



2011

Laporan Tahunan Annual Report

Menjana Pertumbuhan Eksport
Generating Export Growth





Menara MATRADE

Kandungan

Contents

Perutusan Pengerusi

6

Chairman's Statement

Maklumat Korporat

12

Corporate Information

- Akta Perbadanan Pembangunan Perdagangan -
Luar Malaysia 1992
- Visi, Misi & Fungsi
- Struktur Organisasi
- Lembaga Pengarah & Jawatankuasa Audit
- Pengurusan Kanan
- Rangkaian Antarabangsa
- Rangkaian Domestik

- Malaysia External Trade Development Corporation Act 1992
- Vision, Mission & Function
- Organisational Structure
- Board of Directors & Audit Committee
- Senior Management
- Worldwide Network
- Domestic Network

Tumpuan Promosi Eksport

32

Highlights of Export Promotion

Menjana Pertumbuhan Melalui Penjenamaan •

- INTRADE 2011 -
- MIHAS 2011 -
- MSE 2011 -
- Re/Mixed: The Horizon of Sustainable Architecture -
- I Saloni 2011 -
- Malaysia Kitchen Programme -

• Generating Growth Through Branding

- INTRADE 2011
- MIHAS 2011
- MSE 2011
- Re/Mixed: The Horizon of Sustainable Architecture
- I Saloni 2011
- Malaysia Kitchen Programme

Mempelbagaikan Pertumbuhan Melalui • Sektor Baharu

- Merintis Eksport Perkhidmatan MRO -
- Menjana Gelombang Teknologi Hijau -
- Eksport Sektor Perkhidmatan Meningkatkan -

• Diversifying Growth Through New Sectors

- Inroads For MRO
- Green Technology Making Waves
- Services Export On The Rise

Mewujudkan Peluang Melalui • Pengembangan Pasaran

CHINA

- 8th China ASEAN Expo, Nanning -
- 12th Western China International Fair, Guangzhou -
- 110th China Import & Export Fair, Canton -

• Creating Opportunities Through Market Expansion

CHINA

- 8th China ASEAN Expo, Nanning
- 12th Western China International Fair, Guangzhou
- 110th China Import & Export Fair, Canton

ASEAN

Myanmar

- Misi Pemasaran Produk Am & Perkhidmatan, Yangon -

ASEAN

Myanmar

- Specialised Marketing Mission on General Products & Services, Yangon

Viet Nam

- Vietnam Expo, Hanoi -

Viet Nam

- Vietnam Expo, Hanoi

Kemboja

- 2nd Malaysia Solo Fair, Phnom Penh -

Cambodia

- 2nd Malaysia Solo Fair, Phnom Penh

ASIA BARAT

Qatar

- Projek Qatar 2011, Doha -
- Emiriyah Arab Bersatu
- 16th Gulfood 2011, Dubai -
- The Big 5 International Building & -
Construction Show, Dubai

WEST ASIA

Qatar

- Project Qatar 2011, Doha
- United Arab Emirates
- 16th Gulfood 2011, Dubai
- The Big 5 International Building & -
Construction Show, Dubai

ASIA SELATAN

India

- India-ASEAN Business Fair, New Delhi -
- Showcase Malaysia, Mumbai -

SOUTH ASIA

India

- India-ASEAN Business Fair, New Delhi
- Showcase Malaysia, Mumbai

Bangladesh

- Showcase Malaysia, Dhaka-

Bangladesh

- Showcase Malaysia, Dhaka

AFRIKA

Malaysia-Africa Business Forum 2011 -
Menerokai Dimensi Baharu, Putrajaya
Tanzania/Kenya
Misi Pemasaran Khusus Sektor Perkhidmatan -
Logistik, Tanzania & Kenya

EROPAH

Jerman
CeBIT 2011, Hannover -
Belanda
World of Private Labels, Amsterdam -

AMERIKA SYARIKAT

Semicon West 2011, San Francisco -

AMERIKA LATIN

Brazil
Hospitalar 2011, Sao Paolo -

AFRICA

- Malaysia-Africa Business Forum 2011-
Exploring New Dimensions, Putrajaya
Tanzania/Kenya
- Specialised Marketing Mission For Logistics
Services, Tanzania & Kenya

EUROPE

Germany
- CeBIT 2011, Hannover
Netherlands
- World of Private Label, Amsterdam

UNITED STATES OF AMERICA

- Semicon West 2011, San Francisco

LATIN AMERICA

Brazil
- Hospitalar 2011, Sao Paolo

Tumpuan Pembangunan Pengeksport

- Pembangunan Pengeksport & Sokongan Perniagaan •
- Program Outreach MATRADE •
- Inisiatif untuk EKS •
- Pusat Informasi Perniagaan •
- Penerbitan Bercetak & Elektronik MATRADE •
- Tumpuan Rujukan Perjanjian Perdagangan Bebas MATRADE •
- Pusat Pameran Eksport Malaysia •
- Inovasi-Kaedah Maju ke Hadapan •

84

Highlights of Exporters Development

- Exporters Development & Facilitation
- MATRADE Outreach Programmes
- Initiatives For SMEs
- Business Information Centre
- MATRADE Print & Electronic Publications
- MATRADE FTA Focal Point
- Malaysia Export Exhibition Centre
- Innovation-The Way Forward

Mengukuh Penyampaian Perkhidmatan

- Penstrukturan Semula MATRADE •
- Memperluaskan Rangkaian Global •
- Inisiatif ICT •
- Jalinan Kerjasama dengan Industri •
- Memperingkatkan Profesionalisme MATRADE •

104

Enhancing Services Delivery

- Restructuring of MATRADE
- Widening the Global Network
- ICT Initiatives
- Collaborations With Industry
- Enhancing MATRADE Professionalism

Sumbangan untuk Pertumbuhan Eksport Fokus Strategik MATRADE 2011 -

116

Contribution to Export Growth - MATRADE's Strategic Focus 2011

Penyata Kewangan

156

Financial Statement

Perutusan Pengerusi Chairman's Statement



Tahun 2011 merupakan tahun yang mencabar apabila pertumbuhan ekonomi global bergerak pada kadar perlahan dipengaruhi oleh beberapa faktor. Bencana alam di Jepun dan Thailand mengganggu rantaian bekalan manakala penurunan kadar kuasa kredit Amerika Syarikat menambahkan tekanan fiskal dan kewangan kepada negara maju. Di samping itu, perkembangan geopolitik di Timur Tengah dan rantau Afrika Utara juga mengekang momentum pertumbuhan.

Meskipun berdepan dengan persekitaran ekonomi antarabangsa yang mencabar, ekonomi Malaysia berkembang kukuh disokong oleh peningkatan aktiviti domestik dan permintaan serantau yang mampan. Pada tahun 2011, perdagangan Malaysia sekali lagi berjaya melepasi paras trilion dengan pencapaian RM1.3 trilion, meningkat 8.7 peratus dari tahun sebelumnya.

Eksport berkembang 8.7 peratus kepada RM694.55 bilion manakala import meningkat 8.6 peratus kepada RM574.23 bilion, menghasilkan lebihan dagangan sebanyak RM120 bilion. Ini merupakan tahun ke-14 berturut-turut sejak tahun 1998, Malaysia mencatat lebihan dagangan.

Produk perkilangan bernilai RM470.30 bilion menyumbang 67.7 peratus daripada jumlah keseluruhan eksport Malaysia. Produk elektrik dan elektronik (E&E) adalah penyumbang terbesar dengan 34.1 peratus daripada jumlah keseluruhan eksport, diikuti oleh produk kimia dan bahan kimia yang mencatat 6.8 peratus, dan jentera, perkakasan dan peralatan, 3.4 peratus.

Negara sedang membangun di Asia secara keseluruhan menyumbang 71.3 peratus kepada pasaran eksport Malaysia pada tahun 2011. Republik Rakyat China (RRC) muncul sebagai destinasi eksport utama Malaysia dengan nilai eksport RM91.25 bilion. Singapura berada di tangga kedua dengan catatan 12.7 peratus dan diikuti oleh Jepun, Amerika Syarikat dan Thailand. Indonesia, Nigeria, Bangladesh, Arab Saudi, Belgium dan Jerman adalah pasaran di mana eksport berkembang lebih daripada RM1 bilion bagi setiap negara.

The world entered 2011 with challenging trends as the global economy slowed down due to several factors. Natural disasters in Japan and Thailand disrupted the supply chain while downgrading of the US sovereign credit rating intensified the fiscal and financial stress in advanced economies. In addition, the geopolitical developments in the Middle East and North Africa region also weighed down the growth momentum.

Despite the challenging international economic environment, Malaysia's economy grew steadily, underpinned by the expansion in domestic activity and firm regional demand. In 2011, Malaysia's trade breached the one trillion mark again, reaching RM1.3 trillion, an increase of 8.7 per cent from the previous year.

Exports expanded by 8.7 per cent to RM694.55 billion while imports grew by 8.6 per cent to RM574.23 billion, thus registering a trade surplus of RM120 billion. This was the 14th consecutive year of trade surplus for Malaysia since 1998.

Manufactured goods valued at RM470.30 billion constituted 67.7 per cent of Malaysia's total exports. Electrical and electronic products contributed the highest, with 34.1 per cent share of total exports followed by chemicals and chemical products, 6.8 per cent share and machinery, appliances and parts, 3.4 per cent.

Overall, the emerging economies in Asia accounted for 71.3 per cent of Malaysia's export markets in 2011. People's Republic of China (PRC) emerged as Malaysia's main export destination with exports totalling RM91.25 billion. Singapore came second accounting for 12.7 per cent, followed by Japan, USA and Thailand. Indonesia, Nigeria, Bangladesh, Saudi Arabia, Belgium and Germany were markets where exports expanded by more than RM1 billion for each country.

Kepelbagaian pasaran membantu Malaysia meningkatkan prestasi eksport walaupun berhadapan kelemahan permintaan dari pasaran tradisional. Permintaan berterusan dari RRC, India dan ASEAN serta aliran eksport berterusan ke Asia Barat menjadi faktor positif bagi Malaysia dalam menangani ketidaktentuan pasaran ekoran pergolakan di rantau tersebut.

Dalam merangka strategi promosi eksport bagi tahun 2011, MATRADE telah mengambil kira pelbagai faktor termasuk trend makroekonomi domestik dan global serta memenuhi keperluan agenda ekonomi nasional. MATRADE turut mengadakan perbincangan dengan peneraju industri dalam merangka program selaras dengan keperluan industri dan permintaan pasaran khususnya dalam pemilihan pasaran yang perlu diterokai, sektor untuk dibangunkan dan kaedah promosi perdagangan yang berkesan.

Bagi merealisasikan strategi tersebut, MATRADE telah menyusun semula organisasinya supaya lebih berfokuskan industri serta lebih menumpukan perkhidmatan kepada kepuasan pelanggan. Untuk meningkatkan lagi kecekapan organisasi, lapan kelompok industri telah dikenalpasti sebagai teras utama struktur baharu.

MATRADE telah mengendalikan 257 program promosi perdagangan dan pembangunan pengeksport pada tahun 2011. Lebih daripada 3,600 syarikat Malaysia mendapat manfaat daripada aktiviti promosi MATRADE yang berjaya menjana jualan melebihi RM21.84 bilion, manakala peserta dari 4,500 syarikat telah menyertai program pembangunan pengeksport MATRADE bagi meningkatkan kemahiran dan pengetahuan mereka di samping memanfaatkan perkhidmatan yang disediakan oleh MATRADE.

Sepanjang tahun 2011, MATRADE telah menyelaras penyertaan syarikat Malaysia dalam 52 pameran perdagangan antarabangsa, 21 Misi Pemasaran Khusus, 18 Misi Belian ke Malaysia dan tujuh Misi Perdagangan & Pelaburan. Di samping itu, pejabat perdagangan MATRADE di luar negara telah menyelia Kaunter Promosi MATRADE di 40 pameran antarabangsa.

Malaysia's diversified export markets helped to cushion the weaker external demand for its exports from the traditional markets. The sustained demand by PRC, India and ASEAN for Malaysia's exports as well as the uninterrupted flow of exports to West Asia despite the uncertainty caused by unrest in the region, were positive factors for Malaysia.

In formulating its export promotion strategy for 2011, MATRADE took into consideration various factors including the global and domestic macroeconomic trends, as well as meeting requirements of the national economic agenda. MATRADE also consulted industry players to create programmes that synergise with their strategies, in particular the selection of markets, sectors and trade promotion tools.

In efforts to realise this strategy, MATRADE restructured its organisation to be more industry focused and client centric. The new structure integrates products and services with markets for organisational efficiency. Eight industry clusters form the main thrust of the structure.

MATRADE undertook a total of 257 trade promotion and exporter development programmes. More than 3,600 Malaysian companies benefited from MATRADE's promotion activities which generated sales of RM21.84 billion while participants from over 4,500 companies joined MATRADE's exporters development programmes to enhance their skills and knowledge and to leverage on MATRADE's services.

Throughout 2011, MATRADE organised the participation of Malaysian companies in 52 international trade fairs, 21 Specialised Marketing Missions, 18 In-Coming Buying Missions and 7 Trade & Investment Missions. In addition, MATRADE's overseas trade offices participated in 40 international exhibitions through Promotion Booths.

Penganjuran INTRADE 2011 dan MIHAS kali ke-8 di Kuala Lumpur merupakan dua aktiviti promosi MATRADE yang paling mendapat sambutan pada tahun 2011 dimana 1,154 syarikat Malaysia, kebanyakannya Enterpris Kecil dan Sederhana (EKS), mendapat manfaat daripada pertemuan perniagaan yang diatur dengan lebih 800 pembeli luar negara melalui program Misi Belian ke Malaysia. Aktiviti promosi lain yang berjaya menjana jualan yang tinggi serta projek mega untuk syarikat Malaysia adalah Malaysia Services Exhibition (MSE) di Abu Dhabi, Projek Qatar di Doha dan penyertaan Malaysia di CAEXPO di Nanning.

Semasa lawatan rasmi oleh YAB Perdana Menteri dan YAB Timbalan Perdana Menteri ke Korea Selatan dan United Kingdom, MATRADE telah mengatur pertemuan perniagaan antara delegasi perniagaan Malaysia dan rakan sejawat di negara tersebut yang menghasilkan jualan dan projek. Misi Perdagangan dan Pelaburan anjuran bersama MIDA yang diketuai oleh YB Menteri MITI juga telah membuahkan hasil positif.

Inisiatif promosi eksport MATRADE juga mengambil kira sub-sektor yang disasarkan di bawah Bidang Ekonomi Utama Negara (NKEA). Ini termasuk promosi perkhidmatan penyelenggaraan dan baik pulih kapal terbang, teknologi hijau serta perkhidmatan minyak dan gas.

Dalam usaha meningkatkan pengetahuan dan keupayaan pengeksport, MATRADE turut menganjurkan 37 program latihan eksport yang disertai oleh peserta dari 2,681 syarikat. MATRADE juga memperkenalkan MATRADE *FTA Focal Point* bagi meningkatkan kesedaran tentang faedah penggunaan Perjanjian Perdagangan Bebas (FTA) dalam urusan niaga eksport.

MATRADE dengan kerjasama MITI, kerajaan negeri, persatuan perdagangan dan dewan perniagaan, turut menganjurkan *Outreach Programme* dan *Trade Clinic* di seluruh negara untuk dimanfaatkan oleh usahawan tempatan.

The highlights of MATRADE's promotion activities in 2011 were the organisation of INTRADE 2011 and the 8th MIHAS in Kuala Lumpur where a total of 1,154 Malaysian companies, mostly Small and Medium Enterprise (SMEs) benefitted from the arranged business meetings with over 800 foreign buyers under the In-Coming Buying Mission programmes. Other highlights which generated substantial sales and projects for Malaysian companies were the Malaysia Services Exhibition (MSE) in Abu Dhabi, Project Qatar in Doha and Malaysia's participation at CAEXPO in Nanning.

Optimising on the official visits by YAB Prime Minister and YAB Deputy Prime Minister to South Korea and United Kingdom, MATRADE organised business meetings between Malaysian businessmen and their foreign counterparts which led to potential sales and projects. Trade and Investment Missions organised jointly with MIDA and headed by YB Minister MITI also saw positive outcome.

MATRADE's export promotion initiatives also took into account the targeted sub-sectors being promoted under the National Key Economic Areas (NKEA). These included promotion of aviation maintenance repair and overhaul services, green technology and oil and gas services.

In 2011, participants from 2,681 companies participated in the 37 export training programmes organised by MATRADE, aimed at enhancing the knowledge and capabilities of exporters. To further increase the awareness level of the business community on benefits of Free Trade Agreements (FTA), MATRADE FTA Focal Point was introduced.

In collaboration with MITI, local state governments, trade associations and chambers of commerce, MATRADE also conducted Outreach Programmes throughout the country and engaged in trade clinics for the benefit of aspiring local entrepreneurs.

Portal MATRADE terus menerima peningkatan pengunjung dan e-Direktori Malaysia telah menjadi rujukan popular di kalangan ahli perniagaan dan usahawan tempatan dan luar negara. Kepelbagaian maklumat berkaitan eksport juga telah disebarkan melalui Pusat Informasi Perniagaan (BIC) dan penerbitan MATRADE.

Pusat Pameran Eksport Malaysia (MEEC), sebuah pusat pameran tetap di Menara MATRADE, kini telah diubahsuai untuk mempamer produk dan perkhidmatan dari lebih 500 syarikat Malaysia. Selain daripada mendapat maklumat mengenai syarikat pempamer, MEEC juga membantu pengunjung mengatur pertemuan perniagaan dengan pengeksport Malaysia.

Pada tahun yang sama, MATRADE telah membuka rangkaian globalnya yang terbaharu di Istanbul. Lokasi Turki yang strategik serta akses hubungannya dengan Eropah Tengah dan Timur serta Mediterranean dapat membantu meningkatkan eksport Malaysia ke rantau Eropah. Oleh itu pengeksport Malaysia digalakkan untuk mengguna perkhidmatan pejabat ini bagi meluaskan pasaran perniagaan mereka.

MATRADE sentiasa berusaha meningkatkan pengetahuan dan kemahiran warga kerjanya dalam memastikan perkhidmatan yang berkualiti dan profesional diberikan kepada pihak yang berkepentingan. Pada tahun 2011, 34 latihan dan program pembangunan sumber manusia telah dijalankan dalam bidang kepimpinan, kejurulatihan, pengurusan, ICT dan kerja khusus seperti amalan perdagangan antarabangsa.

MATRADE Portal continued to receive visitors and Malaysia e-Directory was a popular reference amongst Malaysian business community and foreign businessmen. Information on Malaysia's exports was also disseminated through MATRADE's publications and the Business Information Centre (BIC).

The Malaysia Export Exhibition Centre (MEEC), a permanent exhibition centre located at Menara MATRADE, designed to display products and services of Malaysian companies, was refurbished to now accommodate exhibits from over 500 companies. Apart from availing themselves to information on exhibiting companies, visitors are facilitated with business meetings.

In 2011, MATRADE opened its latest global network in Istanbul. Turkey's strategic location as the gateway to Europe as well as its linkages with Central and Eastern Europe and the Mediterranean can assist to increase Malaysia's exports to the region. Malaysian exporters are encouraged to utilise services of the office to expand their business.

In enhancing MATRADE's work force quality and professional service to its stakeholders, the agency continued to enhance the knowledge and skills of its human resource. In 2011, 34 training and human resource development programmes were conducted in areas of leadership, coaching, management, ICT, and job specifics such as international trade practices.

Hala Tuju 2012

Laporan Prospek Ekonomi Global yang diterbitkan oleh Bank Dunia pada awal tahun 2012 meramalkan ketidaktentuan dan kemerosotan kebanyakan ekonomi pada tahun 2012. Ekonomi global dijangka berkembang 2.5 peratus pada tahun 2012 dan 3.1 peratus pada tahun 2013, berbanding unjuran asal 3.6 peratus untuk kedua-dua tahun tersebut. Dibayangi pertumbuhan yang perlahan, perdagangan dunia yang berkembang dengan anggaran 6.6 peratus pada tahun 2011 akan berkembang 4.7 peratus pada tahun 2012 sebelum mengukuh kepada 6.8 peratus pada tahun 2013. RRC, yang kini merupakan destinasi eksport terbesar Malaysia juga dijangka mengalami pertumbuhan ekonomi yang perlahan.

Walaupun senario eksport Malaysia yang memberangsangkan pada tahun 2011, komuniti pengeksport Malaysia disarankan agar lebih berinovasi, produktif, efisien serta berdaya saing untuk menghadapi persaingan hebat di pasaran global.

Bagi tahun 2012, MATRADE akan terus memacu eksport produk dan perkhidmatan Malaysia melalui penyelarasan strategi promosi perdagangan, program serta aktiviti di samping menjalin kerjasama yang kukuh dengan sektor swasta dan persatuan perdagangan dan industri.

Di sini, saya ingin merakamkan ucapan penghargaan kepada Lembaga Pengarah MATRADE, Dato' Noharuddin Nordin yang telah meneraju MATRADE sehingga Ogos 2011 serta semua warga kerja MATRADE di atas sumbangan yang tidak ternilai dalam menerajui eksport negara di persada dunia. Saya yakin komitmen yang tinggi dan berterusan ini akan membantu merealisasikan sasaran meningkatkan eksport negara selaras dengan dasar dan inisiatif kerajaan.

Outlook for 2012

The World Bank in its Global Economic Prospects Report published in early 2012 predicted uncertainties and vulnerabilities for most of the economies in 2012. Global economy is expected to expand 2.5 per cent and 3.1 per cent in 2012 and 2013 respectively, against the 3.6 per cent projected in both years. Reflecting the growth slowdown, world trade which expanded by an estimated 6.6 per cent in 2011 will grow 4.7 per cent in 2012 before strengthening to 6.8 per cent in 2013. PRC, currently Malaysia's largest export destination is also expected to have a slower economic growth.

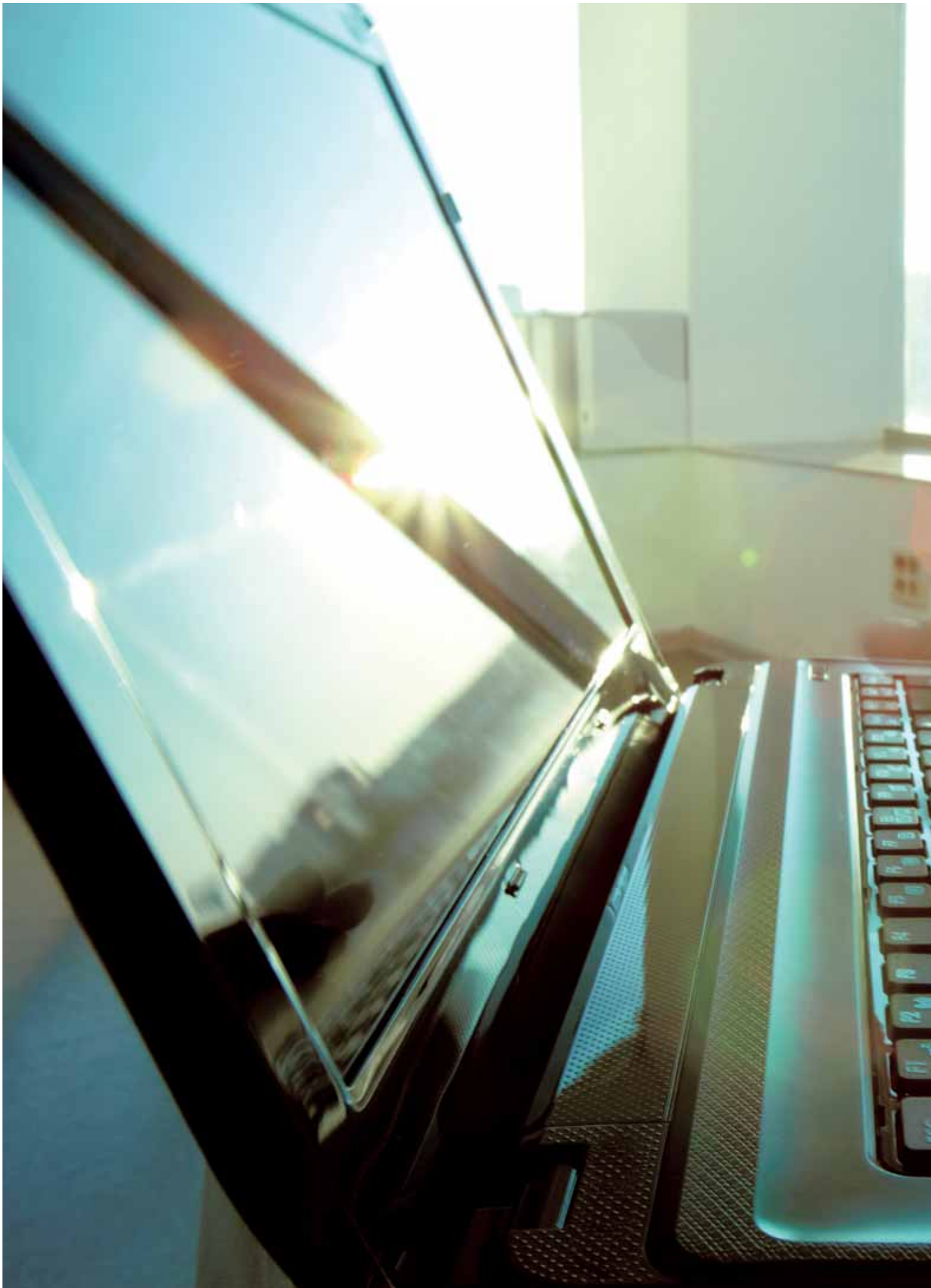
Though Malaysia's export scenario had been optimistic in 2011, it is practical and pertinent that Malaysian export community do not rest on their laurels but to prepare themselves for the competition ahead.

For 2012, MATRADE will continue to propel Malaysia's exports of products and services through a well-coordinated trade promotion strategy, programmes and activities as well as strong collaborations with the private sector and trade and industry associations.

I would like to record my appreciation to MATRADE's Board of Directors, Dato' Noharuddin Nordin who led MATRADE till August 2011 and MATRADE management and staff for their invaluable contributions in championing the nation's exports internationally. I am confident that their strong and continuous commitment will assist in realising targets to increase the nation's exports in line with government's policies and initiatives.



Dato' Mah Siew Keong
Pengerusi / Chairman





Maklumat Korporat
Corporate Information



Akta Parlimen / Act of Parliament

- **Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE)** telah diperbadankan di bawah Akta 490 Undang-undang Malaysia. **Malaysia External Trade Development Corporation (MATRADE)** was incorporated under Act 490 of the Laws of Malaysia.

Akta 490 / Act 490

- **Akta Perbadanan Pembangunan Perdagangan Luar Malaysia 1992**
Suatu Akta yang membenarkan penubuhan badan korporat yang dinamakan Perbadanan Pembangunan Perdagangan Luar Malaysia, dan perkara yang berkaitan dengannya.
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.

Visi / Vision

- Menempatkan Malaysia Sebagai Negara Perdagangan Global Yang Kompetitif.
Positioning Malaysia As A Globally Competitive Trading Nation.

Misi / Mission

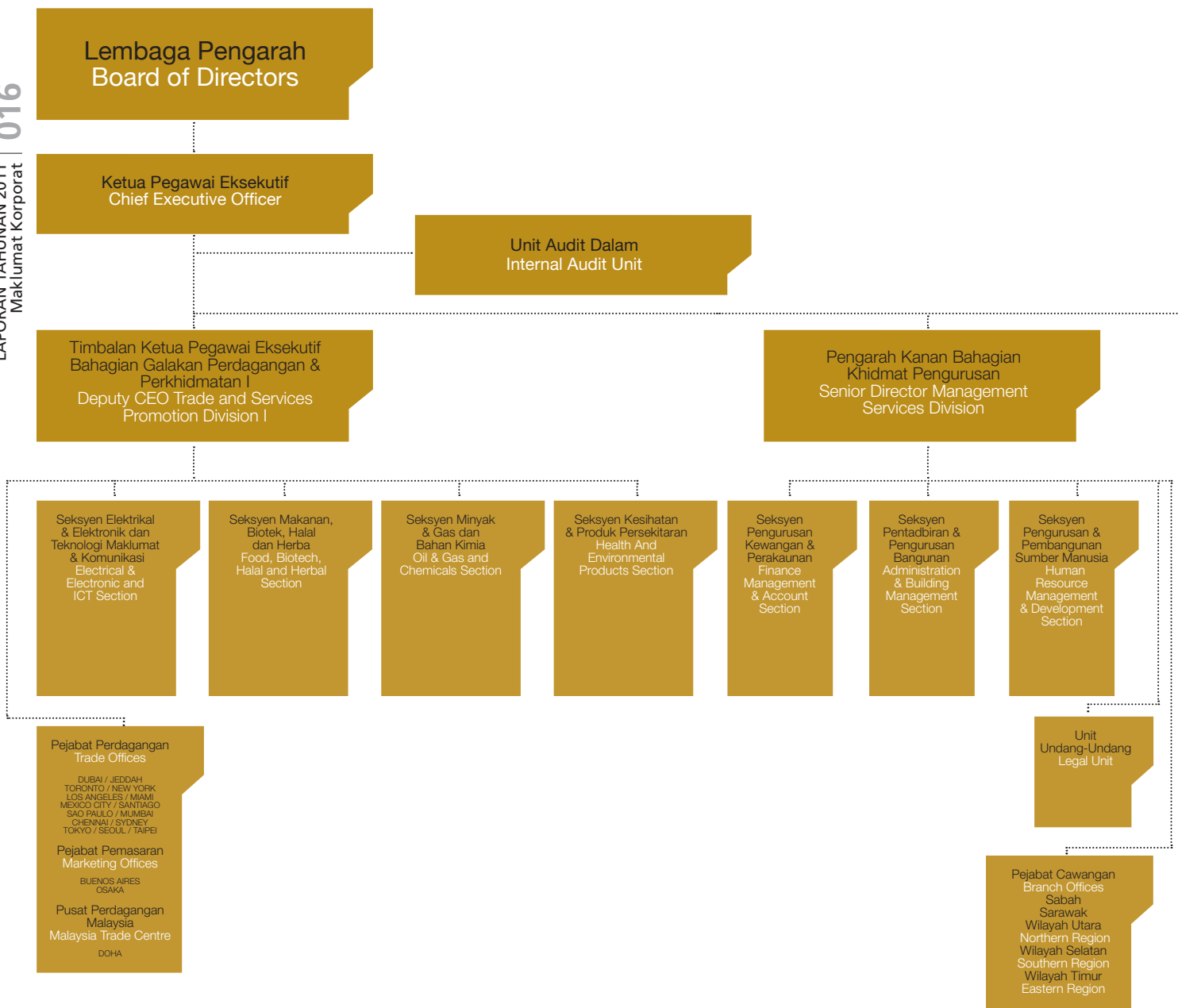
- Mempromosikan Enterpris Malaysia Ke Pasaran Dunia.
Promoting Malaysia's Enterprises To The World.

Fungsi-fungsi / Functions

- Menggalak, membantu dan membangunkan perdagangan luar Malaysia dengan penekanan tertentu ke atas eksport keluaran terkilang dan separa terkilang serta terlibat dalam aktiviti import secara selektif;
To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and, on a selective basis, imports;
- Membentuk dan melaksanakan suatu strategi pemasaran eksport negara bagi menggalakkan pengeksportan keluaran terkilang dan separa terkilang;
To formulate and implement a national export marketing strategy to promote the export of manufactured and semi-manufactured products;
- Menjalankan risikan komersil dan kajian pasaran serta mewujudkan suatu pangkalan data maklumat yang komprehensif bagi mempertingkat dan membangunkan perdagangan;
To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of trade;
- Mengelola program-program latihan bagi mempertingkatkan kemahiran pemasaran antarabangsa pengeksport-pengeksport Malaysia;
To organise training programmes to improve the international marketing skills of the Malaysian exporters;
- Menambah dan melindungi kepentingan perdangangan antarabangsa Malaysia di luar negeri;
To enhance and protect Malaysia's international trade interest abroad;
- Mewakili Malaysia dalam mana-mana forum antarabangsa berkenaan dengan apa-apa perkara yang berhubung dengan perdagangan;
To represent Malaysia in any international forum in respect of any matter relating to trade;
- Membangun, menggalak, memudah dan membantu dalam bidang-bidang perkhidmatan yang berhubung dengan perdagangan; dan
To develop, promote, facilitate and assist in service areas related to trade; and
- 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.
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.

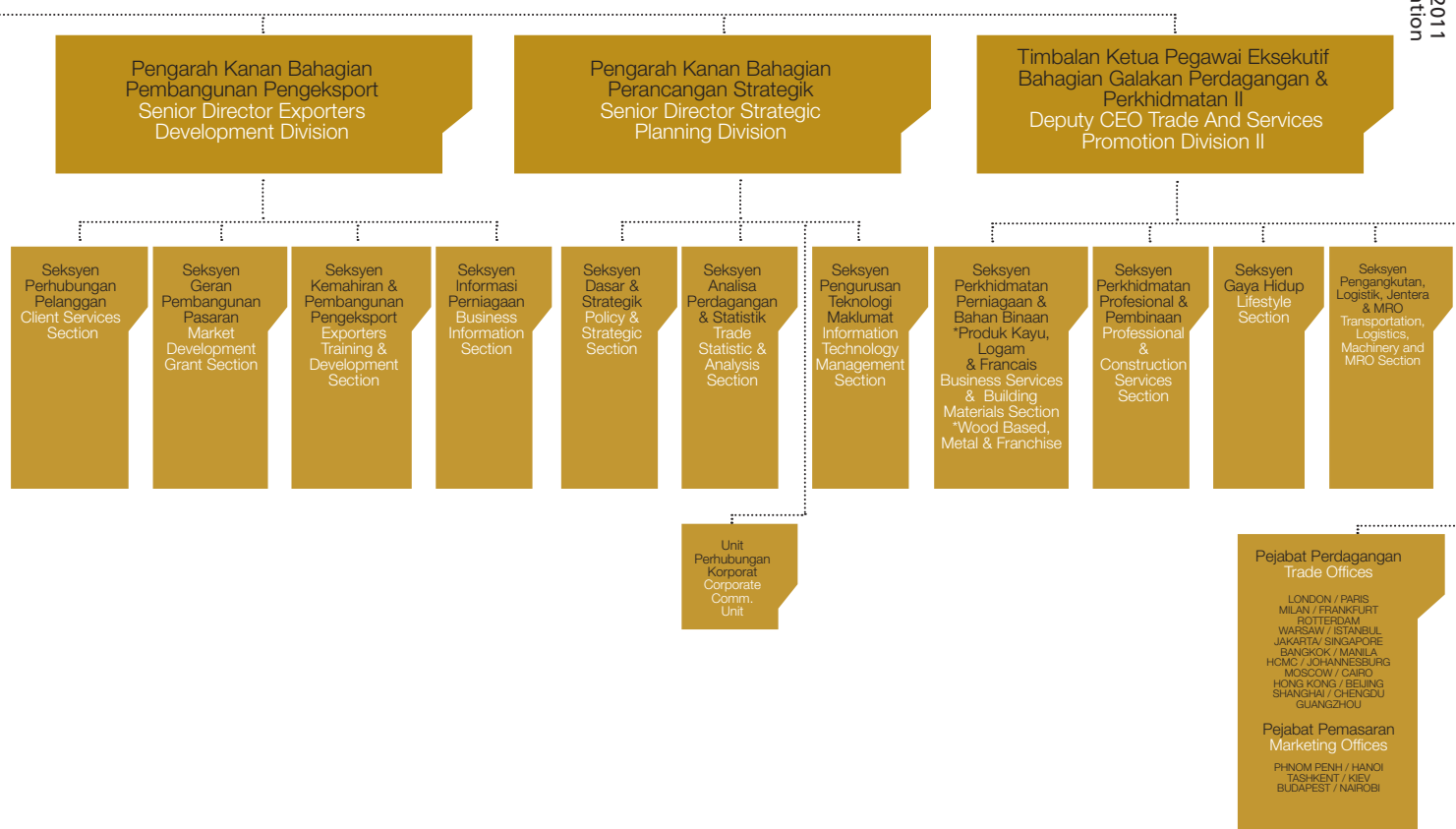
Struktur Organisasi

Fungsi utama MATRADE iaitu mempromosikan eksport Malaysia serta pembangunan produk dan perkhidmatan, menjadi tunjang kepada strukturnya yang membolehkan MATRADE menyediakan perkhidmatan yang berteraskan pelanggan. MATRADE, menerusi 632 warga kerjanya termasuk di 5 pejabat wilayah dan 43 pejabat antarabangsa berusaha untuk memberikan perkhidmatan yang efektif kepada pihak berkepentingan.



