

DEVELOP YOUR EXPORT JOURNEY WITH



Presented by:

Ms. Noor Ezzwaneer Ahmad
Head of Exporters Advisory unit
MATRADE

MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

The Time to
EXPORT
is Now.



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY



VISION

"Positioning Malaysia As A Globally Competitive Trading Nation"

MISSION

"Promoting Malaysia's Enterprises To The World"

MATRADE'S CORE FUNCTIONS

The Time to
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is Now.



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DEVELOP YOUR EXPORT JOURNEY WITH MATRADE



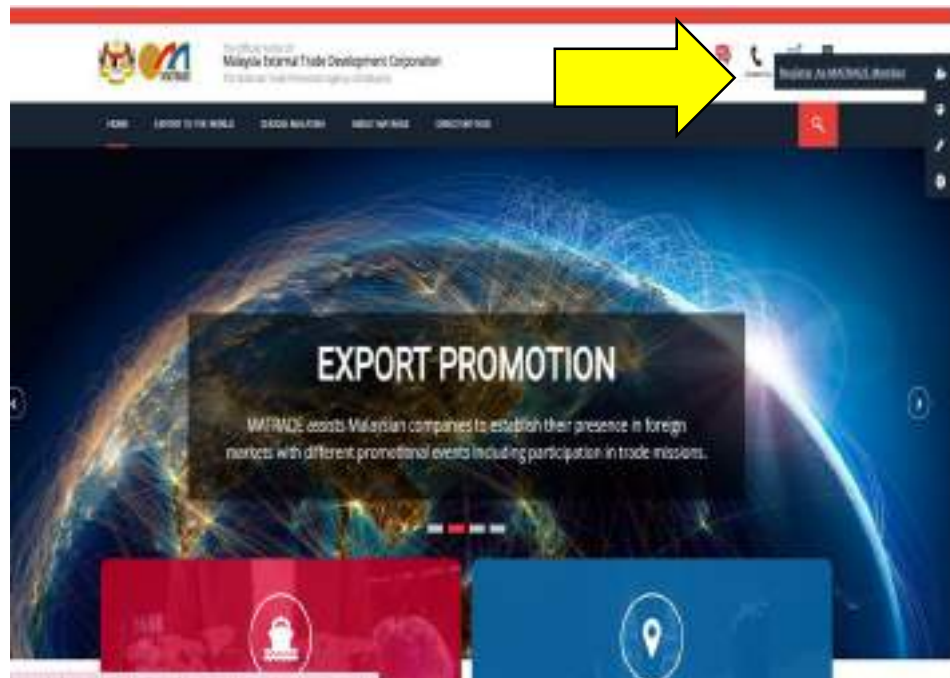
Malaysia External Trade Development
Corporation (MATRADE)
www.matrade.gov.my





BE A MATRADE MEMBER TODAY!

The Time to
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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

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

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EXPORTERS ADVISORY



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



Search Tariff



Tariff Type

-- Choose --

Search Criteria

HS Code

Keyword

Search !!



Export advisory
collaborations with:





MALAYSIA'S FREE TRADE AGREEMENTS

The Time to
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Fully utilise the benefits gained
from our 16 FTAs [MITI FTA](#)

BILATERAL FTAs

Date of Entry into Force

- | | |
|---|------------------|
| 1. Malaysia-Japan Economic Partnership Agreement (MJEPA) | 13 July 2006 |
| 2. Malaysia-Pakistan Closer Economic Partnership Agreement (MPCEPA) | 1 January 2008 |
| 3. Malaysia-New Zealand Free Trade Agreement (MNZFTA) | 1 August 2010 |
| 4. Malaysia-India Comprehensive Economic Cooperation Agreement (MICECA) | 1 July 2011 |
| 5. Malaysia-Chile Free Trade Agreement (MCFTA) | 25 February 2012 |
| 6. Malaysia-Australia Free Trade Agreement (MAFTA) | 1 January 2013 |
| 7. Malaysia-Turkey Free Trade Agreement (MTFTA) | 1 August 2015 |

