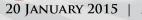


IWEEK





20 JANUARY 2015 | NO. ISSN: 2180-0448





OUR PEOPLE, OUR COMMUNITY, OUR VISION

Malaysia to Lead Conversations on ASEAN Economic Integration at WEF 2015



Malaysia's participation at this year World Economic Forum (WEF) reflects its commitment to shape the global trade agenda, and lead conversations on ASEAN economic integration, International Trade and Industry Minister Dato' Sri Mustapa Mohamed said.

"This is an important year for Malaysia and as Chair of ASEAN, we must be in the forefront in ensuring the realisation of the ASEAN Economic Community (AEC).

"We must take the opportunity to engage the international business community and civil society and lead by example," he said in a statement Friday.

Prime Minister Datuk Seri Najib Tun Razak will be attending the two-day forum from Jan 23 in Davos, Switzerland.

Najib, who is also Finance Minister, will be accompanied by Mustapa and Minister in the Prime Minister's Department Datuk Seri Wahid Omar.

delegation The also includes several prominent Malaysian business leaders as well as heads of investment-related agencies.

One of the objectives of Malaysia's participation at the forum is to promote Malaysia as the premier investment location and tourist destination in Asia.

It also aimed at promoting Kuala Lumpur as the premier location for multinational companies regional headquarters; to showcase Malaysia's economic transformation success, and to highlight Malaysia's role as Chair of ASEAN, specifically the emphasis on a people-centered ASEAN.

The Prime Minister will be participating in the following WEF sessions, namely the ASEAN Regional Business Council; the Informal Gathering of World Economic Leaders (IGWEL): 'Defining the Imperatives for 2015'; and the ASEAN Leader session-Channel NewsAsia-TV Debate: "Creating the ASEAN Economic Community".

Najib will be meeting several heads of state and chief executive officers of prominent global corporations with investment interests keen in Malaysia.

Apart from the meetings and speaking engagements, the Prime Minister and the ministers will also host roundtables with business leaders and a special event to promote Malaysia.

The WEF is an independent global forum for engagement and dialogue involving stakeholders from business and political fraternities, academia and other societal leaders to shape opinions on the global, regional and sectoral agenda.

The forum, under the theme "The New Global Context", will discuss address, among and and industry business related issues the context of current global economic scenario.

Source: Bernama, 16 January 2015



Mustapa Meets Counterpart In India

International Trade and Industry Minister Dato' Sri Mustapa Mohamed met Indian Commerce and Industry Minister Nirmala Sitharaman and discussed the strong bilateral ties between the two nations.

Among others, India requested Malaysia, which is the current chair of ASEAN, to take up a more proactive role in the negotiations for the Regional Comprehensive Economic Partnership (RCEP) trade pact.

Mustapa said Malaysia considered the conclusion of the RCEP negotiations as one of the deliverables during Putrajaya's chairmanship of the 10-member grouping.

There are ample political will to conclude the negotiations, he said during the 15-minutes meeting held on the sidelines of the Confederation of Indian Industry Partnership Summit 2015 here today.

RCEP is a proposed free trade agreement, which involves the 10 members of ASEAN and six other nations namely Australia, China, India, Japan, South Korea and New Zealand.

The negotiations for RCEP, which involves 3 billion people and a combined Gross Domestic Product of US\$17 trillion, were formally launched in November 2012 at the ASEAN Summit in Cambodia.

Mustapa was also hopeful that Indian Prime Minister Narendra Modi will visit Malaysia this year.

Source: Bernama, 16 January 2015

Malaysian Businessmen Told to Gear Up for ASEAN Competition



Local companies, both big and small, need to "up their game" and gear up for competition with the upcoming ASEAN Economic Community (AEC) this year.

"With the market liberalisation, we're talking about an economic community," said International Trade and Industry Ministry ASEAN Economic Cooperation Division, Senior Director P. Ravidran at a media roundtable yesterday on the impact of the ASEAN Free Trade Area on the commercial vehicle and logistics industry.

"The Government has put in place movements to remove barriers to trade, so it's up to the private sector to take advantage and adjust their business models."

He added that local companies could not just rely on the domestic market for growth. "You have to export and with the removal of barriers to trade, it's not just for the big companies to benefit, but also small and medium-sized enterprises."

