



## Media Statement

### Malaysia Commits Support for Businesses to Expand in ASEAN



Malaysia is ready to provide support for companies to capitalise on the ASEAN Economic Community (AEC) as it is already the preferred hub for many global companies planning to expand into Southeast Asia, said Minister of International Trade and Industry, Dato' Sri Mustapa Mohamed.

"As Southeast Asia's economic growth flourishes, attention on ASEAN as a competitive and lucrative marketplace, providing access to over 630 million consumers, is rising. We have recently introduced the Principal Hub Scheme to facilitate and incentivise international companies who want a business-friendly launch pad to expand into ASEAN. In addition, our advanced integration levels in the AEC are an important bridge to strengthen trade links and economic ties with our ASEAN neighbours so that we can leverage on the rising demand for seamless interconnectivity that is vital for doing business successfully today," he said.

Dato' Sri Mustapa further elaborated, "Malaysia adopts an ecosystem approach whereby concerted efforts have been put in place to promote the entire value chain of industry clusters and enhance delivery enablers to support the value chain. A strong and comprehensive ecosystem improves production and logistical efficiency; reduces the cost of doing business and supports greater flow of trade and investment. The importance of the ecosystem approach is further entrenched in the 11<sup>th</sup> Malaysia Plan (11MP). Under the 11MP, we will continue to ensure that there is a significant leap in investment activities. This ultimately contributes to enhancing the competitiveness of the country and improving the country's attractiveness for FDI."

"As the region seeks to deepen and widen trade ties under the AEC to capture a greater share of global trade, it is essential for ASEAN to work on strengthening and aligning structural reforms related to ease and certainty of doing business, regulatory and legal frameworks, as well as financing and investment facilitation measures across the region," added Dato' Sri Mustapa. The Minister highlighted that ASEAN members will discuss the strengthening of these regional structural frameworks for implementation of economic and financial alignment at the upcoming World Economic Forum ASEAN 2016 (WEF ASEAN) summit which will be held in Kuala Lumpur on June 1 and 2.

Themed 'Shaping the ASEAN Agenda for Inclusion and Growth', the 25th edition of the Forum will see the participation of Malaysian government and industry leaders, including Dato' Sri Idris Jala, CEO of PEMANDU; Dato' Seri Ranjit Ajit Singh, Chairman of the Securities Commission; Dato' Seri Nazir Razak, Chairman of CIMB Group Holdings; and Tan Sri Tony Fernandes, Group CEO of AirAsia. Topics to be discussed at the Forum include 'ASEAN in 2016: Are Integration and Inclusiveness Compatible?'; 'Reshaping the ASEAN Economy through Digital Innovation'; and 'Unity in Diversity: Powering ASEAN's Future'; among others.

Dato' Sri Abdul Wahid Omar, Minister in the Prime Minister's Department, anticipates that the high profile attendees at the WEF ASEAN are expected to contribute tangible positive results towards the realisation of the AEC, which came into effect in January. "There will be participation from heads of governments and foreign ministers from both ASEAN and non-ASEAN countries, renowned business leaders, and decision makers at the WEF ASEAN who are expected to facilitate plans to develop the AEC and help ASEAN become a more interconnected and interdependent economic powerhouse. Malaysia is proud to be the co-host for the 2016 edition of the World Economic Forum ASEAN following the official establishment of the AEC during our tenure as Chair of ASEAN in 2015," he said.

"The private sector will continue to be a key driver for the AEC's realisation and we must now look to implementing long-term strategies, plans and projects, with the due consideration and involvement of industry, government and civil society in the planning and decision-making process. To organise a Forum of this magnitude with approximately several heads of governments and senior officials, business leaders, and civil society representatives is a great challenge and I thank the World Economic Forum organisers and our corporate partners for their strategic partnership and cooperation in jointly hosting the Forum," said Dato' Sri Wahid.

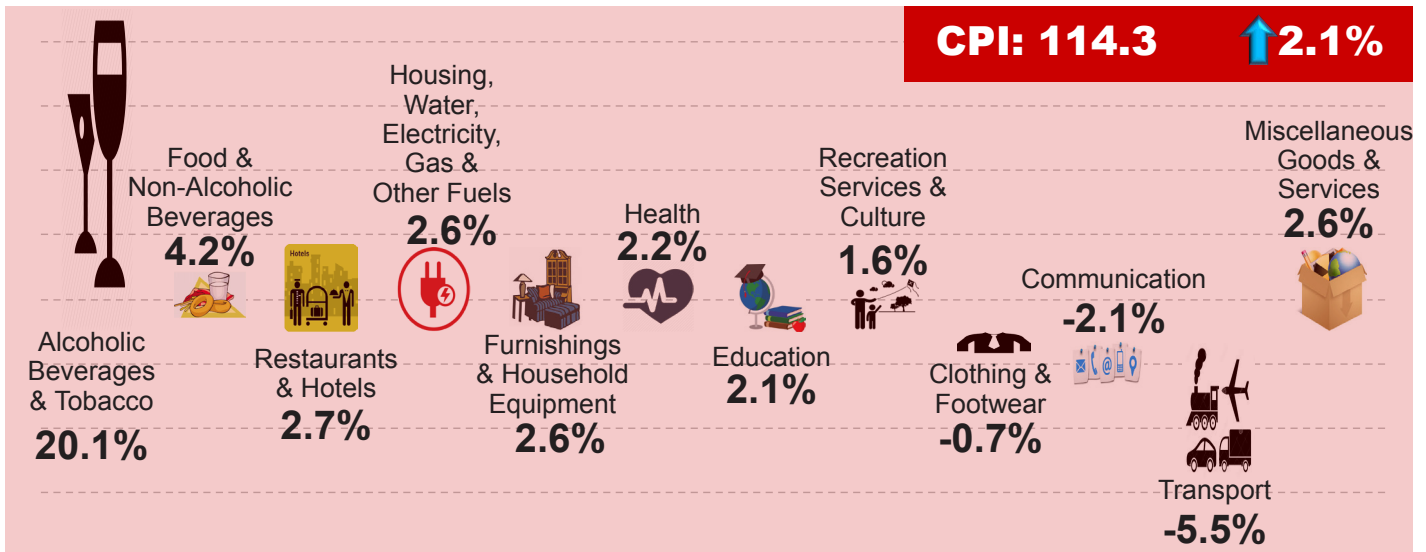
The Forum will be jointly chaired by Datin Kathleen Chew, Group Legal Counsel of YTL Corporation; Tan Sri Shahril bin Shamsuddin, President and Group Chief Executive Officer of SapuraKencana Petroleum; Yoshiaki Fujimori, President and Chief Executive Officer of LIXIL Group, Japan; Sigve Brekke, President and Chief Executive Officer of Telenor Group, Norway; Salil Shetty, Secretary-General of Amnesty International, United Kingdom; and George Yeo, Visiting Scholar from Singapore's Lee Kuan Yew School of Public Policy and Chancellor of Nalanda University.

