



MINISTRY OF INTERNATIONAL  
TRADE AND INDUSTRY

# NATIONAL TRADE BLUEPRINT

## 2021 - 2025

EXECUTIVE SUMMARY

in collaboration with





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# Introduction

MALAYSIA'S TRADE PERFORMANCE is one of the key pillars of Malaysia's economic growth. The country has maintained exceptional trade performance since 1998, marking 22 consecutive years of trade surplus by the end of 2019. Various policy documents have highlighted the importance of increasing Malaysia's trade competitiveness to further the export agenda. Notably, one of the five macro strategies set forth in the Eleventh Malaysia Plan is related to export - to improve the nation's trade balance through the strengthening of exports and prudent management of imports.

In supporting the macro strategies outlined in the Eleventh Malaysia Plan, this National Trade Blueprint dives deep into the key challenges and opportunities across the export ecosystem and outlines strategic priorities for the nation to grow its competitiveness for 2021-2025.

The 5 key objectives of the National Trade Blueprint are to:

1. Validate the concerns on enhancing Malaysia's trade competitiveness
2. Identify the challenges in enhancing trade competitiveness
3. Benchmark against other countries with effective strategies and best practices in trade promotion
4. Recommend action plans and programmes for government, industry and the private sector to enhance trade competitiveness.
5. Enhance Malaysia's export competitiveness through:
  - Improved business ecosystem;
  - Increased export value and number of exporters; and
  - Promotion of products where Malaysia has or should have competitiveness in the future

The scope of this blueprint encompasses merchandises/products only and exclude services.

Malaysia External Trade Development Corporation (MATRADE), the national trade promotion organisation under the Ministry of International Trade and Industry (MITI), along with the technical and steering committee appointed from various ministries, agencies and industry representatives, have worked together to develop this blueprint. This blueprint encompasses the input from related stakeholders across the export ecosystem to address the challenges and act on the identified enablers of export.

## 1 Interviews

One-on-one interviews were held with key stakeholders to gain an in-depth understanding of the gaps and issues from the perspective of different stakeholders.

## 2 National Surveys

Nationwide survey was conducted to understand the export landscape from the perspective of both exporters and non-exporters. The survey covers the gaps, issues and challenges faced by businesses, assistance required, barriers to begin exporting, etc.

## 3 Workshops

A series of workshops were held to bring together the key stakeholders across sectors nationwide to discuss the aspirations and validate recommendations for the blueprint. Participants include Chambers of commerce, industry associations, government agencies and private sector.

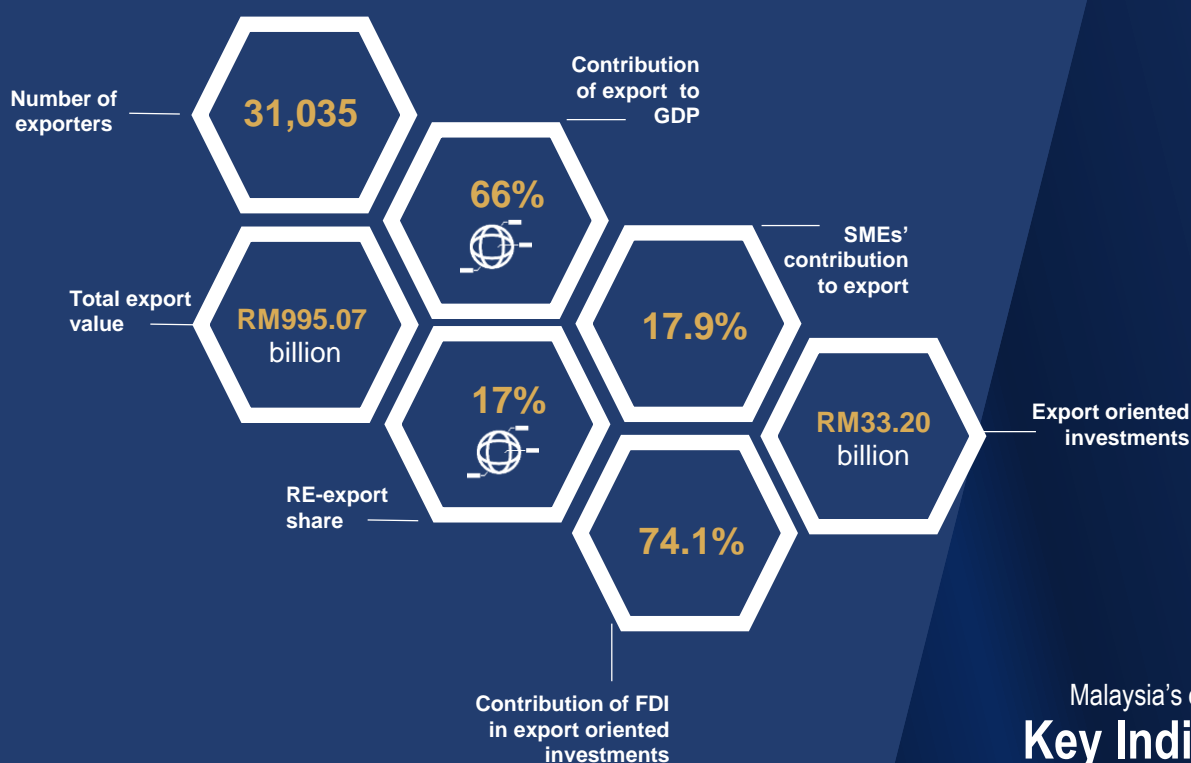


# CONTEXT SETTING

## Malaysia, A Trading Nation

Merchandise export is a central pillar of Malaysia's economy, contributed to 66% of Malaysia's GDP in 2019 and record a compounded annual growth rate (CAGR) at 6.4% between 2015-2019. Malaysia's export performance has improved steadily over the last 10 years, albeit at a slower growth rate as compared to the period between 2000 to 2010.

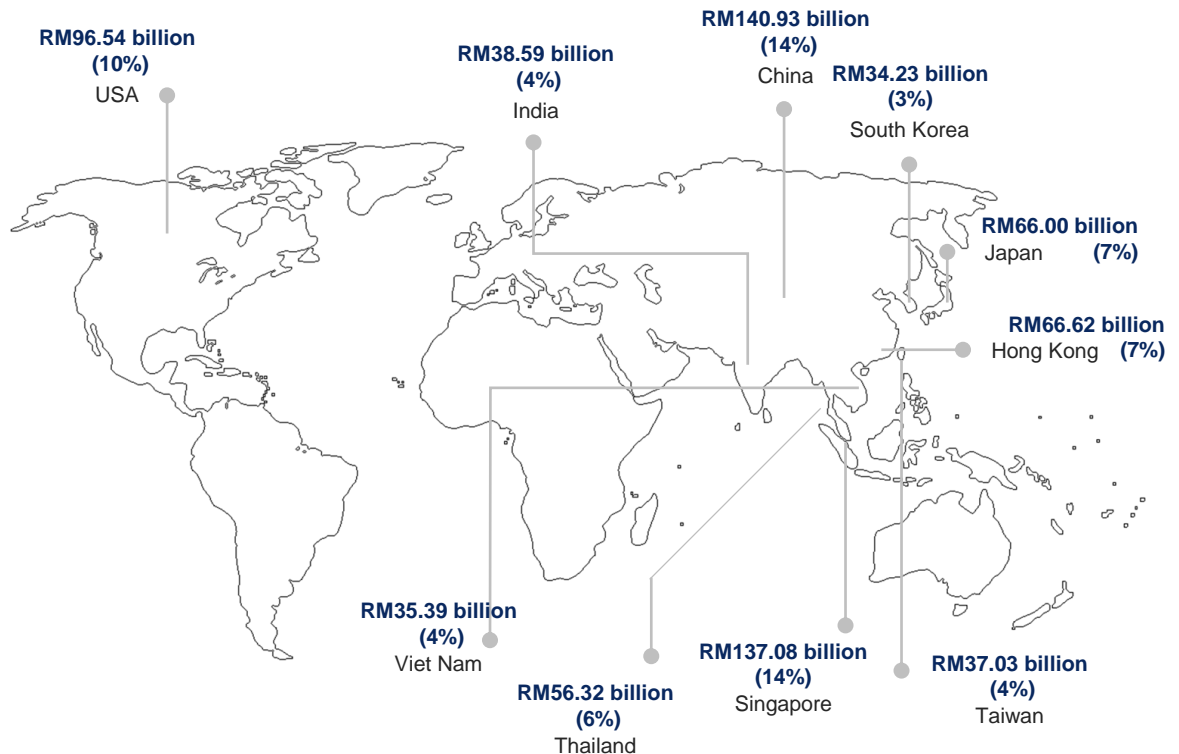
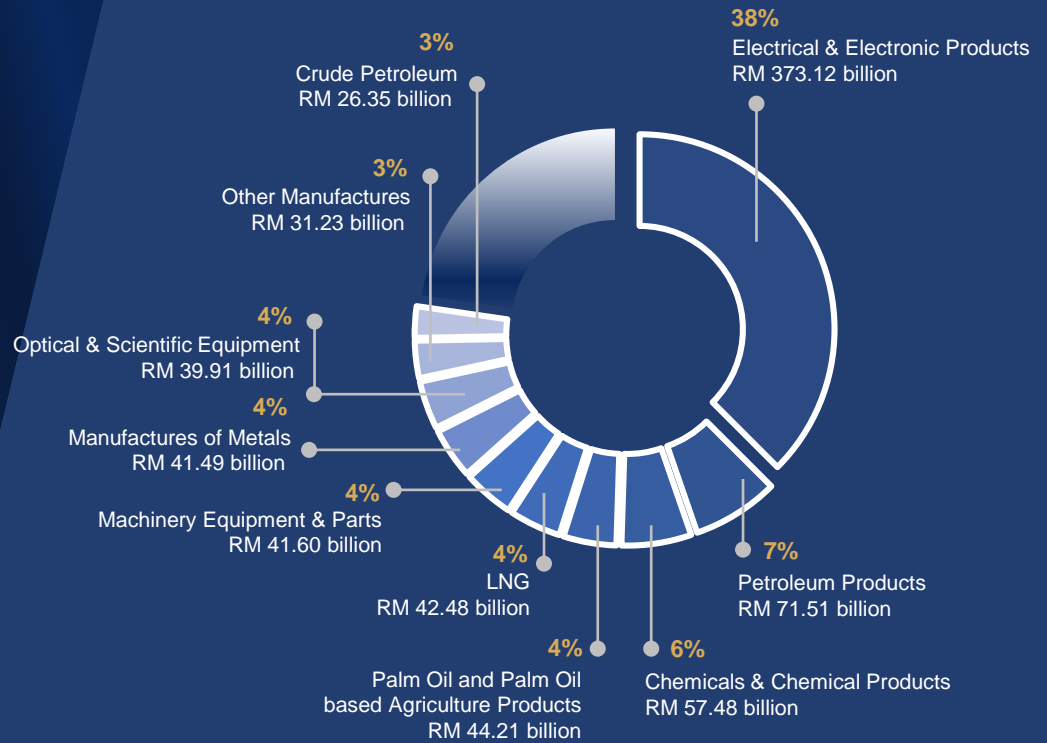
Malaysia's export performance is fueled by sectors such as electrical & electronic products, petroleum products and chemicals & chemical products, among others. In terms of export destinations, Malaysia's biggest export markets are China and Singapore with a share of 14.2% and 13.8% respectively in 2019. Meanwhile, Hong Kong, Taiwan and Viet Nam have emerged to become one of Malaysia's top export destinations in recent years. Analysis of Malaysia's merchandise exports indicate that the top 10 product categories and export destinations accounted for nearly 77.3% and 71.2%, respectively, out of the total merchandise exports from Malaysia in 2019.



