



## MITI in the News

# SME Bank Expects to Meet Lending Target of RM200 Million for SMEs Via XCESS 2016



SME Bank expects to meet its lending target of RM200 million for small and medium enterprises (SMEs) this year through a series of outreach programmes under XCESS 2016.

Its Group Managing Director, Datuk Mohd Radzif Mohd Yunus, said XCESS 2016 was part of the bank's outreach programmes the bank undertook every year to reach SME entrepreneurs directly and it has scheduled to have smaller scale outreach programmes throughout the country. The next venue would be in Penang on March 22, Pahang on March 25, Kuching on March 31, Kota Kinabalu on April 1 and Kuala Lumpur on April 5, he said.

"From the XCESS programme, we will capture the database. There will be continuous engagements and we will try to understand their (SME) business needs and perhaps it will translate into financing for them," he told reporters after the launching of XCESS 2016 here today.

International Trade and Industry Minister Dato' Sri Mustapa Mohamed launched the programme.

"Four financing programmes for SME entrepreneurs as announced by the Prime Minister Datuk Seri Najib Tun Razak during the 2016 Budget are now available for application," he said. Radzif said SME Bank has allocated RM770 million fund for all the four programmes.

"The Industrialised Building System Promotion Fund was allocated RM500 million, SME Technology Transformation Fund with an allocation of RM200 million, My SEED SME Scheme for Indian entrepreneurs with a fund size of RM50 million, and RM20 million for "Skim Anjakan Usahawan", he said.

He said SME Bank since its inception in 2005 until December 2015 has approved RM23 billion financing to over 13,000 customers.



BERNAMA, 8 March 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

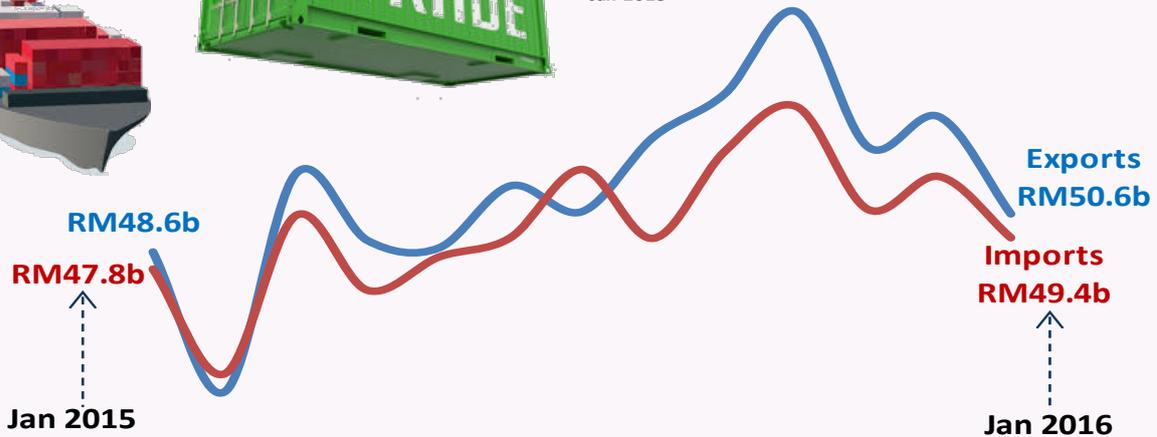
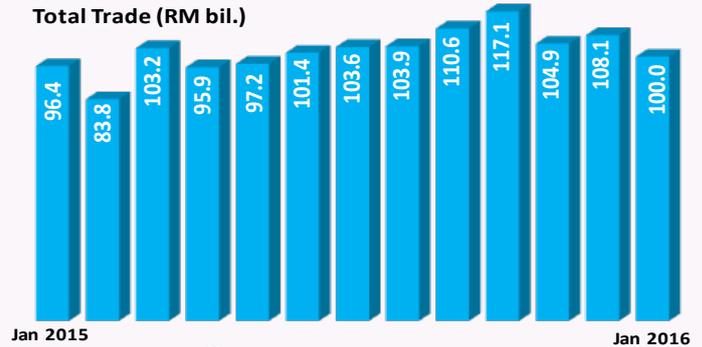
## Manufacturing Performance, January 2016

### Trade

**Total Trade**  
**RM100.0 bil.**  
 ↑ 3.7%\*

**Exports**  
**RM50.6 bil.**  
 ↑ 4.0%\*

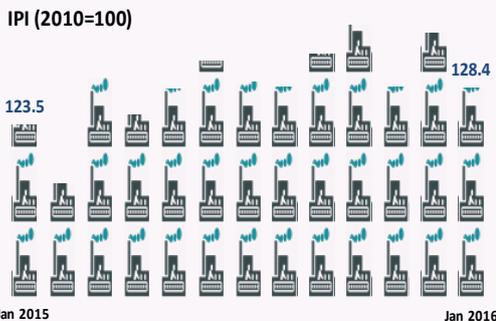
**Imports**  
**RM49.4 bil.**  
 ↑ 3.4%\*



