



LAPORAN TAHUNAN ANNUAL REPORT

2008

SUSTAINABLE GROWTH

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Ini adalah tahun yang ketiga berturut-turut jumlah perdagangan merentasi paras RM1 trilion, menghasilkan lebih dagangan sebanyak RM141.88 bilion.

Pada tahun 2008, Malaysia mencapai pertumbuhan perdagangan yang hebat sebanyak 6.8 peratus kepada RM1.185 trilion. Ini adalah tahun yang ketiga berturut-turut jumlah perdagangan merentasi paras RM1 trilion. Eksport meningkat 9.6 peratus kepada RM663.49 bilion manakala import mencatat pertumbuhan sebanyak 3.3 peratus kepada RM521.61 bilion, menghasilkan lebih dagangan sebanyak RM141.88 bilion. Ini adalah lebih dagangan yang paling tinggi pernah dicatatkan semenjak 1997. Peningkatan dalam eksport amat ketara dalam tiga suku pertama 2008 sebelum menurun dalam suku akhir kesan daripada kelembapan ekonomi global.

Kesemua sektor utama, terdiri daripada perkilangan, pertanian dan galian serta minyak galian, telah menyumbang kepada pertumbuhan eksport. Eksport perkilangan meningkat 1.8 peratus kepada RM464.47 bilion, menyumbang 70 peratus daripada jumlah eksport keseluruhan Malaysia. Sektor galian menyumbang 18.2 peratus daripada jumlah eksport, mencatatkan peningkatan 42.4 peratus kepada RM120.7 bilion

pada 2008. Eksport pertanian berkembang sebanyak 32.2 peratus kepada RM71.71 bilion, menyumbang 10.8 peratus kepada jumlah eksport.

Dari segi destinasi, 5 rantau eksport utama Malaysia pada 2008 adalah Asia Timur Laut, Persatuan Negara-Negara Asia Tenggara (ASEAN), Amerika Utara, Kesatuan Eropah (EU) dan Asia Barat. Manakala rakan perdagangan utama adalah Singapura, Amerika Syarikat, Jepun, Republik Rakyat China dan Thailand, yang secara kolektif menyumbang 52.5 peratus daripada jumlah keseluruhan perdagangan Malaysia.

Antara pasaran rantau yang mencapai peningkatan ketara dalam eksport adalah Asia Barat yang berkembang dengan 30.7 peratus, diikuti oleh Asia Selatan dengan 25.4 peratus, Amerika Latin 22.9 peratus dan Oceania 22.4 peratus. Pasaran utama di Asia Barat adalah Emiriah Arab Bersatu dan Arab Saudi, di Asia Selatan adalah India dan Pakistan, di Amerika Latin adalah Mexico dan Brazil dan di Oceania adalah Australia.

Aktiviti penggalakan perdagangan yang telah dilaksanakan secara agresif oleh MATRADE pada tahun 2008 menyumbang kepada prestasi eksport Malaysia yang kukuh. MATRADE telah menganjurkan 228 aktiviti penggalakan pada tahun 2008 bagi membantu pengeksporn Malaysia dalam menceburi pasaran global. Ini termasuk penyertaan dalam 60 Pameran Perdagangan Antarabangsa, 4 Misi Perdagangan dan Pelaburan, 11 Misi Pemasaran, 26 Misi Belian, 46 Kaunter Promosi, 55 seminar, taklimat dan bengkel serta 26 kaunter informasi di pameran tempatan.

Sebanyak 972 syarikat Malaysia menyertai dalam 60 Pameran Perdagangan Antarabangsa, yang menghasilkan jualan langsung sebanyak RM348.67 juta dan jualan dalam rundingan sebanyak RM41.04 bilion. Manakala 4 Misi Perdagangan dan Pelaburan yang diketuai oleh YB Menteri Perdagangan Antarabangsa dan Industri anjuran bersama MATRADE, Kementerian Perdagangan Antarabangsa dan Industri (MITI) dan Lembaga Kemajuan Perindustrian Malaysia (MIDA) telah menghasilkan jualan langsung sebanyak RM1.2 juta dan projek berpotensi bernilai RM4.23 bilion.

Bagi mempromosi sektor khusus di pasaran yang terpilih, MATRADE telah menganjurkan

11 Misi Pemasaran yang disertai oleh 110 syarikat. Sektor yang terlibat adalah makanan diproses, alat ganti dan komponen automotif, perkhidmatan dan produk penjagaan kesihatan, perabot dan pembinaan serta perkhidmatan dan produk berkaitan pembinaan. Syarikat yang menyertai misi-misi tersebut telah melaporkan jualan langsung sebanyak RM3.61 juta dan jualan dalam rundingan sebanyak RM1.27 bilion.

Selain penyertaan di dalam Pameran Perdagangan Antarabangsa di luar negara, MATRADE juga menganjurkan 2 Pameran Perdagangan Antarabangsa dalam negara. Pameran tersebut adalah *Malaysia International Halal Showcase 2008* (MIHAS), yang mempromosikan produk dan perkhidmatan halal yang terbaik; dan *International Trade Malaysia 2008* (INTRADE Malaysia) yang diposisikan sebagai pameran perdagangan am unggul di rantau ASEAN.

MIHAS yang diadakan bagi kali kelima dari 7 hingga 11 Mei 2008 dengan tema "*Bridging the Global Halal Market*", telah menarik penyertaan 507 pempamer termasuk syarikat asing. Pameran ini menghasilkan jualan langsung berjumlah RM185.3 juta dan jualan dalam rundingan bernilai RM2.02 bilion.

INTRADE Malaysia yang diadakan dari 13 hingga 16 November 2008 telah menarik 325 penyertaan tempatan dan 43 luar negara. Pembeli antarabangsa telah menunjukkan minat bagi produk elektrik dan elektronik, minyak sawit,

Aktiviti penggalakan perdagangan yang telah dilaksanakan secara agresif oleh MATRADE pada tahun 2008 menyumbang kepada prestasi eksport Malaysia yang kukuh. MATRADE telah menganjurkan 228 aktiviti penggalakan pada tahun 2008 bagi membantu pengeksport Malaysia dalam menceburi pasaran global.

makanan dan minuman, perabot, alat ganti automotif, bahan pembungkusan, tekstil dan pakaian, kosmetik, produk farmaseutikal dan alat tulis. Pameran ini telah menghasilkan jualan langsung sebanyak RM198.9 juta dan jualan dalam rundingan bernilai RM2.41 bilion.

Dalam usaha mempamerkan kemampuan sektor perkhidmatan Malaysia di pasaran antarabangsa, MATRADE telah menganjurkan *Malaysia Services Exhibition* (MSE) dari 13 hingga 15 Januari 2008 di Sharjah, Emiriah Arab Bersatu. Antara perkhidmatan yang dipromosikan adalah pembinaan, pendidikan, penjagaan kesihatan, perkhidmatan professional, teknologi maklumat dan komunikasi (ICT), perkhidmatan kewangan serta minyak dan gas. Sejumlah 31 projek berpotensi bernilai RM39.02 bilion dikenal pasti semasa pameran ini.

Selain menganjurkan aktiviti penggalakan perdagangan, MATRADE juga menganjurkan pelbagai program untuk membimbing dan membangunkan pengeksport baru, di samping mempertingkatkan keupayaan pengeksport sedia ada. Kebanyakkan program tertumpu kepada pembinaan keupayaan eksport untuk enterpris kecil dan sederhana (EKS) termasuk peningkatan kemahiran pemasaran, pengetahuan syarat dan peraturan perdagangan serta mengenal pasti peluang-peluang eksport. Pada tahun 2008, sejumlah 55 program latihan meliputi seminar, taklimat dan bengkel telah dijalankan yang memanfaatkan 5,911 peserta dari 4,326 syarikat.

Menyedari penglibatan kos yang tinggi oleh EKS dalam menjalankan aktiviti penggalakan eksport, MATRADE menyediakan sokongan kewangan melalui Geran Pembangunan Pasaran (MDG) dan Geran Promosi Jenama (BPG) kepada EKS. Di bawah MDG, sejumlah RM15.95 juta disalurkan kepada 897 EKS bagi menyertai aktiviti penggalakan pada tahun 2008. Bagi BPG pula, sejumlah 20 syarikat, di mana 12 yang merupakan EKS telah menerima geran berjumlah RM32.74 juta.

Dalam usaha meningkatkan penyertaan Bumiputera di dalam pasaran eksport, MATRADE memberikan bantuan melalui Program Pembangunan Pengeksport Bumiputera (BEDP). Dahulunya dikenali sebagai *MATRADE Trade Outreach Programme* (MTOP), BEDP memberi tumpuan kepada pembangunan dan peningkatan

pengetahuan serta kemahiran eksport syarikat Bumiputera melalui latihan, bengkel, lawatan sambil belajar, taklimat, sesi konsultasi, bimbingan perniagaan secara peribadi dan penyertaan di dalam aktiviti penggalakan perdagangan antarabangsa. Pada tahun 2008, sejumlah 10 syarikat telah dipilih mengikuti program ini yang membuka peluang kepada syarikat berkenaan untuk mempromosikan produk dan perkhidmatan mereka di pasaran antarabangsa melalui penyertaan dalam aktiviti penggalakan perdagangan antarabangsa.

Selain daripada memberi bantuan kepada usahawan Bumiputera, MATRADE juga memberi bantuan untuk membangunkan usahawan wanita melalui Program Pembangunan Pengeksport Wanita (WEDP). Objektif program ini ialah untuk membimbing dan membangunkan usahawan wanita menerokai pasaran antarabangsa dengan meningkatkan kemahiran dan pengetahuan mereka. Melalui penyertaan mereka dalam aktiviti penggalakan perdagangan yang diselenggarakan oleh MATRADE pada tahun 2008, syarikat WEDP melaporkan jualan langsung sebanyak RM6.8 juta dan jualan dalam rundingan sebanyak RM11.8 juta.

Pada tahun 2008, MATRADE meluaskan rangkaian antarabangsanya dengan pembukaan 2 pejabat perdagangan di Bangkok dan Chengdu dan 4 pejabat pemasaran di Hanoi, Tashkent, Kiev dan Phnom Penh. Manakala sebuah pejabat cawangan tempatan telah dibuka di Terengganu. Dengan pembukaan pejabat-pejabat ini, MATRADE akan dapat memberi perkhidmatan yang lebih baik kepada pelanggan tempatan dan asing di dalam mengembangkan perniagaan mereka.

Pada tahun 2008, MATRADE telah menambah bilangan kakitangan di ibu pejabat dan juga luar negara daripada 513 kepada 563 orang. Untuk meningkatkan kualiti penyampaian perkhidmatan oleh MATRADE kepada pelanggannya, MATRADE mengadakan sejumlah 202 program pembangunan sumber manusia pada tahun 2008. Program-program ini meliputi bidang Kepimpinan, Pengurusan, Kemahiran Bahasa, Pengurusan Kewangan, Pemasaran, Teknologi Maklumat dan Kerjasama Sepasukan.

Tahun 2008 merupakan tahun yang bermakna bagi MATRADE yang telah diberi pengiktirafan antarabangsa untuk perkhidmatan cemerlangnya

sebagai agensi penggalakan perdagangan nasional. MATRADE telah dianugerahkan *Islamic Solidarity Prize* oleh *Islamic Development Bank* (IDB) sebagai pengiktirafan usahanya dalam penggalakan perdagangan di kalangan anggota *Organisation of the Islamic Conference* (OIC). MATRADE juga telah menerima anugerah *Golden Merchant Award 2008* bagi *Outstanding Foreign Commercial Offices* daripada *General Chamber of Commerce of Taiwan*.

Tinjauan Perdagangan Untuk 2009

Tabung Kewangan Antarabangsa (IMF) meramalkan bahawa pada tahun 2009, ekonomi global akan menguncup sebanyak 1.4 peratus dan perdagangan global pula sebanyak 12.2 peratus. Mengambil kira keadaan ini, Malaysia dijangka akan menghadapi cabaran pada tahun 2009 untuk mengekalkan tahap perdagangan yang dicapai dalam tahun 2008.

Dalam tahun yang mencabar ini, adalah penting bagi pengeksport Malaysia untuk mengambil langkah mengekalkan kedudukan mereka di pasaran global. Ini termasuk mempergiatkan aktiviti penggalakan di pasaran sedia ada dan pasaran membangun. Selain daripada itu, syarikat-syarikat Malaysia harus mengambil langkah bagi meningkatkan daya saing mereka melalui inisiatif-inisiatif menjustifikasikan kos, pemasaran inovatif dan peningkatan produktiviti. Akhir sekali, saya ingin merakamkan penghargaan ikhlas saya kepada Ahli Lembaga Pengarah dan warga kerja MATRADE atas dedikasi mereka menjalankan tugas dan melaksanakan kesemua program yang telah menyumbang secara berkesan kepada peningkatan prestasi perdagangan negara pada tahun 2008.



Tan Sri Halim Mohammad
Pengerusi

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MAKLUMAT KORPORAT

MAKLUMAT KORPORAT

**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 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.



YBhg. Datuk Seri Shahril Shamsuddin
01/08/1999—31/07/2010

YBhg. Dato' Wong Siew Hai
01/08/2005—31/07/2010

YBhg. Dato' Md. Noor Mohammad Yusoff
01/08/2002—31/07/2008

YBhg. Tan Sri Halim Mohammad
Pengerusi 16/09/1997—15/04/2010

YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir
01/08/1999—31/07/2010

YBhg. Dato' Hazimah Zainuddin
01/06/2003—31/05/2011

YBhg. Datuk Hj. Ahmad Ali Lope Abdul Aziz
01/08/2005—31/07/2010

YBhg. Datuk Zaid Ibrahim
01/06/2006—19/03/2008

YBhg. Tan Sri Abdul Rahman Mamat
03/09/2006—06/12/2010

En. Koshy Thomas
01/08/2008—31/07/2010

En. Mohd Fauzi Rahmat
01/08/2008—31/07/2010



Pn. Nor Azian Dato' Haji Yahya
16/01/2006—28/07/2008

Pn. Nurmala Abd. Rahim
02/03/2007—01/03/2010

YBhg. Tan Sri Datuk Mustafa Mansur
01/05/2008—30/04/2011

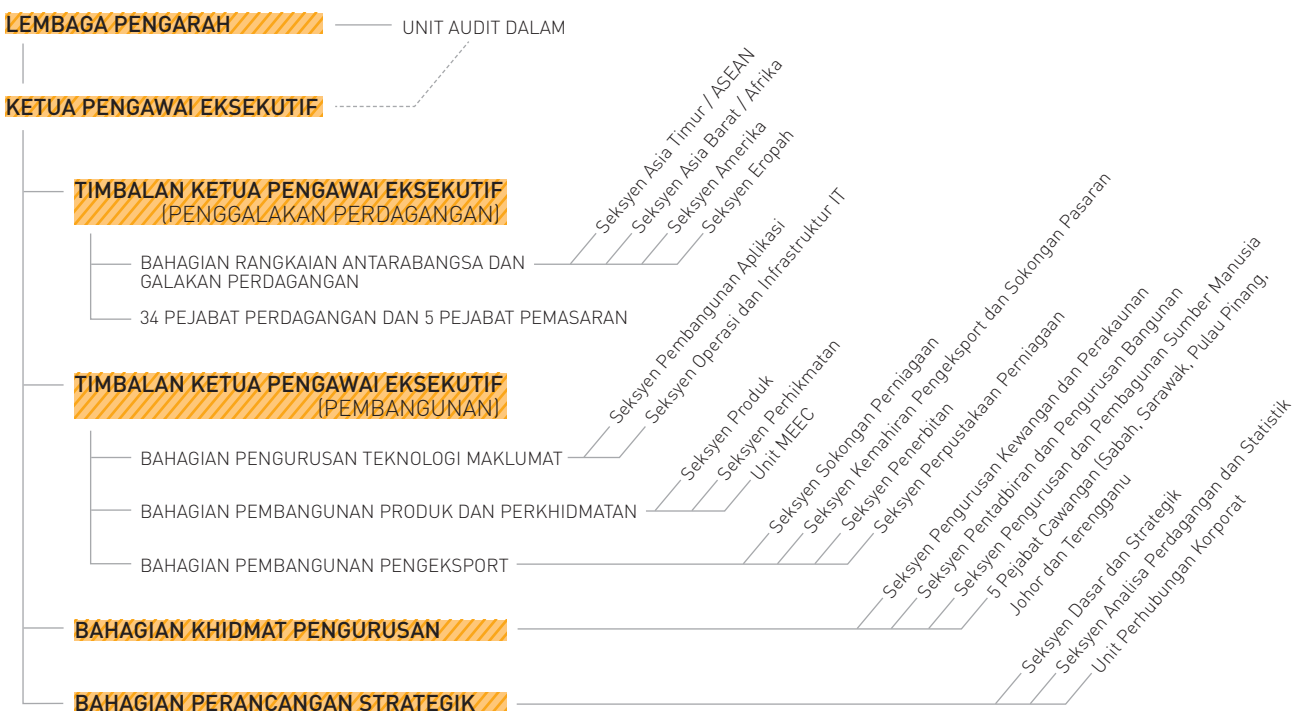
YBhg. Dato' Noharuddin Nordin

PENGURUSAN KANAN



STRUKTUR ORGANISASI MATRADE

MATRADE mengekalkan struktur organisasinya dengan terus berlandaskan kepada 2 fungsi utamanya, iaitu penggalakan eksport Malaysia dan pembangunan produk dan perkhidmatan. Pada tahun 2008, MATRADE menubuhkan 2 pejabat perdagangan dan 4 pejabat pemasaran. Cawangan tempatan baru telah dibuka di Terengganu. Pengembangan rangkaian MATRADE melihat jumlah kakitangannya meningkat kepada 563 orang dari 513 orang pada tahun sebelumnya.





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

Pengarah Kanan, Bahagian Khidmat Pengurusan

5 En. Zakaria Kamaruddin

Pengarah Kanan, Bahagian Pembangunan Pengeksport

6 Pn. Susila Devi

Pengarah Kanan, Bahagian Pembangunan Produk dan Perkhidmatan

7 En. Md. Silmi Abd. Rahman

Pengarah, Seksyen Eropah, Bahagian Rangkaian Antarabangsa dan Galakan Perdagangan

8 En. Dzulkifli Mahmud

Pengarah, Seksyen Asia Barat / Afrika, Bahagian Rangkaian Antarabangsa dan Galakan Perdagangan

9 En. Mohamad Sabri Ab. Rahman

Pengarah, Seksyen Perkhidmatan, Bahagian Pembangunan Produk dan Perkhidmatan

10 YM. Tg. Ashaharina Tg. Ahmad

Pengarah, Seksyen Kemahiran Pengeksport dan Sokongan Pasaran, Bahagian Pembangunan Pengeksport

11 Pn. Wan Norma Wan Daud

Pengarah, Seksyen Produk, Bahagian Pembangunan Produk dan Perkhidmatan

12 YM. Raja Nor Zihan Raja Mohsin

Pengarah, Bahagian Pengurusan Teknologi Maklumat

13 En. Prakas Nair

Pengarah, Seksyen Amerika, Bahagian Rangkaian Antarabangsa dan Galakan Perdagangan

14 En. Mohd. Mustafa Abdul Aziz

Pengarah, Seksyen Asia Timur / ASEAN, Bahagian Rangkaian Antarabangsa dan Galakan Perdagangan

15 En. Mohd. Aminuddin Sham Tajudin

Pengarah, Bahagian Perancangan Strategik

JAWATANKUASA AUDIT

1 YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir

2 YBhg. Dato' Wong Siew Hai

3 YBhg. Dato' Hazimah Zainuddin

4 YBhg. Dato' Md. Noor Mohammad Yusoff

(sehingga 31 Julai 2008)

5 Pn. Nor Azian Dato' Haji Yahya

(sehingga 31 Julai 2008)

6 En. Koshy Thomas

7 YBhg. Datuk Haji Ahmad Ali Lope Abdul Aziz

RANGKAIAN ANTARABANGSA MATRADE

PESURUHJAYA PERDAGANGAN DAN PENOLONG PESURUHJAYA PERDAGANGAN

AFRIKA**KAHERAH, MESIR**

Pesuruhjaya Perdagangan
Embassy Of Malaysia
Commercial Section
(MATRADE)
17th Floor North Tower
Nile City Building
Cornish El-Nil Street,
Cairo, Egypt
Tel :00-2-02-2-461 9063
:00-2-02-2-461 9064
Faks:00-2-02-2-461 9065
Emel:
cairo@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Wan Ahmad Tarmizi
Wan Idris

**JOHANNESBURG,
AFRIKA SELATAN**

Pesuruhjaya Perdagangan
Malaysia Trade Centre
Ground Floor Building 5
Commerce Square
Office Park, 39 Rivonia
Road Sandhurst
Sandton Johannesburg,
South Africa
Tel :00-27-11-268 2380
:00-27-11-268 2381
Faks:00-27-11-268 2382
Emel:
johannesburg@matrade.
gov.my
Pesuruhjaya Perdagangan:
En. Mansor Shah Wahid
Penolong Pesuruhjaya
Perdagangan:
En. Norman Dzulkarnain
Mohd. Nasri

NAIROBI, KENYA

Pesuruhjaya Perdagangan
Trade Commissioner
3rd Flr Victoria Towers
Kilimanjaro Avenue –
Upper Hill
P.O. Box 48916, 00100 GPO
Nairobi Kenya
Tel :00-254-20-273 0070
:00-254-20-273 0071
Faks:00-254-20-273 0069
Emel:
nairobi@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Mohd. Azuri Zukainain

AUSTRALIA**SYDNEY, AUSTRALIA**

Pesuruhjaya Perdagangan
Consulate of Malaysia
Level 4 Malaysia Airlines
Building, 16 Spring Street,
Sydney NSW 2000, Australia
Tel :00-61-2-9252 2270
Faks:00-61-2-9252 2285
Emel:
sydney@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Ong Yew Chee
Penolong Pesuruhjaya
Perdagangan:
Pn. Anita Abdul Aziz

ASIA TIMUR**BEIJING, REPUBLIK
RAKYAT CHINA**

Pesuruhjaya Perdagangan
Embassy of Malaysia
Trade Section (MATRADE)
Unit E 11th Floor Tower B,
Gateway Plaza
No18 Xiaguangli, North Road
Dongsanhuan, Chaoyang
District, Beijing 100027
People's Republic of China
Tel :00-86-10-8451 5109
:00-86-10-8451 5113
:00-86-10-8451 5110
Faks:00-86-10-8451 5112
Emel:
beijing@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Too Kia Hong
Penolong Pesuruhjaya
Perdagangan:
En. Chong Yun Jang

**CHENGDU, REPUBLIK
RAKYAT CHINA**

Pesuruhjaya Perdagangan
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
Tel : +86 28 6687 7517
Faks: +86 28 6687 7524
Emel:
chengdu@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Iszam Khail Ishak

**GUANGZHOU, REPUBLIK
RAKYAT CHINA**

Pesuruhjaya Perdagangan
Consulate General Of M'sia
Trade Section (MATRADE)
Unit 5305 CITIC Plaza
Office Tower, 233 Tianhe Bei
Road, Guangzhou 510610
Guangdong
People's Republic of China
Tel : 00-86-20-3877 3975 (DL)
: 00-86-20-3877 3865 (GL)
Faks:00-86-20-3877 3985
Emel:
guangzhou@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Sim Kok Aun
Penolong Pesuruhjaya
Perdagangan:
En. Mohd. Salleh Azwa
Samshudin

**SHANGHAI, REPUBLIK
RAKYAT CHINA**

Pesuruhjaya Perdagangan
Consulate General of M'sia
Trade Section, Unit 807-810
Level 8, Shanghai Kerry
Centre, No 1515 Nan Jing
Road (West) Shanghai 200040
People's Republic of China
Tel :00-86-21-6289 4467
:00-86-21-6289 4420
Faks:00-86-21-6289 4381
Emel:
shanghai@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Kua Kiat Chye
Penolong Pesuruhjaya
Perdagangan:
Pn. Aireen Syariza Tahir

HONG KONG SAR

Pesuruhjaya Perdagangan
Consulate General of M'sia
Trade Section
19th Floor Malaysia Building
50 Gloucester Road Wanchai
Hong Kong Special
Administrative
Region of the People's
Republic of China
Tel :00-852-2527 8109
Faks:00-852-2804 2866
Emel:
hongkong@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Choong Wan Sern
Penolong Pesuruhjaya
Perdagangan:
Cik Hazlinda Anwar

ASIA SELATAN

TOKYO, JEPUN

Pesuruhjaya Perdagangan
Malaysia External Trade
Development Corporation
(MATRADE)
Trade Commissioner
Ginza Showadori Building 6F
8-14-14 Ginza Chuo-ku
Tokyo 104-0061, Japan
Tel :00-81-3-3544 0712
:00-81-3-3544 0713
Faks:00-81-3-3544 0714
Emel: tokyo@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Yuslinawati Mohd Yusof

OSAKA, JEPUN

Pegawai Pemasaran
Malaysia External Trade
Development Corporation
(MATRADE)
Mainichi Intecio 18F
3-4-5 Umeda Kita-ku
Osaka 530-0001, Japan
Tel :00-81-6-6451 6520
Faks:00-81-6-6451 6521
Emel: osaka@matrade.gov.my
Pegawai Pemasaran:
En. Hiroshi Hashizume

TAIPEI, TAIWAN

Pesuruhjaya Perdagangan
Malaysian Friendship
& Trade Centre
Trade Division (MATRADE)
10F-D Hung Kuo Building
No 167 Dun Hua North Road
Taipei 105, Taiwan
Tel :00-886-2-2545 2260
Faks:00-886-2-2718 1877
Emel: taipei@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Muhd. Shahrulmiza
Zakaria

SEOUL, KOREA SELATAN

Pesuruhjaya Perdagangan
Embassy of Malaysia
(Trade & Investment Section)
17th Floor SC First Bank
Building, 100 Gongpyeong-
Dong, Jongno-Gu, Seoul
110-702, Republic of Korea
Tel : 00-82-2-739 6812 (DL)
: 00-82-2-739 6813/6814 (GL)
Faks:00-82-2-739 6815
Emel: seoul@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Muna Abu Bakar

CHENNAI, INDIA

Pesuruhjaya Perdagangan
Consulate General of
Malaysia
Malaysian Trade
Commissioner
Capitale 2A 2nd Floor
554 & 555, Anna Salai,
Teynampet
Chennai 600018, India
Tel :00-91-44-2431 3723
:00-91-44-2431 3723
Faks:00-91-44-2431 3725
Emel:
chennai@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Md. Zainuddin A. Jalil
Penolong Pesuruhjaya
Perdagangan:
En. Khaifil Elmi Jamil

ASIA TENGAH

TASHKENT, UZBEKISTAN

Pegawai Pemasaran
Trade Office (MATRADE)
Embassy of Malaysia
28, Maryam Yakubova Street
Yakkasaray District, 100 031
Tashkent
Republic of Uzbekistan
Tel :+998 71 256 67 07
Faks:+998 71 256 69 09
Emel:
tashkent@matrade.gov.my
Pegawai Pemasaran:
En. Abdulaziz Yunosov

ASIA TENGGARA

JAKARTA, INDONESIA

Pesuruhjaya Perdagangan
Embassy of Malaysia
Malaysia External Trade
Development Corporation
12th Floor Plaza Mutiara
Suite 1201 Jl Lingkar
Kuningan
Kav. E1.2, No 1 & 2
Kawasan Mega Kuningan
Jakarta 12950, Indonesia
Tel :00-62-21 576 4322 (DL)
:00-62-21-576 4297
Faks:00-62-21-576 4321
Emel:
jakarta@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Haridass Nagalingam
Penolong Pesuruhjaya
Perdagangan:
En. Mohd. Amin Bakar

MANILA, FILIPINA

Pesuruhjaya Perdagangan
Malaysia External Trade
Development Corporation
Embassy of Malaysia
(Trade Office)
10/F The World Centre
330 Sen Gil Puyat Avenue,
Makati City 1200
Metro Manila, Philippines
Tel :00-63-2-864 0761
Faks:00-63-2-891 1695
Emel:
manila@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Arieff Aaron Abdullah

SINGAPURA

Pesuruhjaya Perdagangan
Malaysia External Trade
Development Corporation
(MATRADE)
33#-01/03 Shaw Towers
100 Beach Road
189702, Singapore
Tel :00-65-6392 2238
Faks:00-65-6392 2239
Emel:
singapore@matrade.gov.my
Pesuruhjaya Perdagangan:
En. M. Thambirajah
Penolong Pesuruhjaya
Perdagangan:
Pn. Nor Marieta Nor Maidin

BANGKOK, THAILAND

Pesuruhjaya Perdagangan
Embassy of Malaysia
(Trade Office)
35 South Sathorn Road
Tungmahamed Sathorn
Bangkok 10120, Thailand
Tel :00-66-2 629 6800-9
ext:2209
Faks:00-66-2-679 2131
Emel:
bangkok@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Jai Shankar Suppayah

HO CHI MINH CITY, VIET NAM

Pesuruhjaya Perdagangan
Consulate General of
Malaysia
Trade Commissioner
1208 12th Floor, Me Linh
Point Tower, No 2 Ngo Duc
Ke Street
District 1, Ho Chi Minh City
Viet Nam
Tel :00-84-8-3829 9023
Faks:00-84-8-3823 1882
Emel:
hcmc@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Azahar Mohamed

HANOI, VIET NAM

Pegawai Pemasaran
Embassy of Malaysia
Trade Office (MATRADE)
45-46 Dien Bien Phu Street
Ba Dinh District
Hanoi, Viet Nam
Tel :+844 3734 7521
Faks: +844 3734 7520
Emel:hanoi@matrade.gov.my
Pegawai Pemasaran:
En. Pham Van Hoi

PHNOM PENH

Pegawai Pemasaran
Malaysia External Trade
Development Corporation
(MATRADE)
No. 10, Street 242, Vithei
Okhna Peich, Sangkat
Chaktomuk, Khan Daun
Penh, Phnom Penh
Cambodia
Tel & faks: +855 23 724 003
Emel:
phnompenh@matrade.gov.my
Pegawai Pemasaran:
En. Pol Samon

RANGKAIAN ANTARABANGSA MATRADE

PESURUHJAYA PERDAGANGAN DAN PENOLONG PESURUHJAYA PERDAGANGAN

ASIA BARAT**DUBAI, EMIRIAH ARAB BERSATU**

Pesuruhjaya Perdagangan
Malaysia Trade Centre
Lot 1-3 Ground & 6-10
Mezzanine Floors, Al-Sa-
feena Building (Near Lamcy
Plaza), Zaabeel Road
P.O. Box 4598, Dubai
United Arab Emirates
Tel :00-971-4-335 5528
 :00-971-4-335 5538
Faks:00-971-4-335 2220
Emel: dubai@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Noraslan Hadi Abdul Kadir
Penolong Pesuruhjaya
Perdagangan: En. Adli
Haikal Abdul Hanib

JEDDAH, ARAB SAUDI

Pesuruhjaya Perdagangan
Consulate General of
Malaysia
Commercial Section
14th Floor Saudi Business
Centre, Madina Road, P.O
Box 20802, Jeddah 21465,
Saudi Arabia
Tel :00-966-2-653 2143
 :00-966-2-653 2198
Faks:00-966-2-653 0274
Emel:
jeddah@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Amran Yem

EROPAH**PARIS, PERANCIS**

Pesuruhjaya Perdagangan
Service Commercial De
Malaisie
De L'Ambassade De Malaisie
90 Avenue des Champs
Elysees
75008 Paris, France
Tel :00-33-1-4076 0000
 :00-33-1-4076 0034
Faks:00-33-1-4076 0001
Emel: paris@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Aureen Jean Nonis
Penolong Pesuruhjaya
Perdagangan:
En. Rosli Mat Hassim

COLOGNE, JERMAN

(Telah berpindah ke
Frankfurt)
Pesuruhjaya Perdagangan
Embassy of Malaysia
Trade Section (MATRADE)
Rolex Haus 6th Etage
Dompropst-Ketzer-
Strasse-1-9
50667 Cologne, Germany
Tel :00-49-221-124 000
 :00-49-221-124 007
Faks:00-49-221-139 0416
Emel:
cologne@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Raja Badrulnizam Raja
Kamalzaman
Penolong Pesuruhjaya
Perdagangan: Pn. Noor
Hayati Abu Noh

BUDAPEST, HUNGARY

Pesuruhjaya Perdagangan
Embassy of Malaysia
Trade Section (MATRADE)
Ground Floor, Museum
Atrium
Dozsa Gyorgy ut 84/b
1068 Budapest, Hungary
Tel :00-36-1-461 0290
Faks:00-36-1-461 0291
Emel:
budapest@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Wan Azhamuddin Jusoh

MILAN, ITALI

Pesuruhjaya Perdagangan
Consulate of Malaysia
Malaysia External Trade
Development Corporation
(MATRADE)
Piazza Missori 3
4th Floor, 20123, Milan, Italy
Tel :00-39-02-669 81839
Faks:00-39-02-670 2872
Emel:
milan@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Razida Hanim Abdul
Razak

KIEV, UKRAINE

Pegawai Pemasaran
Embassy of Malaysia
Trade Officer (MATRADE)
No. 25 Bulivska Street
Perchersk, Kiev 01014,
Ukraine
Tel :+380 44 286 7128
Faks:+ 380 44 286 8942
Emel: kiev@matrade.gov.my
Pegawai Pemasaran:
En. Vitaly Vladimirovich
Boiko

MOSCOW, RUSIA

Pesuruhjaya Perdagangan
Embassy of Malaysia
Trade Section (MATRADE)
Mosfilmovskaya Ulitsa 50
Moscow 117192, Russian
Federation
Tel :00-7-499-147 1514
 :00-7-499-147 1523
Faks:00-7-499-143 6043
Emel:
moscow@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Khairul Nizam Moonier

AMERIKA UTARA

THE HAGUE, BELANDA

Pesuruhjaya Perdagangan
Embassy of Malaysia
Commercial Section
(MATRADE)
Rustenburgweg 2
2517 KE The Hague
The Netherlands
Tel :00-31-10-4627 759
Faks:00-31-10-4627 349
Emel:
rotterdam@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Rusiah Mohamed

LONDON, UNITED KINGDOM

Pesuruhjaya Perdagangan
Malaysian Trade
Commission (MATRADE)
3rd & 4th Floor, 17 Curzon
Street, London W1J 5HR,
United Kingdom
Tel :00-44-20-7499 5255
:00- 44-20-7499 4644
Faks:00-44-20-7499 4597
Emel:
london@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Abu Bakar Koyakutty
Penolong Pesuruhjaya
Perdagangan:
Pn. Marina Yusof

LOS ANGELES, AMERIKA SYARIKAT

Pesuruhjaya Perdagangan /
Konsul Komersil
Consulate General of
Malaysia
Commercial Section
(MATRADE)
550 South Hope Street,
Suite 400, Los Angeles
90071, California
United States of America
Tel :00-1-213-892 9034
Faks:00-1-213-955 9142
Emel:
losangeles@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Sharimatun Mat Saleh
Penolong Pesuruhjaya
Perdagangan:
En. Megat Iskandar Ahmad
Dassilah

MIAMI, AMERIKA SYARIKAT

Pesuruhjaya Perdagangan
Malaysia Trade Center
703 Waterford Way, Suite 150
Miami, Florida 33126
United States of America
Tel :00-305-267-8779
Faks:00-305-267-8784
Emel:
miami@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Islahuddin Abu Hassan

NEW YORK, AMERIKA SYARIKAT

Pesuruhjaya Perdagangan /
Konsul Komersil
Consulate General of
Malaysia
Commercial Section
(MATRADE)
3rd Floor, 313 East 43rd
Street , New York NY 10017
United States of America
Tel :00-1-212-682 0232
Faks:00-1-212-983 1987
Emel:
newyork@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Wan Latiff Wan Musa
Penolong Pesuruhjaya
Perdagangan:
Pn. Siti Azlina Ali Hanafiah

TORONTO, KANADA

Pesuruhjaya Perdagangan
Consulate of Malaysia
(Trade Office)
Trade Commissioner
First Canadian Place
Suite 5130 (P.O.Box 389)
100 King Street West
Toronto Ontario M5X 1E2,
Canada
Tel :00-1-416-504 6111
Faks:00-1-416-504 8315
Emel:
toronto@matrade.gov.my
Pesuruhjaya Perdagangan:
Pn. Zalela Jaafar

AMERIKA SELATAN

SAO PAULO, BRAZIL

Pesuruhjaya Perdagangan
Embassy of Malaysia
Escritorio Comercial,
Alameda
Santos 771, Sala 72 7 andar,
01419-001 Sao Paulo, SP
Brazil
Tel :00-55-11-3285 2966
Faks:00-55-11-3289 1595
Emel:
saopaulo@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Khairul Annuar Abd
Halim

SANTIAGO, CHILE

Pesuruhjaya Perdagangan
Oficina Commercial De
Malasia (MATRADE)
Embajada De Malasia
Avda. Tajarar 183
Oficina 302 - Las Condes,
Santiago, Chile
Tel :00-56-2-234 2647
Faks:00-56-2-234 2652
Emel:
santiago@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Niqman Rafeae Mohd.
Sahar

MEXICO CITY, MEXICO

Pesuruhjaya Perdagangan
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.
Tel :00-5255 5201 4540
Faks:00-5255 5202 7338
Emel:
mexicocity@matrade.gov.my
Pesuruhjaya Perdagangan:
En. Md. Shaiful Md. Shariff

CAWANGAN TEMPATAN

IBU PEJABAT

KUALA LUMPUR

Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Menara MATRADE
Jalan Khidmat Usaha
Off Jalan Duta
50480 Kuala Lumpur,
Malaysia
Tel : 6-03-6207 7077
Faks: 6-03-6203 7037
: 6-03-6203 7033
Emel: info@matrade.gov.my
Website:
www.matrade.gov.my

PEJABAT CAWANGAN

PULAU PINANG

Pengarah
Pejabat MATRADE
Wilayah Utara
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
1st Floor FMM Building
2767 Mukim 1 Lebu
Tenggiri 2
Bandar Seberang Jaya
13700 Seberang Perai
Tengah, Pulau Pinang
Tel : 6-04-398 2020
Faks: 6-04-398 2288
Emel:
penang@matrade.gov.my
Pengarah: En. Mazlan Harun
Penolong Pengarah:
Pn. Noor Asiah Mahmud

TERENGGANU

Pengarah
Pejabat MATRADE
Wilayah Timur
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Tingkat 5, Menara Yayasan
Islam, Terengganu
Jalan Sultan Omar
20300 Kuala Terengganu
Terengganu
Tel : 6-09-624 4778
Faks: 6-09-624 0778
Emel:
terengganu@matrade.gov.my
Pengarah:
Pn. Hasziah Mat Yazid
Penolong Pengarah:
En. Hafidz Shukri Junit

SARAWAK

Pengarah
MATRADE Sarawak
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Tingkat 10, Menara Grand
Lot 42, Section 46, Ban
Hock Road 93100 Kuching,
Sarawak
Tel : 6-082-246 780
Faks: 6-082-256 780
Emel:
sarawak@matrade.gov.my
Pengarah:
En. Ahmad Shanizam
Ab. Ghani
Penolong Pengarah:
Pn. Trra Banau Gilbert Taylor

JOHOR

Pengarah
Pejabat MATRADE
Wilayah Selatan
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Suite 6B Tingkat 6
Menara Ansar 65 Jalan Trus
80000 Johor Bahru, Johor
Tel : 6-07-222 9400
Faks: 6-07-222 9500
Emel: johor@matrade.gov.my
Pengarah:
En. Har Man Ahmad
Penolong Pengarah:
En. Mohamad Imran Hamzah

SABAH

Pengarah
MATRADE Sabah
Perbadanan Pembangunan
Perdagangan Luar Malaysia
(MATRADE)
Lot C5.2A, Tingkat 5, Blok C
Bangunan KWSP
Jalan Karamunsing
88100 Kota Kinabalu, Sabah
Tel : 6-088-240 881
: 6-088-242 881
Faks: 6-088-243 881
Emel:
sabah@matrade.gov.my
Pengarah:
En. Syed Zahirulldin Syed Ali
Penolong Pengarah:
En. Azmir Abd. Ghaffar

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Tumpuan Aktiviti Penggalakan Perdagangan 18

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TUMPUAN KORPORAT

TUMPUAN AKTIVITI PENGGALAKAN PERDAGANGAN

Pada tahun 2008, MATRADE meneruskan program-program penggalakan perdagangan yang agresif dalam usaha mengembangkan pasaran global bagi produk dan perkhidmatan Malaysia. Sebanyak 228 aktiviti penggalakan perdagangan yang telah dilaksanakan pada tahun 2008 tertumpu kepada pasaran maju dan membangun untuk pelbagai produk dan perkhidmatan.



MIHAS 2008 dan INTRADE Malaysia 2008 disambut dengan amat baik oleh komuniti perniagaan

Program-program penggalakan yang dilaksanakan pada tahun 2008 dirancang melalui rundingan bersama pemimpin industri meliputi penyertaan dalam 60 Pameran Perdagangan Antarabangsa, 4 Misi Perdagangan dan Pelaburan, 11 Misi Pemasaran, 26 Misi Belian, 46 kaunter promosi dan 26 kaunter informasi. Penekanan yang lebih telah diberikan kepada penganjuran Misi Pemasaran Khusus dan Misi Belian yang diadakan sempena acara perdagangan dalam negara di mana aktiviti-aktiviti ini terbukti berkesan dalam menjana peluang perniagaan.

Sejumlah 1,082 syarikat telah mendapat manfaat dari penyertaan mereka di dalam aktiviti penggalakan ini. Syarikat-syarikat ini telah melaporkan jualan langsung sebanyak RM352.23 juta dan jualan dalam rundingan RM42.31 bilion.

Pameran perdagangan antarabangsa yang dianjurkan oleh MATRADE di Malaysia menawarkan peluang yang besar kepada syarikat-syarikat Malaysia untuk mengekal dan mengembangkan syer pasaran global mereka.

MIHAS 2008 yang diadakan bagi kali kelima dari 7 hingga 11 Mei, meletakkan Malaysia sebagai pusat halal dunia dan memberikan syarikat Malaysia, terutamanya EKS, peluang menceburi pasaran halal antarabangsa.

INTRADE Malaysia yang telah diadakan buat kali keduanya dari 13 hingga 16 November 2008, meluaskan lagi peluang kepada syarikat-syarikat Malaysia bagi mengembangkan eksport. Misi Belian yang dianjurkan semasa kedua-dua pameran ini telah menghasilkan jualan langsung dan jualan dalam rundingan yang amat menggalakkan.

Pada tahun 2008, buat kali pertamanya Malaysia Services Exhibition (MSE) telah diadakan dari 13 hingga 15 Januari di Sharjah, Emiriah Arab Bersatu, yang mempamerkan perkhidmatan 168 syarikat-syarikat Malaysia, persatuan dan agensi kerajaan. Pameran ini mendapat sambutan yang baik dan liputan luas dari pihak media bukan sahaja di Emiriah Arab Bersatu malah di rantau Teluk. Syarikat-syarikat yang menyertai pameran ini mencatatkan peluang perniagaan berpotensi bernilai RM39.02 bilion.

MELUASKAN SEMPADAN HALAL



MIHAS 2008 menarik perhatian mendalam daripada industri halal

MIHAS 2008 yang bertemakan “*Bridging the Global Halal Market*” diadakan di Menara MATRADE, Kuala Lumpur dari 7 hingga 11 Mei 2008. Acara ini yang diadakan buat kali kelima berturut-turut, dianjurkan oleh MATRADE dengan kerjasama Kementerian Pembangunan Usahawan dan Koperasi (MECD) dan Yayasan Dakwah Islamiah Malaysia (YADIM).

Pameran selama 5 hari ini yang dirasmikan YAB Perdana Menteri disertai oleh 507 peserta dari 25 negara. Lima negara utama yang menyertai acara ini adalah Republik Rakyat China, Indonesia, Iran, Brunei dan Singapura. Ianya sekali lagi berjaya menghasilkan jualan dan peluang perniagaan baru bagi industri halal.

Misi belian yang dianjurkan oleh MATRADE sempena MIHAS menyaksikan penyertaan 442 syarikat dari 57 negara. Antara produk dan perkhidmatan utama yang mendapat permintaan yang baik adalah makanan dan minuman, minyak sawit, konfeksionari, farmaseutikal dan perubatan serta penjagaan

kesihatan. Delegasi terbesar adalah dari Republik Rakyat China dengan 65 syarikat, diikuti oleh United Kingdom dengan 22 syarikat, Thailand dengan 16 syarikat dan Filipina dengan 14 syarikat. Sejumlah 5,328 mesyuarat perniagaan diaturnya antara pembeli asing dan 585 syarikat Malaysia. Mesyuarat ini menghasilkan jualan langsung sebanyak RM185.3 juta dan jualan dalam rundingan sebanyak RM2.02 bilion.

Selain daripada peningkatan dalam bilangan pempamer, MIHAS 2008 juga mencatatkan peningkatan dalam jumlah pelawat dari 36,796 orang pada 2007 ke 41,862 orang.

