



Co-organized by



Powered by



WRAP ETHICAL BUSINESS DIALOGUE

ADVANCING SOCIAL COMPLIANCE
& GLOBAL STANDARDS FOR A
SUSTAINABLE FUTURE

READY TO EXPORT?

*Understand the journey & get
the necessary support from MATRADE*

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Malaysia External Trade Development Corporation

**BRIDGING
THE WORLD**

MATRADE

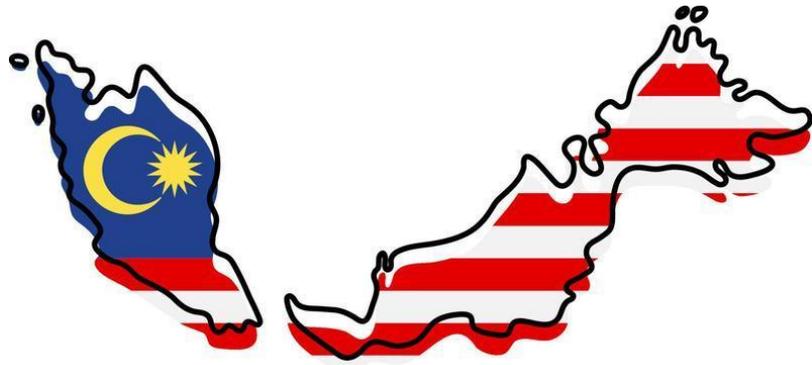
MATRADE

A person wearing a light-colored, vertically striped shirt is shown from the chest down, with their right hand held out palm up. In the air above their hand is a large, glowing, fiery question mark. The background is dark with a network of orange and yellow nodes and lines, suggesting a digital or data environment. The overall lighting is warm, dominated by the orange and yellow tones of the glowing elements.

Why you should go to export market?

The world is your oyster!





Sell locally..

VS



Sell overseas..

*Market size, diversify company earnings, grow new markets, global branding,
scale up your business...*

About Us



BRIDGING THE WORLD

WHO WE ARE

MATRADE is the National Trade Promotion Organisation of Malaysia, under the Ministry of Investment, Trade and Industry (MITI), with ultimate role to promote Malaysian products and services overseas.

VISION

Positioning Malaysia as A Globally Competitive Trading Nation

MISSION

Promoting Malaysia's Enterprises To The World



49
OFFICES



41
COUNTRIES

CONNECTING MALAYSIA TO THE WORLD

<https://www.matrade.gov.my/en/choose-malaysia>



Los Angeles | New York | Miami
Toronto | Mexico City | Santiago
Sao Paulo | Buenos Aires | London
Paris | Milan | Frankfurt | Rotterdam
Istanbul | Warsaw | Budapest | Kiev
Moscow | Almaty | Tashkent | Jeddah
Dubai | Doha | Cairo | Nairobi
Johannesburg | Lagos | Karachi
Mumbai | Chennai | Yangon | Bangkok
Ho Chi Minh City | Hanoi | Phnom Penh
Medan | Jakarta | Singapore
Manila | Chengdu | Beijing | Shanghai
Guangzhou | Hong Kong | Taipei
Seoul | Tokyo | Osaka | Melbourne



We identify and connect businesses, particularly between Malaysian exporters with foreign importers & potential business partners.



We facilitate our MSME in their internationalisation activities which include export promotion, business meetings, advisory services, training & development, etc



Malaysia External Trade Development Corporation

Some of our activities..



*Business matching
& meetings*



Export Promotion Activities

- *Trade & Investment Missions;*
- *Export Acceleration Missions;*
- *International Trade Exhibitions; and*
- *Digital Marketing Activities*



Branding



***Customised Exporters Development
Programmes***



*Advisory services
Export Academy
Business Information Center
Virtual Exhibition
Digital Trade Platform*



*Market Development Grant
Services Export Fund
eTRADE 2.0 Programme*

International Trade Exhibitions



International Sourcing Programme



Our Business Matching Services



> 100,000

buyers registered with MATRADE



*Facilitations from
MATRADE's 49
Overseas Trade
Offices*



*Foreign Buyers
Verification*

MORE THAN 200 MARKETS

Open the door to Global Markets
with **MATRADE**



*B2B Business
Matching*



*Negotiations Follow-up
Assistance*

Start your journey as an exporter with us..





