



# MALAYSIA

*YOUR BUSINESS  
PARTNER*

**CHOOSE  
MALAYSIA**

# ROLES OF MATRADE OVERSEAS OFFICE



## Business Matching Arrangement with International Buyers

We facilitate business meeting physically and virtually.



## Links Key Industry Players & Government Bodies

We connect to relevant stakeholders. i.e. local chambers and associations.



## Export Facilitation & Trade Advisory Services

We assist on trade regulation and consultation.



## Trade Leads & Market Intelligence

24 Market Alerts and 4 Product Market Study are issued annually.



## Export Promotion

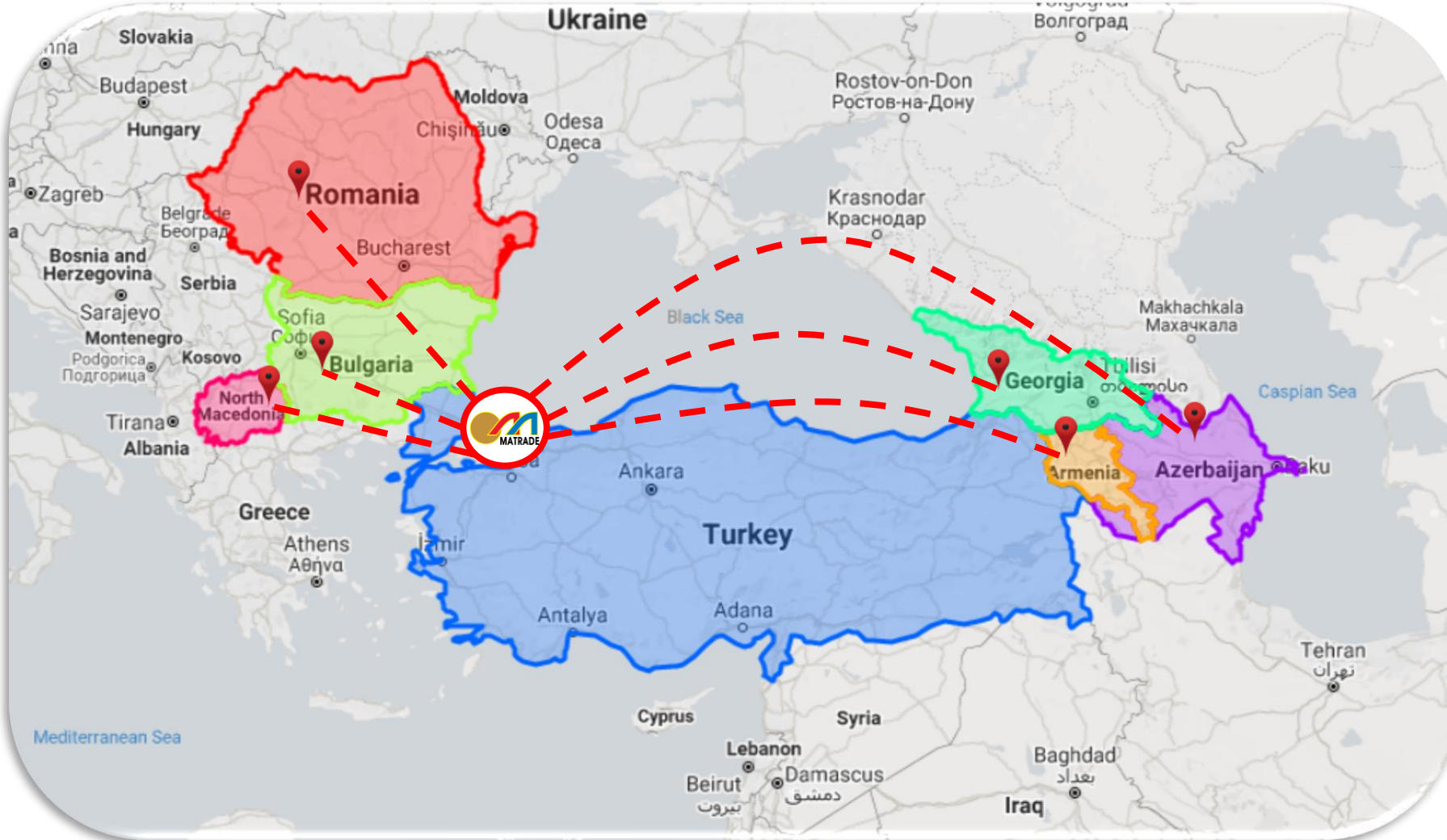
Trade Exhibition, Export Acceleration Mission, Trade & Investment Mission.



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



# ROLES OF MATRADE ISTANBUL OFFICE (cont.)



Covering  
**7**  
countries



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



# MATRADE ISTANBUL'S ACTIVITIES



## eBizMatch Programme

*More than 50 B2B meetings were conducted via online since April 2020*



*B2B meeting between Haska Plastik, Turkey and GTG Manufacturing Sdn Bhd on Adhesive Tapes & BOPP Film. Initial orders of 2 (40 footer) containers has been placed. Besides GTG, Haska has import more than RM90,000 from 2 Malaysian companies (as of July'20). The buyer expected to continue sourcing from the same companies as well as several others.*

## Company Engagement

*Visit to Kuralkan Bilişim Otomotiv*



*Currently, 4 models under their brand being produced (OEM) by MODENAS. Kuralkan is expected to receive their 1st shipment of 168 motorcycles from MODENAS in December 2020.*



**Land Area: Malaysia 330,535 sq km**



**Population: 33.6 mil**



**GDP Per Capita Income (PPP): USD10,741**



**GDP Growth: 4.3%**



**Unemployment Rate: 3.3%**



**Exchange Rate (AVG) : USD1.00 = RM4.15 (approximately)**



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation





## Diversity

Multiracial, multicultural and multilingual Malaysians living in harmony



## Gloves

Malaysia is the largest supplier of examination and surgical gloves - 50% of the global demand



