



YOUR LINK TO WORLD MARKETS

Expand your business overseas



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The growing export market offers a wealth of opportunities for Malaysian businesses, many of whom have already found their ventures in foreign markets a rewarding experience. Over the past decade, exports have contributed significantly to the country's economy, and today, Malaysia is among the leading trading nations of the world.

The international market is highly dynamic and competitive. To thrive in this global trading environment, Malaysian companies need to meet the high international standards expected of the quality of their goods and services. In addition, Malaysian companies must also know how to gain a competitive edge in the international market place.

The Malaysia External Trade Development Corporation (MATRADE) is the link for Malaysian companies to overseas markets. MATRADE, supported by a network of more than 40 offices in major commercial cities across the globe, provides a range of facilities and services to assist Malaysian businesses secure export opportunities.



MATRADE, established in 1993 as an agency under the Ministry of International Trade and Industry, is the national trade promotion agency linking Malaysian exporters and foreign importers. Its objectives include:

- To raise the profile of Malaysian exporters in foreign markets
- To disseminate timely and relevant information and market intelligence to help Malaysian companies gain a competitive edge in foreign markets
- To introduce Malaysian companies to foreign importers seeking Malaysian suppliers
- To undertake activities to promote the export of Malaysian goods and services in overseas markets

MATRADE recognises that each business sector has its unique interests and requirements. The organisation's services are designed to accommodate these different needs. These services are available to all Malaysian companies registered with MATRADE.

Registration can be made online at MATRADE website, **www.matrade.gov.my**

TRADE INFORMATION

One of MATRADE's role is to disseminate timely and relevant trade information as well as market news to give Malaysian companies the competitive edge in international trade. MATRADE's collection of resources provides Malaysian companies with up-to-date information to access export opportunities. It offers the following facilities and services:



1. Malaysia Exporters Registry (MER)

The MER is a database of Malaysian companies and organisations that form the country's export community. They comprise of manufacturers, traders, service providers, trade associations and chambers of commerce. The registry provides foreign buyers with a listing of Malaysian companies and the nature of their business. It can be accessed via MATRADE's website.

2. MATRADE Portal (www.matrade.gov.my)

The MATRADE portal provides online application facility and vital trade information such as Malaysian exporters of products and services, trade events, trade statistics and assistance programmes. Subscription-based real-time updates on trade leads, market alerts, international tender notices, application status check and exporters profile updates are available through the myExport service of the portal. The mobile version of MATRADE portal is accessible at <http://mobile.matrade.gov.my>

3. MATRADE Business Information Centre (BIC)

The BIC has an extensive collection of directories, online databases, periodicals, books, statistical data, CD-ROMs and videos to facilitate trade research covering products, services and markets.

4. Electronic Publications

Companies registered with MATRADE receive on a weekly basis, the M@TRADE.LEADS, an e-publication of trade enquiries and tender notifications from foreign importers. In addition, companies also receive the M@TRADE Online News, a fortnightly e-newsletter on upcoming trade events, development in trade regulations, opportunities in the export sector and information on overseas markets.

5. Market Information

MATRADE also provides comprehensive market information and market intelligence to help Malaysian companies explore their business opportunities in foreign markets. MATRADE compiles reports on trade trends, new business opportunities, news and information on competitor's activities and trade policies and regulations. This information is also available in the MATRADE BIC and its publications.



TRADE PROMOTION

MATRADE helps Malaysian companies establish their presence overseas and raise their profiles in foreign markets through different promotion programmes including participation in trade missions, specialised marketing missions and international trade fairs.

1. Trade Missions

Trade missions provide Malaysian companies the opportunity to network with the relevant government officials and the business community in overseas markets. These missions, jointly organised with the Ministry of International Trade and Industry (MITI) and the Malaysian Investment Development Authority (MIDA), are usually led by the Minister or Deputy Minister of International Trade and Industry.

2. Specialised Marketing Missions

Specialised Marketing Missions are highly focused promotional events targeted at specific markets and industries. Organised in relatively small groups, these missions offer direct access to specific groups of clientele in targeted markets for promotion of products and services.

