik (*reimbursable grant*) sehingga RM2 juta disalurkan kepada syarikat bagi menjalankan aktiviti pembangunan dan promosi jenama di luar negara.

Pada 2009, sejumlah 20 syarikat telah diluluskan untuk menerima geran ini yang bernilai RM33.8 juta, di mana 15 daripadanya merupakan EKS yang terlibat dalam pelbagai sektor seperti perabot, E&E, makanan dan minuman, ICT serta mesin dan kelengkapan.

Dari 2004 hingga 2009, sejumlah 89 syarikat telah menerima geran bernilai RM151.8 juta di bawah BPG. Carta sebelah menunjukkan pecahan geran mengikut aktiviti:

Geran Promosi Jenama

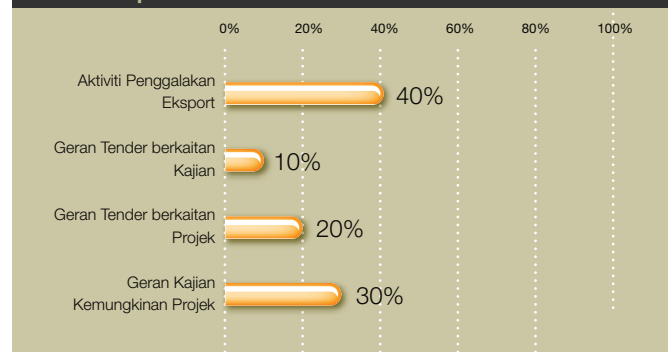


Dana Eksport Perkhidmatan (SEF)

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 2009, sejumlah 674 pembekal perkhidmatan Malaysia telah menerima geran di bawah SEF yang berjumlah RM68.56 juta. Carta sebelah menunjukkan pecahan geran yang diluluskan mengikut aktiviti:

Dana Eksport Perkhidmatan



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 berkaitan isu-isu yang dihadapi oleh syarikat-syarikat Malaysia yang ingin mengeksport.

Sesi ini merangkumi taklimat berkaitan topik-topik khusus, perbincangan bersama panel, sesi rundingan

serta klinik perdagangan bersama pengeksport Malaysia. Wakil daripada agensi Kerajaan dan organisasi perdagangan yang berkaitan turut hadir bagi memberi maklumbalas ke atas sebarang pertanyaan yang berkaitan.

Tujuh sesi B&C yang diadakan pada 2009 di Kuala Lumpur, Alor Setar, Melaka, Sandakan, Kuala Terengganu, Johor Bahru dan Kuching telah berjaya menarik penyertaan seramai 1,009 peserta.

Tumpuan Rujukan Perjanjian Perdagangan Bebas (FTA)

Tumpuan Rujukan Perjanjian Perdagangan Bebas (FTA) yang ditubuhkan oleh MATRADE pada 2008 telah menganjurkan program-program kesedaran mengenai FTA di seluruh negara bagi meningkatkan penggunaan FTA oleh syarikat-syarikat Malaysia. Taklimat telah diadakan di Kuala Lumpur, Ipoh, Pulau Pinang, Johor Bahru dan Tawau. Selain memberi maklumat kepada komuniti perniagaan, taklimat ini juga merupakan satu saluran bagi MATRADE untuk mendapatkan

maklumbalas mengenai isu-isu pelaksanaan FTA daripada pengeksport Malaysia.

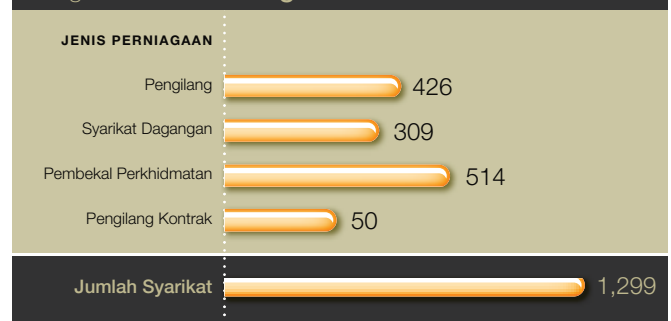
Bagi meningkatkan kemahiran pegawai rujukan FTA dari Kementerian Perdagangan Antarabangsa dan Industri Malaysia dan agensinya, sesi latihan yang telah dianjurkan di MATRADE, meliputi topik-topik mengenai produk yang layak, kadar tarif keutamaan dan prosedur bagi permohonan sijil tempasal (COOs).

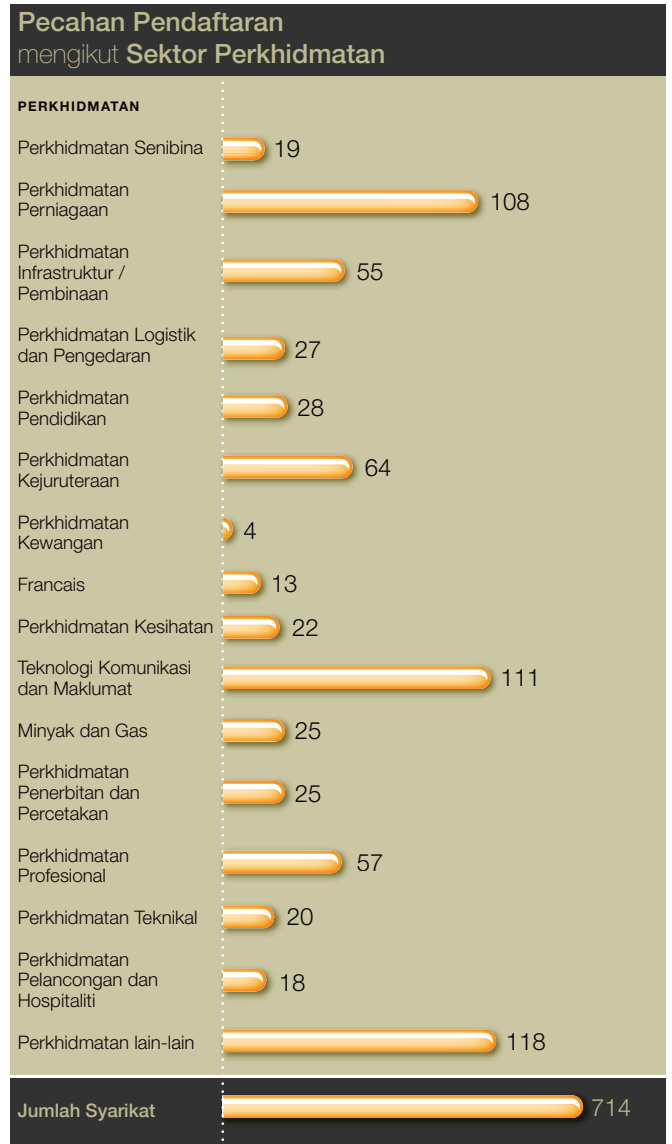
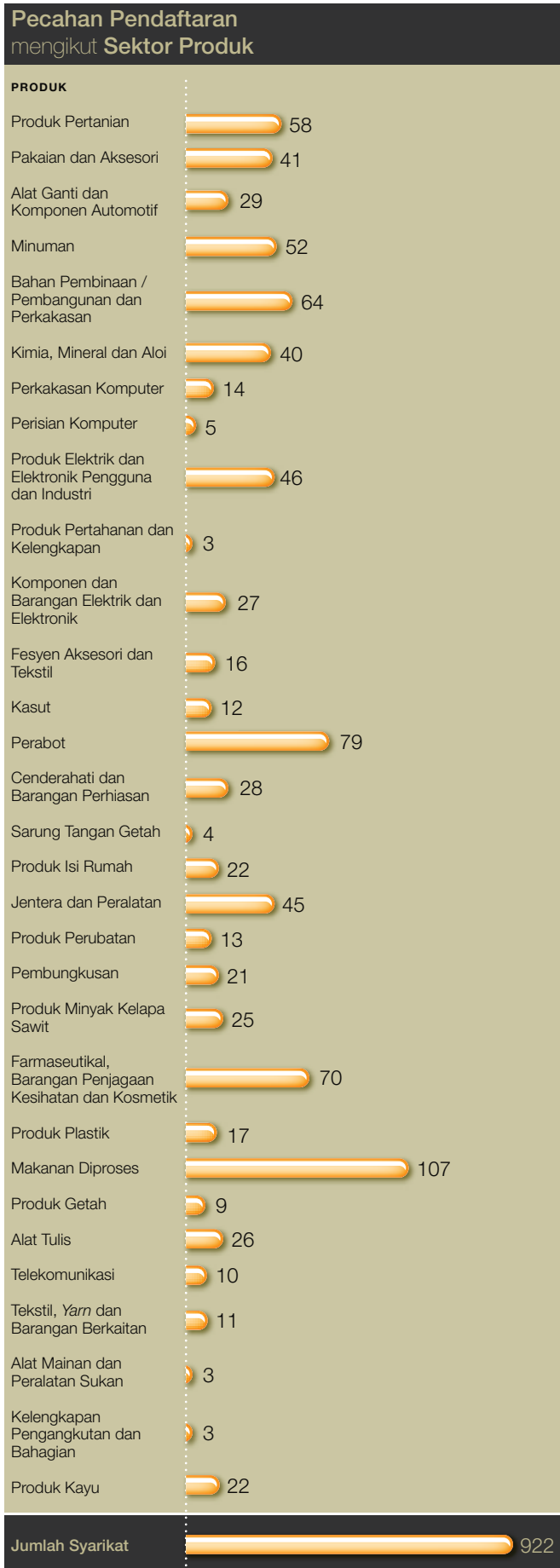
Daftar Pengeksport Malaysia (MER)

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

Pada 2009, sejumlah 1,299 syarikat telah berdaftar dengan MATRADE di mana 33 peratus adalah terdiri daripada pengilang, 24 peratus syarikat dagangan, 39 peratus pembekal perkhidmatan dan empat peratus syarikat pengilang kontrak. Pangkalan data ini memudahkan penyebaran maklumat kepada syarikat tempatan mengenai program penggalakan, maklumat berkaitan perdagangan dan pertanyaan pembeli asing berpotensi bagi mendapatkan produk Malaysia. Sehingga akhir tahun 2009, sejumlah 15,450 syarikat telah berdaftar dengan MER.

Daftar Pengeksport Malaysia mengikut Jenis Perniagaan





Pertanyaan Perdagangan

Pada 2009, MATRADE telah menerima sejumlah 18,352 pertanyaan perdagangan berkenaan produk dan perkhidmatan Malaysia melalui rangkaian globalnya. Tambahan pula, sejumlah 4,641 pertanyaan perdagangan juga diterima melalui talian bantuan e-mel MATRADE iaitu *info@matrade.gov.my*. Kebanyakan pertanyaan yang diterima adalah berkenaan pengeksporth dan pengilang Malaysia, senarai acara-acara perdagangan luar negara dan tempatan, permohonan MER, maklumat mengenai BPG dan MDG serta maklumat mengenai pemudahan eksport seperti tarif kastam, syarat dan peraturan serta dokumentasi eksport.

Pertanyaan Perdagangan yang diterima oleh MATRADE mengikut Rantau	
Eropah	4236
Asia Timur Laut	3577
Amerika Utara	2728
Asia Barat	2584
Asia Tenggara	2087
Afrika	1248
Amerika Latin	1136
Asia Selatan	490
Oceania	266
Jumlah Pertanyaan	18352

Pertanyaan Perdagangan yang diterima oleh MATRADE mengikut Sektor Produk dan Perkhidmatan	
Makanan dan Minuman	2594
Perkhidmatan / Konsultasi	1426
Perabot	1099
Elektrik dan Elektronik	934
Bahan Binaan	872
Getah	839
Ubatan dan Produk Farmaseutikal	702
Kimia	588
Kenderaan Bermotor dan Komponen	573
Minyak Sawit	535
Barangan Kayu	464
Barangan Plastik	436
Kertas dan Alat Tulis	412
Tekstil, Pakaian, Aksesori	399
Mesin, Jentera dan Kelengkapan	363
Kosmetik	346
Kasut	131
Barangan Cenderahati	115
Notis Tender Tempatan	77
Barangan Kaca	45
Barang Kemasan	29
Barangan Lain	2297
Pertanyaan Am	3076
Jumlah Pertanyaan	18352

Pusat Pameran Eksport Malaysia (MEEC)

Pusat Pameran Eksport Malaysia (MEEC), yang mempamerkan pelbagai produk serta perkhidmatan Malaysia merupakan pusat setempat bagi para pembeli antarabangsa. Perkhidmatan pertemuan perniagaan dengan syarikat Malaysia juga disediakan atas permintaan para pembeli asing yang berminat.

Sejumlah 389 syarikat mempamerkan produk dan perkhidmatan mereka di MEEC pada 2009 yang meliputi 36 sektor produk dan perkhidmatan. Antara produk yang dipamerkan adalah makanan dan minuman, produk kayu, getah, automotif dan alat ganti automotif serta produk berasaskan kimia. Sektor perkhidmatan yang dipamerkan adalah pendidikan, francais, kewangan dan logistik. Hampir 80 peratus pempamer di MEEC adalah terdiri daripada EKS.

Pada 2009, MEEC telah menerima kunjungan seramai 3,209 pelawat tempatan dan luar negara serta telah mengaturkan 137 pertemuan perniagaan di antara syarikat Malaysia dengan pembeli asing. MEEC juga menerima 2,076 pertanyaan perdagangan pada 2009.



1



2



3

1/2/3 Sampel produk-produk Malaysia di pameran tetap yang diselenggarakan oleh MATRADE 

MATRADE Help Desk (MHD)

MATRADE help desk (MHD) di ibu pejabat MATRADE merupakan tumpuan rujukan utama bagi pengendalian pertanyaan daripada ahli komuniti perniagaan tempatan dan asing mengenai program dan perkhidmatan MATRADE. Pertanyaan diterima melalui telefon, e-mel serta kunjungan pelawat. Pada 2009, MHD menerima 1,196 pertanyaan daripada syarikat tempatan dan luar negara. Pertanyaan-pertanyaan ini merangkumi pelbagai perkara dari

permohonan untuk geran, program penggalakan, pendaftaran dengan MATRADE sehingga mendapatkan maklumat mengenai produk, perkhidmatan dan pasaran Malaysia.

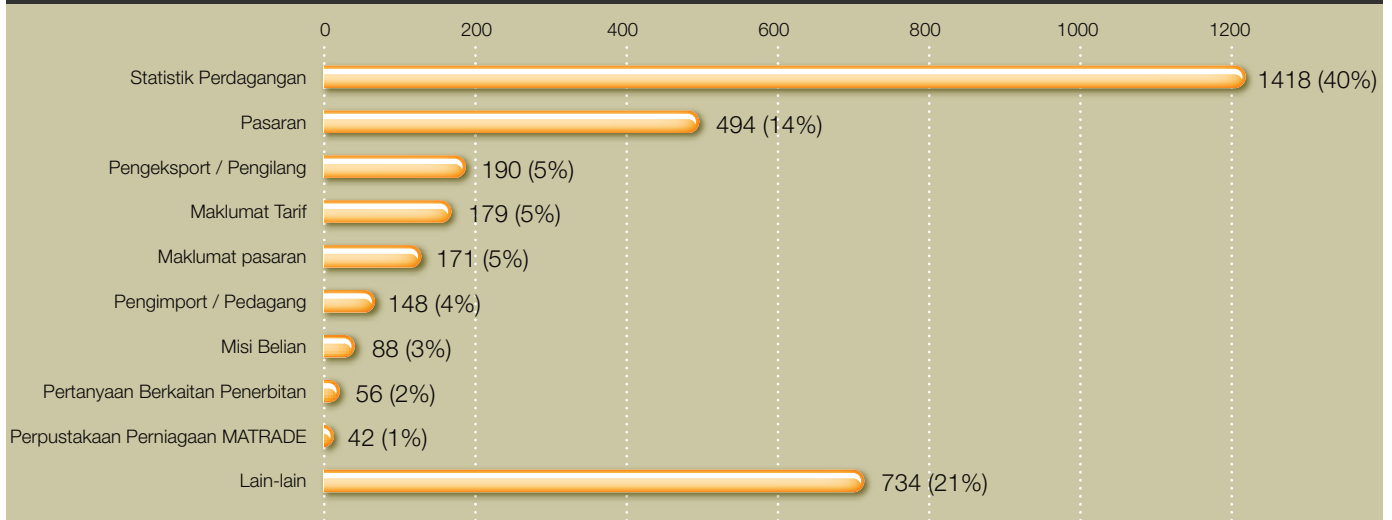
Perpustakaan Perniagaan MATRADE

Perpustakaan Perniagaan MATRADE mempunyai koleksi sumber yang meluas termasuk direktori, penerbitan berkala, buku, data statistik, pangkalan data atas talian dan CD-ROM bagi memudahkan kajian perdagangan yang meliputi produk, perkhidmatan dan pasaran.

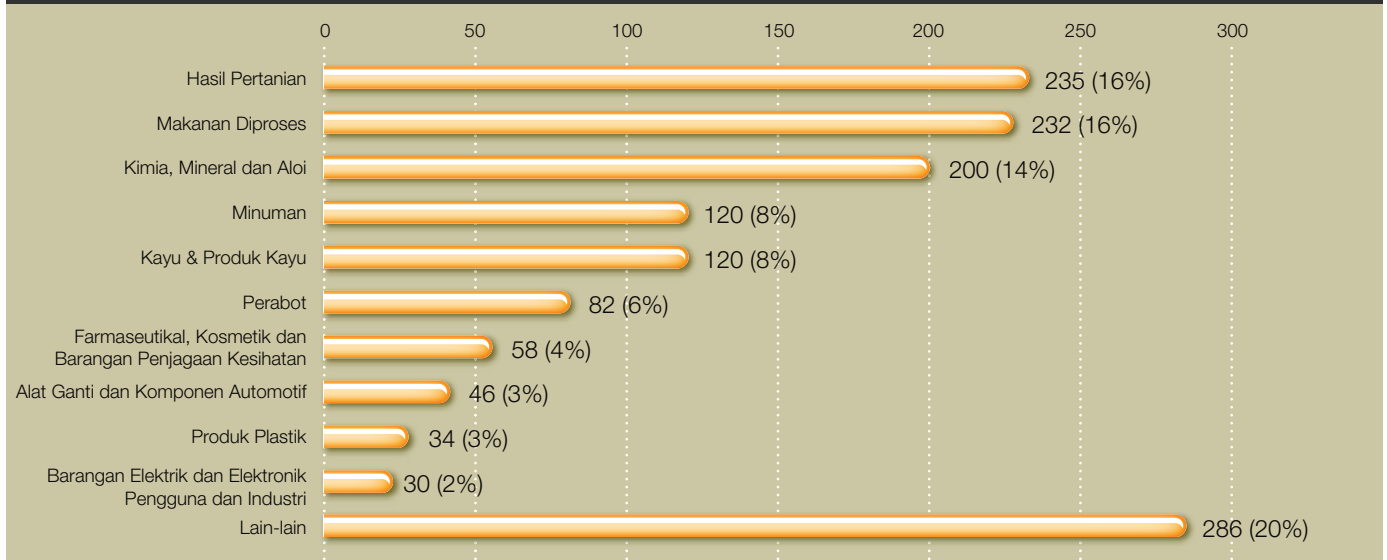
Maklumat dalam perpustakaan ini sentiasa dikemaskini dengan informasi terkini termasuk statistik perdagangan, laporan pasaran, profil negara-negara, tarif kastam, syarat dan peraturan serta berita perdagangan daripada sumber antarabangsa dan tempatan. Pada 2009, Perpustakaan Perniagaan MATRADE telah

menerima 4,490 pertanyaan dan 1,122 pelawat. Perkhidmatannya telah digunakan oleh 3,521 pengguna. Perpustakaan MATRADE juga memperolehi 1,333 buku, 554 direktori, 1,113 penerbitan berkala dan 180 CD-ROM serta dilengkapi dengan 23 pangkalan data, termasuk *Global Insight's World Industry Service* yang baru dilancarkan.

Pertanyaan Rujukan Mengikut Perkara



Pertanyaan Rujukan Mengikut Produk



Pangkalan Data yang Terdapat di Perpustakaan Perniagaan MATRADE	
Pangkalan Data Dalam	
Hubungan Perniagaan	
Pengimport Asing	
Pengeksport Tempatan	
Konvensyen dan Pameran	
Statistik Perdagangan Malaysia	
Pameran Perdagangan	
Misi Perdagangan	
Program Latihan Pengeksport	
Misi Belian ke Malaysia	
Lain-lain Aktiviti Promosi	
Pangkalan Data yang Dilangani	
nexis.com	
PalmOilis	
Global Market Information Database (GMID)	
The Public Ledger	
eiu.com	
World Trade Atlas Online	
UN Development Business Online	
The Tariff Finder Online	
Global Insight's World Industry Service	
Pangkalan Data <i>International Trade Centre</i> (ITC)	
Trade Map	
Product Map	
Investment Map	
Market Access Map	

Senarai Pangkalan Data Mengikut Penggunaan	
Pangkalan Data	Jumlah
World Trade Atlas Online	2,141
eiu.com	1,661
Global Market Information Database (GMID)	1,600
Pengeksport Malaysia	1,495
nexis.com	1,458
Statistik Perdagangan Malaysia	430
Pengimport Asing	228
The Public Ledger	93
Hubungan Perniagaan	51
World Industry Service, Global Insight	48
The Tariff Finder Online	48
Program Latihan Pengeksport	37
Pameran Perdagangan	37
Misi Perdagangan	26
Trade Map	9
Konvensyen dan Pameran	9
Lain-lain Aktiviti Promosi	8
Misi Belian ke Malaysia	6
Product Map	5
Investment Map	2
Market Access Map	2
UN Development Business Online	1
PalmOilis	0
Jumlah	9,395

Laman Portal MATRADE

Laman portal MATRADE www.matrade.gov.my kekal sebagai perantaraan penting bagi menyebarkan maklumat berkaitan perdagangan dan perkhidmatan MATRADE serta mempromosikan produk dan perkhidmatan Malaysia ke pasaran global. Bagi meningkatkan keberkesanan portal ini, *Really Simple Syndication* (RSS) dan *W3C Disability Access* telah diperkenalkan pada 2009 yang memberi penekanan kepada acara utama yang dianjurkan, siaran akhbar, teks ucapan serta prestasi perdagangan Malaysia. Menerusi kemudahan-kemudahan ini, para pengguna akan menerima berita terkini melalui portal tersebut.

Antara laman muka popular yang dilayari adalah berkaitan Maklumat Perdagangan, Direktori Produk Malaysia dan Maklumat Korporat MATRADE. Bagi memudahkan pengeksport Malaysia, beberapa aplikasi atas talian turut disediakan di laman ini. Permohonan bagi penyertaan dalam aktiviti MATRADE seperti pameran perdagangan, misi perdagangan dan program latihan pengeksport boleh dilakukan secara atas talian. Perkhidmatan atas talian ini juga boleh dicapai menerusi laman rasmi Kerajaan iaitu www.malaysia.gov.my.

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 2009, seramai 812 pengguna telah berdaftar dengan MyExport.

Penerbitan MATRADE seperti *Trade Mart* dan *MATRADE Online News* juga boleh dicapai oleh pengguna melalui MyExport. Kemudahan ini turut membolehkan pengguna menyemak status permohonan bagi aktiviti dan program bantuan yang disediakan oleh MATRADE secara atas talian.

MATRADE Mobile

Perkhidmatan mudah alih MATRADE yang ditawarkan menerusi <http://mobile.matrade.gov.my> memudahkan pengeksport Malaysia mencapai maklumat berkaitan perkhidmatan MATRADE, alamat pejabat-pejabat MATRADE, acara anjuran MATRADE, Statistik Perdagangan Malaysia dan pengeksport Malaysia yang berdaftar dengan MATRADE.

Status permohonan penyertaan dalam acara anjuran MATRADE boleh disemak melalui portal mudah alih ini. Selain daripada portal mudah alih, sejumlah 3,467 Khidmat Pesanan Ringkas (SMS) telah diterima mengenai pertanyaan berkaitan acara anjuran MATRADE, borang permohonan Geran dan alamat pejabat-pejabat MATRADE.

Penerbitan MATRADE

Penerbitan yang dikeluarkan oleh MATRADE bertujuan untuk menyebarkan maklumat mengenai peluang-peluang pasaran eksport serta keupayaan pengilang dan pembekal perkhidmatan Malaysia. Ini termasuk penerbitan direktori perdagangan, risalah serta buku panduan bagi pengeksport, maklumat berkaitan acara tempatan dan luar negara yang diterbitkan setiap bulan serta kalendar dwi-tahunan mengenai jadual acara perdagangan utama yang dianjurkan di Malaysia.

Bagi memudahkan proses pepadanan perniagaan, MATRADE melalui m@trade.leads mengumpul maklumat berkaitan pertanyaan daripada pembeli asing yang ingin mendapatkan pembekal produk dan perkhidmatan Malaysia. Trade Mart yang merupakan buletin dwi-bulanan yang menyalurkan maklumat terkini berkaitan pembangunan perdagangan, panduan pengeksport, pemantauan pasaran, peluang-peluang pasaran, berita perniagaan dan acara yang dianjurkan dan disertai oleh MATRADE.

