



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

# MITI WEEKLY BULLETIN

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## MALAYSIA CHAIRMAN OF ASEAN 2015

OUR PEOPLE, OUR COMMUNITY, OUR VISION

### MITI in the News

#### 1Malaysia Spirit at Davos Puts Malaysia Brand on World Stage

The 1Malaysia spirit shown by the Malaysian government, private sector and non-governmental organisation (NGO) delegates at the 45<sup>th</sup> World Economic Forum here have put the Malaysia brand squarely on the world stage.

Although Prime Minister Dato’ Sri Najib Tun Razak had to cut short his proceedings at the WEF this time to pay his last respects to Saudi Arabia’s King Abdullah Abdulaziz Al-Saud, who passed away early on Friday, the other Malaysian delegates worked hard to ensure Malaysia’s objectives at WEF were met.

International Trade and Industry Minister Dato’ Sri Mustapa Mohamed said although it was his eighth WEF participation, the response to brand Malaysia this time around was extraordinary.

“This time there was good cooperation among government, private sector and NGO delegates enabling us to achieve extraordinary success at the WEF,” he told Malaysian journalists after Friday’s ‘Malaysia Night’ featuring Malaysian cuisine and cultural performances.

Mustapa said Malaysia had managed to convince investors to continue to invest in the country as part of efforts to raise its profile as an important investment destination in the ASEAN region.

The Prime Minister’s clarifications on the nation’s economic situation convinced the international community that Malaysia has the potential to become the gateway to ASEAN, particularly with its chairmanship of the regional grouping this year.

At a business luncheon on Thursday, Najib, who is also Finance Minister, highlighted the region’s potential for continuous economic growth and



ibmalaysia.com

Malaysia’s strategic location as a gateway to a market of 620 million people.

The luncheon was attended by some 100 participants including captains of industry from 55 multinational corporations with a market capitalisation of between US\$2 trillion and US\$4 trillion as well as 39 local corporate leaders.

The latter group included Khazanah Nasional Managing Director Tan Sri Azman Mokhtar, PNB Group President and Chief Executive Officer (CEO) Tan Sri Hamad Kama Piah Che Othman, CIMB Group Holdings Bhd Chairman Datuk Seri Nazir Razak, Axiata President and CEO Datuk Seri Jamaludin Ibrahim, AirAsia Group CEO Tan Sri Tony Fernandes and UEM Group Chairman Tan Sri Dr Ahmad Tajuddin Ali.

“The Malaysia Night attracted some 1,500 guests from various countries, surpassing our initial target of 1,000 people.

“WEF delegates numbered about 3,000, so half of them attended our function, showing how great the Malaysia brand was at Davos,” he said.

“DRIVING Transformation, POWERING Growth”



The night featured popular Malaysian dishes such as sate, nasi briyani, rendang, sambal udang and nasi lemak besides teh tarik prepared by Kuala Lumpur Convention Centre chefs, as well as traditional Malaysian dances representing the country's cultural diversity including zapin and gendang.

The presence of renowned Kelantan-born fashion designer Zang Toi, Master Chef United Kingdom 2014 winner Ping Coombes and a video recording of world squash number one Datuk Nicol David were seen as an endorsement of the government's efforts.

Mustapa said the foreign media's unusual coverage of Malaysia this year also raised the nation's profile, not only as the ASEAN chair but also its potential for the future on the international stage.

Source: Bernama, 24 January 2015

## 'Make in India' Campaign, an Opportunity for Malaysian Firms



The 'Make In India' campaign which aims to attract more investments to the country offers immense potential for Malaysian firms, especially the construction and infrastructure companies.

While the campaign is slanted towards the manufacturing sector, the latter needs a conducive ecosystem to flourish including infrastructure, in which Malaysia is a strong player.

"We are not strong in the manufacturing sector, but we can participate in infrastructure development," Minister of International Trade and Industry Dato' Sri Mustapa Mohamed, who recently concluded a trade and investment mission to India, said.

Malaysia is no stranger in India's infrastructure development.

According to the Construction Industry Development Board (CIDB), Malaysian firms have completed infrastructure projects worth US\$5.1 billion (RM18.17 billion) in India.

Malaysian construction and infrastructure companies have vast opportunities opened up in India's effort to enhance its infrastructure and

connectivity towards a better manufacturing ecosystem, he said.

The services industry supporting the manufacturing ecosystem would also have opportunities to latch on the boom in the manufacturing sector in India.

The launch of such a mega investment promotion campaign is an excellent initiative as the increase of activities in the region would invigorate the supply and value chain in the area.

"Malaysian firms have good appetite in their ventures abroad and with the campaigns and initiatives in India.

"We hope more Malaysian companies can be active in India and likewise Indian companies in Malaysia," he said.

Malaysian intermediate export items have already been part of the Indian manufacturing chain as items such as chemicals, palm oil derivatives, parts and components as well as electrical & electronic products have been used by manufacturing companies in India to produce end-products, said Mustapa.

"We hope this trend would increase as investments flow into India to 'Make in India,'" said the minister.

Out of the 25 identified sectors, Malaysian companies have a presence in five sectors -- auto parts, construction, mining, road and highways, and aviation.

Hence, there are many more underserved areas with opportunities for Malaysian businesses, such as food processing, tourism, oil and gas, media and entertainment.

Indeed, Malaysian investment in India has been on an increasing trend.

In 2013, Malaysian investments in India recorded a significant increase of 43.89 per cent to reach RM6.04 billion (US\$1.92 billion) from RM3.39 billion (US\$1.09 billion) in 2012.

Malaysia-India total trade from January to November 2014 touched RM40.91 billion (US\$12.59 billion), while in 2013 it was RM42.12 billion (US\$13.38 billion).

Source: Bernama, 21 January 2015

## Opposition Claim Economy In Crisis Is Irresponsible

The opposition claim that the Malaysian economy is in crisis is absurd and irresponsible, says International Trade and Industry Minister Dato' Sri Mustapa Mohamed.

He said the baseless accusation made by the opposition, which compared the country's current economic situation to the likes of the 1997/1998 economic financial crisis, was not based on facts and indepth research.

"In actual fact, in matters concerning core issues such as the nation's economy, racial ties and religion, we must think as one.

"In this aspect, it is clear that the opposition is attempting to shake the confidence of people and the international community of Malaysia's economic prospects.

"This is an irresponsible action," he told Malaysian reporters on the sidelines of the World Economic Forum which began here on Tuesday.

Describing the current economic situation as challenging, Mustapa said the situation today was far different from what occurred during the 1997/1998 crisis.

"We admit that the value of our currency (ringgit) has depreciated between 10 and 11 per cent (now) but it eroded steeply from RM2.50 to almost RM5.00 against the US dollar during the 1997/98 crisis.

"Back then, our reserves dwindled but now it is still hovering around US\$100 billion. Our financial institutions were in trouble but today they are strong and resilient with hefty reserves and surplus liquidity," he added.

On Tuesday, Prime Minister Dato' Sri Najib Tun Razak, in a special address to the nation, said Malaysia was neither in a recession nor a crisis as claimed recently by some opposition leaders.

He announced several proactive measures aimed at making the necessary adjustments following the challenging external developments which were beyond the government's control.

Mustapa said the measures announced were not hastily decided but after conducting a month-long indepth and precise study by the Ministry of Finance, Bank Negara Malaysia and the Economic Planning Unit of the Prime Minister's Department.

"The explanation given by the prime minister took into account current changes and what's important is the



government took time to study policy changes that were necessary to be made to ensure the country's financial standing remained strong and intact," he said.

Asked if investor sentiment had been eroded by the negative perception of the opposition, Mustapa said their confidence in the economy was intact as the economic growth figures were encouraging.

As such, he said Najib's announcement was realistic in preparing the nation to face global economic challenges.

On the ongoing WEF, Mustapa said Najib would meet about 45 investors to provide them with a detailed explanation of the country's economic status and recent measures taken to ensure economic and financial resilience.

Approximately 40 heads of state and government, together with 2,500 corporate leaders from 140 countries will attend the five-day forum themed, "The New Global Context".

