

The Time to
EXPORT
is Now



eTRADE PROGRAMME

Accelerate Export via eCommerce

SME DigitalFest 2.0 (Webinar)

By Exabytes

16 April 2020 (Friday)



www.matrade.gov.my

Malaysia External Trade Development Corporation



1. About MATRADE and its Services

- Export Promotion
- Exporters Development Programmes
- Trade & Market Intelligence
- Trade Advisory & MATRADE's Facilities

2. eCommerce For Export

- eCommerce Export Model
- Benefits of Having eCommerce for Export
- Importance of Digital Marketing

3. eTRADE Programme

- About eTRADE Programme
- Supporting Documents
- How to apply
- Success Stories



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Malaysia External Trade Development Corporation



About MATRADE & Its Services



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Malaysia External Trade Development Corporation



Who We Are

MATRADE is the National Trade Promotion Agency in Malaysia, under the Ministry of International Trade and Industry (MITI). We are tasked to promote Malaysian products and services overseas.

VISION

“Malaysia A Globally Competitive Trading Nation”

MISSION

“Promoting Malaysia’s Enterprises To The World”



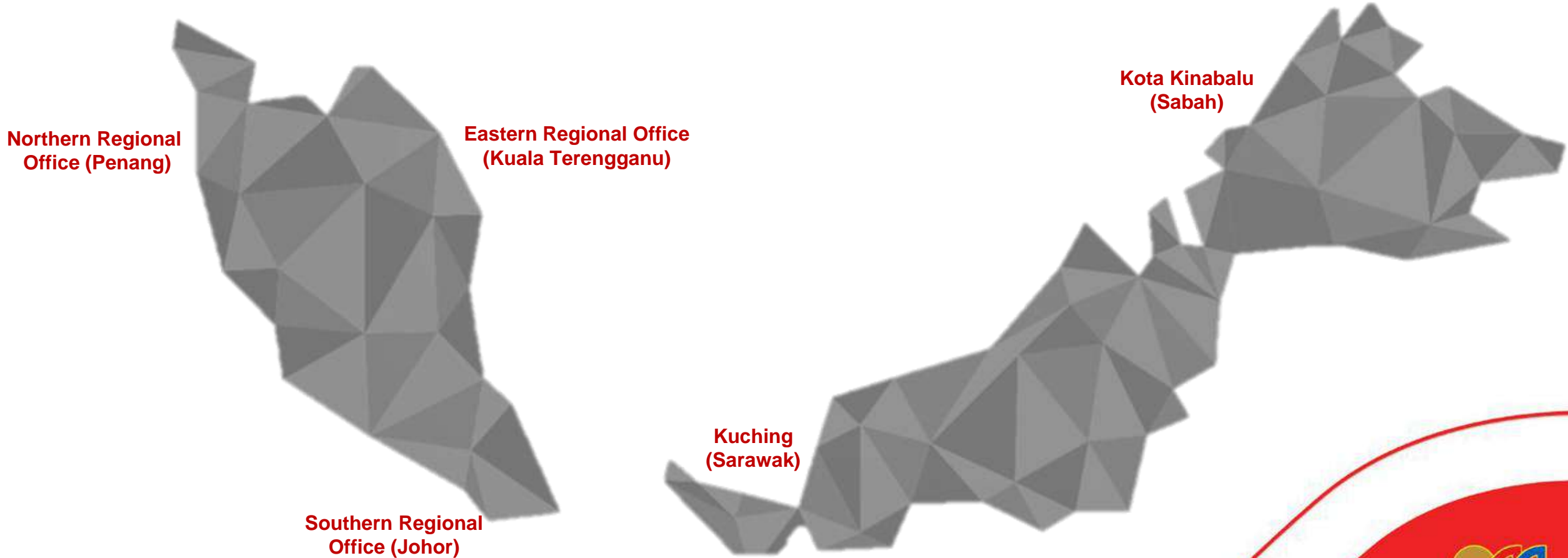
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Malaysia External Trade Development Corporation



Regional Offices

5 Offices across Peninsular Malaysia and Borneo



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Malaysia External Trade Development Corporation

Facebook: [matradeHQ](#) | Twitter: [@matrade](#)
YouTube: [MATRADE](#) | LinkedIn: [MATRADE](#)
Instagram: [matrade_hq](#)



Global Network



- | | |
|-----------------|---------------------|
| 1 Los Angeles | 24 Tashkent |
| 2 New York | 25 Budapest |
| 3 Miami | 26 Kiev |
| 4 Mexico City | 27 Jeddah |
| 5 Santiago | 28 Chennai |
| 6 Sao Paulo | 29 Yangon |
| 7 Buenos Aires | 30 Guangzhou |
| 8 The Hague | 31 Shanghai |
| 9 Lagos | 32 Chengdu |
| 10 London | 33 Beijing |
| 11 Paris | 34 Seoul |
| 12 Milan | 35 Bangkok |
| 13 Frankfurt | 36 Ho Chi Minh City |
| 14 Moscow | 37 Hanoi |
| 15 Warsaw | 38 Manila |
| 16 Istanbul | 39 Taipei |
| 17 Cairo | 40 Hong Kong |
| 18 Nairobi | 41 Osaka |
| 19 Johannesburg | 42 Tokyo |
| 20 Doha | 43 Phnom Penh |
| 21 Dubai | 44 Jakarta |
| 22 Mumbai | 45 Melbourne |
| 23 Almaty | 46 Medan |

34 Trade Offices | **12 Marketing Offices**



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Malaysia External Trade Development Corporation