What are the steps?

ADVANCING
EXPORTS
ACCELERATING
GROWTH

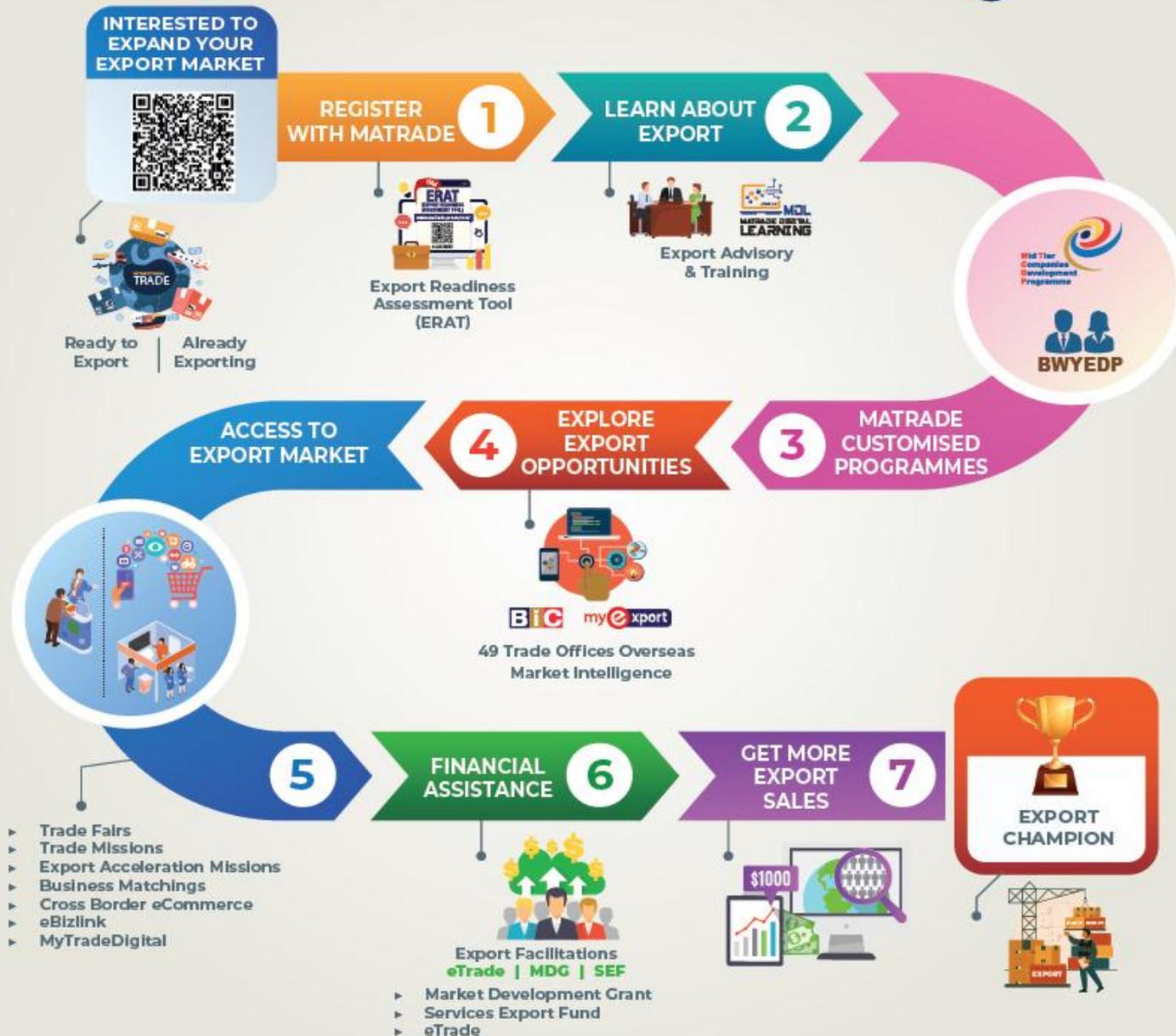
DEVELOP YOUR EXPORT JOURNEY WITH MATRADE



MATRADE

Malaysia External Trade Development Corporation (MATRADE)

www.matrade.gov.my



Register with MATRADE and undertake Export Readiness Assessment Tool



Member Registration **Free**



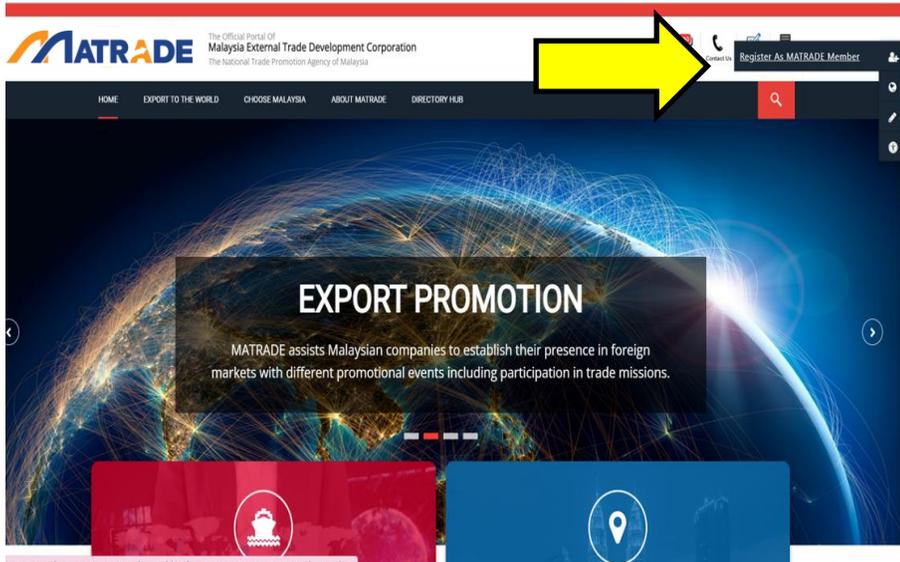
ERAT is a quick, online system designed for MATRADE members to measure potential or prospect of exporting their products or services.



23 questions

A- Company

B- Product / Services



ERAT will not only able to assess your export readiness but also assist to understand your:



Export Resources



Marketing Methods



Management Commitment



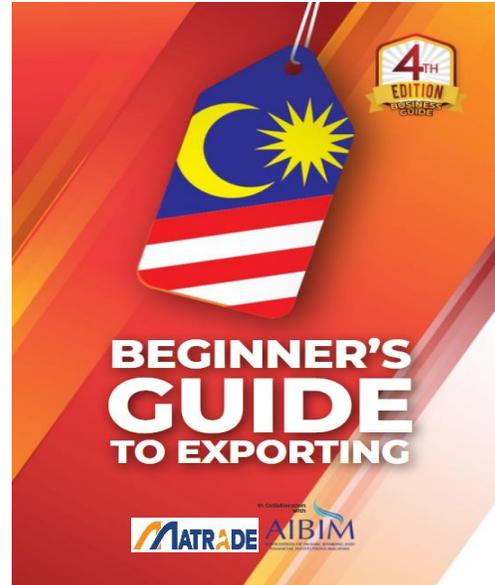
Product/Service Potential

LEARN ABOUT EXPORTS

Our exporters advisory & training programmes



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



The Time to EXPORT is Now.



