



MALAYSIAN FRIENDSHIP & TRADE CENTRE (MFTC), TAIPEI

NEWSLETTER



Sabah Women Entrepreneurs and Professionals Association (SWEPA) visit

FROM THE MFTC PRESIDENT

Greetings from the Malaysian Friendship and Trade Centre Taipei!

This E-Newsletter covers the months of Jan—June 2017. The year started with the Meeting of the Malaysia-Taiwan Economic Cooperation on 17 January 2017, co-chaired by YBhg. Datuk Isham Ishak, Deputy Secretary General of MITI and Ms. Jenni Yang, Director General of BOFT, Bureau of Foreign Trade Taiwan.

The discussion focused on the halal industry, MOU between TAITRA and MATRADE, E-Commerce, IOT - Internet of Things, the Aerospace Industry and SMEs capacity building. One of the outcome of the meeting is that SME Corp will link up 10 companies in Malaysia with 10 companies in Taiwan. TAITRA will be holding a Taiwan Excellence Expo in Malaysia in July 2017 on E Commerce, Halal Industry, Culture, Education and Tourism.

With the Taiwan Government's emphasis on the New Southbound Policy, a courtesy call was made to Minister John Deng who is in charge of the New Southbound Policy. As a result of the policy, an Islamic Youth Program was set up where 10 Malaysia youths were invited to participate in a Muslim Youth Camp in May.

With the strong emphasis on the halal industry, TAITRA (Taiwan Trade) has set up a Halal Promotion Centre to promote halal products and to encourage business to venture into the halal industry. We are encouraging Taiwan companies to come to Malaysia to manufacture the halal products in the Halal parks so that they can have the JAKIM Halal Certification and logo which is internationally recognized.

YB Dato' Seri Tiong King Sing, Minister in the Prime Minister's Department and PM's Special Envoy to East Asia came for the opening and closing of SUKAM Malaysia organized by the Malaysian Students Association in Taiwan (MSAIT) in the first week of May. He led a delegation of 50 businessmen and youth from Sarawak to visit Taiwan Industries in Kaoshiung, Tainan, Yunlin, Chiayi, Taichung and the Ministry of Agriculture in Taipei. Whilst in Taiwan, he hosted three Malaysia Nights in Kaoshiung, Taipei and Taichung each of which was attended by 500 students.

HOME-BASED STAFF

YBhg. Datuk Adeline Leong

President

En. Anwar Udzir

Deputy / Director of Economics

En Mohammad Firdaus Oging

Manager

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 Muhammad Amri Muhammad Sum

Director of Visa

En Zahari Udin / Pn Haslinna Abdul Karim

Assistant Director of Visa

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



Breakfast to celebrate International Women's Day organized by the Australian Office on 8 March 2017

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An MOU between the Sabah Museum and the Taiwan Indigenous People Development Centre of Council of Indigenous People was signed on 30 May 2017 at the Sabah Museum, Kota Kinabalu, Sabah. The 10 member delegation from the Council of Indigenous People was led by the Minister, Mr. Icyang Parod who witnessed the signing of the MOU. The MOU paves the way for the exchange of artifacts, research and development programmes and capacity building. The Minister and Council of Indigenous People delegation attended the Harvest Festival in Sabah and the Gawai Festival in Sarawak.

Other MOUs signed in June were between FMM, the Federation of Manufacturers Malaysia and CNFI, the China National Federation of Industries. The FMM delegation led by its Vice President, YBhg. Dato' Dr. Ir. Andy Seo Kian Haw, attended the 70th Anniversary of IEAT, the Importers and Exporters Association of Taipei. FMM also signed on MOU with IEAT.

MFTC will continue to support the New Southbound Policy which not only encompasses trade and investment but covers other areas such as tourism, education and culture.

Datuk Adeline Leong
President, MFTC



PRESS RELEASE IN DAILY EXPRESS, SABAH :
SIGNING OF MOU BETWEEN SABAH MUSEUM
AND THE TAIWAN INDIGENOUS PEOPLE
DEVELOPMENT CENTRE



DINNER HOSTED FOR MINISTER OF
INDIGENOUS PEOPLE, MR. ICYANG PAROD
BY YBHG. DATUK ADELINE LEONG.



MALAYSIA-TAIWAN ECONOMIC COOPERATION COMMITTEE (MTECC) MEETING BETWEEN BUREAU OF FOREIGN TRADE, MINISTRY OF ECONOMICS AFFAIRS (BOFT) AND MITI, MALAYSIAN INTERNATIONAL TRADE & INDUSTRY ON 17 JANUARY 2017.



