

## Outcome / Impact by Ministry

Outcome/Impact Report By Ministry - (2014)													
No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
<b>KKR</b>													
1	01 January 2014-31 December 2014	WORKSHOP ON HYBRID ANNUITY MODEL IN INDIA	KKR	KUALA LUMPUR	MALAYSIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	construction	CIDB	-	CONFERENCE	CONFIRMED	Other Impacts:	
2	13 January 2014-17 January 2014	CIDB'S FACT FINDING MISSION TO MOROCCO	KKR	RABAT	MOROCCO	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	MARKET PENETRATION MISSION	CONFIRMED	Other Impacts:35 potentials PPP projects under Ministry of Equipment & Transport with total value USD 15.5 billion.	
3	30 January 2014-03 February 2014	CIDB'S FACT FINDING MISSION TO KAZAKHSTAN	KKR	ASTANA	KAZAKHSTAN	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	MARKET PENETRATION MISSION	CONFIRMED	Other Impacts:The potential projects: 1. Satellite City Development (4 Gates) 2. Affordable Housing Development under "Affordable Housing Program 2020" 3. The New Astana International Airport Development 4. The development of Road & Highway Network between City Centre and The New Astana International Airport 5. Hotel Development with Malaysian Design 6. Transportation Hub Development in Astana 7. Highways Management in Kazakhstan 8. Infrastructure development	

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3	30 January 2014-03 February 2014	CIDB'S FACT FINDING MISSION TO KAZAKHSTAN										for EXPO ASTANA 2017	
4	17 February 2014-17 February 2014	BRIEFING ON CHINA CONSTRUCTION OUTLOOK	KKR	KUALA LUMPUR	MALAYSIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	SEMINAR	CONFIRMED	Other Impacts:	
5	18 March 2014-19 March 2014	CONSTRUCTION MISSION TO MYANMAR IN CONJUNCTION WITH MYANMAR INFRASTRUCTURE SUMMIT 2014	KKR	YANGON	MYANMAR	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	MATRADE	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
6	21 April 2014-25 April 2014	CONSTRUCTION MISSION TO BALI, INDONESIA IN CONJUNCTION WITH REAAA & PIARC EVENT 2014	KKR	BALI	INDONESIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	REAAA	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:Promotion of Malaysia's International Construction Week 2014 to REAAA Event's participants.	
7	09 June 2014-13 June 2014	ATTACHMENT PROGRAM FOR OFFICIALS FROM THE MINISTRY OF CONSTRUCTION, MYANMAR	KKR	KUALA LUMPUR	MALAYSIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	TECHNICAL MISSION	CONFIRMED	No. of Participants:8 No. of Business Meetings:10 Other Impacts:	
8	16 July 2014-19 July 2014	CIDB'S FOLLOW UP MISSION TO ISTANBUL, TURKEY	KKR	ISTANBUL	TURKEY	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:Follow up on proposed development along Istanbul Canal	
9	27 August 2014-29 August 2014	CIDB'S WORKING VISIT TO NEW DELHI, INDIA	KKR	NEW DELHI	INDIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	SPECIALISED MARKETING MISSION	CONFIRMED	No. of Participants:3 Other Impacts:Identified 10 potential highway projects. Proposed development of transportation hub in Delhi.	
10	17 September 2014-19 September 2014	BUSINESS OPPORTUNITY SEMINAR, EXHIBITION AND BUSINESS MATCHING IN	KKR	KUALA LUMPUR	MALAYSIA	CONSTRUCTION SERVICES & BUILDING	Construction	CIDB	MATRADE	EXHIBITION, INDIVIDUAL BUSINESS	CONFIRMED	Potential Sales:RM 154,360,000.00 Generated Sales:RM	

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10	17 September 2014-19 September 2014	CONJUNCTION WITH INTERNATIONAL CONSTRUCTION WEEK (ICW 2014)				MATERIALS				MEETINGS, SEMINAR AND VISIT		154,360,000.00 No. of Visitors:400 No. of Participants:82 No. of Business Meetings:54 Other Impacts:	
11	01 October 2014-01 October 2014	SEMINAR ON INFRASTRUCTURE DEVELOPMENT PROJECT OPPORTUNITIES IN SOUTH AFRICA	KKR	KUALA LUMPUR	MALAYSIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	South African High Commission in Malaysia	SEMINAR	CONFIRMED	No. of Participants:60 No. of Business Meetings:17 Other Impacts:	Sideline programs included networking dinner and visit to SMART tunnel and IBS manufacturer. Talks are still ongoing between interested parties.
12	14 October 2014-16 October 2014	CIDB'S PARTICIPATION IN BUILDTECH ASIA 2014, SINGAPORE	KKR	SINGAPORE	SINGAPORE	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Visitors:200 Other Impacts:	
13	03 November 2014-08 November 2014	CIDB'S PARTICIPATION IN KONSTRUKSI INDONESIA 2014	KKR	JAKARTA	INDONESIA	CONSTRUCTION SERVICES & BUILDING MATERIALS	Construction	CIDB	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
<b>Total No. of Activities: 13</b>													
<b>MOH</b>													
1	07 January 2014-09 January 2014	PERMATABANK PRIORITY CUSTOMER HEALTH TALK	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS	Medical Tourism	MHTC	-	SPECIALISED MARKETING MISSION	CONFIRMED	No. of Visitors:250 No. of Participants:3 Other Impacts:!(a) 250	

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1	07 January 2014-09 January 2014	PERMATABANK PRIORITY CUSTOMER HEALTH TALK				& SERVICES						Permatatabank Priority customers attended the 3-days event (b) 10 potential patients (c) Hospital received another invitation from one of Permata Bank Priority customer to talk in his social organisation gathering	
2	25 January 2014-25 January 2014	HEALTH TALK WITH WULAN & PERMATABANK	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SPECIALISED MARKETING MISSION	CONFIRMED	No. of Visitors:130 No. of Participants:2 Other Impacts:(a) 130 Permatatabank Priority customers attended the 3-days event (b) 5 potential patients (c) 15 medical enquiries	
3	18 February 2014-19 February 2014	WELL-BEING TRAVEL SYMPOSIUM	MOH	LAS VEGAS	UNITED STATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	CONFERENCE	CONFIRMED	No. of Visitors:100 No. of Participants:2 No. of Business Meetings:3 Other Impacts:(a) Created awareness on Malaysia medical and wellness travel destination. Approximately 100 Well Being Travel specialists & members was enlighten at the Symposium (b) 3 individual business meetings and 1 media interview with TravelPulse.com. The interview with CEO of MHTC was featured in TravelPulse website on 23 Feb. (c) 6 stakeholders interested to explore and promote Malaysia as a destination for medical and wellness travel.	

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4	20 February 2014-20 February 2014	BUSINESS NETWORKING WITH STAKEHOLDERS IN LOS ANGELES	MOH	LOS ANGELES	UNITED STATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Participants:2 No. of Participants(SME):38 Other Impacts:(a) Established interest amongst 38 stakeholders consisting travel agents, tour operators, facilitators, media and Malaysian diasporas on Malaysia as healthcare and wellness destination (b) 15 stakeholders interested to explore and promote Malaysia as a destination for medical and wellness travel (c) Buy-in from Malaysian residents to share about healthcare in Malaysia to their friends and establish word of mouth networks. (d) Media coverage (write-up) on medical tourism in Malaysia by US Frontline Magazine (Japanese), who attended this networking session.	
5	25 February 2014-25 February 2014	MHTC EXPERT ROUND TABLE	MOH	NEW YORK	UNITED STATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	Scientific American	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Participants:2 No. of Participants(SME):20 Other Impacts:(a) 6 renowned speakers, including CEO of MHTC provided their expertise on medical travel on an interactive panel session (b) Direct network and access to corporate stakeholder consisting of 14 key stakeholders, including insurance leaders, MNC	

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5	25 February 2014-25 February 2014	MHTC EXPERT ROUND TABLE										<p>corporate executives, healthcare policymakers and media attended</p> <p>(c) 1 webinar (35-45minutes) of the round table proceedings together with supplement content will be produced by Scientific American in May 2014. The</p> <p>&amp;Atilde;&amp;cent;&amp;iuml;&amp;iquest;&amp;frac12;&amp;iuml;&amp;iquest;&amp;frac12;we binar&amp;Atilde;&amp;cent;&amp;iuml;&amp;iquest;&amp;frac12;&amp;iuml;&amp;iquest;&amp;frac12; production will convey the value proposition of Malaysia&amp;Atilde;&amp;cent;&amp;iuml;&amp;iquest;&amp;frac12;&amp;iuml;&amp;iquest;&amp;frac12;s medical infrastructure to global audiences. The webinar will be promoted through various platforms by both MHTC and Scientific American.</p> <p>(d) 4 stakeholders interested in considering Malaysia as a healthcare destination for their clients, or employees</p>	
6	26 February 2014-26 February 2014	BUSINESS NETWORKING WITH STAKEHOLDERS IN NEW YORK	MOH	NEW YORK	UNITED STATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	<p>No. of Participants:2</p> <p>No. of Participants(SME):20</p> <p>Other Impacts:(a) Established interest amongst 20 stakeholders consisting of travel agents, tour operators, facilitators, media and Malaysian diasporas attended the networking session on Malaysia as healthcare and</p>	