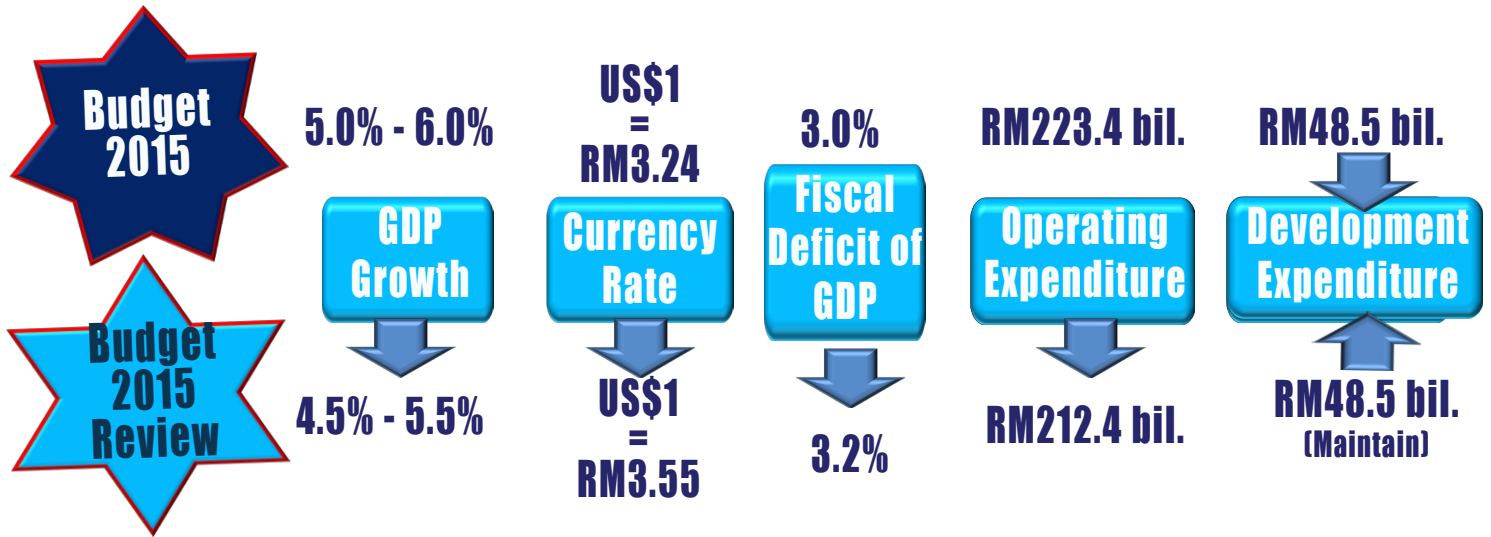
The annual WEF, which also serves as a platform in promoting public-private cooperation, will look at ten specific global challenges that is affecting the economy across the globe and ways to overcome the adverse impact and risks to the local economy.

Source: Bernama, 21 January 2015



# Malaysia Not in a Crisis

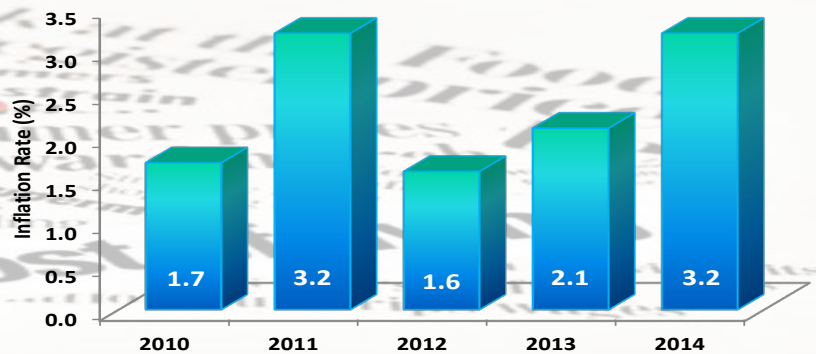
YAB Dato' Sri Mohd Najib bin Tun Abdul Razak, Malaysia's Prime Minister, announced the budget review to ensure Malaysia's economy continues to grow at a respectable and reasonable pace by introducing specific and proactive measures. Highlight of the budget review are as follows:



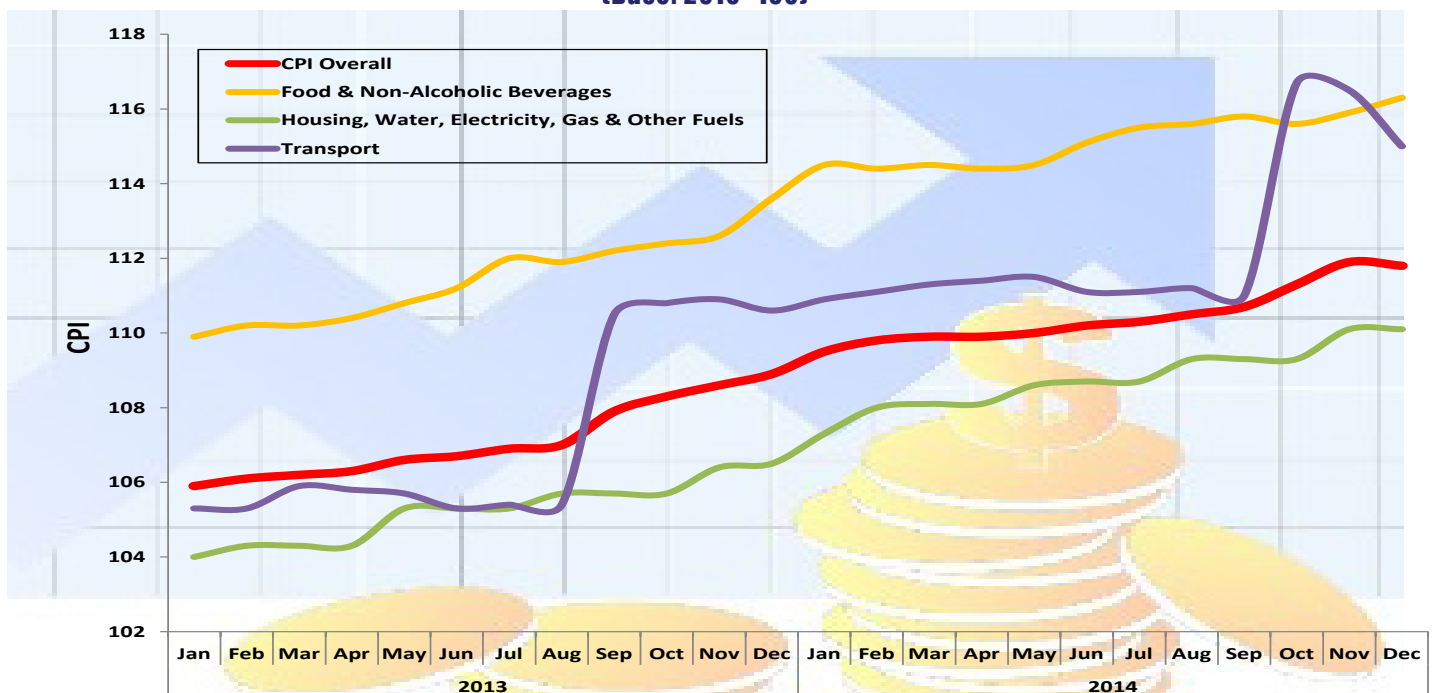
## Malaysia - Consumer Price Index and Inflation Rate

### Inflation Rate, 2010 - 2014

y-o-y change of consumer price index (CPI)



