



MALAYSIAN FRIENDSHIP & TRADE CENTRE (MFTC), TAIPEI

NEWSLETTER

TAIWAN R.O.C.



FROM THE MFTC PRESIDENT

Greetings from the Malaysian Friendship and Trade Centre Taipei!

The Malaysian Friendship and Trade Centre Taipei was set up in 1987 and we have had 9 Presidents since then. We have a personnel of 37 with 12 Home based staff and 25 Locally Recruited Staff, mainly Taiwanese. There are 5 Divisions in MFTC namely, MATRADE, MIDA, Tourism Malaysia, Visa and General Affairs.

The first half of 2016 saw the Inauguration of President Tsai Ing Wen on 21 May. She has formulated the New Southbound Policy which focuses on enhancing bilateral trade, investment, tourism and education between Taiwan and ASEAN countries, India, Australia and New Zealand. The Taiwan-ASEAN Parliamentary Friendship Association has been formed to promote people to people relations.

Taiwan is ranked as Malaysia's 6th biggest trading partner. The total trade between Malaysia and Taiwan from January to August this year was recorded at USD9.52 billion which was an increase of about 4.2% for the same period in 2015. Major export sectors from Malaysia in the order of importance include; electrical & electronic, optical and scientific equipment, chemicals & chemical products; and manufactures of metal.

On the investment front, Taiwan's investment in Malaysia as of June 2016 based on approved projects by industries; comprising manufacturing, services and regional establishment, stood at a total of USD196.1 million. Major manufacturing sectors for the Taiwanese investment in Malaysia are; rubber products, chemical & chemical products, food manufacturing, transport equipment and electrical & electronics products.

HOME-BASED STAFF

YBhg. Datuk Adeline Leong

President

En. Anwar Udzir

Deputy / Director of Economics

En Mohammad Firdaus Oging

Manager

Pn Suziana Mohamad / Pn Hasniza Abd Manan

Personal Assistant to President

OTHER DIVISIONS

Cik Aimi Mohd Yusoff

Director of General Affairs

Pn Zainon Sapuan

Secretary to Director of General Affairs

En Mohamad Shukri Nawi / En Muhammad Amri Muhammad Sum

Director of Visa

En Zahari Udin

Assistant Director of Visa

Pn Jamaliah Jamaludin / Pn Saudah Mat Isa

Director of Trade

Pn Nurullydia Ahmad

Director of Investment

En Ahmad Faisal Mohamed

Director of Tourism

En Amree Hanan Abdul Halim

Assistant Director of Tourism



All Staff of Malaysian Friendship and Trade Centre, Taipei

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On Tourism, as of August 2016, tourist arrivals from Taiwan was recorded at 216,217 visitors. The number represent an increase of 5.8% in arrivals from January to August this year.

We have had visits from the Johor Chamber of Commerce and the Federation of Sabah Industries. A briefing by the Taiwan Bureau of Foreign Trade (BOFT) was giving to the 60 delegates from the Johor Chamber of Commerce who visited MFTC in March. When the Federation of Sabah Industries visited in April, MATRADE Taipei organized 105 business matching meetings between the 19 delegates from FSI and Taiwan companies. An MOU was also signed between FSI and the China Taipei SME Association.

There is a strong Malaysian Students Association in Taiwan as there are 15,500 Malaysian students studying in the 160 Taiwan Universities here. The MSAIT have been organizing the SUKMA Games on an annual basis with 300 students participating in sports like basketball, volleyball and badminton. The 2nd SUARA Malaysia was organized in March amongst the Malaysian university students and the winner, Jingle Teh has been performing at our Malaysian events in Taiwan. Together with the Malaysian Creative and Cultural Association (MCCA), MSAIT also organized the Malaysian Arts Festival in April to promote the creative writing and artistic talents of the Malaysian students.

YB Dato' Seri Tiong, PM's Special Envoy to East Asia which includes Taiwan has been very active in looking after the welfare of the Malaysian students. He has made 5 trips to Taiwan the first half of this year including a visit during the Tainan earthquake in February. For his great effort in promoting trade and cultural ties between Taiwan and Malaysia he was awarded the Friendship Medal for Diplomacy by the Taiwan Minister of Foreign Affairs in March 2016.

We also have an active Malaysian Chamber of Commerce and Industry in Taiwan headed by Datuk James Lau. MAYCHAM organized a Malaysian Enterprises Recruitment Fair in Taipei 2016 for Malaysian students together with FATUM, the Federation of Alumni Taiwan Universities Malaysia in June.

Where Taiwan students are concerned, 40 of them from the Oriental Institute of Technology went to Penang for a 6 week Internship in Malaysian companies in E&E Industry, Hospital and Hypermarket.

MFTC strives to work hard with other agencies to further enhance the bilateral relations between Taiwan and Malaysia. We look forward to more activities to strengthen our role in the future.

