



## MITI in the News

# Generation of New Exporters (GenEX) Programme to Boost Bumiputera's Youth Engagement in Export



Malaysia External Trade Development Corporation (MATRADE) in a collaboration with Generasi Muda Berjaya (GMB) launched a specialised programme targeting Bumiputera youth called Generation of New Exporters (GenEX). The programme was launched at Menara MATRADE today by Minister of International Trade & Industry YB Dato' Sri Mustapa Mohamed.

Aimed at increasing Bumiputera youth's involvement in export, GenEX came about as a result of a Memorandum of Understanding between MATRADE and GMB that was signed at Kongres 2015, organised recently by GMB. MATRADE's

Chief Executive Officer Dato' Dzulkifli Mahmud said, "The programme is timely and will help push the youth in business to venture more into export. MATRADE as the country's trade promotion agency will render its full support in terms of capacity building for the participants in this programme."

Via the programme, GMB will be scouting for 100 youth-owned companies in Malaysia to be GenEX's participants. The criterion for the participants are – Malaysian Bumiputera youth companies, provide any high-potential products/services, have a sound business plan, apply good ethics and best practices in business and are export-ready.

Of the 100 participants, 30 will stand a chance to start exporting their products or services to five countries namely United Kingdom, Dubai, Singapore, the Netherlands and Qatar. In the programme, the youth business owners also will have an opportunity to pitch for fund for their export business. GMB's President Agil Faisal Ahmad Fadzil mentioned, "Companies that are not selected will still be able to market their offerings through the Malaysian Brand Outlet (MBO) in Singapore's Arab Street and MBO Kedai Mesra."

In an effort to accelerate Malaysia's performance in export, the Government through its ministries and agencies will continue to encourage more Malaysian companies to be part of export. Malaysian youth who are business owners have been recognised as the main players in helping the nation move towards this direction.

"This strategic collaboration between MATRADE and GMB will not only generate new talents in export but allow youth-owned businesses to be the catalyst to job creations, apart from increasing the country's income through export," Dato' Dzulkifli opined. He adds that Malaysian youth-owned companies should also leverage on MATRADE's 46 international offices to link with potential buyers from around the world.

MATRADE, 11 February 2016

## MITI Weekly Bulletin (MWB) Mobile Apps

MITI MWB APPs is now available for IOS, Android and Windows platforms and is ready for download from the Gallery of Malaysian Government Mobile APPs ( GAMMA ).

