Export Incentives Provided by MATRADE

Seminar on Government Incentives for Manufacturing Sector

26 September 2016
5% of companies registered with MATRADE are manufactures of plastic products.

- Trading: 28%
- Service provider: 27%
- Others: 1%

SME manufacturer: 87%
Non-SME manufacturer: 13%

18,092 No. of registered MATRADE members as of 20/9/16

Manufacturing: 44%
7,942 companies

886 (5%) Manufacturers of plastic products

<table>
<thead>
<tr>
<th>Sub-sector</th>
<th>No. of comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plastic packaging</td>
<td>290 (33%)</td>
</tr>
<tr>
<td>Plastic moulding</td>
<td>248 (28%)</td>
</tr>
<tr>
<td>Plastic extrusion</td>
<td>212 (24%)</td>
</tr>
</tbody>
</table>

www.matrade.gov.my
... exports of manufactures of plastic products in 2015 amounted to RM12.92 billion.

**Exports**

- RM779.95 billion

**Total Trade**

- RM1.465 trillion

**Imports**

- RM685.4 billion

80.2% contributed by manufactured goods.

- RM625.48 bil

2% of total exports of manufactured goods.

- RM12.92 bil
Mapping of Initiatives for Manufacturing Sector

- Bumiputera Exporter Development Programme (BEDP)
- Women Exporter Development Programme (WEDP)
- Youth Exporter Development Programme (YEDP)
- Go-Ex
- Market Development Grant (MDG)
- eTRADE
- Mid-Tier Companies Development Programme

RMK-11 Targets by 2020
Market Development Grant (MDG)

A financial assistance to partly defray the cost of export promotion by SMEs

- **Listing Fees Overseas**
  - Listing Fees

- **Export Acceleration Mission**
  - Export Acceleration

- **International Trade Fair**
  - International Trade Fair

- **Trade & Investment Mission**
  - Trade & Investment Mission

- **International Conference**
  - International Conference

**Max grant of RM200K per company** accumulation from commencement of MDG in 2002

- RM20k per company per supermarket/hypermarket
- RM5k per company per fair in Malaysia
- RM15k per company per fair in Overseas
- RM10k per company per Mission organised by MATRADE
- RM2k per company per Mission not organised by MATRADE
- RM2.5k per company per conference
GO-EX Programme

an 18-month customised programme that provides participating SMEs access to international network through market immersion

50% reimbursable grant up to RM50K per company

- TRANSLATOR / INTERPRETER
- GROUND TRANSPORTATION
- BRANDING (ADVERTISING/PROMOTION)
- SENDING SAMPLE
Mid-Tier Companies Development Programme

.. contribution of Mid-Tier companies to exports is enormous

To develop 50 export companies every year*

*from 2014 until 2020

Wave 1 & 2: 101 have completed the programme
Wave 3: 54 are undergoing the programme

To develop 50 export companies every year*

*from 2014 until 2020

Diagnostic
- Online survey
- Senior Management Interviews
- One-on-one coaching

Define export strategy
- Define export plan and priorities
- Establish programme

Implement
- Country Immersion
- Market intelligence
- Tech partner match making
e-Trade

... an initiative to accelerate exports by Malaysian SMEs through participation in leading international online marketplaces

1. Financial assistance to the qualified SMEs in e-Voucher (RM2,500.00 per company for one e-marketplace) or reimbursement to the company
2. Advisory services on e-marketplaces under the eTRADE Programme
3. Training/online assistance provided by selected e-marketplace to participating SMEs for on-boarding
WOMEN Exporters Development Programme (WEDP)

..a 3-year hand-holding programme aimed at creating competitive and sustainable Women-owned exporters

**Selection Criteria**

<table>
<thead>
<tr>
<th>Equity : 51% Women-owned</th>
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<td>Operation : i) at least 3 years and ;</td>
</tr>
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<td>ii) dominate the domestic market</td>
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</table>

**Document required :**

i. Company Profile/ Company Brochures;
ii. Form 9 – Perakuan Pemerbadanan Syarikat Sendirian
iii. Latest Form Of Annual Return of Company Having A Share Capital (include Form 24 & Form 49)
iv. EPF Statement
v. Audit Report of Account 3 Last Year

**Benefits**

- Customised BUSINESS COACHING
- International BUSINESS EXPOSURE
  * 3 international promotion programmes per year
- Business OPPORTUNITIES and Market Entry
- Complimentary participation in MEEC
- Complimentary seating in EXPORT TRAINING
..a 3-year **hand-holding programme** to scale up youth entrepreneurship by connecting to international buyers

