

The Time to
EXPORT
is Now



Revitalising Exports of Logistics Sector During COVID-19

23 July 2020 (Thursday)

Yuslinawati Mohd Yusof



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



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3. What MATRADE does to assist exporters during COVID-19



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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

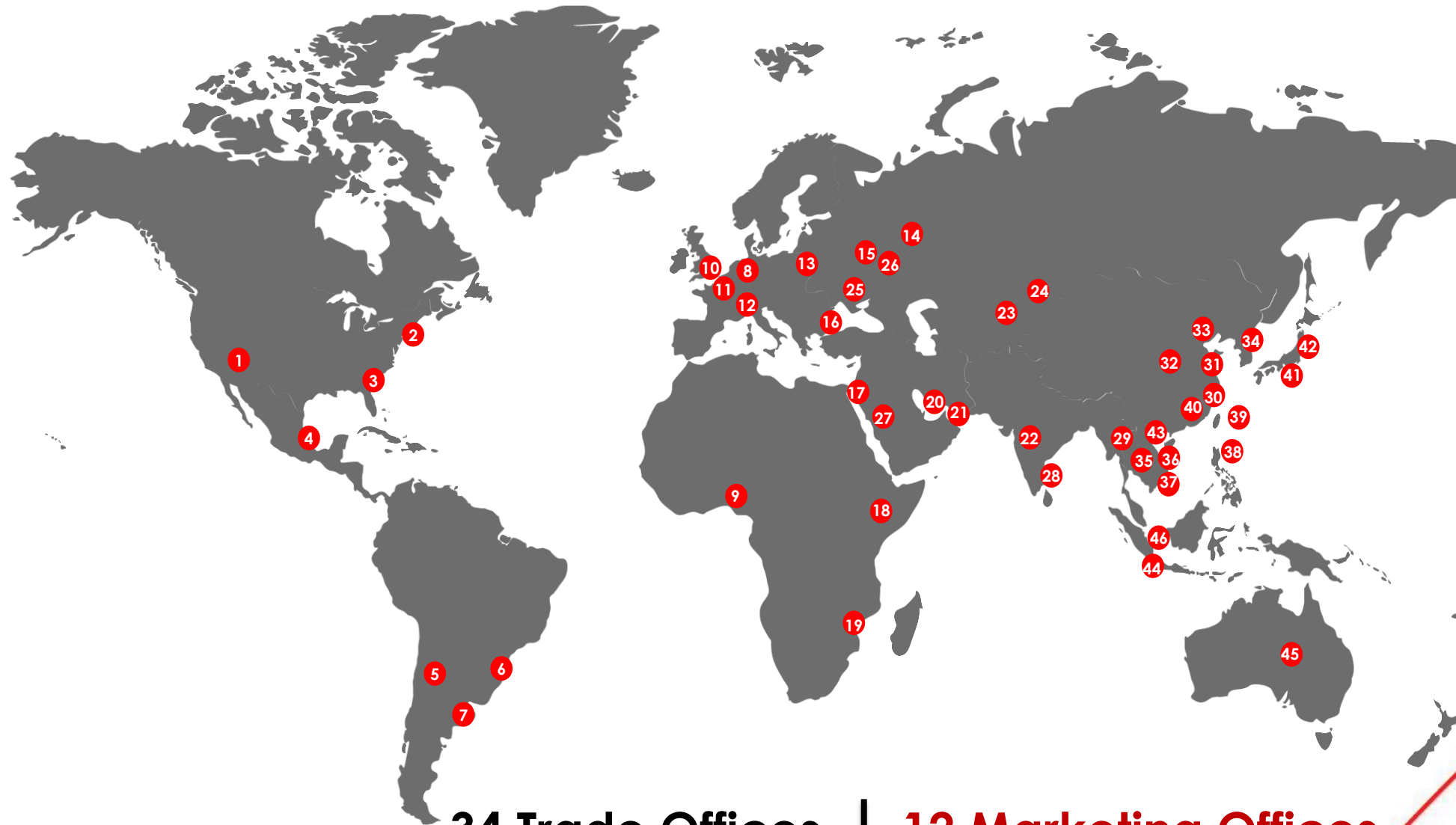
“Malaysia A Globally Competitive Trading Nation”

MISSION

“Promoting Malaysia’s Enterprises To The World”



