



Produk F&B Malaysia bakal diedar di kedai utama di Jerman

29 January 2022, Harian Metro, Bisnes

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Produk F&B Malaysia bakal tembusi Jerman

28 January 2022, Berita Harian, Nasional

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Produk F&B Malaysia akan diedarkan di jerman

28 January 2022, Utusan Sarawak, Tempatan

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Malaysian F&B products to be distributed in mainstream German stores

28 January 2022, Daily Express (Sabah), Business / Bizbytes

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Malaysian F&B enters German market with Go Asia

28 January 2022, The Malaysian Reserve, News

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Malaysian F&B enters German market with Go Asia

28 January 2022, The Malaysian Reserve On-line

AVE: MYR 3,000.00 Country: Malaysia Category: 1~~MATRADE News - Events Language: English Audience: N/A

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Malaysian F&B enters German market with Go Asia

28 January 2022, The Malaysian Reserve On-line

AVE: MYR 3,000.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: English Audience: N/A

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Produk F&B Malaysia bakal tembusi Jerman

27 January 2022, Berita Harian Online

AVE: MYR 6,400.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: Bahasa Audience: N/A

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Produk F&B Malaysia akan diedarkan di kedai-kedai utama di Jerman

27 January 2022, Bernama Online

AVE: MYR 5,000.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: Bahasa Audience: N/A

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Produk F&B Malaysia bakal tembusi Jerman

27 January 2022, elite.org.my

AVE: MYR 3,000.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: Bahasa Audience: N/A

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Ekonomi : Produk F&B Malaysia akan diedarkan di kedai-kedai utama di Jerman

27 January 2022, Malaysia Sejahtera

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27 January 2022, malaysiaaktif.my

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27 January 2022, Bernama Online

AVE: MYR 5,000.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: English Audience: N/A

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Malaysian F&B Companies Gain Access To Germany

27 January 2022, www.businessstoday.com.my

AVE: MYR 3,000.00 Country: Malaysia Category: 1~~MATRADE News - Events Language: English Audience: N/A

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Malaysian F&B Companies Gain Access To Germany

27 January 2022, www.businessstoday.com.my

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27 January 2022, www.businessstoday.com.my

AVE: MYR 3,000.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: English Audience: N/A

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Produk F&B Malaysia Bakal Tembusi Jerman

27 January 2022, HOT FM

AVE: MYR 1,530.67 Duration: 56 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: Bahasa Audience: N/A

[Radio Stream](#)



Malaysian F&B Products to Be Distributed in Mainstream German Stores

27 January 2022, Traxx FM (90.3)

AVE: MYR 492.00 Duration: 41 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: English Audience: N/A

[Radio Stream](#)



Malaysian F&B enters German market with Go Asia

28 January 2022, The Malaysian Reserve On-line

AVE: MYR 3,000.00 Country: Malaysia Category: General News - Import/Export News Language: English Audience: N/A

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Malaysian F&B Companies Gain Access To Germany

27 January 2022, www.businessstoday.com.my

AVE: MYR 3,000.00 Country: Malaysia Category: General News - Import/Export News Language: English Audience: N/A

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[\[Back\]](#)

Kuala Lumpur: Produk makanan dan minuman (F&B) Malaysia sedang dinilai untuk diedarkan ke kedai-kedai utama di Jerman, menurut Perbadanan Pembangunan Perdagangan Luar Malaysia (Matrade).

Timbalan Ketua Pegawai Eksekutif (Peningkatan Eksport), Sharimahton Mat Saleh berkata, produk F&B dari negara ini sedang dipromosikan di Mal Asia, platform e-dagang yang baru dilancarkan iaitu kedai dalam talian pertama yang diwujudkan khas untuk memasarkan produk makanan dan bukan makanan Malaysia terutamanya di Jerman,

Austria dan Switzerland.

Pada masa ini, terdapat lebih 40 unit simpanan stok (SKU) produk Malaysia dari 20 syarikat sudah disenaraikan di kedai dalam talian itu.

“Ini akan menjadi satu lagi kisah kejayaan besar bagi sektor F&B Malaysia. (Status) halal turut menawarkan prospek lebih luas bagi syarikat Malaysia untuk mendapat pembeli di sini yang sentiasa mencari F&B dan ramuan yang halal

Produk F&B Malaysia bakal diedar di kedai utama di Jerman

bagi menampung keperluan ramai penduduk Muslim yang menetap di Eropah,” katanya dalam satu kenyataan.

