



**MALAYSIA**  
CHAIRMAN OF  
**ASEAN 2015**

OUR PEOPLE, OUR COMMUNITY, OUR VISION

## MITI in the News

### MITI Sees a Challenging Trade Year Ahead



KUALA LUMPUR: The trade sector may face challenging prospects this year, according to Minister of International Trade and Industry, Dato' Sri Mustapa Mohamed.

Mustapa said a team of experts from the ministry was currently working on the trade forecast figures for this year.

"The team is looking at the impact on current oil prices, economy, balance of payments, fiscal deficit as well as the Goods and Services Tax. The figures would be announced in several weeks' time.

"2015 is a challenging year but I don't want to pre-empt as more detailed analyses needed to be done," he told reporters this after launching the Malaysian Association of Asean Young Entrepreneurs (MAAYE) here today.

He said the ministry would revisit its forecast figures on foreign direct investments and export value for electrical and electronic products in view of the current ringgit's performance.

"The ringgit has pluses and minuses in terms of impact. We will do more detailed calculation," he said.

Mustapa said Malaysia's exports in November 2014 rose by 2.1 per cent to RM63.73 billion, the highest ever recorded for the month of November.

"The trade surplus of RM11.13 billion registered during the month was the highest value since November 2011," he said.

On MAAYE, Mustapa said, it would connect young Malaysian entrepreneurs and their Asean counterparts more effectively through official channels and to promote business skills.

"Such connectivity will contribute significantly to the strengthening of our small and medium enterprises sector, the primary economic driver for the Asean Economic Community," he said.

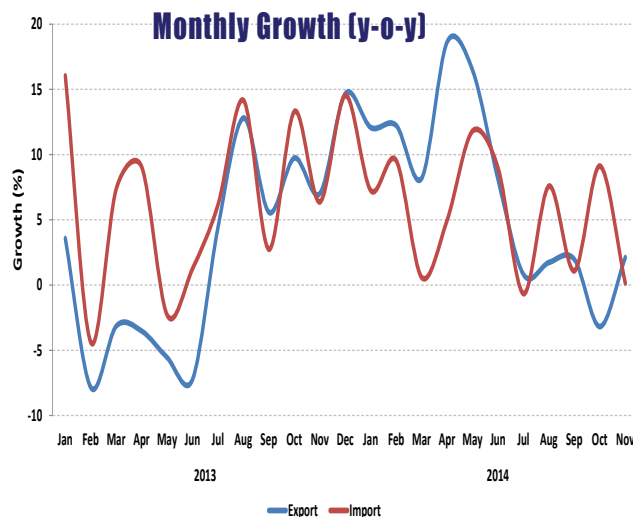
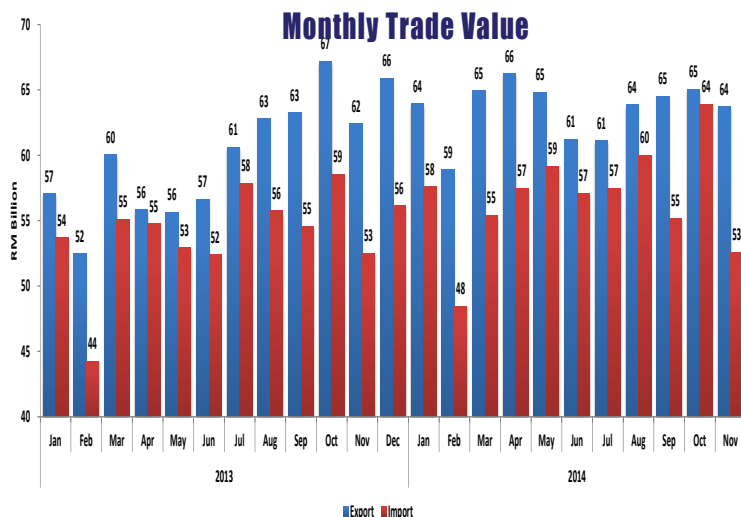
"The ministry and its agencies are committed to assist the MAAYE to promote Malaysia as the one-stop centre for budding young entrepreneurs," he said.

Source: Bernama, Thursday 8 January 2015

## Trade Performance

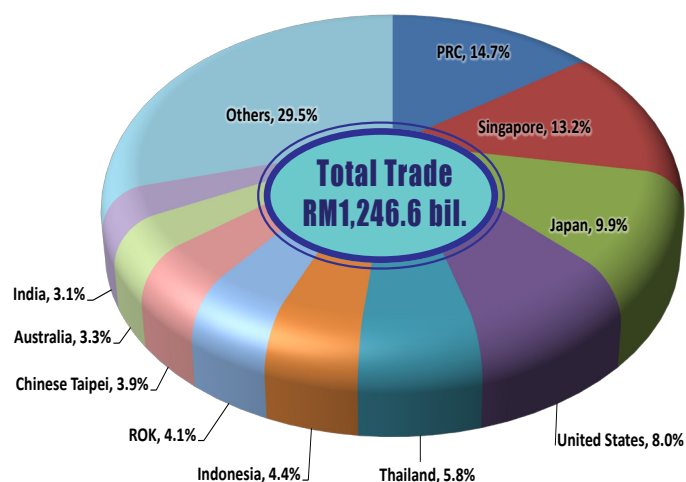
### Trade Performance, January - November 2014

	Nov 2014	Oct 2014	Nov 2013	Growth % (y-o-y)	Jan-Nov 2014	Jan-Nov 2013	Growth % (y-o-y)
Exports	63.7	65.1	62.4	2.1	698.4	654.1	6.8
Imports	52.6	63.9	52.5	0.1	624.5	592.5	5.4
Trade Balance	11.1	1.1	9.9	12.6	73.9	61.5	20.1
Total Trade	116.3	129.0	114.9	1.2	1,323.0	1,246.6	6.1