Organisational Structure

MATRADE's primary functions, namely promotion of Malaysian exports and development of products and services are the central basis of its structure, which enables MATRADE to provide a customer centric service. MATRADE, with a workforce of 632 personnel including in its 5 regional and 43 international offices strives to effectively serve its stakeholders.



Lembaga Pengarah Board of Directors

1. YBhg. Dato' Mah Siew Keong
Pengerusi / **Chairman**
16 Sep 2010 – 15 Sep 2012

2. YBhg. Dato' Hazimah Zainuddin
1 Jun 2011 – 31 Mar 2013

3. YBhg. Dato' Wong Siew Hai
1 Aug 2010 – 31 Jul 2012

4. En. M. Nagarajan
1 Jun 2011 – 31 May 2013

5. YBhg. Tan Sri Datuk Mustafa Mansur
1 May 2011 – 30 Apr 2013

6. En. Koshy Thomas
1 Aug 2010 – 31 Jul 2012

7. YBhg. Datuk Dr. Rebecca Fatima Sta Maria
7 Dec 2010 – 6 Dec 2012

8. YBhg. Dato' Adissadikin Ali
1 Apr 2011 – 31 Mar 2013

9. Dr. Wong Lai Sum
22 Aug 2011 – Kini / **Present**



Jawatankuasa Audit

Audit Committee

1. YBhg. Dato' Wong Siew Hai

Pengerusi / **Chairman**

22 Nov 2005 – 30 Jul 2012

2. YBhg. Dato' Hazimah Zainuddin

1 Jun 2011 – 31 May 2013

3. En. M. Nagarajan

1 Jun 2011 – 31 May 2013

4. En. Koshy Thomas

1 Aug 2008 – 31 Jul 2012

5. YBhg. Tan Sri Datuk

Mustafa Mansur

1 May 2011 – 31 Apr 2013



Pengurusan Kanan 2011/2012

Senior Management 2011/2012

1. Dr. Wong Lai Sum

Ketua Pegawai Eksekutif (Ogos 2011-kini)
Chief Executive Officer (Aug 2011-present)

YBhg. Dato' Noharuddin Nordin

Ketua Pegawai Eksekutif (Jan-Ogos 2011)
Chief Executive Officer (Jan-Aug 2011)

2. YBhg. Dato' Mohamad Kamarudin Hassan

Timbalan Ketua Pegawai Eksekutif
Deputy Chief Executive Officer

3. YBhg. Dato' Zakaria Kamarudin

Timbalan Ketua Pegawai Eksekutif
Deputy Chief Executive Officer

4. Pn. Susila Devi

Pengarah Kanan, Bahagian Perancangan & Strategik
Senior Director, Strategic Planning Division

5. En. Jamaludin Hussain

Pengarah Kanan, Bahagian Khidmat Pengurusan
Senior Director, Management Services Division

6. YBhg. Dato' Dzulkifli Mahmud

Pengarah Kanan, Bahagian Pembangunan Pengeksport
Senior Director, Exporters Development Division

7. YM Raja Nor Zihan Raja Mohsin

Pengarah, Seksyen Pengurusan Teknologi Maklumat
Director, Information Technology Management Section

8. En. Md. Silmi Abd Rahman

Pengarah, Seksyen Pengangkutan, Logistik,
Jentera dan MRO, BGPP II
Director, Transport, Logistic, Machinery
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9. Pn. Wan Norma Wan Daud
Pengarah, Bahagian *Cross Border*
Director, *Cross Border Division*

10. En. Wan Latiff Wan Musa
Pengarah, Seksyen Kesihatan & Produk
Persekitaran, BGPP I
Director, *Health and Environmental Products*
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11. En. Zulkepli Mohd Perai
Pengarah, Seksyen Perkhidmatan Profesional
& Pembinaan, BGPP II
Director, *Professional and Construction Services*
Section, BGPP II

12. En. Abu Bakar Koyakutty
Pengarah, Seksyen Minyak & Gas dan
Bahan Kimia, BGPP I
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13. Pn. Aureen Jean Nonis
Pengarah, Seksyen Gaya Hidup, BGPP II
Director, *Lifestyle Section*, BGPP II

14. En. Mohd Aminuddin Sham Tajudin
Pengarah, Seksyen Makanan Biotech,
Halal & Herba, BGPP I
Director, *Food, Biotech, Halal & Herbal Section*,
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15. En. Ong Yew Chee
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Tumpuan Promosi Ekspor
Highlights of Export Promotion



Menjana Pertumbuhan Melalui Penjenamaan

Dalam usaha MATRADE untuk menjana pertumbuhan eksport, program promosi eksport baharu telah diperkenalkan, termasuk penjenamaan produk dan kepakaran dalam industri perkhidmatan Malaysia. Beberapa acara berskala besar telah dianjurkan secara tahunan bagi mempromosi produk dan perkhidmatan Malaysia ke pasaran global. Acara tersebut adalah *International Trade Malaysia (INTRADE)*, *Malaysia International Halal Showcase (MIHAS)* dan *Malaysia Services Exhibition (MSE)*.

MATRADE turut menyertai acara terkenal di peringkat antarabangsa bagi memperolehi pengiktirafan dunia terhadap keupayaan Malaysia. Antaranya adalah *I Saloni Milan* untuk rekabentuk perabot serta menggunakan acara mega antarabangsa yang terkenal sebagai landasan untuk mempromosikan industri kreatif seperti *Re/Mixed: The Horizon of Sustainable Architecture* di Jepun. *Malaysia Kitchen Programme* yang diadakan di pasaran terpilih di Eropah, Amerika Syarikat, Australia dan New Zealand merupakan usaha penjenamaan negara melalui promosi restoran yang menyajikan masakan Malaysia.



Generating Growth Through Branding

In MATRADE's efforts to generate export growth, new export promotion programmes were introduced, including to brand Malaysian products as well as expertise in the services industry. Several large scale annual events were organised to promote Malaysian products and services to the global market. These events are International Trade Malaysia (INTRADE), Malaysia International Halal Showcase (MIHAS) and Malaysia Services Exhibition (MSE).

MATRADE also participated in renowned international events for selected sectors such as I Saloni Milan for furniture design and leveraged on mega event to promote its creative industry such as Re/Mixed: The Horizon of Sustainable Architecture in Japan. The Malaysia Kitchen Programme in selected markets in Europe, USA, Australia and New Zealand is a part of country branding through the promotion of restaurants serving Malaysian cuisines.



YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa & Industri, Merasmikan Pembukaan INTRADE 2011, November 22-24
YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry, Opening ceremony INTRADE 2011, November 22-24

Lebih RM230 juta jualan dijana di INTRADE 2011

Over RM230 million sales generated at INTRADE 2011

367 Pempamer
154 Pempamer luar dari **15** negara
367 Exhibitors
154 Foreign Exhibitors from 15 countries

8,900 pelawat
 dari **77** negara
8,900 trade visitors
 from **77 countries**

INTRADE 2011 fokus kepada 10 kluster industri utama
INTRADE 2011 focused on 10 key industry clusters





YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa dan Industri melawat pempamer di INTRADE 2011
YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry visiting exhibitors at INTRADE 2011



Pempamer dari India di INTRADE 2011
Exhibitor from India at INTRADE 2011



Ketua Pegawai Eksekutif MATRADE Dr. Wong Lai Sum menyampaikan anugerah Inovasi INTRADE 2011 'Machinery & Industry Support Cluster' kepada Dr. Goh Chua Woo, Pengerusi RBM Building Machinery Trading Sdn. Bhd. semasa jamuan resepsi INTRADE

CEO of MATRADE, Dr. Wong Lai Sum presents the INTRADE 2011 Innovation Awards for Machinery & Industry Support Cluster's plaque to Dr. Goh Chua Woo, Chairman of RBM Building Machinery Trading Sdn Bhd during the INTRADE dinner reception



Ucapan aluan oleh Pengerusi MATRADE semasa acara pembukaan INTRADE 2011
Welcoming Address by Chairman MATRADE during the opening of INTRADE 2011



Upacara menandatangani Memorandum Persefahaman semasa INTRADE
Signing of MOU during INTRADE



Moderator: Mr. Kamarul Bahrain Haron, Executive Editor, Astro Awani (berdiri/standing)
Ahli Panel/Panelists: Dari kiri/from left, Mr. Hermawan Kartajaya, President & Founder of MarkPlus Inc. Indonesia, YM Tengku Farith Rithaudeen, Group CEO & Founder of Skali Group Malaysia, Mr. Zang Toi, CEO and Founder of 'House of Toi' New York, YM Tengku Rosidar Tengku Zainal Abidin, Executive Chairman & Co-Founder of 1901 Holdings Malaysia, Mr. Subooh B. Sangle, Project Coordinator Mumbai Tiffin Box Suppliers Association, India



YB Dato' Sri Ismail Sabri, Menteri Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK) bersama YBhg. Dato' Mukhriz Tun Mahathir, Timbalan Menteri Perdagangan Antarabangsa & Industri dan YBhg. Dato' Mah Siew Keong, Pengerusi MATRADE merasmikan Pembukaan MIHAS Ke-8. Turut bersama adalah YBhg. Dato' Noharuddin Nordin, Ketua Pegawai Eksekutif MATRADE & YBhg. Tan Sri Dato' Dr Syed Jalaludin Syed Salim Pengerusi, Perbadanan Pembangunan Industri Halal
YB Dato' Sri Ismail Sabri, Minister of Domestic Trade, Cooperative and Consumerism, together with YBhg. Dato' Mukhriz Tun Mahathir, Deputy Minister International Trade & Industry and YBhg. Dato' Mah Siew Kong, MATRADE Chairman officiate the Opening of 8th MIHAS. Accompanying them are YBhg. Dato' Noharuddin Nordin, CEO MATRADE & YBhg. Tan Sri Dato' Dr Syed Jalaludin Syed Salim, Chairman Halal Industry Development Corporation



YB Dato' Sri Ismail Sabri, melawat pempamer di MIHAS 2011
YB Dato' Sri Ismail Sabri, visiting exhibitor at MIHAS 2011



Pembeli dari luar negara di MIHAS 2011
Foreign buyers at MIHAS 2011



Sesi perbincangan perniagaan
Business meeting in session

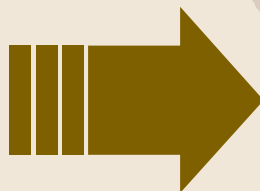
MIHAS Sumber Global bagi Produk & Perkhidmatan Halal

MIHAS the Global Source for Halal Products & Services

Misi Belian / In-Coming Buying Mission

632 Pengeksport Malaysia
Malaysian Exporters

497 Pembeli Asing
Foreign Buyers



Menjana Jualan sebanyak
Generated Sales of

RM514.84 juta / million

MIHAS atau Pameran Halal Antarabangsa Malaysia telah berkembang dengan jayanya sejak beberapa tahun lalu sebagai jenama kepada promosi produk dan perkhidmatan halal Malaysia ke pasaran global.

Seramai 385 pempamer dari 32 negara menyertai MIHAS 2011 pada 6-9 April. Pameran ini dikunjungi lebih 16,000 pelawat.

Komponen utama kejayaan MIHAS setiap tahun adalah Program Misi Belian (IBM) yang merupakan platform yang berkesan khususnya bagi Entepriis Kecil dan Sederhana (EKS) Malaysia bertemu dengan pembeli antarabangsa.

MIHAS or Malaysia International Halal Showcase has grown over the years to become a successful branding exercise for Malaysian halal products and services to the global market.

A total of 385 exhibitors from 32 countries participated in MIHAS 2011 from April 6-9. The exhibition received over 16,000 visitors.

The key business component in MIHAS annually is the In-Coming Buying Mission (IBM) which acted as a cost effective platform in particular for Malaysian Small & Medium Enterprise (SME) to meet foreign buyers.



Gerai pameran di MIHAS 2011 / Exhibition booths at MIHAS 2011



Pempamer Indonesia mempromosi produk makanan yang diproses di MIHAS 2011
 Indonesian exhibitor promoting processed food at MIHAS 2011



Pertemuan perniagaan yang diaturkan sempena MIHAS 2011
 Business meeting arranged during MIHAS 2011



Pempamer dari Republik Rakyat China menawarkan produk pembungkusan
 Exhibitor from China promoting packaging products

MSE - Menjenama Perkhidmatan Malaysia di Seluruh Dunia

MSE - Branding Malaysia's Services to the World



MSE 2011 dirasmikan oleh YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa dan Industri dan HH Sheikha Lubna Khalid Al Qasimi, Menteri Perdagangan Luar UAE
MSE was officiated by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry and Her Highness Sheikha Lubna Khalid Al Qasimi, Minister of Foreign Trade UAE



Pavilion MSE 2011 / MSE 2011 Pavilion



Pelancaran Direktori Perniagaan Malaysia-UAE
Launching of the Malaysia-UAE Business Directory

Pameran MSE 2011 telah diadakan di Abu Dhabi pada 17-20 April dengan penyertaan 95 pembekal perkhidmatan dan wakil industri serta agensi berkaitan. Sebanyak 86 projek bernilai RM5.61 bilion telah dirunding oleh peserta Malaysia dengan rakannya dari Emiriyah Arab Bersatu, Arab Saudi, India, Oman, Kuwait, Qatar dan United Kingdom.

MSE 2011 was held in Abu Dhabi from April 17-20 with the participation of 95 service providers and representatives from related industries and agencies. A total of 86 projects worth RM5.61 billion were negotiated by Malaysian participants with potential partners from UAE, Saudi Arabia, India, Oman, Kuwait, Qatar and United Kingdom.



Sesi pertemuan rakan perniagaan antarabangsa
International Partner Business Meeting in session

Mendedah Kreativiti Malaysia ke Pasaran Luar

Unveiling Malaysia's Creativity Overseas

Rekabentuk arkitek Malaysia dipergayakan di Re/Mixed / Malaysia architectural design on display at Re/Mixed



Re/Mixed: The Horizon of Sustainable Architectural Design of Malaysia and Japan

MATRADE dengan kerjasama Pertubuhan Arkitek Malaysia telah menganjurkan Pameran Senibina Kontemporari Terbaik Malaysia bersempena Kongres Senibina Dunia 2011 di Tokyo pada 2-9 September. Kongres ini dihadiri hampir 10,000 arkitek dari 128 negara. Pameran bertemakan '*Re/Mixed: The Horizon of Sustainable Architectural Design of Malaysia and Japan*' memperkenalkan konsep senibina mesra alam Malaysia melalui 37 model senibina.

Re/Mixed: The Horizon of Sustainable Architectural Design of Malaysia and Japan

Capitalising on the presence of almost 10,000 architects from 128 countries at the 24th World Congress of Architecture 2011 held in Tokyo from September 2-9, MATRADE in collaboration with Malaysia Institute of Architects (PAM) showcased the best of Malaysian contemporary architecture in conjunction with the Congress. The exhibition entitled, '*Re/Mixed: The Horizon of Sustainable Architectural Design of Malaysia and Japan*', served as a good platform to introduce Malaysia's concept of environment-friendly architecture through 37 architectural models.



Pavilion Malaysia di I Saloni Milan 2011 / Malaysia Pavilion at I Saloni Milan 2011.



Pavilion Malaysia di Salone Internazionale del Mobile, Milan, (I Saloni 2011)

Pameran I Saloni 2011 kali ke-50 telah berjaya menarik lebih 321,000 pengunjung dan mendapat liputan meluas daripada lebih 5,300 wakil media tempatan dan antarabangsa. MATRADE menyelaras penyertaan syarikat Malaysia di pertunjukan rekabentuk perabot yang terkemuka di dunia untuk mempromosi rekaan perabot kayu getah yang bersesuaian dengan gaya hidup moden.

Pameran tersebut menjadi platform terbaik untuk menyerlahkan keupayaan Malaysia dalam menghasilkan perabot bertaraf dunia di bawah konsep Pengeluar Reka Bentuk Asal (ODM).



Malaysian Pavilion at Salone Internazionale del Mobile, Milan, (I Saloni 2011)

Being the 50th edition, I Saloni 2011 attracted over 321,000 visitors and received extensive coverage from more than 5,300 local and international media representatives. MATRADE coordinated the participation of Malaysian companies at the world's most important furniture design show to promote rubber wood furniture pieces designed to complement modern living.

The exhibition is the best platform to highlight Malaysia's ingenuity and capability to produce world class furniture under Original Design Manufacturer's (ODM) concept.



Peserta sedang menikmati masakan Malaysia semasa Program *Malaysia Kitchen Food Market* di Sydney, Australia
Participants sampling Malaysian cuisine during *Malaysia Kitchen Food Market* Programme in Sydney, Australia

Meningkatkan Eksport Makanan Melalui Kaedah Kreatif - *Malaysia Kitchen Programme* Increasing Food Exports Through Novel Ingenuity - *Malaysia Kitchen Programme*



Malaysia Night di Trafalgar Square, London, salah satu aktiviti Malaysia Kitchen Programme yang memenangi Brand Event Award For The Best Event di UK (Leisure Category)
 Malaysia Night at Trafalgar Square, London, one of the Malaysia Kitchen Programme activities which won the Brand Event Award For The Best Event in the UK (Leisure Category)



Peserta Program Keraian Media di Kuala Lumpur
 Participant of Media Hospitality Programme in Kuala Lumpur



Penulis dari luar negara sedang mendapatkan tips dari Datuk Chef Wan
 Foreign food writers getting tips from Datuk Chef Wan



Demonstrasi masakan makanan Malaysia
 Cooking demonstration on Malaysian cuisine



Mempelbagaikan Pertumbuhan Melalui Sektor Baru

Diversifying Growth Through New Sectors

Menerusi Program Transformasi Ekonomi (ETP), 12 Bidang Ekonomi Utama Negara (NKEA) telah dikenalpasti sebagai pemacu pertumbuhan masa depan negara. Sejalan dengan agenda ekonomi negara, MATRADE telah memperkenalkan program promosi eksport untuk tiga sektor yang dikenalpasti iaitu Perkhidmatan Penyelenggaraan, Pembaikan dan Baik Pulih (MRO), Teknologi Hijau, dan Perkhidmatan Minyak dan Gas pada tahun 2011. Memandangkan terdapat potensi eksport yang besar bagi bidang pembinaan dan teknologi komunikasi dan maklumat, aktiviti promosi untuk sektor ini terus dipergiatkan.

The government's Economic Transformation Programme (ETP) had identified 12 NKEAs that are significant engines of future growth. In 2011, in aligning itself to the government's economic agenda, MATRADE initiated export programmes for three of the identified sectors, Maintenance, Repair and Overhaul (MRO), Green Technology, as well as Oil and Gas services. Given the great export potential for construction and ICT, MATRADE continued to intensify its promotional activities for these sectors.

Merintis Eksport Perkhidmatan MRO

Pioneering Export of MRO Services

Perkhidmatan Penyelenggaraan, Pembaikan dan Baik Pulih (MRO) adalah salah satu projek permulaan yang dikenalpasti bagi Sektor Perkhidmatan Perniagaan di bawah ETP. Sumbangan MATRADE dalam agenda ini adalah dengan memperkenalkan keupayaan MRO Malaysia ke pasaran global. MATRADE menganjurkan Misi Pemasaran Khusus ke Hamburg dan Shanghai serta mengatur pertemuan perniagaan di antara syarikat Malaysia dalam bidang aeroangkasa dan maritim dengan syarikat antarabangsa sempena Langkawi International Maritime and Aerospace Exhibition (LIMA) 2011.

Maintenance, Repair and Overhaul (MRO) is one of the entry point projects identified under Business Services of the ETP. MATRADE's contribution towards this agenda is through more focused business to business activities in introducing Malaysia's capabilities in MRO to global markets. MATRADE initiated Specialised Marketing Missions to Hamburg and Shanghai and organised individual business meetings between Malaysian aerospace and maritime companies with global players of this industry in conjunction with LIMA 2011.



Pameran di LIMA 2011 / Exhibit at LIMA 2011



Pameran di LIMA 2011 / Exhibit at LIMA 2011



Pertemuan perniagaan semasa LIMA 2011
Pre-arranged business meeting during LIMA 2011



Misi Pemasaran Khusus ke Shanghai - Mesyuarat bersama June Yao Group
Specialised Marketing Mission to Shanghai - Meeting with June Yao Group



Menjana Gelombang Teknologi Hijau

Green Technology Making Waves

Eksport produk dan perkhidmatan berasaskan teknologi hijau negara semakin meningkat selaras dengan usaha sejagat untuk menghijaukan bumi. Malaysia merupakan antara pengeksport utama peranti semikonduktor fotosensitif, sel-sel photovoltaic (PV) dan diod pemancar cahaya (LED). Malaysia juga mengeksport bahan binaan biokomposit seperti Medium Density Fibreboard (MDF), papan lapis dan panel dalam jumlah yang besar. MATRADE telah menjalankan beberapa aktiviti promosi eksport untuk meningkatkan eksport produk dan perkhidmatan berasaskan teknologi hijau.

Global efforts to green the earth saw the country's exports of green technology products and services on the rise. Malaysia was among the leading exporters of photosensitive semiconductor device, photovoltaic (PV) cells and light emitting diodes (LED). Malaysia also exported fairly substantial amount of biocomposite building materials such as Medium Density Fibreboard (MDF), plywood and panels. To enhance exports of green technology products and services, MATRADE undertook several promotions directly related to the green industry.





Teknologi Hijau Menuju Pasaran Luar

Green Technology Ventures Abroad





YAB Dato' Sri Mohd Najib Tun Abdul Razak, Perdana Menteri, merasmikan IGEM 2011
 YAB Dato' Sri Mohd Najib Tun Abdul Razak, Prime Minister, Officiated IGEM 2011



Pertemuan perniagaan yang diatur sempena IGEM 2011
 Business meeting arranged in conjunction with IGEM 2011

Dalam usaha MATRADE untuk meningkatkan eksport produk dan perkhidmatan teknologi hijau negara, beberapa program promosi khas untuk sektor ini telah dijalankan. Penyertaan MATRADE buat kali pertamanya di Ecobuild, London telah berjaya menjana jualan RM24.43 juta bagi pempamer Malaysia sementara pertemuan perniagaan yang diatitkan semasa Misi Pemasaran Khusus ke Milan dan London menjana jualan sebanyak RM15 juta. Sempena International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) di Kuala Lumpur, MATRADE menganjurkan program misi belian di mana pertemuan perniagaan di antara pembeli asing dengan pembekal produk dan perkhidmatan teknologi hijau Malaysia menjana jualan dan projek bernilai RM175 juta.

In efforts to increase Malaysia's exports of green technology product and services, MATRADE conducted several programmes to promote this sector. MATRADE's participation for the first time at Ecobuild, London, saw Malaysian exhibitors generating sales and projects worth RM24.43 million while the Specialised Marketing Mission to Milan and London generated sales valued at RM15 million. Inconjunction with the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) in Kuala Lumpur, MATRADE organised an In-Coming Buying Mission where business meetings arranged between foreign buyers and Malaysian manufacturers of green technology products and services providers resulted in sales and projects worth RM175 million.







Eksport Sektor Perkhidmatan Meningkat

Services Exports on The Rise

Antara sektor perkhidmatan yang telah mendapat projek-projek penting di luar negara dalam tempoh lima tahun yang lalu adalah perkhidmatan pembinaan, minyak & gas dan ICT. Sebagai sebahagian daripada usaha untuk meningkatkan eksport perkhidmatan, pada tahun 2011 MATRADE terus bekerjasama dengan agensi dan organisasi industri berkaitan untuk mempromosikan sektor ini.

Among the services sectors that have secured significant projects overseas over the past five years were the construction, oil & gas services and ICT. As part of efforts to generate further exports of these services, in 2011 MATRADE continued to collaborate with related agencies and industry organisations to promote these sectors.

Lebih RM3 bilion Projek Pembinaan Diperolehi

Over RM3 billion Construction Projects Secured

Banyak syarikat Malaysia telah meneroka pasaran antarabangsa dalam melaksanakan projek pembinaan dan berjaya menyiapkan projek-projek besar. Dalam tahun 2011 sahaja, syarikat Malaysia telah dianugerahkan lapan projek bernilai lebih RM3 bilion di tujuh negara.

Antara program yang dianjurkan oleh MATRADE untuk mempromosi perkhidmatan pembinaan dan bahan binaan termasuk Misi Pemasaran Khusus ke Sri Lanka, Indonesia dan Iraq serta Projek Qatar yang dirancang khas untuk merebut peluang projek pembinaan sempena persiapan Doha sebagai tuan rumah Piala Dunia 2022.

Eksport perkhidmatan pembinaan Malaysia telah turut menggalakkan permintaan untuk bahan-bahan binaan buatan Malaysia.

Many Malaysian companies have ventured abroad to undertake construction projects and successfully completed major projects. In 2011 alone, Malaysian companies were awarded eight projects in seven countries worth over RM3 billion.

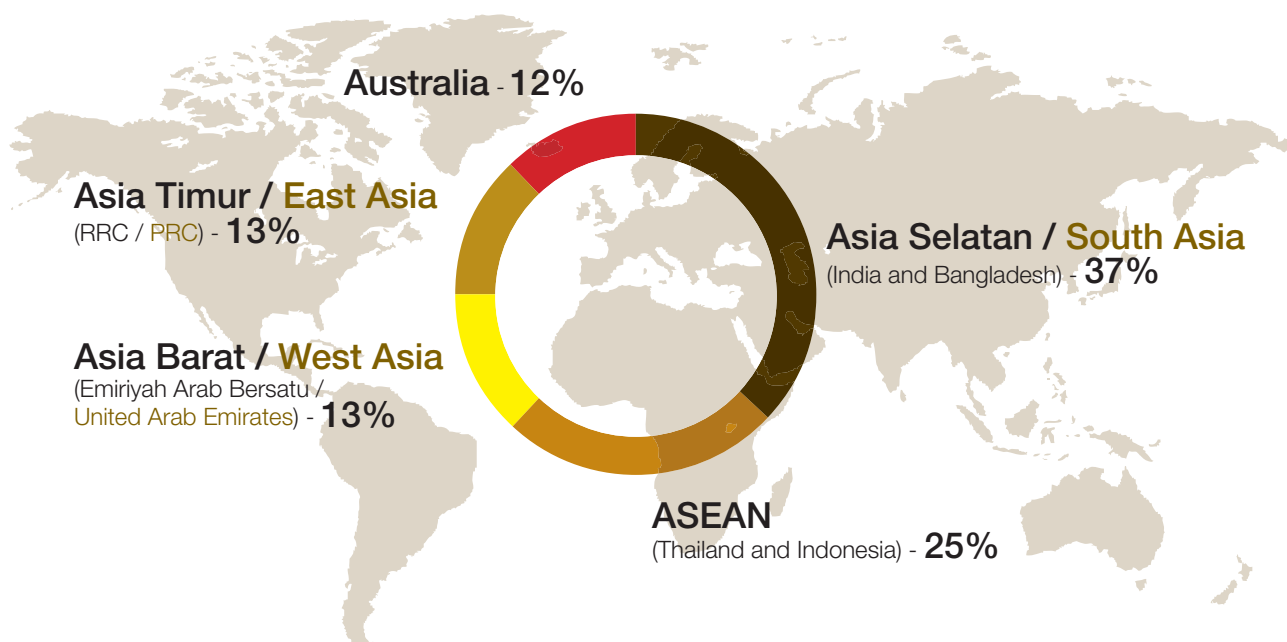
Among MATRADE initiated programmes to promote construction services and building materials were Specialised Marketing Missions to Sri Lanka, Indonesia and Iraq as well as Project Qatar which was organised to capitalise on Doha's preparations being the host to World Cup 2022.

Malaysia's exports of construction services have also fueled the demand for building materials.





Projek Pembinaan Yang Diperolehi Pada Tahun 2011 Mengikut Pasaran Market Share of Construction Projects Awarded in 2011



source CIDB

Peluang Perniagaan Perkhidmatan Minyak & Gas Bernilai RM1.5 bilion

Opportunities in Oil & Gas Services Worth RM1.5 billion

MATRADE mempergiatkan program promosi eksport perkhidmatan minyak dan gas ke pasaran global. Program promosi eksport ini termasuk penganjuran Misi Pemasaran Khusus ke Dubai, Muscat, Kuwait City, Ashgabat, Tashkent dan Yangon, penyertaan di Offshore Arabia, Kuwait Oil & Gas Summit, Offshore Europe di Aberdeen, Basra Oil & Gas 2011 serta mempromosikan perkhidmatan minyak dan gas Malaysia di *World Economic Forum* di Astana, Kazakhstan.

MATRADE enhanced its programme to promote oil and gas services to the international market. The export promotion programme included Specialised Marketing Missions to Dubai, Muscat, Kuwait City, Ashgabat, Tashkent and Yangon, participation in Offshore Arabia, Kuwait Oil & Gas Summit, Offshore Europe in Aberdeen, Basra Oil & Gas 2011 and promoting oil and gas services at the World Islamic Economic Forum in Astana, Kazakhstan.



Penyertaan Syarikat Malaysia di pameran Basra Oil & Gas 2011, Basra, Iraq
Participation of Malaysian companies at Basra Oil & Gas 2011 Exhibition, Basra, Iraq



Pavillion Malaysia di Offshore Europe, Aberdeen, UK
Malaysian Pavilion at Offshore Europe, Aberdeen, UK



Penyertaan syarikat Malaysia di Offshore Europe in Aberdeen, UK menjana projek bernilai RM5.2 juta dan projek dalam rundingan bernilai RM54.7 juta
Participation of Malaysian companies at Offshore Europe in Aberdeen, UK generated projects worth RM5.2 million and projects under negotiation of RM54.7 million

Offshore Europe 2011, Aberdeen, Scotland

Menjana Projek bernilai
Concluded projects worth



RM5.2 juta / million

Projek dalam rundingan
Projects under negotiation



RM54.7 juta / million

Perkhidmatan yang ditawarkan oleh pempamer Malaysia termasuk fabrikasi peralatan pemprosesan dalam industri minyak & gas seperti pengandung tekanan, penukar haba, pembekal baju industri, perisian risiko perniagaan dan operasi untuk industri maritim, pakej laut dalam serta reka bentuk, pembuatan dan pembungkusan peralatan & komponen berputar untuk industri minyak & gas.

Services offered by Malaysian exhibitors included fabrication of processed equipment in oil & gas industry such as; pressure vessels, heat exchangers, suppliers of coveralls, business risks and operational software for maritime industry, deep-sea packaging and design, fabrication and packaging of customised rotating equipment & components for the oil & gas industry.



Lebih RM161 juta Perniagaan ICT Dijana

**Over RM161 million Business
Generated for ICT**



ICT kekal sebagai pemacu utama dalam pertumbuhan ekonomi Malaysia dan telah dikenalpasti sebagai salah satu bidang dalam Bidang Ekonomi Utama Negara (NKEA). Usaha MATRADE dalam mempertingkatkan eksport ICT termasuk menyelaras penyertaan syarikat Malaysia di CeBIT, Hannover, menganjurkan Misi Pemasaran Khusus ke Jakarta dan Manila serta mengendalikan kaunter promosi di EXPO COMM, Mexico City.

ICT remains a key driver in Malaysian economic growth and has been identified as one of the NKEA. MATRADE's efforts to enhance exports of ICT included coordinating the participation of Malaysian companies in CeBIT, Hannover organising Specialised Marketing Missions in Jakarta and Manila and participation through information booth at EXPO COMM, Mexico City.



Rundingan meja bulat sempena Misi Permasaran Khusus ICT, Jakarta, Indonesia / Roundtable Meeting during Specialised Marketing Mission on ICT, Jakarta Indonesia



Pavilion Malaysia di CeBIT 2011
Malaysian Pavilion at CeBIT 2011



Pertemuan perniagaan sempena Misi Permasaran Khusus ICT, Jakarta
Business matching during Specialised Marketing Mission on ICT, Jakarta

Mewujudkan Peluang Perniagaan Melalui Pengembangan Pasaran

Creating Opportunities Through Market Expansion

MATRADE menggandakan usaha membuka peluang perniagaan kepada pengeksport Malaysia di pasaran yang berkembang pesat dan membangun. MATRADE turut memanfaatkan peluang eksport di pasaran di mana Malaysia menandatangani Perjanjian Perdagangan Bebas (FTA). Di pasaran tradisional, MATRADE terus memperkukuhkan eksport produk keluaran Malaysia dengan mempergiat program promosi di Republik Rakyat China, ASEAN, Asia Barat, Asia Selatan, Afrika, Kesatuan Eropah, Amerika Syarikat dan Amerika Latin.

MATRADE intensified its efforts in opening up doors for Malaysian exporters to engage in businesses in fast growing and emerging markets. MATRADE also continued to leverage on opportunities in markets where Malaysia signed Free Trade Agreements (FTA) and for the traditional markets, MATRADE organised programmes to deepen its promotion of industry products where Malaysia's strength are profound. These promotions include those held in the People's Republic of China, ASEAN, West Asia, South Asia, Africa, European Union, USA and Latin America.





YAB Dato' Sri Mohd Najib Tun Abdul Razak, Perdana Menteri, melawat Pavilion Malaysia di CAEXPO, Nanning, 21 Oktober 2011
YAB Dato' Sri Mohd Najib Tun Abdul Razak, Prime Minister, visiting Malaysia Pavilion in CAEXPO, Nanning, October 21, 2011

Malaysia Sebagai Negara Kehormat di CAEXPO 2011 Ke-8

Malaysia Was Country of Honour at 8th CAEXPO 2011

Pempamer di Paviliun Malaysia di pameran *8th China-Asean Expo (CAEXPO)*, Nanning, PRC pada 21-26 Oktober berjaya menjana jualan bernilai RM201.89 juta. Dengan penyertaan yang besar sebanyak 145 syarikat, MATRADE menggunakan peluang ini untuk menjenamakan Malaysia di pameran tersebut. Paviliun Malaysia yang memenangi tiga anugerah telah dirasmikan oleh YAB Perdana Menteri.

Exhibitors at the Malaysian Pavilion in the 8th China-Asean Expo (CAEXPO), Nanning, PRC from 21-26 October had a successful participation, generating sales of RM201.89 million. With the biggest representation of 145 exhibitors MATRADE took the opportunity to brand Malaysia at the exhibition. Malaysian Pavilion which won three awards was officiated by YAB Prime Minister.



Pavilion Malaysia di CAEXPO. / Malaysian Pavilion at CAEXPO.



YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa & Industri di Pavilion Malaysia, WCIF
YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry at the Malaysian Pavilion, WCIF

Menawan Pasaran China Barat Capturing Western China Market

Bertujuan untuk menguasai pasaran Barat China yang mempunyai penduduk seramai lebih 280 juta, MATRADE menyelaras penyertaan syarikat Malaysia di pameran *12th Western China International Fair (WCIF)* pada 18-22 Oktober. Pempamer Malaysia berjaya menjana jualan dan projek bernilai RM43.47 juta bagi perkhidmatan teknologi hijau serta berbagai jenis produk makanan dan minuman.

With the aim of capturing the Western China market with a population of over 280 million, MATRADE organised the participation of Malaysian companies at the 12th Western China International Fair (WCIF) from October 18-22. Malaysian exhibitors were successful in generating sales and projects worth RM43.47 million for services in green technology and sales of various food and beverages products.

Memperkukuhkan Eksport ke Pasaran China Selatan

Accelerating Exports to Southern China

MATRADE menyelaras penyertaan 33 syarikat Malaysia di *110th China Import & Export Fair* atau *Canton Fair* yang merupakan pameran terbesar di dunia. Penyertaan syarikat Malaysia berjaya menjana jualan bernilai RM42.31 juta. Produk yang menarik minat pembeli adalah makanan dan minuman serta produk penjagaan kesihatan.

MATRADE organised the participation of 33 Malaysian companies at the 110th China Import & Export Fair or Canton Fair, the world's largest trade fair which generated sales of RM42.31 million for Malaysian companies. Products of interest were food & beverages and health & wellness products.