Penerbitan ini diedarkan secara meluas kepada komuniti perniagaan di dalam dan luar negara termasuk dewan perniagaan, persatuan perdagangan dan industri, majlis-majlis perniagaan dan gabungan persatuan perdagangan.

Penerbitan yang dikeluarkan dalam tahun 2009 termasuk:

Direktori Perdagangan

- *Malaysia Confectionery 2009*
- *FMM-MATRADE Industry Directory-Food & Beverage 2010/11* (dengan kerjasama Persekutuan Pekilang-Pekilang Malaysia)

Buku Panduan (*Handbook*)

- *Malaysia Your Business Partner* (MYBP)

Penerbitan Elektronik

MATRADE Online News merupakan siri penerbitan yang dikeluarkan sebanyak dua kali sebulan kepada semua syarikat yang berdaftar dengan MATRADE. E-newsletter ini mengandungi maklumat mengenai aktiviti perdagangan yang bakal dianjurkan dan disertai oleh MATRADE, perkembangan berkaitan peraturan perdagangan luar negara, *market alerts* dan peluang-peluang eksport di pasaran global. Pada 2009, MATRADE telah menerbitkan sebanyak 25 siri e-newsletter.

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.

Risalah Bulanan

- Acara akan datang [12 risalah: Januari hingga Disember 2009]

Kalendar Dwi-Tahunan

- *Malaysia Conventions and Exhibitions* [Dua terbitan: Mac dan September 2009]

Buletin Dwi-Bulanan

- *Trade Mart* [enam terbitan]

Buku Panduan Pengeksport

- *Beginners Guide to Exporting*
- *CE-Marking*
- *FTA Series - Malaysia FTAs*
- *Guidelines for Application of BPG*
- *Guidelines for Application of MDG* (Dwi-bahasa)

Risalah

- *ASEAN-Japan Comprehensive Economic Partnership* (AJCEP)
- *Malaysia-Japan Economic Partnership Agreement* (MJEPA)
- *Malaysia-Pakistan Closer Economic Partnership Agreement* (MPCEPA)
- *International Trade Fairs in Malaysia 2009/10* (Tahunan)
- Risalah-risalah Bahasa Malaysia
 - > Kenali MATRADE
 - > Aktiviti Promosi MATRADE
 - > Panduan Mengeksport
 - > Daftar Pengeksport & Portal MATRADE
 - > Kenali Perjanjian Perdagangan Bebas

Terbitan Elektronik

- m@trade.leads [52 terbitan / mingguan]

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. 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-syarikat sebagai pengiktirafan komitmen dan usaha mereka di dalam menembusi pasaran eksport. Anugerah Kecemerlangan Jenama bagi Produk dan Perkhidmatan pula diberikan kepada syarikat-syarikat sebagai pengiktirafan pelaburan mereka dalam membangun dan mempromosikan jenama Malaysia di peringkat antarabangsa. Pemenang-pemenang Anugerah Kecemerlangan Eksport dan Anugerah Kecemerlangan Jenama bagi 2009 adalah:

Anugerah Kecemerlangan Eksport 2009 (Dagangan)

- Zentretech Resources Sdn. Bhd.
- Hexa Analisa Sdn. Bhd.
- Hyrax Oil Sdn. Bhd.
- Alami Vegetable Oil Products Sdn. Bhd.

Anugerah Kecemerlangan Eksport 2009 (Perkhidmatan)

- Minconsult Sdn. Bhd.
- Sunway Education Group Sdn. Bhd.
- Eversendai Corporation Sdn. Bhd.
- INSPIDEA Sdn. Bhd.
- Scicom (MSC) Bhd.

Anugerah Kecemerlangan Jenama 2009 (Dagangan)

- Coffeeland Sdn. Bhd.
- Cranberry (M) Sdn. Bhd.
- Joven Electric Co. Sdn. Bhd.
- Power Root (M) Sdn. Bhd.

Anugerah Kecemerlangan Jenama 2009 (Perkhidmatan)

- Smart Reader Worldwide Sdn. Bhd.



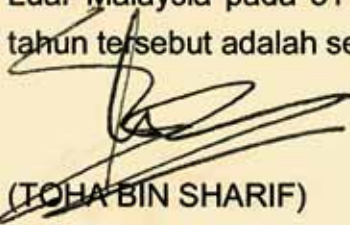


**SIJIL KETUA AUDIT NEGARA
MENGENAI PENYATA KEWANGAN
PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
BAGI TAHUN BERAKHIR 31 DISEMBER 2009**

Penyata Kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia bagi tahun berakhir 31 Disember 2009 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 dan dokumen 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 2009 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
12 OGOS 2010



**PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

**PENYATA Pengerusi dan
SEORANG AHLI LEMBAGA PENGARAH**

Kami, **ABDUL RAHMAN MAMAT** dan **KOSHY A/L THOMAS** 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 2009 dan hasil kendaliannya serta perubahan kedudukan kewangannya bagi tahun berakhir pada tarikh tersebut.

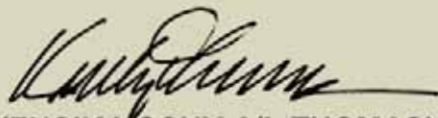
Bagi pihak Lembaga Pengarah,



(TAN SRI ABDUL RAHMAN MAMAT)
Pengerusi

Tarikh: 3/8/2010

Tempat: KUALA LUMPUR



(ENCIK KOSHY A/L THOMAS)
Ahli

Tarikh : 30 JUL 2010

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 Akuan Berkanun, 1960.

Sebenarnya dan sesungguhnya)
)
diakui oleh penama di atas)
)
di KUALA LUMPUR pada)
 29 JUL 2010)



(DATO' NOHARUDDIN NORDIN)

Dihadapan saya



PESURUHJAYA SUMPAAH



Alamat tempat perniagaan
Medan Selera Duta
Jalan Duta
50480 Kuala Lumpur

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
LEMBARAN IMBANGAN PADA 31 DISEMBER 2009**

	Nota	2009 RM	2008 RM (Dinyatakan semula)
HARTANAH, LOJI DAN PERALATAN	5	20,029,253	24,491,442
ASET SEMASA			
Tunai dan Baki di Bank	6	32,000,571	24,538,994
Deposit dengan Institusi Kewangan		90,431,823	32,038,836
Faedah Simpanan Tetap Terakru		53,891	38,821
Penghutang, deposit dan prabayar	7	29,775,996	33,813,371
Cukai Boleh Pulih		461,490	-
JUMLAH ASET SEMASA		152,723,771	90,430,022
LIABILITI SEMASA			
Pemiutang		9,206,532	11,938,686
Dana Pembangunan Pasaran	8	19,638,914	8,605,818
JUMLAH LIABILITI SEMASA		28,845,446	20,544,504
ASET SEMASA BERSIH		123,878,325	69,885,518
JUMLAH ASET BERSIH		143,907,578	94,376,960
DIBIYAI OLEH:			
KUMPULAN WANG:			
Kumpulan Wang Terkumpul		23,791,711	31,478,997
Kumpulan Wang Pembangunan	9	117,515,867	60,297,963
Kumpulan Wang Pinjaman Kenderaan		2,300,000	2,300,000
Kumpulan Wang Pinjaman Komputer		300,000	300,000
Geran Modal Tertunda	10	-	-
		143,907,578	94,376,960

Nota-nota di muka surat 5 hingga 18 adalah sebahagian daripada Penyata ini.

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
PENYATA PENDAPATAN
BAGI TAHUN BERAKHIR 31 DISEMBER 2009**

PENDAPATAN	Nota	2009 RM	2008 RM
Sumbangan Kerajaan	11	136,700,000	178,600,964
Geran Pembangunan dilunaskan	9	46,550,587	-
Lain-lain Pendapatan	12	7,376,144	9,101,175
		190,626,731	187,702,139
TOLAK : PERBELANJAAN			
Emolumen	13	49,774,407	47,309,933
Lain-lain Perbelanjaan Mengurus	14	142,516,707	131,604,610
Susutnilai	5	5,554,504	6,520,057
		197,845,618	185,434,600
(KURANGAN)/LEBIHAN PENDAPATAN SEBELUM CUKAI		(7,218,887)	2,267,539
Cukai	15	50,090	(548,525)
(KURANGAN)/LEBIHAN PENDAPATAN SELEPAS CUKAI	9	(7,168,797)	1,719,014

Nota-nota di muka surat 5 hingga 18 adalah sebahagian daripada Penyata ini.

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

PENYATA PERUBAHAN EKUITI BAGI TAHUN BERAKHIR 31 DISEMBER 2009

	Kumpulan Wang Terumpul RM	Kumpulan Wang Pembangunan RM	Kumpulan Wang Kenderaan RM	Kumpulan Wang Komputer RM	Jumlah RM
2008					
Baki pada 1 Januari 2008	90,057,946	-	2,300,000	300,000	92,657,946
- seperti dinyatakan terdahulu	(60,297,963)	60,297,963	-	-	-
- pelarasan tahun lepas (Nota 17)					
- seperti dilaporkan semula	29,759,983	60,297,963	2,300,000	300,000	92,657,946
Lebihan Pendapatan Selepas Cukai	1,719,014	-	-	-	1,719,014
Baki pada 31 Disember 2008	31,478,997	60,297,963	2,300,000	300,000	94,376,960
2009					
(Kurangan)/Lebihan Pendapatan Selepas Cukai	(7,687,286)	518,489	-	-	(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

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
PENYATA ALIRAN TUNAI BAGI TAHUN BERAKHIR 31 DISEMBER 2009**

	2009 RM	2008 RM
ALIRAN TUNAI DARIPADA AKTIVITI OPERASI		
(Kurangan)/Lebih pendapatan sebelum cukai Pelarasan:-	(7,218,887)	2,267,539
Susutnilai hartanah, loji dan peralatan	5,554,504	6,520,057
Untung atas pelupusan aset tetap	(6,604)	(34,694)
Faedah atas simpanan tetap	(886,375)	(53,584)
Faedah atas akaun semasa	(201,496)	(197,389)
Geran Modal Tertunda - Pendapatan Projek MATRIIX	-	(45,999)
Geran Pembangunan yang diterima dan belum dilunaskan:		
Dana Mempromosi Jenama	37,630,112	-
Dana Promosi Eksport Perkhidmatan & <i>Malaysia Kitchen</i>	19,069,302	-
Pengubahsuaian pejabat tahun sebelumnya dicaj ke belanja penyelenggaraan	4,064,793	-
Keuntungan operasi sebelum perubahan dalam modal kerja	58,005,348	8,455,930
Perubahan modal kerja:-		
Pelbagai penghutang	4,037,375	21,436,111
Pelbagai pemiutang	(2,732,154)	1,732,012
Dana Pembangunan Pasaran	11,033,096	5,836,228
Faedah Simpanan Tetap Terakru	(15,070)	(38,821)
Tunai dihasilkan daripada operasi	70,328,595	37,421,460
Faedah yang diterima Cukai dibayar	1,087,871 (411,400)	250,973 (548,525)
Tunai bersih dihasilkan daripada aktiviti operasi	71,005,066	37,123,908
ALIRAN TUNAI DARIPADA AKTIVITI PELABURAN		
Pembelian hartanah, loji dan peralatan	(5,194,630)	(6,945,497)
Lebih dari pelupusan hartanah, loji dan peralatan	44,128	152,591
Tunai bersih digunakan dalam aktiviti pelaburan	(5,150,502)	(6,792,906)
Penambahan bersih tunai dan kesetaraan tunai Tunai dan kesetaraan tunai pada awal tahun	65,854,564 56,577,830	30,331,002 26,246,828
Tunai dan kesetaraan tunai pada akhir tahun	122,432,394	56,577,830
ANALISA TUNAI DAN KESETARAAN TUNAI		
Deposit dengan Institusi Kewangan	90,431,823	32,038,836
Tunai dan Baki di Bank	32,000,571	24,538,994
	122,432,394	56,577,830

PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA (MATRADE)

NOTA KEPADA PENYATA KEWANGAN BAGI TAHUN BERAKHIR 31 DISEMBER 2009

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.

Kos bagi kerja-kerja pengubahsuaian pejabat terhadap premises/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 urusan. Urusniaga dalam mata wang asing sepanjang tahun telah ditukar kepada ringgit pada kadar rasmi tarikh urusan 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 urusan mata wang asing adalah seperti di bawah:-

	2009	2008
	RM	RM
i) 1 Dolar Amerika	3.42	3.62
ii) 1 Paun Sterling	5.69	5.55
iii) 1 Dolar Singapura	2.46	2.40
iv) 1 Dolar Australia	3.15	2.37
v) 1 Renmimbi China	0.50	0.53
vi) 1 Euro	5.10	4.60
vii) 1 Rand Afrika Selatan	0.45	0.36
viii) 1 Real Brazil	1.96	1.59
ix) 1 Pound Mesir	0.62	0.65
x) 1 Ukraine Hryvnia	0.42	0.60
xi) 1 Uzbekistan Sum	0.002	0.002
xii) 100 Schilling Kenya	4.58	4.64
xiii) 100 Rupee India	7.37	7.47
xiv) 100 Won Korea	0.29	0.26
xv) 100 Peso Chile	0.67	0.55
xvi) 100 Yen Jepun	3.82	3.74
xvii) 100 New Taiwan Dolar	10.57	10.95
xviii) 100 Rouble Russia	11.72	13.14
xix) 100 Dolar Hong Kong	44.14	46.73
xx) 100 Riyal Arab Saudi	91.22	96.53
xxi) 100 Dirham U.A.E.	92.29	97.61
xxii) 100 Rupiah Indonesia	0.04	0.03
xxiii) 100 Forint Budapest	1.87	1.73
xxiv) 100 Baht Thailand	10.28	10.32
xxv) 100 Peso Filipina	7.27	7.37

g) Percukaian

Mulai tahun 1998, pendapatan faedah kecuali faedah untuk skim pinjaman kenderaan, komputer dan perumahan, pendapatan dividen, sewa dan lain-lain pendapatan daripada aktiviti komersial yang lain akan dikenakan cukai.

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 imbalan.

Cukai tertunda diperuntukkan menggunakan kaedah liabiliti, bagi perbezaan sementara pada tarikh lembaran imbalan 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 imbalan. 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	
							2009 (RM)	2008 (RM)
Pada 1 Januari *	11,156,426	8,460,819	15,733,367	7,349,058	5,542,417	4,857,289	53,099,376	48,161,997
Belian	1,260,207	3,294,437	-	248,170	372,361	19,455	5,194,630	6,945,497
Pelupusan	(151,847)	(47,417)	-	(127,258)	(90,985)	-	(417,507)	(2,008,119)
Pelarasan	-	(1,210,523)	(8,708,346)	-	-	-	(9,918,869)	-
Pada 31 Disember	12,264,786	10,497,316	7,025,021	7,469,970	5,823,793	4,876,744	47,957,630	53,099,375
SUSUTNILAI TERKUMPUL								
Pada 1 Januari	7,473,199	3,202,307	9,632,287	4,525,348	3,659,845	114,947	28,607,933	23,978,098
Dikenakan	1,405,730	1,056,592	1,106,919	1,116,503	771,420	97,340	5,554,504	6,474,058
** Projek MATRIIX	-	-	-	-	-	-	-	45,999
Pelupusan	(145,775)	(23,540)	-	(127,258)	(83,410)	-	(379,983)	(1,890,222)
Pelarasan	-	(421,229)	(5,432,848)	-	-	-	(5,854,077)	-
Pada 31 Disember	8,733,154	3,814,130	5,306,358	5,514,593	4,347,855	212,287	27,928,377	28,607,933
NILAI BUKU BERSIH								
31.12.2009	3,531,632	6,683,186	1,718,663	1,955,377	1,475,938	4,664,457	20,029,253	-
31.12.2008	3,683,227	5,258,512	6,101,080	2,823,710	1,882,572	4,742,342	-	24,491,442

* Termasuk aset yang diterima di bawah Projek MATRIIX

** Susutnilai yang dikenakan bagi aset yang diterima di bawah Projek MATRIIX

6. TUNAI DAN BAKI DI BANK

Tunai dan baki di bank adalah di senaraikan seperti berikut

	2009	2008
	RM	RM
i) Akaun Semasa Kumpulan Wang Terkumpul	7,039,498	13,367,704
ii) Akaun Semasa Kumpulan Wang Kenderaan	996,627	555,024
iii) Akaun Semasa Kumpulan Wang Komputer	262,158	210,300
iv) Akaun Semasa Dana Eksport Perkhidmatan	12,152,785	8,811,049
v) Akaun Semasa Dana Pembangunan Pasaran	11,549,503	1,594,917
Baki pada 31 Disember	32,000,571	24,538,994

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 SMIDEC bagi Geran Pembangunan Pasaran, faedah deposit simpanan tetap dan akaun semasa.

7. PENGHUTANG, DEPOSIT DAN PRABAYAR

Jumlah penghutang, deposit dan prabayar adalah seperti berikut:-

	2009	2008
	RM	RM
Penghutang Pelbagai	8,803,439	5,455,177
Penghutang Pinjaman Kenderaan	1,143,278	1,525,122
Penghutang Pinjaman Komputer	193,398	235,063
	<hr/>	<hr/>
Jumlah Penghutang	10,140,115	7,215,362
Pendahuluan	72,023	59,138
Deposit di bayar	5,522,270	5,602,263
Prabayar	14,041,588	19,438,644
Sumbangan Kerajaan Terakru	-	1,497,964
	<hr/>	<hr/>
Penghutang, deposit dan prabayar	29,775,996	33,813,371
	<hr/> <hr/>	<hr/> <hr/>
Terimaan dalam tempoh setahun	8,961,003	7,397,120
Terimaan melebihi setahun	20,814,993	26,416,251
	<hr/>	<hr/>
	29,775,996	33,813,371
	<hr/> <hr/>	<hr/> <hr/>

Penghutang Pelbagai adalah termasuk jumlah baki tunai pada 31/12/2009 bagi Pejabat MATRADE Bangkok dan MATRADE Manila yang mana segala urusan penerimaan dan pembayaran diuruskan oleh Pejabat MITI berkenaan.

8. DANA PEMBANGUNAN PASARAN

Dana Pembangunan Pasaran (MDG) terdiri dari peruntukan yang diterima daripada Perbadanan Pembangunan Industri Kecil dan Sederhana (SMIDEC). MDG sebelum ini dikenali sebagai Skim Tabung Bantuan Teknikal Perindustrian (ITAF 4) yang dikendalikan oleh SMIDEC. 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 2009 adalah berjumlah RM27.2 juta. Berikut adalah penyata penerimaan dan pembayaran :

	2009 RM	2008 RM
Baki pada 1 Januari	8,605,818	2,769,590
Terimaan Peruntukan dari SMIDEC	38,000,000	19,300,000
Faedah Simpanan Tetap	122,304	10,777
Faedah Akaun Semasa	63,563	24,737
	<u>46,791,685</u>	<u>22,105,104</u>
Tolak : Geran yang dibayar	(27,152,771)	(13,499,286)
Baki pada 31 Disember	<u>19,638,914</u>	<u>8,605,818</u>

9. KUMPULAN WANG PEMBANGUNAN

Butiran	Rujukan	Dana Mempromosi Jenama Malaysia	Dana Eksport Perkhidmatan	Kumpulan Wang Pembangunan
2008				
Baki pada 1 Januari 2008	(a)	45,317,507	3,927,102	49,244,609
Campur :				
Geran Pembangunan		-	25,400,000	25,400,000
Lain-lain Terimaan		46,184	-	46,184
Jumlah Terimaan	(b)	46,184	25,400,000	25,446,184
Tolak :				
Perbelanjaan		123,792	13,925	137,717
Pembayaran Geran		10,367,119	3,887,994	14,255,113
Jumlah Geran Pembangunan Dilunaskan	(c)	10,490,911	3,901,919	14,392,830
Baki pada 31 Disember 2008	(d)=(a)+(b)-(c)	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	(e)	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	(f)	12,369,888	34,180,697	46,550,585
Baki pada 31 Disember 2009	(d)+(e)-(f)	73,030,193	44,485,674	117,515,867

10. GERAN MODAL TERTUNDA

MATRADE merupakan salah satu agensi yang terlibat dengan projek ICT yang dikenali sebagai *MITI and Agencies Trade and Industry Information Exchange (MATRIIX)*. Projek ini ialah mengenai perkongsian maklumat dan infrastruktur ICT di antara MITI dan agensinya. MATRADE telah menerima sebahagian daripada aset daripada projek berkenaan yang diambil kira sebagai aset serta liabiliti jangka panjang kerana sumbangan tersebut masih belum diterima sepenuhnya. Aset ini hendaklah diambil kira sebagai geran modal bagi mematuhi MASB 31.

	2009 RM	2008 RM
Baki pada 1 Januari	-	45,999
Geran Modal diterima	-	-
	-	45,999
Tolak:		
Susut nilai semasa	-	(45,999)
Baki pada 31 Disember	-	-

11. GERAN PEMBANGUNAN DILUNASKAN

Geran Pembangunan dilunaskan adalah disenaraikan seperti berikut :

	2009 RM	2008 RM
Dana Mempromosi Jenama Malaysia	12,369,888	-
Dana Eksport Perkhidmatan	34,180,697	-
	46,550,585	-

12. LAIN-LAIN PENDAPATAN

Lain-lain pendapatan adalah disenaraikan seperti berikut:-

	2009 RM	2008 RM
Hasil Kutipan	5,608,399	8,084,987
Faedah Atas Simpanan Tetap	886,375	53,584
Faedah Pinjaman Kenderaan	52,398	62,437
Faedah Pinjaman Komputer	7,951	8,793
Faedah Akaun Semasa	201,496	197,389
Pelbagai Pendapatan	471,610	554,866
Kerugian Atas Pertukaran Matawang Asing	(165,887)	58,738
Sumbangan Agensi Lain	313,802	34,382
Geran Modal - Susut nilai Aset MATRIX	-	45,999
	7,376,144	9,101,175

13. EMOLUMEN

Emolumen adalah disenaraikan seperti berikut:-

	2009 RM	2008 RM
Gaji dan Upahan	24,908,338	22,779,216
Elaun Tetap	14,260,011	13,260,935
Sumbangan Berkanun Untuk Kakitangan	2,114,020	2,259,857
Elaun Lebih Masa	735,425	852,515
Faedah Kewangan Yang Lain	5,941,572	6,792,772
Kumpulan Wang Amanah Pencen	1,815,041	1,364,638
	49,774,407	47,309,933

14. LAIN-LAIN PERBELANJAAN MENGURUS

Lain-lain perbelanjaan mengurus adalah disenaraikan seperti berikut:-

	2009 RM	2008 RM
Perjalanan dan Sara Hidup	8,864,941	12,125,564
Pengangkutan Barang	1,620,144	2,150,497
Perhubungan Dan Utiliti	10,244,800	9,358,446
Sewaan	36,829,511	35,117,932
Bekalan Bahan Mentah & Bahan Untuk Penyelenggaraan & Pembaikan	805,033	1,273,942
Bekalan Dan Bahan Lain	3,839,785	4,869,616
Penyelenggaraan dan Pembaikan Kecil Yang Dibeli	13,431,850	8,771,823
Perkhidmatan Ikhtisas dan Perkhidmatan Lain Yang Dibeli dan Hospitaliti	38,065,167	41,979,352
Pembayaran Dana Mempromosi Jenama Malaysia	9,311,849	10,367,119
Pembayaran Dana Eksport Perkhidmatan	13,957,362	3,887,994
Bayaran lain	1,344,080	1,740,944
Bayaran Khidmat Bank/Caj Bank	137,393	121,540
Hutang Ragu	-	6,090
Perbelanjaan Tahun Lepas Terlebih Akru bagi Penyelenggaraan & Pembaikan Kecil yang Dibeli	-	(166,249)
Perbelanjaan Pengubahsuaian Tahun Sebelumnya bagi Penyelenggaraan & Pembaikan Kecil	4,064,792	-
	142,516,707	131,604,610

15. CUKAI

	2009 RM	2008 RM
Cukai atas keuntungan semasa	412,169	726,000
Kredit Cukai Tahun Lepas	(205,700)	(177,475)
Kredit Cukai Yang Belum Di terima	(256,559)	-
	<u>(50,090)</u>	<u>548,525</u>

Penyamaan perbelanjaan cukai dengan kadar cukai pendapatan berkanun:-

	2009 RM	2008 RM
Keuntungan sebelum cukai	<u>(7,218,887)</u>	<u>2,267,539</u>
Cukai pada kadar cukai berkanun sebanyak 25% (2008: 26%)	(1,804,722)	589,560
Kesan cukai oleh:-		
Perbelanjaan yang tidak dibenarkan	(170,413)	420,040
Cukai tertunda tidak diiktiraf	-	-
Pendapatan yang tidak dikenakan cukai	<u>2,387,303</u>	<u>(283,600)</u>
	412,169	726,000
Lebihan peruntukan cukai pendapatan tahun lepas	<u>(462,259)</u>	<u>(177,475)</u>
Perbelanjaan cukai tahunan	<u>(50,090)</u>	<u>548,525</u>

16. BILANGAN JAWATAN

	2009	2008
Bilangan jawatan yang diisi (orang)	<u>627</u>	<u>563</u>

17. ANGKA BANDINGAN

Angka-angka perbandingan berikut telah diklasifikasikan semula disebabkan kesan pelarasan tahun lepas seperti yang terkandung di dalam Penyata Perubahan Ekuiti. Kesan daripada klasifikasi semula tersebut di dalam penyata kewangan adalah seperti berikut:-

	Seperti laporan terdahulu RM	Kesan perubahan RM	Seperti dilaporkan semula RM
<u>Lembaran Imbangan</u>			
Kumpulan Wang Terkumpul	91,776,960	(60,697,963)	31,478,997
Kumpulan Wang Pembangunan	-	60,697,963	60,697,963
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

18. PELARASAN TAHUN LEPAS

Pelarasan tahun lepas adalah disebabkan oleh pengiktirafan Geran Pembangunan iaitu Dana Mempromosi Jenama dan Dana Eksport Perkhidmatan. Geran yang diterima bagi tujuan pembangunan akan dikreditkan dalam Kumpulan Wang Pembangunan dan seterusnya dilunaskan sebagai pendapatan bagi tahun semasa mengikut penggunaan perbelanjaan geran tersebut.