Semasa pameran, sesi taklimat perdagangan juga diaturnya untuk menyampaikan maklumat mengenai peluang dalam industri halal di pelbagai pasaran termasuk Croatia, Turki, Sudan, Iran dan Slovenia.

Satu inisiatif baru yang diambil oleh MATRADE semasa MIHAS 2008 adalah pelancaran *Halal Exchange* dengan kerjasama vLinx Inc. *Halal Exchange* ini memberikan syarikat Malaysia satu landasan elektronik untuk mempromosikan produk halal mereka secara global.

Selain MIHAS, pelbagai inisiatif telah diambil untuk mempromosikan produk dan perkhidmatan halal Malaysia ke pasaran luar negara. Ini termasuk Misi Pemasaran Khusus ke Indonesia, Republik Rakyat China dan Turki.

MENGOPTIMAKAN PELUANG SERANTAU

Pameran INTRADE Malaysia 2008 yang dianjurkan oleh MATRADE dari 13 hingga 16 November di Pusat Pameran dan Konvensyen MATRADE (MECC) telah menarik 325 penyertaan dari Malaysia dan 43 dari negara asing. Sejumlah 10,693 pelawat dari 55 negara mengunjungi pameran ini.



INTRADE Malaysia 2008 telah menjadi pusat tumpuan untuk ahli perniagaan



Tapak luar yang digunakan semasa INTRADE Malaysia 2008

Pameran ini yang diposisikan sebagai pameran perdagangan antarabangsa di rantau ASEAN mempamerkan pelbagai produk termasuk produk elektrik dan elektronik, minyak sawit, makanan dan minuman, perabot, komponen automotif, bahan pembungkusan, tekstil dan pakaian, kosmetik, produk farmaseutikal dan alat tulis.

Walaupun keadaan ekonomi global yang tidak menentu, INTRADE Malaysia 2008 mendapat sambutan yang begitu menggalakkan dari segi bilangan pelawat dan hasil jualan. Di antara acara tumpuan pameran ini adalah penganjuran Misi Belian di mana 527 pembeli asing yang terpilih ditemukan dengan 841 syarikat Malaysia. Antara pembeli terbesar adalah dari Asia Barat, Afrika, ASEAN, Eropah Timur, Asia Timur Laut dan Asia Selatan yang telah menunjukkan minat untuk mengimport produk makanan dan minuman, perabot, kosmetik, produk perubatan serta produk elektrik dan elektronik.

Semasa Misi Belian tersebut, sejumlah 7,620 pertemuan perniagaan telah diatitkan dan menghasilkan jualan langsung bernilai RM198.9 juta dan jualan dalam rundingan sebanyak RM2.41 bilion.

Sempena INTRADE Malaysia 2008, KLITF 2008 telah diadakan pada 13 November 2008 yang bertemakan "Optimising Global Opportunities". Forum ini memberikan maklumat terkini mengenai isu-isu yang mempengaruhi perniagaan global, pemahaman lebih mendalam kepada prospek dan peluang, di samping dapat memberi peluang menjalin rangkaian perniagaan di kalangan peserta. Antara mereka yang berucap adalah YABhg. Tun Dr. Mahathir Mohamad yang memberi ucapan utama dan YBhg. Dato' A. K. Nathan, Pengarah Pengurusan Kumpulan dari Eversendai Corporation Sdn Bhd. Seramai 1,100 peserta menghadiri forum ini.

MEMPAMERKAN KEMAMPUAN MALAYSIA DALAM SEKTOR PERKHIDMATAN



*Orang kenamaan di upacara
pembukaan MSE 2008*



*Pelawat dari Emiriah Arab Bersatu
rantau sekitarnya yang mengunjungi
pameran perkhidmatan pertama Malaysia
di Sharjah, Emiriah Arab Bersatu*

Dalam usaha untuk mempromosikan sektor perkhidmatan Malaysia di pasaran yang membangun, MATRADE telah menganjurkan pameran pertama MSE 2008 di Sharjah, Emiriah Arab Bersatu dari 13 hingga 15 Januari 2008. Objektif pameran ini adalah untuk mempamerkan kebolehan Malaysia dalam menyediakan perkhidmatan yang bertaraf dunia khususnya ke Asia Barat dan rantau Afrika Utara, Benua Kecil India dan negara-negara CIS. Acara ini juga bertujuan untuk membina penjenamaan dan meningkatkan penonjolan pembekal perkhidmatan Malaysia serta menjalin perikatan strategik dengan para pelanggan berpotensi di rantau-rantau ini.

Putera Mahkota dan Timbalan Pemerintah Sharjah, HH Sheikh Sultan Bin Mohamed Bin Sultan Al Qassimi dan Menteri Perdagangan Antarabangsa dan Industri Malaysia, YB Tan Sri Rafidah Aziz bersama-sama merasmikan pembukaan pameran ini pada 13 Januari 2008.

Sejumlah 168 syarikat perkhidmatan Malaysia dan agensi kerajaan dari sektor pembinaan, pendidikan, latihan khusus, penajaan tenaga dan kuasa, kejuruteraan, teknologi dan inovasi, perkhidmatan kewangan, francais, penjagaan kesihatan dan perkhidmatan berkaitan hospital, ICT, logistik dan pengangkutan, perkhidmatan pengurusan, minyak dan gas serta perkhidmatan profesional menyertai pameran ini.

Sempena MSE 2008, *Malaysia Services Forum* telah diadakan selama 2 hari bagi berkongsi dan memperlihatkan kemahiran serta kebolehan Malaysia di dalam pelbagai sektor. MSE 2008 menerima 3,656 pelawat yang terdiri daripada pegawai kanan kerajaan Emiriah Arab Bersatu

dan ahli perniagaan dari Arab Saudi, Kuwait, Oman serta negara-negara dari Afrika dan Asia Selatan.

Peserta Malaysia di MSE 2008 menerima sejumlah 2,757 pertanyaan perdagangan dan 501 peluang perniagaan berpotensi telah dikenal pasti. Hasil daripada mesyuarat perniagaan, sebanyak 31 projek berpotensi yang bernilai RM39.02 bilion dilaporkan. Projek-projek ini berlokasi di Emiriah Arab Bersatu, Arab Saudi, Maghribi, Syria, Libya, Iraq, India, Romania dan Azerbaijan merangkumi perkhidmatan pembinaan, minyak dan gas, perkhidmatan profesional, kejuruteraan, teknologi dan inovasi serta ICT.

MSE 2008 menerima liputan luas dari media cetak dan elektronik di Emiriah Arab Bersatu dan rantau sekitarnya. Peserta Malaysia di MSE 2008 menimba pengalaman berharga dari segi memahami keunikan pasaran dan keperluan dalam menjalankan perniagaan di Asia Barat.

MENEROKAI PASARAN BARU

Di samping meneruskan aktiviti penggalakan di pasaran tradisional, MATRADE juga mempergiatkan program penggalakan di pasaran baru dan yang membangun pada tahun 2008. Ini bertujuan mengambil peluang perniagaan dalam pasaran-pasaran berkenaan.



Pelbagai kelompok perkhidmatan dipamerkan di MSE 2008

Pada tahun 2008, MATRADE menganjurkan 228 program antarabangsa di pasaran sedia ada dan yang membangun yang disasarkan untuk mengembangkan pencapaian pengeksporth Malaysia di arena antarabangsa. Program-program ini termasuk:

- 60 Pameran Perdagangan Antarabangsa
- 4 Misi Perdagangan dan Pelaburan
- 11 Misi Pemasaran
- 26 Misi Belian
- 46 Kaunter Promosi
- 55 seminar, taklimat dan bengkel
- 26 kaunter maklumat di pameran domestik

Antara Pameran Perdagangan Antarabangsa yang mencatatkan keputusan memberangsangkan adalah MSE 2008, Sharjah, Emiriah Arab Bersatu (jualan bernilai RM39.02 bilion), *Middle East Electricity Show 2008*, Dubai, Emiriah Arab Bersatu (RM1.04 bilion), *5th China-ASEAN Expo*, Nanning, Republik Rakyat China (RM341.18 juta), *Gulfood 2008*, Dubai, Emiriah Arab Bersatu (RM170.1 juta), *Sial Paris 2008*, Paris, Perancis (RM115.26 juta), *Foodex 2008*, Tokyo, Jepun (RM91 juta) dan *Arab Health 2008*, Dubai, Emiriah Arab Bersatu (RM58.1 juta). Bagi Misi Perdagangan dan Pelaburan, jualan berjumlah RM4.56 bilion dicatatkan hasil dari misi-misi ke Kuwait, Oman, Viet Nam dan Amerika Syarikat.

Dari jumlah program penggalakan perdagangan yang dijalankan pada tahun 2008, hampir 50 peratus menasasarkan pasaran baru dan membangun. Pasaran ini termasuk India, Kazakhstan, Republik Rakyat China, Viet Nam, Ghana, Afrika Selatan, Emiriah Arab Bersatu, Romania, ASEAN dan Persekutuan Rusia. Hasil dari program penggalakan ini, produk dan perkhidmatan Malaysia telah bertapak dengan kukuh dan terserlah dalam pasaran baru dan yang membangun. Ini terbukti dengan peningkatan jumlah eksport Malaysia dari 32.8 peratus pada tahun 2000 kepada 42 peratus pada tahun 2008 ke pasaran baru dan membangun.

Bagi aktiviti penggalakan yang disasarkan ke pasaran baru dan membangun, Pameran Perdagangan Antarabangsa mencatat jualan langsung sebanyak RM122.17 juta dan jualan dalam rundingan sebanyak RM1.74 bilion; Misi Perdagangan dan Pelaburan menghasilkan jualan langsung sebanyak RM1.2 juta dan jualan dalam rundingan sebanyak RM2.07 bilion; Misi Pemasaran Khusus dan Am mencatat jualan langsung sebanyak RM2.61 juta dan jualan dalam rundingan sebanyak RM1.24 bilion; dan Misi Belian mencatat jualan langsung sebanyak RM186 juta dan jualan dalam rundingan sebanyak RM2.24 bilion.

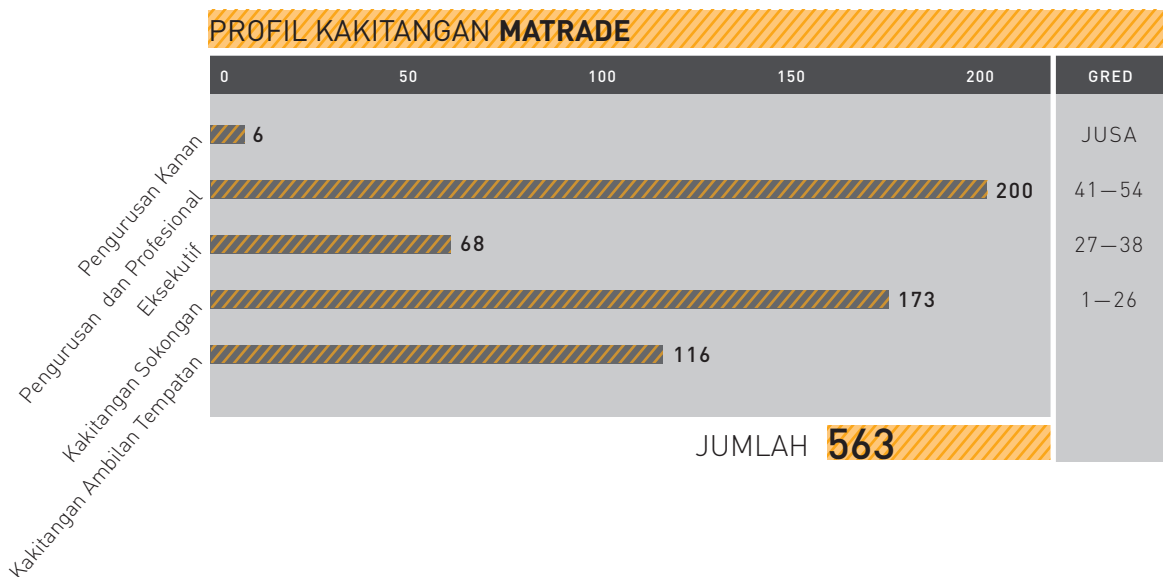
PENINGKATAN SUMBER MANUSIA

MATRADE terus meningkatkan bilangan kakitangannya pada tahun 2008 kepada 563 orang berbanding dengan 513 orang pada tahun sebelumnya. Dalam memenuhi objektif memberi khidmat pelanggan yang cemerlang, sejumlah 202 program pembangunan sumber manusia dikendalikan untuk meningkatkan kemahiran dan pengetahuan kakitangan MATRADE.

Program latihan tertumpu kepada:

- Kepimpinan
- Latihan Peribadi
- Pengurusan
- Kemahiran Bahasa
- Pengurusan Kewangan
- Pemasaran
- Teknologi Maklumat
- Kursus Motivasi
- Kerjasama Sepasukan
- Program *Attachment*

Sejumlah 14 peperiksaan jabatan dan Jabatan Perkhidmatan Awam (JPA) yang meliputi pelbagai skim perkhidmatan dikendalikan. Seramai 32 orang kakitangan MATRADE menerima “Anugerah Perkhidmatan Cemerlang” sebagai pengiktirafan prestasi cemerlang dalam melaksanakan tugas mereka.



PENGIKTIRAFAN ANTARABANGSA

Pencapaian dan taraf perkhidmatan MATRADE telah diiktirafkan di peringkat antarabangsa. Pada tahun 2008, MATRADE menerima pengiktirafan antarabangsa bagi perkhidmatan cemerlang sebagai agensi penggalakan perdagangan nasional dari *Islamic Development Bank (IDB)* dan *General Chamber of Commerce Taiwan*.

IDB menganugerahkan MATRADE dengan *Islamic Solidarity Prize* sebagai pengiktirafan usaha menggalakkan perdagangan di kalangan negara anggota OIC. Antara negara anggota OIC, MATRADE merupakan institusi pertama yang dianugerahkan di bawah kategori penggalakan perdagangan. *General Chamber of Commerce Taiwan* menganugerahkan MATRADE dengan *Golden Merchant Award 2008* bagi pejabat komersil luar negara yang cemerlang. Anugerah-anugerah ini juga mengiktiraf dedikasi kakitangan MATRADE dalam memberikan perkhidmatannya.



Presiden Islamic Development Bank Group H. E. Dr. Ahmad Mohamed Ali (kiri) dan Presiden Turki H. E. Dr. Abdullah Gul (tengah) menyampaikan anugerah kepada Ketua Eksekutif MATRADE YBhg. Dato' Noharuddin Nordin (kanan) di Turki

PERKONGSIAN PENGETAHUAN

MATRADE telah bekerjasama dengan pelbagai organisasi tempatan dan antarabangsa dalam program membina kapasiti dalam penggalakan perdagangan. Kebanyakan peserta terdiri daripada pegawai kanan organisasi penggalakan perdagangan, khususnya dari negara anggota OIC.

Dengan kerjasama Unit Perancang Ekonomi (EPU), MATRADE menganjurkan *Malaysian Technical Cooperation Programme* (MTCP) bagi kali ketiga yang bertemakan “*Malaysia – Sharing of Experience in Trade Promotion for OIC Member Countries*” dari 22 hingga 31 Julai 2008.

Program selama 10 hari ini telah disertai oleh 34 peserta di mana 26 peserta adalah dari 23 negara anggota OIC khususnya, Azerbaijan, Bangladesh, Brunei, Mesir, Indonesia, Iran, Iraq, Jordan, Republik Kyrgyz, Maghribi, Nigeria, Pakistan, Palestine, Sudan, Suriname, Syria, Togo, Tunisia, Turki, Emiriah Arab Bersatu, Uzbekistan dan Yemen, manakala peserta yang lain adalah dari Malaysia, termasuk Bank EXIM, Perbadanan Pembangunan Perkhidmatan Profesional (PSDC), Perbadanan Pembangunan Industri Kecil dan Sederhana (SMIDEC), Lembaga Kemajuan Perindustrian Malaysia (MIDA) dan MATRADE.

Para peserta berpendapat bahawa program ini amat berguna dan berinformasi. Mereka juga berkongsi pengetahuan dan pengalaman dalam program-program penggalakan perdagangan Malaysia. Tambahan pula, program ini memberi peluang untuk menjalin rangkaian perniagaan di kalangan peserta dan komuniti perniagaan Malaysia.



Para peserta MTCP memberi perhatian rapi

MERANCANG HALA TUJU

Lembaga Pengarah MATRADE dianggotai 13 ahli dari sektor swasta dan awam yang mempunyai kepakaran dan pengalaman luas dalam perdagangan antarabangsa. Mereka merangka strategi dan merancang hala tuju MATRADE sebagai satu agensi penggalakan perdagangan nasional yang unggul.

Pada masa yang mencabar dan sukar ini, Lembaga Pengarah memainkan peranan penting dalam mengenalpasti cadangan dan pendekatan baru dalam meningkatkan pertumbuhan perdagangan dan kepelbagaian pasaran eksport.

Pada tahun 2008, Lembaga Pengarah telah bermesyuarat pada tarikh-tarikh berikut:

- **Mesyuarat 1/2008**
9 Mei 2008
- **Mesyuarat 2/2008**
30 Mei ke 1 Jun 2008
- **Mesyuarat 3/2008**
16 September 2008
- **Mesyuarat 4/2008**
12 Disember 2008

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

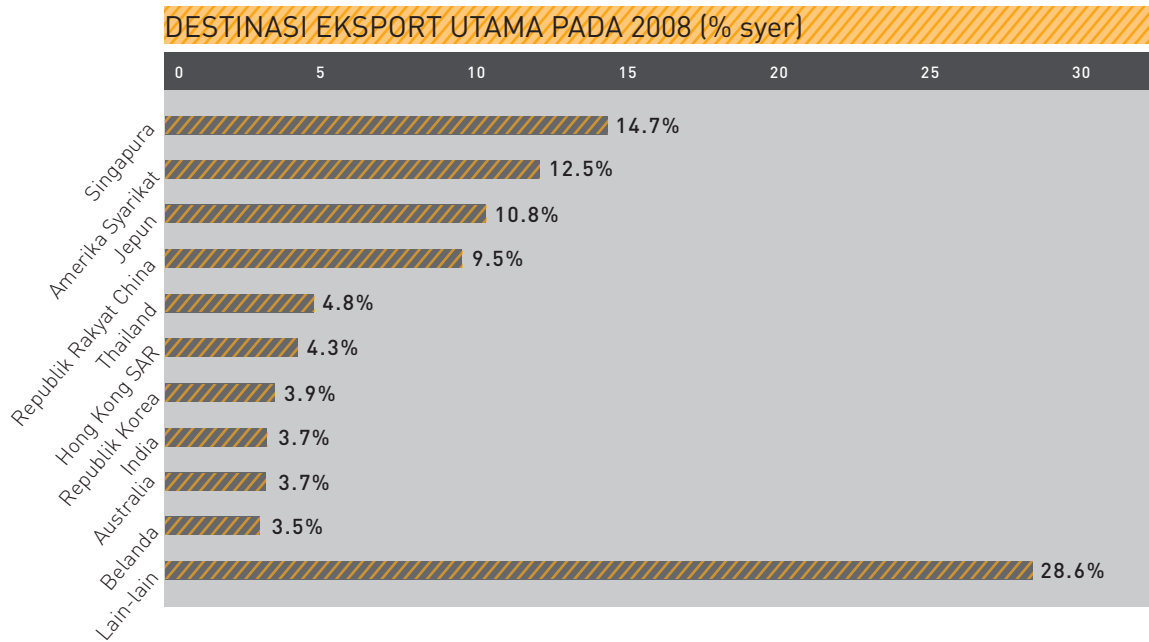
- Kajian semula program bantuan
- Perbandingan persekitaran perdagangan dengan negara lain
- Memposisikan Malaysia sebagai sebuah negara perdagangan yang kompetitif
- Strategi dan program penggalakan perdagangan untuk tahun 2008
- Prestasi perdagangan Malaysia
- Program Pembangunan Pengeksport Bumiputera dan Wanita
- Inisiatif penjenamaan nasional
- Langkah-langkah bagi menghadapi kelembapan ekonomi global

Kepimpinan Lembaga Pengarah yang berwibawa bersama kakitangannya yang berdedikasi telah melaksanakan secara efektif kesemua program penggalakan perdagangan dan pembangunan pengeksport yang dirancang pada tahun tersebut.

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MENGEKALKAN PERTUMBUHAN



Jumlah perdagangan Malaysia pada tahun 2008 meningkat sebanyak 6.8 peratus kepada RM1.185 trilion, merentasi tahap RM1 trilion bagi tahun ketiga berturut-turut. Eksport mencatat pertumbuhan sebanyak 9.6 peratus, bernilai RM663.49 bilion. Import meningkat 3.3 peratus kepada RM521.61 bilion.

Lebih dagangan yang dicatat bernilai RM141.88 bilion, peningkatan sebanyak 41.4 peratus daripada tahun 2007. Ini merupakan lebih dagangan yang paling tinggi dicapai dalam tempoh 11 tahun semenjak Malaysia mula merekodkan lebih dagangan pada tahun 1997. Kesenambungan prestasi perdagangan yang positif adalah pengiktirafan kekukuhan ekonomi negara dalam menghadapi kelembapan kewangan global pada tahun 2008.

Eksport utama dalam semua sektor penting iaitu perkilangan, pertanian dan galian serta minyak galian telah menyumbang kepada pertumbuhan eksport negara. Eksport sektor perkilangan meningkat 1.8 peratus kepada RM464.47 bilion dengan mewakili 70 peratus jumlah keseluruhan eksport. Eksport pertanian berkembang sebanyak 32.2 peratus kepada RM71.71 bilion, menyumbang 10.8

peratus kepada jumlah eksport. Sektor galian mencatatkan peningkatan 42.4 peratus kepada RM120.7 bilion dengan sumbangan 18.2 peratus dari jumlah keseluruhan eksport pada tahun 2008.

Aktiviti penggalakan yang dilaksanakan oleh MATRADE pada tahun 2008 menyumbang kepada perkembangan positif eksport negara ke pasaran tradisional dan yang bukan tradisional. Antara aktiviti-aktiviti ini termasuk penganjuran penyertaan pengeksport Malaysia dalam Pameran Perdagangan Antarabangsa, Misi Perdagangan dan Pelaburan, Kaunter Promosi, Misi Pemasaran Khusus serta penganjuran Misi Belian ke Malaysia. Program meningkatkan kesedaran serta minat di kalangan syarikat Malaysia dengan memberi tumpuan kepada potensi dan akses pasaran antarabangsa yang dianjurkan oleh MATRADE ternyata berkesan dalam meningkatkan kapasiti pengeksport negara.

Rakan perdagangan utama Malaysia pada tahun 2008 adalah **Singapura, Amerika Syarikat, Jepun, Republik Rakyat China dan Thailand.**

SINGAPURA

Singapura mengatasi Amerika Syarikat untuk menjadi rakan perdagangan utama Malaysia pada tahun 2008, dengan menyumbang 13.1 peratus daripada jumlah perdagangan keseluruhan Malaysia bernilai RM155.11 bilion. Ini merupakan pertumbuhan sebanyak 5.9 peratus. Di kalangan negara ASEAN, Singapura adalah destinasi eksport utama Malaysia dengan sumbangan eksport berjumlah RM97.78 bilion atau 10.5 peratus pada tahun 2008. Negara-negara anggota ASEAN yang lain iaitu Thailand, Indonesia, Filipina dan Viet Nam kekal di kedudukan 20 pasaran eksport utama Malaysia. Eksport utama ke Singapura adalah produk elektrik dan elektronik, produk petroleum bertapis, petroleum mentah, pengilangan logam serta jentera, perkakasan dan alat ganti.

AMERIKA SYARIKAT

Perdagangan Malaysia dengan Amerika Syarikat pada tahun 2008 menunjukkan penurunan sebanyak 6.7 peratus kepada RM139.18 bilion berbanding RM149.21 bilion pada tahun 2007. Amerika Syarikat adalah destinasi eksport Malaysia yang kedua terbesar dengan sumbangan sebanyak 12.5 peratus daripada keseluruhan perdagangan negara.

Malaysia kekal sebagai sumber import utama Amerika Syarikat di kalangan negara ASEAN. Pada tahun 2008, eksport negara ke Amerika Syarikat menurun sebanyak 12.5 peratus kepada RM82.73 bilion berbanding dengan RM94.52 bilion pada tahun 2007. Penurunan eksport ini adalah akibat daripada kelembapan ekonomi Amerika Syarikat berikutan krisis kewangan yang menyebabkan kehilangan pekerjaan, pasaran kredit yang ketat serta kemelesetan sektor hartanah yang seterusnya memberi kesan negatif ke atas perbelanjaan para pengguna.

Eksport utama ke Amerika Syarikat adalah produk elektrik dan elektronik, minyak sawit, kelengkapan optik dan saintifik serta produk-produk keluaran getah dan kayu.

JEPUN

Jumlah perdagangan antara Malaysia dan Jepun pada tahun 2008 meningkat sebanyak 13.4 peratus kepada RM136.9 bilion berbanding RM120.8 bilion pada tahun 2007. Dalam tempoh 5 tahun yang lepas, perdagangan Malaysia dengan Jepun terus mencatatkan peningkatan dengan pertumbuhan sebanyak 7.4 peratus setahun.

Eksport ke Jepun pada tahun 2008 berjumlah RM71.8 bilion, peningkatan sebanyak 30 peratus, dan mewakili 10.8 peratus daripada jumlah eksport keseluruhan Malaysia. Pada tahun 2008, eksport utama adalah gas asli cecair, produk elektrik dan elektronik, produk kayu, produk petroleum serta kimia dan produk kimia.

Peningkatan ketara ini adalah juga didorong oleh perjanjian dua hala melalui *Malaysia-Japan Economic Partnership Agreement* (MJEPA). Eksport produk utama di bawah perjanjian ini adalah minyak kelapa sawit gred industri, *stretch film*, *polyethylene film*, *polyethylene bags* dan minyak isirong sawit.

REPUBLIK RAKYAT CHINA

Jumlah perdagangan Republik Rakyat China dengan Malaysia pada tahun 2008 meningkat sebanyak 10.3 peratus kepada RM130.1 bilion daripada RM117.9 bilion. Ini merupakan 11 peratus daripada jumlah perdagangan keseluruhan Malaysia. Semenjak 10 tahun yang lepas, eksport Malaysia ke Republik Rakyat China terus mencatatkan peningkatan ketara sebanyak 23.6 peratus setahun.

Eksport Malaysia ke Republik Rakyat China berjumlah RM63.21 bilion iaitu peningkatan sebanyak 19.2 peratus daripada RM53.04 bilion pada tahun 2007. Produk elektrik dan elektronik, minyak sawit, kimia dan produk kimia, getah mentah dan produk getah merupakan eksport utama negara ke Republik Rakyat China.

Perlaksanaan perjanjian *ASEAN-China Free Trade Agreement* (ACFTA) pada tahun 2005 yang meningkatkan akses pasaran untuk produk Malaysia telah menyumbang kepada peningkatan

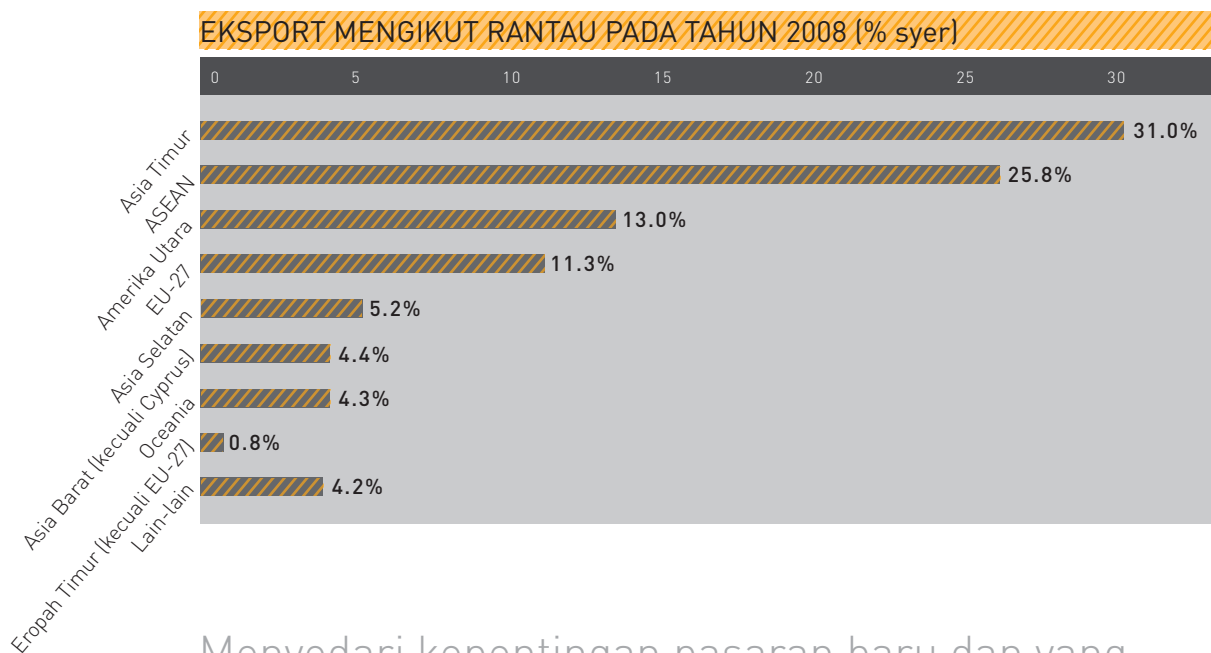
perdagangan dua hala dengan Republik Rakyat China. Produk yang mendapat keistimewaan hasil daripada perjanjian ini termasuk minyak sawit dan produk berasaskan sawit, produk koko, minyak galian, kimia dan produk kimia serta produk getah.

THAILAND

Thailand kekal sebagai rakan perdagangan Malaysia yang kelima terbesar pada tahun 2008, mencatat peningkatan sebanyak 7.1 peratus dengan jumlah dagangan sebanyak RM61.01 bilion. Pada tahun 2008, eksport Malaysia ke Thailand bernilai RM31.7 bilion, meningkat 5.8 peratus berbanding tahun sebelumnya. Thailand adalah destinasi eksport yang kedua terbesar dalam ASEAN, menyumbang sebanyak 18.5 peratus daripada keseluruhan eksport Malaysia ke rantau ini.

Eksport utama ke Thailand adalah produk elektrik dan elektronik, petroleum mentah, jentera, perkakasan dan alat ganti dan perkilangan logam. Eksport produk-produk ini berjumlah sebanyak RM21.13 bilion atau 66.7 peratus daripada jumlah eksport keseluruhan Malaysia ke Thailand pada tahun 2008.

MENGEMBANGKAN PASARAN



Menyedari kepentingan pasaran baru dan yang baru muncul, MATRADE telah mempergiatkan aktiviti penggalakannya untuk meningkatkan eksport Malaysia ke pasaran-pasaran ini. Aktiviti-aktiviti ini telah menyumbang kepada pertumbuhan eksport yang ketara di Asia Barat yang meningkat sebanyak 30.7 peratus, diikuti oleh Asia Selatan 25.4 peratus, Amerika Latin 22.9 peratus dan Oceania 22.4 peratus.

Rantau Asia Timur Laut merupakan rakan perdagangan terbesar Malaysia pada tahun 2008, dengan menyumbang 31 peratus daripada jumlah keseluruhan eksport. Perkembangan eksport ke rantau ini meningkat semenjak tahun 2002, mencatat peningkatan sebanyak 16.9 peratus kepada RM205.6 bilion berbanding RM175.87 bilion pada tahun 2007. Eksport utama ke rantau ini adalah produk elektrik dan elektronik, gas asli cecair, minyak sawit, kimia dan produk kimia dan petroleum mentah. Produk-produk ini secara kolektif menyumbang sebanyak 74.1 peratus daripada jumlah eksport Malaysia ke rantau ini.

Pada tahun 2008, perdagangan dengan ASEAN berjumlah RM297.64 bilion, iaitu peningkatan sebanyak 6.7 peratus berbanding tahun sebelumnya. Ia merupakan 25.1 peratus daripada jumlah keseluruhan dagangan Malaysia. ASEAN kekal sebagai rakan perdagangan rantau yang kedua terbesar bagi Malaysia. Di kalangan negara ASEAN, Singapura mengekalkan kedudukannya sebagai rakan perdagangan Malaysia yang terbesar, menyumbang 52.1 peratus daripada jumlah perdagangan dengan rantau tersebut. Ini diikuti oleh Thailand (20.5 peratus), Indonesia (15.1 peratus), Filipina (5.6 peratus) dan Viet Nam (5.3 peratus). Produk elektrik dan elektronik adalah eksport utama Malaysia ke ASEAN, yang mewakili 32.1 peratus daripada jumlah eksport ke rantau ini. Eksport utama yang lain adalah produk petroleum bertapis, petroleum mentah, kimia dan produk kimia serta jentera, perkakasan dan alat ganti.

Rantau Asia Barat terus kekal sebagai pasaran eksport penting dengan mencatatkan pertumbuhan ketara sebanyak 30.7 peratus kepada RM28.96 bilion pada tahun 2008. Eksport ke rantau ini telah menyumbang sebanyak 4.4 peratus daripada keseluruhan eksport Malaysia pada tahun 2008. Emiriah Arab Bersatu merupakan pasaran terbesar eksport Malaysia ke rantau ini dengan sumbangan sebanyak 43.3 peratus. Antara produk utama yang dieksport ke Asia Barat adalah produk elektrik dan elektronik, minyak sawit, barang kemas, makanan diproses serta jentera, perkakasan dan alat ganti.

Eksport ke rantau Asia Selatan meningkat 25.4 peratus ke RM34.64 bilion berbanding dengan RM27.63 bilion pada tahun sebelumnya. India adalah pasaran eksport utama di rantau ini dengan jumlah eksport sebanyak RM24.73 bilion atau 71.4 peratus daripada jumlah eksport Malaysia. Ini diikuti oleh Pakistan dengan 16.6 peratus dari jumlah eksport bernilai RM5.7 bilion. Eksport ke Asia Selatan terdiri daripada petroleum mentah, minyak sawit, produk elektrik dan elektronik, kimia dan produk kimia dan produk petroleum bertapis.

Tabung Kewangan Antarabangsa (IMF) telah meramalkan ekonomi global akan menguncup sebanyak 1.4 peratus pada tahun 2009. Berdepan dengan keadaan ekonomi yang mencabar ini, adalah sukar bagi Malaysia mengekalkan tahap pencapaian perdagangan pada tahun 2008.

Berdasarkan ramalan IMF, Keluaran Dalam Negara Kasar (KDNK) Asia dijangka akan meningkat sebanyak 1.3 peratus pada tahun 2009, kurang daripada peningkatan sebanyak 5.1 peratus pada tahun 2008. Bank Pembangunan Asia (ADB) meramalkan pertumbuhan yang rendah bagi ekonomi Republik Rakyat China pada tahun 2009 sebanyak 7 peratus daripada 9 peratus yang dicapai pada tahun sebelumnya. Begitu juga dengan KDNK India yang dijangka akan turun kepada 5 peratus daripada 7.1 peratus dan Asia Tenggara kepada 0.7 peratus daripada 4.3 peratus. Sementara itu, KDNK Taiwan, Republik Korea dan Hong Kong SAR masing-masing dijangka merosot sebanyak 4 peratus, 3 peratus dan 2 peratus.

Memandangkan ramalan ekonomi yang menurun di kalangan rakan perdagangan Malaysia, Kerajaan akan terus mengkaji polisi dan merangka strategi melalui rundingan bersama dengan pemimpin industri tempatan memandangkan eksport ke negara-negara ini amat penting untuk Malaysia. Pada tahun 2009, produk elektrik dan elektronik, kimia dan produk kimia serta jentera, perkakasan dan alat ganti akan terus menjadi eksport utama Malaysia.

Asia Barat, Afrika, CIS dan Asia Selatan akan kekal sebagai pasaran-pasaran rantau utama bagi Malaysia pada tahun 2009 dengan jangkauan peningkatan permintaan untuk produk elektrik dan elektronik, kimia dan produk kimia, barang kemas dan makanan diproses.

Sektor perkilangan akan terus kekal sebagai eksport utama dengan produk elektrik dan elektronik menjadi penyumbang terbesar pada tahun 2009. Produk-produk utama yang lain adalah petroleum mentah dan bertapis, gas asli cecair, minyak sawit, kimia dan produk kimia serta jentera, perkakasan dan alat ganti.

Dalam keadaan mencabar ini, pengeksporth Malaysia mesti mengambil langkah baru dan mengekalkan kehadiran produk mereka di pasaran agar masih relevan. Adalah amat penting untuk syarikat Malaysia yang telah menceburi pasaran antarabangsa terus mengekalkan kedudukan mereka dengan mempergiatkan aktiviti promosi eksport. Tambahan pula, syarikat-syarikat perlu mengambil pelbagai langkah bagi meningkatkan daya saing mereka melalui inisiatif-inisiatif merasionalkan kos, pemasaran inovatif dan peningkatan produktiviti.

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MATRADE annually organises INTRADE Malaysia, the leading international general trade fair in ASEAN. Please visit INTRADE Malaysia 2008 at:

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Date: 13th - 16th November 2008

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E: info@matrade.gov.my W: www.matrade.gov.my



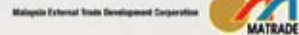
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Menara MATRADE, Jalan Kebun Bunga, Off Jalan Duta, 50460 Kuala Lumpur, Malaysia.
Tel: 603-6207 7037 Fax: 603-6203 7037 Toll-Free: 1800 88 7288 Email: info@matrade.gov.my

Iklan-iklan di atas dan di kanan telah diterbitkan di luar negara bagi masyarakat antarabangsa

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MEMPERLUASKAN PASARAN GLOBAL MALAYSIA

MATRADE mengukuhkan kehadiran Malaysia di pasaran dunia pada tahun 2008 melalui penganjuran penyertaan pengeksport Malaysia dalam 60 Pameran Perdagangan Antarabangsa, 4 Misi Perdagangan dan Pelaburan, 11 Misi Pemasaran, 46 Kaunter Promosi serta 55 seminar, taklimat dan bengkel.



Pelawat perdagangan di 5th China-ASEAN Expo 2008 di Nanning, Republik Rakyat China.



Masakan Malaysia telah menarik kunjungan orang ramai semasa pameran makanan dan minuman SIAL China 2008

MATRADE menganjurkan penyertaan 972 syarikat Malaysia dalam 60 Pameran Perdagangan Antarabangsa yang meliputi pasaran tradisional, yang membangun dan baru. Pameran-pameran ini telah menghasilkan jualan langsung sebanyak RM348.67 juta, jualan dalam rundingan bernilai RM41.04 bilion dan menerima 48,909 pertanyaan perdagangan.

Pada tahun 2008, 4 Misi Perdagangan dan Pelaburan telah dianjurkan bersama oleh MATRADE, MITI dan MIDA. Misi-misi ini diketuai

oleh YB Menteri Perdagangan Antarabangsa dan Industri Malaysia (MITI) dan disertai oleh 516 ahli perniagaan daripada 193 syarikat. Sebanyak 813 pertemuan perniagaan telah diaturkan, yang menghasilkan jualan langsung berjumlah RM1.2 juta dan usahasama atau projek berpotensi bernilai RM4.23 bilion.

Bagi kali kelima berturut-turut, MIHAS menawarkan kepada dunia suatu platform yang terbaik untuk menampilkan produk dan perkhidmatan halal. Dengan 507 pempamer dan 41,862 pelawat, MIHAS 2008 merupakan acara yang lebih besar daripada tahun-tahun sebelumnya. Acara ini telah menghasilkan jualan langsung berjumlah RM185.3 juta dan jualan dalam rundingan bernilai RM2.02 bilion.

INTRADE Malaysia 2008 adalah Pameran Perdagangan Antarabangsa anjuran MATRADE yang telah menarik penyertaan 325 pempamer Malaysia dan 43 pempamer antarabangsa. Acara ini juga berjaya menghasilkan jualan langsung sebanyak RM198.9 juta dan jualan dalam rundingan sebanyak RM2.41 bilion.

Sejumlah 11 Misi Pemasaran anjuran MATRADE termasuk 8 Misi Pemasaran Khusus telah disertai oleh 110 syarikat. Sebanyak 1,308 pertemuan perniagaan diaturkan dengan hasil jualan langsung bernilai RM3.61 juta dan jualan dalam rundingan berjumlah RM1.27 bilion.

MATRADE telah membuka 46 Kaunter Promosi di Pameran Perdagangan Antarabangsa di luar negara di mana 815 syarikat Malaysia yang terlibat telah menghantar bahan promosi mereka untuk dipamer dan diedarkan di Kaunter Promosi. Sejumlah 3,549 pertanyaan telah diterima semasa acara-acara ini diadakan.

ASIA TIMUR LAUT

Asia Timur Laut terus kekal sebagai rantau perdagangan terbesar Malaysia pada tahun 2008. Jumlah eksport ke rantau ini menyumbang 31 peratus daripada jumlah eksport keseluruhan Malaysia. Eksport mencatatkan peningkatan sebanyak 16.9 peratus kepada RM205.6 bilion berbanding RM175.87 bilion pada tahun sebelumnya. Jepun kekal sebagai destinasi eksport terbesar dengan jumlah eksport bernilai RM71.8 bilion, diikuti oleh Republik Rakyat China (RM63.21 bilion), Hong Kong SAR (RM28.32 bilion), Republik Korea (RM25.89 bilion) dan Taiwan (RM16.23 bilion).

Aktiviti penggalakan yang dianjurkan oleh MATRADE di Asia Timur Laut pada tahun 2008 termasuk 24 Pameran Perdagangan Antarabangsa, 1 Misi Perdagangan dan Pelaburan, 8 Misi Belian dan 7 Kaunter Promosi. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

JEPUN

Pameran Perdagangan Antarabangsa

- Foodex Japan 2008, Chiba
- 7th International Auto Aftermarket Show 2008, Tokyo
- 66th Tokyo International Gift Show (TIGS) 2008, Tokyo
- ASEAN – Japan Centre's (AJC) Program
- ASEAN Gifts and Fashion Accessories Exhibition
- ASEAN Health and Wellness Exhibition
- Interior Lifestyle Exhibition 2008, Tokyo
- ASEAN Food & Beverages Exhibition

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE 2008

Kaunter Promosi

- Messe Nagoya 2008, Nagoya
- Osaka Home Expo 2008, Osaka
- 2nd International Garden and Exterior Expo 2008, Tokyo

REPUBLIK RAKYAT CHINA

Pameran Perdagangan Antarabangsa

- SEMICON China 2008
- SIAL China 2008
- SOURCE IT China 2008
- 9th Western China International Economy Trade Fair (WCETF)
- 5th China-ASEAN Expo 2008

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE 2008

Kaunter Promosi

- 5th China International Small and Medium Enterprise Fair 2008 (CISMEF)
- 103rd China Import and Export Fair (The Canton Fair) 2008
- 5th Qingdao Apec Small & Medium Enterprises Technology Fair
- 4th China (Nanjing) International Software Products Expo 2008

HONG KONG SAR

Pameran Perdagangan Antarabangsa

- Hong Kong International Jewellery Show 2008
- Hong Kong Houseware Fair 2008
- Hong Kong Gift & Premium Fair 2008
- Hong Kong Fashion Week for Spring/Summer

REPUBLIK KOREA

Pameran Perdagangan Antarabangsa

- Seoul Food & Hotel 2008
- Korean Student Fair 2008
- Korea International Medical & Hospital Equipment Show
- Imported Goods Fair 2008

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE 2008

TAIWAN

Pameran Perdagangan Antarabangsa

- Taipei International Food Show
- Taipei International Medical Equipment & Pharmaceuticals Show 2008 (MEDIPHAR)
- Taipei International Auto/Motorcycle Parts & Accessories Show

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE 2008



Pempamer Malaysia di 5th China-ASEAN Expo 2008

5th China-ASEAN Expo 2008

Pameran *5th China-ASEAN Expo* telah diadakan dengan jayanya dari 22 hingga 25 Oktober 2008 di *Nanning International Convention & Exhibition Centre (NICEC)*, Nanning, Wilayah Autonomi Guangxi Zhuang, Republik Rakyat China. YB Dato' Sri Dr. Ng Yen Yen, Menteri Wanita, Keluarga dan Pembangunan Masyarakat Malaysia merasmikan Pavilion Malaysia pada 22 Oktober 2008. Sejumlah 100 syarikat termasuk agensi Kerajaan yang beroperasi di Guangzhou dan Beijing telah menyertai Pavilion Malaysia. Semasa pameran ini berlangsung, agensi seperti Perbadanan Pembangunan Industri Halal (HDC), MIDA, Kementerian Pelajaran Tinggi dan MATRADE telah menganjurkan seminar penggalakan produk dan perkhidmatan Malaysia. Syarikat Cyberview Sdn Bhd juga turut menyertai seminar ini untuk mempromosikan Cyberjaya kepada ahli perniagaan dan pelabur dari Republik Rakyat China. Ekspo ini telah menyediakan ruang baru bagi meningkatkan perdagangan dua hala antara Malaysia dan Republik Rakyat China.