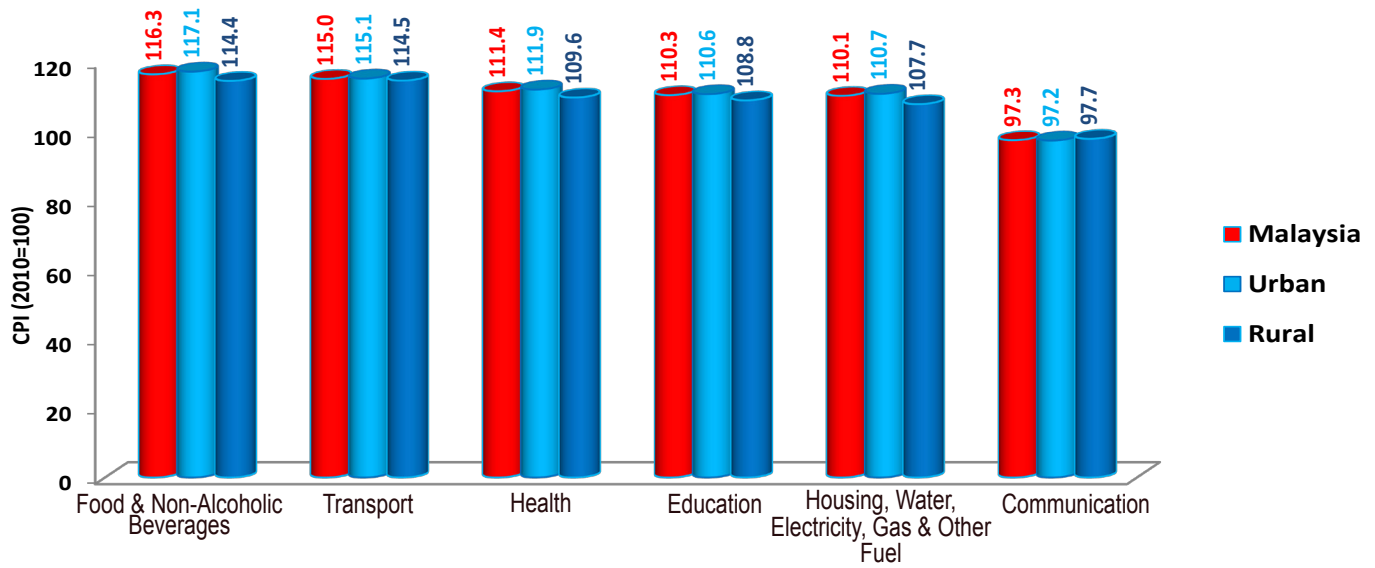
### Monthly CPI for Select Main Groups, January 2013 - December 2014 (Base: 2010=100)



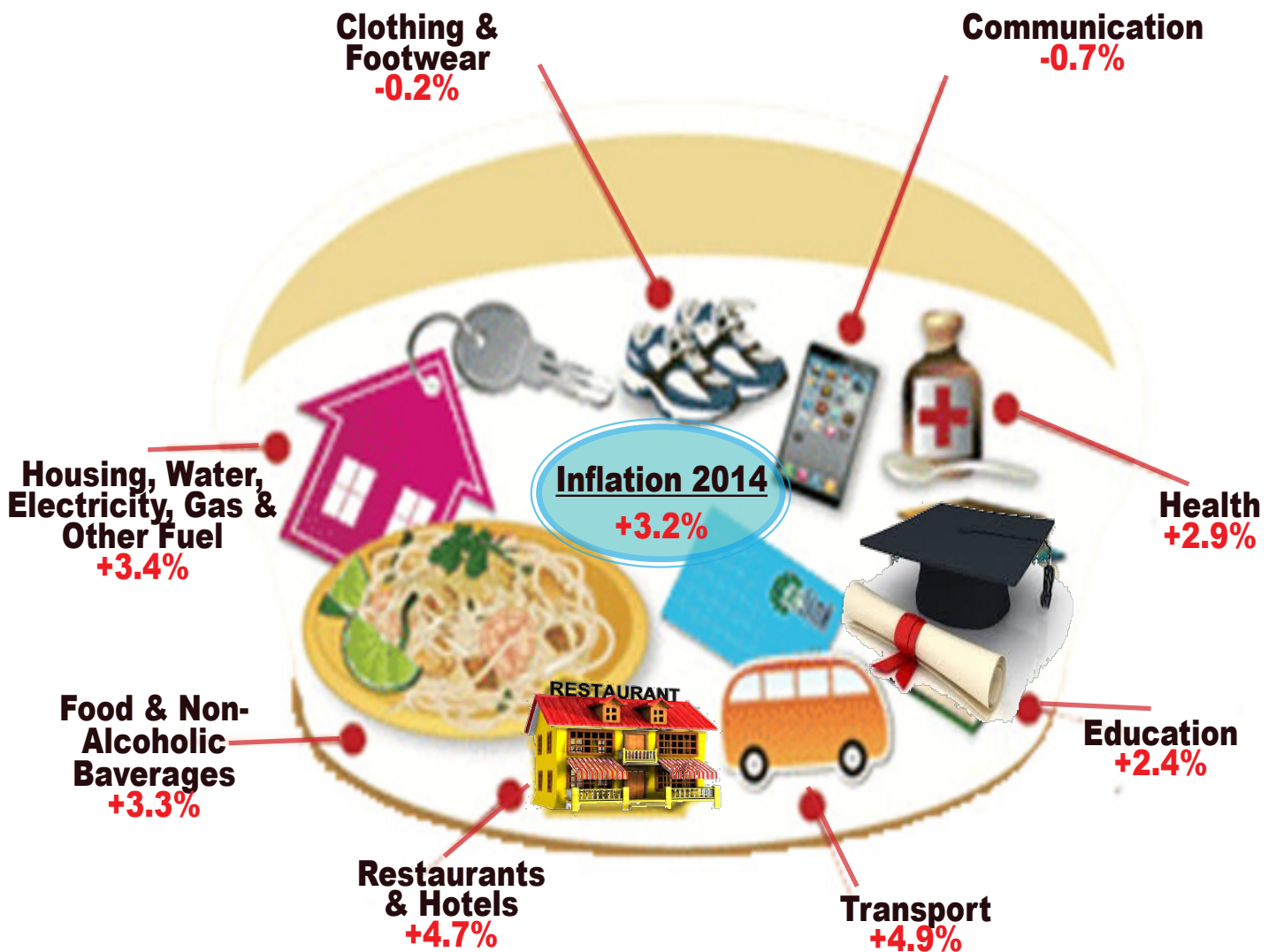
"DRIVING Transformation, POWERING Growth"

# CPI for Select Main Groups, December 2014

(Based: 2010=100)



# Inflation Rate for Select Categories, 2014



"DRIVING Transformation, POWERING Growth"

Source: Malaysia Department of Statistics



# “ASEAN and You”

**Top  
10**



## Universities in ASEAN 2014

**ASEAN  
Ranking**

**World  
Ranking**

University Logo	University Name	Flag	ASEAN Ranking	World Ranking
	<b>National University of Singapore</b>		<b>1</b>	<b>22</b>
	<b>Chulalongkorn University</b>		<b>2</b>	<b>40</b>
	<b>Universiti Putra Malaysia</b>		<b>3</b>	<b>41</b>
	<b>Universitas Indonesia</b>		<b>4</b>	<b>61</b>
	<b>Institut Pertanian Bogor</b>		<b>5</b>	<b>69</b>
	<b>De La Salle University - Dasmariñas</b>		<b>6</b>	<b>70</b>
	<b>Mahidol University</b>		<b>7</b>	<b>71</b>
	<b>Universiti Malaya</b>		<b>8</b>	<b>72</b>
	<b>Universitas Negeri Semarang</b>		<b>9</b>	<b>73</b>
	<b>Mahasarakham University</b>		<b>10</b>	<b>74</b>

Source: GreenMetric Ranking 2014

“DRIVING Transformation, POWERING Growth”

# Save the Date...

## ASEAN-OECD Conference And Meetings On Good Regulatory Practice



Our People. Our Community. Our Vision  
**MALAYSIA 2015**



**BETTER. POLICIES FOR BETTER LIVES**

The government of Malaysia, as the 2015 Chair of ASEAN together with the Organisation for Economic and Co operation Development (OECD) as its knowledge partner will host three events on 9-12 March 2015 to assist embedding Good Regulatory Practice (GRP) across ASEAN in 2015:

### Monday 9 March 2015: ASEAN OECD Centres of Government Meeting (by invitation)

Hosted by the Chief Secretary to the Government of Malaysia, this high level meeting will focus on the role of GRP to drive more responsive public administration. The meeting will bring together the Heads of Public Administrations, Prime Minister's Offices, Cabinet Secretaries, and Secretaries-General of the Government from across ASEAN and OECD countries.

