JAPAN – MALAYSIA INVEST SYMPOSIUM
MALAYSIA - JAPAN
TRADE OPPORTUNITIES
MALAYSIAN PRODUCTS & SERVICES
EXPORT WORLDWIDE

PRODUCTS
HEALTHCARE
OIL & GAS
CONSTRUCTION
EDUCATION
ICT SERVICES
Malaysia’s World Ranking in 2014 by WTO

24th Trading Nation

23rd Exporter

25th Importer
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

• Malaysia’s National Trade Promotion Agency

• Develop and promote Malaysia’s exports to the world

• Agency under
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

- Assist Malaysian enterprises to Export
- Link to Malaysian suppliers
- Assist Malaysian enterprises to invest abroad for market access
ROLES & FUNCTIONS

1. Assist Malaysian Enterprises to Export

a) Export Promotion Programmes

- Trade Fairs (Foodex Japan)
- Missions (during TOKYO GAME SHOW 2016)
- International Sourcing Programme (INSP)
- In-Store Promotion
MATRADE also organises Iconic Exhibitions in Malaysia
13th EDITION

MIHAS®
The Global Halal Market Place

30 March to 2 April 2016

Kuala Lumpur Convention Centre
KLCC, Malaysia
1. Assist Malaysian Enterprises to Export

b) Exporters Development Programmes

- Seminar
- Trade Talk
- Handholding Programmes (Youth, Women & Bumiputera)
- Financial Assistance (MDG & SEF)

www.matrade.gov.my
1. Assist Malaysian Enterprises to Export

c) Market Information

Market & Product Info

Trade Enquiries

Integrated Centre for Export (ICE)

Business Information Centre/Library
2. MATRADE – link to Malaysia suppliers

- **FOR FOREIGN BUYERS**
- **Provide Information on Malaysian capabilities**
- **Display of Malaysian suppliers at Malaysia Export Exhibition Centre (MEEC)**
- **Introduce Malaysian Suppliers**
- **Arrange B2B meetings with Malaysian suppliers**
3. Assist Malaysian Enterprises to Invest Abroad for Market Access

Types of Investment

- Manufacturing
- Distribution
- Retailing
- Sales Office
- Project Office
- Property Development
- Hotel
- Restaurant
Malaysia’s Investment is across the Globe
MALAYSIA’S INVESTMENT IN JAPAN

SALES OFFICES

HOTELS & PROPERTIES

FOOD & RESTAURANT

www.matrade.gov.my
FOSTERING INTERNATIONAL PARTNERSHIP….. FOR MARKET ACCESS

THANK YOU

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