COURTESY CALL ON MINISTER H. E. JOHN DENG, NEW SOUTHBOUND POLICY OFFICE ON 3 FEBRUARY 2017.



TAOYUAN AIRPORT MRT TEST RIDE ACTIVITY BY TAOYUAN CITY GOVERNMENT ON 16 FEBRUARY 2017 WITH TAOYUAN CITY MAYOR, MR. STEVEN WEN-TSAN CHENG.



COURTESY CALL ON MINISTER OF ECONOMIC, MINISTRY OF ECONOMIC AFFAIRS (MOEA), H.E. CHIH-KUNG LEE ON 24 MARCH 2017.



LECTURE “TO KNOW MALAYSIA IS TO LOVE MALAYSIA” BY YBHG. DATUK ADELINE LEONG, THE PRESIDENT OF MFTC AND MS. DAPHNE CHOU OF MATRADE TAIPEI TO TALENT DEVELOPMENT INSTITUTE FOR LOCAL GOVERNMENT ON 31 MARCH 2017.



COURTESY CALL BY MS. MOIRA TURLEY, NEW DIRECTOR OF NEW ZEALAND COMMERCE AND INDUSTRY OFFICE ON 5 APRIL 2017.



OPENING CEREMONY OF MALAYSIA FOOD FESTIVAL AT TAIPEI GARDEN HOTEL ON 5 APRIL 2017.



VISIT TO ACADEMIA SINICA ON 7 APRIL 2017 WITH PRESIDENT JAMES LIAW OF ACADEMIA SINICA.



OPENING AND UNVEILING CEREMONY OF TAIWAN HALAL INDUSTRY PROMOTION CENTER BY TAITRA ON 21 APRIL 2017.



OPENING CEREMONY OF THE 3RD MALAYSIA ART FESTIVAL IN TAIWAN BY MSAIT & MCCA ON 22 APRIL 2017 WITH YBHG. DATUK JAMES LAU, PRESIDENT OF MALAYSIA CREATIVE AND CULTURE ASSOCIATION AND PRESIDENT MIKO CHONG OF MSAIT.



SEMINAR ON NEW SOUTHBOUND ING TO INDONESIA, MALAYSIA, PHILIPPINES AND CAMBODIA BY TAITRA AND BUREAU OF INTERNATIONAL TRADE, MINISTRY OF ECONOMIC AFFAIRS (MOEA) ON 27 APRIL 2017.



MALAYSIA NIGHT AT TAIPEI ON 3 MAY 2017 WITH HOST YB DATO' SERI TOING KING SING, PM'S SPECIAL ENVOY TO EAST ASIA.



SHANGHAI COMMERCIAL & SAVINGS BANK
SCHOLARSHIP PRESENTATION CEREMONY
ON 5 MAY 2017.



PRE-IPO PRESENTATION BY ALL COSMOS
BIO-TECH HOLDING CORPORATION ON 10
MAY 2017. PRESIDENT IS DATO' TONY PENG.



MOTHER'S DAY CELEBRATION BY
PERWAKILAN TAIPEI ON 14 MAY 2017.



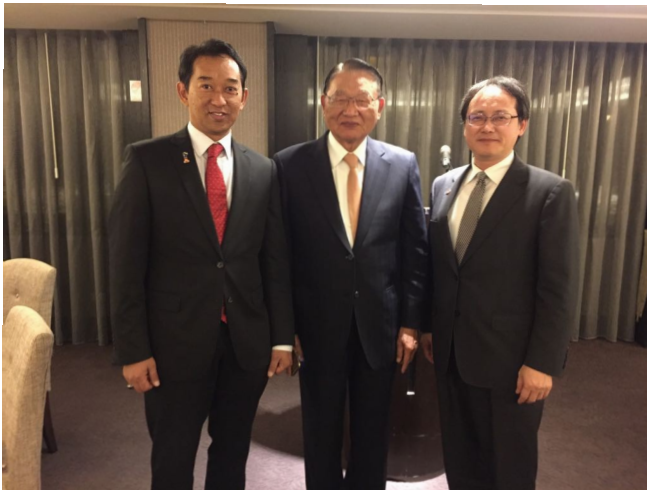
2017 DRAGON BOAT FESTIVAL - FRIENDSHIP
DRAGON BOAT RACING BY TAINAN CITY
GOVERNMENT ON 25 MAY 2017.