### Major Trading Partners, 2013 and 2014 ( January - November )

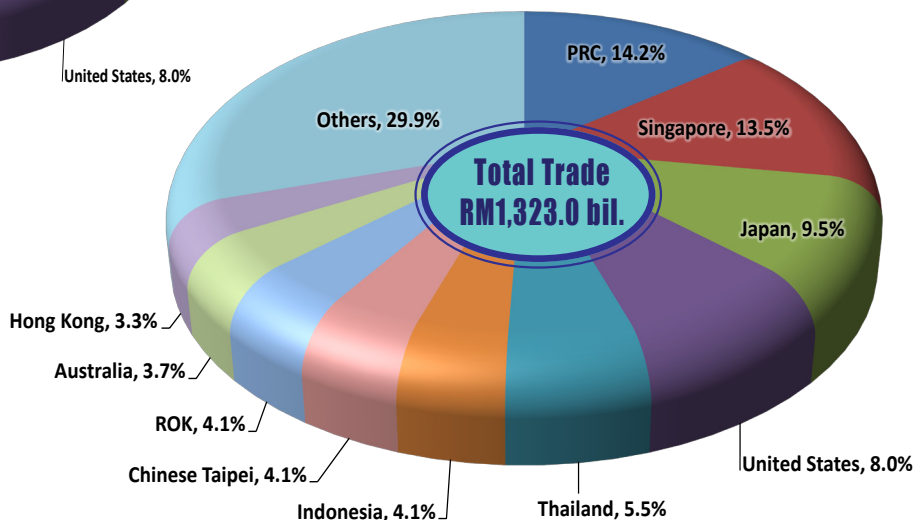
January - November 2013



	Growth (y-o-y)%
PRC	2.4
Singapore	8.3
Japan	1.5
USA	6.3
Thailand	1.8

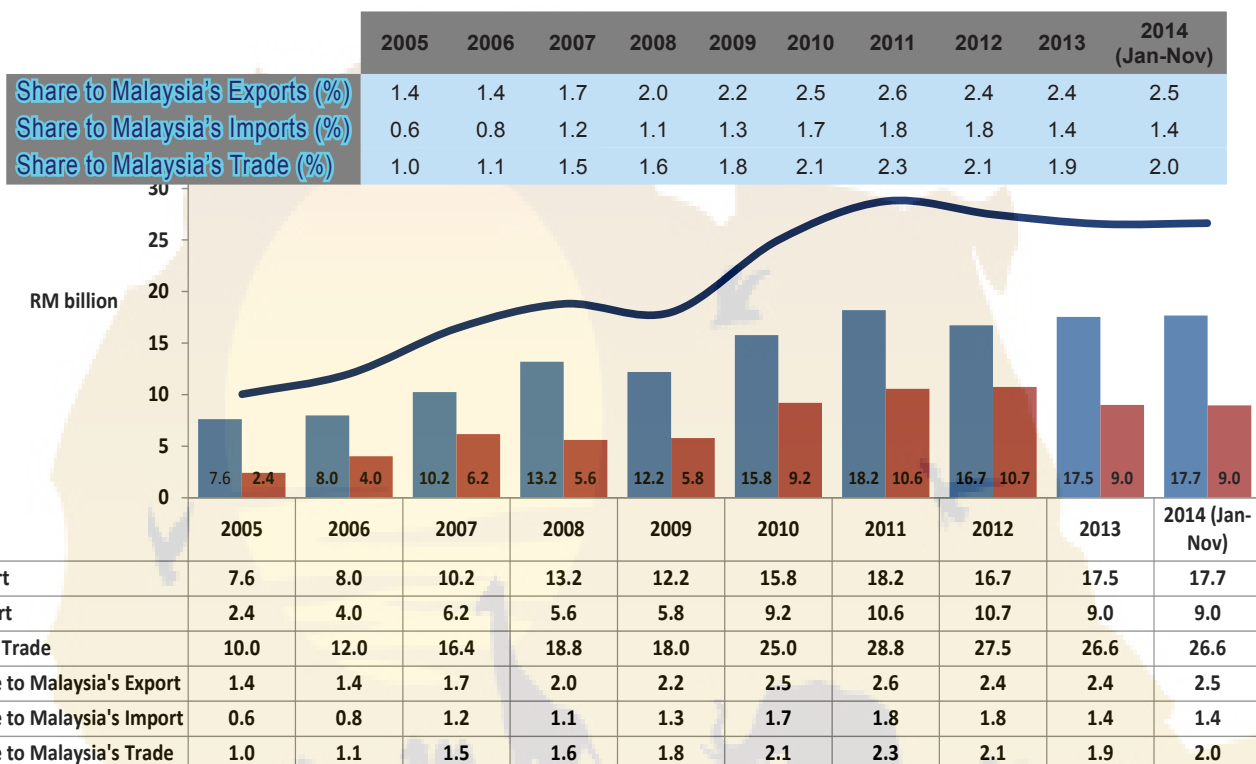
January - November 2014

	Growth (y-o-y)%
Indonesia	1.3
Chinese Taipei	11.9
ROK	4.3
Australia	19.0
Hong Kong	15.5



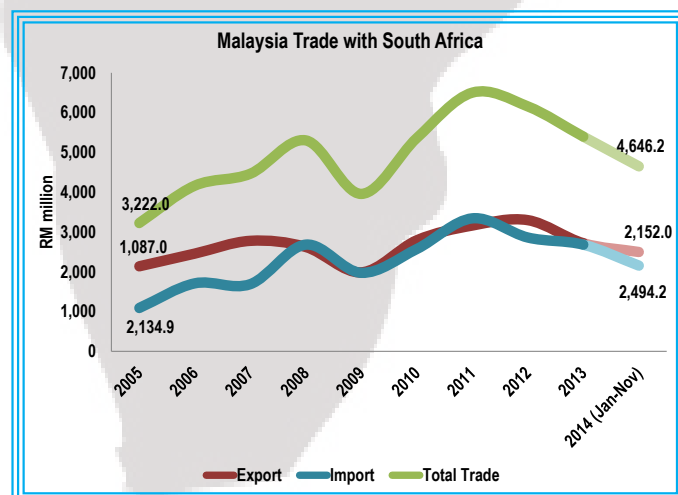
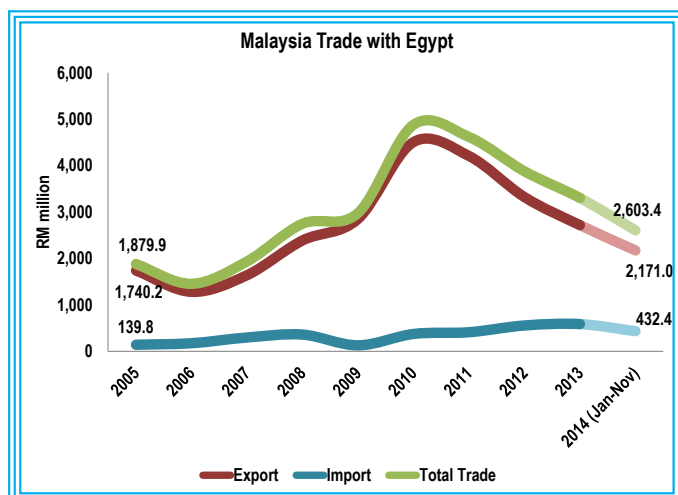
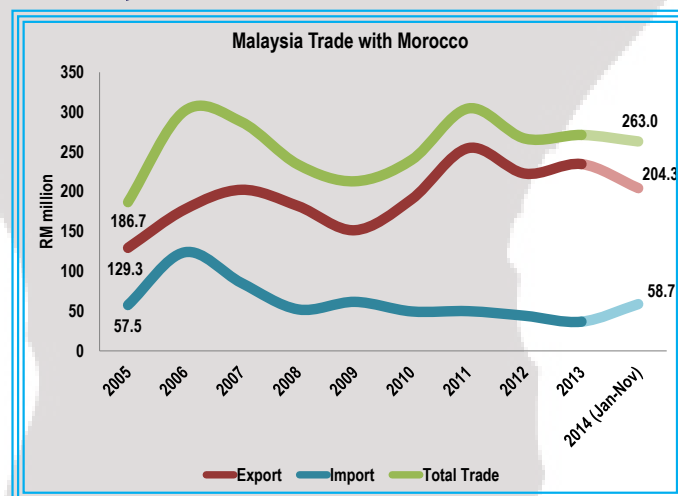
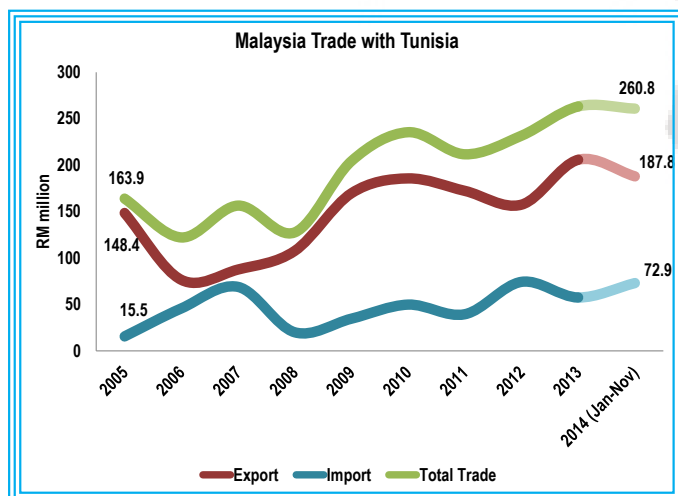
Source: Malaysia Department of Statistics