Global Networks



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

34 Trade Offices | **12 Marketing Offices**

Source: MATRADE



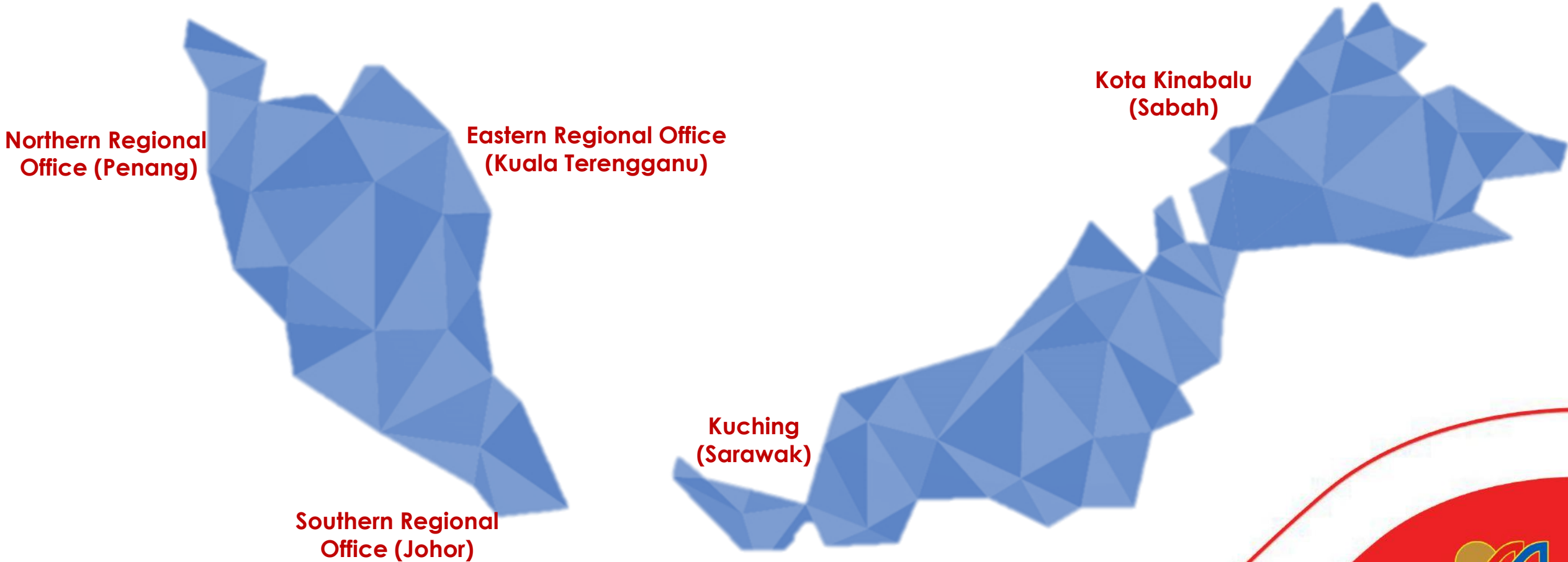
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Regional Offices

5 Offices across Peninsular Malaysia and Borneo



Source: MATRADE



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MATRADE's Core Functions



Export Promotion

Trade Fairs

INSP

EAM

TIM

Local & overseas events

01



Exporters Development

Customized Programme

Financial Assistance

Training Programme

Success Stories

02



Trade & Market Intelligence

BIC

Market Info

Export Opportunities

Mobile App

Portal

03



Trade Advisory

Comprehensive Advisory Services for exporters

04



Landscape of Malaysia's Logistics Industry



REGULATORS

Ministry of Transport (MOT)

ASSOCIATION / CHAMBERS OF COMMERCE

- Airfreight Forwarders Association of Malaysia (AFAM)
- Association of Malaysian Hauliers (AMH)
- Federation of Malaysian Freight Forwarders (FMFF)
- The Chartered Institute of Logistics & Transport Malaysia (CILTM)
- Selangor Freight Forwarder & Logistics Association (SFFLA)
- Johor Freight Forwarder Association (JOFFA)
- Penang Freight Forwarder Association (PFFA)



DEPARTMENT / AGENCIES

- Road Transport Department (JPJ)
- Department of Civil Aviation (DCA)
- Road Safety Department (JKJR)
- Maritime Department Malaysia
- Port Klang Authority
- Johor Port Authority
- Kuantan Port Authority
- Bintulu Port Authority
- Malaysian Institute of Road Safety Research
- Penang Port Commission
- Maritime Institute of Malaysia

