

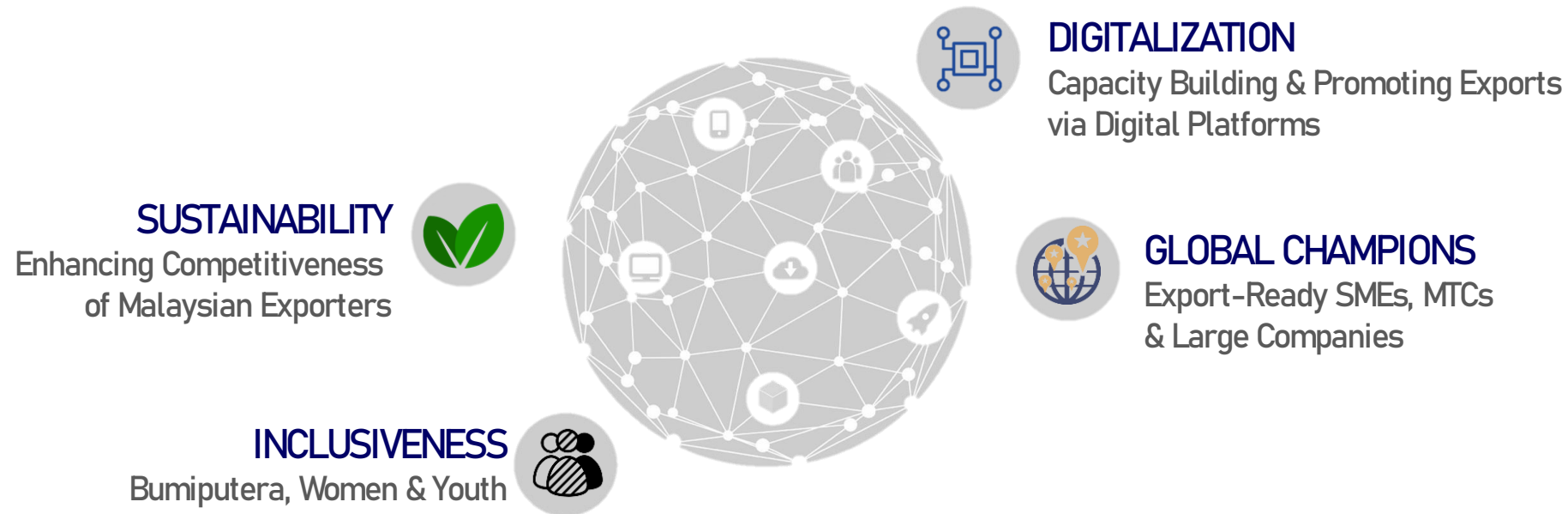


The New Normal with MATRADE

Opening Remarks by
Abu Bakar Koyakutty, Senior Director, MATRADE



'Recharge Your Global Exports under the NEW NORMAL with MATRADE'



DIGITALIZATION

Adapting to New Norms in Export

Webinars

Arranged by HQ & Trade Offices.

Trade & Market Intelligence

Export Information Portal



Market Intelligence
&
Trade Leads



Virtual Exhibitions

- Accessible 24/7
- Lower cost of participation & suitable during the COVID-19 pandemic

eBizMatch

- Online B2B meetings with buyers around the world replacing International Sourcing Programmes (INSP)
- Reliable buyers, vetted by MATRADE TCs
- Exporters & buyers do not have to travel

DIGITALIZATION

Adapting to New Norms in Export



**APEC 2020
MALAYSIA**

1 September – 31 December 2020



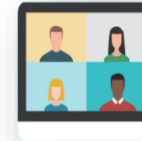
VIRTUAL EXHIBITION

Visual web-based
exhibition accessible
throughout 2020



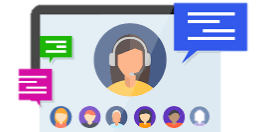
ONLINE PITCHING

Live pitching session by
selected companies with
real time
communication facility