### Tuesday 10 – Wednesday 11 March 2015: ASEAN-OECD GRP Conference

The conference will provide a high-level platform to initiate a broader agenda on GRP within ASEAN that can support closer intra- and inter-regional connectivity and economic integration. The conference will bring together government officials and regulators from AMS and OECD countries, representatives of business and civil society, academia, regional and international organisations.

### Thursday 12 March: ASEAN OECD Good Regulatory Practices Network Meeting (by invitation)

Chaired by Malaysia and New Zealand, this meeting will provide a government-to-government discussion on advancing the GRP agenda nationally as well as regionally. The meeting will bring together senior officials responsible for GRP initiatives in individual AMS, with the support of OECD peers.

More detailed information, including an agenda, invite and registration forms will be forthcoming in early 2015. For further information please contact: [2015GRPConference@oecd.org](mailto:2015GRPConference@oecd.org)



# GOOD REGULATORY PRACTICE (GRP)

## GUIDING PRINCIPLES for PUBLIC CONSULTATION

TRANSPARENCY WITH  
ACCESSIBILITY

1

4

INCLUSIVENESS THAT IS  
EQUITABLE

2

ACCOUNTABILITY

TIMELY AND INFORMATIVE

5

COMMITMENT

3

6

INTEGRITY WITH MUTUAL  
RESPECT



RIS Portal: [ris.mpc.gov.my](http://ris.mpc.gov.my)

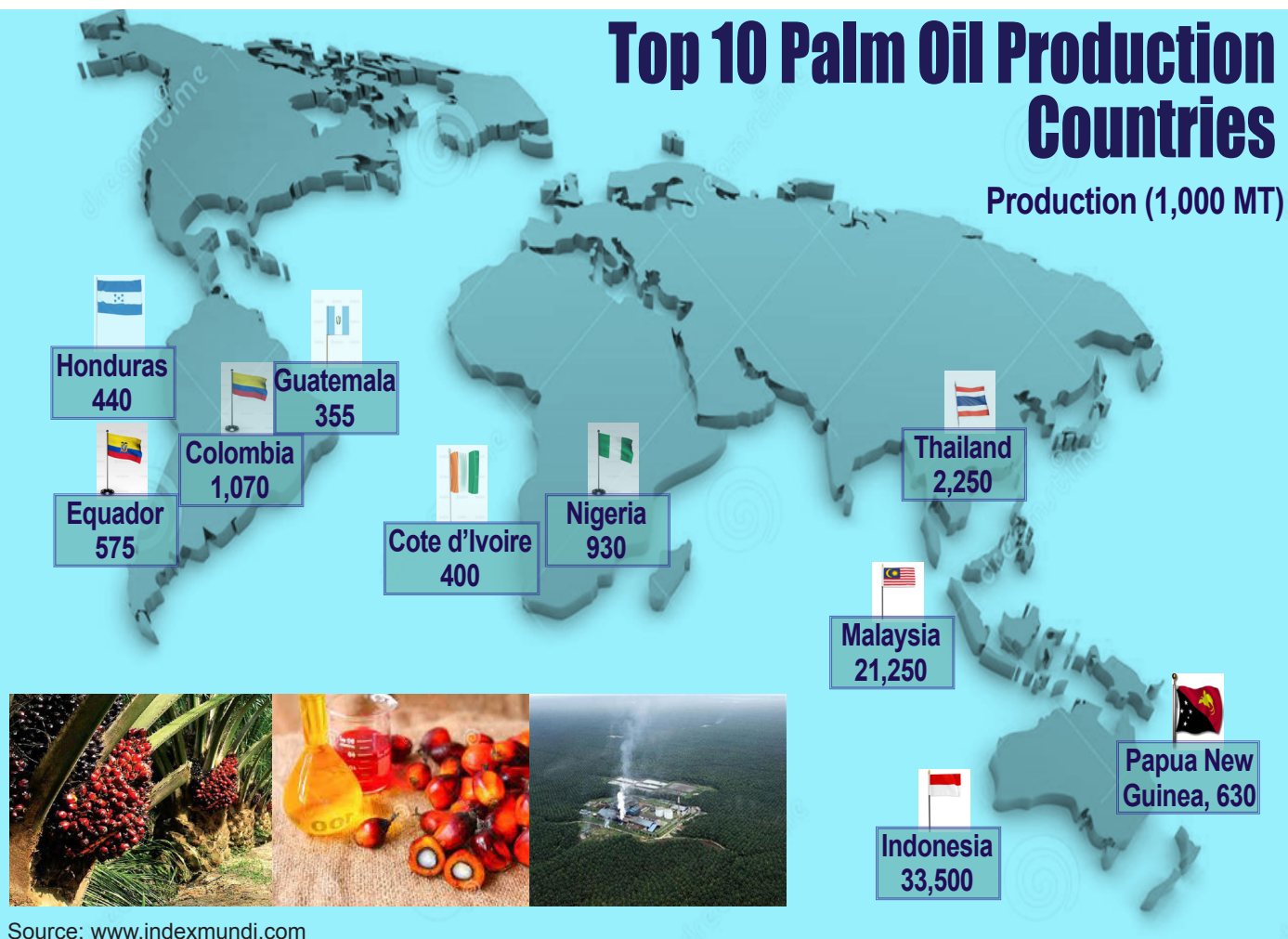
Email: [regulatoryreview@mpc.gov.my](mailto:regulatoryreview@mpc.gov.my)

**Transformation . Innovation . Partnership**

## Do you know?

### Top 10 Palm Oil Production Countries

Production (1,000 MT)



Source: [www.indexmundi.com](http://www.indexmundi.com)



# Number and Value of Preferential Certificates of Origin (PCOs)

## Number of Certificates

	30 Nov 2014	7 Dec 2014	14 Dec 2014	21 Dec 2014	28 Dec 2014	4 Jan 2015	11 Jan 2015	18 Jan 2015
AANZFTA	915	919	602	879	746	766	819	809
AIFTA	513	601	458	589	416	441	498	584
AJCEP	138	285	191	188	173	134	325	185
ATIGA	4,138	4,749	3,925	4,731	3,336	4,021	3,967	4,297
ACFTA	1,477	1,664	1,405	1,638	1,336	1,167	1,231	1,429
AKFTA	640	741	750	840	633	597	585	629
MICECA	253	274	251	305	223	314	267	266
MNZFTA	9	6	12	11	4	9	10	3
MCFTA	59	89	65	79	42	48	61	74
MAFTA	409	336	328	379	322	341	375	376
MJEPA	790	967	773	713	702	741	948	835
MPCEPA	157	143	151	113	122	124	157	160
GSP	158	122	93	162	136	94	144	112

Notes: The preference giving countries under the GSP scheme are Japan, Switzerland, the Russian Federation, Norway and Kazakhstan.