3. Overseas Trade Fairs

International trade fairs are excellent opportunities for businesses to showcase their products and services to the global market. Malaysian companies can leverage on events to promote their products and services and keep abreast with latest market trends and requirements. Services provided by MATRADE include rental of space, basic stand design and construction, as well as the scheduling of business meetings with potential buyers and pre-publicity.

4. Promotion Booths

To facilitate exporters to new markets, Malaysian companies can display their promotion materials and product catalogues at MATRADE promotion booths set-up at selected international trade fairs, particularly in new and emerging markets.

5. Malaysia Product Exhibitions

MATRADE organises Malaysian Product Exhibitions in new and emerging markets, to introduce Malaysian companies and their products and services to these markets. Such exhibitions are ideal for Malaysian companies wanting to tap into newly identified markets.

6. Export of Services

MATRADE collaborates with government departments and agencies as well as professional bodies and associations to promote the export of services from various sectors such as construction, architecture, engineering, education, healthcare, information and communication technology, as well as designing. This is accomplished through specific promotional events and networking programmes.

7. Malaysia Export Exhibition Centres (MEEC)

The MEEC in Kuala Lumpur showcases Made-in-Malaysia products to foreign buyers and trade delegations visiting the country.

The exhibition centre space of 4,500 square metres is able to accommodate over 500 Malaysian companies, covering 30 industries.



Malaysia Export Exhibition Centre (MEEC)

Second Floor, East Wing,
Menara MATRADE
Jalan Khidmat Usaha,
Off Jalan Duta, 50480 Kuala Lumpur

Visiting Hours:

Monday-Thursday: 9.00 am - 5.00 pm

Friday: 9.00 am - 12.15 pm

2.45 pm - 5.00 pm

Closed on Saturday, Sunday and Public Holidays

TRADE ADVISORY AND BUSINESS MATCHING

These activities serve to match Malaysian companies with foreign importers seeking local suppliers. Being the national agency for trade promotion, MATRADE is the first reference point for enquiries and visits by foreign importers. MATRADE's role is to match them with local partners who can offer products and services that they are sourcing for. MATRADE's business matching is carried out vis-à-vis the following:

1. Business Matching Following Trade Enquiries

MATRADE has a wide network of offices abroad, and receives a substantial number of trade enquiries annually, leading to successful business matching between importers and exporters.

2. Incoming Buying Missions

MATRADE organises such missions to bring foreign buyers to Malaysia and introduce them to local businesses. Members of these missions who are sourcing for specific products are then connected to suitable Malaysian companies through individual meetings.

3. Incoming Trade Delegations

MATRADE often receives trade delegations which comprise representatives from both public and private organisations. As the national trade promotion agency, MATRADE capitalises on these visits to introduce foreign delegates to Malaysian businesses, and the opportunities for doing business with Malaysia. Special briefings and scheduled individual meetings are organised between Malaysian businesses and members of foreign trade delegations.

EXPORTERS DEVELOPMENT

The international market is a highly sophisticated and competitive arena. In order to thrive in this market, exporters need to meet international standards in terms of technology, product design, packaging, health and safety standards. MATRADE has initiated several programmes to assist Malaysian companies to equip themselves with knowledge and skills to meet the challenges in the global arena.

1. Training Programmes

These programmes are designed to provide Malaysian exporters with a good understanding of international marketing. Businesses that are interested in participating in these training programmes can refer to the training calendars on the MATRADE website. Topics at the seminars and workshops conducted range from export opportunities in selected markets to brand development.

2. Client Services

To assist Malaysian entrepreneurs/exporters in export ventures, MATRADE provides both general export advisory services, specific market and product services through officers based in HQ, regional offices and overseas.

3. Export Excellence Awards

To encourage high performance among exporters, the government presents the Industry Excellence Awards to companies engaged in the export of products and services for their exceptional contribution to export development and their outstanding performance in the export market. There are three awards, namely, the Export Excellence Award (Merchandise), the Export Excellence Award (Services) and the Brand Excellence Award. MATRADE helps evaluate candidates for these awards.