## Petronas Twin Towers

The 88-story were the tallest buildings in the world for six years (1996 – 2004)



## Palm Oil

39 % of world's palm oil production and 44% of world's exports



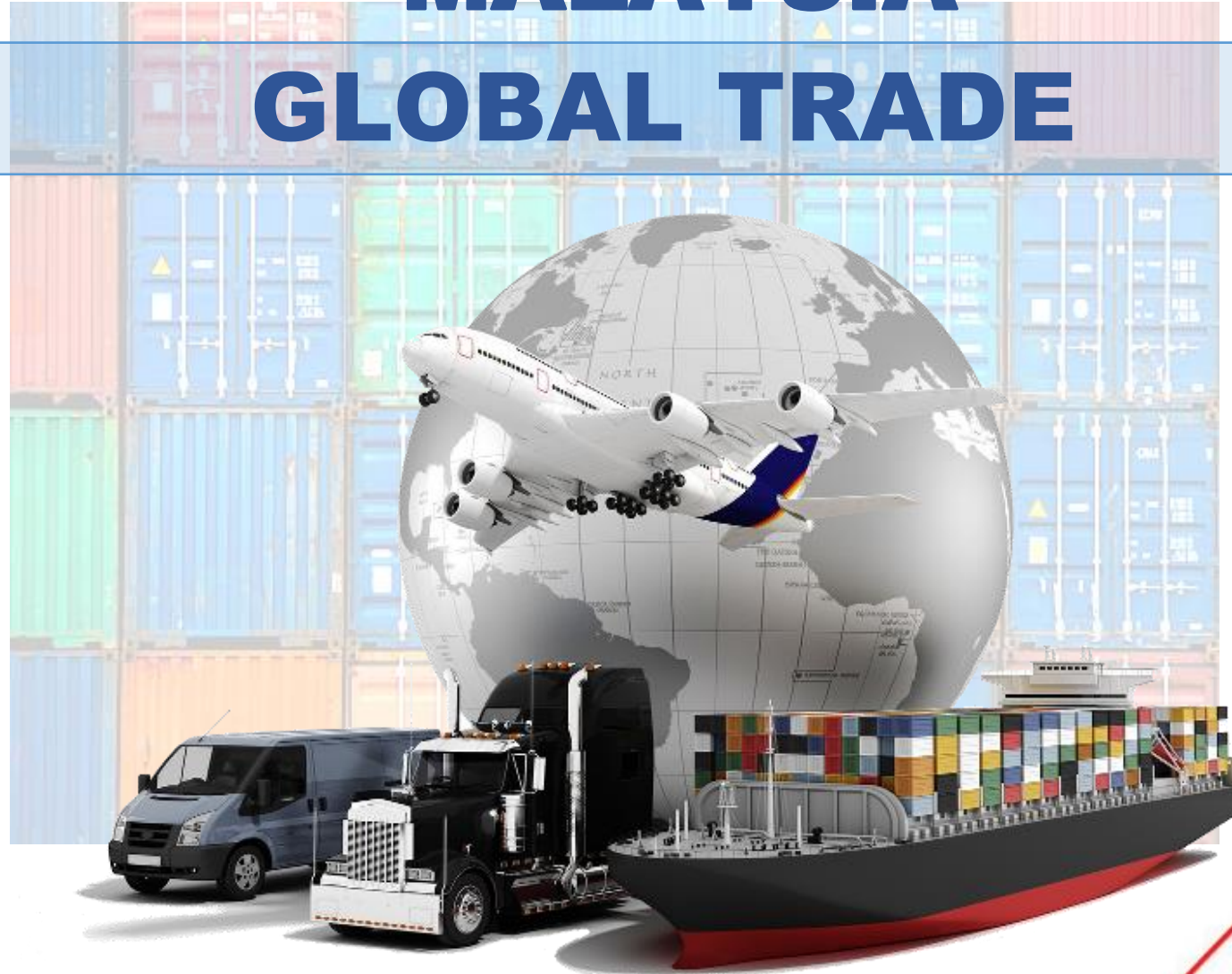
Ranked 158 in FORTUNE Global 500®, with revenue over US\$62.23 billion in 2018



