

INDUSTRIAL TRAINING REPORT MGT666



**MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
(MATRADE)
(1/9/2023 – 9/2/2024)**

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EXECUTIVE SUMMARY

I had the honor of being fully immersed in the complex mechanisms of international trade and development throughout my industrial training at MATRADE (Malaysia External trade Development Corporation). This valuable experience gave me a comprehensive understanding of Malaysia's trade marketplace addition to practical exposure to market studies, trade promotions, and strategic planning. With the guidance of my mentor, Puan Azlina Mohd Said and my head of unit department, Puan Faizah Ismail, I improved my practical abilities, learned how to handle challenges in the real world, and worked on worthwhile projects. At MATRADE, a collaborative and dynamic environment encouraged a culture of continuous development, which enabled me to combine my theoretical knowledge with real-world insights. I have no question that this training has been a crucial part of my academic and professional direction. It has given me a sophisticated understanding of trade dynamics and strategies that will definitely influence my future work in the industry.

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COMPANY'S PROFILE



Malaysia External Trade Development Corporation (MATRADE) is a Malaysian external trade government agency dedicated to promoting Malaysia's enterprises globally. With a mission focused on showcasing Malaysian businesses to the world, MATRADE envisions positioning Malaysia as a globally competitive trading nation. To achieve these goals, MATRADE has outlined key objectives, including elevating the profile of Malaysian exporters in foreign markets, providing timely market intelligence, facilitating connections between Malaysian companies and foreign importers, and actively promoting the export of Malaysian goods and services overseas. The agency was established under the MATRADE Act 1992 in March 1993 as a statutory agency and external trade promotion arm under the Ministry of Investment, Trade and Industry Malaysia (MITI).

MATRADE is also actively involved in assisting foreign companies to source for suppliers of Malaysian products and services and is represented worldwide at more than 46 locations in major commercial cities. In Malaysia, MATRADE has five local branches in Penang, Terengganu, Johor, Sabah, and Sarawak. MATRADE is also the owner and operator of the MATRADE Exhibition and Convention Centre (MECC) which was opened in January 2007. The organization's functions are structured into four main divisions: the Strategic Planning Division, Management Division, Exports Promotion and Market Access Division, and Transformation and Digital Trade Division. Through these divisions, MATRADE undertakes initiatives in exporters' development, export promotion, trade and market information dissemination, and trade advisory and support, working cohesively to contribute to the growth and global competitiveness of Malaysian businesses. Lastly, Tan Sri Dr. Halim Mohammad served as the 7th Chairman of MATRADE from 2004 to 2010 and effective 1 January 2019. YB Reezal Merican Naina Merican has served as the 9th Chairman of MATRADE since May 2023.

ORGANIZATION CHARTS