AANZFTA: ASEAN-Australia-New Zealand Free Trade Agreement (Implemented since 1 January 2010)



ATIGA: ASEAN Trade in Goods Agreement (Implemented since 1 May 2010)



AJCEP: ASEAN-Japan Comprehensive Economic Partnership (Implemented since 1 February 2009)



ACFTA: ASEAN-China Free Trade Agreement (Implemented since 1 July 2003)



AKFTA: ASEAN-Korea Free Trade Agreement (Implemented since 1 July 2006)



AIFTA: ASEAN-India Free Trade Agreement (Implemented since 1 January 2010)



MPCEPA: Malaysia-Pakistan Closer Economic Partnership Agreement (Implemented since 1 January 2008)



MJEPA: Malaysia-Japan Economic Partnership Agreement (Implemented since 13 July 2006)



MICECA: Malaysia-India Comprehensive Economic Cooperation Agreement (Implemented since 1 July 2011)



MNZFTA: Malaysia-New Zealand Free Trade Agreement (Implemented since 1 August 2010)

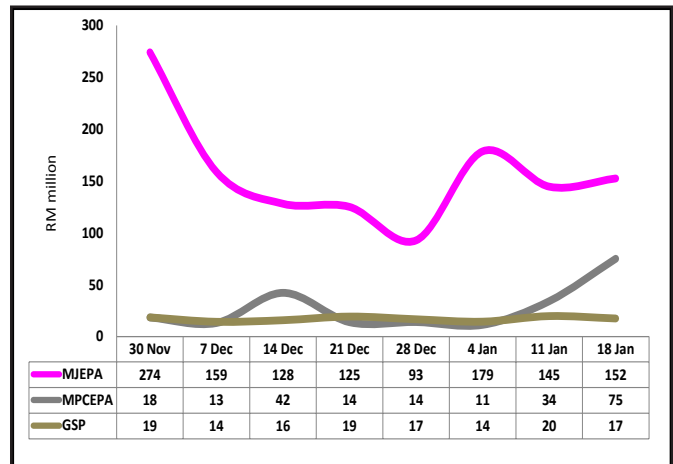
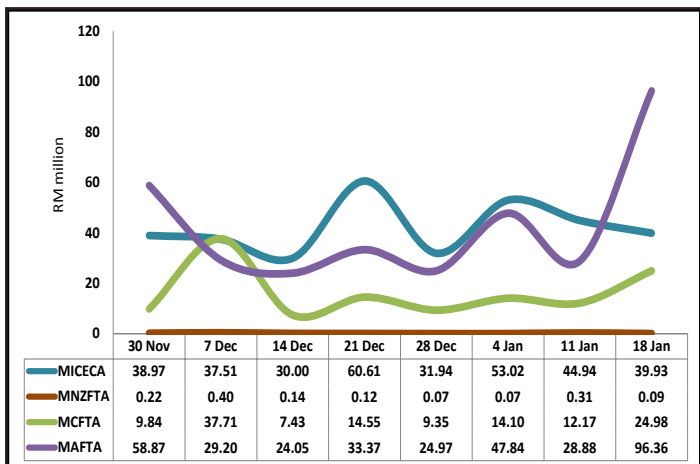
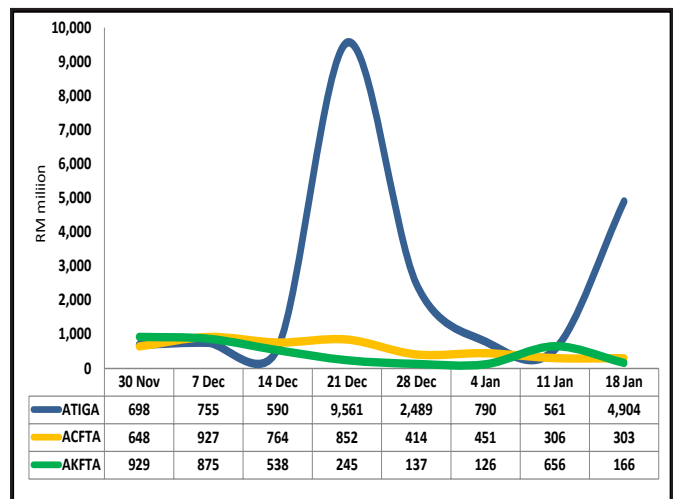
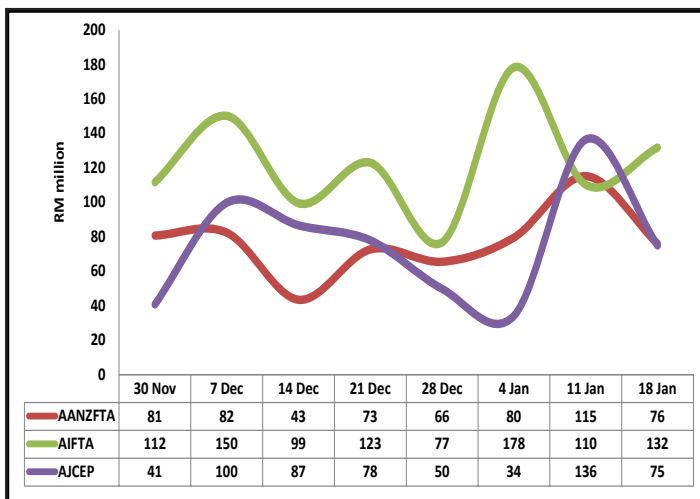


MCFTA: Malaysia-Chile Free Trade Agreement (Implemented since 25 February 2012)



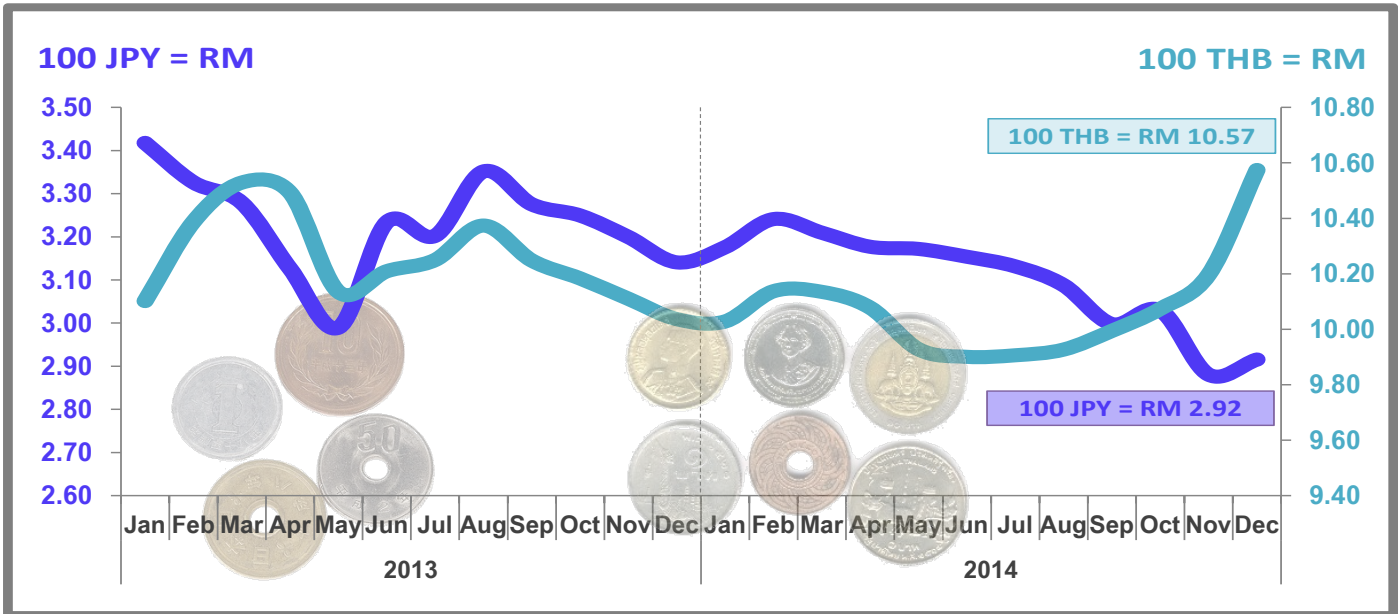
MAFTA: Malaysia-Australia Free Trade Agreement (Implemented since 1 January 2013)