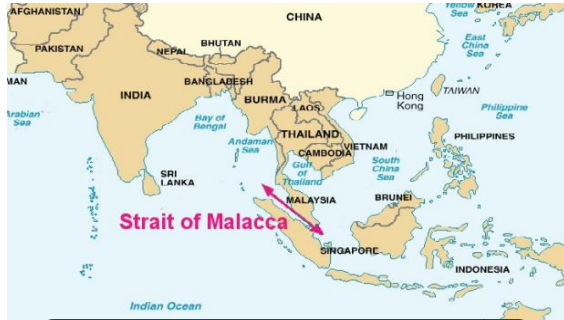


OPERATORS

- Malaysia Airlines Berhad
- Malaysia Airports Holding Berhad
- Senai Airport Holding
- Westport (M) Sdn Bhd
- Northport (M) Sdn Bhd
- Pelabuhan Tanjung Pelepas Sdn Bhd
- Kuantan Port Consortium
- Penang Port Sdn Bhd
- Bintulu Port Holding Berhad
- Johor Port Berhad
- PUSPAKOM
- Express Rail Link Sdn Bhd
- Prasarana Malaysia Berhad
- Keretapi Tanah Melayu Berhad

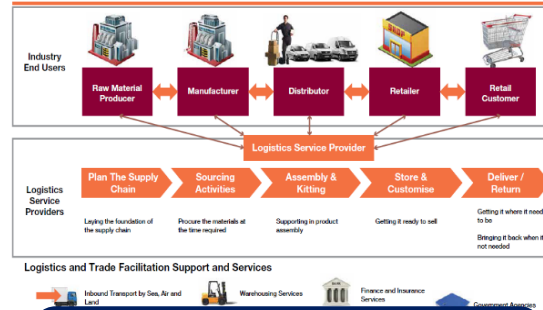


Malaysia Logistics Industry Strengths



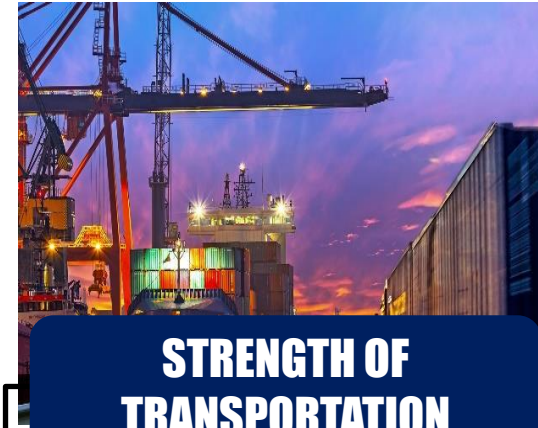
STRATEGIC GEOGRAPHY

Malaysia is situated amidst countries that account for 30 percent of total global GDP, which include ASEAN countries, China, India, Japan and Korea, all of which are within a six hour flight time.



REGIONAL SUPPLY CHAIN LINKAGE

Major multinational companies such as Western Digital, Dell, Schlumberger and Samsung which are part of the global supply chain can drive higher demand for efficient logistics services.



STRENGTH OF TRANSPORTATION

Malaysia was ranked 37th in the Global Enabling Trade Report 2016 in the transportation services category mainly due to its high rankings in the quality of transport infrastructure (ranked 17th) and quality of transport services (ranked 29th).



BUSIEST CONTAINER PORT

Port Klang stands strong at being the 12th largest port in the world with increasing traffic every year (13.58 million TEUs in 2019). It is now the main sea gateway in to Malaysia.



Malaysia Logistics Industry Challenges



TRANSPORT INFRASTRUCTURE

- Competing transport facilities
- Hinterland connectivity bottlenecks
- Limited international gateway connectivity
- Inadequate alternate modal options



SERVICE COMPETENCE

- Institutional framework challenges
- Limited capabilities of service providers
- Lack of skilled human capital
- Low technology adoption