ASEAN kekal sebagai rantau perdagangan kedua terbesar Malaysia pada tahun 2008. Perdagangan Malaysia dengan ASEAN pada tahun 2008 berjumlah RM297.6 bilion atau 25.1 peratus daripada jumlah keseluruhan perdagangan Malaysia. Singapura adalah rakan perdagangan terbesar Malaysia dalam rantau ASEAN, diikuti oleh Thailand, Indonesia, Filipina dan Viet Nam. Perdagangan dua hala dengan ASEAN telah berkembang sebanyak 6.7 peratus pada tahun 2008.

Eksport ke ASEAN telah mencatatkan pertumbuhan sebanyak 10.1 peratus kepada RM171.2 bilion, dengan Singapura mewakili 57.1 peratus daripada jumlah eksport Malaysia ke rantau tersebut. Ini diikuti oleh Thailand (18.5 peratus), Indonesia (12.1 peratus), Filipina (5.7 peratus) dan Viet Nam (4.7 peratus). Peningkatan eksport yang ketara telah dicatatkan dengan negara-negara CLMV (Kemboja, Laos, Myanmar dan Viet Nam) yang berjumlah 6.7 peratus daripada jumlah dagangan Malaysia dengan ASEAN. Malaysia menikmati lebih dagangan sebanyak RM44.8 bilion dengan negara-negara ASEAN.

Syarikat Malaysia menyertai 9 Pameran Perdagangan Antarabangsa, 1 Misi Perdagangan dan Pelaburan, 2 Misi Pemasaran Khusus, 2 Misi Belian dan 1 Kaunter Promosi, yang diselenggarakan oleh MATRADE di ASEAN. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

SINGAPURA

Pameran Perdagangan Antarabangsa

- Food Hotel Asia 2008
- Asia Pacific Food Expo 2008

INDONESIA

Pameran Perdagangan Antarabangsa

- ICT 2008 Indonesia
- 6th Indo Buildtech 2008

Misi Pemasaran Khusus

- berkenaan penjagaan kesihatan ke Indonesia

Kaunter Promosi

- Hospital Expo

FILIPINA

Pameran Perdagangan Antarabangsa

- 17th Asia Food Expo (AFEX2008)

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE Malaysia 2008

THAILAND

Pameran Perdagangan Antarabangsa

- 17th ASIA Food Expo (AFEX2008)

Misi Belian

- Architect 2008

VIET NAM

Pameran Perdagangan Antarabangsa

- VIETNAM EXPO 2008
- V. I TRADE EXPO 2008
- Vietnam International Construction & Building Exhibition (VICB 2008)

Misi Perdagangan dan Pelaburan

- ke Viet Nam

Misi Pemasaran Khusus

- berkenaan penjagaan kesihatan ke Viet Nam



Rundingan Mejabulat dengan pemimpin industri di Viet Nam. Menteri Perdagangan Antarabangsa dan Industri Malaysia YB Tan Sri Muhyiddin Yassin menerima tanda penghargaan setelah menyaksikan beberapa Memorandum Persefahaman ditandatangani

MISI PERDAGANGAN DAN PELABURAN KE ASEAN

Memandangkan kepentingan Viet Nam sebagai destinasi eksport penting dalam ASEAN, MATRADE telah menganjurkan Misi Perdagangan dan Pelaburan ke Viet Nam, yang diketuai oleh YB Menteri Perdagangan Antarabangsa dan Industri Malaysia dari 27 hingga 30 Julai 2008. Sejumlah 47 syarikat Malaysia menyertai misi ini ke Hanoi dan Ho Chi Minh.

Semasa misi ini, YB Menteri telah menyaksikan beberapa Memorandum Persefahaman (MoU) ditandatangani oleh syarikat dari kedua-dua negara yang melibatkan England Optical Group dan Global Optic Joint Stock Company; Zaid Ibrahim & Co dan State Capital Investment Corporation (SCIC); Inai Kiara Sdn Bhd dan Vietnam Waterway Construction Corporation;

serta Penyerahan Dokumen-Dokumen Pelaburan oleh Pengerusi *Hanoi People's Committee* kepada Gamuda Land LLC.

Acara kemuncak misi ini merupakan Rundingan Mejabulat yang diadakan di Hanoi, yang tertumpu kepada projek pembangunan seperti menaik taraf dan operasi taman industri, kawasan kediaman, jambatan, pusat rawatan tenaga, jana kuasa, pelabuhan dan lapangan terbang, lebuh raya dan pengangkutan rel bandar (mono rel dan transit aliran ringan). Syarikat Malaysia telah mencatatkan jualan langsung sebanyak RM1.2 juta dan jualan dalam rundingan berjumlah RM4.8 juta. Manakala projek usahasama berpotensi yang dikenal pasti antara syarikat Malaysia dan Viet Nam bernilai RM2 bilion.

ASIA BARAT

Produk Malaysia terus mendapat pengiktirafan di Asia Barat dengan eksport mencatatkan peningkatan sebanyak 30.7 peratus kepada RM28.96 bilion pada tahun 2008. Sebanyak 43.3 peratus eksport Malaysia ke rantau ini adalah ke Emiriah Arab Bersatu, yang merupakan pasaran terbesar di Asia Barat. Pasaran utama lain termasuk Arab Saudi, Turki, Iran dan Jordan.

Bagi rantau ini, MATRADE telah menganjurkan penyertaan pengeksport Malaysia di dalam 11 Pameran Perdagangan Antarabangsa dan 2 Misi Perdagangan dan Pelaburan. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

KUWAIT

Misi Perdagangan dan Pelaburan

- ke Kuwait dan Oman

IRAN

Pameran Perdagangan Antarabangsa

- Tehran International Industry Fair

OMAN

Misi Perdagangan dan Pelaburan

- ke Kuwait dan Oman

ARAB SAUDI

Pameran Perdagangan Antarabangsa

- Saudi Build 2008, Riyadh
- Food & Hotel Arabia 2008, Jeddah

TURKI

Pameran Perdagangan Antarabangsa

- MUSIAD FAIR 2008, Istanbul

EMIRIAH ARAB BERSATU

Pameran Perdagangan Antarabangsa

- Malaysia Services Exhibition, Sharjah
- Arab Health 2008, Dubai
- Middle East Electricity Exhibition, Dubai
- Gulfood 2008, Dubai
- Arab Oil & Gas Show 2008, Dubai
- BIG 5 Show 2008, Dubai



MATRADE menganjurkan pavilion Malaysia di Gulfood 2008

GULFOOD 2008

MATRADE telah menganjurkan penyertaan 48 peserta dari Malaysia ke Gulfood 2008 Dubai, Emiriah Arab Bersatu yang terdiri daripada 45 syarikat dan 3 agensi Kerajaan, khususnya, Lembaga Koko Malaysia (MCB), Lembaga Pemasaran Pertanian Persekutuan (FAMA) dan Majlis Minyak Sawit Malaysia (MPOC). Antara produk Malaysia yang dipamerkan adalah produk berasaskan minyak sawit, makanan sejuk beku, makanan dalam tin, konfektionari dan produk ternakan. Syarikat pengeluar dan penyedia perkhidmatan makanan Malaysia mencatatkan jualan langsung bernilai RM51.44 juta dan jualan dalam rundingan sebanyak RM118.69 juta semasa pameran ini.

Kaunter pertanyaan MATRADE di *Gulfood 2008* telah menerima sebanyak 7,417 pertanyaan perdagangan. Antaranya adalah pertanyaan mengenai produk minyak sawit, makanan dan minuman, mesin memproses makanan, produk elektrik dan elektronik, produk getah, perabot dan kayu balak.

Gulfood 2008 telah diiktirafkan sebagai acara industri yang terbesar dan paling penting di rantau ini. Acara ini merupakan pintu masuk untuk syarikat yang ingin meneroka peluang perniagaan mereka ke pasaran Timur Tengah, Asia Selatan dan Afrika Utara. Seramai 1,955 pempamer mewakili 2,965 syarikat dari 72 negara mempamerkan produk seperti makanan, minuman, produk dan perkhidmatan yang berkaitan di pameran ini.

ASIA SELATAN

Jumlah dagangan antara Malaysia dengan Asia Selatan merekodkan pertumbuhan sebanyak 29.8 peratus pada tahun 2008 kepada RM45.7 bilion. India, Pakistan dan Bangladesh terus menjadi destinasi eksport utama mewakili 94.5 peratus daripada jumlah eksport ke rantau ini. Malaysia terus mencatatkan peningkatan dalam perdagangan dua hala dengan Pakistan selepas pelaksanaan perjanjian *Malaysia-Pakistan Closer Economic Partnership Agreement* (MPCEPA) pada Januari 2008.

MATRADE menyelaraskan penyertaan pengeksport Malaysia dalam 3 Pameran Perdagangan Antarabangsa, 1 Misi Pemasaran Am dan 2 Kaunter Promosi. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

INDIA

Pameran Perdagangan Antarabangsa

- 9th Auto Expo 2008, New Delhi
- Franchise and Retail, New Delhi

Kaunter Promosi

- AAHAR International Food Fair, Chennai

PAKISTAN

Kaunter Promosi

- 5th International Food & Technology Exhibition, Karachi

BANGLADESH

Pameran Perdagangan Antarabangsa

- Single Country Trade Fair at Showcase Malaysia 2008, Dhaka

Misi Pemasaran Am

- ke Chittagong dan Dhaka



Acara perasmian Showcase Malaysia 2008 di Sheraton Hotel Dhaka

MISI PEMASARAN AM KE CHITTAGONG DAN DHAKA, BANGLADESH

Satu Misi Pemasaran Am ke Chittagong dan Dhaka telah dianjurkan oleh MATRADE dari 17 hingga 22 Mac 2008 sempena *Showcase Malaysia 2008*. Misi ini disasarkan untuk mempromosi produk dan perkhidmatan Malaysia ke Bangladesh serta meneroka peluang perniagaan baru di samping mengukuhkan rangkaian perniagaan yang sedia ada. Sejumlah 10 syarikat Malaysia telah menyertai misi ini.

Produk yang dipromosikan di pasaran ini ialah *carbon steel butt welded fittings* bagi industri minyak dan gas, konfektionari, *fastening tapes*, *curtain tapes* dan kelambu, lampu LED amaran untuk penerbangan, sarung tangan getah pemeriksaan dan perubatan, barangan penebat sel tertutup nitril dan panel solar.

Sebanyak 54 pertemuan perniagaan telah dianjurkan semasa misi ini. Misi Pemasaran ini telah menjanakan jualan dalam rundingan berjumlah RM2.82 juta.

AMERIKA UTARA

Eksport Malaysia ke rantau Amerika Utara pada tahun 2008 bernilai RM85.95 bilion. Amerika Syarikat merupakan destinasi eksport utama dengan jumlah eksport sebanyak 96.2 peratus daripada jumlah eksport keseluruhan ke rantau ini. Bagi memperkukuhkan posisi Malaysia di rantau ini, MATRADE telah menganjurkan 4 Pameran Perdagangan Antarabangsa, 1 Misi Perdagangan dan Pelaburan, 2 Misi Pemasaran Khusus dan 11 Kaunter Promosi. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

AMERIKA SYARIKAT

Pameran Perdagangan Antarabangsa

- National Hardware Show 2008, Las Vegas
- Summer Fancy Food Show 2008, New York
- Semicon West 2008, San Francisco
- IFE Americas Food & Beverages Show 2008, Miami

Misi Perdagangan dan Pelaburan

- ke Detroit dan New York

Misi Pemasaran Khusus

- berkenaan perabot ke Mexico City dan Miami
- berkenaan makanan diproses ke Los Angeles dan Vancouver

Kaunter Promosi

- International Consumer Electronic Show (CES), Las Vegas
- The International Seafood Show, Boston
- International Home & Houseware Show, Chicago
- SAE International, Detroit
- International Supply Management Conference and Educational Exhibition, St. Louis
- All Asia Food Expo 2008, Los Angeles

KANADA

Misi Pemasaran Khusus

- Berkenaan makanan diproses ke Los Angeles dan Vancouver

Kaunter Promosi

- SIAL Montreal, Montreal
- Global Petroleum Show, Calgary
- Canadian Manufacturing Week, Mississauga
- IDEX/NeoCon Canada, Toronto
- Construct Canada, Toronto



Pertemuan perniagaan antara pembeli terpilih dengan syarikat pengeksport Malaysia merupakan ciri penting bagi Misi Pemasaran Khusus anjuran MATRADE

MISI PEMASARAN KHUSUS UNTUK MAKANAN DIPROSES KE LOS ANGELES DAN VANCOUVER

Misi yang dianjurkan oleh MATRADE ini bertujuan untuk meneroka pasaran sedang membangun bagi makanan Asia di Amerika Utara. Misi ini juga memberikan penekanan terhadap kedudukan Malaysia sebagai pengeksport produk makanan berkualiti, khususnya selepas kesedaran mengenai keselamatan produk makanan keluaran di sesetengah negara.

Misi ini telah menarik sebanyak 10 syarikat yang mewakili pelbagai sektor makanan diproses termasuk makanan etnik, sos, minuman, makanan organik, pastri sejuk beku, perasa makanan, konfektionari serta makanan laut.

Sesi taklimat dan pertemuan perniagaan telah diadakan di premis pemborong dan pengimport utama bagi makanan diproses. Sejumlah 192 pertemuan perniagaan telah diatur dan mencatatkan jualan dalam rundingan berjumlah RM11.95 juta.

KESATUAN EROPAH (EU)

Kesatuan Eropah merupakan destinasi rantau perdagangan keempat terbesar Malaysia mewakili 11.3 peratus daripada jumlah eksport keseluruhan Malaysia. Pasaran utama bagi rantau ini adalah Belanda, Jerman, United Kingdom, Perancis, Sepanyol, Itali, Belgium, Finland, Hungary dan Ireland.

Pada tahun 2008, MATRADE menyelaraskan penyertaan syarikat Malaysia dalam 1 Pameran Perdagangan Antarabangsa, 2 Misi Pemasaran Am, 3 Misi Belian dan 1 Kaunter Promosi di rantau ini. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

REPUBLIK CZECH

Misi Belian

- sempena INTRADE Malaysia 2008

Kaunter Promosi

- PLASTEX 2008

HUNGARY

Misi Belian

- sempena INTRADE Malaysia 2008

Misi Pemasaran Am

- ke Budapest

ROMANIA

Pameran Perdagangan Antarabangsa

- Construct Expo Antreprenor 2008

POLAND

Misi Pemasaran Am

- ke Warsaw

REPUBLIK SLOVAK

Misi Belian

- sempena INTRADE Malaysia 2008



MATRADE menganjurkan penyertaan Malaysia bagi kali pertama di 15th Construct Expo Antreprenor

15TH CONSTRUCT EXPO ANTREPRENOR – INTERNATIONAL EXHIBITION OF CONSTRUCTION MATERIALS AND SYSTEMS BUCHAREST, ROMANIA

MATRADE telah menganjurkan penyertaan 10 syarikat Malaysia di *Construct Expo Antreprenor Exhibition* yang diadakan di *Romexpo Fairground* pada tahun 2008. Pameran ini merupakan di antara Pameran Perdagangan Antarabangsa utama di Romania bagi bahan binaan dan bangunan. Ini adalah penyertaan pertama MATRADE dalam pameran ini. Antara produk yang dipamerkan oleh syarikat Malaysia adalah produk tembikar hiasan, batu-bata jubin, *facing brick* untuk kegunaan hiasan dalaman dan luaran, kimpalan elektrod, kimpalan gas dan peralatan memotong serta aksesori, sistem solar pemanas air dan jubin getah untuk kegunaan hiasan dalaman dan luaran.

Pameran ini menarik perhatian 23,000 pelawat dan syarikat Malaysia telah menerima 399 pertanyaan perdagangan serta mencatatkan jumlah jualan sebanyak RM8.8 juta semasa acara ini.

AMERIKA LATIN

Jumlah dagangan antara Malaysia dengan Amerika Latin mencatatkan pertumbuhan sebanyak 11.1 peratus pada tahun 2008 dengan lebih dagangan yang memihak kepada Malaysia bernilai RM2.42 bilion. Mexico kekal sebagai rakan perdagangan Malaysia yang terbesar di rantau ini menyumbang sebanyak 47.3 peratus daripada jumlah keseluruhan eksport Malaysia ke rantau ini. Eksport utama ke Mexico adalah produk elektrik dan elektronik, tekstil dan pakaian serta kelengkapan optik dan saintifik.

Sejumlah 12 aktiviti penggalakan telah dianjurkan oleh MATRADE pada tahun 2008 di Amerika Latin yang terdiri daripada 1 Pameran Perdagangan Antarabangsa, 1 Misi Pemasaran Khusus dan 10 Kaunter Promosi. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

ARGENTINA

Kaunter Promosi

- Argenplas di Buenos Aires

BOLIVIA

Kaunter Promosi

- ExpoCruz International Trade Fair, Santa Cruz

CHILE

Kaunter Promosi

- Expoedifica/ Expoconstruccion, Santiago

PERU

Kaunter Promosi

- International Fair of Arequipa, Arequipa

PANAMA

Pameran Perdagangan Antarabangsa

- Expocomer, Panama City

MEXICO

Misi Pemasaran Khusus

- Berkenaan perabot, Mexico City

Kaunter Promosi

- Magna Exposicion Mueblera, Mexico City
- Expo Antad, Guadalajara
- Expo Electrica, Mexico City
- Automechanika, Mexico City
- Abastur, Mexico City
- Expo Cihac, Mexico City



Pertemuan perniagaan di DICO GROUP, Mexico City, sebuah pengimport utama perabot yang dilawati oleh peserta Misi Pemasaran Khusus



Sesi pertemuan perniagaan di Mexico City semasa Misi diadakan

MISI PEMASARAN KHUSUS UNTUK PERABOT KE MEXICO CITY

Misi Pemasaran Khusus untuk perabot ke Mexico City telah dianjurkan dari 12 hingga 16 April 2008. Mexico merupakan pasaran berpotensi bagi meluaskan eksport perabot Malaysia. Delegasi Misi ini terdiri daripada 10 orang wakil dari 8 syarikat Malaysia.

Antara produk perabot yang dipromosikan termasuk perabot taman, perabot untuk kanak-kanak, perabot sedia dipasang (RTA) serta perabot bilik tidur dan ruang makan. Sejumlah 129 pertemuan perniagaan telah diaturkan oleh MATRADE yang menghasilkan jualan dalam rundingan sebanyak RM28.8 juta.

EROPAH TIMUR

Eksport ke Eropah Timur mencatat peningkatan sebanyak 20.5 peratus pada tahun 2008 di mana Persekutuan Rusia merupakan pasaran terbesar untuk eksport Malaysia. Seterusnya diikuti oleh Ukraine, Hungary, Poland dan Republik Czech. Secara kolektif, pasaran-pasaran ini menyerap 84.9 peratus daripada jumlah eksport Malaysia ke rantau ini.

MATRADE telah menganjurkan 18 aktiviti penggalakan perdagangan bagi rantau ini yang terdiri daripada 2 Pameran Perdagangan Antarabangsa, 12 Misi Belian dan 4 Kaunter Promosi. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

PERSEKUTUAN RUSIA

Pameran Perdagangan Antarabangsa

- Prodexpo 2008
- MEBEL 2008

Kaunter Promosi

- Autotec 2008
- ExpoElectronica 2008

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE Malaysia 2008

SERBIA

Misi Belian

- sempena MIHAS 2008

KOSOVO

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE Malaysia 2008

MACEDONIA

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE Malaysia 2008

Kaunter Promosi

- Build & Construct 2008

ALBANIA

Misi Belian

- sempena INTRADE Malaysia 2008

BELARUS

Misi Belian

- sempena INTRADE Malaysia 2008

BOSNIA DAN HERZEGOVINA

Misi Belian

- sempena MIHAS 2008

UKRAINE

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE Malaysia 2008

Kaunter Promosi

- All About Interiors 2008



Satu keratan rentas pavilion Malaysia di pameran MEBEL 2008

MEBEL 2008

MATRADE bersama dengan Majlis Promosi Perabot Malaysia (MFPC), telah mengkordinasikan penyertaan 5 syarikat Malaysia dalam pameran Perabot, Kelengkapan dan Upholsteri Antarabangsa yang dikenali sebagai MEBEL 2008 yang diadakan di *Expocentre Krasnaya Presnya Fairground, Moscow* dari 24 hingga 28 November 2008.

MEBEL yang merupakan acara perdagangan terbesar industri perabot di Persekutuan Rusia dan Eropah Timur menggunakan keseluruhan tapak pameran seluas 100,000 meter persegi di *Expocentre Fairgrounds*. Acara 5 hari ini menarik seramai 60,000 pelawat, di mana 33,000 darinya adalah pakar industri daripada Persekutuan Rusia dan Negara Bebas Komanwel (CIS). Pelbagai produk dipamerkan oleh syarikat Malaysia termasuk perabot pejabat, kelengkapan stor pejabat, set bilik tidur, set meja makan, perabot hotel dan perabot kayu serta logam. Syarikat Malaysia mencatat jualan langsung sebanyak RM600,000 dan menerima 108 pertanyaan perdagangan semasa acara ini.

OCEANIA

Perdagangan keseluruhan Malaysia dengan rantau Oceania meliputi sebanyak 3.6 peratus. Australia merupakan rakan dagangan terbesar Malaysia dalam rantau ini dengan jumlah dagangan sebanyak 82.9 peratus bernilai RM36.2 bilion daripada jumlah keseluruhan perdagangan. Seterusnya diikuti oleh New Zealand (14.1 peratus) dan Papua New Guinea (2.1 peratus). Jumlah eksport ke Oceania pada tahun 2008 bernilai RM28.8 bilion, peningkatan sebanyak 22.4 peratus daripada tahun 2007.

Bagi rantau ini, MATRADE telah menganjurkan penyertaan syarikat Malaysia dalam 2 Pameran Perdagangan Antarabangsa dan 2 Misi Belian. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

AUSTRALIA

Pameran Perdagangan Antarabangsa

- Designbuild Australia 2008
- Fine Food Australia 2008

Misi Belian

- sempena MIHAS 2008
- sempena INTRADE Malaysia 2008



Pavilion Malaysia di Fine Food Australia 2008 menerima kunjungan yang menggalakkan dari pelawat perdagangan

FINE FOOD AUSTRALIA

Fine Food Australia Show 2008 merupakan pameran tahunan terbesar untuk produk makanan dan minuman di Australia. Pameran ini menawarkan peluang kepada syarikat Malaysia mempromosikan pelbagai produk makanan dan minuman kepada pasaran Australia dan sekitarnya.

MATRADE telah menganjurkan penyertaan 11 syarikat Malaysia dalam pameran ini yang diadakan di *Melbourne Exhibition and Convention Centre* dari 22 ke 25 September 2008. Produk yang dipamerkan oleh syarikat Malaysia adalah produk halal makanan laut sejuk beku, produk pastri, konfektionari, makanan Asia, sos dan *dressings*, puding, perkhidmatan pembungkusan produk dan minuman. Jualan langsung yang dicatat bernilai RM4.1 juta dan jualan dalam rundingan sebanyak RM28.6 juta telah dilaporkan oleh syarikat Malaysia.

AFRIKA

Perdagangan antara Malaysia dengan benua Afrika meningkat sebanyak 14.5 peratus pada tahun 2008, bernilai RM18.86 bilion. Afrika Selatan adalah rakan dagangan Malaysia yang terbesar di rantau ini, merangkumi 28.2 peratus daripada jumlah dagangan pada tahun 2008. Eksport ke Afrika Selatan menyumbang 19.9 peratus daripada jumlah keseluruhan eksport Malaysia ke rantau ini. Eksport utama Malaysia ke Afrika Selatan adalah produk elektrik dan elektronik, minyak sawit, kimia dan produk kimia, kayu gergaji dan kayu balak serta getah mentah.

Aktiviti penggalakan perdagangan yang telah dianjurkan oleh MATRADE pada tahun 2008 di Afrika adalah 3 Pameran Perdagangan Antarabangsa, 2 Misi Pemasaran Am dan 2 Kaunter Promosi. Butir-butir mengenai aktiviti-aktiviti ini mengikut negara adalah seperti berikut:

MESIR

Pameran Perdagangan Antarabangsa

- 41st Cairo International Trade Fair

Kaunter Promosi

- Cairo ICT

GHANA

Pameran Perdagangan Antarabangsa

- Ghana International Trade Fair

AFRIKA SELATAN

Pameran Perdagangan Antarabangsa

- Africa Interbuild 2008

Misi Pemasaran Am

- ke Afrika Selatan dan Zambia

Kaunter Promosi

- Decorex Cape Town 2008

ZAMBIA

Misi Pemasaran Am

- ke Afrika Selatan dan Zambia



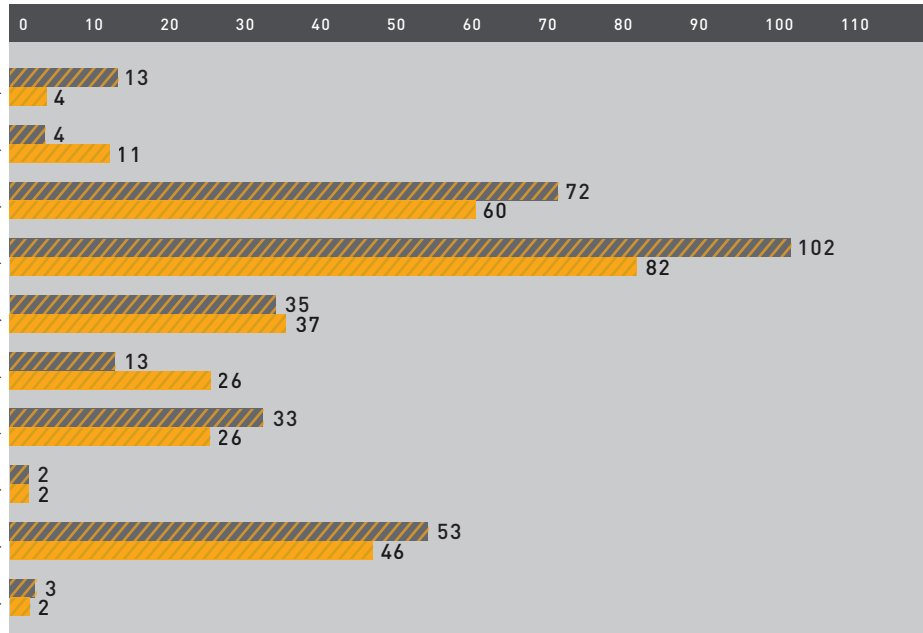
Delegasi misi pemasaran ke Afrika

MISI PEMASARAN AM KE AFRIKA SELATAN DAN ZAMBIA

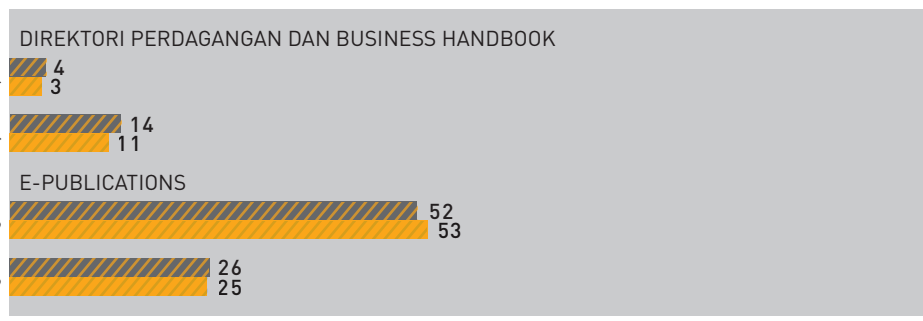
MATRADE telah menganjurkan Misi Pemasaran Am ke Afrika Selatan dan Zambia dari 3 hingga 8 Ogos 2008. Misi ini termasuk lawatan ke beberapa bandar seperti Durban, Lusaka dan Johannesburg dengan tujuan mempromosikan produk dan perkhidmatan Malaysia serta mempertingkatkan perdagangan dua hala dan kerjasama ekonomi serantau.

Sejumlah 121 pertemuan perniagaan diatitkan untuk syarikat Malaysia semasa Misi ini dan telah menghasilkan jualan dalam rundingan sebanyak RM91.7 juta.

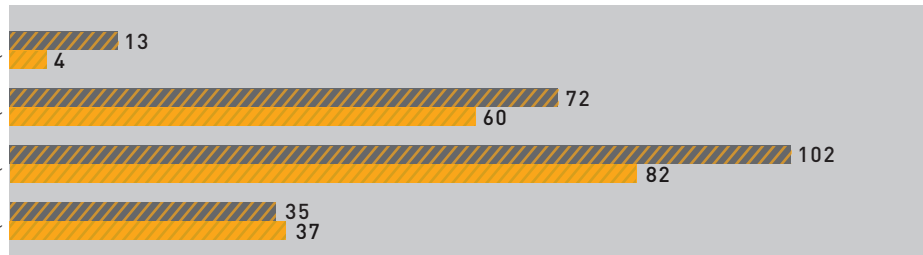
PENUNJUK KECEKAPAN



BILANGAN PENERBITAN



KECEKAPAN MASA



 2007
 2008

Misi Perdagangan dan Pelaburan
 Misi Pemasaran
 Pameran Perdagangan Antarabangsa
 Kajian Produk / Pasaran
 Pameran Perdagangan Antarabangsa
 Bilangan Seminar, Taklimat dan Bengkel yang diadakan
 Misi Beliian
 Pameran Perdagangan Dalam Negeri
 Pameran Perdagangan Antarabangsa di Malaysia
 Kaunter Promosi di Luar negara
 DIREKTORI PERDAGANGAN DAN BUSINESS HANDBOOK
 i. Penerbitan Baru
 ii. Cetakan Semula
 E-PUBLICATIONS
 i. m@trade.leads
 ii. MATRADE Online News
 Misi Perdagangan yang dilaksanakan mengikut jadual
 Pameran Perdagangan yang dilaksanakan mengikut jadual
 Kajian Produk / Pasaran yang dilaksanakan mengikut jadual
 Seminar dan Bengkel yang dilaksanakan mengikut jadual

Pada tahun 2008, MATRADE melaksanakan aktiviti-aktiviti penggalakan yang meliputi pelbagai produk dan perkhidmatan di pelbagai pasaran. Keutamaan diberikan kepada mempromosi makanan diproses khususnya segmen halal, bahan binaan, perabot, komponen dan alat ganti automotif dan produk teknologi maklumat dan komunikasi. Bagi menggalakkan sektor perkhidmatan, tumpuan diberikan ke atas bidang pembinaan, penjagaan kesihatan, teknologi maklumat dan komunikasi dan francais.



Pelbagai makanan diproses Malaysia telah dipromosikan di SIAL China 2008



Malaysia mempamerkan produk-produk terbaiknya di China-ASEAN Expo 2008

MAKANAN DIPROSES

Eksport makanan diproses berjumlah RM12.13 bilion berbanding RM8.67 bilion pada tahun sebelumnya iaitu 1.8 peratus daripada jumlah eksport produk perkilangan Malaysia pada tahun 2008. Antara pasaran utama bagi makanan diproses adalah Singapura, Amerika Syarikat, Indonesia, Kuwait, Iraq, Jepun, Thailand, Australia, Republik Rakyat China dan Emiriah Arab Bersatu.

Kategori makanan diproses yang dieksport adalah:

- Koko dan persediaan koko menyumbang 27 peratus dari keseluruhan eksport makanan diproses dengan nilai RM3.28 bilion, peningkatan sebanyak 32.5 peratus dari tahun 2007;
- Marjerin dan lemak, meningkat sebanyak 147.2 peratus dengan nilai RM2.42 bilion;
- Keluaran dan sediaan yang boleh dimakan, menunjukkan peningkatan sebanyak 41.7 peratus dengan nilai RM2.42 bilion serta menyumbang 19.9 peratus dari keseluruhan eksport makanan diproses; dan
- Bijirin tersedia dan sediaan tepung, meningkat sebanyak 10.6 peratus kepada RM1.29 bilion.

Antara aktiviti penggalakan yang dianjurkan oleh MATRADE untuk sektor makanan diproses adalah:

- *Gulfood*, Dubai, Emiriah Arab Bersatu
- *Foodex 2008*, Tokyo, Jepun
- *Food Hotel Asia 2008*, Singapura
- *SIAL 2008*, Shanghai, Republik Rakyat China
- *Seoul Food and Hotel*, Korea Selatan
- *Food and Hotel Arabia*, Jeddah, Arab Saudi
- *World of Private Labels*, Amsterdam, Belanda
- *Taipei International Food Show*, Taiwan
- *Summer Fancy Food Show*, New York, Amerika Syarikat
- *17th Asia Food Expo (AFEX 08)*, Manila, Filipina
- *Fine Food Australia 2008*, Australia
- *SIAL Paris*, Perancis
- *IFE America Food and Beverage*, Amerika Syarikat
- *Asia Pacific Food Expo 08*, Singapura

Antara produk yang dipromosikan dalam pameran tersebut termasuk konfektionari, sos, rempah-rempah, makanan sejuk beku Asia, perasa, *dressing*, minyak sayuran, minyak bijan, produk koko, kopi, minuman tonik, jus buah-

buahan, mee segera, biskut dan makanan dalam tin.

Pameran-pameran ini menyediakan peluang bagi MATRADE mempromosikan industri makanan halal Malaysia. Penyertaan dalam acara-acara ini menyumbang kepada memposisikan Malaysia sebagai hab halal dunia.

BAHAN PEMBINAAN BANGUNAN

Eksport bahan pembinaan bangunan meningkat sebanyak 4.8 peratus kepada RM19.18 bilion pada tahun 2008. Kategori produk yang menyumbang kepada perkembangan eksport tersebut adalah:

- *Venier*, papan lapis, papan partikel dan kayu, meningkat sebanyak 1.29 peratus kepada RM8.35 bilion;
- *Iron and steel bar, rods, angles, shapes and sections*, meningkat sebanyak 76.1 peratus kepada RM1.79 bilion; dan
- Batu kapur, simen dan bahan binaan, meningkat sebanyak 13.5 peratus kepada RM961.2 juta.

Pada tahun 2008, destinasi eksport utama bagi bahan pembinaan bangunan adalah ke Jepun berjumlah RM3.8 bilion atau 19.9 peratus. Destinasi eksport utama lain adalah Singapura, Australia, Thailand, Korea Selatan dan Amerika Syarikat.

Dalam usaha meneroka pasaran eksport bagi bahan pembinaan bangunan, MATRADE pada tahun 2008 menyelaraskan penyertaan syarikat Malaysia dalam 11 Pameran Perdagangan Antarabangsa, 2 Misi Pemasaran Khusus dan 9 Kaunter Promosi. Kebanyakan program ini diadakan di rantau Asia Barat dan ASEAN memandangkan industri pembinaan yang bertambah pesat di pasaran-pasaran ini. Antara pameran-pameran utama yang disertai pada tahun 2008 adalah *6th Indobuild Tech 2008*, Jakarta, Indonesia; *Saudi Build 2008*, Riyadh, Arab Saudi; *Big 5 Show*, Dubai, Emiriah Arab Bersatu; *Architect 2008*, Bangkok, Thailand; dan *National Hardware Show, Las Vegas*, Amerika Syarikat. Sementara itu, sebanyak 2 Misi Pemasaran Khusus dianjurkan ke Emiriah Arab Bersatu dan Libya. Secara keseluruhan,

program-program ini telah merekodkan jumlah jualan langsung bernilai RM7.91 juta dan jualan dalam rundingan berjumlah RM40.12 bilion.

PERABOT

Eksport perabot meningkat sebanyak 2 peratus kepada RM8.72 bilion pada tahun 2008 berbanding RM8.55 bilion pada tahun 2007. Pasaran eksport utama adalah Amerika Syarikat, Jepun, Australia, United Kingdom dan Singapura.

Kategori utama perabot dieksport adalah:

- Perabot kayu, bernilai RM6.9 bilion;
- Perabot logam, RM784.2 juta;
- Tempat duduk dan alat ganti, RM627.3 juta; dan
- Alat ganti perabot, RM309.1 juta.

Bagi memperluaskan lagi eksport perabot ke Persekutuan Rusia dan Eropah Timur, MATRADE telah menyelaraskan penyertaan syarikat Malaysia dalam *MEBEL 2008*, Moscow, Persekutuan Rusia. Pameran ini merupakan antara pameran perabot utama di Eropah Timur, yang menarik penyertaan sejumlah 1,200 syarikat dari 36 negara. Syarikat Malaysia melaporkan jualan bernilai RM0.6 juta dan menerima 176 pertanyaan perdagangan semasa pameran ini.

Di samping itu, melalui rangkaian pejabat antarabangsanya, MATRADE telah membantu dalam mempromosikan pameran *Malaysia International Furniture Fair* (MIFF) dan *Export Furniture Exhibition* (EFE) yang diadakan pada Mac 2008. Melalui promosi tersebut, pengimport antarabangsa yang dikenalpasti oleh MATRADE telah melawat pameran-pameran berkenaan.

TEKNOLOGI MAKLUMAT DAN KOMUNIKASI (ICT)

Bagi mempromosi sektor ICT, MATRADE menganjurkan penyertaan syarikat Malaysia dalam pameran berkaitan perkakasan dan perisian ICT di *CeBIT 2008* (Hannover, Jerman), *Semicon China 2008* (Shanghai, Republik Rakyat China), *ICT Expo 2008* (Jakarta, Indonesia) dan *Semicon West 2008* (San Francisco, Amerika Syarikat). Penyertaan dalam acara-acara ini telah dilaksanakan dengan kerjasama MDeC dan PIKOM.

Bagi meningkatkan penampilan jenama perkhidmatan Malaysia, MATRADE menganjurkan pameran *Malaysia Services Exhibition* (MSE) di Sharjah, Emiriah Arab Bersatu yang mempamerkan keupayaan syarikat Malaysia dalam sektor perkhidmatan termasuk ICT. Sejumlah 14 syarikat ICT menyertai pameran ini dan menghasilkan jualan dalam rundingan bernilai RM204.41 juta. Antara perkhidmatan ICT yang dipromosikan adalah komunikasi mudah alih dan *wireless*, pembangunan perisian aplikasi perniagaan, pembangunan kandungan digital, penggunaan aplikasi perniagaan berasaskan internet dalam sektor kewangan, perkongsian perkhidmatan dan penyumber luaran (SSO), e-Dagang untuk perangkaan dan transaksi dalam talian, bio-informatik, infrastruktur dan infostruktur serta e-Kerajaan.

ALAT GANTI DAN KOMPONEN AUTOMOTIF

Pada tahun 2008, eksport alat ganti dan komponen automotif adalah bernilai RM2.04 bilion, peningkatan sebanyak 5.2 peratus berbanding RM1.94 bilion pada tahun 2007. Antara destinasi utama eksport bagi alat ganti dan komponen automotif adalah rantau ASEAN berjumlah RM966.8 juta dan mewakili 47.5 peratus daripada jumlah eksport produk dari kategori tersebut di mana eksport ke Thailand bernilai RM314.5 juta, Indonesia (RM305.3 juta) dan Singapura (RM265 juta).

Eksport utama dalam sektor ini adalah:

- alat ganti dari pelbagai pembekal, roda mahkota, pinan, *spoke and parts* bernilai RM743.1 juta;
- roda stereng, turus roda kemudi dan kotak stereng bernilai RM506.6 juta;
- bampar dan peralatan bernilai RM196.7 juta; dan
- gandar pemandu dengan perbezaan bernilai RM164 juta.

Aktiviti penggalakan yang dilaksanakan bagi sektor ini termasuk penyertaan syarikat Malaysia dalam pameran *9th Auto Expo*, New Delhi, India; *IAAE 2008*, Tokyo, Jepun; 2 Misi Pemasaran Khusus iaitu ke Wolfsburg dan Stuttgart, Jerman; dan ke Bangkok, Thailand.

PERKHIDMATAN

Lintasan F1 Bahrain yang dibina oleh syarikat Malaysia

Sejajar dengan usaha Kerajaan untuk meningkatkan eksport perkhidmatan, MATRADE melalui perundingan dengan pembekal perkhidmatan profesional telah merumuskan strategi dan program-program bagi industri ini. Majlis Perkhidmatan Eksport Profesional Kebangsaan (NAPSEC) juga telah memberi input kepada MATRADE dalam merangka program-program penggalakan untuk sektor perkhidmatan.

Pada tahun 2008, sejumlah 13 program penggalakan telah dianjurkan bersama dengan Lembaga Pembangunan Industri Pembinaan (CIDB), *Master Builders Association Malaysia*, Perbadanan Pembangunan Perkhidmatan Profesional (PSDC), *Malaysian Professional Centre*, Persatuan Hospital Swasta Malaysia (APHM), Persatuan Industri Komputer dan Multimedia Malaysia (PIKOM), Industri Minyak dan Gas Malaysia, Institusi Kejuruteraan Malaysia dan Persatuan Francais Malaysia. Program penggalakan ini disasarkan ke pasaran-pasaran di Asia Barat, ASEAN, Asia Selatan dan Amerika Utara.

Antara inisiatif utama yang diambil oleh MATRADE bagi penggalakan sektor perkhidmatan ialah penganjuran pameran *Malaysia Services Exhibition* (MSE 2008) di Sharjah, Emiriah Arab Bersatu dari 13 hingga 15 Januari 2008. Sebanyak 11 sektor perkhidmatan dipamerkan yang melibatkan 168 syarikat perkhidmatan Malaysia dan agensi-agensi yang berkaitan.

Objektif pameran ini adalah untuk mempamerkan keupayaan syarikat Malaysia dalam menyediakan perkhidmatan bertaraf dunia khususnya di Asia Barat dan rantau Afrika Utara, Benua Kecil India dan Negara Bebas Komanwel (CIS). Acara ini juga bertujuan untuk membina jenama dan menonjolkan keupayaan pembekal perkhidmatan Malaysia serta menjalin penyatuan strategik dengan para pelanggan berpotensi di rantau-rantau ini.



Kemudahan terkini petanda baik untuk Malaysia menjadi pemain utama dalam sektor logistik

Putera Mahkota dan Timbalan Pemerintah Sharjah, HH Sheikh Sultan Bin Mohamed Bin Sultan Al Qassimi dan Menteri Perdagangan Antarabangsa dan Industri Malaysia, YB Tan Sri Rafidah Aziz bersama-sama merasmikan pembukaan pameran ini pada 13 Januari 2008.

Antara sektor yang dipamerkan di MSE 2008 adalah pembinaan, pendidikan, latihan khusus, penjaan tenaga dan kuasa, kejuruteraan, teknologi dan inovasi, perkhidmatan kewangan, francais, penjagaan kesihatan dan perkhidmatan berkaitan hospital, ICT, logistik dan pengangkutan, perkhidmatan pengurusan, minyak dan gas serta perkhidmatan profesional.

MSE 2008 menerima seramai 3,656 pengunjung terdiri daripada pegawai kanan kerajaan Emiriah Arab Bersatu dan ahli perniagaan daripada Arab Saudi, Kuwait, Oman serta negara-negara dari Afrika dan Asia Selatan. MSE 2008 telah mengenalpasti sebanyak 31 projek berpotensi bernilai RM39.02 bilion. Projek-projek ini yang terletak di Emiriah Arab Bersatu, Arab Saudi, Maghribi, Syria, Libya, Iraq, India, Romania

dan Azerbaijan adalah termasuk perkhidmatan pembinaan, minyak dan gas, perkhidmatan professional, kejuruteraan, teknologi dan inovasi serta ICT.

Bersempena dengan MSE, *Malaysia Services Forum* telah dianjurkan untuk mengetengahkan keupayaan dan pengalaman pembekal perkhidmatan Malaysia serta projek antarabangsa yang telah dilaksanakan.

MSE 2008 menerima liputan luas dari media cetak dan elektronik di Emiriah Arab Bersatu dan di rantau sekitarnya. Pempamer Malaysia di MSE 2008 telah menimba pengalaman berharga dari segi pemahaman keunikan pasaran dan keperluan dalam menjalankan perniagaan di Asia Barat.



Malaysia telah meningkatkan keupayaannya dalam industri minyak dan gas

PEMBINAAN

Dalam menggalakkan sektor pembinaan, MATRADE menganjurkan penyertaan syarikat Malaysia dalam *MSE 2008* (Sharjah, Emiriah Arab Bersatu); *Construct Expo Antreprenor* (Bucharest, Romania); *Kazbuild 2008*, (Almaty, Kazakhstan); *Indobuild Tech* (Jakarta, Indonesia); *Designbuild Australasia* (Melbourne, Australia); *Vietnam International Construction and Building Exhibition* (Ho Chi Minh City, Viet Nam); *Africa Interbuild 2008* (Johannesburg, Afrika Selatan); *Saudi Build 2008* (Riyadh, Arab Saudi) dan *BIG 5 Show* (Dubai, Emiriah Arab Bersatu). Sejumlah RM48.01 juta potensi perniagaan telah dikenal pasti semasa aktiviti-aktiviti penggalakan tersebut.

Semasa pameran MSE 2008, MATRADE dengan kerjasama CIDB dan PSDC telah melancarkan penerbitan bertajuk *'Excellence in Construction and Design'* yang memperlihatkan kemampuan dan kemahiran terbaik Malaysia dalam sektor pembinaan serta industri yang berkaitan.