According to reports, the 10-member ASEAN has completed over 83% or 366 out of 436 economic integration measures under the AEC. About 90% of the integration measures are expected to

be achieved by the end of this year. The AEC will be announced in November this year during the 27th ASEAN Summit. Ravidran noted that the local logistics sector could benefit significantly from the AEC. "As at 2013, intra-ASEAN trade is 24% but logistics is an important component of trade.

"If you want to grow, you have to ensure that there's more trade taking place and logistics has to be efficient." He added that the long term target was to grow intra-ASEAN trade to 34%. "Logistics is one of the 12 priority integration sectors in ASEAN. You have to move cargo efficiently and that saves cost for businesses. "So logistics shall and will remain an important component of international trade."

The upcoming AEC is expected to promote the harmonisation of rules and ease trading within the region.

"We need harmonisation of rules. We can't have 10 different standards," he said. "If I were a company and I had to manufacture a product conforming to 10 different standards, it's not economical."

The roundtable was organised by Asian Trucker magazine and featured speakers from the logistics industry. Asian Trucker magazine editor Stefan Pertz noted that the Malaysian Government had an important role to play when it came to providing clear guidelines on cross border land transportation to the industry.

"This is to ensure there will be no confusion and hiccups for companies which are operating in their respective countries when goods are transported across borders."