# Malaysia

## Manufacturing Performance 2015

### GDP<sup>1</sup> (constant 2010 prices)

**RM243.4 billion**  
4.5% growth\*, 22.9% of total GDP

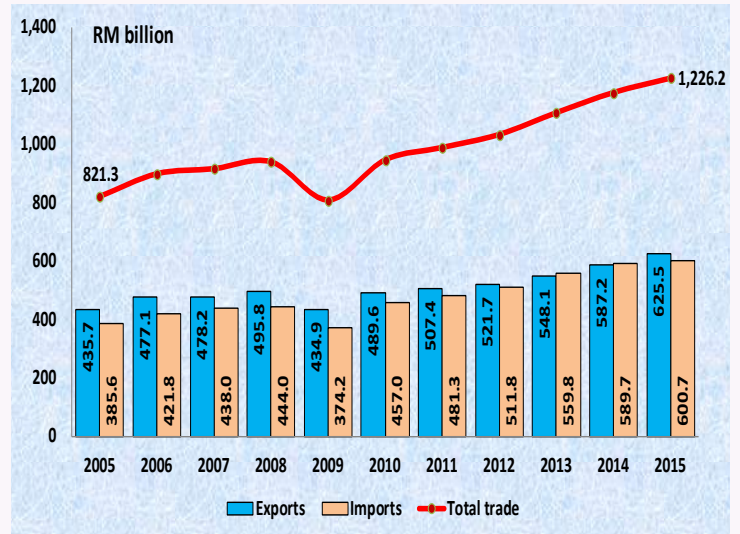
### Trade

**Total Trade: RM1,226.2 billion**  
4.2% growth\*, 83.7% of total trade

**Exports: RM625.5 billion**  
6.5% growth\*, 80.2% of total exports

**Imports: RM600.7 billion**  
1.9% growth\*, 87.6% of total imports

### Trade, 2005 - 2015



### GDP, 2005 - 2015<sup>1</sup>



### Sales

**RM664.3 billion**  
1.2% growth\*

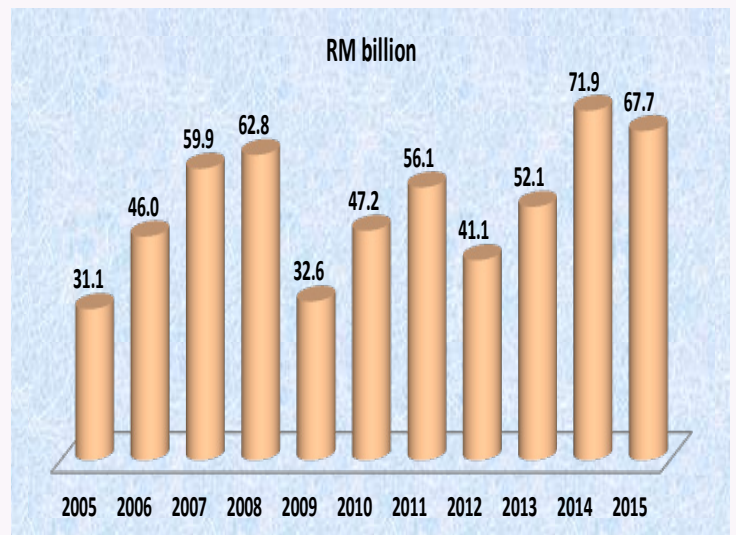
### Employment

**1,027,044 persons**  
-0.4% growth\*

### Industrial Production Index (IPI) (2010=100)

**128.9**  
4.8% growth\*

### Approved Investments, 2005 - 2015<sup>#</sup>



Notes:<sup>1</sup> Estimate from MOF Report 2015/2016

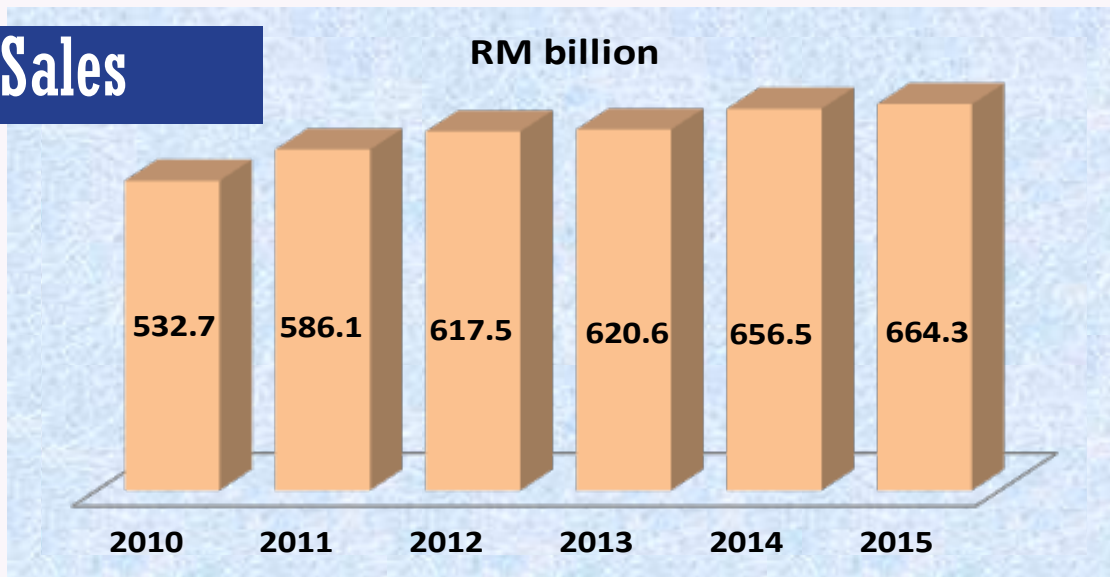
<sup>#</sup> January - September 2015

\* y-o-y growth

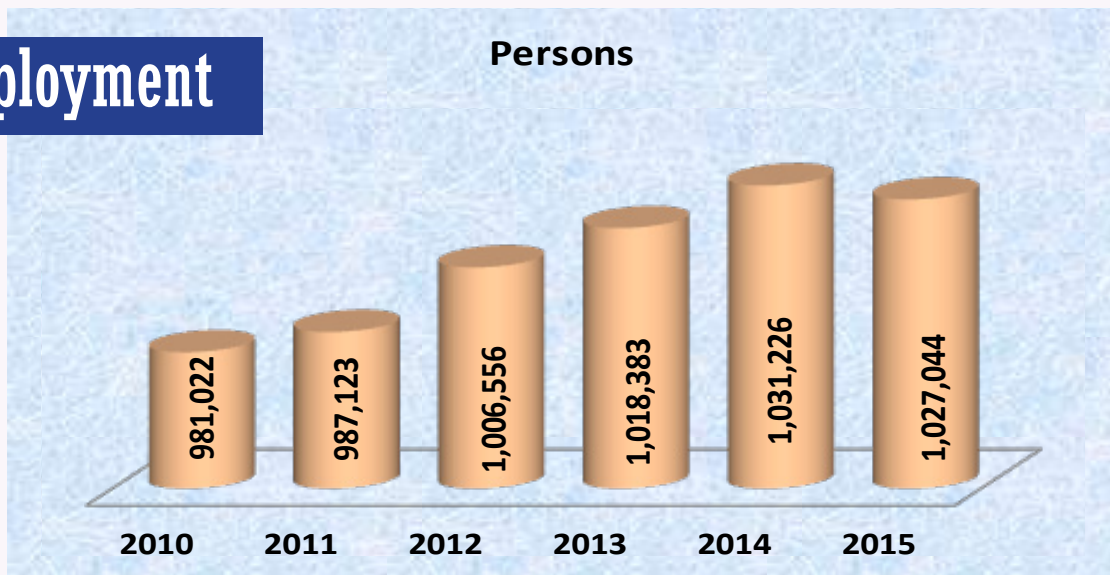
Sources : Ministry of Finance, Malaysian Investment Development Authority and Department of Statistics, Malaysia.

# Manufacturing Performance, 2010 - 2015

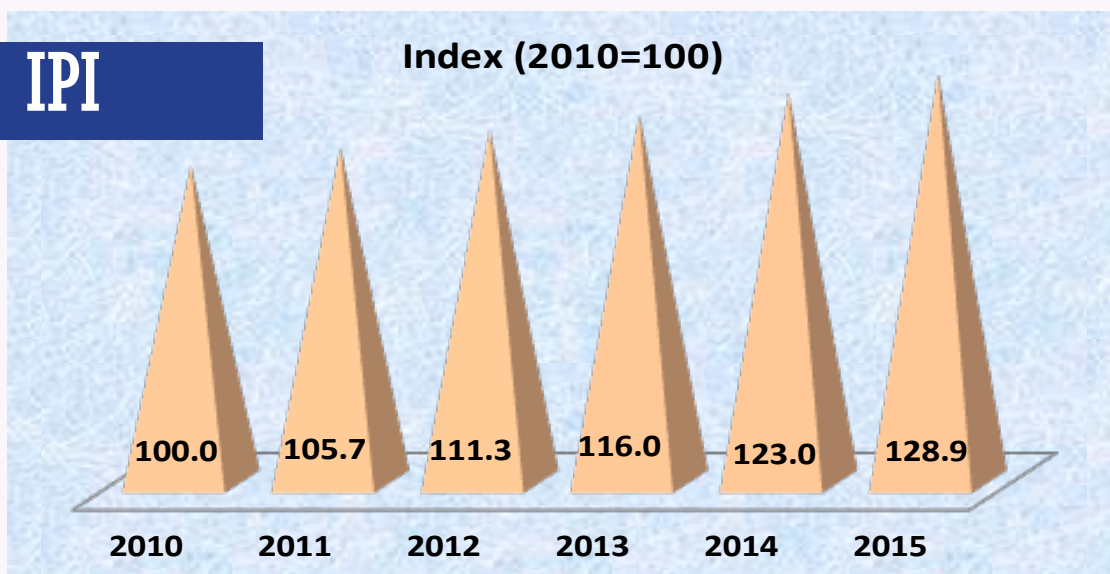
## Sales



## Employment



## IPI



Source : Department of Statistics, Malaysia





# 'ASEAN and You'

## ASEAN Special Committee Meeting (Part 4)

### Strategic Measures of Respective Sectoral Bodies

#### FOOD, AGRICULTURE AND FORESTRY

##### STRATEGIC MEASURES



- 1 Increase crop, livestock, and fishery/aquaculture production.
- 2 Enhance trade facilitation, and remove barriers to trade to foster competitiveness and economic integration.
- 3 Enable sustainable production and equitable distribution.
- 4 Increase the resilience to climate change, natural disasters and other shocks.
- 5 Improve productivity, technology and product quality to ensure product safety, quality and compliance with global market standards.
- 6 Promote sustainable forest management.
- 7 Further enhance cooperation in production and promotion of halal food and products.
- 8 Develop and promote ASEAN as an organic food production base, including striving to achieve international standards.

#### TOURISM

##### STRATEGIC MEASURES



- 1 Enhance competitiveness of ASEAN as a single tourism destination.
  - Intensify the promotion and marketing of ASEAN through its Southeast Asia campaign as a Single Destination.
  - Diversify ASEAN tourism products.
  - Attract tourism investments.
  - Raise capacity and capability of tourism human capital.
  - Implement and expand standards for facilities, services and destinations.
  - Improve and expand connectivity and destination infrastructure.
  - Enhance travel facilitation.
- 2 Achieve a more sustainable and inclusive pattern of ASEAN tourism.
  - Mainstream local community and public-private sector participation in the tourism value chains at the destination level.
  - Ensure safety and security, prioritising protection and maintenance of natural and cultural heritage.
  - Increase responsiveness to environmental protection and climate change.

#### HEALTHCARE

##### STRATEGIC MEASURES



- 1 Continue opening up of private healthcare market and Public-Private Partnership (PPP) investments in provision of universal healthcare in the region.
- 2 Further harmonisation of standards and conformance in healthcare products and services, such as common technical documents required for registration processes and nutrition labelling.
- 3 Promote sectors with high growth potential such as health tourism and e-healthcare services, which will not have negative impact on the healthcare system of each ASEAN Member State.
- 4 Promote strong health insurance systems in the region.
- 5 Further facilitate the mobility of healthcare professionals in the region.
- 6 Enhance further the development of ASEAN regulatory framework on traditional medicines and health supplements, through the setting of appropriate guidelines or frameworks.
- 7 Continue to develop and issue new healthcare product directives to further facilitate trade in healthcare products in the region.

#### MINERALS

##### STRATEGIC MEASURES



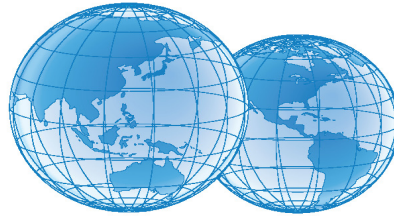
- 1 Facilitate and enhance trade and investment in minerals.
- 2 Promote environmentally and socially sustainable mineral development.
- 3 Strengthen institutional and human capacities in the ASEAN minerals sector.
- 4 Maintain an efficient and up-to-date ASEAN Minerals Database, including its infrastructure towards achieving deeper integration in the mineral sector.