**Focusing on soft export**

- **MUSIC**
- **FASHION**
- **ART**
- **DESIGN**

**8 companies are groomed since December 2014**
BUMIPUTERA Exporters Development Programme (BEDP)

..a 3-year **hand-holding programme** aimed at creating competitive and sustainable Bumiputera exporters

**Selection Criteria**

<table>
<thead>
<tr>
<th>Equity</th>
<th>51% Bumiputera</th>
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<td>Operation</td>
<td>i) at least 3 years and ;</td>
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**BENEFITS**

- coaching & advisory services
- training, seminar & workshop
- 3 international promotion programmes
- exhibit at MEEC

155 Bumiputera companies enrolled since 2004
PROGRAMMES IN 2016
Summary of Export Promotion Programmes in 2016

95 Trade Promotional Programmes

65 Exporters Development Programmes

Total 160 Programmes
2016 Work Programmes by Sector

- **Oil & Gas and Chemical**: 13 (20%)
- **Electrical & Electronics**: 8 (12%)
- **Lifestyle**: 6 (9%)
- **Machinery & Logistics**: 5 (8%)
- **Defense & Aerospace**: 4 (6%)
- **Processed Food**: 14 (22%)
- **Construction & Building Materials**: 10 (15%)
- **Health & Environment**: 7 (11%)
- **ICT**: 5 (8%)
- **General Products**: 23 (35%)
2016 Work Programmes by Market

70% of programmes focus in Asia

61.7% of Malaysia’s total exports were with FTA partner countries in the period of January to July 2016
## 2016 Work Programmes by Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Fair</td>
<td>38</td>
<td>(40%)</td>
</tr>
<tr>
<td>Export Acceleration Mission</td>
<td>34</td>
<td>(36%)</td>
</tr>
<tr>
<td>International Sourcing Programme</td>
<td>20</td>
<td>(21%)</td>
</tr>
<tr>
<td>Trade-Investment Mission</td>
<td>2</td>
<td>(2%)</td>
</tr>
<tr>
<td>Promotion Booth</td>
<td>1</td>
<td>(1%)</td>
</tr>
</tbody>
</table>
PROMOTION ACTIVITIES
Trade Fairs

K2016, Dusseldort, Germany (19-26 Oct 2016)

Arab Health, Dubai, UAE (25-28 Jan 2016)

SIAL, Paris, France (16-20 Oct 2016)

Offshore Technology Conference (OTC), Houston, USA (2-5 May 2016)

Plastic & rubber fair
Export Acceleration Mission

- Export Acceleration Mission To Tehran, Islamic Republic of Iran, 9-12 May 2016
- Export Acceleration Mission on Products & Services In Conjunction With Minister of MITI Working Visit To Singapore (15-16 March 2016)
- Export Acceleration Mission In Conjunction With Malaysia Business Forum - Malaysia Promotion, Shanghai, China (10 & 11 Nov 2016)
- EAM on Construction and Related Services to Palembang and Jakarta, Indonesia (8th to 12th August 2016)
International Sourcing Programme

Malaysia Halal Showcase (MIHAS)

International Green tech & Eco Products Exhibition (IGEM)

APHM International Healthcare Conference & Exhibition 2016

Kuala Lumpur International Aerospace Business Convention (KLIABC)
Trade & Investment Mission

Marketing Mission On Products And Services In Conjunction With The Trade And Investment Mission To Bangkok, Thailand

Export Acceleration Mission In Conjunction With Trade And Investment Mission To India And Sri Lanka

Trade And Investment Mission To Peru, Mexico And Chile

Export Acceleration Mission In Conjunction With The Trade And Investment Mission To Cambodia
FLAGSHIP EVENTS
14TH EDITION

5-8 APRIL 2017
10 A.M – 7 PM

MIHAS
THE GLOBAL HALAL MARKET PLACE

Kuala Lumpur Convention Centre, KLCC, Malaysia

A Part of:
WORLD HALAL SUMMIT

Hosted by:
Ministry of International Trade & Industry

Organised by:
Malaysia External Trade Development Corporation

In Partnership with:
Halal Industry Development Corporation
International Trade Malaysia (INTRADE)

2-5 November 2016
MATRADE Exhibition & Convention Centre (MECC), Kuala Lumpur
Kuala Lumpur International Aerospace Business Convention
(KLIABC 2016)
7-9 December 2016
Thank You