Dalam membantu pembekal perkhidmatan Malaysia meneroka pasaran antarabangsa, MATRADE melalui Dana Eksport Perkhidmatan (SEF) yang menyediakan bantuan kewangan dalam bentuk geran bayaran balik. Geran ini meliputi kos aktiviti penggalakan, proses pembidaan tender untuk kajian serta projek di samping geran bagi melaksanakan kajian kemungkinan. Antara pembekal perkhidmatan Malaysia yang telah berjaya melaksanakan projek-projek antarabangsa adalah SCOMI Engineering Bhd bagi projek Monorel, Mumbai, India; Ranhill Bersekutu Sdn Bhd (Projek Pengurusan Perkhidmatan untuk *King Abdullah University Of Science and Technology*); Angkasa Consulting Services Sdn Bhd (*Vietnam Urban Upgrading Project – Ho Chi Minh City Sub-Project*) dan Sunway Construction Sdn Bhd bagi pembinaan *Zayed Sports City*, Abu Dhabi, Emiriah Arab Bersatu.

FRANCAIS

Sehingga Disember 2008, terdapat sebanyak 363 sistem francais di Malaysia, yang mana 232 adalah merupakan francais tempatan manakala 131 adalah francais luar negara. Francais Malaysia yang mempunyai operasi antarabangsa termasuklah dalam bidang pendidikan, fesyen, kasut, beg tangan, makanan dan minuman, perhotelan, penjagaan mata, kecantikan dan penjagaan kesihatan serta perkhidmatan pelancongan.

Antara francais Malaysia yang telah beroperasi di luar negara adalah:

- Beaubelle (Singapura, Jepun, Republik Rakyat China dan Amerika Syarikat);
- D'Tandoor (Australia dan New Zealand);
- Marrybrown Fried Chicken (Republik Rakyat China, India, Sri Lanka, Emiriah Arab Bersatu, Bahrain, Azerbaijan dan Arab Saudi);
- Nelson's (Arab Saudi, Kuwait, Indonesia, Brunei, Sweden, United Kingdom dan Republik Rakyat China);
- Secret Recipe (Singapura, Indonesia, Thailand, Republik Rakyat China dan Filipina); dan
- Smart Reader (Thailand, Filipina dan Syria).

Aktiviti penggalakan bagi industri francais yang dianjurkan MATRADE pada tahun 2008 adalah *MSE 2008*, Sharjah, Emiriah Arab Bersatu; dan *India Franchise and Retail Expo* New Delhi, India. Syarikat Malaysia yang terlibat di *MSE 2008* termasuk Marrybrown, Nineteen O One Sdn Bhd, Smart Reader Worldwide Sdn Bhd dan Forest Secret Sdn Bhd.

PENJAGAAN KESIHATAN

MATRADE menganjurkan penyertaan pembekal perkhidmatan penjagaan kesihatan Malaysia dalam 3 Pameran Perdagangan Antarabangsa, termasuk *MSE 2008*, (Sharjah, Emiriah Arab Bersatu); *Arab Health*, (Dubai, Emiriah Arab Bersatu); *Hospital Expo 2008*, (Jakarta, Indonesia); dan 2 Misi Pemasaran Khusus bagi Penjagaan Kesihatan serta Perkhidmatan yang berkaitan ke Jakarta, Indonesia, Ho Chi Minh, Viet Nam dan Phnom Penh, Kemboja. Aktiviti penggalakan ini berjaya menghasilkan jualan langsung berjumlah RM8.13 juta dan jualan dalam rundingan bernilai RM39.06 juta.

Mengikut perangkaan APHM, seramai 374,063 orang pesakit asing telah mendapat rawatan di hospital swasta di Malaysia dan telah menjanakan pendapatan berjumlah RM299.1 juta pada tahun 2008.

Antara pembekal perkhidmatan penjagaan kesihatan yang telah menyertai program penggalakan MATRADE adalah KPJ Healthcare Bhd, Pusat Perubatan Mahkota, Hospital Pantai, Pusat Perubatan Prince Court, Pusat Perubatan Sime Darby, Institut Jantung Negara dan Pusat Perubatan Sunway.

KERJASAMA DENGAN PELBAGAI KEMENTERIAN, AGENSI DAN PERSATUAN PERDAGANGAN

Dalam mengadakan aktiviti penggalakan eksport, MATRADE telah bekerjasama dengan pelbagai Agensi Kerajaan dan Persatuan Perdagangan.

Antaranya adalah:

- Lembaga Kemajuan Perindustrian Malaysia (MIDA)
- Perbadanan Pembangunan Industri Kecil dan Sederhana (SMIDEC)
- 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 Pembangunan Usahawan Dan Koperasi (MECD)
- Bank Negara Malaysia (BNM)
- Suruhanjaya Sekuriti (SC)
- Perbadanan Pembangunan Multimedia (MDeC)
- Perbadanan Pembangunan Perkhidmatan Profesional (PSDC)
- Lembaga Pembangunan Industri Pembinaan (CIDB)

PERKHIDMATAN SOKONGAN DAGANGAN

Memperkasakan Pengeksport 62
Membimbing Pengeksport EKS 63
Sokongan Kewangan 65
Perkhidmatan Eksporn 66
Anugerah Kecemerlangan Eksporn 71



Quality
The Hallmark
of Malaysia
Products &
Services

Business Hours

Monday to Thursday

7:30 am - 5:30 pm

Lunch Break

1:00 pm - 3:00 pm

Friday

7:30 am - 5:30 pm

Lunch Break

11:45 - 2:15 pm

**Saturday, Sunday &
Public Holidays - Closed**



MALAYSIA EXTERNAL TRADE

Matrade's Global Network




MATRADE
DEVELOPMENT CORPORATION



MEMPERKASAKAN PENGEKSORT

Selaras dengan objektif membangunkan pasaran eksport, salah satu fungsi utama MATRADE ialah untuk memupuk dan membangunkan pengeksport baru sementara mempertingkatkan pengetahuan pengeksport sedia ada. Dalam mencapai matlamat ini, MATRADE menganjurkan pelbagai program membina kapasiti, kemahiran pemasaran eksport dan meningkatkan pengetahuan mengenai peluang pasaran antarabangsa. Topik-topik yang diliputi dalam program ini termasuk peluang di pasaran spesifik, peraturan-peraturan eksport, syarat-syarat import, piawaian dan program sokongan yang disediakan oleh pelbagai agensi kerajaan untuk komuniti pengeksport tempatan.

Sebanyak 55 program latihan dianjurkan pada tahun 2008 yang terdiri daripada 37 seminar, 11 taklimat, 6 bengkel dan *KL International Trade Forum* (KLITF). Program-program ini telah memberi manfaat kepada 5,911 peserta dari 4,326 syarikat. Antara topik yang dibentangkan adalah:

- Pengurusan aliran tunai, penjenamaan dan hak harta intelek, pembiayaan perdagangan, pengurusan perhubungan pelanggan dan dokumentasi kredit;
- Piawaian dan peraturan seperti pensijilan halal, *European Union Rules and Regulations*, dan *United Nations Business and Vendor Registration*;
- Peluang pasaran/perniagaan termasuk di Bangladesh, Republik Rakyat China, Sri Lanka, Viet Nam, Kemboja, Maldives, negara-negara Afrika Barat, Kenya, Azerbaijan, Hong Kong SAR dan negara anggota OIC;
- Industri khusus seperti automotif, makanan dan perabot kayu Jepun, teknologi air dan ternakan; dan
- Perjanjian-Perjanjian Perdagangan Bebas Malaysia.

Program-program ini dikendalikan oleh MATRADE dengan kerjasama pelbagai agensi seperti Maybank, *United Nations Procurement Division*, *International Enterprise (IE) Singapore*, Persatuan Selatan-Selatan Malaysia (MASSA), Dewan Perniagaan dan Industri Bangladesh-Malaysia (BMCCI) dan *Hong Kong Trade Development Council* (HKTDC).



Seminar mengenai program bantuan kewangan untuk pengeksport



Para peserta di sesi Taklimat dan Rundingan Perniagaan (B&C)

Dalam membantu pengeksport EKS menceburi pasaran antarabangsa, MATRADE menganjurkan program-program khusus bagi memenuhi keperluan EKS. Antara program yang diadakan termasuk seminar, taklimat, perbincangan dan khidmat nasihat yang meliputi pelbagai topik yang berkaitan perdagangan seperti kewangan, penjenamaan, pemasaran antarabangsa serta syarat dan peraturan perdagangan.



Program Pembangunan Pengeksport Bumiputera (BEDP) memberi peluang kepada EKS untuk meningkatkan kemahiran perniagaan dan pengetahuan antarabangsa mereka

Dalam usaha mendedahkan EKS kepada pasaran antarabangsa, mereka digalakkan menyertai Misi Belian dan Misi Pemasaran Khusus yang dianjurkan oleh MATRADE. Misi Belian memberi peluang kepada EKS menemui pembeli antarabangsa di Malaysia bagi mempromosikan produk dan perkhidmatan mereka. Bantuan kewangan diberikan di bawah Geran Pembangunan Pasaran (MDG) kepada EKS yang menceburi pasaran antarabangsa. Sejumlah RM15.95 juta dalam bentuk geran telah disalurkan dan ia telah dimanfaatkan oleh 897 EKS pada tahun 2008.

Program khusus yang mensasarkan segmen sektor perniagaan EKS terus dilaksanakan melalui Program Pembangunan Pengeksport

Wanita (WEDP) dan Program Pembangunan Pengeksport Bumiputera (BEDP).

PROGRAM PEMBANGUNAN PENGEKSORT BUMIPUTERA (BEDP)

MATRADE melalui Program Pembangunan Pengeksport Bumiputera (BEDP) memupuk dan membangun syarikat EKS milik Bumiputera. Dahulunya dikenali sebagai *MATRADE Trade Outreach Programme* (MTOP), BEDP adalah program sokongan selama 3 tahun, yang menumpukan usaha membangun dan mempertingkatkan pengetahuan serta kemahiran eksport syarikat Bumiputera. Ini dijalankan melalui latihan, taklimat, lawatan sambil belajar, sesi rundingan dan bimbingan perniagaan secara peribadi. Program ini juga memberi peluang kepada syarikat yang terpilih untuk mempromosikan produk dan perkhidmatan mereka di luar negara melalui penyertaan dalam aktiviti-aktiviti penggalakan perdagangan antarabangsa.

Pada tahun 2008, sejumlah 35 syarikat EKS Bumiputera dipilih di bawah program BEDP. Syarikat-syarikat ini telah menyertai 26 Pameran Perdagangan Antarabangsa, 3 Misi Perdagangan dan Pelaburan serta 1 Misi Pemasaran Khusus. Antara Pameran Perdagangan Antarabangsa yang disertai oleh syarikat di bawah BEDP pada tahun 2008 adalah MSE (Sharjah, Emiriah Arab Bersatu), *CeBIT 2008* (Hannover, Jerman), *SIAL 2008* (Paris, Perancis) dan *Foodex 2008* (Tokyo, Jepun).

Melalui penyertaan mereka dalam aktiviti penggalakan ini, syarikat di bawah BEDP melaporkan jualan langsung dan jualan dalam rundingan bernilai RM3.9 juta.

KEJAYAAN DELIGATEAUX (M) SDN BHD

KEK UNTUK PASARAN DUNIA

Deligateaux (M) Sdn. Bhd., yang menyertai BEDP pada tahun 2006, menghasilkan kuih-muih dan pastri beku tempahan khas yang berkualiti bagi pasaran tempatan dan luar negara. Syarikat ini mula menceburi pasaran antarabangsa pada tahun 2006 dan semenjak itu giat mengeksport produk mereka ke negara-negara termasuk French Polynesia, Macau, Amerika Syarikat, United Kingdom, Brunei dan Singapura. Pada tahun 2008, syarikat ini memulakan aktiviti promosi secara agresif dengan menyertai 7 Pameran Perdagangan Antarabangsa iaitu *Prodexpo* (Moscow, Persekutuan Rusia), *Gulfood 2008* (Dubai, Emiriah Arab Bersatu), *MIHAS* (Kuala Lumpur, Malaysia), *Alitech F&B Expo* (Casablanca, Maghribi), *SIAL* (Paris, Perancis), *INTRADE* (Kuala Lumpur, Malaysia) dan *Vietnam Expo* (Hanoi, Viet Nam).

Pada tahun 2008, Deligateaux melaporkan jumlah jualan bernilai RM850,000 di mana RM600,000 merupakan jualan eksport, iaitu peningkatan sebanyak RM200,000 dari tahun sebelumnya. Pasaran yang disasarkan pada masa akan datang adalah termasuk Republik Rakyat China, Hong Kong SAR, negara-negara Timur Tengah, Persekutuan Rusia, Maghribi, Thailand, Viet Nam dan Indonesia.



MATRADE mengendalikan pertanyaan daripada peserta WEDP

PROGRAM PEMBANGUNAN PENGEKSORT WANITA (WEDP)

Dalam usaha membantu EKS milikan wanita, MATRADE pada tahun 2008 telah memperkenalkan Program Pembangunan Pengeksport Wanita (WEDP), yang dahulunya dikenali sebagai *Women Trade Outreach Programme* (WTOP). Program sokongan selama 3 tahun ini bertujuan meningkatkan kemahiran dan pengetahuan usahawan wanita bagi membolehkan mereka menceburi pasaran antarabangsa. Konsep program ini adalah sama seperti BEDP di mana syarikat WEDP ditaja untuk menyertai aktiviti-aktiviti promosi.

Pada tahun 2008, syarikat WEDP menyertai 34 Pameran Perdagangan Antarabangsa, 6 Misi Perdagangan dan Pelaburan, dan 4 Misi Pemasaran Am dan Khusus. Antara Pameran Perdagangan Antarabangsa yang disertai oleh syarikat WEDP adalah *IFE* (Poland), *MOHEX 2008* (Fiji), *SIAL 2008* (Perancis) dan *66th Tokyo Gift Show* (Jepun). Hasil daripada aktiviti penggalakan ini, syarikat WEDP mencatat jualan langsung sebanyak RM6.8 juta dan jualan dalam rundingan bernilai RM11.8 juta.

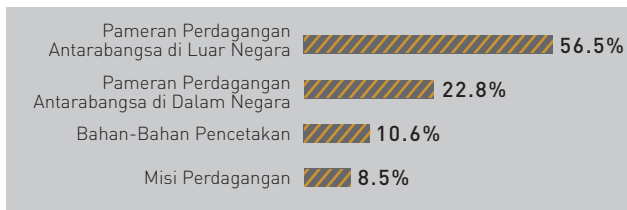
KEJAYAAN AVIALITE SDN BHD

MASA DEPAN CERAH UNTUK AVIALITE

Avialite Sdn Bhd, yang ditubuhkan pada November 2004, mengeluarkan lampu amaran penerbangan LED. Syarikat ini yang dimiliki sepenuhnya oleh seorang usahawan wanita, dipilih untuk menyertai program ini pada tahun 2006. Dalam tempoh program selama 3 tahun ini, Avialite telah menyertai 7 aktiviti penggalakan seperti Misi Perniagaan ke Dubai; Misi Perdagangan dan Pelaburan ke Mozambique dan Afrika Selatan; dan Misi Pemasaran Khusus ke Nigeria, Hungary, Poland dan Yemen. Hasil dari penyertaan mereka, syarikat ini pada tahun 2008 mencatat eksport bernilai RM1.2 juta, yang merupakan 80 peratus daripada jumlah jualan sebanyak RM1.5 juta. Syarikat ini telah menembusi pasaran antarabangsa seperti Bangladesh, Brunei, Kemboja, Emiriah Arab Bersatu, Indonesia, Filipina, Viet Nam dan Afrika Barat.

GERAN PEMBANGUNAN PASARAN (MDG)

Di bawah MDG, EKS mendapat bantuan kewangan dalam bentuk geran bersamaan untuk menjalankan aktiviti penggalakan eksport di dalam dan luar negara. Antara aktiviti promosi yang layak untuk geran ini adalah penyertaan dalam Pameran Perdagangan Antarabangsa, Misi Perdagangan dan Pelaburan, Misi Pemasaran Khusus dan pencetakan bahan promosi. Pada tahun 2008, MATRADE meluluskan geran berjumlah RM15.95 juta kepada 897 syarikat. Berikut adalah carta menunjukkan pecahan geran yang diluluskan mengikut aktiviti:



GERAN PROMOSI JENAMA (BPG)

BPG bertujuan membantu syarikat Malaysia untuk membangun dan mempromosi jenama tempatan di pasaran antarabangsa. Geran bayaran balik sejumlah RM2 juta disalurkan kepada syarikat untuk menjalankan aktiviti pembangunan dan promosi jenama di luar negara.

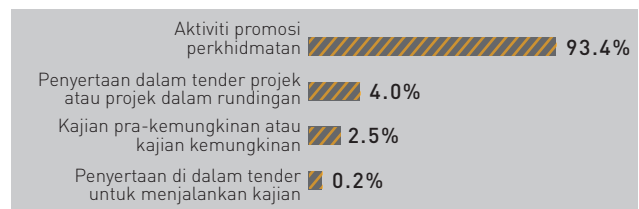
Pada tahun 2008, sejumlah 20 syarikat telah diluluskan untuk menerima geran BPG yang bernilai RM32.74 juta. Syarikat-syarikat ini terdiri daripada 12 EKS dan 8 bukan EKS dari pelbagai sektor termasuk E&E, makanan dan minuman, perabot, kosmetik, francais, seramik, getah, ICT serta alat ganti automotif dan aksesori.

Bagi tempoh 2004 hingga 2008, sejumlah 69 syarikat telah menerima geran di bawah BPG yang bernilai RM118.02 juta.

DANA EKSPORT PERKHIDMATAN (SEF)

SEF adalah satu program sokongan yang diberikan kepada Pembekal Perkhidmatan Malaysia dalam bentuk geran bayaran balik. Skim ini meliputi perbelanjaan bagi penyertaan dalam pembidaan tender, menjalankan kajian kemungkinan projek antarabangsa, menyertai aktiviti penggalakan eksport serta mengadakan kempen pengiklanan dan promosi untuk perkhidmatan Malaysia di luar negara.

Pada tahun 2008, sejumlah 603 pembekal perkhidmatan Malaysia telah diluluskan untuk menerima geran SEF. Berikut adalah carta menunjukkan pecahan geran yang diluluskan mengikut aktiviti:



Antara projek yang telah dilaksanakan oleh syarikat Malaysia di bawah geran SEF adalah Kajian dan Implementasi Kejuruteraan Sistem Monorail di Mumbai, *E-Suifenhe Digital City*, Daerah Heilongjiang, Republik Rakyat China dan *Pilot Study for Sewage Treatment of Al-Amana Lake* (Al-Nawras), Jeddah, Arab Saudi.

PERKHIDMATAN

**SESI TAKLIMAT DAN RUNDINGAN
PERNIAGAAN (B&C)**

MATRADE telah meneruskan penganjuran sesi B&C untuk komuniti pengeksport di luar Lembah Kelang. Antara objektif sesi ini adalah untuk memupuk kesedaran mengenai perkhidmatan, kemudahan dan program bantuan yang dikendalikan oleh MATRADE, memahami isu-isu yang dihadapi oleh syarikat-syarikat dalam mengeksport produk mereka dan mendapat maklum balas bagaimana MATRADE dapat membantu pengeksport dalam perniagaan mereka.

Sesi B&C merangkumi aktiviti-aktiviti seperti taklimat dan perbincangan panel, sesi rundingan dan klinik perdagangan untuk pengeksport Malaysia. Wakil daripada agensi kerajaan yang berkaitan dan organisasi perdagangan turut dijemput menyertai perbincangan panel dan aktiviti klinik perdagangan. Ini adalah untuk membolehkan agensi-agensi berkenaan memberi maklum balas segera atas sebarang isu berbangkit semasa sesi-sesi berkenaan.

Pada tahun 2008, sebanyak 5 sesi B&C telah dikendalikan iaitu di Melaka, Kota Kinabalu, Pulau Pinang, Kota Bharu dan Kuala Terengganu. Sejumlah 326 syarikat dan 393 wakil telah menyertai sesi tersebut.

**PUSAT TUMPUAN PERJANJIAN
PERDAGANGAN BEBAS (FTA)**

Pada Julai 2008, MATRADE menubuhkan pusat tumpuan bagi FTA untuk meningkatkan kesedaran mengenai manfaat FTA kepada komuniti perniagaan tempatan khususnya, EKS. Dalam konteks ini, MATRADE dipertanggungjawabkan untuk mempromosi dan menyebarkan maklumat mengenai FTA serta manfaatnya kepada syarikat Malaysia termasuk maklumat mengenai produk yang layak, kadar tarif keutamaan dan prosedur bagi permohonan sijil tempasal (COO). MATRADE juga akan mengumpulkan maklum balas dari

DAFTAR PENGEKSPORT MALAYSIA (MER)

MATRADE mengendalikan MER yang merupakan pangkalan data yang mengandungi maklumat mengenai pengilang, syarikat dagangan, pembekal perkhidmatan dan persatuan perdagangan. Syarikat yang didaftarkan di MER menerima maklumat mengenai isu-isu perdagangan, risikan perdagangan, program penggalakan perdagangan serta aktiviti MATRADE. Kemudahan pepadanan perdagangan antara pembeli asing dengan pengeksport Malaysia adalah elemen penting di dalam MER. Keahlian dalam MER adalah percuma dan pendaftaran boleh dibuat secara atas talian.

Pada tahun 2008, sebanyak 1,140 syarikat Malaysia yang baru telah mendaftar dengan MATRADE, di mana 41 peratus adalah pengilang, 31 peratus syarikat dagangan, 25 peratus pembekal perkhidmatan dan 4 peratus syarikat pengilang kontrak. Sehingga akhir tahun 2008, sejumlah 13,926 syarikat telah berdaftar dengan MER.

Sila rujuk carta di bawah dan muka surat 67 bagi butiran terperinci.

**DAFTAR PENGEKSPORT MALAYSIA
MENGIKUT JENIS PERNIAGAAN**

| JENIS PERNIAGAAN | JUMLAH |
|------------------------|--------------|
| Pengilang | 462 |
| Syarikat dagangan | 353 |
| Pembekal perkhidmatan | 281 |
| Pengilang kontrak | 44 |
| JUMLAH SYARIKAT | 1,140 |

komuniti perniagaan mengenai pelaksanaan FTA oleh Malaysia dan memaklukkannya kepada pihak berkuasa yang berkenaan mengenai perkara-perkara yang dibangkitkan.

Sebagai pusat tumpuan, MATRADE telah menerbitkan 3 buku panduan mengenai FTA iaitu *Malaysia's Free Trade Agreement, FTA Series: MPCEPA dan FTA Series: MJEPA*. Buku panduan ini diedarkan secara percuma kepada kesemua pengeksport yang memerlukan maklumat spesifik mengenai FTA.

PECAHAN PENDAFTARAN MENGIKUT SEKTOR PRODUK

| KATEGORI PRODUK | JUMLAH |
|--|--------------|
| Makanan diproses | 238 |
| Perabot | 156 |
| Farmaseutikal, barangan penjagaan kesihatan dan kosmetik | 133 |
| Bahan pembinaan / pembangunan dan <i>hardware</i> | 126 |
| Minuman | 107 |
| Mesin dan kelengkapan | 94 |
| Produk pertanian | 82 |
| Produk elektrik dan elektronik pengguna dan industri | 67 |
| Kimia, mineral dan aloi | 65 |
| Produk kayu | 60 |
| Alat ganti dan komponen automotif | 59 |
| Komponen dan barangan elektrik dan elektronik | 52 |
| Produk isi rumah | 49 |
| Pakaian dan aksesori | 44 |
| Cenderahati dan barangan perhiasan | 40 |
| Produk perubatan | 34 |
| Produk plastik | 33 |
| Pembungkusan | 30 |
| Produk minyak kelapa sawit | 27 |
| Perisian komputer | 25 |
| Alat tulis | 24 |
| Alat mainan dan peralatan sukan | 20 |
| Kelengkapan pengangkutan dan bahagian | 17 |
| Telekomunikasi | 14 |
| Produk getah | 13 |
| Perkakasan komputer | 12 |
| Fesyen aksesori dan tekstil | 10 |
| Kasut | 10 |
| Sarung getah | 10 |
| Tekstil, <i>yarn</i> dan barangan berkaitan | 5 |
| Produk pertahanan dan kelengkapan | 1 |
| JUMLAH SYARIKAT | 1,657 |

PECAHAN PENDAFTARAN MENGIKUT SEKTOR PERKHIDMATAN

| KATEGORI PERKHIDMATAN | JUMLAH |
|--|------------|
| Teknologi komunikasi dan maklumat | 132 |
| Perkhidmatan perniagaan | 97 |
| Perkhidmatan kejuruteraan | 94 |
| Perkhidmatan logistik dan pengedaran | 40 |
| Perkhidmatan kesihatan | 32 |
| Perkhidmatan teknikal | 28 |
| Perkhidmatan infrastruktur / pembinaan | 27 |
| Perkhidmatan senibina | 26 |
| Perkhidmatan pendidikan | 26 |
| Perkhidmatan penerbitan dan percetakan | 23 |
| Pelancongan dan hospitaliti | 19 |
| Minyak dan gas | 15 |
| Perkhidmatan profesional | 11 |
| Francais | 5 |
| Perkhidmatan kewangan | 3 |
| Perkhidmatan lain-lain | 76 |
| JUMLAH SYARIKAT | 654 |

PERTANYAAN PERDAGANGAN

MATRADE menerima pertanyaan perdagangan bagi produk dan perkhidmatan Malaysia melalui rangkaian pejabat luar MATRADE. Pada tahun 2008, sejumlah 18,904 pertanyaan diterima dan disebarkan kepada syarikat yang berdaftar dengan MATRADE. Butiran terperinci mengenai pertanyaan perdagangan yang diterima dipaparkan seperti carta di bawah.

Pertanyaan perdagangan diterima juga melalui e-mel MATRADE iaitu *info@matrade.gov.my*.

Pada tahun 2008, sejumlah 4,099 pertanyaan perdagangan diterima melalui e-mel. Kebanyakan pertanyaan yang diterima adalah berkenaan produk dan perkhidmatan Malaysia, senarai acara-acara perdagangan luar negara dan tempatan, permohonan untuk MER, maklumat mengenai BPG dan MDG serta maklumat mengenai pemudahan eksport seperti tarif, syarat dan peraturan serta dokumentasi eksport.

PERTANYAAN PERDAGANGAN YANG DITERIMA OLEH MATRADE MENGIKUT RANTAU

| | |
|--------------------------|---------------|
| Asia Barat | 5,409 |
| Eropah | 3,509 |
| ASEAN | 2,743 |
| Asia Timur | 1,855 |
| Amerika Utara | 1,790 |
| Afrika | 1,410 |
| Amerika Latin | 817 |
| Rusia dan Asia Tengah | 753 |
| Oceania | 398 |
| Asia Selatan | 220 |
| JUMLAH PERTANYAAN | 18,904 |

PERTANYAAN PERDAGANGAN YANG DITERIMA OLEH MATRADE MENGIKUT SEKTOR PRODUK DAN PERKHIDMATAN

| | |
|------------------------------------|---------------|
| Makanan dan minuman | 2,191 |
| Perkhidmatan / konsultasi | 1,811 |
| Perabot | 1,068 |
| Bahan binaan | 973 |
| Elektrik dan elektronik | 910 |
| Getah | 615 |
| Minyak sawit | 587 |
| Ubatan dan produk farmaseutikal | 545 |
| Barangan kayu | 508 |
| Mesin, jentera dan kelengkapan | 486 |
| Kenderaan bermotor dan komponen | 479 |
| Barangan plastik | 394 |
| Kimia | 336 |
| Kertas dan alat tulis | 299 |
| Tekstil, pakaian, aksesori | 284 |
| Kosmetik | 164 |
| Barangan cenderahati | 140 |
| Kasut | 125 |
| Pertanian | 108 |
| Barangan rumah | 89 |
| Barangan kaca | 70 |
| Barang kemas | 66 |
| Barangan besi / keluli / aluminium | 47 |
| Notis tender tempatan | 33 |
| Barangan lain | 1,467 |
| Pertanyaan am | 5,109 |
| JUMLAH PERTANYAAN | 18,904 |

PUSAT PAMERAN EKSPORT MALAYSIA (MEEC)

Pusat Pameran Eksport Malaysia (MEEC) merupakan pusat setempat untuk para pembeli antarabangsa. MEEC menyediakan kemudahan pameran kepada syarikat-syarikat Malaysia yang menawarkan produk serta perkhidmatan untuk dieksport. Selain itu, pusat ini juga mengaturkan pertemuan perniagaan di antara pembeli asing serta pengusaha tempatan dengan syarikat-syarikat Malaysia yang mengambil ruang di MEEC.

Pada tahun 2008, sejumlah 412 syarikat mempamerkan produk dan perkhidmatan mereka di MEEC, yang meliputi 39 produk pengilangan dan 7 daripada sektor perkhidmatan. Antara produk yang dipamerkan

adalah makanan dan minuman, produk kayu, getah, automotif dan alat ganti automotif, serta produk kimia. Sektor perkhidmatan yang dipamerkan adalah pendidikan, francais, institusi kewangan dan pembekal lojistik. Hampir sebanyak 80 peratus peserta di MEEC adalah EKS.

MEEC telah menerima 3,350 pelawat pada tahun 2008 yang terdiri daripada 2,566 pelawat tempatan dan 784 pelawat asing, 45 delegasi perdagangan dan telah mengaturkan 193 pertemuan perniagaan antara syarikat Malaysia dengan pembeli asing.

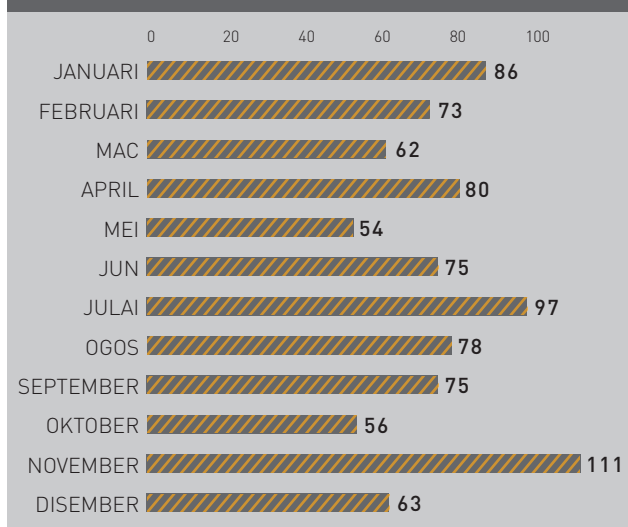


Beberapa produk Malaysia yang dipamerkan dalam ruang pameran tetap yang diuruskan oleh MATRADE

MATRADE HELP DESK (MHD)

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 tahun 2008, MHD menerima 911 pertanyaan daripada syarikat tempatan dan luar negara. Pertanyaan-pertanyaan ini merangkumi pelbagai perkara termasuk permohonan untuk geran, program penggalakan, pendaftaran dengan MATRADE, maklumat mengenai produk dan perkhidmatan syarikat Malaysia serta juga maklumat pasaran global.

JUMLAH PERTANYAAN DITERIMA DARIPADA JANUARI KE DISEMBER 2008



PUSAT PERDAGANGAN MALAYSIA (MTC)

DUBAI

MTC di Dubai menawarkan peluang kepada pengeksport Malaysia untuk mempromosikan produk dan perkhidmatan mereka ke Emiriah Arab Bersatu serta negara-negara disekitarnya. Pusat pameran ini mempamerkan pelbagai jenis produk dan perkhidmatan daripada 180 syarikat Malaysia yang terdiri daripada 24 kelompok produk termasuk makanan dan minuman, perabot, perubatan dan farmaseutikal, barangan kesihatan dan kosmetik, produk elektrik dan elektronik, bahan pembinaan dan perkakasan, automotif dan aksesori serta barangan plastik dan getah. Pada tahun 2008, pusat pameran ini telah menerima sejumlah 2,000 pelawat perdagangan.

HONG KONG SAR

Terletak di kawasan perniagaan terkemuka, MTC Hong Kong SAR mempamerkan pelbagai produk daripada 21 syarikat Malaysia termasuk makanan diproses, tekstil dan pakaian, produk pewter, seramik dan barang kemas. MTC Hong Kong SAR juga dilengkapi dengan kemudahan pusat perniagaan serta kesetiausahaan untuk kegunaan syarikat Malaysia. Pada tahun 2008, pusat ini telah menerima lebih daripada 250 pelawat perniagaan.

BUSINESS INFORMATION CENTRE (BIC)

MATRADE bersama MIDA menguruskan *Business Information Centre* (BIC) yang ditempatkan di Lapangan Terbang Antarabangsa Kuala Lumpur (KLIA) bagi memudahkan pelawat perniagaan asing untuk mendapat maklumat perdagangan dan pelaburan. Selain berfungsi sebagai tempat pertemuan perniagaan, BIC juga merupakan pusat informasi untuk pelbagai maklumat termasuk acara dan pameran perdagangan yang diadakan di Malaysia.

Pada tahun 2008, melalui BIC, MATRADE menerima 151 pertanyaan di mana kebanyakannya adalah mengenai produk dan perkhidmatan Malaysia, pameran perdagangan tempatan dan juga maklumat perdagangan.

ANUGERAH KECEMERLANGAN EKSPORT

Anugerah Kecemerlangan Eksport adalah di antara kategori anugerah di bawah Anugerah Kecemerlangan Industri yang dianjurkan oleh MITI. MATRADE merupakan sekretariat untuk Anugerah Kecemerlangan Industri dalam kategori berikut:

- i. Anugerah Kecemerlangan Eksport (Dagangan);
- ii. Anugerah Kecemerlangan Eksport (Perkhidmatan);
- iii. Anugerah Kecemerlangan Jenama (Dagangan); dan
- iv. Anugerah Kecemerlangan Jenama (Perkhidmatan–Profesional dan Bukan Profesional).



Anugerah Kecemerlangan Eksport bagi Produk dan Perkhidmatan diberikan kepada syarikat-syarikat sebagai mengiktiraf komitmen dan usaha menembusi pasaran eksport. Anugerah Kecemerlangan Jenama bagi Produk dan Perkhidmatan pula diberikan kepada syarikat-syarikat sebagai mengiktiraf pelaburan mereka dalam membina dan mempromosikan jenama Malaysia di peringkat antarabangsa. Pemenang-pemenang Anugerah Kecemerlangan Eksport dan Anugerah Kecemerlangan Jenama bagi tahun 2008 adalah:

ANUGERAH KECEMERLANGAN EKSPORT 2008

DAGANGAN

EXIS TECH SDN BHD

ETI TECH (M) SDN BHD

HEAVEBOARD BERHAD

HENIKWON CORPORATION SDN BHD

ANUGERAH KECEMERLANGAN EKSPORT 2008

PERKHIDMATAN

RNZ INTEGRATED (M) SDN BHD

UNIVERSITY COLLEGE SEDAYA INTERNATIONAL (UCSI EDUCATION SDN BHD)

WCT BERHAD

PULSE BPO SDN BHD

SCOMI GROUP BERHAD

ANUGERAH KECEMERLANGAN JENAMA 2008

DAGANGAN

CENTONIA INDUSTRIES SDN BHD

NIRO CERAMIC SDN BHD

ROYAL SELANGOR INTERNATIONAL SDN BHD

ANUGERAH KECEMERLANGAN JENAMA 2008

PERKHIDMATAN

INSPIDEA SDN BHD

TAYLOR'S COLLEGE SDN BHD

PERPUSTAKAAN PERNIAGAAN MATRADE

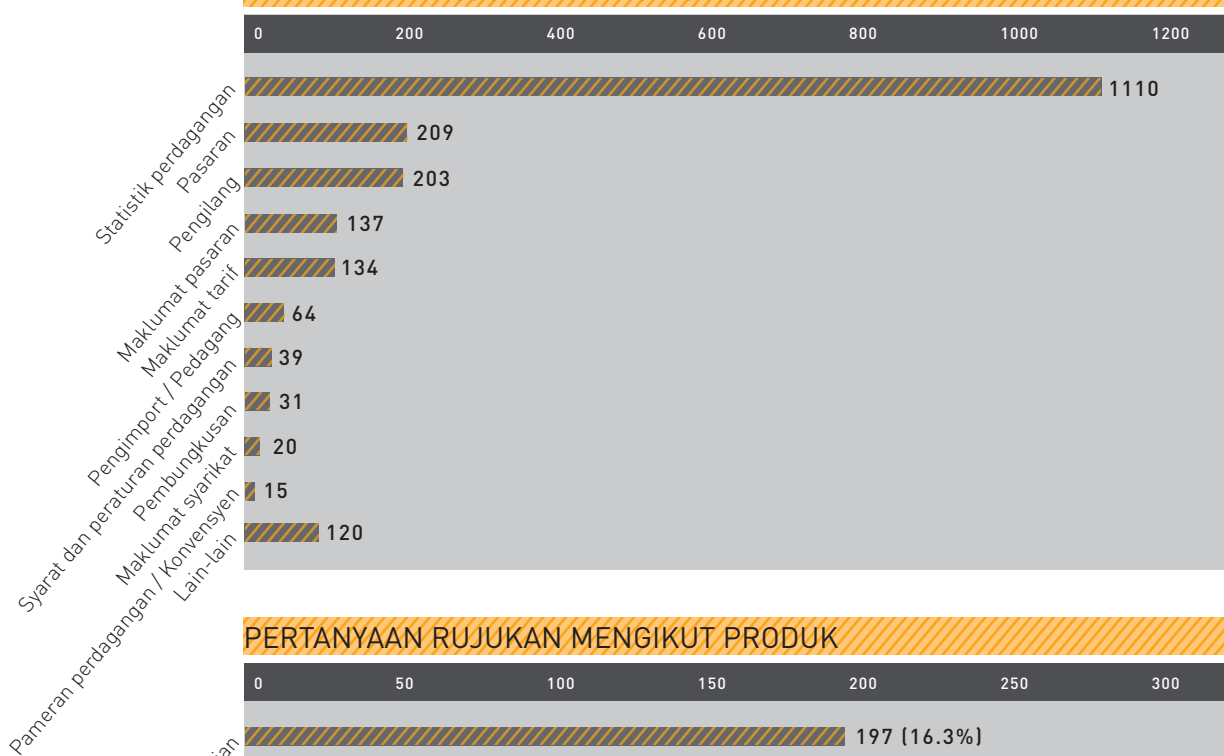
Perpustakaan Perniagaan MATRADE mempunyai koleksi sumber yang luas termasuk direktori, penerbitan berkala, buku, data statistik, pangkalan data atas talian dan CD-ROM bagi memudahkan kajian yang meliputi produk, perkhidmatan dan pasaran.

Maklumat dalam perpustakaan ini sentiasa dikemaskini dengan informasi terkini berkenaan statistik perdagangan, laporan pasaran, profil negara-negara, tarif kastam, syarat dan

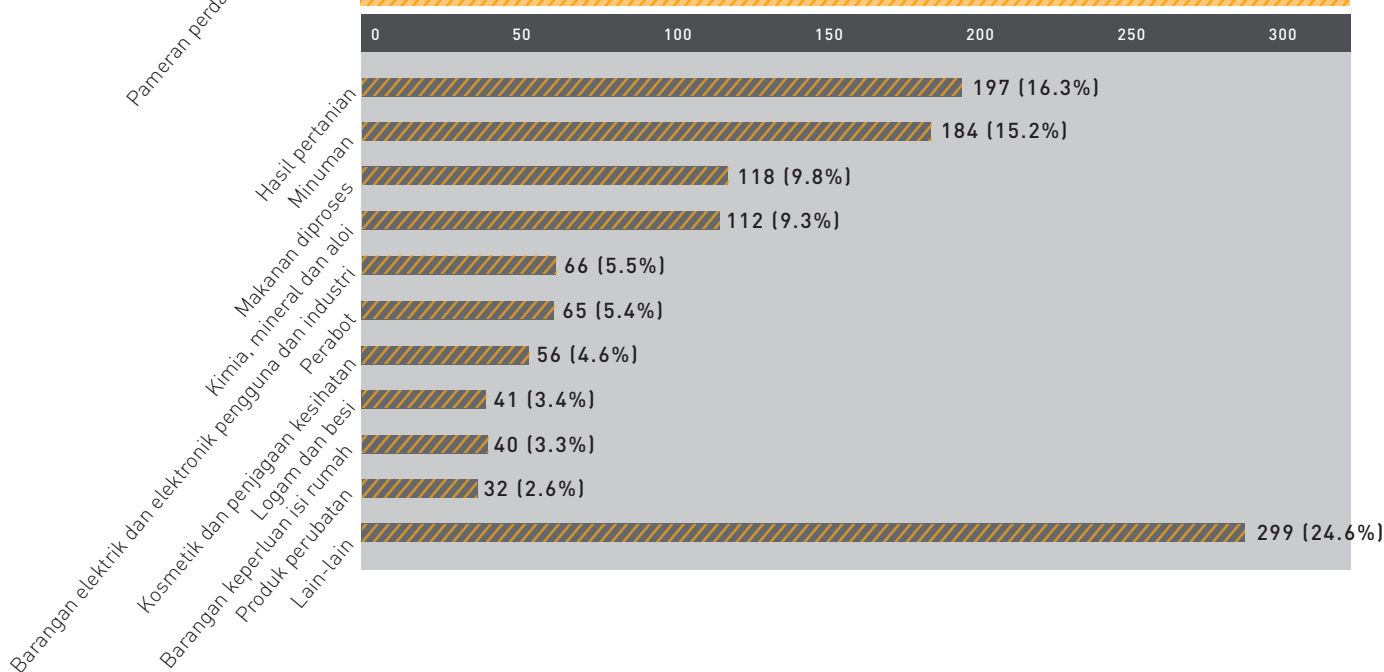
peraturan serta berita perdagangan daripada sumber antarabangsa dan tempatan.

Pada tahun 2008, Perpustakaan Perniagaan MATRADE menerima 2,529 pertanyaan dan 1,174 pelawat serta memberi perkhidmatan kepada 3,699 pengguna. Perpustakaan juga memperolehi 1,454 buku, 604 direktori, 979 penerbitan berkala dan 172 CD-ROMs serta dilengkapi dengan 23 pangkalan data, termasuk *Global Insight's World Industry Service* yang baru dilanggan.

PERTANYAAN RUJUKAN MENGIKUT PERKARA



PERTANYAAN RUJUKAN MENGIKUT PRODUK



PANGKALAN DATA YANG TERDAPAT DI PERPUSTAKAAN PERNIAGAAN MATRADE

PANGKALAN DATA DALAMAN

| |
|--------------------------------------|
| Kontak Perniagaan |
| Pengimport Asing |
| Pengeksport Tempatan |
| Konvensyen dan Pemeran |
| Statistik Perdagangan Malaysia |
| Pameran Perdagangan |
| Misi Perdagangan |
| Program Latihan Pengeksport Tempatan |
| Program Misi Belian ke Malaysia |
| Lain-lain Acara Promosi |

PANGKALAN DATA YANG DILANGGANI

| |
|---|
| nexis.com |
| Palmoilis |
| Global Market Information Database (GMID) |
| The Public Ledger |
| eu.com |
| World Trade Atlas Online |
| UN Development Business Online |
| The Tariff Finder Online |
| Global Insight's World Industry Service |

PANGKALAN DATA INTERNATIONAL TRADE CENTRE (ITC)

| |
|-------------------|
| Trade Map |
| Product Map |
| Investment Map |
| Market Access Map |

PENGGUNAAN TERBANYAK PANGKALAN DATA

| PANGKALAN DATA | BILANGAN PENGGUNA |
|---|-------------------|
| World Trade Atlas | 1,696 (24.9%) |
| MATRADE Trade Statistics Retrieval System (MTR-EIS) | 1,441 (21.2%) |
| Malaysian Exporters | 1,273 (18.7%) |
| Economist Intelligence Unit (EIU) | 1,092 (16%) |
| Global Market Information Database (GMID) | 752 (11%) |
| nexis.com | 280 (4.1%) |
| Tariff Finder Online | 111 (1.6%) |
| Foreign Importers | 50 (0.7%) |
| Global Insight's World Industry Service | 39 (0.6%) |
| Lain-lain | 77 (1.1%) |
| JUMLAH | 6,811 |

LAMAN PORTAL MATRADE

MATRADE terus mengguna teknologi maklumat dan komunikasi sebagai saluran penting dalam menyebarkan maklumat mengenai perkhidmatan MATRADE kepada komuniti perniagaan. Ini jelas ternyata dari inisiatif yang dilaksanakan pada tahun 2008, termasuk penambahbaikan laman portal MATRADE, pengenalan perkhidmatan *MyExport* dan *MATRADE Mobile* yang menyediakan portal *mobile* dan Khidmat Pesanan Ringkas (SMS).