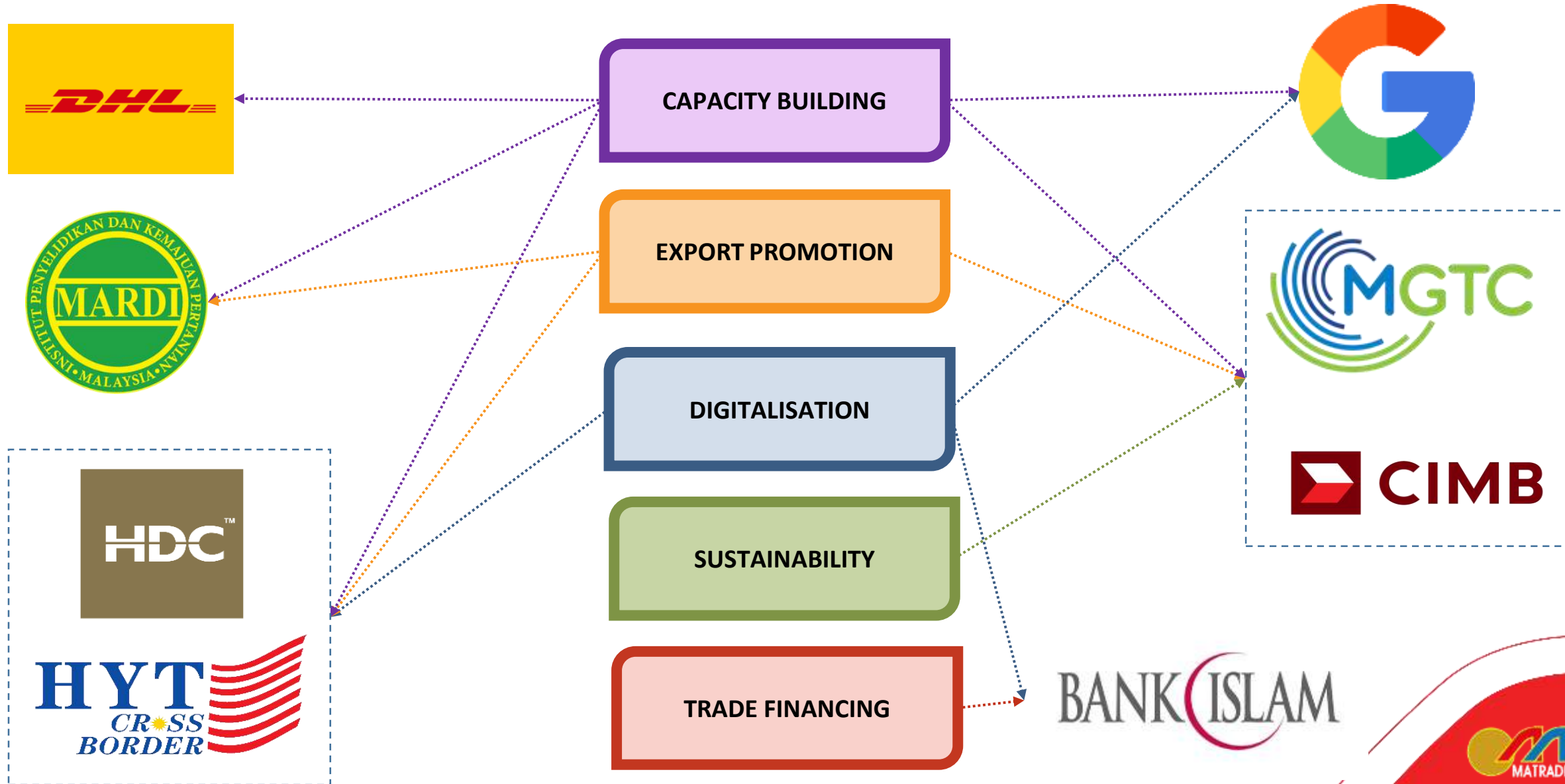
REGIONAL FTAs

Date of Entry into Force

- | | |
|--|------------------|
| 1. ASEAN Free Trade Area (AFTA) | 1993 |
| 2. ASEAN-China Free Trade Agreement (ACFTA) | 1 July 2003 |
| 3. ASEAN-Korea Free Trade Agreement (AKFTA) | 1 July 2006 |
| 4. ASEAN-Japan Comprehensive Economic Partnership (AJCEP) | 1 February 2009 |
| 5. ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) | 1 January 2010 |
| 6. ASEAN-India Free Trade Agreement (AIFTA) | 1 January 2010 |
| 7. ASEAN-Hong Kong Free Trade Agreement (AHKFTA) | 13 October 2019 |
| 8. Regional Comprehensive Economic Partnership (RCEP) | 18 March 2022 |
| 9. Comprehensive & Progressive Agreement for Trans-Pacific Partnership (CPTPP) | 29 November 2022 |