#### SCIENCE AND TECHNOLOGY

##### STRATEGIC MEASURES



- 1 Strengthen existing networks of S&T centres of excellence to promote cooperation, sharing of research facilities and manpower towards joint research and technology development, technology transfer and commercialization.
- 2 Enhance mobility of scientists and researchers from both public S&T institutions and private sector through exchange programmes and other appropriate arrangements, according to the respective laws, rules, regulations and national policies.
- 3 Establish systems and mechanisms that will increase the engagement of women and youth in Science, Technology and Innovation (STI) to promote entrepreneurship.
- 4 Raise public awareness of the various achievements derived from ASEAN cooperation in STI.
- 5 Establish innovative support systems to promote and manage regional STI enterprise arising from spin-offs and joint ventures.
- 6 Establish new strategies for partnership with dialogue partners & other relevant organizations on mutually beneficial projects.



### APA ITU TPPA?

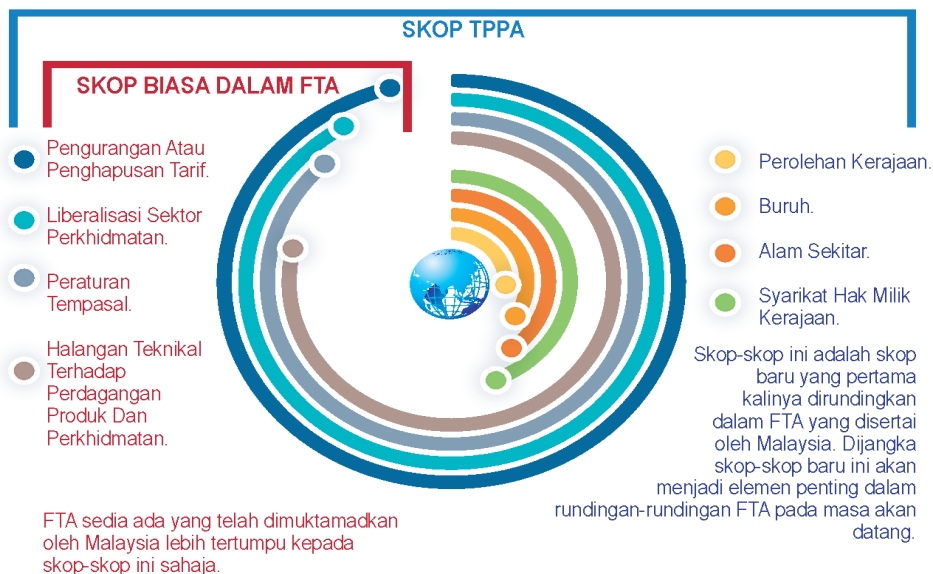
TPPA adalah perjanjian perdagangan bebas, terbuka kepada kesemua 21 negara-negara ahli APEC. **TPPA BERBEZA DENGAN FTA BIASA** kerana ia lebih menyeluruh dengan skop-skop yang tidak terkandung dalam FTA yang disertai Malaysia sebelum ini. Skop-skop itu, antaranya ialah;



**INILAH YANG MENJADIKAN TPPA KONTROVERSI.** Namun, disebalik cabaran itu, Malaysia melihat ia berfaedah dalam meningkatkan daya saing negara di peringkat global. Skop-skop ini dijangka dimasukkan dalam rundingan FTA pada masa akan datang. Sebagai contoh, beberapa negara yang terlibat telah mencadangkan agar skop-skop ini terkandung dalam RCEP. TPPA adalah model FTA masa hadapan, sebab itu ia diberi jolokan **PERJANJIAN PERDAGANGAN BEBAS ALAF BARU**.

### PERBEZAAN TPPA DENGAN FTA BIASA

TPPA merupakan perjanjian perdagangan bebas yang menyeluruh yang merangkumi pelbagai skop seperti di bawah.



FTA sedia ada yang telah dimuktamadkan oleh Malaysia lebih tertumpu kepada skop-skop ini sahaja.

Buku kecil TPPA di dalam versi PDF boleh dimuat turun melalui pautan  
[http://fta.miti.gov.my/miti-fta/resources/MITI\\_TPPA](http://fta.miti.gov.my/miti-fta/resources/MITI_TPPA).



# International Report

## Top 10 and Selected ASEAN Global Manufacturing Competitiveness Ranking 2016



**1** China  
100.0\*



**2** USA  
99.5\*



**3** Germany  
93.9\*



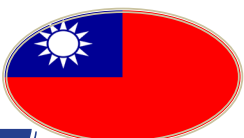
**4** Japan  
80.4\*



**5** ROK  
76.7\*



**6** UK  
75.8\*



**7** Taiwan  
72.9\*



**8** Mexico  
69.5\*



**9** Canada  
68.7\*



**10** Singapore  
68.4\*



**14** Thailand  
60.4\*



**17** Malaysia  
59.0\*



**18** Viet Nam  
56.5\*



**19** Indonesia  
55.8\*

For the 2016 Index, Global CEOs point to talent, cost competitiveness, and workforce productivity as the top three drivers of manufacturing competitiveness.

Note: \* Index score

Source : [http://www.compete.org/storage/documents/Council\\_\\_Deloitte\\_2016\\_Global\\_Manufacturing\\_Competitiveness\\_Index.pdf](http://www.compete.org/storage/documents/Council__Deloitte_2016_Global_Manufacturing_Competitiveness_Index.pdf)



**DID YOU KNOW?**

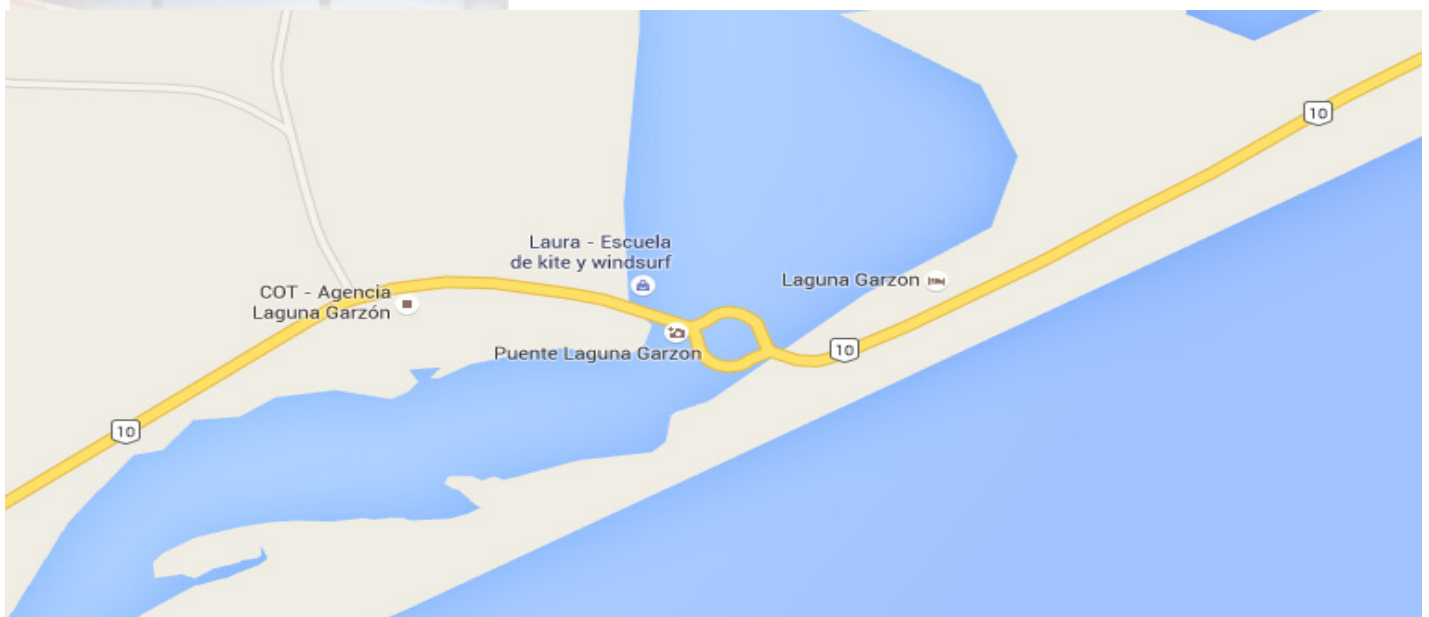
## Laguna Garzón Bridge

Laguna Garzón Bridge is bridge famous for its unusual circular shape, which stretches across Laguna Garzón between the cities of Rocha and Maldonado on the southern coast of Uruguay, replaces a traditional raft crossing. The reason why the architect use such unconventional design is to encourage drivers to slow down the speed of their cars while also provide opportunity to enjoy the panoramic views of this amazing landscape. The bridge also has a pair of pedestrian walkways.



