



# 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

**24<sup>th</sup> Trading Nation**

**23<sup>rd</sup> Exporter**

**25<sup>th</sup> 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**







**13<sup>th</sup> EDITION**



**MIHAS<sup>®</sup>**  
THE GLOBAL  
HALAL MARKET PLACE

**30 March  
to 2 April 2016**

**Kuala Lumpur  
Convention Centre  
KLCC, Malaysia**

Hosted by:



Ministry of International  
Trade & Industry

Organised by:



Malaysia External Trade  
Development Corporation

In Association with:



Halal Industry  
Development Corporation



Department of Islamic  
Development Malaysia

Managed by:



Shapers Malaysia Sdn Bhd

**+603 6203 4433   www.halal.com.my   #mihhas2016**



**2 – 5 NOVEMBER 2016**  
**Menara MATRADE, Kuala Lumpur**

**FACIT**  
@ INTRADE

*A Fashion Exhibition at*



# ROLES & FUNCTIONS

## 1. Assist Malaysian Enterprises to Export

### b) Exporters Development Programmes



**Seminar**



**Trade Talk**



**Handholding  
Programmes**  
(Youth, Women &  
Bumiputera)



**Financial  
Assistance**  
(MDG & SEF)



# ROLES & FUNCTIONS

## 1. Assist Malaysian Enterprises to Export

### c) Market Information



**Market &  
Product  
Info**



**Trade  
Enquiries**



**Integrated  
Centre for  
Export  
(ICE)**



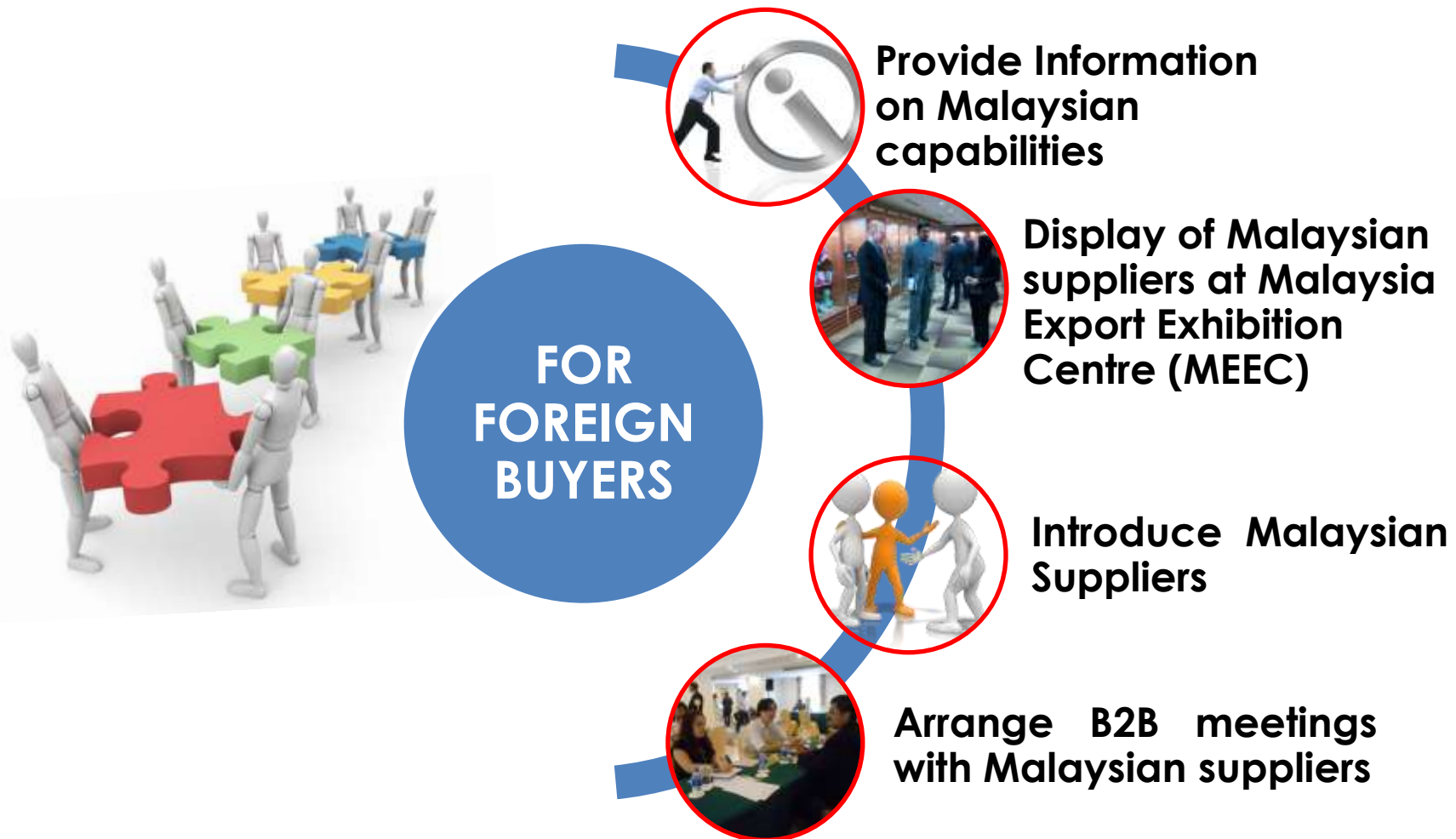
**Business  
Information  
Centre/  
Library**





