HOW TO DISTRIBUTE TPO SERVICES
MATRADE CORE FUNCTIONS & ACTIVITIES

- Export Promotion
- Exporters’ Development
- Policies & Strategies Formulation
- Trade Advisory & Support
- Trade & Market Information
EXPORT PROMOTION ACTIVITIES

1. Overseas & Domestic Exhibitions (32)
2. Trade Missions (11)
3. In-coming Buying Missions (General & Specialised) (11)
4. Marketing Missions (45)
5. Promotion Booths (39)
6. In-Store Promotions
7. Trade Promotion Visits (5)
8. Overseas Roundtables with captains of industries
Assisting other agencies & organisations

Examples:

- Ministry of Agriculture & Agro-based Industry (MOA)
- Ministry of Higher Education (MOHE)
- Ministry of Entrepreneur & Cooperative Development (MECD)
- Ministry of Health (MOH)
- Multimedia Development Corporation (MDEC)
- Malaysia Tourism Promotion Board (MTPB)
- Malaysia Timber Council (MTC)
- Malaysia Palm Oil Board (MPOB)
- Federal Agricultural Marketing Authority (FAMA)
- Construction Industrial Development Board (CIDB)
- Malaysia Rubber Export Promotion Council (MREPC)
- Majlis Amanah Rakyat (MARA)
- State Government Agencies
- Federation of Malaysian Manufacturers (FMM)
- Industry & Trade Associations
- Chambers of Commerce
TRADE AND MARKET INFORMATION

❖ Deliverables
Market Trends
Market Information
Market Alerts
Trade Statistics
Trade Leads
Tender Opportunities
Trade Regulations & Procedures
Market Entry Requirements
International & Country Standards
Consumer Preferences
Distribution & Logistics

❖ Modes of Delivery
Emails
Online News
Matrade’s Portal
Directories & Publications
(Hardcopy & E-Publications)
Guide Books
Press Release
Databases
Business Library
TRADE ADVISORY & SUPPORT

- Help Desk
- Trade Advisory Services – HQ, Branch, Overseas
- Briefing & Business Consultation Sessions Nationwide
- FTA focal point
MATRADE REGIONAL OFFICES

Northern Regional Office (Penang)

Eastern Regional Office (Kuala Terengganu)

Southern Regional Office (Johor Bahru)

Kota Kinabalu, Sabah

Kuching, Sarawak
MATRADE CURRENT OVERSEAS NETWORK

35 Trade Offices
5 Marketing Offices
## SUMMARY OF MATRADE OFFICES BY REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
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<tr>
<td>Latin America</td>
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<td>ASEAN</td>
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<tr>
<td>South Asia</td>
<td>2</td>
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</tbody>
</table>
RESTRUCTURING OF MATRADE TO IMPROVE DELIVERY
JUSTIFICATION FOR RESTRUCTURING – TO BE MORE CLIENT CENTRIC

- More focus on the needs of exporters.
- Improve the interface between MATRADE and its clients.
- Enhancing the knowledge base of MATRADE officers to provide better information to the exporters.
- Effective dissemination of market information.
- To reduce the ‘silo’ effect in MATRADE and encourage a matrix type of interaction among various divisions.

Con’t
With the proposed new structure, MATRADE will be more focused on the needs and expectation of the industries.

MATRADE will be better able to respond to the New Economic Model and the Economic Transformation Programme.

MATRADE will also strengthen its exporters capacity building programmes i.e. enhancing exporters competencies and capabilities, and providing trade information, trade advisory and training.
Thank you

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