MATRADE DIGITAL LEARNING (MDL)

A Guide To Exporting Successfully

MDL aims to educate Malaysian companies in enhancing their knowledge in export, to improve skills and provide better consultation.

- For all MATRADE members
- To improve knowledge & skills of exporting
- To learn at anytime & anywhere
- 13 practical and easy-to-follow modules on various topics related to export, including Success Stories sessions and a module by Google



Scan Here to Subscribe

<https://mdl.matrade.gov.my>



MATRADE ONLINE NEWS

MATRADE's newsletter to Malaysian exporters highlighting latest trade events and market information



MATRADE

The New Exporters Training Programme Registration System



Click here to activate account



Export Day 2025 Roadshow



Please check out our social media pages!

Export Assistance



To enhance the presence of SMEs through digital marketing, eCommerce training and online export promotion.

Onboarding Scheme



Financial incentive worth RM5,000 to cover part of the onboarding cost to join one or multiple eCommerce platforms.

Open to all CROSS-BORDER eCommerce platforms.

Digital Marketing & Training (DMT) Scheme



Financial incentive worth RM20,000 to cover part of the cost in undertaking digital marketing activities and/or eCommerce training programmes.

Digital marketing activities must be focusing on exports.



Market Development Grant

A financial assistance up to RM300,000 (lifetime limit per company) to partly defray the cost of export promotion by SMEs.

Covers the cost of participation in B2B trade fairs and conference (booth, hotel and flight), and listing fee in supermarkets.



