

Matrade to continue export push

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KOTA KINABALU: Outgoing Sabah Matrade Director A. Rashid Mohd Zain said the agency will continue to collaborate with various Sabah stakeholders in implementing programmes which can create export opportunities and generate higher returns to Malaysian business communities.

“On behalf of Matrade, I would like to take this opportunity to thank companies in Sabah for your consistent support towards Matrade’s programmes. I hope this close relationship will be maintained for many years to come,” said A. Rashid, whose term here ends on Dec 31.

He would be returning to the peninsula prior to his retirement next year. He had served Sabah Matrade first from February 2001 before going to serve in Ho Chi Minh City from December 2003 until December 2007.

He said Matrade would be organising 478 programmes comprising Exporters Development (437 activities planned) and 41 Export Promotion activities next year.

After serving in Seoul, South Korea from December 2010 to December 2014, he was re-posted to Sabah in March 2016.

“These programmes are aimed at accelerating and strengthening Malaysian companies’ contribution to export,” he said.

“Matrade has 46 overseas and five regional offices that provide full support to the Malaysian business community, particularly in exports. Please fully utilise the services and facilities offered by all these offices to grow your business,” A. Rashid said.

Rashid’s successor is 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 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, POIC Sabah’s assistant manager of marketing.



Nor Azian: New Sabah Matrade Director.



A. Rashid (left) presenting a certificate of appreciation to former Sabah MITI Director Rita Mering.

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.

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 reading 234 markets globally.