Core Functions



Export Promotion

Trade Fairs

INSP

EAM

TIM

Local & overseas events

01



Exporters Development

Customised Prog

Financial Assistance

Training Prog

Success Stories

02



Trade & Market Intelligence

BIC

Market Info

Export Opportunities

Mobile App

Portal

03



Trade Advisory

Comprehensive Advisory Services for exporters

04



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Core Functions – Export Promotion



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Trade Fairs

Showcasing Malaysia's quality products and capabilities through local and international trade events

 **Food & Beverage**

Gulfood, UAE
16-20 Feb

FOODEX, Japan
10-13 Mar

MIHAS, Malaysia
1-4 Apr

Fine Food, Australia
7-10 Sept


SIAL, Paris
18-22 Oct

 **Medical & Pharmaceutical**


Arab Health, UAE
27-30 Jan

Africa Health, South Africa
20-24 Apr

Medical Fair Asia, Singapore
20-22 Oct

 **Automotive**

Taipei AMPA
15-18 Apr

 **Rail**

INNOTRANS, Germany
22-25 Sept

 **Aerospace**

Singapore Airshow
11-16 Feb

Aeromart Seattle, USA
6-8 Apr

KLIABC, Malaysia
23 – 25 June

Farnborough International Airshow
20-24 July

Aeromart Toulouse, France
1-3 Dec

Seatrade Maritime Middle East, UAE
7-9 Dec

 **Electrical & Electronics**

SEMICON West, USA
21-23 July

 **Chemicals & Chemical Products**

Turkchem, Turkey
5-7 Nov

 **Oil & Gas**

The Offshore Technology Conference, USA
4-7 May

Rio Oil Gas, Brazil
21-24 Sept

ADIPEC, Abu Dhabi
9-12 Nov

Note:



Signature Trade Fair



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Trade Fairs – cont.

Showcasing Malaysia's quality products and capabilities through local and international trade events

Building Materials & Construction Related

Worldbex, Phillipines
18-22 Mar

Megabuild, Indonesia
19-22 Mar

Mosbuild, Russia
31 Mar-3 Apr

Project Qatar Exhibition
7-9 Apr

Buildtech, Yangon
May

Kazbuild, Kazakhstan
8-10 Sept

Acetech Mumbai
7-10 Nov

BIG 5 Show, Dubai
23-26 Nov

Mixed Sectors

Seoul International Sourcing Fair 2-4 Apr

Vietnam International Expo
15-18 Apr

SAITEX, Vietnam
21-23 June

Malaysia Festival @ Zhuhai International Circuit in collaboration with LBS Group (June)

Western China International Fair 17-21 Sept

China - ASEAN Expo
18-21 Sept

China Import International Expo (CIIE) 5-10 Nov

Kenya International Trade Exhibition 18-20 Nov

Services *(ICT, Logistics, Prof. Serv)*

Computex Taiwan
2-6 June

Mobile World Congress Shanghai 30 Jun-2 July

Construction Indonesia
16-18 Sept

Tokyo Game Show
24-27 Sept

GITEX, Dubai
27 Sept-1 Oct

FIATA World Congress, Korea 19-24 Oct

Lifestyle

COTERIE, USA
15-17 Sept

High Point Market, USA
17-21 Oct

Machinery & Equipment

Hannover Messe, Germany 20-24 Apr

Industrial Transformation Asia-Pacific, Singapore
20-22 Oct



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International Sourcing Programme (INSP)

Bringing foreign buyers to Malaysia to meet Malaysian companies



Oil & Gas

Offshore Technology Conference Asia
25 March

**Malaysia Oil & Gas Services Exhibition
and Conference** 22-24 Sept



Lifestyle

Malaysia International Furniture Fair
March



Food & Beverage

MIHAS, Malaysia
2 Apr



Green Technology

**International Greentech & Eco
Products Exhibition &
Conference Malaysia** 7-8 Oct



Electrical & Electronics

Semicon SEA
12-14 May



Medical & Pharmaceutical

**APHM International Healthcare
Conference & Exhibition**
2-4 June



Medical & Pharmaceutical

**APHM International Healthcare
Conference & Exhibition**
2-4 June



Defence

Defence Services Asia
21 Apr



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Export Acceleration Mission (EAM)

Bringing Malaysian companies abroad to explore opportunities and meet potential partners



Services

(ICT, Logistics, Prof. Serv)

**EAM On Professional Services To Jakarta
16-19 Mar**

EAM in Collaboration with :

- Association of Consulting Engineers (ACEM) to Laos, 6-10 Apr
- Services Providers' Confederation (MSPC) to Yangon, 6-7 July

EAM to Nur-sultan, Kazakhstan & Tashkent, Uzbekistan on Islamic Finance Ancillary Services, 19-22 Oct

EAM in conjunction with 38 Conference Of ASEAN Federation of Engineering Organisations (CAFEO), 22-27 Nov



Mixed Sectors

EAM on Multi Sectors to :

- Zhengzhou & Chengdu, China 12-18 Apr
- Warsaw, Poland, 8-12 June
- Mexico City & Monterrey, Mexico 22-30 June
- Medan, Indonesia (June)
- Brunei, 25-28 Aug
- Kolkata, India & Dhaka, Bangladesh 5-11 Sept
- Phnom Penh, Cambodia, 13-15 Oct
- Cairo, Egypt, 17-23 Oct
- Zamboanga City, Philippines 19-22 Oct



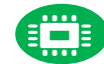
Lifestyle

EAM in conjunction with Pure London 6 - 12 Feb



Food & Beverage

**EAM on Halal to Doha
Sept**



Electrical & Electronics

EAM on E&E to Shenzhen & Hong Kong (Nov)



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Core Functions – Export Development



