

Collective Intelligence



Collaboration



target
innovation
MARKETING
strategy
concept
advertising



Communication

Communities

MARKET ACCESS

MARKET ACCESS





KEMENTERIAN PERDAGANGAN ANTARABANGSA & INDUSTRI

PROGRAMME NAME

Showcase Satu Daerah Satu Industri

Showcase SDSI is an annual exhibition of SDSI products and services in a single event.

OBJECTIVE

- Facilitate the sourcing and marketing of high-quality SDSI products / services
- Provide networking opportunity among SDSI entrepreneurs as well as to establish new business alliances and joint ventures between local and international traders

ELIGIBILITY

- Participation is limited to SDSI entrepreneurs only and is not open to others. The selection of entrepreneurs is fully coordinated by the state (the State Development Office / State Economic Development Corporation / / State Economic Planning Unit / MARA State);
- To be SDSI entrepreneurs, they must attain at least Level 3 in Micro Enterprise Competitiveness Rating for Enhancement (MCORE), registration of Business and annual sales is below RM300,000

BENEFITS

- One-stop center (OSC) for information on facilitation and facilities provided by the Government directly from the Ministries / Agencies that participated in this exhibition
- Acquiring knowledge in the field of entrepreneurship through the sharing of information and consultation sessions will be conducted; and
- Expanding business networks (networking) and opportunity to explore a wider market through participation in business matching sessions.

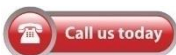


**KEMENTERIAN PERDAGANGAN
ANTARABANGSA & INDUSTRI**

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COMPONENTS

1. Exhibition and Trade
2. Entrepreneurship Seminars
3. Business Matching
4. International Sourcing Programme (ISP)
5. Business Advisory and Support/ Pocket Talks
6. International Participation
7. Menu Malaysia
8. Performance and Games
9. SDSI Award



Ministry of International Trade and Industry (MITI)
Bumiputera Entrepreneurship and SME Division (BKB)
No. 7, Menara MITI, Jalan Sultan Haji Ahmad Shah
50480 KUALA LUMPUR
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KEMENTERIAN PERDAGANGAN ANTARABANGSA & INDUSTRI

PROGRAMME NAME

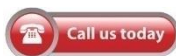
Vendor Development Programme (VDP)

OBJECTIVE

VDP is a program aimed to develop small and medium enterprises (SMEs) to be competitive manufacturers and suppliers of components / services for the anchor companies' domestic and global markets. Anchor companies are Government Linked Companies (GLC), Government Linked Investment Companies (GLICs), Multi-National companies (MNC) or local companies who are appointed and have signed a Memorandum of Understanding (MoU) with MITI under PPV

ELIGIBILITY

- Companies Incorporated (ROC) under the Company Act 1965
- Fulfil SME Definition
- A minimum of 51% equity of the company is owned by Bumiputera. General legal ownership by one person / company that Bumiputera must exceed the equity of the individual / non-Bumiputera companies
- The key positions of the company:
 - i. Chairman, including at least 51% of the Board of Directors are Bumiputera
 - ii. Chief Executive, Managing Director, General Manager or equivalent as well as key positions (key posts) to be filled by a majority Bumiputera
 - iii. The company's management and financial management of the company including signing company's cheques must be controlled by Bumiputera
 - iv. Majority of workers are Bumiputera
- Company must be registered under VDP, MITI
- The owner of the company must be a businessman who administers and oversees the company's operations



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KEMENTERIAN PERDAGANGAN ANTARABANGSA & INDUSTRI

PROGRAMME NAME

Product and Quality Enhancement Programme (GROOMBIG)

OBJECTIVE

Nurture, groom and elevate Bumiputera SMEs to a higher level from micro to small to medium enterprises and ultimately, become export-ready companies which ready to market their product in the domestic market and export their products and services globally

ASSISTANCE

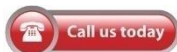
Participants are provided with services needed in various stages of development include increasing industry and quality assurance, improvement and optimisation of the production process, packaging design and brand development