Datuk Adeline Leong

President

Malaysian Friendship and Trade Centre



COURTESY CALL TO INCOMING PRESIDENT TSAI ING WEN ON 25 APRIL 2016 BY DATUK ADELIN LEONG, THE PRESIDENT OF MFTC, EN ANWAR UDZIR, DEPUTY / DIRECTOR OF ECONOMICS AND DATUK JAMES LAU, PRESIDENT OF MALAYSIA CHAMBER OF COMMERCE & INDUSTRY, TAIPEI.



YB DATO' SERI TIONG KING SING RECEIVING HIS FRIENDSHIP MEDAL OF DIPLOMACY BY MINISTER OF FOREIGN AFFAIRS TAIWAN, H.E. DAVID LIN ON 28 MARCH 2016.



COURTESY CALL BY FEDERATION OF SABAH INDUSTRIES (FSI) IN APRIL 2016



PERWAKILAN VISIT TO NATIONAL PALACE MUSEUM IN MARCH 2016



MFTC PRESIDENT'S VISIT TO INDIGENOUS PEOPLE CULTURAL PARK IN PINTUNG— APRIL 2016.



PRESIDENT, DATUK ADELIN LEONG, PUAN JAMALIAH JAMALUDDIN AND MS. DAPHNE CHOU FROM MATRADE, PUAN NURULLYDIA AHMAD FROM MIDA AND EN AHMAD FAISAL MOHAMED FROM TOURISM MALAYSIA IN RADIO INTERVIEW WITH RADIO INTERNATIONAL TAIWAN IN JUNE 2016.



MALAYSIAN ENTERPRISES RECRUITMENT FAIR IN TAIPEI IN JUNE 2016 ORGANIZED BY MALAYSIAN CHAMBER OF COMMERCE AND INDUSTRY (MAYCHAM) AND FEDERATION OF ALUMNI TAIWAN UNIVERSITIES MALAYSIAN (FATUM).



TAIWAN UNIVERSITY STUDENTS FROM ORIENTAL INSTITUTE OF TECHNOLOGY (OIT) - INTERNSHIP IN PENANG IN JUNE 2016

Highlights Tourism Malaysia Taipei



Travel Talk : Diving Tourism in Malaysia
26 March
AMBA Hotel Ximending



Taipei Tourism Exposition
11 – 15 May
Taipei World Trade Centre



Malaysian Food Festival
26 May – 5 June
The Lalu Sun Moon Lake





MATRADE TAIPEI



Networking Dinner hosted by Importer & Exporter Association of Taipei.



Briefing with Industrial Development Bureau.



One on One Business between Malaysian exporter and Taiwan importer.



Promotional booth with Tourism Malaysia during TAITRA exhibition.



Trade fair visit and supporting of Malaysian products and services at Taipei Nangang Exhibition Hall.



Visit and Information changing at Automotive Research & Testing Center.

MIDA TAIPEI (Investment Division)

The Malaysian Investment Development Authority (MIDA), is the government's principal agency for the promotion of the manufacturing and services sectors in Malaysia. Incorporated as a statutory body under the Malaysian Industrial Development Authority (MIDA) Act, the establishment of MIDA in 1967 was hailed by the World Bank as "the necessary impetus for purposeful, positive and coordinated promotional action" for Malaysia's industrial development. Today, MIDA's is Malaysia's cutting-edge, dynamic and pioneering force in opening pathways to new frontiers around the globe.

MIDA Taipei assists companies in Taiwan which intend to invest in the manufacturing and services sectors, as well as facilitates the implementation of their projects. The wide range of services provided by MIDA Taipei include providing information on the opportunities for investments, as well as facilitating companies which are looking for joint venture partners.

Activities

For the first half of 2016, MIDA Taipei has actively promoted Malaysia as the 'Profitable Investment Destination in Asean' to Taiwanese investors in the Manufacturing and Services sectors. Series of promotions such as seminar, presentations, talks, discussions and answering enquiries has been done to ensure the companies in Taiwan received the 'first-hand' information regarding setting up their business in Malaysia. In addition, MIDA Taipei also arranged the inbound and outbound visits from Ministries, Government Agencies, State delegations and potential investors from/to Taiwan and Malaysia. Among the programs and events attended in the first half of 2016 are as follows:



*Legend : 1. Director of Investment, Mdm Nurullydia attending enquiries at the Halal Seminar Malaysia 2016 in Taipei
 2. Director of Investment, Mdm Nurullydia Ahmad speaking at the APEC SME Workshop during COMPUTEX Taipei 2016
 3. Director of Investment, Mdm Nurullydia with Director General of Institute for Information Industry, Mdm Meili Hsiao in Taipei
 4. MIDA Taipei arranged a visit consist of Taiwan companies in the Petrochemical Industry to Johor, Malaysia.
 5. MIDA Taipei with Malaysia Digital Economic Corporation (MDeC) in a fruitful meeting with E-commerce Industry players in Taipei.
 6. Director of Investment, Mdm Nurullydia as a speaker in the Seminar on Investment Opportunities in Malaysia with other speakers.*

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