MATRADE NETWORK

MALAYSIA

KUALA LUMPUR

Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE
Jalan Khidmat Usaha off Jalan Duta
50480 Kuala Lumpur
T: +603 6207 7077
F: +603 6203 7037
+603 6203 7033
E: info@matrade.gov.my
W: www.matrade.gov.my
Chief Executive Officer:
Dr. Wong Lai Sum

PENANG BRANCH

MATRADE Northern Regional Office
Malaysia External Trade Development Corporation (MATRADE)
1st Floor, FMM Building
2767, Mukim 1, Lebuhr Tenggiri 2
Bandar Seberang Jaya
13700 Seberang Perai Tengah
Pulau Pinang
T: +6 04 398 2020
F: +6 04 398 2288
E: penang@matrade.gov.my
Director:
Mr. Suresh Kumar a/l Palasanthiran
Asst. Dir: Mr. Iswazar Aminuddin

SABAH BRANCH

Malaysia External Trade Development Corporation (MATRADE)
Lot C5.2A, Tingkat 5, Blok C
Bangunan KWSP, Jalan Karamuning
88100 Kota Kinabalu, Sabah
T: +6 088 240 881
+6 088 242 881
F: +6 088 243 881
E: sabah@matrade.gov.my

Director: Mr. Faizal Haris
Asst. Dir: Mr. Mohd Ali Hanafiah
Othman

SARAWAK BRANCH

Malaysia External Trade Development Corporation (MATRADE)
Tingkat 10, Menara Grand
Lot 42, Section 46, Ban Hock Road
93100 Kuching, Sarawak
T: +6 082 246 780
F: +6 082 256 780
E: sarawak@matrade.gov.my
Director: Mdm Noor Azian Romlan
Asst. Dir: Mdm. Trra Banau A/L
Gilbert

JOHORE BRANCH

MATRADE Southern Regional Office
Malaysia External Trade Development Corporation (MATRADE)
Suite 6B, Tingkat 6
Menara Ansar, 65 Jln Trus
80000 Johor Bahru, Johor
T: +6 07 222 9400
F: +6 07 222 9500
E: johor@matrade.gov.my
Director: Ms. Noor Ezzwane Ahmad
Asst. Dir: Mr. Mohamad Imran Hamzah

TERENGGANU BRANCH

MATRADE Eastern Regional Office
Malaysia External Trade Development Corporation (MATRADE)
Tingkat 5, Menara Yayasan Islam
Terengganu, Jalan Sultan Omar
20300 Kuala Terengganu, Terengganu
T: +609 624 4778
F: +609 624 0778
E: terengganu@matrade.gov.my
Director: Mdm. Hasziah Mat Yazid
Asst. Dir: Mr. Hafidz Syukri Junit

AFRICA

CAIRO, EGYPT

Embassy Of Malaysia
Commercial Section (MATRADE)
17th Floor, North Tower Nile City
Building Cornish El-Nil Street
Cairo, Egypt
T: +2 02 2 461 9063
+2 02 2 461 9064
F: +2 02 2 461 9065
E: cairo@matrade.gov.my
Trade Commissioner:
Mr. Wan Ahmad Tarmizi Wan Idris

NAIROBI, KENYA

High Commission of Malaysia
Trade Section - MATRADE
Block 91/404, Gigiri Groove,
Gigiri P.O. Box 42286
00100, Nairobi, Kenya
T: +254 20 7120915
F: +254 20 7120916
E: nairobi@matrade.gov.my
Marketing Officer:
Mr Titus Kavisi Maluki

JOHANNESBURG, SOUTH AFRICA

Malaysia Trade Centre
Ground Floor, Building 5
Commerce Square Office Park
39 Rivonia Road, Sandhurst
Sandton, Johannesburg,
Republic Of South Africa
T: +27 11 268 2380
+27 11 268 2381
F: +27 11 268 2382
E: johannesburg@matrade.gov.my
Trade Commissioner:
Mdm Norhaliza Halid
Asst. Trade Commissioner:
Mr. Norman Dzulkarnain Mohd
Nasri

CENTRAL ASIA

TASHKENT

Trade Office (MATRADE)
Embassy of Malaysia
28, Maryam Yakubova Street
Yakkasaray District
100 031 Tashkent
Republic of Uzbekistan
T: +998 71 256 67 07
F: +998 71 256 69 09
E: tashkent@matrade.gov.my
Marketing Officer:
Mr. Abdulaziz Yunusov