Improving the ability of small and medium entrepreneurs involved in the production sector through the programme:

- Basic Quality & Production
- HALAL Certification
- Packaging and Labelling
- Quality Improvement Practice
- Value Engineering / Product Development
- Process Optimisation
- GMP / HACCP / ISO 9001

ELIGIBILITY

- Open for Bumiputera SMEs
- Involved in producing food and beverage products
- Registered under the Registration of Businesses (ROB) or incorporated under the Companies (ROC)



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Bumiputera Entrepreneurship and SME Division (BKB)
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PROGRAMME NAME

LLC / MNC Partnership Programme

OBJECTIVE

- Provide mentoring on industry best practices to increase Halal companies' competitiveness and sales.
- To facilitate companies in halal industry to enhance its competitiveness in both domestic and export market.
- To facilitate local SMEs in enhancing their competitiveness in Halal promoted sectors through mentoring programs in collaboration with LLCs & MNCs

SCOPE OF ASSISTANCE

Halal Business Enhancement

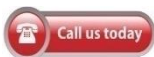
- The companies will go through the stages of coaching, screening, business matching and promotion.
- Among the strategic partners included Tesco, Giant, Jusco, Mydin and The Store (as per previous programmes conducted).

Mentoring

- Among the activities included business enhancement and adherence to international standards and best practices.
- Previous LLC / MNC participated i.e. Perfect Food Manufacturing (producer of Julie's biscuits and Nestle (M) Berhad).

ELIGIBILITY

- Registered under the Company Act 1965 and at least six (6) months in business operation.
- Owns valid business license from Local Authority.
- Operates in valid premises for a period of at least 6 months (workshop, factory, shop lots and etc.) to process and manufacture products.
- Engaged in business activities as specified by Malaysian Halal Certification Scheme (MHCS).
- Sales of between RM2 million to RM25 million per annum.
- Potential products for Halal certification and possess at least one international certification (GMP, HACCP, etc).
- Small enterprises (SMEs).
- At least 2 employees Muslims who are permanent residents and citizen.



Halal Industry Development Corporation (HDC)

First Avenue, Bandar Utama

5.02 Level 5, KPMG Tower

47800 PETALING JAYA

Selangor Hotline: 1 800 - 880 – 555 Tel: 603-7965 5555

Fax: 603 - 7965 5500

www.hdcglobal.com



OBJECTIVE

Going Export Programme (GOEX)

OBJECTIVE

Develop SMEs to be more competitive in the international arena, providing access to international networks and increase exports as well as expand New business opportunities with existing and New markets

BENEFIT

The programme will provide customized advisory and marketing assistance by appointed Market Advisors and Market Linkers to SMEs to significantly improve their export performance:

- Direct advice from the Practitioner Experts (company may choose and appoint practitioner expert)
- Minimise Cost and Time
- Equipped with knowledge on the targeted market
- Cost related to market immersion (in arranging Business Meetings) including interpreter / translator, ground transportation (public transport) branding (advertising & promotion) and sending of samples
- Appointment of Practitioner Expert

ELIGIBILITY

- All sectors are eligible to apply for the programme except for finance
- Fulfill as SMEs based on SME Definition
- Locally incorporated under the Companies Act 1965 or Registered under the Registration of Business Act (1956) or Limited Liability Partnership (LLP) Act 2012 or Registered under the respective authorities or district offices in Sabah and Sarawak or Registered under the respective statutory bodies for professional service providers
- Not a public-listed company in the main board in Malaysia or other countries
- Not a subsidiary of large firms, MNCs, GLCs, Syarikat Menteri Kewangan DiPerbadankan (MKDs) or state-owned enterprises
- Not a subsidiary of public listed companies in the main board in Malaysia or other countries



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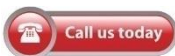
- Not a trading company
- Registered with MATRADE
- At least 60% equity owned by Malaysians
- New exporters that are export ready or existing exporters venturing to new markets or existing exporters with new products / services
- Products suitable for export
- Good financial standing