### Industrial Production Index (IPI)



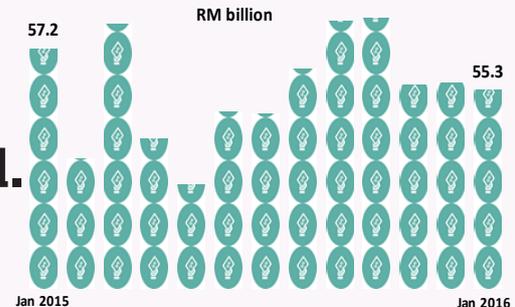
**128.4**  
 ↑ 3.9%\*



### Sales



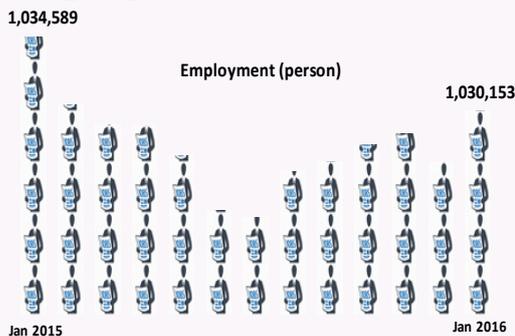
**RM55.3 bil.**  
 ↓ 3.4%\*



### Employment



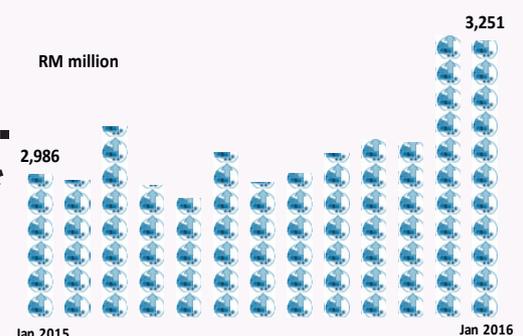
**1,030,153**  
 persons  
 ↓ 0.4%\*



### Salaries and Wages



**RM3.3 bil.**  
 ↑ 8.9%\*

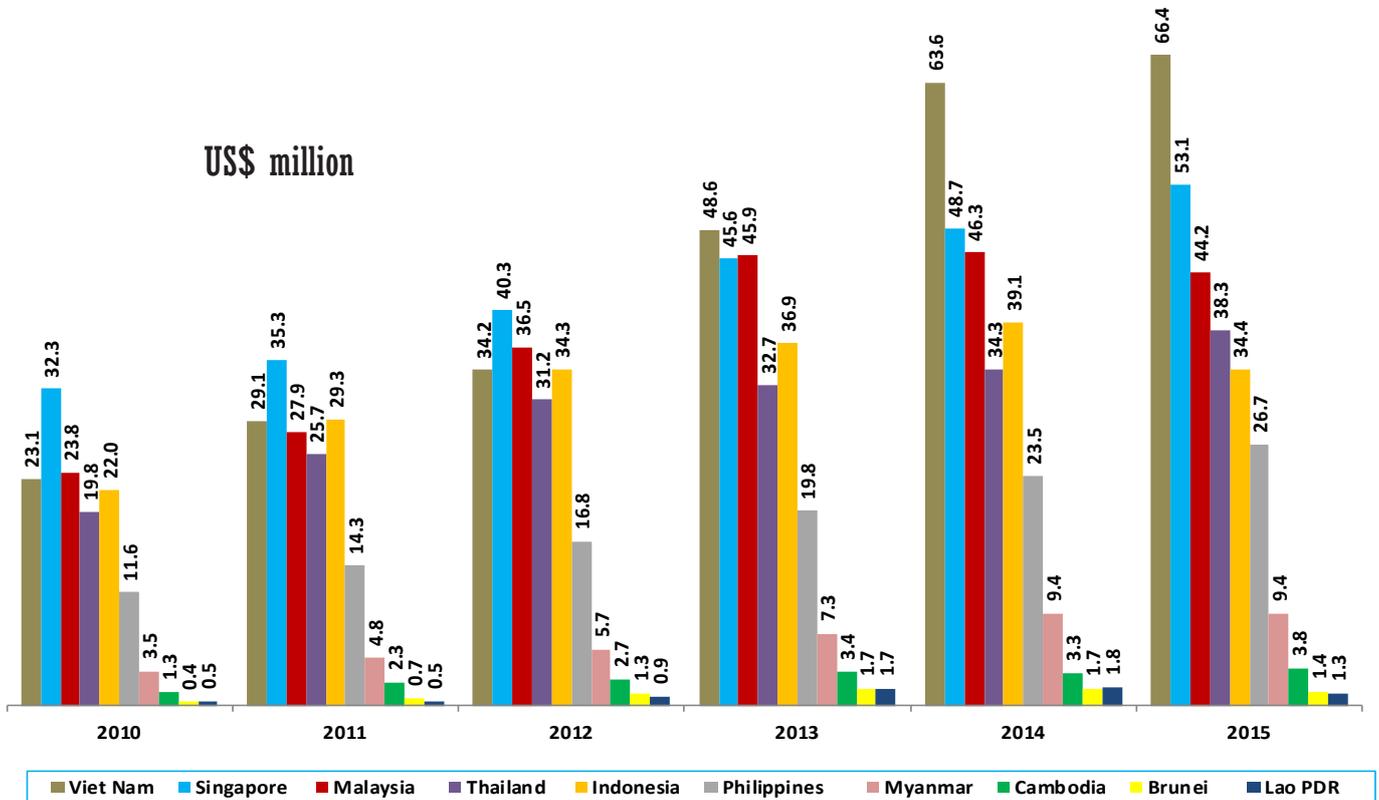


Note: \* y-o-y growth  
 Source : Department of Statistics, Malaysia

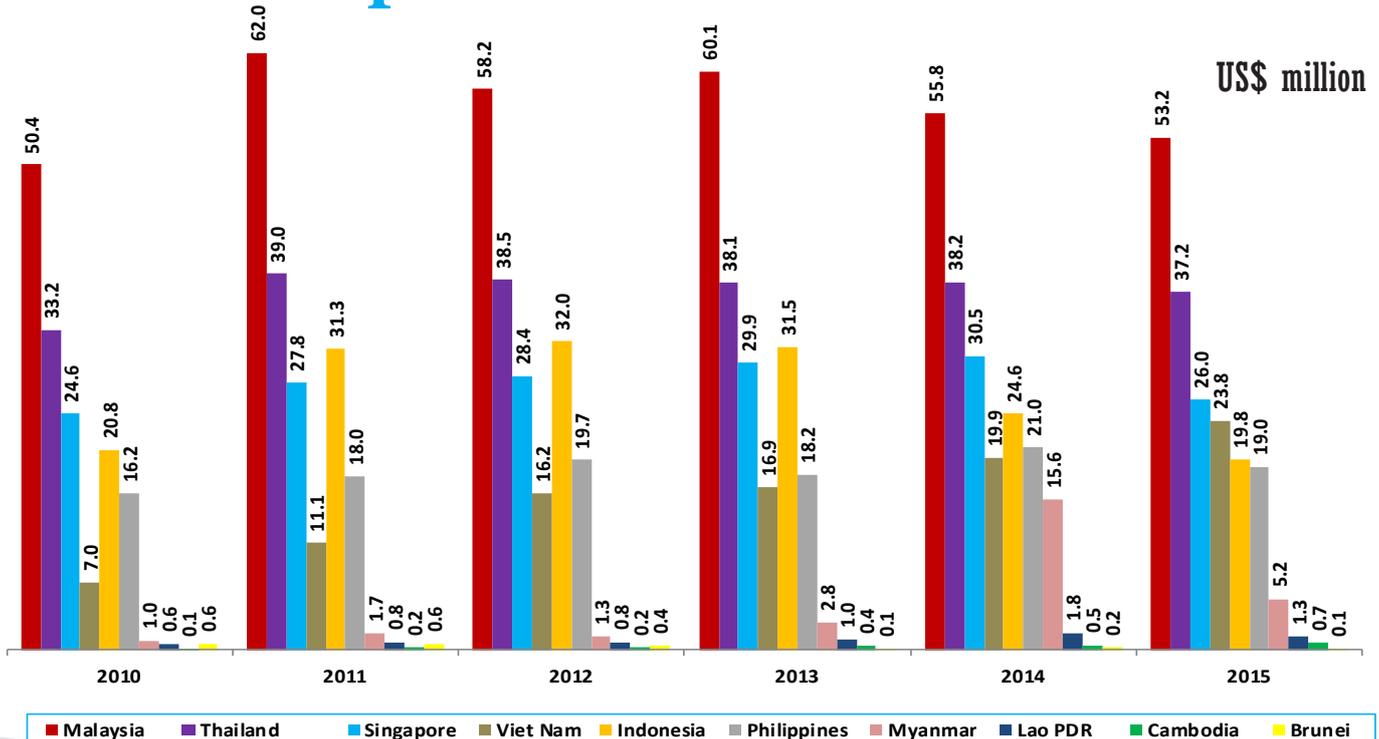


# ASEAN and You'

## China Export to ASEAN Countries



## China Import from ASEAN Countries





**NEGARA-NEGARA AHLI TPPA**



**SENARAI KEMENTERIAN YANG TERBABIT DALAM RUNDINGAN.**

- 1 KEMENTERIAN PERDAGANGAN ANTARABANGSA & INDUSTRI.
- 2 KEMENTERIAN KEWANGAN. 3 KEMENTERIAN PERTANIAN & INDUSTRI ASAS TANI.
- 4 KEMENTERIAN PERDAGANGAN DALAM NEGERI, KOPERASI & KEPENGGUNAAN.
- 5 KEMENTERIAN SUMBER ASLI & ALAM SEKITAR.
- 6 KEMENTERIAN SUMBER MANUSIA. 7 KEMENTERIAN KESIHATAN.
- 8 KEMENTERIAN KOMUNIKASI DAN MULTIMEDIA.