Laman portal MATRADE yang direka semula telah dilancarkan pada 15 Ogos 2008. Ia merupakan perantaraan penting bagi menyebarkan maklumat mengenai perkhidmatan MATRADE dan penggalakan produk dan perkhidmatan Malaysia secara global. Laman ini memberi kemudahan akses kepada pencapaian maklumat perdagangan seperti Statistik Perdagangan Malaysia, Perjanjian Perdagangan Bebas Malaysia, program bantuan dan acara MATRADE serta pendaftaran dalam talian. Selain Bahasa Inggeris, laman portal ini juga boleh diakses melalui pelbagai bahasa, khususnya Bahasa Malaysia, Mandarin, Jepun, Sepanyol dan Arab. Pada tahun 2008, laman portal ini telah menerima

sejumlah 7,012,910 capaian, di mana Direktori Produk adalah paling banyak diakses, diikuti dengan Maklumat Perdagangan dan maklumat korporat MATRADE.

MyExport

MyExport merupakan langganan berpangkalan perkhidmatan atas talian yang membolehkan pengeksport Malaysia yang berdaftar dengan MATRADE mengakses maklumat perdagangan penting dan terkini dalam masa nyata dari pejabat rangkaian antarabangsa MATRADE. Ini termasuk maklumat seperti Trade Leads, notifikasi tender antarabangsa, *Market Alerts* dan *Product Market Studies*. Pengguna yang berdaftar dengan MATRADE juga boleh mengemaskini profil syarikat serta memuat naik imej produk mereka ke *Malaysia e-Directory* portal ini.

Penerbitan MATRADE seperti *Trade Mart* dan *MATRADE Online News* juga dapat diakses. Perkhidmatan ini juga membolehkan pengguna menyemak status permohonan mereka atas talian untuk aktiviti dan program bantuan yang diuruskan oleh MATRADE.

MATRADE MOBILE

PORTAL MOBILE MATRADE

MATRADE telah membangunkan *portal mobile* untuk membolehkan orang awam berinteraksi dengan MATRADE melalui alat mudah alih seperti telefon bimbit. *Portal mobile* yang boleh di akses di <http://mobile.matrade.gov.my>, memberi informasi mengenai MATRADE

terutamanya rangkaian antarabangnya, acara perdagangan, Statistik Perdagangan Malaysia dan mempunyai fungsi carian bagi mencari pengeksport Malaysia yang berdaftar dengan MATRADE.

PERKHIDMATAN SMS MATRADE

Dalam usaha untuk terus memperbaiki penyampaian perkhidmatannya, MATRADE telah melancarkan perkhidmatan SMS pada 31 Julai 2008. Perkhidmatan ini menggunakan gerbang laluan kerajaan – www.mysms.gov.my. Perkhidmatan SMS melengkap kemudahan-kemudahan lain pelanggan MATRADE seperti MHD, pertanyaan e-mel dan laman portal. Pada tahun 2008, sejumlah 2,922 SMS telah direkodkan.

Perkhidmatan SMS yang sedia ada ialah:

(i) **Maklumat Atas Permintaan (IOD)**

- Alamat Ibu Pejabat MATRADE

- Alamat Pejabat Cawangan MATRADE
- Alamat Pejabat Antarabangsa MATRADE

(ii) **Dokumen Atas Permintaan (DOD)**

- Borang Daftar Pengeksport Malaysia (MER)
- Panduan dan Permohonan Geran Pembangunan Pasaran (MDG)
- Panduan dan Permohonan Geran Promosi Jenama (BPG)
- Panduan Permohonan Dana Perkhidmatan Eksport (SEF)
- Acara yang dianjurkan oleh MATRADE

(iii) **Status Geran Pembangunan Pasaran**

Mulai 1 Ogos 2008, status permohonan MDG dapat disemak melalui SMS.

APLIKASI ATAS TALIAN

Aplikasi atas talian MATRADE membolehkan syarikat Malaysia untuk mengemukakan permohonan pendaftaran dan menyemak status mereka. Pada tahun 2008, sejumlah 1,140 permohonan untuk pendaftaran dalam MER

dikemukakan atas talian. Syarikat yang berminat untuk menyertai pameran perdagangan dan program pembangunan eksport serta permohonan MDG boleh menggunakan perkhidmatan atas talian ini.

PENERBITAN ELEKTRONIK

MATRADE Online News adalah siri penerbitan yang diedarkan dua kali sebulan kepada semua syarikat yang berdaftar dengan MATRADE. *E-newsletter* ini mengandungi maklumat mengenai aktiviti perdagangan yang bakal dianjurkan, perkembangan peraturan perdagangan luar negara, *market alerts* dan peluang perdagangan di pasaran global.

Sebanyak 25 siri *e-newsletter* telah diterbitkan oleh MATRADE pada tahun 2008.

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

PENERBITAN MATRADE

MATRADE menerbitkan maklumat mengenai peluang pasaran eksport dan kebolehan pengilang dan pembekal perkhidmatan Malaysia. Ini termasuk direktori perdagangan, buku panduan pengeksport dan risalah, buletin bulanan mengenai acara tempatan dan luar negara serta kalendar dwi-tahunan mengenai jadual acara perdagangan utama yang terkini di Malaysia.

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

Penerbitan MATRADE disebarkan dengan luas kepada komuniti perniagaan dalam dan luar negara termasuk dewan perniagaan, persatuan perdagangan dan industri, majlis-majlis perniagaan dan persatuan perdagangan bersama.

Penerbitan yang dikeluarkan dalam tahun 2008 termasuk:

- **Direktori Perdagangan**
 - *FMM-MATRADE—Malaysia Chemicals 2008/09* dengan CD-ROM

- **Risalah Bulanan**
 - Acara Akan Datang [12 risalah: Januari hingga Disember 2008]
- **Kalendar Dwi-tahunan**
 - *Malaysia Conventions and Exhibitions* [dua terbitan: Mac dan September 2008]
- **Buletin Dwi-bulanan**
 - *Trade Mart* [tiga terbitan]
- **Buku Panduan Pengeksport**
 - *Beginners' Guide to Exporting*
 - *FTA Series: Malaysia's Free Trade Agreements (FTAs)*
 - *FTA Series: Malaysia-Japan Economic Partnership Agreement (MJEPA)*
 - *FTA Series: Malaysia-Pakistan Closer Economic Partnership Agreement (MCEPA)*
 - *FAQs on Market Development Grant (MDG)* [Dwi-bahasa – Inggeris / Bahasa Malaysia]
 - *FAQs on Market Development Grant (MDG)* [Mandarin]
 - *Guidelines for Application of Market Development Grant* [Dwi-bahasa – Inggeris / Bahasa Malaysia]
 - *Guidelines for Application of Market Development Grant* [Mandarin]
 - *Guidelines for Application of Brand Promotion Grant* [Inggeris]
 - *Guidelines for Application of Brand Promotion Grant* [Mandarin]
- **Terbitan Elektronik**
 - *m@trade.leads* [53 terbitan / mingguan]



PENYATA KEWANGAN

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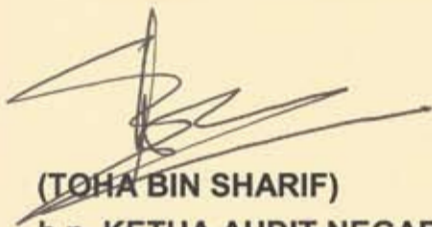


**SIJIL KETUA AUDIT NEGARA
MENGENAI PENYATA KEWANGAN
PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
BAGI TAHUN BERAKHIR 31 DISEMBER 2008**

Penyata Kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia bagi tahun berakhir 31 Disember 2008 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 dan bagi memastikan ketepatan angka dan 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 2008 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
15 JULAI 2009

**PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

**PENYATA PENERUSI DAN
SEORANG AHLI LEMBAGA PENGARAH**

Kami, **HALIM MOHAMMAD** dan **SITI SA'DIAH SHEIKH BAKIR** yang merupakan Pengerusi dan salah seorang Ahli Lembaga Pengarah Perbadanan Pembangunan Perdagangan Luar Malaysia, dengan ini menyatakan bahawa, pada pendapat Lembaga Pengarah, Lembaran Imbangan, Penyata Pendapatan, Penyata Perubahan Ekuiti dan Penyata Aliran Tunai yang berikut ini berserta dengan nota-nota di dalamnya adalah disediakan untuk menunjukkan pandangan yang benar dan saksama berkenaan kedudukan Perbadanan Pembangunan Perdagangan Luar Malaysia pada 31hb Disember 2008 dan hasil kendaliannya dan perubahan kewangannya bagi tahun berakhir pada tarikh tersebut.

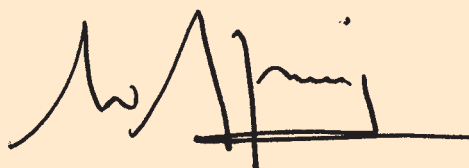
Bagi pihak Lembaga Pengarah,



(TAN SRI DATO' SERI HALIM MOHAMMAD)
Pengerusi

Tarikh: 3 JULAI 2009

Tempat: KUALA LUMPUR



(DATIN PADUKA SITI SA'DIAH SHEIKH BAKIR)
Ahli

Tarikh : 3 JULAI 2009

Tempat : KUALA LUMPUR

**PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

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

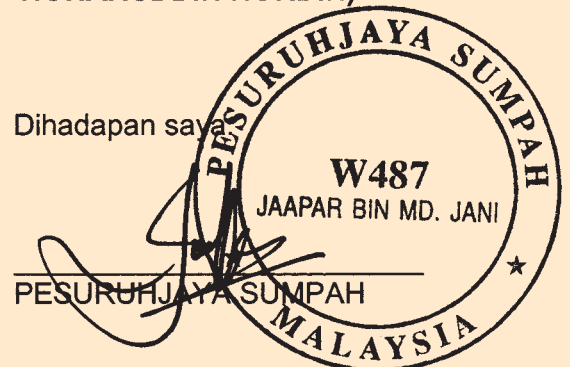
Saya, **NOHARUDDIN NORDIN**, K.P. No : 560210-06-5351, pegawai yang bertanggungjawab ke atas pengurusan kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia dengan ikhlasnya mengakui bahawa Lembaran Imbangan, Penyata Pendapatan, Penyata Perubahan Ekuiti dan Penyata Aliran Tunai yang berikut ini berserta dengan nota - nota 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 haribulan APR 2009)



(DATO' NOHARUDDIN NORDIN)

Dihadapan saya



PESURUHJAYA SUMPAH

MEDAN SELERA DUTA
JALAN DUTA
50480 KUALA LUMPUR

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
LEMBARAN IMBANGAN PADA 31 DISEMBER 2008**

| | Nota | 2008 RM | 2007 RM |
|-----------------------------------|------|------------|------------|
| HARTANAH DAN PERALATAN | 5 | 24,491,442 | 24,183,899 |
| HARTA SEMASA | | | |
| Baki bank dan wang tunai | 6 | 24,538,994 | 26,246,828 |
| Deposit dengan Institusi Kewangan | | 32,038,836 | - |
| Faedah Simpanan Tetap Terakru | | 38,821 | - |
| Penghutang, deposit dan prabayar | 7 | 33,813,371 | 55,249,482 |
| JUMLAH HARTA SEMASA | | 90,430,022 | 81,496,310 |
| LIABILITI SEMASA | | | |
| Pemiutang | | 11,938,686 | 10,206,674 |
| Dana Pembangunan Pasaran | 8 | 8,605,818 | 2,769,590 |
| JUMLAH LIABILITI SEMASA | | 20,544,504 | 12,976,264 |
| HARTA SEMASA BERSIH | | 69,885,518 | 68,520,046 |
| JUMLAH HARTA BERSIH | | 94,376,960 | 92,703,945 |
| DIBIYAI OLEH: | | | |
| KUMPULAN WANG: | | | |
| Kumpulan Wang Terkumpul | 9 | 91,776,960 | 90,057,946 |
| Kumpulan Wang Pinjaman Kenderaan | | 2,300,000 | 2,300,000 |
| Kumpulan Wang Pinjaman Komputer | | 300,000 | 300,000 |
| Geran Modal Tertunda | 10 | - | 45,999 |
| | | 94,376,960 | 92,703,945 |

Nota-nota di muka surat 5 hingga 17 adalah sebahagian daripada Penyata ini.

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
PENYATA PENDAPATAN
BAGI TAHUN BERAKHIR 31 DISEMBER 2008**

| PENDAPATAN | Nota | 2008 RM | 2007 RM |
|--|------|--------------------|---------------------|
| Sumbangan Kerajaan | 11 | 178,600,964 | 155,141,312 |
| Lain-lain Pendapatan | 12 | 9,101,175 | 10,922,898 |
| | | 187,702,139 | 166,064,210 |
| TOLAK : PERBELANJAAN | | | |
| Emolumen | 13 | 47,309,933 | 37,038,251 |
| Lain-lain Perbelanjaan Mengurus | 14 | 131,604,610 | 135,069,959 |
| Susutnilai | 5 | 6,520,057 | 5,421,906 |
| | | 185,434,600 | 177,530,116 |
| LEBIHAN / (KURANGAN) PENDAPATAN SEBELUM CUKAI | | 2,267,539 | (11,465,906) |
| Cukai | 15 | (548,525) | (760,000) |
| LEBIHAN / (KURANGAN) PENDAPATAN SELEPAS CUKAI | 9 | 1,719,014 | (12,225,906) |

Nota-nota di muka surat 5 hingga 17 adalah sebahagian daripada Penyata ini.

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

PENYATA PERUBAHAN EKUITI BAGI TAHUN BERAKHIR 31 DISEMBER 2008

| <u>2007</u> | Kumpulan Wang Terumpul RM | Kumpulan Wang Kenderaan RM | Kumpulan Wang Komputer RM | Jumlah RM |
|--------------------------------------|---------------------------------|----------------------------------|---------------------------------|-------------------|
| Baki pada 1 Januari 2007 | 95,471,990 | 2,300,000 | 300,000 | 98,071,990 |
| Kurangan Pendapatan Selepas Cukai | (12,225,906) | - | - | (12,225,906) |
| Pelarasan :- Tahun Lepas | 6,811,862 | - | - | 6,811,862 |
| Baki pada 31 Disember 2007 | 90,057,946 | 2,300,000 | 300,000 | 92,657,946 |
| <u>2008</u> | | | | |
| Lebihan Pendapatan Selepas Cukai | 1,719,014 | - | - | 1,719,014 |
| Baki pada 31 Disember 2008 | 91,776,960 | 2,300,000 | 300,000 | 94,376,960 |

**PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
(MATRADE)
PENYATA ALIRAN TUNAI BAGI TAHUN BERAKHIR 31 DISEMBER 2008**

| | 2008 RM | 2007 RM |
|---|--------------------|--------------------|
| ALIRAN TUNAI DARIPADA AKTIVITI OPERASI | | |
| Lebihan/(Kurangan) pendapatan sebelum cukai | 2,267,539 | (11,465,906) |
| Pelarasan:- | | |
| Susutnilai hartanah, loji dan peralatan | 6,520,057 | 5,421,906 |
| Untung atas pelupusan aset tetap | (34,694) | - |
| Faedah atas deposit tetap | (53,584) | (575,400) |
| Faedah atas akaun semasa | (197,389) | (173,149) |
| Geran Modal Tertunda - Pendapatan Projek MATRIIX | (45,999) | (222,290) |
| | <hr/> | <hr/> |
| Keuntungan/(Kerugian) operasi sebelum perubahan dalam modal kerja | 8,455,930 | (7,014,839) |
| Perubahan modal kerja:- | | |
| Pelbagai penghutang | 21,436,111 | (21,493,360) |
| Pelbagai pemiutang | 1,732,012 | 7,662,174 |
| Akaun Khas | - | (9,769,483) |
| Dana Pembangunan Pasaran | 5,836,228 | (1,396,558) |
| Faedah Simpanan Tetap Terakru | (38,821) | 93,004 |
| | <hr/> | <hr/> |
| Tunai dihasilkan/(digunakan) daripada operasi | 37,421,460 | (31,919,062) |
| Faedah yang diterima | 250,973 | 748,549 |
| Cukai dibayar | (548,525) | (553,935) |
| | <hr/> | <hr/> |
| Tunai bersih dihasilkan/(digunakan) daripada aktiviti operasi | 37,123,908 | (31,724,448) |
| | <hr/> | <hr/> |
| ALIRAN TUNAI DARIPADA AKTIVITI PELABURAN | | |
| Pembelian aset tetap | (6,945,497) | (13,273,282) |
| Lebihan dari pelupusan aset tetap | 152,591 | 821,282 |
| | <hr/> | <hr/> |
| Tunai bersih digunakan daripada aktiviti pelaburan | (6,792,906) | (12,452,000) |
| | <hr/> | <hr/> |
| Penambahan bersih tunai dan tunai bersamaan | 30,331,002 | (44,176,448) |
| Tunai dan kesetaraan tunai di bawa ke hadapan | 26,246,828 | 70,423,276 |
| | <hr/> | <hr/> |
| Tunai dan kesetaraan tunai di hantar ke hadapan | 56,577,830 | 26,246,828 |
| | <hr/> <hr/> | <hr/> <hr/> |
| ANALISA TUNAI DAN KESETARAAN TUNAI | | |
| Deposit dengan Institusi Kewangan | 32,038,836 | - |
| Baki di bank dan wang tunai | 24,538,994 | 26,246,828 |
| | <hr/> | <hr/> |
| | 56,577,830 | 26,246,828 |
| | <hr/> <hr/> | <hr/> <hr/> |

PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA (MATRADE)

**NOTA KEPADA PENYATA KEWANGAN BAGI TAHUN BERAKHIR
31 DISEMBER 2008**

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 piawai-piawai 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 dan peralatan

Hartanah 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 harta yang diperolehi sepanjang tahun semasa, pengiraan susutnilai dibuat mengikut tarikh belian.

Bagi aset yang bernilai kurang dari RM1,000 akan dihapus kira di 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 memadamkan pendapatan tersebut dengan kos-kos yang berkaitan, dengan menggunakan asas yang sistematik.

f) Transaksi Mata Wang Asing

Harta 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:-

| | 2008 RM | 2007 RM |
|----------------------------|------------|------------|
| i) 1 Dolar Amerika | 3.62 | 3.39 |
| ii) 1 Paun Sterling | 5.55 | 7.02 |
| iii) 1 Dolar Singapura | 2.40 | 2.34 |
| iv) 1 Dolar Australia | 2.37 | 3.04 |
| v) 1 Renmimbi China | 0.53 | 0.46 |
| vi) 1 Euro | 4.60 | 4.97 |
| vii) 1 Rand Afrika Selatan | 0.36 | 0.54 |
| viii) 1 Real Brazil | 1.59 | 1.90 |
| ix) 1 Pound Mesir | 0.65 | 0.61 |
| x) 1 Ukraine Hryvnia | 0.60 | 0.67 |
| xi) 1 Uzbekistan Sum | 0.002 | 0.002 |
| xii) 100 Schilling Kenya | 4.64 | 5.17 |
| xiii) 100 Rupee India | 7.47 | 8.65 |
| xiv) 100 Won Korea | 0.26 | 0.37 |
| xv) 100 Peso Chile | 0.55 | 0.66 |
| xvi) 100 Yen Jepun | 3.74 | 3.05 |
| xvii) 100 New Taiwan Dolar | 10.95 | 10.48 |
| xviii) 100 Rouble Russia | 13.14 | 13.70 |
| xix) 100 Dolar Hong Kong | 46.73 | 43.59 |
| xx) 100 Riyal Arab Saudi | 96.53 | 90.84 |
| xxi) 100 Dirham U.A.E. | 97.61 | 91.36 |
| xxii) 100 Rupiah Indonesia | 0.03 | 0.04 |
| xxiii) 100 Forint Budapest | 1.73 | 1.94 |
| xxiv) 100 Bath Thailand | 10.32 | 10.00 |
| xxv) 100 Peso Filipina | 7.37 | 7.85 |

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 diperuntukan 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 bank, deposit permintaan 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) | * Perabut Dan Kelengkapan (RM) | | | Kenderaan Dan Jentera (RM) | Komputer Dan Peralatan (RM) | Bangunan & Hartanah (RM) | Jumlah | |
|-----------------------------|---------------------------|--------------------------------|------------------|------------------|----------------------------|-----------------------------|--------------------------|-----------|--|
| | | 2007 (RM) | 2008 (RM) | 2007 (RM) | | | | 2008 (RM) | |
| Pada 1 Januari ** | 10,922,326 | 23,668,992 | 6,313,741 | 5,058,474 | 2,198,464 | 48,161,997 | 36,461,412 | | |
| Belian | 800,677 | 1,725,195 | 1,224,382 | 536,418 | 2,658,825 | 6,945,497 | 13,273,282 | | |
| Jualan | - | - | - | - | - | - | (89,105) | | |
| Pelupusan | (566,577) | (1,200,002) | (189,065) | (52,475) | - | (2,008,119) | (1,483,592) | | |
| Pelarasan | - | - | - | - | - | - | - | | |
| Pada 31 Disember | 11,156,426 | 24,194,185 | 7,349,058 | 5,542,417 | 4,857,289 | 53,099,375 | 48,161,997 | | |
| SUSUTNILAI TERKUMPUL | | | | | | | | | |
| Pada 1 Januari | 6,819,194 | 10,635,048 | 3,544,358 | 2,938,075 | 41,423 | 23,978,098 | 19,307,607 | | |
| Dikenakan | 1,218,851 | 3,312,051 | 1,142,541 | 727,091 | 73,524 | 6,474,058 | 5,199,616 | | |
| *** Projek MATRIIX | - | - | - | 45,999 | - | 45,999 | 222,290 | | |
| Jualan | - | - | - | - | - | - | (89,105) | | |
| Pelupusan | (564,846) | (1,112,505) | (161,551) | (51,320) | - | (1,890,222) | (662,310) | | |
| Pelarasan | - | - | - | - | - | - | - | | |
| Pada 31 Disember | 7,473,199 | 12,834,594 | 4,525,348 | 3,659,845 | 114,947 | 28,607,933 | 23,978,098 | | |
| NILAI BUKU BERSIH | | | | | | | | | |
| 31.12.2008 | 3,683,227 | 11,359,591 | 2,823,710 | 1,882,572 | 4,742,342 | 24,491,442 | - | | |
| 31.12.2007 | 4,103,132 | 13,033,944 | 2,769,383 | 2,120,399 | 2,157,041 | - | 24,183,899 | | |

* Termasuk Sekatan dan Pengubahsuaian Pejabat

** Termasuk harta yang diterima di bawah Projek MATRIIX

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

6. BAKI BANK DAN WANG TUNAI

Baki bank dan wang tunai di tangan adalah di senaraikan seperti berikut

| | 2008 RM | 2007 RM |
|--|-------------------|-------------------|
| i) Akaun Semasa Kumpulan Wang Berkumpul | 13,367,704 | 17,915,738 |
| ii) Akaun Semasa Kumpulan Wang Kenderaan | 555,024 | 1,417,056 |
| iii) Akaun Semasa Kumpulan Wang Komputer | 210,300 | 217,381 |
| iv) Akaun Semasa Dana Eksport Perkhidmatan | 8,811,049 | 3,927,103 |
| v) Akaun Semasa Dana Pembangunan Pasaran | 1,594,917 | 2,769,550 |
| Baki pada 31 Disember | 24,538,994 | 26,246,828 |

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

- (i) baki akaun semasa Kumpulan Wang Berkumpul 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:-

| | 2008 RM | 2007 RM |
|---|-------------------|-------------------|
| Penghutang Pelbagai | 5,455,177 | 2,940,077 |
| Penghutang Pinjaman Kenderaan | 1,525,122 | 1,591,269 |
| Penghutang Pinjaman Komputer | 235,063 | 217,212 |
| Jumlah Penghutang | 7,215,362 | 4,748,558 |
| Pendahuluan | 59,138 | 787,262 |
| Deposit di bayar | 5,602,263 | 4,688,634 |
| Prabayar | 19,438,644 | 21,424,178 |
| * Sumbangan Kerajaan Terakru | 1,497,964 | 23,600,850 |
| Penghutang, deposit dan prabayar | 33,813,371 | 55,249,482 |
| Terimaan dalam tempoh setahun | 7,397,120 | 27,014,362 |
| Terimaan melebihi setahun | 26,416,251 | 28,235,120 |
| | 33,813,371 | 55,249,482 |

Penghutang Pelbagai adalah termasuk jumlah baki tunai pada 31/12/2008 bagi Pejabat MATRADE Bangkok yang mana segala urusan penerimaan dan pembayaran diuruskan oleh Pejabat MITI berkenaan.

* Sumbangan Kerajaan Terakru adalah peruntukan tambahan tahun 2008 yang diterima pada 16 Januari 2009.

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. Jumlah peruntukan yang diterima pada tahun berkenaan ialah RM11,000,000.00. 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 2008 adalah berjumlah RM13.5 juta. Berikut adalah penyata penerimaan dan pembayaran :

| | 2008 RM | 2007 RM |
|-----------------------------------|---------------------|---------------------|
| Baki pada 1 Januari | 2,769,590 | 4,166,148 |
| Terimaan Peruntukan dari SMIDEC | 19,300,000 | 11,000,000 |
| Faedah Simpanan Tetap | 10,777 | - |
| Faedah Akaun Semasa | 24,737 | 44,521 |
| | <hr/> | <hr/> |
| | 22,105,104 | 15,210,669 |
| Tolak : Geran yang dibayar | (13,499,286) | (12,441,079) |
| | <hr/> | <hr/> |
| Baki pada 31 Disember | 8,605,818 | 2,769,590 |

9. KUMPULAN WANG TERKUMPUL

| Butiran | Rujukan | Kumpulan Wang Mengurus (RM) | Dana Mempromosi Jenama Malaysia (RM) | Dana Eksport Perkhidmatan (RM) | Kumpulan Wang Terkumpul (RM) |
|--|--------------------------------|-----------------------------|--------------------------------------|--------------------------------|------------------------------|
| 2007 | | | | | |
| Baki pada 1 Januari 2007 | (a) | 38,343,150 | 57,128,840 | - | 95,471,990 |
| Campur : | | | | | |
| Sumbangan Kerajaan Lain-lain Pendapatan | | 151,141,312 10,339,174 | - 552,139 | 4,000,000 31,586 | 155,141,312 10,922,899 |
| Jumlah Pendapatan | (b) | 161,480,486 | 552,139 | 4,031,586 | 166,064,211 |
| Tolak : | | | | | |
| Perbelanjaan | | 159,640,255 | 514,845 | 2 | 160,155,102 |
| Pembayaran Geran | | - | 11,848,627 | 104,482 | 11,953,109 |
| Susutnilai | | 5,421,906 | - | - | 5,421,906 |
| Jumlah Perbelanjaan | (c) | 165,062,161 | 12,363,472 | 104,484 | 177,530,117 |
| Lebihan/(Kurangan) Pendapatan Sebelum Cukai | | (3,581,675) | (11,811,333) | 3,927,102 | (11,465,906) |
| Tolak : Cukai Semasa | (d) | 760,000 | - | - | 760,000 |
| Lebihan/(Kurangan) Pendapatan Selepas Cukai | | (4,341,675) | (11,811,333) | 3,927,102 | (12,225,906) |
| Campur : | | | | | |
| Pelarasan Tahun Lepas | (e) | 6,811,862 | - | - | 6,811,862 |
| Baki pada 31 Disember 2007 | (f)=(a)+(b)-(c)-(d)+(e) | 40,813,337 | 45,317,507 | 3,927,102 | 90,057,946 |
| Campur : | | | | | |
| Sumbangan Kerajaan Lain-lain Pendapatan | | 153,200,964 9,054,991 | - 46,184 | 25,400,000 - | 178,600,964 9,101,175 |
| Jumlah Pendapatan | (g) | 162,255,955 | 46,184 | 25,400,000 | 187,702,139 |
| Tolak : | | | | | |
| Perbelanjaan | | 164,535,334 | 123,792 | 305 | 164,659,431 |
| Pembayaran Geran | | - | 10,367,119 | 3,887,994 | 14,255,113 |
| Susutnilai | | 6,520,056 | - | - | 6,520,056 |
| Jumlah Perbelanjaan | (h) | 171,055,390 | 10,490,911 | 3,888,299 | 185,434,600 |
| Lebihan/(Kurangan) Pendapatan Sebelum Cukai | | (8,799,435) | (10,444,727) | 21,511,701 | 2,267,539 |
| Tolak : Cukai Semasa | (i) | 548,525 | - | - | 548,525 |
| Lebihan/(Kurangan) Pendapatan Selepas Cukai | | (9,347,960) | (10,444,727) | 21,511,701 | 1,719,014 |
| Baki pada 31 Disember 2008 | (k)=(f)+(g)-(h)-(i) | 31,465,377 | 34,872,780 | 25,438,803 | 91,776,960 |

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 harta daripada projek berkenaan yang diambil kira sebagai harta serta liabiliti jangka panjang kerana sumbangan tersebut masih belum diterima sepenuhnya. Harta ini hendaklah diambil kira sebagai geran modal bagi mematuhi MASB 31.

| | 2008 RM | 2007 RM |
|------------------------------|----------------|---------------------|
| Baki pada 1 Januari | 45,999 | 268,289 |
| Geran Modal diterima | - | - |
| | <hr/> 45,999 | <hr/> 268,289 |
| Tolak: | | |
| Susut nilai semasa | (45,999) | (222,290) |
| Baki pada 31 Disember | <hr/> - | <hr/> 45,999 |

11. SUMBANGAN KERAJAAN

| | 2008 RM | 2007 RM |
|---|--------------------------|--------------------------|
| Peruntukan Mengurus | 153,200,964 | 151,141,312 |
| Peruntukan Pembangunan (Tabung Promosi Eksport Perkhidmatan) | 25,400,000 | 4,000,000 |
| Jumlah Peruntukan Tahunan | <hr/> 178,600,964 | <hr/> 155,141,312 |

12. LAIN-LAIN PENDAPATAN

Lain-lain pendapatan adalah disenaraikan seperti berikut:-

| | 2008 RM | 2007 RM |
|---|------------------|-------------------|
| Hasil Kutipan | 8,084,987 | 9,546,900 |
| Faedah Atas Simpanan Tetap | 53,584 | 575,400 |
| Faedah Pinjaman Kenderaan | 62,437 | 61,081 |
| Faedah Pinjaman Komputer | 8,793 | 6,639 |
| Faedah Akaun Semasa | 197,389 | 173,149 |
| Pelbagai Pendapatan | 554,866 | 180,004 |
| Keuntungan(Kerugian) Atas Pertukaran Matawang Asing | 58,738 | 149,363 |
| Sumbangan Agensi Lain | 34,382 | 8,072 |
| Geran Modal - Susut nilai | 45,999 | 222,290 |
| | 9,101,175 | 10,922,898 |

13. EMOLUMEN

Emolumen adalah disenaraikan seperti berikut:-

| | 2008 RM | 2007 RM |
|-------------------------------------|-------------------|-------------------|
| Gaji dan Upahan | 22,779,216 | 18,567,611 |
| Elaun Tetap | 13,260,935 | 10,300,177 |
| Sumbangan Berkanun Untuk Kakitangan | 2,259,857 | 1,911,907 |
| Elaun Lebih Masa | 852,515 | 840,852 |
| Faedah Kewangan Yang Lain | 6,792,772 | 4,348,347 |
| Kumpulan Wang Amanah Pencen | 1,364,638 | 1,069,357 |
| | 47,309,933 | 37,038,251 |

14. LAIN-LAIN PERBELANJAAN MENGURUS

Lain-lain perbelanjaan mengurus adalah disenaraikan seperti berikut:-

| | 2008 RM | 2007 RM |
|--|--------------------|--------------------|
| Perjalanan dan Sara Hidup | 12,125,564 | 13,725,169 |
| Pengangkutan Barang | 2,150,497 | 2,128,022 |
| Perhubungan Dan Utiliti | 9,358,446 | 9,613,333 |
| Sewaan | 35,117,932 | 36,487,182 |
| Bekalan Bahan Mentah & Bahan Untuk Penyelenggaraan & Pembaikan | 1,273,942 | 584,482 |
| Bekalan Dan Bahan Lain | 4,869,616 | 7,635,228 |
| Penyelenggaraan dan Pembaikan Kecil Yang Dibeli | 8,771,823 | 12,747,992 |
| Perkhidmatan Ikhtisas dan Perkhidmatan Lain Yang Dibeli dan Hospitaliti | 41,979,352 | 37,138,799 |
| Pembayaran Geran Mempromosi Jenama Malaysia | 10,367,119 | 11,848,627 |
| Pembayaran Dana Eksport Perkhidmatan | 3,887,994 | 104,482 |
| Bayaran lain | 1,740,944 | 2,888,199 |
| Bayaran Khidmat Bank/Caj Bank | 121,540 | 168,444 |
| Hutang Ragu | 6,090 | - |
| Perbelanjaan Tahun Lepas Terlebih Akru bagi Penyelenggaraan & Pembaikan Kecil yang Dibeli | (166,249) | - |
| | 131,604,610 | 135,069,959 |

15. CUKAI

| | 2008 RM | 2007 RM |
|------------------------------|--------------------|--------------------|
| Cukai atas keuntungan semasa | 726,000 | 760,000 |
| Kredit Cukai Tahun Lepas | (177,475) | - |
| | <u>548,525</u> | <u>760,000</u> |

Penyamaan perbelanjaan cukai dengan kadar cukai pendapatan berkanun:-

| | 2008 RM | 2007 RM |
|---|--------------------|---------------------|
| Keuntungan sebelum cukai | <u>2,267,539</u> | <u>(11,465,906)</u> |
| Cukai pada kadar cukai berkanun sebanyak 26% (2007: 27%) | 589,560 | (3,095,795) |
| Kesan cukai oleh:- | | |
| Perbelanjaan yang tidak dibenarkan | 420,040 | 3,923,779 |
| Pendapatan yang tidak dikenakan cukai | <u>(283,600)</u> | <u>(67,984)</u> |
| | 726,000 | 760,000 |
| Kurangan peruntukan cukai pendapatan tahun lepas | (177,475) | - |
| Perbelanjaan cukai tahunan | <u>548,525</u> | <u>760,000</u> |

16. BILANGAN JAWATAN

| | 2008 | 2007 |
|-----------------------------|-------------|-------------|
| Bilangan jawatan yang diisi | <u>563</u> | <u>513</u> |

17. ANGKA BANDINGAN

Angka-angka bandingan telah diselaraskan di mana perlu untuk disesuaikan dengan keadaan tahun semasa.



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For the third consecutive year, Malaysia's total trade in 2008 exceeded the RM1 trillion mark. A healthy trade surplus of RM141.88 billion was registered.

Overall in 2008, Malaysia recorded an impressive growth of 6.8 per cent in its total trade to reach RM1.185 trillion. This was the third consecutive year that total trade surpassed the RM1 trillion mark. Exports grew by 9.6 per cent to RM663.49 billion while imports recorded growth of 3.3 per cent to RM521.61 billion, resulting in trade surplus of RM141.88 billion. This is the highest trade surplus ever recorded since 1997. The growth in exports for the year was especially significant in the first three quarters of the year before decelerating in the last quarter due to the impact of the global economic slowdown.

All key sectors comprising manufacturing, agricultural and mineral and mineral fuels had contributed to the expansion in exports. The manufacturing exports grew by 1.8 per cent to RM464.47 billion, accounting for 70 per cent of Malaysia's total exports. Mining sector accounting for 18.2 per cent of total exports,

increased by 42.4 per cent to RM120.7 billion in 2008. Agricultural exports expanded by 32.2 per cent to RM71.71 billion, contributing 10.8 per cent to total exports.

In terms of export destination, Malaysia's 5 largest regional markets in 2008 were North-East Asia, the Association of South East Asian Nations (ASEAN), North America, the European Union (EU) and West Asia. The major trading partners were Singapore, the United States of America (USA), Japan, the People's Republic of China (PRC) and Thailand, collectively accounting for 52.5 per cent of Malaysia's total trade.

Among the regional markets which recorded significant expansion in exports were West Asia which grew by 30.7 per cent, followed by South Asia at 25.4 per cent, Latin America 22.9 per cent and Oceania 22.4 per cent. Major markets in West Asia were the United Arab Emirates (UAE) and Saudi Arabia, in South Asia were India and Pakistan, Latin America were Mexico and Brazil and in Oceania was Australia.

The aggressive trade promotion activities undertaken by MATRADE in 2008 contributed to the strong performance in Malaysia's exports. MATRADE in 2008 had organised 228 promotion activities to support Malaysian exporters in venturing into the global market. These included participation in 60 International Trade Fairs, 4 Trade and Investment Missions, 11 Marketing Missions, 26 Incoming Buying Missions, 46 Promotion Booths, 55 seminars, briefings and workshops as well as 26 information booths in local exhibitions.

A total of 972 Malaysian companies had participated in 60 International Trade Fairs, resulting in immediate sales of RM348.67 million and potential sales of RM41.04 billion. The 4 Trade and Investment Missions which were jointly organised by MATRADE, Ministry of International Trade and Industry (MITI) and Malaysian Industrial Development Authority (MIDA) and led by the Minister of International Trade and Industry had generated immediate sales of RM1.2 million and identified potential projects worth RM4.23 billion.

To promote specific sectors in selected markets, MATRADE had organised 11 Marketing Missions, which were participated by 110 companies.

Sectors covered included processed food, automotive parts and components, healthcare services and products, furniture, and construction and related services and products. The participating companies reported sales of RM3.61 million and potential sales of RM1.27 billion.

Apart from participation in international exhibitions overseas, MATRADE also organised 2 major international trade exhibitions in the country. These were the Malaysia International Halal Showcase 2008 (MIHAS), which promoted the best of halal products and services; and the International Trade Malaysia 2008 (INTRADE Malaysia) which was positioned as a premier general trade fair in ASEAN.

The fifth MIHAS, which was held from 7 to 11 May 2008 with the theme "Bridging the Global Halal Market", saw the participation of 507 exhibitors including foreign participants. The event had generated actual sales of RM185.3 million and potential sales of RM2.02 billion.

INTRADE Malaysia held from 13 to 16 November 2008 had attracted 325 Malaysian and 43 foreign exhibitors. International buyers showed keen interest in electrical and electronic (E&E) products, palm oil, food and beverages, furniture, automotive parts, packaging materials, textiles and apparel, cosmetics, pharmaceutical products and stationery items. The event had generated immediate sales of RM198.9 million and sales under negotiation amounting to RM2.41 billion.

The aggressive trade promotion activities undertaken by MATRADE in 2008 contributed to the strong performance in Malaysia's exports. MATRADE in 2008 had organised 228 promotion activities to support Malaysian exporters in venturing into the global market.

In an effort to showcase the capabilities of Malaysia's services sector to the international market, MATRADE had organised the Malaysia Services Exhibition (MSE) from 13 to 15 January 2008 in Sharjah, United Arab Emirates (UAE). Among the services promoted at the event were construction, education, healthcare, professional services, information and communication technology (ICT), financial services and oil and gas. A total of 31 potential projects worth RM39.02 billion were identified during the exhibition.

Apart from undertaking its trade promotion activities, MATRADE also organised various programmes to nurture and develop new exporters, and enhancing the capabilities of existing exporters. Most of the programmes focused on export capacity building for small and medium enterprises (SMEs) including upgrading marketing skills, enhancing knowledge on trade rules and regulations, and identifying export opportunities. In 2008, a total of 55 training programmes covering seminars, briefings and workshops were conducted which benefited 5,911 participants from 4,326 companies.

Recognising the high cost of undertaking export promotion activities for SMEs, MATRADE through the Market Development Grant (MDG) and Brand Promotion Grant (BPG) provided financial support to the SMEs. Under the MDG, a total of RM15.95 million was disbursed to 897 SMEs for their participation in export promotion activities in 2008. For BPG, a total of 20 companies, 12 of which were SMEs, received grants totalling RM32.74 million.

In an effort to increase participation of Bumiputera entrepreneurs in the export market, MATRADE provided assistance to the community through the Bumiputera Exporters Development Programme (BEDP). Formerly known as MATRADE Trade Outreach Programme (MTO), the BEDP focuses on the development and enhancement of export knowledge and skill of Bumiputera companies through training, workshops, study visits, briefings and consultation sessions, personalised business coaching and participation in international trade promotion activities. In 2008, a total of 10 companies were under this programme which provided opportunities for these companies to promote their products and

The year 2008 was significant for MATRADE when it received international recognition for its excellent service as a national trade promotion agency. MATRADE was awarded the prestigious Islamic Solidarity Prize from the Islamic Development Bank (IDB) and the Golden Merchant Award 2008 for Outstanding Foreign Commercial Offices from the General Chamber of Commerce of Taiwan.

services overseas through participation in international trade promotion activities.

Apart from assisting Bumiputera entrepreneurs, MATRADE also provides assistance in developing women entrepreneurs under its Women Exporters Development Programme (WEDP). The objective of this programme is to nurture and develop women entrepreneurs to venture into the international market by improving their skills and knowledge. In 2008, through their participation in trade promotional activities coordinated by MATRADE, the WEDP companies reported actual sales of RM6.8 million and potential sales of RM11.8 million.

In 2008, MATRADE expanded its worldwide network with the opening of 2 trade offices in Bangkok and Chengdu and 4 marketing offices in Hanoi, Tashkent, Kiev and Phnom Penh. In addition, a regional branch office was also established in Terengganu. With the establishment of these offices, MATRADE is able to better serve its clients both local and foreign in expanding their businesses.

In 2008, MATRADE expanded its personnel from 513 to 563, both at the headquarters and overseas. In order to enhance the quality of services delivered by MATRADE to its clients, MATRADE had conducted a total of 202 human

resource development programmes in 2008. These programmes included Leadership, Management, Language Skills, Financial Management, Marketing, Information Technology and Teambuilding.

The year 2008 was significant for MATRADE when it received international recognition for its excellent service as a national trade promotion agency. MATRADE was awarded the prestigious Islamic Solidarity Prize from the Islamic Development Bank (IDB) in recognition of its efforts in promoting trade among Organisation of the Islamic Conference (OIC) member nations. MATRADE also received the Golden Merchant Award 2008 for Outstanding Foreign Commercial Offices from the General Chamber of Commerce of Taiwan.

Outlook for Trade in 2009

The International Monetary Fund (IMF) has forecasted that in 2009 the global economy will contract by 1.4 per cent and global trade by 12.2 per cent. Given this scenario, Malaysia will be facing a challenging time in 2009 to maintain the level of trade achieved in 2008.

During this difficult year, it is imperative for Malaysian exporters to adopt necessary measures to sustain their position in the global market. This includes intensifying promotion activities in both existing and emerging markets. In addition, Malaysian companies would also have to take measures to enhance their competitiveness through cost rationalisation initiatives, innovative marketing and productivity enhancement.

Finally, I would like to record my sincere appreciation to the Board of Directors and MATRADE staff for their dedication in performing their duties in the execution of all the programmes that had effectively contributed to the country's improved trade performance in 2008.



Tan Sri Halim Mohammad
Chairman

CORPORATE INFORMATION

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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 exports of manufactured and semi-manufactured products and, on a selective basis, imports;
- To formulate and implement a national export marketing strategy to promote the exports 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.