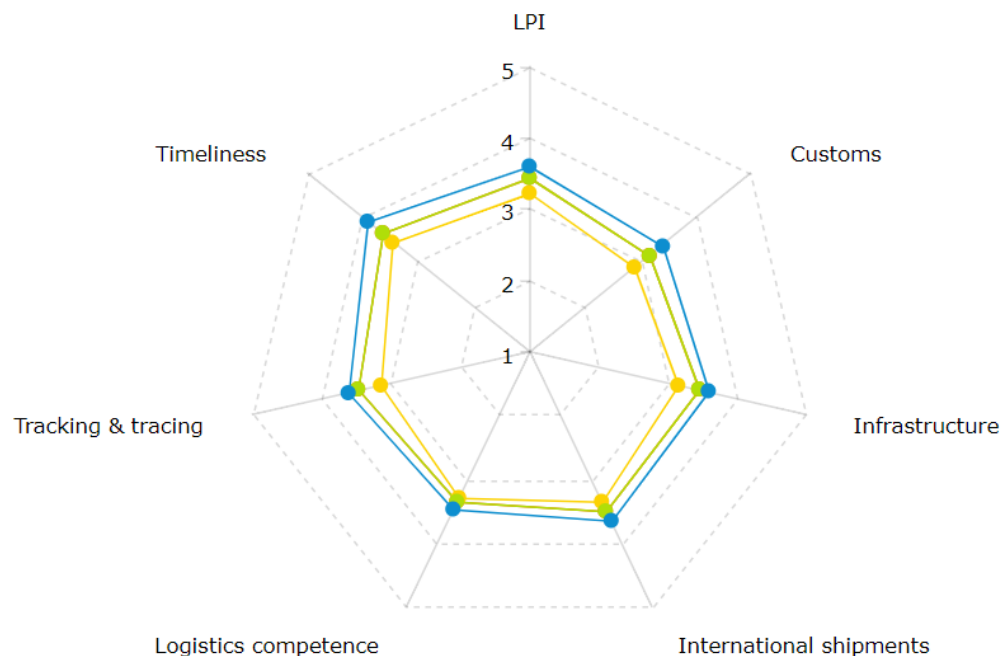
TRADE FACILITATION

- Limited compliance to standards
- Clearance coordination challenges
- Cargo security concerns



Logistics Performance Index (LPI) 2018 From World Bank

Malaysia recorded a significant **declined** in the LPI 2018 rank to number 41 (Score: 3.22) from number 32 (Score: 3.43) in LPI 2016 rank.



Country	Year	LPI Rank	LPI Score	LPI Score by Category					
				Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Malaysia	2014	25	3.59	3.37	3.56	3.64	3.47	3.58	3.92
Malaysia	2016	32	3.43	3.17	3.45	3.48	3.34	3.46	3.65
Malaysia	2018	41	3.22	2.90	3.15	3.35	3.30	3.15	3.46

Source: Logistics Performance Index, World Bank



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Activities undertaken by MATRADE for Logistics Industry (2019 & 2020) *Seminar*

MATRADE frequently organised seminars and workshops to guide the would-be exporters and existing exporters of merchandise and services trade on the **developments and business opportunities in international markets**. Topics covered are wide-ranging and include **gaining export access, trade documentation, export procedures in specific markets, developing brand names, product packaging, international marketing and e-commerce**.

The Time to EXPORT is Now.

SEMINAR

LOGISTICS INDUSTRY : SHARING EXPERTISE BY LOGISTICS SERVICE PROVIDERS

15 October 2019 (Tuesday)
9.00 am – 1.00 pm
Perdana Hall, Level 6, West Wing
Menara MATRADE, Kuala Lumpur

OBJECTIVE

- To educate Malaysian exporters on the importance of understanding the procedures involved in exporting process via land, sea and air.
- To disseminate relevant information / new regulations to be enforced related to exporting via land, sea and air.
- Sharing of Information by the service providers on their services available to Malaysian exporters.

FEE: Free of Charge

Closing Date: 10 October 2019 (Thursday)

Register online at: www.matrade.gov.my

PROGRAMME

- 9.00 am Registration
- 9.15 am Welcoming Remarks by MATRADE
- 9.30 am Presentation by Maskargo Logistics Sdn Bhd (Airfreight Brings The Customer Closer To You)
- 10.30 am Break
- 10.45 am Presentation by Pos Logistics Berhad (The World Is Your Marketplace)
- 11.45 am Presentation by Kontena Nasional Berhad (Export Made Easy)
- 12.45 pm One-to-one Consultation
- 1.00 pm End of Programme

FOR MORE INFO, PLEASE CONTACT THE FOLLOWING OFFICERS:

Seminar:
Mr. Iszam Khail Ishak 03-6207 7545 / iszam@matrade.gov.my
Mr. Mohamad Nazirul Iman 03-6207 7546 / nazirul@matrade.gov.my