FROM THE DESK

DEPUTY OF THE PRESIDENT



UP : WITH MS. HUNG HSIU-CHU, THE CHAIRMAN OF KMT AND REPRESENTATIVE OF BRAZIL OFFICE WHILE ATTENDING THE KUOMINTANG DIPLOMATIC RECEPTION ON 24 JANUARY 2017.



RIGHT : WITH MS. AIMI MOHD YUSOFF, DIRECTOR OF GENERAL AFFAIRS AND THE PRESIDENT AS WELL AS EXECUTIVE MEMBERS OF MALAYSIAN STUDENTS ASSOCIATION IN TAIWAN (MSAIT) AT THE CLOSING CEREMONY OF MALAYSIA ART FESTIVAL ON 30 APRIL 2017.

DOWN : WITH ASEAN REPRESENTATIVES AT THE TAIWAN –ASEAN BUSINESS COUNCIL (TABC) 2017 LUNAR NEW YEAR CELEBRATION ON 9 FEBRUARY 2017.



LEFT : LUNAR NEW YEAR DINNER HOSTED BY DR. P. K. CHIANG (MIDDLE), SENIOR ADVISOR OF CTBC FINANCIAL HOLDING ON 14 FEBRUARY 2017.





UP : GIVING A TALK TO STUDENT OF CHENG CHUNG UNIVERSITY IN CHIAYI, TAIWAN ON 4 MAY 2017.



UP : WITH SENIOR STAFF AND STUDENTS OF ORIENTAL INSTITUTE OF TECHNOLOGY DURING ITS FLAG PRESENTATION CEREMONY ON 14 JUNE 2017 BEFORE THE STUDENTS UNDERTAKE THEIR INTERNSHIP ASSIGNMENT IN MALAYSIA.

DOWN : DELIVERED A SPEECH AT TAIWAN HALAL INTEGRITY DEVELOPMENT ASSOCIATION (THIDA) 2017 GENERAL ASSEMBLY MEETING & MINI HALAL EXPO ON 10 MAY 2017.



RIGHT : AT A LUNCHEON HOSTED BY H.E. DR. FRANCOIS CHIH-CHUNG WU, DEPUTY MINISTER OF FOREIGN AFFAIRS IN HONOUR FOR PARTICIPANTS OF 2017 MUSLIM YOUTH EXCHANGE CAMP ON 18 MAY 2017.



The Launching of Nekaraku Expression Programme

On 18 March 2017, Prime Minister of Malaysia, Dato' Sri Najib Tun Abdul Razak launched the "*Ekspresi Nekaraku*" (Nekaraku Expression) programme at Dataran Putrajaya. The programme, aimed at showcasing Malaysia's multiracial, multiethnic and multi-religious unity will allow Malaysians to demonstrate their feelings and expression for the country.

The Prime Minister, in launching the programme said, ***"Patriotism is the foundation and main element for a strong identity which we need to foster if we want to be a nation that is peaceful, harmonious and united,"...."This is the country of our birth, the place where we toddled when we were small, were schooled and grew up in, earn a living as adults and when the time comes, we will be laid to rest here, where we were born,".***

Among the initiatives under the Nekaraku programme include a national arts competition, contribution of story, poster competition, art exhibition and using Nekaraku logo in all the official government correspondence. If you have an interesting and patriotic story to share, about a Malaysian experience, encounter or interaction, you can share at <http://www.nekaraku.com>.

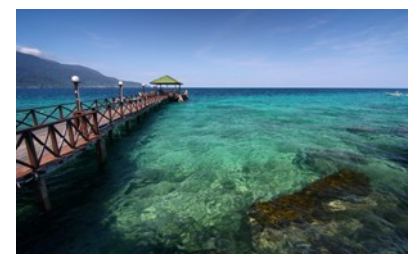
In this regard, the "Ekspresi Nekaraku" campaign should be supported by all Malaysians, irrespective of race, since its main objective is to help inculcate the spirit of patriotism, including Malaysians abroad. In conjunction with this year's National Day, *Ekspresi Nekaraku* is an appropriate platform to promote the "Nekaraku" initiative.

Visit Pahang Year 2017

This year the Pahang state government has launched Visit Pahang Year 2017 and has lined up events and festivals galore. As the largest state in the Peninsular of Malaysia with a whopping 36, 137 km² of total area, the state offers some of the more 'touristy' spots in Malaysia.