Menurut Matrade, beberapa syarikat tempatan Malaysia berjaya memuktamadkan perbincangan dengan pasar raya Asia terkenal di Jerman, Go Asia yang mempunyai 31 cawangan di seluruh negara itu.

Sementara itu, sebanyak 23 SKU produk Malaysia yang dihasilkan oleh Ganda

Kota Sdn Bhd, Doluvo Sdn Bhd dan Industri Makanan Jati Sdn Bhd, terpilih untuk diedarkan oleh Go Asia.

Inisiatif ini bermula ketika penyertaan Matrade dalam Anuga, antara pameran perdagangan F&B terbesar di Eropah pada 9-13 Oktober, 2021 yang mana produk Malaysia menerima maklum balas positif daripada pengunjung, pengimport dan pengedar yang mencari produk makanan cita rasa Asia.

[\[Back\]](#)

Produk F&B Malaysia bakal tembusi Jerman

Produk makanan dan minuman (F&B) Malaysia sedang dinilai untuk diedarkan ke kedai utama di Jerman, menurut Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE).

Timbalan Ketua Pegawai Eksekutif (Peningkatan Eksport), Sharimahton Mat Saleh, berkata produk F&B dari negara ini sedang dipromosikan di Mal Asia, platform e-dagang yang baru dilancarkan, iaitu kedai dalam talian pertama yang diwujudkan khas untuk memasarkan produk makanan dan bukan makanan Malaysia terutama di Jerman, Austria dan Switzerland.

Pada masa ini, terdapat lebih 40 unit simpanan stok (SKU) produk Malaysia daripada 20 syarikat disenaraikan di kedai dalam talian itu.

"Ini akan menjadi satu lagi kisah kejayaan besar bagi sektor F&B Malaysia. (Status) halal turut menawarkan prospek lebih luas bagi syarikat Malaysia untuk mendapat pembeli di sini yang sentiasa mencari F&B dan ramuan halal bagi menampung keperluan ramai penduduk Muslim yang menetap di Eropah," katanya dalam kenyataan semalam.

Menurut MATRADE, beberapa syarikat tempatan Malaysia berjaya memuktamadkan perbincangan dengan pasar raya Asia terkenal di Jerman, Go Asia yang mempunyai 31 cawangan di seluruh negara itu.

Sementara itu, 23 unit simpanan stok produk Malaysia yang dihasilkan Ganda Kota Sdn Bhd, Doluvo Sdn Bhd dan Industri Makanan Jati Sdn Bhd terpilih untuk diedarkan oleh Go Asia.

Inisiatif ini bermula ketika penyertaan MATRADE dalam ANUGA, antara pameran perdagangan F&B terbesar di Eropah pada 9 hingga 13 Oktober 2021 yang mana produk Malaysia menerima maklum balas positif daripada pengunjung, pengimport dan pengedar yang mencari produk makanan cita rasa Asia.

BERNAMA



Sharimahton
Mat Saleh



[\[Back\]](#)

Produk F&B Malaysia akan diedarkan di Jerman

KUALA LUMPUR: Produk makanan dan minuman (F&B) Malaysia sedang dinilai untuk diedarkan ke kedai-kedai utama di Jerman, menurut Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE).

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Pada masa ini, terdapat lebih 40 unit simpanan stok (SKU) produk Malaysia dari 20 syarikat telah disenaraikan di kedai dalam talian itu.

"Ini akan menjadi satu lagi kisah kejayaan besar bagi sektor F&B Malaysia. (Status) halal turut menawarkan prospek lebih luas bagi syarikat Malaysia untuk mendapat pembeli di sini

yang sentiasa mencari F&B dan ramuan yang halal bagi menampung keperluan ramai penduduk Muslim yang menetap di Eropah," katanya dalam kenyataan semalam.

Menurut MATRADE, beberapa syarikat tempatan Malaysia telah berjaya memuktamadkan perbincangan dengan pasar raya Asia terkenal di Jerman, Go Asia yang mempunyai 31 cawangan di seluruh negara itu.

Sementara itu, sebanyak 23 SKU produk Malaysia yang dihasilkan oleh Ganda Kota Sdn Bhd, Doluvo Sdn Bhd dan Industri Makanan Jati Sdn Bhd telah terpilih untuk diedarkan oleh Go Asia.