YBhg. Datuk Seri Shahril Shamsuddin
01/08/1999—31/07/2010

YBhg. Dato' Wong Siew Hai
01/08/2005—31/07/2010

YBhg. Dato' Md. Noor Mohammad Yusoff
01/08/2002—31/07/2008

YBhg. Tan Sri Halim Mohammad
Chairman 16/09/1997—15/04/2010

YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir
01/08/1999—31/07/2010

YBhg. Dato' Hazimah Zainuddin
01/06/2003—31/05/2011

YBhg. Datuk Hj. Ahmad Ali Lope Abdul Aziz
01/08/2005—31/07/2010

YBhg. Datuk Zaid Ibrahim
01/06/2006—19/03/2008

YBhg. Tan Sri Abdul Rahman Mamat
03/09/2006—06/12/2010

Mr. Koshy Thomas
01/08/2008—31/07/2010

Mr. Mohd Fauzi Rahmat
01/08/2008—31/07/2010



Mdm. Nor Azian Dato' Haji Yahya
16/01/2006—28/07/2008

Mdm. Nurmala Abd. Rahim
02/03/2007—01/03/2010

YBhg. Tan Sri Datuk Mustafa Mansur
01/05/2008—30/04/2011

YBhg. Dato' Noharuddin Nordin

SENIOR MANAGEMENT



15

14

7

9

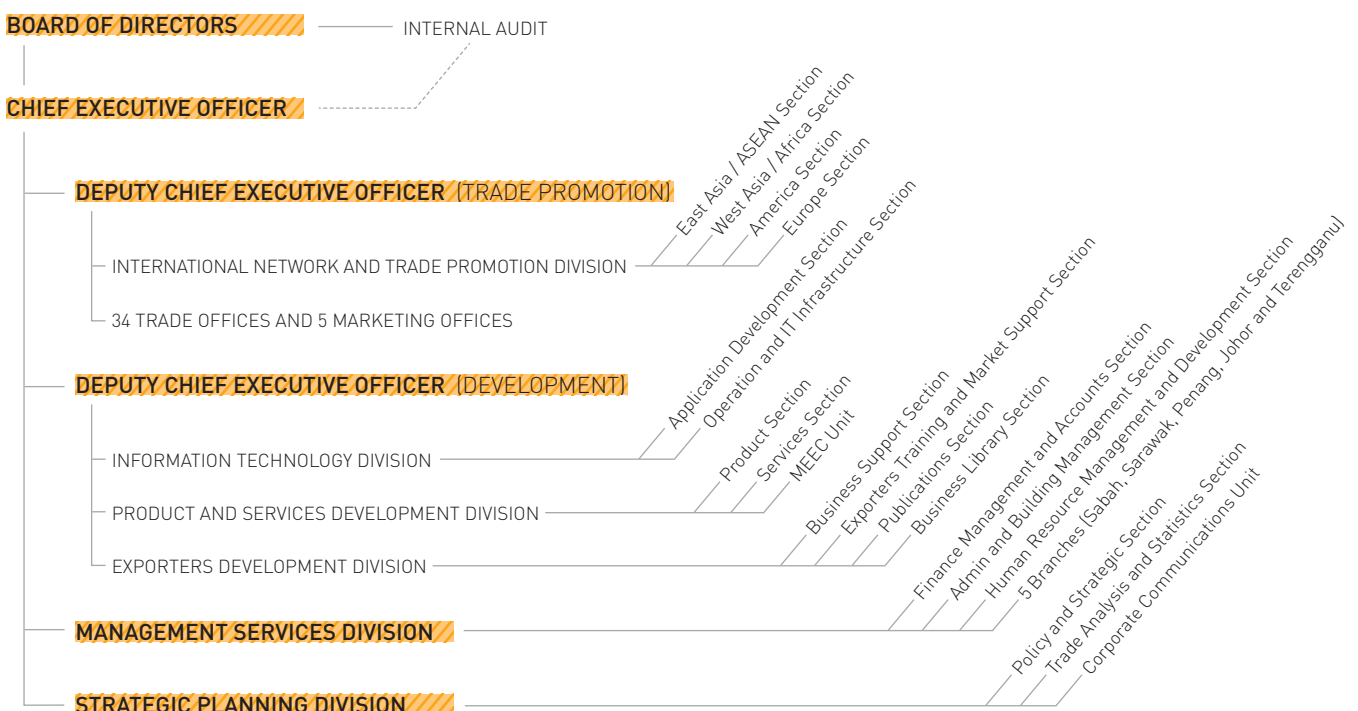
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13

ORGANISATIONAL STRUCTURE

MATRADE maintained its organisational structure by continuing to build on its 2 primary functions, namely promotion of Malaysian exports and development of products and services. In 2008, MATRADE established 2 new trade offices and 4 marketing offices. A new local branch office was opened in Terengganu. The expansion of MATRADE's network resulted in an increase of its workforce from 513 to 563 personnel.





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, Europe Section, International Network and Trade Promotion Division

8 Mr. Dzulkifli Mahmud
Director, West Asia / Africa Section, International Network and Trade Promotion Division

9 Mr. Mohamad Sabri Ab. Rahman
Director, Services Section, Product and Services Development Division

10 YM. Tg. Ashaharina Tg. Ahmad
Director, Exporters Training and Market Support Section, Exporters Development Division

11 Mdm. Wan Norma Wan Daud
Director, Product Section, Product and Services Development Division

12 YM. Raja Nor Zihan Raja Mohsin
Director, Information Technology Management Division

13 Mr. Prakas Nair
Director, America Section, International Network and Trade Promotion 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

AUDIT COMMITTEE

1 YBhg. Datin Paduka Siti Sa'diah Sheikh Bakir

2 YBhg. Dato' Wong Siew Hai

3 YBhg. Dato' Hazimah Zainuddin

4 YBhg. Dato' Md. Noor Mohammad Yusoff
(until 31 July 2008)

5 Mdm. Nor Azian Dato' Haji Yahya
(until 31 July 2008)

6 Mr. Koshy Thomas

7 YBhg. Datuk Haji Ahmad Ali Lope Abdul Aziz

WORLDWIDE NETWORK

TRADE COMMISSIONERS AND ASSISTANT TRADE COMMISSIONERS

AFRICA

CAIRO, EGYPT

Trade Commissioner
Embassy Of Malaysia
Commercial Section
(MATRADE)
17th Floor North Tower
Nile City Building
Cornish El-Nil Street
Cairo, Egypt
Tel :00-2-02-2-461 9063
 :00-2-02-2-461 9064
Fax :00-2-02-2-461 9065
Email:
cairo@matrade.gov.my
Trade Commissioner:
Mr. Wan Ahmad Tarmizi
Wan Idris

**JOHANNESBURG,
SOUTH AFRICA**

Trade Commissioner
Malaysia Trade Centre
Ground Floor, Building 5
Commerce Square
Office Park, 39 Rivonia
Road, Sandhurst
Sandton Johannesburg,
South Africa
Tel :00-27-11-268 2380
 :00-27-11-268 2381
Fax :00-27-11-268 2382
Email:
johannesburg@matrade.
gov.my
Trade Commissioner:
Mr. Mansor Shah Wahid
Assistant Trade
Commissioner:
Mr. Norman Dzulkarnain
Mohd. Nasri

NAIROBI, KENYA

Trade Commissioner
3rd Flr Victoria Towers
Kilimanjaro Avenue-
Upper Hill
P.O. Box 48916, 00100,
GPO Nairobi Kenya
Tel :00-254-20-273 0070
 :00-254-20-273 0071
Fax :00-254-20-273 0069
Email:
nairobi@matrade.gov.my
Trade Commissioner:
Mr. Mohd. Azuri Zukainain

AUSTRALIA

SYDNEY, AUSTRALIA

Trade Commissioner
Consulate of Malaysia
Level 4 Malaysia Airlines
Building, 16 Spring Street,
Sydney NSW 2000, Australia
Tel :00-61-2-9252 2270
Fax :00-61-2-9252 2285
Email:
sydney@matrade.gov.my
Trade Commissioner:
Mr. Ong Yew Chee
Assistant Trade
Commissioner:
Mdm. Anita Abdul Aziz

EAST ASIA

**BEIJING, PEOPLE'S
REPUBLIC OF CHINA**

Trade Commissioner
Embassy of Malaysia
Trade Section (MATRADE)
Unit E 11th Floor Tower B,
Gateway Plaza
No18 Xiaguangli, North Road
Dongsanhuan, Chaoyang
District, Beijing 100027
People's Republic of China
Tel :00-86-10-8451 5109
 :00-86-10-8451 5113
 :00-86-10-8451 5110
Fax :00-86-10-8451 5112
Email:
beijing@matrade.gov.my
Trade Commissioner:
Mr. Too Kia Hong
Assistant Trade
Commissioner:
Mr. Chong Yun Jang

**CHENGDU, PEOPLE'S
REPUBLIC OF CHINA**

Trade Commissioner
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
Tel : +86 28 6687 7517
Fax : +86 28 6687 7524
Email:
chengdu@matrade.gov.my
Trade Commissioner:
Mr. Iszam Khail Ishak

**GUANGZHOU, PEOPLE'S
REPUBLIC OF CHINA**

Trade Commissioner
Consulate General Of M'sia
Trade Section (MATRADE)
Unit 5305 CITIC Plaza Of-
fice Tower, 233 Tianhe Bei
Road, Guangzhou, 510610
Guangdong
People's Republic of China
Tel : 00-86-20-3877 3975 (DL)
 :00-86-20-3877 3865 (GL)
Fax :00-86-20-3877 3985
Email:
guangzhou@matrade.gov.my
Trade Commissioner:
Mr. Sim Kok Aun
Assistant Trade
Commissioner:
Mr. Mohd. Salleh Azwa
Samshudin

**SHANGHAI, PEOPLE'S
REPUBLIC OF CHINA**

Trade Commissioner
Consulate General of M'sia
Trade Section, Unit 807-810
Level 8, Shanghai Kerry
Centre, No 1515 Nan Jing
Road (West) Shanghai 200040
People's Republic of China
Tel :00-86-21-6289 4467
 :00-86-21-6289 4420
Fax :00-86-21-6289 4381
Email:
shanghai@matrade.gov.my
Trade Commissioner:
Mr. Kua Kiat Chye
Assistant Trade
Commissioner:
Mdm. Aireen Syariza Tahir

HONG KONG SAR

Trade Commissioner/Consul
Consulate General of M'sia
Trade Section
19th Floor Malaysia Building,
50 Gloucester Road Wanchai
Hong Kong Special
Administrative
Region of the People's
Republic of China
Tel :00-852-2527 8109
Fax :00-852-2804 2866
Email:
hongkong@matrade.gov.my
Trade Commissioner:
Mr. Choong Wan Sern
Assistant Trade
Commissioner:
Ms. Hazlinda Anwar

SOUTH ASIA**TOKYO, JAPAN**

Trade Commissioner
 Malaysia External Trade
 Development Corporation
 (MATRADE)
 Trade Commissioner
 Ginza Showadori Building 6F
 8-14-14 Ginza Chuo-ku
 Tokyo 104-0061, Japan
 Tel :00-81-3-3544 0712
 :00-81-3-3544 0713
 Fax :00-81-3-3544 0714
 Email: tokyo@matrade.gov.my
 Trade Commissioner:
 Mdm. Yuslinawati Mohd
 Yusof

OSAKA, JAPAN

Marketing Officer
 Malaysia External Trade
 Development Corporation
 (MATRADE)
 Mainichi Intecio 18F
 3-4-5 Umeda Kita-ku
 Osaka 530-0001, Japan
 Tel :00-81-6-6451 6520
 Fax :00-81-6-6451 6521
 Email: osaka@matrade.gov.my
 Marketing Officer:
 Mr. Hiroshi Hashizume

TAIPEI, TAIWAN

Trade Commissioner
 Malaysian Friendship
 & Trade Centre
 Trade Division (MATRADE)
 10F-D Hung Kuo Building
 No 167 Dun Hua North Road
 Taipei 105, Taiwan
 Tel :00-886-2-2545 2260
 Fax :00-886-2-2718 1877
 Email: taipei@matrade.gov.my
 Trade Commissioner:
 Mr. Muhd. Shahrulmiza
 Zakaria

SEOUL, SOUTH KOREA

Trade Commissioner
 Embassy of Malaysia
 (Trade & Investment Section)
 17th Floor SC First Bank
 Building, 100 Gongpyeong-
 Dong, Jongno-Gu, Seoul
 110-702, Republic of Korea
 Tel :00-82-2-739 6812 (DL)
 :00-82-2-739 6813/6814 (GL)
 Fax :00-82-2-739 6815
 Email: seoul@matrade.gov.my
 Trade Commissioner:
 Mdm. Muna Abu Bakar

CHENNAI, INDIA

Trade Commissioner
 Consulate General of
 Malaysia
 Malaysian Trade
 Commissioner
 Capitale 2A 2nd Floor
 554 & 555, Anna Salai
 Teynampet Chennai
 600018, India
 Tel :00-91-44-2431 3722
 :00-91-44-2431 3723
 Fax :00-91-44-2431 3725
 Email:
 chennai@matrade.gov.my
 Trade Commissioner:
 Mr. Md. Zainuddin A. Jalil
 Assistant Trade
 Commissioner:
 Mr. Khaifil Elmi Jamil

CENTRAL ASIA**TASHKENT**

Marketing Officer
 Trade Office (MATRADE)
 Embassy of Malaysia
 28, Maryam Yakubova Street
 Yakkasaray District, 100 031
 Tashkent
 Republic of Uzbekistan
 Tel :+998 71 256 67 07
 Fax :+998 71 256 69 09
 Email:
 tashkent@matrade.gov.my
 Marketing Officer:
 Mr. Abdulaziz Yunosov

SOUTH EAST ASIA**JAKARTA, INDONESIA**

Trade Commissioner
 Embassy of Malaysia
 Malaysia External Trade
 Development Corporation
 12th Floor Plaza Mutiara
 Suite 1201 Jl Lingkar Kun-
 ingan
 Kav. E1.2, No 1 & 2
 Kawasan Mega Kuningan
 Jakarta 12950, Indonesia
 Tel :00-62-21 576 4322
 (DL)
 :00-62-21-576 4297
 Fax :00-62-21-576 4321
 Email:
 jakarta@matrade.gov.my
 Trade Commissioner:
 Mr. Haridass Nagalingam
 Assistant Trade Commis-
 sioner:
 Mr. Mohd. Amin Bakar

MANILA, PHILIPPINES

Trade Commissioner
 Malaysia External Trade
 Development Corporation
 Embassy of Malaysia (Trade
 Office) 10/F The World
 Centre
 330 Sen Gil Puyat Avenue
 Makati City 1200
 Metro Manila, Philippines
 Tel :00-63-2-864 0761
 Fax :00-63-2-891 1695
 Email:
 manila@matrade.gov.my
 Trade Commissioner:
 Mr. Arieff Aaron Abdullah

SINGAPORE

Trade Commissioner
 Malaysia External Trade
 Development Corporation
 (MATRADE)
 33#-01/03 Shaw Towers
 100 Beach Road
 189702, Singapore
 Tel :00-65-6392 2238
 Fax :00-65-6392 2239
 Email:
 singapore@matrade.gov.my
 Trade Commissioner:
 Mr. M. Thambirajah
 Assistant Trade
 Commissioner:
 Mdm. Nor Marieta Nor
 Maidin

BANGKOK, THAILAND

Trade Commissioner
 Embassy of Malaysia
 (Trade Office)
 35 South Sathorn Road
 Tungmahamed Sathorn
 Bangkok 10120, Thailand
 Tel :00-66-2 629 6800
 ext: 2209
 Fax :00-66-2-679 2131
 Email:
 bangkok@matrade.gov.my
 Trade Commissioner:
 Mr. Jai Shankar Suppayah

**HO CHI MINH CITY,
VIET NAM**

Trade Commissioner
 Consulate General of
 Malaysia
 Trade Commissioner
 1208 12th Floor, Me Linh
 Point Tower, No 2 Ngo Duc
 Ke Street, District 1, Ho Chi
 Minh City, Viet Nam
 Tel :00-84-8-3829 9023
 Fax :00-84-8-3823 1882
 Email:
 hcmc@matrade.gov.my
 Trade Commissioner:
 Mr. Azahar Mohamed

HANOI, VIET NAM

Marketing Officer
 Embassy of Malaysia
 Trade Office (MATRADE)
 45-46 Dien Bien Phu Street
 Ba Dinh District, Hanoi
 Viet Nam
 Tel :+844 3734 7521
 Fax :+844 3734 7520
 Email:
 hanoi@matrade.gov.my
 Marketing officer:
 Mr. Pham Van Hoi

PHNOM PENH

Marketing Officer
 Malaysia External Trade
 Development Corporation
 (MATRADE)
 No. 10, Street 242, Vithei
 Okhna Peich, Sangkat
 Chaktomuk, Khan Daun
 Penh, Phnom Penh
 Cambodia
 Tel & fax: +855 23 724 003
 Email:
 phnompenh@matrade.gov.my
 Marketing officer:
 Mr. Pol Samon

WORLDWIDE NETWORK (CONTINUED)

TRADE COMMISSIONERS AND ASSISTANT TRADE COMMISSIONERS

WEST ASIA

DUBAI, UNITED ARAB EMIRATES

Trade Commissioner
 Malaysia Trade Centre
 Lot 1-3 Ground floor &
 6-10 Mezzanine Floors
 Al-Safeena Building (Near
 Lamcy Plaza), Zaabeel Road
 P.O. Box 4598, Dubai
 United Arab Emirates
 Tel :00-971-4-335 5528
 :00-971-4-335 5538
 Fax :00-971-4-335 2220
 Email:
 dubai@matrade.gov.my
 Trade Commissioner:
 Mr. Noraslan Hadi Abdul
 Kadir
 Assistant Trade
 Commissioner:
 Mr. Adli Haikal Abdul Hanib

JEDDAH, SAUDI ARABIA

Trade Commissioner
 Consulate General of
 Malaysia
 Commercial Section
 14th Floor Saudi Business
 Centre, Madina Road, P.O
 Box 20802, Jeddah 21465
 Saudi Arabia
 Tel :00-966-2-653 2143
 :00-966-2-653 2198
 Fax :00-966-2-653 0274
 Email:
 jeddah@matrade.gov.my
 Trade Commissioner:
 Mr. Amran Yem

EUROPE

PARIS, FRANCE

Trade Commissioner
 Service Commercial De
 Malaisie
 De L'Ambassade De Malaisie
 90 Avenue des Champs
 Elysees
 75008 Paris, France
 Tel :00-33-1-4076 0000
 :00-33-1-4076 0034
 Fax :00-33-1-4076 0001
 Email:
 paris@matrade.gov.my
 Trade Commissioner:
 Mdm. Aureen Jean Nonis
 Assistant Trade
 Commissioner:
 Mr. Rosli Mat Hassim

COLOGNE, GERMANY

(Moved to Frankfurt)
 Trade Commissioner
 Embassy of Malaysia
 Trade Section (MATRADE)
 Rolex Haus 6th Etage
 Dompropst-Ketzer-
 Strasse-1-9
 50667 Cologne, Germany
 Tel :00-49-221-124 000
 :00-49-221-124 007
 Fax :00-49-221-139 0416
 Email:
 cologne@matrade.gov.my
 Trade Commissioner:
 Mr. Raja Badrulnizam Raja
 Kamalzaman
 Assistant Trade
 Commissioner:
 Mdm. Noor Hayati Abu Noh

BUDAPEST, HUNGARY

Trade Commissioner
 Embassy of Malaysia
 Trade Section (MATRADE)
 Ground Floor, Museum
 Atrium
 Dozsa Gyorgy ut 84/b
 1068 Budapest, Hungary
 Tel :00-36-1-461 0290
 Fax :00-36-1-461 0291
 Email:
 budapest@matrade.gov.my
 Trade Commissioner:
 Mr. Wan Azhamuddin Jusoh

MILAN, ITALY

Trade Commissioner
 Consulate of Malaysia
 Malaysia External Trade
 Development Corporation
 (MATRADE)
 Piazza Missori 3
 4th Floor, 20123, Milan, Italy
 Tel :00-39-02-669 81839
 Fax :00-39-02-670 2872
 Email:
 milan@matrade.gov.my
 Trade Commissioner:
 Mdm. Razida Hanim Abdul
 Razak

KIEV, UKRAINE

Marketing Officer
 Embassy of Malaysia
 Trade Officer (MATRADE)
 No. 25 Bulivska Street
 Perchersk, Kiev 01014
 Ukraine
 Tel :+380 44 286 7128
 Fax :+ 380 44 286 8942
 Email:
 kiev@matrade.gov.my
 Marketing officer:
 Mr. Vitaly Vladimirovich
 Boiko

MOSCOW, RUSSIA

Trade Commissioner
 Embassy of Malaysia
 Trade Section (MATRADE)
 Mosfilmovskaya Ulitsa 50
 Moscow 117192, Russian
 Federation
 Tel :00-7-499-147 1514
 :00-7-499-147 1523
 Fax :00-7-499-143 6043
 Email:
 moscow@matrade.gov.my
 Trade Commissioner:
 Mr. Khairul Nizam Moonier

NORTH AMERICA

THE HAGUE, THE NETHERLANDS

Trade Commissioner
Embassy of Malaysia
Commercial Section
(MATRADE)
Rustenburgweg 2
2517 KE The Hague
The Netherlands
Tel :00-31-10-4627 759
Fax :00-31-10-4627 349
Email:
rotterdam@matrade.gov.my
Trade Commissioner:
Mdm. Rusiah Mohamed

LONDON, UNITED KINGDOM

Trade Commissioner
Malaysian Trade Commis-
sion (MATRADE)
3rd & 4th Floor, 17 Curzon
Street, London W1J 5HR,
United Kingdom
Tel :00-44-20-7499 5255
:00- 44-20-7499 4644
Fax :00-44-20-7499 4597
Email:
london@matrade.gov.my
Trade Commissioner:
Mr. Abu Bakar Koyakutty
Assistant Trade
Commissioner:
Mdm. Marina Yusof

LOS ANGELES, USA

Trade Commissioner /
Consul Commercial
Consulate General of
Malaysia
Commercial Section
(MATRADE)
550 South Hope Street
Suite 400, Los Angeles
90071, California, United
States of America
Tel :00-1-213-892 9034
Fax :00-1-213-955 9142
Email:
losangeles@matrade.gov.my
Trade Commissioner:
Mdm. Sharimaton Mat Saleh
Assistant Trade
Commissioner:
Mr. Megat Iskandar Ahmad
Dassilah

MIAMI, USA

Trade Commissioner
Malaysia Trade Center
703 Waterford Way, Suite 150
Miami, Florida 33126
United States of America
Tel :00-305-267-8779
Fax :00-305-267-8784
Email:
miami@matrade.gov.my
Trade Commissioner:
Mr. Islahuddin Abu Hassan

NEW YORK, USA

Trade Commissioner /
Consul Commercial
Consulate General of
Malaysia
Commercial Section
(MATRADE)
3rd Floor, 313 East 43rd
Street, New York NY 10017
United States of America
Tel :00-1-212-682 0232
Fax :00-1-212-983 1987
Email:
newyork@matrade.gov.my
Trade Commissioner:
Mr. Wan Latiff Wan Musa
Assistant Trade
Commissioner:
Mdm. Siti Azlina Ali
Hanafiah

TORONTO, CANADA

Trade Commissioner
Consulate of Malaysia
(Trade Office)
Trade Commissioner
First Canadian Place
Suite 5130 (P.O.Box 389)
100 King Street West
Toronto Ontario M5X 1E2,
Canada
Tel :00-1-416-504 6111
Fax :00-1-416-504 8315
Email:
toronto@matrade.gov.my
Trade Commissioner:
Mdm. Zalela Jaafar

SOUTH AMERICA

SAO PAULO, BRAZIL

Trade Commissioner
Embassy of Malaysia
Escritorio Comercial,
Alameda
Santos 771, Sala 72 7 andar,
01419-001 Sao Paulo
SP Brazil
Tel :00-55-11-3285 2966
Fax :00-55-11-3289 1595
Email:
saopaulo@matrade.gov.my
Trade Commissioner:
Mr. Khairul Annuar Abd.
Halim

SANTIAGO, CHILE

Trade Commissioner
Oficina Commercial De
Malasia (MATRADE)
Embajada De Malasia
Avda. Tajamar 183
Oficina 302 - Las Condes,
Santiago, Chile
Tel :00-56-2-234 2647
Fax :00-56-2-234 2652
Email:
santiago@matrade.gov.my
Trade Commissioner:
Mr. Niqman Rafeae Mohd.
Sahar

MEXICO CITY, MEXICO

Trade Commissioner
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.
Tel :00-5255 5201 4540
Fax :00-5255 5202 7338
Email:
mexicocity@matrade.gov.my
Trade Commissioner:
Mr. Md. Shaiful Md. Shariff

NETWORK IN MALAYSIA

HEAD OFFICE

KUALA LUMPUR

Malaysia External Trade
Development Corporation
(MATRADE)
Menara MATRADE
Jalan Khidmat Usaha
Off Jalan Duta
50480 Kuala Lumpur,
Malaysia
Tel : 6-03-6207 7077
Fax : 6-03-6203 7037
: 6-03-6203 7033
Email: info@matrade.gov.my
Website:
www.matrade.gov.my

BRANCH OFFICES

PENANG

Director
MATRADE Northern
Regional Office
Malaysia External Trade
Development Corporation
(MATRADE)
1st Floor FMM Building
2767 Mukim 1 Lebu
Tenggiri 2, Bandar
Seberang Jaya
13700 Seberang Perai
Tengah
Pulau Pinang
Tel : 6-04-398 2020
Fax : 6-04-398 2288
Email:
penang@matrade.gov.my
Director: Mr. Mazlan Harun
Assistant Director:
Mdm. Noor Asiah Mahmud

TERENGGANU

Director
MATRADE Eastern
Regional Office
Malaysia External Trade
Development Corporation
(MATRADE)
Tingkat 5, Menara Yayasan
Islam Terengganu
Jalan Sultan Omar
20300 Kuala Terengganu
Terengganu
Tel : 6-09-624 4778
Fax : 6-09-624 0778
Email:
terengganu@matrade.gov.my
Director:
Mdm. Hasziah Mat Yazid
Assistant Director:
Mr. Hafidz Shukri Junit

SARAWAK

Director
MATRADE Sarawak
Tingkat 10, Menara Grand
Lot 42, Section 46
Ban Hock Road, 93100
Kuching Sarawak
Tel : 6-082-246 780
Fax : 6-082-256 780
Email:
sarawak@matrade.gov.my
Director:
Mr. Ahmad Shanizam
Ab. Ghani
Assistant Director:
Mdm. Trra Banau Gilbert
Taylor

JOHORE

Director
MATRADE Southern
Regional Office
Malaysia External Trade
Development Corporation
(MATRADE)
Suite 6B Tingkat 6
Menara Ansar 65 Jalan Trus
80000 Johor Bahru, Johor
Tel : 6-07-222 9400
Fax : 6-07-222 9500
Email:
johor@matrade.gov.my
Director:
Mr. Har Man Ahmad
Assistant Director:
Mr. Mohamad Imran
Hamzah

SABAH

Director
Malaysia External Trade
Development Corporation
(MATRADE)
Lot C5.2A, Tingkat 5, Blok C
Bangunan KWSP
Jalan Karamunsing
88100 Kota Kinabalu, Sabah
Tel : 6-088-240 881
: 6-088-242 881
Fax : 6-088-243 881
Email:
sabah@matrade.gov.my
Director:
Mr. Syed Zahirulldin Syed Ali
Assistant Director:
Mr Azmir Abd. Ghaffar

CORPORATE HIGHLIGHTS

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HIGHLIGHTS OF TRADE PROMOTION ACTIVITIES

In 2008, MATRADE continued to embark on undertaking aggressive trade promotion programmes in its efforts to expand markets for Malaysian products and services globally. A total of 228 trade promotion activities were implemented in 2008 focusing on both developed and developing markets for a wide-range of products and services.



MIHAS 2008 and INTRADE Malaysia 2008 were well received by the business community

The promotion programmes undertaken in 2008 which were planned in consultation with the industry players covered participation in 60 International Trade Fairs, organisation of 4 Trade and Investment Missions, 11 Marketing Missions, 26 Incoming Buying Missions (IBMs) and 46 Promotion Booths. Greater focus was given for the organisation of Specialised Marketing Missions and Incoming Buying Missions in conjunction with major international trade events in the country as these activities have proven to be very effective in generating business opportunities.

A total of 1,082 companies benefited from their participation in these promotion activities. These companies reported actual sales of RM352.23 million and potential sales of RM42.31 billion.

International trade exhibitions organised by MATRADE in Malaysia offered tremendous opportunities to Malaysian companies to maintain and expand their global market share.

MIHAS 2008 was held for the fifth consecutive year from 7 to 11 May establishing Malaysia as a global halal hub, providing Malaysian companies, especially the SMEs, an opportunity to tap the ever expanding international halal market.

The second International Trade Exhibition (INTRADE) Malaysia held from 13 to 16 November 2008 had provided further opportunities for Malaysian companies to expand exports. The IBMs organised during these two exhibitions yielded encouraging amount of immediate and potential sales. In 2008, the inaugural Malaysia Services Exhibition (MSE) held from 13 to 15 January in Sharjah, UAE, showcased services provided by 168 Malaysian companies, organisations and government agencies. The exhibition was well received and generated extensive media coverage not only in the UAE but also in the Gulf region. Participating companies reported potential business opportunities worth RM39.02 billion.

EXPANDING THE HALAL FRONTIERS



MIHAS 2008 has drawn keen interest from the halal industry players

MIHAS 2008 with the theme “Bridging the Global Halal Market” was held at Menara MATRADE, Kuala Lumpur from 7 to 11 May 2008. The event held for the fifth consecutive year was organised by MATRADE with the cooperation of the Ministry of Entrepreneur and Cooperative Development (MECD) and Islamic Dakwah Foundation Malaysia (YADIM).

The 5-day event was officially launched by the Right Honourable Prime Minister and participated by 507 exhibitors from 25 countries. The top 5 foreign participating countries were the PRC, Indonesia, Iran, Brunei and Singapore. The event again successfully generated sales and new business leads for the halal industry players.

The IBMs arranged by MATRADE in conjunction with MIHAS saw the participation of 442 companies from 57 countries. The main products and services sourced were food and beverages, palm oil, confectionary, pharmaceutical and medical and healthcare. The PRC had the largest representation with 65 companies, followed by the United Kingdom with 22 companies, Thailand with 16 companies and the Philippines with 14 companies. A total of 5,328 business meetings were arranged between the foreign buyers and 585 Malaysian companies. These meetings resulted in actual sales of RM185.3 million and potential sales of RM2.02 billion.

Besides the increased number of exhibitors, MIHAS 2008 also recorded an increase in the number of visitors from 36,796 in 2007 to 41,862.

During the exhibition, trade briefing sessions were also organised to provide information on opportunities in the halal industry in various markets including Croatia, Turkey, Sudan, Iran and Slovenia.

A new initiative taken by MATRADE during MIHAS 2008 was the launching of the Halal Exchange in collaboration with vLinx Inc. This Exchange provided Malaysian companies an electronic platform to promote their halal products globally.

Apart from MIHAS, various other initiatives were taken to promote Malaysian halal products and services overseas. These included Specialised Marketing Missions to Indonesia, the PRC and Turkey.

OPTIMISING REGIONAL OPPORTUNITIES

The second INTRADE Malaysia 2008 organised by MATRADE from 13 to 16 November at the MATRADE Exhibition and Convention Centre (MECC) had attracted a total of 325 Malaysian exhibitors and 43 international exhibitors. A total of 10,693 visitors from 55 countries attended the exhibition.



INTRADE Malaysia 2008 has become an important focal point for businessmen



The extended outdoor area taken up by INTRADE Malaysia 2008

The exhibition which was positioned as the leading general trade fair in ASEAN showcased a wide range of products including E&E products, palm oil, food and beverages, furniture, automotive parts, packaging materials, textiles and apparel, cosmetics, pharmaceutical products and stationery items.

Despite the uncertain global economic environment, the response to INTRADE Malaysia 2008 was very encouraging both in terms of visitors and sales generated. One of the highlights of the exhibition was the organisation of the IBM where 527 foreign buyers had been selected and matched with 841 Malaysian companies. The biggest buyers were from West Asia, Africa, ASEAN, Eastern Europe, North-East Asia and South Asia interested in sourcing for food and beverages, furniture, cosmetics, medical products and E&E products.

During the IBM, a total of 7,620 business meetings were arranged resulting in immediate sales of RM198.9 million and sales under negotiation of RM2.41 billion.

In conjunction with INTRADE Malaysia 2008, the KLITF 2008 was held on 13 November 2008 with the theme of "Optimising Global Opportunities". The forum provided updates on issues affecting global business, insights into prospects and opportunities as well as opportunity for networking among the participants. Among the speakers were YABhg. Tun Dr. Mahathir Mohamad who delivered the keynote address and YBhg. Dato' A.K Nathan, Group Managing Director of Eversendai Corporation Sdn Bhd. About 1,100 participants attended the forum.

SHOWCASING MALAYSIA'S CAPABILITIES IN THE SERVICES SECTOR



VIPs at the opening ceremony of MSE 2008



Visitors from the UAE and neighbouring countries at Malaysia's first services exhibition in Sharjah, UAE

In an effort to promote the Malaysian services sector in emerging markets, MATRADE organised the inaugural MSE 2008 in Sharjah, UAE, from 13 to 15 January 2008. The objective of the exhibition was to showcase Malaysia's capabilities in providing world class services to West Asia in particular and the surrounding regions of North Africa, the Indian Sub-continent and countries from the Commonwealth of Independent States (CIS). The event was also to brand and enhance the visibility of Malaysian service providers as well as to forge strategic alliances with potential clients in these regions.

The Crown Prince and Deputy Ruler of Sharjah, HH Sheikh Sultan Bin Mohamed Bin Sultan Al Qassimi and the Honourable Minister of International Trade and Industry Malaysia, YB Tan Sri Rafidah Aziz jointly opened the Exhibition on 13 January 2008.

A total of 168 Malaysian services companies and government agencies from the construction, education, specialised training, energy and power generation, engineering, technology and innovation, financial services, franchise, healthcare and hospital related services, ICT services, logistic and transportation, management services, oil and gas and professional services sectors participated in the exhibition.

In conjunction with the MSE 2008, a Malaysia Services Forum was held over 2 days to highlight and share Malaysia's expertise and experiences in the various services sectors. MSE 2008 received 3,656 visitors comprising senior

government officials from the UAE and businessmen from Saudi Arabia, Kuwait, Oman as well as countries in Africa and South Asia.

Malaysian exhibitors at MSE 2008 received a total of 2,757 trade enquiries and had identified 501 business potentials. From the business meetings, 31 potential projects worth RM39.02 billion were reported. These projects which are located in the UAE, Saudi Arabia, Morocco, Syria, Libya, Iraq, India, Romania and Azerbaijan included construction, oil and gas, professional services, engineering, technology and innovation and ICT services.

The MSE 2008 received wide coverage from both the electronic and print media in the UAE and surrounding regions. Malaysian exhibitors at MSE 2008 had gained valuable experience from the participation in terms of understanding the market peculiarities and requirements of doing business in West Asia.

TAPPING INTO NEW MARKETS

While continuing with promotion activities in the traditional markets, MATRADE intensified its promotion programmes in new and emerging markets in 2008. This is to tap into the growing business opportunities present in these markets.

In 2008, MATRADE organised 228 international programmes in both established and emerging markets aimed at expanding the outreach of Malaysian exporters in the international arena. These programmes included:

- 60 International Trade Fairs
- 4 Trade and Investment Missions
- 11 Marketing Missions
- 26 IBMs
- 46 Promotion Booths
- 55 seminars, briefings and workshops
- 26 information booths at domestic exhibitions



Various clusters were showcased at MSE 2008

Among the International Trade Fairs that generated positive results were MSE 2008, Sharjah, UAE (total sales of RM39.02 billion), Middle East Electricity Show 2008, Dubai, UAE (RM1.04 billion), 5th China-ASEAN Expo, Nanning, PRC (RM 341.18 million), Gulfood 2008, Dubai, UAE (RM170.1 million), Sial Paris 2008, Paris, France (RM115.26 million), Foodex 2008, Tokyo, Japan (RM91 million) and Arab Health 2008, Dubai, UAE (RM58.1 million). For Trade and Investment Missions, sales of RM4.56 billion were generated from Missions to Kuwait, Oman, Viet Nam and the USA.

Out of the trade promotion programmes undertaken in 2008, some 50 per cent have been organised targeting at new and emerging markets. These markets included India, Kazakhstan, the PRC, Viet Nam, Ghana, South Africa, the UAE, Romania, ASEAN and the Russian Federation. As a result of these promotion programmes, Malaysian products and services have established a strong footing and increased visibility in these new and emerging markets. This is reflected in the increasing share of Malaysia's exports to new and emerging markets from 32.8 per cent in 2000 to 42 per cent in 2008.

For the trade promotion activities targeted at new and emerging markets, the International Trade Fairs generated actual sales of RM122.17 million and RM1.74 billion potential sales; Trade and Investment Missions resulted in RM1.2 million actual sales and RM2.07 billion potential sales; Specialised and General Marketing Missions generated actual sales of RM2.61 million and RM1.24 billion in potential sales; and Incoming Buying Missions resulted in actual sales of RM186 million and potential sales of RM2.24 billion.

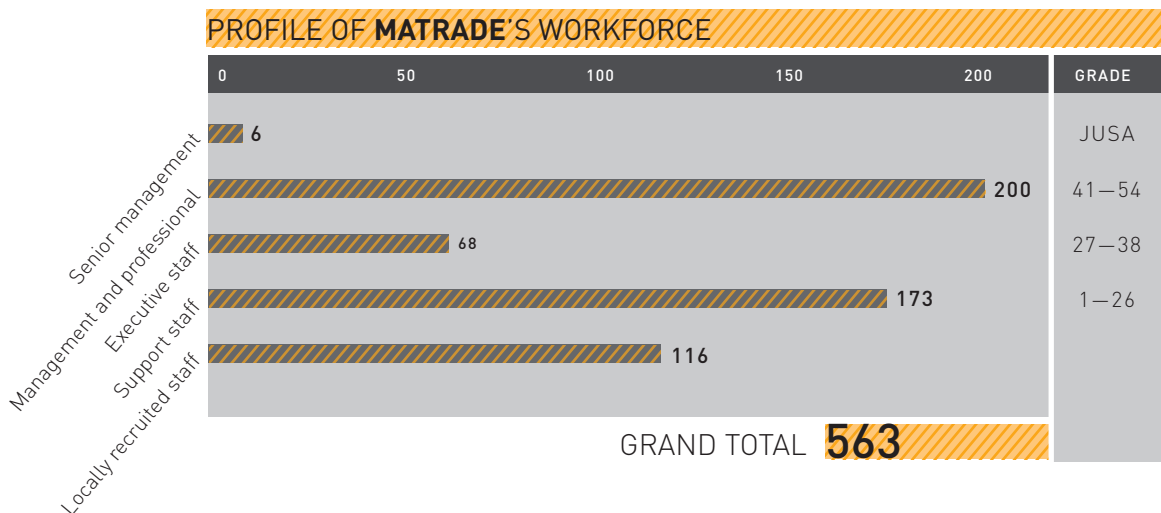
ENRICHING HUMAN RESOURCES

MATRADE continued to expand its workforce in 2008 to 563 personnel from 513 in the previous year. In meeting its objective of providing excellent customer service, a total of 202 human resource development programmes were conducted to improve the skills and knowledge of MATRADE's workforce.

The training programmes were focused on the following areas:

- Leadership
- Coaching
- Management
- Language skills
- Financial management
- Marketing
- Information technology
- Motivational courses
- Team building
- Attachment programme

A total of 14 department and Public Service Department (PSD) examinations covering various services schemes were conducted. The "Excellence Service Award" was presented to 32 MATRADE personnel in recognition of their outstanding performance in carrying out their duties.



INTERNATIONAL RECOGNITION

MATRADE's outreach and level of services have been recognised internationally. In 2008, MATRADE received international recognition for its excellent service as a national trade promotion agency from the Islamic Development Bank (IDB) and General Chamber of Commerce Taiwan.

IDB has awarded MATRADE the prestigious *Islamic Solidarity Prize* in recognition of its efforts in promoting trade among OIC member nations. Among OIC member states, MATRADE was the first institution to win the prize under the category of trade promotion. The General Chamber of Commerce Taiwan awarded MATRADE the Golden Merchant Award 2008 for being an outstanding foreign commercial office. These awards were also in recognition of the dedication of MATRADE's staff in delivering its services.



President of the Islamic Development Bank Group H. E. Dr. Ahmad Mohamed Ali (left) and President of Turkey H. E. Dr. Abdullah Gul (centre) presenting the award to MATRADE's CEO YBhg. Dato' Noharuddin Nordin (right) in Turkey

KNOWLEDGE SHARING

MATRADE had collaborated with various local and international organisations in supporting capacity building programmes in trade promotion. Most of the participants were senior officials from trade promotion organisations, mainly from OIC member countries.

In collaboration with the Economic Planning Unit (EPU), MATRADE organised the third Malaysian Technical Cooperation Programme (MTCP) themed “Malaysia – Sharing of Experience in Trade Promotion for OIC Member Countries” from 22 to 31 July 2008.

The 10-day programme was attended by 34 participants, out of which 26 were from 23 OIC member countries namely, Azerbaijan, Bangladesh, Brunei, Egypt, Indonesia, Iran, Iraq, Jordan, Kyrgyz Republic, Morocco, Nigeria, Pakistan, Palestine, Sudan, Suriname, Syria, Togo, Tunisia, Turkey, the UAE, Uzbekistan, and Yemen while the remaining participants were from Malaysia, including from EXIM Bank, Professional Services Development Corporation (PSDC), Small and Medium Industries Development Corporation (SMIDEC), MIDA and MATRADE.

Participants acknowledged that the programme was very useful and informative. They also shared their knowledge on trade promotion and had first hand experience in Malaysia’s trade promotion programmes. In addition, the programme also provided opportunities for networking among participants and Malaysian business community.



Participants of MTCP listening attentively

CHARTING THE COURSE

The Board of Directors (BOD) of MATRADE consists of 13 members from the private and public sectors with wide expertise and experience in international trade. They assist in the formulation of strategies and charting the direction for MATRADE as the leading national trade promotion agency.

In these challenging and difficult times, the BOD has played a pivotal role in identifying new ideas and approaches to promote the growth of trade and diversification of export markets.

In 2008, the BOD convened for meetings on the following dates:

- **BOD Meeting 1/2008**
9 May 2008
- **BOD Meeting 2/2008**
30 May to 1 June 2008
- **BOD Meeting 3/2008**
16 September 2008
- **BOD Meeting 4/2008**
12 December 2008

During these meetings, the discussions were centred on policies and strategies that would address concerns relating to Malaysia's export competitiveness and effectiveness of trade promotion programmes. Among the issues discussed during the meetings included:

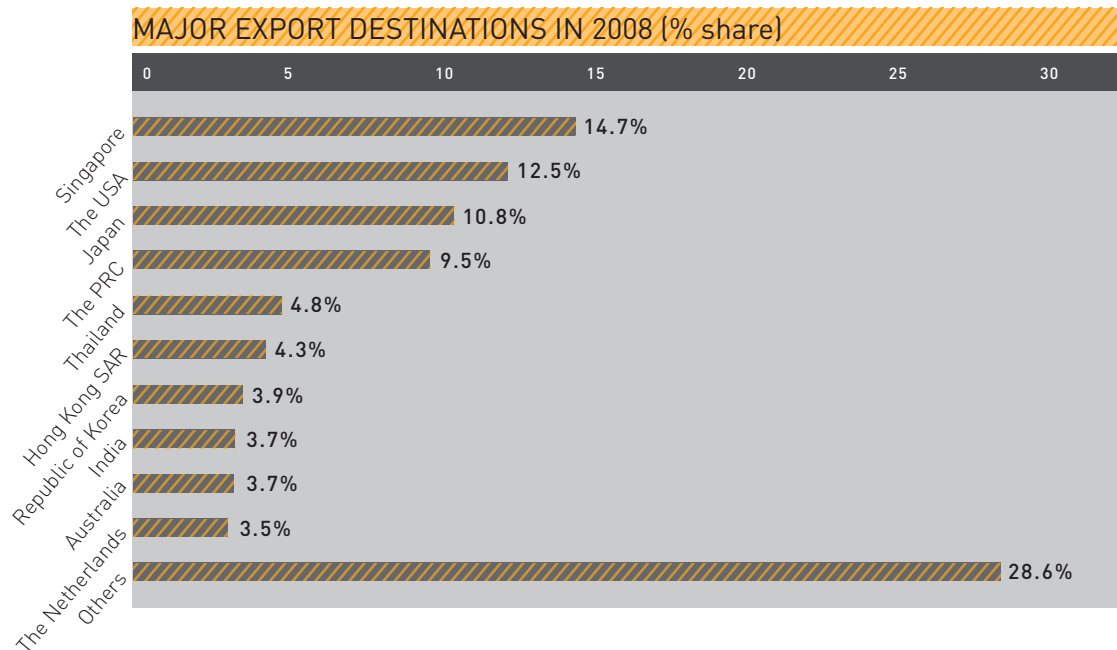
- Review of assistance programmes
- Comparison of trading environment with other countries
- Positioning of Malaysia as a competitive trading nation
- Strategies and trade promotion programmes for 2008
- Malaysia's trade performance
- Bumiputera and Women Exporters Development Programmes
- National branding initiatives
- Measures to mitigate the global economic slowdown

The able leadership of the Board of Directors coupled with the dedication of the staff had enabled all trade promotion and exporters' development programmes planned for the year to be effectively executed.

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MAINTAINING GROWTH



Malaysia's overall trade in 2008 expanded by 6.8 per cent reaching RM1.185 trillion, exceeding the RM1 trillion mark for the third successive year. Exports registered a growth of 9.6 per cent, valued at RM663.49 billion. Imports grew by 3.3 per cent to RM521.61 billion.

The trade surplus recorded was valued at RM141.88 billion, an increase of 41.4 per cent from 2007. It marked the highest trade surplus ever recorded in 11 years since Malaysia first experienced a trade surplus in 1997. This continued positive trade performance is testimony to the country's economic resilience in facing the global financial slowdown in 2008. Major exports in all key sectors comprising manufacturing, agricultural and mineral and mineral fuels had contributed to the expansion in exports. The manufacturing sector exports grew by 1.8 per cent to RM464.47 billion, accounting for 70 per cent of Malaysia's total exports. Agricultural exports expanded by 32.2 per cent to RM71.71 billion, representing 10.8 per cent of total exports. Mining exports, constituted 18.2 per cent of total exports, increased sharply by 42.4 per cent to RM120.7 billion in 2008.

Promotional activities implemented by MATRADE in 2008 had contributed to the positive growth of exports in traditional and non-traditional markets. These activities included facilitating the participation of Malaysian exporters in International Trade Fairs, Trade and Investment Missions, Promotion Booths, Specialised Marketing Missions and organisation of IBMs. The capacity building programmes organised by MATRADE focusing on international market opportunities and market access had increased the awareness and interest among Malaysian exporters in these markets.