Registration:
Ms. Rahayu 03-6207 7870 / rahayu@matrade.gov.my
Ms. Aidatul Marina 03-6207 7864 / aidatul@matrade.gov.my

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KNOWLEDGE SHARING SESSION - LOGISTICS INDUSTRY

MALAYSIA LOGISTICS OUTLOOK 2020 : DISRUPTIVE TRANSFORMATION

4 February 2020 (Tuesday) 9.00 am – 1.00 pm
Level 6, West Wing, Perdana Hall, MATRADE, Kuala Lumpur

Register online at: www.matrade.gov.my

OBJECTIVES

- To highlight the key logistics activities of transportation, warehousing, as well as the value added services
- To share on the regional perspective of logistics industry – view of different geographic regions, key countries and macro parameters.
- To discuss on the key trends and disruptive transformations impacting the logistics industry.

PROGRAMME

- 9.00 am Registration
- 9.15 am Welcoming Remarks by MATRADE
- 9.30 am Remarks by President of the Federation of Malaysian Freight Forwarders (FMFF)
- 9.45 am Presentation by Frost & Sullivan (MALAYSIA LOGISTICS OUTLOOK 2020 : DISRUPTIVE TRANSFORMATION)
- 11.30 am Question and Answer Session
- 12.00 pm End of Programme

FEE: RM20/person

Closing Date: 30 January 2020 (Thursday)

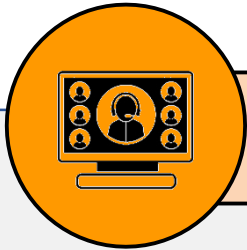
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Registration:
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Ms. Rahayu 03 6207 7870 / rahayu@matrade.gov.my

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Initiatives to Revitalize Exports - Optimizing Digital Platforms through *Webinar*



Webinars

Intensify capacity building programmes through : **87 Webinar Sessions**

Among topics discussed are impact of COVID-19 on :

- Business sustainability
- Overcoming supply chain disruption
- Export promotion strategies
- Market penetration
- Globalization

Collaborators include:



TheStar

McKinsey & Company

ebay

dti PHILIPPINES **PHILIPPINE TRADE TRAINING CENTER** **EXPORT MARKETING BUREAU**

A-TRANSGLOBAL **MATRADE**

State of the Global Halal Ecosystem Amid COVID-19

26 May (Tuesday), 3:00PM (PH Time)

Guest Speakers:

LEANY MOKHTAR
Senior Manager
Halal F&B and Agro - based Section
Malaysia External Trade Development Corporation
Topic: Global Halal Ecosystem Amid COVID - 19

NOORDAZLEENA MOHD DAUD
Managing Director
A - Transglobal Logistics
Topic: Halal Supply Chain: Development for Philippines

LIMITED slots only!
Register for FREE via
<https://tinyurl.com/GlobalHalalEcoAmidCOVID19F>

#StaySafe #COVID19
pttc.gov.ph | learn@pttc.gov.ph
fb.com/PTTC.GMEA



Source: MATRADE

Note : Figures quoted are from 18 Mar – 30 June 2020.

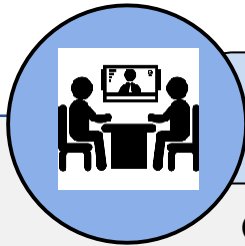


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Initiatives to Revitalize Exports - Optimizing Digital Platforms through **eBizMatch**

MATRADE emphasizes on **business relationship** between Malaysian companies and foreign importers through virtual business matching programmes



eBizMatch

Online B2B meetings to replace face-to-face meetings during travel restriction

362

Foreign
Buyers

+

204

Malaysian
Companies

=

484 Meetings organized

RM415.88Mil Total sales recorded

Source: MATRADE

Note : Figures quoted are from 18 Mar – 30 June 2020.



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MATRADE's Assistance to Exporters - Market Intelligence & Trade Leads through MyExport



Dissemination of vital trade information and market intelligence to Malaysian exporters

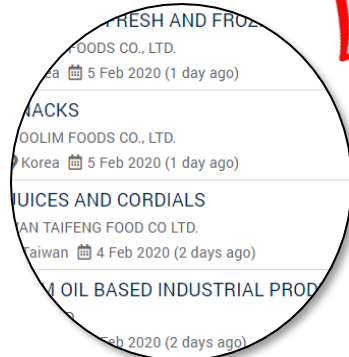
Market Alerts



Product & Market Studies



Trade Leads





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