MATRADE Strategic Partners

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MATRADE Regional Offices

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6 Offices across Peninsular Malaysia, Sabah and Sarawak



MATRADE Global Network

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LEARN ABOUT EXPORTS

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EXPORTERS TRAINING



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**MATRADE DIGITAL
LEARNING**

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



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



MATRADE

The New Exporters Training Programme Registration System

[Click here to activate account](#)



MATRADE Export Training Programme 2022 / 2023

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EXPANDING YOUR MARKET ACCESS TO THE UK; WHAT YOU NEED TO KNOW
4 August 2022 | 4:00 pm
Thursday (Malaysia Time GMT+8:00)

Business opportunities in the UK
To understand the business environment in the UK
To understand the business environment in the UK
To understand the business environment in the UK

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

REGISTER NOW: <https://form.matrade.com/UK>

REGISTER NOW: <https://form.matrade.com/UK>

EXPLORING BUSINESS OPPORTUNITIES IN AFRICA 2022
29 September 2022 | 4:30 pm - 6:30 pm
Thursday (Malaysia Time GMT+8:00)

Highlighting business opportunities in Africa
Highlighting business opportunities in Africa
Highlighting business opportunities in Africa

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

REGISTER NOW: <https://form.matrade.com/AFRICA2022>

REGISTER NOW: <https://form.matrade.com/AFRICA2022>

MALAYSIA TO TAIWAN WITH MYSOURCING, A B2B PLATFORM
13 October 2022 | 10:00 am
Thursday (Malaysia Time GMT+8:00)

To learn about Malaysia B2B platform
To learn about Malaysia B2B platform
To learn about Malaysia B2B platform

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

REGISTER NOW: <https://form.matrade.com/TAIWAN>

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GREEN ENERGY OR RENEWABLE ENERGY OPPORTUNITIES IN COLOMBIA
16 November 2022 | 10:00 am
Wednesday (Malaysia Time GMT+8:00)

Highlighting business opportunities in Colombia
Highlighting business opportunities in Colombia
Highlighting business opportunities in Colombia

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

REGISTER NOW: <https://form.matrade.com/COLOMBIA>

REGISTER NOW: <https://form.matrade.com/COLOMBIA>

EXPORTING FOOD & BEVERAGES TO CHINA VIA CROSS BORDER ECOMMERCE & TRADE FAIRS
16 December 2022 | 10:00 am
Friday (Malaysia Time GMT+8:00)

The importance of food and beverages in commerce
The importance of food and beverages in commerce
The importance of food and beverages in commerce

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

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ESG: SIRIM SOCIAL RESPONSIBILITY SCHEME - IQNET SRIO CERTIFICATION
18 January 2023 | 10:30 am
Wednesday (Malaysia Time GMT+8:00)

Demystify your social responsibility today
Demystify your social responsibility today
Demystify your social responsibility today

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

REGISTER NOW: <https://form.matrade.com/ESG>

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SUSTAINABILITY STANDARDS AND OPPORTUNITIES
19 January 2023 | 2:30 pm - 4:30 pm
Thursday (Malaysia Time GMT+8:00)

To improve business performance and ability to identify risks and opportunities
To improve business performance and ability to identify risks and opportunities
To improve business performance and ability to identify risks and opportunities

Speakers:
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar
Mr. Mohd. Hafizul Azhar

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Orientation Session for New MATRADE's Members
26 January 2023

A group of people sitting in a room, likely attending a session.

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MATRADE CUSTOMISED PROGRAMMES

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Subject to availability of funds

EXPLORE EXPORT OPPORTUNITIES

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**46 MATRADE
Overseas Offices**



myeexport

Business Information Centre (BIC)

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Business Information Centre (BIC) serves as a major source of information for both the trade and business community. BIC's specialization is mainly in international trade, catering primarily to exporters and businesses worldwide.