### Characteristics

Design	: Circular bridge
Carries	: 2 lanes of roadway (1 either side of circle), pedestrians and bicycles
Crosses	: Garzón lagoon
Architect	: Rafael Viñoly
Project cost	: \$11 million
Built period	: September 2014 - December 2015



Source : <http://www.amusingplanet.com/2016/01/the-circular-laguna-garzon-bridge-in.html> and <http://www.citylab.com/design/2016/01/this-circular-bridge-actually-has-a-point/424944/>

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

## Number of Certificates (Provisional data)

	13 Dec 2015	20 Dec 2015	27 Dec 2015	31 Dec 2015	10 Jan 2016	17 Jan 2016	24 Jan 2016	31 Jan 2016
AANZFTA	863	518	516	812	1,065	929	817	825
AIFTA	732	649	411	672	613	646	626	676
AJCEP	178	205	72	247	244	217	208	229
ATIGA	4,782	3,995	2,891	3,873	4,100	4,570	4,368	3,645
ACFTA	1,673	1,541	989	1,555	1,432	1,383	1,136	867
AKFTA	770	772	573	691	820	865	861	959
MICECA	280	239	224	277	287	284	289	311
MNZFTA	18	1	2	3	12	13	7	3
MCFTA	60	39	16	44	71	66	36	69
MAFTA	449	281	294	326	570	463	489	370
MJEPA	674	647	528	913	836	898	758	888
MPCEPA	197	169	106	145	139	177	167	151
GSP	166	104	94	103	134	165	100	130
MTFTA	174	163	120	187	282	196	148	187

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



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)

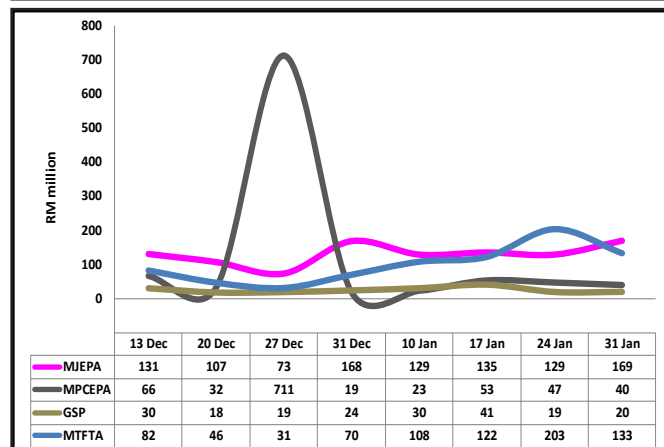
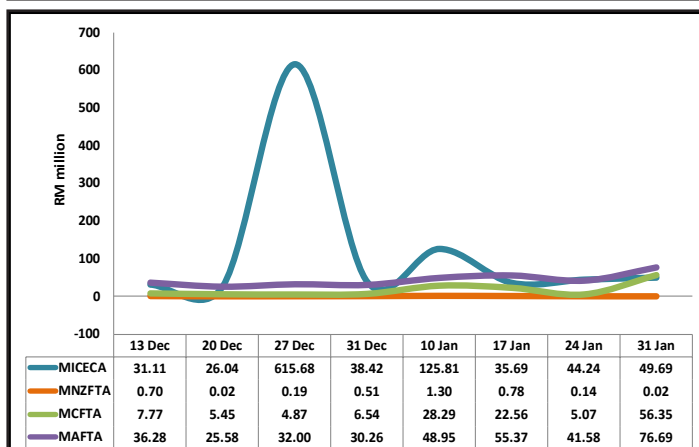
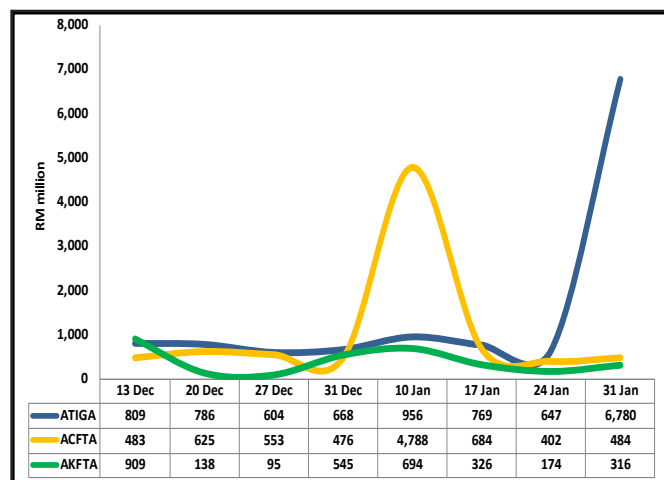
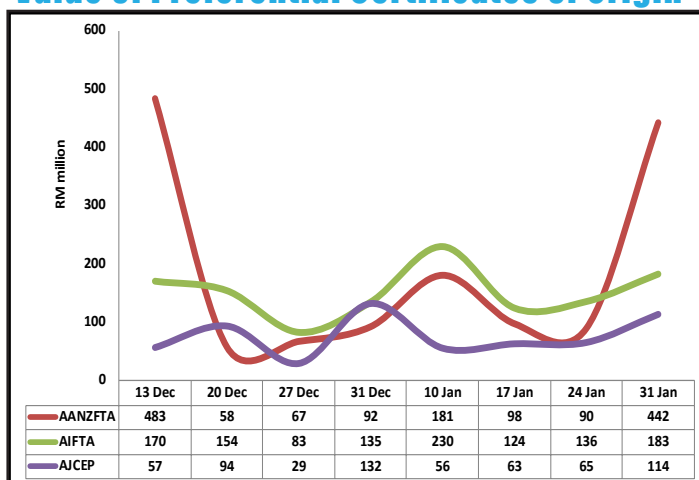


MAFTA: Malaysia-Australia Free Trade Agreement (Implemented since 1 January 2013)



MTFTA: Malaysia-Turkey Free Trade Agreement (Implemented since 1 August 2015)

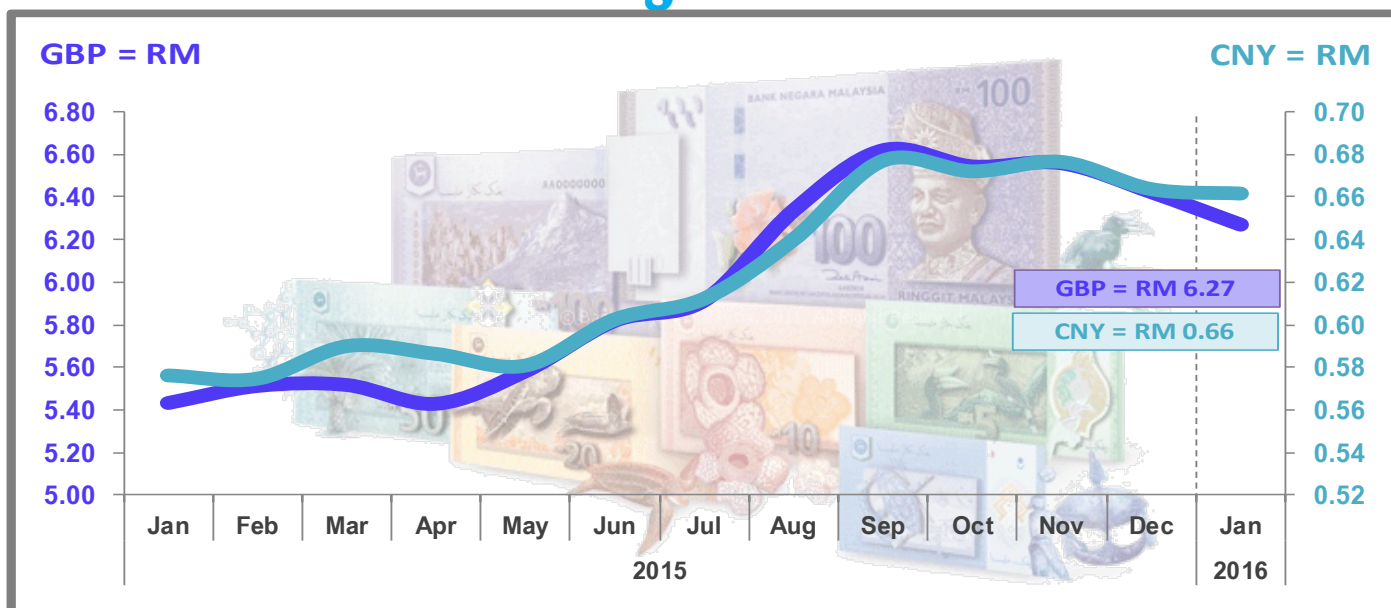
## Value of Preferential Certificates of Origin