**SENARAI AGENSI KERAJAAN YANG TERBABIT DALAM RUNDINGAN.**

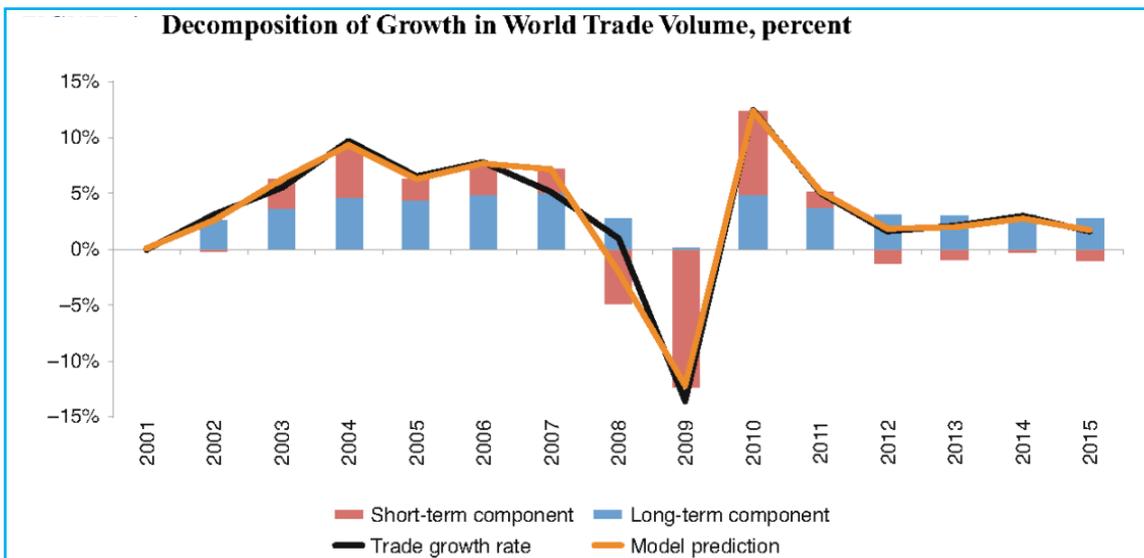
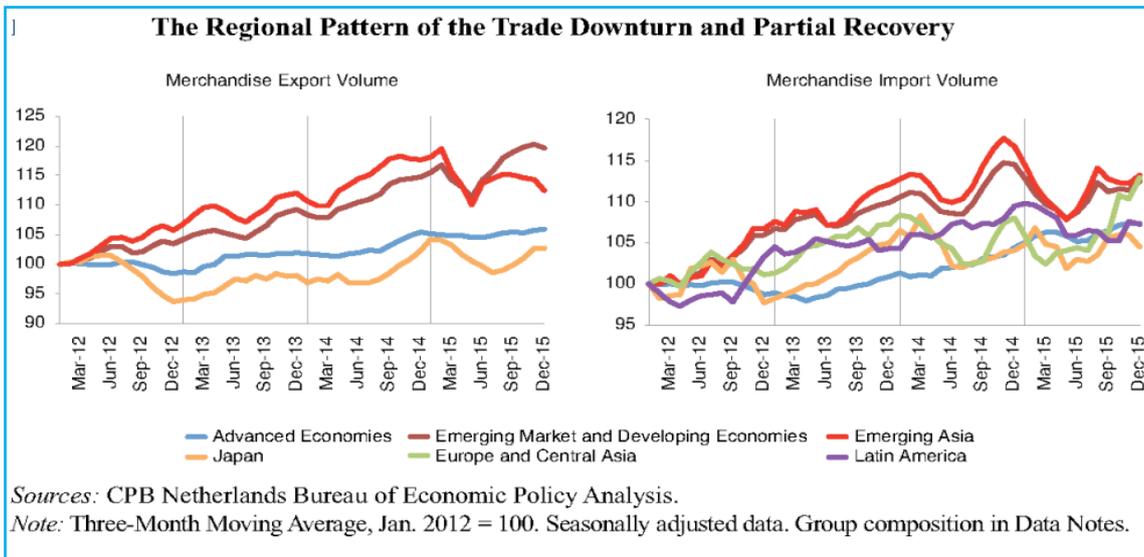
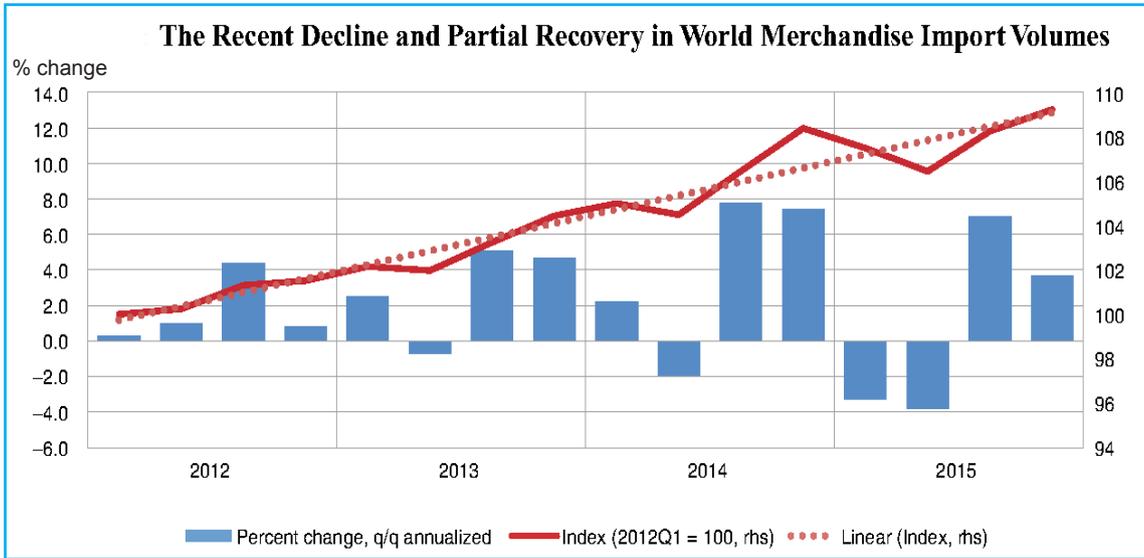
- 9 JABATAN PEGUAM NEGARA. 10 STANDARDS MALAYSIA.
- 11 BANK NEGARA MALAYSIA. 12 KASTAM DIRAJA MALAYSIA. 13 JABATAN PERTANIAN.
- 14 BIRO PENGAWALAN FARMASEUTIKAL KEBANGSAAN.
- 15 PERBADANAN HARTA INTELEK MALAYSIA. 16 JABATAN PERIKANAN MALAYSIA.

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)

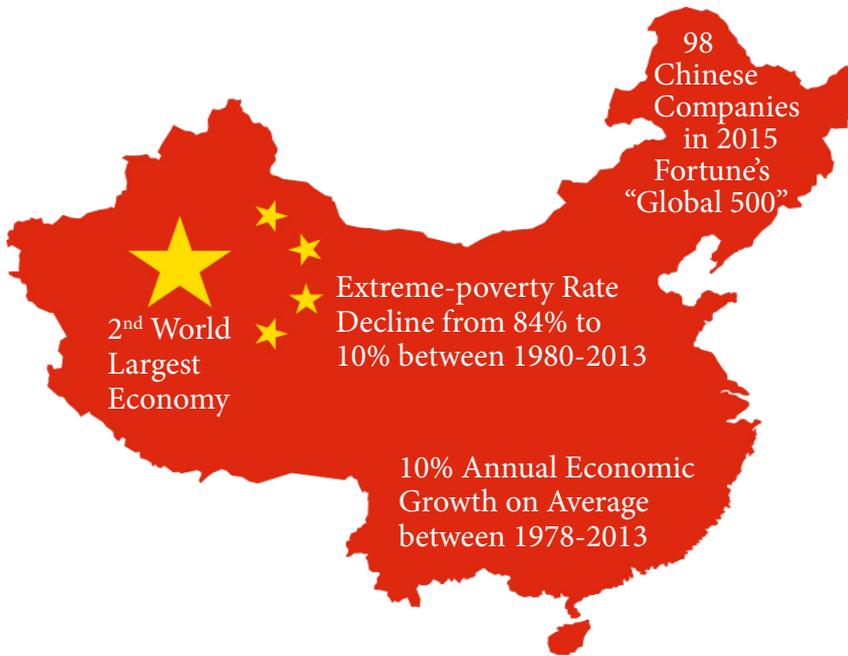


# International Report

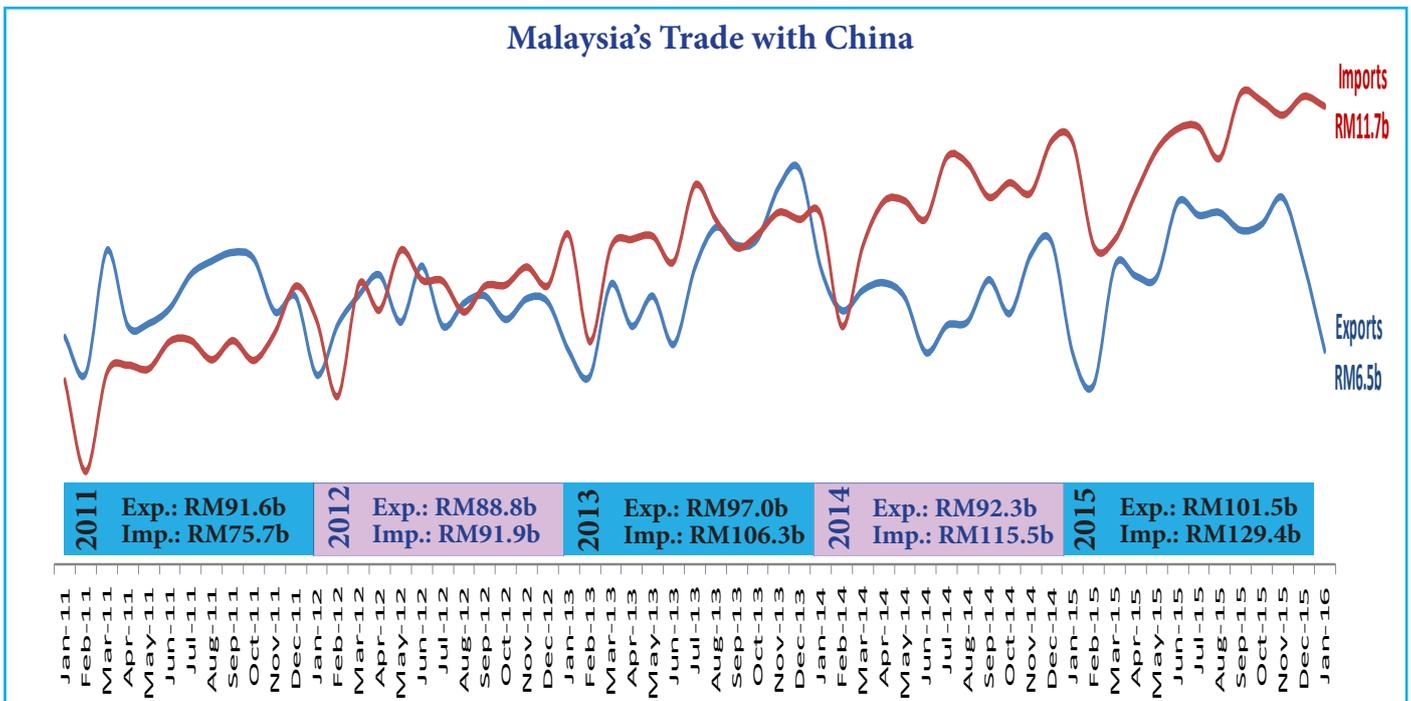
## Global Trade Watch: Trade Development in 2015