Ministry of International Trade and Industry, 26 May 2016

# Malaysia

## Consumer Price Index (CPI) for Main Groups, April 2016

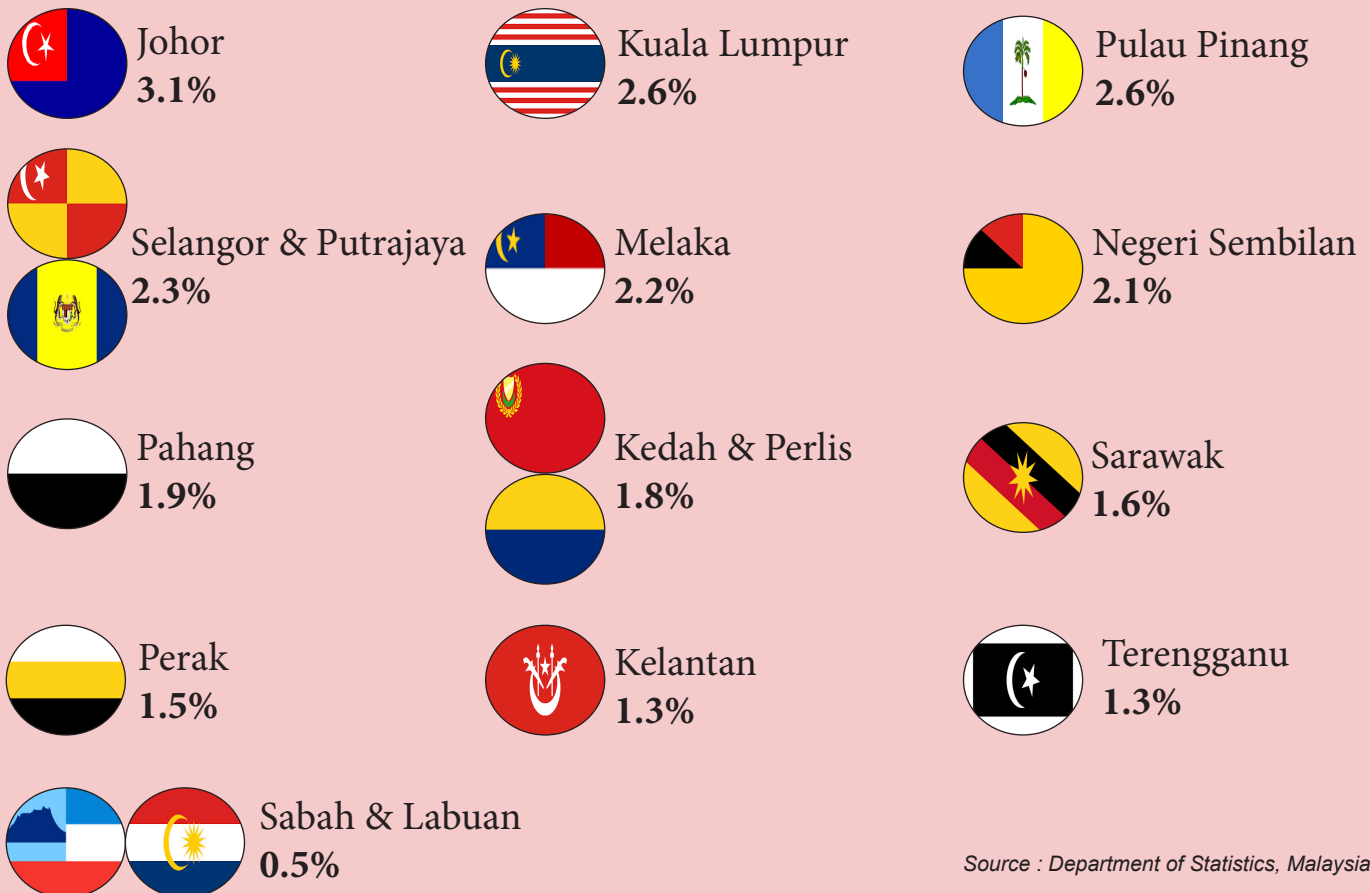
Year-on-Year percentage change



## CPI by State, April 2016

Year-on-Year percentage change

**Malaysia: 2.1%**  
**Peninsular Malaysia: 2.2%**  
**Sabah & Labuan: 0.5%**  
**Sarawak: 1.6%**



Source : Department of Statistics, Malaysia

# CPI for Main Group, April 2016

## Year-on-Year percentage change

Malaysia

Peninsular  
Malaysia

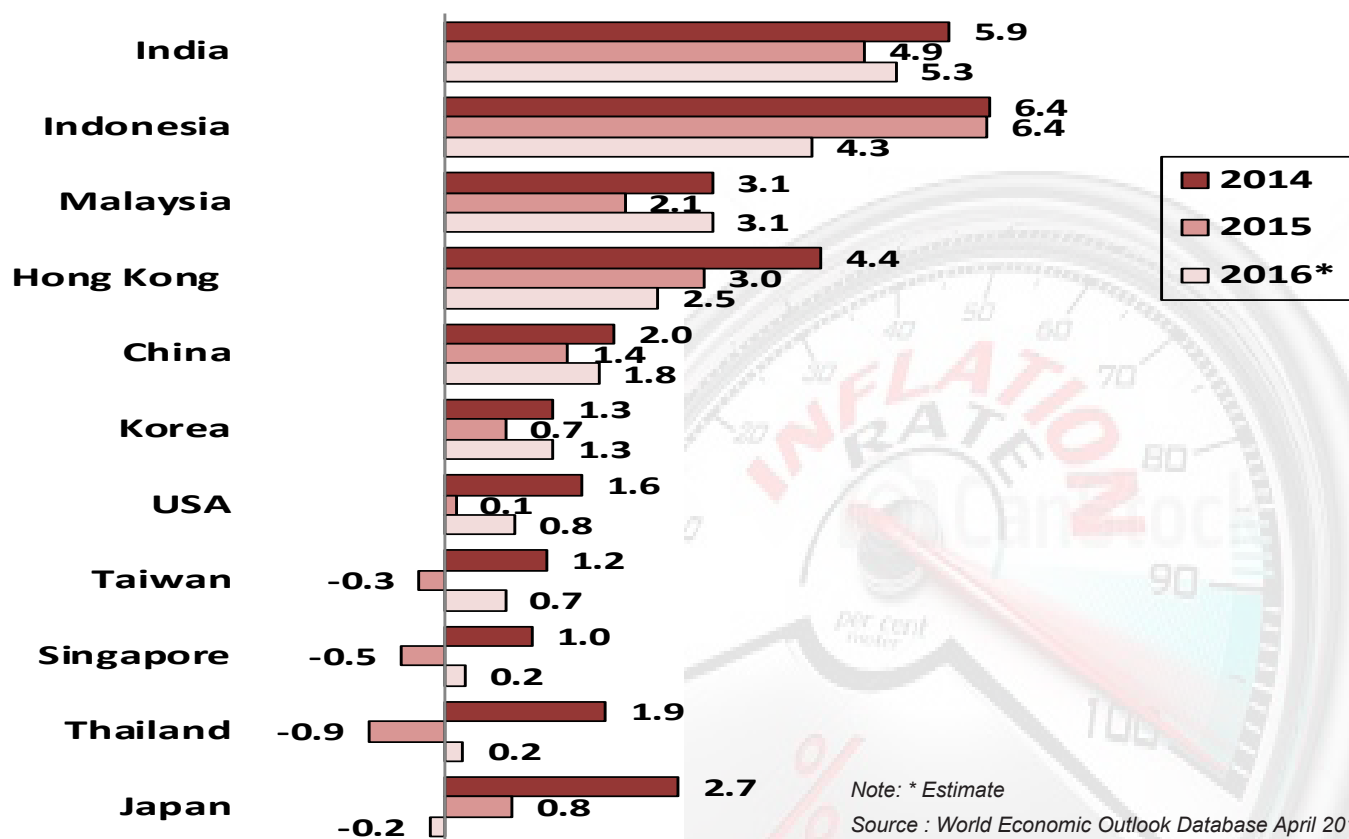
Sabah &  
Labuan

Sarawak

<b>Total</b>	<b>2.1</b>	<b>2.2</b>	<b>0.5</b>	<b>1.6</b>
Food & Non-Alcoholic Beverages	4.2	4.6	1.2	3.8
Alcoholic Beverages & Tobacco	20.1	20.3	20.6	16.0
Clothing & Footwear	-0.7	-0.7	1.2	-1.5
Housing, Water, Electricity, Gas & Other Fuels	2.6	2.9	1.4	2.8
Furnishings, Household Equipment & Routine Household Maintenance	2.6	2.7	0.0	1.3
Health	2.2	2.3	1.8	2.4
Transport	-5.5	-5.3	-6.2	-7.2
Communication	-2.1	-2.1	-2.3	-3.3
Recreation Services & Culture	1.6	1.6	1.8	0.6
Education	2.1	2.1	1.0	2.2
Restaurants & Hotels	2.7	2.7	2.2	2.9
Miscellaneous Goods & Services	2.6	2.8	0.9	2.3

Source : Department of Statistics, Malaysia

## Selected Country Inflation Rate (%), 2014-2016





# ASEAN

## and You'



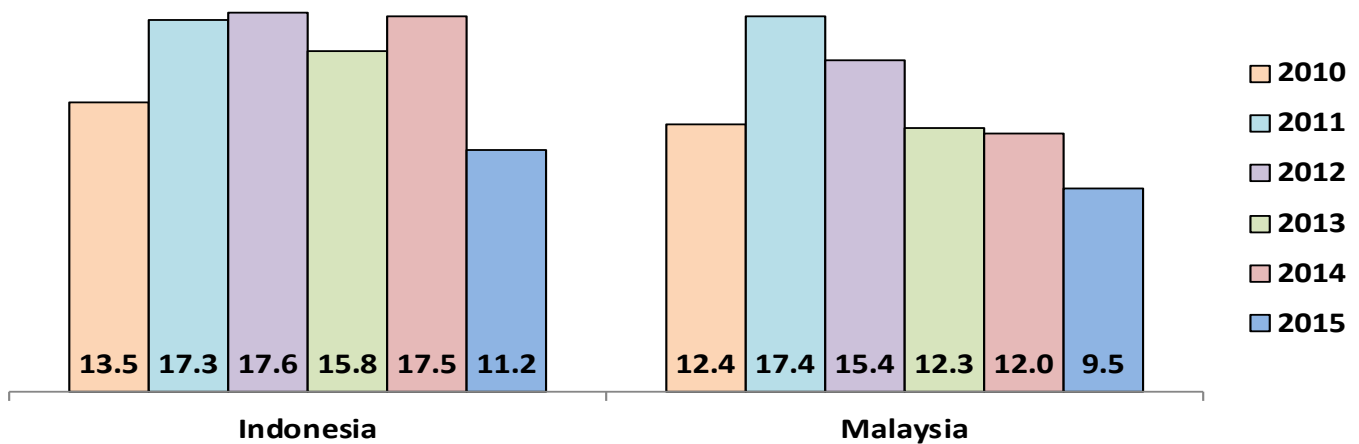
## Exports of Palm Oil & Its Fraction 2010-2015 for Selected Members