KEY TRADING PARTNERS

Malaysia's major trading partners in 2008 were Singapore, the USA, Japan, the PRC and Thailand.

SINGAPORE

Singapore overtook the USA to become Malaysia's biggest trading partner in 2008, accounting for 13.1 per cent of total trade valued at RM155.11 billion, a growth of 5.9 per cent. Within ASEAN, Singapore was Malaysia's largest export destination amounting to RM97.78 billion or 10.5 per cent share of total exports in 2008. Other ASEAN member countries, namely, Thailand, Indonesia, the Philippines and Viet Nam remained Malaysia's top 20 export markets. Major exports to Singapore were E&E products, refined petroleum products, crude petroleum, manufactures of metal and machinery, appliances and parts.

THE USA

Malaysia's trade with the USA in 2008 decreased by 6.7 per cent to RM139.18 billion compared to RM149.21 billion in 2007. The USA was Malaysia's second largest export destination, accounting for 12.5 per cent of Malaysia's total exports.

Among ASEAN countries, Malaysia continued to be the largest source of imports for the USA. In 2008, exports to the USA, dropped by 12.5 per cent to RM82.73 billion compared to RM94.52 billion in 2007. The decline was attributed to the slowdown in the US economy as a result of the financial crisis which saw increased job losses, tighter credit market and falling home prices that led to lower consumer spending.

Leading exports to the USA were E&E products, palm oil, optical and scientific equipment, rubber products and wood products.

JAPAN

Total trade between Malaysia and Japan in 2008 grew by 13.4 per cent to RM136.9 billion from RM120.8 billion in 2007. In the last 5 years, Malaysia's trade with Japan recorded an upward trend with an annual growth rate of 7.4 per cent.

Exports to Japan in 2008 amounted to RM71.8 billion, an increase of 30 per cent, and accounted for 10.8 per cent of Malaysia's total exports in 2008. Main exports were LNG, E&E products, wood products, refined petroleum products and chemicals and chemical products.

The significant increase in exports was partly attributed to the increase in the utilisation of the Malaysia-Japan Economic Partnership Agreement (MJEPA). Major export products under this agreement were refined, bleached and deodorised palm oil, stretch film, polyethylene film, polyethylene bags and palm kernel oil.

THE PRC

The PRC's total trade with Malaysia in 2008 increased by 10.3 per cent to RM130.1 billion from RM117.9 billion in 2007, representing 11.0 per cent of Malaysia's global trade. Over the last 10 years, Malaysia's exports to the PRC continued recording a robust performance expanding at 23.6 per cent annually.

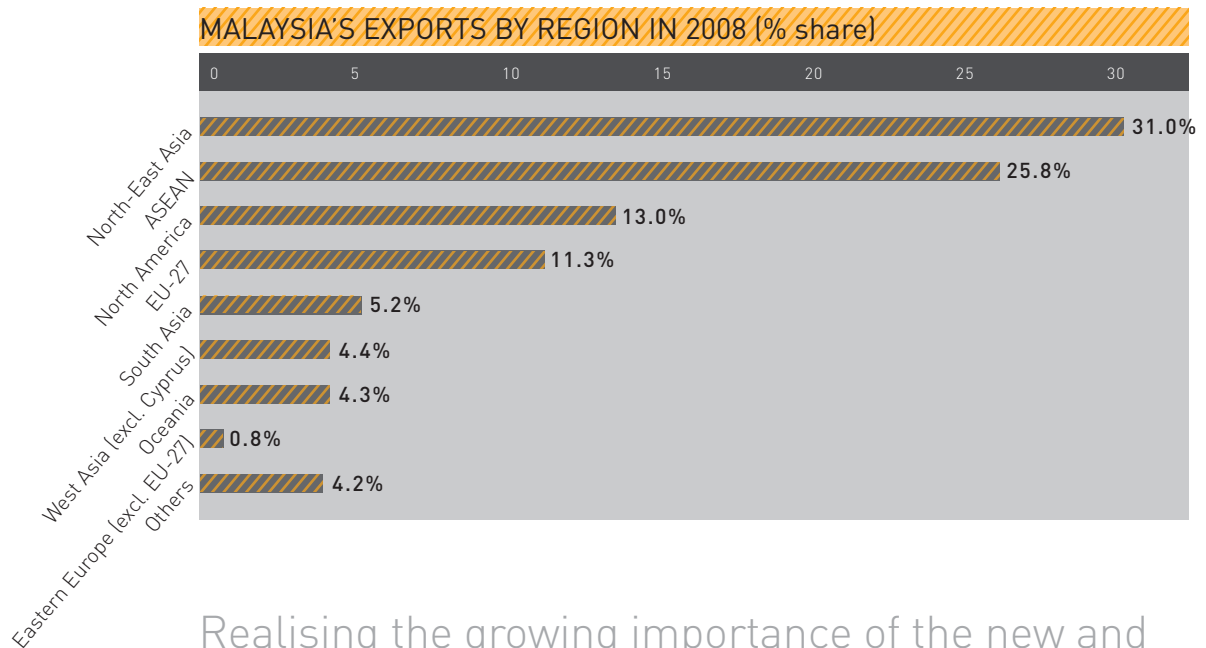
Malaysia's exports to the PRC reached RM63.21 billion, an increase of 19.2 per cent from RM53.04 billion in 2007. Major exports to the PRC were E&E products, palm oil, chemicals and chemical products, crude rubber and rubber products. The implementation of the ASEAN-China Free Trade Agreement (ACFTA) in 2005, which increased market access for Malaysian products had contributed to the increase in the bilateral trade with the PRC. Products that had benefited from this agreement included palm oil and palm-based products; cocoa products; mineral fuels; chemicals and chemical products; and rubber products.

THAILAND

Thailand remained Malaysia's fifth largest trading partner in 2008, recording an increase of 7.1 per cent amounting to RM61.01 billion. In 2008, Malaysian exports to Thailand valued at RM31.7 billion, increased by 5.8 per cent compared to the previous year. Thailand was the second largest export destination among ASEAN member countries, contributing 18.5 per cent of Malaysia's total exports to the region.

Major exports to Thailand were E&E products, crude petroleum, machinery, appliances and parts and manufactures of metal. Export of these products amounted to RM21.13 billion or 66.7 per cent share of Malaysia's total exports to Thailand in 2008.

EXPANDING MARKETS



Realising the growing importance of the new and emerging markets, MATRADE has intensified its promotional activities to further increase Malaysia's exports. This has partly contributed to a significant export growth to West Asia which expanded by 30.7 per cent, followed by South Asia 25.4 per cent, Latin America 22.9 per cent and Oceania 22.4 per cent.

Malaysia's largest regional trading partner in 2008 was North-East Asia, constituting 31 per cent of total exports. Growth in exports to the region has been on the uptrend since 2002, recording an increase of 16.9 per cent to RM205.6 billion compared to RM175.87 billion in 2007. Major exports to the region were E&E products, LNG, palm oil, chemicals and chemical products and crude petroleum. These products collectively accounted for 74.1 per cent of Malaysia's total exports to North-East Asia.

In 2008, trade with ASEAN reached RM 297.64 billion, an increase of 6.7 per cent from 2007, representing 25.1 per cent of Malaysia's total trade. ASEAN remained Malaysia's second largest regional trading partner. Among ASEAN, Singapore maintained its position as Malaysia's largest trading partner, contributing 52.1 per cent of total trade with the grouping. This was followed by Thailand at 20.5 per cent, Indonesia 15.1 per cent, the Philippines 5.6 per cent and Viet Nam 5.3 per cent. E&E products were Malaysia's major exports to ASEAN, accounting for 32.1 per cent of total exports to the region. Other major exports to ASEAN included refined petroleum products, crude petroleum, chemicals and chemical products and machinery, appliances and parts.

The West Asian region continued to be an important export market, registering a very significant growth of 30.7 per cent to RM28.96

billion in 2008. Exports to the region accounted for 4.4 per cent of Malaysia's total exports in 2008. Within the region, the UAE remained Malaysia's largest export market representing 43.3 per cent of total exports. Major products exported to West Asia were E&E products, palm oil, jewellery, processed food and machinery, appliances and parts.

Exports to South Asia rose 25.4 per cent to RM34.64 billion compared to RM27.63 billion a year ago. Within the region, India was the leading export market with exports amounting to RM24.73 billion and accounted for 71.4 per cent of Malaysia's total exports to the region. This was followed by Pakistan with 16.6 per cent of total exports valued at RM5.7 billion. Exports to South Asia consisted of crude petroleum, palm oil, E&E products, chemicals and chemical products and refined petroleum products.

MOVING AHEAD

The International Monetary Fund (IMF) forecasted that the global economy would contract by 1.4 per cent in 2009. Against this challenging economic backdrop, it would be difficult to sustain the momentum of the trade performance achieved in 2008.

Based on IMF's projections, Asia's Gross Domestic Product (GDP) is expected to grow by 1.3 per cent in 2009, below the 5.1 per cent expansion in 2008. The Asian Development Bank (ADB) projected lower growth for the PRC's economy in 2009 to 7 per cent from 9 per cent registered last year. Similarly, India's GDP is expected to slow down to 5 per cent from 7.1 per cent and Southeast Asia's to 0.7 per cent from 4.3 per cent. Meanwhile, the GDP of Taiwan, South Korea and Hong Kong SAR are expected to contract by 4 per cent, 3 per cent and 2 per cent, respectively.

In view of the downward economic projections of Malaysia's trading partners, the Government has continued to review the policy and strategy formulations in consultation with the industries as exports to these countries will remain significant for Malaysia. In 2009, E&E products, chemicals and chemical products and machinery, appliances and parts will continue to be Malaysia's major exports.

West Asia, Africa, the CIS and South Asia will remain focussed regional markets for Malaysia

in 2009 with demand for E&E products, chemicals and chemical products, jewellery and processed food expected to grow.

Manufacturing will continue to be the leading sector with E&E products maintaining its position as Malaysia's largest contributor to total exports in 2009. Other major export products in 2009 include crude and refined petroleum, LNG, palm oil, chemicals and chemical products and machinery, appliances and parts.

In these challenging times, Malaysian exporters must adopt new approaches and sustain their market presence in order to remain relevant. It is vital for Malaysian companies that have made inroads in the international markets to maintain their foothold by intensifying promotion activities. In addition, companies will have to take various measures to enhance their competitiveness through cost rationalisation initiatives, innovative marketing and productivity enhancement.

Looking for exporters of world-class products and services?



Malaysia is one of the world's top 20 trading nations. So if you are looking for quality products and services, come to MATRADE. We can link you to Malaysian companies through a range of strategic trade promotion initiatives including on-site business matching sessions. Our network of more than 30 offices worldwide also gives you information related to Malaysian trade, industry insights and business contacts. So widen your horizons by paying us a visit. Go to www.matrade.gov.my and find out more.

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





The first step to international business success is to find a like-minded partner.

When the world becomes a smaller place, business opportunities become just the opposite. But where do you start? Whether you're a Malaysian company seeking to tap into overseas markets, or an international business looking for quality Malaysian products and services, talk to MATRADE. We're here to help you make the connection that matters - one that leads to successful international business partnerships. Our network of more than 30 offices worldwide can provide you with information related to Malaysian trade, industry insights as well as business contacts. To find out more, visit us at www.matrade.gov.my or one of our offices today.

MATRADE annually organises INTRADE Malaysia, the leading international general trade fair in ASEAN. Please visit INTRADE Malaysia 2008 at:

Venue: MATRADE Exhibition & Convention Centre (MECC), Menara MATRADE, Kuala Lumpur, Malaysia.


Date: 13th - 16th November 2008

Click www.intrademalaysia.com for more information or to participate.

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 Toll-free: 1800-88-7280
E: info@matrade.gov.my W: www.matrade.gov.my



The top and right advertisements, which were published overseas, to cater for international audiences



In the quest for international trading partners,
where's the smart money going?

Are you sourcing for exporters of world-class products and services? If so, set your sights on Malaysia, one of the world's top 20 trading nations, and leverage on the assistance provided by MATRADE. Our role is to forge synergistic linkages between global buyers and importers with Malaysian companies through a range of strategic trade promotion initiatives, including on-site business matching sessions. Our network of more than 30 offices worldwide are also information hubs, disseminating information related to Malaysian trade, market insights and business contacts. Please visit www.matrade.gov.my to find out more.



**Malaysia External Trade Development Corporation
(Malaysia's National Trade Promotion Agency)**

Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur, Malaysia.
Tel: 603-6207 7077 Fax: 603-6203 7037 Toll-Free: 1800 88 7280 Email: info@matrade.gov.my

Thousands of companies around the world come to Malaysia for all kinds of products and services.

Malaysia, which is among the world's top trading nations, is blessed with an abundance of natural resources, and a progressive business culture. It currently trades with over 200 countries including key global economies such as the USA, EU and Japan.

The country is also the biggest palm oil producer, leading supplier of rubber products and rapidly emerging as a quality producer of a wide range of products and services such as furniture, processed food as well as machinery appliances and parts.

Foreign businessmen can also leverage on Malaysia's multi-racial heritage and strategic location to build trade links with surrounding economies such as China, India and ASEAN.

Questions? Just visit your local MATRADE office, or www.matrade.gov.my for more information.

Malaysia External Trade Development Corporation



What can I do for you?

Palm oil.

Air-conditioners.

Textiles & apparel.

Car parts.

Television sets.

Rubber gloves.

Processed foods.

Construction.

Do you also produce these chairs?



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Snapshot of a published MATRADE advertisement

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EXPANDING MALAYSIA'S GLOBAL MARKETS

MATRADE reinforced Malaysia's presence in world markets in 2008 through facilitating the participation of Malaysian exporters in 60 International Trade Fairs, 4 Trade and Investment Missions, 11 Marketing Missions, 46 Promotion Booths as well as 55 seminars, briefings and workshops.



Trade visitors thronging the 5th China-ASEAN Expo 2008 in Nanning, PRC



The tasting of Malaysian cuisine had drawn the attention of crowds during the SIAL China 2008 food and beverages exhibition

MATRADE organised the participation of 972 Malaysian companies in 60 International Trade Fairs covering the traditional, emerging and new markets. These trade fairs resulted in immediate sales of RM348.67 million and potential sales of RM41.04 billion and generated 48,909 trade enquiries.

The 4 Trade and Investment Missions in 2008 were jointly organised by MATRADE, MITI and MIDA. These Missions led by the Minister

of International Trade and Industry, were participated by 516 businessmen from 193 companies. There were 813 business meetings arranged, resulting in immediate sales of RM1.2 million and potential joint ventures or projects worth of RM4.23 billion.

For the fifth consecutive year, MIHAS offered the world a solid platform for showcasing halal products and services. With 507 exhibitors and 41,862 visitors, MIHAS 2008 was a bigger event than in the previous years. Actual sales during the event amounted to RM185.3 million with potential sales of RM2.02 billion.

INTRADE Malaysia 2008, MATRADE's very own International Trade Fair, had attracted 325 Malaysian exhibitors and 43 foreign exhibitors. The event generated immediate sales of RM198.9 million and sales under negotiation amounting to RM2.41 billion.

A total of 11 Marketing Missions were organised by MATRADE, comprising of 8 Specialised Marketing Missions, which were participated by 110 companies. Total number of business meetings arranged were 1,308 with immediate sales of RM3.61 million and potential sales of RM1.27 billion.

MATRADE coordinated 46 Promotion Booths in overseas International Trade Fairs in which 815 Malaysian companies participated by providing their promotional materials for display and distribution at the promotion booths. A total of 3,549 enquiries were received during these events.

NORTH-EAST ASIA

North-East Asia continued to be Malaysia's largest regional trading partner in 2008. Total exports to the region accounted for 31 per cent of Malaysia's global exports. Exports recorded an increase of 16.9 per cent to RM205.6 billion compared with RM175.87 billion in the previous year. Japan remained the largest export destination with exports amounting to RM71.8 billion, followed by the PRC with RM63.21 billion, Hong Kong SAR with RM28.32 billion, the Republic of Korea with RM25.89 billion and Taiwan with RM16.23 billion.

Trade promotional activities facilitated by MATRADE in North-East Asia for 2008 included 24 International Trade Fairs, 1 Trade and Investment Mission, 8 IBMs and 7 Promotion Booths. The details of these activities by country are as follows:

JAPAN

International Trade Fairs

- Foodex Japan 2008, Chiba
- 7th International Auto Aftermarket Show 2008, Tokyo
- 66th Tokyo International Gift Show (TIGS) 2008, Tokyo
- ASEAN – Japan Centre's (AJC) Program
- ASEAN Gifts and Fashion Accessories Exhibition
- ASEAN Health and Wellness Exhibition
- Interior Lifestyle Exhibition 2008, Tokyo
- ASEAN Food & Beverages Exhibition

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE 2008

Promotion Booths

- Messe Nagoya 2008, Nagoya
- Osaka Home Expo 2008, Osaka
- 2nd International Garden and Exterior Expo 2008, Tokyo

THE PRC

International Trade Fairs

- SEMICON China 2008
- SIAL China 2008
- SOURCE IT China 2008
- 9th Western China International Economy Trade Fair (WCETF)
- 5th China-ASEAN Expo 2008

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE 2008

Promotion Booths

- 5th China International Small and Medium Enterprise Fair 2008 (CISMEF)
- 103rd China Import and Export Fair (The Canton Fair) 2008
- 5th Qingdao Apec Small & Medium Enterprises Technology Fair
- 4th China (Nanjing) International Software Products Expo 2008

HONG KONG SAR

International Trade Fairs

- Hong Kong International Jewellery Show 2008
- Hong Kong Houseware Fair 2008
- Hong Kong Gift & Premium Fair 2008
- Hong Kong Fashion Week for Spring/Summer

REPUBLIC OF KOREA

International Trade Fairs

- Seoul Food & Hotel 2008
- Korean Student Fair 2008
- Korea International Medical & Hospital Equipment Show
- Imported Goods Fair 2008

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE Malaysia

TAIWAN

International Trade Fairs

- Taipei International Food Show
- Taipei International Medical Equipment & Pharmaceuticals Show 2008 (MEDIPHAR)
- Taipei International Auto/Motorcycle Parts & Accessories Show

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE Malaysia



Malaysian exhibitors at the 5th China-ASEAN Expo 2008

5th China-ASEAN Expo 2008

The 5th China-ASEAN Expo was held successfully from 22 to 25 October 2008 at the Nanning International Convention & Exhibition Centre (NICEC) in Nanning, Guangxi Zhuang Autonomous Region of the PRC. YB Dato' Sri Dr. Ng Yen Yen, Minister of Women, Family and Community Development of Malaysia inaugurated the Malaysian Pavilion on 22 October 2008. A total of 100 companies including Government agencies operating in Guangzhou and Beijing participated in the Malaysian Pavilion. During the event, agencies such as the Halal Industry Development Corporation (HDC), Malaysian Industrial Development Authority, Ministry of Higher Education, and MATRADE had organised a seminar to promote Malaysian products and services. Cyberview Sdn Bhd also participated in the seminar to promote Cyberjaya to businessmen and investors from the PRC. The China-ASEAN Expo provided another avenue for enhancing bilateral trade relations between Malaysia and the PRC.

ASEAN

ASEAN remained Malaysia's second largest regional trading partner in 2008. Malaysia's trade with ASEAN in 2008 reached RM 297.6 billion or 25.1 per cent of Malaysia's total trade. Singapore remained as Malaysia's largest trading partner in ASEAN, followed by Thailand, Indonesia, the Philippines and Viet Nam. Bilateral trade with ASEAN grew by 6.7 per cent in 2008.

Exports to ASEAN grew by 10.1 per cent to RM 171.2 billion, with Singapore accounting for 57.1 per cent, followed by Thailand (18.5 per cent), Indonesia (12.1 per cent), Philippines (5.7 per cent) and Viet Nam (4.7 per cent). Significant growth in exports was recorded with the CLMV (Cambodia, Laos, Myanmar and Viet Nam) countries, which accounted for 6.7 per cent of Malaysia's total trade with ASEAN. Malaysia enjoys a RM 44.8 billion trade surplus with ASEAN countries.

Malaysian companies participated in 9 International Trade Fairs, 1 Trade and Investment Mission, 2 Specialised Marketing Missions, 2 IBMs, and 1 Promotion Booth, coordinated by MATRADE in ASEAN. The details of these activities by country are as follows:

SINGAPORE

International Trade Fairs

- Food Hotel Asia 2008
- Asia Pacific Food Expo 2008

INDONESIA

International Trade Fairs

- ICT 2008 Indonesia
- 6th INDO BUILDTECH 2008

Specialised Marketing Mission

- on healthcare to Indonesia

Promotion Booth

- Hospital Expo

THE PHILIPPINES

International Trade Fair

- 17th ASIA Food Expo (AFEX2008)

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE Malaysia 2008

THAILAND

International Trade Fair

- 17th ASIA Food Expo (AFEX2008)

Incoming Buying Mission

- ARCHITECT 2008

VIET NAM

International Trade Fairs

- VIETNAM EXPO 2008
- V. I TRADE EXPO 2008
- Vietnam International Construction & Building Exhibition (VICB 2008)

Trade and Investment Mission

- to Viet Nam

Specialised Marketing Mission

- on healthcare to Viet Nam



Roundtable meeting with captains of industries in Viet Nam. Minister of International Trade and Industry YB Tan Sri Muhyiddin Yassin received a token of appreciation after witnessing the MoU signing

TRADE AND INVESTMENT MISSION TO ASEAN

In view of the growing importance of Viet Nam as an export destination within ASEAN, MATRADE organised a Trade and Investment Mission to Viet Nam, led by the Minister of International Trade and Industry from 27 to 30 July 2008. A total of 47 Malaysian companies participated in the Mission to Hanoi and Ho Chi Minh City.

During this Mission, the Minister witnessed the signing of several Memorandum of Understandings (MoUs) involving England Optical Group and Global Optic Joint Stock Company; Zaid Ibrahim & Co and State Capital Investment Corporation (SCIC); Inai Kiara Sdn Bhd and Vietnam Waterway Construction Corporation; and the Handing Over of Investment Documents by

Chairman of Hanoi People's Committee to Gamuda Land LLC.

The highlight of the Mission was the Roundtable Meeting held in Hanoi, focusing on infrastructure development projects such as upgrading and operation of industrial parks, residential areas, bridges, facilities for power treatment, power plants, seaports and airports, highways and urban rail transportation (monorail and light rail transit). Malaysian companies reported immediate sales of RM1.2 million and potential sales of RM 4.8 million. The potential joint venture projects identified between Malaysia and Viet Nam companies was worth RM2 billion.

WEST ASIA

Malaysian products continued to gain recognition in West Asia as exports recorded an increase of 30.7 per cent in 2008. The UAE accounted for 43.3 per cent of Malaysia's exports to the region, making it the largest market in West Asia. Other major markets included Saudi Arabia, Turkey, Iran and Jordan.

For this region, MATRADE organised the participation of Malaysian exporters in 10 International Trade Fairs and 2 Trade and Investment Missions. The details of these activities by country are as follows:

KUWAIT

Trade and Investment Mission

- to Kuwait and Oman

IRAN

International Trade Fair

- Tehran International Industry Fair

OMAN

Trade and Investment Mission

- to Kuwait and Oman

SAUDI ARABIA

International Trade Fairs

- Saudi Build 2008, Riyadh
- Food & Hotel Arabia 2008, Jeddah

TURKEY

International Trade Fair

- MUSIAD FAIR 2008, Istanbul

UNITED ARAB EMIRATES

International Trade Fairs

- Malaysia Services Exhibition, Sharjah
- Arab Health 2008, Dubai
- Middle East Electricity Exhibition, Dubai
- Gulfood 2008, Dubai
- Arab Oil & Gas Show 2008, Dubai
- BIG 5 Show 2008, Dubai



MATRADE coordinated the Malaysian pavilion at Gulfood 2008

GULFOOD 2008

MATRADE organised a delegation of 48 Malaysian participants to Gulfood 2008 from 24 to 27 February 2008 in Dubai, UAE, comprising of 45 companies and 3 Government agencies, namely, the Malaysia Cocoa Board, Federal Agriculture Marketing Authority (FAMA) and Malaysian Palm Oil Council (MPOC). Among the Malaysian products showcased were palm oil based products, frozen food, canned food, confectionery and dairy products. Malaysian food and hospitality companies raked in actual sales of RM51.44 million and potential sales of RM118.69 million throughout the four-day exhibition.

The MATRADE information booth also received a total of 7,417 enquiries at Gulfood 2008. Some of the trade enquiries received included Malaysian palm oil products, food and beverages, food processing machines, E&E products, rubber products, furniture and timber.

Gulfood 2008 is recognised as the largest and most important industry event of the region. It is considered to be the sole industry gateway for companies seeking to expand into the Middle East, South Asia and North Africa markets. A total of 1,955 exhibitors representing 2,965 companies from 72 countries showcased products such as foodstuff, beverages, related products and services at the event.

SOUTH ASIA

Total trade between Malaysia and the South Asia region recorded growth of 29.8 per cent in 2008 to RM45.7 billion. India, Pakistan and Bangladesh maintained as major export destinations, accounting for 94.54 per cent of Malaysia's exports to the region. Malaysia continued recording significant growth in bilateral trade with Pakistan due to the full implementation of Malaysia-Pakistan Closer Economic Partnership Agreement (MPCEPA) in January 2008.

MATRADE coordinated the participation of Malaysian exporters in 3 International Trade Fairs, 1 General Marketing Mission and 2 Promotion Booths. The details of these activities by country are as follows:

INDIA

International Trade Fairs

- 9th Auto Expo 2008, New Delhi
- Franchise and Retail, New Delhi

Promotion Booth

- AAHAR International Food Fair, Chennai

PAKISTAN

Promotion Booth

- 5th International Food & Technology Exhibition, Karachi

BANGLADESH

International Trade Fair

- Single Country Trade Fair at Showcase Malaysia 2008, Dhaka

General Marketing Mission

- to Chittagong and Dhaka



Inaugural Showcase Malaysia 2008 at Dhaka Sheraton Hotel

GENERAL MARKETING MISSION TO CHITTAGONG AND DHAKA

A General Marketing Mission to Chittagong and Dhaka was organised by MATRADE from 17 to 22 March 2008 in conjunction with the Showcase Malaysia 2008. The mission was aimed at promoting Malaysian exports of products and services in Bangladesh as well as exploring new business opportunities and strengthening the existing business network. A total of 10 Malaysian companies participated in the Mission.

Products promoted in the market were carbon steel butt welded fittings for the oil and gas industry, confectioneries, fastening tapes, curtain tapes and mosquito nettings, LED aviation warning lights, surgical and latex examination gloves, nitrile closed cell insulation products, and solar panel.

A total of 54 business meetings were arranged during the Mission. The Marketing Mission generated RM2.82 million in potential sales.

NORTH AMERICA

Malaysia's exports to the North American region in 2008 were valued at RM85.95 billion. The USA accounted for 96.2 per cent of total exports to the region. To further strengthen Malaysia's position in the region, MATRADE organised 4 International Trade Fairs, 1 Trade and Investment Mission, 2 Specialised Marketing Missions and 11 Promotion Booths. The details of these activities by country are as follows:

THE USA

International Trade Fairs

- National Hardware Show 2008, Las Vegas
- Summer Fancy Food Show 2008, New York
- Semicon West 2008, San Francisco
- IFE Americas Food & Beverages Show 2008, Miami

Trade and Investment Mission

- to Detroit and New York

Specialised Marketing Missions

- for furniture to Mexico City and Miami
- for processed food to Los Angeles and Vancouver

Promotion Booths

- International Consumer Electronic Show (CES), Las Vegas
- The International Seafood Show, Boston
- International Home & Houseware Show, Chicago
- SAE International, Detroit
- International Supply Management Conference and Educational Exhibition, St. Louis
- All Asia Food Expo 2008, Los Angeles

CANADA

Specialised Marketing Mission

- for processed food to Los Angeles and Vancouver

Promotion Booths

- SIAL Montreal, Montreal
- Global Petroleum Show, Calgary
- Canadian Manufacturing Week, Mississauga
- IDEX/NeoCon Canada, Toronto
- Construct Canada, Toronto



Meetings between pre-qualified buyers abroad and Malaysian exporters are an important feature of Specialised Marketing Missions organised by MATRADE

SPECIALISED MARKETING MISSION FOR PROCESSED FOOD TO LOS ANGELES AND VANCOUVER

This Mission, organised by MATRADE, was aimed at tapping into the growing market for Asian food in North America. In addition, the Mission also focused on positioning Malaysia as an exporter of quality food products, particularly following concerns on the safety of food products from other countries.

The Mission attracted 10 participants representing various processed food sectors including ethnic foods, sauces, beverages, organic food, frozen pastries, food flavourings, confectionery as well as seafood products.

Briefings and business meetings were held at the premises of major processed food wholesalers and importers. A total of 192 pre-qualified business meetings were arranged. The participating Malaysian companies reported potential sales of RM11.95 million.

EUROPEAN UNION (EU)

The EU is the fourth largest regional export destination, absorbing 11.3 per cent of Malaysia's total exports. Major markets within the EU are the Netherlands, Germany, the United Kingdom, France, Spain, Italy, Belgium, Finland, Hungary and Ireland.

In 2008, MATRADE coordinated the participation of Malaysian companies in 1 International Trade Fair, 2 General Marketing Missions, 3 IBMs and 1 Promotion Booth in the region. The details of these activities by country are as follows:

CZECH REPUBLIC

Incoming Buying Mission

- in conjunction with INTRADE 2008

Promotion Booth

- PLASTEX 2008

HUNGARY

Incoming Buying Mission

- in conjunction with INTRADE 2008

General Marketing Mission

- to Budapest

ROMANIA

International Trade Fair

- Construct Expo Antreprenor 2008

POLAND

General Marketing Mission

- to Warsaw

SLOVAK REPUBLIC

Incoming Buying Mission

- in conjunction with INTRADE 2008



MATRADE organised for the first time Malaysia's participation at the 15th Construct Expo Antreprenor

15TH CONSTRUCT EXPO ANTREPRENOR – INTERNATIONAL EXHIBITION OF CONSTRUCTION MATERIALS AND SYSTEMS BUCHAREST, ROMANIA

MATRADE organised the participation of 10 Malaysian companies at the Construct Expo Antreprenor Exhibition, which was held at the Romexpo Fairground in 2008. The exhibition is one of the major International Trade Fairs in Romania for building and construction materials. This was MATRADE's first participation at this exhibition. Among the products showcased by the Malaysian companies were decorative clay products, bricks, tiles, facing brick for interior and exterior use, welding electrodes, gas welding and cutting equipment as well as accessories, summer solar hot water system and rubber tiles for indoor and outdoor use.

The exhibition had attracted 23,000 visitors and Malaysian companies received 399 enquiries and reported total sales of RM8.8 million during the event.

LATIN AMERICA

Total trade between Malaysia and the Latin American region recorded growth of 11.1 per cent in 2008 with a trade surplus for Malaysia with the region valued at RM2.42 billion. Mexico remained Malaysia's largest trading partner in the region accounting for 47.3 per cent of total exports to the region. The major exports to Mexico were E&E products, textiles and apparel, optical and scientific equipment.

For the region, a total of 12 trade promotion activities were organised by MATRADE in 2008, comprising of 1 International Trade Fair, 1 Specialised Marketing Mission and 10 Promotion Booths. The details of these activities by country are as follows:

ARGENTINA

Promotion Booth

- Argenplas, Buenos Aires

BOLIVIA

Promotion Booth

- ExpoCruz International Trade Fair, Santa Cruz

CHILE

Promotion Booth

- Expoedifica/ Expoconstruccion, Santiago

PERU

Promotion Booth

- International Fair of Arequipa

PANAMA

International Trade Fair

- Expocomer, Panama City

MEXICO

Specialised Marketing Mission

- for furniture to Mexico City

Promotion Booths

- Magna Exposicion Mueblera, Mexico City
- Expo Antad, Guadalajara
- Expo Electrica, Mexico City
- Automechanika, Mexico City
- Abastur, Mexico City
- Expo Cihac, Mexico City



One-on-one business meetings at DICO GROUP, Mexico City, a major furniture importer, which Mission members visited



One-on-one business meetings in Mexico City during the Mission

SPECIALISED MARKETING MISSION FOR FURNITURE TO MEXICO CITY

A Specialised Marketing Mission for furniture to Mexico City was organised from 12 to 16 April 2008. Mexico is a potential market to expand exports of Malaysian furniture. The Mission delegation comprised of 10 representatives from 8 Malaysian companies.

Among the furniture products that were promoted included outdoor furniture, children's furniture, ready to assemble (RTA) furniture as well as bedroom and dining furniture. A total of 129 business meetings were arranged by MATRADE during the Mission resulting in potential sales of RM28.8 million.

EASTERN EUROPE

Exports to Eastern Europe registered an increase of 20.5 per cent in 2008 with the Russian Federation being the largest market for Malaysian exports. This was followed by Ukraine, Hungary, Poland and the Czech Republic. These markets made up 84.9 per cent of Malaysia's exports to the region.

MATRADE organised 18 trade promotion activities for the region that comprised 2 International Trade Fairs, 12 IBMs and 4 Promotion Booths. The details of these activities by country are as follows:

THE RUSSIAN FEDERATION

International Trade Fairs

- Prodexpo 2008
- MEBEL 2008

Promotion Booths

- Autotec 2008
- ExpoElectronica 2008

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE 2008

SERBIA

Incoming Buying Mission

- in conjunction with MIHAS 2008

KOSOVO

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE 2008

MACEDONIA

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE 2008

Promotion Booth

- Build & Construct 2008

ALBANIA

Incoming Buying Mission

- in conjunction with INTRADE 2008

BELARUS

Incoming Buying Mission

- in conjunction with INTRADE 2008

BOSNIA AND HERZEGOVINA

Incoming Buying Mission

- in conjunction with MIHAS 2008

UKRAINE

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE 2008

Promotion Booth

- All About Interiors 2008



A cross section of the Malaysian pavilion at the MEBEL 2008 exhibition

MEBEL 2008

MATRADE together with the Malaysian Furniture Promotion Council (MFPC), coordinated the participation of 5 Malaysian companies in the International Furniture, Fittings and Upholstery exhibition, known as MEBEL 2008, held at the Expocentre Krasnaya Presnya Fairgrounds, Moscow from 24 to 28 November 2008.

MEBEL, the largest trade show in the furniture industry in the Russian Federation and Eastern Europe, occupied the whole of the Expocentre Fairground, with a total floor area of 100,000 square metres. During the five-day event, the fair attracted 60,000 visitors of which 33,000 were industry specialists from the Russian Federation and the CIS neighbouring states. The range of products exhibited by Malaysian companies included office furniture, office storages, bedroom sets, dining sets, hotel furniture sets, and wooden and metal home furniture. Malaysian companies registered sales of RM600, 000 and received 108 enquiries during the event.

OCEANIA

The Oceania region accounted for 3.6 per cent of Malaysia's total trade. Within the region, Australia was the largest trading partner for Malaysia with total share of 82.9 per cent, valued at RM 36.2 billion. This was followed by New Zealand with 14.1 per cent and Papua New Guinea with 2.1 per cent. Total exports to Oceania in 2008 amounted to RM28.8 billion, an increase of 22.4 per cent from 2007.

For this region, MATRADE organised the participation of Malaysian companies in 2 International Trade Fairs and 2 IBMs. The details of these activities by country are as follows:

AUSTRALIA

International Trade Fairs

- Designbuild Australia 2008
- Fine Food Australia 2008

Incoming Buying Missions

- in conjunction with MIHAS 2008
- in conjunction with INTRADE Malaysia 2008



The Malaysian pavilion at Fine Food Australia 2008 received encouraging response from trade visitors

FINE FOOD AUSTRALIA

Fine Food Australia Show 2008 is the largest annual exhibition for food and beverages in Australia. The exhibition offered opportunities for Malaysian companies to promote a wide range of food and beverages products to the Australian as well as regional markets.

MATRADE organised the participation of 11 Malaysian companies at the Fine Food Australia Show 2008, which was held at the Melbourne Exhibition and Convention Centre from 22 to 25 September 2008. Products exhibited by the Malaysian companies were frozen halal seafood products, pastry products, confectionery, Asian food, sauces and dressings, puddings, single service packaging products and beverages. Actual sales of RM4.1 million and potential sales of RM28.6 million were reported by participating Malaysian companies.

AFRICA

Total trade between Malaysia and Africa grew by 14.5 per cent in 2008 amounting to RM18.86 billion. South Africa was Malaysia's largest trading partner in the region, representing 28.2 per cent of total trade with the region in 2008. Exports to South Africa contributed 19.9 per cent of Malaysia's total exports to the region. Major exports to South Africa were E&E products, palm oil, chemicals and chemical products, sawn logs and timber and crude rubber.

Trade promotion activities coordinated by MATRADE in 2008 in Africa were 3 International Trade Fairs, 2 General Marketing Missions and 2 Promotion Booths. The details of these activities by country are as follows:

EGYPT

International Trade Fair

- 41st Cairo International Trade Fair

Promotion Booth

- Cairo ICT

GHANA

International Trade Fair

- Ghana International Trade Fair

SOUTH AFRICA

International Trade Fair

- Africa Interbuild 2008

General Marketing Mission

- to South Africa and Zambia

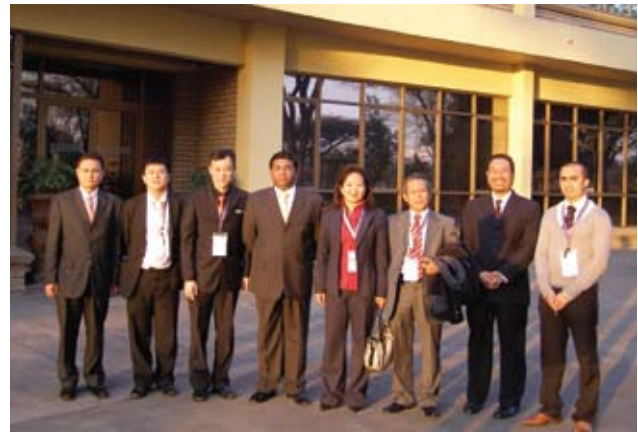
Promotion Booth

- Decorex Cape Town 2008

ZAMBIA

General Marketing Mission

- to South Africa and Zambia



Delegates of the marketing mission to Africa

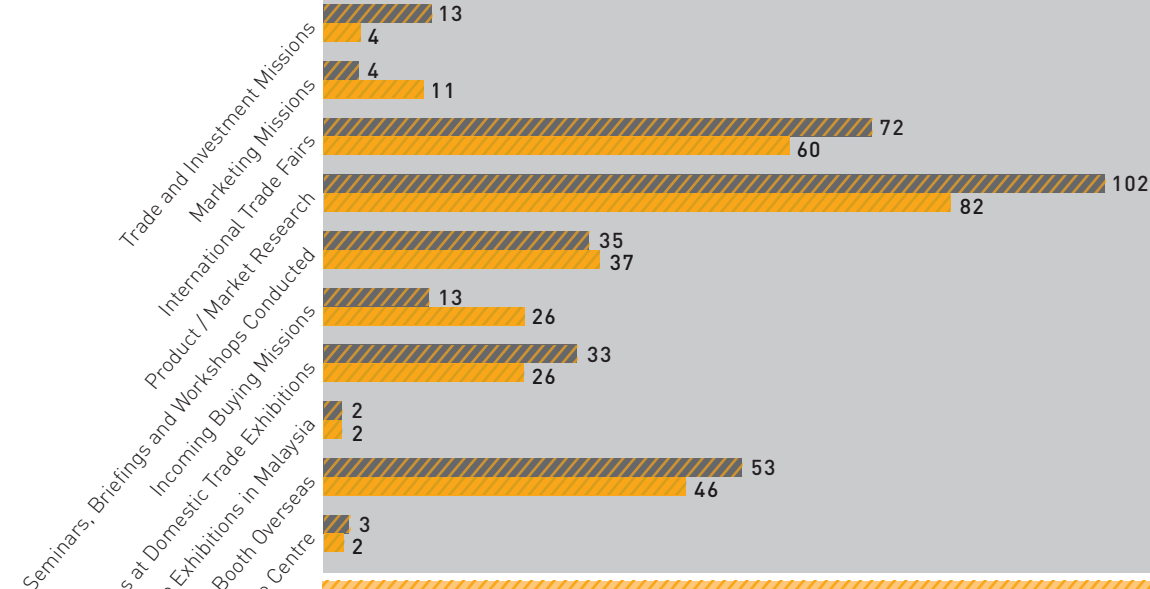
GENERAL MARKETING MISSION TO SOUTH AFRICA AND ZAMBIA

MATRADE organised a General Marketing Mission to South Africa and Zambia from 3 to 8 August 2008. The Mission included visits to various cities including Durban, Lusaka and Johannesburg aimed at promoting exports of Malaysian products and services and expanding bilateral trade and economic cooperation in the region.

A total of 121 business meetings were arranged for Malaysian companies during this Mission. Potential sales reported were RM91.7 million.

EFFICIENCY INDICATOR

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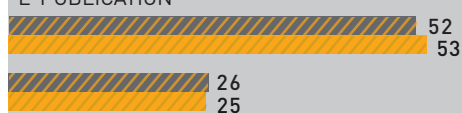


NUMBER OF PUBLICATIONS

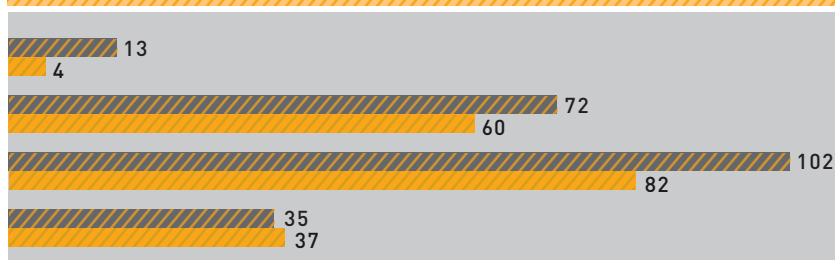
TRADE AND BUSINESS DIRECTORY HANDBOOK



E-PUBLICATION



TIME EFFICIENCY



2007
2008

Trade and Investment Missions
Marketing Missions
International Trade Fairs
International Trade Research
Product / Market Research
Seminars, Briefings and Workshops Conducted
Information Booths at Domestic Trade Exhibitions
International Trade Exhibitions in Malaysia
Promotion Booth Overseas
In-House Exhibitions at Malaysia Trade Centre
TRADE AND BUSINESS DIRECTORY HANDBOOK
E-PUBLICATION
i. New Publications
ii. Reprints
i. midtrade.leads
ii. MATRADE Online News
Trade Missions Executed According to Schedule
Trade Exhibitions Executed According to Schedule
Trade Research Completed According to Schedule
Seminars And Workshops Completed According to Schedule

In 2008, MATRADE carried out promotion activities for a wide range of products and services in various markets. Emphasis was given to the promotion of processed food, particularly in the halal segment, building materials, furniture, automotive parts and components and IT products. For services, the focus was on construction, healthcare, ICT and franchising.

PROCESSED FOOD

Exports of processed food amounted to RM12.13 billion as compared to RM8.67 billion in the previous year, accounting for 1.8 per cent of Malaysia's exports of manufactured goods in 2008. Major markets for processed food were Singapore, the USA, Indonesia, Kuwait, Iraq, Japan, Thailand, Australia, the PRC and the UAE.

Categories of processed food exported were:

- Cocoa and cocoa preparations, accounting for 27 per cent of total processed food valued at RM3.28 billion, an increase of 32.5 per cent from 2007;
- Margarine and shortening grew by 147.2 per cent valued at RM2.42 billion;
- Edible products and preparations surged by 41.7 per cent valued at RM2.42 billion and accounted for 19.9 per cent of the total processed food; and
- Prepared cereals and flour preparations rose by 10.6 per cent to RM1.29 billion.

Among the promotion activities facilitated by MATRADE for the processed food sector were:

- Gulfood, Dubai, UAE
- Foodex 2008, Tokyo, Japan
- Food Hotel Asia 2008, Singapore
- SIAL 2008, Shanghai, PRC
- Seoul Food and Hotel Korea
- Food and Hotel Arabia, Jeddah, Saudi Arabia
- World of Private Labels, Amsterdam, Netherlands
- Taipei International Food Show
- Summer Fancy Food Show, New York, USA
- 17th Asia Food Expo (AFEX 08), Manila, Philippines
- Fine Food Australia 2008
- SIAL Paris, France
- IFE America Food and Beverage, USA
- Asia Pacific Food Expo 08, Singapore

A wide range of products were showcased during these exhibitions including confectionery, sauces, spices, frozen Asian cuisine, seasoning, dressing, vegetable oils, sesame oils, cocoa products, coffee, tonic drinks, fruit juices, ready to eat noodles, cookies and canned food.

These exhibitions also provided a platform for MATRADE to promote the Malaysian halal food industry. In addition, participation in these events contributed towards positioning Malaysia as the global halal hub.

BUILDING AND CONSTRUCTION MATERIALS

Total exports of building materials increased by 4.8 per cent to RM19.18 billion in 2008. Major product categories that contributed to the increase in exports were:

- Veneers, plywood, particle board and wood, increased by 1.29 per cent to RM8.35 billion;
- Iron and steel bar, rods, angles, shapes and sections, increased by 76.1 per cent to RM1.79 billion; and
- Lime, cement and construction materials, increased by 13.5 per cent to RM961.2 million.