Source: Ministry of International Trade and Industry, Malaysia

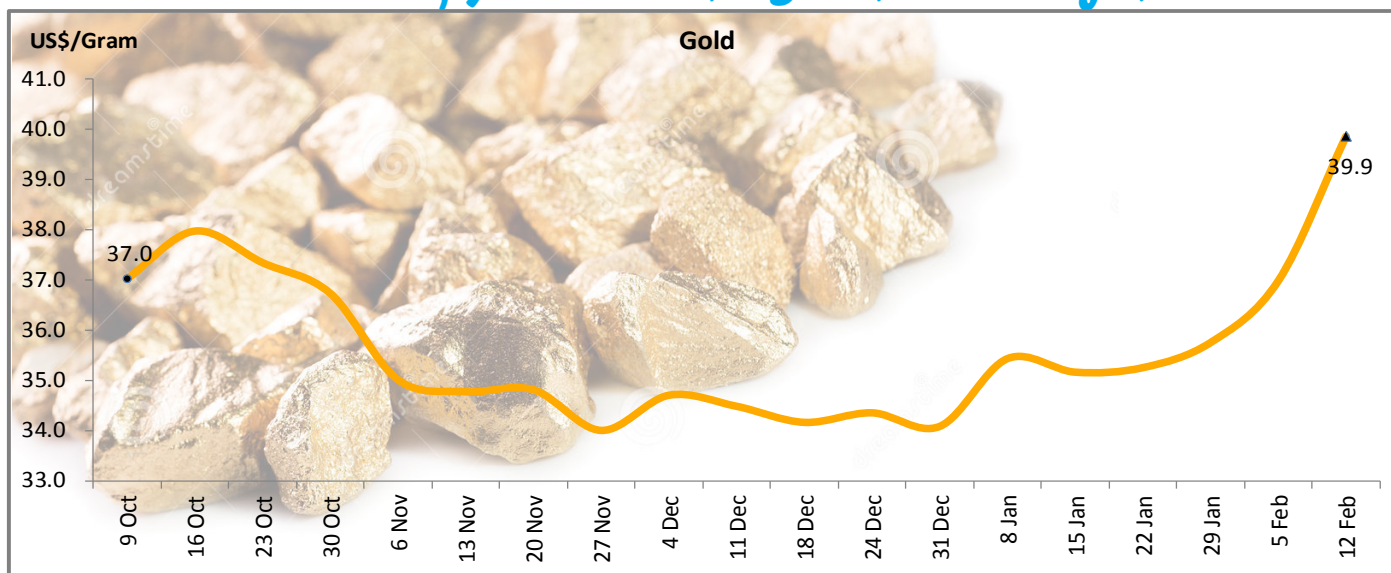


# Malaysian Ringgit Exchange Rate with Pound Sterling and Chinese Yuan



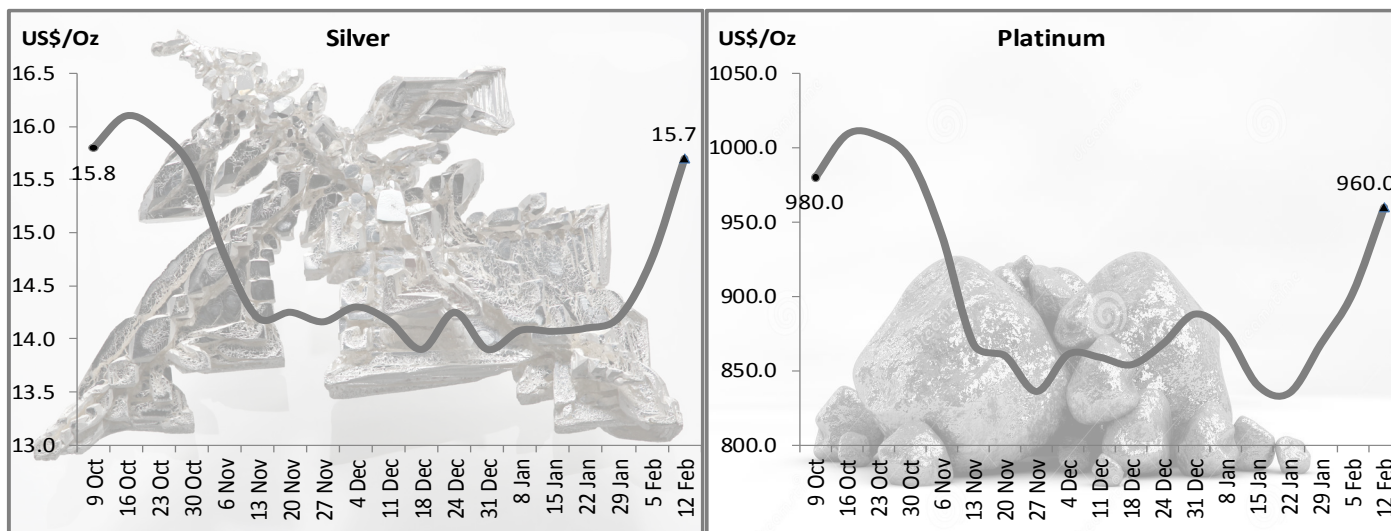
Source : Bank Negara Malaysia

## Gold Prices, 9 October 2015 - 12 February 2016



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

## Silver and Platinum Prices, 9 October 2015 - 12 February 2016



[http://online.wsj.com/mdc/public/page/2\\_3023-cashprices.html?mod=topnav\\_2\\_3023](http://online.wsj.com/mdc/public/page/2_3023-cashprices.html?mod=topnav_2_3023)

# Commodity Prices



Commodity	Crude Petroleum (Brent) (per bbl)	Crude Palm Oil (per MT)	Sugar (per lbs.)	Rubber SMR 20 (per MT)	Cocoa SMC 2 (per MT)	Coal (per MT)	Scrap Iron HMS (per MT)
12 Feb 2016 (US\$)	33.4	612.0	13.1	1,063.0	2,096.6	47.5	190 (high) 160 (low)
% change*	↓ 2.1	↑ 5.7	↓ 1.1	↓ 3.1	↑ 5.2	↑ 0.1	↑ 5.6 unchanged
2015 <sup>i</sup>	36.9 - 66.8	616.9	13.2	1,364.3	2,077.0	49.9	239.6
2014 <sup>i</sup>	59.5 - 114.8	823.3	16.6	1,718.3	2,615.8	59.8	370.0