Penyata kewangan bagi tahun berakhir 31 Disember 2009 telah dilaporkan semula bagi membetulkan kesilapan berkenaan. Pembetulan bagi kesilapan asas ini telah diambil kira dengan melaporkan semula perbandingan dan pelarasan baki akaun-akaun berkenaan pada 1 Januari 2009 seperti yang dipersembahkan di dalam Penyata Perubahan Ekuiti dan Nota 17 kepada penyata kewangan.

Contents

Chairman's Statement	106
Corporate Information	110
_Malaysia External Trade Development Corporation Act, 1992	
_Vision, Mission and Functions	
_Board of Directors and Audit Committee	
_Management Team	
_Organisational Structure	
_Network in Malaysia and Worldwide Network	
Corporate Highlights	128
_Highlights of Trade Promotion Activities	
_Expanding the Halal Business	
_Optimising Regional Business Opportunities	
_Branding Malaysia's Services Sector	
_Marketing Strategy	
_Enriching Human Resources	
_The Recognition of Excellence	
_Knowledge Sharing	
_Charting The Course	
Trade Information	138
_Challenging Times	
_Key Trading Partners	
_Regional Markets	
_Moving Forward	
Strategic Marketing	148
_Expanding Malaysia's Global Market	
_Products and Services	
_Cooperation with Ministries, Government Agencies and Trade Associations	
Trade Support Services	172
_Empowering Exporters	
_Nurturing SME Exporters	
_Financial Support	
_Export Facilitation	
_Export Excellence Award	

Chairman's Statement

Malaysia recorded a trade surplus for the 12th consecutive year in 2009 totalling RM118.35 billion. The world economic slowdown in 2009 resulted in an overall decline in global trade. Malaysia's total trade decreased by 16.6 per cent to RM988.24 billion from RM1.185 trillion in 2008.

Exports declined by 16.6 per cent to RM553.3 billion, compared with RM663.49 billion in 2008. Imports were lower by 16.6 per cent to RM434.94 billion in 2009, from RM521.61 billion in 2008. The decline was due to lower demand from Malaysia's major trading partners following the global economic slowdown.

There was a decline in major export sectors comprising of manufacturing, agriculture and mineral and mineral fuels. Manufacturing, which constituted 74.4 per cent of total exports, declined by 11.4 per cent to RM411.4 billion. Mining sector, accounting for 14.7 per cent of total exports, contracted by 32.5 per cent in 2009 to RM81.5 billion. Agricultural exports decreased by 22.7 per cent to RM55.46 billion.

Malaysia's five largest regional markets in 2009 remained unchanged, namely North-East Asia, the Association of Southeast Asian Nations (ASEAN), North America, the European Union (EU) and West Asia. In 2009, the People's Republic of China (PRC) replaced Singapore as Malaysia's largest trading partner moving up from fourth position in 2008. This was followed by Singapore, United States of America (USA), Japan and Thailand.

Notwithstanding the downturn in the global economy, MATRADE continued to embark aggressively in undertaking trade promotion activities for both products and services. In 2009, a total of 206 trade promotion activities were undertaken to assist Malaysian exporters to expand into the international market. The promotion programmes included participation in two YAB Prime Minister's Official Visits and 28 International Trade Fairs as well as the organisation of seven Trade and Investment Missions, 27 Marketing Missions, 27 Incoming Buying Missions, 46 Promotion Booths, 37 seminars, workshops and briefings, and 32 information booths at domestic exhibitions.



Encouraging results were achieved through the various trade promotion activities in 2009 with immediate sales of RM2.7 billion and sales under negotiation of RM12.07 billion reported. International Trade Fairs generated immediate sales of RM1.98 billion and sales under negotiation of RM7.94 billion. Trade and Investment Missions recorded RM27.46 million in immediate sales and RM433.47 million in sales under negotiation while Specialised and General Marketing Missions resulted in immediate sales of RM34.68 million and sales under negotiation of RM1.25 billion.

Incoming Buying Missions coordinated in 2009 and business meetings organised in conjunction with YAB Prime Minister's Official Visit to Bahrain, Qatar and the PRC collectively generated immediate sales worth RM656.62 million and sales under negotiation worth RM2.4 billion.

In addition to participation in international exhibitions overseas, MATRADE continued to organise two major international trade exhibitions within the country. The Malaysia International Halal Showcase 2009 (MIHAS) from 6 to 10 May promoted a wide range of Halal products and services while the International Trade Malaysia 2009 (INTRADE Malaysia) from 10 to 12 November 2009 showcased a variety of manufactured products and services covering 30 industry sub-sectors. These two premier exhibitions generated total sales of RM3.24 billion and RM4.73 billion, respectively.

For the services sector, the West Asian region continued to be the focus of MATRADE's promotion activities in 2009. The highlight of promotion programmes for the services sector was the organisation of the second Malaysia Services Exhibition (MSE) 2009 in Dubai, United Arab Emirates (UAE), from 17 to 19 March 2009. The exhibition was aimed at enhancing the visibility of Malaysian services, and capabilities as well as the expertise of Malaysian service providers. A total of 51 potential projects worth RM8.45 billion were identified, in sectors such as construction, oil and gas, professional services, education and specialised training, healthcare, ICT as well as energy and power generation, through business meetings and contacts made during the exhibition.

In the case of exporters development, another core function of MATRADE apart from trade promotion, MATRADE focused on capacity building for SMEs. A total of 37 training programmes covering seminars, briefings, workshops and forums were conducted, benefiting 6,147 participants from 4,542 companies. Areas of training included marketing skills, trade rules and regulations, and identifying export opportunities.

In mitigating the rising cost of export promotion activities by SMEs, MATRADE provided financial assistance through the Market Development Grant (MDG), Brand Promotion Grant (BPG) and the Services Export Fund (SEF). A total of RM22.61 million was disbursed to 1,272 companies under the MDG, RM33.8 million to 20 companies under the BPG and RM68.56 million to 674 Malaysian services providers under the SEF.

Efforts to increase Bumiputera exporters continued to be carried out through the Bumiputera Exporters Development Programme (BEDP), which focused on the development and enhancement of export knowledge and skills. Among the activities undertaken were seminars, workshops, study visits, briefings, consultations, personalised business coaching and participation in international trade promotion activities. For 2009, a total of 15 companies were recruited under this programme bringing the total number of participating companies to 73 since the inception of this programme in 2004.

In efforts to increase the participation of women entrepreneurs in the export sector, MATRADE continued to recruit and nurture new women owned companies under its Women Exporters Development Programme (WEDP). A total of nine companies were selected under the WEDP for 2009 and thus far, a total of 48 women owned companies have participated in the programme since its introduction in 2005.

In line with MATRADE's commitment to provide excellent service to its stakeholders, the development of human capital continued to be given priority. During the year, MATRADE conducted a total of 130 Human Resource development programmes covering areas such as Leadership, Management, Language Skills, Finance, Marketing and Information Technology.

In 2009, MATRADE was also the recipient of the Special Appreciation Award for Organisation during the Franchise Awards Nite organised by the Malaysian Franchise Association and the Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC). The award was given in recognition of MATRADE's support towards the development of the Malaysian franchising industry.

Outlook for Trade

The International Monetary Fund (IMF) has forecasted that the world economy will recover in 2010, albeit at a moderate rate of 3.1 per cent from negative 1.1 per cent in 2009. According to the World Trade Organisation (WTO), global trade is expected to grow at 4.5 per cent in 2010. Malaysia's exports in 2010 are projected to grow between 6 to 7 per cent following the rising demand in major markets as a result of fiscal and monetary measures introduced by countries to stimulate their domestic economies.

The year 2010 will see Malaysia pursuing opportunities in fast growing markets, namely the PRC, India and West Asia as these markets have shown promising growth in the past five years. New markets such as Africa, Central Asia and Eastern Europe will also be explored to capitalise on the rising purchasing power of consumers in the region. In efforts to diversify into new markets and product sectors, MATRADE will intensify its promotion activities to identify niche opportunities in traditional and emerging markets.

Moving forward, MATRADE has realigned its export promotion strategies and programmes for 2010 in line with the New Economic Model and the 10th Malaysia Plan as announced by the Government this year. Focus is given on promoting high value exports, developing more SME exporters, intensifying the export promotion of services, enhancing capacity building programmes, utilising innovative and creative approaches in promoting Malaysia's exports and increasing engagements with the international business community. With the recovery forecasted in the global economy and the promotion programmes planned for the year 2010 by MATRADE, I am confident that Malaysia's exports will achieve its growth target set by the Government.

On a personal note, I would like to register my deepest condolences on the demise of Allahyarham Datuk Hj. Ahmad Ali Lope Abdul Aziz on 7 February 2009, who had served on the Board of Directors of MATRADE for four years.

I would also like to take this opportunity to record my gratitude and appreciation to the Board of Directors and MATRADE staff for their professionalism and commitment in implementing all programmes and activities during this challenging year and throughout my tenure at MATRADE. After having served as the Chairman of MATRADE for seven years and a MATRADE Board Member for 14 years, I am leaving MATRADE with a heavy heart having spent a very rewarding time working with fellow Board Members and talented MATRADE staff both at home and abroad.

I believe the true asset of MATRADE is its dedicated and talented workforce, and hold the conviction that with continuous strong support from staff and stakeholders, MATRADE can reach new frontiers in trade promotion. Finally, I wish to thank the MATRADE team for the support, encouragement, and above all the memorable time together in positioning MATRADE as Malaysia's leading trade promotion organisation.



Tan Sri Halim Mohammad
Chairman



Corporate Information

- _Malaysia External Trade Development Corporation Act, 1992
- _Vision, Mission and Functions
- _Board of Directors and Audit Committee
- _Management Team
- _Organisational Structure
- _Network in Malaysia and Worldwide Network

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.

Board of Directors

1. **YBhg. Tan Sri Halim Mohammad**
Chairman 16 September 1997—15 April 2010
2. **YBhg. Tan Sri Abdul Rahman Mamat**
03 September 2006—06 December 2010
3. **YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir**
01 August 1999—31 July 2010
4. **YBhg. Datuk 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 2010
7. **YBhg. Datuk Hj. Ahmad Ali Lope Abdul Aziz**
01 August 2005—31 July 2010 (Demised on 7 February 2009)
8. **YBhg. Datin Paduka Nurmala Abd. Rahim**
02 March 2007—01 March 2010
9. **YBhg. Tan Sri Mustafa Mansur**
01 May 2008—30 April 2011
10. **Mr. Koshy Thomas**
01 August 2008—31 July 2010
11. **Mr. Mohd Fauzi Rahmat**
01 August 2008—31 July 2010
12. **YBhg. Dato' Noharuddin Nordin**
26 December 2006—Present

Audit Committee

- **YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir**
- **YBhg. Dato' Wong Siew Hai**
- **YBhg. Dato' Hazimah Zainuddin**
- **YBhg. Datuk Hj. Ahmad Ali Bin Lope Abdul Aziz** (Demised on 07 February 2009)
- **Mr. Koshy Thomas**



1

2

3



4

5

6

8



9

10

11

12



1

2

3

4

5

6

7



8

9

10

11

12

13

14

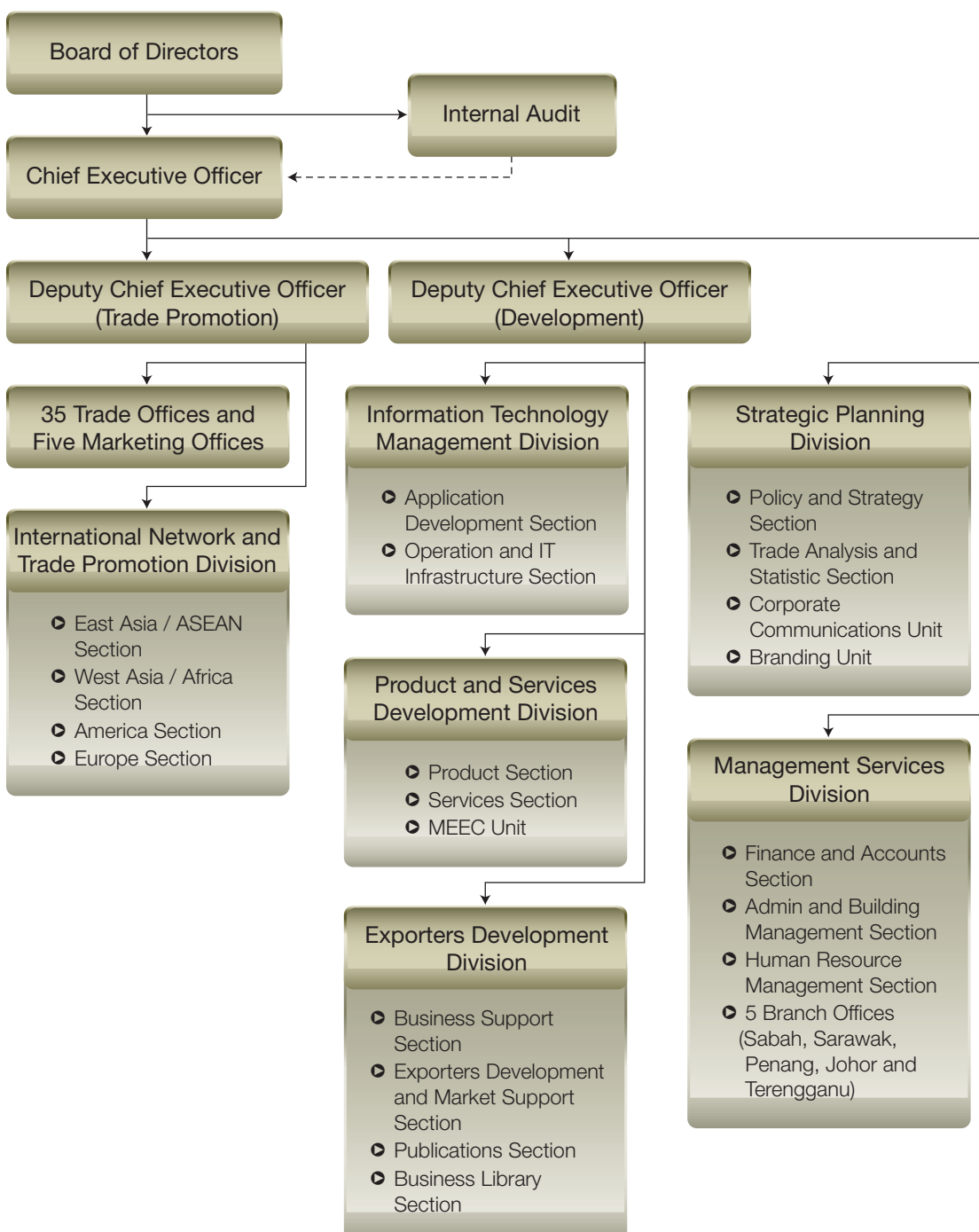
15

Senior Management

1. **YBhg. Dato' Noharuddin Nordin**
Chief Executive Officer
2. **Mr. Mohamad Kamarudin Hassan**
Deputy Chief Executive Officer (Development)
3. **Dr. Wong Lai Sum**
Deputy Chief Executive Officer (Trade Promotion)
4. **Mr. Jamaludin Hussain**
Senior Director, Management Services Division
5. **Mr. Zakaria Kamaruddin**
Senior Director, Exporters Development Division
6. **Mdm. Susila Devi**
Senior Director, Product and Services Development Division
7. **Mr. Md. Silmi Abd Rahman**
Director, Exporters Training and Market Support Section,
Exporters Development Division
8. **YM. Raja Nor Zihan Raja Mohsin**
Director, Information Technology Management Division
9. **Mdm. Wan Norma Wan Daud**
Director, Product Section, Product and Services Development Division
10. **Mr. Prakas Nair**
Director, America Section, International Network and Trade Promotion Division
11. **Mr. Abu Bakar Koyakutty**
Director, Europe Section, International Network and Trade Promotion Division
12. **Mr. Zulkepli Mohd Perai**
Director, West Asia / Africa Section, International Network and
Trade Promotion Division
13. **Mdm. Aureen Jean Nonis**
Director, Services Section, Product and Services Development Division
14. **Mr. Mohd. Mustafa Abdul Aziz**
Director, East Asia / ASEAN Section, International Network and
Trade Promotion Division
15. **Mr. Mohd. Aminuddin Sham Tajudin**
Director, Strategic Planning Division

Organisational Structure

The organisational structure was maintained with the emphasis on providing the highest level of service through its two primary functions, namely promotion of Malaysian exports and development of products and services. In 2009, MATRADE expanded its work force from 563 to 627 personnel to effectively service its stakeholders. MATRADE opened its 40th overseas office in Mumbai, India while its outfit in Germany had shifted its operation from Cologne to Frankfurt.



Network in Malaysia

Branch Offices (Peninsular Malaysia)

Penang

MATRADE Northern
Regional Office
Malaysia External Trade
Development Corporation
(MATRADE)
1st Floor, FMM Building
2767, Mukim 1, Lebuah Tenggiri 2
Bandar Seberang Jaya
13700 Seberang Perai Tengah
Pulau Pinang

T +604 398 2020

F +604 398 2288

E penang@matrade.gov.my

Director Mr. Mazlan Harun

Asst. Dir Mdm. Noor Asiah Mahmud



▲ Mr. Mazlan Harun

Terengganu

MATRADE Eastern Regional Office
Malaysia External Trade
Development
Corporation (MATRADE)
Tingkat 5, Menara Yayasan Islam
Terengganu
Jalan Sultan Omar
20300 Kuala Terengganu
Terengganu

T +609 624 4778

F +609 624 0778

E terengganu@matrade.gov.my

Director Mdm. Hasziah Mat Yazid

Asst. Dir Mr. Hafidz Shukri Junit



▲ Mdm. Hasziah Mat Yazid

Johor

MATRADE Southern
Regional Office
Malaysia External Trade
Development Corporation
(MATRADE)
Suite 6B, Tingkat 6, Menara Ansar
65 Jln Trus, 80000 Johor Bahru
Johor

T +607 222 9400

F +607 222 9500

E johor@matrade.gov.my

Director Mr. Har Man Ahmad

Asst. Dir Mr. Mohamad Imran
Hamzah



▲ Mr. Har Man Ahmad

Branch Offices (East Malaysia)

Sarawak

Malaysia External Trade
Development Corporation
(MATRADE)
Tingkat 10, Menara Grand
Lot 42 Section 46
Ban Hock Road, 93100 Kuching
Sarawak

T +6082 246 780

F +6082 256 780

E sarawak@matrade.gov.my

Director Mr. Omar Mohd Salleh

Asst. Dir Mdm. Trra Banau
Gilbert Taylor



▲ Mr. Omar Mohd Salleh

Sabah

Malaysia External Trade Development
Corporation (MATRADE)
Lot C5.2A, Tingkat 5, Blok C
Bangunan KWSP, Jalan
Karamuning
88100 Kota Kinabalu, Sabah

T +6088 240 881

+6088 242 881

F +6088 243 881

E sabah@matrade.gov.my

Director Mr. Syed Zahirulldin
Syed Ali

Asst. Dir Mr. Azmir Ab Ghaffar



▲ Mr. Syed Zahirulldin
Syed Ali

Worldwide Network

Trade and Marketing Offices

Africa

Cairo

Embassy of Malaysia
Commercial Section (MATRADE)
17th Floor, North Tower
Nile City Building
Cornish El-Nil Street
Cairo, **Egypt**

T +2 02 2 461 9063

+2 02 2 461 9064

F +2 02 2 461 9065

E cairo@matrade.gov.my

Trade Commissioner

Mr. Wan Ahmad Tarmizi Wan Idris



▲ Mr. Wan Ahmad Tarmizi
Wan Idris

Johannesburg

Malaysia Trade Centre
Ground Floor, Building 5
Commerce Square Office Park
39 Rivonia Road, Sandhurst
Sandton, Johannesburg,

Republic of South Africa

T +27 11 268 2380

+27 11 268 2381

F +27 11 268 2382

E johannesburg@matrade.gov.my

Trade Commissioner

Mr. Mansor Shah Wahid

Asst. Trade Commissioner

Mr. Norman Dzulkarnain Mohd Nasri



▲ Mr. Mansor Shah Wahid

Nairobi

Malaysian Trade Commission
3rd Floor, Victoria Towers
Kilimanjaro Avenue - Upper Hill
P.O. Box 48916
00100 GPO Nairobi

Kenya

T +254 20 273 0070

+254 20 273 0071

F +254 20 273 0069

E nairobi@matrade.gov.my

Trade Commissioner

Mr. Mohd Azuri Zukainain



▲ Mr. Mohd Azuri
Zukainain

Central Asia

Tashkent

Trade Office (MATRADE)
Embassy of Malaysia
28, Maryam Yakubova Street
Yakkasaray District, 100 031
Tashkent

Republic of Uzbekistan

T +998 71 256 67 07

F +998 71 256 69 09

E tashkent@matrade.gov.my

Marketing Officer

Mr. Abdulaziz Yunusov



▲ Mr. Abdulaziz Yunusov

Australia

Sydney

Consulate of Malaysia
Commercial Section (MATRADE)
Level 4, Malaysia Airlines Building
16 Spring Street, NSW 2000,

Australia

T +61 2 9252 2270

F +61 2 9252 2285

E sydney@matrade.gov.my

Trade Commissioner

Mr. Ong Yew Chee



▲ Mr. Ong Yew Chee

South Asia

Chennai

Consulate General of Malaysia
Trade Section (MATRADE)
Capitale 2A, 2nd Floor, 554 & 555
Anna Salai Teynampet
Chennai 600 018, **India**

T +91 44 2431 3722

+91 44 2431 3723

+91 44 2431 3724

F +91 44 2431 3725

E chennai@matrade.gov.my

Consul/Trade Commissioner

Mr. Md. Zainuddin A. Jalil

Asst. Trade Commissioner

Mr. Khaifil Elmi Jamil



▲ Mr. Md. Zainuddin A. Jalil

Mumbai

MATRADE Mumbai
c/o Consulate General of Malaysia
(Investment Section)
81 & 87, 8th Floor
3rd North Avenue, Maker Maxity
Bandra Kurla Complex, Bandra (E)
Mumbai 400051, **India**

T +91 22 2659 1155

+91 22 2659 1156

F +91 22 2659 1154

E mumbai@matrade.gov.my

Consul / Trade Commissioner

Mr. Noraslan Hadi Abdul Kadir



▲ Mr. Noraslan Hadi Abdul Kadir

East Asia

Beijing

Embassy of Malaysia
Trade Section (MATRADE)
Unit E, 11th Floor, Tower B
Gateway Plaza, No. 18, Xiaguangli
North Road Dongsanhuan,
Chaoyang District, Beijing 100027

People's Republic of China

T +86 10 8451 5109

+86 10 8451 5113

F +86 10 8451 5112

E beijing@matrade.gov.my

Trade Commissioner

Mr. Too Kia Hong

Asst. Trade Commissioner

Mr. Chong Yun Jang



▲ Mr. Too Kia Hong

Guangzhou

Consulate General Of Malaysia
Trade Section (MATRADE)
Unit 5305, Citic Plaza Office Tower
233, Tianhe Bei Road
Guangzhou, 510610 Guangdong

People's Republic of China

T +86 20 3877 3975 (DL)

+86 20 3877 3865 (GL)

