



THE IMPACT OF EXPORT PROMOTION  
PROGRAMME TOWARDS ENHANCING  
MALAYSIA'S EXPORT PERFORMANCE: THE CASE  
OF MALAYSIA EXTERNAL TRADE DEVELOPMENT  
CORPORATION (MATRADE)

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APRIL 2010

# DECLARATION OF ORIGINAL WORK



## BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA (UiTM) MELAKA

### “DECLARATION OF ORIGINAL WORK”

I, NUR HIDAYATI BT ZAKARIA (860512-23-7192)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# LETTER OF SUBMISSION

Date of submission

30<sup>th</sup> April 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
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SELANGOR DARUL EHSAN

Dear Sir,

## **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "THE IMPACT OF EXPORT PROMOTION PROGRAMME TOWARDS ENHANCING MALAYSIA'S EXPORT PERFORMANCE: THE CASE OF MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely

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## ABSTRACT

This report is aim to investigate whether the export promotion activities as MATRADE core functions is indeed effective and bring benefit towards Malaysian exporters or not. MATRADE as government agency will provide the institutional support and also financial support in the form of grants. This report is also aim to find out whether the grants provided by MATRADE is efficient in encouraging Malaysian exporters to aggressively develop and market Malaysian products and services to the world.

The study will look at events that MATRADE organize or facilitate and also the grants that being offered such as Market Development Grant and Brand Promotion Grant. The data will be collect from MATRADE Annual Report, MATRADE portal and through interview with some of the exporters. The information that gathers and findings will be used to improve the performance and effectiveness of MATRADE roles in helping Malaysian exporters to expand their products and services in international market and thus enhancing Malaysia's export performance.

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