



MATRADE move to Melbourne strengthens Australia-Malaysia trade ties

Monday April 13, 2015. Later this year MATRADE will celebrate its second anniversary in Victoria following the relocation from Sydney in late 2013 as part of a strategic move to boost and enhance bilateral trade between Australia and Malaysia. The transfer to Melbourne has been a success confirmed by Malaysian Trade Commissioner, Ms Noor Hayati with the arrival of the office being well received by business and the local Malaysian Diaspora.

Headed by Trade Commissioner Noor Hayati, the MATRADE team is responsible for a wide coverage of trade relationships throughout Australia and across the Pacific, including New Zealand, Fiji, and Papua New Guinea as well as the smaller Pacific Islands.

Bilateral trade is a core component of Malaysia's economic development and the country's export promotion activities are spearheaded by MATRADE. The agency's mission is to promote Malaysia's exports and assist companies to capitalise on opportunities in overseas marketplaces.

Most importantly, MATRADE promotes Malaysian companies on the international stage making the slogan *'Made-In-Malaysia'* synonymous with excellence and reliability.

MATRADE maintains very close and professional relationships with numerous business councils and importers around Australia. "It is a network that is constantly evolving and enriched by continual engagement with buyers and sellers from both countries", said Noor Hayati.

"Growing bilateral trade between Australia and Malaysia continues to be one of the hallmarks of the longstanding relationship between our two great countries and MATRADE is confident that the successful move to Melbourne will continue to reap long-term benefits".

"The MATRADE team works diligently to strengthen supply chains and connects overseas customers to Malaysian companies. As a result, the agency is often the first reference point by Australian importers seeking to connect with Malaysia businesses and exporters."

MATRADE is located at 432 St Kilda Road and operates as the Trade Section of the Consulate General of Malaysia to Victoria.

In 2014, Malaysia was Australia's 6th largest trading partner; total trade amounted to A\$17.12 billion. Malaysia was Australia's 7th largest source of imports, totalling A\$11.14 billion and was also its 9th largest exports destination, with total exports to Malaysia amounting to A\$5.98 billion.

Noor Hayati continued, "The very long, deep and strong economic and cultural engagement between Australia and Malaysia is a significant asset with immense potential to further increase bilateral trade".

Malaysian businesses have benefited greatly by taking advantage of the Malaysia Australia Free Trade Agreement (MAFTA) that came into effect on January 1st 2013. The MATRADE team in Victoria has noticed that there is a heightened trading environment as interest by exporters from both countries grows and they position themselves to capitalise on the long term commercial opportunities of the FTA.

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“Australia will continue to be an attractive and growing export market for Malaysian businesses. By maintaining a strong ‘on-the-ground’ presence MATRADE will apply its local knowledge, expertise, experience and insight to work closely with Malaysian businesses that seek to broaden their commercial prospects in overseas markets,” concluded Noor Hayati.

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About MATRADE

MATRADE is a government organization established in 1993 as an external trade promotion arm of Malaysia’s Ministry of Trade and Industry. Its reach currently extends across 35 offices in 28 countries as well as 8 marketing offices in 8 countries.

MATRADE's overseas offices in strategic locations around the globe assist Malaysian exporters and foreign buyers alike in doing business.

MATRADE’s core services include;

- Malaysian Exporters Development
- Export Promotions
- Trade and Market Information
- Trade Advisory and Support

MATRADE assists Malaysian exporters by:

- Channelling overseas trade enquiries to Malaysian businesses.
- Co-ordinating and facilitating business networking with foreign buyers during Malaysian participation in international trade fairs and trade and investment missions abroad.
- Organising promotional activities of Malaysian products and services in the countries where MATRADE overseas offices are located.
- Provide information on doing business in the overseas markets.

Likewise, foreign buyers can avail themselves of the services provided by MATRADE's overseas offices such as:

- Obtain accurate and reliable information about Malaysian capabilities, products and services.
- Seek assistance in organising business meetings in Malaysia.
- Help make connections with key decision makers in the public and private sectors in Malaysia.