F +86 20 3877 3985

E guangzhou@matrade.gov.my

Trade Commissioner

Mr. Sim Kok Aun

Asst. Trade Commissioner

Mr. Mohd Salleh Azwa Samshudin



▲ Mr. Sim Kok Aun

Worldwide Network

Trade and Marketing Offices

East Asia (continued)

Shanghai

Consulate General of Malaysia
Trade Section (MATRADE)
Unit 807-809, Level 8
Shanghai Kerry Centre
No. 1515, Nan Jing Road (West)
Shanghai, 200040

People's Republic of China

T +86 21 6289 4467

+86 21 6289 4420

F +86 21 6289 4381

E shanghai@matrade.gov.my

Trade Commissioner

Mr. Kua Kiat Chye

Asst. Trade Commissioner

Mdm. Aireen Syariza Tahir



▲ Mr. Kua Kiat Chye

Chengdu

Malaysia External Trade Development
Corporation (MATRADE)
Chengdu Representative Office
Level 14, Unit 1402 – 1404
The Office Tower, Shangri-La Centre
9 Binjiang Road (East)
Chengdu 610021, Sichuan Province

People's Republic of China

T +86 28 6687 7517

F +86 28 6687 7524

E chengdu@matrade.gov.my

Director

Mr. Iszam Khail Ishak



▲ Mr. Iszam Khail Ishak

Hong Kong SAR

Consulate General of Malaysia
Trade Section (MATRADE)
G/F & 19/F, Malaysia Building
50, Gloucester Road, Wanchai
Hong Kong Special
Administrative Region

People's Republic of China

T +852 2527 8109

F +852 2804 2866

E hongkong@matrade.gov.my

Consul / Trade Commissioner

Mr. Choong Wan Sern

Asst. Trade Commissioner

Ms. Hazlinda Anwar



▲ Mr. Choong Wan Sern

Tokyo

Malaysia External Trade
Development Corporation
(MATRADE)
Ginza Showadori Building, 6F
8-14-14, Ginza, Chuo-ku
Tokyo 104-0061

Japan

T +81 3 3544 0712

+81 3 3544 0713

F +81 3 3544 0714

E tokyo@matrade.gov.my

Director

Mdm. Yuslinawati Mohd Yusof



▲ Mdm. Yuslinawati
Mohd Yusof

Osaka

Malaysia External Trade
Development Corporation
(MATRADE)
Mainichi Intecio 18F
3-4-5, Umeda, Kita-ku,
Osaka 530-0001, **Japan**

T +81 6 6451 6520

F +81 6 6451 6521

E osaka@matrade.gov.my

Marketing Officer

Mr. Hiroshi Hashizume



▲ Mr. Hiroshi Hashizume

Taipei

Malaysian Friendship & Trade
Centre
Trade Division (MATRADE)
10F-D, Hung Kuo Building
No. 167 Dun Hua North Road
Taipei 105, **Taiwan**

T +886 2 2545 2260

F +886 2 2718 1877

E taipei@matrade.gov.my

Director

Mr. Muhd Shahrulmiza Zakaria



▲ Mr. Muhd Shahrulmiza
Zakaria

East Asia (continued)

Seoul

Embassy of Malaysia (Trade & Investment Section)
17 th. Floor, SC First Bank Building
100, Gongpyeong-dong Jongno-gu
Seoul 110-702

Republic of Korea

T +82 2 739 6812 (DL)
+82 2 739 6813/6814 (GL)

F +82 2 739 6815

E seoul@matrade.gov.my

Trade Commissioner

Mdm. Muna Abu Bakar



▲ Mdm. Muna Abu Bakar

South East Asia

Singapore

Malaysia External Trade
Development Corporation
(MATRADE)
#33-01/03 Shaw Towers
100, Beach Road
189702

Singapore

T +65 6392 2238

F +65 6392 2239

E singapore@matrade.gov.my

Trade Commissioner

Mdm. Puspawati Omar

Asst. Trade Commissioner

Mdm. Nor Marieta Nor Maidin



▲ Mdm. Puspawati Omar

Bangkok

Embassy of Malaysia
Commercial and Investment Office
No 3601, Level 36,
Q House Lumpini Building,
South Sathorn Road,
Tungmahamek, Sathorn,
10120 Bangkok

Thailand

T +66 2- 677 7392

F +66 2 677 7390

E bangkok@matrade.gov.my

Consul / Trade Commissioner

Mr. Jai Shankar Suppayah



▲ Mr. Jai Shankar
Suppayah

Jakarta

Embassy of Malaysia
Malaysia External Trade
Development Corporation
(MATRADE)
12th Floor, Plaza Mutiara
Jl. Lingkar Kuningan
Kav. E.1.2, No. 1 & 2
Kawasan Mega Kuningan
Jakarta 12950, **Indonesia**

T +62 21 576 4322 (DL)

+62 21-576 4297

F +62 21-576 4321

E jakarta@matrade.gov.my

Trade Commissioner

Mr. Yusram Yusup



▲ Mr. Yusram Yusup

Manila

Embassy of Malaysia
Trade Office (MATRADE)
Level 4/F, HanjinPhil Building
1128, University Parkway
North Bonifacio, Global City
1634 Taguig, **Philippines**

T +63 2 556 8645

+63 2 556 8646

+63 2 556 8647

F +63 2 403 6387

E manila@matrade.gov.my

Consul / Trade Commissioner

Mr. Arieff Aaron Abdullah



▲ Mr. Arieff Aaron Abdullah

Worldwide Network

Trade and Marketing Offices

South East Asia (continued)

Ho Chi Minh

Consulate General of Malaysia
Trade Section (MATRADE)
1208, 12th Floor, Me Linh Point Tower
No. 2, Ngo Duc Ke Street, District 1
Ho Chi Minh City, **Vietnam**

T +84 8 3829 9023

+84 8 3829 3132

+84 8 3829 8256

F +84 8 3823 1882

E hcmc@matrade.gov.my

Trade Commissioner

Mr. Azahar Mohamed



▲ Mr. Azahar Mohamed

Hanoi

Embassy of Malaysia
Trade Office (MATRADE)
45-46 Dien Bien Phu Street
Ba Dinh District
Hanoi, **Vietnam**

T +844 3734 7521

F +844 3734 7520

E hanoi@matrade.gov.my

Marketing Officer

Mr. Pham Van Hoi



▲ Mr. Pham Van Hoi

Phnom Penh

Malaysia External Trade
Development Corporation
(MATRADE)

No. 10, Street 242
Vithei Okhna Peich
Sangkat Chaktomuk
Khan Daun Penh

Phnom Penh, **Cambodia**

T +855 23 724 003

F +855 23 724 060

E phnompenh@matrade.gov.my

Marketing Officer

Mr. Pol Samon



▲ Mr. Pol Samon

West Asia

Dubai

Malaysia Trade Centre
Commercial Section (MATRADE)
Consulate General of Malaysia
Ground & Mezzanine Floors
Al Safeena Building (Near Lamcy Plaza)
Zaabeel Road, P.O. Box 4598
Dubai, **United Arab Emirates**

T +971 4-335 5528

+971 4 335 5538

F +971 4 335 2220

E dubai@matrade.gov.my

Senior Trade Commissioner

Mr. Dzulkifli Mahmud

Asst. Trade Commissioner

Mr. Adli Haikal Abdul Hanib



▲ Mr. Dzulkifli Mahmud

Jeddah

Consulate General of Malaysia
Commercial Section (MATRADE)
14th Floor, Saudi Business Centre
Madina Road
P.O Box 20802
Jeddah 21465, **Saudi Arabia**

T +966 2 653 2143

+966 2 653 2198

F +966 2 653 0274

E jeddah@matrade.gov.my

Trade Commissioner

Mr. Amran Yem



▲ Mr. Amran Yem

Europe

Paris

Service Commercial De Malaisie
(MATRADE)
De L'Ambassade De Malaisie
90, Avenue des Champs Elysees
75008 Paris, **France**

T +33 1 4076 0000

+33 1 4076 0034

F +33 1 4076 0001

E paris@matrade.gov.my

Trade Commissioner

Ms. Nurdiana Abdullah

Asst. Trade Commissioner

Mr. Rosli Mat Hassim



▲ Ms. Nurdiana Abdullah

Frankfurt

Consulate of Malaysia
(Trade Section)
MATRADE
Level 17, Kastor-Hochhaus
Platz der Einheit 1
60327 Frankfurt am Main

Germany

T +49 69 2475015 10

F +49 69 2475015 20

E frankfurt@matrade.gov.my

Consul / Senior Trade

Commissioner

Mr. Mohamad Sabri Ab Rahman

Asst. Trade Commissioner

Mdm. Noor Hayati Abu Noh



▲ Mr. Mohamad Sabri
Ab Rahman

The Hague

Embassy of Malaysia
Commercial Section (MATRADE)
Rustenburgweg 2
2517 KE The Hague

The Netherlands

T +31 10 4627 759

F +31 10 4627 349

E rotterdam@matrade.gov.my

Trade Commissioner

Mdm. Rusiah Mohamed



▲ Mdm. Rusiah Mohamed

Kiev

Embassy of Malaysia
Trade Office (MATRADE)
No. 25 Buslivska Street
Perchersk, Kiev 01901

Ukraine

T +380 44 286 7128

F +380 44 286 8942

E kiev@matrade.gov.my

Marketing Officer

Mr. Vitaly Vladimirovich Boiko



▲ Mr. Vitaly Vladimirovich
Boiko

London

Malaysian Trade Commission
(MATRADE)
3rd and 4th Floor
17 Curzon Street
London W1J 5HR

United Kingdom

T +44 20 7499 5255

+44 20 7499 4644

F +44 20 7499 4597

E london@matrade.gov.my

Trade Commissioner

Mr. Raja Badrulnizam Raja
Kamalzaman



▲ Mr. Raja Badrulnizam
Raja Kamalzaman

Moscow

Embassy of Malaysia
Trade Section (MATRADE)
Mosfilmovskaya Ulitsa 50
Moscow 117192

Russian Federation

T +7 499 147 1514

+7 499 147 1523

F +7 499 143 6043

E moscow@matrade.gov.my

Trade Commissioner

Mr. Khairul Nizam Moonier



▲ Mr. Khairul Nizam
Moonier

Worldwide Network

Trade and Marketing Offices

Europe (continued)

Budapest

Embassy of Malaysia
Trade Section (MATRADE)
Ground Floor, Museum Atrium
Dozsa Gyorgy ut 84/b
1068 Budapest

Hungary

T +36 1 461 0290
F +36 1 461 0291
E budapest@matrade.gov.my
Trade Commissioner
Mr. Wan Azhamuddin Jusoh



▲ Mr. Wan Azhamuddin Jusoh

Milan

Consulate of Malaysia
Malaysia External Trade
Development Corporation
(MATRADE)
Piazza Missori 3,
4th Floor, 20123
Milan, **Italy**

T +39 02 669 81839
F +39 02 670 2872
E milan@matrade.gov.my
Consul / Trade Commissioner
Mdm. Siti Azlina Mohd Ali Hanafiah



▲ Mdm. Siti Azlina Mohd Ali Hanafiah

North America

Los Angeles

Consulate General of Malaysia
Commercial Section (MATRADE)
550 South Hope Street, Suite 400
Los Angeles CA 90071, **USA**

T +1 213 892 9034
F +1 213 955 9142
E losangeles@matrade.gov.my
Consul / Trade Commissioner
Mr. Fauzi Ayob
Asst. Trade Commissioner
Mr. Megat Iskandar Ahmad Dassilah



▲ Mr. Fauzi Ayob

Miami

Malaysia Trade Center
703 Waterford Way
Suite 150
Miami, Florida 33126, **USA**

T +1 305 267 8779
F +1 305 267 8784
E miami@matrade.gov.my
Trade Commissioner
Mr. Islahuddin Abu Hassan



▲ Mr. Islahuddin Abu Hassan

New York

Consulate General of Malaysia
Commercial Section (MATRADE)
3rd Floor, 313 East, 43rd Street
New York, NY 10017, **USA**

T +1 212 682 0232
F +1 212 983 1987
E newyork@matrade.gov.my
Consul / Senior Trade Commissioner
Mr. Wan Latiff Wan Musa



▲ Mr. Wan Latiff Wan Musa

Toronto

Consulate of Malaysia (Trade Office)
First Canadian Place
100 King Street West
Suite 5130, P.O. Box 389
Toronto, M5X 1E2, **Canada**

T +1 416 504 6111
F +1 416 504 8315
E toronto@matrade.gov.my
Trade Commissioner
Mdm. Zalela Jaafar



▲ Mdm. Zalela Jaafar

South America

Mexico City

MATRADE Mexico City (Trade Office)
Embassy of Malaysia, Mexico City
Paseo de Las Palmas # 425
Torre Optima 3, Office 1101 & 1102
Col. Lomas de Chapultepec
Del. Miguel Hidalgo, C.P.11000

Mexico D.F.

T +5255 5201 4540
F +5255 5202 7338
E mexicocity@matrade.gov.my

Trade Commissioner

Mr. Md Shaiful Md Shariff



▲ Mr. Md Shaiful Md Shariff

Santiago

Oficina Commercial De Malasia
(MATRADE)
Embajada De Malasia
Avda. Tajamar 183
Oficina 302 - Las Condes
Santiago, **Chile**

T +56 2 234 2647
F +56 2 234 2652
E santiago@matrade.gov.my

Trade Commissioner

Mr. Niqman Rafae Mohd Sahar



▲ Mr. Niqman Rafae Mohd Sahar

Sao Paulo

Embassy of Malaysia
Commercial Section (MATRADE)
771, Alameda Santos
Suite 72, 7th Floor
01419-001, Sao Paulo

Brazil

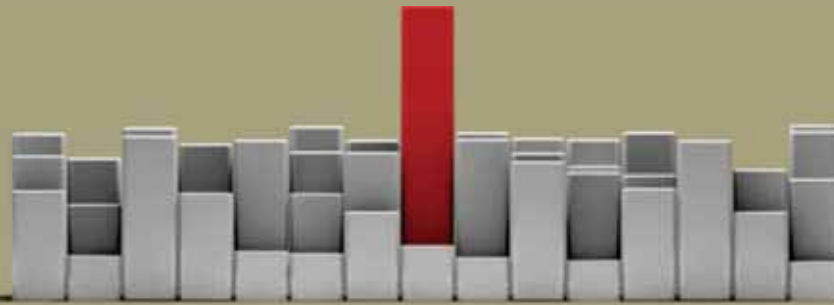
T +55 11 3285 2966
F +55 11 3289 1595
E saopaulo@matrade.gov.my

Trade Commissioner

Mr. Khairul Annuar Abdul Halim



▲ Mr. Khairul Annuar Abdul Halim



Corporate Highlights

- _Highlights of Trade Promotion Activities
- _Expanding the Halal Business
- _Optimising Regional Business Opportunities
- _Branding Malaysia's Services Sector
- _Marketing Strategy
- _Enriching Human Resources
- _The Recognition of Excellence
- _Knowledge Sharing
- _Charting the Course

Highlights of Trade Promotion Activities

Efforts to maintain Malaysia's position as a global trading nation continued in 2009 through strategic trade promotion programmes. Despite a slowdown in the global trading environment, MATRADE continued facilitating Malaysian exporters venturing into the international market through the organisation of 206 trade promotion activities covering a broad range of products and services, both in the traditional and new markets.



1 Her Highness Sheikhha Lubna Al Qasimi, Minister of Foreign Trade, UAE visiting exhibition booths at MSE 2009 accompanied by YB Tan Sri Muhyiddin Mohd Yassin, the previous Minister of International Trade and Industry, Malaysia
2/3/4 MATRADE's flagship events in 2009 – Malaysia Services Exhibition (MSE), Malaysia International Halal Showcase (MIHAS) and International Trade (INTRADE) Malaysia

The promotion programmes executed by MATRADE included participation in 28 International Trade Fairs, organisation of seven Trade and Investment Missions, 27 Marketing Missions, 27 Incoming Buying Missions (IBMs), 46 Promotion Booths, 37 seminars, workshops and briefings, as well as 32 information booths at domestic exhibitions. A total of 468 business meetings were arranged with captains of industry and key business figures in conjunction with YAB Prime Minister's Official Visit to West Asia and the PRC.

International Trade Exhibitions organised by MATRADE in the country provided further avenues for Malaysian companies to expand their export business. During these exhibitions, MATRADE organised IBMs where one-to-one business meetings were arranged between international buyers and Malaysian exporters.

MIHAS, the world's largest exhibition for halal products and services, held for the sixth

consecutive year from 6 to 10 May 2009, provided opportunities for Malaysian companies to tap into the growing halal market. Since its introduction, the exhibition has received more than 130,000 local and international visitors.

The International Trade Malaysia (INTRADE Malaysia) exhibition, held for the third consecutive year from 10 to 12 November 2009, provided an effective platform for local companies especially SMEs to showcase and promote the wide range of Malaysian products and services for the international market.

MATRADE also organised a single country exhibition specifically for the promotion of the services sector. The second Malaysia Services Exhibition (MSE) was held from 17 to 19 March 2009 in Dubai, UAE showcasing Malaysian expertise and capabilities in 13 services sub-sectors. A total of 200 Malaysian companies, organisations and government agencies participated in the exhibition.

Expanding The Halal Business

Themed “Halal Worlds Combine”, MIHAS 2009 was organised by MATRADE in collaboration with the Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC) and Islamic Dakwah Foundation Malaysia (YADIM).

The event was held at Menara MATRADE, Kuala Lumpur from 6 to 10 May 2009. MIHAS 2009 has grown and expanded to offer a total of 529 exhibitors occupying 628 booths. Foreign countries participation had increased from 19 to 31 countries.

The top five foreign exhibiting countries were the PRC, Iran, Palestine, Sudan and Indonesia. MIHAS 2009 also attracted first-time participation from Japan, Tunisia, the Russian Federation, Burkina Faso, France, South Korea and Taiwan. The exhibition received a total of 34,051 visitors from 65 countries.

The two-day business matching session organised by MATRADE with 596 foreign representatives from 429 companies hosted under the IBMs, had generated immediate sales of RM226.4 million and potential sales of RM3.01 billion. Buyers were from over 40 countries including the Organisation of the Islamic Conference (OIC) countries, the United Kingdom, the USA, the PRC, South Africa, Australia, Singapore, Canada and Japan.

▶
1/2 MIHAS 2009 received encouraging response from trade visitors and foreign buyers **3** H.E. Hui Liangyu accompanying YAB Dato’ Sri Najib Tun Razak, Prime Minister of Malaysia, and the Malaysian delegation to the Malaysia–China Business Forum Luncheon



Optimising Regional Business Opportunities

INTRADE Malaysia 2009 was held from 10 to 12 November 2009 at MATRADE Exhibition and Convention Centre (MECC). This was the third successive year that the exhibition was organised by MATRADE with the theme “Optimising Global Opportunities”. The exhibition saw the participation of 342 exhibitors from 25 countries displaying products and services of 12 industry clusters.



1 Trade visitors and buyers registering at INTRADE Malaysia 2009

Notwithstanding the slowdown in the global economy, INTRADE Malaysia 2009 received 6,956 trade visitors from 58 countries. Majority of the visitors were from Japan, Singapore, India, South Africa, the UAE, Nigeria, Argentina, Indonesia, Iran and Sri Lanka.

The IBMs organised by MATRADE in conjunction with INTRADE Malaysia 2009 saw the participation of 609 international buyers from 61 countries including Japan, Vietnam, India, South Africa, Uzbekistan, Thailand, Korea, Hong Kong, the PRC, Saudi Arabia and Australia. Over 8,015 business meetings were arranged with 867 Malaysian companies. Immediate sales of RM417 million were reported with sales under negotiation of RM4.22 billion.

Among the major sectors that recorded strong sales prospects were automotive parts and components, E&E products, beverages, processed food, palm oil products, furniture, stationery, gloves, building and construction materials and hardware, pharmaceutical products, toiletries and cosmetics.

In conjunction with INTRADE Malaysia 2009, MATRADE organised the third KL International Trade Forum 2009 (KLITF 2009) on 12 November 2009. With the theme “Leadership in the Marketplace through Creativity and Innovation”, the KLITF 2009 was well attended by 1,176 foreign and local participants. The forum discussed growth strategies and cost-cutting measures as well as innovative solutions to stay ahead of the competition in international trade.

DYTM Raja Dr. Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah, The Crown Prince of Perak, delivered the keynote address. The speakers were Peter Vogt, Managing Director of Nestlé Malaysia; Azran Osman Rani, CEO of AirAsia X Sdn Bhd; David Kuk, Managing Director of DCH Logistics Company Ltd. from Hong Kong and Pacita Juan, Founder of Figaro Coffee Company from the Philippines.

Branding Malaysia's Services Sector

MATRADE as part of its continuous efforts to position Malaysia's services sector in the Middle East and North Africa (MENA) region, organised the second Malaysia Services Exhibition (MSE) in Dubai, UAE, from 17 to 19 March 2009. The exhibition was successful in enhancing the visibility of Malaysian services capabilities and expertise by showcasing Malaysian services providers' achievements in 13 services sub-sectors.

The Exhibition was officiated by YB Tan Sri Muhyiddin Mohd Yassin, the previous Minister of International Trade and Industry Malaysia and Her Highness Sheikha Lubna Al Qasimi, Minister of Foreign Trade, UAE on 17 March 2009.

1 YBhg. Tan Sri Muhyiddin Yassin, the previous Minister of International Trade and Industry, Malaysia presenting a memento to Her Highness Sheikha Lubna Al Qasimi, Minister of Foreign Trade, United Arab Emirates, during the official opening of Malaysia Services Exhibition 2009



Dubai Export Development Corporation for the promotion of bilateral trade between Malaysia and the UAE was witnessed by the previous Minister of International Trade and Industry Malaysia, and the Minister of Foreign Trade, UAE.

MSE 2009 saw the participation of 200 Malaysian services providers, organisations and related government agencies from construction, education and specialised training, energy and power generation, engineering technology and innovation, financial services, franchise, healthcare and hospital related services, ICT services, logistics, transportation and ship building, oil and gas, professional services, fashion designing and art gallery.

The "Oil & Gas Services Directory" published by MATRADE was also launched during MSE 2009. The directory was published in collaboration with Malaysian Oil & Gas Services Council (MOGSC), Offshore Structure Fabricators Association of Malaysia (OSFAM) and Association of Malaysian Oil & Gas Engineering Consultants (MOGEC).

The exchange of a Memorandum of Understanding between MATRADE and

The Malaysia Services Forum was held in conjunction with MSE 2009 to highlight and share Malaysia's expertise and experiences in construction, healthcare, and oil and gas services.

MSE 2009 attracted 3,521 visitors including businessmen and government officials from Saudi Arabia, Qatar, Kuwait, Oman, Iraq, Syria, Jordan, Yemen, Lebanon, Bahrain, Kenya, South Africa and the UAE.

Arising from business meetings and contacts made during MSE 2009, 51 potential projects worth RM8.45 billion were identified by Malaysian services providers and 3,891 trade enquiries were received. Potential projects identified covered construction, oil and gas, professional services, education and specialised training, healthcare, ICT and energy and power generation sectors. These projects are located in various countries including the UAE, Saudi Arabia, Iraq, Oman, Qatar, Egypt, Lebanon, Yemen and Syria.

Marketing Strategy

MATRADE's strategic thrusts for 2009 were to ensure Malaysia's exports continued to expand despite the anticipated slowdown in major economies of the world, and to improve the image and positioning of Malaysia and its exports in the global market.

To ensure the growth of exports, promotion activities continued to be implemented in traditional markets with emphasis on Free Trade Agreement (FTA) partner countries. Sectors such as furniture, fashion and design, oil and gas as well as healthcare were intensively promoted to brand Malaysia's capabilities internationally. Promotion programmes in 2009 also targeted new and emerging markets such as Africa, West Asia, Eastern Europe and Latin America to further expand Malaysia's exports.

International trade fairs that generated exceptional results in new and emerging markets were MSE 2009 (total sales of RM8.45 billion), 6th China-ASEAN Expo, Nanning, PRC (RM203.7 million), Gulfood, Dubai, UAE (RM145.4 million), and Big 5, Dubai, UAE (RM 157.86 million). International Trade Fairs participated in 2009 collectively generated immediate sales of RM1.98 billion and sales under negotiation of RM7.94 billion.

Trade and Investment Missions recorded RM27.46 million in immediate sales and RM433.47 million in sales under negotiation while Specialised and General Marketing Missions resulted in immediate sales of RM34.68 million and sales under negotiation of RM1.25 billion. The IBMs coordinated in 2009 had generated immediate sales worth RM658.12 million and sales under negotiation worth RM6.28 billion.



1



2



3



4

- 1 Seminar on "Malaysia – Opportunities in Islamic Finance" by Central Bank of Malaysia during Malaysia Services Exhibition 2009 held in Dubai, UAE 2 Malaysian exhibitors at the 6th China-ASEAN Expo (CAEXPO 2009) 3 Trade visitors enquiring on Malaysia's capabilities during Big 5 exhibition at Dubai, UAE 4 Malaysia's presence at Gulfood 2009, Dubai, UAE

Enriching Human Resources

Towards meeting its objective of providing excellent customer service, MATRADE implemented 130 human resource development programmes to improve the skills and knowledge of its workforce in 2009. In addition, MATRADE expanded its workforce from 563 to 627 personnel in the year.