# Trade with African Region, 2005 - 2014 (Jan - Nov)



Note: African region consist of 57 economies

## Trade with Select African Economies, 2005 - 2014 (Jan - Nov)



Source: Malaysia Department of Statistics

# “ASEAN and You”

## ASEAN Economic Community Scorecard

### AEC Implementation for Phase I - Phase III

Implementation of ASEAN Economic Community for Period January 2008 - October 2012

**74.5% of targets achieved**

Strategic		Schedule	
<b>74.6%</b>	<b>Single Market and Production Base</b>	<b>61.1%</b>	<b>Equitable Economic Development</b>
# Liberalization and facilitation of free flow of: <ul style="list-style-type: none"> <li>- goods</li> <li>- services</li> <li>- capital</li> <li>- investment</li> <li>- skilled labour</li> </ul> # Development of 12 priority integration sectors                     # Strengthening food security and cooperation under agriculture sectors	<b>77.3%</b> <b>Competitive Economic Region</b> Laying the foundation for: <ul style="list-style-type: none"> <li>- composition policy</li> <li>- consumer protection</li> <li>- intellectual property rights</li> </ul> Infrastructure Development Promotion of energy and mineral cooperation Development of bilateral agreement on taxation	# Development and enhancement of SMEs institution and cooperation # Implementation initiative for ASEAN integration	<b>75.0%</b> <b>Integration into the Global Economy</b> # Entry into force of Free Trade Agreements
<b>Key to ASEAN Economic Community</b> <ul style="list-style-type: none"> <li>- Political will;</li> <li>- Coordination and resource mobilisation;</li> <li>- Implementation arrangements;</li> <li>- Capacity building and institutional strengthening and;</li> <li>- Public and private sector consultations.</li> </ul>			
Human Resource Development		Research and Development	

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#### Pillar 1

#### Single Market and Production Base Scorecard

Key areas	Phase I (2008-2009)		Phase II (2010-2011)		Phase III (2012)		Total Measures	
	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented
Free Flow of Goods	9	0	25	22	5	5	39	27
Free Flow of Services	10	3	19	11	-	-	29	14
Free Flow of Investment	6	0	7	6	1	0	14	6
Free Flow of Capital	1	0	5	0	-	-	6	0
Free Flow of Skilled Labor	-	-	1	0	-	-	1	0
Priority Integration Sectors	28	0	1	0	11	0	40	0
Food, Agriculture and Forestry	8	0	8	3	2	0	18	3
<b>Total Number of Measures</b>	<b>62</b>	<b>3</b>	<b>66</b>	<b>42</b>	<b>19</b>	<b>5</b>	<b>147</b>	<b>50</b>
<b>Implementation Rate*</b>	<b>95.4%</b>		<b>61.1%</b>		<b>79.2%</b>		<b>74.6%</b>	

\* Phase III only reflect the measures targeted for period 1 January up to 31 October 2012

\*\* Implementation rate is calculated as the ratio of measures that are fully implemented to total number of measures targeted

(-) Indicates no measures targeted for this phase

Source: ASEAN Secretariat



**Pillar 2**
**Competitive Economic Region Scorecard**

Key areas	Phase I (2008-2009)		Phase II (2010-2011)		Phase III (2012)		Total Measures	
	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented
Competition Policy	2	0	2	0	-	-	4	0
Consumer Protection	2	0	9	0	1	0	12	0
Intellectual Property Rights	-	-	4	1	2	0	6	1
Transport	15	10	7	7	6	1	28	18
Energy	-	-	2	1	1	0	3	1
Mineral	1	0	7	0	-	-	8	0
ICT	2	0	4	0	1	0	7	0
Taxation	-	-	0	1	-	-	0	1
E-commerce	-	-	1	0	-	-	1	0
<b>Total Number of Measures</b>	<b>22</b>	<b>10</b>	<b>36</b>	<b>10</b>	<b>11</b>	<b>1</b>	<b>69</b>	<b>21</b>
<b>Implementation Rate*</b>	<b>68.8%</b>		<b>78.3%</b>		<b>91.7%</b>		<b>86.3%</b>	