Pavilion Malaysia di Canton Fair, Guangzhou / Malaysian Pavilion at Canton Fair, Guangzhou

Memanafaat Ekonomi Terbuka Myanmar

Leveraging on Myanmar's Open Economy



Pertemuan Perniagaan antara usahawan Malaysia dan Myanmar semasa Misi Pemasaran ke Yangon
Business matching between Malaysian and Myanmar Entrepreneurs during the Marketing Mission to Yangon

Pembukaan ekonomi Myanmar pada tahun 2010 memberi impetus yang positif kepada ahli perniagaan Malaysia untuk menorkai pasaran ini dengan lebih mendalam. MATRADE menganjurkan Misi Pemasaran Produk dan Perkhidmatan Am ke Yangon yang menjana jualan serta projek bernilai RM16.68 juta bagi bahan binaan, produk teknologi hijau, perkhidmatan pengiklanan & promosi, perkhidmatan perkapalan & logistik serta khidmat rundingan perniagaan.

The opening up of Myanmar's economy to the world in 2010 is a very positive sign for Malaysian businessmen to explore the market further. MATRADE led a Marketing Mission on General Products and Services to Yangon which generated sales of RM16.68 million for building material, green products, advertising & promotion services, shipping & logistics and business consultancy.

Mengekal Kehadiran di Viet Nam

Sustaining Presence in Viet Nam

Pempamer Malaysia menjana jualan bernilai RM19.90 juta di *Vietnam Expo 2011*, Hanoi. Produk dan perkhidmatan yang dipromosikan di Pavilion Malaysia termasuk produk automotif selepas pasaran serta produk isi rumah dan gayahidup.

Malaysian exhibitors generated sales worth RM19.90 million at the *Vietnam Expo 2011*, Hanoi. Products and services promoted at the Malaysian Pavilion included automotive aftermarket products, lifestyle and household products.



Pavilion Malaysia di Vietnam Expo / Malaysian Pavilion at Vietnam Expo

Menembusi Pasaran Kemboja Yang Berpotensi

Tapping Cambodia's Potential Market

MATRADE dengan kerjasama Majlis Perniagaan Kemboja Malaysia dan Majlis Perniagaan Malaysia di Kemboja menganjurkan *2nd Malaysia Solo Fair* di Phnom Penh. Pempamer Malaysia telah menjana jualan bernilai RM4 juta semasa pertemuan perniagaan yang telah diaturkan.

MATRADE, in collaboration with the Cambodia-Malaysia Business Council and the Malaysia Business Council of Cambodia initiated the 2nd Malaysia Solo Fair in Phnom Penh. Malaysian exhibitors generated sales worth RM4 million during the pre-scheduled business meetings.



Pavilion Malaysia di *2nd Malaysia Solo Fair*, Phnom Penh
Malaysian Pavilion at 2nd Malaysia Solo Fair, Phnom Penh

Majlis Perasmian *2nd Malaysia Solo Fair* di Phnom Penh oleh TYT Pan Sorasak, Ketua Setiausaha Kementerian Perdagangan Kemboja (kiri) dan TYT Datuk Pg. Hj. Mohd Hussein, Duta Malaysia ke Kemboja (kanan)
Opening ceremony of 2nd Malaysia Solo Fair, Phnom Penh by HE Pan Sorasak, Secretary of State for the Ministry of Commerce (left) and H.E Datuk Pg. Hj. Mohd Hussein Ambassador of Malaysia to the Kingdom of Cambodia (right)

Tuan Rumah Piala Dunia 2022, Qatar Menawarkan USD100 bilion Projek

Host of World Cup 2022, Qatar Offers USD100 billion Projects

Penganjuran Piala Dunia 2022 di Doha mewujudkan peluang yang besar bagi industri pembinaan dan bahan binaan untuk mengambil bahagian dalam pelbagai projek pembinaan. Bagi memanfaatkan potensi besar ini, MATRADE telah menyelaras penyertaan syarikat Malaysia di *8th International Construction Technology & Building Material Exhibition* serta menganjurkan Misi Pemasaran Khusus Sektor Pembinaan & Bahan Binaan ke Doha. Pempamer Malaysia telah menjana jualan sebanyak RM19.70 juta.

The hosting of World Cup 2022 in Doha creates huge opportunities for construction and building material industries to partake in various construction projects. Capitalising on this potential, MATRADE coordinated the participation of Malaysian companies at the 8th International Construction Technology & Building Material Exhibition and organised a Specialised Marketing Mission on Construction and Building Material in Doha. Malaysian exhibitors generated RM19.70 million sales.



Emiriyah Arab Bersatu Hub Perdagangan Ke Timur Tengah

UAE Trading Hub To Middle East

Bagi memperluaskan pasaran di Timur Tengah dan Afrika Utara, MATRADE menyelaras penyertaan syarikat Malaysia dalam dua pameran perdagangan utama di Dubai. Pameran *The 16th Gulf Food 2011* yang disertai oleh 44 syarikat Malaysia menjanakan jualan bernilai RM88.15 juta sementara penyertaan oleh 22 syarikat di *Big 5 International Building & Construction Show* menjana jualan serta perkhidmatan bernilai RM59.79 juta.

Aimed at capturing the Middle East and North African markets, MATRADE coordinated the participation of Malaysian companies in two major trade events in Dubai. The 16th Gulf Food 2011 was participated by 44 Malaysian companies that generated sales worth RM88.15 million while the participation by 22 companies in the Big 5 International Building & Construction Show generated sales and services worth RM59.79 million.



Pavilion Malaysia di *The 16th Gulf Food 2011* / Malaysian pavilion at *The 16th Gulf Food 2011*

Memanafaat FTA & Kerjasama Perniagaan di Asia Selatan

Leveraging on FTAs & Business Collaboration in South Asia

India-ASEAN Business Fair (IABF), New Delhi

Bertujuan untuk mengukuhkan kerjasama ekonomi India-ASEAN dengan memanfaatkan Perjanjian Perdagangan Bebas India-ASEAN, MATRADE mengendalikan penyertaan 51 syarikat Malaysia di *India-ASEAN Business Fair (IABF)*, New Delhi. Pempamer Malaysia menjana jualan bernilai RM54.1 serta potensi pelaburan bernilai RM17.5 juta.

India-ASEAN Business Fair (IABF), New Delhi

In strengthening the India-ASEAN economic partnership and leveraging on the India-ASEAN Free Trade Agreement, MATRADE organised the participation of 51 Malaysian companies in the India-ASEAN Business Fair (IABF), New Delhi. The Malaysian exhibitors generated sales of RM54.1 million and investment potentials of RM17.5 million.



YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa & Industri bersama TYT Anand Sharma, Menteri Perdagangan dan Industri, India merasmikan IABF
YB Dato' Sri Mustapa Mohamed, Minister of International Trade Industry together with HE Anand Sharma, Minister of Commerce and Industry, India officiating IABF

Showcase Malaysia, Mumbai

Pameran solo *Showcase Malaysia*, Mumbai, anjuran MATRADE bertujuan meningkatkan perdagangan dua hala antara Malaysia dan India selepas memeterai Perjanjian Perdagangan Ekonomi Komprehensif Malaysia-India. Penyertaan 43 syarikat Malaysia di pameran ini menjana jualan bernilai RM21.6 juta.

Showcase Malaysia, Mumbai

Showcase Malaysia, Mumbai, the single-country trade fair was organised by MATRADE to enhance bilateral trade between Malaysia and India after the signing of Malaysia India Comprehensive Economic Agreement. The participation of 42 Malaysian companies at the fair generated sales and projects worth RM21.6 million.



Rundingan perniagaan semasa *Showcase Malaysia*, Mumbai
Business Meeting during *Showcase Malaysia*, Mumbai

Showcase Malaysia, Dhaka

Pameran solo *Showcase Malaysia 2011*, Dhaka yang diselenggarakan oleh Dewan Perniagaan & Industri Bangladesh-Malaysia dengan kerjasama MATRADE dan Persatuan Selatan-Selatan Malaysia serta disokong oleh Kedutaan Malaysia di Bangladesh, berjaya menjalinkan hubungan perniagaan untuk peserta Malaysia serta menjana jualan dan projek bernilai RM11.01 juta.

Showcase Malaysia, Dhaka

Showcase Malaysia 2011, Dhaka, a single country trade fair organised by the Bangladesh-Malaysia Chambers of Commerce and Industry in collaboration with MATRADE and the Malaysia South-South Association and supported by the Malaysia High Commission in Bangladesh garnered good business contacts for Malaysian companies and generated sales and projects worth RM11.01 million.

Perkhidmatan Logistik Menembusi Pasaran Afrika

Logistic Services Making Inroads in Africa

Misi Pemasaran Khusus Sektor Perkhidmatan Logistik ke bandar pelabuhan Dar es Salaam di Tanzania dan Mombasa di Kenya, yang ulung kali diadakan, telah berjaya menjana potensi perniagaan bernilai RM14.3 juta bagi perkhidmatan perkapalan, logistik dan perkhidmatan kargo bersepadu.

The inaugural Specialised Marketing Mission On Logistic Services to the port cities of Dar es Salaam in Tanzania and Mombasa in Kenya, resulted in potential business of RM14.3 million. This was derived mostly for freight & logistics services and cargo consolidation services.



Meneroka Dimensi Baru di *Malaysia-Africa Business Forum*

Exploring New Dimension at Malaysia-Africa Business Forum



YB Dato' Sri Mustapa Mohamed, Menteri Perdagangan Antarabangsa dan Industri, berucap semasa upacara pembukaan MABF 2011
YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, delivering his opening remarks during the opening of MABF 2011



YAB Tun Mahathir Mohamad, mantan Perdana Menteri, berucap semasa upacara pembukaan MABF 2011
YAB Tun Mahathir Mohamad, former Prime Minister, delivering a keynote address during the opening of MABF 2011

Malaysia-Africa Business Forum (MABF), iaitu inisiatif dibawah *Langkawi International Dialogue* telah diilhamkan oleh YAB Perdana Menteri Malaysia dengan tujuan meningkatkan hubungan perdagangan Malaysia-Afrika. MATRADE menganjurkan Forum ini yang disertai oleh 177 peserta dari 27 negara dan 620 peserta Malaysia.

MABF berjaya mengukuhkan perdagangan Malaysia-Afrika melalui kesedaran yang dipupuk di kalangan syarikat Malaysia mengenai peluang yang ada di Afrika serta mempertingkatkan sinergi kerjasama Malaysia-Afrika.

The Malaysia-Africa Business Forum (MABF), an initiative under the Langkawi International Dialogue was initiated by YAB Prime Minister of Malaysia to enhance trade relations between Malaysia-Africa. MATRADE organised the Forum which saw the participation of 177 participants from 27 nations and 620 from Malaysia.

The MABF managed to strengthen Malaysia-Africa trade through creating awareness amongst Malaysian companies on the opportunities available in Africa and synergising more Malaysia-Africa business cooperation.

Kepentingan Pasaran Eropah Masih Kekal

European Market Remains Important masih kekal

Mengekal Penyertaan di CeBIT 2011

Maintaining Presence at CeBIT 2011



Pertemuan perniagaan di Pavilion Malaysia, CeBIT 2011
Business meeting at Malaysia Pavilion, CeBIT 2011

MATRADE terus menyelaras penyertaan syarikat-syarikat Malaysia di CeBIT 2011 di Hannover, pameran ICT terkemuka di seluruh dunia. Pempamer di Pavilion Malaysia menjana jualan dan perkhidmatan bernilai RM50.2 juta.

MATRADE continued to coordinate the participation of Malaysian companies at CeBIT 2011, Hannover, the renowned world's leading ICT exhibition. Exhibitors at the Malaysian Pavilion generated sales and services worth RM50.2 million.



Syarikat Malaysia sedang berbincang dengan pembeli asing
Malaysian company having business discussion with foreign buyer



Syarikat Malaysia sedang melayan pelawat di Pavilion Malaysia
Malaysian company attending to visitors at the Malaysia Pavilion

Pendekatan Baru Meningkatkan Eksport Melalui *World of Private Labels*

Embarking New Export Approach Through World of Private Labels

Pengilangan untuk label persendirian syarikat dari luar negara merupakan pertumbuhan baharu bagi eksport Malaysia. *World of Private Labels* yang dianjurkan setiap tahun oleh Persatuan Pengilang Label Persendirian di Amsterdam, adalah satu saluran kepada pengeksport Malaysia untuk mewujudkan hubungan dengan peruncit, pasaraya, pasaraya besar, kedai serbaneka, farmasi, pemborong dan pengimport antarabangsa dari seluruh dunia.

MATRADE menganjurkan penyertaan syarikat Malaysia dari sektor makanan dan bukan makanan termasuk sabun susu kambing, minuman segera, kosmetik berasaskan sumber semulajadi, produk kelengkapan rumah berasaskan plastik dan makanan mudah sedia, di pameran ini. Pempamer Malaysia menjana jualan sebanyak RM47.2 juta.

Producing for foreign private labels is a new growth sector for Malaysia's exports. The 'World of Private Label' organised annually by the Private Label Manufacturers' Association (PLMA) in Amsterdam, is one of the avenues for Malaysian exporters to establish contacts with international retailers, supermarkets, hypermarkets, chain stores, department stores, pharmacies, wholesalers, and importers worldwide for this purpose.

MATRADE organised the participation of companies at the exhibition in the food and non-food sectors which included goatmilk soap, instant beverages, natural cosmetics, household plastic products and prepared and ready meals. Malaysian exhibitors generated RM47.2 million sales.

RM22.1 juta Dijana di Semicon West 2011, Amerika Syarikat

RM22.1 million Generated at Semicon West 2011, USA

Dalam usaha menggalak dan meneroka lebih banyak peluang perniagaan bagi produk dan perkhidmatan semikonduktor Malaysia di pasaran Amerika Syarikat, MATRADE menyelaras penyertaan syarikat Malaysia dalam Semicon West 2011. Pelbagai teknologi pembuatan semikonduktor dipamerkan dalam pameran ini.

Produk utama yang dipamerkan oleh syarikat Malaysia termasuk mesin ujian dan automasi reka bentuk pemasangan, perkhidmatan pengilangan OEM secara kontrak, perkakasan persis dan fabrikasi alat ganti dan komponen. Penyertaan Malaysia menjana jualan sebanyak RM22.1 juta.

In an effort to further promote and explore more business opportunities for Malaysia's semiconductor products and services in the US market, MATRADE coordinated the participation of Malaysian companies in Semicon West 2011. The event showcased various technologies for semiconductor manufacturing.

The products and services exhibited by Malaysian companies included testing and automation machines, design and assembly, OEM contract manufacturing services, precision tooling and fabrication of parts and components. The Malaysian participation generated sales of RM22.1 million.



Pavilion Malaysia di Semicon West 2011 / Malaysian pavilion at Semicon West 2011

Menawan Pasaran Penjagaan Kesehatan Brazil

Capturing Brazil's Healthcare Market

Brazil merupakan pasaran terbesar di Amerika Latin dan ekonomi kesembilan terbesar di dunia. Dengan jumlah penduduk kira-kira 190.2 juta, Brazil menduduki tempat kelima negara yang mempunyai penduduk paling ramai di dunia. Di samping itu, saiz pasaran penjagaan kesihatan dianggarkan mencecah USD193.31 juta pada tahun 2011 atau 9.6 peratus daripada KDNK Brazil. Berdasarkan faktor ini, MATRADE telah mengambil bahagian dalam Hospitalar 2011 untuk mempromosi produk perubatan pakai buang dan perabot hospital.

Brazil is Latin America's largest market and the world's ninth largest economy. With a population of approximately 190.2 million, Brazil is ranked fifth most populated country in the world. MATRADE participated in the Hospitalar 2011 to promote medical disposables and hospital furniture to take advantage of the size of the healthcare market in the country which was estimated at USD193.31 billion in 2011 or 9.6 per cent of Brazil's GDP.



Pelawat di Hospitalar. / Visitors at Hospitalar





Tumpuan Pembangunan Pengeksport Highlights Of Exporters Development

Membimbing EKS ke Arena Global

Nurturing SMEs for Global Markets

Antara aktiviti utama MATRADE adalah untuk memastikan pengeksport sentiasa dikemaskinikan dengan maklumat penting yang boleh membantu pengembangan perniagaan di luar negara serta membimbing EKS menceburi pasaran antarabangsa.

Selain daripada berhubung dengan komuniti perniagaan melalui perkhidmatan dalam talian, kemudahan yang ditawarkan serta program yang dijalankan di ibu pejabat, MATRADE turut mendekati komuniti perniagaan melalui lima pejabatnya di Pulau Pinang, Johor Bahru, Kuala Terengganu, Kota Kinabalu dan Kuching.

MATRADE turut menganjur seminar, bengkel dan lawatan industri di seluruh negara bagi mewujudkan kesedaran di kalangan komuniti perniagaan mengenai perkhidmatan dan kemudahan serta insentif kerajaan untuk membantu EKS di bidang eksport.

Among MATRADE's core activities are to keep existing exporters abreast with valuable information that can assist them in their business expansion abroad and to nurture SMEs who are export ready to start their ventures in the international market.

Apart from reaching out to the business community through its online services, facilities offered and programmes conducted at its head office, MATRADE's presence was also felt by the business community at large through its five regional offices located in Penang, Johor Bahru, Kuala Terengganu, Kota Kinabalu and Kuching.

MATRADE regularly conducts programmes and clinics throughout the country to create awareness among the business community on its services and facilities as well as the government's incentives to assist SMEs in their export business. In addition, MATRADE officers also undertake industry visits to companies.

Publicising and disseminating information on Malaysia's varied export products and services to the global business community is another principal service by MATRADE.





Seminar Internet dan Pengeksport, Kuala Lumpur, 14 Julai 2011
Seminar on Internet and Exporters, Kuala Lumpur, July 14 2011

Lebih 2,600 Syarikat Memanfaat Program Pembangunan Eksport MATRADE

More Than 2,600 Companies Benefited From MATRADE's Exporters Development Programme



Penceramah dari Nando's Chickenland Malaysia Sdn Bhd di Seminar "Meneroka Pasaran Global: Menjalankan Perniagaan di Afrika Selatan"
Speaker from Nando's Chickenland Malaysia Sdn Bhd at the seminar "Exploring Global Markets: Doing Business in South Africa"



Panel penceramah dan VIP sempena Seminar Perniagaan Malaysia/Korea
Panel of Speakers and VIPs at Malaysia/Korea Business Forum

Pembangunan & Pemudahan Pengeksport

Sebanyak 4,002 peserta daripada 2,681 syarikat telah memperolehi manfaat daripada program latihan anjuran MATRADE seperti seminar, taklimat dan bengkel untuk meningkatkan kesedaran tentang peluang eksport dan kemahiran pemasaran di kalangan komuniti perniagaan Malaysia. Skop dan topik program merangkumi peningkatan kemahiran, penyelidikan pasaran, pasaran khusus, industri khusus serta piawaian dan peraturan.

Di samping itu, MATRADE turut bekerjasama dengan organisasi luar untuk menganjurkan program peningkatan kemahiran eksport. Antara program yang dijalankan adalah seminar "Exploring Global Markets: Doing Business in South Africa" dengan kerjasama Suruhanjaya Tinggi Afrika Selatan dan seminar "Exploring Global Markets: Business Opportunities in Algeria" dengan kerjasama HSBC dan Majlis Perniagaan Malaysia-Algeria (MABC).

Exporters Development & Facilitation

In 2011, a total of 4,002 participants from 2,681 companies benefited from training programmes organised by MATRADE aimed at increasing awareness on export opportunities and enhancing export marketing skills of the Malaysian business community. The programmes were conducted through seminars, briefings and workshops with scopes covering skills enhancement, market research, market specific, industry specific, as well as standards and regulations.

In addition, MATRADE also collaborated with other organisations to upgrade the skills of Malaysian exporters and businesses. Among the programmes conducted were a seminar on "Exploring Global Markets: Doing Business in South Africa" in collaboration with High Commission of South Africa and a seminar on "Exploring Global Markets: Business Opportunities in Algeria" held in collaboration with HSBC and Malaysia-Algeria Business Council (MABC).



Program MATRADE bersama Usahawan & Pengeksport di Kuala Terengganu / MATRADE's Program with Entrepreneurs & Exporters, Kuala Terengganu

Bertemu Pelanggan Di Seluruh Negera

Meeting Clients Nationwide

Program Outreach MATRADE

MATRADE dengan kerjasama MITI, kerajaan negeri, persatuan perdagangan dan dewan perniagaan telah berjaya menganjurkan tujuh Program MATRADE Bersama Usahawan & Pengeksport di Kuala Lumpur, Ipoh, Pulau Pinang, Tawau, Kuala Terengganu, Johor Bharu dan Kuching yang disertai 1,684 peserta.

Program ini bertujuan untuk memaklumkan komuniti perniagaan Malaysia tentang inisiatif baharu, kemudahan, garis panduan dan aktiviti promosi yang dirancang. Program ini juga bertindak sebagai saluran kepada komuniti perniagaan untuk memberi maklum balas dan input kepada MITI dan MATRADE mengenai isu berkaitan eksport dan langkah-langkah menjadikan Malaysia sebagai pengeksport terkemuka di dunia.

Di samping itu MATRADE turut menyediakan kaunter penerangan sempena 32 pameran perdagangan dalam negeri dan sebanyak 5,854 pertanyaan perdagangan telah diterima semasa program berlangsung. MATRADE juga turut menganjurkan "Program Kenali MATRADE" di Seremban, Shah Alam, Ayer Keroh, Kuantan dan Kota Bharu.

MATRADE Outreach Programme

In 2011, MATRADE in collaboration with Ministry of International Trade and Industry, local state governments, trade associations and chambers of commerce successfully organised seven events entitled MATRADE's Programme with Entrepreneurs & Exporters. The cities covered included Kuala Lumpur, Ipoh, Penang, Tawau, Kuala Terengganu, Johor Bharu and Kuching which saw a total of 1,684 participants.

The programme serves to inform the Malaysian business community on new initiatives, facilities, guidelines and promotion activities planned for the year. This activity also acted as a channel for the business community and industry players to provide feedback and inputs to the Ministry and MATRADE on export related issues and discussed ways on how to enhance exporting community.

In addition, MATRADE also set up information booths at 32 domestic exhibitions and a total of 5,854 inquiries were received during these programmes. MATRADE also organised "Program Kenali MATRADE" in Seremban, Shah Alam, Ayer Keroh, Kuantan and Kota Bharu.

Bantuan Untuk EKS Menerokai Pasaran Eksport

Assistance To SMEs For Venturing into Export Market



Proses pengilangan syarikat dibawah BEDP / Manufacturing process at a company under BEDP

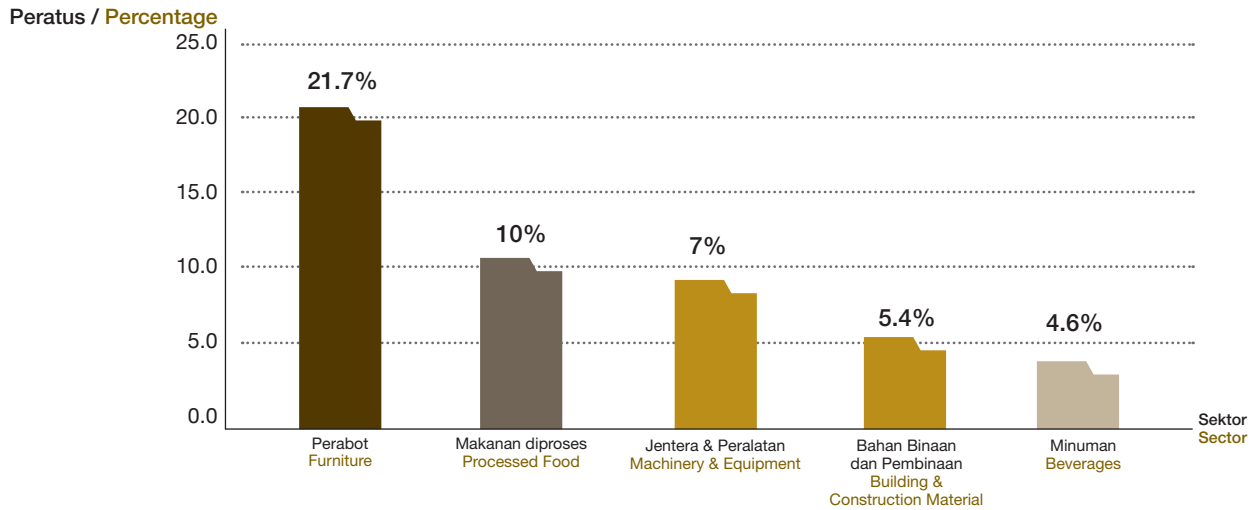
Inisiatif Untuk EKS

MATRADE meneruskan bantuan kewangan melalui Geran Pembangunan Pasaran bagi membantu EKS, yang merupakan 70 peratus daripada syarikat yang berdaftar dengan MATRADE, untuk meneroka dan mengembangkan perniagaan eksport. Carta berikut menunjukkan pembahagian geran yang dikeluarkan kepada EKS pada tahun 2011 mengikut sektor.

Initiatives For SMEs

The high cost of participation in export promotion activities could be a hindrance to SMEs aspiring to venture abroad. To assist SMEs, who constitute almost 70 per cent of companies registered with MATRADE, explore and expand their export businesses, the Market Development Grant, a financial assistance scheme for SMEs in the form of reimbursable matching grants was provided. The following chart shows the breakdown of grants disbursed to SMEs in 2011 by sectors.

Geran Pembangunan Pasaran Yang Dikeluarkan Pada Tahun 2011 Mengikut Sektor Market Development Grant Disbursed in 2011 by Sectors



Bagi membantu Pengeksport Bumiputera dan Wanita, MATRADE menjayakan dua program iaitu Program Pembangunan Pengeksport Bumiputera (BEDP) dan Program Pembangunan Pengeksport Wanita (WEDP). Bantuan diberikan selama tiga tahun kepada syarikat-syarikat terpilih yang memenuhi kriteria, untuk meningkat dan mengembangkan pengetahuan mereka dalam bidang pengeksportan melalui latihan dan aktiviti promosi perdagangan. Pada tahun 2011, sebanyak 29 syarikat menyertai program tersebut.

To assist Bumiputera and Women Entrepreneur Exporters, MATRADE continued the Bumiputera Exporters Development Programme (BEDP) and Women Exporters Development Programme (WEDP). Assistance is given for three years to companies that meet the selection criteria, to enhance and expand their knowledge in the field of exporting through training and trade promotion activities. In 2011, a total of 29 companies participated in the program.



Perkhidmatan makmal oleh syarikat dibawah BEDP / Laboratory service by a company under BEDP

Peserta Program BEDP 2011

Participant of BEDP 2011

Kisah Kejayaan Program Pembangunan Pengeksport Bumiputera
Success Story of Bumiputera Exporters Development Programme

FIKRYSZ

FIKRYSZ merupakan salah satu daripada peserta baharu Program Pembangunan Pengeksport Bumiputera yang dikendalikan oleh MATRADE. Usahawan ini terlibat dalam pengeluaran 27 jenis kopi, teh dan minuman herba yang dipromosikan sebagai minuman penjagaan kesihatan.

Melalui penyertaan di pameran *15th America Food and Beverage Exhibition (AFB 2011)* di Miami, FIKRYSZ menerima pelbagai pertanyaan perdagangan dan permintaan untuk menjadi pengedar di Trinidad dan Tobago, Guyana, Republik Dominica, Jamaica, Haiti dan Barbados. Apabila berakhirnya AFB 2011, MATRADE telah mengatur pertemuan perniagaan antara syarikat tersebut dengan dua pengedar makanan dan minuman ternama berpangkalan di Miami, yang mempunyai rangkaian perniagaan meluas di rantau Caribbean. Rundingan tersebut telah menjana jualan sebanyak USD1.25 juta.

FIKRYSZ

FIKRYSZ is one of the new participants of the Bumiputera Exporters Development Programme, managed by MATRADE. The entrepreneur is involved in the manufacture of 27 different types of coffee, tea and herbal related drinks which are promoted as functional drinks with focus on healthcare.

Through its participation at the 15th America Food and Beverage Exhibition held in Miami, FIKRYSZ received numerous trade enquiries and interest for representation as distributors from Trinidad and Tobago, Guyana, Dominican Republic, Jamaica, Haiti and Barbados. Upon the completion of AFB 2011, MATRADE arranged business meetings for the company with two established distributors of food and beverage based in Miami who have a good network in the Caribbean region. The negotiations generated sales of USD1.25 million.



Seacera Ceramic (M) Sdn. Bhd.

Seacera Ceramic adalah syarikat pemasaran kepada Kumpulan Seacera, salah satu daripada syarikat perintis industri seramik di Malaysia. Kumpulan Seacera telah membina reputasi dalam menghasilkan jubin yang mencapai piawai antarabangsa, setanding dengan pengeluar terkemuka Eropah.

Di bawah Program Pembangunan Pengeksport Bumiputera (BEDP) selama 3 tahun Seacera Ceramic (M) Sdn Bhd telah menyertai pelbagai aktiviti promosi eksport anjuran MATRADE termasuk *Saudi Build 2008 di Jeddah*, *Big 5 Show 2008* di Istanbul, *Worldbex 2009* di Manila, *Design Build 2010* di Sydney dan Lawatan Perniagaan ke Foshan, China dan Rimini di Itali.

Sejak menyertai program ini, jualan eksport syarikat telah meningkat dari RM3 juta kepada RM7 juta bagi tahun kewangan berakhir 2010. Antara pasaran eksport yang berjaya ditembusi oleh syarikat tersebut adalah Singapura, Australia, Sri Lanka, Brunei, Hong Kong dan Emiriyah Arab Bersatu.

Seacera Ceramic (M) Sdn. Bhd.

Seacera Ceramic is a marketing arm of Seacera Group, one of the pioneer companies in the Malaysian ceramic industry. Using European technology and machinery, Seacera Group has built up a reputation of producing tiles of international standards, comparable to leading European manufacturers.

Under the three years Bumiputera Exporters Development Programme, Seacera Ceramic (M) Sdn Bhd participated in various export promotion activities including *Saudi Build 2008* in Jeddah, *Big 5 Show 2008* in Istanbul, *Worldbex 2009*, *Design Build 2010* in Sydney and individual Business Mission to Foshan, China and Rimini in Italy.

Since its acceptance into the Programme, the company's export sales has increased from RM3 million to RM7 million for financial year ending 2010. Among export markets that the company managed to penetrate are Singapore, Australia, Sri Lanka, Brunei, Hong Kong and United Arab Emirates.



Pusat Informasi Perniagaan MATRADE Dimanfaatkan Oleh Lebih 2,700 Pengguna

MATRADE Business Information Centre Utilised By Over 2,700 Users

Pusat Informasi Perniagaan MATRADE (BIC)

Pusat Informasi Perniagaan MATRADE kini merupakan salah satu daripada pusat informasi perniagaan yang paling komprehensif di negara ini dan menjadi sumber utama pelbagai maklumat kepada komuniti perniagaan.

BIC sentiasa dilengkapi dengan maklumat terkini statistik perdagangan, laporan pasaran, profil negara, petunjuk perdagangan, tarif, peraturan dan undang-undang serta berita niaga. Pada tahun 2011, BIC telah menerima 1,759 pertanyaan dan dikunjungi 2,717 pengguna. Pusat ini juga memperolehi 1,189 buah buku, 457 direktori, 1,062 penerbitan berkala dan 116 CD-ROMs/DVDs/VCDs. Pusat ini turut dilengkapi dengan 23 pangkalan data termasuk langganan terbaru iaitu MEED Projects/MEED.com yang menyediakan maklumat komprehensif dan terkini mengenai projek yang sedang dan akan dilaksanakan di Emiriah Arab Bersatu, Arab Saudi, Qatar, Kuwait, Oman, Bahrain dan Yemen. Pangkalan data ini membantu pengguna untuk mengenal pasti prospek perniagaan, menganalisis trend pasaran dan status projek yang sedang dijalankan di negara-negara tersebut.

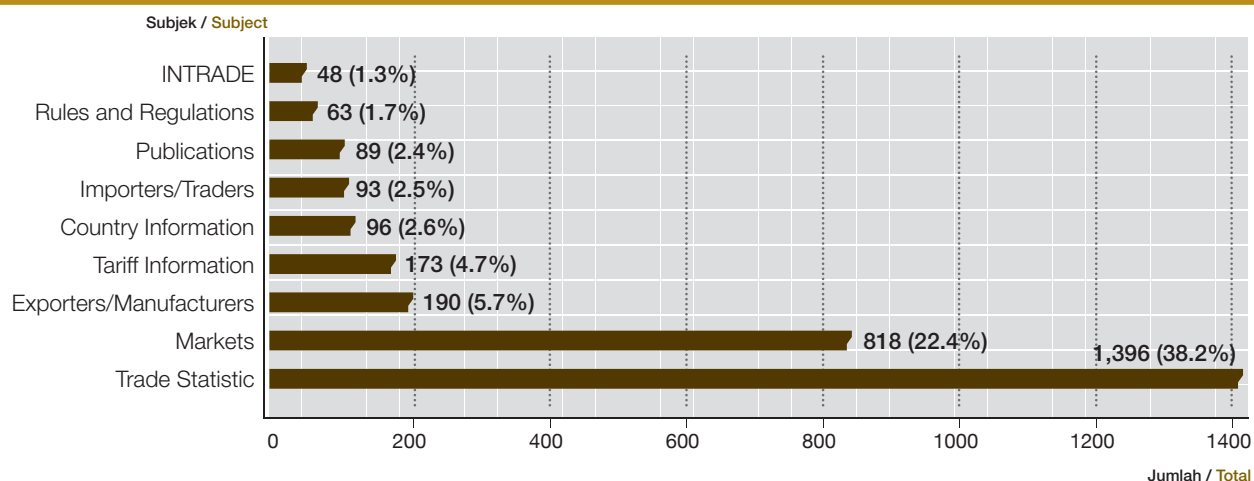
MATRADE Business Information Centre (BIC)

MATRADE Business Information Centre is one of the most comprehensive business libraries in the country. It is a major source of information for the business community, offering a wealth of information.

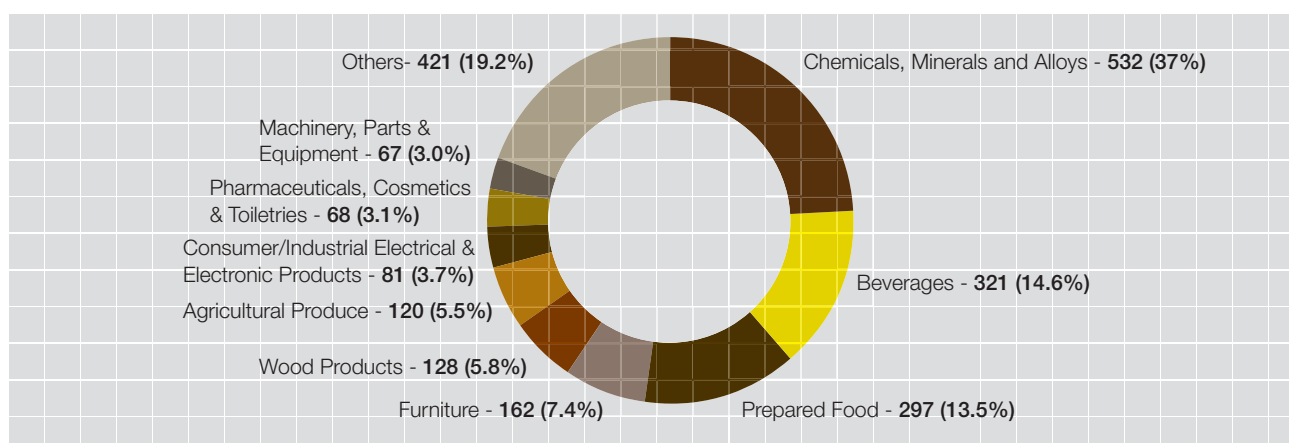
Information in the library is constantly updated with the latest trade statistics, market reports, country profiles, trade leads, tariffs, rules and regulations and business news. In 2011, BIC received 1,759 enquiries and was utilised by 2,717 users. The library also acquired 1,189 books, 457 directories, 1,062 periodicals and 116 electronic sources (CD-ROMs/DVDs/VCDs). BIC is equipped with 23 databases, which included the newly subscribed MEED Projects/MEED.com. It provides comprehensive, up-to-date, upcoming and on-going projects across United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Oman, Bahrain and Yemen. This database helps users to identify business prospects, analyse market trends and determine the status of current, pending and new projects across those countries.