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Customised Programmes

MTCDP

**Mid-Tier Companies
Development
Programme**

Customised programme for Mid-Tier companies to expand and increase export earnings



BWYEDP

**Bumiputera, Women,
Youth & Exporters
Development
Programme**

A 3-year hand-holding programme

Creating competitive & sustainable Bumiputera, Women & Youth exporters

BEP

**Best Exporters
Programme**

Comprehensive development programme to boost export capabilities



LCSME

**Large Corporation –
SME Partnership
Programme**

A programme to boost Malaysia's services sectors through partnerships between Large Corporations and SME services providers



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Malaysia External Trade Development Corporation



Financial Assistance

eTRADE

Programme to promote the adoption of e-commerce among Malaysian companies to accelerate exports through participation in international eCommerce platforms

B2B

GLOBAL

MineBizs.com
CONNECTING YOUR BIZ

Alibaba.com®
Global trade starts here.™

tradeindia.com

BuyMalaysia
FROM MALAYSIA TO THE WORLD

AVANA f

DagangHalal.com™
halal trade globally

B2C

US

amazon.com
ebay

Global

amazon.com
ebay
BuyMalaysia
AVANA f

UK

HALAL STREET .CO.UK

Middle East

eRbmmann

Thailand

TARAD.com

Singapore

Qoo10

CHINA

淘宝网
JINBAOMEN

京东商城
JD.COM

天猫国际
Tmall GLOBAL

苏宁海外购
g.suning.com

淘宝网
Taobao.com

苏宁易购
suning.com

天猫
Tmall.com

拼多多

Jessem

阿里巴巴
1688.com

淘宝网
Taobao.com

淘宝网
Taobao.com

Buyer

淘宝网
Taobao.com

HOME DEAL

JD CENTRAL
Second marketplace

TIKI.VN

阿里巴巴
1688.com

淘宝网
Taobao.com



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MATRADE MATRADE
matrade_hq



MDG

Market Development Grant

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

SEF

Services Export Fund

A financial assistance to encourage Malaysian service providers to promote export of services

Exporters Training Programmes

Seminars & Workshop

Serve to guide potential & existing exporters on the development & business opportunities in international markets.

MARKET ACCESS



TRADE DOCUMENTATION



POLICY



BRANDING



MARKETING



Export Day

Serve to inform local companies the latest export opportunities around the world, strategies to win global market demands, current issues in international trade, MATRADE's services to Malaysian companies as well as MATRADE's programmes.

Export Day



Youth Export Day



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Core Functions – Trade & Market Intelligence



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BIC

ICE

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Business Information Centre (BIC)

BIC membership:

- Free access to the library
 - Business Directories
 - Country Profiles
 - Tariff Schedules
 - Market Reports
 - Periodicals
 - Statistics



Integrated Centre for Export (ICE)

Comprehensive Advisory Services on:

- Customised consultation platform
- Export information
- Financial facilities



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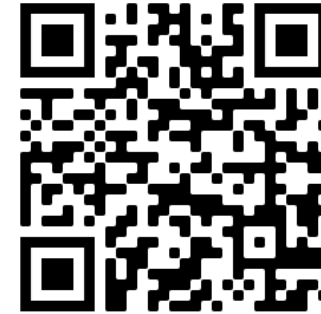


Dissemination of vital trade information and market intelligence to Malaysian exporters

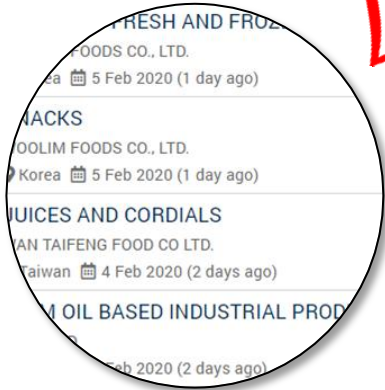
Market Alerts



Product & Market Studies



<http://www.matrade.gov.my/myexport>



Trade Leads



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MATRADE's Portal (www.matrade.gov.my)

EXPORTERS SUCCESS STORIES



Top 10 Foreign Countries	Total Visitors
1. United States	94,786
2. India	80,294
3. Singapore	68,420
4. China	30,627
5. Japan	27,164
6. United Kingdom	21,640
7. Philippines	21,594
8. Indonesia	21,389
9. Hong Kong	17,741
10. Australia	17,500

EXPORTERS GUIDE



MALAYSIA'S EXPORTERS e-DIRECTORY

AEROFUME SDN BHD

Company Information

Business Address : 16M, JALAN BA 12 KAW PERUSAHAAN BKT ANGKAT KAJANG 43000 SELANGOR

Factory Address : 16M, JALAN BA 12 KAW PERUSAHAAN BKT ANGKAT KAJANG 43000 SELANGOR

Telephone : 03 - 87399000

Facsimile : 03 - 87336117

Email : aerofume@gmail.com

Website : www.aerofume.my

Registration No : 640138D

2.4 Million
Visitors^{*2015-2019}

23 Million
Page Views^{*2015-2019}

*Figure for year 2015-2019 (Latest 5 years)