**Pillar 3**
**Equitable Economic Development Scorecard**

Key areas	Phase I (2008-2009)		Phase II (2010-2011)		Phase III (2012)		Total Measures	
	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented
SME Development	1	0	5	2	1	4	7	6
Initiative for ASEAN Integration (IAI)	2	0	2	0	0	1	4	1
<b>Total Number of Measures</b>	<b>3</b>	<b>0</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>11</b>	<b>7</b>
<b>Implementation Rate*</b>	<b>68.8%</b>		<b>78.3%</b>		<b>91.7%</b>		<b>86.3%</b>	

**Pillar 4**
**Integration into the Global Economy Scorecard**

Key areas	Phase I (2008-2009)		Phase II (2010-2011)		Phase III (2012)		Total Measures	
	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented	Fully Implemented	Not Fully Implemented
External Economic Relations	5	0	7	2	0	2	12	4
<b>Total Number of Measures</b>	<b>5</b>	<b>0</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>12</b>	<b>4</b>
<b>Implementation Rate*</b>	<b>68.8%</b>		<b>78.3%</b>		<b>91.7%</b>		<b>86.3%</b>	

# International Report

## Luxembourg Macroeconomic Indicators, 2013

**GDP Growth**

2.0% (US\$60.1 bil.)

**GDP Per Capita**

US\$110,697

**Inflation Rate**

1.7%

**Population**

534,000


**Ethnic Composition**

Luxembourger	63.1%
Portuguese	13.1%
French	4.5%
Italian	4.3%
Others	14.8%

**Malaysia Trade with Luxembourg (2013)**

<b>Exports to Luxembourg</b>	: US\$73.2 mil.
<b>Imports from Luxembourg</b>	: US\$139.0 mil.

**Major export products:**

- Crude natural rubber
- Machinery, appliances & parts
- Electrical and Electronic Products

**Major import products:**

- Manufactures of Metal
- Tin
- Iron & Steel Products

**Luxembourg Trade Performance**

<b>Exports to the world</b>	: US\$18.5 bil.
<b>Imports from the world</b>	: US\$26.7 bil.

**Major export products:**

- Electrical apparatus for line telephony
- Iron or non-alloy
- Medical appliances

**Major import products:**

- Petroleum oils
- Motor cars and other motor vehicles
- Electrical apparatus for line telephony

Source : World Trade Atlas (WTA), Worldbank, CIA World Factbook and Malaysia Department of Statistics

# Do you know?

## Largest Oil and Gas Companies by Revenue

**ExxonMobil**

1

**Exxon Mobil**  
USA

Sales: US\$496,255 billion

2



**Royal Dutch Shell**  
England & Netherlands

Sales: US\$484,489 billion

bp



3

**BP**

England

Sales: US\$386,463 billion

4



**Sinopec**  
China

Sales: US\$375,214 billion



中国石油天然气集团公司  
CHINA NATIONAL PETROLEUM CORPORATION

**China National Petroleum**  
China

5

Sales: US\$352,338 billion

ارامكو السعودية  
Saudi Aramco



**Saudi Aramco**  
Saudi Arabia

6

Sales: US\$311,000 billion



**Chevron Corporation**  
USA

Sales: US\$245,621 billion

**ConocoPhillips**

8

**Conoco Phillips**  
USA

Sales: US\$237,272 billion



TOTAL

9

**Total SA**  
France

Sales: US\$231,580 billion



10

**Gazprom**  
Russia

Sales: US\$157,830 billion



24

**PTT**  
Thailand

Sales: US\$79,690 billion



PETRONAS

21

**Petronas**  
Malaysia

Sales: US\$97,355 billion



PERTAMINA

29

**Pertamina**  
Indonesia

Sales: US\$70,924 billion

Source: Wikipedia

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

## Number of Certificates

	16 Nov 2014	23 Nov 2014	30 Nov 2014	7 Dec 2014	14 Dec 2014	21 Dec 2014	28 Dec 2014	4 Jan 2015
AANZFTA	926	966	915	919	602	879	746	766
AIFTA	591	503	513	601	458	589	416	441
AJCEP	235	206	138	285	191	188	173	134
ATIGA	4,718	4,899	4,138	4,749	3,925	4,731	3,336	4,021
ACFTA	1,479	1,514	1,477	1,664	1,405	1,638	1,336	1,167
AKFTA	781	930	640	741	750	840	633	597
MICECA	329	316	253	274	251	305	223	314
MNZFTA	23	0	9	6	12	11	4	9
MCFTA	82	80	59	89	65	79	42	48
MAFTA	424	489	409	336	328	379	322	341
MJEPA	906	926	790	967	773	713	702	741
MPCEPA	173	106	157	143	151	113	122	124
GSP	160	100	158	122	93	162	136	94

Notes: The preference giving countries under the GSP scheme are Japan, Switzerland, the Russian Federation, Norway, Cambodia 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)