Inisiatif ini bermula ketika penyertaan MATRADE dalam ANUGA, antara pameran perdagangan F&B terbesar di Eropah pada 9 hingga 13 Oktober 2021 yang mana produk Malaysia menerima maklum balas positif daripada pengunjung, pengimport dan pengedar yang mencari produk makanan cita rasa Asia.

- Bernama



[\[Back\]](#)

Malaysian F&B products to be distributed in mainstream German stores

KUALA LUMPUR: Malaysian Food and Beverages (F&B) products are currently being evaluated to be distributed in mainstream German stores, according to the Malaysia External Trade Development Corporation (Matrade).

Deputy chief executive officer (Export Acceleration), Sharimahton Mat Saleh said Malaysian F&B products are being promoted through the newly launched e-commerce platform, Mal Asia, the first online store set up solely to market Malaysian food and non-food products especially in Germany, Austria and Switzerland.

Currently, more than 40 stock keeping units (SKUs) of Malaysian products from more than 20 companies are listed on the online store.

"This will be another huge success story

for Malaysia's F&B sector. The halal (status) also offers great prospects for Malaysian companies to reach out to the buyers here who are constantly looking for halal F&B and ingredients to cater to the large Muslim population living in Europe," she said in a statement.

According to Matrade, several Malaysian home-grown companies have managed to conclude deals with an established Asian supermarket in Germany, Go Asia, which operates 31 branches located throughout the country.

Subsequently, a total of 23 SKUs of Malaysian products manufactured by Ganda Kota Sdn Bhd, Doluvo Sdn Bhd and Industri Makanan Jati Sdn Bhd have been selected to be distributed by Go Asia. - Bernama



[\[Back\]](#)

Malaysian F&B enters German market with Go Asia

by **FAYYADH JAAFAR**

MALAYSIAN homegrown food and beverage (F&B) companies have entered the Germany market through Asian supermarket Go Asia.

Go Asia has 31 branches located throughout Germany, and will be a platform for these Malaysian companies to promote their products in the European region.

The initiative started during Malaysia External Trade Development Corp's (Matrade) participation in one of Europe's largest F&B trade fairs, Anuga, from Oct 9 to 13, 2021.

Matrade Deputy CEO (export acceleration) Sharimahton Mat Saleh said this successful initiative is a good example for other Malaysian companies to emphasise on quality and innovation as well as actively seek business opportunities globally.

"Malaysian food is well accepted by many and recognised for its superb taste, excellent quality, safety and innovativeness.



PK by Hussem Shaborudam
Sharimahton says halal products offer great prospect for Malaysian companies as the demand for halal-certified products is growing rapidly in Europe

"These Malaysian F&B players have developed competitiveness and unique niches, including qualifying themselves for industry-specific international recognitions such as Good Manufacturing Prac-

tises, Hazard Analysis and Critical Control Points and ISO 22000 Food Safety Management System," she said, adding that these recognitions will help Malaysian companies in expanding their exports globally.

In total, 23 stock-keeping units (SKUs) were selected from Ganda Kota Sdn Bhd, Doluvo Sdn Bhd and Industri Makanan Jati Sdn Bhd.

The selected products including ice bars, coconut-based products, fried chicken and tempura flour mix, among others, will be shipped to Germany.

Additionally, Malaysian F&B products are also promoted through the newly launched e-commerce platform, Mal Asia, the first online store built solely to market Malaysian food and non-food products, especially in the DACH (Deutschland, Austria, Confoederatio Helvetica) market region, which includes Germany, Austria and Switzerland.

Over 40 SKUs of Malaysian products from more than 20 companies are listed in the online store, which is aimed to provide easy access for consumers to purchase Malaysian products directly from manufacturers or distributors.

Meanwhile, the demand for halal-certified products is growing

rapidly in Europe.

"Halal (products) also offer a great prospect for Malaysian companies to reach out to the buyers here who are constantly looking for halal F&B, halal ingredients and halal beverage to cater to the large Muslim population living in Europe," Sharimahton said.

Matrade director of halal, F&B and agro-based section Remea Yaakub has urged Malaysian companies to seize the opportunity and take advantage of the growing demand for halal products.

"Malaysia's F&B products' popularity has been growing among foreign buyers with a plethora of culinary offerings complemented by our multicultural population.

"By leveraging on this advantage, Malaysian companies are encouraged to capitalise on Matrade's programmes such as the Malaysia International Halal Showcase and international trade fairs such as Gulfood in Dubai, Foodex in Japan, Sial in France and Fi Europe in Germany," he said.