Malaysia's export, 2019  
**Key Indicators**

Malaysia's export, 2019

# Top 10 Export Categories



# Top 10 Export Destinations

# Trade Competitiveness: A Declining Trend

Having experienced a slower pace of export performance growth, Malaysia has been losing market share to the rest of the world in the past decade. Being an export-oriented nation, Malaysia has over the years slipped in the annual export ranking.

In 2019, Malaysia ranked 26th. Malaysia used to be one of the top 20 exporters in the world in the early 2000s. Since 2010, Malaysia's global export ranking has hovered between 23rd and 25th position. Further, Malaysia has been slowly overtaken by its neighbours such as Thailand and Viet Nam. In 2019, Thailand ranked 25th whereas Viet Nam was ranked at 22nd. Viet Nam used to rank 50th in the early 2000s.

Additionally, the share of SMEs exporting has been stagnant over the past 5 years. In terms of SME export, the average growth over the past 5 years is also slower when compared to the overall country's export growth and the non-SME export. This suggests that the growth in exports is driven by non-SME companies.

Most of the exports are driven by MNCs, with 74.1% of the export-oriented projects approved by MIDA in 2019 originating from foreign investments. The domestic investment contribution to export remains low. While FDI still remains a key pillar of Malaysia's economy growth, its share of FDI among the ASEAN countries shows decline over time, indicating the country is losing competitiveness compared to Viet Nam, Thailand and Indonesia, all with growing FDI inflow.

While the picture on trade performance depicts a challenging situation, a more concerning element related to international competitiveness emerges. Malaysia has dropped in the global competitiveness index to 27th from 25th in 2019, mainly due to weaker performance in aspects of skills, finance and business dynamism.

Additionally, Malaysia's performance falls short in several areas that are fundamental to Malaysia's economic success. For instance, labour productivity per worker and investment in research, development and innovation (RD&I) are lower than countries like Singapore, Japan and Korea. With the unprecedented global pandemic changing how the world operates markedly, Malaysia's growth potential is slated to be affected over the longer term.

“ Looking at the macro context of Malaysia’s export performance, it has warranted a need for action with resolute goals in order to chart a new path, taking into consideration of **effective export promotion** and an **efficient export ecosystem**..

Looking at the macro context of Malaysia’s export performance, Malaysia is now at its inflection point to capitalise on its strengths and overcome the losing competitiveness to ensure sustainable export growth in the near future. More importantly, removing impediments to competitiveness within the export sector (includes human capital development, capacity development and diversification, cost of doing business and export facilitation, and market access and promotion) will be the cornerstone to sustain Malaysia’s export performance.

RANK	2010	2015	2019
1	China	China	China
2	United States	United States	United States
3	Germany	Germany	Germany
4	Japan	Japan	Netherlands
5	Netherlands	Netherlands	Japan
6	France	South Korea	France
7	South Korea	Hong Kong	South Korea
8	Italy	France	Hong Kong
9	United Kingdom	United Kingdom	Italy
10	Belgium	Italy	United Kingdom
11	Hong Kong	Canada	Mexico
12	Russia	Belgium	Canada
13	Canada	Mexico	Belgium
14	Singapore	Singapore	Russia
:	:	:	:
20	United Arab Emirates	India	Switzerland
21	Australia	Thailand	Australia
22	Brazil	Saudi Arabia	Viet Nam
23	Malaysia	Malaysia	Poland
24	Switzerland	Poland	Saudi Arabia
25	Thailand	Brazil	Thailand
26	Poland	Australia	Malaysia

Source: World Trade Organisation (WTO), DOSM


The image features a city skyline in the background, with a prominent grid pattern on the floor in the foreground. A large, dark blue diagonal shape covers the left side of the image, creating a split effect. The sky is a clear, bright blue with some light clouds. The overall composition is modern and professional.

# THE NEED FOR A NATIONAL TRADE BLUEPRINT

# Responding to Megatrends

The global environment in which Malaysia competes changes rapidly, with demographic changes, digital acceleration, the rise of Asia in economic power as well as the growing global demand for sustainability. These changes provide enormous opportunities for all Malaysian exporters to take advantage of the growing export markets. At the same time, growing protectionist sentiments have the potential to impede the open global trading marketplace, along with unexpected events such as Covid-19 which add to the risk of global supply chain.

Nevertheless, more accessible markets also mean more competition abroad. Malaysian exporters need to be agile and stay ahead of global competitors by embracing innovation and developing an in-depth understanding of demand in key markets. Malaysia must prepare for the future and consider the implications of trends which will transform the trade and investment landscape globally. In developing the NTBp, Malaysian exporters and their ecosystem players (e.g. government and industry bodies, research, education institution and etc.) must consider what the global landscape will look like in the coming decades.

- 
- Further risks are generated as global value chains (GVCs) become more complex. Some examples include pandemics, trade restriction, demand shocks, corruption, currency fluctuations, ICT disruptions, theft, etc. Failure to mitigate and prepare for these events can cause significant damage.
  - The global gap in the cost of production is seen to be shrinking. Further, supply chains is expected to be shorter in the coming years.
  - It is expected that competition will be intense among exporting countries to drive growth with cost factors being less relevant.
  - With the continued development of digital technology and e-commerce, the way consumers shop is evolving.
  - It is becoming increasingly important for businesses to stay on top of digital trends and having the right digital presence to gain influence in the market.
  - Exponential growth in population, with projected population of 11.1 billion by year 2100. Africa is expected to see the highest population growth. With the aging population, there will be rising challenge in developing products to cater for older population.
  - This represents potential opportunities to diversify into new markets.
  - Asian countries are gaining economic dominance, with increasing middle-class population expected to exceed 60% by 2030. This is a significant driver of domestic demand. Emergence of mini economies also represent target markets for exporters.
  - As consumers become increasingly aware and emotionally engaged in issues of environment and ethical business practices, export products will need to be sustainability driven in order to remain competitive in the global market.

# Exporters Landscape: Key Characteristics

Today, Malaysia has about 31,000 exporters, of which most of the exports are driven by mid-tier and large corporations. Overall, the number of exporters has increased, however export value has not grown at a similar pace.

In terms of the contribution of exports, they are driven by mid-tier and large companies, despite a higher representation of SMEs in the economy. Further, when comparing the contribution of SME exports to the GDP, it shows that the overall growth of SME contribution is mostly local economy-oriented, instead of export market.

In many key sectors and sub-sectors, such as the top 3 product categories of Malaysian exports, the contribution is highly concentrated within the top 10 companies. Additionally, most of the exports from the high value sectors were driven by MNCs.

From the investment end, most of them were driven by large local and foreign companies. Interestingly, mid-tier companies led in terms of the number of projects and potential employment. Looking ahead, future supply of exports is expected to be derived mainly from petroleum products, electrical and electronic products, rubber products and transport equipment

## Formidable Challenges

The findings from the National Trade Blueprint, supplemented by the analysis based on primary and secondary sources, have identified a catalogue of barriers or challenges which impede the growth of our exporters. Among the major reasons are the lack of access of market intelligence to identify the export strategies and the lack of financing to drive export initiatives which also impede the adoption journey of e-commerce and technology, innovation and R&D and etc.

Given the opportunity that exists to increase growth across exporters, large or small, it is important to understand some of the factors that are currently holding businesses back from looking to expand overseas.



## Gaps within the Export Ecosystem

Within the export ecosystem, there are various key enablers that play a role in facilitating trade and exports for a country. In the context of the National Trade Blueprint, 10 key enablers that play a major role in exports have been identified. The blueprint distils the enablers to support and facilitate export growth and aims to address the gaps within the ecosystem.



# Nationwide Survey

A nationwide survey was conducted to understand the sentiments of both exporters and non-exporters. The survey covers the gaps, issues and challenges faced by businesses, assistance required, barriers to begin exporting, etc. A total of 1,015 respondents have completed the survey, of which 680 of them (67%) are exporters, while 335 of them (33%) are non-exporters.

## Key Findings

### Exporters' Current State



**67%**

of exporters indicated that getting the right contacts in the target market is the biggest challenge aside from limited information to locate / analyze markets

**Market Access**



**70%**

of exporters have not adopted e-commerce due to lack of qualified staff to develop, support and maintain the system; followed by non-relevance to business

**Technology**



**56%**

exporters have indicated that dealing with legal and customs regulations at the importing country has been a major difficulty

**Regulatory**



**59%**

of exporters have indicated that dealing with foreign standards and certification has been a difficulty. At the overall level, this was the second major difficulty faced by exporters

**Standards & Certification**



**60%**

of exporters indicating that they require assistance related to financing.

**Financing**



**35%**

have indicated free trade agreements were an area that they lack understanding and would need further assistance.

**Market Access**



**40%**

of the exporters were not members of any chambers or trade associations

**Membership in Association**



**30%**

of businesses think that sustainable practices were not relevant to their sector

**Sustainability**



### Export Readiness

Non-exporters have indicated that the following were the two challenges hindering them from exporting:

- Limited excess production capacity
- Unfamiliar exporting procedure/paperwork



### Technology

Only **30%** of non-exporters have adopted e-commerce for their business



### Financing

Non-exporters have indicated that the third major difficulty they faced were related to financing and the top assistance required by the non-exporters were financing assistance.

### Non-exporters' Current State

# The Qualitative Perspective

A number of issues were identified both from the supply and demand side. To leverage the full potential of Malaysia's exports, challenges related to marketing, investments, productivity, logistics across the export value chain must be addressed.

## Exporter's constraints within the ecosystem

Areas	Key constraints
Utilisation of support initiatives	Exporters generally welcome any government export support and incentives. However, it is viewed that the delivery of relevant programmes need to be enhanced to maximise effectiveness.
Finance	<ul style="list-style-type: none"> <li>• Businesses continue to struggle to secure inexpensive financing to support export expansion</li> <li>• Lack of awareness among exporters on alternative financing possibilities</li> <li>• There are many barriers during the application for financing which leads to many applicants dropping off</li> </ul>
Logistics & Ports	Lack of a single digital trade window system, which increases the clearance time as current processes routed through an online-offline-online process
Market Access	<ul style="list-style-type: none"> <li>• Lack of market intelligence in identifying potential markets and buyers</li> <li>• Lack of a single registry for exporters in Malaysia</li> <li>• Limited foreign market access for Malaysian exporters</li> <li>• Certified goods being rejected at import destination</li> <li>• Use of Non-Tariff Barriers (NTB) despite having FTA and regional bilateral trade agreements</li> </ul>
Branding	<ul style="list-style-type: none"> <li>• Malaysian products lack adequate branding and story line</li> <li>• Exporters, especially SMEs are not adequately knowledgeable on how to market and package their export ready products</li> <li>• Inconsistent branding messages on trade across government agencies</li> </ul>
Regulations & certification	<ul style="list-style-type: none"> <li>• Exporters find the regulatory process for exports complicated and unsystematic</li> <li>• High cost of certification</li> <li>• Limited testing facilities which hinder access to and drives up the cost of complying standards and certification</li> </ul>
Technology, R&D and innovation	<ul style="list-style-type: none"> <li>• Low adoption of technology among SMEs</li> <li>• Many assume technology adoption is all about Industry 4.0, and not aware on the smaller solutions that can be adopted within their manufacturing line</li> <li>• R&amp;D and Innovation are considered as very expensive investments, therefore not looked into</li> </ul>
Others	<ul style="list-style-type: none"> <li>• Limited participation of SMEs within the exports value chain</li> <li>• Increasing demand for products which are manufactured through sustainable means</li> <li>• Increasing buy-local campaigns in many importing countries</li> </ul>

# Key Findings

Exporters also shared their aspirations which could further improve their exporting experience



## Market Access

- Create a database of importers from other countries which would ease exporters' export journey
- Negotiate for more FTAs especially with EU and GCC.
- Reduce non-tariff barriers to ease exporting.
- Encourage MNCs to increase the adoption of local content within their manufacturing plants.