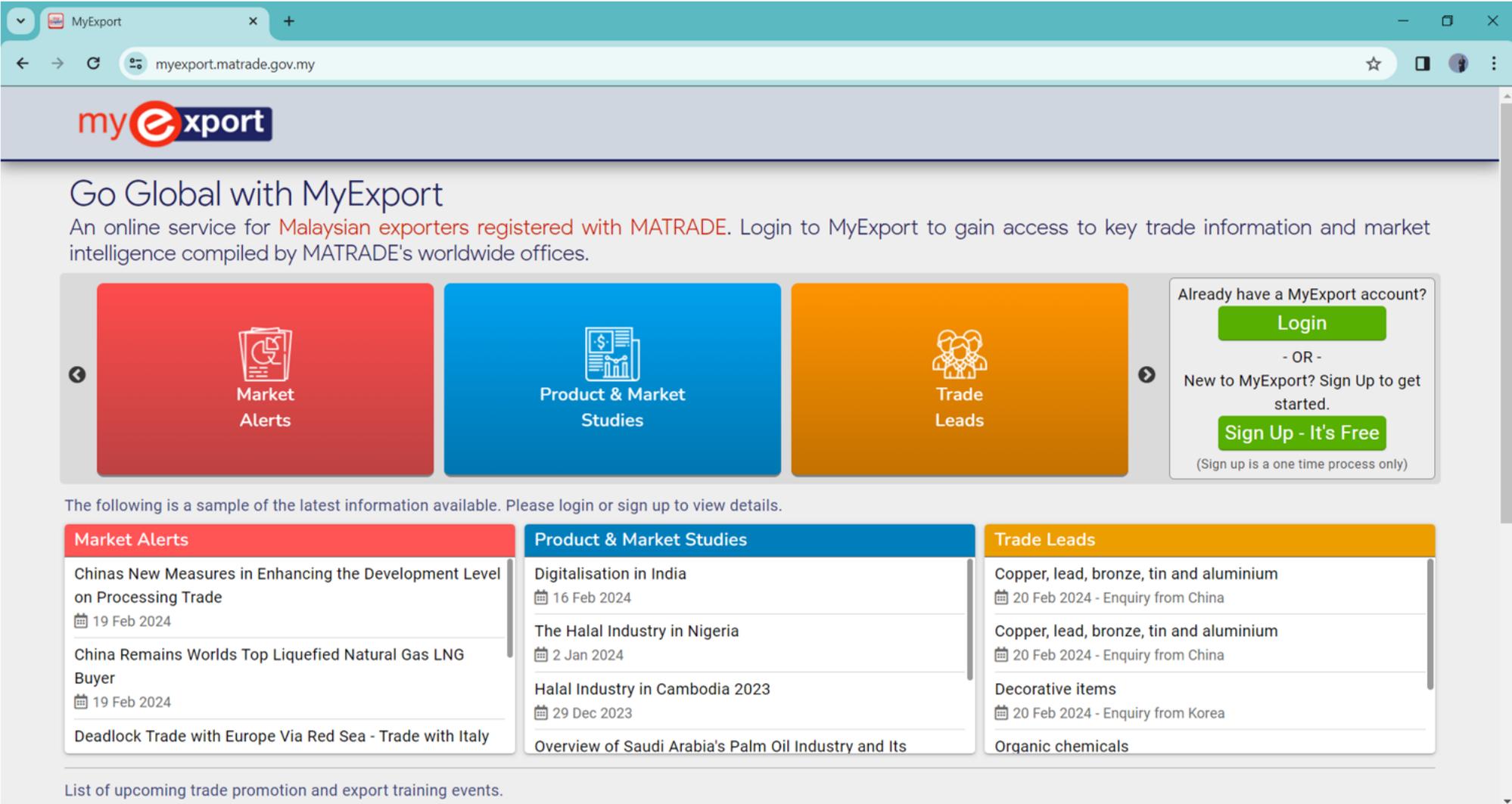
Services Export Fund

A financial assistance from RM50,000 up to RM350,000 (depending on activity) to encourage Malaysian service providers in exploring business opportunities and promoting their services overseas.

12 eligible activities covered.

**Subject to availability of funds
Only for Malaysian-owned businesses**

Market Intelligence at your fingertips..

myeexport

Go Global with MyExport

An online service for **Malaysian exporters registered with MATRADE**. Login to MyExport to gain access to key trade information and market intelligence compiled by MATRADE's worldwide offices.



Market Alerts



Product & Market Studies



Trade Leads

Already have a MyExport account?

Login

- OR -

New to MyExport? Sign Up to get started.

Sign Up - It's Free

(Sign up is a one time process only)

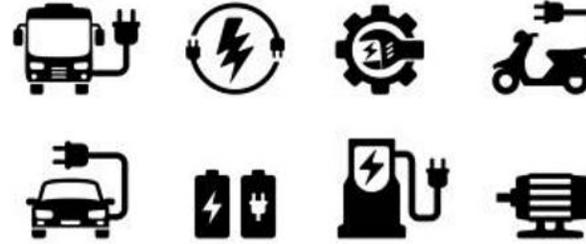
The following is a sample of the latest information available. Please login or sign up to view details.

Market Alerts	Product & Market Studies	Trade Leads
<p>Chinas New Measures in Enhancing the Development Level on Processing Trade <small>📅 19 Feb 2024</small></p> <p>China Remains Worlds Top Liquefied Natural Gas LNG Buyer <small>📅 19 Feb 2024</small></p> <p>Deadlock Trade with Europe Via Red Sea - Trade with Italy</p>	<p>Digitalisation in India <small>📅 16 Feb 2024</small></p> <p>The Halal Industry in Nigeria <small>📅 2 Jan 2024</small></p> <p>Halal Industry in Cambodia 2023 <small>📅 29 Dec 2023</small></p> <p>Overview of Saudi Arabia's Palm Oil Industry and Its</p>	<p>Copper, lead, bronze, tin and aluminium <small>📅 20 Feb 2024 - Enquiry from China</small></p> <p>Copper, lead, bronze, tin and aluminium <small>📅 20 Feb 2024 - Enquiry from China</small></p> <p>Decorative items <small>📅 20 Feb 2024 - Enquiry from Korea</small></p> <p>Organic chemicals</p>

List of upcoming trade promotion and export training events.