2015

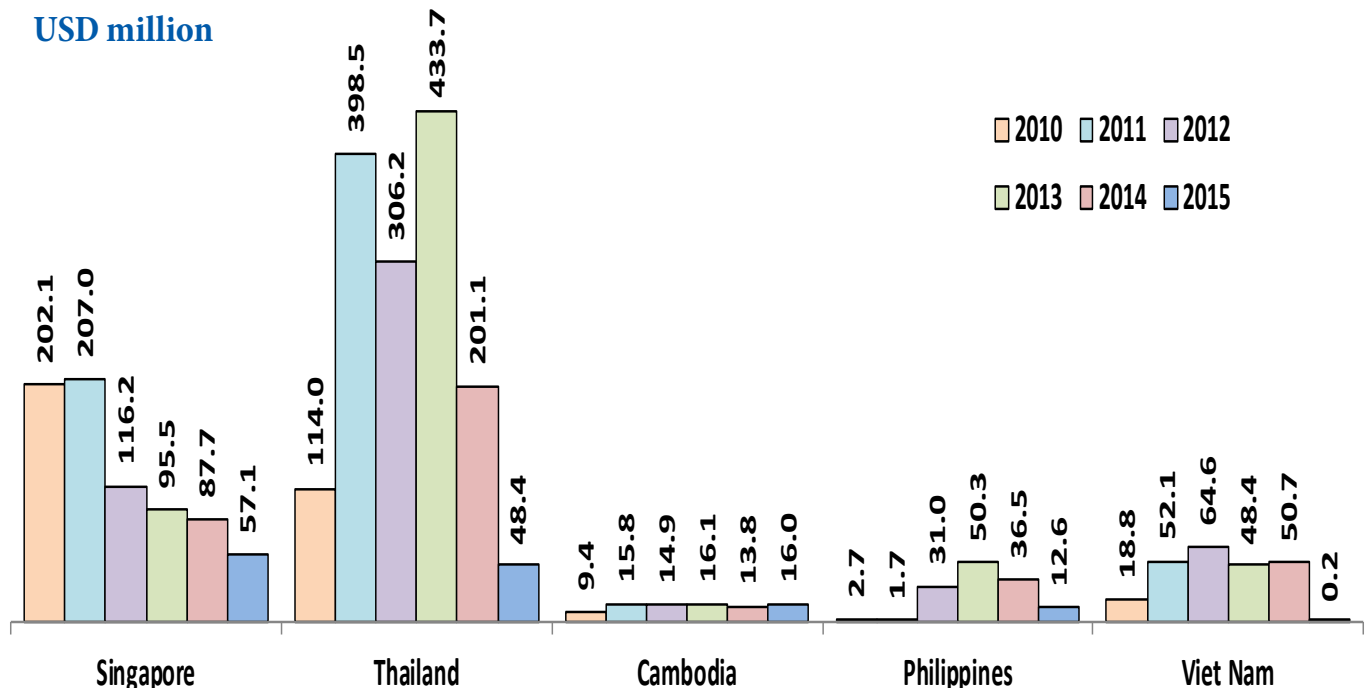
Global Exports :USD24.7 billion

ASEAN Exports: USD20.9 billion

USD billion



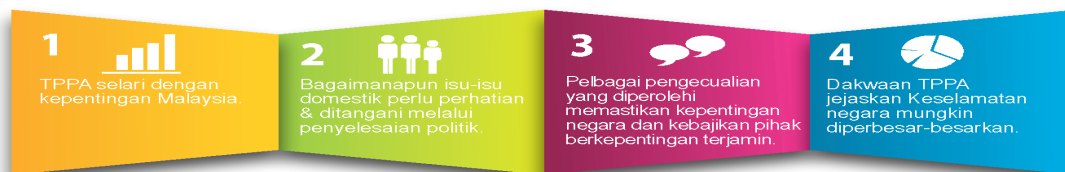
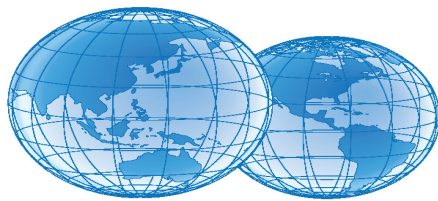
USD million



Notes : HS Code 1511

Source : Trade map





## RINGKASAN KAJIAN KEPENTINGAN NEGARA INSTITUT KAJIAN STRATEGIK & ANTARABANGSA (ISIS)

Secara umum ISIS berpendapat, penyertaan Malaysia ke dalam TPPA adalah selari dengan kepentingan Negara. Walau bagaimanapun, isu-isu domestik yang berkaitan dengan Bumiputera, hak pekerja, Mekanisme Penyelesaian Pertikaian Pelabur-Negara (ISDS), hak harta intelek dan Syarikat Hak Milik Kerajaan - perlu diberi perhatian yang sewajarnya dan tidak boleh dipandang ringan. Isu-isu tersebut perlu diuruskan melalui penyelesaian politik dan melalui dasar-dasar awam.

Menurut ISIS, Kerajaan telah berjaya memperolehi pelbagai pengecualian dalam TPPA yang memastikan kepentingan negara dan kebajikan pihak-pihak berkepentingan terjamin. Pengecualian-pengecualian ini hanya mampu diperolehi dengan menyertai TPPA di peringkat awal.

Kajian turut mendapati TPPA diperlukan sebagai ejen pengubah struktur semasa yang akan membuahkan hasil yang positif di masa depan.

Hasil kajian ISIS mendapati, penyertaan dalam TPPA adalah positif untuk kepentingan keselamatan Malaysia. Dakwaan pihak tertentu bahawa kedaulatan dan kesaksamaan negara akan terjejas akibat daripada perjanjian ini adalah berasas tetapi mungkin telah diperbesar-besarkan. Penyertaan dalam TPPA tidak menghalang hubungan dagang Malaysia dengan negara lain. Hubungan dengan rakan dagang utama (seperti ASEAN, China dan Kesatuan Eropah) dijangka tidak akan terjejas. Walau bagaimanapun, ISIS berpendapat bahawa

kerjasama Kerajaan dengan Amerika Syarikat (AS) akan menimbulkan pelbagai cabaran. Kerajaan perlu terus memastikan negara tidak akan dipaksa untuk menerima komitmen di luar kemampuannya dan bertentangan dengan kepentingan Malaysia pada masa hadapan.

TPPA, pada pandangan ISIS, mempunyai kesan positif ke atas keselamatan makanan dan tenaga di Malaysia. Hal berkaitan keselamatan dan kesihatan awam, pembangunan teknologi dan keselamatan negara akan terus kekal di bawah kawalan Kerajaan Malaysia. Sebagai contoh, TPPA membenarkan Kerajaan melaksanakan pelesenan wajib (*compulsory licensing*) semasa darurat kesihatan. Selain itu, pematuan piawaian buruh yang digariskan pula memerlukan pembaharuan undang-undang dan institusi supaya pihak berkuasa boleh mematuhi standard yang tinggi itu.

ISIS berpendapat hak Kerajaan dalam melaksanakan dasar yang melibatkan penyertaan dan hal ehwal kebajikan Bumiputera tidak akan tergugat. TPPA dijangka akan menggalakkan pengagihan sumber ekonomi yang lebih saksama dan cekap dalam semua bentuk penyertaan Bumiputera bagi Perolehan Kerajaan.

TPPA menggalakkan ketelusan dan perubahan kepada amalan pentadbiran. Amalan baru ini akan memperkukuhkan lagi urus tadbir yang baik dengan adanya unsur keboleh ramalan dan kesepaduan dalam aktiviti kawal selia. Selain itu, pelaksanaan langkah-langkah berkaitan Perolehan Kerajaan dalam pakej rangsangan semasa krisis ekonomi boleh diteruskan untuk 25 tahun selepas TPPA berkuat kuasa bagi Malaysia.



Pada pandangan ISIS, TPPA dijangka memberikan kesan positif kepada kemakmuran masyarakat dengan mewujudkan lebih banyak lagi peluang pekerjaan.

Pemansuhan tarif menerusi TPPA akan memberi kesan positif ke atas kos sara hidup. Walau bagaimanapun, terdapat pelbagai barangan dan perkhidmatan terpilih yang tidak terjejas disebabkan peraturan-peraturan domestik sedia ada atau sudah menikmati pemansuhan tarif menerusi perjanjian-perjanjian yang telah dilaksanakan. ISIS juga berpendapat setelah negara menyertai TPPA, tahap dan kualiti penguatkuasaan dalam hal perlindungan alam sekitar akan turut meningkat.

### Bumiputera & Sektor Perolehan Kerajaan

Had nilai perolehan (*threshold*) yang ditetapkan dalam perolehan kerajaan bagi sektor bekalan dan perkhidmatan dijangkakan akan mengubah status quo penyertaan Bumiputera pada masa akan datang. Ini kerana perolehan yang melebihi had nilai perolehan yang ditetapkan perlu dibuat secara persaingan terbuka.

Walaupun bagaimanapun, majoriti pembekal Bumiputera tidak akan terjejas kerana kontrak perolehan kerajaan yang mereka perolehi adalah dibawah had nilai perolehan yang ditetapkan.

Bagi kontrak pembinaan pula, pengagihan 30 peratus untuk syarikat Bumiputera diberikan untuk menggalakkan penyertaan Bumiputera di dalam sektor ini. ISIS berpendapat, keutamaan

Bumiputera masih dapat dikekalkan walaupun akan terdapat persaingan yang lebih hebat di dalam sektor pembinaan.