The training programmes were focused on the following areas:

- Leadership
- Language Skills
- Financial Management
- Management
- Marketing
- Coaching
- Information Technology
- Attachment Programme
- Motivational Courses
- Teamwork
- Personnel Development
- Job Specific Courses

A total of 50 Public Services Department (PSD) examinations to assess MATRADE officials' competencies, which covered various services schemes, were conducted. The "Excellence Service Award" was presented to 41 MATRADE personnel in recognition of their outstanding performance in carrying out their duties in 2009.



The Recognition of Excellence

MATRADE's contributions to the local industry have been recognised and acknowledged in 2009. MATRADE received the Special Appreciation Award for Organisation during the Franchise Awards Nite organised by the Malaysian Franchise Association and the Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC) on 18 November 2009 at the Dewan Seri Endon, Puspanitapuri Putrajaya.

The award was presented by YB Dato' Sri Ismail Sabri Yaakob, Minister of Domestic Trade, Co-operatives and Consumerism (MDTCC), in appreciation of MATRADE's support and dedication towards the development of the Malaysian Franchise Industry.

1 Dato' Noharuddin Nordin, the CEO of MATRADE receiving the Special Appreciation Award for Organisation from YB Dato' Sri Ismail Sabri Yaakob, Minister of Domestic Trade, Co-operatives and Consumerism (MDTCC) during the 2009 Franchise Awards Nite



Knowledge Sharing

MATRADE, in collaboration with the Economic Planning Unit (EPU) had organised two technical cooperation programmes under the Malaysian Technical Cooperation Programme (MTCP) initiative in 2009. The first programme, the 4th MTCP for the Organisation of Islamic Conference (OIC) member countries, was organised with the Pakistan Institute of Trade and Development (PITAD). Themed the “Malaysia-Endeavouring Global Trade Competitiveness for OIC / D8 Member Countries”, the programme was successfully held from 4 to 14 May 2009 at Menara MATRADE, Kuala Lumpur.

1 Sharing of experience on “Interfacing with Chambers of Commerce on Global Challenges and Trade Opportunities” with MTCP participants 2 Participants of MTCP comprise officials representing the Chambers of Commerce from Cuba, Cook Islands, Fiji, India, Jordan, Laos, Nigeria, Sri Lanka, South Africa, Tanzania, Vietnam and Zambia



1

A total of 33 officials from 17 OIC member countries participated in the 10-day programme. They were from Afghanistan, Brunei, Egypt, Indonesia, Iraq, Jordan, Kyrgyz Republic, Lebanon, Morocco, Oman, Pakistan, Palestine, Sudan, Syria, the UAE, Uzbekistan, Yemen and nine participants from PITAD.

This programme that encourages sharing of experience has strengthened the relationship between MATRADE, the TPO’s of OIC countries and PITAD. Participants found the programme useful and informative. They were also able to acquire knowledge and share experiences on Malaysia’s trade promotion activities, understand the industry in Malaysia and network with other participants.



2

The second MTCP on “Interfacing with Chambers of Commerce on Global Challenges and Trade Opportunities” was held at Menara MATRADE, Kuala Lumpur from 11 to 16 October 2009. A total of 12 officials representing Chambers of Commerce from developing countries participated in the programme. Representatives from Cuba, Cook Islands, Fiji, India, Jordan, Laos, Nigeria, Sri Lanka, South Africa, Tanzania, Vietnam and Zambia were present.

Charting The Course

MATRADE Board of Directors (BOD) comprises 11 members, led by Tan Sri Halim Mohammad as the Chairman. The Board has a balanced representation from Government ministries, key industries as well as business chambers and associations. The Board is responsible to chart the overall direction for MATRADE towards fulfilling its targets for the year.

In facing one of its toughest years due to the global economic slowdown, the BOD provided strategic direction to MATRADE in executing its programmes and activities towards sustaining the country's export growth.

On 7 February 2009, the BOD lost one of its board members, Allahyarham Datuk Hj. Ahmad Ali Lope Abdul Aziz, who contributed immensely to MATRADE in the four years that he had served on the BOD and will be dearly missed.

In 2009, the BOD convened for meetings on the following dates:

▶ BOD Meeting 1/2009

31 March 2009

.....

▶ BOD Meeting 2/2009

18 June 2009

.....

▶ BOD Meeting 3/2009

15 September 2009

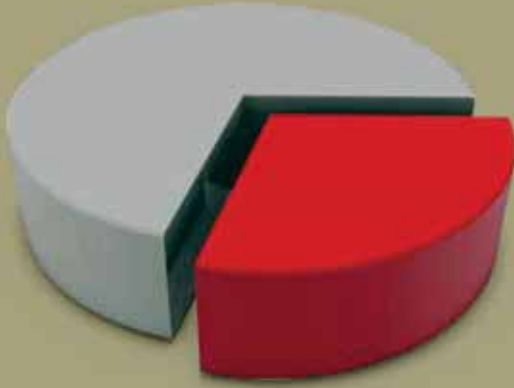
.....

▶ BOD Meeting 4/2009

20 November 2009

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

- Annual Trade Promotion Strategies
- Malaysia's Trade Performance
- Strategies to Mitigate the Global Economic Slowdown
- Promotion of the Automotive Sector
- Promotion of the Services Sector
- Expansion of MATRADE's Global Network
- Introduction of KPIs
- Exporters Development Strategies

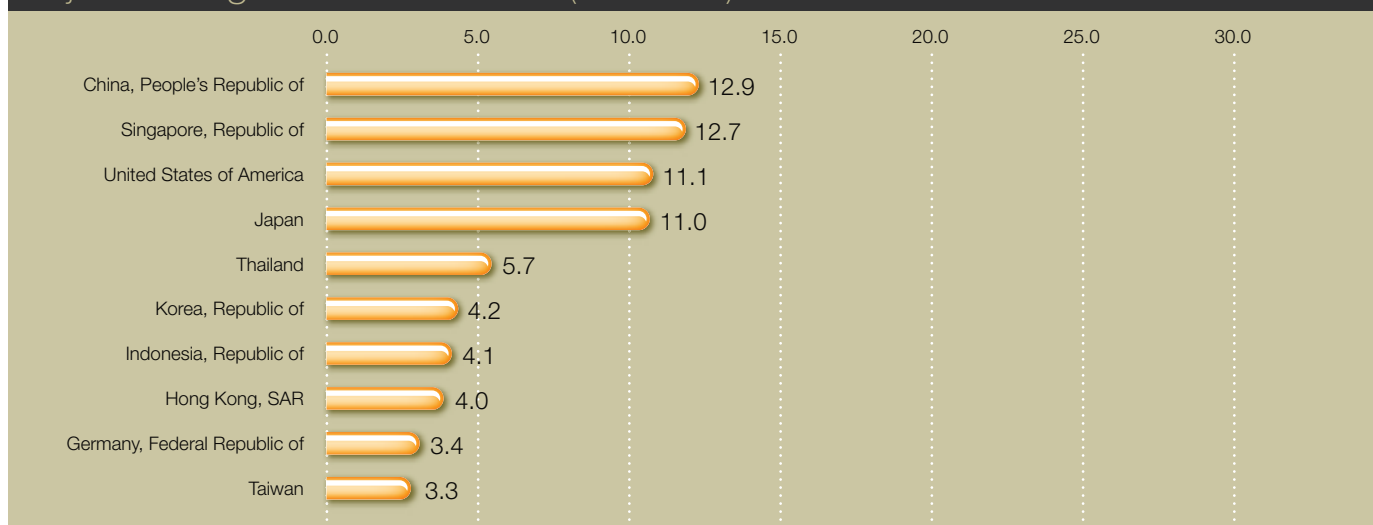


Trade Information

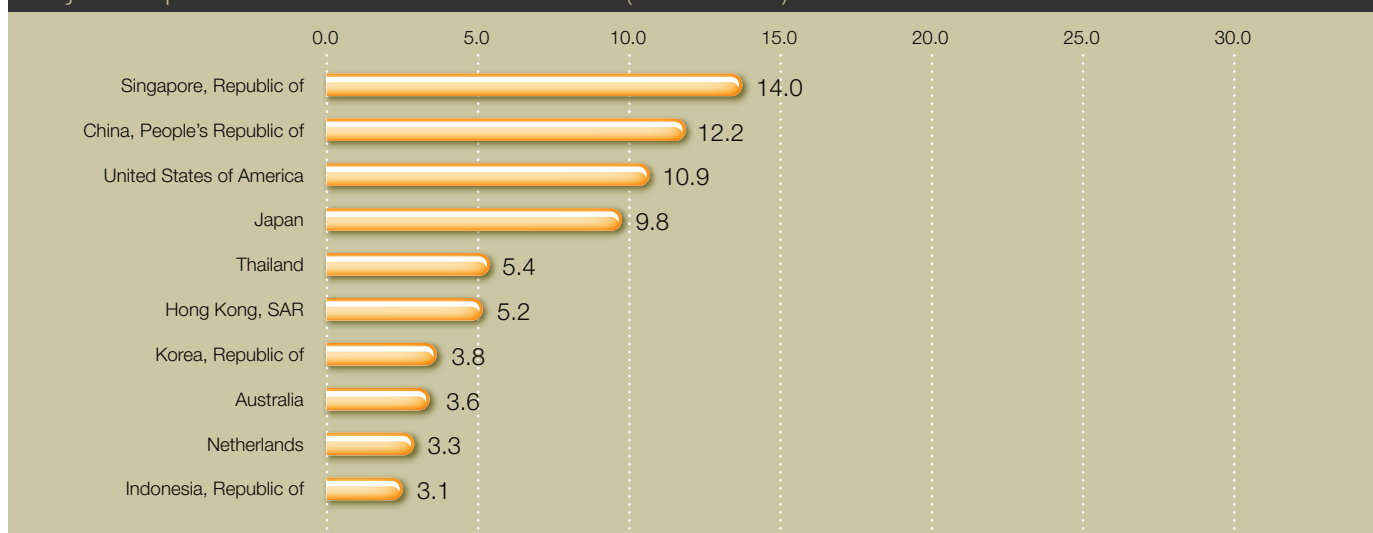
- _Challenging Times
- _Key Trading Partners
- _Regional Markets
- _Moving Forward

Challenging Times

Major Trading Partners in 2009 (% Share)



Major Export Destinations in 2009 (% Share)



Malaysia's overall trade in 2009 decreased by 16.6 per cent to RM988.24 billion, from RM1.185 trillion in 2008 in tandem with the world economic slowdown and decline in global trade. With exports exceeding imports, Malaysia recorded a trade surplus for the 12th consecutive year in 2009 with a value of RM118.35 billion.

Exports declined by 16.6 per cent to RM553.3 billion, compared with RM663.49 billion in 2008. Imports were also lower by 16.6 per cent to RM434.94 billion in 2009, from RM521.61 billion in 2008. The decline was due to contraction in demand from Malaysia's major trading partners.

There was a decline in exports in the major sectors of manufacturing, agriculture and mineral and mineral fuels. Manufacturing sector which constituted 74.4 per cent of

total exports, amounting to RM411.4 billion, declined by 11.4 per cent from 2008. Similarly, agricultural exports saw a decrease of 22.7 per cent, accounting for 10 per cent of total exports and valued at RM 55.46 billion. The mining sector contracted by 32.5 per cent in 2009 totalling to RM81.50 billion, representing 14.7 per cent of total exports.

MATRADE continued to aggressively undertake export promotion activities despite the downturn in the global economy. Efforts at raising awareness on Malaysia's products and services as well as the outreach programmes had contributed to Malaysia maintaining its trade surplus in 2009. Promotion activities implemented included the participation of Malaysian exporters in International Trade Fairs, Trade and Investment Missions, Promotion Booths, Specialised Marketing Missions and Incoming Buying Missions.

Key Trading Partners

Malaysia's key trading partners in 2009 were the People's Republic of China (PRC), Singapore, the USA, Japan and Thailand.

The PRC

In 2009, the PRC surpassed Singapore as Malaysia's largest trading partner, accounting for 12.9 per cent share of Malaysia's total trade. Malaysia's total trade with the PRC declined by 1.7 per cent to RM127.9 billion, from RM130.09 billion in 2008. Malaysia was the PRC's ninth largest trading partner in 2009, while among the ASEAN countries, Malaysia was the largest trading partner for the PRC.

Exports to the PRC increased by 6.4 per cent to RM67.24 billion, from RM63.21 billion in 2008. For the past 10 years, Malaysia has maintained positive growth in exports to the PRC, recording an average growth of 22.9 per cent annually. Malaysia's main exports to the PRC were E&E products, palm oil, chemicals and chemical products, rubber products and crude petroleum.

Malaysia's exports under the ASEAN-China Free Trade Agreement (ACFTA) increased by 32.3 per cent to RM8.38 billion, from RM6.33 billion in 2008. Among the main products exported under ACFTA in 2009 were compound rubber, palm kernel oil (crude), stearic acid, paraxylene and rubber threads.

Singapore

Singapore continued to be Malaysia's largest trading partner within ASEAN with a value of RM125.31 billion, accounting for 12.7 per cent share of total trade. Total trade between Malaysia and Singapore in 2009 recorded a decrease of 19.2 per cent to RM125.31 billion, from RM155.11 billion in 2008. The decrease was primarily attributed to exports declining by 21 per cent to Singapore in 2009, which amounted to RM77.20 billion or 54.2 per cent of total exports to ASEAN.

Leading exports to Singapore were E&E products, refined petroleum products, machinery, appliances and parts, manufactures of metal, as well as chemicals and chemical products.

The USA

The USA was Malaysia's third largest trading partner in 2009, accounting for 11.1 per cent of Malaysia's global trade. Malaysia's trade with the USA, recorded a decrease of 21.5 per cent to RM109.22 billion, compared with RM139.18 billion in 2008. Among ASEAN, Malaysia ranked the second largest trading partner for the USA after Singapore.

With 11 per cent share of Malaysia's total exports, the USA was Malaysia's third largest export destination in 2009. Exports to the USA, however, decreased by 26.8 per cent to RM60.58 billion, compared with RM82.73 billion in 2008. The decline was attributed to the slowdown in the US economy and the shift in outsourcing activities to lower cost countries by the USA. Malaysia's major exports to the USA were E&E products, rubber products, optical and scientific equipment, palm oil as well as wood products and processed food.

Japan

Total trade between Malaysia and Japan in 2009 recorded a decrease of 20.6 per cent to RM108.71 billion, from RM136.93 billion in 2008. In the last 10 years, Malaysia's trade with Japan recorded an average annual growth of 2.9 per cent. The growth was contributed mainly by higher exports, which grew by an average annual rate of 5 per cent.

Malaysia's total exports to Japan in 2009 amounted to RM54.42 billion, a decrease of 24.2 per cent, compared with RM71.8 billion in 2008. Exports to Japan accounted for 9.8 per cent share of Malaysia's total exports in 2009. Among major exports were LNG, E&E products, wood products, optical and scientific equipment, and chemicals and chemical products.

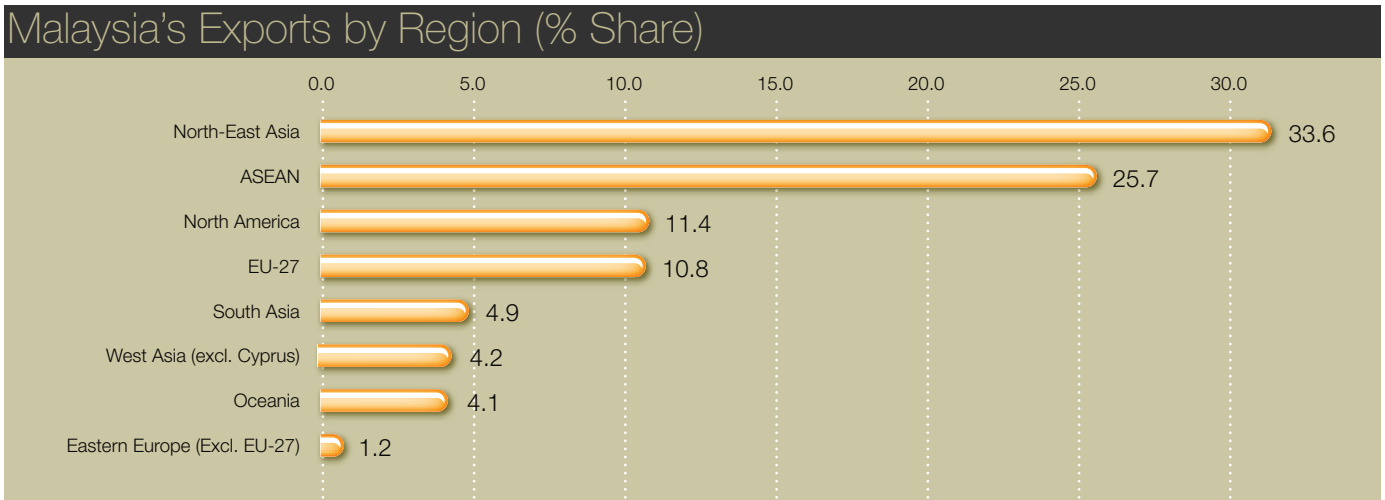
In 2009, preferential Certificate of Origin (COOs) issued under the Malaysia-Japan Economic Partnership Agreement (MJEPA) were valued at RM6.73 billion. Main exports under this preferential agreement were refined, bleached, and deodorised palm oil (RBDDPL), polyethylene terephthalate (PET) film, stretch film and polyethylene bags.

Thailand

Thailand remained Malaysia's fifth largest trading partner in 2009 with total trade amounting to RM56.16 billion. This represented a decrease of 7.95 per cent from 2008. Malaysia's total exports to Thailand in 2009 amounted to RM29.85 billion, a decrease of 5.9 per cent, compared with RM31.73 billion in 2008. Exports to Thailand accounted for 5.4 per cent share of Malaysia's total exports in 2009.

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.

Regional Markets



Promotion efforts by MATRADE to penetrate new and expand into existing markets were intensified in 2009. However, the global downturn experienced by major economies had impacted Malaysia's trade with all regions. Malaysia's top three trading regions in 2009 were North-East Asia, ASEAN and North America. Total trade with North-East Asia decreased by 12.5 per cent to RM350.56 billion in 2009, compared with RM400.65 billion in 2008. Trade with ASEAN contracted by 15.4 per cent to RM251.86 billion, from RM297.64 billion in 2008. Malaysia's total trade with North America declined by 21.6 per cent to RM114.25 billion, from RM145.66 billion in 2008.

Total exports to North-East Asia accounted for 35.5 per cent of Malaysia's total trade. Exports to the North-East Asia region decreased by 9.4 per cent to RM186.17 billion. North-East Asia remained Malaysia's largest regional trading partner in 2009. Major exports to the region were E&E products, LNG, palm oil, chemicals and chemical products and wood products. These products collectively accounted for 77.5 per cent of Malaysia's total exports to the region.

ASEAN constituted 25.5 per cent of Malaysia's total trade, a decrease of 15.4 per cent to RM251.86 billion, from RM297.64 billion in 2008. ASEAN remained as Malaysia's second largest regional trading partner in 2009. Within ASEAN, Singapore sustained its position as Malaysia's largest trading partner with total trade value of RM125.31 billion or 12.7 per cent share. This was followed by Thailand with 5.7 per cent share, Indonesia (4.1 per cent), Vietnam (1.6 per cent) and the Philippines (1.1 per cent). Main exports to ASEAN were E&E products, chemicals and chemical products, refined petroleum products, crude petroleum, and machinery, appliances and parts.

West Asia remained an important trading region accounting for RM38.38 billion of Malaysia's total trade. Total exports to the region were valued at RM23.16 billion or 4.2 per cent of Malaysia's total exports in 2009. The largest export destination within the region continued to be the UAE, which absorbed 43.4 per cent of Malaysia's exports to the region. Major exports were E&E products, jewellery, palm oil, transport equipment and wood products.

In 2009, exports to South Asia declined by 21.7 per cent to RM27.12 billion compared to RM34.64 billion in 2008. India was the leading export destination in the region with exports valued at RM17 billion, accounting for 62.7 per cent of total exports. Pakistan was the second largest export market in the region, absorbing 21.2 per cent of total exports amounting to RM5.75 billion. Main exports to the region comprised of palm oil, crude petroleum, E&E products, chemicals and chemical products, and refined petroleum products.



Moving Forward

In 2010, Malaysia's external trade is expected to recover in tandem with the anticipated global economic recovery. Malaysia's exports are projected to grow between 6 to 7 per cent following the rising demand in major markets as a result of fiscal and monetary measures introduced by countries to stimulate their domestic economies.

Major economies such as the USA, Europe and Japan are expected to see moderate recovery levels. The International Monetary Fund (IMF) has forecasted that the world economy will recover in 2010, albeit at a moderate rate of 3.1 per cent from negative 1.1 per cent in 2009. According to WTO, global trade is expected to grow at 4.5 per cent in 2010.

Growth to Malaysia's external trade in 2010 is expected to emanate from the full implementation of AFTA and new FTAs. Full elimination of tariffs on almost all products will increase market access for Malaysia's exports to the ASEAN region and sourcing of competitive imports to meet the needs of the manufacturing sector. The implementation of three new FTAs, namely the ASEAN-Australia-New Zealand FTA (AANZFTA), ASEAN-India FTA (AIFTA) and the Malaysia-New Zealand FTA (MNZFTA) will further expand the market for Malaysia's exports.

The year 2010 will see Malaysia pursuing opportunities in fast growing markets, namely the PRC, India and West Asia as these markets have shown promising growth in the past five years. New markets such as Africa, Central Asia and Eastern Europe will also be explored to capitalise on the rising purchasing power of consumers in the region.

In efforts to diversify into new markets and product sectors, MATRADE will intensify its promotion activities for identifying niche opportunities in traditional and emerging markets. Among sectors selected for promotion are in the area of environment and green products and services, manufacturing related services, outsourcing and designing.

For reliable trade partnerships
with rising business potential,
look to Malaysia.



In 2009 alone, over 50,000 companies contacted MATRADE for business opportunities with Malaysia. Perhaps it's the proven track record that inspires such confidence towards the Malaysian business experience.

With a dynamic export base and a pro-business society, the possibilities are endless for lucrative business partnerships with Malaysia.

Want to catch the next rise? Visit www.matrade.gov.my or the MATRADE office nearest to you.

Malaysia External Trade Development Corporation
Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur, Malaysia
T: +603-6207 7077 F: +603-6203 7037 E: info@matrade.gov.my
W: www.matrade.gov.my Toll-free: 1800-88-7280



signature : *Opportunity*
 date : 8/8/2008

signature : *Stability*
 date : 28/01/2002

signature : *Profits*
 date : 24.9.2005

signature : *Potentials*
 date : 26/6/2007

signature : *Partnership*
 date : 11/4/2002

signature : *Quality*
 date : 2/7/2001

signature : *Success*
 date : 05/01/2001

If you are looking for high value business propositions, Malaysia is your choice.

The international business community is convinced of the ability of Malaysian companies to create and capture value for their customers. Their signatures are not only about concluding a business deal, but testify to long-term business relationships. With a proven track record of delivering world-class quality products and services, Malaysian suppliers have established their presence worldwide.

Ready to put your name on Malaysian products or services? Visit www.matrade.gov.my or the nearest MATRADE office.

Malaysia External Trade Development Corporation
 Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta,
 50480 Kuala Lumpur, Malaysia
 T: 603-6207 7077 F: 603-6203 7037
 E: info@matrade.gov.my W: www.matrade.gov.my



The door to
Malaysian quality.
To open it, just
use scissors.

International businesses and importers with a passion for quality have a passion for Malaysia. And the figures certainly add up. Rated among the top 25 exporting nations by the World Trade Organisation in 2008. Ranked among Asia's top three semiconductor exporters. And in the top ten preferred Asian exporters worldwide for textiles, medical products, IT equipment and much more. It's a testament to the high quality of products and services that can only come from Malaysia.

To tap into this quality, just contact MATRADE (we've attached a handy little card for you) and we'll help you connect with the right Malaysian exporters by directing you to the nearest of our 40 international offices. Or simply go to **www.matrade.gov.my** to find out more.





Make your business mark not just in one country, but all over the map.

At MATRADE, we believe it is a great time to expand your interests globally, for distance and barriers are fast disappearing in this new age of global business. We can help you export your products and services abroad as well as set up operations in other countries.

With a network of 40 offices around the world, we are ideally positioned to offer you a wealth of local insight, knowledge, regulatory advice and business contacts regardless of your target market. We also actively assist Malaysian companies to showcase their products and services via our global trade promotion programmes. If you're interested to expand your business globally, contact MATRADE and we'll help you realise your goals. For more information, please visit us or go to www.matrade.gov.my.

Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur, Malaysia
T: 603-6207 7077 F: 603-6203 7037 E: info@matrade.gov.my
W: www.matrade.gov.my Toll-free: 1800-88-7280





Strategic Marketing

- _Expanding Malaysia's Global Market
- _Products and Services
- _Cooperation with Ministries, Government Agencies and Trade Associations

Expanding Malaysia's Global Market

In 2009, Malaysian exporters continued to tap opportunities in the global market by participating in trade promotion activities facilitated by MATRADE. Exporters participated in 28 International Trade Fairs, seven Trade and Investment Missions (TIMs), 27 Marketing Missions, 27 Incoming Buying Missions (IBMs), 46 Promotion Booths, as well as 37 seminars, workshops and briefings. MATRADE also coordinated the business meetings held in conjunction with YAB Prime Minister's official visits to Bahrain and Qatar in West Asia, and Beijing in the PRC.



A total of 645 Malaysian companies participated in International Trade Fairs organised by MATRADE covering the traditional, emerging and new markets. These trade fairs had resulted in immediate sales of RM1.98 billion and potential sales of RM7.94 billion. In terms of enquiries, Malaysian companies had received a total of 36,082 during the events.

MATRADE and MIDA had jointly organised seven Trade and Investment Missions in 2009 which saw the participation of 250 businessmen from 151 companies. A total of 1,433 business meetings were arranged

during the missions resulting in immediate sales of RM27.46 million and potential projects worth RM433.47 million. The 468 business meetings arranged during the YAB Prime Minister's visits had generated total potential sales valued at RM362.5 million.

The Marketing Missions that were organised by MATRADE comprised 8 Specialised Marketing Missions and 19 General Marketing Missions. The Missions were participated by 265 Malaysian companies. During the Missions, a total of 2,468 business meetings were held, resulting in immediate sales of RM34.68 million and sales under negotiation of RM1.25 billion.

MATRADE also assisted Malaysian companies to display and distribute their promotional materials to potential buyers through promotion booths. A total of 46 promotion booths in International Trade Fairs were organised involving 1,239 companies. Through these promotion booths, a total of 2,857 enquiries were received.

MIHAS 2009, organised by MATRADE in Malaysia is the leading Halal exhibition in the world. The exhibition provided a good platform for the 529 exhibitors to showcase their Halal products and services. The five-day event had attracted a total of 34,051 local and international visitors. In terms of sales, MIHAS 2009 had generated immediate sales and sales under negotiation of RM226.4 million and RM3.01 billion, respectively.

INTRADE Malaysia 2009, the other major exhibition organised by MATRADE in Malaysia was participated by 342 exhibitors, of which 112 were foreign exhibitors. The exhibition, positioned as the leading general trade fair in ASEAN, provided a cost-effective platform for SMEs to showcase their products and services. The three-day event had attracted over 7,000 visitors. The Incoming Buying Mission organised by MATRADE in conjunction with INTRADE Malaysia 2009 had resulted in immediate sales of RM417 million and sales under negotiation amounting to RM4.22 billion.



1 Welcoming remarks by YAB Dato' Sri Najib Tun Razak, Prime Minister of Malaysia, during the Malaysia-China Business Forum Luncheon

North-East Asia

Malaysia's largest regional trading partner in 2009 was North-East Asia, which accounted for 35.5 per cent of Malaysia's total trade. Total exports to the region were valued at RM186.17 billion while imports were recorded at RM164.38 billion. Both exports and imports to and from the region declined by 9.4 per cent and 15.7 per cent, respectively, from the previous year.

The PRC surpassed Japan to be the largest export destination within the region in 2009 with exports worth RM67.21 billion. Japan was the second largest export

destination with exports amounting to RM54.42 billion, followed by Hong Kong, Republic of Korea and Taiwan with export values of RM28.85 billion, RM21.1 billion and RM14.43 billion, respectively.

Trade promotion activities facilitated by MATRADE in the North-East Asian region included an official visit by YAB Prime Minister of Malaysia, 16 International Trade Fairs, 11 Promotion Booths, six Incoming Buying Missions and two Specialised Marketing Missions.

Japan

International Trade Fair

- Foodex Japan 2009, Chiba
- 8th International Auto Aftermarket Show 2009, Tokyo
- ASEAN – Japan Centre's (AJC) Programme 2009:
 - > ASEAN Gifts and Fashion Accessories Exhibition, Tokyo
 - > ASEAN Health and Wellness Exhibition, Tokyo
 - > Interior Lifestyle Exhibition, Tokyo
 - > ASEAN Food & Beverages Exhibition, Tokyo

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE 2009

Promotion Booth

- Kenzai, Osaka

The PRC

YAB Prime Minister's Official Visit

- to Beijing

International Trade Fair

- SEMICON China 2009, Shanghai
- 6th China-ASEAN Expo 2009, Nanning

Specialised Marketing Mission

- on ICT services to Beijing and Shanghai
- on automotive parts and components to Shanghai

Promotion Booth

- The 105th China Import & Export Fair (The Canton Fair) 2009, Guangdong
- Yiwu Stationery & Arts Trade Fair, Zhejiang
- The 8th China International Consumer Goods Fair 2009, Zhejiang
- The Automotive Electronics South China Fair 2009, Shenzhen
- China International Autoparts Expo, Beijing
- The Ningbo International Auto Parts and Accessories Trading Fair 2009, Zhejiang

Hong Kong SAR

International Trade Fair

- Hong Kong International Jewellery Show 2009, Hong Kong
- Hong Kong Houseware Fair 2009, Hong Kong
- Hong Kong Gifts & Premium Fair 2009, Hong Kong
- Hofex 2009, Hong Kong

Republic of Korea

International Trade Fair

- ASEAN – Korea Centre (AKC) Programme 2009:
 - > Seoul Gifts Exhibition, Seoul
 - > ASEAN Food & Beverages Exhibition 2009, Seoul

Promotion Booth

- Seoul Food & Hotel (KINTEX), Seoul
- Korea International Medical & Hospital Equipment Show (KIMES), Seoul

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009

Taiwan

Promotion Booth

- Taipei International Auto Parts and Accessories Show 2009 (AMPA), Taipei
- Computex 2009, Taipei

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009



1



2

The 6th China–ASEAN Expo (CAEXPO 2009)

The 6th China-ASEAN Expo was held from 20 to 24 October 2009 at the Nanning International Convention & Exhibition Centre (ICEC) in the PRC. The Malaysian Pavilion was represented by 100 companies, occupying 119 booths. A total of 5,025 trade enquiries were received by Malaysian companies during the event.

Malaysian exhibitors were pleased with their participation in CAEXPO 2009 as most of them had managed to identify potential importers and established business relationships. This exhibition had generated immediate sales of RM35.4 million with sales under negotiation of RM168.3 million for Malaysian companies.



1/2 Malaysia Pavilion at the 6th China–ASEAN Expo (CAEXPO 2009)

ASEAN

ASEAN was Malaysia's second largest regional trading partner after North-East Asia in 2009. Trade with ASEAN, amounting to RM251.9 billion and accounted for 25.5 per cent of Malaysia's total trade. Within ASEAN, Singapore remained Malaysia's largest trading partner with 50 per cent share, followed by Thailand (22.3 per cent), Indonesia (16 per cent), Vietnam (6.1 per cent), and the Philippines (4.4 per cent).

In 2009, exports to ASEAN, decreased by 16.9 per cent to RM142.3 billion, accounting for 25.7 per cent of Malaysia's

total exports. ASEAN was the second largest export destination for Malaysia. The three main markets within ASEAN were Singapore, with 54.2 per cent share, followed by Thailand (21 per cent) and Indonesia (12.1 per cent).

MATRADE organised International Trade Fairs (4), Trade and Investment Mission (1), Specialised Marketing Missions (4), Incoming Buying Missions (10) and Promotion Booth (1) to promote trade in this regional market. The details of these activities by country are as follows:

Singapore

Trade and Investment Mission

- to Singapore

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009

Indonesia

International Trade Fair

- Indobuildtech 2009, Jakarta

Specialised Marketing Mission

- for automotive, parts and components

Promotion Booth

- Hospital Expo 2009, Jakarta

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009

Philippines

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009

Thailand

International Trade Fair

- ASEAN Fashion Plus Fair 2009, Bangkok

Specialised Marketing Mission

- for automotive, parts and components

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009

Vietnam

International Trade Fair

- Vietnam Expo 2009, Hanoi
- V.I Trade Expo 2009, Ho Chi Minh

Specialised Marketing Mission

- for automotive, parts and components
- for healthcare products and services

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009



1 Malaysia Pavilion at the 19th Vietnam International Trade Fair received encouraging response from visitors

The 19th Vietnam International Trade Fair 2009

MATRADE organised the participation of 14 Malaysian companies and Federal Agriculture Marketing Authority (FAMA) in the 19th Vietnam International Trade Fair, held from 8 to 11 April 2009 at the Vietnam Exhibition & Fair Centre, Hanoi, Vietnam.

The participating companies received 1,521 trade enquiries which resulted in actual sales of RM0.97 million and sales under negotiation worth RM8.15 million.

North America

Exports to the North American region in 2009 were valued at RM63.34 billion. The region's largest export destination continued to be the USA, accounting for 95.7 per cent of total exports. Malaysia recorded a trade surplus of RM11.95 billion with the United States during the year.

In 2009, MATRADE organised 18 Promotion Booths, Trade and Investment Mission (1) and Specialised Marketing Mission (2) to promote exports in the region. The details of these activities by country are as follows:

The USA

Trade and Investment Mission

- to Los Angeles and San Francisco

Specialised Marketing Mission

- for processed food to New York

Promotion Booth

- International Consumer Electronics Show, Las Vegas
- 34th Winter Fancy Food Show, San Francisco
- Hardware Expo & Construction Products, San Juan
- The International Boston Seafood Show, Boston
- International Home & Houseware Show, Chicago
- Society of Automotive Engineers (SAE) International Show, Michigan
- National Hardware Show, Las Vegas
- National Plastics Exhibition (NPE), Chicago
- Trade & Investment Convention (TIC), Macoya
- Furniture Accessories Show, Orlando
- Las Vegas World Market, Las Vegas
- Havana International Fair, Havana
- Automotive Aftermarket Products Expo, Las Vegas
- IFE Americas Food & Beverage Show, Miami

Canada

Specialised Marketing Mission

- for processed food to Toronto

Promotion Booth

- SIAL Montreal, Montreal
- IIDEX Toronto, Toronto
- Ethnic & Specialty Food Expo, Toronto
- Construct Canada, Toronto



1 Business meetings with major processed food wholesalers and importers from New York and Toronto

Marketing Mission for Processed Food to New York and Toronto

Organised by MATRADE, this mission was part of ongoing efforts to position Malaysia as an exporter of quality food and beverages. In addition, the mission aimed to capitalise on the growing market for Asian food in major cosmopolitan North American cities such as New York and Toronto. Among the products promoted during the mission included ethnic Asian food, frozen seafood, palm oil based vegetable oils, sauces, noodles and fruit juices.

Briefings and business meetings were held at the premises of major processed food wholesalers and importers. MATRADE offices in New York and Toronto arranged a total of 197 business meetings. Malaysian companies reported potential sales of RM43 million.

The Mission also enabled the participants to have a better understanding of market requirements, including consumer taste and trends, as well as the regulatory and packaging requirements for processed food in the USA and Canadian markets.

European Union (EU)

Exports to the EU accounted for 10.8 per cent of Malaysia's total exports and remained the fourth largest regional market in 2009. Among the key markets in the EU were the Netherlands, Germany, the United Kingdom, France and Italy.

MATRADE facilitated the participation of Malaysian companies in five International Trade Fairs, three Trade and Investment Missions and three Specialised Marketing Missions.

Germany

International Trade Fair

- Paperworld 2009, Frankfurt
- CeBIT 2009, Hannover
- Anuga 2009, Cologne

Trade and Investment Mission

- to Frankfurt, Milan and London

Specialised Marketing Mission

- for automotive products and services to Stuttgart, Frankfurt and Rennes

France

Specialised Marketing Mission

- for automotive products and services to Stuttgart, Frankfurt and Rennes

Italy

International Trade Fair

- I-Saloni 2009, Milan

Trade and Investment Mission

- to Frankfurt, Milan and London

The Netherlands

International Trade Fair

- World of Private Labels, Amsterdam

The United Kingdom

Trade and Investment Mission

- to Frankfurt, Milan and London

Specialised Marketing Mission

- for food products to London and Birmingham



 1/2 Malaysian food and beverage companies exhibited at Anuga 2009, Cologne, Germany

Anuga 2009

Anuga is the world's largest trade fair for food and beverage products held biannually in Cologne, Germany. The exhibition provides a good platform for Malaysian companies to introduce and promote a wide range of food and beverages to the international market as well as expanding exports into the European market.

MATRADE organised the participation of 22 Malaysian companies at Anuga 2009, which was held from 10 to 14 October 2009. Products exhibited by the Malaysian companies were pastry, frozen products, confectionery, sauces and dressings, and beverages. Anuga 2009 recorded actual sales of RM8.7 million and potential sales of RM18.2 million.

South Asia

Malaysia's exports to South Asia for the year 2009 were valued at RM27.12 billion. The largest export market was India (62.7 per cent), followed by Pakistan (21.2 per cent) and Bangladesh (10.4 per cent).

Promotion activities organised for the region included participation in International Trade Fair (1), Trade and Investment Mission (1), Specialised Marketing Missions (2), General Marketing Mission (1) and Incoming Buying Missions (3). The details of these activities by country are as follows:

India

Trade and Investment Mission

- to Chennai and Mumbai

Specialised Marketing Mission

- for automotive related products and services

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009
- in conjunction with Asia Construct Conference 2009

Pakistan

General Marketing Mission

- to Karachi and Islamabad

Bangladesh

International Trade Fair

- Malaysia Products and Services Exhibition (MPSE) 2009, Dhaka

Specialised Marketing Mission

- for automotive related products and services

Specialised Marketing Mission for Automotive Products and Services to Dhaka

A Specialised Marketing Mission for automotive related products and services to Dhaka was held from 6 to 9 August 2009 under the government stimulus package programme. This event was held concurrently with Malaysia Products and Services Exhibition (MPSE) 2009 in Dhaka.

The objective of the mission was to explore business opportunities in targeted markets focusing on automotive products and services sector. A total of 10 private sector delegates attended 45 business meetings arranged during the two-day event. Immediate sales of RM107, 547 were recorded with potential sales of RM1.5 million.

A total of 16 companies participated in the MPSE 2009. During the event, the exhibitors received a total of 650 trade enquiries and reported potential sales of RM722.48 million.

1 Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry having a meeting with Indian captains of industries in Chennai 2 One-on-one business meetings in Dhaka during the SMM for automotive products and services



1



2

West Asia

In 2009, Malaysia's total exports to West Asia were valued at RM23.16 billion. Major export markets in West Asia were UAE, Saudi Arabia and Iran, which together accounted for 66 per cent of Malaysia's exports to West Asia.

For the year, a total of seven export promotion activities were organised by MATRADE in West Asia. The focus of the promotion activities were in medical and

pharmaceutical products, automotive parts and components, processed food and building materials.

MATRADE organised the participation of Malaysian companies in International Trade Fairs (5), YAB Prime Minister's Official visit (1) and Trade and Investment Mission (1). The details of these activities by country are as follows:

United Arab Emirates

International Trade Fair

- Arab Health 2009, Dubai
- Gulfood 2009, Dubai
- Big 5 2009, Dubai

Iran

International Trade Fair

- Arab Health 2009, Tehran

Bahrain

YAB Prime Minister's Official Visit

- to Manama, Doha

International Trade Fair

- Jewellery Arabia 2009, Bahrain

Qatar

YAB Prime Minister's Official Visit

- to Manama, Doha

Trade and Investment Mission

- to Doha, Riyadh

Saudi Arabia

Trade and Investment Mission

- to Doha, Riyadh

Gulfood 2009

The Gulfood exhibition held at the Dubai International Convention & Exhibition Centre continued to offer an ideal platform for Malaysian companies exporting processed food to penetrate the West Asia market. In 2009, MATRADE coordinated the participation of 43 Malaysian companies in this exhibition. Among the products promoted were snacks, frozen food, agricultural products, cereals, confectionery, palm oil products, juices, coffee and tea.

Participating for the fifth time with a Malaysian pavilion, the exhibition generated immediate sales of RM58.87 million and sales under negotiation of RM86.53 million for Malaysian companies.

In 2009, Malaysia's exports of processed food to the Gulf Cooperation Council (GCC) countries were valued at RM580.2 million with imports by UAE accounting for 36.9 per cent of total imports.



1



2

- 1 Trade visitors at Malaysian booths during Gulfood 2009, Dubai, UAE
 2 Dato' Yahaya Abdul Jabar, Malaysian Ambassador to the UAE at Gulfood 2009 interviewed by the local media in UAE

Oceania

Total trade with Oceania was valued at RM34.18 billion in 2009 compared with RM43.51 billion in 2008. In 2009, exports to Oceania decreased by 21.5 per cent, while imports decreased by 22.1 per cent. Australia remained Malaysia's largest trading partner within the region, accounting for 86.3 per cent of Malaysia's total trade with Oceania. Other trading partners in the region were New Zealand (10.4 per cent share) and Papua New Guinea (2.5 per cent share).

Exports to Oceania in 2009 amounted to RM22.62 billion, accounting for 3.6 per cent share of Malaysia's total exports. Three main markets were Australia, with an 88.4 per cent export share, New Zealand (8.4 per cent) and Papua New Guinea (2 per cent).

MATRADE had organised the following promotion activities for the region:

Australia

International Trade Fair

- Australian Automotive Aftermarket Expo 2009, Sydney
- DesignBuild Australasia 2009, Sydney
- Fine Food Australia 2009, Sydney

Trade and Investment Mission To Australia

- to Melbourne

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009
- on Furniture products

Fine Food Australia 2009

Fine Food Australia, held from 7 – 10 September 2009 at the Sydney Convention and Exhibition Centre, was participated by 11 Malaysian companies and the Malaysian Palm Oil Council (MPOC). In conjunction with the exhibition, MATRADE Sydney had also arranged 179 business meetings with international buyers.

From the participation, Malaysian companies received 1,222 trade enquiries and generated RM4.96 million in immediate sales and RM13.75 million in sales under negotiation.



1 Malaysian companies in discussion with potential customers at Fine Food 2009, Sydney, Australia **2** MATRADE's booth at Fine Food 2009, Sydney, Australia

Africa

Malaysia's total trade with Africa in 2009 was valued at RM18.03 billion. South Africa was Malaysia's largest trading partner in the region. Exports to the region amounted to RM12.21 billion. The largest export destination was Egypt, followed by South Africa and Benin. Exports to these markets were valued at RM5.88 billion or 48.2 per cent of total exports.

MATRADE organised a total of nine trade promotion activities for the region:

South Africa

Specialised Marketing Mission

- for automotive products to Port Elizabeth and Johannesburg
- for plastic products to Johannesburg and Cape Town

Egypt

International Trade Fair

- Cairo ICT International Exhibition, Cairo

Trade and Investment Mission to Egypt

- to Cairo

Incoming Buying Mission

- in conjunction with Automechanika
- in conjunction with APHM International Healthcare Conference & Exhibition 2009

Promotion Booth

- Algiers International Fair, Algiers
- Interbuild Egypt, Cairo

Zambia

Specialised Marketing Mission

- for construction and education to Lusaka and Ndola



1 MOU signing between Saito College and Mulungushi University to form a joint venture company that would deliver courses in graphics, multimedia and security management

Specialised Marketing Mission on Construction and Education to Zambia

MATRADE, in collaboration with CIDB, organised a Specialised Marketing Mission on construction and education to Zambia from 2 to 8 December 2009. The business delegation consists of nine Malaysian companies covering construction and education sectors.

A total of 34 individual business meetings were arranged for members of the delegation with potential partners. Other activities during the mission included seminars, roundtable meetings and construction site visits.

Potential construction projects worth RM530 million and education joint ventures valued at RM4.88 million were reported.

Latin America

Malaysia's exports to Latin America in 2009 were valued at RM9.11 billion. Major export markets in Latin America were Mexico, Brazil, Argentina and Chile, which together accounted for 79.3 per cent of Malaysia's exports to the region.

The promotion activities carried out by MATRADE in 2009 for the region:

Brazil

Specialised Marketing Mission

- for medical disposables to Santiago and Sao Paulo

Promotion Booth

- Feicon Batimat, Sao Paulo
- Hospitalar 2009, Sao Paulo

Chile

Specialised Marketing Mission

- for medical disposables to Santiago and Sao Paulo

Argentina

Promotion Booth

- Expomueble, Buenos Aires

Mexico

Promotion Booth

- Intermoda, Guadalajara
- Expo Electrica, Mexico City
- Automechanika, Mexico City
- Expo Cihac, Mexico City

Panama

Promotion Booth

- Expocomer, Panama City



1 Delegates of the Specialised Marketing Mission on medical disposables to Chile and Brazil

Specialised Marketing Mission on Medical Disposables to Chile and Brazil

A Specialised Marketing Mission on medical disposables such as examination and surgical gloves, catheters, syringes and latex condoms was organised by MATRADE to Santiago and Sao Paulo from 25 March to 3 April 2009.

The focus of the mission was to identify new markets in Latin America for the exports of these products. During the mission, a total of 56 business meetings were arranged. In addition, visits were also organised to major importers of medical disposables such as Alquilabor Comercial Ltda in Brazil and Drogueria Hofmann S.A.C in Chile.

Participants were briefed on the rules and regulations, and updated on market opportunities for exports of medical disposable products into the Brazilian and Chilean markets. The mission resulted in potential sales of RM12.3 million. As a follow-up to the mission, prospective buyers had undertaken visits to Malaysia for plant inspection and further negotiations with Malaysian companies.

Eastern Europe

In 2009, Malaysia's exports to the Eastern European region were valued at RM6.7 million, while imports amounted to RM2.52 million.

The Russian Federation and Ukraine accounted for 52.7 per cent of Malaysia's total exports to the region. Other major export markets were Poland, Hungary and Czech Republic, which collectively accounted for 30.8 per cent of Malaysia's exports to the region.