AUSTRALIA

SYDNEY

Consulate of Malaysia
Commercial Section (MATRADE)
Level 4, Malaysia Airlines Building
16 Spring Street
NSW 2000, Australia
T: +61 2 9252 2270
F: +61 2 9252 2285
E: sydney@matrade.gov.my
Trade Commissioner:
Mr Md Shaiful Md Sharif
Asst. Trade Commissioner:
Ms. Norharliza Mohamad Yunos

SOUTH ASIA

CHENNAI

Consulate General of Malaysia
Trade Section (MATRADE)
Capitale 2A, 2nd Floor
554 & 555, Anna Salai, Teynampet
Chennai 600 018, India
T: +91 44 2431 3722
+91 44 2431 3723
F: +91 44 2431 3725
E: chennai@matrade.gov.my
Consul/Trade Commissioner:
Mr. Shah Nizam Ahmad
Asst. Trade Commissioner:
Mr. Khaifil Elmi Jamil

MUMBAI

Consulate General of Malaysia
Trade Section (MATRADE)
Suite 301, 3rd Floor, Naman Centre
Block G, Bandra Kurla Complex,
Bandra (E)
Mumbai 400051, India
T: +91 22 2659 7272
+91 22 2659 7273
F: +91 22 2659 7274
E: mumbai@matrade.gov.my
Consul (Trade) / Trade Commissioner:
Mr. Noraslan Hadi Abdul Kadir
Asst. Trade Commissioner:
Mr. Omar Mohd Salleh

EAST ASIA

BEIJING

Embassy of Malaysia
Trade Section (MATRADE)
Unit E, 11th Floor, Tower B
Gateway Plaza
No. 18, Xiaguangli, North Road
Dongsanhuan
Chaoyang District, Beijing 100027
People's Republic of China
T: +86 10 8451 5109
+86 10 8451 5113
F: +86 10 8451 5112

E: beijing@matrade.gov.my
Senior Trade Commissioner:
Mdm. Wan Norma Wan Daud
Asst. Trade Commissioner:
Mdm. Wong Pooi Kuan

GUANGZHOU

Consulate General Of Malaysia
Trade Section (MATRADE)
Unit 5305, Citic Plaza Office Tower
233, Tianhe Bei Road
Guangzhou, 510610 Guangdong
People's Republic of China
T: +86 20 3877 3975 (DL)
+86 20 3877 3865 (GL)
F: +86 20 3877 3985
E: guangzhou@matrade.gov.my
Trade Commissioner:
Mr. Sim Kok Aun
Asst. Trade Commissioner:
Mr. Mohd Salleh Azwa Samshudin

SHANGHAI

Consulate General of Malaysia
Trade Section (MATRADE)
Unit 807-809, Level 8
Shanghai Kerry Centre
No. 1515, Nan Jing Road (West)
Shanghai, 200040
People's Republic of China
T: +86 21 6289 4467
+86 21 6289 4420
F: +86 21 6289 4381
E: shanghai@matrade.gov.my
Trade Commissioner:
Mr. Mansor Shah Wahid
Asst. Trade Commissioner:
Mdm. Aninawati Saleh

CHENGDU

Malaysia External Trade Development
Corporation (MATRADE)
Chengdu Representative Office
Level 14, Unit 1402-1404
The Office Tower, Shangri-La Centre
9 Binjiang Road (East)
Chengdu 610021, Sichuan Province
People's Republic of China
T: +86 28 6687 7517
F: +86 28 6687 7524
E: chengdu@matrade.gov.my
Director:
Mr. Syed Mohamad Fairus
Shaik Ismail

HONG KONG

Consulate General of Malaysia
Trade Section (MATRADE)
19th Floor, Malaysia Building
50, Gloucester Road, Wanchai
Hong Kong Special
Administrative Region
People's Republic of China
T: +852 2527 8109
F: +852 2804 2866

E: hongkong@matrade.gov.my
Consul/Trade Commissioner:
Mr. Choong Wan Sern
Asst. Trade Commissioner:
Mdm. Sa'adah Amminudin

TOKYO

Malaysia External Trade Development
Corporation (MATRADE)
Ginza Showadori Building, 6F
8-14-14, Ginza, Chuo-ku
Tokyo 104-0061
Japan
T: +81 3 3544 0712
+81 3 3544 0713
F: +81 3 3544 0714
E: tokyo@matrade.gov.my
Director:
Mr Kua Kiat Chye