SPECIAL LIBRARY | **REFERENCE LIBRARY** | **RESEARCH LIBRARY** | **HYBRID LIBRARY**



Total of Phygital Collection
23, 328 titles

Physical resources : 18,328 titles
Non-printed resources : 2,179 title
Digital resources : 2,779 title

**19 services
& facilities
provided**

**11 online
databases**

ACCESS TO EXPORT MARKETS

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Trade Fairs



Trade Mission



**Export Acceleration
Mission**



Business Matching



E-Commerce

MATRADE Export Promotion Programmes - 2023

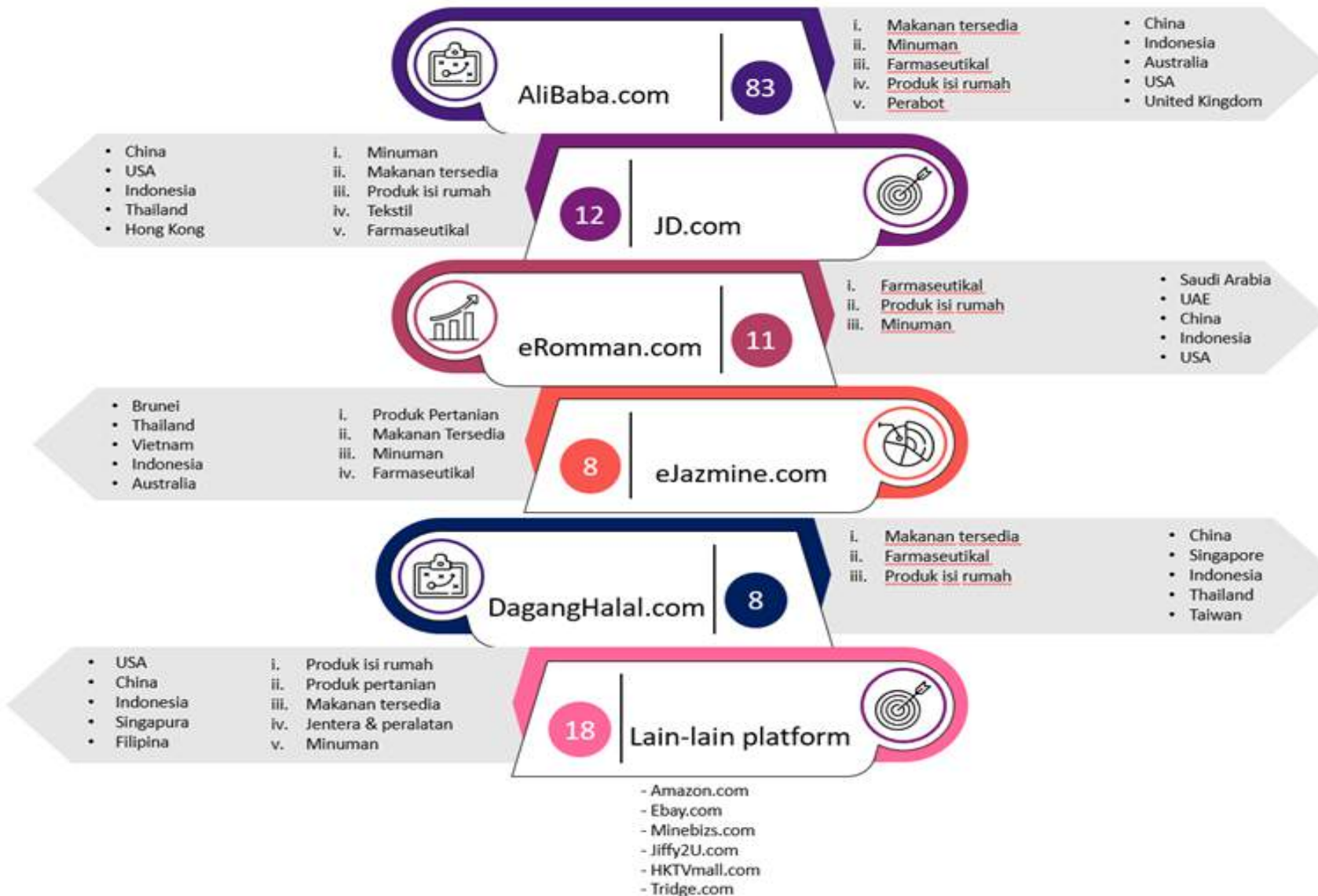
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E-Marketplace under eTrade 2.0

The Time to
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is Now.