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6	26 February 2014-26 February 2014	BUSINESS NETWORKING WITH STAKEHOLDERS IN NEW YORK										wellness destination (b) 7 stakeholders interested to explore and promote Malaysia as a destination for medical and wellness travel (c) Buy-in from Malaysia residents to share about healthcare in Malaysia to their friends and establish word of mouth networks	
7	27 February 2014-28 February 2014	GUANGZHOU INTERNATIONAL TRAVEL FAIR 2014	MOH	GUANGZHOU	CHINA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	No. of Participants:1 Other Impacts:(a)25 business contacts established (b)2 contacts expressed interests in future collaboration	
8	28 February 2014-02 March 2014	NEW YORK TIMES TRAVEL SHOW	MOH	NEW YORK	UNITED STATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	Tourism Malaysia	TRADE FAIR	CONFIRMED	No. of Visitors:500 No. of Participants:3 No. of Participants(SME):200 Other Impacts:(a) 200 delegates were enlightened on the medical and wellness travel in Malaysia through 2 panel sessions (b) Malaysia was promoted as medical and wellness destination to consumers and travel professionals. 500 visitors to MHTC booth received promotion materials and dental packages. (c) 16 stakeholders interested to explore and promote Malaysia as a destination for medical and wellness travel (d) Media coverage on Malaysia	

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8	28 February 2014-02 March 2014	NEW YORK TIMES TRAVEL SHOW										through: - BERNAMA - New Tang Dynasty (NTD) Television - Travel World News - The New Straits Times - TravelWritingPro	
9	04 March 2014-04 March 2014	MALAYSIAN MEDICAL TOURISM SEMINAR	MOH	DUBAI	UNITED ARAB EMIRATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	No. of Participants:3 No. of Business Meetings:10 Other Impacts:(a) 22 guests attended comprising of: - Travel agents : 15 - Insurance Companies : 2 - Third Party Administrators (TPA): 3 (b) 5 medical tourism agents interested to work with KPJ Healthcare and IJN. (c) 2 insurance companies and 3 TPAs are keen in collaborating with Malaysian Private Hospitals. (d) Al Watania Investment Ent. is interested to work as an agent for MHTC to channel patients to Malaysia. Currently the company refers patients to Thailand.	
10	05 March 2014-06 March 2014	INTERNATIONAL MEDICAL TRAVEL EXHIBITION & CONFERENCE (IMTEC)	MOH	DUBAI	UNITED ARAB EMIRATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	No of Exhibitors:100 No. of Visitors:200 No. of Participants:3 No. of Buyers:80 No. of Enquiries:10 No. of Business Meetings:7 Other Impacts:(a) Total of 6	



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10	05 March 2014-06 March 2014	INTERNATIONAL MEDICAL TRAVEL EXHIBITION & CONFERENCE (IMTEC)										<p>potential medical facilitators from China, Africa, India, Oman, UAE and Iraq.</p> <p>(b) Malaysian private hospitals received 3 out of 9 awards under the inaugural IMTJ Awards 2014 held in conjunction with the IMTEC Dubai on 5 March 2014. The winners from Malaysia are:</p> <p>(i)Gleneagles Kuala Lumpur (International Hospital of The Year)</p> <p>(ii)Imperial Dental Specialist Centre, Kuala Lumpur (International Dental Clinic of The Year)</p> <p>(iii)Prince Court Medical Centre (Official), Kuala Lumpur (International Infertility Clinic of The Year)</p> <p>(c) Launching of Medical Tourism Guide in conjunction with the IMTEC Dubai on 5 March 2014. The launching was attended by 10 number of local media.</p> <p>(d) 10 articles on Malaysia medical tourism and medical travel guide published in 7 media platforms (English and Arabic) - Gulf Today, Al Bayyan, Al Ittihad, UAE News, faceiraq.com, travelerpedia.net and josourmagazine.ae.</p>	

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11	15 March 2014- 16 March 2014	MYANMAR HEALTH TALK AND TELEVISION TALK SHOW #1	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	No. of Visitors:189 No. of Participants:2 Other Impacts:&quot;Health Talk: (a) Continuous Medical Education (CME), Public Health Talk and Free Consultation were conducted by IJN and Ramsay Sime Darby Medical Centre (b) Total of 189 audiences inclusive: (i) 75 medical practitioners (ii) 70 public audience (iii) 34 media (iv) 10 others  TV Talk show: (a) More than 9 medical enquiries were raised (b) Broadcast Date: 5th April 2014 (c) Viewership: Estimated 3 million&quot;	
12	15 March 2014- 15 March 2014	MHTC, RAMSAY SIME & IJN CSR PRESS CONFERENCE	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	Ramsay Sime Darby Healthcare & National Heart Institute (IJN)	SPECIALISED MARKETING MISSION	CONFIRMED	No. of Participants:20 Other Impacts:&quot;(a) More than 20 media companies attended (b) More than 10 interviews were conducted (c) Large coverage of the event on local print media and TV media&quot;	
13	22 March 2014- 23 March 2014	VIETNAM MONTHLY HEALTH TALK AND	MOH	HANOI	VIET NAM	HEALTH AND ENVIRONMENT	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	No. of Visitors:143 No. of Participants:2	

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13	22 March 2014-23 March 2014	TELEVISION TALK SHOW #2				AL PRODUCTS & SERVICES						Other Impacts:(a) More than 7 medical enquiries (b) News coverage on print media Vietnam News (c) Event coverage on Health Channel, O2TV (d) Event updates on Facebook, MHTCinVietnam	
14	09 April 2014-09 April 2014	COCKTAIL RECEPTION WITH CONSULS GENERAL OF THE ASIA-PACIFIC, AFRICAN AND MIDDLE EASTERN REGIONS	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	BUSINESS MEETING	CONFIRMED	Other Impacts:(a) 39 business contacts established (b) Notable contacts include medical network group, Consul General of Nepal and Vice Consul of Mongolia.	
15	10 April 2014-15 April 2014	MEETING WITH MINISTRY OF HEALTH, KAZAKHSTAN ON THEIR SPONSORED PATIENTS, CME AND CSR ACTIVITIES	MOH	ASTANA	KAZAKHSTAN	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	PCMC & KMCC	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
16	15 April 2014-17 April 2014	2ND INTERNATIONAL MEDICAL TOURISM , EQUIPMENTS , TECHNOLOGY CONFERENCE & EXHIBITION ( IMTEC OMAN 2014 )	MOH	MUSCAT	OMAN	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	No of Exhibitors:36 No. of Participants:4 Other Impacts:(a)MHTC received several medical reports/ enquiries on treatments in Malaysia. (b)Mr. Hilal Al-Rashdi from Al Madina Insurance Company indicated interest to consider and extend its coverage to Malaysia. (c)MHTC managed to link between Pantai & Gleneagles Hospitals and National Heart Institute with the	

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16	15 April 2014-17 April 2014	2ND INTERNATIONAL MEDICAL TOURISM , EQUIPMENTS , TECHNOLOGY CONFERENCE & EXHIBITION ( IMTEC OMAN 2014 )										<p>Treatment Abroad Department (TAD), MOH Oman. TAD sent 1 case to Pantai &amp; 3 cases to IJN directly. This was based on good rapport built by MHTC.</p> <p>(d)MHTC managed to link Malaysian hospitals with Mr. Barakat from Medical Tourism &amp; Coordination Center (well known in Muscat). He forwarded 1 medical case to Malaysia for perusal.</p> <p>(e)MHTC received 8 medical reports (via email) which were forwarded to MHTC Call Centre and relevant hospitals for their further action.</p> <p>(f)Media coverage:</p> <ul style="list-style-type: none"> <li>- Times of Oman &amp;acirc; €œMalaysia an emerging medial destination&amp;acirc;€</li> <li>- Times of Oman &amp;acirc; €œMalaysia a growing medical tourism spot for Omanis&amp;acirc; €</li> <li>- Muscat Daily &amp;acirc; €œMedical Tourist to Malaysia from GCC&amp;acirc;€</li> <li>- Oman Tribune &amp;acirc; €œPrivate firms urged to invest in healthcare infrastructure &amp;acirc;€</li> <li>- Al Watan &amp;acirc; €œArabic newspaper&amp;acirc;€</li> </ul> <p>(g)Malaysian hospitals received 15 inquiries regarding</p>	

