



# fresh Produce Malaysia

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## **Exciting opportunities for new suppliers**

Exporting to Malaysia

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*Specialty fruits, vegetables & marine produce.*



# About Malaysia

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- √ Population: 27.7mil
- √ GDP:US\$196bil (2009)
- √ GDP per capital: USD7,473 (2009)
- √ GDP per capital in 2014:USD11,000
- √ Consumer spending per capital USD1,961 (2009)
- √ Total Edible fruits & nuts imports: USD252mil (2009)
- √ Total vegetables imports:USD531mil (2009)



# Malaysian Economy

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- ✓ Tough in 2009
- ✓ Sign of recovery in 2010 with GDP forecast of 3.7%
- ✓ 5% GDP growth in 2011 (forecast)
- ✓ Supported by RM67bil worth of stimulus package impacting the economy.
- ✓ Rising disposal income & continued domestic demand.
- ✓ Improving macroeconomic indicators.
- ✓ For more information about Malaysia's economy, visit [www.mida.gov.my](http://www.mida.gov.my) (Malaysia Industrial Development Authority)



# Opportunities For New Suppliers

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The fundamentals to opportunities:

- √ Timing
- √ Fresh is best
- √ Affordable price
- √ Accountability
- √ Good business practices



# Key Growth Factors

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- √ Identify strategic partners
- √ Understanding the customers and the consumers
- √ Understanding market requirements
- √ Promotional support
- √ Reliability



# Our Success Story

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## **Korea Strawberry**

- √ Product availability: right timing
- √ Excellent quality & affordable price
- √ Consistent and reliable supply
- √ Promotional support
- √ Korea Strawberry total exports to Malaysia in 2007 recorded 12,940kgs
- √ 2008 increased to 56,530kgs
- √ 2009 recorded 186,287kgs

# Korea Strawberry Export

country	2007		2008		2009	
	(kg)	(USD)	(kg)	(USD)	(kg)	(USD)
GUAM	17,765	173,283	12,427	113,414	11,078	87,780
TAIWAN	6,425	86,844	11,044	101,075	20,520	170,122
RUSSIA	3,384	65,991	12,578	156,718	12,576	192,040
<b>MALAYSIA</b>	<b>12,940</b>	<b>100,439</b>	<b>56,530</b>	<b>432,343</b>	<b>186,287</b>	<b>995,790</b>
USA	0	0	4,679	25,711	1,782	10,842
BAREIN			0	0	160	661
North Manarina	59	953	171	957	397	2,599
SINGAPORE	145,229	1,354,465	366,659	3,010,562	1,107,169	7,018,648
United Arab Emirates			0	0	410	4,052
INDONESIA	14,592	166,932	12,602	101,495	14,876	116,637
JAPAN	570,984	3,437,298	643,389	4,101,769	724,223	5,178,058
CHINA			220	396	0	0
CANADA			2	2	0	0
Thailand	1,060	11,512	10,430	89,766	45,465	305,044
Philippine			0	0	258	1,865
AUSTRALIA			1,950	6,999	0	0
HONGKONG	206,306	1,525,334	460,689	3,509,051	722,394	5,018,583
<b>TOTAL</b>	<b>978,744</b>	<b>6,923,051</b>	<b>1,593,370</b>	<b>11,650,258</b>	<b>2,847,595</b>	<b>19,102,721</b>



# Our Success story

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Taiwan mango

- √ Timing
- √ Good product appearance
- √ Good quality and reliable supply
- √ Promotional support by TAITRA
- √ Taiwan mango total exports to Malaysia in 2007 recorded 38,185kgs
- √ 2009 increased to 88,940kgs (Jan until Sept)

# Taiwan Exports to Malaysia

World Trade Atlas  
Taiwan - Exports  
08 Edible Fruit And Nuts  
Millions of US Dollars  
January - November

Rank	Country	2007	2008	2009	% Share		% Change	
					2007	2008	2009	- 09/08 -
0	--World--	42.31	41.44	40.89	100	100	100	-1.32
1	Japan	23.58	24.32	21.45	55.72	58.69	52.46	-11.79
2	Hong Kong	4.66	3.95	5.77	11.01	9.54	14.11	45.88
3	China	1.92	1.84	4.44	4.53	4.44	10.87	141.75
4	Singapore	2.45	2.41	2.44	5.79	5.8	5.98	1.63
5	Canada	2.13	2.54	2.19	5.04	6.13	5.35	-13.78
6	United States	2.83	2.40	1.87	6.68	5.8	4.57	-22.32
7	Korea, South	3.67	2.99	1.73	8.68	7.22	4.23	-42.15
8	Malaysia	0.22	0.26	0.33	0.52	0.63	0.8	26.19
9	Philippines	0.18	0.19	0.12	0.42	0.45	0.29	-36.62
10	Australia	0.24	0.15	0.08	0.58	0.35	0.21	-42.4

# Taiwan Exports- Mangoes

Rank	Country	- KGM - 2007	- KGM - 2008	- KGM - 2009	% Change - 09/08 -
0	--World--	4837964	3307218	4538589	37.23
1	Hong Kong	1573105	915394	1505556	64.47
2	Singapore	1435839	649584	1169970	80.11
3	Japan	786810	838190	993122	18.48
4	Korea, South	741779	550633	414575	-24.71
5	China	81543	247873	312845	26.21
6	Malaysia	38185	31450	88940	182.8
7	Indonesia	18000	9385	17808	89.75
8	Canada	83309	7969	16494	106.98
9	Australia	78504	24853	10242	-58.79
10	Thailand	0	8401	4143	-50.68



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THANK YOU!

*TERIMA KASIH!*

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