In efforts to promote Malaysian products and services to this region, MATRADE organised 13 Incoming Buying Missions, one Specialised Marketing Mission and participation in three Promotion Booths:



The Russian Federation

Specialised Marketing Mission

- for automotive parts and components, and processed food

Promotion Booth

- Interplastika 2009, Moscow
- Automechanika 2009, Moscow

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009



Hungary

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009



Romania

Promotion Booth

- Construct Expo Antreprenor 2009, Bucharest

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009



Belarus

Incoming Buying Mission

- in conjunction with INTRADE Malaysia 2009



Bosnia Herzegovina

Incoming Buying Mission

- in conjunction with INTRADE Malaysia 2009



Kosovo

Incoming Buying Mission

- in conjunction with MIHAS 2009
- in conjunction with INTRADE Malaysia 2009



Macedonia

Incoming Buying Mission

- in conjunction with INTRADE Malaysia 2009



Poland

Incoming Buying Mission

- in conjunction with INTRADE Malaysia 2009



Ukraine

Incoming Buying Mission

- in conjunction with INTRADE Malaysia 2009

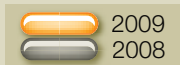
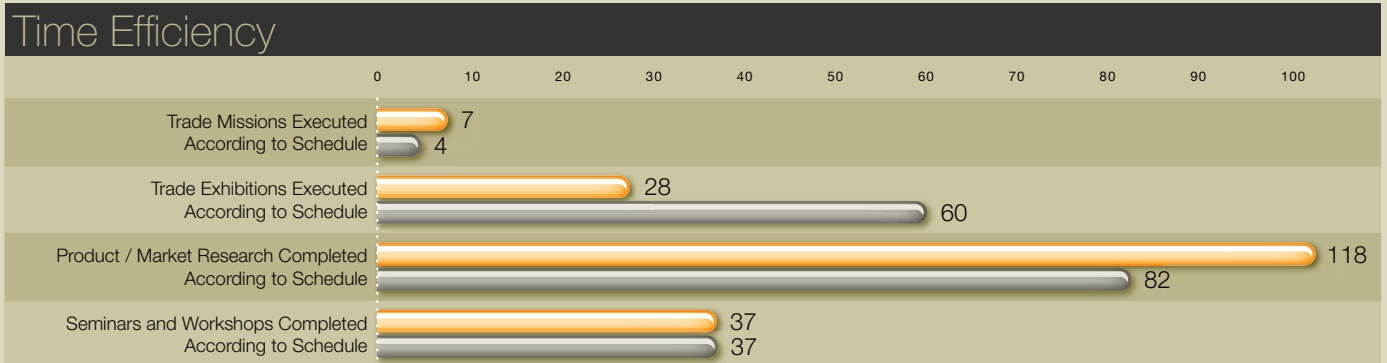
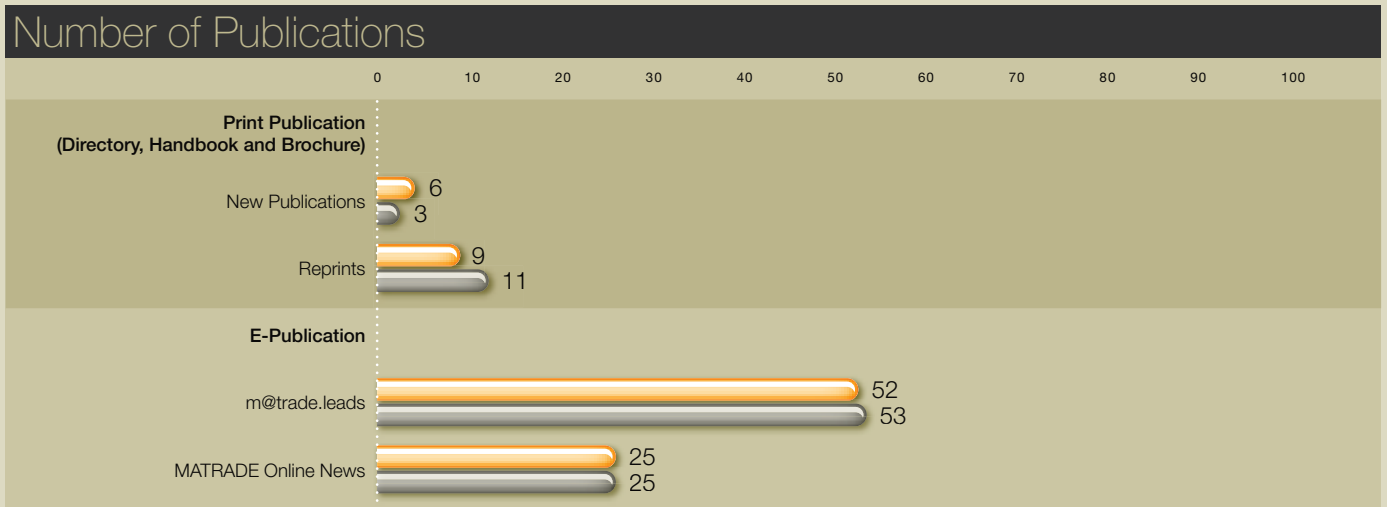
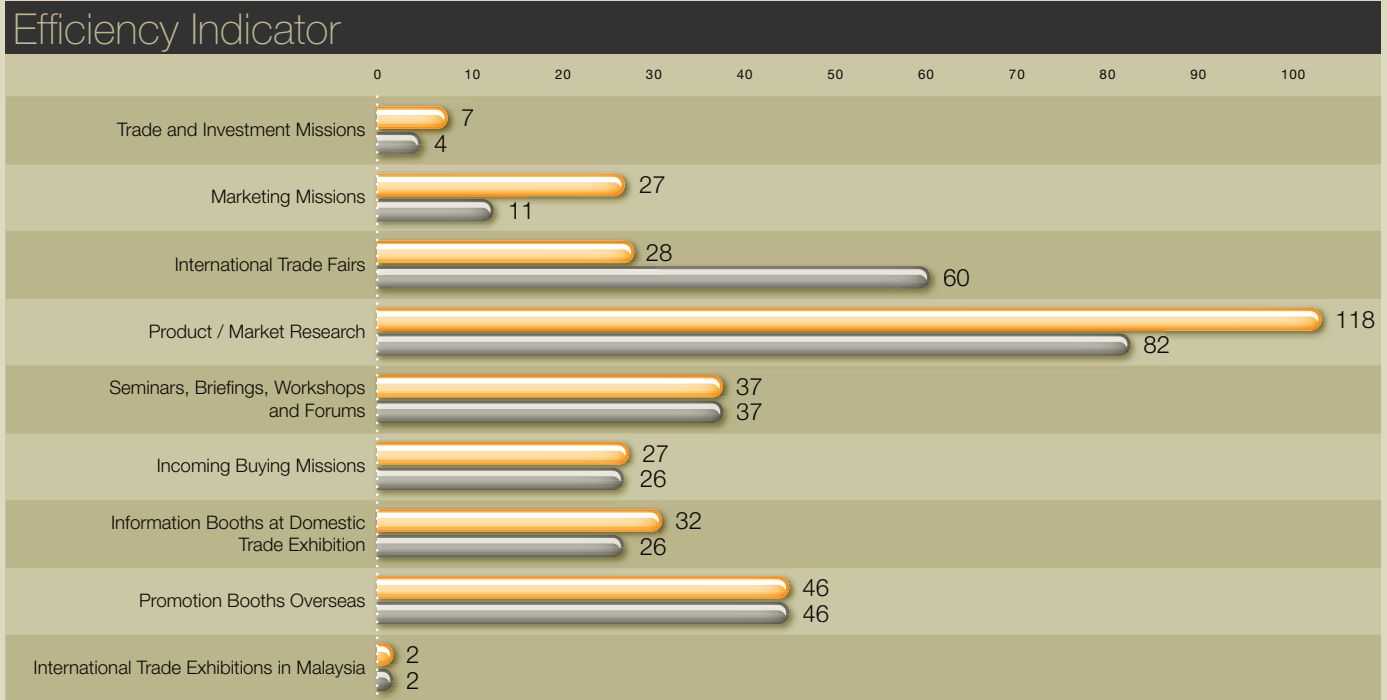


1 Discussion with potential Russian buyers 2 Roundtable on Malaysia–Russia business opportunities

Specialised Marketing Mission to the Russian Federation

MATRADE organised a Specialised Marketing Mission to Moscow and St. Petersburg, the Russian Federation from 10 to 17 October 2009. The mission was to get connected with potential Russian buyers as well as promote and explore business opportunities in the market.

A total of 10 companies representing automotive parts and components, furniture, processed food as well as Islamic finance participated in the mission. Among the activities during the mission included business meetings, factory visits, roundtable and networking sessions, which resulted in sales under negotiation worth RM49.28 million.



Products and Services

Malaysian products and services are well accepted in the world market due to their quality and reliability of supply. MATRADE has contributed to the promotion of Malaysian products and services overseas. For 2009, MATRADE carried out extensive promotions for processed food, especially the Halal segment, building materials, furniture, and automotive parts and components. In the area of services, the focus was on construction, healthcare, ICT and oil and gas.

Processed Food

Malaysia's exports of processed food in 2009, decreased by 11.5 per cent to RM10.74 billion, compared with RM12.13 billion in 2008. Processed food was the eighth largest contributor to the country's export earnings, accounting for 2.6 per cent of Malaysia's total manufactured exports.

The major processed food exports in 2009 were:

- Cocoa and cocoa preparations, which decreased by 5.6 per cent to RM3.09 billion from RM3.28 billion in 2008;
- Prepared cereals and flour preparation, increased by 2.4 per cent to RM1.32 billion from RM1.28 billion in 2008;
- Dairy products, decreased by 45.8 per cent to RM587.3 million from RM1.08 billion in 2008;
- Sugar and sugar confectionery, increased by 13.6 per cent to RM549.6 million from RM483.9 million in 2008; and
- Processed seafood, decreased by 0.1 per cent to RM545.7 million from RM546.4 million in 2008.

Promotion activities carried out by MATRADE in 2009 for processed food were:

International Trade Fair

- Gulfood 2009, Dubai
- Foodex 2009, Chiba
- Vietnam Expo 2009, Hanoi
- Hofex 2009, Hong Kong
- World Private Label International Trade Show 2009, Amsterdam
- Malaysia Products and Services Exhibition (MPSE), 2009, Dhaka
- Fine Food 2009, Sydney
- The 6th China-ASEAN Expo (CAEXPO 2009,) Nanning
- Anuga 2009, Cologne
- V.I. Trade Expo 2009, Ho Chi Minh

Processed food has been identified as one of the major growth sectors for export under the Ninth Malaysia Plan. With the changing lifestyle and preference of consumers, the demand for convenience food such as chilled and frozen, home-meal replacements, ready-to-cook, ready-to-eat and ready-to-drink meal have been on the uptrend in the international market. In meeting this growing demand, Malaysian food manufacturers have ventured into the convenience food segment and also introduced new convenience food with Asian recipes.

Another growth area within the processed food segment in 2009 was the export of Halal food. The world Halal food market estimated at RM1.87 trillion offers opportunity for Malaysian suppliers to tap the growing market both in the OIC and non-Islamic countries.



1



1/2 Malaysian food and beverage products



2

Building and Construction Materials

In 2009, total exports of building materials, amounted to RM17.59 billion, a decrease of 8.3 per cent, compared to 2008. The largest export market for building and construction materials in 2009 was Japan valued at RM2.76 billion. This was followed by Australia (RM2.19 billion), Singapore (RM1.75 billion), Republic of Korea (RM1.1 billion) and Thailand (RM855.7 million).

The main products exported under this category were:

- Veneers, plywood, particle board and wood valued at RM6.61 billion with a share of 38 per cent of total exports;
- Tubes, pipes and hollow profiles of iron and steel, valued at RM3.85 billion with a 22 per cent share of total exports; and
- Wood, simply worked and wooden railway sleepers valued at RM3.12 billion with an 18 per cent share of total exports.

In 2009, MATRADE organised the participation of Malaysian companies in 13 trade promotion activities to showcase their products. These included four International Trade Fairs, two Specialised Marketing Missions and seven Promotion Booths.

International Trade Fair

- DesignBuild Australasia, Sydney
- Indobuildtech 2009, Jakarta
- Tehran International Industry Fair, Tehran
- Big 5 2009, Dubai

Specialised Marketing Mission

- The proposed implementation of housing projects using the industrialised building system (IBS) to Algeria
- Karachi, Islamabad and Lahore, Pakistan

Promotion Booth

- International Building & Construction Exhibition, Amsterdam
- Construct Expo Antreprenor, Bucharest
- Hardware Expo & Construction Products, San Juan
- Feicon Batimat, Sao Paulo
- Interbuild Egypt 2009, Cairo
- Expo Cihac, Mexico City
- Construct Canada 2009, Toronto

Malaysian companies had benefited from their participation in these promotion activities. In total, these events generated immediate sales of RM41.93 million and sales under negotiation worth RM267.23 million.

Furniture

Exports of furniture decreased by 12.6 per cent to RM7.6 billion in 2009 from RM8.7 billion a year ago. Its share of total exports to manufactured goods accounted for 2.6 per cent.

The share and value of furniture exports were:

- Wooden furniture with a share of 82 per cent, valued at RM6.2 billion;
- Metal furniture with a share of 7.9 per cent, valued at RM603.7 million;
- Seats and parts (6.3 per cent share; RM476.7 million);
- Parts of furniture (3.3 per cent; RM250.5 million);
- Plastic furniture (0.3 per cent; RM24.1 million); and
- Furniture of other materials (0.3 per cent; RM22.4 million).

The top five export markets for Malaysian furniture products in 2009 were the USA, Japan, Australia, the UK and Singapore, which collectively accounted for 60.3 per cent of total exports of furniture.

In 2009, MATRADE coordinated promotion activities to promote furniture exports which included International Trade Fairs, Specialised Marketing Mission and Promotion Booths. They were:

International Trade Fair

- Hong Kong Houseware Fair 2009, Hong Kong
- I-Saloni 2009, Milan

Trade and Investment Mission

- to Frankfurt, Milan and London
- to Melbourne
- to Mumbai, Bangalore and Chennai
- to Singapore

Specialised Marketing Mission

- to Moscow and St. Petersburg

Promotion Booth

- Expocomer, Panama City
- International Home & Houseware Show, Illinois
- The 105th China Import & Export Fair, Guangdong
- 11th Universal Exhibition Fair, Bishkek
- 42nd International Fair of Algiers, Algiers
- The 8th China International Consumer Goods Fair 2009, Zhejiang
- Furniture Accessories Show, Florida
- Expomueble, Buenos Aires
- Las Vegas World Market, Nevada
- IIDEX Toronto 2009, Toronto



1



2



3

▲ 1/2/3 Malaysian furniture designs

Automotive Parts and Components



1 High quality leather car seats designed for export and domestic consumption **2** Automotive parts manufacturing utilising automated assembly line incorporating welding facilities

Malaysian automotive parts and components saw a decline of 2.6 per cent in exports totaling to RM1.98 billion in 2009, compared to RM2.04 billion in 2008.

Among the main exports were:

- multi-sourcing, parts, crown wheels, pinions, spoke and parts, increased by 5.4 per cent to RM783.1 million;
- steering wheels, steering columns and steering boxes, contracted by 5.6 per cent to RM478.2 million;
- bumpers and parts, increased by 12.1 per cent to RM220.4 million; and
- drive-axles with differentials, decreased by 23.6 per cent to RM125.3 million.

ASEAN was the major export market for automotive parts and components in 2009 accounting for 48.5 per cent of the total exports and valued at RM962.6 million. Within ASEAN, Indonesia, Thailand and Singapore absorbed exports of automotive parts and components worth RM372.5 million, RM279.9 million and RM223.5 million, respectively.

In 2009, International Trade Fairs that were participated to promote the automotive sector were International Auto Aftermarket, Japan and Australian Automotive Aftermarket Expo, Australia. Other promotion activities included Specialised Marketing Missions to Indonesia, Thailand, Vietnam, the PRC, India, Bangladesh, Iran, South Africa as well as Germany. Promotion booths in International Trade Fairs in the PRC, the Russian Federation, the USA, Mexico and Taiwan were also implemented.

Services

Greater focus is now being given by the Government to increase the contribution of the services sector to the economy. Various measures are being taken towards this end, including intensifying export promotion activities for services sector. MATRADE through consultation with professional services providers had formulated promotion strategies and programmes for the industry. The National Professional Services Export Council (NAPSEC) also provided input to MATRADE for the formulation of services promotion programmes.

In 2009, MATRADE organised 22 programmes, which were participated by services providers, ministries, agencies and government bodies. In implementing these programmes, MATRADE collaborated with the Construction Industry Development Board (CIDB), Professional Services Development Council (PSDC), 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 developed and emerging markets such as ASEAN, West Asia, Africa, Europe and North America.

Malaysia Services Exhibition (MSE) has been a major initiative undertaken by MATRADE for the promotion of the services sector. MSE is a single country services exhibition, which was organised for the first time in 2008 in Sharjah. MSE 2009 was held in Dubai as part of MATRADE's continuous effort in promoting and branding the export of Malaysian services to the West Asian and North African regions.

MSE 2009 saw the participation of 200 Malaysian services companies, organisations and related government agencies. The exhibition was officiated by YB Tan Sri Muhyiddin Mohd Yassin, the previous Minister of International Trade and Industry Malaysia and Her Highness Sheikha Lubna Al Qasimi, Minister of Foreign Trade, UAE on 17 March 2009.

In conjunction with the official opening, the Minister also launched MATRADE's publication, "Oil & Gas Services Directory" which contains a listing of Malaysian oil and gas industry players. The directory was published in collaboration with Malaysian Oil & Gas Services Council (MOGSC), Offshore Structure Fabricators Association of Malaysia (OSFAM) and Association of Malaysian Oil & Gas Engineering Consultants (MOGEC).

The exhibition attracted 3,521 visitors including businessmen from the UAE, Saudi Arabia, Qatar, Kuwait, Oman, Iraq, Syria, Jordan, Yemen, Lebanon, Bahrain, Kenya and South Africa. Among the outcomes reported during MSE 2009 were a total of 3,891 trade enquiries with potential projects worth RM8.45 billion. These projects are not only located in the UAE but also in Saudi Arabia, Iraq, Oman, Qatar, Egypt, Lebanon, Yemen and Syria.

Construction and Related Services

The construction and professional services had the most number of promotion programmes undertaken by MATRADE in 2009. The promotion programmes comprised five Specialised Marketing Missions, namely to Zambia, UAE, Vietnam, Maldives as well as Algeria and one Incoming Buying Mission (IBM). Malaysian companies identified business potential valued at RM787.93 million during these activities.



1



2



1 The National Library Building, Singapore 2 Solaris, Singapore

Healthcare

MATRADE organised four promotion programmes for healthcare services providers, namely, two Specialised Marketing Missions and two Incoming Buying Missions (IBM). The Specialised Marketing Missions were to Cambodia, Vietnam and Bangladesh. The IBMs were organised in conjunction with the APHM International Healthcare Conference and Exhibition, and APHM

International Healthcare Travel Conference. These trade promotion activities resulted in sales under negotiation of RM11.48 million.

According to APHM, about 382,758 foreign patients had sought treatment in Malaysian private hospitals in 2009 which generated revenue of RM264.71 million.

Information and Communication Technology (ICT)

Malaysia is the third most attractive offshoring location in the world in 2009, according to AT Kearney. Shared services or outsourcing and offshoring of business activities include services for back office operations such as:

- Contact centre operation and services
- Data centre, disaster recovery and business continuity
- Technical helpdesk and after-market services
- Transaction processing services
- Application management service
- Financial management solutions
- Technology consulting and services

Promotion programmes for the ICT sector included two International Trade Fairs and two Specialised Marketing Missions with total reported sales of RM164.03 million. Among the countries targeted for the promotion of ICT were the UAE, the PRC, Egypt and Germany.



1 Gitex 2009, Dubai, UAE
2 Engaging potential clients at Gitex 2009, Dubai, UAE

Oil and Gas

Malaysia has more than 25 years of experience in the fabrication of offshore and onshore facilities. In the oil and gas sector, expertise being exported include in the areas of:

- Engineering, procurement, construction, commissioning & installation (EPCCI)
- Fabrication
- Logistics, transshipment, floating storage, offshore marine vessels
- Environment management
- Infrastructure development
- Customised equipment

The target markets, among others, included, the UAE, Saudi Arabia, Qatar, Bahrain, ASEAN countries, India, Australia, Central Asia, the USA, Mexico, the Netherlands, Norway, South Africa, Nigeria and Mauritius.

In 2009, MATRADE organised two Specialised Marketing Missions to the UAE, Qatar, Oman as well as the USA, and one Incoming Buying Mission (IBM) from Dubai, UAE. The participating companies reported potential sales of RM159 million.



3/4 Capabilities of Malaysian companies in the oil and gas industry



Cooperation with Ministries, Government Agencies and Trade Associations

In undertaking its export promotion activities, MATRADE had continued to work in collaboration with Government agencies and trade associations.

Among these agencies are:

- Malaysian Industrial Development Authority (MIDA)
- Small and Medium Enterprise Corporation Malaysia (SME Corp)
- Malaysian Furniture Promotion Council (MFPC)
- Malaysian Rubber Export Promotion Council (MREPC)
- Malaysian Palm Oil Council (MPOC)
- Malaysian Timber Council (MTC)
- Federal Agriculture Marketing Authority (FAMA)
- Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC)
- Bank Negara Malaysia (BNM)
- Securities Commission (SC)
- Multimedia Development Corporation (MDeC)
- Professional Services Development Corporation (PSDC)
- Construction Industry Development Board (CIDB)



Trade Support Services

- _Empowering Exporters
- _Nurturing SME Exporters
- _Financial Support
- _Export Facilitation
- _Export Excellence Award

Empowering Exporters

MATRADE's core functions, apart from trade promotion, are also to nurture and develop the exporting community. Towards this objective, MATRADE conducted numerous programmes to develop capacity, export marketing skills and enhance awareness on international market opportunities. Among the focus areas of these programmes were export regulations, procedures and standards, trade financing facilities, branding concepts and government support programmes.

MATRADE had organised 37 training programmes consisting 17 seminars, 5 briefings, 10 workshops, 3 roundtable sessions, the *Konvensyen Usahawan Bumiputera 2009* and KL International Trade Forum (KLITF). A total of 6,147 participants from 4,542 companies benefited from these programmes. Among the topics covered were:

- Specific industries such as information and communication technology, electrical and electronics, rubber, construction and education;
- Skills enhancement topics such as trade financing, customer relationship management, branding and intellectual property rights, the 12 steps for successful exporting and advanced documentary credit;
- Standards and regulations such as legal aspects of doing business in Oman and quality management: Linking TPOs and NSBs for export success;
- Business opportunities in the Russian Federation, Pakistan, Senegal, Iraq, Vietnam, Ukraine, Uzbekistan and Zambia; and
- Leveraging on FTAs to expand export markets.

Seminars and workshops jointly organised with other embassies, agencies and companies included:

- Seminar on “Business Opportunities in Russia” with the Embassy of the Russian Federation.
- Seminar on “Empowering Business through E-commerce on eBay” with eBay and PayPal;
- Seminar on “Business Opportunities in Construction and Education in Zambia” with MASSA Corporation;
- Workshop on “Quality Management: Linking Trade Promotion Organisations (TPOs) and National Standard Bodies (NSBs) for Export Success” with the Department of Standards Malaysia.
- Seminar on “Protecting Intellectual Property Rights (IPRs): Issues and Challenges” with KASS International Sdn. Bhd.; and
- Seminar on “Trade and Investment Opportunities in Vietnam” with the Embassy of the Socialist Republic of Vietnam.



1



2



1 YB Tan Sri Muhyiddin Mohd Yassin, the previous Minister of International Trade and Industry addressing the media after officiating *Konvensyen Usahawan Bumiputera 2009* 2 Participants of MATRADE's Briefing and Consultation (B&C) 2009

Nurturing SME Exporters

MATRADE provided assistance to SMEs to move into the global market through specific programmes to increase awareness and knowledge. These programmes included seminars, briefings, consultations and advisory services covering a wide range of trade related topics such as financing, branding, international marketing and trade rules and regulations.

SMEs market their products and services through participation in promotion programmes such as Incoming Buying Missions (IBMs) and Specialised Marketing Missions organised by MATRADE. The IBMs provided SMEs the opportunity to meet international buyers and promote their products and services without leaving the country. Through the Market Development Grant (MDG), MATRADE provided financial aid to SMEs venturing into the international market. A total of RM22.61 million in grants were disbursed benefiting 1,272 SMEs in 2009.

Bumiputera Exporters Development Programme (BEDP) and Women Exporters Development Programme (WEDP) are two special support programmes by MATRADE to assist Bumiputera and women-owned businesses.

1 Seminar on business opportunities in Russia



Developing Bumiputera Exporters

MATRADE, through the Bumiputera Exporters Development Programme (BEDP) nurtures and develops Bumiputera-owned SMEs. The BEDP is a three-year programme, which focuses on the development and enhancement of export knowledge and skills of Bumiputera companies. The programme entails participation in seminars, workshops, study visits, consultations as well as personalised business coaching. The programme also provides opportunities for the selected companies to promote their products and services overseas through participation in three international trade promotion activities a year.

A total of 15 Bumiputera companies were selected in 2009 for BEDP. These companies participated in 22 international trade promotion activities, which included International Trade Fairs, namely, Anuga (Germany), Spoga (Germany), DesignBuild Australia, Indobuildtech (Indonesia), Hong Kong Houseware Fair, EXTEPO Japan, Specialised Marketing Mission on Processed Food to New York and Toronto, as well as Trade and Investment Mission to the Russian Federation.



1



2



1/2 BEDP companies in discussion during MATRADE's workshops

Success Story of AJV Electronics Sdn. Bhd.

AJV Electronics Sdn. Bhd. (AJV), which was selected into the BEDP in June 2006, was established on 5 July 1994. AJV's core business is ICT and telecommunications and their main export markets are Brunei, Oman, Indonesia and Germany.

During the three-year programme, AJV participated in Trade and Investment Missions to the USA, Argentina, Mexico, India, Pakistan, Europe, South Korea, Japan and Hong Kong SAR. The company also participated in ASIA Plus Expo in Johannesburg, in 2006, CeBIT in Hannover, in 2007 and 2008 and Gitex in Dubai, in 2008.

Under the BEDP, AJV gained benefits such as exposure to new foreign markets, securing new ideas, technology and business models from other countries, opportunity to meet with new prospects and network with other business owners.

AJV plans to expand its target market to countries in the Middle East such as Saudi Arabia, the UAE, CIS countries such as Turkmenistan and Kazakhstan, as well as ASEAN. The company also plans to expand its product range to include fixed and mobile content and applications, and RFID technology services and applications.

Nurturing Women Exporters

MATRADE initiated the Women Exporters Development Programme (WEDP) to provide assistance to women-owned SMEs. The three-year assistance programme is aimed at nurturing and developing women entrepreneurs to venture into the international market by improving their export knowledge and skills. In addition, WEDP companies are sponsored to participate in three overseas promotion activities a year.

A total of nine women-owned companies were selected into WEDP in 2009. These companies participated in 37 international trade promotion activities. These included, International Trade Fairs, namely, Natural Products Expo Asia (Hong Kong), e-Learning Expo (Korea), ASEAN Gifts & Fashion Accessories Exhibition (Japan), ASEAN Fashion Plus Fair (Thailand), Specialised Marketing Missions on ICT to Dubai and Abu Dhabi, and Trade and Investment Mission to Europe (Frankfurt, Milan and London).

Success Story of Elit Purnama Sdn. Bhd.