## Value of Preferential Certificates of Origin



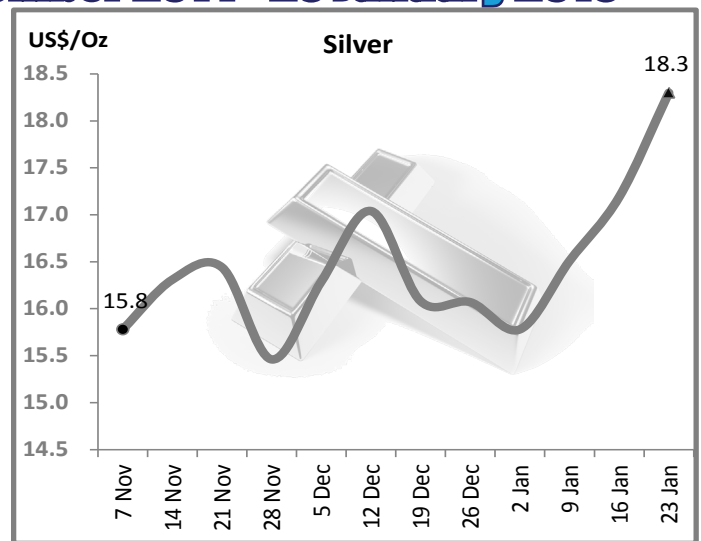
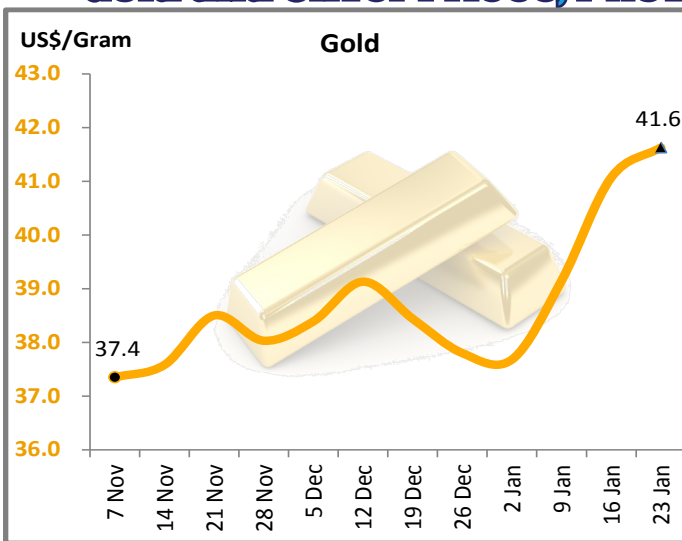
“DRIVING Transformation, POWERING Growth.”

# Malaysian Ringgit Exchange Rate with Japanese Yen and Thai Baht, January - December 2014



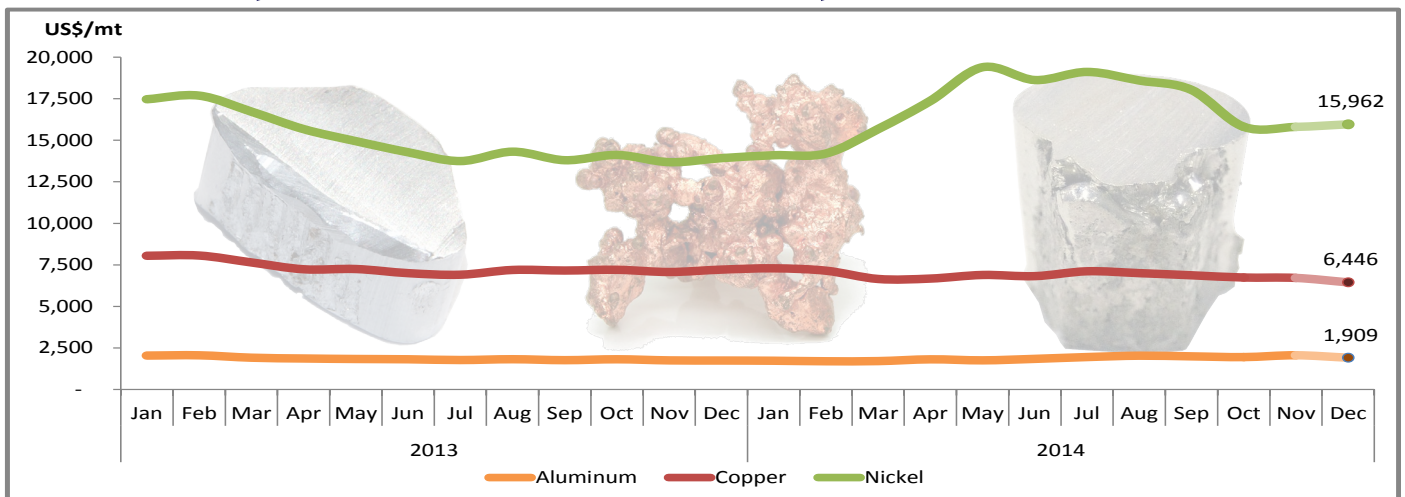
Source : Bank Negara Malaysia

## Gold and Silver Prices, 7 November 2014 - 23 January 2015



Source : [http://www.gold.org/investments/statistics/gold\\_price\\_chart/](http://www.gold.org/investments/statistics/gold_price_chart/)

## Aluminium, Nickel and Copper Prices, January - December 2014



Source : <http://econ.worldbank.org>

"DRIVING Transformation, POWERING Growth"



# Commodity Prices



Commodity	Crude Petroleum (per bbl)	Crude Palm Oil (per MT)	Raw Sugar (per MT)	Rubber SMR 20 (per MT)	Cocoa SMC 2 (per MT)	Coal (per MT)	Scrap Iron HMS (per MT)
23 Jan 2015 (US\$)	45.6	682.0	345.5	1,406.0	2,065.2	51.1	n.a (high) n.a (low)
% change*	↓ 6.4	↓ 2.7	↑ 3.1	↑ 0.7	↓ 5.6	↓ 1.0	n.a n.a
2014 <sup>i</sup>	54.6 - 107.6	823.3	352.3	1,718.3	2,615.8	59.8	370.0
2013 <sup>i</sup>	88.1 - 108.6	805.5	361.6	2,390.8	1,933.1	..	485.6

Notes: All figures have been rounded to the nearest decimal point

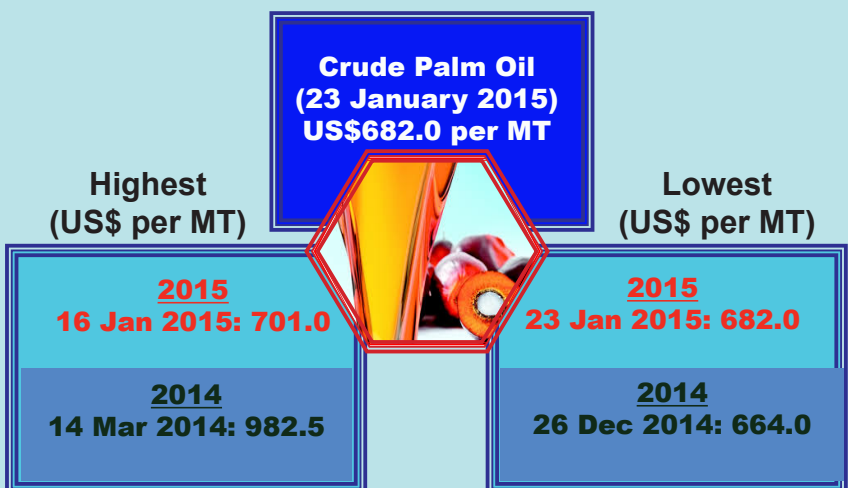
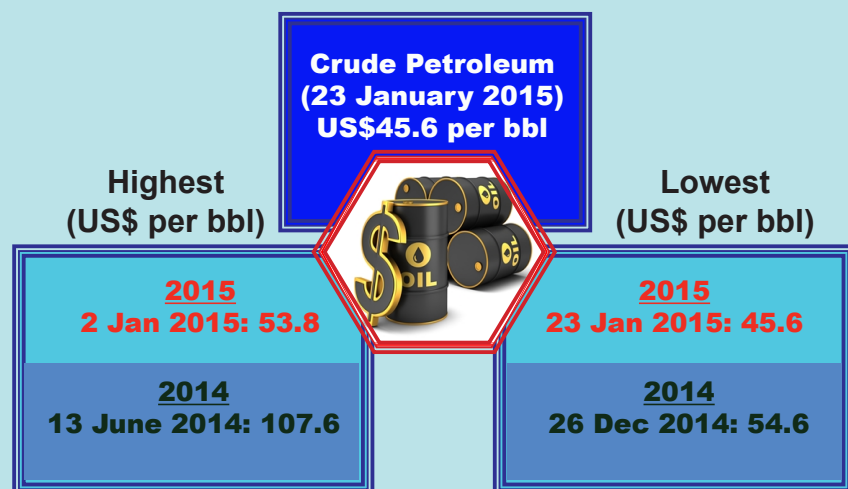
\* Refer to % change from the previous week's price