Full report in PDF version are available at  
[Global Trade Watch: Trade Development in 2015](#)



Sources : [www.focus-economics.com](http://www.focus-economics.com), [www.investopedia.com](http://www.investopedia.com), [www.economist.com](http://www.economist.com)



## Major Export Products

(January 2016)

## Major Import Products



**E&E Products**  
RM3.0b  
46.8% #

**Chemicals & Chemical Products**  
RM0.7b  
11.1% #



**E&E Products**  
RM4.1b  
34.7% #

**Machinery, Appliances & Parts**  
RM1.2b  
10.5% #



**Metalliferous Ores and Metal Scrap**  
RM0.4b  
6.3% #

**Petroleum Products**  
RM0.3b  
5.2% #



**Chemicals & Chemical Products**  
RM1.0b  
8.6% #

**Manufactures of Metal**  
RM0.9b  
7.5% #



**LNG**  
RM0.3b  
4.6% #



**Textiles, Clothings & Footwear**  
RM0.9b  
7.3% #

**DID YOU KNOW?**

## The World's Most Expensive Cities to Live in 2016

Country	City	World Cost of Living Index (New York =100)	Ranking
	Singapore	116	1
	Zurich	114	2
	Hong Kong	114	3
	Geneva	108	4
	Paris	107	5
	London	101	6
	New York	100	7
	Copenhagen	99	8
	Seoul	99	9
	Los Angeles	99	10

The study is based on Economist Intelligence Unit's 2016 Worldwide Cost of Living survey. The cost-of-living index, or general index, shows the difference in living costs between cities. The cost of living in the base city is always expressed as 100. The cost of living in the destination is then indexed against this number. So to take a simple example, if London is the base (100) and New York is the destination, and the New York index is 120, then New York is 20% more expensive than London.

Source : <http://www.cnn.com/2016/03/09/singapore-still-most-expensive-city-but-hong-kong-rises-paris-falls.html>

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

## Number of Certificates (Provisional data)

	17 Jan 2016	24 Jan 2016	31 Jan 2016	7 Feb 2016	14 Feb 2016	21 Feb 2016	28 Feb 2016	6 Mar 2016
AANZFTA	929	817	825	824	412	793	689	800
AIFTA	646	626	676	693	412	599	642	588
AJCEP	217	208	229	222	74	160	183	212
ATIGA	4,570	4,368	3,645	4,199	2,079	3,612	4,642	5,227
ACFTA	1,383	1,136	867	1,304	720	1,647	1,702	1,647
AKFTA	865	861	959	929	482	828	994	921
MICECA	284	289	311	368	178	350	286	308
MNZFTA	13	7	3	14	3	7	1	16
MCFTA	66	36	69	48	34	69	54	71
MAFTA	463	489	370	438	179	393	301	489
MJEPA	898	758	888	859	479	892	831	989
MPCEPA	177	167	151	170	94	137	104	150
GSP	165	100	130	133	63	142	109	149
MTFTA	196	148	187	172	103	258	195	259

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 Agreement (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)

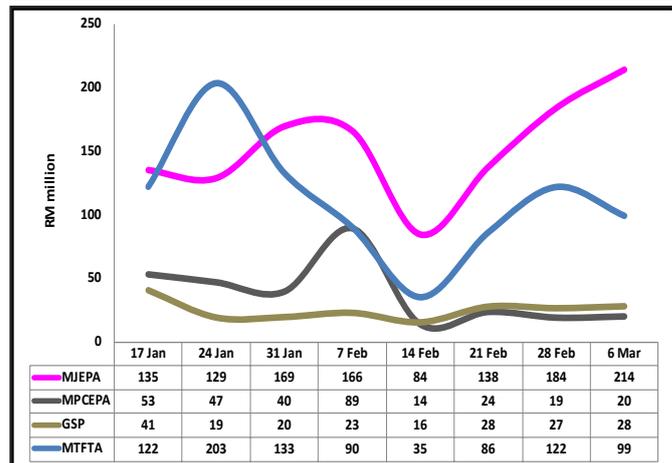
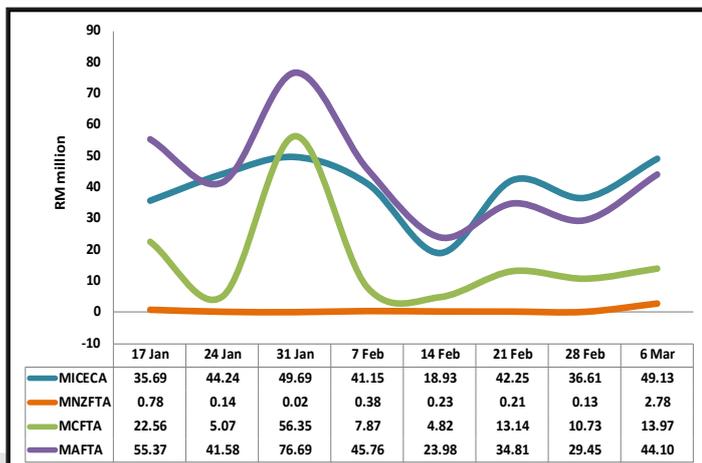
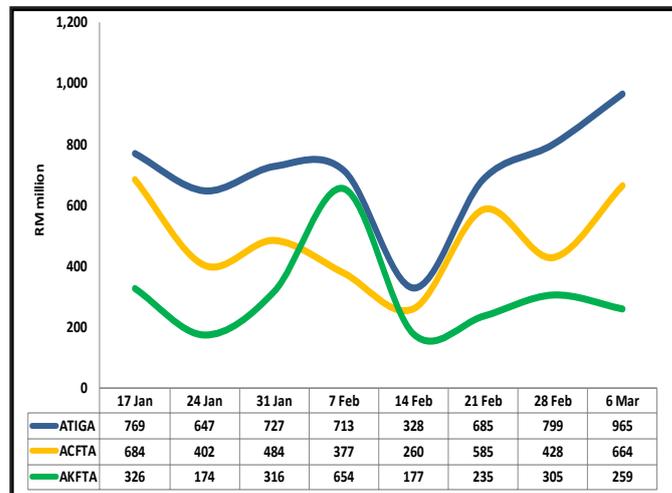
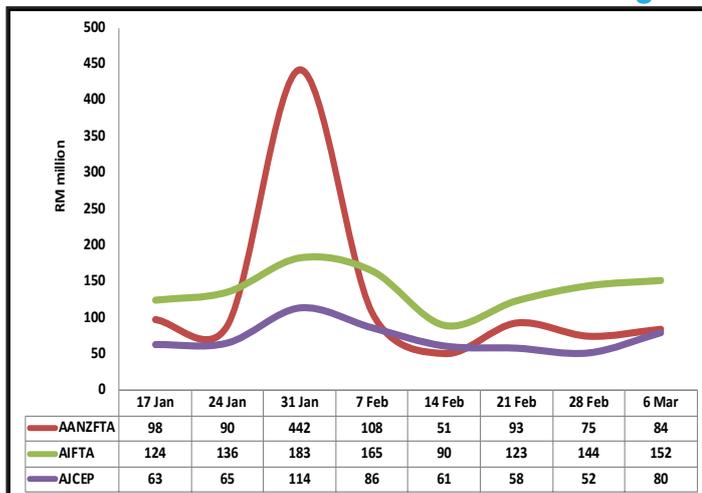