## Technology

- Increase the annual participation for the Industry 4WRD programme as at present its very limited



## Quality & Standards

- Reduced certification costs
- Malaysia should not impose certifications requirements which are not required by importing countries, as this burdens the exporters



## Trade Promotion Organisation (TPO)

- Single information portal of all information related to exports
- Having a list of exporters which would enable manufacturers to identify key companies especially for insourcing efforts
- Increasing the awareness of all programmes and the programmes/initiatives should be made accessible beyond Tier 1 cities for wider reach.
- Malaysia requires a stronger national branding that would help project a positive image of the goods from Malaysia.
- To develop an international platform to promote "Made in Malaysia" products



## Financing

- Reduced documents/processes especially for SMEs when applying for financing



## Innovation/ R&D

- Provision of tools to support R&D and innovation to develop advanced technologies products
- One-on-one expert coaching/guidance on knowledge-based manufacturing, advanced technologies, branding, packaging, digitalisation, etc.

## Government Initiatives & Programmes

It is important to note that Malaysia is not acting from a fresh start, as it has plenty of incentives and programmes for exporters across the export value chain provided by various Ministries and Agencies. This National Trade Blueprint will build on these initiatives, while also addressing areas of support which require improvement. Various blueprints/roadmaps have also identified focus areas or initiatives directly or indirectly supporting the growth of Malaysia's exports.

1. National level blueprints such as IMP3, Eleventh Malaysia Plan, SME Masterplan, Malaysia Productivity Blueprint, National Transport Policy, Logistics and Trade Facilitation Masterplan, Dasar Keusahawan Negara, National Policy on Science, Technology & Innovation, Industry 4WRD: National Policy on Industry 4.0, National E-Commerce Strategic Roadmap, National Human Resources Blueprint, etc.
2. Sectoral level blueprints such as National Automotive policy, National Timber Industry Policy, Malaysian Aerospace Industry Blueprint, Halal Industry Master Plan, Dasar Komoditi Negara, Dasar Agromakanan Negara, etc.

### Ministries and Agencies in the Export Ecosystem



While Malaysia is not short of initiatives and programmes, a number of gaps related to implementation of these initiatives were identified.



## Call to Action

Given the importance of exports for the overall Malaysian economy, ensuring growth in exports and strengthening Malaysia’s position as a leading exporter is crucial. As trade competitiveness declines, along with the challenges affecting exporters capacity and gaps within the export ecosystem, it is necessary for clear, actionable, targeted and impactful action plans to further cement Malaysia’s position as a competitive trading nation. As such, the National Trade Blueprint aims to recalibrate Malaysia’s export sector, setting it on a pathway to sustainable growth. Moving forward, it is important to:

- 

**Tackle immediate priorities**, building upon Malaysia’s existing strengths and opportunities
- 

Pro-actively and collaboratively form a solid foundation for the **export ecosystem**, improve efficiency, while keeping up with important trends
- 

Build capacity, boost advantage by pursuing innovation, gain flexibility and resilience through **diversification and market access**

A hand is shown pointing towards a glowing globe. The globe is surrounded by a network of white lines and nodes, some of which are illuminated with bright light. The background is dark blue with a subtle pattern of white lines and nodes. The overall image conveys a sense of global connectivity and technology.

# DRIVING MALAYSIA'S EXPORT COMPETITIVENESS

## Strategic Framework

International trade has been the cornerstone of Malaysia's economic development. As global trade becomes increasingly complex and competitive, it is extremely important to continuously strengthen Malaysia's position as one of the strongest nations in trade connectivity and realign its export agenda to address the emerging trends and new opportunities. The Covid-19 pandemic has further emphasised on the importance to optimise and strengthen Malaysia's trade processes to ensure Malaysia remains competitive within the trade ecosystem amid the uncertainties.

Against this backdrop, the blueprint takes cognisance of the environmental factors and

existing capabilities, to set forth suitable strategies for the development of trade competitiveness, and the creation of an enabling environment for exporters to tap into export opportunities. Broadly, the framework is guided by the vision to further strengthen Malaysia's position as a leading exporter through the 4 strategic priorities, 3 strategic themes and 8 strategic thrusts that have been identified to enhance Malaysia's export competitiveness.

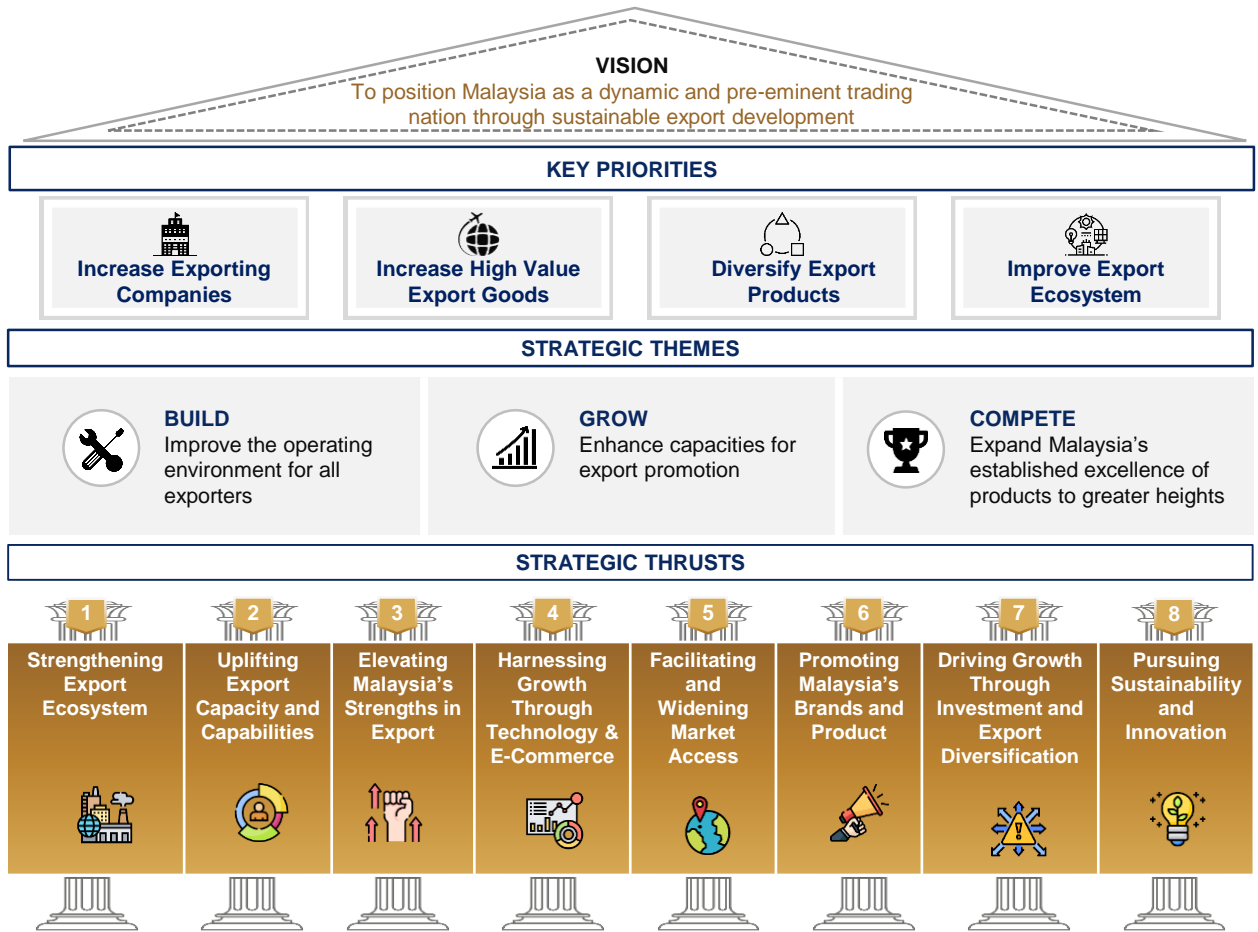
Through an appropriate short to long term export strategy, the blueprint makes a renewed focus on improving Malaysia's exports, in order to propel the nation onto an even higher export growth trajectory.

## Key Guiding Principles

In a fast changing and unpredictable global environment, this National Trade Blueprint puts specific focus on harnessing the broad experience, expertise and knowledge of the industries and works towards delivering a future growth in ways that emphasise sustainable development. The following principles have been embedded when developing the strategies outlined in the blueprint:

- Building upon Malaysia's existing foundation and strengths
- Prioritising the need to cultivate a competitive mindset among all stakeholders
- Emphasising the need to ensure sustainability in accordance with global demands
- Ensuring seamless and transparent processes to improve efficiency and reduce redundancy among all stakeholders
- Taking a collaborative approach among all stakeholders and agencies to position exports as the utmost priority
- Ensuring consistency and proper monitoring mechanisms for all recommendations and implementation plans to allow for continuous improvement

# NATIONAL TRADE BLUEPRINT



## Learnings from Global Experience

Some of the best practices learned from global benchmarking have been taken into consideration in developing the recommendations for the National Trade Blueprint.

1. Efficiency should be regarded as the utmost priority at all levels
2. Coordinated efforts from various ministries/agencies in export promotion activities and programmes
3. Cultivating the mindset of constant improvement
4. Strengthening the branding image & credibility through a national B2B platform
5. Heavy promotion of national brand at international level with integrated promotional programmes
6. Keeping up to pace with trends and modern solutions
7. Network of trade experts serves as a key enabler for the provision of export assistance
8. E-government portals which provides a wealth of information and resources for exporters and are organized in a user friendly manner
9. Strong trade alliance network



# 8 STRATEGIC THRUSTS

## Key Strategies

The combined outcomes and impacts of the programmes and projects under the 8 strategies thrusts will support the realisation of the 12th Malaysia Plan and its priority goals. To this end, each strategic thrust will systematically pursue a set of key strategies to fulfil its aim. Each strategy identifies several actions that will facilitate the export development which will be implemented incrementally over a five-year period.

- 1 **Strengthening Export Ecosystem**  
Remove business constraints and export bottlenecks to ensure smooth exporting processes and creation of a robust ecosystem
- 2 **Uplifting Export Capacity and Capabilities**  
Strengthen SMEs' production capacity and capabilities to enter the global value chain (GVC)
- 3 **Elevating Malaysia's Strengths in Export**  
Extend the support to existing sectors with high potential to groom new champions across the supply chain, thereby stimulating the economy and promote export growth further
- 4 **Harnessing Growth Through Technology & E-Commerce**  
Strengthen bases of competitive advantage, work in partnership with industries and support them to scale up, increase productivity and internationalisation
- 5 **Facilitating and Widening Market Access**  
Continuously increase engagement with key markets to improve market access
- 6 **Promoting Malaysia's Brands and Product**  
Increase the visibility of Malaysian brands on regional and international export markets
- 7 **Driving Growth Through Investment and Export Diversification**  
Attracting investments and diversifying its exports would be critical for Malaysia to manage the uncertainties in the global trade environment
- 8 **Pursuing Sustainability and Innovation**  
Encourage the adoption of sustainable good practices and standards

## Thrust 1:

# Strengthening Export Ecosystem

## FOCUS

Removing the business constraints and export bottlenecks to ensure smooth exporting processes and the creation of a robust ecosystem. This includes creating awareness amongst exporters on the information available and ensuring delivery of support within the ecosystem, such as assisting exporters in meeting standards, regulations, and financing needs through a series of interventions.