FORM OF ASSISTANCE

A 50% reimbursable matching grant on eligible activities and expenses

GRANT CEILING

The maximum grant for any eligible company under the Go-Ex programme is RM50,000.00 and given only once per company



Secretariat for The Going Export Programme (Go-Ex) Unit
Malaysia External Trade Development Corporation (MATRADE)
15th Floor (East Wing) Menara MATRADE
Jalan Sultan Haji Ahmad Shah
50480 KUALA LUMPUR
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Hotline: 1 800 88 7280
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PROGRAMME NAME

eTRADE

OBJECTIVE

Promote the adoption of e-commerce among Malaysian SMEs to accelerate exports through participation in leading international e-Marketplaces

ASSISTANCE

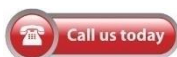
The successful applicants will receive:

- Financial assistance to the qualified SMEs in e-voucher or reimbursement
- Advisory services on e-Marketplaces under the eTRADE Programme
- Training / online assistance to participating SMEs for on-boarding

A qualified applicant may receive one (1) of the following type of financial assistance which is standard incentive for approved Companies amounted RM2,500.00 for B2B / B2C e-Marketplaces

ELIGIBILITY

- Malaysian owned company (at least 60% Malaysian equity)
- Incorporated under the Companies Act 1965 / Companies Act 2016 / Registration of Business 1956 / Limited Liability Partnership Act 2012 / Co-operative Act 1993
- Exporting Made in Malaysian Products or Services or Malaysian Brands



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PROGRAMME NAME

Youth Exporter Development Programme (YEDP)

OBJECTIVE

Three-year programme formulated for youths, between the ages of 18 to 35 years, who are interested or already involved in exporting.

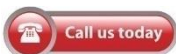
ASSISSTANCE

- **Customised business coaching and intensive hand-holding support.** Export support will be provided by experienced and trained officers who have extensive knowledge in export promotion through years of exposure in export trade. Coaches are supported by officers from the Women, Youth and Bumiputera Exporters Development Unit who will serve as liaison project officers responsible for the companies' performance and records
- **Skills enhancement training will be conducted** on a quarterly basis in the form of seminars, workshops and symposiums. Attendance and participation in these events organised by MATRADE are free. These skills enhancement training address critical topics such as:
 - i. Cross Cultural Understanding In International Business
 - ii. Steps to Successful Exporting
 - iii. International Business Communications
 - iv. Effective Negotiation Skills
 - v. Formulating Export Plan & Market Entry Strategies
 - vi. Effective Bookkeeping for Exporters
 - vii. Branding for Global Market
- **Exposure to global markets** through active participation in international trade promotion activities held abroad. Selected SMEs will be given opportunities to promote their products and services at international trade fairs, customised selling missions and specialised marketing missions
- **Free exhibition space allocation** for market exposure, publicity and opportunity to showcase their product or service offering for a period of 12 months at Malaysia Export Exhibition Centre (MEEC). MEEC is a permanent display centre for export-oriented Malaysian-made goods and services located at Menara MATRADE, Kuala Lumpur
- **Networking and mentoring sessions** amongst SMEs and larger companies help broaden business outreach through the sharing of knowledge. Companies learn through sharing and are inspired by role-models and the achievements of others
- **Development of leadership and entrepreneurial qualities.** These sessions nurture and develop behavioural traits that help build binding interpersonal relationships which in turn are vital for business cooperation