MAFTA: Malaysia-Australia Free Trade Agreement (Implemented since 1 January 2013)



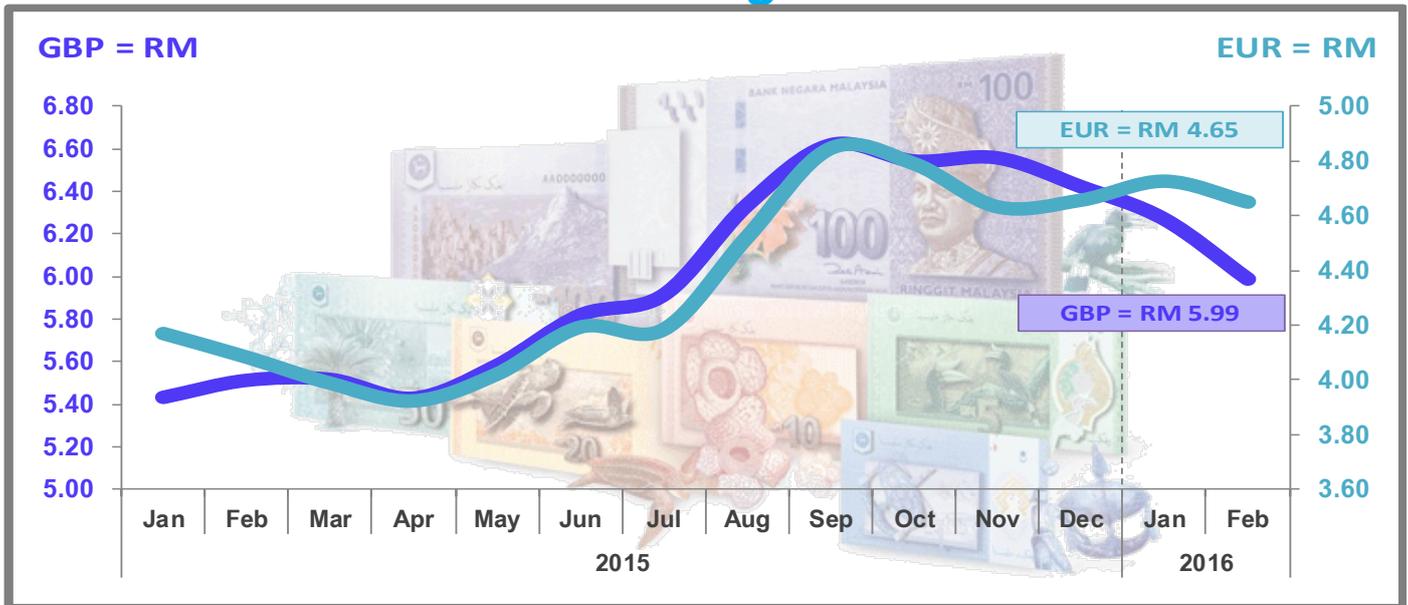
MTFTA: Malaysia-Turkey Free Trade Agreement (Implemented since 1 August 2015)

## Value of Preferential Certificates of Origin

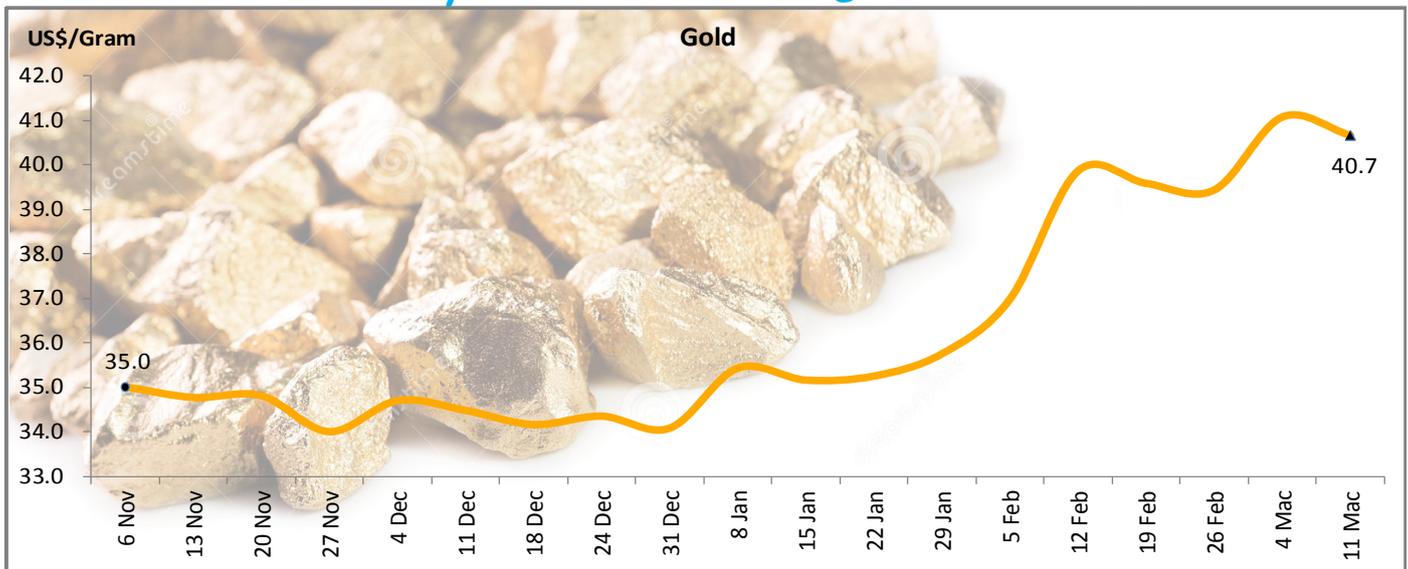


Source: Ministry of International Trade and Industry, Malaysia

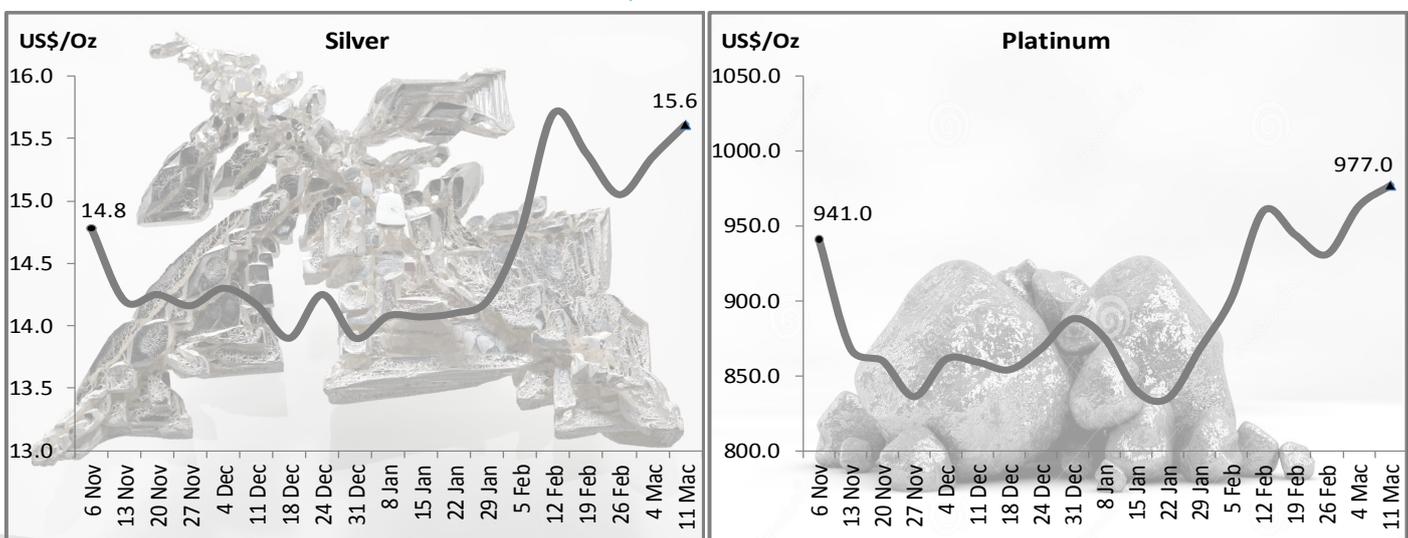
# Malaysian Ringgit Exchange Rate with Pound Sterling and Euro