## RATIONALE

Having a robust ecosystem across the spectrum of information access, finance, regulatory, standards & conformance and others, is an extremely crucial factor which supports export businesses to flourish and thrive in the global marketplace.

1.1

### Develop a single information portal to provide exporters with up-to-date and relevant export related information

#### Objective / Pain points

Single reference portal that provides readily accessible and up-to-date information related to exports in order to allow exporters to be better equipped with market intelligence and information to better capture opportunities and ensure smooth operation planning.

Currently, information is scattered across various sites and portals, some of which may not be up to date.

**Key Stakeholders:**  
MITI/MATRADE (Lead), all related ministries and agencies

**Implementation timeline:**  
Medium-term

#### Action plans

1. **Identify all existing export related initiatives and information from various agencies**
  - a) Consolidation of export related information, including:
    - Initiatives and programmes from ministries and agencies FTAs and trade agreements
    - Materials on importing countries, highlighting key regulatory profiles and key imported products
    - Information on key export markets
    - Changes in regulatory requirements
    - Success stories of exporters
    - Other information such as financial assistance and development programs.
2. **Develop a Single information portal and design the interface and contents**
  - a) Identifying the different stages of exporters.
  - b) Identifying the content for the different groups of exporters. A detailed FAQ section should be integrated into the portal for exporters of all stages.
  - c) Mapping all export initiatives from other ministries and agencies into the portal.
  - d) The portal should support multiple languages (BM and English), and be kept up to date.
3. **Increase awareness of the portal**
  - a) Relevant stakeholders to work together with key industry players (e.g., business associations, chambers of commerce) to promote the Single Trade Information Portal to their members.

## 1.2 Establish a centralised database/registry of all exporters and importers

### Objective / Pain points

Lack of single registry of exporters has posed a challenge for government agencies to fully understand the landscape of exporters.

**Key Stakeholders:**  
MITI (Lead), MATRADE, RMCD, MOT

**Implementation timeline:**  
Medium-term (continuous effort)

### Action plans

1. **Collaborate with Royal Malaysia Customs Departments (RMCD) to identify exporters details**
  - a) Identify details of exporters through relevant documentation.
  - b) Development of the database/registry
2. **Introduction and utilisation of the Exporters ID**
  - a) Upon introducing Exporters ID, it should be made mandatory in all applications of initiatives/grants or participation in any trade related event.
3. **Include list of importer**
  - a) The database can be further developed to include the list of importers.
4. **Compilation of database on potential exporters**
  - a) Relevant agencies to consolidate a list of potential exporters.
  - b) Besides MATRADE, relevant entities undertaking export promotion activities (e.g., SMECorp, HDC) should continuously update the shared database with new participants.

## 1.3 Comprehensive facilitation and awareness of all trade financing related initiatives

### Objective / Pain points

Consolidating information on existing assistance for trade financing in a single reference portal.

There is a low level of awareness for the wide range of trade financing assistance provided by government agencies and statutory bodies.

**Key Stakeholders:**  
MOF (Lead), Bank Negara, MATRADE, Association of Banks, Financial Institutions

**Implementation timeline:**  
Short-term (continuous effort)

### Action plans

1. **Build a single reference point for financing via the Single Trade Information Portal**
  - a) Aggregate information to be displayed on the portal, and arrange them in a clear and organised manner with linkages to the respective websites for more information on financial initiatives.
  - b) A working group can be created to pull and consolidate information from existing sources such as portals from relevant ministries / agencies.
2. **Maximise the usage of self-assessment tool**
  - a) Develop a simple assessment tool which allows users to determine which type of financing initiative is most relevant to them.
3. **Deploy systematic consultation across contact points**
  - a) Train the helpdesk officers on proper steps to guide incoming queries (e.g., what are the next steps/right programmes for exporters).
4. **Continuously building financial literacy**
  - a) Provide seminars/training programmes to improve financial literacy among business owners, and guidance on where/how to obtain financial assistance.

## 1.4 Promote other sources of financing to widen the options for exporters

### Objective / Pain points

Increasing awareness of alternative sources of trade financing.

### Key Stakeholders:

MOF (Lead), Bank Negara, MATRADE, Securities Commission Malaysia, Financial Institutions

### Implementation timeline:

Short-term (continuous effort)

### Action plans

- 1. Create awareness on alternative funding options available for exporters**
  - a) Intensify education and awareness initiatives on available alternative financing avenues through joint events and development programmes and related information on the single information portal
- 2. Facilitate exporters in accessing alternative financing options**
  - a) Provide assistance / incentives (e.g., matching investments, tax exemption to providers, helping providers to conduct thorough credit checks, facilitate documentation processes etc.).
- 3. Develop joint financing programmes for new exporters**
  - a) Establish a mix of public and private funds (co-investment fund in the form of matching grant or soft loan) to support new exporting companies.
  - b) Focus on assistance with initial cost of exporting such as certification cost, complying to regulation needs, brand promotion, market research, prototype development etc.
- 4. Continuous development of alternative financing to cater to the needs of exporters and supply chain ecosystems**

## 1.5 Lower the barriers to access financial assistance

### Objective / Pain points

Financing has been restrictive and expensive, and includes stringent collateral requirements, complicated paperwork, lengthy application processes, lack of feedback on applications, etc.

### Key Stakeholders:

MOF (Lead), Bank Negara, EXIM bank, Financial Institutions

### Implementation timeline:

Short-term (continuous effort)

### Action plans

- 1. Explore the feasibility of project-based financing structure**
  - a) Conduct further studies to assess the feasibility of project-based financing structure, based on viability of the business plan and financial forecasting.
- 2. Continuous improvement of existing financing initiatives**
  - a) Key components of trade financing such as loan and grant requirements should be reviewed on a periodic basis to ensure it is not overly restrictive for exporters.
- 3. Leverage alternative data to allow better understanding of borrower's risk profile**
  - a) Conduct a study to evaluate the opportunities and risks of leveraging alternative data in export financing.
  - b) Promote the usage of alternative data in credit evaluation.

## 1.6 Improve regulatory processes and efficiencies

### Objective / Pain points

To address complicated regulatory processes for export claimed by the exporters, such as multiple existing portals, multiple forms existing online and offline, inconsistent clearance regulation, etc.

**Key Stakeholders:**  
MOF & MITI (Joint Lead),  
RMCD, MPC, respective  
OGAs, MATRADE

**Implementation timeline:**  
Long-term

### Action plans

1. **Expedite the implementation of a single digital trade platform**
  - a) Working together with stakeholders to speed up the development of a single digital trade platform, that will act as a National Single Window to facilitate export regulations.
2. **Set up a 24-hour one-stop centre within the Port Klang area which would house all agencies and stakeholders under one roof**
  - a) Work together with relevant agencies and stakeholders such as RMCD, MITI, permit issuing agencies, port authorities, Free-Trade Zone authorities, etc., to be stationed in the one-stop centre.
3. **Explore the feasibility of a single land checkpoint to save time and cost for exporters from Malaysia, Thailand and Singapore**
  - a) Conduct feasibility study for a single land checkpoint to facilitate faster clearance.
4. **Strengthen the joint coordination between RMCD, permit issuing agencies and relevant stakeholders**
  - a) Work together with stakeholders to align communication to ensure joint decisions are communicated effectively to enforcement officers.
5. **Introduce feedback mechanisms to address relevant bottlenecks and expedite the issues**
  - a) Establish a hotline or online helpdesk to allow exporters to immediately raise issues related to custom laws and its interpretation.
  - b) RMCD can meet with industry stakeholders to ensure the related queries to compliance are rapidly addressed.
6. **Build a regulatory requirement database of importing countries**
  - a) RMCD to work with partners in importing countries to identify regulatory requirements, prioritising on the key sectors and target destinations identified by MATRADE.
  - b) Linking the database to MATRADE's Single Trade Information Portal.

## 1.7 Address concerns on logistics-related issues to facilitate trade

### Objective / Pain points

High logistics cost and unstructured shipping rates imposed by foreign shipping lines due to absence of regulations.

**Key Stakeholders:**  
MOT (Lead), RMCD, Port  
Authorities

**Implementation timeline:**  
Medium-term

### Action plans

1. **Intervention by relevant ministries to expedite high ancillary port changes**
  - a) Engage with stakeholders including Port Authority, Shipping liners, Malaysian National Shippers Council and Freight Forwarders Association to resolve issues related to logistic charges by shipping liners.
  - b) Raise awareness of initiatives/resolutions implemented.
2. **Provide a platform to display information and services of freight forwarders**
  - a) Reduce information search costs to identify different shipping lines and logistics services, especially for niche markets

1.8

## Ease the cost of conformity assessments procedure (CAP) and regulatory compliance (i.e., testing, certification and inspection)

### Objective / Pain points

Facilitate standards and conformance among exporters.

Exporters face difficulties in coping with high cost of conformity assessment procedures and certification.

### Key Stakeholders:

Standards Malaysia (Lead), MITI/MATRADE, SIRIM and other accreditation testing facilities

### Implementation timeline:

Medium-term  
(continuous efforts)

### Action plans

- 1. Explore solutions to reduce the cost of certification and regulatory compliance**
  - a) Ensure proper and regular consultation sessions with stakeholders before a major change in fee structure.
  - b) Widen and expand the current available grants (e.g., MDG) to assist exporters in accessing certifications.
  - c) Chambers and associations to negotiate with the certification providers on potential rebates to assist its members.
- 2. Increase access of information about certifications**
  - a) Consolidate information about required standards in different countries for all HS Code items and provide a single reference point in the information portal.
  - b) Information can be categorised by sector, type of products, list of testing laboratories and cost of certification.

1.9

## Empower local trade associations in driving the export agenda

### Objective / Pain points

Government to leverage on existing networks and empower associations in driving the export agenda.

To deepen the partnership with key industry bodies.

### Key Stakeholders:

MITI/MATRADE (Lead), chambers of commerce, trade associations

### Implementation timeline:

Short-term

### Action plans

- 1. Foster cross sector collaboration for collaborative projects**
  - a) Associations and chambers to facilitate the formation of industry alliances and consortiums, which are willing to work towards a common opportunity, challenge, and go-to-market purpose.
  - b) Government can provide support through grant assistance to facilitate collaborative projects.
- 2. Encourage SME participation in trade associations / chambers of commerce**
  - a) Share information on chambers of commerce and trade associations through a single information portal. The benefits and success stories should be made known so that SMEs could see the values of participation in trade associations / chambers of commerce.
  - b) Collaboration between MATRADE and chambers of commerce in membership recruitment.
- 3. Scale up both trade promotion and development activities by collaborating with Malaysian chambers of commerce and its network**
  - a) Establish a working group consisting of representatives from chambers and trade associations to streamline the trade promotion & development activities and reduce duplication.
  - b) Encourage chambers and trade associations to adopt a structured outreach programme in order to reach a wider audience.

## Thrust 2:

# Uplifting Export Capacity and Capabilities

## FOCUS

Strengthen exporters' production capacity and capabilities in key areas to assist them to be better equipped to respond to the dynamic global market. Through the review of existing government offerings, coupled with behavioural insights approach, the blueprint will allocate resources in areas where the biggest difference can be made.