OSAKA

Malaysia External Trade Development
Corporation (MATRADE)
Mainichi Intecio 18F
3-4-5, Umeda, Kita-ku,
Osaka 530-0001, Japan
T: +81 6 6451 6520
F: +81 6 6451 6521
E: osaka@matrade.gov.my
Marketing Officer:
Mr. Hiroshi Hashizume

TAIPEI

Malaysian Friendship & Trade Centre
Trade Division (MATRADE)
10F-D, Hung Kuo Building
No. 167 Dun Hua North Road
Taipei 105, Taiwan
T: +886 2 2545 2260
F: +886 2 2718 1877
E: taipei@matrade.gov.my
Director:
Mdm. Jamaliah Jamaludin

SEOUL, SOUTH KOREA

MATRADE Seoul
Embassy of Malaysia (Trade &
Investment Section)
17th Floor, Standard Chartered Bank
Korea Limited
47, Chongro, Chongro-gu
Seoul 110-702, Korea
T: +82 2 739 6812 (DL)
+82 2 739 6813/6814 (GL)
F: +82 2 739 6815
E: seoul@matrade.gov.my
Trade Commissioner:
Mr. A. Rashid Mohd Zain

SOUTH EAST ASIA

SINGAPORE

Malaysia External Trade Development
Corporation (MATRADE)

#33-01/03 Shaw Towers
100, Beach Road, 189702
Singapore
T: +65 6392 2238
F: +65 6392 2239
E: singapore@matrade.gov.my
Trade Commissioner:
Mr. Naim Abdul Rahman
Asst. Trade Commissioner:
Mdm. Hasnita Mohd Hassan

BANGKOK

Embassy of Malaysia
Commercial and Investment Office
No 3601, Level 36,
Q House Lumpini Building,
South Sathorn Road,
Tungmahamek, Sathorn,
10120 Bangkok
Thailand
T: +66 2 677 7392
F: +66 2 677 7390
E: bangkok@matrade.gov.my
Export Promotion Counsellor /
Trade Commissioner:
Mr. Jai Shankar A/L Supayyah
Asst. Trade Commissioner:
Mr Azmir Ab. Ghaffar

JAKARTA

Embassy of Malaysia
Malaysia External Trade Development
Corporation (MATRADE)
12th Floor, Plaza Mutiara
Jl. Lingkar Kuningan
Kav. E.1.2, No. 1 & 2
Kawasan Mega Kuningan
Jakarta 12950, Indonesia
T: +62 21 576 4322 (DL)
+62 21 576 4297
F: +62 21 576 4321
E: jakarta@matrade.gov.my
Trade Commissioner:
Mr. Nadzri Shamsudin
Asst. Trade Commissioner:
Mr Mohd Hafiz Abdul Jalil

MANILA

Embassy of Malaysia
Trade Office (MATRADE)
Level 4/F, HanjinPhil Building
1128, University Parkway
North Bonifacio, Global City
1634 Taguig
Philippines
T: +63 2 556 8645 / 8646 / 8647
F: +63 2 403 6387
E: manila@matrade.gov.my
Export Promotion Counsellor /
Trade Commissioner:
Mr. Har Man Ahmad

HO CHI MINH CITY

Consulate General of Malaysia
Trade Section (MATRADE)
1206-1207, 12th Floor,
Me Linh Point Tower
No. 2, Ngo Duc Ke Street, District 1
Ho Chi Minh City, Viet Nam
T: +84 8 3822 1468
F: +84 8 3823 1882
E: hcmc@matrade.gov.my
Trade Commissioner:
Mr. Ahmad Shanizam Abd Ghani

HANOI

Embassy of Malaysia
Trade Office (MATRADE)
45-46 Dien Bien Phu Street
Ba Dinh District
Hanoi, Viet Nam
T: +844 3734 7521
F: +844 3734 7520
E: hanoi@matrade.gov.my
Marketing Officer: Mr. Pham Van Hoi

PHNOM PENH

Malaysia External Trade Development
Corporation (MATRADE)
No. 220-222,
Preah Norodom Boulevard,
Sangkat Tonle Bassac,
Khan Chamkarmorn,
Phnom Penh, Cambodia
T: +855 2372 1224
F: +855 2372 1225
E: phnompenh@matrade.gov.my
Marketing Officer:
Mr Thorn Sarorn