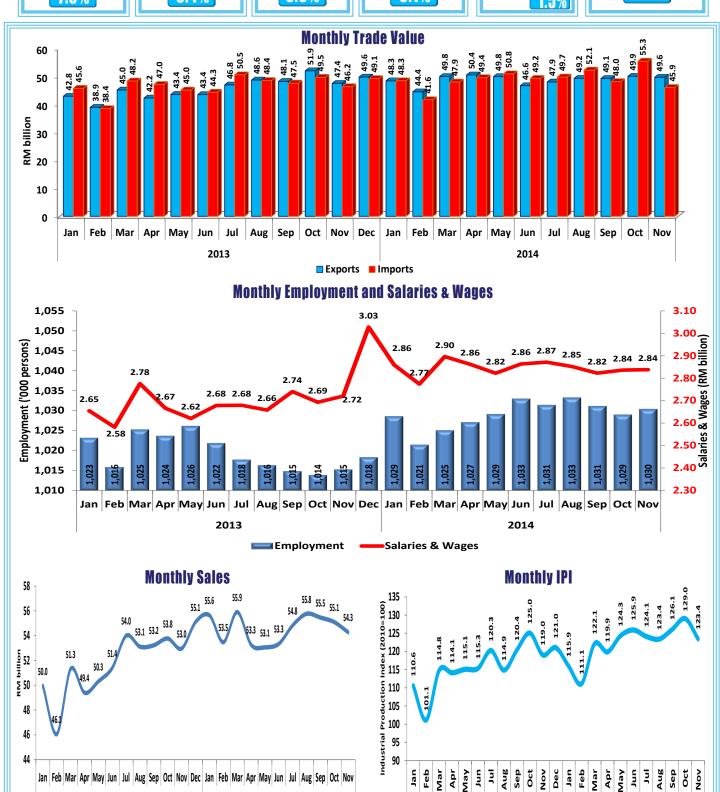
Source: Bernama, 15 January 2015

Malaysia

Manufacturing Sector Performance

Manufacturing Indicators, Jan-Nov 2014





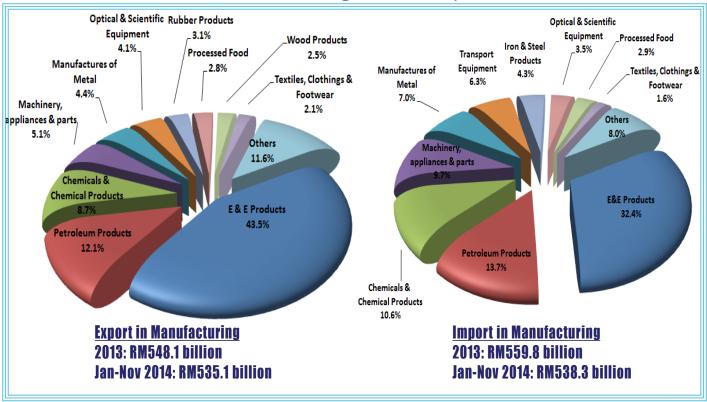
2013

2014

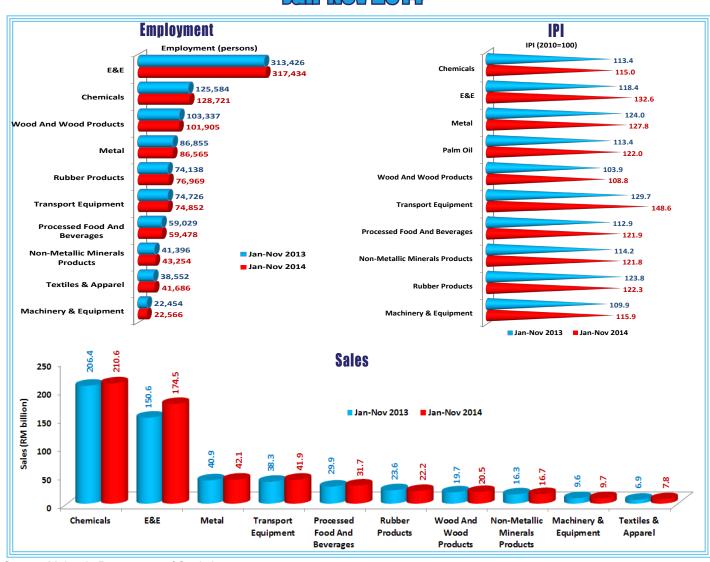
2014

2013

Trade of Manufacturing Products, Jan-Nov 2014



Select Indicators in Manufacturing Sector by Major Industries Jan-Nov 2014





"ASEAN and You" Save the Date...

ASTAN-OPED Conference And Meetings On Cood Regulatory Practice



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



International Report

US Trade Performance

US Trade, Jan - Nov 2014

US\$ billion

	Exports	Imports	Total Trade
Goods	1,500.9	2,173.1	3,674.0
Services	649.7	437.5	1,087.2
Goods & Services	2,150.7	2,610.5	4,761.2

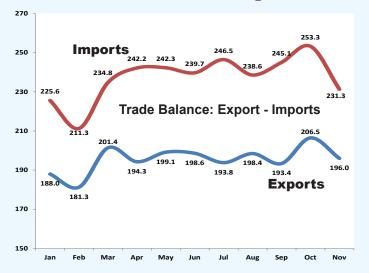
US Bilateral Trade in Coods with Malaysia, Jan-Nov 2014

Exports

USSOLPHI

Source: CEIC Database

Imports USEE25111. US Trade in Goods and Services, Jan-Nov 2014



Do you know?

Top 10 Richest Nations in the World





















Source: www.worldatlas.com

Number and Value of Preferential Certificates of Origin (PCOs)

Number of Certificates

	23 Nov 2014	30 Nov 2014	7 Dec 2014	14 Dec 2014	21 Dec 2014	28 Dec 2014	4 Jan 2015	<u>11 Jan 2015</u>
AANZFTA	966	915	919	602	879	746	766	819
AIFTA	503	513	601	458	589	416	441	498
AJCEP	206	138	285	191	188	173	134	325
ATIGA	4,899	4,138	4,749	3,925	4,731	3,336	4,021	3,967
ACFTA	1,514	1,477	1,664	1,405	1,638	1,336	1,167	1,231
AKFTA	930	640	741	750	840	633	597	585
MICECA	316	253	274	251	305	223	314	267
MNZFTA	0	9	6	12	11	4	9	10
MCFTA	80	59	89	65	79	42	48	61
MAFTA	489	409	336	328	379	322	341	375
MJEPA	926	790	967	773	713	702	741	948
MPCEPA	106	157	143	151	113	122	124	157
GSP	100	158	122	93	162	136	94	144

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

Free Trade Area

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

(2)

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)

C

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 EconomicCooperation Agreement (Implemented since 1 July 2011)



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

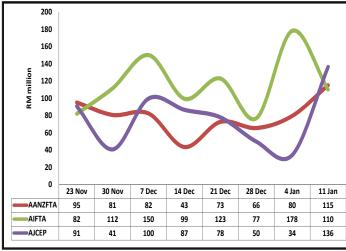
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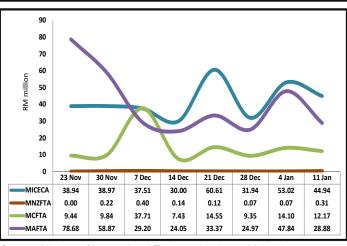
MCFTA: Malaysia-Chile Free Trade Agreement
(Implemented since 25 February 2012)
MAFTA: Malaysia-Australia Free Trade Agreement