<sup>i</sup> Average price in the year except otherwise indicated

n.a Not available

Source : Ministry of International Trade and Industry Malaysia, Malaysian Palm Oil Board, Malaysian Rubber Board, Malaysian Cocoa Board, Malaysian Iron and Steel Industry Federation, Bloomberg and Czarnikow Group

## Highest and Lowest Prices, 2014/2015



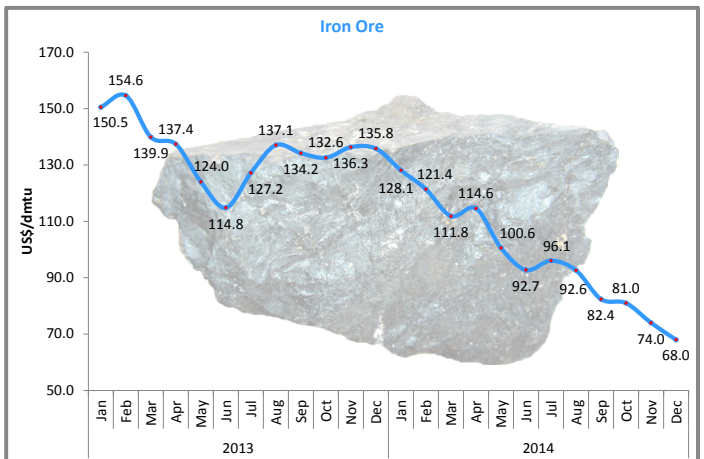
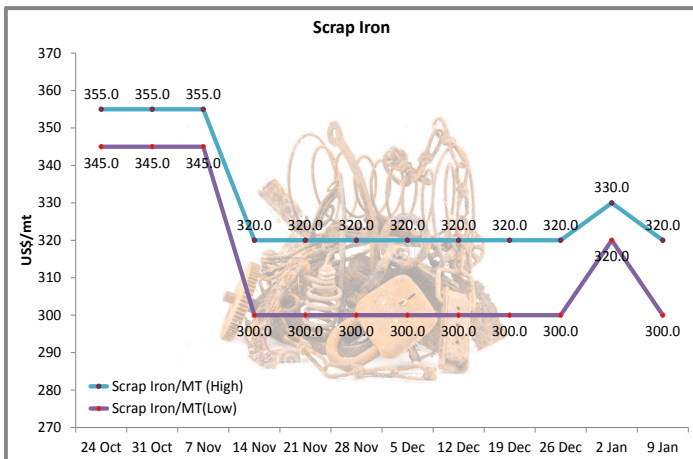
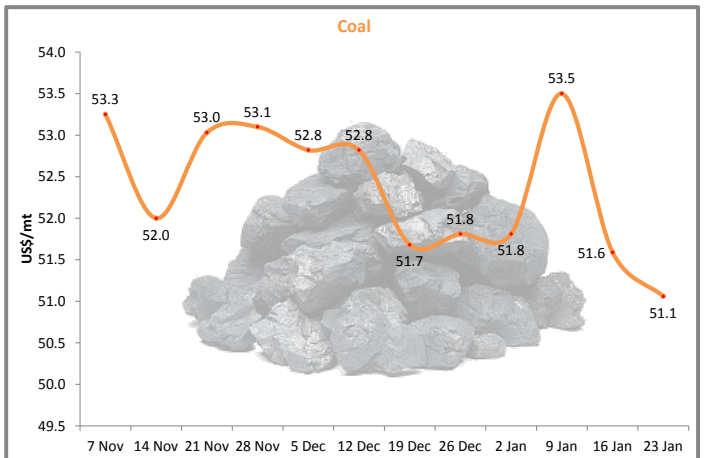
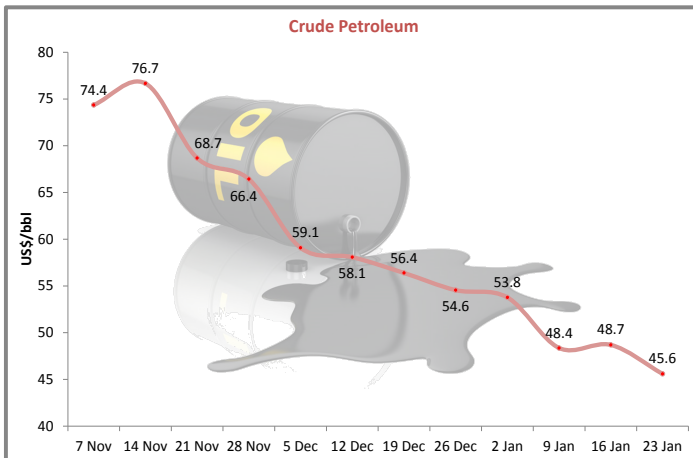
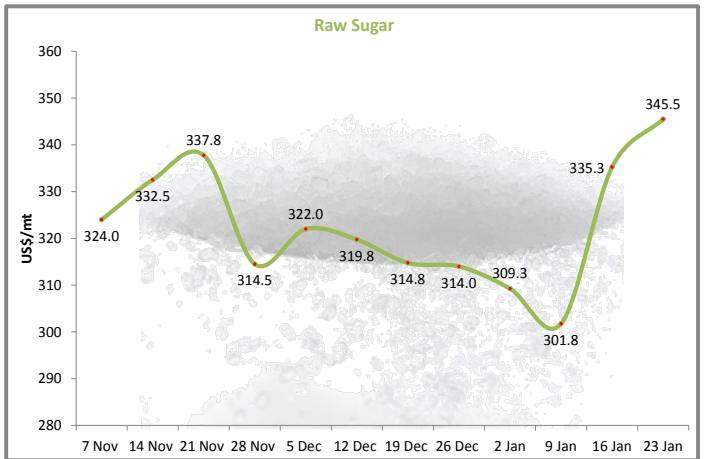
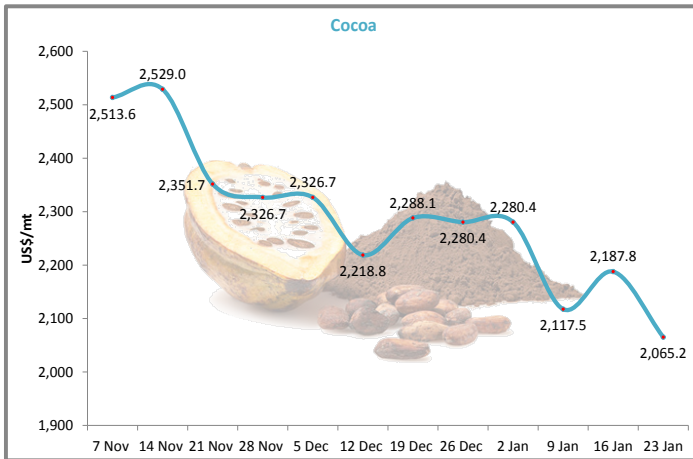
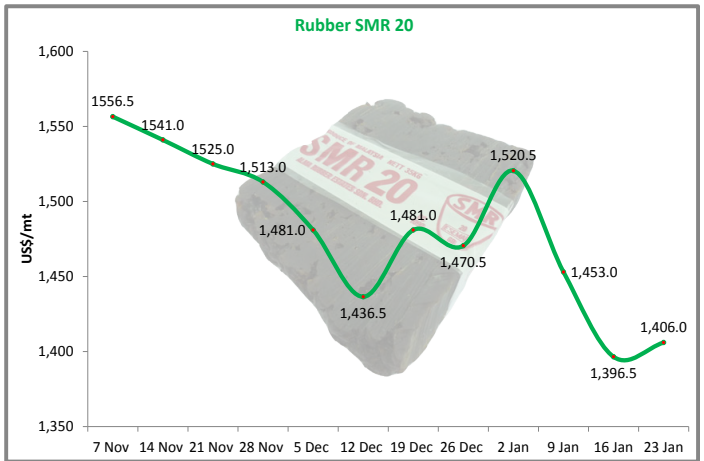
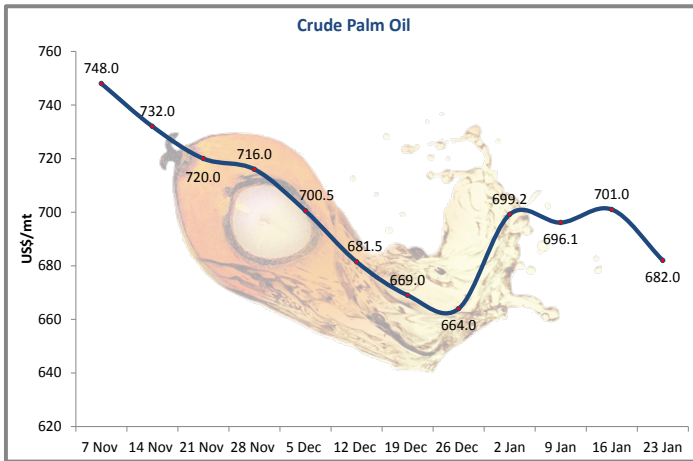
## Average Domestic Prices, 9 Jan 2015



