



## MATRADE

### The Malaysia International Trade Link

Established on March 1, 1993, MATRADE functions as a focal point for Malaysian exporters and foreign importers who are sourcing trade-related information. MATRADE provides timely information and relevant advice as part of its efforts to facilitate smoother and more efficient international trade flows.

MATRADE's primary functions include:

- Promotion and development of the export of Malaysian manufactured and semi-manufactured products and services.
- Organisation of training programmes to improve international marketing skills of Malaysian exporters.
- Provision of market information and effective marketing strategies.

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29 OCT 2000



# CONTENTS

<b>Message from the Secretary General of ASEAN Promotion Centre on Trade, Investment and Tourism</b>	<b>2-3</b>
<b>Message from the Chief Executive of MATRADE</b>	<b>4-5</b>
<b>Malaysia's Gift Exporters</b>	
Bronze Creations (M) Sdn Bhd.....	6
Elite Visage Sdn Bhd.....	7
Hammerhead Nakita (M) Sdn Bhd.....	8
House Goods Industrial Sdn Bhd.....	9
Jaya Pot Trading (M) Sdn Bhd.....	10
Johorcraft Sdn Bhd.....	11
JS Pewter Sdn Bhd.....	12
LangkawiiCrystaal Sdn Bhd.....	13
Lovely Lace (M) Sdn Bhd.....	14
Mariwasa Kraftangan Sdn Bhd.....	15
Modern Delights Sdn Bhd.....	16
Noor Arfa Batek Sdn Bhd.....	17
Penang Pewter & Metal Arts Sdn Bhd.....	18
Pewter Art Manufacturers Sdn Bhd.....	19
Racine Corporation Sdn Bhd.....	20
Royal Selangor International Sdn Bhd.....	21
Selberan Jewellery Sdn Bhd.....	22
Tenmoku Pottery (M) Sdn Bhd.....	23
Unilon Packaging Sdn Bhd.....	24
ZEQ Holding Sdn Bhd.....	25
Zhulian Goldcraft Sdn Bhd.....	26
<b>Gifts Companies Registered with MATRADE</b>	<b>27-29</b>
<b>MATRADE International Network</b>	<b>30-32</b>





## ご挨拶

国際機関 アセアンセンター

事務総長 恩田 宗

国際機関 アセアンセンター（東南アジア諸国連合貿易投資観光促進センター）は、日本とアセアン原加盟国（インドネシア、マレーシア、フィリピン、シンガポール、タイ）との協定により、1981年に設立された国際機関です。1990年と1998年にはそれぞれブルネイとベトナムが加盟しました。

アセアンセンターはアセアン諸国からの日本への輸出を促進するため様々な活動を行って参りました。当センターの銀座常設展示場での展示会、日本での国際見本市への参加、アセアン諸国への買付ミッション及び商品発掘専門家の派遣などもその活動のひとつです。

この度、1999年9月1日より3日まで開催されます東京国際ギフトショー、及び9月8日より12日まで開催されます福岡国際見本市への参加に当たり、アセアンセンターとマレーシアの貿易輸出促進機関 **Malaysia External Trade Development Corporation (MATRADE)** ではマレーシアの意欲的な製造業者及び輸出業者のダイレクトリーを発行する運びとなりました。

本ダイレクトリーが、日本とアセアン諸国の貿易を促進するための貴重な情報を提供できれば誠に幸いです。

1999年9月



ASEAN CENTRE



# Message

**MR. TAKASHI ONDA**

*Secretary General*

*ASEAN Promotion Centre on Trade, Investment and Tourism*

The ASEAN Promotion Centre on Trade, Investment and Tourism (the ASEAN Centre) is an international organization established in 1981 under an agreement between Japan and member countries of ASEAN, then consisting of the Republic of Indonesia, Malaysia, the Republic of the Philippines, the Republic of Singapore and the Kingdom of Thailand. In 1990 and 1998, Brunei Darussalam and the Socialist Republic of Vietnam became the seventh and the eighth member of the ASEAN Centre respectively.

The ASEAN Centre has been exerting its effort to promote export of ASEAN products to Japan through various activities such as exhibitions at ASEAN Centre Permanent Exhibition Hall (PEH) in Ginza, Tokyo, participation in international exhibitions in Japan and dispatching Buying Missions and Japanese commodity experts from Japan to ASEAN countries.

On the occasion of the participation in the Tokyo International Gift Show on September 1<sup>st</sup> - 3<sup>rd</sup> and the Fukuoka International Trade Fair on September 8<sup>th</sup> - 12<sup>th</sup> in 1999, it is a great pleasure for the ASEAN Centre and the Malaysia External Trade Development Corporation (MATRADE) to introduce the directory of export companies of Malaysian Gifts to Japanese buyers.

We sincerely hope that this directory will offer valuable business information in order to increase the trade between Japan and ASEAN countries.

September 1999



ASEAN CENTRE



## Message

*M*alaysia-made gift items, like so many of the country's other products, are steadily increasing their presence on the international stage. Competitive as the industry is, Malaysian gift products have in recent years made substantial inroads into the markets of a good number of countries. In no small measure, this is due to improved quality and innovative design and packaging, together with the multitude of choices to suit all tastes and preferences.

In 1998, Malaysia exported RM6.99 billion worth of gift products, up 28.3 per cent from RM5.45 billion the year before. This was despite a very difficult operating environment given the Asian economic downturn. Among the sought-after items were jewellery, gold and silverware, watches and clocks, office and stationery items, household articles and children's toys. With the Malaysia economy and also the rest of Asia, showing firm signs of returning to the growth path, prospects for the industry are certainly bright.

This directory is to serve both local manufacturers and foreign buyers who are seeking business opportunities in the Malaysian giftware industry. On behalf of MATRADE, I would like to express my sincere appreciation to ASEAN Centre, Japan, for its assistance in publishing this directory.

**MOHAMMED AB. HALIM AB. RAHMAN**

*Chief Executive  
Malaysia External Trade Development Corporation  
(MATRADE)*

September 1999