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16	15 April 2014-17 April 2014	2ND INTERNATIONAL MEDICAL TOURISM , EQUIPMENTS , TECHNOLOGY CONFERENCE & EXHIBITION ( IMTEC OMAN 2014 )										orthopaedic (8 cases), spine (3 cases) and scoliosis (4 cases). (h)YBhg. Dato` Dr. Azhari from IJN received a good number of inquiries and gave 4 free consultations. YBhg. Dato&acirc;€™ also had a meeting with TAD.	
17	17 April 2014-19 April 2014	DHAKA TRAVEL MART 2014	MOH	DHAKA	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Visitors:430 No. of Participants:3 Other Impacts:(a)News coverage in ATN News, Channel 24 (b)Around 100 patients interested to seek treatment in Malaysia for various procedure	
18	18 April 2014-20 April 2014	MALAYSIA HEALTHCARE EXHIBITION 2014 JAKARTA, INDONESIA	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No of Exhibitors:14 No. of Visitors:5000 No. of Participants:11 No. of Buyers:12 Other Impacts:(a) 5,000 visitors (b) 1 local Media interview from Koran Sindo (c) Over 500 medical enquiries (d) 12 healthcare package sold during the 3 days event	
19	23 April 2014-01 May 2014	MHTC MARKETING MISSION TO KAZAKHSTAN	MOH	ALMATY	KAZAKHSTAN	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Visitors:238 No. of Participants:2 No. of Business Meetings:10 Other Impacts:(a)B2B meetings &Atilde;&cent;&iuml;&iquest;&frac12;&iuml;&iquest;&frac12; 10 stakeholders as below indicated their interest to be involved in promoting	

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19	23 April 2014-01 May 2014	MHTC MARKETING MISSION TO KAZAKHSTAN										<p>Healthcare Malaysia.</p> <p>(b)20 outbound travel operators in Kazakhstan are keen to be healthcare facilitators to promote Healthcare Malaysia.</p> <p>(c)Air Astana has agreed in principle to sponsor MHTC member hospitals&amp;Atilde;&amp;cent;&amp;iuml;&amp;iquest;&amp;frac12;&amp;iuml;&amp;iquest;&amp;frac12; medical specialists to Kazakhstan for health-talk, CME &amp; CSR and also the media from Kazakhstan to Malaysia.</p> <p>(d)Two chartered flight operators are favourable to schedule charter flights to Malaysia in June 2015 in addition to the current schedule flights in December.</p> <p>(e)MHTC received 10 serious enquiries about medical tourism in Malaysia during the KITF expo.</p> <p>(f)3 confirmed outbound travelers from Kazakhstan to Langkawi are identified as potential patients to seek medical services in Malaysia.</p> <p>(g)Two private health facilities in Almaty, Kazakhstan are keen to collaborate with MHTC.</p> <p>(h)Kazakhstan Tourist Association is keen to collaborate with MHTC to</p>	

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19	23 April 2014-01 May 2014	MHTC MARKETING MISSION TO KAZAKHSTAN										packages and organise health-talks to their members.	
20	25 April 2014-27 April 2014	MALAYSIA HEALTHCARE SEMINAR AND EXHIBITION	MOH	SYLHET	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Participants:2 Other Impacts:(a)30-40% of potential patients from the free consultation. (b)MHTC Booth received 31 enquiries about medical tourism in Malaysia. Especially on pricing and specialities available. (c)2 travel agents interested to become medical facilitators to promote Malaysia Healthcare: - SS Enterprise (Airlines Ticketing Agent) - Soudia Coach Service (Airlines Ticketing Agent)	
21	26 April 2014-27 April 2014	CAMBODIA HEALTH TALK, TELEVISION AND RADIO TALK SHOW 1	MOH	PHNOM PENH	CAMBODIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	No. of Visitors:153 No. of Participants:1 Other Impacts:(a)More than 7 medical enquiries (b)5 free consultations were conducted (c)4 media interviews with Dr. Mahmood by (Sea TV, Phnom Penh Post, Koh Santepheap & Rasmey Kampuchea) (d)Media interview with MHTC by BTB channel (e)News coverage on print media by Phnom Penh Post, Koh Santepheap, Rasmey Kampuchea, and Kampuchea Thmey	

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21	26 April 2014-27 April 2014	CAMBODIA HEALTH TALK, TELEVISION AND RADIO TALK SHOW 1										(f)Online media coverage by DAP, Khmerload, and Sabay (g)TV coverage by CNC, CTN, Bayon, Sea TV, TVK, and Hang Meas HDTV	
22	26 April 2014-26 April 2014	VIETNAM DEDICATED HEALTH TALK 3	MOH	HO CHI MINH	VIET NAM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	No. of Visitors:149 No. of Participants:1 Other Impacts:(a) More than 4 medical enquiries (b) News coverage on print media Vietnam News (c) Event coverage on Health Channel, O2TV (a) Event updates on Facebook, MHTCinVietnam	
23	14 May 2014-18 May 2014	CSR MHTC-IJN-YANKIN CHILDREN HOSPITAL	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	IJN-Yankin Children Hospital	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
24	22 May 2014-25 May 2014	BATAM MEDICA EXPO	MOH	BATAM	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	Other Impacts:(a) 2000 visitors (b) 200 potential inquiries (c) 20 Potential patients	
25	24 May 2014-24 May 2014	VIETNAM DEDICATED HEALTH TALK 4	MOH	HANOI	VIET NAM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
26	24 May 2014-25 May 2014	CAMBODIA HEALTH TALK, RADIO & TELEVISION TALK SHOW 2	MOH	PHNOM PENH	CAMBODIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
27	24 May 2014-24 May 2014	WULAN HEALTH TALK	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENT	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 100 attendees	