Current global market trends

 zero waste	 100% natural	 organic product	 natural ingredients	 gluten free	 100% VEGAN	
 palm oil free	 eco friendly	 pesticides free	 natural cosmetics	 certified organic		Vegetarian
 safe for children	 vegan product	 hand made	 non toxic	 cruelty free		Natural Organic Sustainable



Electromobility and energy efficient



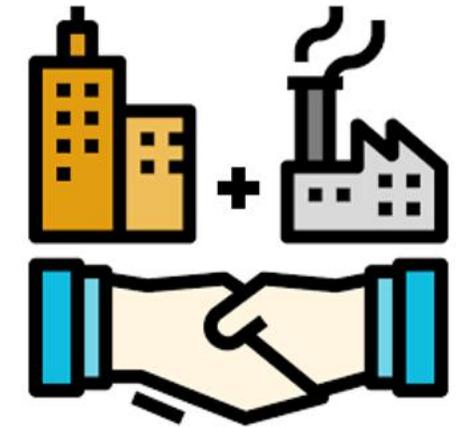
Eco-Friendly



Ageing society



e-commerce channels



Outsourcing opportunities

Some of current export opportunities...



FAST-MOVING CONSUMER GOODS

Potential Products/ Services

- *F&B – herbs, spices, cooking oils, cereals, muesli, granola, ready-to-eat meals*
- *Home care products*
- *Cosmetics & personal care products*



INFORMATION AND COMMUNICATIONS TECHNOLOGY

Potential Products/ Services

- *Artificial intelligence (AI)*
- *Virtual reality (VR)*
- *Mobile learning*
- *Social learning*
- *Gamification*



BIOTECHNOLOGY AND PHARMACEUTICAL PRODUCTS

Potential Products/ Services

- *Manufacturing ecosystem*
- *R&D Services*
- *Product development*
- *Innovative pharmaceutical products*

PASARAN EKSPORT UTAMA



NEGARA-NEGARA DI RANTAU ASIA TENGGARA

- *Asia Tenggara adalah pasaran utama Malaysia (25% daripada jumlah dagangan)*
- *Negara utama: Singapura, Indonesia, Thailand, Vietnam, Filipina*
- *Pasaran berpotensi: Myanmar, Laos, Cambodia, Brunei*



CHINA

- *Rakan dagang, destinasi eksport dan sumber import utama Malaysia (16% daripada jumlah dagangan)*
- *Peluang luas untuk PMKS melalui promosi eksport secara digital*



ULANG TAHUN KE-50
HUBUNGAN DIPLOMATIK MALAYSIA - CHINA
50th ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS
马中建交50周年



25  **MIHAS**
Malaysia International **Halal** Showcase

Pinnacle of Halal Excellence

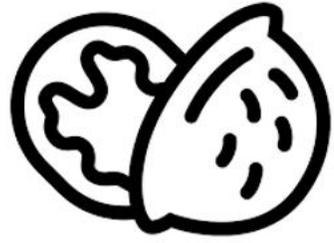
17-20 Sept 2025
MITEC, KL



14
Clusters

- Food & Beverage
- Business Services
- Cosmetics & Personal Care
- Muslim Friendly Fashion & Lifestyle
- Food Technology & Packaging
- Pharmaceuticals & Medical
- Halal Ingredients
- Media & Recreation
- E-Commerce
- Islamic Finance & Fintech
- Muslim Friendly Hospitality & Tourism
- Retail & Franchising
- Education
- Islamic Arts & Crafts





In the nutshell..

GO BIG! GO GLOBAL!