Pertanyaan Perdagangan Mengikut Subjek Reference Enquiries by Subjects



Pertanyaan Perdagangan Mengikut Produk Reference Enquiries by Products



Pengkalan Data Yang Terdapat di BIC MATRADE Online Databases Available In BIC MATRADE

In-House Databases	Subscribed Databases	ITC Market Tools
Malaysian Exporters	World/Global Trade Atlas Online	Trade Map
Foreign Importers	nexis.com	Product Map
Trade Statistics System (Internal Users Only)	Passport GMID	Investment Map
Trade Fairs	eiu.com	Market Access Map
Trade Missions	The Public Ledger	
Incoming Buying Missions	PalmOilis	
Other Promotion Events	Basisnet	
Malaysia Convention and Exhibition	Kompass Extranet	
Export Training Programmes	MEED Projects/MEED.com	
	The Tariff Finder Premium	

Sumber Rujukan Bernilai Kepada Peniaga Malaysia dan Luar Negara

Valuable Source of Reference for Malaysian & Foreign Traders

Penerbitan Bercetak MATRADE

Penerbitan MATRADE termasuk direktori perdagangan, buku panduan pengeksport, majalah, risalah dan petunjuk perdagangan diedarkan secara meluas kepada komuniti peniaga Malaysia dan luar negara, termasuk juga dewan perniagaan, persatuan perdagangan dan industri, majlis perniagaan serta pertubuhan kerjasama perdagangan.

MATRADE telah menerbitkan lima direktori untuk mempromosi pengeksport Malaysia:

- Malaysia Exporters of Electrical & Electronics Directory 2011-2013
- Malaysia Exporters of ICT Malaysia 2011-2012 (kerjasama dengan Perbadanan Pembangunan Multimedia (MDEC) dan Persatuan ICT Kebangsaan Malaysia (PIKOM))
- Malaysia Exporters of Oleo Chemical Directory 2011-2013
- Malaysia Exporters of Automotive Components, Parts and Accessories Directory 2011-2013
- Directory of Buyers-Sellers INTRADE Malaysia 2011

MATRADE Print Publications

MATRADE's publications which include trade directories, exporters' guidebooks, magazines, brochures and trade leads are widely distributed to Malaysian and foreign business communities including chambers of commerce, trade and industry associations, business councils or joint trade associations.

In 2011, MATRADE published five directories to promote Malaysian companies which are currently exporting or are export ready in the industry.

- Malaysia Exporters of Electrical & Electronics Directory 2011-2013
- Malaysia Exporters of ICT Directory 2011-2012 (joint collaboration with Multimedia Development Corporation (MDEC) and the National ICT Association of Malaysia (PIKOM))
- Malaysia Exporters of Oleo Chemicals Directory 2011-2013
- Malaysia Exporters of Automotive Components, Parts and Accessories Directory 2011-2013
- Directory of Buyers-Sellers INTRADE Malaysia 2011



MATRADE juga menerbitkan dua majalah iaitu *Trade Mart* dan *What's New from Malaysia*. *Trade Mart* ialah sebuah majalah dwi-bulanan yang memaparkan berita perdagangan, panduan pengeksport, peluang pasaran, maklumat terkini perniagaan dan program anjuran MATRADE. Setiap isu *Trade Mart* membawa tema yang berbeza. Manakala, majalah *What's New from Malaysia*, adalah penerbitan yang memaparkan produk dan perkhidmatan dari Malaysia yang terbaharu, unik atau inovatif untuk pasaran antarabangsa yang diterbitkan dua kali setahun.

Majalah *What's New from Malaysia* juga terdapat dalam format buletin di www.whatsnew.my

Upcoming Events diterbitkan sebagai saluran maklumat aktiviti promosi terkini kepada pengeksport Malaysia dan komuniti perniagaan. Ia merupakan risalah berbentuk kalendar suku tahunan yang memaparkan pameran perdagangan antarabangsa, kaunter promosi, misi perdagangan dan pelaburan, misi pemasaran khusus serta aktiviti promosi bersama anjuran MATRADE. *International Trade Fairs in Malaysia*, adalah kalendar tahunan yang komprehensif mengenai maklumat terkini pameran perdagangan utama di negara ini.

MATRADE also published two magazines, *Trade Mart* and *What's New from Malaysia*. *Trade Mart* is a bi-monthly magazine featuring trade news, user guide for exporters, market opportunity, business information and programs organised by MATRADE. Each issue of *Trade Mart* brings a different theme. Meanwhile, the magazine *What's New from Malaysia*, is a publication that displays latest products and services from Malaysia, unique or innovative to the international market, published twice a year.

The magazine *What's New from Malaysia* is also available online via www.whatsnew.my

Upcoming Events publishes information on the latest promotional activities for Malaysian exporters and the business community. It is a form of leaflet featuring a quarterly calendar of international trade fairs, promotional counters, and trade investment missions, specialised marketing missions and joint promotional activities organised by MATRADE. *International Trade Fairs in Malaysia* is a comprehensive annual calendar of updates on main trade fairs in the country.

Penyebaran Pantas Peluang Perdagangan

Swift Dissemination of Trade Leads

Penerbitan Elektronik

Trade Leads adalah kompilasi mingguan pertanyaan perdagangan dari luar negara yang ingin mendapatkan produk dan perkhidmatan Malaysia. Terbitan ini disalurkan kepada semua syarikat yang berdaftar dengan MATRADE melalui e-mel dan juga portal myExport. Pada tahun 2011 sebanyak 52 isu *Trade Leads* telah diterbitkan.

Electronic Publication

Trade Leads is a weekly compilation of import enquiries from overseas buyers looking for Malaysian products and services. This issue is extended to all companies registered with MATRADE via e-mail and portal myExport. In 2011 a total of 52 issues of Trade Leads were published.



Mengeksplotasi Faedah FTA

Exploiting Benefits of FTA



Kaunter Informasi FTA di INTRADE 2011 / FTA Information Counter at INTRADE 2011

Tumpuan Rujukan Perjanjian Perdagangan Bebas (FTA) MATRADE

Menyedari kepentingan Perjanjian Perdagangan Bebas (FTA) sebagai satu kaedah untuk mengukuhkan kedudukan pasaran Malaysia di luar negara, MATRADE meneruskan usaha untuk meningkatkan tahap kesedaran komuniti perniagaan Malaysia, terutamanya EKS, tentang faedah FTA.

Tumpuan Rujukan FTA yang diuruskan oleh Unit Pengurusan Perhubungan Pelanggan telah menganjurkan beberapa program untuk mempromosi dan menyebarkan maklumat mengenai FTA. Ini termasuk penyebaran maklumat mengenai produk yang berkelayakan, keutamaan kadar tarif dan prosedur untuk memohon Sijil Asal. MATRADE juga mengumpulkan maklum balas daripada komuniti perniagaan mengenai pelaksanaan FTA oleh Malaysia dan menyalurkan maklumat ini kepada Kementerian Perdagangan Antarabangsa dan Industri untuk penilaian.

Kaunter bantuan khas juga telah ditubuhkan bagi menyediakan khidmat nasihat kepada komuniti perniagaan tempatan dan asing mengenai Perjanjian Perdagangan Bebas. Di samping itu, Portal MATRADE, www.matrade.gov.my turut memaparkan maklumat mengenai FTA.

MATRADE FTA Focal Point

Recognising the importance of Free Trade Agreements (FTA) as a tool for increasing Malaysia's market presence overseas, MATRADE continued its effort to increase the awareness of the Malaysian business community, in particular the SMEs, on the benefits of FTAs.

In 2011, the FTA Focal Point incorporated several programmes to promote and disseminate information on FTAs. These included the dissemination of information on eligible products, preferential tariff rates and the procedure for applying for the Certificate of Origin. MATRADE also gathered feedback from the business community on the FTAs and channelled them back to the Ministry of International Trade and Industry for assessment.

A special helpdesk was also set-up at MATRADE to provide advisory services to both local and foreign business communities on Free Trade Agreements. In addition, MATRADE's Portal, www.matrade.gov.my maintains a section on FTA.

MEEC, Dimana Eksport Malaysia Dipergayakan

MEEC, Where Malaysian Exports Are Brought To Life



Pusat Pameran Eksport Malaysia (MEEC)

MEEC, yang terletak di tingkat dua Menara MATRADE telah diubahsuai selaras dengan keperluan semasa. Pusat pameran tetap berkeluasan 4,500 meter persegi ini mampu menampung 505 syarikat yang merangkumi 30 kluster industri. Direka khas untuk mempamerkan produk dan perkhidmatan syarikat Malaysia yang ingin meneroka pasaran antarabangsa, MEEC mempamerkan produk Teknologi Hijau, E&E, Kimia, Automotif, Getah, Plastik, Farmaseutikal dan produk berasaskan kayu. Sektor perkhidmatan yang berkembang pesat turut dipamerkan termasuk Minyak dan Gas, Pembinaan, Perkhidmatan Perniagaan, Penjagaan Kesihatan dan Pendidikan.

Malaysia Export Exhibition Centre (MEEC)

The MEEC, located on the second floor of Menara MATRADE was refurbished in 2011. The permanent exhibition centre of 4,500 sq. meter is now capable of accommodating 505 companies covering 30 industry clusters. Exclusively designed to display products and services of Malaysian companies who wish to venture abroad, the Centre showcased products on Green Technology, E&E, Chemical, Automotive, Rubber, Plastic, Pharmaceutical and Timber/Wood based product. The rapidly growing services sector is also represented via industries including Oil & Gas, Construction, Business Services, Healthcare and Education.



Para pengunjung ke Pusat ini bukan sahaja boleh mendapatkan maklumat mengenai syarikat yang mempamerkan produk dan perkhidmatan, tetapi juga boleh memohon bantuan daripada pegawai MATRADE untuk mengatur pertemuan perniagaan dengan pengeksport Malaysia. MEEC menerima 2,181 pengunjung dan 2,949 pertanyaan perdagangan dalam tempoh empat bulan beroperasi sejak pengubahsuaian.

Visitors to the Centre can avail themselves to information on exhibiting companies and can also seek the assistance of MATRADE officers to facilitate business meetings with Malaysian exporters. In the year under review, the MEEC received a total of 2,181 visitors after four months of operations and 2,949 trade enquiries.



Inovasi- Kaedah Maju Kehadapan Innovation-The Way Forward

Inovasi-Kaedah Maju Kehadapan

Selaras dengan aspirasi kerajaan untuk menjadikan Malaysia sebagai sebuah negara maju menjelang 2020, keperluan untuk membangunkan perusahaan yang berorientasikan inovasi adalah ketara.

Hasilnya, banyak syarikat Malaysia telah meningkatkan usaha di bidang Penyelidikan dan Pembangunan (R&D) produk dan perkhidmatan untuk menjadi lebih berdaya saing dalam pasaran domestik dan global serta menghasilkan produk dan perkhidmatan yang lebih berinovatif.

Sumbangan MATRADE ke arah meningkatkan ekonomi negara adalah dengan mempromosi dan memberi publisiti kepada produk dan perkhidmatan berinovasi ini di pasaran antarabangsa.

Innovation-The Way Forward

In line with the government's aspiration to make Malaysia a developed nation by 2020, the need to develop innovation-oriented enterprises is important

As a result, many Malaysian companies have stepped up efforts in Research and Development (R&D) of products and services to become more competitive in the domestic and global markets through innovation.

MATRADE's contribution towards raising the country's economy is to promote and publish these innovations to the international market.



Mewujudkan bahagian khas mengenai Inovasi Malaysia di laman web MATRADE

Laman web ini menyediakan maklumat produk dan perkhidmatan berinovasi yang telah dikomersilkan, Kementerian dan Agensi Kerajaan yang terlibat dalam R&D dan pengkomersilan ciptaan Malaysia.

Special section on Innovation in Malaysia through MATRADE's website

The web page provides viewers with a list of innovations and information on Ministries and Government Agencies that are involved in R&D and commercialisation of Malaysian inventions.

Sudut Inovasi di MEEC

Antara produk yang dipamerkan termasuk makanan sejuk beku halal yang sedia dimakan, sistem pemanas air hibrid, cantuman butiran tulang sintetik, penampal dan pelekat berasaskan minyak sawit dan perkhidmatan R&D genomik tumbuhan, propagasi mikro dan pembiakan menggunakan bioteknologi dan proses neocular berteknologi tinggi.

Innovation Section in MEEC

Amongst products on display at the MEEC are microwavable halal frozen ready to eat meals, hybrid hot water systems, granular synthetic bone grafts, palm oil based sealants and adhesive and innovative R&D services of plant genomics, micro propagation and breeding through adoption of biotechnology and high tech neocular processes.

Kluster Inovasi di INTRADE 2011

12 syarikat Malaysia telah menyertai kluster Inovasi di pameran INTRADE 2011. Antara produk-produk yang dipromosikan adalah pelekat ROSKI Green 100 untuk rumput tiruan, asphaltic melt pads untuk industri automotif, Tisu tulang sintetik GranuMas dan ROV solution untuk industri minyak dan gas.

Innovation Cluster at INTRADE 2011

Twelve Malaysian companies made their presence under the Innovation cluster at INTRADE 2011. Among products promoted were ROSKI Green 100 adhesive for artificial grass, asphaltic melt pads for automotive industry, Granumas synthetic bone graft and ROV solution for the oil and gas industries.

Penerbitan MATRADE, "What's New From Malaysia"

Majalah "What's New From Malaysia" diterbitkan dua kali setahun oleh MATRADE memaparkan produk dan perkhidmatan baharu dan berinovatif dari Malaysia. Penerbitan yang diedarkan ke seluruh dunia melalui pejabat perdagangan serta dewan perniagaan asing adalah platform terbaik untuk komuniti antarabangsa, khususnya pedagang bagi memperolehi maklumat terkini mengenai pelbagai produk dan perkhidmatan terbaharu yang dikeluarkan oleh syarikat Malaysia.

MATRADE's publication, "What's New From Malaysia"

Published twice a year the MATRADE publication features new and innovative products and services from Malaysia. The publication which is distributed worldwide through Trade Offices and foreign chamber of commerce is a good source of information for the international community, especially traders to get regular updates on the latest range of products and services made available by Malaysian companies for international consumption.

Artikel yang dimuatkan dalam terbitan ini merangkumi pelbagai industri seperti E&E, aeroangkasa, seni bina, automotif, bioteknologi, penjagaan kesihatan, reka bentuk, teknologi hijau, gayahidup dan sebagainya.

Articles on products and services in the publication covers a wide section which includes electrical & electronics, aerospace, architecture, automotive, biotechnology, healthcare, designs, green technology, lifestyle, etc.





Mengukuh Penyampaian Perkhidmatan
Enhancing Services Delivery





Mengukuh Penyampaian Perkhidmatan

Enhancing Services Delivery

Persekitaran perniagaan semasa dalam ekonomi yang sentiasa berubah memerlukan komuniti perniagaan Malaysia, serta pegawai MATRADE untuk sentiasa mengikuti perkembangan teknologi terkini, trend dan keperluan semasa. Bagi memenuhi keperluan ini, MATRADE telah melaksanakan penstrukturan semula organisasi serta mempelbagaikan program dan inisiatif.

The current business environment in an economy of continuous change requires the Malaysian business community as well as MATRADE's staff to constantly update themselves on the latest technologies, trends and requirements. MATRADE's initiatives included a restructuring exercise and introducing various programmes and initiatives.



Pengstruktur Semula Untuk Perkhidmatan Lebih Baik

Restructuring to Serve Better

Pada tahun 2011, MATRADE menstruktur semula organisasinya dengan mengintegrasikan bahagian produk dan pasaran bagi memenuhi keperluan pengeksport Malaysia secara lebih holistik. Penstruktur semula ini mengambil kira perkembangan semasa perdagangan global dan teras strategik yang digariskan dalam Pelan Induk Perindustrian, Model Ekonomi Baru dan Rancangan Malaysia Ke-10.

Struktur baharu ini membolehkan MATRADE menjadi lebih fokus kepada keperluan pengeksport dalam menghadapi persaingan sengit pasaran dan menyediakan bantuan mengikut keperluan. Ia turut mempertingkatkan pengetahuan pegawai MATRADE tentang industri dan pasaran untuk menyediakan maklumat yang berkualiti kepada pengeksport.

In 2011, MATRADE restructured its organisation, integrating product and market to address the needs of Malaysian exporters in a more holistic manner. The restructuring took into account current developments in global trade and the strategic thrust outlined in the government's New Economic Model and the 10th Malaysia Plan.

The new structure allows MATRADE to be more focused on the needs of the exporters in coping with keen competition in the market place and to assist them by providing customised assistance. It also enhanced the knowledge of MATRADE's officers on the industries and markets to enable them to provide quality information to exporters.



Memperluaskan Rangkaian Global

Widening the Global Network

MATRADE menambah rangkaian globalnya di Istanbul, Turki pada tahun 2011. Turki, yang mempunyai penduduk melebihi 70 juta dengan lokasi yang strategik di antara Eropah Tengah dan Barat dan mempunyai akses ke negara Mediterranean, telah dipilih sebagai batu loncatan kepada produk dan perkhidmatan Malaysia bagi menembusi pasaran rantau ini.

Sebagai anggota Kesatuan Eropah (EU), Turki mengguna pakai sistem kod kastam yang sama seperti EU dan ini membantu memudahkan kemasukan produk Malaysia ke EU. Hubungan rapatnya dengan Eropah Tengah, Balkan dan Mediterranean memberi peluang kepada pengeksport Malaysia untuk mengembangkan perniagaan mereka ke rantau ini melalui kerjasama dengan komuniti perniagaan Turki.

MATRADE added its latest global network of offices, Istanbul, Turkey, in 2011. Turkey with a population of over 70 million and a strategic geographical location being the crossroads between Western and Central Europe as well as linkage to the Mediterranean, was chosen to be the springboard for Malaysian products and services to access the region.

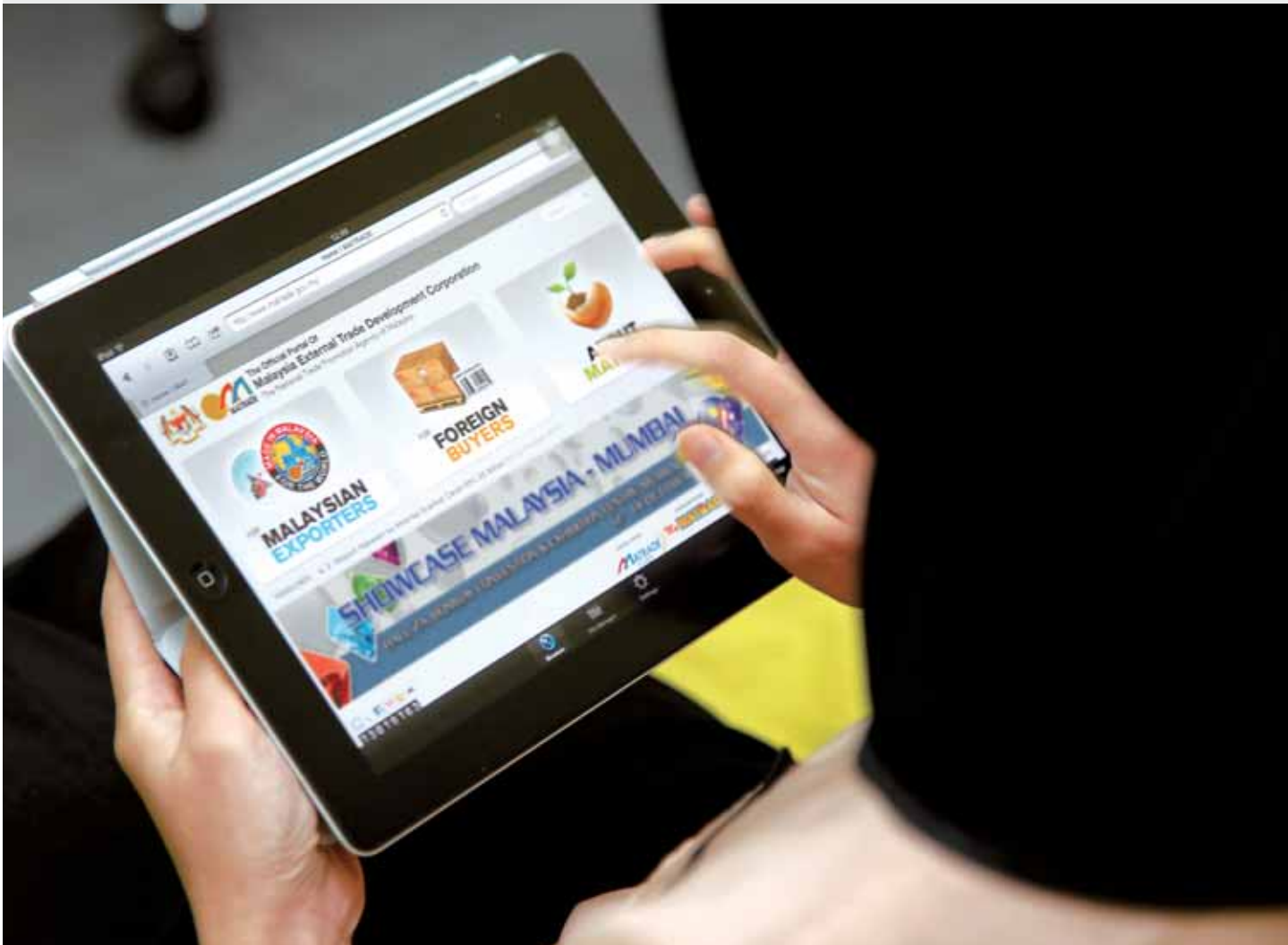
Turkey, being a member of the European Union, adopts similar customs coding system as the EU and this assist in facilitating entry of Malaysian products to the EU. Its close linkage to Central Europe, the Balkans as well as the Mediterranean allows Malaysian exporters opportunities to expand their business to the region through collaborations with the Turkish business community.

Mengukuh Inisiatif ICT Untuk Menjadi Organisasi Mesra Pelanggan

Enhancing ICT Initiatives For A Client Centric Organisation

Dalam usaha untuk menjadi organisasi mesra pelanggan serta menjana nilai, MATRADE sentiasa mengikuti perkembangan terkini trend teknologi dan keperluan pelanggan. MATRADE terus membangunkan infrastruktur IT dan perkhidmatan atas talian untuk meningkatkan kecekapan organisasi serta penyampaian perkhidmatan kepada pelanggan.

In its quest to be a client-centric and value creating organisation, MATRADE keeps abreast with the technological trends and the needs of its clients. In this respect, to improve its organisational efficiency as well as its service delivery to clientele, MATRADE continues to develop and enhance both its IT infrastructure and online services.



Portal MATRADE

Sebagai platform penyampaian utama atas talian, portal MATRADE terus menerima peningkatan pengunjung. E-Direktori Malaysia di dalam portal ini yang menampilkan profil dan imej produk pengeksport Malaysia, telah berjaya menarik lebih daripada 60,000 pengunjung tempatan dan antarabangsa. Untuk memberi perkhidmatan yang lebih baik kepada komuniti perniagaan antarabangsa, beberapa maklumat terpilih daripada portal ini juga boleh didapati dalam bahasa Jepun, Arab, Sepanyol dan Mandarin, di samping Bahasa Inggeris dan Bahasa Malaysia.

Pada tahun 2011, portal MATRADE juga memperolehi pencapaian taraf 5-Bintang dan tersenarai sebagai 10 portal teratas dalam Penilaian Portal dan Laman Web Kerajaan Malaysia. Sebanyak 1,155 portal dan laman web telah dinilai berdasarkan lima kriteria iaitu kandungan, kebergunaan, keselamatan, penyertaan dan perkhidmatan.

MyExport

Untuk membolehkan syarikat Malaysia lebih berdaya saing, maklumat mengenai risikan pasaran, petunjuk perdagangan dan notis tender antarabangsa telah disebarkan melalui *MyExport*. Sejak diperkenalkan pada 2008, sebanyak 2,500 pengeksport telah mendapat manfaat daripada perkhidmatan ini dengan mengakses 1,600 *market alerts*, 4,800 *trade leads* dan 330 *product market studies*. Untuk meningkatkan perkhidmatannya, kaji selidik tahunan di kalangan pengguna *MyExport* telah dijalankan dan hasil kajian menunjukkan bahawa lebih daripada 90 peratus responden berpuas hati dengan kandungan dan perkhidmatan *MyExport*.

Membudayakan ICT

Pembudayaan ICT di kalangan komuniti perniagaan Malaysia dan kakitangan MATRADE telah dijalankan untuk meningkatkan pemahaman dan penggunaan perkhidmatan atas talian MATRADE. Pada tahun 2011, seramai 620 kakitangan MATRADE telah mendapat manfaat daripada 40 latihan berkaitan IT yang telah dijalankan. Seminar anjuran MATRADE untuk komuniti perniagaan juga melibatkan topik berkaitan IT.

Persidangan Video

Untuk melengkapkan saluran komunikasi sediaada berasaskan e-mel dan sistem pesanan segera, MATRADE telah melaksanakan projek perintis Sistem Persidangan Video dengan lima pejabat luar negara iaitu Singapura, Beijing, Dubai, Frankfurt dan New York. Kemudahan ini akan diperluaskan ke pejabat lain di luar negara pada tahun 2012.

MATRADE Portal

As the primary online delivery platform, the MATRADE portal continued to receive increase visitors. The Malaysia e-Directory within the portal, which features the profile and product images of Malaysian exporters attracted more than 60,000 visitors, both local and international. To better serve the international business community, selected relevant information from the portal is also available in the Japanese, Arabic, Spanish and Mandarin languages, in addition to English and Bahasa Malaysia.

In 2011, MATRADE's portal also gained recognition in terms of achieving the 5-Star rating and was positioned as top 10 portals in the Malaysia Government Portals and Websites Assessment. A total of 1,155 portals and websites were evaluated based on five pillars namely content, usability, security, participation and services.

MyExport

To enable Malaysian companies to be competitive, information on market intelligence, trade leads and international tender notices have been disseminated through *MyExport*. Since it was first introduced in 2008, a total of 2,500 exporters had benefitted from this service and can have access to more than 1,600 market alerts, 4,800 trade leads and 330 product and market studies. To improve its service, annual survey amongst *MyExport* users was conducted and the survey result showed that more than 90 per cent of respondents were satisfied with the content and service of *MyExport*.

ICT Acculturation

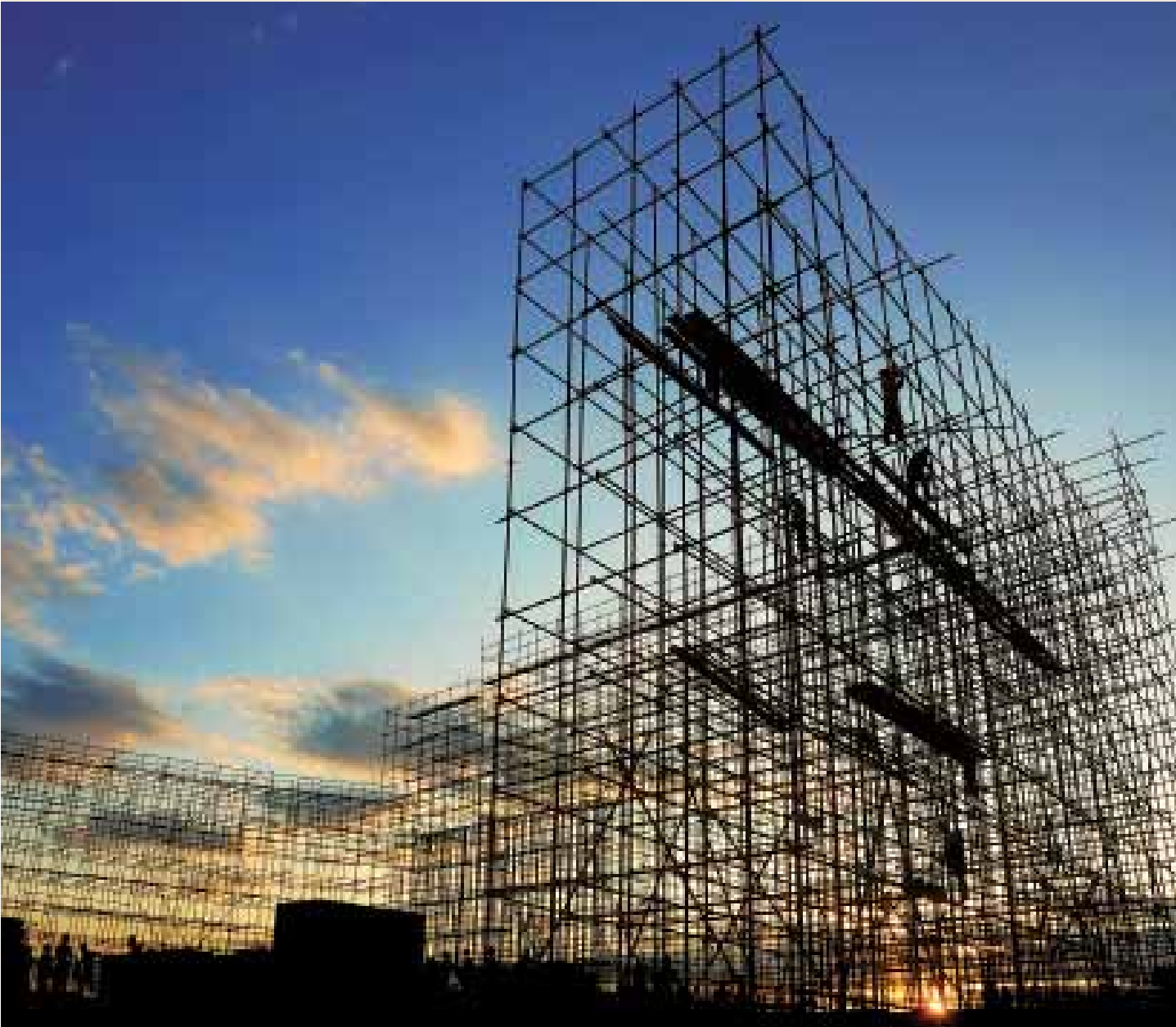
IT acculturation among the Malaysian community and MATRADE personnel was conducted to increase the appreciation and adoption of MATRADE online services. In 2011, 620 MATRADE personnel had benefitted from a total of 40 IT related trainings conducted. IT related topics were also included in MATRADE's seminars to the business community.

Video Conferencing

To complement the existing channel of communication based on email and instant messaging, MATRADE implemented the Video Conferencing System with a pilot implementation at five overseas offices namely Singapore, Beijing, Dubai, Frankfurt and New York and headquarters. This facility will be further extended to the other overseas offices in 2012.

Memperkukuhkan Jalinan Kerjasama Dengan Industri

Institutionalised Collaboration with Industry





Majlis Eksport Perkhidmatan Profesional Kebangsaan (NAPSEC) telah ditubuhkan untuk membantu MATRADE dalam merangka strategi pemasaran yang paling berkesan untuk mempromosi eksport dan meningkatkan daya saing sektor perkhidmatan.

NAPSEC yang merupakan majlis penasihat kepada MATRADE diwakili oleh ahli-ahli daripada badan perkhidmatan profesional, agensi kerajaan yang berkaitan dan persatuan perkhidmatan seperti Institut Kejuruteraan Malaysia, Pertubuhan Arkitek Malaysia, Institut Akauntan Malaysia, Persatuan Industri Komputer Malaysia (PIKOM), Lembaga Pembangunan Industri Pembinaan, Lembaga Jurutera Malaysia, Bank Negara Malaysia dan Unit Perancang Ekonomi. Kerjasama antara sektor awam dan swasta ini telah berjaya merangka hala tuju promosi eksport sektor perkhidmatan profesional. MATRADE merupakan Urusetia kepada NAPSEC.

National Professional Services Export Council (NAPSEC) was established to assist MATRADE in formulating the most effective marketing strategy to export the services sectors and to enhance its competitiveness.

NAPSEC, an advisory council to MATRADE, is represented by members of the professional services bodies, related government agencies and services associations such as Institute of Engineers, Institute of Architects, Malaysian Institute of Accountants, The National ICT Association of Malaysia (PIKOM), Construction Industry Development Board, Board of Engineers, Bank Negara Malaysia and Economic Planning Unit. This collaboration between the public and private sector charts the direction for professional services export promotion. MATRADE is the Secretariat for NAPSEC.

Meningkatkan Profesionalisme MATRADE

Enhancing MATRADE's Professionalism

Warga MATRADE pada tahun 2011 adalah seramai 632 orang termasuk 121 kakitanganambilan tempatan yang bekerja di 43 pejabatnya di luar negara.

Demi mencapai matlamat menjadikan MATRADE sebagai organisasi promosi perdagangan yang berhibawa serta mesra pelanggan, MATRADE telah mengadakan beberapa siri latihan dan program pembangunan sumber manusia untuk mempertingkatkan lagi taraf profesionalisme kakitangannya.

Program-program ini tertumpu kepada peningkatan kemahiran dan pengetahuan dalam bidang kepimpinan, pengurusan, kemahiran bahasa, pengurusan kewangan, pemasaran dan latihan khusus seperti amalan perdagangan antarabangsa. Tiga peperiksaan di peringkat jabatan dan Jabatan Perkhidmatan Awam turut diadakan bagi menilai tahap kemahiran pegawai MATRADE yang merangkumi pelbagai skim perkhidmatan.

Keupayaan memenuhi keperluan komuniti perniagaan Malaysia dan pelanggan antarabangsa juga bergantung kepada keupayaan tenaga kerja MATRADE dalam mengguna teknologi maklumat secara berkesan. Bagi mencapai matlamat ini, beberapa siri latihan ICT untuk kakitangan telah diadakan manakala buletin IT@Work telah diterbitkan untuk menggalakkan penggunaan sistem IT.

MATRADE melalui kerjasama dengan lain-lain Organisasi Promosi Perdagangan seperti *Taiwan External Trade Development Council*, *Korea Trade-Investment Promotion Agency* dan *Hong Kong Trade Development Council*, telah melaksanakan program penempatan sementara untuk pegawai-pegawainya. Seramai 18 pegawai telah mengikuti program ini pada tahun 2011.

Seramai empat pegawai telah menyertai program latihan anjuran organisasi antarabangsa seperti Sekretariat Komanwel, Agensi Pembangunan Kerjasama Antarabangsa Sweden, *Asia Pacific Economic Cooperation* (APEC) dan program latihan bersama antara Jabatan Perkhidmatan Awam & *Japan International Cooperation Agency* (JICA), Unit Perancangan Ekonomi serta Colombo Plan & *Korea International Corporation Agency* (KOICA) .

MATRADE's staff strength in 2011 stood at 632 including 121 locally recruited staff based in its 43 overseas offices.

To achieve its aim in positioning MATRADE as a credible and client-centric trade promotion organisation, MATRADE conducted a series of training and human resource development programmes in 2011 to increase professionalism in its human resource. The programmes focussed on improving skills and knowledge in the areas of leadership, management, language skills, financial management, marketing and job specific trainings such as international trade practices. Three department and Public Services Department examinations to assess MATRADE officials' competencies covering various services schemes were also held.

The ability of meeting the needs of Malaysian business community and international clients also hinges on the ability of its human resource to use Information Technology effectively. With this in mind, MATRADE conducted a series of ICT training for its staff and published IT@Work newsletter which served as a good medium in promoting the adoption of IT system.

MATRADE through its collaboration with other Trade Promotion Organisations such as Taiwan External Trade Development Council, Korea Trade Investment Promotion Agency and Hong Kong Trade Development Council conducted attachment programmes for its officers. A total of 18 officers had completed their attachment programme in 2011.

Four other officers participated in training programmes organised by international organisations such as Commonwealth Secretariat, Swedish International Development Cooperation Agency, Asia Pacific Economic Cooperation (APEC) and the joint training programme between Public Services Department and Japan International Cooperation Agency (JICA), The Economic Planning Unit & Colombo Plan & Korea International Corporation Agency (KOICA).