Some of Malaysia's famous highlands, recreational places, beaches and islands are located in Pahang. The Cameron Highlands, Genting Highlands, Bukit Tinggi and Fraser's Hill for people who just love to be one with nature; Gunung Tahan which rises 2, 187 meters above sea level; Taman Negara with activities such as rapid shooting, canopy walk and cave exploration; Kuala Gandah Elephant Sanctuary where you can interact with elephants; as well as Cherating and Teluk Cempedak are among the popular beach resort area; while Tioman island, dubbed as 'one of the 10 most famous islands in the world'.

Pahang's uniquely eclectic mix of Malay, Chinese, Indian and Indigenous Peoples makes it an even bigger draw for foreign tourists. Domestic and foreign tourists are welcomed to visit Pahang and for more information regarding travel info, destination, things to do and calendar of events, go to www.visitpahang.com or www.pahangtourism.org.my.



Highlights – Tourism Division

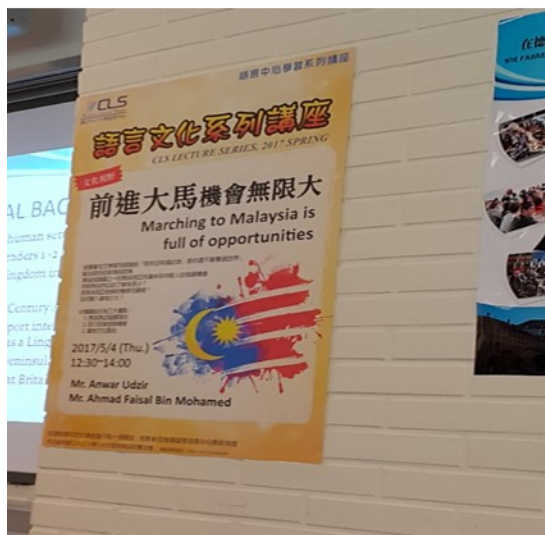
Jan – June 2017



Taste of Malaysia
6 – 31 March
Shangri-La's Far Eastern Plaza Hotel



Malaysia Food Promotion
10 April – 11 May
Taipei Garden Hotel



Student Cultural Seminar
4 May 2017
National Chung Cheng University, Chiayi





MATRADE TAIPEI ACTIVITIES HIGHLIGHT (JAN – JUNE 2017)

Malaysia External Trade Development Corporation (MATRADE) is Malaysia national trade promotion agency under the Ministry of International Trade and Industry (MITI). MATRADE's mission to promote Malaysia's export has enabled many local companies to carve new frontiers in global markets. MATRADE Taipei's establishment is to put the spotlight on capable Malaysian companies on the international stage as well as to enhance company's presence by facilitating their business needs and participation in



Taiwan New Year Market Fair 2017 was held on Jan 12 – 16 at TWTC, Hall 1. Four Malaysian companies participated in the fair; Gano Excel, Top Fruit, Omnimal Agency Sdn Bhd and Perfect Food Manufacturing Sdn Bhd. On 15 January, Datuk Isham Ishak, Deputy Secretary General (Trade), Ministry of International Trade and Industry (MITI) visited Malaysian companies and the fair.



Experience sharing and Networking Dinner by Papparich Taiwan on 15 January 2017 with Deputy Secretary General (Trade), Ministry of International Trade and Industry (MITI) in conjunction with his official visit to Taiwan and the 2nd Malaysia Taiwan Economic Cooperation Committee (MTECC) Meeting.



Datuk Isham Ishak, Deputy Secretary General (Trade), Ministry of International Trade and Industry (MITI) courtesy call to President/CEO of Taiwan External Trade Development Council (TAITRA), Mr Peter Huang on January 16, 2017 in conjunction with his official visit to Taiwan and the 2nd Malaysia Taiwan Economic Cooperation Committee (MTECC) Meeting.



Sime Darby Motor Kia Taiwan Spring Party on 17 February 2017.



Perbadanan Usahawan Nasional Berhad (PUNB) study mission to Taiwan from 20 – 22 February 2017. The mission headed by Tan Sri Haji Mohd Ali Mohd Rustam, the Chairman of PUNB.





Sourcing Taiwan 2017 was held on 29 March 2017. The programme organised by TAITRA and this year, 28 Malaysian companies; Ranhill Bersekutu Sdn Bhd, Pensonic Holding, Clara International, Lumihhaus, Combax etc. were selected by TAITRA to be part of the programme for the first time. More than 150 one-to-one business meetings conducted between Malaysian and Taiwanese companies.