Kerajaan masih ada ruang untuk mengawal dasar-dasar berkaitan dengan pemilikan ekuiti Bumiputera di dalam sektor hartanah, minyak dan gas, dan aset milik kerajaan yang telah diswastakan. Kerajaan juga dapat terus menawarkan bantuan secara langsung melalui pelesenan dan permit kepada syarikat Bumiputera dengan tujuan mempertingkatkan penyertaan mereka di dalam ekonomi tempatan. Kerajaan juga mengekalkan haknya untuk mengawal pengagihan permit perjudian, penjualan arak dan kandungan maklumat produk-produk tertentu. Pemberian Sijil Halal, perkhidmatan undang-undang Syariah, Haji dan Zakat dan kurikulum sekolah agama akan terus dibawah kawalan kerajaan.

#### Hak Pekerja

Malaysia perlu meminda sembilan undang-undang dalam hal yang berkaitan dengan buruh paksa dan kebebasan berserikat. ISIS meramalkan kebenaran untuk menubuhkan kesatuan sekerja akan memberi kesan negatif kepada kebanyakan majikan di Malaysia. Oleh itu ISIS menyarankan Kerajaan mengkaji langkah-langkah untuk mengurangkan risiko tersebut dan berpendapat Kerajaan masih dapat mengekalkan kawalan ke atas pembentukan kesatuan-kesatuan baru.

#### Mekanisme Penyelesaian Pertikaian Pelabur-Negara (ISDS)

Mekanisme ini bukanlah sesuatu yang baru bagi Malaysia. Peraturan ini sudah sedia ada dalam



perjanjian pelaburan dua hala dan perjanjian perdagangan bebas Malaysia dengan negara lain. Mekanisme ISDS dalam TPPA adalah lebih baik kerana memberikan kelonggaran dalam dasar-dasar Kerajaan yang berkaitan dengan kawal selia, kesihatan awam, keselamatan dan perlindungan alam sekitar.

Bank Negara Malaysia pula boleh mengekalkan kawalannya ke atas pengurusan Ringgit, rizab pertukaran asing dan kawalan modal. Malaysia dan ahli TPPA yang lain juga telah mengecualikan pengawalan tembakau daripada mekanisme ISDS.

#### Syarikat Hak Milik Kerajaan (SOE)

ISIS berpendapat Malaysia mampu mematuhi ketetapan TPPA melalui dasar persaingan yang telah Kerajaan perkenalkan di dalam Akta Persaingan 2010. Bagaimanapun, Khazanah Nasional Berhad melahirkan kebimbangan terhadap keupayaannya untuk mematuhi disiplin

TPPA dan meneruskan program-program sosial dan ekonomi yang sedia ada.

Menurut ISIS, Syarikat Hak Milik Kerajaan tetap diberi ruang untuk terus menjalankan program-program pembangunan sosial dan ekonomi. Perlu diingatkan Syarikat-syarikat Hak Milik Kerajaan ini juga diamanahkan untuk mengurus sumber negara. Oleh itu pelaksanaan TPPA akan memberi kesan positif kepada daya saing dan amalan tadbir urus syarikat-syarikat tersebut.

#### Hak Harta Intelek

ISIS berpendapat kesan ke atas harga ubat-ubatan adalah minimum dengan pelaksanaan TPPA. Tempoh data eksklusif selama lima tahun yang diberikan kepada ubatan biologi adalah sama dengan ubatan kimia dan tidak memberi kesan yang ketara kerana adanya tempoh tebingkap (*access window*) yang menggalakkan ubat-ubatan

baru difailkan untuk kebenaran pasaran di Malaysia dalam tempoh 18 bulan dari tarikh ia mula dipasarkan di pasaran pertamanya. Ini akan menggalakkan pengeluaran ubat-ubatan untuk masuk lebih awal di Malaysia.

Kajian ISIS mendapati bahawa tempoh paten di bawah TPPA tidak akan memberi kesan kepada Malaysia. Ini kerana pihak berkuasa tempatan sudah cekap meluluskan permohonan paten perubahan dan telah mengambil langkah-langkah tambahan untuk mempertingkatkan.

Kajian ISIS juga mendapati tiada kesan dari kesinambungan paten (*patent linkage*) kerana pihak berkuasa tidak akan menolak permohonan ubat generik.

Kos pendidikan pula dijangka tidak akan terjejas dengan lanjutan tempoh hak cipta kerana hanya buku teks terkini digunakan dengan kerap dan meluas di Malaysia.

#### Beras

Keselamatan makanan Malaysia tidak terjejas kerana Malaysia mempunyai hak untuk menerima pakai atau mengekalkan mana-mana langkah-langkah yang berkaitan dengan perkhidmatan borong dan pengedaran beras. BERNAS masih mengawal bekalan beras di pasaran tempatan. Kerajaan pula masih dapat mengawal harga beras.

#### Alkohol dan Tembakau

Kerajaan masih mengekalkan kawalannya ke atas harga alkohol dan tembakau di bawah TPPA melalui pelaksanaan duti eksais dan pengedaran lesen terhad. Tempoh peralihan bagi penghapusan tarif ini ialah 15 tahun.

#### Kereta

Kerajaan masih dapat mengekalkan duti eksais ke atas kereta. Kajian ISIS mendapati kereta import dari Amerika Syarikat dijangka tidak akan memberi kesan yang ketara kepada kereta nasional buatan Malaysia.



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



# International Report



## Eurasian Economic Union (EAEU)



### Population

182.7 million people  
(as of 1 January 2016)



**2.5%**  
of the world  
population

### GDP

US\$2.2 trillion  
(2014)



**3.2%**  
of the world GDP

### Total Trade

US\$877.6 billion  
(2014)



**3.7%**  
of the world export  
**2.3%**  
of the world import

### Industrial Production

US\$1.3 trillion  
(2014)



**3.7%**  
of the global  
industrial production

### Number of Economically Active Population

92.9 million people  
(2014)



**2.8%**  
of the world economically  
active population

### Unemployment Rate

5.3%



Source : <http://www.eaeunion.org/?lang=en#about-countries>

### FDI Inflows

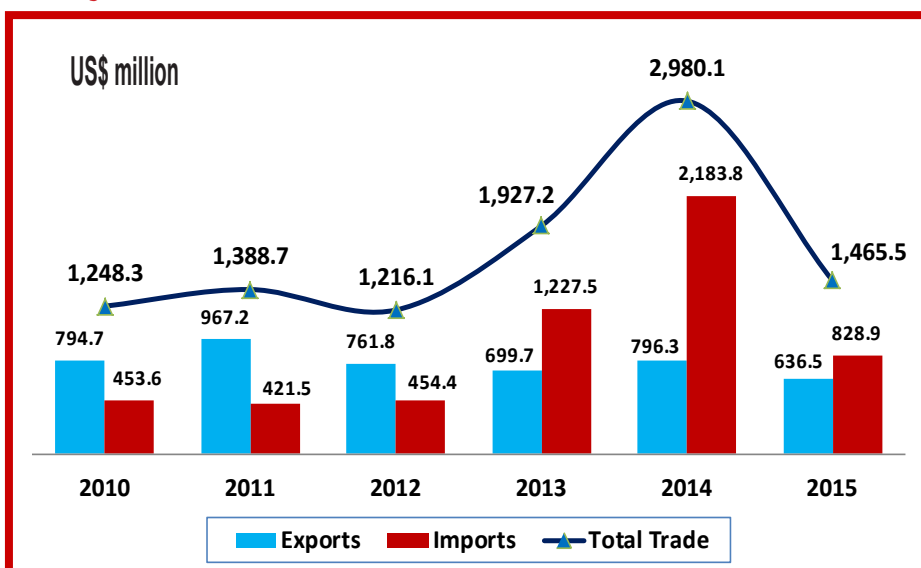
**2012: US\$66.5 billion**

**2013: US\$82.5 billion**

**2012: US\$33.0 billion**

Source : World Development Indicators

## Malaysia's Trade with EAEU



### Major Export 2015

1. E&E Products: US\$173.2m
2. Machinery, Appliances & Parts: US\$95.6m
3. Processed Food: US\$81.4m

### Major Import 2015

1. Chemicals & Chemical products: US\$225.7m
2. Crude Petroleum: US\$157.8m
3. Petroleum Products: US\$151.7m

Compiled by: MITI

# European Union



and



# United Kingdom

## Economic Indicators, 2015

333 million people	Population	65 million people
EUR10,400	GDP	US\$2,850 billion
EUR31,213	GDP Per Capita	US\$43,890
1.5%	GDP Growth	2.3%
0.0%	Inflation Rate	0.0%
10.9%	Unemployment Rate	5.4%
US\$5,387.3 billion	Exports	US\$460.4 billion
US\$5,213.1 billion	Imports	US\$625.8 billion
US\$10,600.4 billion	Total Trade	US\$1,086.3 billion
US\$174.2 billion	Trade Balance	US\$-165.4 billion

Source : [www.focus-economics.com/](http://www.focus-economics.com/)  
World Trade Organization