GO THE DISTANCE WITH MATRADE

We Help You



PLAN



IDENTIFY



STRATEGISE

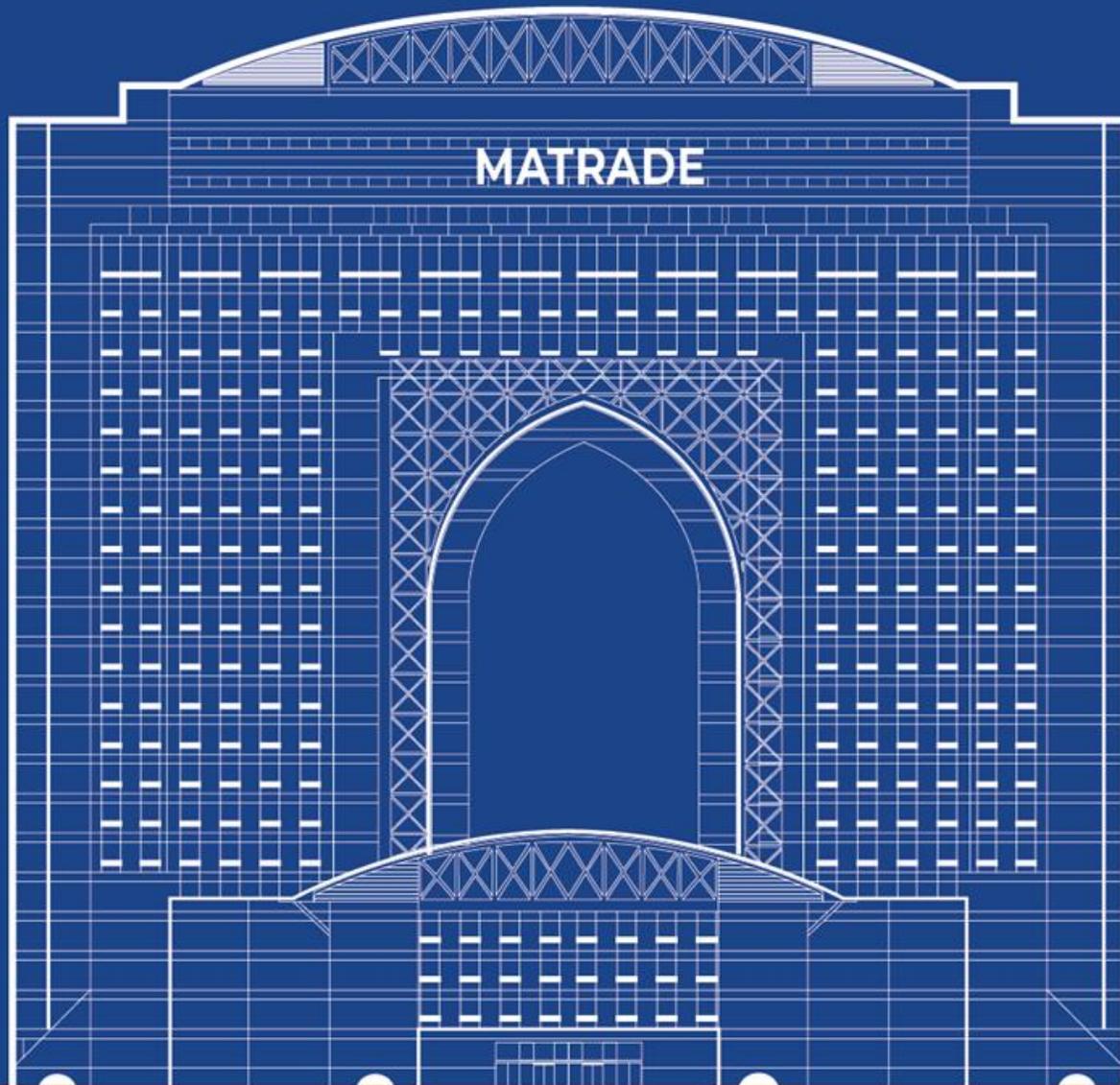


CONNECT



WIN





Thank you!