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27	24 May 2014-24 May 2014	WULAN HEALTH TALK				AL PRODUCTS & SERVICES						(b) 7 medical enquiries (c) 5 potential patients	
28	30 May 2014-01 June 2014	MALAYSIA HEALTH CARE SEMINAR, FREE CONSULTATION & CME	MOH	DHAKA	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
29	31 May 2014-01 June 2014	MYANMAR HEALTH TALK AND TELEVISION TALK SHOW 2	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
30	03 June 2014-05 June 2014	INCOMING BUYING MISSION (IBM) IN CONJUNCTION WITH APHM INTERNATIONAL HEALTHCARE CONFERENCE & EXHIBITION 2014	MOH	SUNWAY	MALAYSIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Pharmaceuticals/ Medical Devices	MATRADE	MOH	INTERNATIONAL SOURCING PROGRAMME	CONFIRMED	Other Impacts:	
31	11 June 2014-11 June 2014	MHTC BUSINESS NETWORKING LUNCHEON PERTH	MOH	PERTH	AUSTRALIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Participants(SME):34 Other Impacts:(a) Networking Luncheon - 34 guests comprising of stakeholders from Australia, i.e. government agencies, healthcare facilitators, travel agents, media, local business council and association, as well as Malaysian delegates.  (b) MHTC provided exposure and created interest on Malaysia as a value-for-money healthcare destination. Besides that, MHTC was able to network with travel professionals to	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
31	11 June 2014- 11 June 2014	MHTC BUSINESS NETWORKING LUNCHEON PERTH										consider packaging medical tourism products to Malaysia	
32	12 June 2014- 12 June 2014	BAMBOOS HEALTH TALK 1: THE ART OF CONCEIVING HEALTHY BABIES	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:1 health talk delivered by Dr. Wai Kok Yau, Obstetrics and Gynaecology Specialist from Tropicana Medical Centre with: (a) 2 potential patient enquiries (b) 1 magazine coverage (c) Strengthening collaboration with HKHCF (d) Networking Introductory Session between Mr. Jacky Kwan, Chairman of HKHCF and CEO of Bamboos Hong Kong, and Penang Health Association and Tropicana Medical Centre	
33	12 June 2014- 13 June 2014	SE ASIA HEALTHCARE SUMMIT 2014	MOH	SINGAPORE	SINGAPORE	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	CONFERENCE	CONFIRMED	Other Impacts:	
34	13 June 2014- 15 June 2014	MUNDELLA EVERYWOMAN EXPO	MOH	PERTH	AUSTRALIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 44,000.00 Generated Sales:RM 44,000.00 No of Exhibitors:4 No. of Visitors:2000 No. of Participants:4 No. of Enquiries:120 Other Impacts:(a) More than 2,000 visitors to MHTC booth in which MHTC received 120 potential clients from 608 enquiries. (b) 92 respondents participated in the consumer survey (c) Shelley Tilbrook from the	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
34	13 June 2014-15 June 2014	MUNDELLA EVERYWOMAN EXPO										event publicity, interviewed both the Malaysian doctors for the Show coverage (c) Beverly Wilshire Medical Centre confirmed 1 patient & ISEC confirmed 3 with total estimated sales of RM44,000 (d) Most of visitors enquiring about Ophthalmology (LASIK, eyelid and eye-bag), Cosmetic Surgery (face lift, and breast augmentation), Dental (implant, crowning and teeth whitening) and Bariatric Surgery (gastric sleeve and gastric band) (e) Outcome of survey: Cost, packages, specialties, facilities and logistics was the most concern by visitors	
35	21 June 2014-22 June 2014	MALAYSIA HEALTH CARE SEMINAR, FREE CONSULTATION & CME	MOH	DHAKA	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
36	24 June 2014-24 June 2014	MHTC INFORMATIVE LUNCHEON IN COLLABORATION WITH CONSUL GENERAL OF MALAYSIA MELBOURNE AND AUSTRALIA MALAYSIA BUSINESS COUNCIL (AMBC) VICTORIA (MELBOURNE)	MOH	MELBOURNE	AUSTRALIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	Consul General of Malaysia Melbourne and Australia Malaysia Business Council (AMBC) Victoria (Melbourne)	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	No. of Participants(SME):31 Other Impacts:(a) 31 AMBC Victoria members attended the MHTC Informative Luncheon and was enlighten with Malaysia Healthcare. MHTC managed to network and provide awareness to prominent organizations in Victoria.	
37	26 June 2014-26 June 2014	MNC LIFE & MNC MEDIA HEALTH TALK	MOH	MEDAN	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 290 attendees (b) Number of media coverage:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
37	26 June 2014-26 June 2014	MNC LIFE & MNC MEDIA HEALTH TALK				& SERVICES						6 (Koran Sindo, Sindo Weekly, Koran Waspada, Koran Analisa, Harian Sinar Indonesia Baru, Deli TV) (c) 25 medical enquiries	
38	26 June 2014-27 June 2014	THE WORLD MEDICAL TOURISM & GLOBAL HEALTHCARE CONGRESS (WMTC)	MOH	TAIPEI	TAIWAN, PROVINCE OF CHINA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) Established 18 potential business contacts from various stakeholders. (b) Received 30 general enquiries from the visitors including treatment available in Malaysia, insurance coverage, cost of treatment and etc.	
39	28 June 2014-28 June 2014	VIETNAM DEDICATED HEALTH TALK 5, TELEVISION TALK SHOW 2	MOH	HO CHI MINH	VIET NAM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
40	01 July 2014-03 July 2014	RETIREE & SENIOR FAIR I/O SENIOR EXPO ASIA 2014	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) 1 Malaysia Healthcare Seminar delivered to Public, around 100 audience (a) 28 business contacts established (b) 1 media coverage on TVB & Money Magazine Program aired on 27th July 2014 (c) 20 potential patient enquiries, mainly on Health Screening	
41	08 July 2014-08 July 2014	MHTC BUSINESS NETWORKING WITH STAKEHOLDERS IN LONDON	MOH	LONDON	UNITED KINGDOM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR	CONFIRMED	No. of Participants(SME):23 Other Impacts:(a) The event was attended by 23 stakeholders based in London. (b) Stakeholders comprised of :	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
41	08 July 2014-08 July 2014	MHTC BUSINESS NETWORKING WITH STAKEHOLDERS IN LONDON								AND VISIT		<ul style="list-style-type: none"> <li>- 3 government officials</li> <li>- 6 travel writers</li> <li>- 5 media</li> <li>- 7 travel agents</li> <li>- 1 healthcare facilitator</li> <li>- 1 airline</li> <li>(c) 2 media coverage on medical tourism in Malaysia (Travel Daily UK &amp; About My Generation)</li> <li>(d) Collaboration between Smart Travel Care (healthcare facilitator) with Dr. Andrea Ooi to promote bariatric surgery.</li> <li>(e) MHTC managed to identify potential media FAM delegates that are keen on promoting Malaysia as a medical tourism destination.</li> <li>(f) Collaboration with TM London to exhibit in The 50+ Show London</li> </ul>	
42	10 July 2014-12 July 2014	HEALTH TOURISM SHOW / 50+ SHOW	MOH	LONDON	UNITED KINGDOM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	No of Exhibitors:102 No. of Visitors:500 No. of Participants:2 No. of Enquiries:20 No. of Business Meetings:2 Other Impacts:(a)Total of 6 people interested to become agent and refer patients to Malaysia. 2 of the potential agents were patients that sought treatment in Malaysia before. One of the potential agents, Mr. Tony Cox will be visiting Malaysia in September	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
42	10 July 2014-12 July 2014	HEALTH TOURISM SHOW / 50+ SHOW										<p>to meet up with few hospitals in Kuala Lumpur.</p> <p>(b)MHTC received 20 medical enquiries related to dental implant, heart treatment and bariatric surgery. All enquiries have been channelled to member hospitals.</p> <p>(c) Dr. Andrea Ooi from Nilai Medical Centre conducted free consultation on weight loss (bariatric) throughout the 3 days event. Ms. Esther Cook is one of the patients who had undergone the gastric bypass in 2003 in Spain. She conveyed her willingness to collaborate with Dr. Andrea to talk to others in preparation of surgery.</p> <p>(d) Based on the meeting with Dr. Vinay from Preferred Health Care Ltd, Dr. Andrea indicated her strong interest to become one of the networks. MHTC will follow up should any agreement has been signed.</p> <p>(e)Based on the meeting with Dr. Saleh Dhumad, he updated MHTC that he referred 3 patients from Iraq to KPJ last year. He also proposed for an application to evaluate</p>	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
42	10 July 2014-12 July 2014	HEALTH TOURISM SHOW / 50+ SHOW										patient&Atilde;&cent;&iuml;&iquest;&frac12;&iuml;&iquest;&frac12;s satisfaction.	
43	12 July 2014-13 July 2014	CAMBODIA HEALTH TALK, RADIO & TELEVISION TALK SHOW 3	MOH	PHNOM PENH	CAMBODIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
44	26 July 2014-27 July 2014	MYANMAR HEALTH TALK AND TELEVISION TALK SHOW 3	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
45	01 August 2014-01 August 2014	MALAYSIA HEALTHCARE PRESS CONFERENCE 2014	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) A Suvery conducted to 380 interviewees on their knowledge of infertility issues and medical tourism (15 questions) (b) 1 Press Conference for local Chinese media on the results with 30 media attended (c) 16 media coverage	
46	01 August 2014-03 August 2014	22ND INTERNATIONAL BABY/CHILDREN PRODUCTS EXPO	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) 1 Malaysia Healthcare Seminar delivered to Public, around 50 audience (b) 300 Public Visitors to MHTC Booth in the 4-day Public Day Session (c) 10 business contacts established (d) 24 potential patient enquiries, mainly on IVF & PGD Services and a few on Health Screening	
47	02 August 2014-02 August 2014	BAMBOOS HEALTH TALK 2: WOMEN HEALTH AND ITS	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENT	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL	CONFIRMED	Other Impacts:1 health talk delivered by Dr. Wai Kok Yau,	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
47	02 August 2014- 02 August 2014	IMPORTANCE TO SUCCESSFUL PREGNANCY				AL PRODUCTS & SERVICES				BUSINESS MEETINGS, SEMINAR AND VISIT		Obstetrics and Gynaecology Specialist from Tropicana Medical Centre with: (a) 96 attendees to the health talk (b) 6 potential patient enquiries on IVF & PGD Services (c) 1 magazine coverage	
48	09 August 2014- 10 August 2014	MALAYSIA HEALTH TALK, FREE CONSULTATION & CME	MOH	DHAKA	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
49	15 August 2014- 16 August 2014	MALAYSIA-JAPAN INTERNATIONAL MEDICAL EXCHANGE CONFERENCE & MALAYSIA HEALTHCARE (MJHC)	MOH	TOKYO	JAPAN	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) 65 attendees for Conference on 15 August 2014. (b) 200 MJHC event posters advertised in Japan train Yurikamome line with 2 weeks exposure. Estimated eye ball impression 1.49 million impression. (Average commuters per day: 107,000 people). (c) 2 MJHC posters advertised in 2 train stations (Shinjuku & Daiba) with 7 days exposure. Estimated eye ball impression 1.75million impressions. (d) 4 Japanese newspapers advertisement: - Yomiuri Yuukan = readership 2.1 Million	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
49	15 August 2014- 16 August 2014	MALAYSIA-JAPAN INTERNATIONAL MEDICAL EXCHANGE CONFERENCE & MALAYSIA HEALTHCARE (MJIHC)										1.5 Million - Nikkei Yuukan = readership 0.87 Million - Mainichi Yuukan = readership 0.33 Million (e) 1 Slot Monochrome advertisement with 2.1million impressions . (f) Newspaper slip in (posters) with 10,000 pcs distribution to Minato-ku area.	
50	16 August 2014- 17 August 2014	CAMBODIA HEALTH TALK, RADIO & TELEVISION TALK SHOW 4	MOH	PHNOM PENH	CAMBODIA	HEALTH AND ENVIRONMENT AL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
51	22 August 2014- 24 August 2014	MALAYSIA HEALTHCARE EXHIBITION MAKASSAR	MOH	MAKASSAR	INDONESIA	HEALTH AND ENVIRONMENT AL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) 2000 visitors (b) 150 potential patients (c) 29 sales transaction (d) 52 confirmed patients (e ) Interview with Tribun & Fajar Pos	
52	23 August 2014- 24 August 2014	VIETNAM DEDICATED HEALTH TALK 7 & TELEVISION TALK SHOW 3	MOH	HO CHI MINH	VIET NAM	HEALTH AND ENVIRONMENT AL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
53	27 August 2014- 27 August 2014	MNC LIFE & MNC MEDIA HEALTH TALK	MOH	JOGJAKAR TA	INDONESIA	HEALTH AND ENVIRONMENT AL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 160 attendees (b) 10 medical enquiries ( c ) 3 media coverage (Koran Sindo, Sindo Radio, MGTV Yogya)	
54	30 August 2014- 30 August 2014	WULAN HEALTH TALK	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENT AL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 50 attendees (b) 6 medical enquiries	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
55	06 September 2014-06 September 2014	MERDEKA RECEPTION HONG KONG	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	BUSINESS MEETING	CONFIRMED	Other Impacts:(a)&Acirc;&nbsp;&Acirc;&nbsp;&Acirc;&nbsp;&Acirc;&nbsp;&Acirc;&nbsp;&nbsp; 5 business contacts established (1 bank, 1 property developer, 3 finance consultant companies) (b) Malaysia Healthcare brand exposure to over 300 premier	
56	08 September 2014-11 September 2014	MALAYSIA HEALTHCARE PRESS CONFERENCE & SEMINAR (MHPCS) & (MCEC) 2014 AND CHINA INTERNATIONAL FAIR FOR INVESTMENT & TRADE (CIFIT) 2014 IN XIAMEN	MOH	XIAMEN	CHINA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) 1 Coference talk delivered to Malaysia and China Delegates around 300 audiences. (b) Around 1000 Public and trade Visitors to MHTC Booth in the 4-day Public Day Session (c) MHTC circulated 200 goody bags and brochures to serious and potential event visitors. (d) 10 media coverage to Xiamen population around 4 million - 6 Online medias coverage (Ifeng Net Online News, Tencent Net Online News, Tai Hai Net Online News, He Xun Online News, Sina Online News and Sunnews.cn Online News) - 2 newspaper interview (Strait Heralid Xiamen Newspaper and Sunnews.cn newspaper) - 1 TV Station interview (Xiamen TV Station) - 1 Radio station interview (Xiamen Fujian FM90.0 Radio)	
57	09 September 2014-11	OMAN HEALTH EXHIBITION & CONFERENCE 2014	MOH	MUSCAT	OMAN	HEALTH AND ENVIRONMENT	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL	CONFIRMED	No of Exhibitors:50 No. of Participants:3	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
57	September 2014	OMAN HEALTH EXHIBITION & CONFERENCE 2014				AL PRODUCTS & SERVICES				BUSINESS MEETINGS, SEMINAR AND VISIT		<p>No. of Business Meetings:10</p> <p>Other Impacts:(1) MHTC received numerous medical reports/enquiries on treatments in Malaysia (most enquiries related to orthopaedic and eyes).</p> <p>(2) MHTC received 3 medical reports (via email and those who came at exhibition) which were forwarded to MHTC Call Centre and relevant hospitals for their further action.</p> <p>(3) Malaysian hospitals received over 250 inquiries regarding orthopaedic, gynaecology, paediatric, bariatric, haematology and neurology.</p> <p>(4) Mr. Loay Anwar from Canary Travel &amp; Tourism was interested in the packages available for Omanis and suggested that Malaysia offers more packages as the country is well known for holiday.</p> <p>(5) Mr. Barakat from Medical Tourism &amp; Coordination Centre wishes to expand his network to Malaysia, as he&amp;acirc;€™s already receiving inquiries on treatments in Malaysian hospitals (related to orthopaedic and gastroenterology).</p> <p>(6) Meeting with Treatment Abroad Committee (TAC), MOH</p>	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
57	09 September 2014-11 September 2014	OMAN HEALTH EXHIBITION & CONFERENCE 2014										<p>Oman concluded that the MOH is looking for rehabilitation for long haul destination like Malaysia.</p> <p>(7) Mr. Fadi, CEO of Choice Advertising proposed that MHTC should have special promotion for Omanis like Oman Month especially for Omanis and he would like to assist MHTC on arranging a special meeting with Royal Oman Police, Royal Army of Oman and Diwan Court concerning alternative to sending patients to Malaysia.</p> <p>(8) Media coverage:</p> <ul style="list-style-type: none"> <li>- Times of Oman &amp;acirc;€œMalaysia an emerging medial destination&amp;acirc;€</li> <li>- Times of Oman &amp;acirc;€œMalaysia a growing medical tourism spot for Omanis&amp;acirc;€</li> <li>- Muscat Daily &amp;acirc;€œMedical Tourist to Malaysia from GCC&amp;acirc;€</li> <li>- Oman Tribune &amp;acirc;€œPrivate firms urged to invest in healthcare infrastructure &amp;acirc;€</li> <li>- Al Watan &amp;acirc;€œArabic newspaper&amp;acirc;€</li> <li>- Oman Tribune &amp;acirc;€œMHTC promotes</li> </ul>	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
57	09 September 2014-11 September 2014	OMAN HEALTH EXHIBITION & CONFERENCE 2014										site&acirc;€  Oman Health: (1) Public: 500 pax (2) Government Agencies: 2 organisations (3) Health facilitator: 4 organisations (4) Media: 1 organisation (5) Airlines: 1 &ac	
58	09 September 2014-11 September 2014	MEDICAL FAIR ASIA	MOH	SINGAPORE	SINGAPORE	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Devices	MATRADE	MOH	TRADE FAIR	CONFIRMED	Other Impacts:	
59	13 September 2014-15 September 2014	BEAUTIFUL YOU AUSTRALIA	MOH	MELBOURNE	AUSTRALIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 40,000.00 Generated Sales:RM 40,000.00 No of Exhibitors:3 No. of Visitors:350 No. of Participants:3 No. of Participants(SME):24 No. of Enquiries:120 Other Impacts:Exhibition (a) MHTC booth received more than 350 visitors throughout the 2 days exhibition. (b) Approximately 15 visitors were enlighten at Dr Andrea Ooi&acirc;€™s presentation on weight loss management and bariatric surgery. (c) Co-exhibitors received approximately 120 general inquiries and recorded 24 potential clients for cosmetic, weight loss, dental and orthopaedics surgeries.	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
59	13 September 2014-15 September 2014	BEAUTIFUL YOU AUSTRALIA										<p>(d) Beverly Wilshire Medical Centre reported 2 confirmed clients on cosmetic surgery with an estimated sales of RM40,000.</p> <p>(e) One partnership concluded between Absolute Beauty Asia and Dr. Firdaus (DEMC Specialist Hospital).</p> <p>(f) Beverly Wilshire also conducted a competition during the show for visitors to Win a FREE Face Make Over 3D2N Holiday in Kuala Lumpur worth approximately AU\$1000.</p> <p>Business Networking &amp; Informative Evening</p> <p>(a) 24 stakeholders attended consisting of travel agents, tour operators, healthcare facilitators and media professionals.</p> <p>(b) All guests were enlighten on Malaysia Healthcare through presentations by MHTC and 3 Malaysian hospitals.</p> <p>(c) Established interest amongst health facilitators, travel professionals and media on Malaysia as a healthcare and wellness destination</p> <p>(d) 4 local facilitators are keen to join MHTC to promote Malaysia in the Vitality Show Sydney, 10-12 Oct 2014.</p> <p>(e) 2 new facilitators are keen to</p>	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
59	13 September 2014-15 September 2014	BEAUTIFUL YOU AUSTRALIA										explore Malaysia and will be invited under the hosted buyer programme in conjunction with the Malaysia Healthcare Travel Business Forum 2014 in November 2014. (d) Malaysia Medical Tourism Tactical Campaign was launched in collaboration with Wessrich Tours. News coverage in BERNAMA Online News (Malaysia Beckons Aussies with Health Problems). Link: <a href="http://www.bernama.com/bernama/v7/newsindex.php?id=1070">http://www.bernama.com/bernama/v7/newsindex.php?id=1070</a>	
60	18 September 2014-18 September 2014	MALAYSIA MEDICAL TOURISM TRAINING WORKSHOP SERIES (PART 1 OF 2)	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 22 attendees including AIA insurance agents and Visa Malaysia representatives participated in the workshop (b) Established 15 business contacts - 11 Insurance agents market with market reach to Hong Kong and Guagnzhou - 5 visa agents with potential medical tourists base in Hong Kong, Guangzhou, Shanghai and Beijing. (c) Webpage promotion on Malaysia Healthcare via Henderson Internatinal Official Medical Facilitating Service Website	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
61	19 September 2014-20 September 2014	BAMBOOS HEALTH DAY 2014	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 200 attendees to booth in 2-day events (b) 1 media coverage (Bamboo Health Magazine) with estimated readership 10,000 (c) 5 business contacts established (healthcare products and services companies) (d) 27 enquiries on Malaysia Healthcare, including Health Screening, IVF Treatment and Eye Treatment	
62	23 September 2014-23 September 2014	MNC LIFE HEALTH TALK	MOH	BANDUNG	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 100 visitors (b) 3 media coverage (Koran Sindo for West Java coverage, Sindo Radio for West Java coverage, IMTV) (c) 8 medical enquiries	
63	27 September 2014-28 September 2014	MYANMAR HEALTH TALK AND TELEVISION TALK SHOW 4	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
64	07 October 2014-09 October 2014	CPHL WORLDWIDE 2014	MOH	PARIS	FRANCE	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Pharmaceuticals	MATRADE	MOH	TRADE FAIR	CONFIRMED	Other Impacts:	
65	10 October 2014-10 October 2014	WULAN HEALTH TALK	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 100 attendees (b) 5 medical enquiries	
66	10 October 2014-13 October 2014	THE VITALITY SHOW	MOH	SYDNEY	AUSTRALIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 100,000.00 Generated Sales:RM 100,000.00 No of Exhibitors:100	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
66	10 October 2014-13 October 2014	THE VITALITY SHOW										<p>No. of Visitors:200  No. of Participants:9  No. of Participants(SME):24  No. of Enquiries:77  No. of Business Meetings:1  Other Impacts:Exhibition  (a) MHTC booth received more than 200 visitors throughout the 3 days event. Co-exhibitors received approximately 77 general inquiries and recorded 35 potential clients for cosmetic, weight loss, dental and orthopaedics surgeries.  (b) Dr. Firdaus Hanapiah from DEMC Specialist Hospital presented on "Beyond an ordinary smile with Malaysia" at the exhibition. Approximately 25 visitors attended the session.  (c) Beverly Wilshire Medical Centre, Nilai Medical Centre and DEMC Specialist Centre reported 1 confirmed clients with an estimated sales of RM100,000.  (d) Beverly Wilshire conducted a competition during the show for visitors to win a FREE Face Make Over 3D2N Holiday in Kuala Lumpur worth approximately AU\$1,000.  (e) DEMC Specialist Hospital also conducted a competition to win a free health screening and</p>	