## RATIONALE

To succeed in the current global marketplace, exporters are required to be well versed with product and market diversification, export marketing, innovation, and etc., apart from only ensuring product quality. Many exporters still face capacity issues and capability gaps that prevent them from taking full advantage of new opportunities.

### 2.1

## Review the existing government programme offerings to enhance effectiveness

### Objective / Pain points

Existing programmes need to be reviewed to maximise effectiveness and ensure they are more targeted.

### Key Stakeholders:

MITI/MATRADE (Lead), all respective agencies / programs' owners

### Implementation timeline:

Short-term  
(continuous effort)

### Action plans

1. **Conduct assessments to evaluate the programme's effectiveness**
  - a) Establish a proper review process of existing programmes to track programme's performance, and to identify areas of improvements.
  - b) Redesign/replace programmes that are outdated or do not reflect current needs of exporters.
2. **Leverage on JK-X's platform to streamline export development programmes**
  - a) Streamline exporter development programmes run by various agencies to reduce potential overlaps and increase operational efficiency.
3. **Develop guideline on the best practices for the delivery of export programmes**
  - a) Analyse the export journey of businesses to identify key gaps in existing export development programmes.
  - b) Identify best practices and important elements to be included in exporter development programmes.

2.2

**Encourage partnership between SMEs and anchor companies through vendor development programmes**

**Objective / Pain points**

Increasing uptake of Vendor Development Programmes (VDP).

**Key Stakeholders:**

MITI & MEDAC (Joint Lead), MIDA, MATRADE, industry players and associations

**Implementation timeline:**

Medium-term (continuous efforts)

**Action plans**

- 1. Provide assistance for anchor companies**
  - a) Working together with chambers of commerce and industry associations to perform due diligence on member companies and shortlist a pool of vendors that can supply to anchor companies.
  - b) Creation of a database to include these vendors.
  - c) Promotion for the usage of the database towards business linkage exposure.
- 2. Provide assistance for vendors**
  - a) Develop initiatives that support vendors, including financial support, capacity building, training, workshops, consultation, etc.
  - b) Follow up and monitor the progress of vendors after matchmaking in order to provide relevant assistance.
- 3. Continue to provide incentives to encourage VDP**
  - a) Encourage MNCs in Malaysia to source locally.
  - b) Continued promotion of available incentives for anchor companies, including product development, capacity improvement, human capital development, etc.
  - c) Provide direct assistance for SME upgrading.
- 4. Increase priority for VDPs**
  - a) Prioritise local sourcing and VDPs in the planning phase of upcoming government projects.
  - b) GLCs to give priority to local companies before considering outsourcing abroad.
  - c) Business matching activities to be extended to areas that have less VDP exposure to foster equitable growth.

2.3

**Optimise the export readiness assessment tools to provide targeted assistance**

**Objective / Pain points**

Maximise the potential by enhancing existing export readiness assessment tools.

**Key Stakeholders:**

MITI/MATRADE (Lead)

**Implementation timeline:**

Short-term

**Action plans**

- 1. Tailor Readiness Assessment (RA) results to the respective assistance available from various government agencies**
  - a) Integrate the readiness assessment tool with self-help or training modules to provide guidance on improving exporters' readiness, based on results from the assessment.
- 2. Leverage on a dashboard to monitor the profile of exporters by its readiness**
  - a) Develop and integrate a dashboard with the readiness assessment tool to facilitate the monitoring of improvement progress.
- 3. Expand the coverage of the tool in the long run**
  - a) Further development of the tool can take the direction of a more customised assessment.
  - b) The tool can be updated to reflect latest business environments and available government offerings.
  - c) Readiness assessment ratings can be tailored to provide more detailed suggestions on areas of improvement for selected markets.

2.4

**Leverage on behavioural science in designing the programme delivery for exporters**

**Objective / Pain points**

To have an in-depth understanding of businesses' motivations and attitudes towards growth and growth activities.

To address any potential mismatch between government offering and expectations of industry players.

**Key Stakeholders:**  
MITI/MATRADE & MPC (Joint Lead), all programs / initiatives' owners

**Implementation timeline:**  
Medium-term

**Action plans**

1. **Apply behavioural insights to programme design and promotion to increase uptake and effectiveness**
  - a) Conduct an in-depth study among SMEs to determine how specific growth behaviours might be encouraged.
  - b) Apply the findings to the programme's design.
2. **Undertake regular evaluations of individual programmes to determine impact, outcomes and value for money using behavioural insights**
  - a) Review existing support and explore possible enhancements using behavioural insights.
  - b) Findings should be formalised, documented and published for sharing with other programme owners.

2.5

**Encourage continuous learning through the establishment of export academy and network**

**Objective / Pain points**

To promote sustainable and inclusive trade by stimulating cooperation and knowledge sharing among peers.

To provide opportunities for aspiring exporters to learn skills and upgrade capacity to be export ready.

**Key Stakeholders:**  
MITI/MATRADE (Lead), HRDF, accreditation bodies, academic institutions

**Implementation timeline:**  
Short-term

**Action plans**

1. **Develop an export academy to help businesses and upskill future talent in export**
  - a) Development of an export academy to provide training and network building opportunities, with private sector participation.
  - b) The export academy should target students and trade officers to facilitate upskilling and build future talent.
  - c) An online and offline repository should include guides, videos, webinars, templates and documents for practical application and self-paced learning.
2. **Formulate an export community to support networking and sharing of best practices**
  - a) Hosting monthly gatherings among exporters and suppliers to share best practices, networks, and encourage learning via pocket talks and workshops.
  - b) Identify export champions and invite them to be part of the community, and reward them with PR exposure.

## Thrust 3:

# Elevating Malaysia's Strengths in Export

## FOCUS

Capitalise on existing strengths within the local sectors in the aspect of local sourcing and cluster development. The thrust aims at providing necessary support to assist exporters to achieve their critical mass, and grooming new champions across the supply chain, thereby promoting export growth further and strengthen the key sector's position in export.

## RATIONALE

Supporting Malaysian businesses to go global regardless of size or location. To promote inclusiveness while boosting competitiveness by giving exporters access to the pooled capacity and infrastructure. Deep clusters can support the growth and productivity performance of large firms as well as small and medium sized firms when it reaches critical mass.

3.1

### Identify and nurture key suppliers/vendors who are indirect exporters to be groomed into direct exporters

#### Objective / Pain points

To exploit the opportunities within the successful sector and its value chain to strengthen the position of the sector for exports and create new champions.

#### Key Stakeholders:

MITI/MIDA (Lead), MATRADE, industry stakeholders, financial institutions

#### Implementation timeline:

Medium-term (continuous effort)

#### Action plans

1. **Identify indirect exporters within key successful sectors**
  - a) Conduct an in-depth analysis on the value chain and players involved.
  - b) Identify players involved within each stage of the value chain, especially indirect exporters.
2. **Help selected indirect exporters to participate in Exporters Readiness Assessment programme**
  - a) Based on the findings of the readiness assessment tool, players are guided on potential markets.
3. **Develop an integrated exporters' nurturing development programme**
  - a) The programme will address the challenges faced by these potential players and help them overcome barriers through various interventions.

3.2

### Support export cluster development in collaboration with state governments, MNCs and the local private sectors

#### Objective / Pain points

To address the various present issues that are hindering the development of export clusters.

#### Key Stakeholders:

MITI/MIDA & MATRADE (Joint Lead), state government, state investment authorities, education & research institutions, industry stakeholders, regional economic corridors

#### Implementation timeline:

Long-term

#### Action plans

1. **Address the outstanding issues to improve overall performance**
  - a) Perform a general review of existing clusters to identify required interventions to be prioritised.
2. **Develop industry cluster strategies**
  - a) Working together with stakeholders to develop clear industry cluster strategies.
  - b) Study costs and benefits of industry clusters to decide on the development of most effective clusters.
3. **Propose an integrated economic policy to foster cluster development**
  - a) Economic policy to focus on strengthening clusters through accelerating investment, easing constraints, and eliminating obstacles.

3.3

**Capitalise on existing “Satu Daerah Satu Industri (SDSI)” focus products and intensify promotion efforts**

**Objective / Pain points**

Diversify the country's export revenue base with a more distributed economy.

Capitalise on existing SDSI initiative and intensify efforts through collaboration.

**Key Stakeholders:**

State governments (Lead), MEDAC, MIDA, MATRADE, industry players, regional economic corridors, industry associations

**Implementation timeline:**

Medium-term (continuous effort)

**Action plans**

1. **Identify the focus products based on the overall potential of each product manufactured in the different districts**
  - a) Identify focus products based on parameters such as competitive strength, potential export markets, value adds, etc.
  - b) Implementing agency to collaborate with state governments and develop action plans to identify resources required to grow industry exports.
2. **Promote the use of trading houses or cooperatives to help pull the resources for SMEs without scale**
  - a) Support trading houses in setting up facilities such as domestic export warehouses or quarantine complex.
3. **Provide targeted assistance to the high potential SMEs (either direct or indirect) to support them to keep up with the demand and address quality issues**
  - a) Incentivise large enterprises to source materials from SMEs.
  - b) Provide funding assistance and related policies to facilitate manufacturing and reduce cost of starting up businesses.
  - c) Provide targeted assistance and capacity building programmes in areas of R&D, packaging, etc.
4. **Organise structured and collaborative programmes to enhance the export of the key products to the overseas market**
  - a) Implementing agency to collaborate with overseas chambers to promote products under Malaysia Pavilion, through factory visits, business matchmaking, etc.
  - b) Support this initiative through a series of “Buy Made-in-Malaysia Products” promotions.

3.4

**Promote local sourcing for strategic goods in order to support local suppliers to establish track record**

**Objective / Pain points**

Limited local sourcing is one of the key challenges to develop or sustain local players in building a track record to enter international market.

**Key Stakeholders:**

MITI/MIDA (Lead), MITI, MATRADE

**Implementation timeline:**

Long-term

**Action plans**

1. **Identify several priority products for import substitution**
  - a) Undertake an in-depth study to understand potential import substitution opportunities.
2. **Enact and ensure enforcement of import substitution policies for the targeted products**
  - a) Support trading houses in setting up facilities such as domestic export warehouses or quarantine complex.
3. **Capitalise on agreements such as the Off-Take Agreement to grow partnerships between foreign and local companies in areas where Malaysia depends heavily on imported products**
  - a) Identify opportunities within sectors to implement Off-Take Agreement.
  - b) Conduct assessments on how a potential collaboration can be done between existing foreign exporters and relevant Malaysian players.
4. **Develop a database on Malaysian suppliers and producers, including a sourcing programme and information sharing systems with the multinational companies.**
  - a) The directory should be made available online and include the types of products and suppliers' capabilities.
  - b) Identify large leading companies and conduct a detailed study on their current sourcing operations for the targeted companies and respective input costs.

## Thrust 4:

# Harnessing Growth Through Technology & E-Commerce

## FOCUS

Leveraging on digitalisation and e-commerce to support exporters to strengthen their base of competitive advantage, scale up, increase productivity and internationalisation

## RATIONALE

New digital technologies have already begun to transform global manufacturing value chains and business models, redefining sources of competitive advantage for exporters. The recent Covid-19 pandemic has further stressed the importance of digitalisation and e-commerce in order to stay resilient. By embracing the whole spectrum of digitalisation and its ancillary technologies, exporters will have the necessary tools to be internationally connected and shorten the supply chain.