Seminar on Malaysia ICT Industry updates & business opportunities under the New Southbound Policy on 13 April 2017. First collaboration programme with Taipei Computer Association (TCA).



MoU signing between DagangNet Berhad represent by Datuk Samsul, the Executive Deputy Chairman and Trade Vans Information Services Co. represent by Mr. Alan Hsu, the Chairman on 10 May 2017.



Trade Briefing on Malaysia Taiwan trade relationship under the New Southbound Policy at National Academy of Civil Service on 18 May 2017



National Aerospace Industry Coordinating Office (NAICO) & Malaysia Aerospace Industry Association (MAIA) study visit on Taiwan Aerospace Industry Development from 24 – 25 May 2017. The mission headed by Mr. Shamsul Kamar, Head of NAICO, MITI.



MoU signing between Federation of Malaysian Manufacturer (FMM) and Chinese National Federation and Industry (CNFI) on 13 June



MoU signing between Federation of Malaysian Manufacturer (FMM) and Importer and Exporter Association Taipei (IEAT) on 14 June 2017.



Under Malaysian Pavilion, 9 Malaysian companies; Perfect Food Manufacturing, London Biscuits Berhad, Almer Malaysia, Coconut Water, Himi Agricultural Biotech (Sabah), Kit Hin, Musc, Food Take and Sakti Food Industries exhibited at Taipei Food Show 2017 from 21 – 24 June 2017. A total of 40 one-to-one business meetings conducted on the 21 June and the business meetings concluded total sales of USD 971,000.



Director of Investment presenting the Investment Opportunities in Malaysia in a Seminar of New South-bound Policy in Taipei.



The 1st Investment Working Group was held in Taipei. In picture is MIDA Deputy CEO Datuk Rajendran and officials from Department of Investment Services.



Exploring the Internet of Thing and Investment in the Digital Economy with MDeC delegation in Taipei.



Visiting factories in the Rubber and supporting industries with companies from Malaysian Rubber Products Manufacturer Association (MRPMA) in Taichung.



Investment mission to Taiwan by Selangor, the Golden State of Malaysia,



A Round Table Meeting with Council of Agriculture, Leg. Yuan during Agro-Investment

GENERAL AFFAIRS DIVISION (GAD)

RIGHT : 3rd SUARA Malaysia in Taiwan at National Taiwan University of Science and Technology, Taipei by MSAIT on 8 April 2017.



LEFT : Sukan Malaysia 2017 organized by MSAIT National Taiwan University of Sport, Taichung on 6-7 May 2017.



RIGHT : MSAIT Dinner organized by General Affairs Division, Malaysian Friendship and Trade Centre (MFTC) on 12 May 2017, attended by Malaysian students in Taipei and MFTC Staff.



LEFT : Director's Meeting and Farewell Lunch for Ms. Aimi Mohd Yusoff on 17 May 2017, hosted by MIDA Taipei Office.



BAHAGIAN VISA



Majlis Perpisahan Penolong Atase Imigresen, En. Zahari bin Udin bersama Bahagian Visa Taipei.



Menyambut Kehadiran Penolong Atase Imigresen yang baru, Puan Haslinna Abdul Karim dan Keluarga yang tiba pada 27 Mac 2017.



Sesi Serah Tugas En. Zahari Udin dan Laporan Diri Puan Haslinna Abdul Karim kepada TYT Datuk Adeline Leong, Presiden MFTC.



Menghantar pulang En Zahari Udin dan keluarga setelah tamat bertugas sebagai Penolong Atase Imigresen Taipei pada 30 Mac 2017.



Majlis Perasmian ROC ASEAN and Indian Parliamentaery Friendship Association



Majlis Perasmian Global Trade Pioneer Program anjuran Import Export Association of Taipei (IEAT) dan Bureau of Foreign Affairs (BOFT)



Atas Kiri : Perbincangan dengan CTCL



Atas Kanan : Perbincangan bersama Chief Secretary, Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs.

Kiri : Perkhidmatan Konsular semasa Sukan Malaysia (SUKMAS) 2017 di Taichung.

Selamat Hari Raya Aidilfitri 2017



***FROM THE PRESIDENT AND STAFF
MALAYSIAN FRIENDSHIP & TRADE CENTRE TAIPEI***

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