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

## Number of Certificates (Provisional data)

	3 Apr 2016	10 Apr 2016	17 Apr 2016	24 Apr 2016	1 May 2016	8 May 2016	15 May 2016	22 May 2016
AANZFTA	725	816	827	824	902	609	763	758
AIFTA	592	684	680	745	603	605	619	709
AJCEP	189	160	139	200	219	189	144	261
ATIGA	4,510	4,262	4,068	4,536	4,529	3,876	4,275	4,495
ACFTA	1,889	1,530	1,483	1,631	1,644	1,416	1,379	1,478
AKFTA	954	753	853	820	860	722	1,130	1,284
MICECA	300	327	332	316	344	288	264	384
MNZFTA	8	6	10	5	13	6	7	1
MCFTA	64	52	67	43	32	70	44	58
MAFTA	430	400	364	361	287	325	421	449
MJEPA	797	823	711	729	863	798	708	886
MPCEPA	176	167	178	148	149	146	168	234
GSP	156	117	119	136	144	115	155	142
MTFTA	181	269	137	196	237	167	139	230

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)

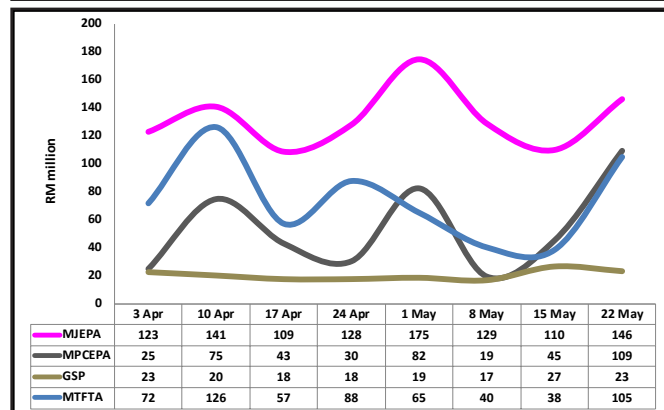
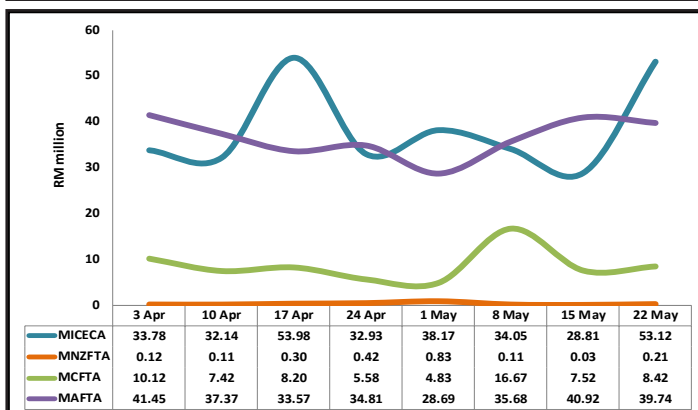
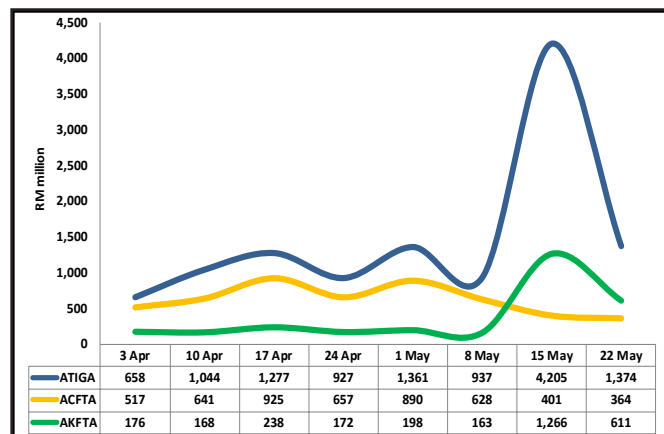
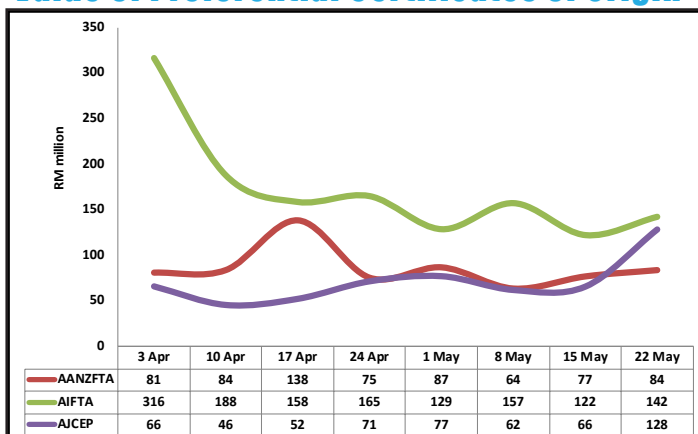


MAFTA: Malaysia-Australia Free Trade Agreement  
(Implemented since 1 January 2013)



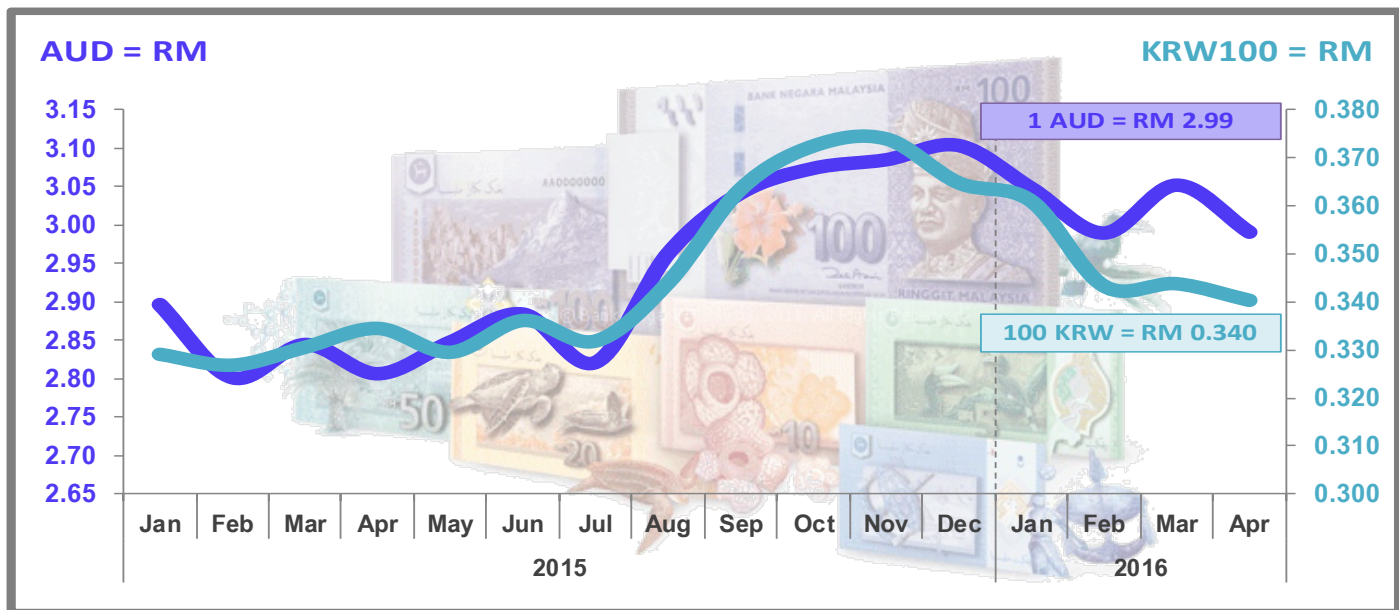
MTFTA: Malaysia-Turkey Free Trade Agreement  
(Implemented since 1 August 2015)

## Value of Preferential Certificates of Origin



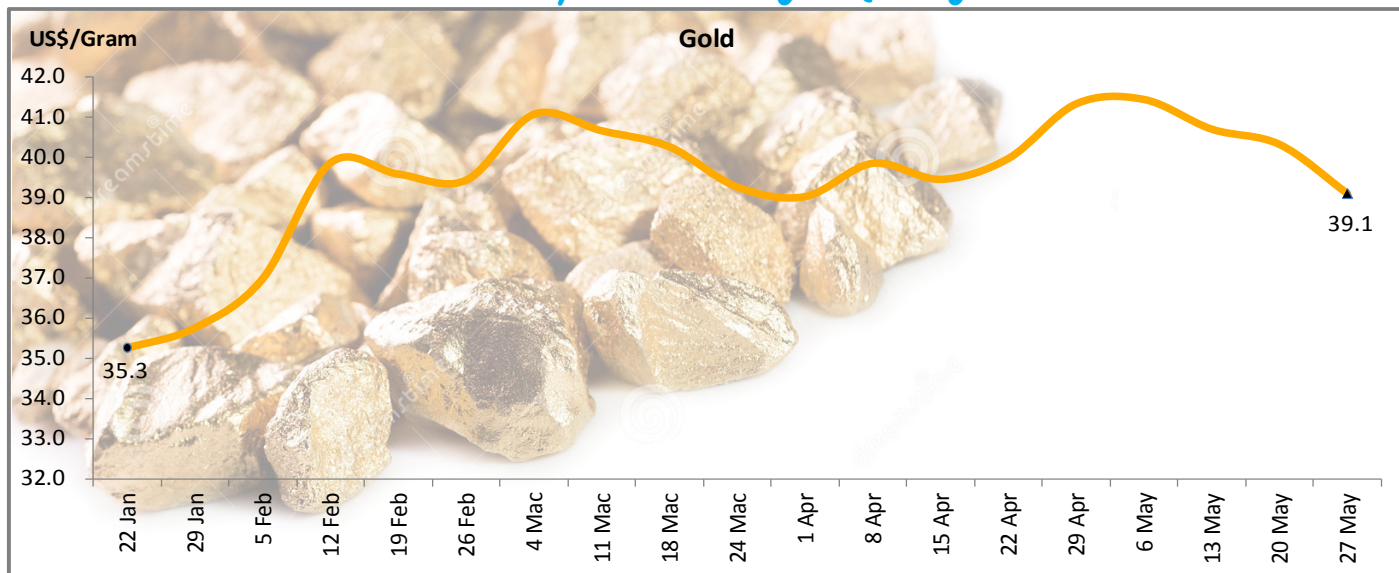
Source: Ministry of International Trade and Industry, Malaysia