## Cyberjaya -Silicon Valley of Malaysia

High-tech manufacturing hub

# MALAYSIA GLOBAL TRADE



# MALAYSIA trades with MORE THAN **200 COUNTRIES**

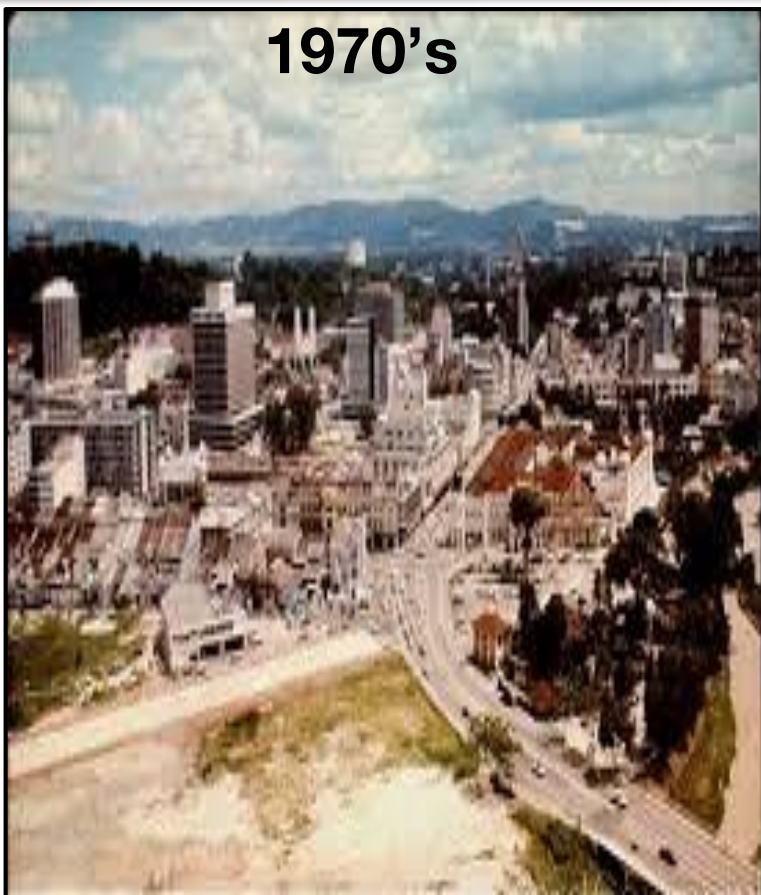


[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



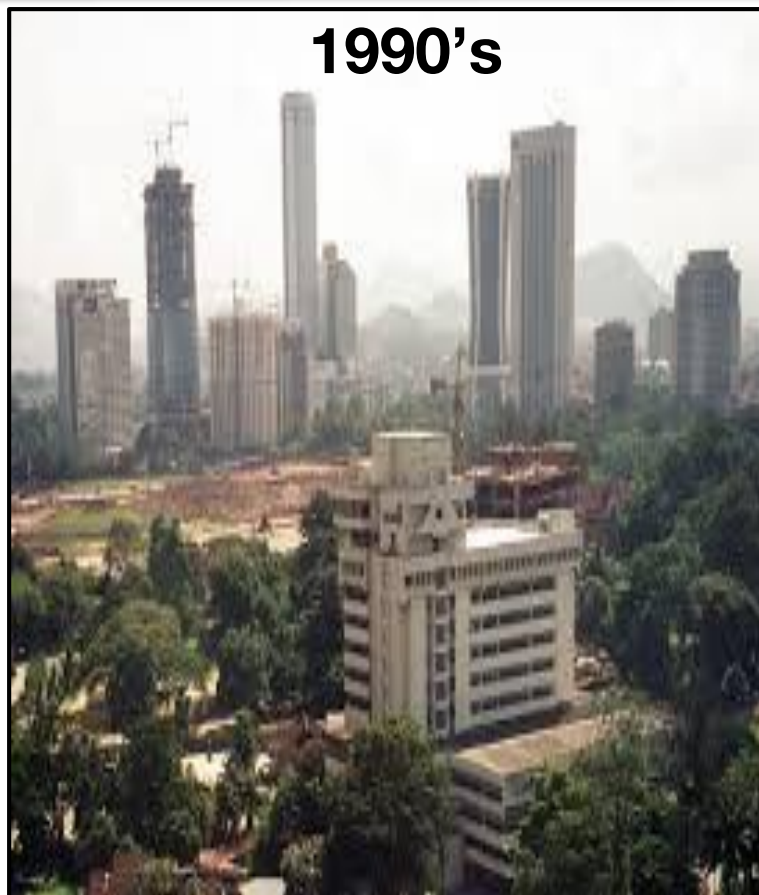


# Trade Drives The Malaysian Economy



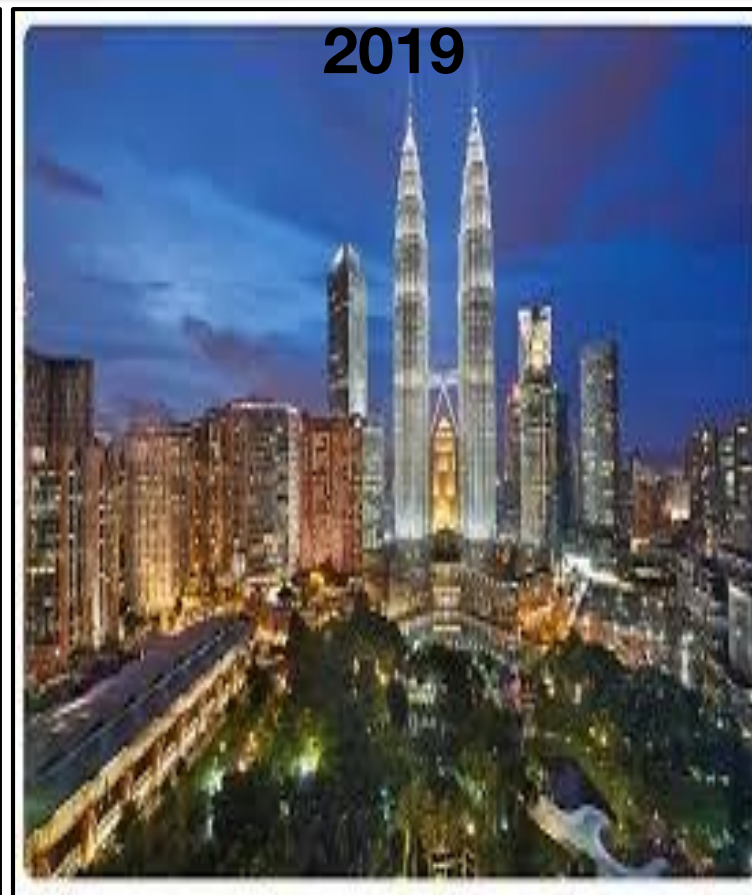
1970's

**TOTAL TRADE:  
RM 9.45 billion**