"DRIVING Transformation, POWERING Growth"



# Commodity Price Trends



"DRIVING Transformation, POWERING Growth."

Source : Ministry of International Trade and Industry Malaysia, Malaysian Palm Oil Board, Malaysian Rubber Board, Malaysian Cocoa Board, Malaysian Iron and Steel Industry Federation, Bloomberg and Czarnikow Group.



## NORAINI COOKIES WORLDWIDE SDN BHD

### MATRADE INTRODUCES NORAINI COOKIES TO THE GLOBAL PLATFORM

Although the company had already been actively exporting their goods to various countries, MATRADE played a strong supporting role in introducing the business to more potential business clients overseas through their trade missions. The company acknowledges the important position MATRADE holds in ensuring local businesses are matched with genuine and proper buyers overseas, as well as their role in advising on proper channels and correct procedures for processing orders, documentation and shipment.

“MATRADE’s trade missions and trade fairs have been very encouraging for us as a business entity. Much exposure and support has come through our participation in such events. We have learned a lot of new and interesting tricks of the trade, so to speak, and given it a Malaysian feel,” Hajah Noraini Ahmad, Director of Noraini Cookies Worldwide Sdn Bhd elaborates. MATRADE’s support for small and medium enterprises and corporations alike is highly recommended as Malaysian products need a platform and voice on the international stage; and MATRADE provides for this with par excellence.

### EXPANDING THE COOKIE EMPIRE AND FUTURE OUTLOOK – HAJAH NORAINI AHMAD

When Noraini Cookies was first conceptualised, Noraini, a simple yet feisty lady, had already been selling other types of food as a small business operating from home in the early 1980s. After resigning as an accounts clerk, she began to make local delicacies such as nasi lemak, mee goreng and other sumptuous easy-to-make meals for her husband’s colleagues. Her entrepreneurship skills and passion for food lead to a continuous growth and improvement in her humble business.

Today, she is the proud founder and director of Noraini Cookies Worldwide Sdn Bhd, that makes more than just daily cookies. With her enterprising outlook and thirst for greater success, Noraini has managed to create a means for the business to grow leaps and bounds with its various subsidiaries. From just cookies, the company now caters for different sectors such as Noraini Farm House Sdn Bhd, Noraini Enterprise Sdn Bhd, PT Noraini Worldwide (Indonesia), Noraini Marketing Sdn Bhd, Noraini Food and Beverage Sdn Bhd and Magnificent Solution. Their product range covers festive cookies, daily cookies, premix packages, canned food and ketupat, a local Malay delicacy. The company is also looking to see their products reach the shores of Korea, Australia and the United States of America in the near future. With exposure, experience and sound knowledge of the industry, Noraini Cookies Worldwide is set to take the world by storm with their delectable delicacies made with a heart filled with love for the job

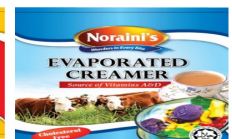


Hajah Noraini Ahmad -  
Director of Noraini Cookies  
Worldwide Sdn Bhd

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Website: [www.norainis.com.my](http://www.norainis.com.my) Email: [sales@norainis.com.my](mailto:sales@norainis.com.my)





# MITI Programme

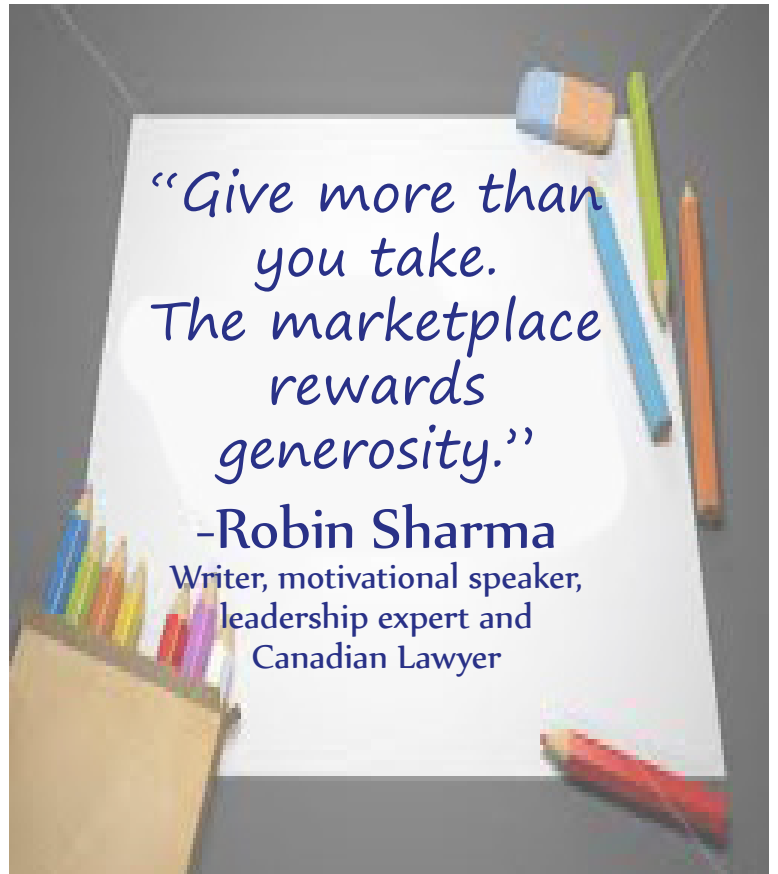
## Mesyuarat Berkaitan Impak Penurunan Harga Minyak dan Nilai Ringgit Malaysia ke atas Negara dan Sektor Elektrik & Elektronik serta Sektor Petroleum & Gas 21 Januari 2014



“DRIVING Transformation, POWERING Growth”



Coming Soon...



Name	: Muhammad Syafiq Sahudin
Designation	: Computer Technician
Job Description	: Responsible to help solve technical problems and installation of ICT support equipment
Division	: Information Management
Email	: syafiq.sahudin@miti.gov.my
Contact No.	: 03-62000342



Name	: Ahmad Maliki Abdul Razik
Designation	: Statistical Assistant
Job Description	: Responsible to assist Statisticians in providing relevant data on industry
Division	: Strategic Planning
Email	: maliki.razik@miti.gov.my
Contact No.	: 03-62000482



## Comments & Suggestions

Dear Readers,

Kindly click the link below for any comments in this issue. MWB reserves the right to edit and to republish letters as reprints.

[http://www.miti.gov.my/cms\\_matrix/form.jsp?formId=c1148fbf-c0a81573-3a2f3a2f-1380042c](http://www.miti.gov.my/cms_matrix/form.jsp?formId=c1148fbf-c0a81573-3a2f3a2f-1380042c)