4.1

### Harness competitiveness through the digitalisation of supply chain

#### Objective / Pain points

Facilitate digitalisation within Malaysian businesses which in turn will improve efficiency and enhance their capacity.

#### Key Stakeholders:

MITI/MIDA (Lead), MDEC, MPC, MARii, Economic Corridors, SMECorp, state investment agencies, industry associations

#### Implementation timeline:

Long-term

#### Action plans

1. **Identifying areas of digitalisation**
  - a) Help SMEs identify within their value chain components which can be digitalised.
  - b) The government can run initiatives and extend support and advice on specific areas of digitalisation.
2. **Educate on the basics of digitalisation**
  - a) Guide companies on the steps towards digitalisation.
  - b) Organise events such as trade fairs to improve exposure of business to the available options.
3. **Expedite financial support**
  - a) Implement clear timelines and notification systems for application of technology grants.
  - b) Review the financing mechanism and administration of grants to speed up processes.
  - c) Agencies such as MIDA, MDEC and MATRADE should increase efforts to promote existing grants available to companies for digitalisation.
4. **Upgrading basic infrastructure**
  - a) Government to expedite development of basic infrastructure such as high-speed internet connection in tier 2 cities and rural areas.

4.2

**Increase the active participation of Malaysian exporters especially from the SME categories in e-commerce**

**Objective / Pain points**

Increase the rate of e-commerce adoption among businesses.

**Key Stakeholders:**  
KKMM/MDEC (Lead), MATRADE, SMECorp, e-commerce platform providers, chambers of commerce

**Implementation timeline:**  
Short-term

**Action plans**

- 1. Work together with stakeholders to increase e-commerce adoption**
  - a) Collaboration with chambers and e-commerce platform operators to increase awareness campaigns and events on the benefits of e-commerce.
  - b) E-commerce initiatives to focus on non-participants as the key demographics.
- 2. MATRADE or other stakeholders to host weekly sessions with businesses**
  - a) Arrange for representatives from e-commerce platform providers to be present at sessions, to provide direct consultation and direct onboarding/registration.
  - b) Continuously highlight success stories of companies that grew their exports through e-commerce platforms.
- 3. Conduct surveys to continuously improve onboarding process and delivery mechanism**

4.3

**Increase the allocation and extend the coverage for the eTRADE programme**

**Objective / Pain points**

Increasing coverage and allocation for the eTRADE programme to enhance adoption of e-commerce among local businesses.

**Key Stakeholders:**  
MITI/MATRADE & MDEC (Joint Lead), chambers of commerce

**Implementation timeline:**  
Short-term

**Action plans**

- 1. Stakeholders can collaborate to identify the suitable sectors so that eTRADE can be more targeted**
- 2. Increase allocation and coverage under eTRADE programme**
  - a) Training provided under eTRADE should cover e-commerce export strategies for longer term sustainability.
  - b) Training provided should include compliance with the rules and regulatory requirements of targeted export markets.

4.4

**Collaborate with international e-commerce marketplace players to help onboard more Malaysian goods at the B2B level**

**Objective / Pain points**

Increase adoption of B2B e-commerce among Malaysian businesses.

**Key Stakeholders:**

MITI/MATRADE (Lead), MDEC, e-commerce platform providers

**Implementation timeline:**

Short-term

**Action plans**

1. **Subsidise the cost of listing and commission charges based on a tiering system to encourage e-commerce adoption**
2. **Collaborate with international e-commerce players like Alibaba, eBay and Amazon to showcase the potential of the e-commerce platform for B2B transactions and help facilitate the adoption**
  - a) Identify strong local manufacturers based on MATRADE's export readiness assessment and link these players to global e-commerce platforms.
  - b) Improve verifiability of Malaysian companies within the platform. Malaysian businesses can be verified with Exporters ID to instill confidence for buyers.
  - c) Set up Malaysian Pavilion within platforms to support e-commerce exporters' efforts to promote and position their products for new markets.

## Thrust 5:

# Facilitating and Widening Market Access

## FOCUS

Continuously increase engagement with key markets to improve market access and connection, maintain or deepen Malaysia's trade relationships with existing trade partners.

## RATIONALE

An efficient and open market is key to export success and competitiveness in international markets. Trade agreements expand market access, and they have been a critical catalyst in enhancing SMEs participation in the global value chains (GVCs).

### 5.1

## Improve market access through FTAs, MRAs, PTAs and continuous monitoring of NTMs

### Objective / Pain points

To encourage exporters to better leverage on existing FTAs and its benefits.

Leverage on PTAs and MRAs to mitigate NTMs.

### Key Stakeholders:

MITI (Lead), MATRADE, MPC

### Implementation timeline:

Medium-term (continuous effort)

### Action plans

1. **Increase awareness on the existing Free Trade Agreements (FTAs) and its benefits to exporters as a short term initiative**
  - a) Agencies can collaborate with business chambers to further facilitate the information dissemination to exporters.
  - b) Easy to understand materials can be shared with exporters to improve awareness and educate on the benefits in order to increase utilisation.
  - c) Comprehensive study should be undertaken to identify utilisation rates among SMEs, perceived benefits, and opportunities to optimise FTA utilisation.
2. **Explore feasibility of signing and/or concluding new FTAs, while enhancing existing FTAs**
  - a) Continue to advocate the best outcome for Malaysian exporters through ongoing negotiations on FTAs with selected markets.
  - b) Conduct a study to thoroughly assess the implications of FTAs with these markets, and potential areas for enhancements.
3. **Undertake short term measures through implementation of Mutual Recognition Agreements (MRAs) or Preferential Tariff Agreements (PTAs)**
  - a) Identify selected markets that would be complex for FTAs, and move ahead with PTAs as a short term measure.
  - b) Continue efforts to harmonise national standards with international standards.
  - c) Identify countries for which the adoption of MRAs would be beneficial and start negotiations.
4. **Continuously monitor Non-Tariff Measures (NTMs) for both domestic and importing countries**
  - a) PEMUDAH can be tasked to monitor NTMs.
  - b) Maintain consistent discussions between G2G through Joint Trade Committee with relevant countries to identify and manage technical trade barriers.
  - c) Utilise various platforms such as ASEAN and WTO to mitigate negative effects of NTMs on Malaysia's trade.

### 5.2 Promote the use of trading houses to pool resources and Go-to-Market (GTM) companies to provide market intelligence for the exporters

#### Objective / Pain points

Encourage the use of trading houses.

Provide access of specialist advice and support via Go-to-Market companies to help businesses in exporting.

#### Key Stakeholders:

MITI (Lead), MATRADE, chambers of commerce, industry associations

#### Implementation timeline:

Short-term (continuous effort)

#### Action plans

1. **Establish database for registered trading houses**
  - a) Creation of database of existing trading houses to address immediate problems to enable quick identification and allow exporters to filter through trading houses according to their requirements.
2. **Industry and trade associations to link SMEs with trading houses through business matching exercises**
  - a) Industry and trade associations can work with trading houses to promote sector specific business matching.
  - b) Members of associations can pool resources to gain scale and work with trading houses.
3. **Facilitate exporters to work with GTM companies to obtain market intelligence**
  - a) Develop a panel of market entry specialist.
  - b) Promote adoption of available funds to support exporters in commissioning market entry research.

### 5.3 Adoption of pull-strategy to encourage buyer's sourcing from Malaysia

#### Objective / Pain points

Provide financing to target buyers, to encourage them to source goods from Malaysia.

#### Key Stakeholders:

MITI/MATRADE (Lead), EXIM Bank

#### Implementation timeline:

Long-term

#### Action plans

1. **Identify buyer needs and procurement history**
  - a) Collaborate with relevant stakeholders to perform creditworthiness checks and due diligence on buyers to mitigate payment risks.
2. **Raise the profile of Malaysian exporters and provide information on Malaysian supply capabilities to the buyer**
3. **Arrange for business matchmaking and ensure a recurring relationship with the borrower on new opportunities**

### 5.4 Increase the allocation for Market Development Grant (MDG) and improve the structure of grant incentives

#### Objective / Pain points

Further improve the Market Development Grant.

#### Key Stakeholders:

MITI/MATRADE

#### Implementation timeline:

Short-term

#### Action plans

1. **Enhance the flexibility in market development grant**
  - a) Flexibility should be given to exporters who would like to utilise funding for additional product listing in specific markets.
2. **Expand MDG to other areas which are not covered and are deemed important**
  - a) These include support for international branding efforts, marketing, IP rights protection, digital marketing and certification.

## Thrust 6:

# Promoting Malaysia's Brands and Product

## FOCUS

Recommendations under this thrust aim to increase the visibility of Malaysian brands on regional and international export markets through more robust, more compelling and more consistent messaging, at national, industry and firm level.

## RATIONALE

Branding is a paramount component and acts as crucial enabler for foreign buyers to recognise Malaysian products. A strong Malaysia brand can bolster the attractiveness and competitiveness of the exported products, resulting in the discerning customers' willingness to pay a premium for those products. Additionally, rewards through recognition can be an indirect mechanism to encourage existing and potential exporters to enhance their outward marketing orientation.

### 6.1 Develop a national branding theme for a more consistent, less fragmented approach to market Malaysia's products internationally

#### Objective / Pain points

To streamline multiple branding messages when promoting Malaysia's exports.

Current national brand identity is skewed towards tourism and food.

**Key Stakeholders:**  
MITI (Lead), MATRADE

**Implementation timeline:**  
Medium-term

#### Action plans

1. **Conduct a study to embark on Malaysia Brand development journey**
  - a) Set up a special task force under JK-X composed of public and private stakeholders to manage the study and branding alignment initiatives, supported by branding experts.
  - b) Once the brand is developed, it should be made a requirement for all relevant stakeholders to use the same branding themes.
2. **Provide guidelines for the branding initiatives that are currently being implemented**
  - a) Develop strategic and coordinated communication plan and template for the public and private sector such as key messages, imagery, videos, music etc.
  - b) The task force to manage and coordinate with respective agencies to be incorporated in respective branding exercises.

### 6.2 Develop export sector storyline to carve out the unique value proposition of the respective sectors

#### Objective / Pain points

To improve perception of Malaysia's capabilities as a premium goods sourcing destination.

To increase awareness among overseas buyers on the range of products available for export from Malaysia.

**Key Stakeholders:**  
MITI (Lead), MATRADE, all committees under JK-X

**Implementation timeline:**  
Short-term

#### Action plans

1. **Work together with key industry champions, in partnership with branding experts to prepare industry promotion brochures highlighting the storyline and narratives of key sectors**
  - a) The storyline should encompass the strength of the industry, why buyers should choose Malaysian products, performance of exports, directory of Malaysia's brands, etc.
  - b) The materials should be shared to various government agencies and industry associations to ensure alignment.
2. **Promote a strong Malaysian brand narrative for national and international partners through upgrading and enhancing the existing showcase touchpoints**
  - a) Utilise virtual reality features, which can showcase the 360 degree panorama photos of local supplier's manufacturing capabilities, products in 3D and etc.
  - b) Ensure ongoing promotions to highlight sector's latest achievements and capabilities through enhanced social and online media tools.

Promoting Malaysia’s Brands and Product

**6.3 Nurture SMEs in terms of product branding and marketing to reach a wider audience**

**Objective / Pain points**

Malaysian SMEs lack product marketing capabilities, mainly due to poor communication/ storytelling and lack of emphasis.

Limited product branding exposure.