Eksekutif MATRADE mengikuti kursus *Economic Partnership Programme for Junior Officers in the Field of Human Resource* di Osaka, Jepun pada 14 Jun - 9 Julai 2011
MATRADE executives attending *Economic Partnership Programme for Junior Officers in the Field of Human Resource* in Osaka, Japan from 14 June - 9 July 2011



Memperbudayakan penggunaan ICT dikalangan eksekutif MATRADE / ICT acculturation for MATRADE executives

Profil Warga Kerja MATRADE / Profile of MATRADE Staff







Sumbangan Kepada Pertumbuhan Eksport-
Fokus Strategik MATRADE 2011
Contribution to Export Growth -
MATRADE's Strategic Focus 2011

Sumbangan Kepada Pertumbuhan Eksport - Fokus Strategik MATRADE 2011

Contribution To Export Growth – MATRADE's Strategic Focus in 2011

Pasaran

Strategi promosi eksport MATRADE mengambil kira pelbagai faktor termasuk trend makroekonomi global dan domestik, Program Transformasi Ekonomi dan Rancangan Malaysia Ke-10 serta maklum balas daripada industri.

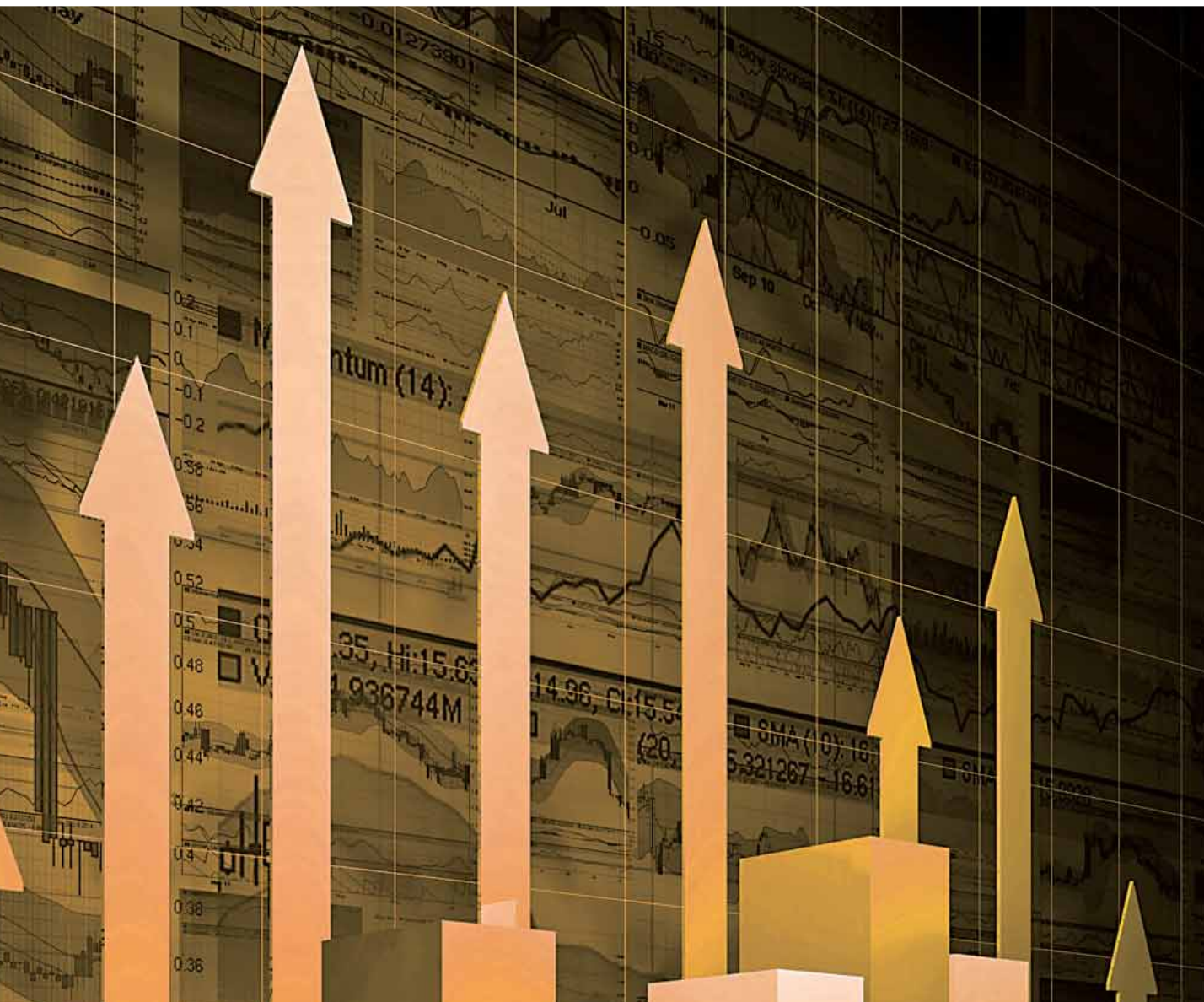
Untuk tahun 2011, aktiviti promosi eksport MATRADE telah dipergiatkan di pasaran yang sedang pesat membangun di Asia, khususnya China, India dan negara-negara Majlis Kerjasama Teluk. Peningkatan aktiviti anjuran MATRADE turut dilihat dalam pasaran baharu dan membangun seperti Afrika, Amerika Latin dan Asia Tengah serta di pasaran yang mempunyai peluang untuk berkembang seperti Myanmar, Kemboja dan Sri Lanka. Aktiviti promosi di rantau pasaran tradisional seperti Amerika Syarikat dan EU diperluaskan dengan menembusi segmen pasaran baharu serta mempertingkatkan visibiliti pasaran dan mengukuhkan kredibiliti produk dan perkhidmatan Malaysia.

Market

MATRADE's export promotion strategy took into account various factors including the global and domestic macroeconomic trends, the Economic Transformation Programme and the 10th Malaysia Plan, as well as feedback from the industry.

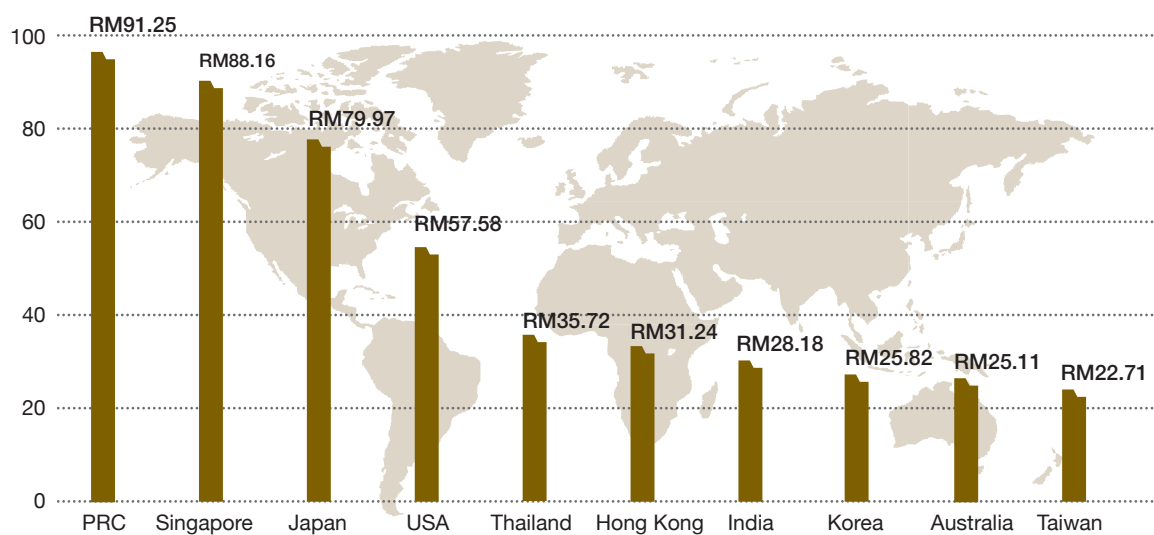
For 2011, MATRADE's export promotion activities were intensified in fast growing markets in Asia, in particular China, India and the Gulf Cooperation Council countries. Increased presence was also seen in new and emerging markets such as Africa, Latin America and Central Asia and in markets with growing opportunities such as Myanmar, Cambodia and Sri Lanka. Promotional activities in traditional regional markets such as USA and EU were optimised by expanding into new market segments as well as enhancing market visibility and strengthening the credibility of Malaysian products and services.





Pasaran Eksport Utama Malaysia Malaysia's Major Export Markets

Jumlah Eksport / Total Exports (RM Billion)



Asia Timur Laut

North East Asia

Asia Timur Laut merupakan destinasi eksport terbesar Malaysia, menyumbang 36.2 peratus daripada jumlah keseluruhan eksport Malaysia bernilai RM694.55 bilion. Eksport ke Asia Timur Laut pada tahun 2011 meningkat sebanyak 12.2 peratus kepada RM251.16 bilion. Produk E&E, gas asli cecair (LNG), minyak sawit, kimia dan produk kimia serta barangan optik dan saintifik secara keseluruhannya menyumbang 73.5 peratus daripada jumlah keseluruhan eksport Malaysia ke rantau ini.

North East Asia was Malaysia's largest export destination, accounting for 36.2 per cent of Malaysia's total exports valued at RM694.55 billion. Exports to North East Asia in 2011 increased 12.2 per cent to RM251.16 billion. E&E products, LNG, palm oil, chemicals and chemical products, as well as optical and scientific equipment, collectively constituted 73.5 per cent of Malaysia's total exports to the region.



Sumbangan kepada Pertumbuhan Eksport - Pasaran Contribution To Export Growth - Markets

Republik Rakyat China (RRC)

Pada tahun 2011, buat kali pertama, RRC muncul sebagai destinasi eksport terbesar Malaysia mengatasi Singapura dengan eksport bernilai RM91.25 bilion, iaitu peningkatan sebanyak 13.9 peratus dari tahun 2010.

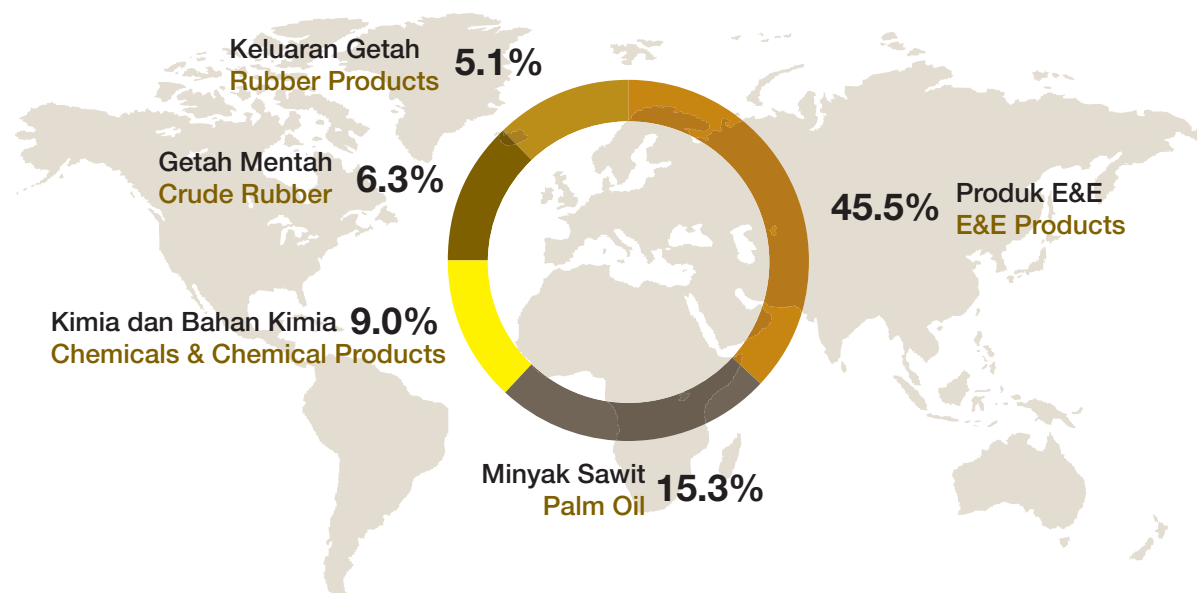
Sektor pembuatan menyumbang 69 peratus daripada jumlah keseluruhan eksport, yang didorong oleh keperluan perindustrian di negara tersebut. Komposisi jumlah eksport mengikut sektor adalah seperti carta di bawah:

The People's Republic Of China (PRC)

In 2011, for the first time, PRC emerged as Malaysia's largest export destination surpassing Singapore with exports worth RM91.25 billion, an increase of 13.9 per cent from 2010.

Manufactures accounted for 69 per cent of total exports, fuelled by the industrial needs of the country. Composition by sector to total exports is as per chart below:

Eksport Utama Malaysia ke RRC Malaysia's Major Exports to PRC



Pada tahun 2011, strategi MATRADE untuk memberi tumpuan promosinya di RRC termasuk Hong Kong terbukti berkesan apabila syarikat-syarikat Malaysia melaporkan jumlah jualan sebanyak RM556.83 juta yang dijana melalui penyertaan mereka dalam aktiviti-aktiviti promosi MATRADE.

In 2011, MATRADE's strategy to concentrate its promotions in China and Hong Kong proved effective when Malaysian companies reported combined sales of RM556.83 million generated through their participation in MATRADE's promotional activities.

Program Promosi Eksport Ke Pasaran RRC dan Hong Kong pada tahun 2011: Export Promotion Programmes for PRC and Hong Kong 2011:

RRC

- *International Food and Beverages Exhibition (SIAL China 2011)*, Shanghai, 18-20 Mei
- *China (Chengdu) 2011 National Food, Wine & Spirits Fair*, Chengdu, Wilayah Sichuan, 25-27 Mei
- Misi Pemasaran Khusus Perkhidmatan Katering dalam Pesawat, Penyelenggaraan, Pembaikan & Baik Pulih dan Perkhidmatan Penjagaan Kesihatan ke Shanghai, 21-23 September
- Misi Perdagangan & Pelaburan ke Chengdu dan Beijing, 17- 22 Oktober
- *The 12th Western China International Fair 2011*, Chengdu, Wilayah Sichuan, 18-22 Oktober
- *8th China-ASEAN Expo 2011*, Nanning, Wilayah Autonomi Guangxi Zhuang, 21-26 Oktober
- *The 110th China Import & Export Exhibition (Canton Fair): Autumn Session*, Guangzhou, Wilayah Guangdong, 31 Oktober - 4 November
- *China Fisheries & Seafood Expo*, 1-3 November
- *15th International Exhibition on Food, Drinks, Hospitality, Foodservice, Bakery, Retail Industry*, (FHC), Shanghai, 16-18 November
- Kaunter Promosi di *China (Ningxia) International Trade and Investment Fair*, Yichuan, Ningxia, 21-25 September

Hong Kong SAR

- *Hong Kong International Jewellery Show 2011*, 4-8 Mac
- *Hong Kong Houseware Fair 2011*, 20-23 April
- *Hong Kong Gifts and Premium Fair 2011*, 27-30 April
- *Hong Kong Food Expo (HOFEX 2011)*, 11-14 Mei

PRC

- *International Food and Beverages Exhibition (SIAL China 2011)*, Shanghai, May 18-20
- *China (Chengdu) 2011 National Food, Wine & Spirits Fair*, Chengdu, Sichuan Province, May 25-27
- *Specialised Marketing Mission on Airline Catering, Maintenance, Repair & Overhaul and Healthcare Services to Shanghai*, September 21-23
- *Trade & Investment Mission to Chengdu and Beijing*, October 17-22
- *The 12th Western China International Fair 2011*, Chengdu, Sichuan Province, October 18-22
- *8th China-ASEAN Expo 2011*, Nanning, Guangxi Zhuang Autonomous Region, October 21-26
- *The 110th China Import & Export Exhibition (Canton Fair): Autumn Session*, Guangzhou, Guangdong Province, October 31-November 4
- *China Fisheries & Seafood Expo*, November 1-3
- *15th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery, Retail Industries*, (FHC), Shanghai, November 16-18
- *Promotion Booth at China (Ningxia) International Trade and Investment Fair*, Yichuan, Ningxia, September 21-25

Hong Kong SAR

- *Hong Kong International Jewellery Show 2011*, March 4-8
- *Hong Kong Houseware Fair 2011*, April 20-23
- *Hong Kong Gifts and Premium Fair 2011*, April 27-30
- *Hong Kong Food Expo (HOFEX 2011)*, May 11-14

Jepun

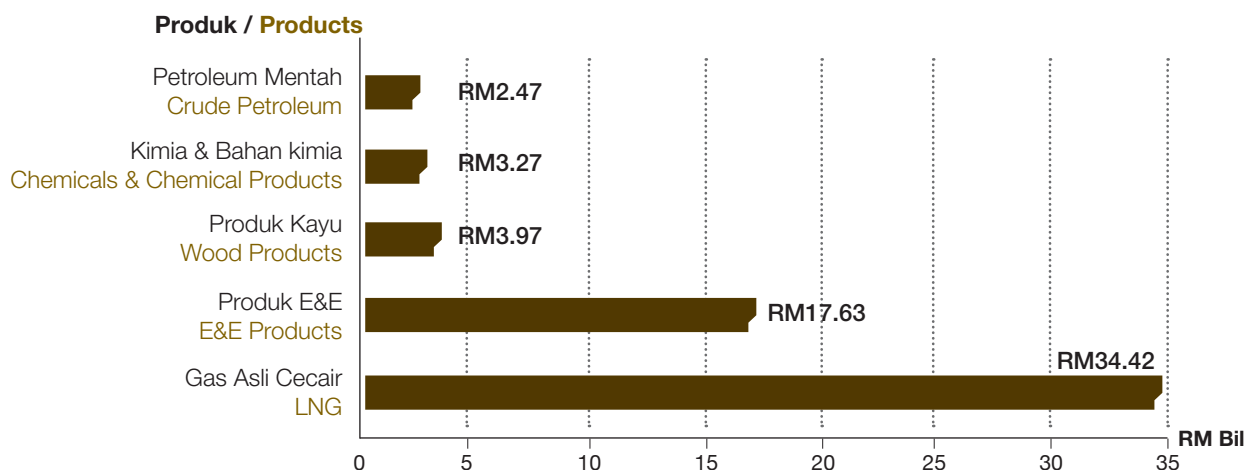
Japan

Jepun kekal sebagai destinasi eksport ketiga terbesar Malaysia pada tahun 2011 dengan mencatat peningkatan sebanyak 19.8 peratus kepada RM79.97 bilion. Eksport LNG dan barangan kayu Malaysia ke Jepun telah meningkat bagi memenuhi keperluan pemulihan negara tersebut. Walau bagaimanapun, eksport barangan produk E&E menurun sebanyak 3.5 peratus kepada RM17.63 bilion, menyumbang 22 peratus daripada jumlah keseluruhan eksport ke Jepun. Eksport utama Malaysia ke Jepun adalah seperti di carta:

Japan remained as Malaysia's third largest single export destination in 2011, registering an increase of 19.8 per cent to RM79.97 billion. Exports of LNG and wood products to Japan increased to meet the recovery needs of the nation. Exports of E&E products however decreased by 3.5 per cent to RM17.63 billion, taking up 22 per cent of total exports to Japan. Malaysia's major exports to Japan is as per chart below:

Eksport utama Malaysia ke Jepun

Malaysia's Major Exports to Japan



Program Promosi Eksport ke Pasaran Jepun pada 2011:

Export Promotion Programmes for Japan Market in 2011:

- *FOODEX Japan 2011*, Tokyo, 1-4 Mac
- *Automotive Engineering Exposition 2011 (AEE)*, Yokohama, 18-20 Mei
- *Re/Mixed Architectural Show*, Tokyo, 5-29 September
- *14th Tokyo Industry Exhibition*, Tokyo, 26-28 Oktober
- Lawatan Kerja Timbalan Menteri MITI ke *Bank of Tokyo-Mitsubishi UFJ (Malaysia) Berhad Invest Malaysia Road Show*, 12-14 Disember
- *FOODEX Japan 2011*, Tokyo, March 1-4
- *Automotive Engineering Exposition 2012 (AEE)*, Yokohama, May 18-20
- *Re/Mixed Architectural Show*, Tokyo, September 5-29
- *14th Tokyo Industry Exhibition*, Tokyo, October 26-28
- Deputy Minister MITI Working Visit *Bank of Tokyo-Mitsubishi UFJ (Malaysia) Berhad Invest Malaysia Road Show*, December 12-14

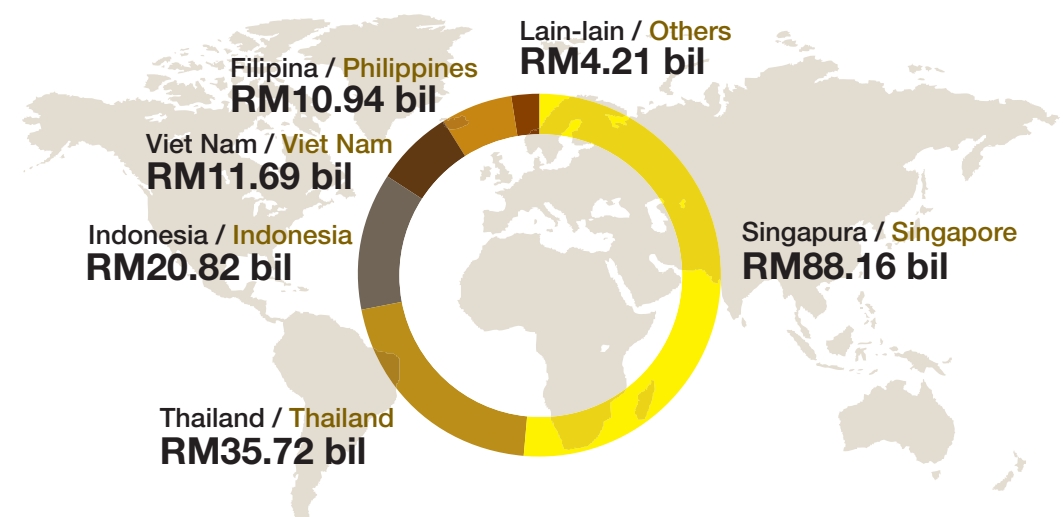


ASEAN

ASEAN menyumbang hampir satu perempat kepada jumlah keseluruhan eksport Malaysia pada tahun 2011. Eksport Malaysia ke ASEAN meningkat sebanyak 5.8 peratus daripada RM162.16 bilion kepada RM171.54 bilion dan menyumbang sebanyak 24.7 peratus kepada jumlah keseluruhan eksport Malaysia. Carta di bawah menunjukkan pasaran eksport utama di ASEAN:

ASEAN accounted for almost a quarter of Malaysia's total exports in 2011. Malaysia's exports to ASEAN increased by 5.8 per cent from RM162.16 billion to RM171.54 billion, accounting for 24.7 per cent of Malaysia's total exports. The chart below shows Malaysia's Major Markets in ASEAN:

Pasaran Utama Malaysia di ASEAN Malaysia's Major Markets in Asean



Pasaran eksport Malaysia yang pesat berkembang di rantau ASEAN ialah Myanmar, Kemboja, Brunei dan Indonesia yang mencatatkan pertumbuhan eksport dua angka. Eksport ke Myanmar melonjak 44.87 peratus kepada RM1.71 bilion.

Malaysia's fastest growing markets within ASEAN were Myanmar, Cambodia, Brunei and Indonesia which recorded double digit export growth. Exports to Myanmar surged 44.87 per cent to RM1.71 billion.

Program Promosi Eksport ke ASEAN pada tahun 2011:

Export Promotion Programmes for ASEAN in 2011:

- Misi Pemasaran Khusus Produk dan Perkhidmatan Am ke Yangon, 28-30 Mac
- *Vietnam Expo*, Ho Chi Minh City, 6-9 April
- *Indobuildtech 2011*, Jakarta, 22-26 Jun
- *2nd Malaysia Solo Fair*, Phnom Penh, 13-15 Julai
- Misi Pemasaran Khusus Sektor Pembinaan & Bahan Binaan ke Jakarta, 26-29 Julai
- *Hospital Expo 2011*, Jakarta, 19-22 Oktober
- Marketing Mission on General Products and Services, Yangon, March 28-30
- Vietnam Expo, Ho Chi Minh City, April 6-9
- Indobuildtech 2011, Jakarta, June 22-26
- 2nd Malaysia Solo Fair, Phnom Penh, July 13-15
- Specialised Marketing Mission on Construction & Building Material, Jakarta, July 26-29
- Hospital Expo 2011, Jakarta, October 19-22

Kesatuan Eropah (EU)

European Union (EU)

EU menyumbang 10.4 peratus daripada jumlah keseluruhan eksport Malaysia. Walaupun berdepan dengan ketidaktentuan ekonomi, namun eksport Malaysia meningkat sebanyak 4.7 peratus kepada RM71.95 billion.

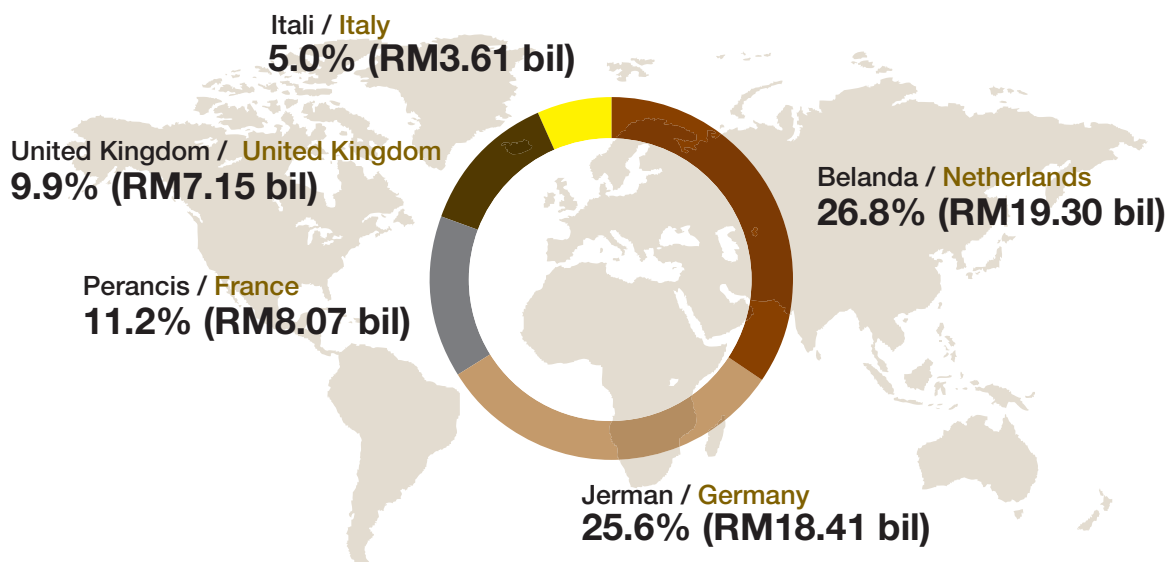
The EU absorbs 10.4 per cent of Malaysia's total exports. Despite the economic uncertainties, exports to the EU increased by 4.7 per cent to RM71.95 billion.

Eksport minyak sawit ke EU mencatatkan pertumbuhan sebanyak 31 peratus atau RM1.63 billion. Produk utama lain yang menyumbang kepada peningkatan eksport adalah getah asli, meningkat 39.9 peratus atau RM1.11 billion, barangan perkilangan logam, terutamanya aloi aluminium dan tiub kuprum, paip, rod, bar dan wayar, 43.7 peratus atau RM746.7 juta, kimia dan produk kimia, 19.2 peratus atau RM682.3 juta, serta peralatan optik dan saintifik, 20.3 peratus atau RM535.9 juta. Carta di bawah menunjukkan pasaran utama Malaysia di Kesatuan Eropah:

Exports of palm oil to the EU registered a growth of 31 per cent or RM1.63 billion to RM6.88 billion. Other major exports which contributed to the increases were crude rubber, increased 39.9 per cent or RM1.11 billion, manufactures of metal, mainly aluminum alloy and copper tubes, pipes, rods, bars and wires, 43.7 per cent or RM746.7 million; chemicals and chemical products, 19.2 per cent or RM682.3 million, as well as optical and scientific equipment, 20.3 per cent or RM535.9 million. Chart below shows Malaysia's major export markets in EU:

Pasaran Eksport Utama Malaysia di EU

Malaysia's Major Export Markets in EU



Program Promosi Eksport ke Pasaran EU pada tahun 2011: Export Promotion Programmes for EU Markets in 2011:

Austria

- Misi Perdagangan dan Pelaburan ke Berlin, Vienna & Paris, 27 Mac - 2 April

Belanda

- *World of Private Labels 2011*, Amsterdam, 24-25 Mei

Itali

- *I Saloni 2011*, Milan, 12-17 April
- Misi Perdagangan dan Pelaburan ke Milan, Stockholm and Oslo, 20 September - 1 Oktober
- Misi Pemasaran Khusus Produk Hijau ke Milan & London, 12-18 November

Jerman

- *CeBIT 2011*, Hannover 1-5 Mac
- Misi Perdagangan dan Pelaburan ke Berlin, Vienna & Paris, 27 Mac - 2 April
- *ANUGA 2011*, Cologne 8-12 Oktober
- Misi Pemasaran Khusus Sektor Industri Aeroangkasa ke Jerman, 13-15 November
- Kaunter Promosi at *BAU 2011*, Munich, 9-10 December

Norway

- Misi Perdagangan dan Pelaburan ke Milan, Stockholm & Oslo, 20 September - 1 Oktober

Perancis

- Misi Perdagangan dan Pelaburan ke Berlin, Vienna & Paris, 27 Mac - 2 April
- *Who's Next*, Paris 2011, 3-6 September

Sweden

- Misi Perdagangan dan Pelaburan ke Stockholm Milan & Oslo, 20 September - 1 Oktober

United Kingdom

- *Interiors Birmingham 2011*, Birmingham, 23-26 Januari
- *ECOBUILD 2011*, London, 1-3 Mac
- Kaunter Promosi di *The Airline Purchasing Expo*, London, 10-12 Mei
- *Oil & Gas Conference and Exhibition 2011*, Aberdeen, 6-8 September
- Misi Pemasaran Khusus Produk Hijau ke Milan & London, 12-18 November

Austria

- Trade and Investment Mission to Vienna, Berlin and Paris, March 27 - April 2

Netherlands

- World Private Labels Exhibition 2011, Amsterdam, May 24-25

Italy

- I Saloni, 2011, Milan, April 12-17
- Trade and Investment Mission to Milan, Stockholm & Oslo, September 20 - October 1
- Specialised Marketing Mission for Green Products to Milan & London, November 12-18

Germany

- CeBIT 2011, Hannover, March 1-5
- Trade and Investment Mission to Berlin, Vienna and Paris, March 27 - April 2
- ANUGA 2011, Cologne, October 8-12
- Specialised Marketing Mission on Aerospace Industry to Germany, November 13-15
- Promotion Booth at BAU 2011, Munich, December 9-10

Norway

- Trade and Investment Mission to Oslo, Milan & Stockholm, September 20 - October 1

France

- Trade and Investment Mission to Berlin, Vienna and Paris, March 27 - April 2
- Who's Next, Paris 2011, September 3-6

Sweden

- Trade and Investment Mission to Stockholm, Milan & Oslo, September 20 - October 1

United Kingdom

- Interiors Birmingham 2011, Birmingham, January 23-26
- *ECOBUILD 2011*, London, March 1-3
- Promotion Booth at The Airline Purchasing Expo, London, May 10-12
- Oil And Gas Conference And Exhibition 2011, Aberdeen, September 6-8
- Specialised Marketing Mission for Green Products to Milan & London, November 12-18



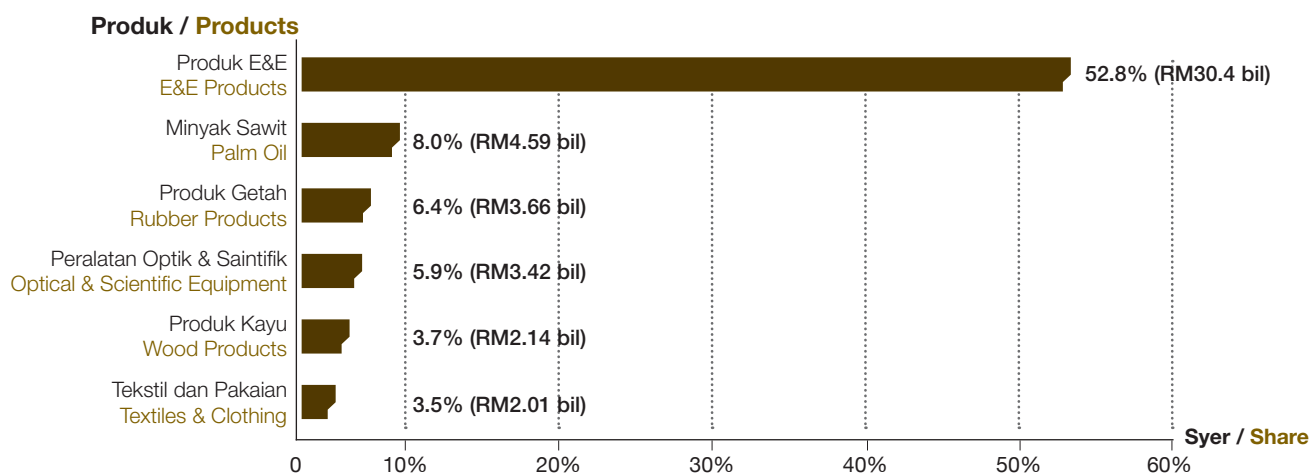
Amerika Utara

North America

Pada tahun 2011, Amerika Syarikat menyumbang kepada lebih 95 peratus eksport Malaysia ke rantau Amerika Utara. Jumlah keseluruhan eksport ke Amerika Utara bernilai RM60.36 bilion.

In 2011, USA contributed to over 95 per cent of Malaysia's exports to the North American region. Total exports to North America was valued at RM60.36 billion.

Eksport Utama Malaysia ke Amerika Syarikat Malaysia's Major Exports to the USA



Program Promosi Eksport ke Amerika Utara pada tahun 2011: Export Promotion Programmes for North America in 2011:

Amerika Syarikat

- Malaysia Kitchen Programme, New York
- Kaunter Promosi di
 - 36th Winter Fancy Food Show, San Francisco, 16-18 Januari
 - Boston Seafood Show, 2011, 20-22 Mac
 - Buildings New York, 2011, 30-31 Mac
 - National Hardware Show, Las Vegas, 10-12 Mei
 - Plastec East New York, 2011, 7-9 Jun
 - 15th American Food & Beverage Show, Miami, 14-16 November
- SEMICON West 2011, San Francisco, 12-14 Julai
- Misi Pemasaran Khusus Sektor Makanan Diproses, Chicago & San Francisco, 13-18 November

Kanada

- Kaunter Promosi di Construct Canada, Toronto, 30 November - 2 Disember

The USA

- Malaysia Kitchen Programme in New York
- Promotion Booths at
 - 36th Winter Fancy Food Show, San Francisco, January 16-18
 - National Hardware Show, Las Vegas, May 10-12
 - Boston Seafood Show, 2011, March 20-22
 - Buildings New York, 2011, March 30-31
 - Plastec East New York, 2011, June 7-9
 - 15th American Food & Beverage Show, Miami, November 14-16
- SEMICON West 2011, San Francisco, July 12-14
- Specialised Marketing Mission on Processed Food to Chicago & San Francisco, November 13-18

Canada

- Promotion Booth at Construct Canada, Toronto, November 30 - December 2



Asia Selatan South Asia

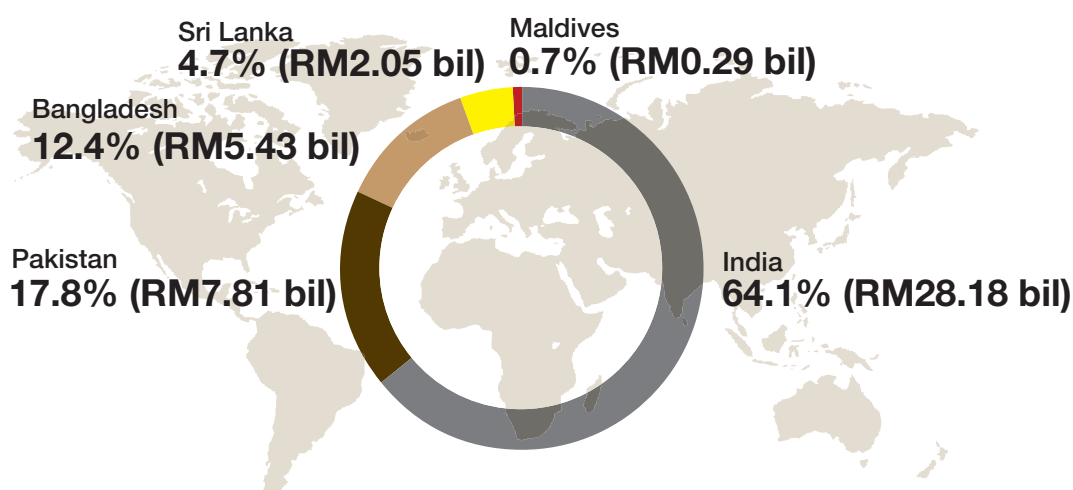
Asia Selatan menyumbang 6.3 peratus kepada jumlah keseluruhan eksport Malaysia bernilai RM43.93 billion. Eksport ke Asia Selatan berkembang 28.3 peratus pada tahun 2011, didorong oleh peningkatan eksport ke India. Penambahbaikan akses ditambah pula dengan pertumbuhan ekonomi yang kukuh dan aktiviti pembuatan yang tinggi telah merangsang pertumbuhan eksport ke India sebanyak 34.6 peratus.