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66	10 October 2014-13 October 2014	THE VITALITY SHOW										<p>non-surgical facelift worth AU\$600.</p> <p>Business Networking &amp; Informative Evening  (a) 24 stakeholders were enlightened on Malaysia Healthcare consisting of travel agents, tour operators, healthcare facilitators and media professionals.  (b) One partnership concluded between Ms. Michelle Jamieson from Absolute Beauty Asia and Dr. Firdaus (DEMC Specialist Hospital).  (c) 3 local facilitators (e.g. Guestwell, Gorgeous Getaways and Oze Travel Representation) had initial discussion on collaboration with DEMC Specialist Hospital.  (d) Oze Travel Representation had on-site discussion on collaboration with Dr. Andrea Ooi (Nilai Medical Centre) in promoting bariatric surgery.</p> <p>Medical Travel Management (MTM) Sydney Showcase  (a) Over 40 guests attended the showcase in which MHTC, Beverly Wilshire Medical Centre and Nilai Medical Centre were invited to present on Malaysia medical tourism. 2 former</p>	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
66	10 October 2014-13 October 2014	THE VITALITY SHOW										patients who have sought cosmetic treatment in Malaysia shared their experience with the guests.	
67	14 October 2014-18 October 2014	VIETNAM DEDICATED HEALTH TALK 9 & TELEVISION TALK SHOW 4 + CSR	MOH	HO CHI MINH	VIET NAM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
68	15 October 2014-15 October 2014	MALAYSIA MEDICAL TOURISM TRAINING WORKSHOP SERIES (PART 2 OF 2)	MOH	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 20 attendees including insurance agents, nurses, post-delivery care operators, wellness centre owner and media. (b) 11 business contacts established	
69	15 October 2014-18 October 2014	HOSPITAL EXPO JAKARTA	MOH	JAKARTA	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a) 37,000 visitors (b) 75 medical enquiries	
70	18 October 2014-20 October 2014	THE 9TH WORLD HEALTH TOURISM CONGRESS	MOH	DUBAI	UNITED ARAB EMIRATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	BUSINESS MEETING	CONFIRMED	No. of Visitors:24 No. of Participants:1 No. of Buyers:92 No. of Business Meetings:24 Other Impacts:(a)Educational Session Over 50 participants were briefed on Malaysia Healthcare through presentations by MHTC and KPJ Healthcare Berhad.  (b)Individual Business Meetings	