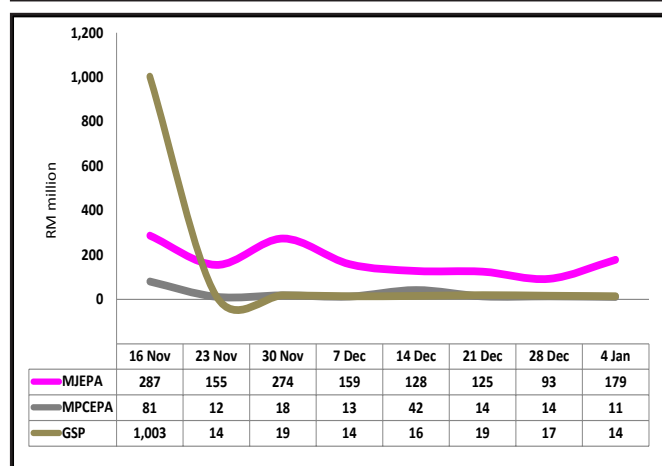
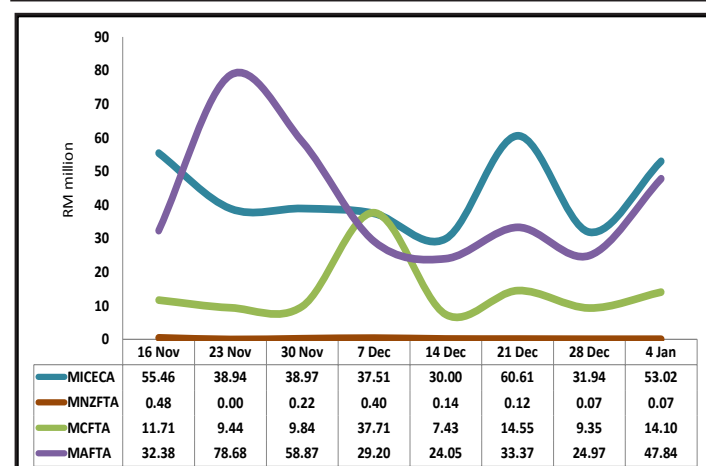
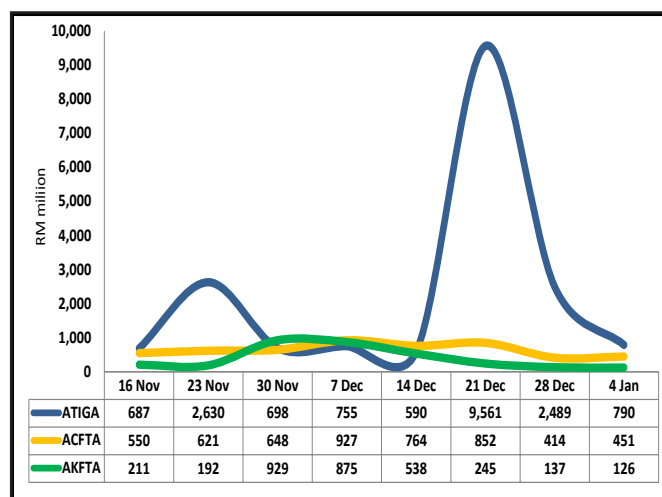
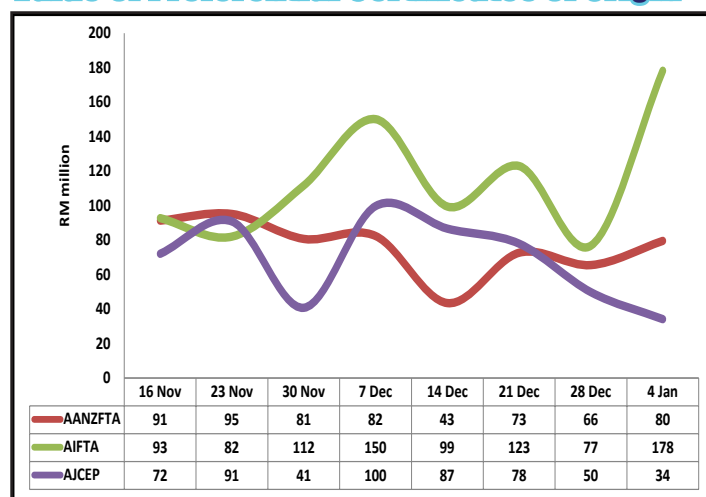


MCFTA: Malaysia-Chile Free Trade Agreement (Implemented since 25 February 2012)



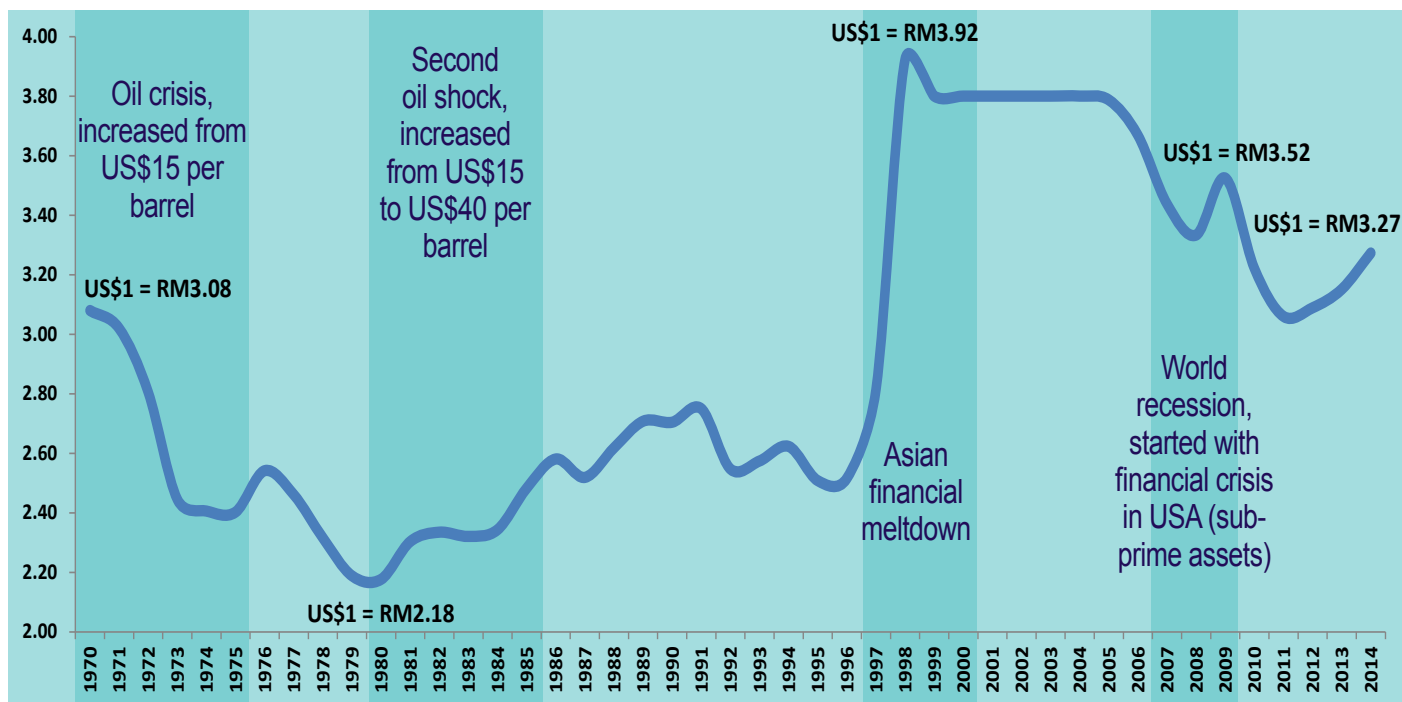
MAFTA: Malaysia-Australia Free Trade Agreement (Implemented since 1 January 2013)