1990's

**TOTAL TRADE:  
RM 158.76 billion**



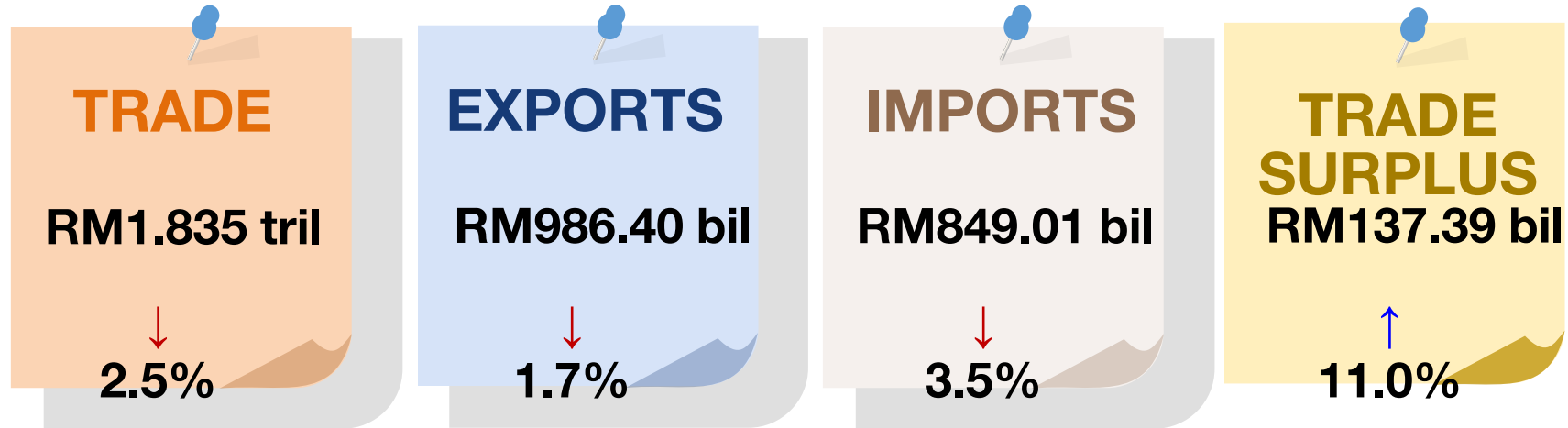
2019

**TOTAL TRADE:  
RM 1.835 trillion**



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation





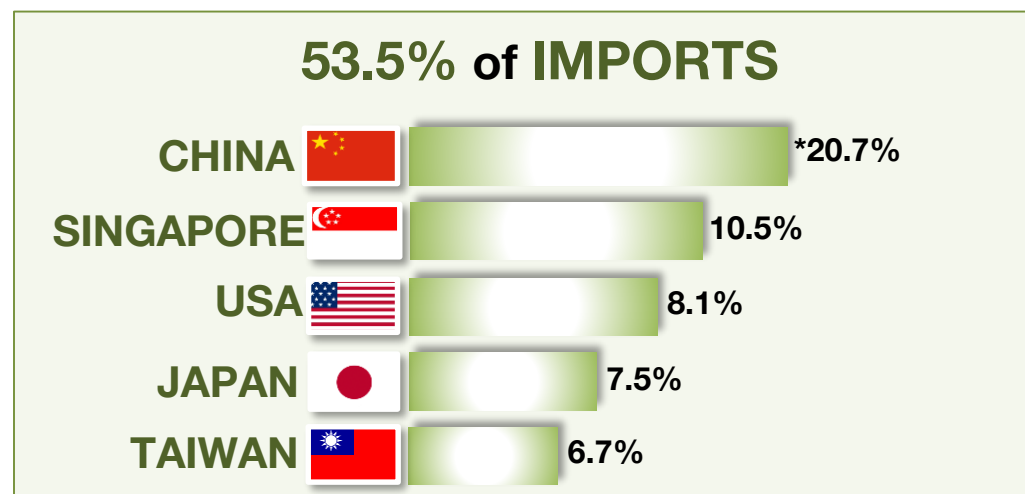
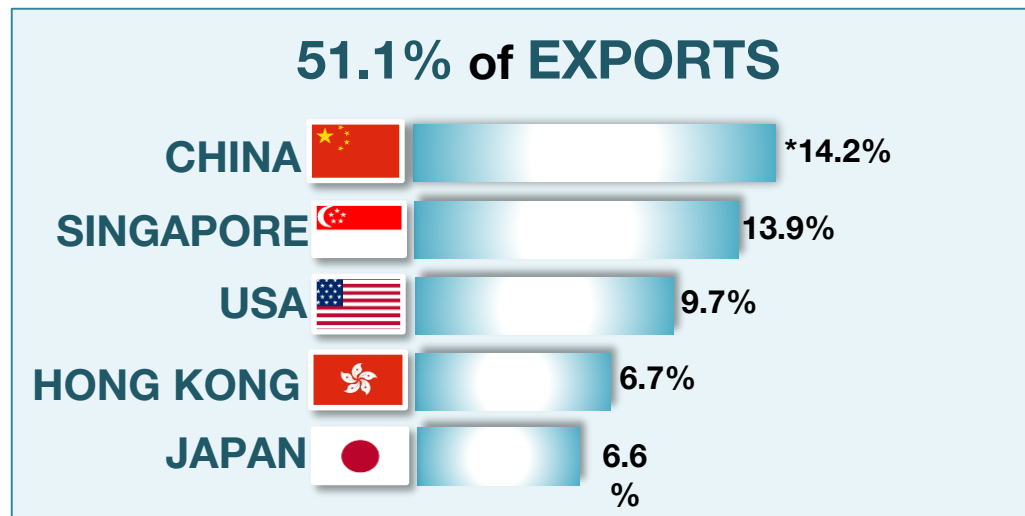
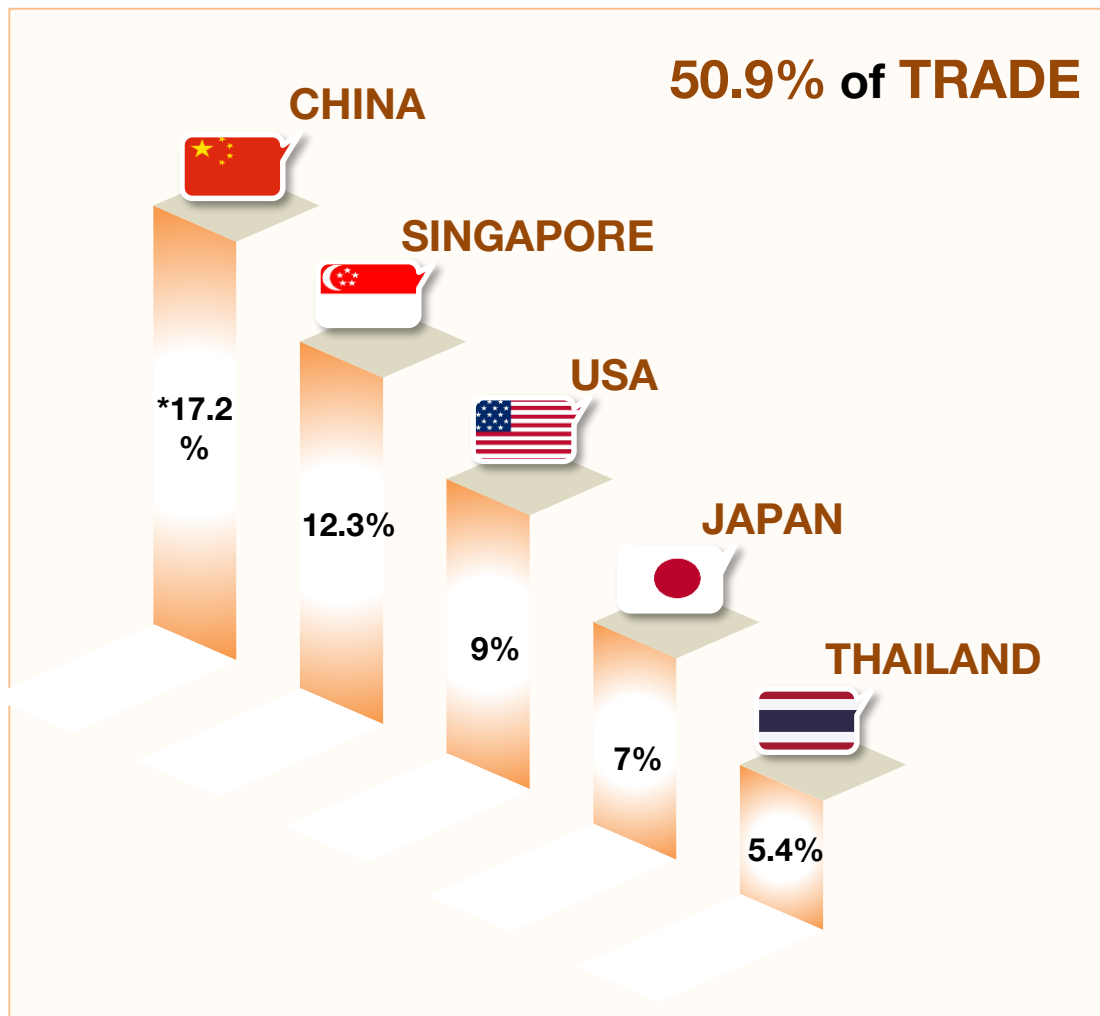
1  
**Trade**  
maintained  
> **RM1 tril** for  
10 consecutive  
years