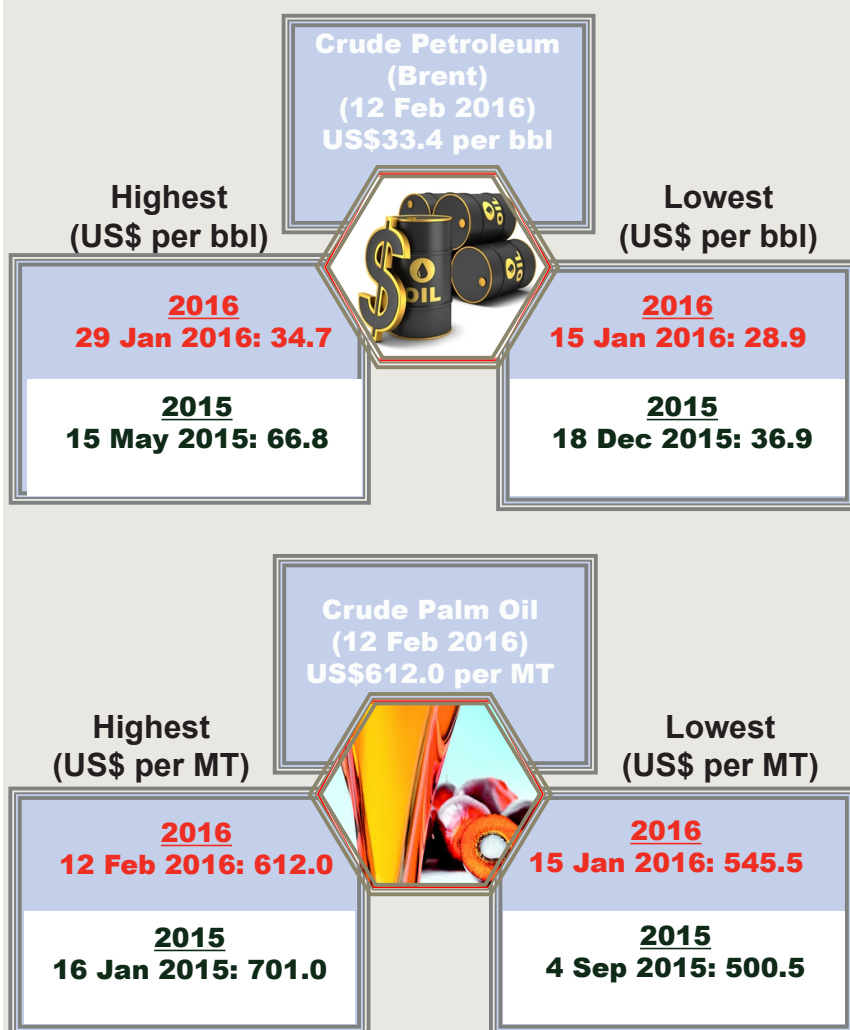
Notes: All figures have been rounded to the nearest decimal point

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

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

n.a Not available

## Highest and Lowest Prices, 2015/2016



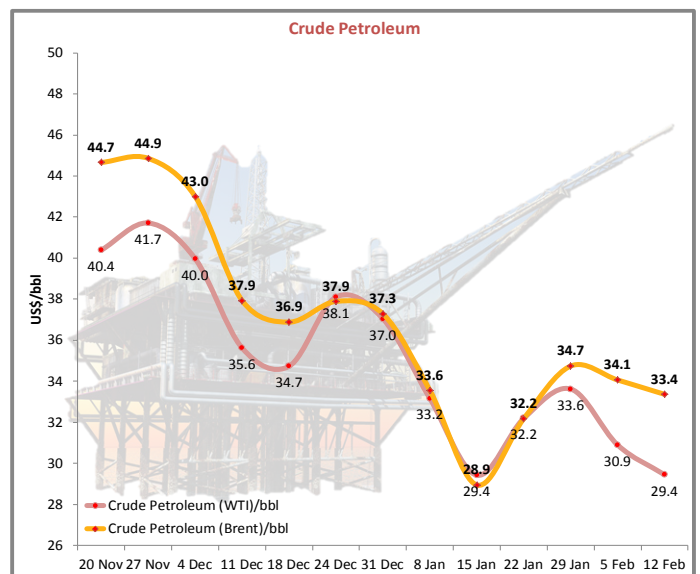
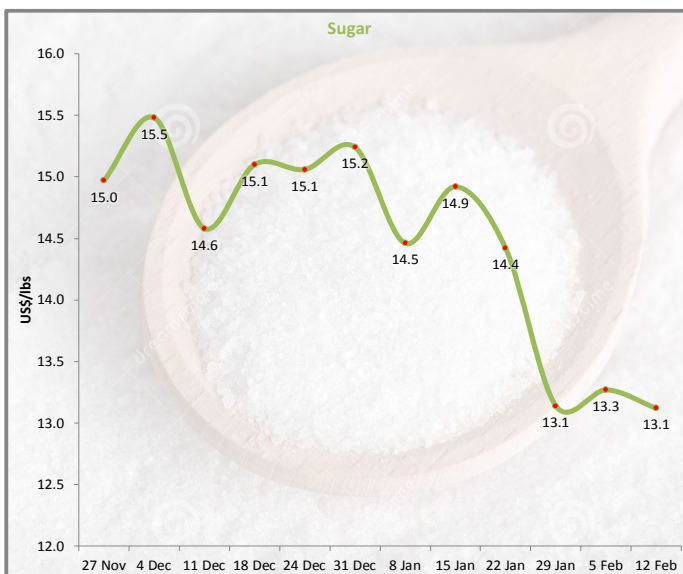
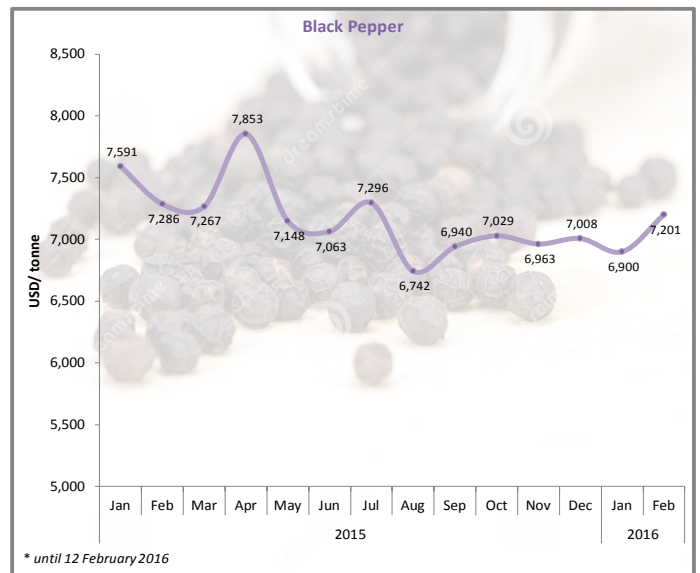
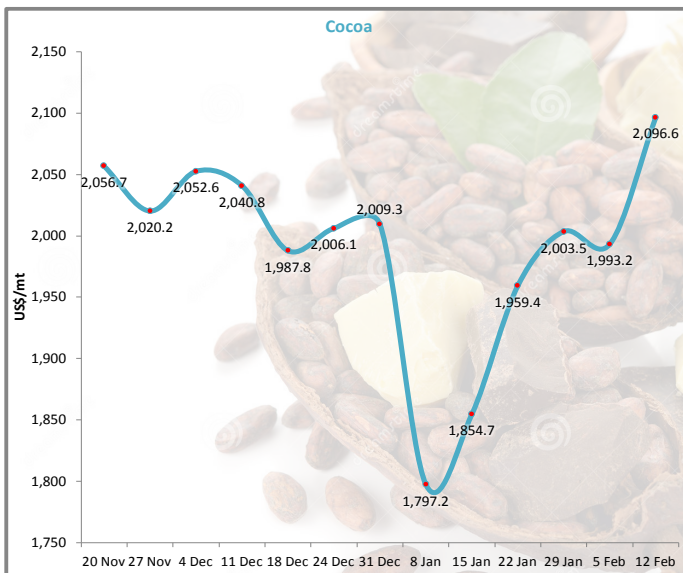
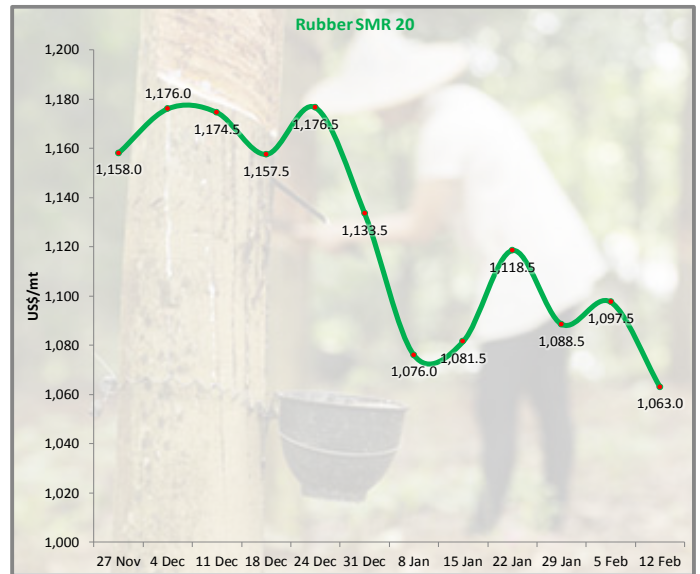
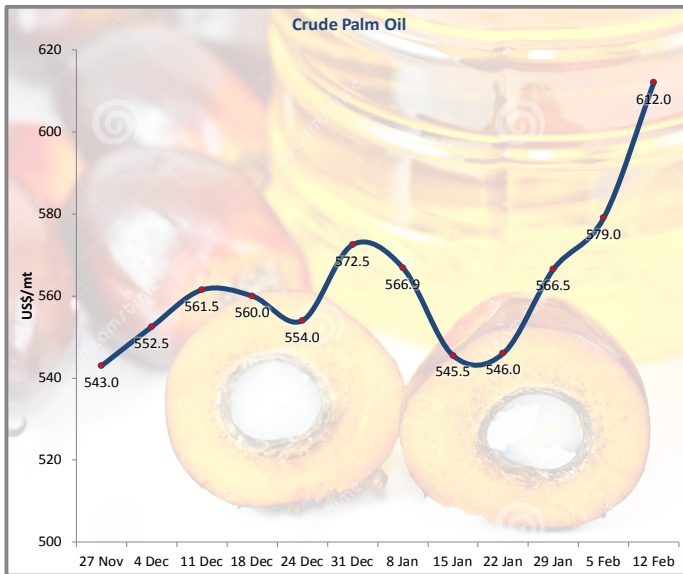
## Average Domestic Prices, 12 Feb 2016