## Value of Preferential Certificates of Origin

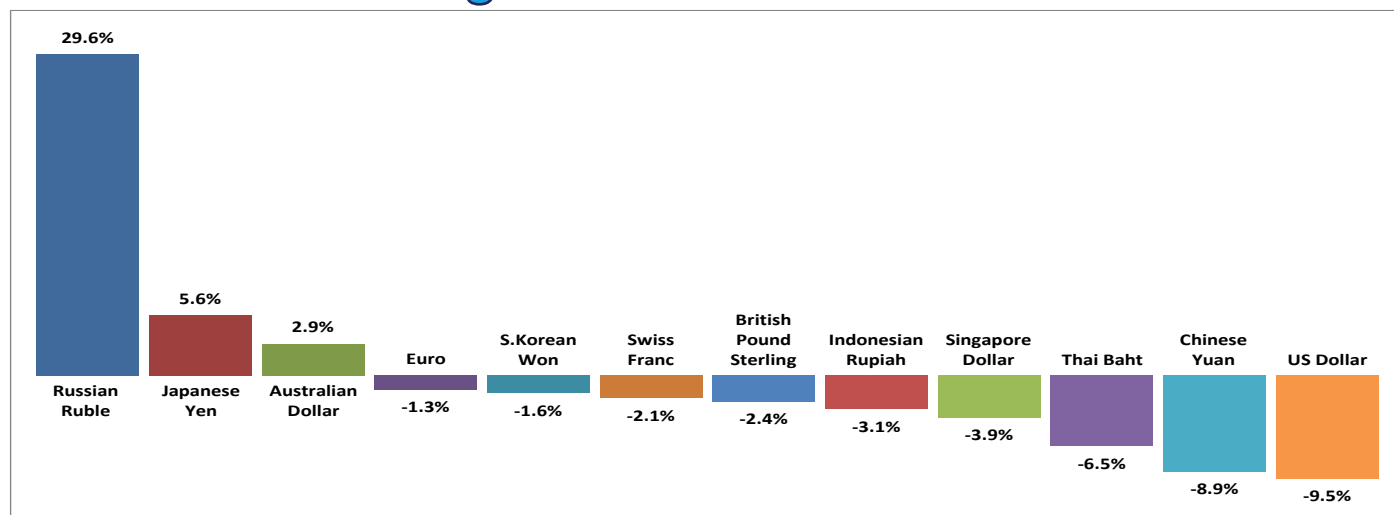


Source: Ministry of International Trade and Industry, Malaysia

# Malaysian Ringgit Exchange Rate with US Dollar, 1970 - 2014

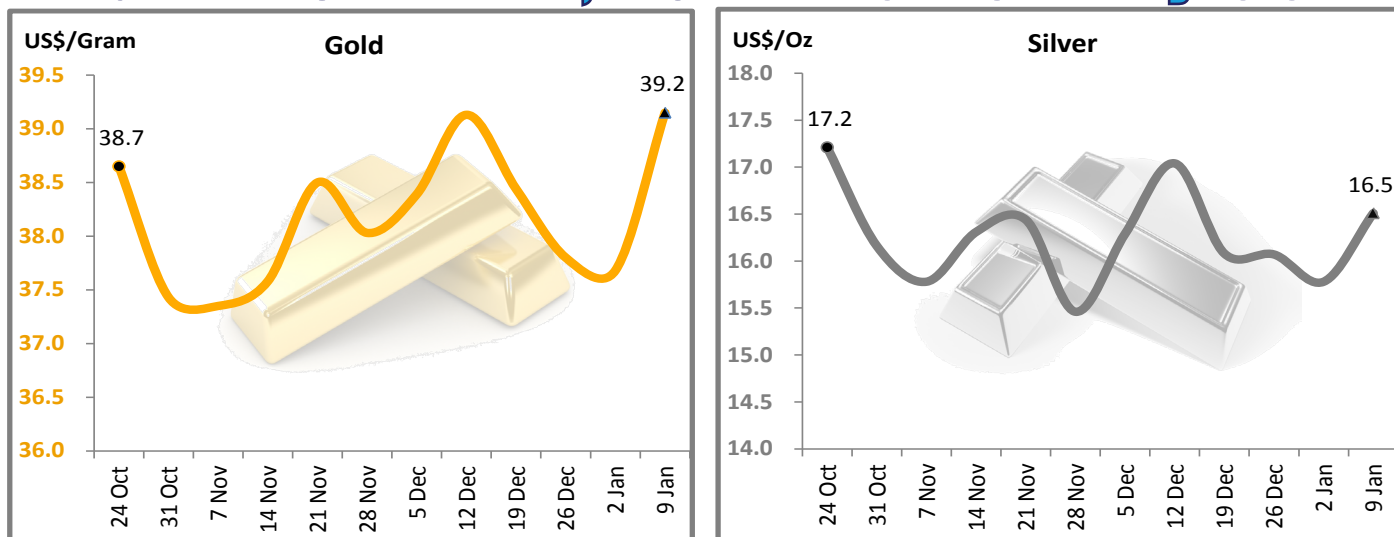


## Ringgit Performance Against Selected Currencies Between August and December 2014



Source : Bank Negara Malaysia

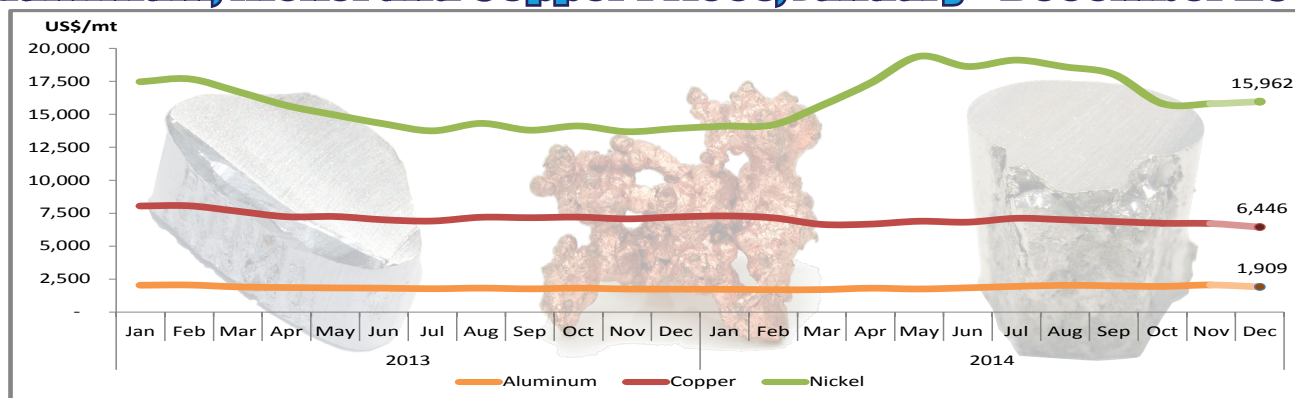
## Gold and Silver Prices, 24 October 2014 - 9 January 2015



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>

## 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)
9 Jan 2015 (US\$)	48.4	696.1	301.8	1,453.0	2,117.5	53.5	320.0 (high) 300.0 (low)
% change*	↓ 10.1	↓ 0.4	↓ 2.4	↓ 4.4	↓ 7.1	↑ 3.3	↓ 3.0 ↓ 6.3
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