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70	18 October 2014-20 October 2014	THE 9TH WORLD HEALTH TOURISM CONGRESS										<ul style="list-style-type: none"> <li>- Total of 24 pre-arranged business meetings were arranged throughout the 2 days event.</li> <li>- Few potential buyers from UAE, Bahrain, USA and Kingdom of Saudi Arabia has been identified to be invited for the Malaysia Healthcare Travel Business Forum (MHBF) in November.</li> <li>- 1 financial assistance company (MYA Consulting JLT) from UAE has confirmed attending MHBF.</li> <li>- 1 Healthcare Facilitator from USA (Placidway) is currently working with KPJ Healthcare for patients referrals to Malaysia.</li> <li>- More than 5 travel agents and health facilitators were keen to explore Malaysia as destination for medical tourism.</li> </ul> <p>(c)MHTC has been awarded the "The Industry Association of the Year" award at The 9th World Health Tourism Congress (WHTC) award ceremony.</p>	
71	18 October 2014-19 October 2014	MALAYSIA HEALTH TALK, FREE CONSULTATION & CME	MOH	DHAKA	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
72	23 October 2014-23 October 2014	MNC LIFE HEALTH TALK	MOH	SURABAYA	INDONESIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:(a) 100 attendees (b) 3 media coverage (Koran Sindo, Sindo Radio, MHTV) (c) 10 medical enquiries	
73	23 October 2014-26 October 2014	MALAYSIA HEALTHCARE INDUSTRY TALK	MOH	SHANGHAI	CHINA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:1st Industry Talk with Malaysian Chambers of Commerce (Maycham Shanghai) (a) 1 seminar delivered to Malaysia and China Delegates (30 audiences). (a) Established 16 business contacts, including banker, medical investment group and Cherish-Yearn, the established elderly community project in Shanghai. (b) MHTC was invited by Cherish-Yearn to the visit the centre and explore future collaboration. (c) MHTC received 3 enquiries for familiarisation visit to Malaysia Hospitals. (d) 1 online newsletter published by Maychcam Shanghai.  2nd Industry Talk in Lux Expo 2014 (a) 1 seminar delivered to 50 public visitors. (b) Around 300 Public and trade Visitors to MHTC Booth in the 4-day Public Day Session	