ELIGIBILITY

- Majority of the equity or at least 51% of equity of the company must be in the hands of youth(s) between the ages of 18-35 years. The majority shareholding can be held by a single youth individual or a group of youths as majority shareholders
- Chief Executive Officer and / or Managing Director must be a youth. This set requirement for the leadership position to be held by youths is considered pertinent, as the programme emphasises on the leadership development of the individual placed in a position of power
- Fulfill as SMEs based on SME Definition
- The company must be in operation for a minimum of three years and attained an acceptable level of market footprint / presence / share / dominance locally
- Companies dealing with merchandise goods or services must have a designated business premise or manufacturing facility with a dedicated address.
- SMEs which are involved in technology-driven, high value-added and knowledge-based industries will be given special focus. These types of industries include high-precision parts manufacturing, biotechnology, biomedical engineering, animation and advance surveillance systems etc
- Gives special consideration to 'soft exports' from the creative industry such as the arts, music, fashion, lifestyle, crafts, design etc



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PROGRAMME NAME

Bumiputera Exporters Development Programme (BEDP)

OBJECTIVE

A specialised export support programme targeted specifically for Bumiputera companies. The three-year program is designed to develop the necessary skills and knowledge to penetrate and further expand their export markets, growing competitive and sustainable Bumiputera exporters

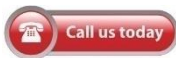
ASSISTANCE

- **Customised business coaching and intensive hand-holding support.** Export support will be provided by experienced and trained officers who have extensive knowledge in export promotion through years of exposure in export trade. Coaches are supported by officers from the Women, Youth and Bumiputera Exporters Development Unit who will serve as liaison project officers responsible for the companies' performance and records
- **Skills enhancement training will be conducted** on a quarterly basis in the form of seminars, workshops and symposiums. Attendance and participation in these events organised by MATRADE are free. These skills enhancement training address critical topics such as:
 - i. Cross Cultural Understanding In International Business
 - ii. Steps to Successful Exporting
 - iii. International Business Communications
 - iv. Effective Negotiation Skills
 - v. Formulating Export Plan & Market Entry Strategies
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 - vii. Branding for Global Market
- **Exposure to global markets** through active participation in international trade promotion activities held abroad. Selected SMEs will be given opportunities to promote their products and services at international trade fairs, customised selling missions and specialised marketing missions
- **Free exhibition space allocation** for market exposure, publicity and opportunity to showcase their product or service offering for a period of 12 months at Malaysia Export Exhibition Centre (MEEC). MEEC is a permanent display centre for export-oriented Malaysian-made goods and services located at Menara MATRADE, Kuala Lumpur
- **Networking and mentoring sessions** amongst SMEs and larger companies help broaden business outreach through the sharing of knowledge. Companies learn through sharing and are inspired by role-models and the achievements of others
- **Development of leadership and entrepreneurial qualities.** These sessions nurture and develop behavioural traits that help build binding interpersonal relationships which in turn are vital for business cooperation



ELIGIBILITY

- Must be Bumiputera-owned companies with majority or at least 51% of equity of the company owned by Bumiputera. The Bumiputera shareholding in the company can be held by either an individual or a group of Bumiputera shareholders
- The Chief Executive Officer and / or Managing Director must be a Bumiputera.
- Fulfill as SMEs based on SME Definition
- The company must be in operation for a minimum of three years and has a certain level of market footprint / presence / share / dominance locally
- Companies dealing with merchandise goods or services must have a designated business premise or manufacturing facility with a dedicated address. Bumiputera-owned companies based in Sabah and Sarawak can be given special consideration for the BEDP, on the basis of diversifying regional socio-economic growth
- Bumiputera companies which are involved in technology-driven, high value-added and knowledge-based industries can be given preference. These types of industries include high-precision parts manufacturing, biotechnology, biomedical engineering, animation and advance surveillance systems etc.