Eksport ke India berjumlah RM28.18 billion atau 64.1 peratus daripada jumlah keseluruhan eksport ke Asia Selatan. Peningkatan eksport minyak sawit, petroleum mentah, produk E&E, produk perkilangan logam, kimia dan bahan kimia menyumbang kepada kenaikan eksport ke pasaran ini.

South Asia contributed 6.3 per cent of Malaysia's total exports, valued at RM43.93 billion. Expansion of exports to South Asia by 28.3 per cent in 2011 was mainly driven by higher exports to India. Improved preferential access coupled with strong economic growth and high manufacturing activities boosted export growth to India by 34.6 per cent.

Exports to India amounted to RM28.18 billion or 64.1 per cent of Malaysia's share of total exports to South Asia. Higher exports of palm oil, crude petroleum, E & E products, manufactures of metal and chemicals and chemical products contributed to this increase.

Pasaran Eksport Utama Malaysia di Asia Selatan Malaysia's Major Export Markets in South Asia



India merupakan satu-satunya pasaran yang mencatatkan peningkatan ketara melebihi RM1 bilion dalam eksport produk E&E Malaysia. Peningkatan ini mungkin disebabkan oleh pelaburan asing yang lebih tinggi dalam aktiviti pembuatan dalam sektor ini.

India was the only market that recorded a significant increase of over RM1 billion in Malaysia's exports of E&E products. The increase can be attributed to significantly higher foreign investment in manufacturing activities in this sector.

Pasaran lain di Asia Selatan yang mencatatkan kenaikan eksport adalah Bangladesh (34.2 peratus), Sri Lanka (37.8 peratus) dan Pakistan (6.8 peratus).

Other markets in South Asia that recorded increases in exports are Bangladesh (34.2 per cent) Sri Lanka (37.8 per cent) and Pakistan (6.8 per cent).

Program Promosi Eksport ke Asia Selatan pada tahun 2011: Export Promotion Programmes for South Asia in 2011:

Bangladesh

- *Showcase Malaysia 2011*, Dhaka, 10-12 Jun

Bangladesh

- *Showcase Malaysia 2011*, Dhaka, June 10-12

India

- *India-ASEAN Business Fair (IABF)*, New Delhi, 2-6 Mac
- *Showcase Malaysia Mumbai*, 12-14 Oktober
- Misi Pemasaran Khusus Sektor Automotif ke Chennai dan Pune, 21-25 November

India

- *India-ASEAN Business Fair (IABF)*, New Delhi, March 2-6
- *Showcase Malaysia Mumbai*, October 12-14
- Specialised Marketing Mission on Automotive related products to Chennai and Pune, November 21-15

Sri Lanka

- Misi Pemasaran Khusus Sektor Pembinaan dan Perkhidmatan Berkaitan Prasarana, Colombo, 18-22 Disember

Sri Lanka

- Specialised Marketing Mission on Construction and Infrastructure Related Services to Colombo, December 18-22



Asia Barat

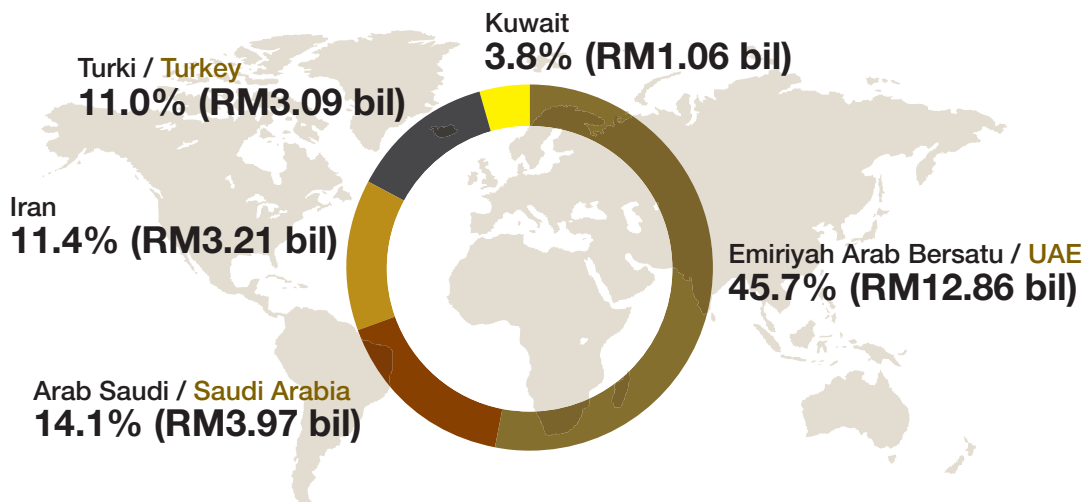
West Asia

Eksport Malaysia ke Asia Barat pada tahun 2011 berkembang 14.8 peratus kepada RM28.16 bilion. Emiriyah Arab Bersatu terus menjadi pasaran terbesar bagi eksport Malaysia ke Asia Barat dengan 45.7 peratus syer daripada jumlah keseluruhan eksport ke rantau tersebut. Eksport ke negara-negara GCC pada tahun 2011 meningkat sebanyak 14.4 peratus kepada RM19.42 bilion daripada RM17 bilion. Pasaran eksport utama Malaysia di Asia Barat adalah seperti carta di bawah:

Malaysia's exports to West Asia in 2011 grew 14.8 per cent to RM28.16 billion. UAE continued to be the largest market for Malaysia's exports to West Asia with 45.7 per cent share of total exports to the region. Exports to the GCC countries in 2011 grew by 14.4 per cent to RM19.42 billion from RM17 billion. Malaysia major export market in West Asia is as per chart below:

Pasaran Eksport Utama Malaysia di Asia Barat

Malaysia's Major Export Markets in West Asia



Program Promosi Eksport ke Asia Barat pada tahun 2011 : Export Promotion Programmes for West Asia in 2011:

Arab Saudi

- *The 20th Saudi Building & Interiors Exhibition (SBIE)*, Jeddah, 24-27 Januari
- *The 16th Food and Hotel Arabia*, Jeddah, 29 Mei - 1 Jun

Bahrain

- *Jewellery Arabia 2011*, Manama, 22-26 November

Emiriyah Arab Bersatu

- *Gulfood 2011, Dubai*, 27 Februari - 2 Mac
- Misi Pemasaran Khusus Perkhidmatan Minyak & Gas, Dubai, Muscat & Kuwait, 28 Mac - 5 April
- *Malaysia Services Exhibition (MSE 2012)*, Abu Dhabi, 17-20 April
- *Arab Health 2011*, Dubai, 24-29 April
- *The 13th OIC Expo 2011*, Sharjah, 24-29 April

Iran

- *Tehran International Industry Fair 2011*, Tehran, 6-9 Oktober

Iraq

- Misi Pemasaran Khusus Perkhidmatan Pembinaan & Bahan Binaan, Erbil, 19-22 September
- *Basra Oil & Gas 2011*, Basra, 25-28 November

Kuwait

- Misi Pemasaran Khusus Perkhidmatan Minyak & Gas ke Dubai, Muscat & Kuwait City, 28 Mac - 5 April

Oman

- Misi Pemasaran Khusus Perkhidmatan Minyak & Gas ke Dubai, Muscat & Kuwait, 28 Mac - 5 April

Qatar

- *Project Qatar 2011*, Doha, 2-5 Mei
- Misi Pemasaran Khusus Pembinaan dan Bahan Binaan, *Doha-Showcase Malaysia*, Doha, 18-22 Disember

Syria

- Kaunter Promosi *The 58th Damascus International Fair 2011*, Damascus, 31 Januari - 3 Februari
- Misi Perdagangan dan Pelaburan, Damascus, 12-13 Julai

Saudi Arabia

- *The 20th Saudi Building & Interiors Exhibition (SBIE)*, Jeddah, January 24-27
- *The 16th Food and Hotel Arabia*, Jeddah, 29 May - June 1

Bahrain

- *Jewellery Arabia, 2011*, Manama, November 22-26

United Arab Emirates

- *Gulfood 2011*, Dubai, February 27 - March 2
- Specialised Marketing Mission on Oil and Gas Services to United Arab Emirates, Oman & Kuwait, March 28 - April 5
- *Malaysia Services Exhibition (MSE 2012)*, Abu Dhabi, April 17-20
- *Arab Health 2011*, Dubai, April 24-29
- *The 13th OIC Expo 2011*, Sharjah, April 24-29

Iran

- *Tehran International Industry Fair 2011*, October 6-9

Iraq

- Specialised Marketing Mission on Construction Services & Building Materials, Erbil, September 19-22
- *Basra Oil & Gas 2011*, Basra, November 25-28

Kuwait

- Specialised Marketing Mission on Oil and Gas Services to United Arab Emirates, Oman & Kuwait City, March 28 - April 5

Oman

- Specialised Marketing Mission on Oil and Gas Services to United Arab Emirates, Oman & Kuwait, March 28 - April 5

Qatar

- *Project Qatar 2011*, Doha, May 2-5
- Specialised Marketing Mission on Construction and Building Materials Cum Showcase Malaysia to Doha, 18-22 December

Syria

- Promotional Booth at *The 58th Damascus International Fair 2011*, January 31 - February 3
- Trade and Investment Mission to Damascus, July 12-13

Amerika Latin

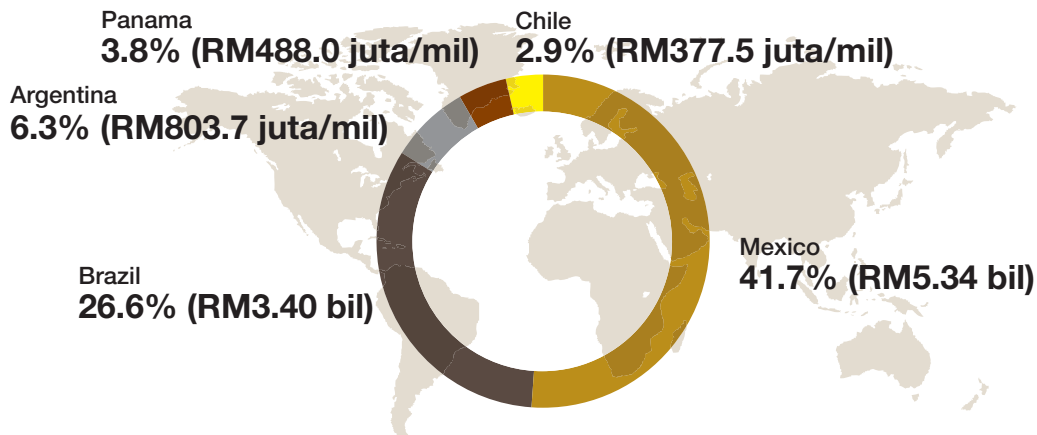
Latin America



Eksport Malaysia ke Amerika Latin meningkat sebanyak 8.2 peratus pada tahun 2011 daripada RM11.8 bilion kepada RM12.8 bilion. Eksport utama ke Amerika Latin adalah produk elektrik & elektronik, produk getah, minyak sawit serta tekstil & pakaian.

Malaysia's exports to Latin America increased by 8.2 per cent in the year 2011 from RM11.8 billion to RM12.8 billion. Major exports to Latin America were electrical and electronic products, rubber products, palm oil and textiles & clothing.

Pasaran Utama Malaysia di Amerika Latin Malaysia's Major Markets in Latin America



Program Promosi Eksport ke Amerika Latin pada tahun 2011: Export Promotion Programmes for Latin America in 2011:

Argentina

- Kaunter Promosi di *EMAQH 2011*, Buenos Aires, 25-30 Mac

Brazil

- Kaunter Promosi di *FEICON BATIMAT*, Sao Paulo, 15-19 Mac
- Kaunter Promosi di *FIEE Electrica*, Sao Paulo, 28 Mac - 1 April
- *Hospitalar*, 2011 Sao Paulo, 24-27 Mei
- Kaunter Promosi di *Equipotel*, Sao Paulo, 15-20 September

Mexico

- Kaunter Promosi di *Expo Comm*, Mexico City, 22-24 Februari
- Misi Pemasaran Khusus Sektor Peralatan Perubatan, 19-20 Mei
- Kaunter Promosi di *Expo Electrica*, Mexico City, 1-3 Jun
- Kaunter Promosi di *The Green Expo*, Mexico City, 27-29 September
- Misi Pemasaran Khusus Sektor Komponen & Alat Ganti Automotif, 26-29 Oktober

Panama

- Kaunter Promosi di *Expocomer*, Panama City, 23-26 Mac

Peru

- Kaunter Promosi di *Expollimentaria 2011*, Lima, 22-24 September

Argentina

- Promotion Booth at *EMAQH 2011*, Buenos Aires, March 25-30

Brazil

- Promotion booth at *FEICON BATIMAT*, Sao Paulo, March 15-19
- Promotion booth at *FIEE Electrica*, Sao Paulo, March 28 - April 1
- *Hospitalar*, 2011 Sao Paulo May 24-27
- Promotional Booth at *Equipotel*, Sao Paulo, September 15-20

Mexico

- Promotion Booth at *Expo Comm*, Mexico City, February 22-24
- Specialised Marketing Mission for Medical Devices, May 19-20
- Promotion Booth at *Expo Electrica*, Mexico City, June 1-3
- Promotion Booth at *The Green Expo*, Mexico City, September 27-29
- Specialised Marketing Mission for Automotive Parts & Components, October 26-29

Panama

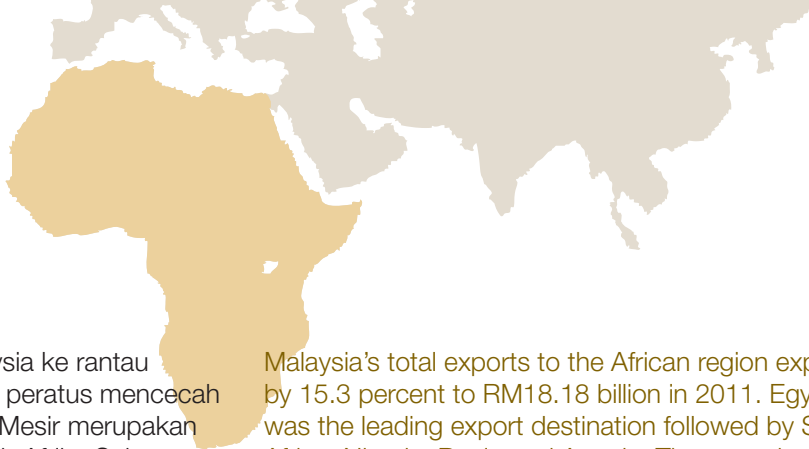
- Promotion Booth at *Expocomer*, Panama City, March 23-26

Peru

- Promotion Booths at *Expollimentaria 2011*, Lima, September 22-24

Afrika

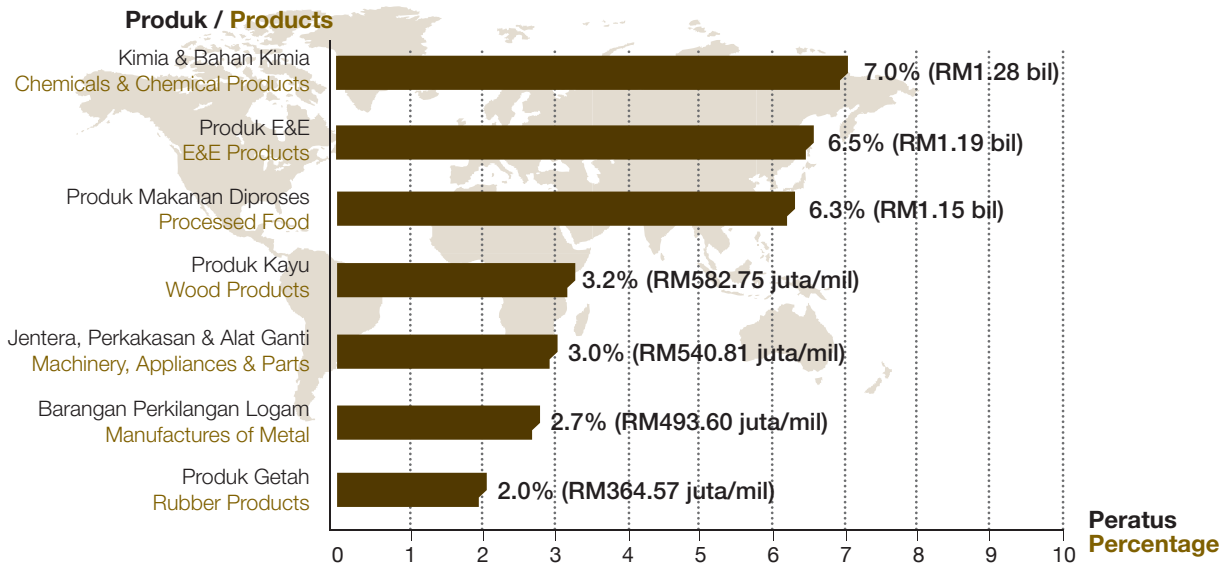
Africa



Jumlah keseluruhan eksport Malaysia ke rantau Afrika berkembang sebanyak 15.2 peratus mencecah RM18.18 bilion pada tahun 2011. Mesir merupakan destinasi eksport utama, diikuti oleh Afrika Selatan, Nigeria, Benin dan Angola yang menyumbang RM11.24 bilion atau 61.9 peratus kepada jumlah keseluruhan eksport ke rantau tersebut.

Malaysia's total exports to the African region expanded by 15.3 percent to RM18.18 billion in 2011. Egypt was the leading export destination followed by South Africa, Nigeria, Benin and Angola. These markets have a combined export value of RM11.24 billion or 61.9 per cent of the total export to the region.

Eksport Utama Barang Perkilangan Malaysia ke Afrika Malaysia's Main Export of Manufactured Goods to Africa



Program Promosi Eksport ke Afrika pada tahun 2011: Export Promotion Programmes for Africa in 2011 :

- Misi Perdagangan & Pelaburan, Algeria, 26 Februari - 4 Mac
- Misi Pemasaran Khusus Perkhidmatan Logistik, ke Dar es Salaam, Tanzania dan Mombasa, Kenya, 12-19 Mac
- Kaunter Promosi di *Africa's Big Seven 2011*, Johannesburg, 17-19 Julai
- Misi Pemasaran Khusus Sektor Logistik dan Barangan Isi rumah ke Johannesburg, Afrika Selatan, 25-29 Julai
- Misi Pemasaran Gaya Hidup & Barangan Pengguna, Bahan Binaan & Kelengkapan, Jentera Pemprosesan Makanan, Produk Farmaseutikal & Kesihatan serta peluang Francais ke Nairobi, Kenya dan Kampala, Uganda, 27 November - 3 Disember
- Trade and Investment Mission, Algeria, February 26 - March 4
- Specialised Marketing Mission for Logistics Services to Dar es Salaam, Tanzania and Mombasa, Kenya, March 12-19
- Promotion Booth at *Africa's Big Seven 2012*, Johannesburg, July 17-19
- Specialised Marketing Mission on Household Products and Logistic Services to Johannesburg, South Africa, July 25-29
- Marketing Mission on Lifestyle & Consumer Goods, Construction Materials & Fittings, Food Processing Machinery, Pharmaceutical & Wellness Products, Franchising opportunities Nairobi, Kenya and Kampala, Uganda, November 27 - December 3

Eropah Timur

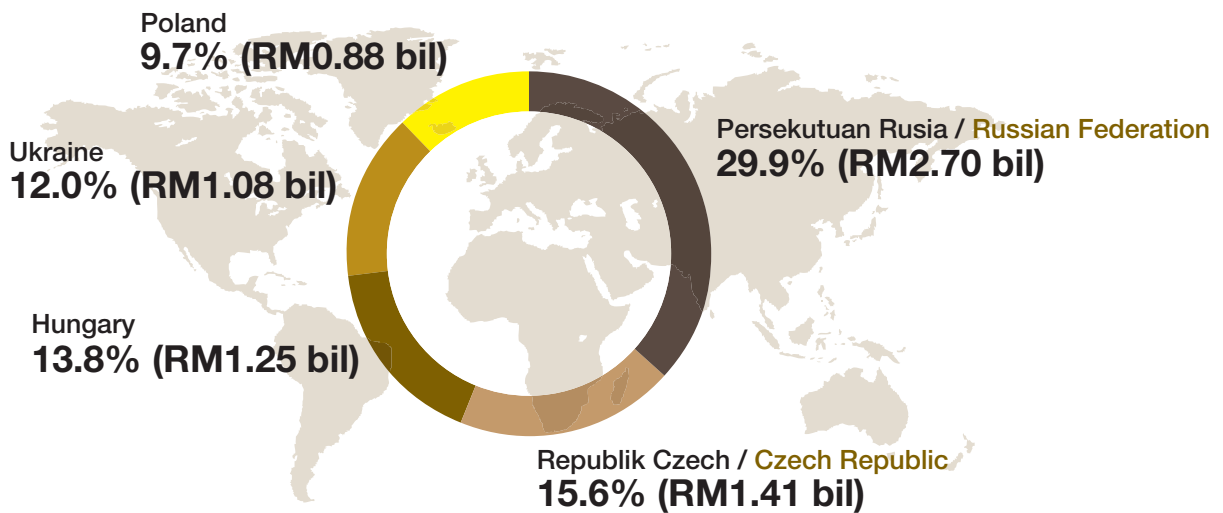
Eastern Europe

Pada tahun 2011, eksport Malaysia ke Eropah Timur mencecah RM9.03 bilion. Persekutuan Rusia merupakan destinasi eksport Malaysia yang terbesar di rantau ini bernilai RM2.69 bilion, menyumbang hampir 30 peratus daripada jumlah eksport.

In 2011, Malaysia's exports to Eastern Europe were valued at RM9.03 billion. Russian Federation was Malaysia's largest export destination in the region with export value amounting to RM2.69 billion, contributing to almost 30 per cent of exports to the region.

Pasaran Eksport Utama Malaysia di Eropah Timur

Malaysia's Major Export Markets in Eastern Europe





Eksport utama ke Eropah Timur adalah produk E&E bernilai RM3.6 bilion dengan peningkatan sebanyak 35 peratus daripada tahun 2010, diikuti oleh minyak sawit, makanan diproses, jentera, perkakasan dan alat ganti serta produk besi & keluli.

Kelima-lima sektor ini menyumbang sebanyak 71 peratus kepada keseluruhan eksport Malaysia ke rantau ini.

Pada tahun 2011, MATRADE menambah rangkaian globalnya di Warsaw, Republik Poland, menjadikan jumlah keseluruhan rangkaian pejabatnya di Eropah Timur kepada empat.

Program Promosi Eksport di Eropah Timur pada tahun 2011:

- Kaunter Promosi di *Food Expo 2011*, Tashkent, Uzbekistan, 27-29 September
- Misi Pemasaran Khusus sempena *International Oil & Gas Exhibition 2011*, Turkmenistan, 12-21 November

Top five exports to Eastern Europe were electrical & electronic products valued at RM3.60 bilion, an increase of 35 per cent from 2010, followed by palm oil, processed food, machinery, appliances and parts and iron & steel products. Collectively these five export sectors accounted for 71 per cent of Malaysia's export to the region.

In 2010 MATRADE added its global network in Warsaw, Republic of Poland, thus totalling its representation in Eastern Europe to four.

Export Promotion Programmes for Eastern Europe in 2011:

- Promotion Booth at Food Expo 2011, Tashkent, Uzbekistan, September 27-29
- Specialised Marketing Mission in conjunction with Turkmenistan International Oil & Gas Exhibition 2011, November 12-21

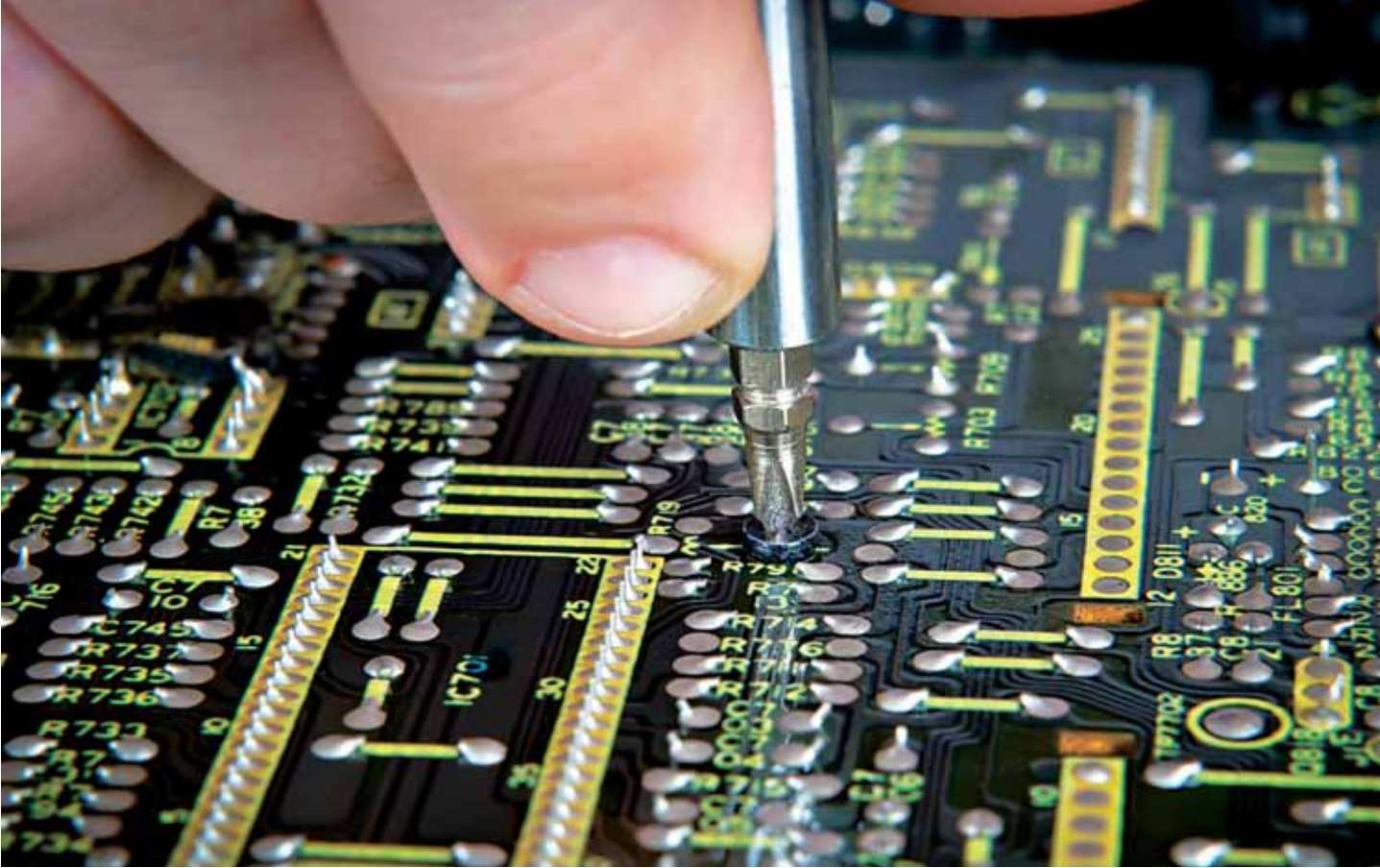


Sumbangan kepada Pertumbuhan Eksport - Produk & Sektor Perkhidmatan

Contribution to Export Growth - Product & Services Sectors

Strategi promosi eksport MATRADE turut mengenalpasti beberapa pertumbuhan eksport produk dan perkhidmatan. Program-program khusus telah dijalankan pada tahun 2011 untuk mempromosi sektor ini.

MATRADE's export promotion strategies also identified several growth export products and services and specific programmes were carried out in 2011 to promote these sectors.



Produk Elektrik & Elektronik (E&E)

Electrical & Electronic Products (E&E)

Pada tahun 2011, eksport produk E&E Malaysia bernilai RM236.54 bilion, menyumbang 34.1 peratus syer daripada jumlah keseluruhan eksport negara.

In 2011, Malaysia's exports of E&E products were valued at RM236.54 billion and accounted for 34.1 per cent share of Malaysia's total exports.

Eksport produk E&E susut sebanyak 5.4 peratus daripada RM249.91 bilion pada tahun 2010. Penyusutan eksport produk E&E disebabkan oleh permintaan yang lebih rendah daripada pasaran utama seperti Singapura, Amerika Syarikat, Hong Kong dan Jepun.

Export of E&E products decreased by 5.4 per cent from RM249.91 billion in 2010. The decrease in E&E products exports was mainly attributed to the lower demand from our major markets such as Singapore, the USA, Hong Kong and Japan.

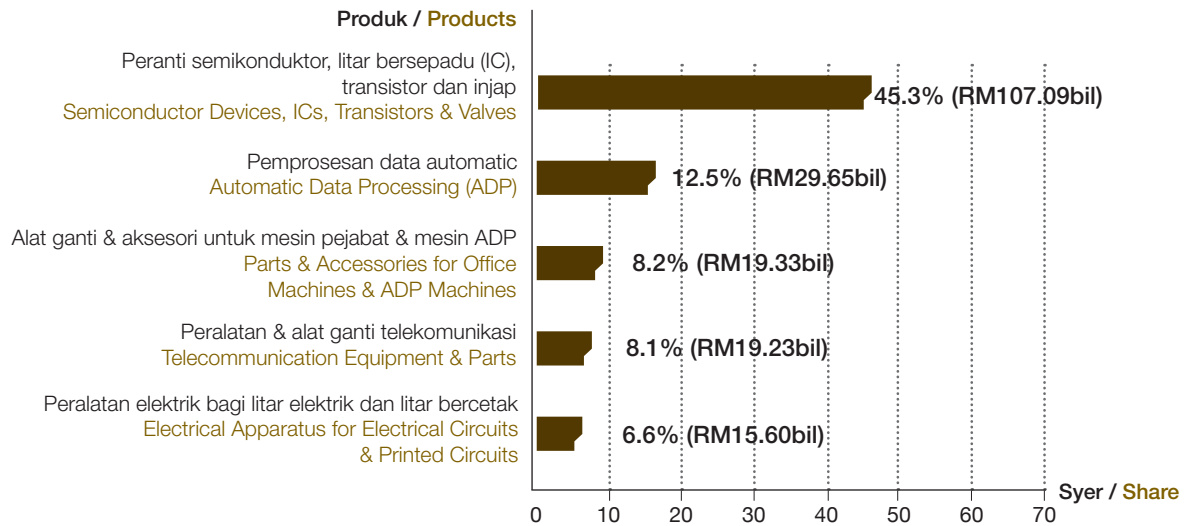
Peningkatan utama eksport E&E telah dicatat bagi:

- Peranti semikonduktor, litar bersepadu (IC), transistor dan injap (eksport meningkat sebanyak 9.3 peratus kepada RM107.09 bilion);
- Peralatan & alat ganti telekomunikasi (eksport meningkat sebanyak 10.1 peratus kepada RM19.23 bilion);
- Jentera elektrik & peralatan (eksport meningkat sebanyak 3.1 peratus kepada RM8.59 bilion);
- Peralatan elektrik & bukan elektrik kelengkapan rumah (eksport meningkat sebanyak 7.3 peratus kepada RM3.80 bilion); dan
- Peralatan elektro-diagnostik, peralatan perubatan & radiologi (eksport meningkat sebanyak 54.1 peratus kepada RM725.4 juta).

Major increases in E&E exports were recorded for:

- Semiconductor devices, ICs, transistors and valves (exports increased by 9.3 per cent to RM107.09 billion);
- Telecommunication equipment & parts (exports increased by 10.1 per cent to RM19.23 billion);
- Electrical machinery & apparatus (exports increased by 3.1 per cent to RM8.59 billion);
- Electrical & non-electrical household equipment (exports increased by 7.3 per cent to RM3.80 billion); and
- Electro-diagnostic apparatus, medical & radiological apparatus (exports increased by 54.1 per cent to RM725.4 million).

Lima Eksport Utama Malaysia Bagi Produk E&E Malaysia's Top Five Export of E&E Products



RRC, Singapura, Amerika Syarikat, Hong Kong dan Jepun kekal sebagai lima destinasi eksport utama bagi produk E&E Malaysia. Pasaran ini secara keseluruhannya menyumbang 61.7 peratus jumlah keseluruhan eksport E&E pada tahun 2011.

The PRC, Singapore, the USA, Hong Kong and Japan remained as the top five export destinations for Malaysia's E&E products. These markets collectively absorbed 61.7 per cent share of total E&E exports in 2011.

Eksport produk E&E ke India meningkat dengan ketara sebanyak 37.1 peratus kepada RM6.6 billion. Kenaikan ini disumbangkan oleh peningkatan eksport peranti semikonduktor, litar bersepadu (IC), transistor dan injap akibat kekurangan pengeluaran domestik di India.

Exports of E&E products to India had increased significantly by 37.1 per cent to RM6.6 billion. The increase was mainly attributed to higher exports of semiconductor devices, ICs, transistors and valves due to decrease in domestic manufactures in India.