2  
**2<sup>nd</sup> highest**  
**export** value  
thus far

3  
**Largest**  
**trade surplus**  
since 2009



*Top 5 key markets accounted for over 50% share of total trade, exports & imports*



Note:  
\* Refer to share



**CHOOSE  
MALAYSIA**



# MALAYSIA - BULGARIA BILATERAL TRADE



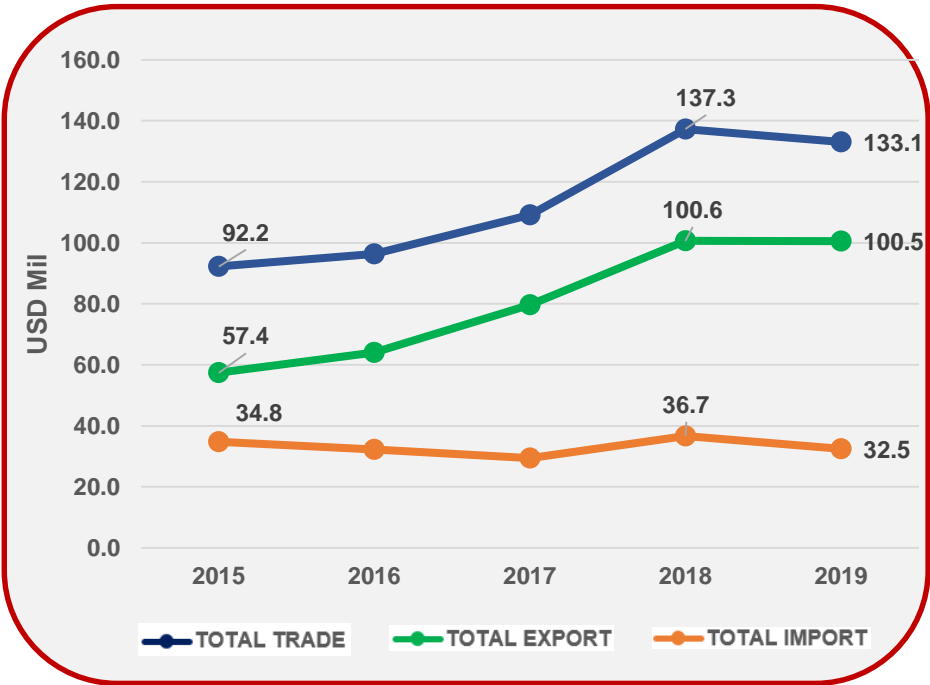
[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