Elit Purnama Sdn. Bhd. was established in November 1999 as manufacturer of women and children's apparel. The company was accepted under the WEDP in June 2007. The three-year programme has benefited Elit Purnama, particularly in opening up markets for its products and creating its brand awareness globally. The company has made inroads into international markets such as Mexico, Spain and Australia, targeting the niche and medium up-market consumers.

Through the WEDP, Elit Purnama participated in various export promotion activities including Salon Internacional de Moda de Madrid (Spain), Fashion Exposed Melbourne (Australia), Who's Next (France), Pure London (UK), Motexha Spring 2009 (UAE) and Bangkok International Fashion Fair (Thailand). Apart from international trade fairs specialising in designer fashion and apparel, the company also undertook its own business missions to Dubai and Tehran in 2009 to meet with potential buyers. The company's participation in these activities had resulted in export sales worth RM1.2 million, and this constituted 20 per cent of Elit Purnama's total sales in 2009.

Elit Purnama plans to focus on knowledge development, CSR, innovation and creativity to expand its business, explore new markets and adopt new brand concepts. The company aims to achieve 50 per cent of total sales from its exports.



1

▲
1 WEDP companies
registering for MATRADE's
Business and Consultation
(B&C) session

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. In 2009, MATRADE approved grants totalling RM22.61 million to 1,272 companies. The adjacent chart shows the breakdown of the grants approved by activities:

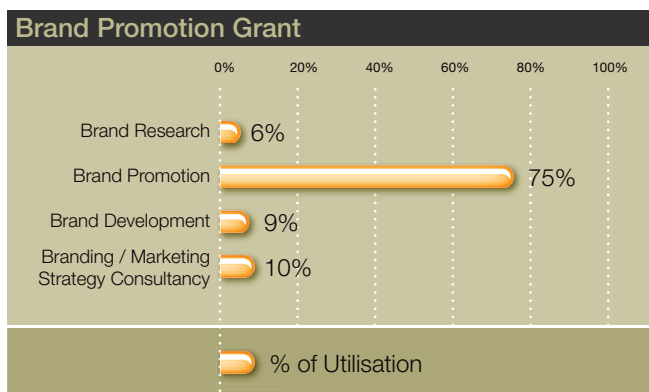
Market Development Grant		
ACTIVITIES	TOTAL CLAIMS	APPROVED GRANTS (RM)
International Trade Fairs Overseas	1,129	12,081,746.65
International Trade Fairs in Malaysia	688	7,025,075.15
Preparation of Promotional Materials	384	2,423,388.30
Trade and Investment Missions / Specialised Marketing Missions	183	771,734.30
Industry Related International Conferences	27	135,718.55
Others	51	171,371.05

Brand Promotion Grant (BPG)

The Brand Promotion Grant (BPG) is aimed at helping Malaysian companies to develop and promote local brand names in the international market. A reimbursable grant of up to RM2 million is given for companies to undertake brand development and overseas promotion activities.

A total of 20 companies were approved BPG in 2009 with grants amounting to RM33.8 million. From the total, 15 were SMEs involved in various sectors such as furniture, E&E, food and beverages, ICT, machinery and equipment.

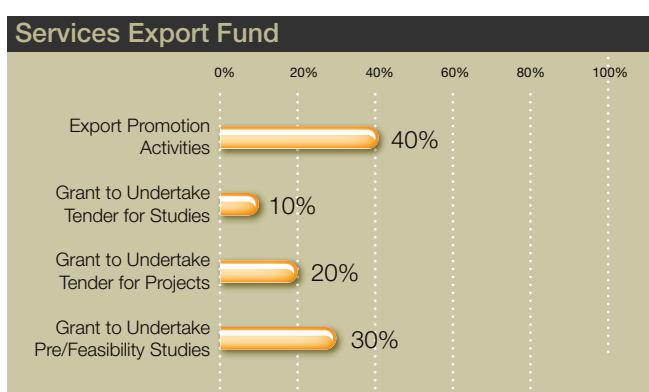
From the period of 2004 to 2009, a total of 89 companies had received the BPG with a total value of RM151.8 million.



Services Export Fund (SEF)

The Services Export Fund (SEF) is a scheme to assist Malaysian Services Providers (MSPs) to explore opportunities in the international market. Under the programme, services providers are eligible for reimbursement for 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 2009, a total of 674 Malaysian services providers were approved grants under the SEF totalling RM68.56 million.



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 outside the Klang Valley. 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 on specific topics, panel discussions, consultations and trade clinics with

Malaysian exporters. Representatives from other related Government agencies and trade organisations were also present to respond to issues and queries on areas under their responsibilities.

A total of 1,009 participants attended the seven B&Cs held in Kuala Lumpur, Alor Setar, Malacca, Sandakan, Kuala Terengganu, Johor Bahru and Kuching.

Free Trade Agreement (FTA) Focal Point

The FTA focal point unit in MATRADE, established in 2008, had organised a series of nationwide FTA awareness programmes in order to increase the utilisation of FTAs by Malaysian companies. Briefings were conducted in Kuala Lumpur, Ipoh, Penang, Johor Bharu and Tawau. Apart from educating the business community, the briefings also provided a channel for MATRADE to gain feedback on issues related to the implementation of FTAs.

To enhance the skills of FTA focal point officers from MITI and Agencies, training sessions were organised in MATRADE, which covered areas such as eligible products, preferential tariff rates and the procedures for the application of certificate of origins (COOs).

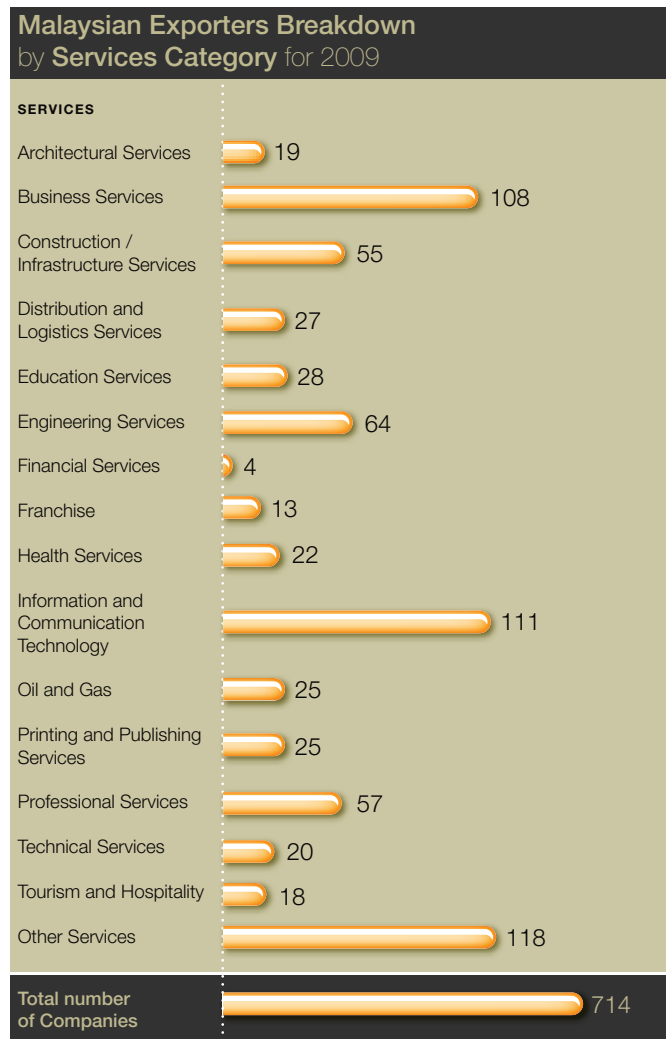
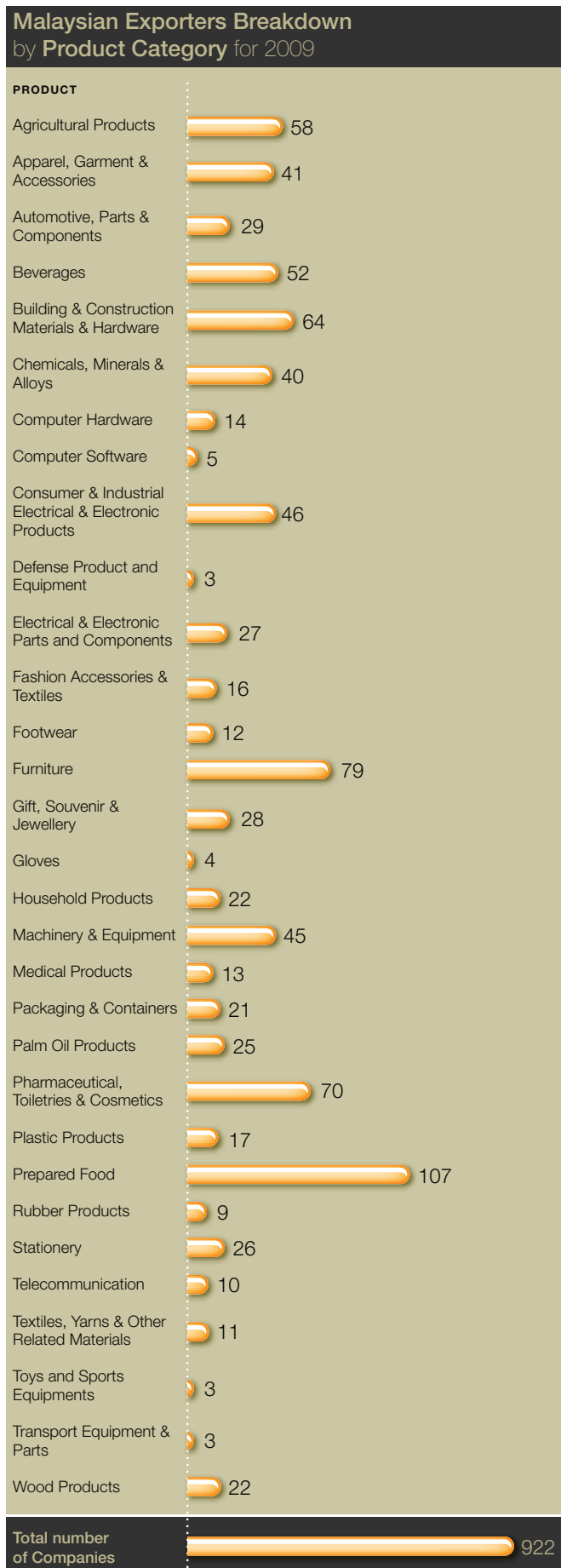
Malaysian Exporters Registry (MER)

MATRADE manages the Malaysian Exporters Registry (MER) which is a database encompassing manufacturers, trading companies, service providers and contract manufacturers. 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.

A total of 1,299 companies registered with MATRADE in 2009, of which 33 per cent comprise manufacturers, 24 per cent trading companies, 39 per cent services providers and 4 per cent contract manufacturing companies. 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 2009, a total of 15,450 companies have registered in the MER.

Please refer to the charts below and on the following page for a detailed breakdown  





Trade Enquiries

MATRADE received a total of 18,352 trade enquiries through its global network for Malaysian products and services in 2009. In addition, 4,641 trade enquiries were also received via MATRADE's e-mail helpline, info@matrade.gov.my. Most of the enquiries were on sourcing for Malaysian exporters and manufacturers, list of overseas and local trade events, application for MER, information on BPG and MDG as well as information on export facilitation such as customs tariff, rules and regulation and export documentation.

Trade Enquiries Received by Region	
Europe	4236
East Asia	3577
North America	2728
West Asia	2584
South East Asia	2087
Africa	1248
Latin America	1136
South Asia	490
Oceania	266
Total Enquiries	18352

Trade Enquiries Received by Product & Services	
Food & Beverages	2594
Service / Consultation	1426
Furniture	1099
Electrical & Electronics	934
Building Material	872
Rubber	839
Medical & Pharmaceuticals	702
Chemicals	588
Automobiles & Auto Parts	573
Palm Oil	535
Wood	464
Plastic Products	436
Paper & Stationery	412
Textile, Garment & Accessories	399
Machinery & Equipment	363
Cosmetic	346
Footwear	131
Giftware & Souvenir	115
Local Tender Notices	77
Glassware	45
Jewellery	29
Other Products	2297
Other / General Enquiries	3076
Total Enquiries	18352

Malaysia Export Exhibition Centre (MEEC)

The Malaysia Export Exhibition Centre (MEEC) which showcases a wide range of Malaysian products and services serves as a one-stop centre for international buyers. Business meetings with Malaysian companies will also be arranged upon request from interested buyers.

A total of 389 companies showcased their products and services at MEEC in 2009, covering 36 product and services sub-sectors. The exhibits included food and beverages, wood based products, rubber, automotive and auto parts, and chemical based products. The services showcased were education, franchising, finance and logistic providers. Close to 80 per cent of exhibitors are SMEs.

In 2009, MEEC received 3,209 local and foreign visitors and had arranged 137 business meetings between Malaysian companies and foreign buyers. The MEEC received 2,076 trade enquiries in 2009.



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 which 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. In 2009, MATRADE Help Desk received 1,196 enquiries from local and foreign companies ranging from applications for grants, promotional programmes and registration with MATRADE to source for Malaysian products, services and market information.

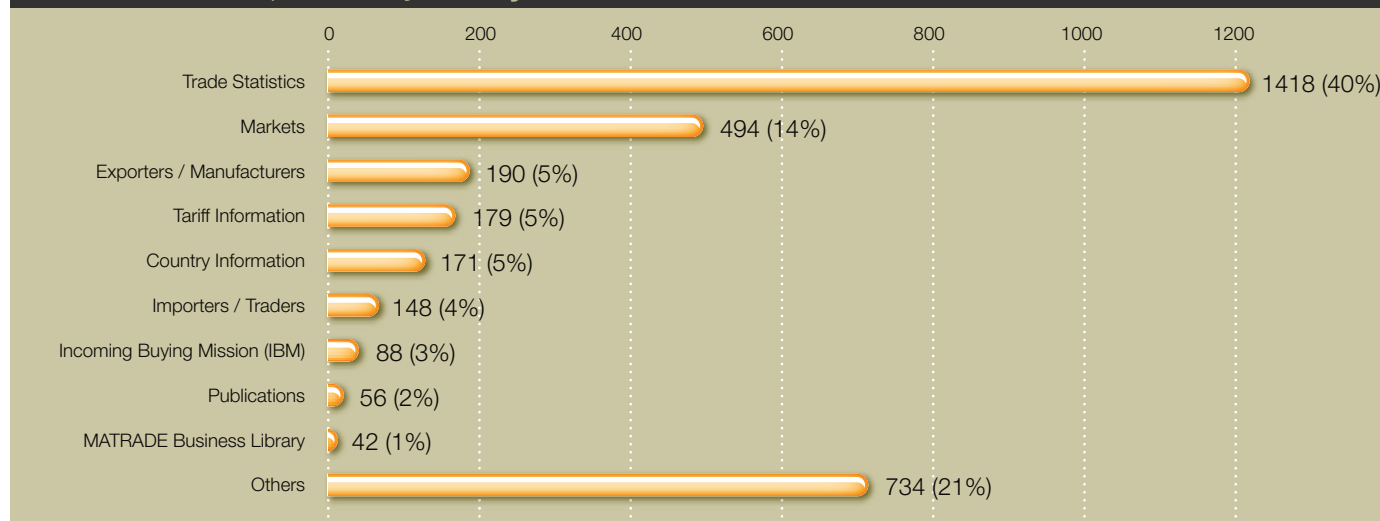
MATRADE Business Library

The MATRADE Business Library has a vast collection of directories, periodicals, books, statistical data, online databases and CD-ROMs to facilitate trade research covering products, services and markets.

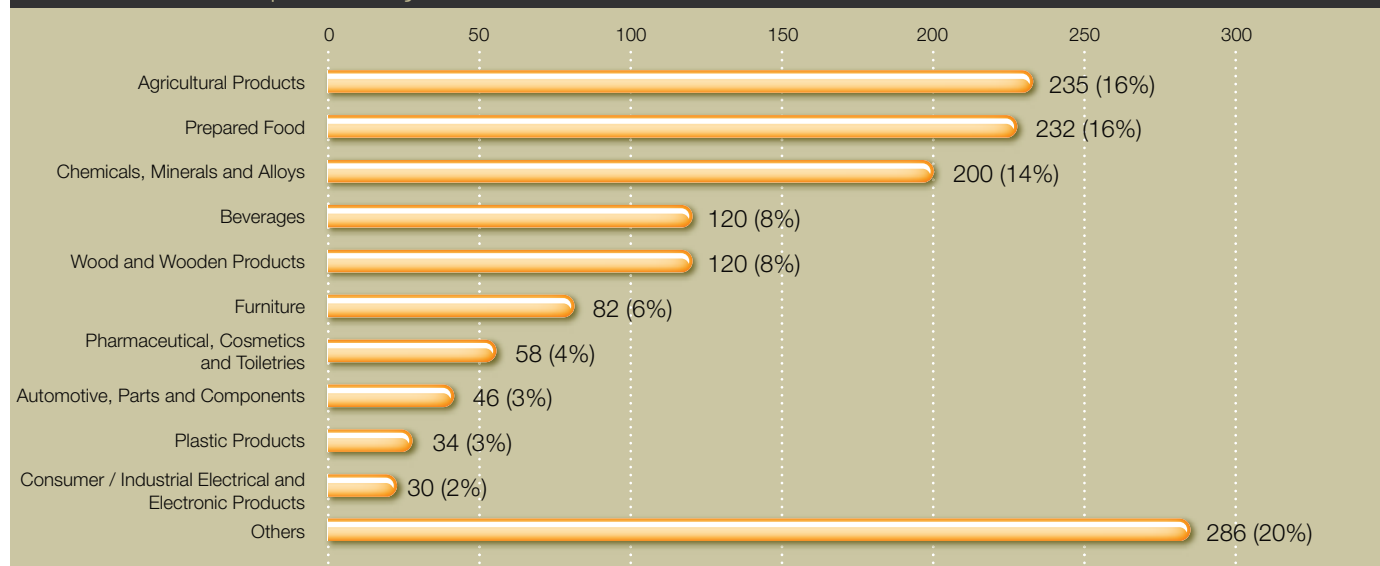
Information in the library is constantly updated with the latest trade statistics, market reports, country profiles, tariffs, rules and regulations and business news from international and domestic sources. In 2009, MATRADE Business Library received 4,490 enquiries and

1,122 visitors. Its services were utilised by 3,521 users. The library also acquired 1,333 books, 554 directories, 1,113 periodicals and 180 CD-ROMs and is equipped with 23 databases, which included the newly subscribed Global Insight's World Industry Service.

Reference Enquiries by Subject



Reference Enquiries by Products



Database Available in MATRADE Business Library
In-house Databases
Business Contacts
Foreign Importers
Malaysian Exporters
Conventions and Exhibitions
Malaysia Trade Statistics
Trade Fairs
Trade Missions
Export Training Programmes
Incoming Buying Missions
Other Promotion Events
Subscribed Databases
nexis.com
PalmOilis
Global Market Information Database (GMID)
The Public Ledger
eiu.com
World Trade Atlas Online
UN Development Business Online
The Tariff Finder Online
Global Insight's World Industry Service
International Trade Centre (ITC) Databases
Trade Map
Product Map
Investment Map
Market Access Map

List of Online Database Usage	
Databases	Usage
World Trade Atlas Online	2,141
eiu.com	1,661
Global Market Information Database (GMID)	1,600
Malaysian Exporters	1,495
nexis.com	1,458
Malaysia Trade Statistics	430
Foreign Importers	228
The Public Ledger	93
Business Contacts	51
World Industry Service, Global Insight	48
The Tariff Finder Online	48
Export Training Programmes	37
Trade Fairs	37
Trade Missions	26
Trade Map	9
Conventions & Exhibitions	9
Other Promotion Events	8
Incoming Buying Missions	6
Product Map	5
Investment Map	2
Market Access Map	2
UN Development Business Online	1
PalmOilis	0
Total	9,395

MATRADE Portal

MATRADE portal, www.matrade.gov.my, 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. To further improve the portal outreach, RSS (Really Simple Syndication) and W3C Disability Access was introduced in 2009 to feed highlights, press releases, speeches and Malaysia's trade statistics. With the RSS feature, viewers would be able to get alerts on the latest news published on the portal.

The Trade Information section, Malaysia Product Directory and the Corporate Information of MATRADE remain as the most popularly viewed pages. For the convenience of Malaysian exporters, several online applications are made available at the portal. Application to participate in MATRADE's activities such as trade fairs, trade missions and exporters training programmes can be submitted online. These online services by MATRADE are also accessible from the Malaysia Government's official portal, www.malaysia.gov.my

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 profile and upload their product images in the Malaysia e-Directory section. There were 812 MyExport subscribers in 2009.

MATRADE's publications such as Trade Mart and MATRADE Online News are also made available to MyExport users. Moreover, the system enables users to check the status of their applications for activities and assistance programmes managed by MATRADE online.

MATRADE Mobile

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, address of MATRADE's offices, MATRADE events, Malaysia's trade statistics and Malaysian exporters registered with MATRADE. Application status for participation in MATRADE's events can also be checked through this mobile portal. In addition to the mobile portal, a total of 3,467 SMSes had been recorded requesting for information on MATRADE's events, Grant application forms and the address of MATRADE offices.

Electronic Publications

MATRADE Online News is circulated fortnightly to all companies registered with MATRADE. This e-newsletter features 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 2009.

Another e-publication by MATRADE is m@trade.leads which contains trade enquiries from foreign buyers. The alerts are sent out weekly to all companies registered with MATRADE.

MATRADE Publications

MATRADE publishes information on export market opportunities and capabilities of Malaysian manufacturers and service providers. The publications produced include trade directories, exporters guidebooks and brochures, monthly compilation of MATRADE's local and overseas events and a biannual calendar incorporating updates on major trade events in Malaysia.

In order to further facilitate business matching, MATRADE through the m@trade.leads compiles enquiries from overseas buyers seeking to source for Malaysian products and services. Through the Trade Mart, which is a bimonthly bulletin, MATRADE provides regular updates on trade developments, exporters guide, market watch, market opportunities, business updates and MATRADE events to its clients.

These publications are widely distributed to Malaysian and foreign business communities including chambers of commerce, trade and industry associations, business councils and joint trade associations.

The publications produced in 2009 included:

Trade Directory

- Malaysia Confectionery 2009
- FMM-MATRADE Industry Directory-Food & Beverage 2010/11 (a collaboration with Federation of Malaysian Manufacturers)

Handbook

- Malaysia Your Business Partner (MYBP)

Monthly Flyer

- Upcoming Events [12 issues: January to December 2009]

Biannual Calendar

- Malaysia Conventions and Exhibitions
[Two issues: March and September 2009]

Bimonthly Bulletins

- Trade Mart [six issues]

Exporters Guidebooks

- Beginners Guide to Exporting
- CE-Marking
- FTA Series - Malaysia FTAs
- Guidelines for Application of BPG
- Guidelines for Application of MDG (Bilingual)

Brochures

- ASEAN-Japan Comprehensive Economic Partnership (AJCEP)
- Malaysia-Japan Economic Partnership Agreement (MJCEPA)
- Malaysia-Pakistan Closer Economic Partnership Agreement (MPCEPA)
- International Trade Fairs in Malaysia 2009/10 (Annually)
- Series of Bahasa Malaysia brochures
 - > Kenali MATRADE
 - > Aktiviti Promosi MATRADE
 - > Panduan Mengeksport
 - > Daftar Pengeksport & Portal MATRADE
 - > Kenali Perjanjian Perdagangan Bebas

E-Publication

- m@trade.leads [52 issues / weekly]

Export Excellence Award

The Export Excellence Award is one of the awards presented under the Industry Excellence Award (IEA) organised annually by 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 of 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 2009 were:

Export Excellence Award 2009 (Merchandise)

- Zentretech Resources Sdn. Bhd.
- Hexa Analisa Sdn. Bhd.
- Hyrax Oil Sdn. Bhd.
- Alami Vegetable Oil Products Sdn. Bhd.

Export Excellence Award 2009 (Services)

- Minconsult Sdn. Bhd.
- Sunway Education Group Sdn. Bhd.
- Eversendai Corporation Sdn. Bhd.
- INSPIDEA Sdn. Bhd.
- Scicom (MSC) Bhd.

Brand Excellence Award 2009 (Merchandise)

- Coffeeland Sdn. Bhd.
- Cranberry (M) Sdn. Bhd.
- Joven Electric Co. Sdn. Bhd.
- Power Root (M) Sdn. Bhd.

Brand Excellence Award 2009 (Services)

- Smart Reader Worldwide Sdn. Bhd.



**Perbadanan Pembangunan
Perdagangan Luar Malaysia**
Malaysia External Trade
Development Corporation

Menara MATRADE (East Wing)
Jalan Khidmat Usaha, Off Jalan Duta
50480 Kuala Lumpur, Malaysia
www.matrade.gov.my

Toll-free 1 800 88 7280
Telephone 6 03 6207 7077
Facsimile 6 03 6207 7037 / 7033
Email info@matrade.gov.my