Program Promosi Eksport untuk Produk E&E pada tahun 2011: Export Promotion Programmes For E&E Products in 2011:

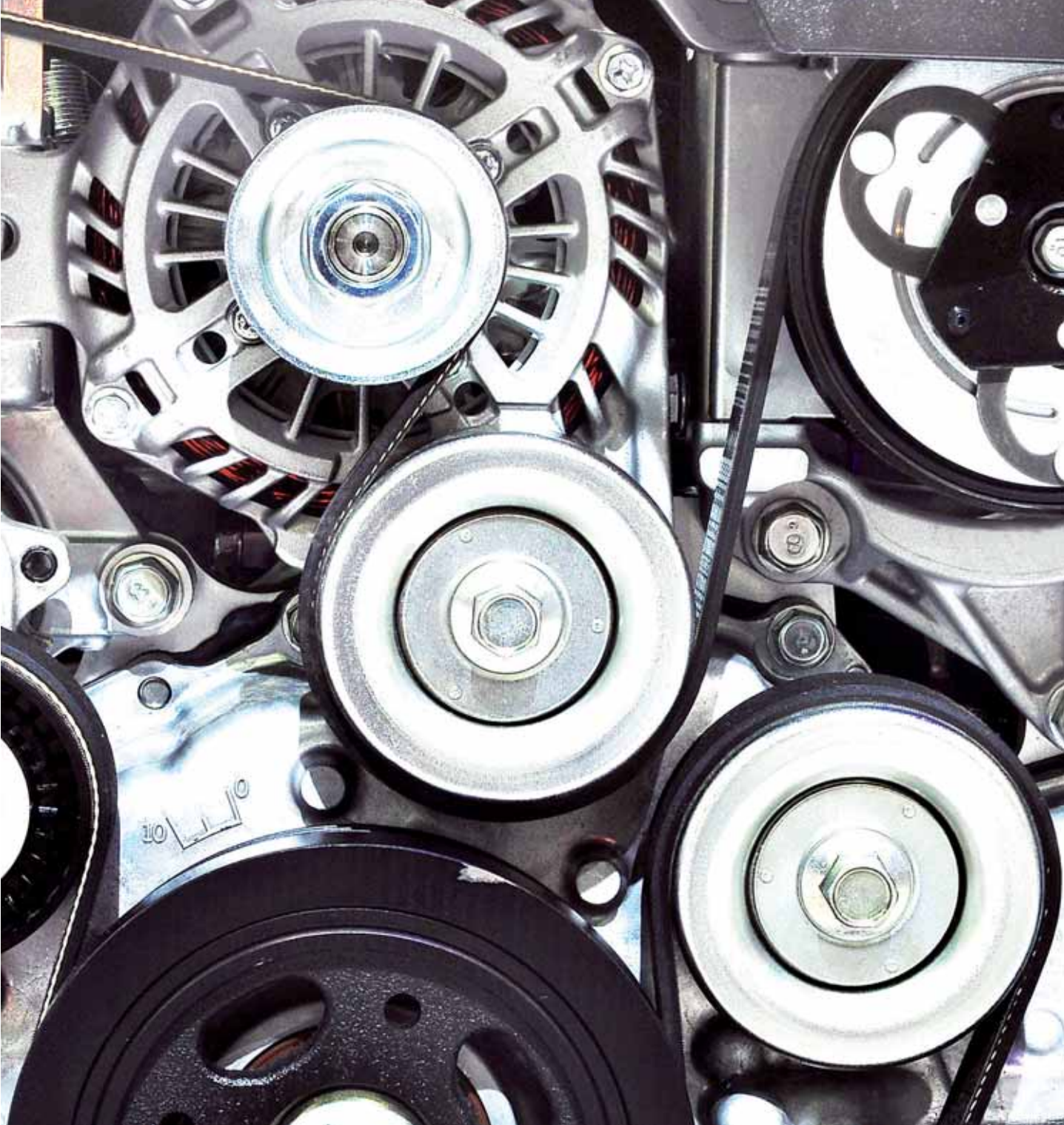
- Kaunter Promosi di *EMAQH 2011*, Buenos Aires, Argentina, 25-30 Mac
- Kaunter Promosi di *FIEE Electrica 2011*, Sao Paulo, Brazil, 28 Mac - 1 April
- Kaunter Promosi di *Expo Electrica 2011*, Mexico City, Mexico, 1-3 Jun
- *SEMICON West 2011*, San Francisco, California, 12-14 Julai
- Promotion Booth at *EMAQH 2011*, Buenos Aires, Argentina, March 25-30
- Promotion Booth at *FIEE Electrica 2011*, Sao Paulo, Brazil, March 28 - April 1
- Promotion Booth at *Ekspo Electrica 2011*, Mexico City, Mexico, June 1-3
- *SEMICON West 2011*, San Francisco, California, July 12-14

SEMICON West 2011 (12-14 Julai, 2011)

MATRADE menganjurkan penyertaan syarikat Malaysia di SEMICON West 2011 untuk mempromosi peralatan ujian & instrumen pengukuran, probe ujian & penyelesaian kontaktor dan pemesinan presisi bahagian dan komponen mekanikal untuk industri semikonduktor. Pavilion Malaysia menerima 187 pertanyaan perdagangan dan menjana RM22.1 juta jualan.

SEMICON West 2011 (12-14 July, 2011)

MATRADE coordinated participation of Malaysian companies at SEMICON West 2011 to promote test equipment & measurement instruments, test probes & contactor solutions and precision machining of mechanical parts & components for the semiconductor industry. The Malaysian pavilion received total of 187 enquiries and generated RM22.1 million in sales.

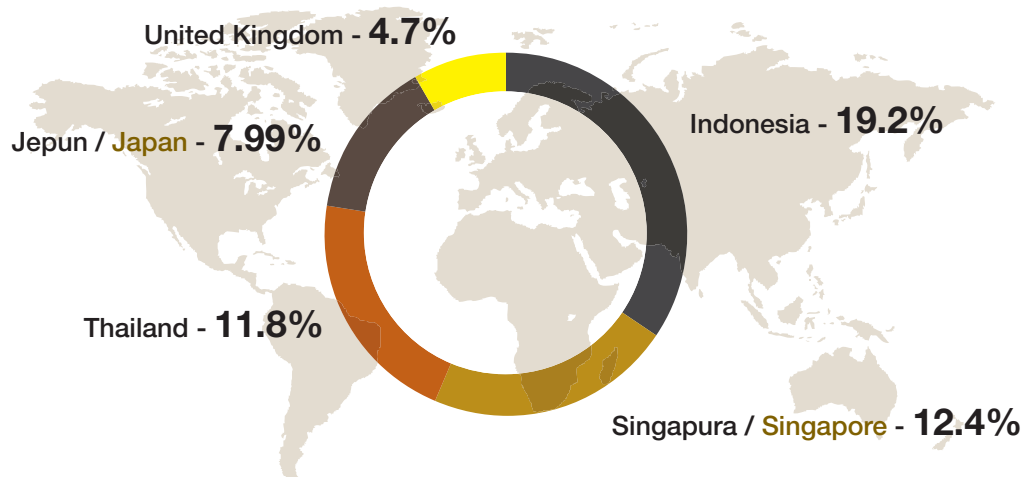


Pengangkutan & Peralatan Transport & Equipment

Jumlah eksport Malaysia bagi alat ganti & aksesori kenderaan bermotor mencatatkan nilai RM2.59 bilion pada tahun 2011. Pasaran utama bagi komponen dan alat ganti automotif adalah ASEAN, yang menyumbang sebanyak 46.2 peratus daripada jumlah keseluruhan eksport bernilai RM1.198 bilion dan meningkat 3.4 peratus berbanding tahun sebelumnya.

In 2011, Malaysia's total exports of parts & accessories of motor vehicles were valued at RM2.59 billion. Major markets for automotive parts and components were ASEAN countries contributing a share of 46.2 per cent of total exports valued at RM1.198 billion and reflecting a growth of 3.4 per cent over the previous year.

Pasaran Eksport Utama Malaysia Bagi Alat Ganti & Aksesori Kenderaan Bermotor Major Export Markets For Malaysia's Parts & Accessories Of Motor Vehicles



Roda stereng, turus roda kemudi, kotak stereng dan alat ganti kekal menjadi produk eksport alat ganti & aksesori automotif terbesar dengan 14.8 peratus syer bernilai RM383.95 juta.

Steering wheels, steering columns and steering boxes & parts continued to be the top export products for automotive parts and components with a 14.8 per cent share valued at RM383.95 million.

Produk utama lain bagi alat ganti & komponen automotif adalah bampar dan alat ganti (8.7 peratus syer), roda tanpa tayar (4.1 peratus) serta gandar pemandu dan alat ganti (1.96 peratus).

Other major products of automotive parts & components were; bumpers and parts (8.7 per cent market share) road wheels - without tires (4.1 per cent) and drive axles and parts (1.96 per cent).

Program Promosi Eksport untuk Pengangkutan & Peralatan pada tahun 2011 Export Promotion Programmes for Transport & Equipment in 2011:

Pameran Perdagangan:

- Automotive Engineering Exposition 2011, Yokohama, Japan, 18-20 Mei
- Automotive Aftermarket Products Expo (AAPEX) 2011, Las Vegas, 1-3 November

Trade Fairs:

- Automotive Engineering Exposition 2011 Yokohama, Japan, May 18-20
- Automotive Aftermarket Products Expo (AAPEX) 2011, Las Vegas, November 1-3

Misi Pemasaran Khusus:

- Misi Pemasaran Khusus Sektor Logistik, Dar es Salaam, Tanzania & Mombasa, Kenya, 12-19 Mac
- Misi Pemasaran Khusus Alat Ganti, Komponen dan Aksesori, Jakarta, Indonesia sempena INAPA 2011, 22-25 Mac
- Misi Pemasaran Khusus Alat ganti, Komponen dan Aksesori, Mexico City, Mexico, 28-29 Oktober
- Misi Pemasaran Khusus Alat Ganti dan Komponen, Chennai dan Pune, India, 21-25 November

Specialised Marketing Missions (SMM):

- SMM on Logistics to Dar es Salaam, Tanzania & Mombasa, Kenya, March 12-19
- SMM on Automotive Parts, Components and Accessories to Jakarta, Indonesia in conjunction with INAPA 2011, March 22-25
- SMM on Automotive Parts, Components and Accessories to Mexico City, Mexico, October 28-29
- SMM on Automotive Parts and Components to Chennai and Pune, India, November 21-25



Makanan diproses Processed Food

Makanan diproses menyumbang 1.9 peratus daripada jumlah keseluruhan eksport perkilangan Malaysia. Eksport sektor ini meningkat 12.6 peratus pada tahun 2011 kepada RM13.5 bilion, berbanding RM12 bilion pada tahun 2010.

Processed food accounted for 1.9 per cent of Malaysia's total manufactured exports, an increase by 12.6 per cent in 2011 to RM13.5 billion, compared with RM12 billion in 2010.

Ekspor Utama Malaysia Bagi Makanan Diproses Malaysia's Main Export of Processed Food Products



Program Promosi Eksport Makanan Diproses pada tahun 2011: Promotion Programmes for Processed Food in 2011:

Penyertaan di Pameran Perdagangan Antarabangsa:

Participation at International Trade Fairs:

- Gulfood 2011, Dubai, UAE, February 27 - March 2
- FOODEX Japan 2011, Chiba, Japan, March 1-4
- Hong Kong Food Expo (HOFEX 2011), Hong Kong, May 11-14
- SIAL China 2011, Shanghai, China, May 18-20
- The 16th Food and Hotel Arabia 2011, Jeddah, Saudi Arabia, May 29 - June 1
- Fine Food Australia 2011, Sydney, Australia, September 5-8
- ANUGA 2011 Cologne, Germany, October 5-9
- China Fisheries & Seafood Expo 2011, Qingdao, China, November 1-3
- FHC China 2011, Shanghai, China, November 16-18

Penyertaan melalui kaunter promosi di:

Participation through promotion booths at:

- 36th Winter Fancy Food Show, San Francisco, USA, January 16-18
- SIAL Canada 2011, Toronto, Canada, May 11-13
- 8th International Food Exhibition (IFEX), Manila, Philippines, May 12-14
- China Chengdu National Food, Wine & Spirits Fair, Chengdu, China, May 25-27
- THAIFEX, Bangkok, Thailand, May 25-29
- Equipotel, Sao Paulo, Brazil, September 15-20
- 16th Foodweek Uzbekistan 2011, Tashkent, Uzbekistan, September 20-22
- Food Expo 2011, Tashkent, Uzbekistan, September 20-25
- Expoalimentaria 2011, Lima, Peru, September 22-24
- The 15th America Food & Beverage Show, Miami, USA, November 14-15
- Asia Pacific Food Expo, Singapore, November 17-20

Kisah Kejayaan Dari Foodex Success Story From Foodex

Penyertaan Malaysia di Foodex Japan 2011 menjana kejayaan dengan jualan sebanyak RM5.3 juta iaitu peningkatan lebih dari 250 peratus berbanding dengan tahun lalu. Produk yang dipromosikan oleh 13 pempamer Malaysia termasuk makanan sejuk beku, minyak masak sawit merah Carotina, makanan ringan, konfeksi, kopi segera, puding, jeli dan makanan bakeri sejuk beku.

Sebuah syarikat pengeluar puding, jeli dan gula-gula yang beberapa kali menyertai Foodex Japan menjana jualan keseluruhan RM5.9 juta. Syarikat tersebut juga berjaya memperolehi 11 agen / pengedar untuk memasarkan produknya ke beberapa rangkaian pasaraya di Jepun. Selain Jepun, pasaran eksport syarikat ini termasuklah Hong Kong, Taiwan dan Australia.

Malaysia had a successful participation at Foodex Japan 2011, generating sales of RM5.3 million, an increase of over 250 percent sales against the previous year. Products promoted by the 13 Malaysian exhibitors included frozen food, Carotina red palm cooking oil, snacks, confectionary, instant coffee, pudding, jelly and frozen bakery products.

A manufacturer of pudding, jelly and candies who has been involved in Foodex Japan for several years reported overall sales of RM5.9 million. The company has also secured 11 agents / distributors to supply their products to several supermarket chains in Japan. Besides Japan, their existing export markets include Hong Kong, Taiwan and Australia.



Fine Food Australia, Sydney

Pavilion Malaysia anjuran MATRADE yang disertai 16 syarikat telah menjana jualan sebanyak RM17.65 juta. Produk yang dipamerkan adalah produk pakai buang, bekas dan pinggan plastik dan foam, makanan ringan dan konfeksi, makanan laut diproses, minuman, pastri, minyak masak dan perisa makanan.

16 Malaysian exhibitors under the Malaysia pavilion organised by MATRADE, generated sales of RM17.65 million. Products exhibited were disposable products, plastic and foam containers and plates, snacks and confectionery, processed seafood, beverages, pastries, cooking oil and food flavours.





Industri Halal

Halal Industry

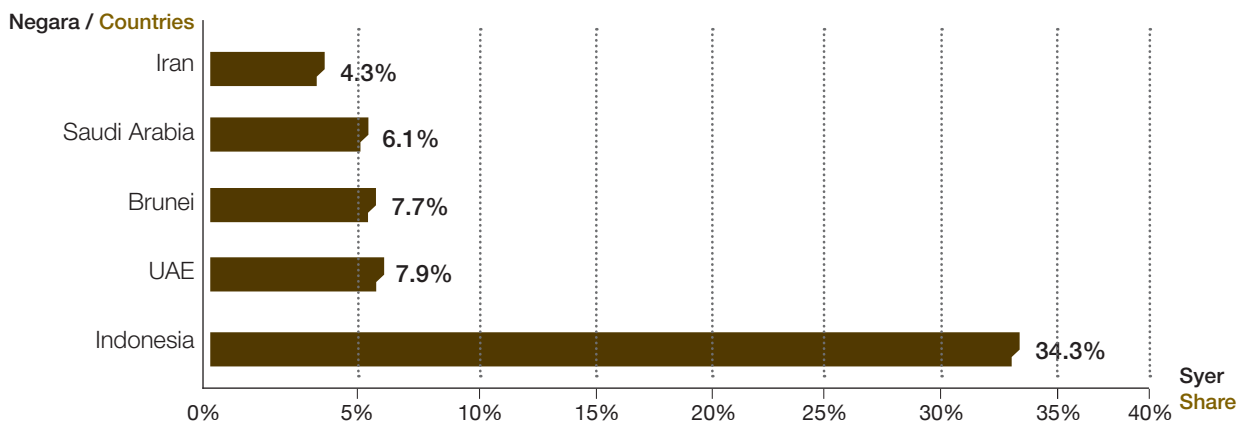
Pasaran utama bagi produk halal Malaysia adalah Negara Pertubuhan Persidangan Islam (OIC). Amerika Syarikat, ASEAN, Jepun, Belanda, Australia, Hong Kong dan RRC.

Pada tahun 2011, eksport makanan diproses Malaysia ke negara OIC menyumbang sebanyak 4.2 peratus daripada jumlah keseluruhan eksport makanan diproses, bernilai RM3.54 juta. Barangan utama eksport termasuk bijirin siap diproses & bahan tepung, produk tenusu, koko & bahan koko, dan daging diproses.

Major markets for Malaysian halal products include OIC Countries, USA, ASEAN, Japan, Netherlands, Australia, Hong Kong and People's Republic of China.

In 2011, Malaysia's exports of processed food to OIC Countries accounted for 4.2 percent of its total export of processed food, valued at RM3.54 million. Major export items included prepared cereals & flour preparations, dairy products, cocoa & cocoa preparations, processed meat.

Pasaran Utama Eksport Malaysia Bagi Makanan Diproses Ke Negara OIC
Malaysia's Major Export Markets For Processed Food to OIC Countries



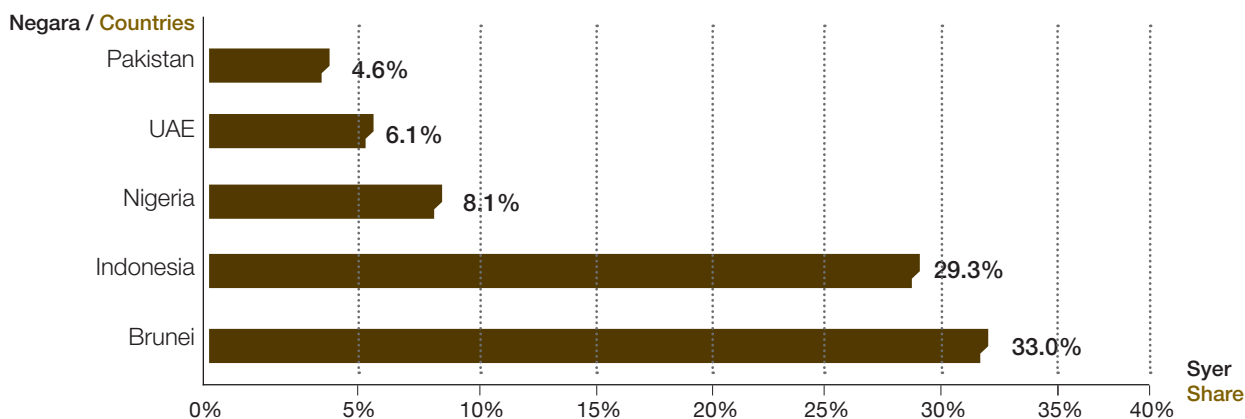


Eksport produk perubatan & farmaseutikal ke negara-negara OIC bernilai RM215.4 juta. Carta di bawah menunjukkan pasaran utama eksport ke negara-negara OIC pada tahun 2011:



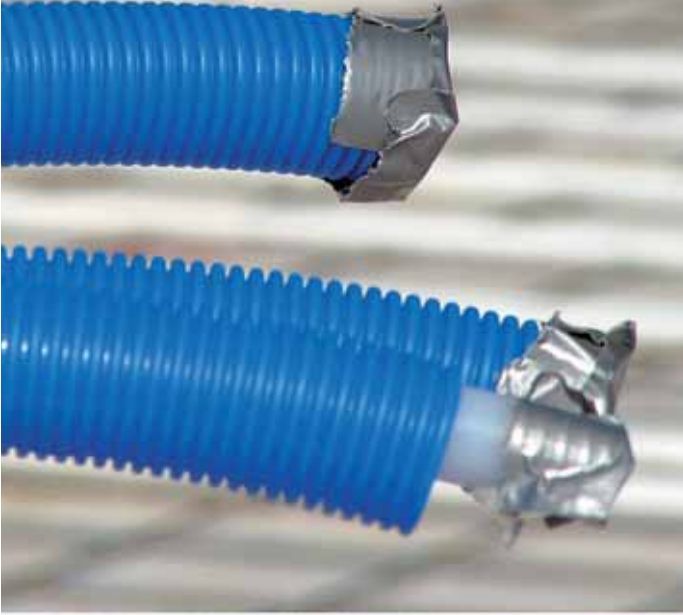
Export of medicinal & pharmaceutical products to OIC countries in 2011 were valued at RM215.4 million. The chart below shows major export markets of medicinal & pharmaceutical products to OIC countries in 2011:

Pasaran Utama Eksport Malaysia Bagi Produk Perubatan dan Farmaseutikal ke Negara OIC
Malaysia's Major Export Markets For Medicinal & Pharmaceutical Products to OIC Countries



Pameran Halal Antarabangsa Malaysia (MIHAS) yang diperkenalkan oleh MATRADE sejak lapan tahun lalu merupakan pameran utama bertaraf dunia dalam mempromosikan industri halal.

MIHAS or Malaysia International Halal Showcase which started eight years ago is the flagship for the promotion of halal industry.



Bahan Binaan Building Materials

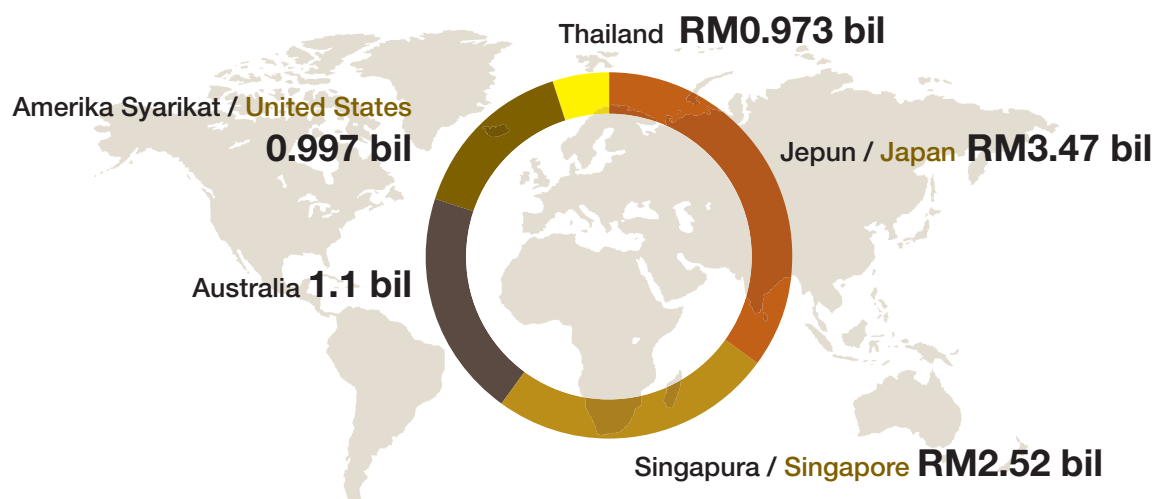
Jumlah eksport bahan binaan bagi tahun 2011 bernilai RM19.85 bilion, meningkat sebanyak 6.4 peratus berbanding RM18.65 bilion pada tahun 2010. Produk yang mencatat pertumbuhan eksport yang ketara adalah klinker simen dengan peningkatan sebanyak 234.2 peratus kepada RM372.52 juta daripada RM 111.46 juta dalam tahun 2010 diikuti oleh kelengkapan elektrik/lampu dengan 167.6 peratus kepada RM819.8 juta (RM306.2 juta 2010) dan bangunan pasang siap dengan 58.3 peratus kepada RM157.3 juta (RM99.3 juta 2010).

Produk utama yang dieksport di bawah kategori ini adalah Venir, papan lapis, papan partikel dan kayu bernilai RM5.10 bilion dengan syer sebanyak 25.7 peratus daripada jumlah keseluruhan eksport bahan binaan; Tiub, paip dan hollow profiles, serta tiub, kelengkapan paip besi dan keluli sebanyak RM3.26 bilion dengan 16.4 peratus syer; Paku, skru, nat dan bolt berasaskan besi besi, keluli, tembaga atau aluminium sebanyak RM1.47 bilion dengan 7.4 peratus syer.

In 2011, total export of building materials were valued at RM19.85 billion, an increase of 6.4 per cent from RM18.65 billion in 2010. Products that recorded significant export growth were cement clinker, an increase by 234.2 per cent from RM111.46 million to RM372.52 million, followed by electrical fixtures/lighting by 167.6 per cent from RM306.2 million to RM819.8 million, and prefabricated buildings by 58.3 per cent from RM99.3 million to RM157.3 million

The main products exported under this category were Veneers, plywood, particle board and wood, valued at RM5.10 billion accounting for 25.7 per cent of total exports of building materials; Tubes, pipes and hollow profiles, and tubes, pipe fittings of iron & steel at RM3.26 billion with 16.4 per cent share; Nails, screws, nuts, bolts of iron, steel, copper or aluminum at RM1.47 billion with 7.4 percent share.

Lima Pasaran Utama Eksport Malaysia Bagi Bahan Binaan Malaysia's Top Five Export Markets for Building Materials



Program Promosi Eksport Bahan Binaan pada tahun 2011:

Export Promotion Programmes for Building Materials in 2011:

Misi Pemasaran Khusus

- Misi Pemasaran Khusus Perkhidmatan Pembinaan & Bahan Binaan ke Erbil, Iraq, 19-22 September
- Misi Pemasaran Khusus Perkhidmatan Pembinaan ke Doha, Qatar, 18-22 Disember

Pameran Perdagangan

- *Designbuild Australasia*, Sydney, Australia, 11-13 Mei
- *Indobuildtech Expo 2011*, Jakarta, Indonesia, 22-26 Jun
- *Big 5 2011*, Dubai, Emiriyah Arab Bersatu, 21-24 November

Kaunter Promosi

- *BAU 2011*, Munich, Jerman, 17-22 Januari
- *Kyunghyang Housing Fair & Housing Brand Fair 2011*, Seoul, Korea, 23-27 Februari
- *Feicon Batimat*, Sao Paolo, Brazil, 15-19 Mac
- *Buildings New York*, New York, Amerika Syarikat, 20-21 Mac
- *The 20th Saudi Building & Interiors Exhibition*, Jeddah, Arab Saudi, 25-28 April
- *Construct Canada*, Toronto, Kanada, 30 November - 2 Disember

Specialised Marketing Mission (SMM)

- Specialised Marketing Mission on Construction Services & Building Materials to Erbil, Iraq, September 19-22
- Specialised Marketing Mission on Construction Services & Building Materials to Doha, Qatar, December 18-22

Trade Fairs

- *Designbuild Australasia*, Sydney, Australia, May 11-13
- *Indobuildtech Expo 2011*, Jakarta, Indonesia, June 22-26
- *Big 5 2011*, Dubai, UAE, November 21-24

Promotion Booth

- *BAU 2011*, Munich, Germany, January 17-22
- *Kyunghyang Housing Fair & Housing Brand Fair 2011*, Seoul, Korea, February 23-27
- *Feicon Batimat*, Sao Paolo, March 15-19
- *Buildings New York*, New York, USA, March 20-21
- *The 20th Saudi Building & Interiors Exhibition*, Jeddah, Saudi Arabia, April 25-28
- *Construct Canada*, Toronto, Canada, November 30 - December 2



Peralatan Perubatan Medical Devices

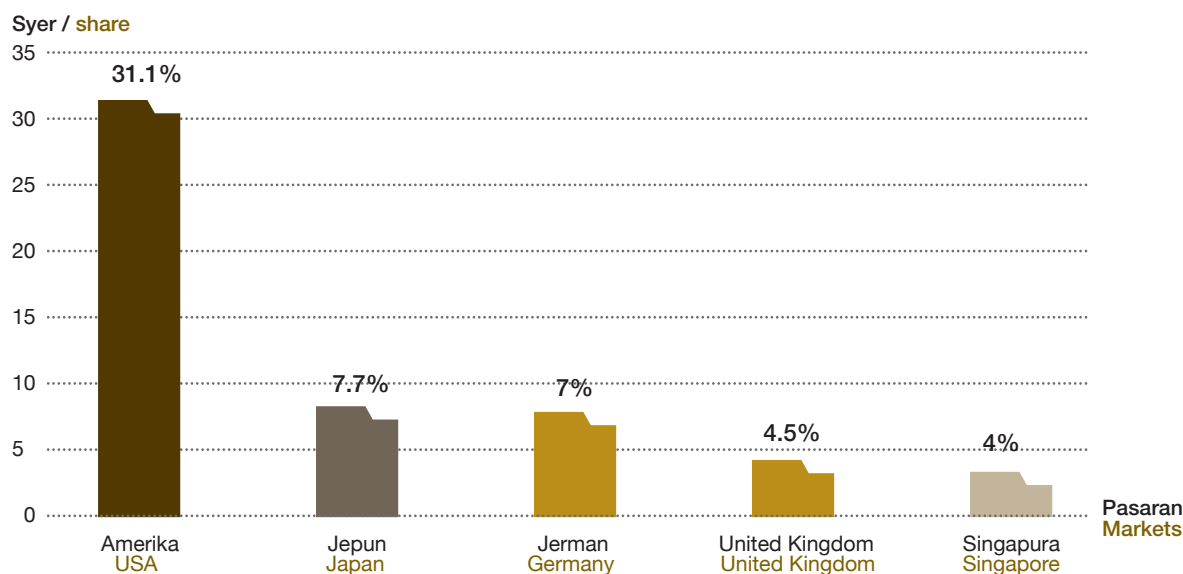
Eksport peralatan perubatan Malaysia pada tahun 2011 meningkat 13.5 peratus kepada RM12.80 bilion daripada RM11.28 bilion pada tahun 2010. Sarung tangan pembedahan dan pemeriksaan kekal sebagai produk utama eksport peralatan perubatan, bernilai RM9.89 bilion, menyumbang sebanyak 77.2 peratus kepada jumlah keseluruhan eksport peralatan perubatan.

Perkakasan dan peralatan pergigian dan oftalmik bernilai RM955.33 juta merupakan produk eksport kedua terbesar dalam sektor peralatan perubatan diikuti dengan perubatan elektro (RM382.53 juta), produk kanta oftalmik (RM353.16 juta) dan produk pembedahan, x-ray (RM328.81 juta).

Malaysia's export of medical devices in 2011 increased by 13.5 per cent to RM12.80 billion from RM11.28 billion in 2010. With a value of RM9.89 billion, surgical and examination gloves continued to be the major export products for medical devices, accounting for 77.2 per cent of the total medical device exports.

Dental and ophthalmic instruments and appliances, the second largest export product within the medical device sector recorded RM955.33 million. Other major export products were electro medical (RM382.53 million), ophthalmic lenses products (RM353.16 million) and surgical x-ray products (RM328.81 million).

Pasaran Utama Eksport Malaysia Bagi Peralatan Perubatan Malaysia's Major Export Markets for Medical Devices



Program Promosi Peralatan Perubatan pada tahun 2011 Export Promotion Programmes for Medical Devices in 2011

Misi Pemasaran Khusus

- Misi Pemasaran Khusus Produk Perubatan Pakai Buang, Mexico City, Mexico, 19-20 Mei

Specialised Marketing Mission

- Specialised Marketing Mission on Medical Devices to Mexico City, Mexico, May 19-20

Pameran Perdagangan

- *Arabhealth 2011*, Dubai, Emiriyah Arab Bersatu, 24-27 Januari
- *Hospitalar 2011*, Sao Paulo, Brazil, 24-27 Mei.
- *Hospital Expo 2011*, Jakarta, Indonesia, 19-22 Oktober

Trade Fairs

- *Arabhealth 2011*, Dubai, UAE, January 24-27
- *Hospitalar 2011*, Sao Paulo, Brazil, May 24-27
- *Hospital Expo 2011*, Jakarta, Indonesia, October 19-22

Kaunter Promosi

- Kaunter Promosi di *Medical Fair India 2011*, Mumbai, India, 25-27 Mac
- Kaunter Promosi di *11th International Medical, Hospital and Pharmaceutical Exhibition 2011*, Ho Chi Minh City, Vietnam, 24-27 Ogos

Promotion Booths

- Promotion Booth at *Medical Fair India 2011* in Mumbai, India, March 24-27
- Promotion Booth at *11th International Medical, Hospital and Pharmaceutical Exhibition 2011* in Ho Chi Minh City, Vietnam, August 24-27

Misi Belian

- Misi Belian ke Malaysia bersempena *APHM International Healthcare Travel Conference and Exhibition 2011*, 6-8 Julai

Buying Mission

- In-Coming Buying Mission in conjunction with *APHM International Healthcare Travel Conference and Exhibition 2011*, July 6-8



Tekstil, Pakaian & Aksesori Pakaian

Textiles, Apparel & Clothing Accessories

Eksport tekstil, pakaian dan aksesori pakaian berkembang sebanyak 15.9 peratus dan mencecah RM10.81 bilion pada tahun 2011. Industri ini mewakili 2.3 peratus syer daripada jumlah keseluruhan eksport barangan perkilangan Malaysia.

Destinasi utama eksport tekstil, pakaian dan aksesori pakaian Malaysia adalah Amerika Syarikat, Jepun, Turki, Indonesia dan China. Produk Malaysia telah mendapat kepercayaan dan pengiktirafan antarabangsa bagi reka bentuk gaya terkini, berkualiti tinggi serta penghantaran yang menepati masa.

Penyertaan MATRADE dalam 'Who's Next?' dari 3-6 September di Paris yang merupakan pameran fesyen terkemuka dunia, telah memberi peluang keemasan kepada pereka muda Malaysia yang berpotensi untuk mendapat pendedahan antarabangsa dalam bidang ini.

Exports of textiles, apparel and clothing accessories in 2011 expanded 15.9 percent to reach RM10.81 billion. This represents 2.3 per cent share of Malaysia's total exports of manufactured goods.

Leading export destinations for Malaysian textiles, apparel and clothing accessories were the United States, Japan, Turkey, Indonesia and China. Malaysian products have gained recognition for its trendy design, uncompromising quality, reliability and prompt delivery in the international market.

MATRADE's participation in 'Who's Next?' from September 3-6 in Paris, has provided golden opportunity for Malaysia's promising designers to experience international exposure in this industry.





Sektor Perkhidmatan

Services Sector

Program Transformasi Ekonomi Negara telah menasarkankan sumbangan sektor perkhidmatan sebanyak 65 peratus kepada Keluaran Dalam Negara Kasar (KDNK) Malaysia menjelang 2020. Pada tahun 2011, sektor perkhidmatan menyumbang sebanyak 54.2 peratus kepada KDNK bernilai RM384.3 bilion, meningkat tujuh peratus dari tahun sebelumnya. Nilai dagangan sektor perkhidmatan yang tidak termasuk urusan kerajaan meningkat sebanyak 9.3 peratus kepada RM227.1 bilion.

Eksport sektor perkhidmatan berkembang 4.6 peratus kepada RM110.1 bilion pada tahun 2011. Perjalanan dan pengangkutan, merupakan subsektor utama yang menyumbang lebih 60 peratus daripada jumlah keseluruhan eksport, 3.3 peratus lebih rendah berbanding tahun 2010 disebabkan oleh bencana alam di Jepun dan Thailand serta kemelut di Asia Barat.

Eksport perkhidmatan seperti pembinaan, ICT, insurans dan perkhidmatan perniagaan walau bagaimanapun meningkat sebanyak 12.8 peratus kepada RM35 bilion berbanding tahun sebelumnya. Eksport perkhidmatan kejuruteraan awam turut mencatatkan pertumbuhan kukuh sebanyak 15.8 peratus, dengan portfolio projek antarabangsa mencecah lebih RM3.7 bilion dalam pasaran utama seperti Indonesia, China, Thailand dan Timur Tengah.

Pasaran utama bagi eksport sektor perkhidmatan pada tahun 2011 adalah Asia, khususnya ASEAN dan Timur Tengah serta Australia.

The Economic Transformation Programme targets the services sector to account for 65 per cent of Malaysia's GDP by 2020. In 2011, the services sector contributed 54.2 per cent of the nation's GDP or RM384.3 billion representing an increase of seven per cent from the previous year. Value of trade in the services sector not including government transactions increased by 9.3 per cent to RM227.1 billion.

Export in the services sector expanded by 4.6 per cent to RM110.1 billion in 2011. Travel and transport, the major subsectors contributing to over 60 per cent of total exports, decreased by 3.3 per cent compared with previous year due to natural disasters in Japan and Thailand as well as the turmoil in West Asia.

Export of services such as construction, ICT, insurance and business services increased by 12.8 per cent to RM35 billion. Exports of civil engineering services also registered strong growth of 15.8 per cent, with international project portfolio of over RM3.7 billion in key markets such as Indonesia, China, Thailand and the Middle East.

The main markets for the country's export of services in 2011 were Asia, in particular ASEAN, the Middle East and Australia.