# ROLES & FUNCTIONS

## 2. MATRADE – link to Malaysia suppliers



## 3. Assist Malaysian Enterprises to Invest Abroad for Market Access

### Types of Investment



**Manufacturing**



**Distribution**



**Retailing**



**Sales Office**



**Project Office**



**Property Development**



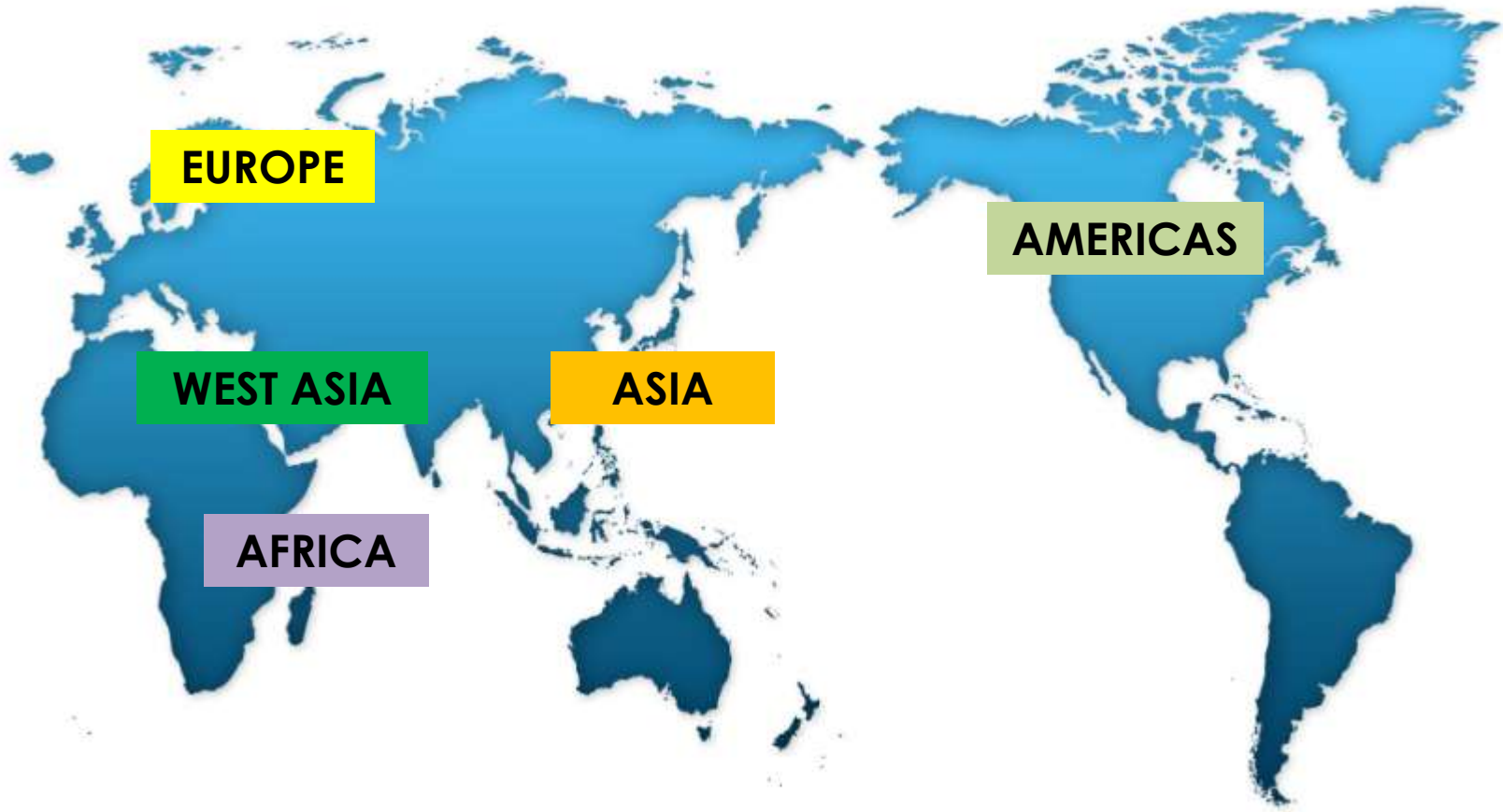
**Hotel**



**Restaurant**



# Malaysia's Investment is across the Globe



# MALAYSIA'S INVESTMENT IN JAPAN

## SALES OFFICES



ORIENTAL PEWTER



JobStreet.com

## HOTELS & PROPERTIES

YTL HOTELS



## FOOD & RESTAURANT



# FOSTERING INTERNATIONAL PARTNERSHIP..... FOR MARKET ACCESS

# THANK YOU



**AUREEN JEAN NONIS**

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