## Gold Prices, 6 November 2015 - 11 March 2016



## Silver and Platinum Prices, 6 November 2015 - 11 March 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)
11 Mar 2016 (US\$)	40.4	653.5	15.1	1,262.5	2,093.9	48.0	220 (high) 190 (low)
% change*	↑ 4.3	↑ 0.9	↑ 2.0	↓ 2.8	↑ 0.8	↑ 0.9	↑ 15.8 ↑ 18.8
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

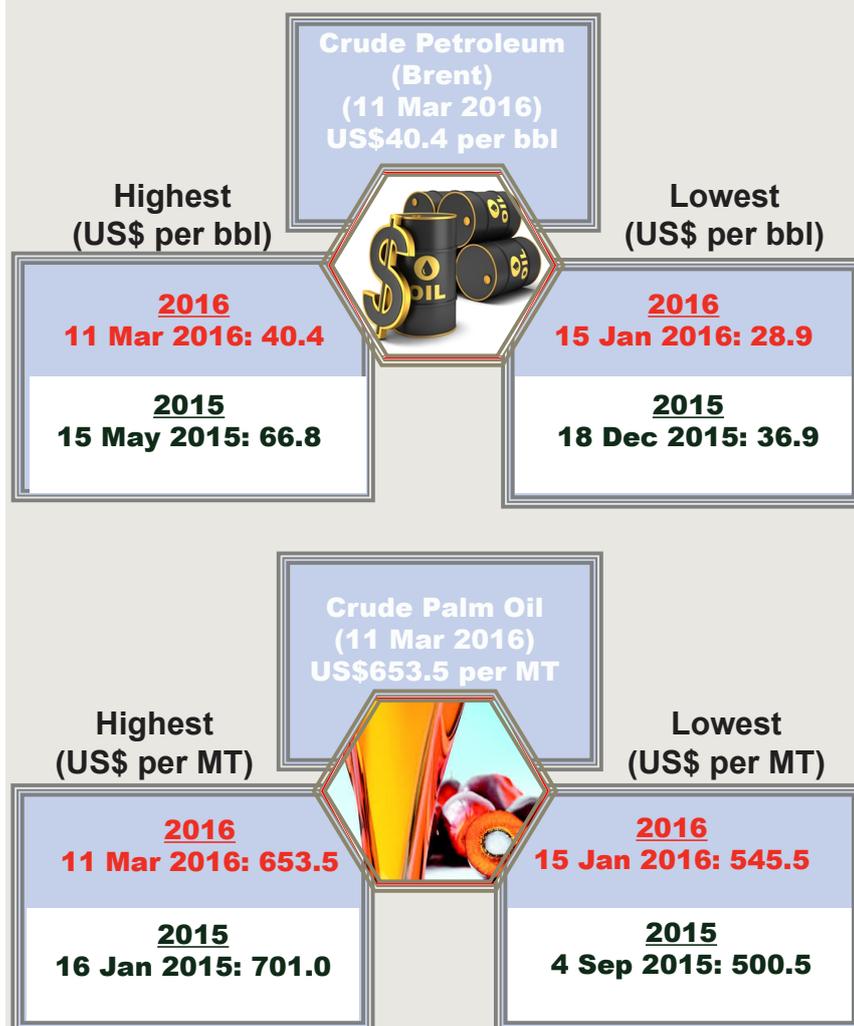
Notes: All figures have been rounded to the nearest decimal point

\* 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

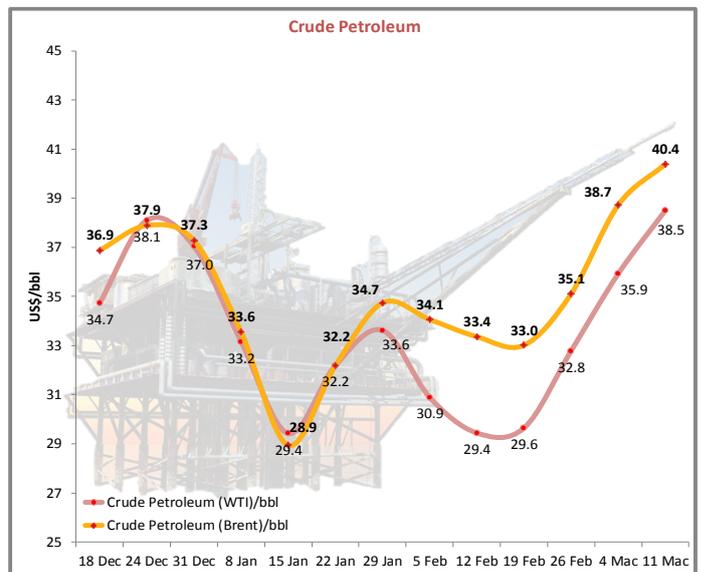
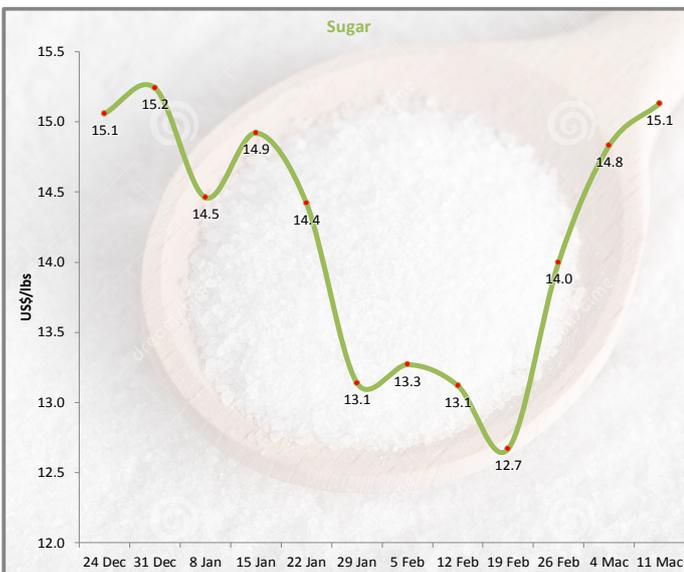
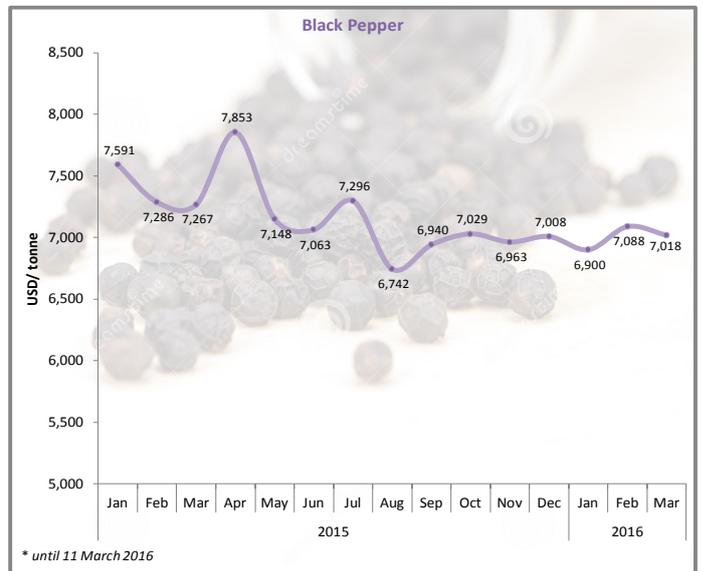
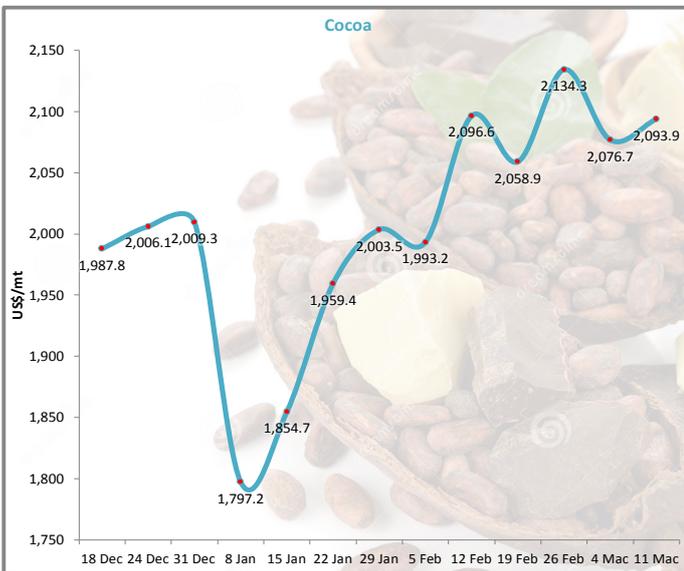
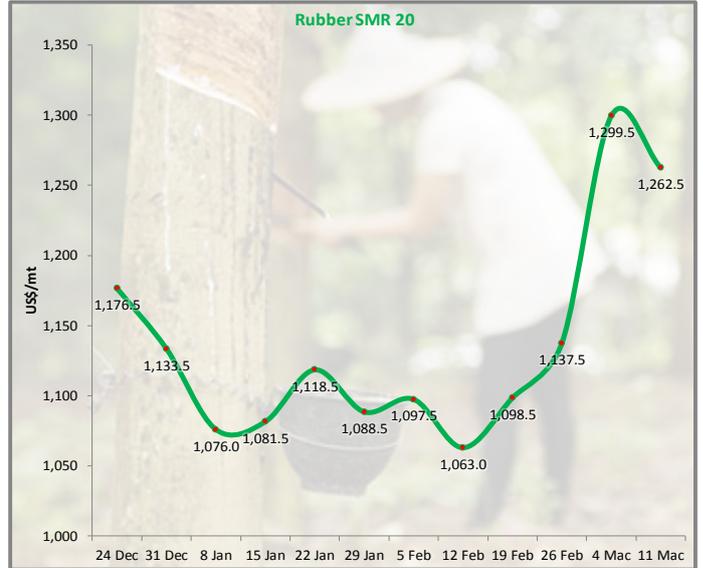
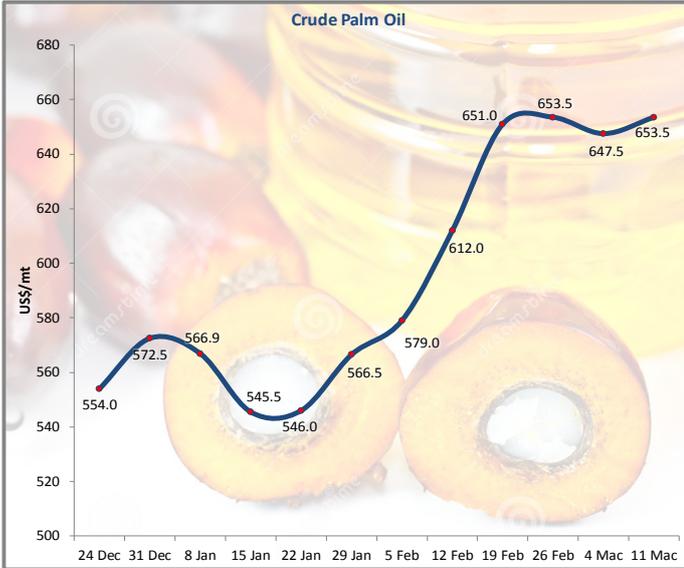