Program Promosi Eksport Sektor Perkhidmatan pada tahun 2011: Export Promotion Programmes for Services Sector in 2011:

- *CeBIT 2011* di Hannover, Jerman, 1-5 Mac.
- *Ecobuild 2011*, London, United Kingdom, 1-3 Mac
- Misi Pemasaran Khusus Sektor Logistik ke Dar es Salaam, Tanzania dan Mombasa, Kenya, 12-19 Mac
- Misi Pemasaran Khusus Sektor Minyak & Gas ke Yangon, Myanmar, 28-30 Mac
- Misi Pemasaran Khusus Sektor Minyak & Gas ke Dubai, Muscat, Oman & Kuwait, 28 Mac - 5 April.
- *Malaysia Services Exhibition*, Abu Dhabi, Emiriyah Arab Bersatu, 17-20 April
- Projek Qatar di *8th International Construction Technology & Building Material Exhibition* (2-5 Mei) dan Misi Pemasaran Khusus Sektor Perkhidmatan ke Doha, Qatar (19-22 September)
- Misi Pemasaran Khusus Sektor Pembinaan & Perkhidmatan Berkaitan ke Jakarta, Indonesia, 26-29 Julai
- *Offshore Europe*, Arberdeen, Scotland, 6-8 September
- Misi Belian ke Malaysia sempena IGEM, Kuala Lumpur, 7-8 September
- Misi Pemasaran Khusus Sektor Pembinaan & Bahan Binaan ke Erbil, Iraq, 19-22 September
- Misi Pemasaran Khusus Industri MRO, Katering Halal & Penjagaan Kesihatan ke Shanghai, RRC, 21-23 September
- Misi Pemasaran Khusus Sektor ICT ke Jakarta, Indonesia, 28-29 September
- Misi Pemasaran Khusus Sektor ICT ke Manila, Filipina, 17-20 Oktober
- Kaunter Promosi di Expo Com, Mexico City, Mexico, 26-29 Oktober
- Misi Pemasaran Khusus Produk Hijau ke Milan & London, 12-18 November
- Misi Pemasaran Khusus Sektor Minyak & Gas ke Ashgabat, Turkmenistan & Tashkent, Uzbekistan, 12-22 November
- Misi Pemasaran Khusus Sektor Perkhidmatan Kejuruteraan dalam Industri Aeroangkasa ke Hannover, Jerman, 13-16 November
- Misi Pemasaran Khusus Sektor Perkhidmatan Pembinaan, Pembangunan Infrastruktur, Perundingan dan Pembangunan Kemahiran ke Colombo, Sri Lanka, 5-8 Disember
- Pertemuan Perniagaan mengenai Industri Maritim dan Aeroangkasa sempena LIMA, 6-7 Disember
- *CeBIT 2011* in Hannover, Germany, March 1-5
- *Ecobuild 2011*, London, March 1-3
- Specialised Marketing Mission on Logistics to Dar es Salaam, Tanzania and Mombasa, Kenya, March 12-19
- Specialised Marketing Mission on Oil & Gas to Yangon, Myanmar, March 28-30
- Specialised Marketing Mission on Oil & Gas to Dubai, Oman & Kuwait, March 28 - April 5
- *Malaysia Services Exhibition* in Abu Dhabi, UAE, April 17-20
- Project Qatar in conjunction with 8th International Construction Technology & Building Material Exhibition, Doha (May 2-5) & Specialised Marketing Mission on Services to Doha (September 19-22)
- Specialised Marketing Mission on Construction & Related Services to Jakarta, Indonesia, July 26-29
- *Offshore Europe*, Arberdeen, Scotland, September 6-8
- In-Coming Buying Mission In-conjunction with IGEM, Kuala Lumpur, September 7-8
- Specialised Marketing Mission on Construction & Building Material to Erbil, Iraq. September 19-22
- Specialised Marketing Mission on MRO Industry, Halal Catering & Healthcare to Shanghai, September 21-23
- Specialised Marketing Mission on ICT to Jakarta, Indonesia, September 28-29
- Specialised Marketing Mission on ICT to Manila, Philippines, October 17-20
- Promotion Booth at Expo Com Mexico City, Mexico, October 26-29
- Specialised Marketing Mission for Green Products to Milan & London, November 12-18
- Specialised Marketing Mission on Oil & Gas to Ashgabat, Turkmenistan & Tashkent, Uzbekistan, November 12-22
- Specialised Marketing Mission on Engineering Services in Aerospace Industry to Hannover, Germany, November 13-16.
- Specialised Marketing Mission on Construction, Infrastructure Development, Consultancy & Skills Development Services to Colombo, Sri Lanka, December 5-8
- Business Meetings on Marine and Aerospace Industry in-conjunction with LIMA, December 6-7





Penyata Kewangan
Financial Statement

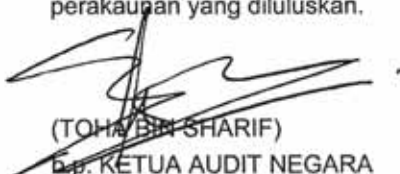


**SIJIL KETUA AUDIT NEGARA
MENGENAI PENYATA KEWANGAN
PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
BAGI TAHUN BERAKHIR 31 DISEMBER 2011**

Penyata Kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia bagi tahun berakhir 31 Disember 2011 telah diaudit oleh wakil saya. Pihak pengurusan bertanggungjawab terhadap Penyata Kewangan ini. Tanggungjawab saya adalah mengaudit dan memberi pendapat terhadap Penyata Kewangan tersebut.

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

Pada pendapat saya, Penyata Kewangan ini memberi gambaran yang benar dan saksama terhadap kedudukan kewangan Perbadanan Pembangunan Perdagangan Luar Malaysia pada 31 Disember 2011 serta hasil operasi dan aliran tunai untuk tahun tersebut adalah selaras dengan piawaian perakaunan yang diluluskan.


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

PUTRAJAYA
20 JULAI 2012



**PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

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

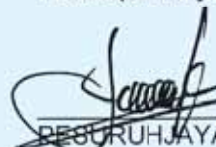
Saya, **WONG LAI SUM**, K.P. No : 550614-10-5816, pegawai utama yang bertanggungjawab ke atas pengurusan kewangan dan rekod-rekod perakaunan Perbadanan Pembangunan Perdagangan Luar Malaysia dengan ikhlasnya mengakui bahawa Lembaran Imbangan, Penyata Pendapatan, Penyata Perubahan Ekuiti dan Penyata Aliran Tunai dalam kedudukan kewangan yang berikut ini berserta dengan nota-nota kepada Penyata Kewangan di dalamnya mengikut sebaik-baik pengetahuan dan kepercayaan saya, adalah betul dan saya membuat ikrar ini dengan sebenarnya mempercayai bahawa ianya adalah benar dan atas kehendak-kehendak Akta Akuan Berkanun, 1960.

Sebenarnya dan sesungguhnya)
diakui oleh penama di atas)
di KUALA LUMPUR pada **27 APR 2012**)



(DR. WONG LAI SUM)

Dihadapan saya:



PESURUHJAYA SUMPAH



Alamat tempat perniagaan
Medan Selera Duta
Jalan Duta
50480 Kuala Lumpur

**PERBADANAN PEMBANGUNAN PERDAGANGAN
LUAR MALAYSIA**

**PENYATA Pengerusi dan
SEORANG AHLI LEMBAGA PENGARAH**

Kami, **MAH SIEW KEONG** dan **WONG SIEW HAI** yang merupakan Pengerusi dan salah seorang Ahli Lembaga Pengarah Perbadanan Pembangunan Perdagangan Luar Malaysia dengan ini menyatakan bahawa, pada pendapat Lembaga Pengarah, Penyata Kewangan yang mengandungi Lembaran Imbangan, Penyata Pendapatan, Penyata Perubahan Ekuiti dan Penyata Aliran Tunai yang berikut ini berserta dengan nota-nota kepada Penyata Kewangan di dalamnya, adalah disediakan untuk menunjukkan pandangan yang benar dan saksama berkenaan kedudukan Perbadanan Pembangunan Perdagangan Luar Malaysia pada 31hb Disember 2011 dan hasil kendaliannya serta perubahan kedudukan kewangannya bagi tahun berakhir pada tarikh tersebut.

Bagi pihak Lembaga Pengarah,



(DATO' MAH SIEW KEONG)
Pengerusi

Tarikh: 17 Mei 2012

Tempat: KUALA LUMPUR



(DATO' WONG SIEW HAI)
Ahli

Tarikh : 17 Mei 2012

Tempat : KUALA LUMPUR

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

	Nota	2011 RM	2010 RM
HARTANAH DAN PERALATAN	5	17,940,142	18,611,817
ASET SEMASA			
Tunai dan Baki di Bank	6	29,285,997	66,931,282
Deposit dengan Institusi Kewangan	7	74,095,187	97,254,097
Faedah Simpanan Tetap Terakru		54,528	85,566
Penghutang, Deposit dan Prabayar	8	30,435,409	35,196,445
Cukai Boleh Pulih		228,926	193,933
JUMLAH ASET SEMASA		134,100,047	199,661,323
LIABILITI SEMASA			
Pemiutang	9	13,555,114	20,308,284
Dana Pembangunan Pasaran	10	2,891,459	17,449,106
JUMLAH LIABILITI SEMASA		16,446,573	37,757,390
ASET SEMASA BERSIH		117,653,474	161,903,933
JUMLAH ASET BERSIH		135,593,616	180,515,750
DIBIAYAI OLEH:			
KUMPULAN WANG:			
Kumpulan Wang Berkumpul		65,105,241	57,131,613
Kumpulan Wang Pembangunan	11	67,258,388	120,784,137
Kumpulan Wang Pinjaman Kenderaan		2,300,000	2,300,000
Kumpulan Wang Pinjaman Komputer		300,000	300,000
Geran Modal Tertunda	12	629,987	-
		135,593,616	180,515,750

Nota-nota di muka surat 5 hingga 19 adalah sebahagian daripada Penyata ini.

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

PENDAPATAN	Nota	2011 RM	2010 RM
Sumbangan Kerajaan		160,531,000	177,642,100
Geran Pembangunan Dilunaskan	13	93,517,348	92,953,633
Lain-lain Pendapatan	14	10,996,283	9,418,123
		265,044,631	280,013,856
TOLAK : PERBELANJAAN			
Emolumen	15	54,492,287	49,470,329
Lain-lain Perbelanjaan Mengurus	16	203,882,495	191,026,381
Susutnilai	5	4,983,548	4,736,972
		263,358,330	245,234,182
LEBIHAN PENDAPATAN SEBELUM CUKAI		1,686,301	34,779,674
Cukai	17	(521,074)	(575,242)
LEBIHAN PENDAPATAN SELEPAS CUKAI		1,165,227	34,204,432

Nota-nota di muka surat 5 hingga 19 adalah sebahagian daripada Penyata ini.

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

PENYATA PERUBAHAN EKUITI BAGI TAHUN BERAKHIR 31 DISEMBER

	Kumpulan Wang TerKumpul RM	Kumpulan Wang Pembangunan RM	Kumpulan Wang Kenderaan RM	Kumpulan Wang Komputer RM	Jumlah RM
2010					
Baki pada 1 Januari 2009	23,791,711	117,515,867	2,300,000	300,000	143,907,578
Lebihan Pendapatan Selepas Cukai	33,339,902	864,530	-	-	34,204,432
Tambahan Kumpulan Wang Pembangunan Perlunasan Kumpulan Wang Pembangunan	-	95,357,373 (92,953,633)	-	-	95,357,373 (92,953,633)
Baki pada 31 Disember 2010	57,131,613	120,784,137	2,300,000	300,000	180,515,750
2011					
Lebihan/(Kurangan) Pendapatan Selepas Cukai	7,973,628	(6,808,401)	-	-	1,165,227
Tambahan Kumpulan Wang Pembangunan Perlunasan Kumpulan Wang Pembangunan	-	46,800,000 (93,517,348)	-	-	46,800,000 (93,517,348)
Baki pada 31 Disember 2011	65,105,241	67,258,388	2,300,000	300,000	134,963,629

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

	2011 RM	2010 RM
ALIRAN TUNAI DARI PADA AKTIVITI OPERASI		
Lebihan Pendapatan sebelum cukai	1,686,301	34,779,674
Pelarasan:-		
Susutnilai hartanah, loji dan peralatan	4,983,548	4,736,972
Untung atas pelupusan aset tetap	(54,569)	(2,582)
Faedah atas simpanan tetap	(1,919,911)	(2,107,709)
Faedah atas akaun semasa	(245,067)	(178,220)
Geran Modal Tertunda - Pendapatan Projek MATRIIX	629,987	-
Geran Pembangunan yang diterima dan belum dilunaskan/(dibelanjakan):		
Dana Mempromosi Jenama	(22,425,709)	(22,282,908)
Dana Promosi Eksport Perkhidmatan & Malaysia Kitchen	(24,291,639)	24,686,648
Keuntungan operasi sebelum perubahan dalam modal kerja	<u>(41,637,059)</u>	<u>39,631,875</u>
Perubahan modal kerja:-		
Pelbagai penghutang	(2,429,276)	(5,420,448)
Pelbagai pemiutang	437,142	11,101,752
Dana Pembangunan Pasaran	(14,557,647)	(2,189,808)
Faedah Simpanan Telap Terakru	31,038	(31,675)
Tunai dihasilkan daripada operasi	<u>(58,155,801)</u>	<u>43,091,696</u>
Faedah yang diterima	2,164,978	2,285,929
Cukai dibayar	(556,067)	(307,685)
Tunai bersih dihasilkan daripada aktiviti operasi	<u>(56,546,890)</u>	<u>45,069,940</u>
ALIRAN TUNAI DARI PADA AKTIVITI PELABURAN		
Pembelian hartanah, bji dan peralatan	(4,810,059)	(3,449,005)
Lebihan dari pelupusan hartanah, loji dan peralatan	552,754	132,050
Tunai bersih digunakan dalam aktiviti pelaburan	<u>(4,257,305)</u>	<u>(3,316,955)</u>
Penambahan bersih tunai dan kesetaraan tunai	(60,804,195)	41,752,985
Tunai dan kesetaraan tunai pada awal tahun	164,185,379	122,432,394
Tunai dan kesetaraan tunai pada akhir tahun	<u>103,381,184</u>	<u>164,185,379</u>
ANALISA TUNAI DAN KESETARAAN TUNAI		
Depositi dengan Institusi Kewangan	74,095,187	97,254,097
Tunai dan Baki di Bank	29,285,997	66,931,282
	<u>103,381,184</u>	<u>164,185,379</u>

PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA (MATRADE)

NOTA KEPADA PENYATA KEWANGAN BAGI TAHUN BERAKHIR
31 DISEMBER 2011

1. MAKLUMAT AM

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

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

2. ASAS PENYEDIAAN PENYATA KEWANGAN

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

3. POLISI-POLISI PENYATA KEWANGAN PENTING

a) Konvensyen perakaunan

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

4. DASAR-DASAR PENYATA KEWANGAN PENTING

a) Hartanah dan peralatan

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

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

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

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

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

b) Penghutang dan pelbagai penghutang

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

c) Pemiutang dan pelbagai pemiutang

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

d) Geran Kerajaan Persekutuan

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

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

e) Geran Modal Tertunda

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

f) Transaksi Mata Wang Asing

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

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

	2011 (RM)	2010 (RM)
i) 1 Dolar Amerika	3.18	3.14
ii) 1 Paun Sterling	5.04	5.03
iii) 1 Dolar Singapura	2.47	2.43
iv) 1 Dolar Australia	3.22	3.12
v) 1 Renmimbi China	0.50	0.47
vi) 1 Euro	4.33	4.31
vii) 1 Rand Afrika Selatan	0.39	0.45
viii) 1 Real Brazil	1.78	1.82
ix) 1 Pound Mesir	0.53	0.54
x) 1 Ukraine Hryvnia	0.40	0.39
xi) 1 Uzbekistan Sum	0.002	0.002
xii) 1 Argentina Peso	0.74	0.78
xiii) 100 Schilling Kenya	3.38	3.91
xiv) 100 Rupee India	6.32	7.03
xv) 100 Won Korea	0.28	0.28
xvi) 100 Peso Chile	0.62	0.65
xvii) 100 Yen Jepun	4.11	3.82
xviii) 100 New Taiwan Dolar	10.54	10.35
xix) 100 Rouble Russia	10.25	10.05
xx) 100 Dolar Hong Kong	40.90	40.52
xxi) 100 Riyal Arab Saudi	84.86	83.78
xxii) 100 Dirham U.A.E.	85.69	84.65
xxiii) 100 Rupiah Indonesia	0.04	0.04
xxiv) 100 Hungarian Forint	1.39	1.56
xxv) 100 Bath Thailand	10.30	10.53
xxvi) 100 Peso Filipina	7.37	7.23
xvii) 100 New Turkish Lira	175.00	217.08

g) Percukaian

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

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

Cukai tertunda diperuntukkan menggunakan kaedah liabiliti, bagi perbezaan sementara pada tarikh lembaran imbalan antara asas cukai aset dan liabiliti dengan amaun bawaannya dalam penyata kewangan. Pada asasnya, liabiliti cukai tertunda diiktiraf untuk semua perbezaan sementara kera 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 cjangka berkuat kuasa dalam tempoh aset direalisasikan atau liabiliti dijelaskan, berdasarkan kadar cukai yang digubal atau sebahagian besarnya digubal pada tarikh lembaran imbalan. Cukai tertunda diiktiraf dalam penyata kewangan, kecuali apabila ia berpunca daripada urus niaga yang diiktiraf terus ke ekuiti, cukai tertunda juga dicajkan atau dikreditkan terus ke ekuiti, atau apabila ia berpunca daripada gabungan perniagaan iaitu pengambilalihan, di dalam hal ini, cukai tertunda diambil kira dengan muhibah yang terhasil atau muhibah negatif.

h) Tunai dan kesetaraan tunai

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

5. HARTANAH DAN PERALATAN

KOS	Peralatan Elektronik (RM)	Perabut Dan Kelengkapan (RM)	Pembaharuan Bangunan (RM)	Kenderaan Dan Jentera (RM)	Komputer Dan Peralatan (RM)	Bangunan & Hartanah (RM)	Jumlah		
							2011 (RM)	2010 (RM)	
Pada 1 Januari *	12,770,488	10,298,995	7,025,021	8,100,484	6,450,553	6,172,916	50,818,457	47,957,630	
Belian *	709,189	-	-	2,337,264	1,763,606	-	4,810,059	3,449,005	
Pelupusan	(1,156,939)	(919,384)	-	(796,809)	(855,884)	(23,439)	(3,752,455)	(588,178)	
Pelarasan	-	-	-	-	-	-	-	-	
Pada 31 Disember	12,322,738	9,379,611	7,025,021	9,640,939	7,358,275	6,149,477	51,876,061	50,818,457	
SUSUTNILAI TERKUMPUL									
Pada 1 Januari	9,911,566	4,625,797	6,172,578	6,297,434	4,870,000	329,265	32,206,640	27,928,377	
Dikenakan *	1,328,839	923,738	674,407	1,038,837	894,503	123,224	4,983,548	4,736,972	
Pelupusan	(980,114)	(629,321)	-	(787,075)	(855,884)	(1,875)	(3,254,269)	(458,709)	
Pelarasan	-	142,640	(142,640)	-	-	-	-	-	
Pada 31 Disember	10,260,291	5,062,854	6,704,345	6,549,196	4,908,619	450,614	33,935,919	32,206,640	
NILAI BUKU BERSIH									
31.12.2011	2,062,447	4,316,757	320,676	3,091,743	2,449,656	5,698,863	17,940,142	-	
31.12.2010	2,858,922	5,673,198	852,443	1,803,050	1,580,553	5,843,651	-	18,611,817	

* Termasuk aset yang diterima di bawah Projek MATRIIX

6. TUNAI DAN BAKI DI BANK

Tunai dan baki di bank adalah di senaraikan seperti berikut:

	2011 RM	2010 RM
i) Akaun Semasa Kumpulan Wang Terkumpul	16,264,316	30,538,786
ii) Akaun Semasa Kumpulan Wang Kenderaan	821,712	1,003,277
iii) Akaun Semasa Kumpulan Wang Komputer	320,504	288,578
iv) Akaun Semasa Dana Eksport Perkhidmatan	8,989,430	33,729,066
v) Akaun Semasa Dana Pembangunan Pasaran	2,890,035	1,371,575
Baki pada 31 Disember	29,285,997	66,931,282

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

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

7. DEPOSIT DENGAN INSTITUSI KEWANGAN

Deposit berjumlah RM74.1 juta (2010: RM97.3 juta) merupakan deposit yang tidak dicagar dan disimpan dengan Institusi Kewangan yang diluluskan oleh Kementerian Kewangan.

8. PENGHUTANG, DEPOSIT DAN PRABAYAR

Jumlah penghutang, deposit dan prabayar adalah seperti berikut:-

	2011 RM	2010 RM
Penghutang Kumpulan Wang Mengurus	2,021,382	4,054,602
Penghutang Lain-Lain Kumpulan Wang	11,009,225	12,030,622
Penghutang Pinjaman Kenderaan	1,428,734	1,189,872
Penghutang Pinjaman Komputer	153,688	176,412
Jumlah Penghutang	14,613,029	17,451,508
Pendahuluan	47,020	406,564
Deposit di bayar	5,886,998	5,784,598
Prabayar	9,888,362	11,553,775
Penghutang, deposit dan prabayar	30,435,409	35,196,445
Terimaan dalam tempoh setahun	13,490,693	16,856,340
Terimaan melebihi setahun	16,944,716	18,340,105
	30,435,409	35,196,445

9. PEMIUTANG

	2011 RM	2010 RM
Pemiutang Kumpulan Wang Mengurus	11,232,060	9,455,718
Pemiutang Lain-Lain Kumpulan Wang	2,323,054	10,852,566
	13,555,114	20,308,284

10. DANA PEMBANGUNAN PASARAN

Dana Pembangunan Pasaran (MDG) terdiri dari peruntukan yang diterima daripada Perbadanan Perusahaan Kecil dan Sederhana Malaysia (SME Corp. Malaysia). MDG sebelum ini dikenali sebagai Skim Tabung Bantuan Teknikal Perindustrian (ITAF 4) yang dikendalikan oleh SME Corp. Malaysia. Pentadbiran dana ini telah diserahkan kepada MATRADE pada tahun 2002. Peruntukan yang diterima adalah untuk membayar tuntutan geran sahaja dan tidak termasuk sebarang kos pentadbiran. Geran ini diberikan atas dasar "matching grant" dimana syarikat boleh memperolehi 50 % geran atas perbelanjaan yang dikeluarkan bagi aktiviti yang layak. Jumlah geran yang telah dibayar pada tahun 2011 adalah berjumlah RM14.7 juta. Berikut adalah penyata penerimaan dan pembayaran :

	2011	2010
	RM	RM
Baki pada 1 Januari	17,449,106	19,638,914
Terimaan Peruntukan dari SME Corp. Malaysia	-	23,200,000
Faedah Simpanan Tetap	146,706	279,331
Faedah Akaun Semasa	18,529	25,591
	<hr/>	<hr/>
	17,614,341	43,143,836
Tolak : Geran yang dibayar	(14,722,882)	(25,694,730)
	<hr/>	<hr/>
Baki pada 31 Disember	2,891,459	17,449,106

11. KUMPULAN WANG PEMBANGUNAN

Butiran	Rujukan	Dana Mempromosi Jenama Malaysia	Dana Eksport Perkhidmatan	Kumpulan Wang Pembangunan
2010				
Baki pada 1 Januari 2010	(a)	73,030,193	44,485,674	117,515,867
Campur :				
Geran Pembangunan		872,262	95,357,373	95,357,373
Lain-lain Terimaan			(7,732)	864,530
Jumlah Terimaan	(b)	872,262	95,349,641	96,221,903
Tolak :				
Perbelanjaan		123,580	39,705,204	39,828,784
Pembayaran Geran		22,159,328	30,965,521	53,124,849
Jumlah Geran Pembangunan Dilunaskan	(c)	22,282,908	70,670,725	92,953,633
Baki pada 31 Disember 2010	(d)=(a)+(b)-(c)	61,619,547	69,164,590	120,784,137
Campur :				
Geran Pembangunan		782,704	46,800,000	46,800,000
Lain-lain Terimaan			(7,591,105)	(6,808,401)
Jumlah Terimaan	(e)	782,704	39,208,895	39,991,599
Tolak :				
Perbelanjaan		57,029	44,877,733	44,934,762
Pembayaran Geran		22,368,680	26,213,906	48,582,586
Jumlah Geran Pembangunan Dilunaskan	(f)	22,425,709	71,091,639	93,517,348
Baki pada 31 Disember 2011	(d)+(e)-(f)	29,976,542	37,201,046	67,258,388

12. GERAN MODAL TERTUNDA

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

	2011 RM	2010 RM
Baki pada 1 Januari	-	-
Geran Modal diterima	787,500	-
	<hr/>	<hr/>
	787,500	-
Tolak:		
Susut nilai semasa	(157,513)	-
	<hr/>	<hr/>
Baki pada 31 Disember	629,987	-

13. GERAN PEMBANGUNAN DILUNASKAN

	2011 RM	2010 RM
Dana Mempromosi Jenama Malaysia	22,425,709	22,282,908
Dana Promosi Eksport Perkhidmatan	71,091,639	70,670,725
	<hr/>	<hr/>
	93,517,348	92,953,633

14. LAIN-LAIN PENDAPATAN

Lain-lain pendapatan adalah disenaraikan seperti berikut:-

	2011 RM	2010 RM
Hasil Kutipan	7,831,216	6,177,630
Faedah Atas Simpanan Tetap	1,919,911	2,107,709
Faedah Pinjaman Kenderaan	48,479	43,085
Faedah Pinjaman Komputer	6,315	6,767
Faedah Akaun Semasa	245,067	178,220
Pelbagai Pendapatan	787,782	41,201
Keuntungan Atas Pertukaran Matawang Asing	-	59,844
Sumbangan Agensi Lain	-	803,667
Geran Modal - Susut nilai Aset MATRIX	157,513	-
	10,996,283	9,418,123

15. EMOLUMEN

Emolumen adalah disenaraikan seperti berikut:-

	2011 RM	2010 RM
Gaji dan Upahan	25,951,680	25,060,040
Elaun Tetap	13,637,464	13,200,793
Sumbangan Berkanun Untuk Kakitangan	1,952,981	1,839,367
Elaun Lebih Masa	838,750	697,180
Faedah Kewangan Yang Lain	9,695,473	6,490,365
Kumpulan Wang Amanah Pencen	2,415,939	2,183,084
	54,492,287	49,470,829

16. LAIN-LAIN PERBELANJAAN MENGURUS

Lain-lain perbelanjaan mengurus adalah disenaraikan seperti berikut:-

	2011 RM	2010 RM
Perjalanan dan Sara Hidup	13,086,306	10,094,651
Pengangkutan Barang	2,490,788	1,610,116
Perhubungan Dan Utiliti	10,201,961	10,601,710
Sewaan	39,716,617	37,319,279
Bekalan Bahan Mentah & Bahan Untuk Penyelenggaraan & Pembaikan	899,520	903,095
Bekalan Dan Bahan Lain	3,179,823	2,719,472
Penyelenggaraan dan Pembaikan Kecil Yang Dibeli	19,303,486	11,736,880
Perkhidmatan Ikhtisas dan Perkhidmatan Lain Yang Dibeli dan Hospitaliti	62,974,242	61,410,399
Pembayaran Dara Mempromosi Jenama Malaysia	22,368,680	22,159,328
Pembayaran Dara Eksport Perkhidmatan	26,213,906	30,965,521
Bayaran lain	2,790,451	1,360,095
Bayaran Khidmat Bank/Caj Bank	148,439	145,835
Lain-Lain Perbelanjaan	508,276	-
	203,882,495	191,026,381

17. CUKAI

	2011 RM	2010 RM
Cukai atas keuntungan semasa*	521,074	556,067
Kurangan anggaran cukai tahun lepas	-	19,175
	<u>521,074</u>	<u>575,242</u>

* Cukai yang dikenakan adalah ke atas faedah simpanan tetap/akaun semasa dan mengikut kadar yang ditetapkan oleh Lembaga Hasil Dalam Negeri Malaysia sebanyak 25% (2010: 25%). Berdasarkan Perintah Cukai Pendapatan (Pengecualian) (No.22) 2006, pendapatan sewaan yang diterima oleh MATRADE boleh dikecualikan cukai atas alasan pendapatan sewaan yang diterima adalah di bawah peruntukan Akia yang mengawal selia MATRADE.

Penyamaan perbelanjaan cukai dengan kadar cukai pendapatan berkanun:-

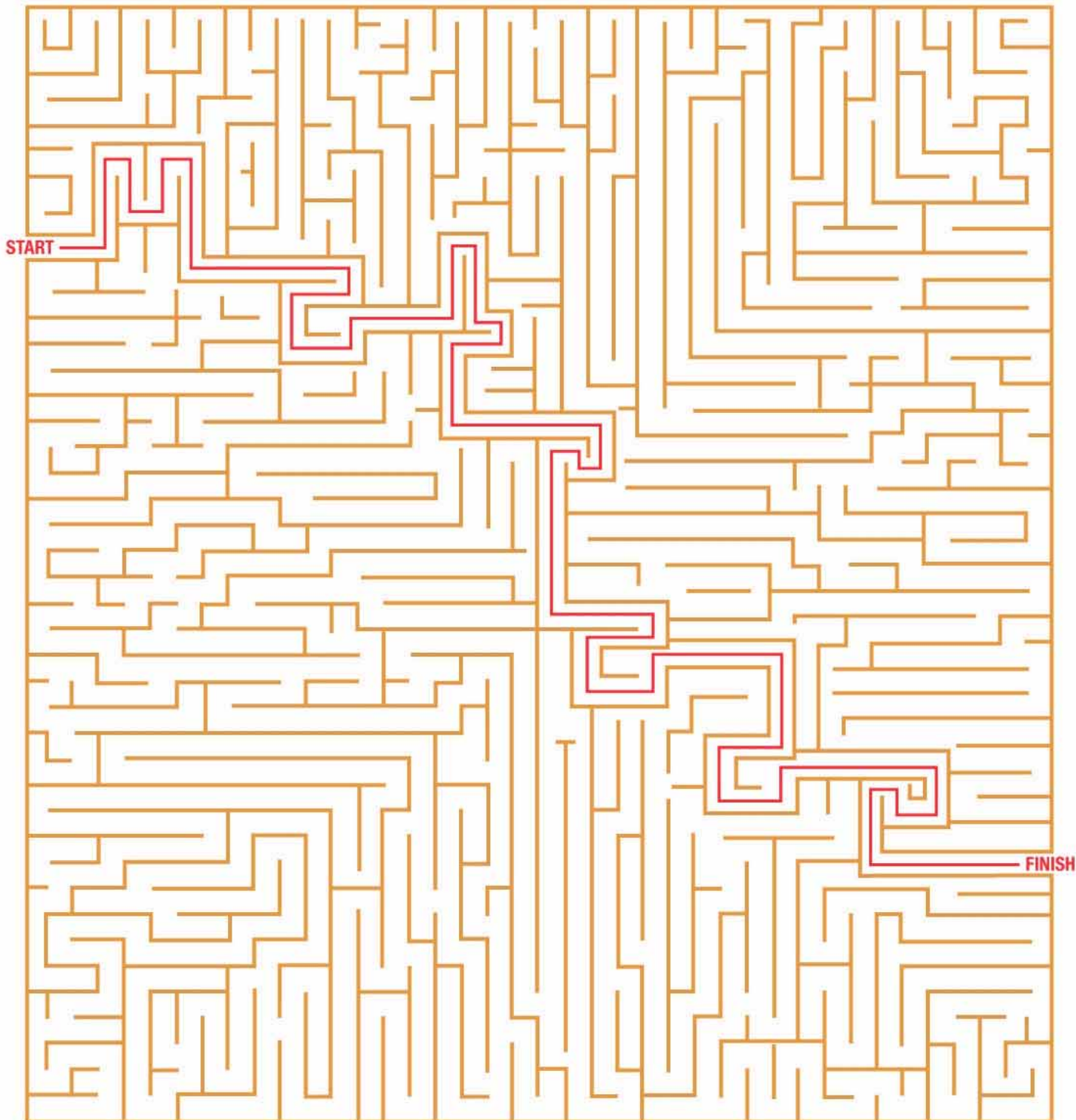
	2011 RM	2010 RM
Keuntungan sebelum cukai	<u>1,686,301</u>	<u>34,779,674</u>
Cukai pada kadar cukai berkanun sebanyak 25% (2010: 25%)	421,575	8,694,919
Kesan cukai oleh:-		
Pendapatan yang tidak dikenakan cukai	(421,575)	(8,694,919)
Cukai ke atas faedah simpanan tetap dan akaun semasa	<u>521,074</u>	<u>556,067</u>
	521,074	556,067
Kurangan anggaran cukai tahun lepas	-	19,175
Perbelanjaan cukai tahunan	<u>521,074</u>	<u>575,242</u>

18. BILANGAN JAWATAN

	2011	2010
Bilangan jawatan yang diisi (orang)	<u>632</u>	<u>617</u>

19. PEMBENTANGAN DAN KELULUSAN PENYATA KEWANGAN

Penyata Kewangan telah dibentangkan dan diluluskan oleh Lembaga Pengarah pada 17 Mei 2012.



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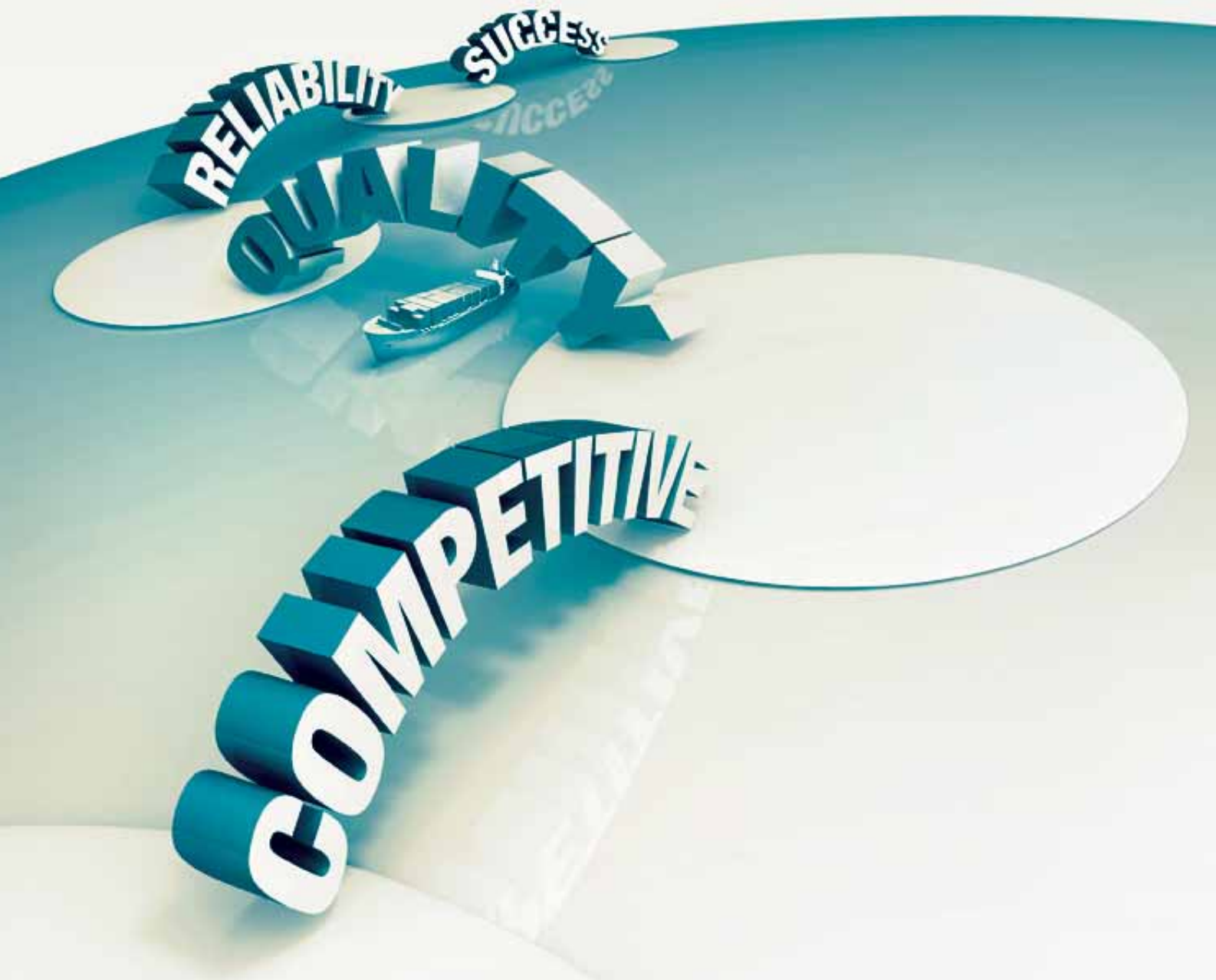


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