WEST ASIA

DUBAI

Malaysia Trade Centre
c/o Consulate General of Malaysia
Lot 1-3 Ground Floor &
6-10 Mezzanine Floors
Al-Safeena Building,
Near Lamcy Plaza
Zaabeel Road, P.O. Box 4598
Dubai, United Arab Emirates
T: +971 4 335 5528
+971 4 335 5538
F: +971 4 335 2220
E: dubai@matrade.gov.my
Senior Trade Commissioner:
Dato' Dzulkifli Mahmud
Asst. Trade Commissioner:
Mr. Mazlan Harun

JEDDAH

Consulate General of Malaysia
Commercial Section (MATRADE)
14th Floor, Saudi Business Centre
Madina Road
P.O Box 20802

Jeddah 21465, Saudi Arabia
T: +966 2 653 2143
+966 2 653 2198
F: +966 2 653 0274
E: jeddah@matrade.gov.my
Trade Commissioner:
Mr. Amran Yem

EUROPE

PARIS

Service Commercial De Malaisie
(MATRADE)
De L'Ambassade De Malaisie
90, Avenue des Champs Elysees
75008 Paris, France
T: +33 1 4076 0000
+33 1 4076 0034
F: +33 1 4076 0001
E: paris@matrade.gov.my
Trade Commissioner:
Ms. Nurdiana Abdullah

FRANKFURT

Consulate of Malaysia
(Trade Section)
MATRADE
Level 17, Kastor-Hochhaus
Platz der Einheit 1
60327 Frankfurt am Main
Germany
T: +49 69 2475015 10
F: +49 69 2475015 20
E: frankfurt@matrade.gov.my
Senior Trade Commissioner:
Mr. Mohamad Sabri Ab Rahman
Asst. Trade Commissioner:
Mdm. Siti Nordiana Mohd Akhri

THE HAGUE

Embassy of Malaysia
Commercial Section (MATRADE)
Rustenburgweg 2
2517 KE The Hague
The Netherlands
T: +31 10 4627 759
F: +31 10 4627 349
E: rotterdam@matrade.gov.my
Trade Commissioner:
Mdm. Jamilah Ibrahim

KIEV

Embassy of Malaysia
Trade Office (MATRADE)
No. 25 Bulivska Street
Perchersk, Kiev 01014
Ukraine
T: +380 44 286 7128
F: +380 44 286 8942
E: kiev@matrade.gov.my
Marketing Officer:
Mr. Vitaly Vladimirovich Boiko

LONDON

Malaysian Trade Commission
(MATRADE)
3rd and 4th Floor
17 Curzon Street
London W1J 5HR
United Kingdom
T: +44 20 7499 5255
+44 20 7499 4644
F: +44 20 7499 4597
E: london@matrade.gov.my
Trade Commissioner:
Mr. Raja Badrulnizam Raja
Kamalzaman
Asst. Trade Commissioner:
Mdm Emeliana Zainol

MOSCOW

Embassy of Malaysia
Trade Section (MATRADE)
2nd Floor, R01-209
Dobrynya Business Center
#8, 4th Dobryninskiy per.
119409 Moscow
Russian Federation
T: +7 495 933 5626
+7 495 933 5636
F: +7 495 933 5646
E: moscow@matrade.gov.my
Trade Commissioner:
Mr. Khairul Nizam Moonier

BUDAPEST

Embassy of Malaysia
Trade Section (MATRADE)
Pasareti ut 29
1026 Budapest, Hungary
T: +36 1 488 0810
+36 1 461 0290 (DL)
F: +36 1 488 0824
E: budapest@matrade.gov.my
Marketing Officer : Ms Csilla Nyerges

MILAN

Consulate of Malaysia
Malaysia External Trade Development
Corporation (MATRADE)
Piazza Missori 3,
4th Floor, 20123
Milan, Italy
T: +39 02 669 81839
F: +39 02 670 2872
E: milan@matrade.gov.my
Consul / Trade Commissioner:
Mdm. Siti Azlina Mohd Ali Hanafiah