Skim Onboarding



MATRADE Export Promotion Programme 2022 / 2023

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Export Promotion Programmes – Upcoming 2023

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NATIONAL PAVILION AT THE CHINA ASEAN EXPO (CAEXPO)

16 - 19 SEP 2023

TRADE FAIR

- NANNING, CHINA



NATIONAL PAVILION AT ABU DHABI INTERNATIONAL PETROLEUM EXHIBITION AND CONFERENCE (ADIPEC) 2023

02 - 05 OCT 2023

TRADE FAIR

- ABU DHABI, UNITED ARAB EMIRATES



EXPORT ACCELERATION MISSION (EAM) TO INDIA & BANGLADESH 2023

29 OCT - 03 NOV 2023

EXPORT ACCELERATION MISSION

- DHAKA, BANGLADESH

- CHENNAI, INDIA

- MUMBAI, INDIA

Click [here](#) to register and for latest list of trade events participated by MATRADE



MATRADE FINANCIAL ASSISTANCE

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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** to partly defray the cost of export promotion by SMEs



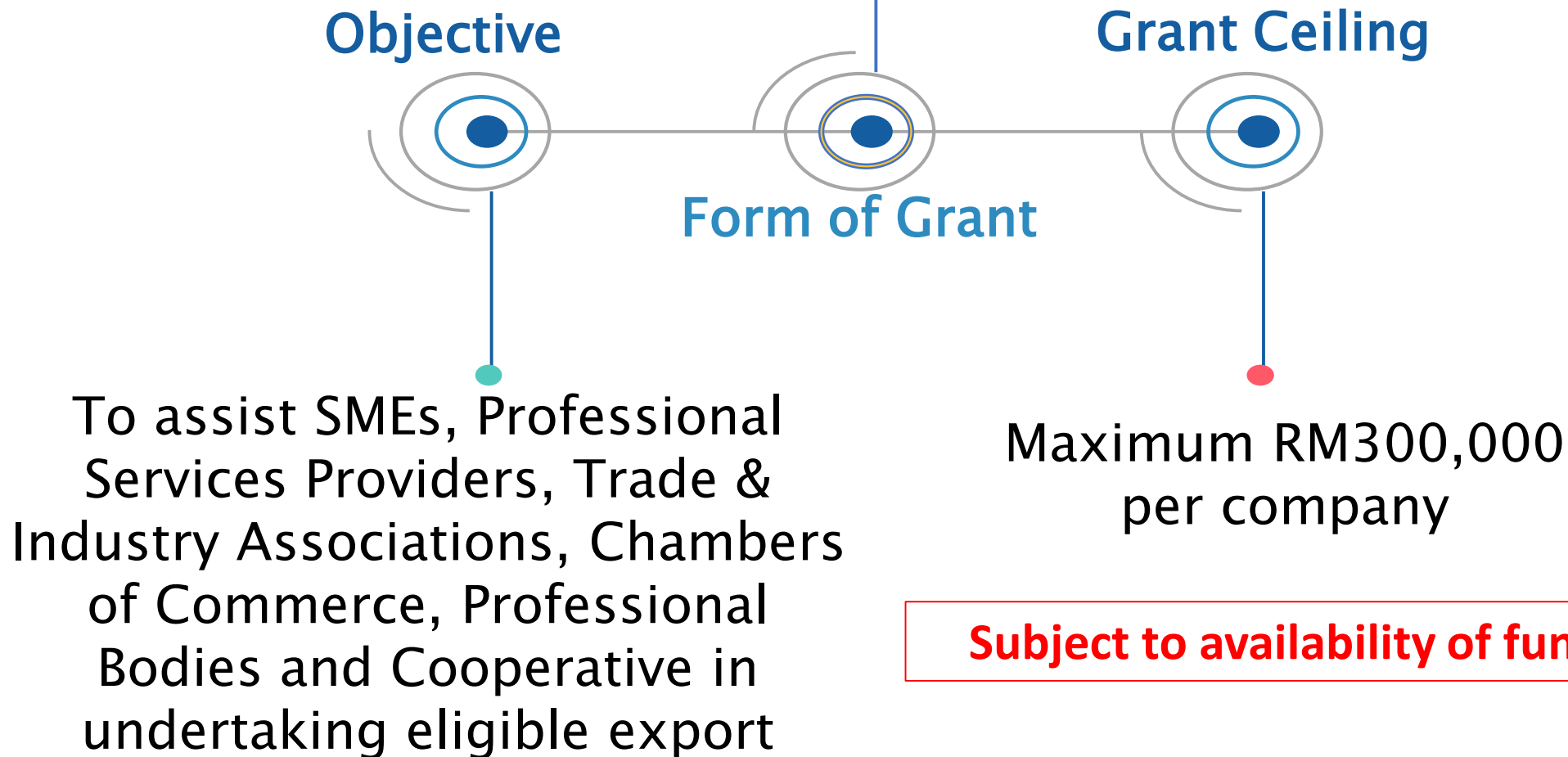
Services Export Fund

A financial assistance up to **RM4.3 million** to encourage Malaysian service providers to promote export of services

Subject to availability of funds

Market Development Grant (MDG)

A reimbursable grant on eligible export promotion expenses (participation fee/booth rental, flight, hotel, listing fee)



Services Export Grant (SEF)

A reimbursable grant on
eligible activities to expand
and venture into international
markets

Objective

Grant Ceiling

Form of Grant



An incentive to provide trade assistance to
Malaysian Services Providers (MSPs), Trade &
Industry Associations, Chambers of Commerce,
Professional Bodies, Government-Linked
Companies (GLCs), Government-Linked
Investment Co (GLICs) and Co-operatives in
services industries
(except tourism, real estate, banking and

Maximum RM4.3 million
per company

Subject to availability of funds

Key Factors to Consider Before Entering Export Business

The Time to
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is Now.



**1. Know Your Company
Readiness & Capabilities**



**2. Make Export An Essential
Part of Your Business**