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Other Facilities

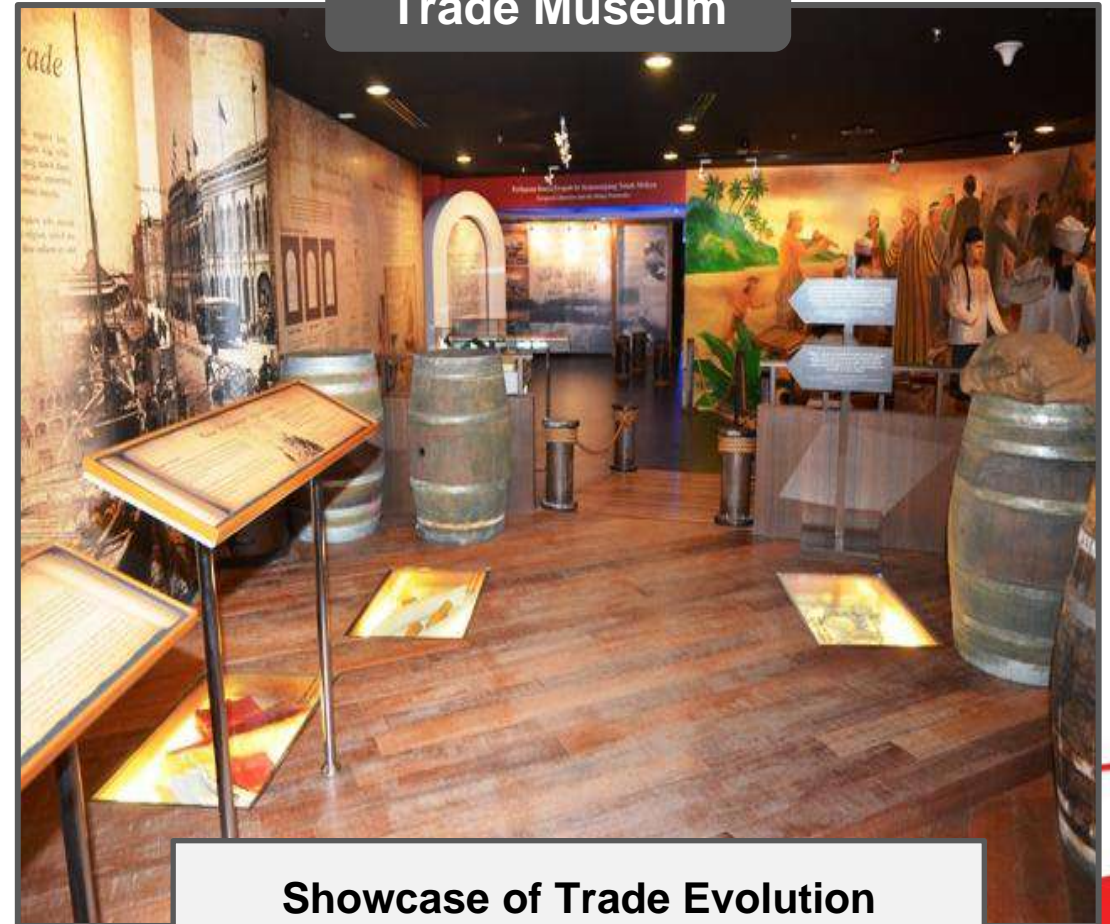
Malaysia Export Exhibition Centre (MEEC)



One-stop center for foreign buyers to source for Malaysian products & services

- 500 exhibitors
- 7,000 visitors annually
- 30 industry

Trade Museum



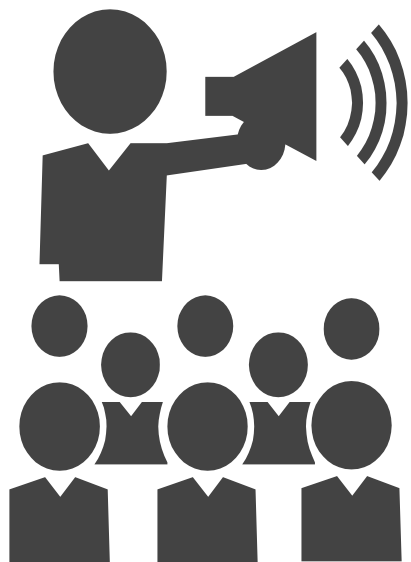
Showcase of Trade Evolution in Malaysia



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Be A MATRADE Member Today!



Step 1: To access the online application, go to “**For Malaysian Exporters**” section in the MATRADE’s Portal



Step 2: Choose “**Online Application**” in the MATRADE Online Services information



Step 3: Click “**Register as MATRADE Member**”



eCommerce for Export



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Conventional B2B Export Model



E-commerce Export Model



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The Benefits - Exporting via eCommerce

Boost brand
awareness



Reach potential, new
global audience



Selling products
across the world



Stay open 24/7



Data tracking and
gathering



Keep up with competitors



Profiling of
consumers'
buying habit



Eliminate
middleman



Improve
efficiency
with
digitalised
business
process



Going online will take a bit of **time and effort**, but it's a decision you will never regret making. Opening your brand up to a wider audience **increases your sales** and turns your venture into the success you wanted it to be when you got started.