## Average Domestic Prices, 11 Mar 2016



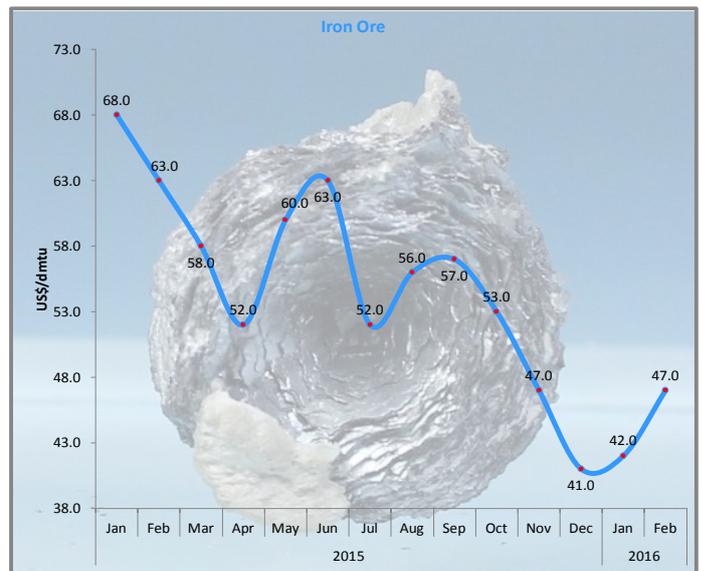
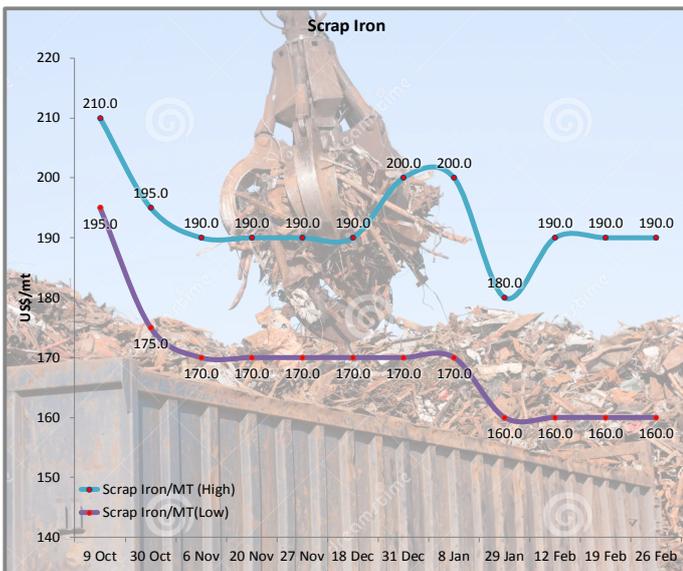
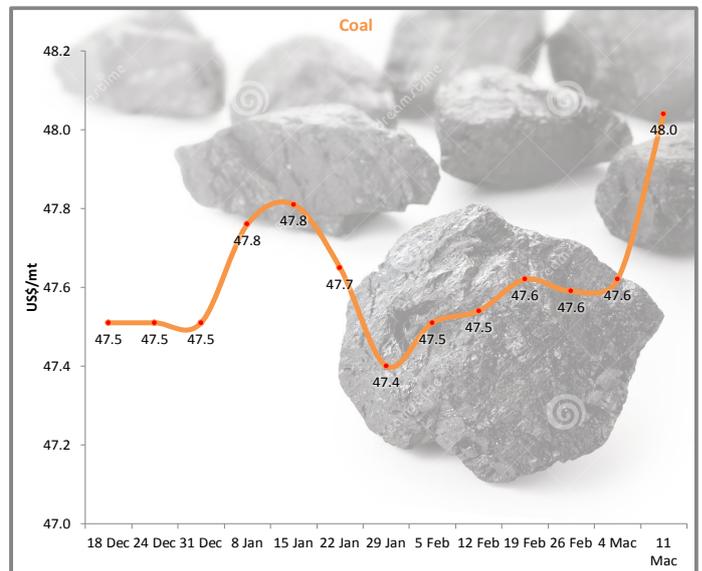
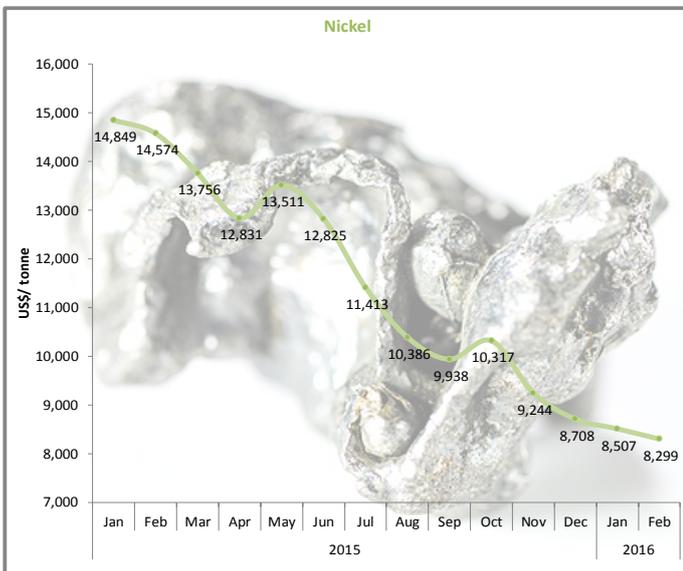
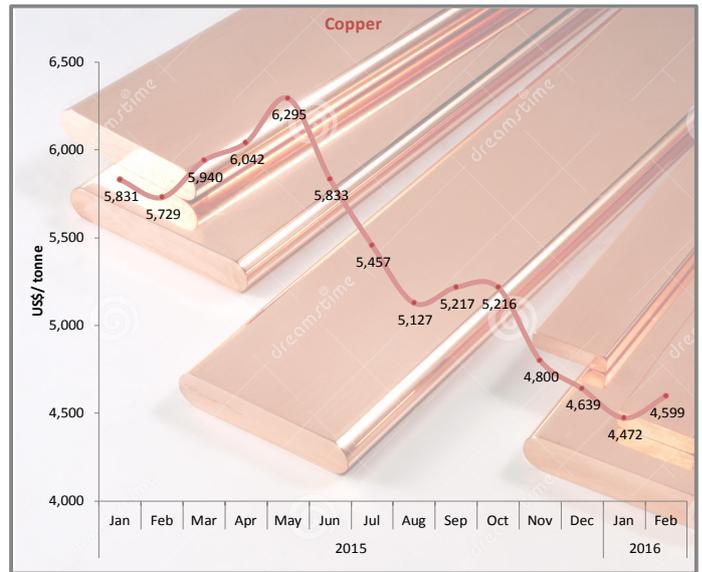
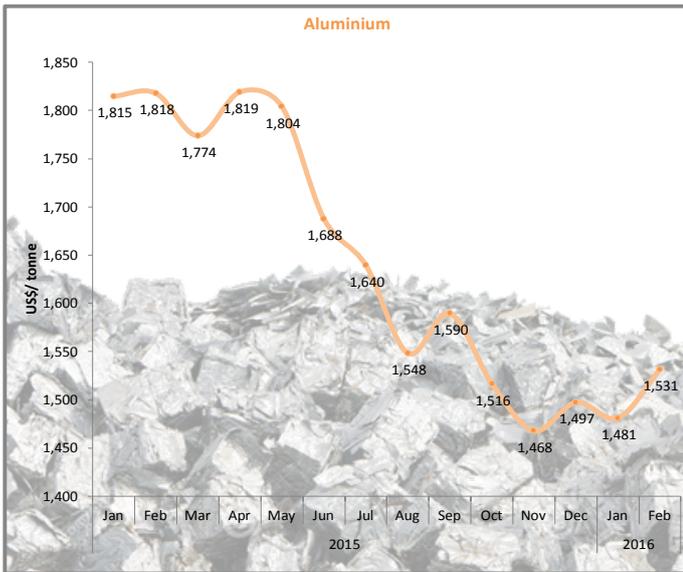
Sources: Ministry of International Trade and Industry Malaysia, Malaysian Palm Oil Board, Malaysian Rubber Board, Malaysian Cocoa Board, Malaysian Iron and Steel Industry Federation, Bloomberg and Czarnikow Group.