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

Highest (US\$ per bbl)		Lowest (US\$ per bbl)
<b>2015</b> <b>2 Jan 2015: 53.8</b> <b>2014</b> <b>13 June 2014: 107.6</b>	<b>Crude Petroleum (9 January 2015)</b> <b>US\$48.4 per bbl</b>	<b>2015</b> <b>9 Jan 2015: 48.4</b> <b>2014</b> <b>26 Dec 2014: 54.6</b>
Highest (US\$ per MT)		Lowest (US\$ per MT)
<b>2015</b> <b>2 Jan 2015: 699.2</b> <b>2014</b> <b>14 Mar 2014: 982.5</b>	<b>Crude Palm Oil (9 January 2015)</b> <b>US\$696.1 per MT</b>	<b>2015</b> <b>9 Jan 2015: 696.1</b> <b>2014</b> <b>26 Dec 2014: 664.0</b>

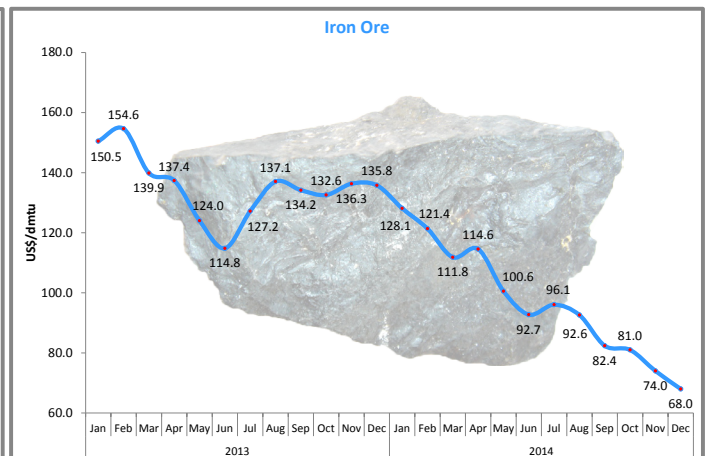
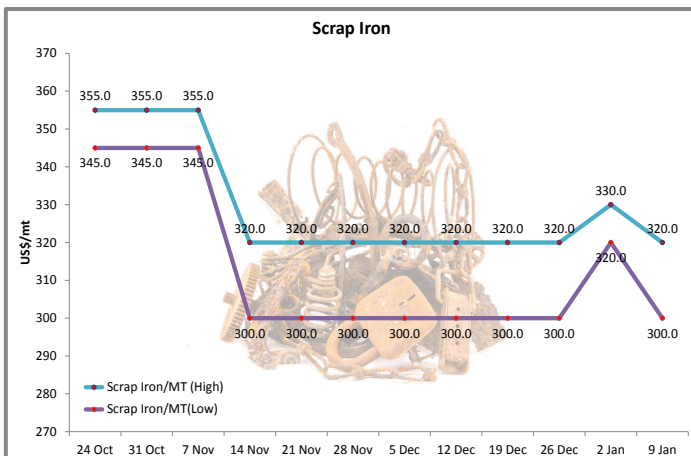
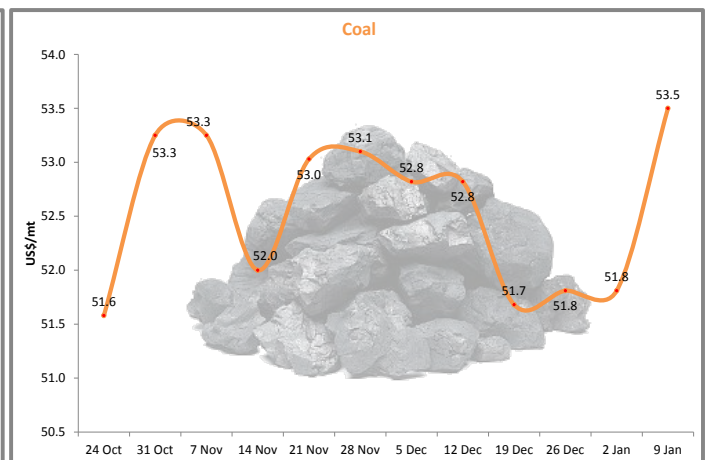
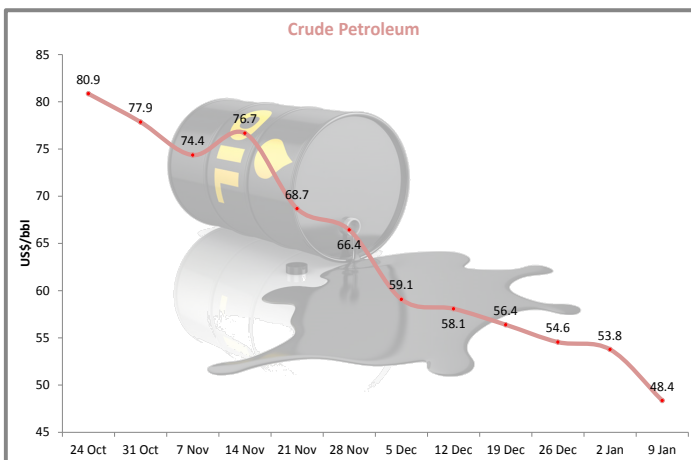
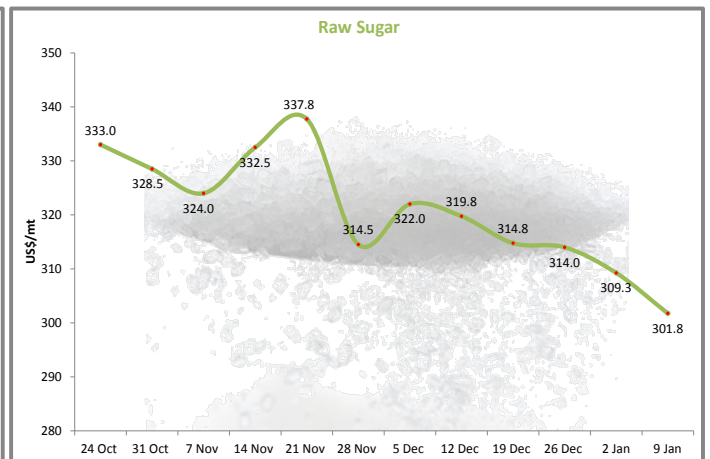
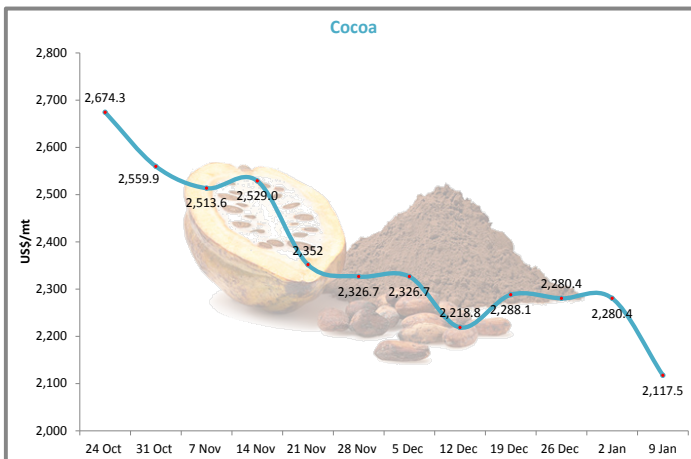
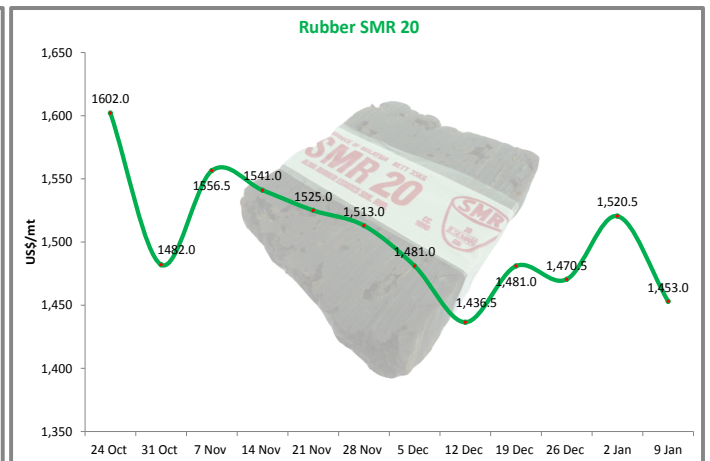
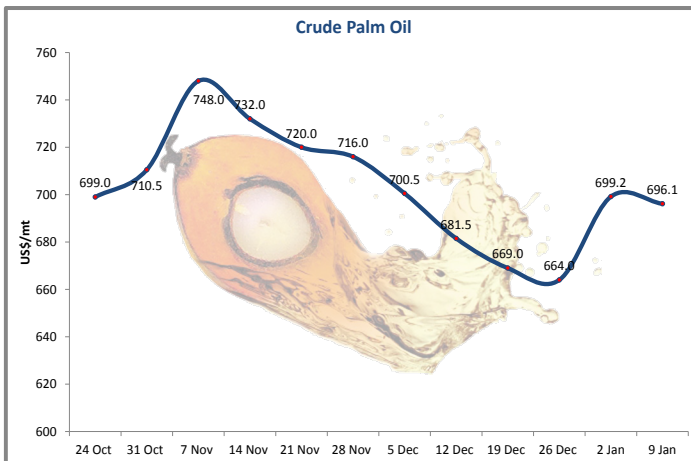
## Average Domestic Prices, 9 Jan 2015


