

Sabah to tap into Matrade's global network

KOTA KINABALU: Sabah will continue to explore new international markets for its produce particularly value-added products with the help of Matrade's global network.

This was the central theme of a dialogue/briefing between Matrade Sabah officers with POIC Sabah Sdn Bhd at the latter's office here on Thursday.

The Matrade Sabah team was led by its out-going director A. Rashid Mohd Zain.

The occasion also saw the introduction of Rashid's successor, Noor Azian Romlan, who took office this month. Her last posting was at Matrade head office in Kuala Lumpur where she was in charge of palm oil, food and beverage exports. She had experience serving in Sarawak.

Matrade, or Malaysia External Trade Development Corporation, is



Lynette (middle) presenting a souvenir to Rashid at POIC Sabah office in Kota Kinabalu last Thursday. Noor Azian is at second from left.

the trade promotion agency under the Ministry of International Trade. It celebrated its 25th anniversary this year.

A briefing on the Lahad Datu palm oil industrial cluster (POIC Lahad Datu) was earlier given by F S Lee, the assistant manager of marketing of POIC Sabah.

Noor Azian pointed to the 'huge potential' of the palm oil downstream industry in Sabah and the importance of the comprehensive port infrastructure at POIC Lahad Datu to export.

Meanwhile, POIC Sabah deputy chief executive officer Lynette Hoo, who was present noted the importance of tapping into Matrade which has a network of offices worldwide, and its role as the central body to manage the dynamic changes in the world trade environment.

Matrade was established in 1993 when Malaysia's export value was at RM121 billion. The figure rose to RM935 billion in 2017 with Malaysian goods reaching 234 markets globally.