Sources: 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.



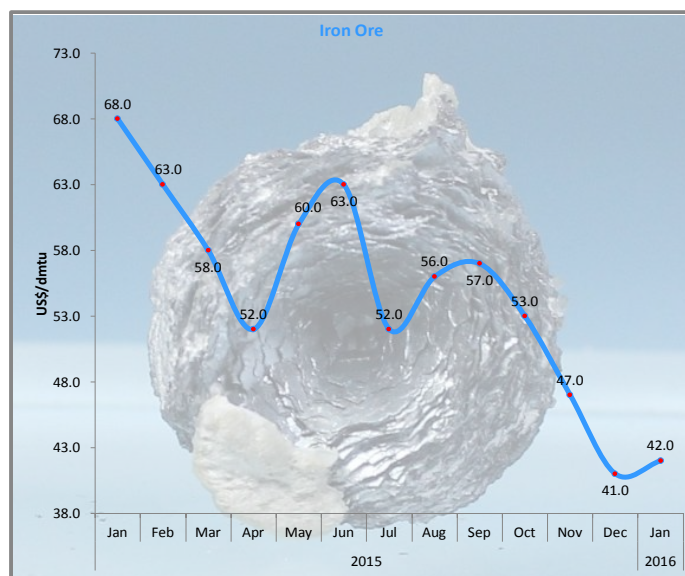
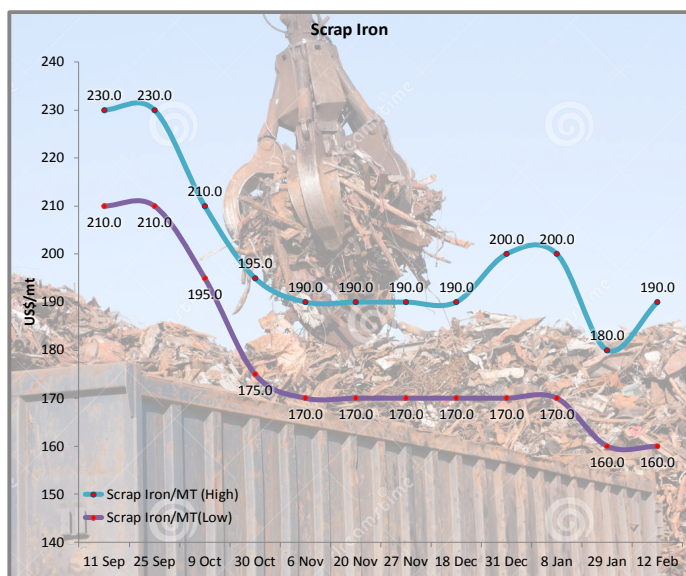
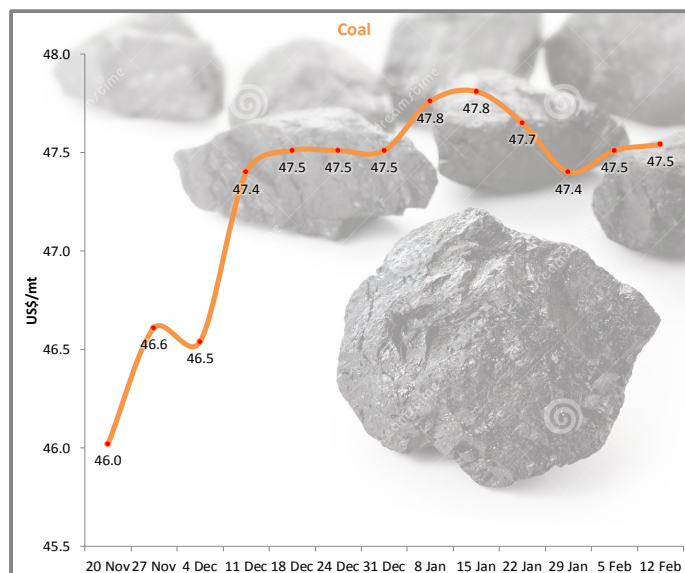
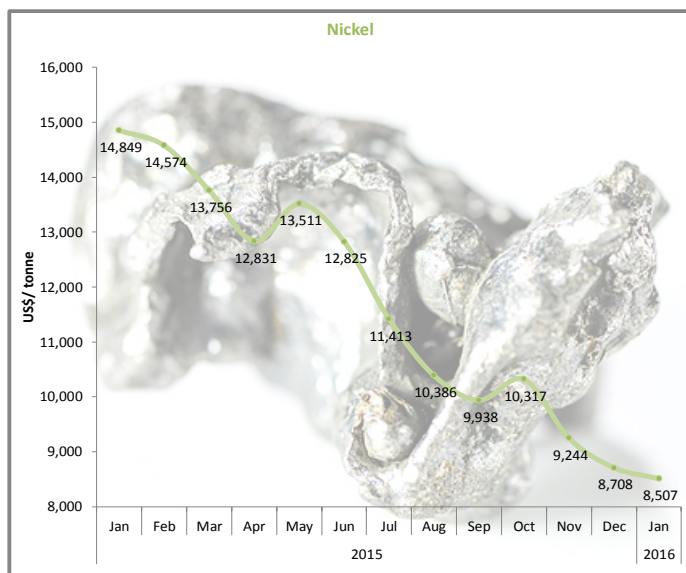
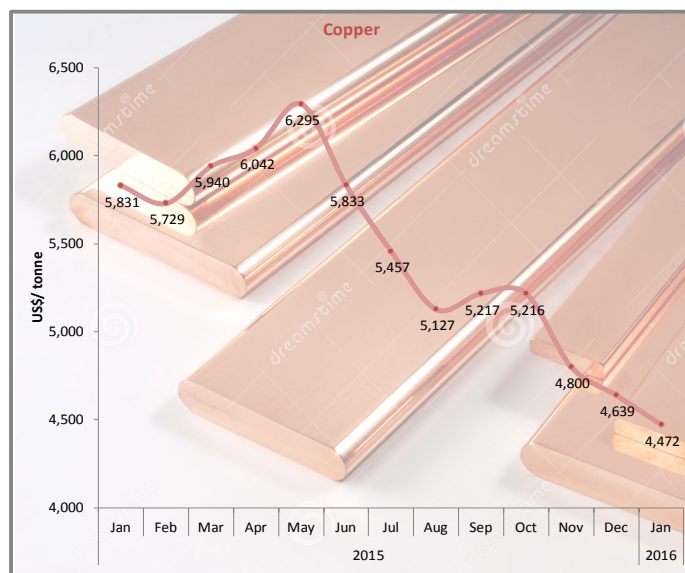
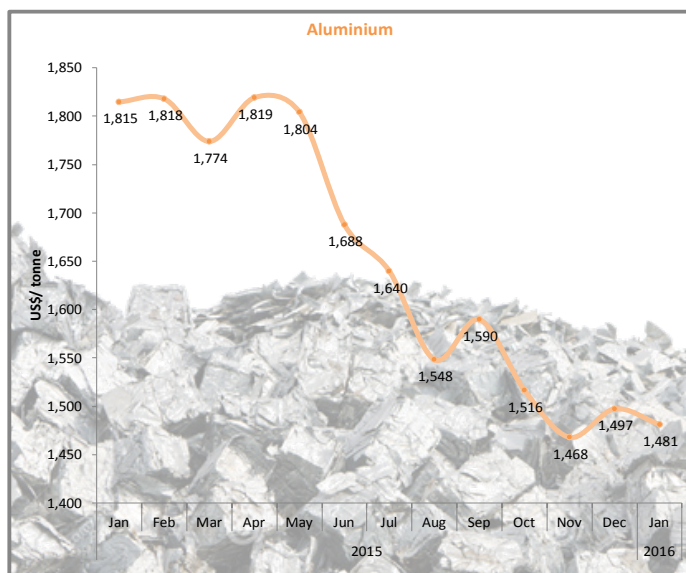
# Commodity Price Trends