# Malaysian Ringgit Exchange Rate with Australian Dollar and South Korean Won



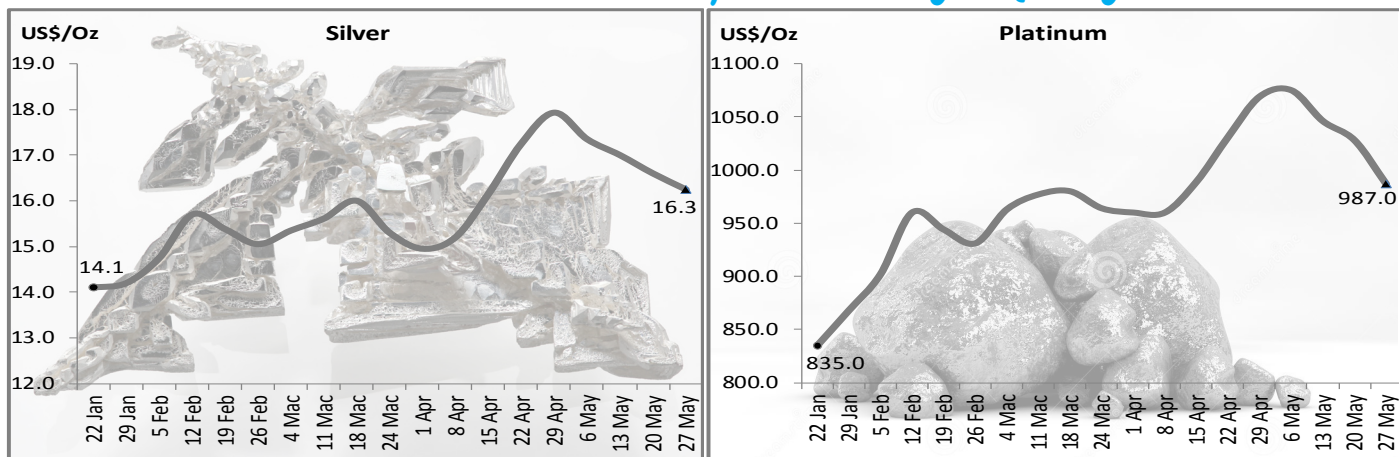
Source : Bank Negara Malaysia

## Gold Prices, 22 January - 27 May 2016



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

## Silver and Platinum Prices, 22 January - 27 May 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)
27 May 2016 (US\$)	49.3	693.0	17.5	1,263.0	2,049.9	48.1	300 (high) 280 (low)
% change*	↑ 1.2	↓ 2.8	↑ 2.6	↓ 1.9	↓ 4.5	unchanged	↓ 6.3 ↓ 6.7
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

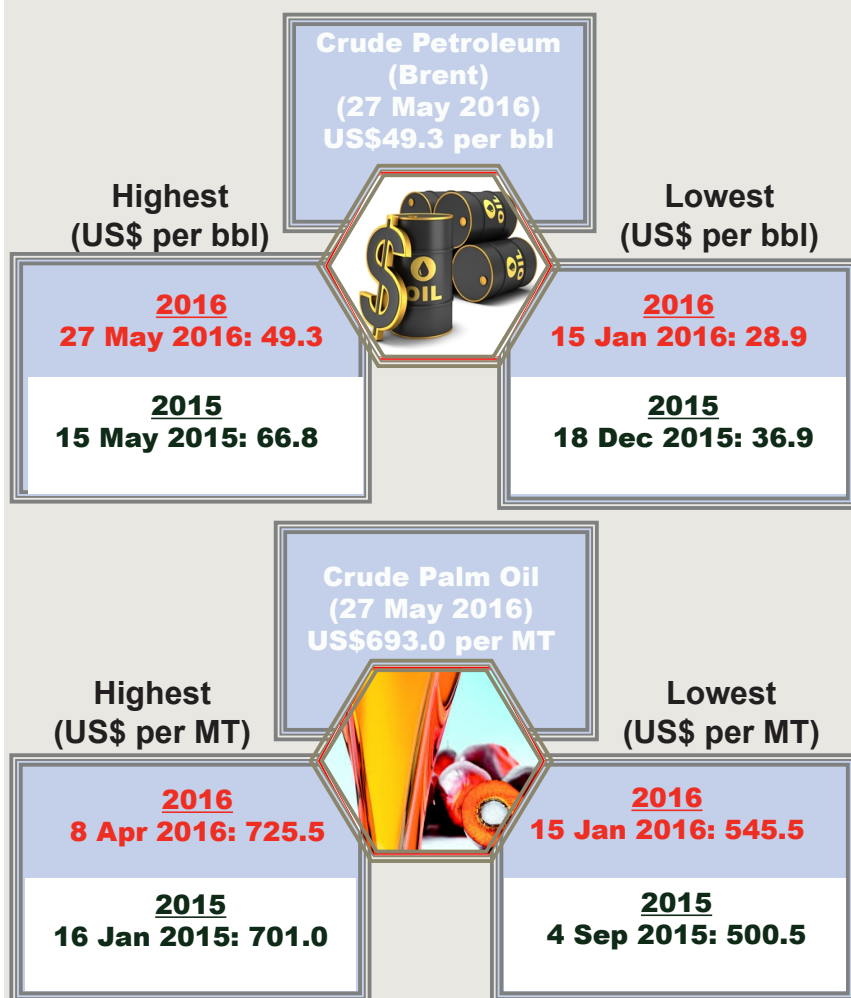
Notes: All figures have been rounded to the nearest decimal point