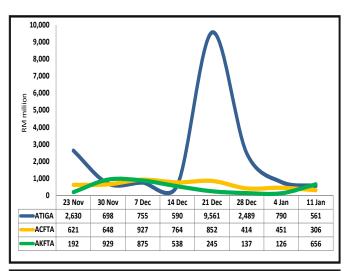
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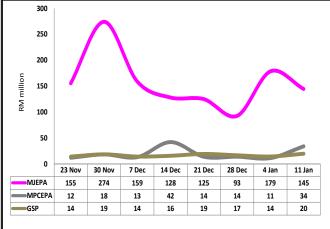
(Implemented since 1 January 2013)

Value of Preferential Certificates of Origin

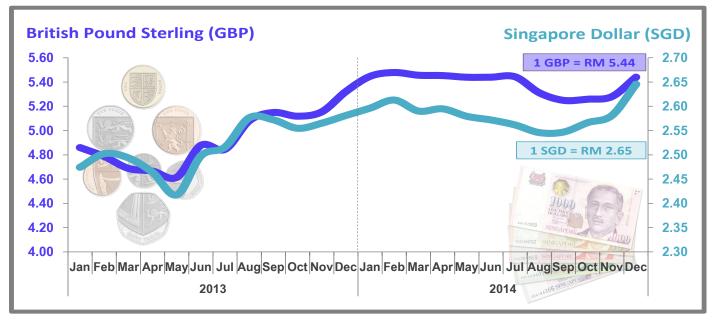






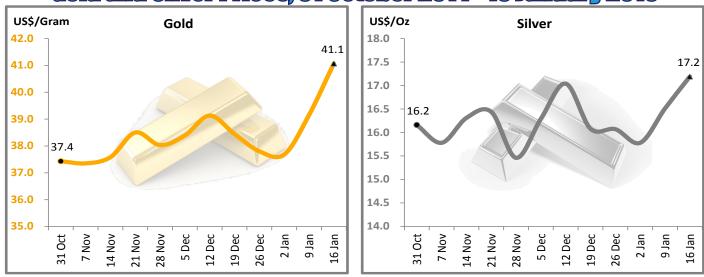


Malaysian Ringgit Exchange Rate with British Pound Sterling and Singapore Dollar, January - December 2014