**Key Stakeholders:**  
MITI/MATRADE (Lead), SMECorp

**Implementation timeline:**  
Short-term

- Action plans**
- 1. Intensify the existing efforts on promoting “Made in Malaysia” products**
    - a) Promote one product per sector on a weekly basis through the input from industry players through social media and/or various touchpoints of global buyers.
  - 2. Support exporters in engaging professionals who can help establishments, especially SMEs to carve out their products unique value proposition for the export markets**
    - a) Develop a list of marketing and branding agents to be registered with MATRADE.
    - b) Provide access of funding (e.g., through MDG) in the form of matching grants which is capped, incentives or vouchers.
    - c) Grants may be disbursed to the marketing companies rather than the exporters to prevent abuse.
  - 3. Extend the coverage of grants to help exporters develop branding of their products**
    - a) Extend MDG to cover for claims on branding initiatives (e.g., marketing collateral for on-trade and off-trade channels, copywriting, packaging IP rights protection for trademark etc.).
  - 4. Extend coverage of capacity building programme and provide necessary tools and support to cover the aspects of product branding and marketing:**
    - a) Provide the hard and soft support or tools in product branding (e.g. Access to marketing specialists for advisory services, online guideline on product marketing, access to online interactive tools to support SMEs in branding including logo, and packaging design, provisions of tools such as studios, cameras for product modelling, packaging design, etc.).
    - b) Identify successful businesses and invite them to share best practices, guide and mentor SMEs in developing a storyline for their products.
    - c) Provide training on trademark, social media channels and live streaming. The learning programme should be integrated with the export academy and the single information portal. It can also take place in the form of online self-learning to ensure sustainability of the programme.

**6.4 Leveraging on key influencers in the target markets to raise awareness and promote Malaysian products**

**Objective / Pain points**

Attract interest among foreigners to learn about Malaysia and instil a positive image towards the nation, places, people, and products.

**Key Stakeholders:**  
MITI/MATRADE (Lead), Key Opinion Leaders (KOLs) / Influencers

**Implementation timeline:**  
Medium-term

- Action plans**
- 1. Initiate an influencer marketing programme**
    - a) Determine the goal of the marketing campaign.
    - b) Recruit the ideal influencers who can convey the message effectively.
    - c) Evaluate growth potentials and criteria to determine ROI.
    - d) Manage expectations and next course of action.

6.5

**Work with strategic partners in target markets to build global connections**

**Objective / Pain points**

To support local exporters in connecting with potential business partners/contacts (i.e. top assistance required by exporters as reported in the National Trade Blueprint survey).

**Key Stakeholders:**

MITI/MATRADE (Lead), MITI, chambers of commerce, Malaysian KOLs abroad, agencies abroad

**Implementation timeline:**

Medium-term (continuous effort)

**Action plans**

1. **Initiate a global network programme to energise the Malaysian diaspora and in-country networks, using a structured and sustainable approach**
  - a) Identify key senior international business leaders (i.e., diaspora or expatriates based overseas) from key target sectors to participate in the network.
  - b) Target MTCs for this programme and prepare the profile on suppliers' capabilities to facilitate business matching.
  - c) Create a social platform to facilitate peer-to-peer communication and support for ongoing engagement.
  - d) Monitor and follow up with the progress of the participants.
2. **Expand the existing network by identifying potential partners to gain access and promote Malaysian products**
  - a) Work with local authorities of selected high potential cities in the target market to formulate potential twinning arrangements.
  - b) Identify and leverage on private business networks or international chambers of commerce.
  - c) Continue to pursue the wider reach of Malaysia's diaspora who are not engaged via the global network programme through social media campaigns, in-country events and by updating existing databases.

6.6

**Provide due recognition to motivate exporters in achieving excellence**

**Objective / Pain points**

To encourage and motivate companies and institutions to adhere to a policy of excellence, provide the best products and implement best practices towards performance excellence.

**Key Stakeholders:**

MITI (Lead), MATRADE

**Implementation timeline:**

Short-term (continuous effort)

**Action plans**

1. **Improve the ways of promoting the existing current recognition programmes**
  - a) Upgrade existing portals that showcase Malaysian brands (e.g., showcase specific brand products details/images, illustrate where the brand could be found in the global market, and translation feature to appeal the brands to cater to buyers' markets).
  - b) Undertake yearly renewal of brand recognition programmes promoted by the various agencies.
  - c) Priority should be given to those brands that promote and participate in TPO activities, trade fairs and international product distribution networks.
2. **Expand the current exporters excellence award with sub-initiatives**
  - a) Undertake a more integrated approach in promoting the award excellence, which may include product showcase by the award winners, business matchmaking, international press release, video promotions, etc.
  - b) Consolidate the awards into one single programme and expand the award categories to state level.

## Thrust 7:

# Driving Growth Through Investment and Export Diversification

## FOCUS

Guide industry and government investment to grow a more productive and competitive export sector in response to an increasingly sophisticated export market by focusing our resources on fast growing and developing markets, where government can have the greatest impact to the export performance. Meanwhile, sectors which are currently focused on high volume production would be advanced to high value manufacturing given its strong potential in driving economic performance over the longer term

## RATIONALE

Attracting investments and diversifying exports would be critical for Malaysia to remain resilient amid uncertainties in the global trade environment, especially given the current trend on reshoring of investments and global supply chain disruption. Malaysian businesses need investment, modern infrastructure and skilled resources to effectively access global markets and operate productively.

7.1

### Generate new opportunities through investments to grow and complete the ecosystem and value chain

#### Objective / Pain points

Continuously driving investments to grow Malaysia's exports.

Position Malaysia as an attractive investment destination, coupled with a conducive business environment.

#### Key Stakeholders:

MITI/MIDA (Lead), MATRADE, Regional Economic Corridors, Industry Associations

#### Implementation timeline:

Long-term

#### Action plans

1. **Increase investments in new growth clusters, especially in areas of high-tech and green industries**
  - a) Align focus sectors with masterplans such as RMK-12 and the upcoming industrial masterplan.
  - b) Activity or performance-based incentives such as for innovation, skill development and environmental sustainability may be considered besides providing current blanket tax holidays, to encourage investors to set up facilities in Malaysia for exports.
2. **Undertake mapping of supply chain on key focus sectors and promote investments in export-oriented activities and infrastructure**
  - a) Identify target sectors to drive investment, then undertake measures to bring together a variety of downstream/upstream activities.
3. **Alignment between MIDA and MATRADE to identify the target investments in the pipeline**
  - a) Identify products where Malaysia can expand in scale based on existing competitive strength.
  - b) For goods that Malaysia is unable to manufacture due to unavailable technologies and expertise, engage with MIDA to explore potential investments that need to be attracted into Malaysia.

## 7.2 Accessing new areas of growth to diversify products and market base

### Objective / Pain points

Achieve diversification to inject resilience into Malaysian exports.

Enable and encourage large firms to diversify their export activities.

### Key Stakeholders:

MITI (Lead), MATRADE

### Implementation timeline:

Long-term

### Action plans

1. **Expand the existing market development grants to cover expenses for companies which have exhausted their threshold to pursue further product and market diversification**
2. **Intensify existing efforts which encourage Malaysian exporters to diversify beyond their current product offerings**
  - a) Promote success stories of MNCs.
  - b) Facilitate Mid-Tier Companies (MTCs) in identifying diversification opportunities.
  - c) Engage MTCs to address challenges and provide required assistance.
3. **Continue to support Malaysian exporting firms to engage with and navigate fast-growing emerging markets, such as countries in African regions and second-tier cities.**
  - a) Intensify efforts in International Sourcing Programme (INSP), trade missions, and trade fairs (virtual or physical).
  - b) Facilitate access to local physical marketplaces and e-commerce platforms in target markets.
  - c) Develop export strategy plans for key cities, which includes risk management in new markets.
4. **Promote the popular tax incentives, while re-evaluating the tax-incentives which has a lower uptake.**
5. **Conduct a study to identify the potential of barter trade to grow exports in tier 2 & 3 cities**

## 7.3 Focus on high value, low volume products, and bundle products and services to sell solutions

### Objective / Pain points

Increase Malaysia's export value through the provision of high value products and bundling of services.

To steer Malaysia's product development towards high-value, high technology goods.

### Key Stakeholders:

MITI (Lead), MIDA, MATRADE, Regional Economic Corridors, Industry Associations

### Implementation timeline:

Long-term

### Action plans

1. **Continue to promote high technology and high value-added manufacturing.**
  - a) Push existing industrial parks to focus on specialised manufacturing activities.
  - b) Incentivise the exporting of high-value products. This can be done through providing incentives on purchase of equipment that process materials that goes into producing high-value products.
2. **Provide support that would enable SMEs to undertake specialisation and product bundling with services.**
  - a) Capacity building programmes to encourage SMEs to expand from singular to multi-dimension product offerings (e.g. vertical integration).
  - b) Government to collaborate with financial institutions to communicate general direction and promote specialisation activities.
3. **Facilitate avenues to promote niche Malaysian products abroad and strengthen international links.**
  - a) MATRADE can identify key global events and identify relevant exporters of niche products to participate in these events.

## Thrust 8:

# Pursuing Sustainability and Innovation

## FOCUS

Encourage the adoption of sustainable good practices and standards, while continually investing in innovation to support the pursuit of excellence in Malaysian exports. The strategy aims to express Malaysia's capabilities in research and development, which will improve export performance, cultivate sustainability and differentiation, and elevate the nation's trade competitiveness.

## RATIONALE

In a globalised economy and increasingly competitive landscape, continuous improvement and investment in R&D is crucial to remain competitive. Businesses innovate to increase market share, capture new markets, improve product quality or choice of products, replace outdated products and reduce environmental impact to achieve the ultimate goal of sustainability.

8.1

### Establish Sustainable Manufacturing Centre to nurture sustainable practices among exporters and stakeholders

#### Objective / Pain points

Increase awareness among exporters on Sustainable Development Goals (SDGs) and how it can impact/grow trade.

#### Key Stakeholders:

MITI (Lead), MIDA, MATRADE, industry associations, chambers of commerce

#### Implementation timeline:

Medium-term

#### Action plans

1. **Stakeholders should work together with industry associations (specifically related to manufacturing) and academia on setting up a Sustainable Manufacturing Centre**
  - a) This Sustainable Manufacturing Centre can be based in areas with significant manufacturing activity such as Penang or via virtual platform.
  - b) Promote the centre to raise awareness.

8.2

**Address forced labour issues while encouraging adoption of sustainability certification to promote social sustainability in the long run**

**Objective / Pain points**

Address forced labour issues by raising awareness of sustainability among manufacturers.

Increase the adoption of sustainability certification.

**Key Stakeholders:**

MOHR (Lead), JTK, MITI, industry associations, MATRADE, Standards Malaysia

**Implementation timeline:**

Short-term (continuous effort)

**Action plans**

1. **Continue existing measures that have been implemented by the government to tackle force labour related issues**
  - a) Task force should look beyond hiring policies and also consider working hours and living environment of foreign workers.
2. **Step up transparent enforcement activities especially within key export sectors which employ large number of foreign employees**
3. **Conduct regular engagement with enforcement agencies abroad in countries such as US, UK, Australia and New Zealand to enhance transparency**
  - a) Stakeholders such as MOHR to share its initiatives and programs in place with foreign enforcement agencies.
4. **Work closely with the United Nations Conference on Trade and Development**
  - a) Collaborate to facilitate adoption of practices such as Voluntary Sustainable Standards (VSS).
  - b) Advise local manufacturers on global practices, new trends and compliance standards.
5. **Collaboration between anchor companies and relevant institutions to embed sustainable practices among small holders**
  - a) Relevant stakeholders to encourage large companies to work together with institutions such as MISI to guide compliance of small players.