\* 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



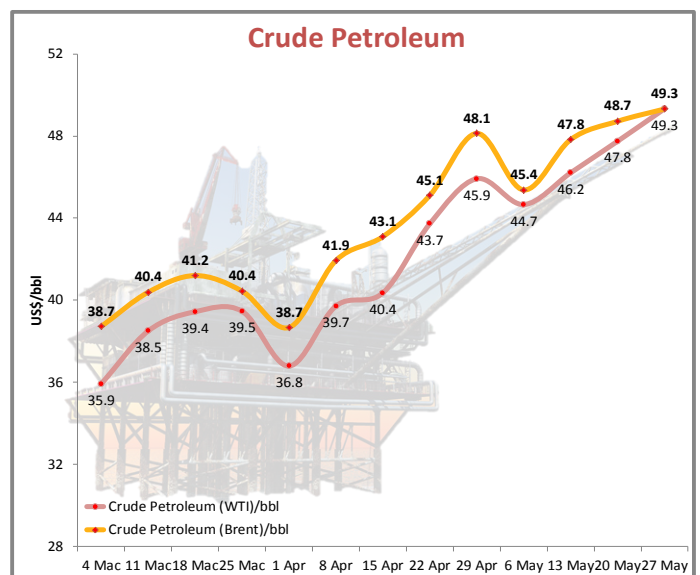
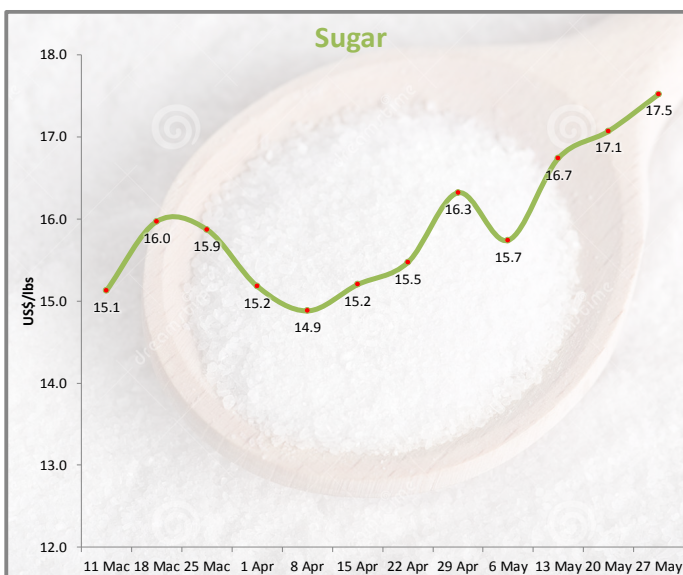
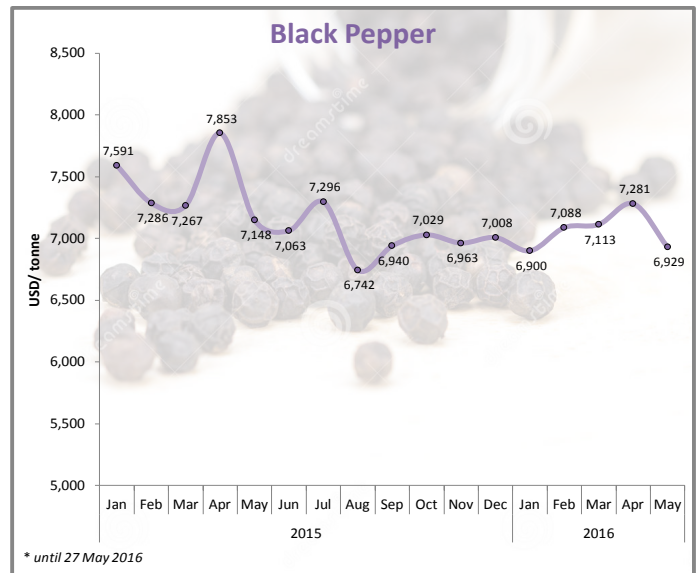
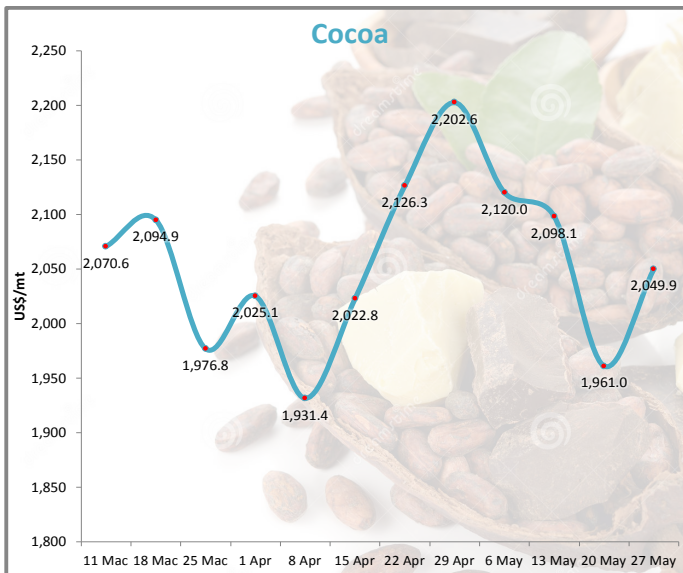
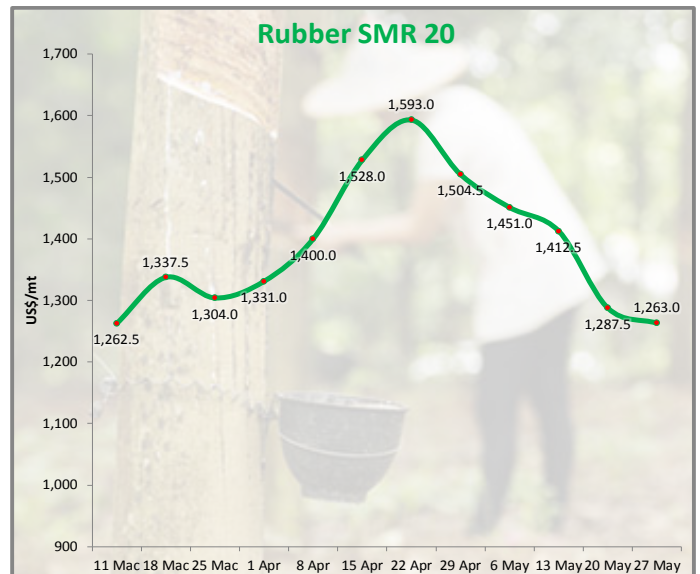
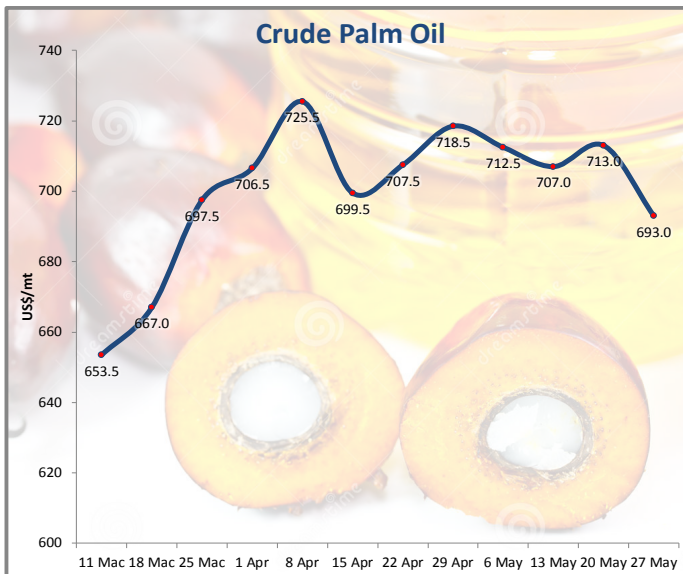
## Average Domestic Prices, 30 May 2016



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.



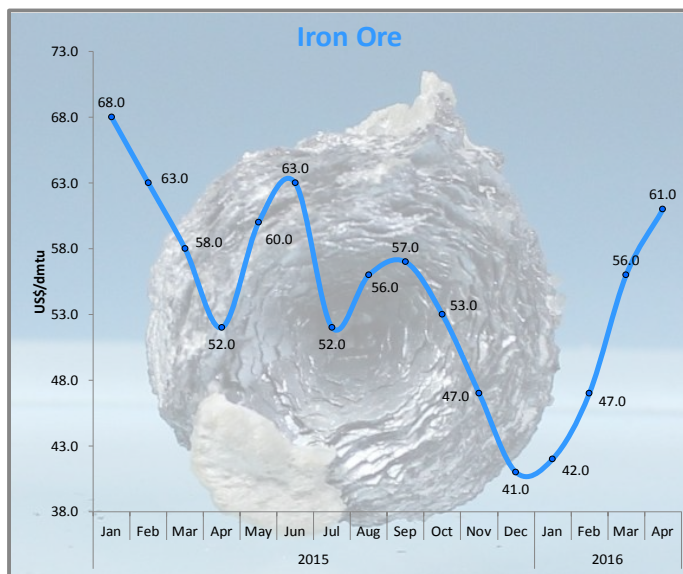
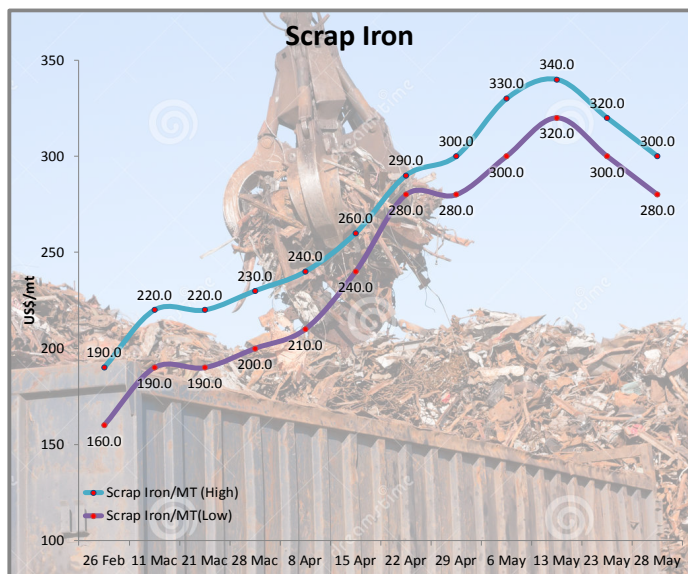
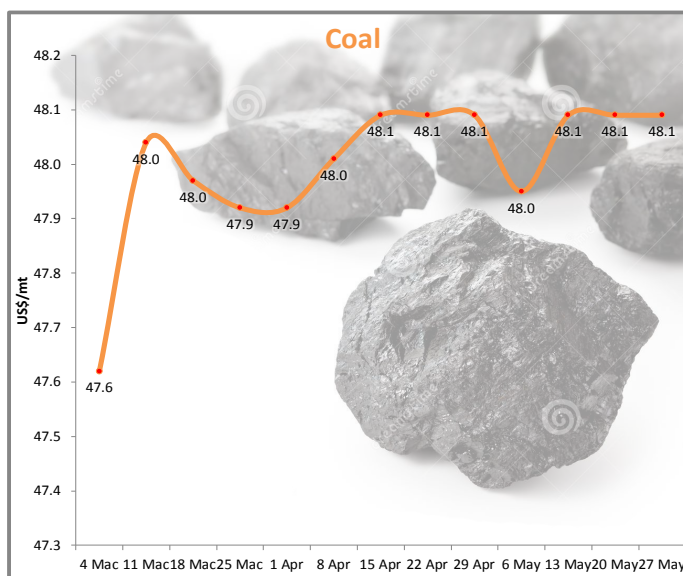
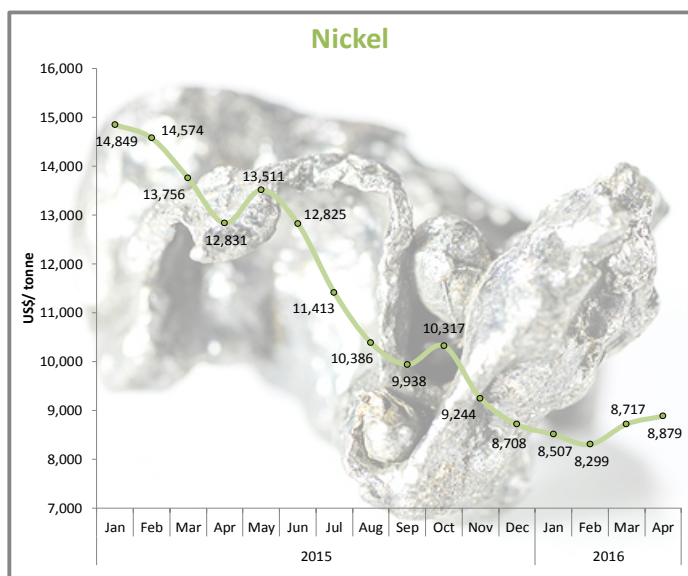
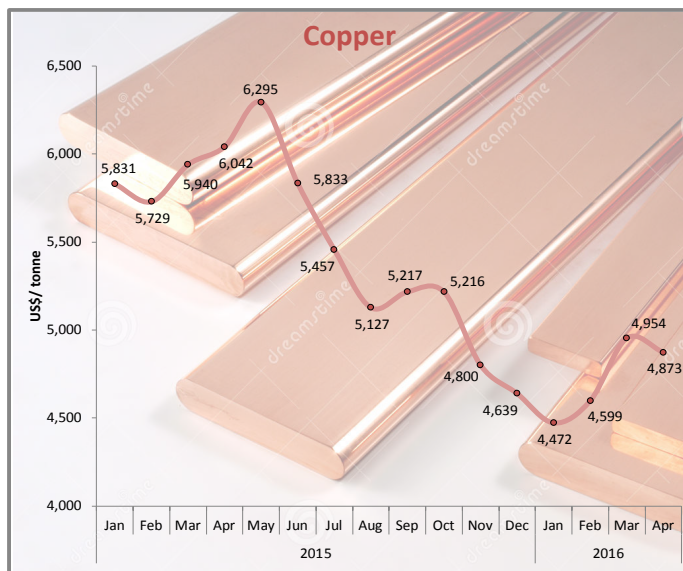
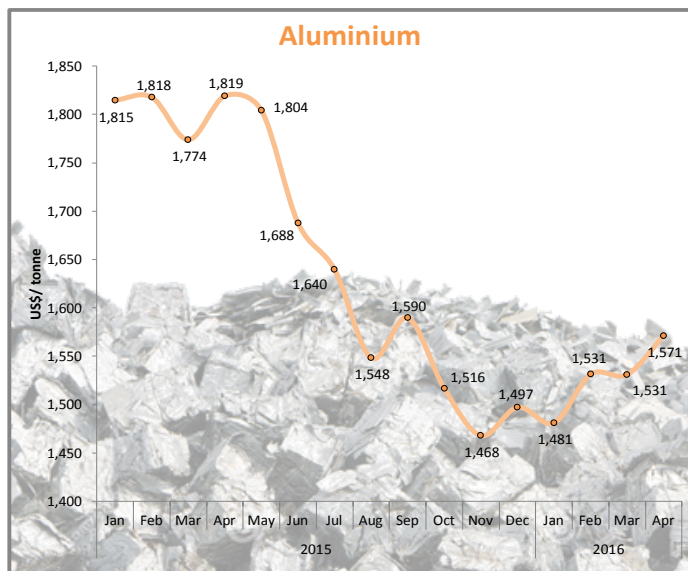
# Commodity Price Trends