VIRTUAL B2B MEETING

B2B meetings between
exhibitors and foreign
buyers



WEBINAR

Live broadcast
presentation on
selected topics with
chat features for Q & A

INCLUSIVENESS

Customised Programmes for Targeted Exporters

 **B**umiputera **W**omen **Y**outh
Exporter Development Programme

GlobPreneur
Exporter Capacity Building at State Level

Collaboration Partners include:



Continuous Engagement with Export-Ready Companies

- National Export Day
- Outreach & Awareness Programmes
- Exporters Training Programmes & eLearning
- Virtual Trade Advisory

Facilities for MATRADE Members

- MATRADE Export Exhibition Center (MEEC)
- Business Information Center (BIC)

GLOBAL CHAMPIONS

Customised Programmes for Mid-Tier Companies

Overview of the Mid-Tier Companies Development Programme (MTCDP)

Why Mid Tier Companies?

<2%

Companies are mid-tier (MTCs)

But account for...

~40%

Malaysia's GDP

~16%

Malaysia's jobs

MTCDP Outcomes by 2020

**BUILDING
REGIONAL AND GLOBAL
CHAMPIONS**



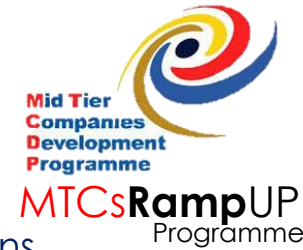
300

Regional &
global
champions



RM3 Bn

incremental
exports
generated



Strategic Interventions

Gathering Market Intelligence



Getting Business Advice



Providing Access to New Markets



Capacity Building



Providing Access to Funding



Global Champions



Secret Recipe®

SPRITZER®



ROYAL SELANGOR®

PENSONIC
Your Enjoyment

TOMEI®
GOLD & JEWELLERY

K-One
innovate

ViTrox
...innovating vision

QDOS
...innovating vision

Julie's®

SITI KHADIJAH®

FIFFY®
One Stop Baby Centre

hyraxoil

DreamEDGE

IX

adabi

MAMEE

SUSTAINABILITY

Adoption of Sustainable Practices in Export



Capacity Building Activities:

- Awareness on Sustainability
- Business Matching for Sustainable Exporters



Tap into **USD7.87 trillion global green economy**
High value markets - Japan, USA, Europe

New & Emerging Areas on Global Competitiveness

- Sustainability Compliance (EES Principles)
- Industry 4.0 & Automation Adoption
- Digital Marketing
- New Innovative Products/Services Development
- Inclusive, Domestic-Led Supply Chain/Ecosystem



Benchmarking your business' SDGs for export marketing advantage



Financial platforms for sustainability



Insights to Green supply chain



How to Report your Sustainability Practices for long term value creation of your company.

Be a MATRADE Member Today!

FREE Registration to Enjoy
Benefits to Go GLOBAL
as a MATRADE Member

<http://www.matrade.gov.my/en/88-online-services/online-application/52-register-as-matrade-member>



A promotional graphic for the ERAT (Export Readiness Assessment Tool) on a red background. At the top, it asks "ARE YOU READY TO EXPORT?" in white. Below this, it says "Not sure? Check it out!!" in a white script font. The central element is a computer monitor displaying the ERAT logo and the URL "www.matrade.gov.my/erat". A red speech bubble with the word "Click" and a hand cursor points to the URL. To the left of the monitor is a yellow lightbulb icon, and to the right is a yellow speech bubble icon. Below the monitor is a brown briefcase icon. At the bottom, a white text box states: "ERAT will not only assess your readiness for export but also assist you to better understand your:". Below this text are four numbered circles, each containing a benefit: 01 Export Resources, 02 Marketing Methods, 03 Management Commitment, and 04 Product/Service Potential.

Global Network





Thank You



MATRADE HQ



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