



Malaysia's building supplies trade delegation to Melbourne opens opportunities for engagement with Australian industry

Thursday August 13, 2015. The Malaysia External Trade Development Corporation (MATRADE) Trade Commissioner to Australia, Ms Noor Hayati has confirmed that a trade delegation representing over 40 building supplies businesses will be in Melbourne next week for two days from Monday August 17 seeking to explore commercial opportunities with Australian companies.

Commenting further on the announcement, Ms Hayati said, "Malaysia's building supply sector continues to attract international acclaim and recognition as the sector spearheads and supports construction of new residential and commercial buildings throughout Malaysia".

"Responding to growth demand, the building supplies sector has been at the forefront of product development with innovative cost effective products required by the new townships/residential projects and large scale industrial, commercial and infrastructure initiatives".

"In addition, the industry is very export oriented and the trade delegation that will be in Melbourne next week is keen to engage with Australian companies and provide solutions for the local building and construction sectors".

A very successful mission was organised last year by MATRADE and was the catalyst and platform for the 2015 program for a larger and broader delegation. An extensive program has been organised for the Malaysian companies that will comprise site visits, presentations and B2B meetings whilst they are in Melbourne.

The focus of MATRADE's initiative to Australia is to secure new markets and opportunities for the delegates. The high level meetings and program has been developed to showcase the versatility, innovation and competitiveness of their respective products that includes –

- Electronics and LED lighting products
- Biomass materials such as coconut fibre and palm fibre
- Plastic and rubber products
- Autoclaved Aerated Concrete (AAC)
- Timber products such as flooring and decking
- Stainless steel sinks
- Reinforcing wire mesh
- Furniture, cabinets and doors

Ms Hayati continued, "MATRADE's objective for the program is to provide a platform for Malaysian delegates to meet with prospective buyers, agents and building materials suppliers. In addition, we are confident that the meetings will facilitate important long term links and connections that will be the basis for further bilateral trade engagement and opportunities".

The Malaysian economy continues to grow and this is reflected in vibrant infrastructure development and demand for residential housing by an increasingly affluent population.

Australia has for many years been an important market for Malaysia's building materials. It was reported that in 2014, Australia imported over \$500 million in value of building materials from Malaysia, the most being iron and steel structures, and tubes and pipes, plywood and veneered panels, and ceramic and tiles.

"This programme will not only benefit the Malaysian companies in terms of expanding their market, but will also be an excellent avenue for them to learn about the trend and demands of Australia's construction industry, particularly on green building products."

"We are confident that local industry representatives that take the opportunity to meet with the Malaysian delegation will be impressed by their offerings and keen to engage/utilise their products to address demand in the Australian marketplace", concluded Ms Hayati.

Notes to the Editor: *Rydges Hotel, 186 Exhibition Street Melbourne will be the venue for the B2B meetings with the trade delegation that will begin at 2:00pm on Monday afternoon August 17.*

For more information about the Malaysian building supplies mission to Australia, or to register your attendance, or to arrange one-on-one meetings with any of the suppliers, please contact Mr Julius Lau at MATRADE by email melbourne.julius@matrade.gov.my or at 03 9832 8600

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