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.

# SUCCESS STORY...

## Secret Recipe Cakes & Café Sdn. Bhd.



Most Malaysians are familiar with the delicious taste of cakes at Secret Recipe. Its award winning cheese cakes and delightful ambience might sway you to think that Secret Recipe is a Franchise from abroad, but the truth is that Secret Recipe is very much a home-grown Malaysian company.

Its Chief Executive Officer, Dato' Steven Sim Leong Thun has successfully transformed a small family business which made its debut in 1997, into a reputable global brand with over 250 café throughout the region, workforce of over 3000 and a total revenue of over RM200 million. Malaysians travelling abroad can now beam with pride when they stumble across Secret Recipe outlets in Singapore, Indonesia, Thailand, China, Philippines, Pakistan, Brunei, and Australia.

Despite it being a successful and reputable global brand at present, Secret Recipe was just a small company when it first started in 1997 that it was unable to spend big on advertising and marketing. Thus, the company depended solely on word of mouth and in-house promotional activities to make their product known to the public. However, these small-scale promotions were effective and in no time, Secret Recipe was able to expand its business locally and to the overseas market.



A different kind of challenge awaited its overseas expansion, as it needed to adapt to cultural differences and local legislation. However, through hard work, creativity and innovation, it managed to overcome these hurdles and soon, its brand name became known to the world at large. Since then, Secret Recipe has been the leading and largest cafe chain in Malaysia for many years, an achievement which earned an entry in the Malaysia Book of Records in 2003. The cafe serves 40 types of cakes and pastries, as well as 20 types of fusion food, in a modern and contemporary setting.

Dato' Steven Sim proudly claims that most of the raw materials for its spread of food are locally sourced except for cheese, which is imported from Australia and New Zealand. Freshness and quality are maintained as the food are ordered from a centralised system and delivered to its many outlets. The company adheres to high standards of preparation of food, in accordance with regulatory guidelines, including HACCP and certification from The Department of Islamic Development Malaysia (JAKIM).

Secret Recipe has won numerous accolades year after year, not just from Malaysia but from the countries it has penetrated into. The awards range from Best Cheesecake Award 1998, Super Brands Malaysia 2003, Innovative Products 2003, Best Western Restaurant 2005, Indonesia's Best Restaurant 2006, Golden Bull Award 2006, Singapore's International Franchisor of the Year 2007, Australia's 5-Star Food Safety Awards 2010, Brandlaureate's Most Popular Brand 2010 and many others. In order to protect its brand and stay above the competition, Secret Recipe is constantly innovating and reinventing itself. It strives to stay relevant by sustaining consistency and quality in its products.

### CONTACT US



#### Secret Recipe Cakes & Café Sdn. Bhd.

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Selangor Darul Ehsan, Malaysia.

Tel : + 603 7806 1555

Fax : + 603 7803 7303

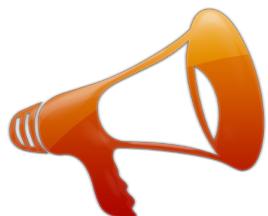
Website: [www.secretrecipe.com.my](http://www.secretrecipe.com.my)



# MITI Programme

## Minggu Perusahaan Kecil & Sederhana dan Ekspo Keusahawanan Jeli 2016





# Announcement

## ECONOMIC CENSUS

# 2016

**Better Data for a Better Future**

### Objectives

- Identify new sources of growth to the economy
- Formulate national economy programme and policies
- Asses the implementation of the national development policy such as the 11<sup>th</sup>MP, SME Master Plan and Services Sector Blueprint
- New benchmark for economy statistics
- Increase capacity of national statistics

### Use

- Constructing economic indicators
- Government – monitoring national plans, SME development
- Private, academic and researchers
- Future economic surveys
- Business planning and decisions

#### Entrepreneurs, Companies & Business

- To identify new sources of growth to the economy;
- To formulate national economic programmes; and
- To assess the implementation of the national development policy such as The Economic Transformation Programme, Eleventh Malaysia Plan and Small and Medium Enterprise (SME) Masterplan 2012 -2020.

#### Industry Associations & Chamber of Commerce

- To understand more about industrial structure;
- To share information about the industry with their members;
- To assist business in marketing and investment planning.

#### Government

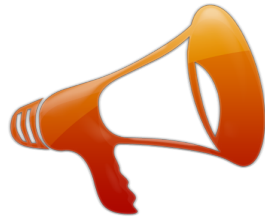
- To identify new sources of growth to the economy;
- To formulate national economic programmes; and
- To assess the implementation of the national development policy such as The Economic Transformation Programme, Eleventh Malaysia Plan and Small and Medium Enterprise (SME) Masterplan 2012 -2020.

#### To Update Economic Indicators

- Rebasing of indices i.e. Gross Domestic Product (GDP) and Index of Industrial;
- Compilation of Supply & Use Table (SUT), Input-Output Table (I-O), Tourism Satellite Account (TSA), Information & Communication Technology Satellite Account and System of Environmental – Economic Accounting (SEEA);
- Development of SME's profile.

Source : Department of Statistics, Malaysia



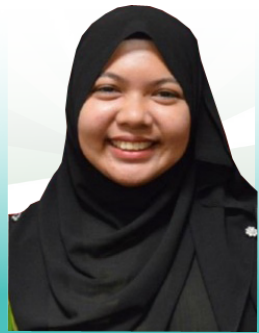


# Announcement

## 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)** at the link: <http://gamma.malaysia.gov.my/#/appDetails/85>



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<b>Division</b>	: Finance
<b>Job Description</b>	: Manage tasks related to finance division



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<b>Division</b>	: Human Resource Management
<b>Job Description</b>	: Manage tasks related to Strategic Unit I - Training and Courses



*The MWB Editorial Committee  
Wishes its' Readers  
Happy Gawai Dayak Day  
&  
Wishing all Muslim Readers a blessed Ramadhan...*



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