# BILATERAL TRADE – MALAYSIA & BULGARIA

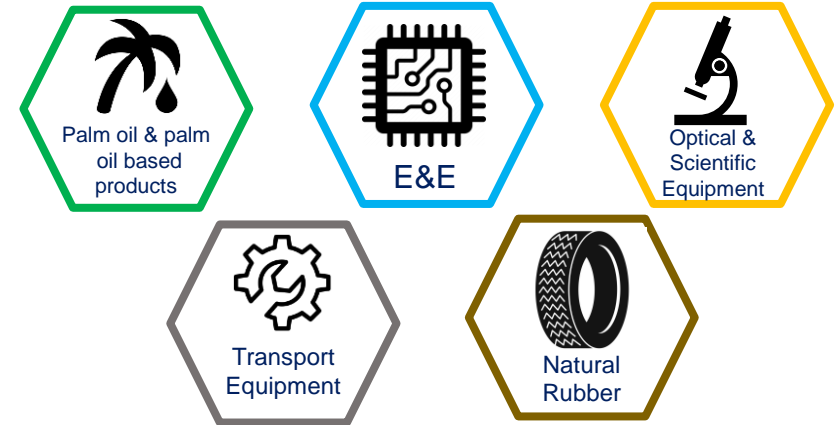


**In 2019, Malaysia recorded trade surplus of USD68 mil. with Bulgaria.**

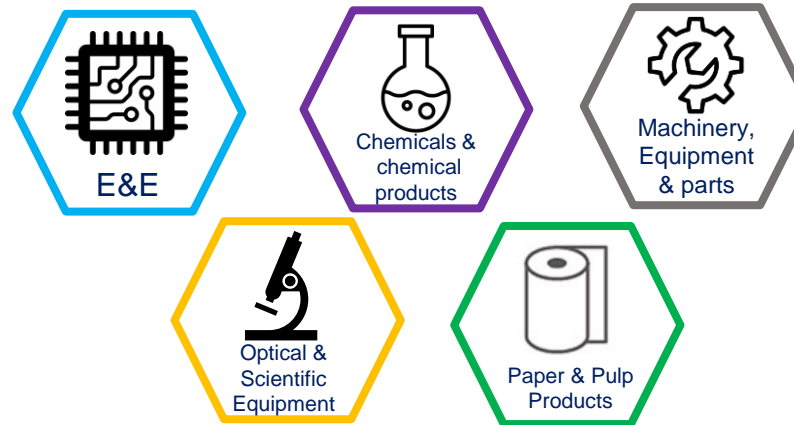


***In 2019...***

## Major export products

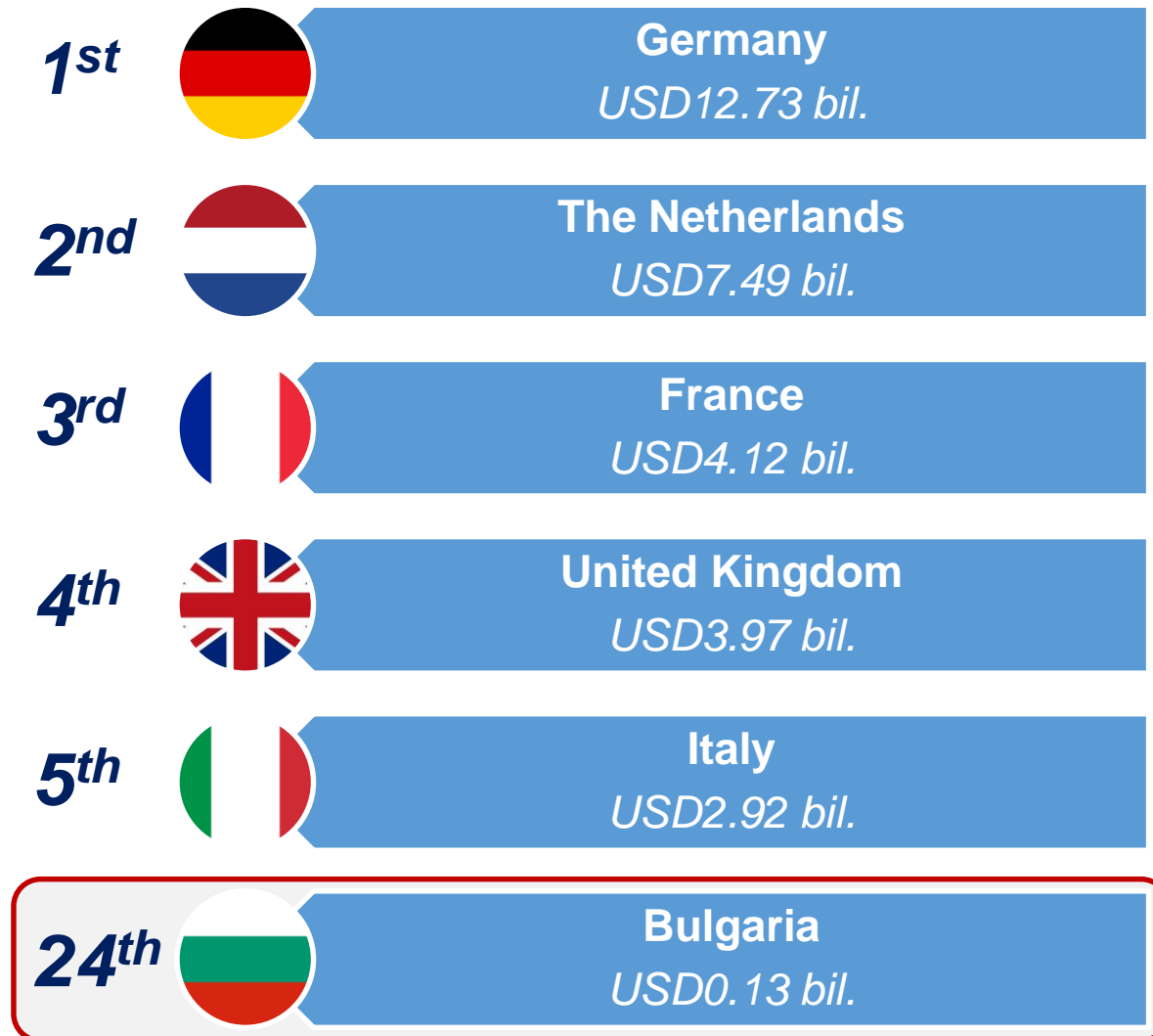


## Major import products



Source: Department of Statistic Malaysia

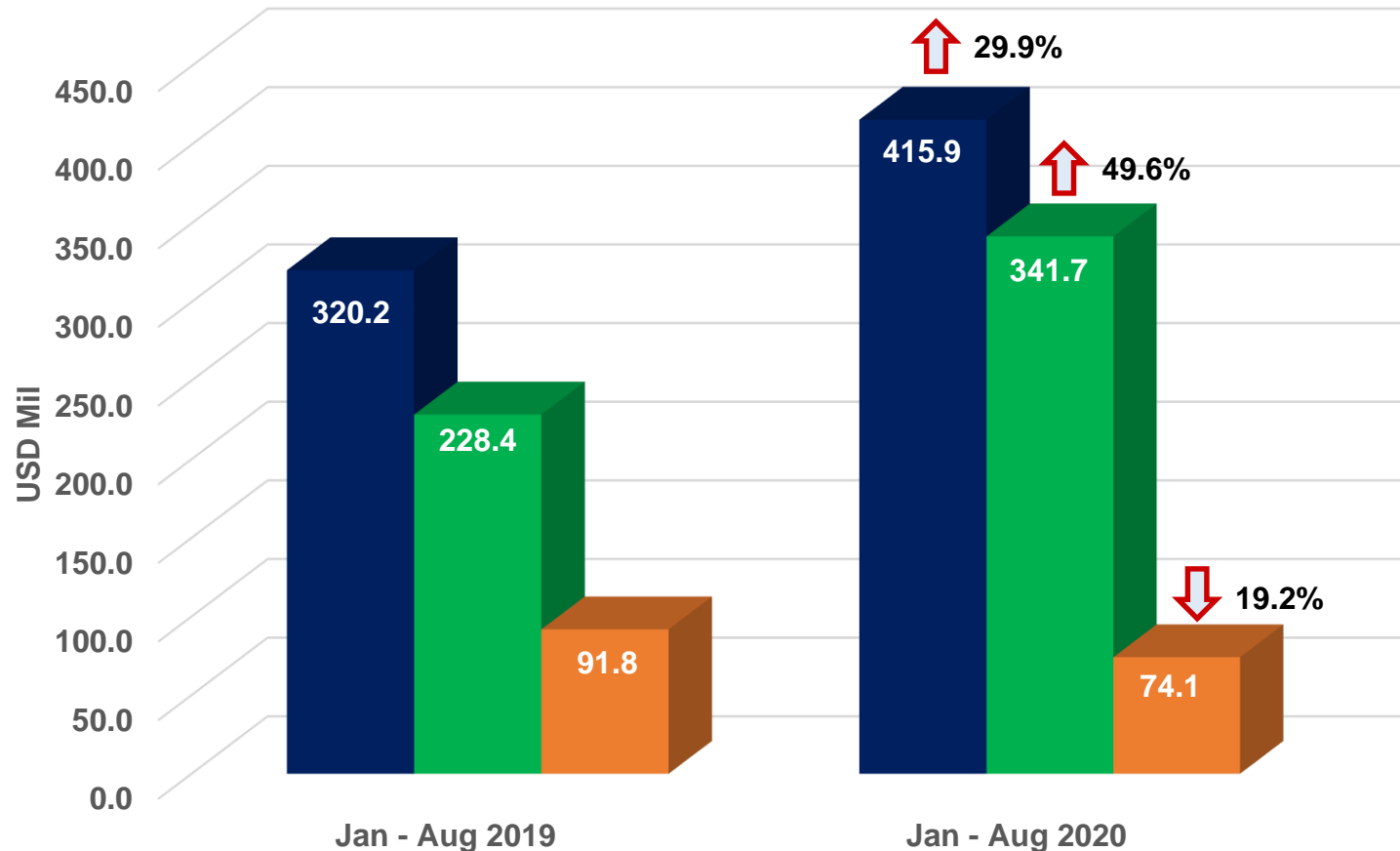
# MALAYSIA'S TRADING PARTNER IN EUROPE



**Malaysia's total trade with countries in Europe recorded value of USD47.06 bil. in 2019.**

Source: Department of Statistic Malaysia

# COVID-19: ITS IMPACT ON MALAYSIA'S TRADE WITH BULGARIA



## Exports increase due to:

- **Palm Oil Products**  
(increase 583.7% to USD99.0 mil.)
- **Other Vegetable Oil**  
(increase 4,246.7% to USD55.5 mil.)

## Imports decrease due to:

- **Electrical & electronic products**  
(decrease 45.9% to USD16.3 mil.)
- **Chemicals & chemical products**  
(decrease 35.4% to USD18.1 mil.)

■ TOTAL TRADE  
■ TOTAL EXPORT  
■ TOTAL IMPORT

Source: Department of Statistic Malaysia



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



# DOING BUSINESS WITH MALAYSIA –WHY ?

## MALAYSIA STRONG CAPABILITIES





# MALAYSIA STRONG CAPABILITIES

## Green Technology

- **Energy (Renewable Energy):** Solar Photovoltaic (PV), Solar Heaters, Solar Hot Water System, Biofuel, Biomass (Palm Kernel Shell (PKS), Empty Fruit Bunch (EFB), Palm Pellets, EFB Pellets), Wood Chips, Wood Pellets)
- **Building Materials:** Green Building, Wooden Flooring and Panels
- **Water & Waste Water Management:** Water & Waste Water Treatment Equipment & System, Water Filter, Bio-Chemical for Water Treatment



# MALAYSIA STRONG CAPABILITIES

## Oil & Gas



Design, Manufacture, Supply, Install, Testing & Commissioning of Waste Heat Recovery Unit (WHRU)



Platform Supply Vessel (PSV)

O&G Services Equipment (engineering)



Accommodation Work Barge (AWB)

Maintenance Cleaning of Heat Exchanger and Pressure Vessels at Offshore Production Platform



Valves



Christmas Tree

Wellhead



# MALAYSIA STRONG CAPABILITIES

## Rubber & Rubber based products

- Malaysia is world 5<sup>th</sup> largest producer of Natural Rubber (NR)
- Rubber products containing gloves and other surgical gloves, surgical gloves, tubes and pipe, vulcanized rubber thread and cord
- Tyres, tubes and automotive parts & components



### TYPES OF RUBBER

#### Natural rubber

- The latex from the species *Hevea Brasiliensis*
- Dandelions-

#### synthetic rubber

- Made by man from petrochemical feedstocks.
- Crude oil is the principal raw material.