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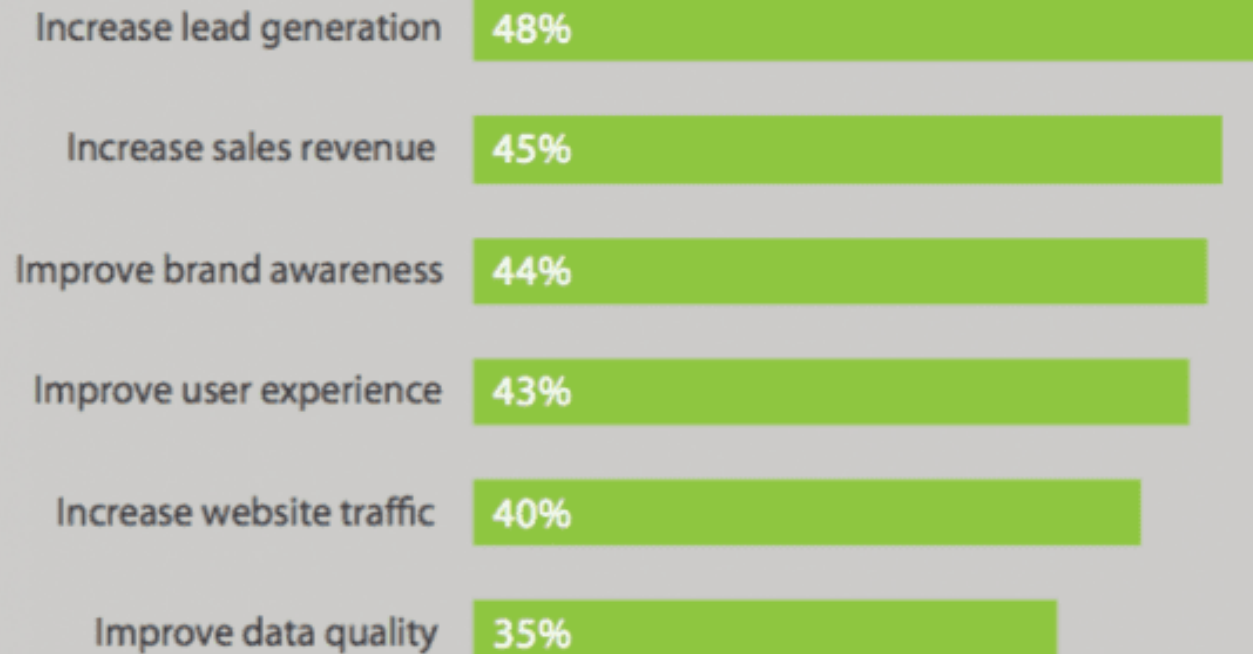
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The Importance of Digital Marketing in eCommerce

It has become very important to **grab customers attention** as they get distracted really easily, this is where **Digital Marketing** comes into the picture and **help eCommerce businesses** to go through such challenges.

What are the most important OBJECTIVES for a digital marketing plan to achieve?



Using Digital Marketing, E-commerce **creates huge revenue** as it helps to acquire customers and brand value. Customers are no more dependent just on content or a word-of-mouth before buying a product; they make sure to read the reviews about a product on all the platforms on which the product is listed.

Source: SmartInsights, Survey by Adestra



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eTRADE Programme



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eTRADE Programme

An initiative to accelerate export via eCommerce by participation of Malaysian companies in international eCommerce platforms



Financial assistance worth RM5000* to approved companies



Training and online assistances by eCommerce platforms



Advisory services related to eTRADE's eCommerce platforms

eTRADE Programme will be end this year 2020. Deadline of application is **30 June 2020**



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B2B eMarketplaces under eTRADE Programme



Target Market

Global

ASEAN & Global

ASEAN & Global

ASEAN & Global

Main Promoted Categories

- Rubber & Plastics (Household) Products
- Printing & Packaging
- Food & Beverages
- Furniture
- Automotive Parts

- Halal
- Food & Beverages
- Cosmetics & Personal Care Products

- Fashion & Apparels
- Furniture
- Food & Beverages
- Gifts, Souvenir & Jewelry

- Machineries & Equipment
- Furniture
- Automotive Parts
- Food & Beverages
- Hardware
- Services
- Household Products

Channel Partners / eAggregators



Direct with eMarketplace

Direct with eMarketplace

Direct with eMarketplace

**BuyMalaysia also works as a B2C platform, on top of being a B2B platform*



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B2C eMarketplaces under eTRADE Programme

	amazon.com	ebay	TARAD.com	Qoo10	Avano	淘宝网 JINBAOMEN	Jeem	HOME DEAL	eRomman	HALAL STREET .CO.UK
Target Market	US	US & Global	Thailand	Singapore	ASEAN	China	China	China, Thailand & Vietnam	Middle East	UK, Europe
Main Promoted Categories	<ul style="list-style-type: none"> Automotive Parts & Components Health & Personal Care Household Products 	<ul style="list-style-type: none"> Automotive Parts & Components Fashion & Apparel Household Products 	<ul style="list-style-type: none"> Fashion & Apparel IT Products Telecomm. Products 	<ul style="list-style-type: none"> Fashion & Apparel Beauty Products Electronics Products 	<ul style="list-style-type: none"> Fashion & Apparel Lifestyle Products Food & Beverages 	<ul style="list-style-type: none"> Food & Beverages Mother & Baby Products Personal Care Health & Supplements 	<ul style="list-style-type: none"> Food & Beverages Agricultural Products 	<ul style="list-style-type: none"> Home & Living Food & Beverages 	<ul style="list-style-type: none"> Fashion & Apparel Lifestyle Products Household products 	<ul style="list-style-type: none"> Halal products Food & Beverages Cosmetics & Personal Care
Channel Partners / eAggregators	 	 	 (TBC)	 (TBC)	Direct with eMarketplace	Direct with eMarketplace	Direct with eMarketplace	Direct with eMarketplace	Direct with eMarketplace	Direct with eMarketplace
Multiple Platforms	NO	NO	NO	NO	NO	YES 	YES 	YES 	NO	NO

eTRADE Financial Incentive

RM5,000*

Maximum RM2,500

For **listing / subscription fee** on B2b or B2C marketplace / eCommerce platform

**Subject to the availability of fund*

Maximum RM2,500

Expenses associated to the eMarketplace / eCommerce platform:

- Services fee related to Fulfillment by Amazon (FBA) services (eg. FBA service fee, Selling Fees, Transaction Fees, Inventory and Inbound Services Fees & Cost of Advertising)
- Photography fee
- Translation fee (for products listed on the eMarketplace / eCommerce platform)
- Shipping to FBA or other warehousing facilities in overseas