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



# Commodity Price Trends



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

## The Success Story



# Azman Hamzah Plastik Sdn. Bhd.



Azman Hamzah Plastik Sdn Bhd. (AHP) today stands proud as a Bumiputera Tier 1 vendor in the local automotive industry. Founded by Managing Director, Encik Mohd Fitri Md Aris in 1989, AHP now has three factories, of which two in Shah Alam, Selangor and one in Tanjung Malim, Perak.

The company specializes in precision plastic injection molding and component assembly for the automotive industry. Its wide range of machineries, software and equipment, as well as its state-of-the-art in-house tooling facilities and painting facility, set AHP apart from its competitors as the company offers a complete one-stop centre for its customers.

AHP produces more than 400 types of products including interior and exterior plastic components and engine component area. Its major customers include PROTON Holdings Bhd. (PERODUA), Malaysian Truck and Bus (MTB) and other automotive manufacturers and vendors. The company's success is attribute to its founder, who is forward looking, financially savvy, perseverant and committed. Encik Mohd Fitri, in an earlier interview with a local media, revealed that his interest in business began when he was a cadet engineer with a shipping company. He then became a marketing executive at a public-listed engineering firm to learn about the intricacies of business, the government tender procedures and contract opportunities for the company.

He had also signed up for a six month entrepreneurial course, which he attended at night. Unable to spend much time with his family was just one of the sacrifices that Encik Mohd Fitri made during that time. Encik Mohd Fitri, who is keen in reading especially books on wealth management and business, believes that preparations in terms of mental, skills and knowledge is necessary before one ventures in business. He saw an opportunity when PROTON Holdings Bhd. Required local content development for the Proton Saga model to reduce dependency on components imported from Japan. This has opened up opportunities for local vendors to develop car components at a lower cost, provided they invest in their own injection molding machines.

Together with his partner who already owned a factory, Encik Mohd Fitri established the joint venture company called Azman Hamzah Plastik, with Encik Mohd Fitri holding the largest share in the company. From then on, his business progressed rapidly and the company benefited from the Government's other national car projects such as PERODUA, Hicom Perkasa and Motosikal Dan Enjin Nasional Sdn. Bhd. (MODENAS).

While AHP's competitive edge lies in its product quality and delivery time, the main factor shielding it from the Asian financial crisis in 1997-1998 was its prudent financial management. The company's low debt gearing ratio and high liquidity has made it financially stable and helped it out of the crisis unscathed. With low debt/equity ratio, AHP could still service its bank loans at times when sales dropped. At the same time, it had reserves in the bank, which generated income through fixed deposits. This allowed the company to retain their workers and continue meeting the worker's needs.

While a lot of companies, affected by the crisis, had to lay off their workers or went bust, AHP soldiered on. In fact, the economic downturn is also a blessing to AHP as it received more contracts from PROTON to produce car parts when many crisis-hit PROTON vendors were unable to deliver.

One of Encik Mohd Fitri's advice to the young entrepreneurs is to invest in Amanah Saham Nasional (ASN). According to him, AHP invests regularly in ASN and had reaped handsome returns from the unit trust investments. Over the years, the company received a string of accolades from the Government and various institutions for its achievements, quality system

and management practice.

Among the awards that AHP received include Proton's Best Vendor Award (Quality and Delivery) for 1994; Most Promising Customer from Bank Pembangunan Malaysia Bhd. In 1996; and Industry Excellence Award from the Ministry of International Trade and Industry in 1997. AHP also received the Enterprise 50 Award from Small & Medium Industries Development Corporation (SMIDEC) and Anderson Consulting in 1997, 1999, and 2001 (for 35th, 17th and 14th position, respectively); and Selangor Small and Medium Industry Award from the Selangor State Government in 1999.

In 2000, the company was acknowledged for its productivity through the National Productivity Corporation Award from National Productivity Corporation; and Human Resource Development Council Award for Small and Medium Employer from the Human Resource Ministry.

In 2001, AHP received QS 9000 quality accreditation from Sirim Bhd and Excellent Quality Management Award from the Selangor State Government. The company bagged the Industry Excellence Award 2001-Quality Management (SMI) from the Ministry of International Trade and Industry; and Seventh Toyota (UMWT/ASSB) Supplier Award as ASSB's Third Top Local Supplier for 2001 in Best Quality Performance.

It clinched Pelanggan Wawasan Award by Bank Pembangunan Malaysia Bhd. In 2002 and a year later, Employer Competitiveness Award Category Small & Medium Industry from the Ministry of Human Resources. In 2010, AHP received the Platinum Award for Lean Practitioner Certification Programme by Proton & Neville Clarke. Encik Mohd Fitri himself was awarded the 1998 Young Entrepreneur Award by the Ministry of Entrepreneur and Cooperative Development.

Moving forward, AHP has set its sight to gain greater market share in the regional and global market. The company is always improving its processes, designs and engineering practice to supply its products to a wider base of customers abroad. AHP's three factories operate an ultrasonic and vibration welding, hot plate, assemblies, tooling fabrication and of course injection molding process. As for Research and Development, it offers a smooth development process of new products through creative design and innovative engineering practice as a strategy to avoid customers from just being a casual browser.

### Contact Us



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# MITI Programme

## Launching of Generation of New Exporters (GenEX) Programme, 11 February 2015







# Announcement

## MITI Weekly Bulletin (MWB) Mobile Apps

MITI MWB APPs is now available for IOS, Android and Windows platforms. MWB APPs can be download from Gallery of Malaysian Government Mobile APPs (GAMMA) by following simple step as provided below:

**How to download?**

• Download GAMMA Apps through Google Play Store or App store.

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**How to download?**

• Search for MWB APPs icon and install.

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**How to download?**

• Choose platform to download and click it to install.

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**Name** : Nur Liyana Alwi  
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**Job Description** : Processing applications for permits to companies in alphabet J-R under STA for export permits, transit and transshipment  
**Division** : Strategic Trade Secretariat  
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**Name** : Amirah Che Endut  
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## Comments & Suggestions

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