# MALAYSIA STRONG CAPABILITIES

## Architectural Design & Construction

- Design, Engineering Steel Structure of Iconic Building & Infrastructure Globally
- Commercial, Urban, Landscape, Contemporary, Green, Sustainable, Modern, Residential, etc
- Components of the sector including Advisory, Basic & Supplementary services



Mixed Development Projects, Battersea, United Kingdom



Mumbai International Airport, India



Construction of 300 km road project in Meru County, Kenya



Mixed Development Project Aurora Melbourne Center, Australia



Burj Al-Arab, UAE



# MALAYSIA STRONG CAPABILITIES

## Automotive, parts and components

- Consists of 27 vehicle producers with over 650 manufacturers
- Malaysia Automotive industry 3<sup>rd</sup> largest in South East Asia & 25<sup>th</sup> globally
- Over half a million production of the vehicles & 700 thousand workforce in the ecosystem
- Strong in aftermarket, part and components



# MALAYSIA STRONG CAPABILITIES

## Aerospace & Aviation Services

- Engineering & Design Services
- Aero Structure Manufacturing
- Avionics & Systems Integrated
- Training & Education
- Maintenance, Repair & Overhaul (MRO)



# MALAYSIA STRONG CAPABILITIES



## MRO Services

- **Aerospace MRO**

- goal to become aerospace nation in SEA by 2030
- Capture 5% of the global market share



- **Maritime MRO**

- designing, building & construction, repairing & maintaining, converting and upgrading
- Shipbuilding & Ship Repair (SBSR) considered as the main activities
- Maritime MRO involves services of all kind of ships, floating structures and marine equipment



- **Railway MRO**

- Comprise companies that provide maintenance support services
- freight wagon maintenance & refurbishment
- Communication
- undercarriage casting, HVAC, etc



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



# MALAYSIA STRONG CAPABILITIES

## Medical Devices

- Major export markets were the US, Germany, Japan, Belgium & Singapore
- World leading producer and exporter of catheters and surgical examination gloves
- 80% of the world market for catheters made in Malaysia
- 60% world rubber gloves are made in Malaysia
- The industry includes variety of products that used in health care such as diagnosis, monitoring, treatment, etc





# MALAYSIA STRONG CAPABILITIES



## ICT Products and services



### Logistics

Package Tracking  
Fleet Management



### Retail

Supply Chain Mgmt  
Inventory Mgmt  
Digital Signage  
Mobile PoS



### Utilities

Smart Metering  
Remote Surveillance



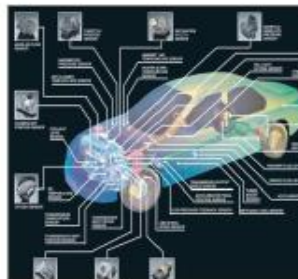
### Healthcare

Remote Patient  
Monitoring  
Asset Management



### Banking

ATM Connectivity and  
Tracking  
Card Terminals



### Automotive

Vehicle Diagnostics  
Incident Reporting  
Anti-theft



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation



# MALAYSIA STRONG CAPABILITIES

## Other Products

**Machinery  
& Equipment**



**Palm Oil Based  
Products**

Global innovators  
in palm oil research,  
development and  
manufacturing



**Metal &  
Metal Products**



**Wood-Based  
Products**



**Petrochemicals**



**Construction and  
Building Materials**



**Electrical &  
Electronics**





# Thank You.

For more information please contact us



## Istanbul Office:

Büyükdere Cad. Maya Akar Center T: +90212 217 8003  
Kat: 20 No 76 F: +90212 217 8005  
Esentepe/İstanbul – TURKEY. E: [istanbul@matrade.gov.my](mailto:istanbul@matrade.gov.my)



**MDM. ROSMIZAH MAT JUSOH**  
Director  
E-mail: [rosmizah@matrade.gov.my](mailto:rosmizah@matrade.gov.my)

## Europe Desk:

Level 12, East Wing, Menara MATRADE T: +603 6207 7077  
Jalan Sultan Haji Ahmad Shah F: +603 6203 7253  
50480 Kuala Lumpur. W: [www.matrade.gov.my](http://www.matrade.gov.my)  
E: [info@matrade.gov.my](mailto:info@matrade.gov.my)



**DR. MOHD AMINUDDIN SHAM TAJUDDIN**  
Director  
E-mail: [aminuddin@matrade.gov.my](mailto:aminuddin@matrade.gov.my)



**MR. AZFAR AZHAR**  
Assistant Director  
E-mail: [azfar@matrade.gov.my](mailto:azfar@matrade.gov.my)



**MDM. TOH KIT YING**  
Senior Manager  
E-mail: [kytoh@matrade.gov.my](mailto:kytoh@matrade.gov.my)



**MR. EYUP ULUSOY**  
Marketing Officer  
E-mail: [istanbul.eyup@matrade.gov.my](mailto:istanbul.eyup@matrade.gov.my)



**MR. MUHAMMAD HAFIZUDDIN ISHAK**  
Manager  
E-mail: [hafizuddin@matrade.gov.my](mailto:hafizuddin@matrade.gov.my)



**MR. MOHD AMSYARI YAHYA**  
Assistant Manager  
E-mail: [amsyari@matrade.gov.my](mailto:amsyari@matrade.gov.my)



[www.matrade.gov.my](http://www.matrade.gov.my)  
Malaysia External Trade Development Corporation