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73	23 October 2014-26 October 2014	MALAYSIA HEALTHCARE INDUSTRY TALK										(c) 15 business contacts established including China medical service providers. (d) 5 enquiries on Malaysia Healthcare services, mostly on health screening, women health and IVF treatments.  4 Media Coverage (a) CBN Weekly & Business Review (b) 12 page interview in Chinese Journal of Physical Medicine and Rehabilitation (c) 12 page interview in Shanghai Daily (d) 1 online exposure on Eastday Website	
74	29 October 2014-31 October 2014	INTERNATIONAL TOURISM BOURSE (ITB) ASIA EXPO 2014	MOH	SINGAPORE	SINGAPORE	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	TRADE FAIR	CONFIRMED	Other Impacts:	
75	01 November 2014-30 November 2014	MHTC CSR DOCUMENTARY + CIMB + IJN	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
76	07 November 2014-09 November 2014	MALAYSIA HEALTHCARE EXHIBITION SURABAYA	MOH	SURABAYA	INDONESIA	ELECTRICAL & ELECTRONICS AND ICT	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(1) 2 media coverage (2) 170 appointment (3) 300 potential patients (4) 1,000 enquiries	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
77	07 November 2014-09 November 2014	GUANGZHOU PRIVATE MEDICAL SERVICES EXHIBITION 2014	MOH	GUANGZHOU	CHINA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:(a)Engaged 44 potential medical tourists and local industry players for future long term collaborations. Details as follow: - Established 24 business contacts, including tour guides, property developer and overseas investment companies - Received 20 enquiries on Malaysia Healthcare services, mostly on health screening, eye care and IVF treatment. (b) MHTC received 2 enquiries for familiarisation visit to Malaysia Hospitals. (c) Country Garden, one of the leading property developers in China which has started real estate projects in Johor state, has invited MHTC to be one of the speakers in its future Malaysia property talks.	
78	11 November 2014-11 November 2014	MALAYSIA HEALTHCARE TRAVEL BUSINESS FORUM 2014	MOH	KUALA LUMPUR	MALAYSIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	CONFERENCE	CONFIRMED	No of Exhibitors:28 No. of Buyers:40 No. of Business Meetings:223 Other Impacts:MHTB introduced service providers that we are not aware of. MHTB provides updates on available services and it is a platform to meet potential business partners. MHTB provides a	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
78	11 November 2014-11 November 2014	MALAYSIA HEALTHCARE TRAVEL BUSINESS FORUM 2014										platform to network with industry peers and identifying trends and demands in medical tourism.	
79	12 November 2014-15 November 2014	MEDICA DUSSELDORF	MOH	DUSSELDORF	GERMANY	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Devices	MATRADE	MOH	TRADE FAIR	CONFIRMED	Other Impacts:	
80	21 November 2014-22 November 2014	MALAYSIA SHOW 2014	MOH	DHAKA	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
81	22 November 2014-22 November 2014	VIETNAM DEDICATED HEALTH TALK 10	MOH	HANOI	VIET NAM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
82	27 November 2014-27 November 2014	MALAYSIA HEALTHCARE PRESS CONFERENCE & SEMINAR XIAMEN	MOH	XIAMEN	CHINA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
83	29 November 2014-30 November 2014	MYANMAR HEALTH TALK AND TELEVISION TALK SHOW 5	MOH	YANGON	MYANMAR	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	
84	13 December 2014-14 December 2014	MALAYSIA SHOW 2014, CHITTAGONG	MOH	CHITTAGONG	BANGLADESH	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
85	20 December 2014-20 December 2014	VIETNAM DEDICATED HEALTH TALK 11	MOH	HO CHI MINH	VIET NAM	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	Medical Tourism	MHTC	-	SEMINAR	CONFIRMED	Other Impacts:	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
<b>Total No. of Activities: 85</b>													
<b>KKMM</b>													
1	23 September 2014-24 September 2014	ASIA PACIFIC OUTSOURCING SUMMIT	KKMM	SINGAPORE	SINGAPORE	PROFESSIONAL & BUSINESS SERVICES	Conference attended by buyers and outsourcing providers	MDEC	-	CONFERENCE	CONFIRMED	Potential Sales:RM 5,460,000.00 Generated Sales:RM 5,460,000.00 No. of Visitors:150 Other Impacts:	
2	11 November 2014-12 November 2014	CIO LEADERS SINGAPORE	KKMM	SINGAPORE	SINGAPORE	PROFESSIONAL & BUSINESS SERVICES	Conference attended by CIOs. B2B meetings are arranged too.	MDEC	-	CONFERENCE	CONFIRMED	Potential Sales:RM 2,160,000.00 Generated Sales:RM 2,160,000.00 No. of Visitors:200 Other Impacts:	
<b>Total No. of Activities: 2</b>													
<b>MOTAC</b>													
1	13 January 2014-16 May 2014	BORSA INTERNATIONAL TOURISM EXCHANGE	MOTAC	MILAN	ITALY	LIFE STYLE	Tourism	MOTAC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 500,000.00 Generated Sales:RM 500,000.00 Media Value:RM 296,402.00 Potential Investment:RM 0.00 No of Exhibitors:2 No. of Visitors:62 No. of Participants:4 No. of Participants(SME):1 No. of Buyers:360 No. of Enquiries:10 Other Impacts:Tourism Malaysia organized a photo contest in TM Milan Wall of Fame Facebook page which received an overwhelming response.	This is the biggest tour and travel show in Italy and this is Tourism Malaysia 22 times participation in the event.  Actual Sales: The business sessions are more onto contracting and not direct selling.

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
1	13 January 2014-16 May 2014	BORSA INTERNATIONAL TOURISM EXCHANGE											<p>No. Of Buyers: Average 30 buyers per participant per day @ 30 x 4 participants x 3 days : 360</p> <p>Media Value (in RM):            &amp;acirc;, &amp;not;73, 157.00 @ RM 296,402            Immediate media coverage value on the month.</p> <p>No. of SME Participants (Company/ Organization):            1 handicraft participant from Sabah</p> <p>No. Of Exhibitors:            2,139 from 100 countries</p> <p>Potential sales (in RM): RM 500,000.00 estimated base on direct selling</p>

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
1	13 January 2014-16 May 2014	BORSA INTERNATIONAL TOURISM EXCHANGE											to consumer on the final day. Not including contracting value (B to B dealt)  No. Of Visitors: 62,170 (53,600 professional tour operators, 30,400 private travelers)
2	15 January 2014-19 January 2014	MATKARESA (NORDIC TRAVEL FAIR)	MOTAC	HELSINKI	FINLAND	MALAYSIA'S SERVICES EXHIBITION	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	No of Exhibitors:1 No. of Visitors:67 No. of Participants:8 Other Impacts:Sessions with bloggers attended by 40 International and 10 Finnish VIP bloggers and presentation Why to Blog about Malaysia.	MATKA 2014 is the biggest trade and consumer fair in Northern Europe. Brings together professionals from global tourism industry to enhance the promotion and marketing of tourism products and destinations to generate new business. This is a yearly event in Finland starting 1987.

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2	15 January 2014-19 January 2014	MATKARESA (NORDIC TRAVEL FAIR)											No. Of Exhibitors: 1,000 from 81 countries
3	16 January 2014-23 January 2014	ASEAN TOURISM FORUM	MOTAC	KUCHING	MALAYSIA	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	No of Exhibitors:918 No. of Visitors:888 No. of Participants:5 No. of Participants(SME):316 No. of Enquiries:233 Other Impacts:Positioning of Malaysia particularly Sarawak as an interesting destination that must be visited. Opportunity to announce and launch VMY 2014. Direct exposure to agents and media in the region and all over the world.	Product updates, PR and networking exercise. It a Good opportunity seized at the right time
4	29 January 2014-31 January 2014	SOUTH ASIA TRAVEL & TRADE EXHIBITION	MOTAC	NEW DELHI	INDIA	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 100,000.00 Potential Sales:RM 150,000.00 Generated Sales:RM 250,000.00 Media Value:RM 300,000.00 Potential Investment:RM 0.00 No of Exhibitors:640 No. of Visitors:11 No. of Participants:10 No. of Buyers:3 No. of Enquiries:4 No. of Business Meetings:1 Other Impacts:	
5	30 January 2014-02	EAST MEDITERRANEAN INTERNATIONAL TRAVEL &	MOTAC	ISTANBUL	TURKEY	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	No of Exhibitors:4 No. of Visitors:136	No. Of Exhibitors:

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
5	February 2014	TOURISM (EMITT)										No. of Participants:14 Other Impacts:Tourism Malaysia received Friendship Award from the organizer from this year participation.	4,500 from 70 countries.  This is the biggest tour and travel show in Turkey and this year is Tourism Malaysia 10 times participation in the event.
6	13 February 2014-17 February 2014	PTAA TRAVEL & TOUR EXPO	MOTAC	MANILA	PHILIPPINES	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 449,567.00 Potential Sales:RM 449,567.00 Generated Sales:RM 899,134.00 Media Value:RM 412,239.00 Potential Investment:RM 0.00 No of Exhibitors:235 No. of Visitors:76000 No. of Participants:235 No. of Enquiries:263 Other Impacts:Tourism Malaysia booth won the 1st Runner Up for Most Popular Booth; against the Philippines Airlines that won the Most Popular Booth.	- Actual Sales: A total of 500 pax packages sold during the 3 days event with projected value of sales PHP 6,035,037.19 (RM449,567); Media Value (in RM) :  - Advertising, PR and Media Coverage Advertising: 6 insertions with commercial value of PHP 3,992,000 (RM297,375).