WARSAW

Embassy of Malaysia
Trade Section (MATRADE)
Premises No. S-09.3
Zlote Tarasy Tower
Ul. Zlota 59,00-120
Warsaw, Republic of Poland
T: +48 22 222 1765
+48 22 222 1766 (DL)

F: +48 22 222 1764
E: warsaw@matrade.gov.my
Trade Commissioner:
Mr. Wan Azhamuddin Jusoh

ISTANBUL (Temporary Office)

Buyukdere Cd. Sutculer Sk.
No. 2 D5 Mecidiyekoy
Istanbul, Turkey
T: +90 212 267 1218
F: +90 212 213 2977
Trade Commissioner:
Mr. Mohamad Noor Azhab
Mohd Shazilli

NORTH AMERICA

LOS ANGELES

Consulate General of Malaysia
Commercial Section (MATRADE)
550 South Hope Street, Suite 400
Los Angeles CA 90071
USA
T: +1 213 892 9034
F: +1 213 955 9142
E: losangeles@matrade.gov.my
Consul Commercial / Trade
Commissioner:
Mr. Fauzi Ayob
Asst. Trade Commissioner:
Ms Norbilah Hussein

MIAMI

Malaysia Trade Center
703 Waterford Way
Suite 150
Miami, Florida 33126
USA
T: +1 305 267 8779
F: +1 305 267 8784
E: miami@matrade.gov.my
Director:
Mr. Jonathan Andrew Rao James

NEW YORK

Consulate General of Malaysia
Commercial Section (MATRADE)
3rd Floor, 313 East, 43rd Street
New York, NY 10017, USA
T: +1 212 682 0232
F: +1 212 983 1987
E: newyork@matrade.gov.my
Senior Trade Commissioner:
Mr. Mohd Mustafa Abdul Aziz
Asst. Trade Commissioner:
Mr. Zuzazie Zulkelfi

TORONTO

Consulate of Malaysia (Trade Office)
First Canadian Place
100 King Street West
Suite 5130, P.O. Box 389
Toronto, M5X 1E2, Canada
T: +1 416 504 6111

F: +1 416 504 8315
E: toronto@matrade.gov.my
Trade Commissioner:
Ms Norzihan Mohd Zain

SOUTH AMERICA

MEXICO CITY

MATRADE Mexico City (Trade Office)
Embassy of Malaysia, Mexico City
Paseo de Las Palmas # 425
Torre Optima 3, Office 1101 & 1102
Col. Lomas de Chapultepec
Del. Miguel Hidalgo, C.P.11000
Mexico D.F.
T: +5255 5201 4540
F: +5255 5202 7338
E: mexicocity@matrade.gov.my
Trade Commissioner:
Mr. Remee Yaakub

SANTIAGO

Oficina Comercial De Malasia
(MATRADE)
Embajada De Malasia
Avda. Tajamar 183
Oficina 302-Las Condes
Santiago, Chile
T: +56 2 234 2647
F: +56 2 234 2652
E: santiago@matrade.gov.my
Trade Commissioner:
Mr. Niqman Rafaeel Mohd Sahar

SAO PAULO

Embassy of Malaysia
Commercial Section (MATRADE)
771, Alameda Santos
Suite 72, 7th Floor
01419-001, Sao Paulo
Brazil
T: +55 11 3285 2966
F: +55 11 3289 1595
E: saopaulo@matrade.gov.my
Trade Commissioner:
Mr. Yusram Yusup

BUENOS AIRES

Embassy of Malaysia,
Trade Office (MATRADE)
Villanueva 1040,
C1426BMD Buenos Aires,
Republic of Argentina
T: +54 11 2057 4186 (DL)
+54 11 4776 0504
F: +54 11 2057 4186 (DL)
+54 11 4776 0604
E: buenosaires@matrade.gov.my
Marketing Officer:
Mr. Nelson Ferrada Gonzales



For further information,
please contact:

**Malaysia External Trade
Development Corporation
(MATRADE)**

Menara MATRADE,
Jalan Khidmat Usaha,
Off Jalan Duta,
50480 Kuala Lumpur,
MALAYSIA

Toll-free: 1-800 88 7280

T: +603 6207 7077

F: +603 6203 7037 / 7033

E: info@matrade.gov.my

www.matrade.gov.my