



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE TAIPEI)

馬來西亞對外貿易發展局(駐台辦事處)

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## INVITATION

### ROUNDTABLE MEETING WITH TAIWAN IMPORTERS ON CURRENT TRADE ISSUES & CHALLENGES BETWEEN MALAYSIA AND TAIWAN

#### PROLOGUE

Between January and June 2018, Malaysia total trade with Taiwan was at USD 11.11 billion, ranking Taiwan as Malaysia top 6 trading partners. For decades, Taiwan has always been one of the most important trading partners for Malaysia.

According to the Department of Statistics Malaysia, PROCESSED FOOD exportation recorded USD 37.7 million to Taiwan between January and June 2018. Although the export was relatively minor compare to other manufactured goods of E&E, optical & scientific equipment, petroleum products, metal goods, and chemical products, Malaysian PROCESSED FOOD still grab a share of Taiwan consumers preference.

The most common Malaysian PROCESSED FOOD seen in Taiwan including edible oils from animal & vegetables, beverages, cocoa and cocoa-related products, coffee and tea, dairy products, edible fruits and nuts, ready-to-eat meals, sauce and pastes, sweet biscuits and confections, snacks, and chocolates.

This event is the first collaboration programme between MATRADE Taipei and Importers and Exporters Association of Taipei (IEAT). The aim is to gain insight from Taiwan industry players on issues and challenges in doing business in Malaysia. It is also a platform to interact and strengthen the good relationship between Malaysia and Taiwan traders.

#### About IEAT

Established in 1947 and over the past 70 years, IEAT has been acting as a bridge of government and trade sectors. With more than 5,700 members enterprises, IEAT has become the largest traders' association in Taiwan. IEAT also helps to build industry consensus on policy issue, safeguard traders' interests and facilitates local business in tapping into global market opportunities.

## PROGRAMME

- Date : August 27<sup>th</sup>, 2018 (Monday)
- Venue : Meeting Room 11-1,  
Importers and Exporters Association of Taipei (IEAT)  
No. 350, Songjiang Road, Taipei City, 104, Taiwan,  
台北市中山區松江路 350 號
- Organizer : Malaysia External Trade Development Corporation (MATRADE Taipei)



- Co-organizer : Importers and Exporters Association of Taipei (IEAT)



## AGENDA

Time	Program	Remark
1300 – 1400	Registration	
1400 – 1410	Opening Remarks	Madam Saudah Mat Isa, Director of Trade MATRADE Taipei
1410 – 1420	Opening Remarks	Mr. Peter Huang, Secretary General Importers and Exporters Association of Taipei (IEAT)
1420 – 1435	Briefing on latest F&B Trend and Opportunities in Malaysia	Ms. Wendy Huang, Marketing Manager MATRADE Taipei
1435 – 1450	The major functions of IEAT	Ms. Dana Hsu, Director, Trade Service Division Importers and Exporters Association of Taipei
1450 – 1550	RoundTable Meeting	
	Time	Agenda
	1450 – 1510	Tariff Barrier
	1510 – 1530	Non-Tariff Barrier
	1530 – 1550	Other Matters
	Moderator: MATRADE Taipei	
1550 – 1610	Q&A	MATRADE Taipei & Importers and Exporters Association of Taipei
1610 – 1615	Group Photo	
1615 – 1700	Networking Reception	MATRADE Taipei & Importers and Exporters Association of Taipei

- Registration: <https://goo.gl/forms/m4s57cSSWrHDykzu2>

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**CHOOSE  
MALAYSIA**