**3. Do Market Research,
Identify Main Focus Markets
& Visit the Countries**



**4. Try Different Export Promotion
Activities Suitable For Your
Company As A Starting Point**



**5. Identify Reliable
Agents / Distributors &
Offer Suitable Pricing**



**6. Create Brand
Awareness
with Partners**



19th MIHAS

Malaysia International Halal Showcase

12 - 15 Sept 2023 | MITEC, KL



www.mihhas.com.my

The first hybrid showcase, the 18th edition of MIHAS created a world of opportunities for international Halal business and exporters

620

Exhibitors
from 32 countries

32,356

Online
Trade Visitors

Close to

US\$513million

In deals concluded

RM4.57 106
million

Media
Coverage

Business Matching
Meetings

13

Industry
Clusters

20

Conferences

INTERNATIONAL SOURCING PROGRAMME (INSP) IN-CONJUNCTION WITH

19th JUM MIHAS
Malaysia International **Halal** Showcase

Paving the Way of **Halal**

Inviting Malaysian exporters of Halal Products & Services to participate in the renowned business matching sessions with foreign buyers from all over the world in INSP MIHAS 2023.

INSP MIHAS FOCUS SECTORS

Products:

- Agriculture Produce
- Food & Beverages
- Ingredients
- Cosmetics & Personal Care
- Pharmaceuticals & Medicals
- Modest Fashion & Lifestyle
- Islamic Arts & Crafts

Services:

- Islamic Finance & FinTech
- Banking & Takaful
- Halal Logistics
- Franchising
- Food Technology & Packaging
- Education
- eCommerce

Scan QR Code to Register



VIRTUAL
INSP MIHAS 2023
20 March - 30 Nov 2023
Platform: Virtual

Scan QR Code to Register



PHYSICAL
INSP MIHAS 2023
11 September 2023
Menara MATRADE, Kuala Lumpur

Malaysian companies are encouraged to register for Virtual & Physical INSP MIHAS to create more opportunities with foreign buyers.

Deadline to register:

VIRTUAL (15 Nov 2023) | PHYSICAL (31 May 2023)

Please contact inspmihas@matrade.gov.my for more information



GO THE DISTANCE WITH MATRADE

We Help You

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PLAN



IDENTIFY



STRATEGISE



CONNECT



WIN



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