8.3

**Instill the concept of sustainability across government agencies**

**Objective / Pain points**

Increase awareness and outreach of good sustainability programmes, such as MATRADE's SAVE programme.

**Key Stakeholders:**

MITI/MATRADE (Lead); MOT and agencies under JK-X

**Implementation timeline:**

Short-term (continuous effort)

**Action plans**

1. **Develop KPIs on the number of exporters to increase effectiveness and outreach**
  - a) The key sectors to be targeted to lead sustainability practices include manufacturing and commodities.
2. **Promote the SAVE Program through JK-X and other relevant channels to other Ministries and Agencies**
  - a) Encourage ministries and agencies to adopt the programme and to promote it to stakeholders within their jurisdiction.
  - b) Preparation of impact assessment for continuous improvement.

8.4

### Increase R&D and innovation efforts among Malaysian exporters

#### Objective / Pain points

Re-emphasise the urgent need to foster better collaboration between public and private institutions in R&D.

#### Key Stakeholders:

MOSTI (Lead), MATRADE, MOHE, research & education institutions

#### Implementation timeline:

Long-term

#### Action plans

1. **Increase avenues for both industry and academia collaboration**
  - a) Industry associations to establish collaboration with relevant universities to encourage R&D and production of prototypes.
2. **Establish database of academic experts, and provide linkages to exporters**
  - a) Set up an online database that include profiles of both industry players and academic institutions for matching and collaboration.
3. **Leverage on existing efforts to spur R&D**
  - a) Share findings from initiatives taken to understand problems and technological solutions required by businesses to improve intervention planning by relevant parties.
4. **Funding initiatives for prototypes**
  - a) Provide and facilitate SMEs exporters especially start-ups with access to funds to develop prototypes.
  - b) Promote existing initiatives to increase utilisation rates.

8.5

### Increase awareness and registration of Intellectual Property Rights (IPR) to protect Malaysian brands and enhance value propositions

#### Objective / Pain points

Increase awareness and registration of IPR.

#### Key Stakeholders:

KPDNHEP/MyIPO (Lead), MATRADE, chambers of commerce

#### Implementation timeline:

Medium-term

#### Action plans

1. **Collaboration to raise awareness of IPR**
  - a) Intensify promotion efforts through collaboration with chambers and trade associations, to spread awareness and information on IPR.
  - b) Include more IPR modules into training, seminars and promotion activities among stakeholders.
  - c) Promotion of existing initiatives such as MyIPO's funding assistance.
2. **Facilitating access to IPR related information**
  - a) Display IPR-related information and links in a comprehensive manner.
  - b) Stakeholders can develop an "IP Toolkit" which is a tool containing best practices, guides, fees examples of dispute resolution, etc.



# DELIVERING THE NATIONAL TRADE BLUEPRINT

## Governance Structure

To streamline the activities pertaining to the implementation of recommendations under the National Trade Blueprint, it is proposed that the existing JK-X structure be expanded as a single platform that facilitates the various recommendations proposed, allows regular monitoring of the implementation and removal of bottlenecks, thereby achieving the intended goals of the blueprint.

In general, the National Trade Blueprint needs to be effectively coordinated within several stakeholders from the public and private scene to ensure key issues are identified and addressed effectively. The committee should also leverage on existing task force and sectoral blueprints to minimise overlap.

With the involvement of industry players in the proposed governance structure, it could provide a forum for the exchange of views and sharing of information, identification of obstacles faced by the exporters and mechanisms to overcome them, all of which ultimately supports the shared objective of sustained growth for Malaysian exports.

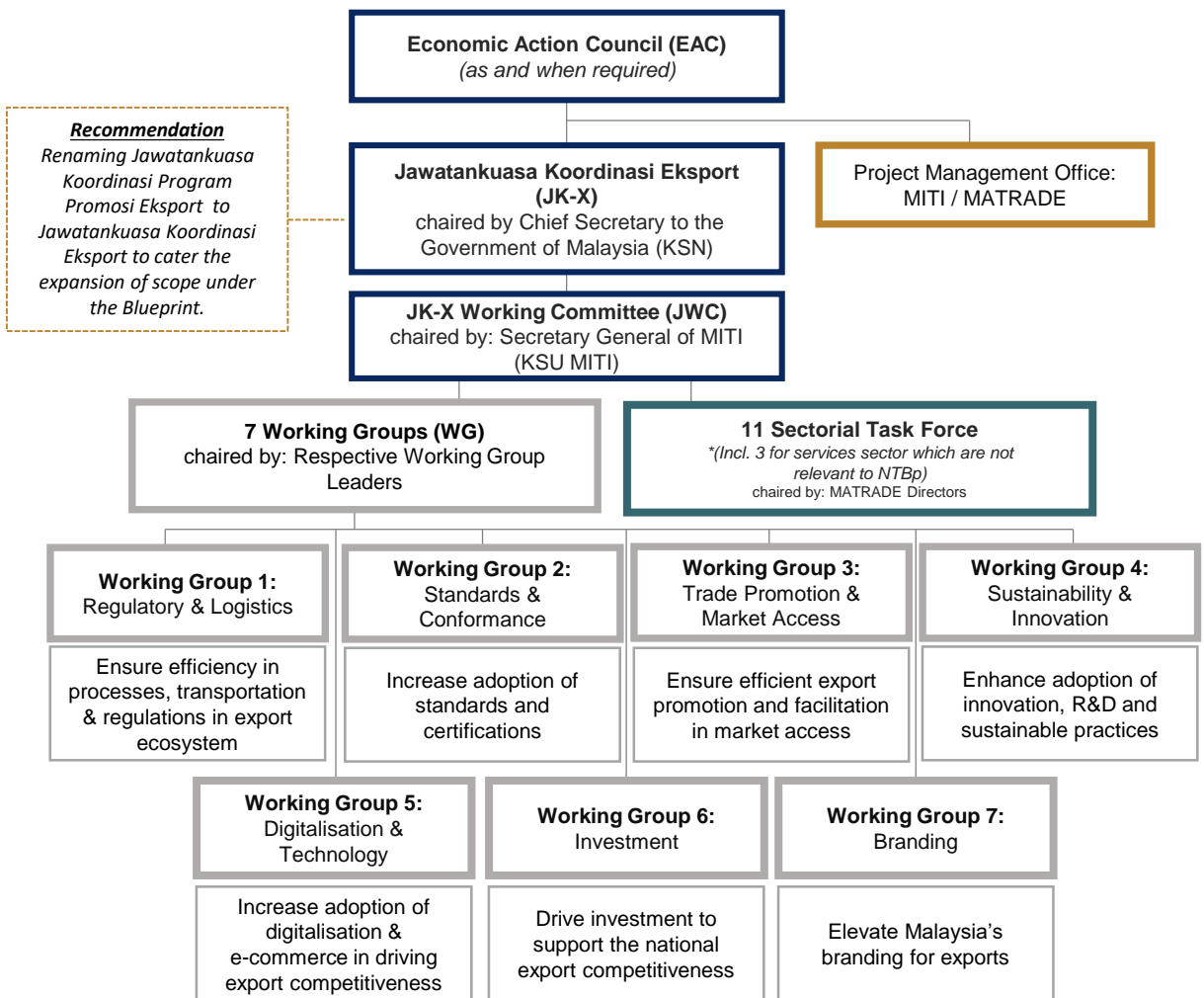
## About JK-X

Consists of Malaysian Ministries and Agencies in Malaysia involved in export promotions.

Core functions:

1. Evaluate and approve export promotion programmes and endorse budget proposals for submission to MOF.
2. Evaluate outcomes of programmes undertaken.
3. Encourage collaborations among Ministries and Agencies to undertake export promotion programmes for greater synergy.
4. Exchange ideas and provide strategic directions as well as initiatives to enhance exports.
5. Supervise as well as endorse the implementation and outcomes of the NTBp to ensure an efficient export ecosystem.
6. Evaluate and approve policies on issues endorsed by JWC.
7. Seek approval from the Economic Action Council (EAC) for recommendations or policies requiring national level direction, when necessary.
8. Provide expert advice to elevate export competitiveness.

# Governance Structure



# Terms of References

Clear roles, responsibility and expectations from the various participants within the governance structure to ensure effective coordination.

## Leverage on the EAC chaired by Prime Minister

- The proposed role for EAC is to provide strategic decisions for the implementation of recommendations that requires national level direction, where necessary.

## An expanded role on JK-X structure chaired by KSN to govern the implementation of the initiatives introduced under the National Trade Blueprint

- At JK-X level, the role encompasses:
  - Supervise as well as endorse the implementation and outcomes of the National Trade Blueprint to ensure an efficient export ecosystem.
  - Evaluate and approve policies on issues endorsed by JWC.
  - Seek EAC's approval for recommendation or policy requiring national level direction, when necessary.
  - Provide expert advise to elevate export competitiveness.
- The existing reporting structure of JWC is retained to continue with the existing mandate:
  - Evaluate and endorse proposed policies for the creation of an efficient export ecosystem to be tabled to JK-X.
  - Evaluate and approve new recommendations for the creation of an efficient export ecosystem submitted by WGs on NTBp.
  - Review and monitor progress of WGs related to findings, proposals, initiatives taken and achievement of recommendations in NTBp.
- STF would carry on with its existing roles and additional responsibilities to review latest developments in relevant sectoral blueprints:
  - Discuss alignment and collaboration of export promotion programmes, budget, policies related to respective sectors
  - Ensure implementation of programmes based on the approval by JK-X and budget allocated
  - Discuss latest trends, issues related to exports (as well as latest developments in relevant sectoral blueprints) and propose potential solutions

## Activation of 7 working groups (WG) to address key areas of concerns

- Each working group investigates public-private partnership models with representatives from the government and private sector.
- WG could be supported by leveraging existing governance structure of relevant policies or programmes related to Malaysia's trade. This includes existing roles implemented by respective government entities and those currently being planned.
- The various actors in the WG could wear various hats including driving and leading the implementation, provision of funding and technical inputs:
  - Address any gaps in implementation of the National Trade Blueprint, evaluate and adjust existing recommendations, if necessary
  - For the creation of an efficient export ecosystem:
    - Propose new policies for JWC's endorsement and JK-X's approval
    - Propose new recommendations for JWC's approval
  - Align and consolidate initiatives within export ecosystem in other national blueprints to avoid duplication and to provide micro perspectives of initiatives as well as its progress
  - Finalise the implementation plan (incl. target, KPI, budget, timeline)
  - Present to JWC on outcomes of meeting related to findings, proposals, initiatives taken and achievement of recommendations in NTBp using standard presentation guidelines every four months.
  - Submit progress updates every four months after the meeting to PMO using standard templates or established monitoring system (for overall reporting).

## Project management office to integrate all the functions of the governance structure

- The role encompasses:
  - Tracking, monitoring and reporting of export promotion programmes and NTBp recommendations.
  - Ensure proper organisation of JWC and JK-X meetings.



# CONCLUSION



The National Trade Blueprint is an important agenda for the development of Malaysia's exports. For the successful outcome of the National Trade Blueprint, the partnership and joint efforts of all stakeholders involved in the export value chain will be crucial. Successful implementation of this blueprint will see an export sector that is more coordinated, more skilled, more resilient and better informed. The 8 strategic thrusts mapped out in the blueprint will help enhance trade competitiveness, push for high value-added activities, and increase visibility of Malaysia's exports; an institutional mechanism that will lift the nation's exports to a higher and more sustainable growth trajectory.



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