

## MESSAGE FROM MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)



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**Dato' Wan Latiff Wan Musa**  
**Chief Executive Officer**  
**Malaysia External Trade Development Corporation**  
**(MATRADE)**

The South-South Cooperation represents a strategically important region for Malaysia's international trade. Recognising this, MATRADE complements the role of the Government's G-2-G initiatives to build lasting trade partnerships with member nations.

In this regard, MATRADE values the long-standing partnership with MASSA towards driving commercial opportunities for our companies in this region. Certainly, over the years, many success stories were forged.

Today, the business community has been severely affected by the COVID-19 outbreak which has caused tremendous disruptions to their operations. MATRADE encourages Malaysian companies, especially the SME members of MASSA, to leverage on the various platforms that we have made available in response to the COVID-19. Our primary goal has been to facilitate their efforts to restart and revitalise their export trading activities in line with the easing of trading restrictions and the gradual lifting of movement controls in key markets around the world.

Key to this has been the emergence of digital platforms. Using this, MATRADE has enabled a dynamic engagement platform leveraging on our network of 46 Trade Offices in all the important markets around the world, including the global South. Through this, Malaysian exporters have been able to expedite trade engagements with foreign buyers by riding on the Virtual B2B meetings which

we have organised since the movement control was initiated. "MATRADE's MyExport", a web-based application has also provided our exporters with access to numerous trade leads received from keen buyers from around the world. Also, the MyExport platform has enabled us to continuously provide vital market intelligence reports to Malaysian companies.

MATRADE is also delighted with the success of our collaborative news sharing with MASSA, the "MATRADE's Insight", which goes out to all members digitally. This Insight provides relevant information, news and updates on export opportunities for various sectors in the dynamic Southern region.

Here, I would like to convey the best wishes from all of us at MATRADE to the MASSA team. Heartiest congratulations on the successful publication of this 2019-20 edition of the MASSA Annual Report.

We will continue to double up our efforts to collaborate with MASSA to help Malaysian companies thrive in this important regional market, as well as to support our Government's aspiration to enable G-2-G partnerships that will help the Southern hemisphere region grow its prosperity for its people and the businesses within.

*The Time to Export is Now!*

DATO' WAN LATIFF WAN MUSA  
CEO MATRADE