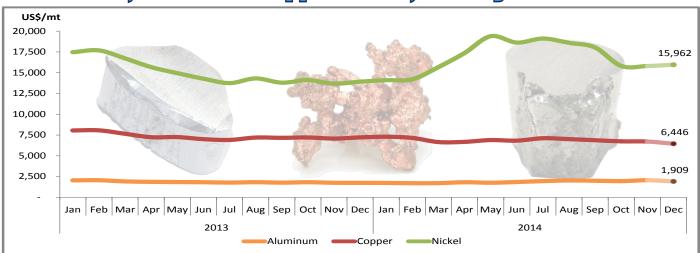
Source : Bank Negara Malaysia

Cold and Silver Prices, 31 October 2014 - 16 January 2015



Source: http://www.gold.org/investments/statistics/gold_price_chart/

Aluminium, Niekel and Copper Prices, January - December 2014



Source: http://econ.worldbank.org



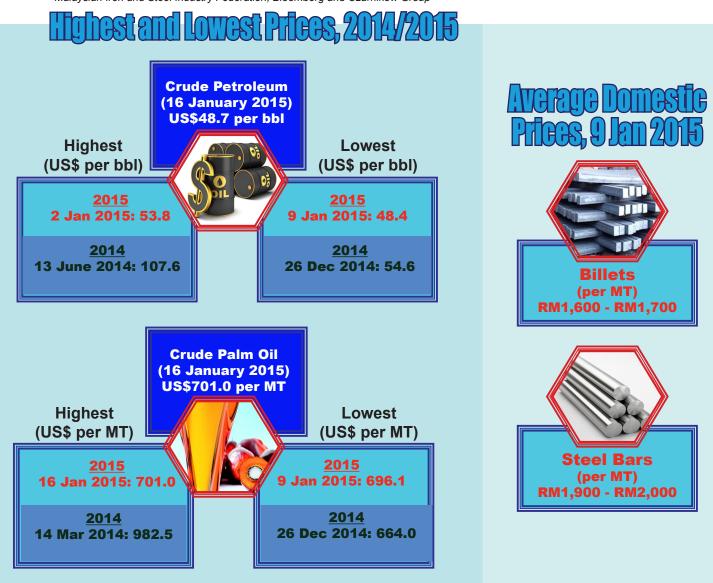
Commodity Prices

			SUGAR	SMR 20			
	Crude	Crude	Raw	Rubber	Cocoa	Coal	Scrap Iron
Commodity	Petroleum	Palm Oil	Sugar	SMR 20	SMC 2	(per MT)	HMS
	(per bbl)	(per MT)	(per MT)	(per MT)	(per MT)	(per wrr)	(per MT)
16 Jan 2015 (US\$)	48.7	701.0	335.3	1,396.5	2,187.8	51.6	n.a (high) n.a (low)
% change*	1 0.7	1 0.7	11.1	3.9	1 3.3	3.6	n.a n.a
2014 ⁱ	54.6 - 107.6	823.3	352.3	1,718.3	2,615.8	59.8	370.0
2013 ⁱ	88.1 - 108.6	805.5	361.6	2,390.8	1,933.1		485.6

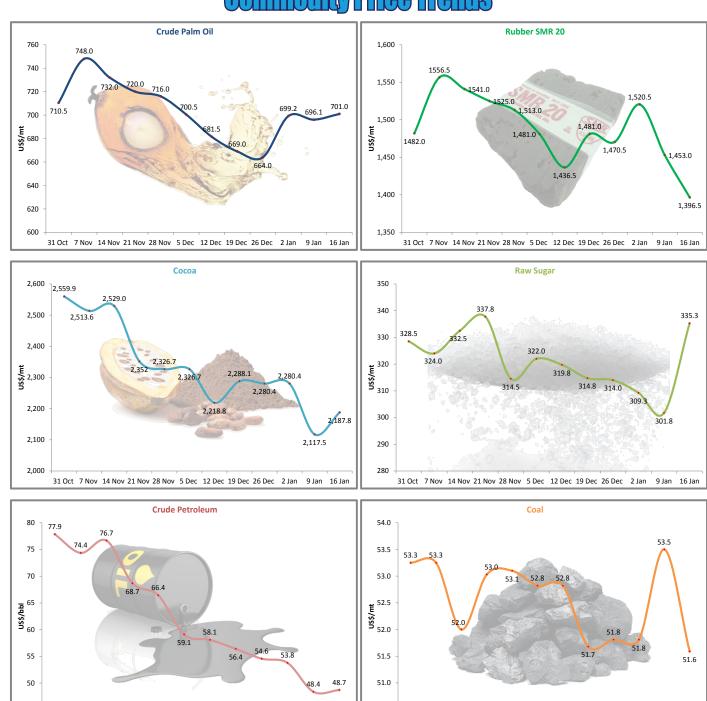
Notes: All figures have been rounded to the nearest decimal point

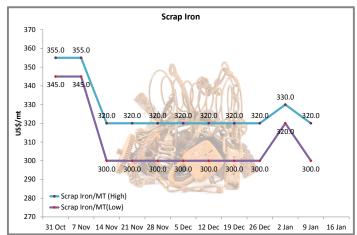
- * Refer to % change from the previous week's price
- i Average price in the year except otherwise indicated
- n.a Not availble

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

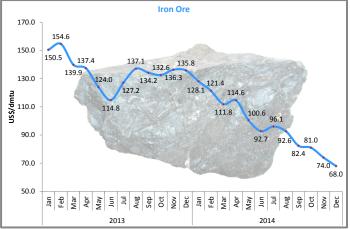


Commodity Price Trends





31 Oct 7 Nov 14 Nov 21 Nov 28 Nov 5 Dec 12 Dec 19 Dec 26 Dec 2 Jan



31 Oct 7 Nov 14 Nov 21 Nov 28 Nov 5 Dec 12 Dec 19 Dec 26 Dec 2 Jan 9 Jan 16 Jan

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.