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Eligibility Criteria

1

Selling Malaysian products, brands and/or services

2

Malaysian owned company
(at least 60% Malaysian equity)

3

Registered with SSM
(ROC/ROB/LLP/ Cooperative under SKM)

4

Malaysian SMEs*

Definition of SMEs:

~ **Manufacturing**, including agro-based: annual turnover <RM50 mil OR full time employees < 200 workers

~ **Trading/ Service providers**: annual turnover <RM20 mil OR full time employees <75 workers



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Supporting Documents For Application

- 1) Certificate of Incorporation Form 9 or Form 13
- 2) Latest Form of Annual Return of Company Having A Share Capital (full set)
- 3) Latest Company's Audited Financial Statement for the year 2017 or 2018 (full set)
- 4) Latest EPF Statement (Form A is not applicable)
- 5) Product Brochure/ Company Profile
- 6) Corporate Profile from SSM
- 7) Letter of declaration – trading company



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Apply Now via eTRADE System in MATRADE Portal

1

www.matrade.gov.my/etrade/

2

ROC No./ROB No./
Co-operative Reg. No

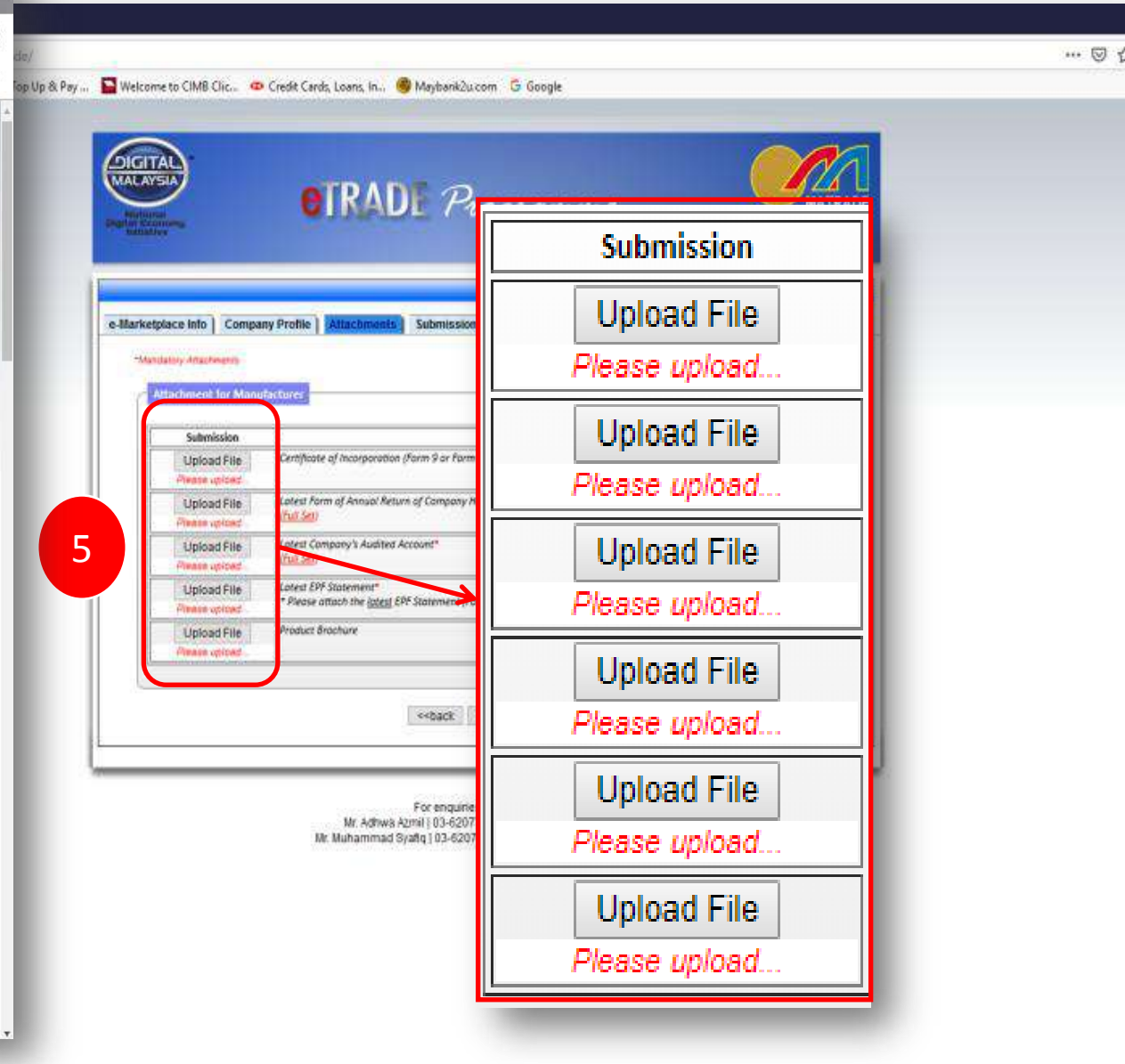
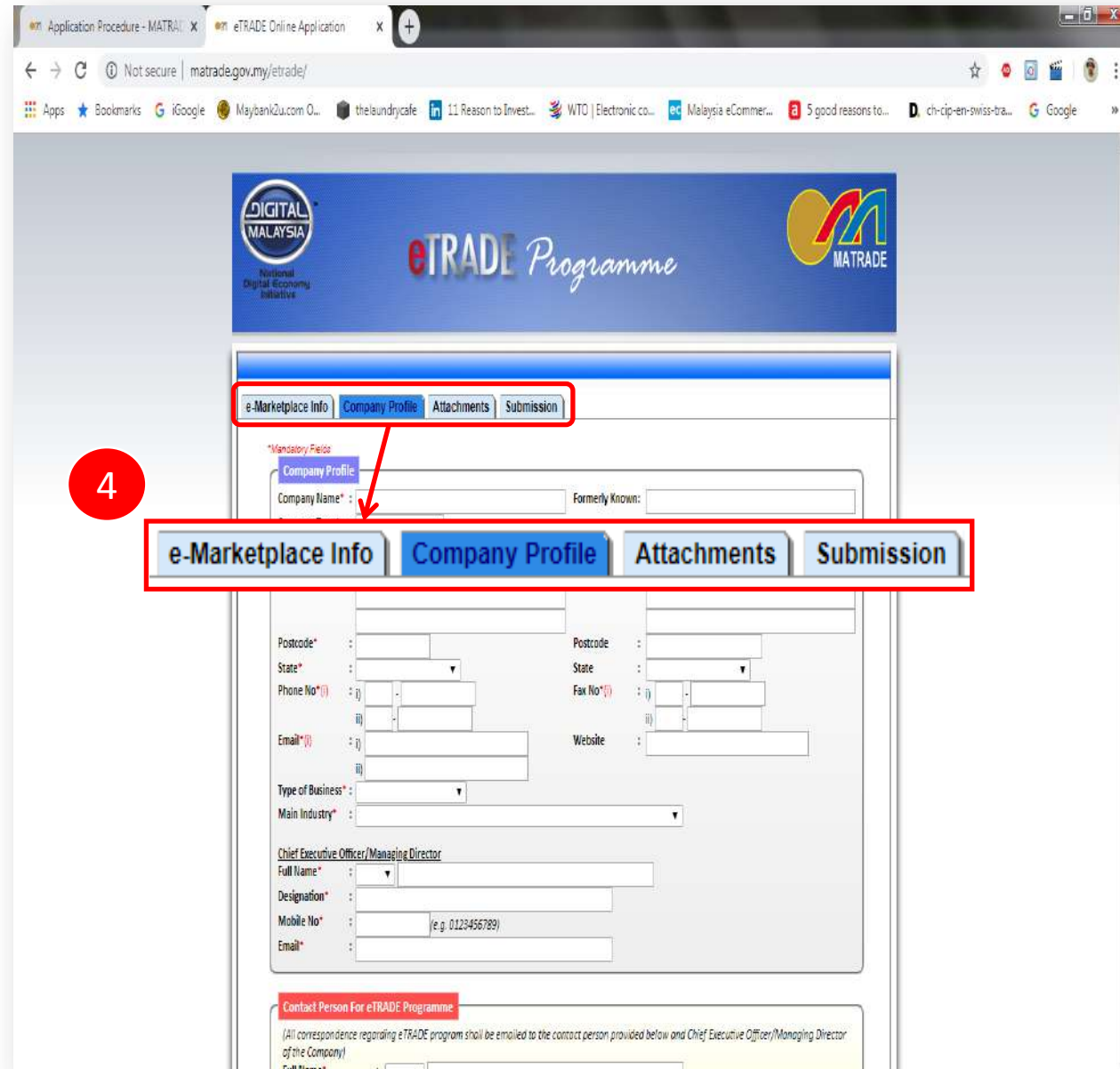
3