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PROGRAMME NAME

Women Exporters Development Programme (WEDP)

OBJECTIVE

An export assistance programmes designed for women owned companies. The programme helps SMEs to develop the necessary skills and knowledge to penetrate and further expand their export market

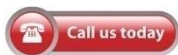
ASSISTANCE

- **Customised business coaching and intensive hand-holding support.** Export support will be provided by experienced and trained officers who have extensive knowledge in export promotion through years of exposure in export trade. Coaches are supported by officers from the Women, Youth and Bumiputera Exporters Development Unit who will serve as liaison project officers responsible for the companies' performance and records
- **Skills enhancement training will be conducted** on a quarterly basis in the form of seminars, workshops and symposiums. Attendance and participation in these events organised by MATRADE are free. These skills enhancement training address critical topics such as:
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- **Development of leadership and entrepreneurial qualities.** These sessions nurture and develop behavioural traits that help build binding interpersonal relationships which in turn are vital for business cooperation



ELIGIBILITY

- The company must be owned by women with a majority, or at least 51% of equity held by women. The majority shareholding can be through a single female individual or a group of women shareholders
- The Chief Executive Officer and / or Managing Director must be women. This set requirement for the leadership position to be held by a woman is considered important, as the programme emphasises on the leadership development of the individual placed in a position of power
- Fulfill as SMEs based on SME Definition.
- The company must be in operation for a minimum of three years and attained an acceptable level of market footprint / presence / share / dominance locally
- Companies dealing with merchandise goods or services must have a designated business premise or manufacturing facility with a dedicated address and not a PO Box. Women-owned companies based in Sabah and Sarawak can be given priority for WEDP, on the basis of diversifying the spread of regional socio-economic growth
- Special preference will be accorded to companies that are involved in technology-driven, high value-added and knowledge-based industries. These types of industries include high-precision parts manufacturing, biotechnology, biomedical engineering, animation and advance surveillance systems etc., and are generally non-traditional to women entrepreneurs



Bumiputera, Women & Youth Exporters Development Unit

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PROGRAMME NAME

SME Brand Development Programme

OBJECTIVE

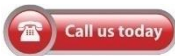
Enhance the visibility of Malaysian products and services in both local and international markets. The programme are consist of Branding and Packaging Mobile Gallery and National Mark of Malaysian Brand

ASSISTANCE

- Green Lane for Business Accelerator Programme (BAP) incentive under SME Corp. Malaysia for eligible SMEs
- Privileged Media Coverage
- Facilitate companies' access to on-going local and international trade promotion and A&P activities by Ministries & Agencies

ELIGIBILITY

- Business incorporated / registered under Companies Act 1965(Act 125), registration of Business Act 1965(Act 197) or Certificate(s) of Practice from Professional Bodies
- Operating from legal premises
- A minimum 3-STAR rating under SME Corp. Malaysia's SCORE assessment
- For companies in any sector with Certified ISO 9001 or equivalent, for companies in the Food Sector with HACCP or ISO 22000, for companies in the Automotive Supply Chain with ISO/TS16949 or for companies in the Medical Device Sector with ISO 13485
- Own a Registered Brand



SME Corporation Malaysia (SME Corp. Malaysia)
Business Development and Entrepreneurship Division (BDE)
Level 6, SME 1, Block B, Platinum Sentral
Jalan Stesen Sentral 2
Kuala Lumpur Sentral
50470 KUALA LUMPUR
Wilayah Persekutuan
Hotline: 1 300 30 6000
Tel: 03-2775 6000
Fax Line : 03-2775 6001
www.smecorp.gov.my



PROGRAMME NAME

Galakan Eksport Bumiputera (GEB)

OBJECTIVE

The objectives of this Programme are to increase number of qualified & high performing Bumiputera SMEs with export market potential and to create network & supply chain among Bumiputera SMEs. GEB is implemented by SME Corp. Malaysia in collaboration with Majlis Amanah Rakyat (MARA), MATRADE and Exim Bank

ASSISTANCE

MATCHING GRANT - (SME Corp. Malaysia)

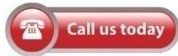
- Maximum of RM500,000 or 50% from total project cost of RM1 million
- Financing Facilities:
 - Physical Office / Business Operation Oversea
 - Marketing & Promotional Activities Oversea
 - Branding Development
 - Market Study, Feasibility Study / Market Intelligence & Industry Expert / Market Agent
 - E Commerce Market Entry
 - Training / Course / Seminar / Conference Related to Export
 - Enhancing Packaging
- SOFT LOANS - (Majlis Amanah Rakyat (MARA))
 - Maximum RM5 million
 - 2% financing charge
 - Financing period: 1 to 10 years
 - Grace period up to 24 months