<b>Billets (per MT)</b> <b>RM1,600 - RM1,700</b>

<b>Steel Bars (per MT)</b> <b>RM1,900 - RM2,000</b>

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# Commodity Price Trends



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.

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# Success Story

NELSON'S Franchise (M) Sdn Bhd



## Nelson's Franchise (M) Sdn Bhd

It's not hard to spot a Nelson's booth with its green and yellow signboard in Malaysia. Nelson's booths have a ubiquitous presence in most shopping complexes in Malaysia. With its trademark Corn in Cup unique concept – Nelson's has indeed struck the pot of gold in the business world when it all started in the 1980s. Having succeeded in the Corn in Cup concept, Nelson's has diversified into corn farming and processing to ensure constant and quality supply to its franchisees and customers.

Today, Nelson's is truly a homegrown brand that has established itself well in the global arena. With almost 25 years of experience behind the brand and business, Nelson's has created a strong brand presence and promise in the corn and snack food industry.

### HUMBLE BEGINNINGS

From a humble one-shop establishment, the business had successfully opened a chain of seven shops by 1994. In 1995, the first Nelson's Corn in Cup franchise system was invented and launched locally. Interestingly enough, Nelson's also became the first company in the world to introduce the concept of "corn in cup", earning the business a pioneer status. The simplicity and fun method to eat corn with a spoon has also captured the interests of tourists from abroad who tasted and enjoyed the concept so much that it resulted in an international business expansion. Soon the global market beckoned – today Nelson's franchise operates more than 800 outlets in 16 countries and continues to expand its operations to further reaches of the world. At the start, there was a strong desire to branch out of the Klang Valley area and also enhance the idea of corn consumption among its customers. That was when the idea of corn in cup as an ideal method originated. This innovative idea has certainly proven to be fruitful as the extracted individual kernels are easier to freeze for freshness compared to the traditional corn on cob. The company is proud to have pioneered this idea. It has resulted in a longer shelf-life with quality assurance and Nelson's saw this as a breakthrough to franchise the business to other people.

Today, Nelson's can be found almost anywhere.



## Contact

No. 2, Jalan Astaka U8/82, Bukit Jelutong,  
40150 Shah Alam, Selangor D.E., Malaysia.  
Tel : 603-7839 2000  
Fax : 603-7845 6300 / 603-7847 5300  
Email : enquiry@khind.com



# MITI Programme

## Launching of Perdana University's Master of International Trade Programme in Collaboration with MITI by YB Dato' Lee Chee Leong, 5 January 2015



“DRIVING Transformation, POWERING Growth”



# Gotong-royong di bawah Persimpangan Bertingkat ke Jalan Khidmat Usaha - Jalan Duta, 9 Januari 2015



"DRIVING Transformation, POWERING Growth"



Name : Nur Ruzaini Ahmad Kamal  
Designation : Administrative Assistant  
Job Description : Responsible to manage meeting room bookings and logistical matters related to program / event in MITI  
Division : Logistics and Administration Unit  
Email : ruzaini.kamal@miti.gov.my  
Contact No. : 03-62000238



Name : Yusri Shahrol Mohd Isa  
Designation : Administrative Assistant  
Job Description : Responsible for inventory management and logistics support services for program in MITI and ordering food for event in MITI  
Division : Logistics and Administration Unit  
Email : tadbir12@miti.gov.my  
Contact No. : 03-62000240



## Comments & Suggestions

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[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)



“Concentrate all your thoughts upon the work in hand. The Sun's rays do not burn until brought to a focus”  
- Alexander Graham Bell