e-marketplaces :

- AVANA
- Alibaba.com
- Amazon.com
- BuyMalaysia.com
- DagangHalal.com
- JD.com/TMALL.com/Taobao.com/Suning.com
- MatahariMall.com
- MineBizs.com
- Qoo10.sg
- TARAD.com
- Tradeindia.com
- eBav.com

1. Please select the e-marketplace that you wish to participate under eTRADE Programme :
(The incentive will only be given once, for company to join one(1) e-marketplace of their choice.)

Apply Now via eTRADE System in MATRADE Portal



Apply Now via eTRADE System in MATRADE Portal

The screenshot shows the MATRADE eTRADE application form. A red box highlights the top section containing a checkbox for terms and conditions, and input fields for Authorized Company Representative, Designation, Mobile No (with example 0123456789), Email, and Created Date (24/01/2019). A red circle labeled '6' points to this section. Below the form is a disclaimer and another identical form section. A red circle labeled '7' points to the navigation buttons: '<<back', 'Submit', and 'Save as Draft'. A large red box labeled 'Submit' is positioned to the right of the navigation buttons, with an arrow pointing from the 'Submit' button to it.

I have read and agree to the above terms & conditions*

Authorized Company Representative* :
Designation* :
Mobile No* : (e.g. 0123456789)
Email* :
Created Date* : 24/01/2019

6

I have read and agree to the above terms & conditions*

Authorized Company Representative* :
Designation* :
Mobile No* : (e.g. 0123456789)
Email* :
Created Date* : 24/01/2019

7

<<back Submit Save as Draft

Submit



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eTRADE Success Stories

Through eTRADE Programme, companies managed to...



Become 1st time exporter!