Financing Facilities:

- Machinery & Equipment
- Working Capital
- Installation & ICT Adoption
- Factory Renovation
- Big Promotional Items (eg: Billboard Oversea)

ELIGIBILITY

- Registered under the Company Act 1965
- Fulfill as SMEs based on SME Definition July 2013
- At least two (2) years business operation
- Obtain business license from the Local Authority
- SCORE rating of 3-star and above
- Product / service made in Malaysia (at least 40% local content)
- Certification & International Standard Requirement
- Product Improvement for Export



For Matching Grant:

Urus Setia GEB (SME Corporation Malaysia)
Bumiputera Business Development Division (BBD)
Level 6, SME 1, Block B, Platinum Sentral
Jalan Stesen Sentral 2
Kuala Lumpur Sentral
50470 KUALA LUMPUR
Wilayah Persekutuan
Hotline: 1 300 30 6000
Tel: 03-2775 6000
Fax: 03-2775 6001

For Soft Loans:

Urus Setia GEB (MARA)
Cawangan Pengurusan Kemudahan
Ibu Pejabat MARA 21
Jalan Raja Laut
50609 KUALA LUMPUR
Wilayah Persekutuan
Tel: 603-2613 2000



PROGRAMME NAME

Penyediaan & Pengukuhan Rangkaian Peruncitan Pasar Tani dan Gerai Buah-buahan Segar (GBBS)

OBJECTIVE

- Establish a network of local fruit stalls as an alternative channel for consumers to obtain quality local fruits with customer-friendly service

ASSISTANCE

- FAMA provides assistance for operators in the form of equipment, promotional items and expert advisory.

ELIGIBILITY

- The entrepreneur must be a **MALAYSIAN CITIZEN** and has operated fruit related business for at least 1 year and holds a legal business licence
- The entrepreneur must register with FAMA by filling in the GBBS application form
- Only fruits and products based on local fruits can be sold at the stall
- The main fruit commodity sold must comprise local fruits. However, imported fruits are permitted provided it does not exceed 30% of the total sales value at each time
- Products marketed must always be fresh and in good quality
- The business day and time must be set according to the appropriateness of the site and consumer demands
- The selected entrepreneur is not permitted to change ownership, lease, re-rent or any form of transfer of ownership for the stall



Lembaga Pemasaran Pertanian Persekutuan (FAMA)
 Retailing Division – Entrepreneur Development
 Bangunan FAMA Point
 Lot 17304 Jalan Persiaran 1
 Bandar Baru Selayang
 68100 BATU CAVES
 Selangor
 Tel: 603-6126 2020
 Fax: 603-6138 3650
www.fama.gov.my



PROGRAMME NAME

Craft Marketing Programme

OBJECTIVE

To increase the value and sale of local crafts through promotional and marketing activities in both local and global markets

EVENT

Promotional activities at **the local level**, which include:

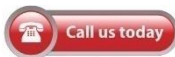
- Themed promotions such as National Craft Day;
- Craft promotions throughout the country via state craft festivals;
- Promotion in shopping complexes; and
- Promotion at the State departments of Kraftangan Malaysia

Promotions at **the international level**, which cover:

- Promotion at trade fairs overseas; and
- Promotions at domestic trade exhibitions including Kuala Lumpur International Craft Festival (KLICF) and International Trade Malaysia (INTRADE)

ELIGIBILITY

- open to entrepreneurs that market all forms of crafts including textile, metal, wood-based, and various other crafts throughout the country
- Registered with Malaysian Handicraft



Malaysia Handicraft Development Corporation (MHDC)
Kompleks Kraf Kuala Lumpur
Seksyen 63, Jalan Conlay
50450 KUALA LUMPUR
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Fax: 603-2161 2622
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