Export destinations for building materials in 2008 were mainly to Japan accounting for 19.9 per cent or RM3.8 billion. Other major export destinations were Singapore, Australia, Thailand, South Korea and the USA.

As part of its continuous efforts to seek export market for building materials, MATRADE in 2008 coordinated the participation of Malaysian companies in 11 International Trade Fairs, 2 Specialised Marketing Missions and 9 Promotion Booths. These events were mainly in West Asia and ASEAN, in view of the booming construction industry in these markets. The main exhibitions participated in 2008 were 6th Indobuild Tech 2008 in Jakarta, Indonesia; Saudi Build 2008, Riyadh, Saudi Arabia; Big 5 Show in Dubai, UAE; Architect 2008 in Bangkok, Thailand; and National Hardware Show in Las Vegas, USA. The 2 Specialised Marketing Missions were to the UAE and Libya. In total, these events recorded actual sales of RM7.91 million and potential projects worth of RM40.12 billion.



A wide range of Malaysian processed food were promoted at SIAL China 2008

FURNITURE

Exports of furniture increased by 2 per cent to RM8.72 billion in 2008 from RM8.55 billion in 2007. The top five export markets were the USA, Japan, Australia, the United Kingdom and Singapore.

Main categories of furniture exported were:

- Wooden furniture, valued at RM6.9 billion;
- Metal furniture, totalling RM784.2 million;
- Seats and parts, valued at RM627.3 million; and
- Parts of furniture totalling RM309.1 million.

To make further inroads into the Russian and Eastern European markets, MATRADE coordinated the participation of Malaysian companies in MEBEL 2008, Moscow, Russian Federation. This is one of the leading furniture exhibitions in Eastern Europe which drew 1,200 participating companies from 36 countries. Malaysian companies reported sales of RM0.6 million and received 176 enquires during the exhibition.

In addition through MATRADE's global network of offices, assisted in the promotion of the Malaysia International Furniture Fair (MIFF) and Export Furniture Exhibition (EFE) held in March 2008. Foreign importers of furniture identified by MATRADE visited the exhibitions.



Malaysia showcased the best of its products at the China-ASEAN Expo 2008

INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

For the promotion of the ICT sector, MATRADE coordinated the participation of Malaysian companies in both ICT hardware and software related events at CeBIT 2008 (Hannover, Germany), Semicon China 2008 (Shanghai, the PRC), ICT Expo 2008 (Jakarta, Indonesia) and Semicon West 2008 (San Francisco, USA). Participation in these events was done in collaboration with MDeC and PIKOM.

To enhance the brand visibility of Malaysian services, MATRADE had organised the Malaysia Services Exhibition (MSE) in Sharjah, UAE, showcasing among others the ICT sector. A total of 14 ICT companies participated in the exhibition and generated potential sales of RM204.41 million. Among the ICT services promoted were mobile and wireless communication, business application software development, digital content development, internet-based business applications in the financial sector, shared services and outsourcing (SSO), e-Commerce for networking and on-line transaction, bio-informatics, infra and info-structure, and e-Government.

AUTOMOTIVE PARTS AND COMPONENTS

In 2008, exports of automotive parts and components were valued at RM2.04 billion, an increase by 5.2 per cent from RM1.94 billion in 2007. Among the major export destinations for automotive parts and components were the ASEAN region valued at RM966.8 million with a share of 47.5 per cent including Thailand valued at RM314.5 million, Indonesia at RM305.3 million and Singapore at RM265 million;

Major export items in this sector were:

- multi-sourcing parts, crown wheels, pinion, spoke and parts worth RM743.1 million;
- steering wheels, steering columns and steering boxes valued at RM506.6 million;
- bumpers and parts worth RM196.7 million; and
- drive-axles with differentials valued at RM164 million.

Promotional activities carried out for this sector included participation of Malaysian companies in the 9th Auto Expo, New Delhi, India; IAAE 2008, Tokyo, Japan; Specialised Marketing Mission to Wolfsburg and Stuttgart, Germany; and Specialised Marketing Mission to Bangkok, Thailand.

SERVICES

The Bahrain F1 circuit constructed by a Malaysian company



In line with the Government's efforts to increase the exports of services, 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 inputs to MATRADE for the formulation of services promotion programmes.

For 2008, a total of 13 promotion programmes were organised in collaboration with the Construction Industry Development Board (CIDB), Master Builders Association Malaysia, Professional Services Development Corporation (PSDC), Malaysian Professional Centre, Association of Private Hospitals of Malaysia (APHM), Association of the Computer and Multimedia Industry Malaysia (PIKOM), Malaysian Oil and Gas Services Council (MOGSC), Institution of Engineers Malaysia and Malaysian Franchise Association. These promotion programmes were targeted to markets in West Asia, ASEAN, South Asia and North America.

A major initiative undertaken by MATRADE for the promotion of the services sector was the organisation of the first Malaysia Services Exhibition (MSE) in Sharjah, UAE, from 13 to 15 January 2008. A total of 11 services sectors were showcased at this exhibition with the participation of 168 Malaysian services companies and relevant agencies.

The objective of the exhibition was to showcase Malaysia's capabilities in providing world class services to West Asia in particular and the surrounding regions of North Africa, the Indian Sub-continent and CIS countries. The event was also to brand



State-of-the-art facilities augur well for Malaysia to become a major player in the logistics sector

and enhance the visibility of Malaysian service providers as well as to forge strategic alliances with potential clients in these regions.

The Crown Prince and Deputy Ruler of Sharjah, HH Sheikh Sultan Bin Mohamed Bin Sultan Al Qassimi and the Hon. Minister of International Trade and Industry Malaysia, YB Tan Sri Rafidah Aziz jointly opened the exhibition on 13 January 2008.

Among the sectors showcased during the MSE were construction, education, specialised training, energy and power generation, engineering, technology and innovation, financial services, franchise, healthcare and hospital related services, ICT services, logistic and transportation, management services, oil and gas and professional services.

MSE 2008 received 3,656 visitors comprising senior government officials from the UAE and businessmen from Saudi Arabia, Kuwait, Oman as well as countries in Africa and South Asia. Among the outcomes reported

during MSE were 31 potential projects worth RM39.02 billion. These projects which are located in the UAE, Saudi Arabia, Morocco, Syria, Libya, Iraq, India, Romania and Azerbaijan included construction, oil and gas, professional services, engineering, technology and innovation and ICT services.

In conjunction with the MSE, the Malaysia Services Forum was organised to provide insights into the capabilities and experience of Malaysian service providers as well as international projects undertaken.

The MSE 2008 received wide coverage from both the electronic and print media in the UAE and surrounding regions. Malaysian exhibitors at MSE 2008 had gained valuable experience from the participation in terms of understanding the market peculiarities and requirements of doing business in West Asia.



Malaysia has developed strong capabilities in the oil and gas industry

CONSTRUCTION

For the promotion of the construction sector, MATRADE organised the participation of Malaysian companies in MSE 2008 (Sharjah, UAE); Construct Expo Antreprenor, (Bucharest, Romania); Kazbuild 2008, (Almaty, Kazakhstan); Indobuild Tech, (Jakarta, Indonesia); Designbuild Australasia, (Melbourne, Australia); Vietnam International Construction and Building Exhibition, (Ho Chi Minh City, Viet Nam); Africa Interbuild 2008, (Johannesburg, South Africa); Saudi Build 2008, (Riyadh, Saudi Arabia) and BIG 5 Show, (Dubai, UAE). Malaysian companies identified business potential valued at RM48.01 million during these promotional activities.

During the MSE 2008, MATRADE in collaboration with the CIDB and PSDC launched a publication entitled 'Excellence in Construction and Design' that showcases the best of Malaysian capability and expertise in the construction sector and its related industry.

To facilitate Malaysian services providers venture into the international market, MATRADE through the Services Export Fund (SEF) provides financial assistance in the form of reimbursable grants. These grants cover cost of promotional activities, tender bids for studies and projects as well as feasibility studies. Among the Malaysian services providers who have successfully undertaken overseas projects are SCOMI Engineering Bhd for the Monorail Project, Mumbai, India; Ranhill Bersekutu Sdn Bhd for Project Management Services for King Abdullah University Of Science & Technology (KAUST); Angkasa Consulting Services Sdn Bhd in the Vietnam Urban Upgrading Project – Ho Chi Minh City Sub-Project and Sunway Construction Sdn Bhd in building the Zayed Sports City, Abu Dhabi, UAE.

FRANCHISE

As at December 2008, there were 363 franchise systems in Malaysia of which 232 are home grown while 131 are foreign franchise. Malaysian franchises with established international operations include education, fashion, footwear, handbags, food and beverages, hotels, eye care, beauty and healthcare and travel services.

Some of the Malaysian franchisors which have ventured abroad are:

- Beaubelle (Singapore, Japan, the PRC and the USA);
- D'Tandoor (Australia and New Zealand);
- Marrybrown Fried Chicken (the PRC, India, Sri Lanka, the UAE, Bahrain, Azerbaijan and Saudi Arabia);
- Nelson's (Saudi Arabia, Kuwait, Indonesia, Brunei, Sweden, England and the PRC);
- Secret Recipe (Singapore, Indonesia, Thailand, the PRC and the Philippines); and
- Smart Reader (Thailand, the Philippines and Syria).

Export promotion activities for franchise industry organised by MATRADE for 2008 were MSE 2008, Sharjah, UAE; and India Franchise and Retail Expo New Delhi, India. During the MSE, among the participating companies in the franchise cluster included Marrybrown, Nineteen O One Sdn Bhd, Smart Reader Worldwide Sdn Bhd and Forest Secret Sdn Bhd.

HEALTHCARE

MATRADE organised the participation of Malaysian healthcare service providers in 3 International Trade Fairs, namely the MSE 2008, (Sharjah, UAE); Arab Health, (Dubai, UAE); Hospital Expo 2008, (Jakarta, Indonesia); and 2 Specialised Marketing Missions on Healthcare and Related Services to Jakarta, Indonesia; and Viet Nam and Cambodia. These trade promotion activities resulted in actual sales of RM8.13 million and potential business opportunities of RM39.06 million. According to the Association of Private Hospitals of Malaysia (APHM), about 374,063 foreign patients sought treatment in Malaysian private hospitals and generated revenue of RM299.1 million in 2008.

Among the private healthcare providers that have participated in MATRADE's promotion programmes are KPJ Healthcare Bhd, Mahkota Medical Centre, Pantai Hospitals, Prince Court Medical Centre, Sime Darby Medical Centre, National Heart Institute and Sunway Medical Centre.

COOPERATION WITH GOVERNMENT AGENCIES AND TRADE ASSOCIATIONS

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

Among these agencies are:

- The Malaysian Industrial Development Authority (MIDA)
- The Small and Medium Industries Development Corporation (SMIDEC)
- 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 Entrepreneur and Co-Operative Development (MECD)
- Bank Negara Malaysia (BNM)
- Securities Commission (SC)
- Multimedia Development Corporation (MDeC)
- Professional Services Development Corporation (PSDC)
- Construction Industry Development Board (CIDB)

TRADE SUPPORT SERVICES

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| Nurturing SME Exporters | 159 |
| Financial Support | 161 |
| Export Facilitation | 162 |
| Export Excellence Awards | 167 |



Quality
The Hallmark
of Malaysia
Products &
Services

Business Hours

Monday to Thursday

7:30 am - 5:30 pm

Lunch Break

1:00 pm - 1:30 pm

Friday

7:30 am - 5:30 pm

Lunch Break

11:45 - 12:15 pm

**Saturday, Sunday &
Public Holidays - Closed**



MALAYSIA EXTERNAL TRADE

Matrade's Global Network



MATRADZ
DEVELOPMENT CORPORATION



EMPOWERING EXPORTERS

In line with the objective of developing export markets, one of MATRADE's key functions is to nurture and develop new exporters while enhancing the knowledge of existing exporters. Towards this end, MATRADE has conducted numerous programmes for exporters to develop capacity building, export marketing skills and enhancing awareness on international market opportunities. Topics covered in these programmes included opportunities in specific markets, export regulations, import requirements, standards and support programmes offered by various Government agencies to the local exporting community.

A total of 55 training programmes were organised in 2008, which included 37 seminars, 11 briefings, 6 workshops and the KL International Trade Forum (KLITF). These programmes benefited 5,911 participants from 4,326 companies. Among the topics presented were:

- Cash flow management, branding and intellectual property rights, trade financing, Customer Relationship Management and credit documentation;
- Standards and regulations such as Halal Certification, European Union Rules and Regulations, and United Nations Business and Vendor Registration;
- Market/business opportunities including in Bangladesh, the PRC, Sri Lanka, Viet Nam and Cambodia, Maldives, West African countries, Kenya, Azerbaijan, Hong Kong SAR and OIC Countries;
- Specific industries such as automotive, Japanese food, Japanese wooden furniture, water technology and poultry; and
- Malaysia's Free Trade Agreements.

These programmes were conducted by MATRADE in collaboration with other agencies such as Maybank, United Nations Procurement Division, International Enterprise (IE) Singapore, Malaysia South-South Association (MASSA), Bangladesh-Malaysia Chamber of Commerce and Industry (BMCCI) and Hong Kong Trade Development Council (HKTDC).



Seminar on financial assistance programme for exporters



Participants at a Business and Consultation (B&C) session

NURTURING SME EXPORTERS

To assist SMEs to venture into international markets, MATRADE organised specific programmes to meet the needs of the SMEs. These programmes included seminars, briefings, consultation and advisory services covering a wide range of trade-related topics such as trade financing, branding, international marketing and trade rules and regulations.

In efforts to internationalise SMEs, these companies were encouraged to participate in MATRADE-initiated IBMs and Specialised Marketing Missions. The IBM programmes provided SMEs the opportunity to meet international buyers in Malaysia to promote their products and services. Financial assistance was extended through the Market Development Grant (MDG) to the SMEs venturing into the international market. A total of RM15.95 million in grants were disbursed benefiting 897 SMEs in 2008.

Special programmes targeting segments of the SME business sector continued to be implemented including the Women Exporters Development Programme (WEDP) and Bumiputera Exporters Development Programme (BEDP).



The BEDP provides an avenue for SMEs to enhance their international business skills and knowledge

BUMIPUTERA EXPORTERS DEVELOPMENT PROGRAMME (BEDP)

MATRADE through the Bumiputera Exporters Development Programme (BEDP) nurtures and develops Bumiputera-owned SMEs. Formerly known as MATRADE Trade Outreach Programme (MTOPE), the BEDP is a 3-year assistance programme, which focuses on the development and enhancement of export knowledge and skills of Bumiputera companies. It is conducted through a series of trainings, workshops, study visits, consultation sessions 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 international trade promotion activities.

In 2008, a total of 10 Bumiputera-owned companies were under the BEDP. These companies participated in 26 International Trade Fairs, 3 Trade and Investment Missions and 1 Specialised Marketing Mission. Among the major International Trade Fairs participated by BEDP companies in 2008 were MSE (Sharjah, UAE), CeBIT 2008 (Hannover, Germany), SIAL 2008 (Paris, France) and Foodex 2008 (Tokyo, Japan).

Through their participation in these promotion activities, the BEDP companies reported actual and potential sales of RM3.9 million.

SUCCESS STORY OF DELIGATEAUX (M) SDN BHD**CAKES FOR THE WORLD**

Deligateaux (M) Sdn. Bhd., which joined the BEDP in 2006, produces quality custom-made frozen cakes and pastries for both local and overseas markets. The company started to venture into the international market in 2006 and since then has been exporting its products to various countries including French Polynesia, Macau, the United Kingdom, Brunei and Singapore. In 2008, the company went on an aggressive promotion drive by participating in 7 international trade exhibitions, namely, Prodexpo (Moscow, Russian Federation),

Gulfood (Dubai, UAE), MIHAS (Kuala Lumpur, Malaysia), Alitech F&B Expo (Casablanca, Morocco), SIAL (Paris, France), INTRADE (Kuala Lumpur, Malaysia) and Vietnam Expo (Hanoi, Viet Nam).

In 2008, Deligateaux reported total sales of RM850,000 with RM600,000 being export sales, which was an increase of RM200,000 from the previous year. Their future target markets included the PRC, Hong Kong SAR, the Middle East, the Russian Federation, Morocco, Thailand, Viet Nam and Indonesia.

WOMEN EXPORTERS DEVELOPMENT PROGRAMME (WEDP)

In an effort to assist women-owned SMEs, MATRADE in 2008 introduced the Women Exporters Development Programme (WEDP), formerly known as the Women Trade Outreach Programme (WTOP). The 3-year assistance programme is aimed at nurturing and developing women entrepreneurs to venture into the international market by improving their skills and knowledge. The programme concept is similar to the BEDP whereby each WEDP company is sponsored to participate in 3 overseas promotion activities a year.

In 2008, WEDP companies participated in 34 International Trade Fairs, 6 Trade and Investment Missions and 4 Specialised and General Marketing Missions. Among the International Trade Fairs participated by WEDP companies were IFE (Poland), MOHEX 2008 (Fiji), SIAL 2008 (France) and 66th Tokyo Gift Show (Japan). These promotion activities resulted in WEDP companies reporting actual sales of RM6.8 million and potential sales of RM11.8 million.



MATRADE handling an enquiry from a WEDP participant

SUCCESS STORY OF AVIALITE SDN BHD**BRIGHT FUTURE FOR AVIALITE**

Avialite Sdn Bhd, which was established in November 2004, manufactures LED aviation warning lights. The company, fully owned by a woman entrepreneur, was selected to participate in the programme in 2006. During the 3-year programme, Avialite had participated in 7 export promotion activities such as Business Mission to Dubai; Trade and Investment Missions to Mozambique and South Africa; and Specialised Marketing Missions to Nigeria, Hungary, Poland and Yemen. As a result of their participation, the company in 2008 had reported exports worth RM1.2 million, which constituted 80 per cent of the company's total sales valued at RM1.5 million. The company has made forays into international markets such as Bangladesh, Brunei, Cambodia, the UAE, Indonesia, the Philippines, Viet Nam and West Africa.

FINANCIAL SUPPORT

BRAND PROMOTION GRANT (BPG)

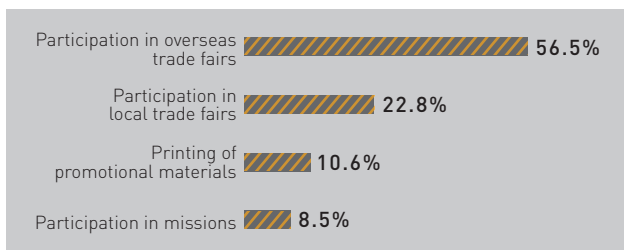
The Brand Promotion Grant (BPG) is aimed at helping Malaysian companies to develop and promote local brand names in the international markets. A reimbursable grant of up to RM2 million is given for companies to undertake brand development and promotion activities overseas.

In 2008, a total of 20 companies were approved under the BPG amounting to RM32.74 million. These companies comprised of 12 SMEs and 8 non-SMEs from various sectors including E&E, food and beverages, furniture, cosmetics, franchising, ceramics, rubber, ICT as well as auto parts and accessories.

For the period of 2004 to 2008, a total of 69 companies had received the BPG amounting to RM118.02 million.

MARKET DEVELOPMENT GRANT (MDG)

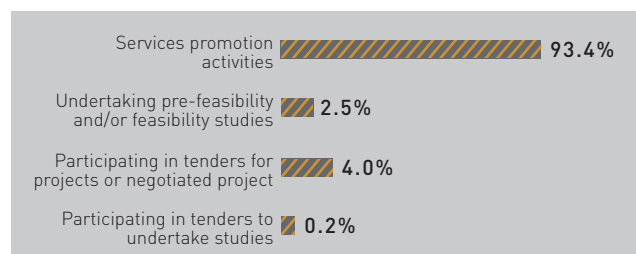
Under the Market Development Grant (MDG), SMEs are provided financial assistance in the form of reimbursable matching grants to undertake export promotion activities both locally and overseas. Among the promotion activities eligible are participation in International Trade Fairs, Trade and Investment Missions, Specialised Marketing Missions and printing of promotional materials. In 2008, MATRADE approved grants totalling RM15.95 million to 897 companies. The following chart shows the breakdown of the grants approved by activities:



SERVICES EXPORT FUND (SEF)

The Services Export Fund (SEF) is an assistance programme given to Malaysian Service Providers (MSPs) in the form of reimbursable grants. The scheme covers expenses for participation in tenders, conducting feasibility studies for international projects, undertaking export promotion activities, and advertising and promotion campaigns to promote Malaysian services overseas.

In 2008, a total of 603 Malaysian service providers were approved for the SEF grant. The following is the breakdown of the grants approved by activities:



Among the projects undertaken by Malaysian companies using the SEF were the Engineering Study for Implementation of Monorail System in Mumbai, E-Suifenhe Digital City, Heilongjiang Province, the PRC and Pilot Study for Sewage Treatment of Al-Amana Lake (Al-Nawras), Jeddah, Saudi Arabia.

EXPORT FACILITATION

BUSINESS AND CONSULTATION SESSIONS (B&C)

MATRADE continued to organise a series of Business and Consultation sessions to reach out to the exporting community outside the Klang Valley. Among the objectives of these sessions are creating awareness on MATRADE's services, facilities and assistance programmes, understanding issues faced by companies in exporting their products and obtaining feedback on how MATRADE can further facilitate companies in their export business.

The B&C sessions included activities ranging from briefings and panel discussions to consultation and trade clinic with Malaysian exporters. Representatives from other related Government agencies and trade organisations are also invited to join the panel discussion and trade clinic activities. This is to enable the agencies concerned to respond immediately to issues raised during the session.

In 2008, a total of 5 B&C sessions were conducted, namely, in Malacca, Kota Kinabalu, Penang, Kota Bharu and Kuala Terengganu. A total of 326 companies and 393 representatives participated in these sessions.

FREE TRADE AGREEMENT (FTA) FOCAL POINT

In July 2008, MATRADE has established a focal point on FTAs to increase awareness on the benefits of FTAs to the local business community particularly the SMEs. In this context, MATRADE is tasked to promote and disseminate information on FTAs and its benefits to Malaysian companies including information on eligible products, preferential tariff rates and the procedure for the application of certificate of origin (COO). MATRADE is also expected to gather feedback from the business community on the implementation of FTAs by Malaysia and to inform the relevant authorities on the issues raised.

Being the focal point, MATRADE published 3 guide books on FTAs, namely, Malaysia's Free Trade Agreement, FTA Series: MPCEPA and FTA Series: MJEPA. These guide books are distributed complimentary to all exporters that require specific information on FTA.

MALAYSIAN EXPORTERS REGISTRY (MER)

MATRADE manages the Malaysian Exporters Registry (MER) which is a database encompassing manufacturers, trading companies, service providers and trade associations. Companies registered in the MER receive information on trade issues, market intelligence, and trade promotion programmes and activities undertaken by MATRADE. The trade matching tool to match foreign buyers with Malaysian exporters is an important element of the MER. Membership is free of charge and registration can be done online.

In 2008, there were 1,140 Malaysian companies newly registered with MATRADE, of which 41 per cent comprised of manufacturers, 31 per cent trading companies, 25 per cent service providers and 4 per cent contract manufacturing companies. As of 2008, a total of 13,926 companies had registered in the MER.

Please refer to the charts below and on pg. 163 for a detailed breakdown.

MALAYSIAN EXPORTERS BREAKDOWN BY BUSINESS TYPE

| BUSINESS TYPE | TOTAL |
|-------------------------------|--------------|
| Manufacturer | 462 |
| Trading company | 353 |
| Service provider | 281 |
| Contract manufacturing | 44 |
| TOTAL NO. OF COMPANIES | 1,140 |

MALAYSIAN EXPORTERS BREAKDOWN BY PRODUCT CATEGORY

| PRODUCT | TOTAL |
|--|--------------|
| Prepared food | 238 |
| Furniture | 156 |
| Pharmaceutical, toiletries and cosmetics | 133 |
| Building and construction materials and hardware | 126 |
| Beverages | 107 |
| Machinery and equipment | 94 |
| Agricultural produce | 82 |
| Consumer and industrial electrical and electronic products | 67 |
| Chemicals, minerals and alloys | 65 |
| Wood products | 60 |
| Automotive, parts and components | 59 |
| Electrical and electronic parts and components | 52 |
| Household products | 49 |
| Apparel, garments and accessories | 44 |
| Gift, souvenir and jewellery | 40 |
| Medical products | 34 |
| Plastic products | 33 |
| Packaging and containers | 30 |
| Palm oil products | 27 |
| Computer software | 25 |
| Stationery | 24 |
| Toys and sports equipment | 20 |
| Transport equipment and parts | 17 |
| Telecommunication | 14 |
| Rubber products | 13 |
| Computer hardware | 12 |
| Fashion accessories and textiles | 10 |
| Footwear | 10 |
| Gloves | 10 |
| Textiles, yarns and other related materials | 5 |
| Defense product and equipment | 1 |
| TOTAL NO. OF COMPANIES | 1,657 |

MALAYSIAN EXPORTERS BREAKDOWN BY SERVICES CATEGORY

| SERVICES | TOTAL |
|--|------------|
| Information and communication technology | 132 |
| Business services | 97 |
| Engineering services | 94 |
| Distribution and logistics services | 40 |
| Health services | 32 |
| Technical services | 28 |
| Construction/ infrastructure services | 27 |
| Architectural services | 26 |
| Education services | 26 |
| Printing and publishing services | 23 |
| Tourism and hospitality | 19 |
| Oil and gas | 15 |
| Professional services | 11 |
| Franchise | 5 |
| Financial services | 3 |
| Other services | 76 |
| TOTAL NO. OF COMPANIES | 654 |

TRADE ENQUIRIES

MATRADE received trade enquiries for Malaysian products and services through its global network of offices. In 2008, a total of 18,904 enquiries were received and had been disseminated to companies registered with MATRADE. The breakdown of the trade enquiries received are shown in the charts below. Trade enquiries received via e-mail are processed through MATRADE's e-mail info@matrade.gov.my. In 2008, a total of 4,099 trade enquiries were received through e-mail. Most of these enquiries were for sourcing of Malaysian products and services, listing of overseas and local trade events, application for MER, information on BPG and MDG as well as information on export facilitation such as custom tariffs, rules and regulations and export documentations.

TRADE ENQUIRIES RECEIVED BY REGIONS

| | |
|-------------------------|---------------|
| West Asia | 5,409 |
| Europe | 3,509 |
| ASEAN | 2,743 |
| East Asia | 1,855 |
| North America | 1,790 |
| Africa | 1,410 |
| Latin America | 817 |
| Russia and Central Asia | 753 |
| Oceania | 398 |
| South Asia | 220 |
| TOTAL ENQUIRIES | 18,904 |

TRADE ENQUIRIES RECEIVED BY PRODUCTS AND SERVICES

| | |
|------------------------------------|---------------|
| Food and beverages | 2,191 |
| Service / consultation | 1,811 |
| Furniture | 1,068 |
| Building material | 973 |
| Electrical and electronics | 910 |
| Rubber | 615 |
| Palm oil | 587 |
| Medical and pharmaceuticals | 545 |
| Wood | 508 |
| Machinery and equipment | 486 |
| Automobiles and auto parts | 479 |
| Plastic Products | 394 |
| Chemicals | 336 |
| Paper and stationery | 299 |
| Textile, garment, accessories | 284 |
| Cosmetics | 164 |
| Giftware and souvenir | 140 |
| Footwear | 125 |
| Agriculture | 108 |
| Household products | 89 |
| Glassware | 70 |
| Jewellery | 66 |
| Metal / steel / aluminium products | 47 |
| Local tender notices | 33 |
| Other products | 1,467 |
| Other / general enquiries | 5,109 |
| TOTAL ENQUIRIES | 18,904 |

MALAYSIA EXPORT EXHIBITION CENTRE (MEEC)

The Malaysia Export Exhibition Centre (MEEC) operates as a one-stop sourcing centre for international buyers. It provides convenient viewing of a wide spectrum of Malaysian products and services and arrangement of business meetings between Malaysian companies and international buyers.

In 2008, a total of 412 companies showcased their products and services at MEEC, covering 39 manufactured products and 7 from the services sector. The exhibits included food and beverages, wood based products, rubber, automotive and auto parts and chemical based products. The services showcased were education, franchising, financial institution and logistic providers. Almost 80 per cent of

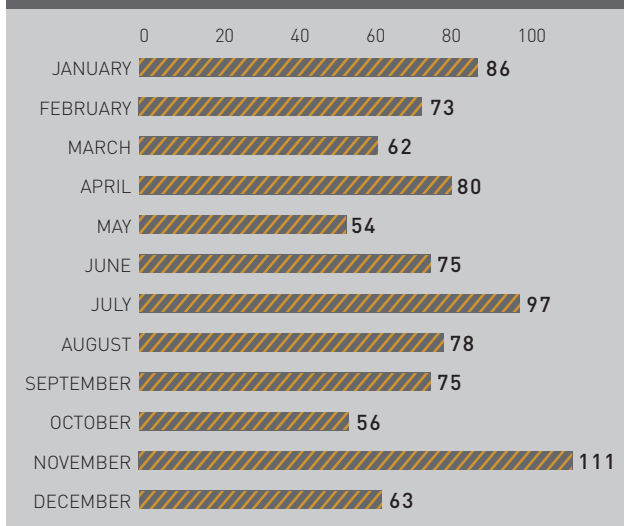
exhibitors are SMEs. MEEC received a total of 3,350 visitors in 2008 comprising 2,566 local and 784 foreign visitors, 45 trade delegations and had arranged 193 individual business meetings between Malaysian companies and foreign buyers.



Some of the Malaysian products displayed at the permanent exhibition managed by MATRADE

MATRADE HELP DESK (MHD)

The help desk at MATRADE headquarters serves as the focal point to facilitate enquiries from local and foreign business communities on MATRADE's services and programmes. Enquiries are received via telephone, e-mail and walk-in visitors. In 2008, the Help Desk received 911 enquiries from local and foreign companies ranging from applications for grants, promotional programmes, registration with MATRADE to sourcing for Malaysian products and services and market information.

NUMBER OF ENQUIRIES RECEIVED FROM JANUARY TO DECEMBER 2008**MALAYSIA TRADE CENTRE (MTC)****DUBAI**

The MTC in Dubai offers an avenue for Malaysian exporters to promote their products and services to the UAE and the surrounding region. The exhibition centre showcases a wide range of products and services by 180 Malaysian companies from 24 product clusters including food and beverages, furniture, medical and pharmaceutical products, health products and cosmetics, E&E products, building and construction materials and hardware, automotive parts and accessories, plastic products and rubber products. In 2008, the exhibition centre received a total of 2,000 trade visitors.

HONG KONG SAR

Located in the prime retail area, MTC Hong Kong SAR showcases various products from 21 Malaysian companies including processed food, textiles and apparel, pewter products, ceramic products and jewellery. The centre is equipped with a business centre and secretarial facilities for the use of Malaysian companies. In 2008, the centre received more than 250 trade visitors.

BUSINESS INFORMATION CENTRE (BIC)

MATRADE together with MIDA manages the Business Information Centre (BIC), which is located at the Kuala Lumpur International Airport (KLIA) in order to facilitate foreign business travellers seeking for trade and investment information. Apart from functioning as a business stop-over, the BIC also serves as an information centre for various trade events and fairs that are held in Malaysia.

In 2008, MATRADE through BIC received 151 enquiries, which were mainly on sourcing for Malaysian products and services, local trade exhibitions and also other information related to trade.

EXPORT EXCELLENCE AWARD



The Export Excellence Award is one of the award categories presented under the Industry Excellence Award (IEA) organised annually by MITI. MATRADE is the Secretariat for IEA in the following categories:

- i. **Export Excellence Award (Merchandise);**
- ii. **Export Excellence Award (Services);**
- iii. **Brand Excellence Award (Merchandise);**
and
- iv. **Brand Excellence Award (Services – Professional and Non Professional).**

The Export Excellence Awards for Merchandise and Services are given to companies in recognition for their commitment and efforts in penetrating export markets. The Brand Excellence Award for merchandise and services is given as recognition for companies that have invested in developing and promoting Malaysian brands internationally. Winners of the Export Excellence Award and Brand Excellence Award for 2008 were:

EXPORT EXCELLENCE AWARD 2008

MERCHANDISE

EXIS TECH SDN BHD

ETI TECH (M) SDN BHD

HEAVEBOARD BERHAD

HENIKWON CORPORATION SDN BHD

EXPORT EXCELLENCE AWARD 2008

SERVICES

RNZ INTEGRATED (M) SDN BHD

UNIVERSITY COLLEGE SEDAYA INTERNATIONAL
(UCSI EDUCATION SDN BHD)

WCT BERHAD

PULSE BPO SDN BHD

SCOMI GROUP BERHAD

BRAND EXCELLENCE AWARD 2008

MERCHANDISE

CENTONIA INDUSTRIES SDN BHD

NIRO CERAMIC SDN BHD

ROYAL SELANGOR INTERNATIONAL SDN BHD

BRAND EXCELLENCE AWARD 2008

SERVICES

INSPIDEA SDN BHD

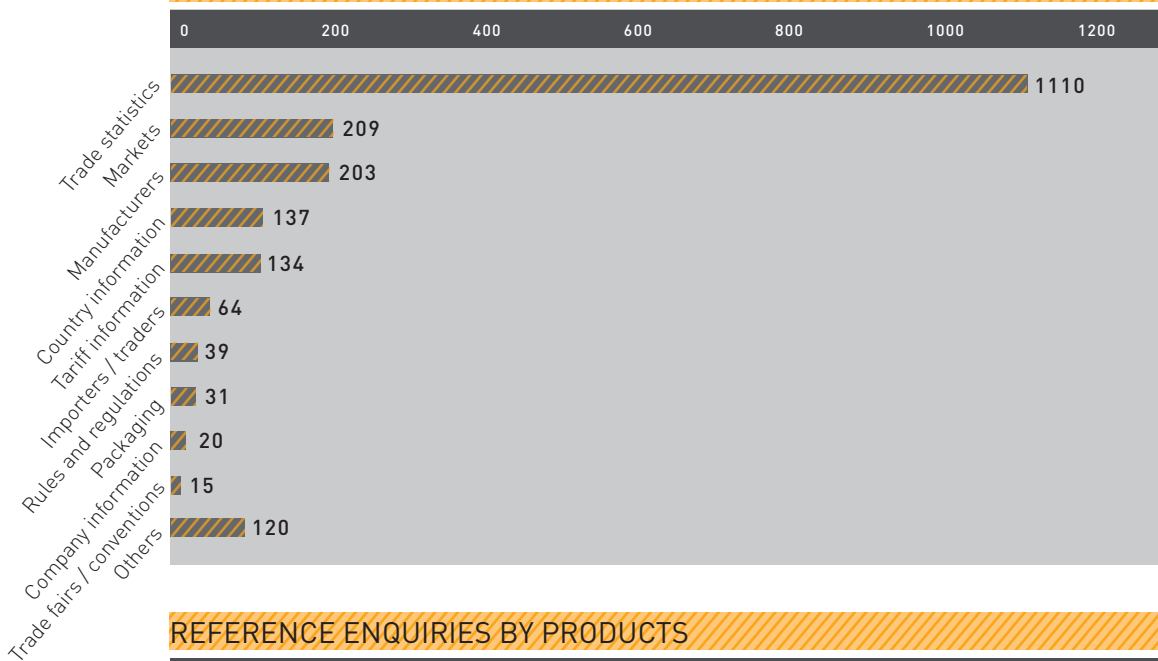
TAYLOR'S COLLEGE SDN BHD

MATRADE BUSINESS LIBRARY

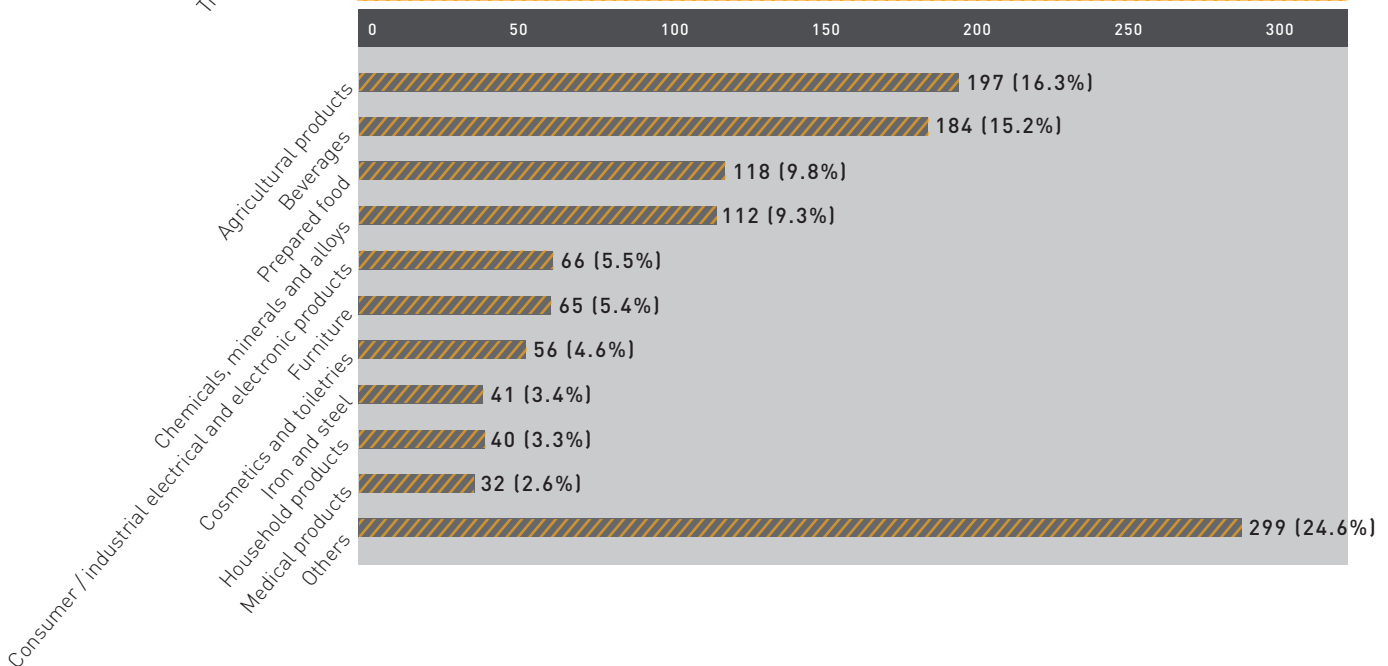
The MATRADE Business Library has a vast collection of directories, periodicals, books, statistical data, online databases and CD-ROMs to facilitate trade research covering products, services and markets.

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 2008, MATRADE Business Library received 2,529 enquiries and 1,174 visitors. Its services were utilised by 3,699 users. The library also acquired 1,454 books, 604 directories, 979 periodicals and 172 CD-ROMs and equipped with 23 databases, which included the newly subscribed Global Insight's World Industry Service.

REFERENCE ENQUIRIES BY SUBJECT



REFERENCE ENQUIRIES BY PRODUCTS



DATABASES 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

ITC DATABASES

Trade Map
Product Map
Investment Map
Market Access Map

TOP 10 LIST OF ONLINE DATABASES USAGE

| DATABASES | NUMBER OF USAGE |
|---|-----------------|
| World Trade Atlas | 1,696 (24.9%) |
| MATRADE Trade Statistics Retrieval System (MTR-EIS) | 1,441 (21.2%) |
| Malaysian Exporters | 1,273 (18.7%) |
| Economist Intelligence Unit (EIU) | 1,092 (16%) |
| Global Market Information Database (GMID) | 752 (11%) |
| nexis.com | 280 (4.1%) |
| Tariff Finder Online | 111 (1.6%) |
| Foreign Importers | 50 (0.7%) |
| Global Insight's World Industry Service | 39 (0.6%) |
| Others | 77 (1.1%) |
| TOTAL | 6,811 |

MATRADE PORTAL

MATRADE continued to leverage on ICT in the delivery of its services to the business community. This is evident from the initiatives undertaken in 2008, which included enhancement of its portal, introduction of the MyExport service and MATRADE Mobile that provides a mobile portal and Short Messaging Service (SMS) services.

The newly redesigned MATRADE's portal, which was launched on 15 August 2008, is an important medium to disseminate information on MATRADE's services and to promote Malaysian products and services globally. It provides easy access to trade information such as Malaysian Trade Statistics, Malaysia Free Trade Agreements and MATRADE's assistance programmes and events including online registration. Besides English, the portal can also be accessed in several languages, namely, Bahasa Malaysia, Mandarin, Japanese, Spanish and Arabic. In 2008, the portal received a total of 7,012,910 hits, of which the Product Directory was the most frequented, followed by Trade Information and MATRADE corporate information.

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 in real-time such as Trade Leads, International Tender Notices, Market Alerts and Product Market Studies. Registered users may also update their company's profile and upload their product images onto the Malaysia e-Directory section of the portal.

MATRADE's publications such as Trade Mart and MATRADE Online News are also available. The service also enables users to check the status of their applications online for activities and assistance programmes managed by MATRADE.

MATRADE MOBILE

MATRADE MOBILE PORTAL

MATRADE also developed a mobile portal for the public to interact with MATRADE via mobile devices. The mobile portal, which is accessible at <http://mobile.matrade.gov.my>, provides information on MATRADE including its worldwide networks, trade events, Malaysia Trade Statistics and has a search function to find Malaysian exporters registered with MATRADE.

MATRADE SMS SERVICES

In an effort to continue improving its service delivery, MATRADE launched its SMS on 31 July 2008. The service utilises the Government's SMS gateway - www.mysms.gov.my. The SMS complements other MATRADE customer service platforms such as Help Desk, e-mail enquiries and portal. In 2008, a total of 2,922 SMSes had been recorded.

The SMS services currently available are:

- (i) **Information on Demand (IOD)**
 - MATRADE HQ Address
 - MATRADE Regional Offices Address
 - MATRADE Overseas Offices Address
- (ii) **Document on Demand (DOD)**
 - Malaysia Exporters Registration Form
 - Market Development Grant Application Form and Guideline
 - Brand Promotion Grant Application Form and Guideline
 - Services Export Fund Application Form and Guideline
 - Events Organised by MATRADE
- (iii) **Market Development Grant Status**
Effective 1 August 2008, status of MDG applications submitted can be checked via SMS.

ONLINE APPLICATIONS

MATRADE's online applications enable Malaysian companies to submit applications and check their status online. In 2008, a total of 1,140 applications for registration with the Malaysia Exporters Registry were submitted

online. Companies interested in participating in trade fairs and export training programmes as well as applying for the MDG may also use this service online.

ELECTRONIC PUBLICATIONS

MATRADE Online News is circulated fortnightly to all companies registered with MATRADE. This e-newsletter features information on upcoming trade events organised by MATRADE, updates on overseas trade regulations, market alerts and trade opportunities in the global market. A total of 25 issues were published by MATRADE in 2008.

Another e-publication is the m@trade.leads, which contains trade enquiries from foreign buyers and is 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 trade matching, MATRADE through the m@trade.leads compiles import enquiries from overseas buyers seeking to source for Malaysian products and services. Through its bimonthly bulletin, the Trade Mart, MATRADE provides regular trade news, exporters' guide, market watch, market opportunities, business updates and MATRADE events.

MATRADE 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 2008 included:

- **Trade Directory**
 - FMM-MATRADE—Malaysia Chemicals 2008/09 with CD-ROM
- **Monthly Flyer**
 - Upcoming Events
[12 issues: January to December 2008]

- **Biannual Calendar**
 - Malaysia Conventions and Exhibitions
[Two issues: March and September 2008]
- **Bi-monthly Bulletins**
 - Trade Mart [three issues]
- **Exporters' Guidebooks**
 - Beginners' Guide to Exporting
 - FTA Series: Malaysia's Free Trade Agreements (FTAs)
 - FTA Series: Malaysia-Japan Economic Partnership Agreement (MJEPA)
 - FTA Series: Malaysia-Pakistan Closer Economic Partnership Agreement (MCEPA)
 - FAQs on Market Development Grant (MDG) (Bilingual – English / Malay)
 - FAQs on Market Development Grant (MDG) (Mandarin)
 - Guidelines for Application of Market Development Grant (Bilingual – English / Malay)
 - Guidelines for Application of Market Development Grant (Mandarin)
 - Guidelines for Application of Brand Promotion Grant (English)
 - Guidelines for Application of Brand Promotion Grant (Mandarin)
- **E-Publication**
 - m@trade.leads [53 issues / weekly]

**PERBADANAN PEMBANGUNAN
PERDAGANGAN LUAR MALAYSIA**

MALAYSIA EXTERNAL TRADE
DEVELOPMENT CORPORATION

MENARA MATRADE (EAST WING)
JALAN KHIDMAT USAHA, OFF JALAN DUTA
50480 KUALA LUMPUR, MALAYSIA

TOLL-FREE **1 800 88 7280**
TEL **603 6207 7077**
FAX **603 6207 7037 / 7033**
EMAIL info@matrade.gov.my

www.matrade.gov.my