# 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 Czarников Group, World Bank.

# SUCCESS STORY

The Pensonic Group founded by Dato Chew Weng Khak, started business as a small shop in Penang selling electrical appliances trading under the name of Keat Radio Co. in 1965 as a sole proprietor. In 1982, Chew started the Pensonic brand name to produce locally manufactured electrical appliances in order to ensure long term growth of his company, and the brand name "Pensonic" was invented by combining "Pen" and "sonic" to mean "Sound of Penang". It turns out that Pensonic has developed and grown into one of the most successful Malaysian brands in household appliances. It was the first Malaysian brand to have received the Brand Promotion Grant from MITI of Malaysian in 2005 and it has also received a numbers of excellence design awards.

## AWARDS AND RECOGNITION

Decades of brand-building, competitive pricing, high quality and wide-ranging products have built Pensonic's reputation as the premier Malaysian brand for electrical home appliances. Pensonic is honoured as the first brand in Malaysia to be accorded the Brand Promotion Grant for the export market and permitted to use the logo "MADE IN MALAYSIA FOR THE WORLD" by MATRADE.

Pensonic has been awarded four times running for the Brand Excellence Award in 2007, 2008, 2009 and 2010 by the Ministry of Internal Trade and Industry. The cream of the crop brand award came in 2010 with Pensonic gaining recognition for the Putra Brand Award for Household and Outdoor Appliances, taking its place at the top pedestal of electrical household brand names. Continuing with the Company's time honoured brand journey towards excellence, Pensonic was on the list as recipient of Industry Excellence Award Certificate of Excellence by MITI and The Most Promising Brand of The Year by Putra Brand Awards in 2012. In The Putra Brand Awards 2015, founder Of Pensonic Dato' Seri Chew Weng Khak was honoured as a recipient of Putra Personality of the year.

As the Pensonic Group enters the globalisation era, it has formulated a multi-pronged, master plan for the Pensonic label with clearly defined vision and values to drive it to greater heights. Aggressive brand building activities are being planned and executed to transform the Pensonic name into an Asian powerhouse at the first stage and a global brand in the near future. It is continuously developing and strengthening its capability in product innovation, design and development to support its next wave of growth.

In recent development, Pensonic Holdings Bhd recorded its best net profit in more than five years in the financial year ended May 31, 2015, thanks mainly to the gain from a property disposal. What boosted the company's entire year's earnings was the net profit of RM12.595mil achieved in the final quarter (Q4), which contrast to the net loss of RM1.641mil a year earlier. Announcing its unaudited quarterly results to Bursa Malaysia, the electrical and electronic appliance maker said this was on the back of a 3.6% year-on-year growth in revenue to RM92.899mil.

The strong bottom line performance in Q4 was largely due to recognition of RM8.4mil financial gain from the disposal of its Penang land, along with the warehouse and office erected on it. This lifted Pensonic's whole-year earnings to RM17.577mil -- more than six times the profit of RM2.871mil attained in the previous year. The group will continue explore new market, product innovation, maintaining excellent customer

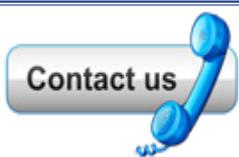


relationship, placing emphasis in cost control, inventory management and overhead cost rationalisation. "In line with the group's effort in expanding emerging markets, the group carries on to promote and distribute its products to overseas customers through engaging more overseas distributors and business partners," it said.

Pensonic said the group continued to devote efforts in research and development of new products in order to keep up with the ever-changing needs of the electrical appliances markets. "Given our extensive experience in the industry, the board believes that the group can overcome the temporary challenges in the market and remain competitive for the coming period," it added.

Another milestone was set up when Pensonic Holdings Berhad, opened its new RM50 million headquarters in Bukit Minyak, Penang Island on 30<sup>th</sup> October 2015 on the back of a modest growth in its revenue. The company, recorded a revenue of RM386 million and RM17 million profit margin for the fiscal year ending May 31. Pensonic Group Chief Executive Officer Dixon Chew said the new headquarters built on six acres of land will house multi-use spaces and facilities, and infrastructure equipped with research and development laboratories. He said the new building will also function as their Global Operations Hub to present a strong presence in the ASEAN and Middle East Markets.

In a press release issued at the opening ceremony, Pensonic said the past few years have been challenging and expects tepid market conditions to continue, but hopes to overcome the challenges through "strong focus on teamwork, continuous improvement and operational efficiency initiatives", aside from managing risks to increase operating margins. Chew noted that the company has moved towards diversifying its products range, with the August launch of its Fonebud Essential Plus smartphone accessory under its Fonebud range. "We will be releasing more products soon under the Fonebud range," he said.



**Contact us**

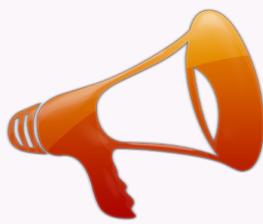
**Pensonic Holdings Bhd.**

**1165, Lrg Perindustrian Bukit Minyak,  
Tmn Perindustrian Bukit Minyak,  
14100 Simpang Ampat, Penang**

**Website: [www.pensonic.com](http://www.pensonic.com)**

# MITI Programme SME Xcess Launching, 8 March 2016





# Announcement

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