50.5

9 Jan 16 Jan



45



MARRYBROWN, winner of numerous domestic and international franchise industry awards, is proudly Malaysian-owned and has over 30 years of franchise experience under its belt. The homegrown fast food chain is currently the world's largest Halal Quick Service Restaurant (QSR) brand originating from Asia. MARRYBROWN has a strong international presence with outlets operating in Malaysia, China, Indonesia, India, Sri Lanka, Maldives, Africa, the Middle East and Myanmar.

The halal menu features a wide variety of tasty meals including Crispy Chicken, Delicious Satay Burger, Nasi Marrybrown, Speciality Wrap, Fish 'n' Chips, Mi Kari, Chicken Porridge, finger foods, salads, fun fries and a range of hot and cold beverages and desserts – the only one of its kind in town and really "something different "for everyone.

Marrybrown, was founded in 1981, as a restaurant company that operates and franchises Marrybrown restaurants, through 15 countries throughout Asia, Middle East, and Africa. Marrybrown is among the nation's leading fast-food chains, with more than 130 quick-serving restaurants in Malaysia and more than 350 international restaurants. As the first major fast-food chain to develop and expand the concept of "Something Different" experiences. Marrybrown has always emphasized on halal products serving millions of guests world-wide. As a winner of numerous awards, Marrybrown is fast expanding internationally ensuring that Marrybrown becomes a global food service organization and a worldwide brand.

The founder of Marrybrown, Datin Nancy Liew had a clear vision of what shewanted Marrybrown to be when she started the first restaurant in Johor Bahru. With firm conviction and commitment, she built a brand name that can offer good food at a great price, in a fun, friendly and comfortable atmosphere. This was the business concept upon which Marrybrown was founded. Building one of the most successful franchise chains in the country and globally, Liew relentlessly worked to ensure that the company continued its winning streak to become a global food service organisation and a worldwide brand that resonates with excellence and high quality. When speaking of the future, the awardwinning Marrybrown seeks to grow aggressively as an international franchise chain.

CONTACT US..

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AWARDS



Today, Marrybrown offers a broad selection of distinctive, innovative products targeted at the fast-food consumer. Chicken represents the core of the menu, including the signature Lucky Plate, Chicken Porridge, Nasi Marrybrown the 100% Black Pepper Chicken-A-Licious. And, because value is important to fast-food customers, the company also offers value-priced products on "All-Time snacks," including muffins, burgers.

Our company vision is "To be a national restaurant company of most admired brand – through the power of our people and our culture".



MITI Programme

MITI Brainstorming 2015, Cyberview Lodge & Resort Cyberjaya, 16-17 January 2015

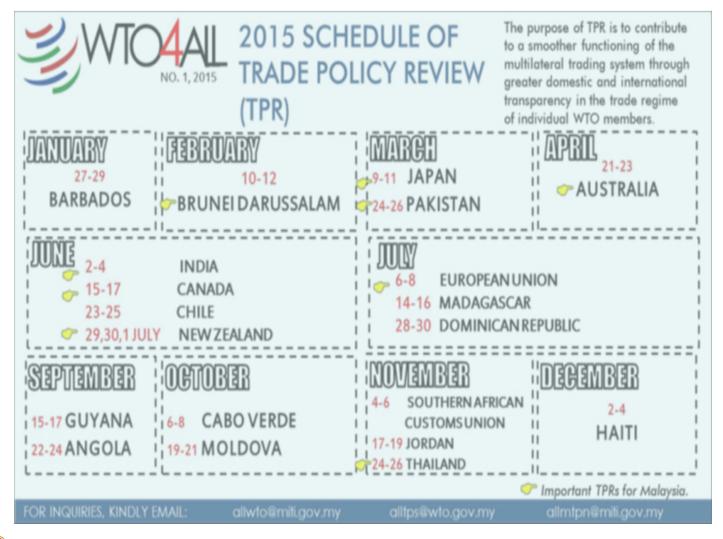


Syndication Session on Coordination of National Investment Agenda and National Export Strategies, 17 January 2015



MITT Gyelling Team at the 2nd Car Free Morning, 18 January 2015





Name : Mohd Shahar Md Sabri

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Job Description : Responsible to assist maintenance matters fo

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Division : Logistics and

Administration Unit

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Name : Hashimah Abu Kasim

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