Penetrate new markets

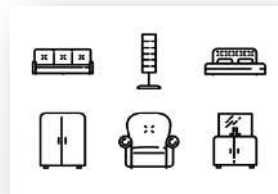
5 Main Product Categories through eTRADE Programme



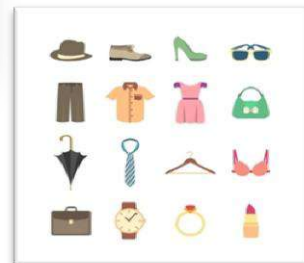
Food and Beverages



Pharmaceutical,
Toiletries &
Cosmetics



Furniture



Apparels, Garments &
Accessories



Building and Construction
Materials and Hardware

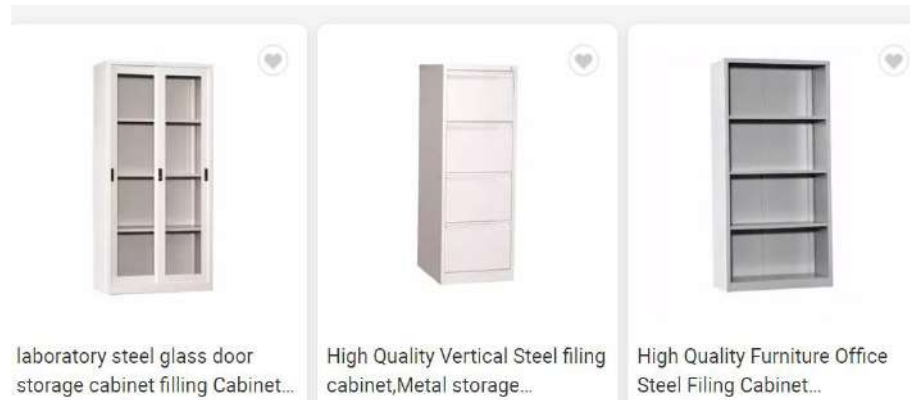
More than 40 Markets penetrated through eTRADE Programme



Eg.: Bhutan, Armenia, Panama, Sweden,
Mauritius, USA, China, ASEAN, Papua New
Guinea, etc.

WINTECH®

Wintech Metal Processing Sdn Bhd



- Product / Service : Steel Office Furniture
- Currently active in using digital marketing such as Google AdWords to promote own website
- Successfully exported to China, Australia, France, Ireland and many more



Worldwide Tractors Sdn Bhd



- Product / Service : Oil Lubricants
- Successfully exported to Cambodia and Bangladesh through enquiries received from Alibaba.com
- The company is present in 16 countries, with 5 commercial offices based in Singapore, Cambodia, China, India and Bangladesh



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AXG Industries Sdn Bhd



Nitrile Powder Free Examination Gloves,...



Malaysia Latex Powdered Examination Gloves

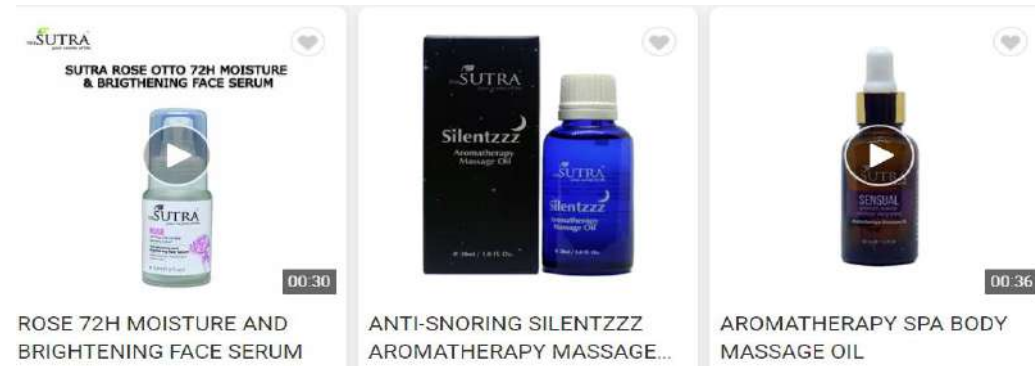


9" Latex Powder Free Examination Gloves

- Product / Service : Latex Gloves, Nitrile Gloves, Rubber Gloves
- Successfully exported to Libya through enquiries from Alibaba.com
- Have exported to major markets around the world i.e USA, Europe, Latin America, Middle East and Asia



Tropical Bioessence Sdn Bhd



- Product / Service : Essential Oils and Herbal Extracts
- Successfully exported to Japan and Saudi Arabia through enquiries received from Alibaba.com
- The buyers connected from Alibaba.com agreed for a long-term contract



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eTRADE Success Stories



Koperasi Usahawan Groom BIG Perlis Berhad



Durian Coffee 3 in 1



Instant Coffee Powder Drink with Bird Nest



Malaysia Traditional Tapioca Flour Biscuit Cookie Snack

- Product / Service : Instant Coffee, Cooking Oils, Bangkit Cookies, Daun Ketapang
- Also joined other cross border eCommerce platforms such as TradeIndia.com, AVANA, eBay and Amazon
- Through the platforms, managed to export their products to various countries such as Bangladesh, India, China, Ghana, Philippine, Qatar and more

Other companies



www.matrade.gov.my
Malaysia External Trade Development Corporation



eTRADE Consultation Day

Learn how eTRADE helps you to export via eCommerce

9.00 am – 12.00 pm

Business Information Centre
(BIC), Level 2, East Wing
Menara MATRADE

EVERY FRIDAY

Topics to be presented:

- eTRADE Programme
- eCommerce Platform under the eTRADE Programme
- Export Opportunities in targeted market
- eCommerce services
- Logistics / fulfillment
- Financial assistance
- Other related government agencies assistance on export requirement



Contact Us!



Scan here to register your interest in **eTRADE** Programme OR for application please log on to www.matrade.gov.my/en/etrade

Officer	Phone Number	eMail
Ms. Asnor Vidya	03 6207 7502	asnor@matrade.gov.my
Mr. Adhwa Azmil	03 6207 7503	adhwa@matrade.gov.my
Mr. Husni Za'im	03 6207 7511	husnizaim@matrade.gov.my
Mr. Mohamad Izeer	03 6207 7516	izeer@matrade.gov.my

FRIENDLY REMINDER!

Deadline to submit application:
30 June 2020



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Thank You

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