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
6	13 February 2014-17 February 2014	PTAA TRAVEL & TOUR EXPO											<p>- PR: 9 printed PR articles and 1 TV coverage with commercial value of PHP 941,964 (RM 70,169).</p> <p>- Bloggers: 30 articles written online with commercial value of PHP 600,000 (RM 44,695)</p> <p>- No. of SME Participants (Company/ Organization): NIL- Strictly to local Philippines agents selling Malaysia</p>
7	20 February 2014-23 February 2014	THAILAND INTERNATIONAL TRAVEL FAIR	MOTAC	BANGKOK	THAILAND	LIFE STYLE	Tourism	TOURISM	-	CONSUMER FAIR	CONFIRMED	<p>Actual Sales:RM 336,281.00  Potential Sales:RM 78,000.00  Generated Sales:RM 414,281.00  Media Value:RM 49,500.00  Potential Investment:RM 0.00  No of Exhibitors:350  No. of Visitors:250  No. of Participants:12</p>	<p>Tourism Malaysia acquired 12 premium booths or equivalent of 80sqm of space with 12 local outbound</p>

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7	20 February 2014-23 February 2014	THAILAND INTERNATIONAL TRAVEL FAIR										No. of Enquiries:251 Other Impacts:Enhancing our networking with local outbound travel agents and also Thai Travel Agents Association (TTAA).	agents joined the pavilion to sell tour packages to Malaysia. A total of 251 reservations worth RM336,281.00 were concluded. An additional of 60 reservations worth at least RM78,000.00 were still on-going for confirmation.  On overall, there were 13 NTOs participated in the exhibition together with 136 travel agents, 17 airline companies, 72 hotels / resorts, 14 magazine representatives and 111 others. Japan National Tourism Organization

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7	20 February 2014-23 February 2014	THAILAND INTERNATIONAL TRAVEL FAIR											<p>biggest participant with a total of 63 booths.</p> <p>Thai Travel Agents Association (TTAA) estimated a total sales of BHT300 million (RM30.38 mil.) were transacted during the event. In the outbound market, the number of reservations declined especially for mid-range customers that purchased packages over BHT30,000.00 (declined between 15% till 20%). The country with the highest number of tourists purchased package tours</p>



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7	20 February 2014-23 February 2014	THAILAND INTERNATIONAL TRAVEL FAIR											was still Japan, followed by Korea, Singapore, Malaysia, Taiwan, Hong Kong and ASEAN countries.  TITF is the biggest outbound travel fair in Thailand.
8	05 March 2014-09 March 2014	INTERNATIONAL TOURISME BOURSE (ITB)	MOTAC	BERLIN	GERMANY	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	No of Exhibitors:10 No. of Visitors:174 No. of Participants:58 Other Impacts:Tourism Malaysia received 3 awards in ITB 2014 i) 2nd Best Exhibitor Award-Category Asia, Australia & Oceania, ii) Best Multimedia and Web Video for Malaysia Truly Asia-Yuna iii) Best Travel Guide (Germany-by Stephan Loose for Malaysia, Singapore and Brunei)	No. Of Exhibitors: 10,147 from 180 countries No. Of Visitors: 174,000 visitors/114,000 trade  Malaysia which has been an active participant at the ITB Berlin over the last 40 years since 1974, is the Convention and Culture Partner for the ITB Berlin

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
8	05 March 2014-09 March 2014	INTERNATIONAL TOURISME BOURSE (ITB)											Convention 2014  For ITB 2014:  State Government : 11 Hoteliers : 26 Tour Operators : 19 Others + Airlines: 2 (VMY & MH) TOTAL : 58 organizations
9	19 March 2014-22 March 2014	MOSCOW INTERNATIONAL TRAVEL & TOURISM (MITT)	MOTAC	MOSCOW	RUSSIAN FEDERATION	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	No of Exhibitors:1 No. of Visitors:37 No. of Participants:15 Other Impacts:Tourism Malaysia organized a Gala Night showcasing renowned International fashion designer Dato&Atilde;&cent;&iuml;&iquest;&frac12;&iuml;&iquest;&frac12; ; Tom Abang Saufi to promote Malaysia batik designs.	No. Of Exhibitors: 1,800 from 198 countries.  Tourism Malaysia have been participated in the event for more than 14 years. This year 15 sellers participated, an

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
9	19 March 2014- 22 March 2014	MOSCOW INTERNATIONAL TRAVEL & TOURISM (MITT)											increase of 30% compared to the previous year
10	20 March 2014- 23 March 2014	TUR GOTHENBURG	MOTAC	GOTHENBURG	SWEDEN	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 600,000.00 Generated Sales:RM 600,000.00 Media Value:RM 269,402.00 Potential Investment:RM 0.00 No of Exhibitors:460 No. of Visitors:34 No. of Participants:8 No. of Participants(SME):1 No. of Buyers:432 No. of Enquiries:5 Other Impacts:Seminar session on MM2H is conducted throughout the event.	Tourism Malaysia presented 2 demonstrators of Sape Player and Tattoo maker from Sarawak.  No. Of Enquiries: 5,000 (estimate) Actual Sales: The business sessions are more onto contracting and not direct selling. No. Of Buyers: Average 18 buyers per participant per day @ 18 x 8 participants x 3 days : 432 Media Value (in RM): RM 269,402 immediate

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
10	20 March 2014- 23 March 2014	TUR GOTHENBURG											media coverage value on the month. No. of SME Participants (Company/ Organization): 1 handicraft entrepreneur (bits maker) from Sarawak No. Of Exhibitors: 460 from 128 countries (50 Europe/78 outside Europe) 33 NTO Potential sales (in RM): RM 600,000 estimated base on direct selling to consumer on the final day.
11	29 March 2014- 30 March 2014	KOREA EMIGRATION & INVESTMENT FAIR - SPRING 2014 (MM2H)	MOTAC	SEOUL	KOREA, REPUBLIC OF	LIFE STYLE	Tourism	TOURISM	-	CONSUMER FAIR	CONFIRMED	Media Value:RM 930,000.00 Potential Investment:RM 0.00 No of Exhibitors:6 No. of Visitors:6 No. of Participants:5 No. of Enquiries:81 Other Impacts:No. Of Participants (Company/ Organization): 05 No. Of Enquiries: 81	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
11	29 March 2014-30 March 2014	KOREA EMIGRATION & INVESTMENT FAIR - SPRING 2014 (MM2H)										Actual Sales: -NIL-	
12	05 May 2014-08 May 2014	ARABIAN TRAVEL MARKET 2014	MOTAC	DUBAI	UNITED ARAB EMIRATES	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 100,000.00 Potential Sales:RM 11,215,499.00 Generated Sales:RM 11,315,499.00 Media Value:RM 1,000,000.00 Potential Investment:RM 0.00 No of Exhibitors:8473 No. of Visitors:25315 No. of Participants:84 No. of Buyers:4058 No. of Enquiries:8473 Other Impacts:	Remarks: Hotel : 41 Agent : 22 Tourism Organization : 14 Tourism Product : 7
13	29 May 2014-01 June 2014	KOREA WORLD TRAVEL FAIR (KOTFA)	MOTAC	SEOUL	KOREA, REPUBLIC OF	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Media Value:RM 31,810.00 Potential Investment:RM 0.00 No of Exhibitors:4826 No. of Visitors:120856 No. of Participants:491 No. of Enquiries:240 Other Impacts:	
14	11 September 2014-13 September 2014	INDIA	MOTAC	MUMBAI	INDIA	MALAYSIA'S SERVICES EXHIBITION	Tourism	MOTAC	Tourism Malaysia	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 57,000.00 Generated Sales:RM 57,000.00 No of Exhibitors:91 No. of Visitors:7888 No. of Participants:4 No. of Enquiries:165 Other Impacts:TM has acquired a booth size of 36 sqm	India International Travel Mart is a showcase for stimulating travel, tourism, hospitality, leisure and other related industries, both

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
14	11 September 2014-13 September 2014	INDIA											from within the country and outside. IITM is aimed at bringing about a face to face encounter with the travel trade, corporate consumers, the burgeoning middle and upper middle class including the elite segment, with the requisite purchasing power, in an ambient and festive surrounding that would facilitate the beginning of a new era of a mutually beneficially business relationship.
15	13 September 2014-14 September 2014	KOREA IMMIGRATION & INVESTMENT FAIR - AUTUMN 2014 (MM2H)	MOTAC	SEOUL	KOREA, REPUBLIC OF	LIFE STYLE	Tourism	TOURISM	-	CONSUMER FAIR	CONFIRMED	Media Value:RM 1,552,500.00 Potential Investment:RM 0.00 No of Exhibitors:22 No. of Visitors:10157	22 Exhibitors from 6 Countries

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
15	13 September 2014-14 September 2014	KOREA IMMIGRATION & INVESTMENT FAIR - AUTUMN 2014 (MM2H)										No. of Participants:3 No. of Enquiries:170 Other Impacts:	
16	14 September 2014-22 September 2014	OTDYKH LEISURE FAIR, MOSCOW &	MOTAC	MOSCOW	RUSSIAN FEDERATION	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	No. of Visitors:10000 No. of Participants:8 Other Impacts:Agents and 2 hotelier participated from Malaysia in this event and activities such as exhibition, cultural performance, demonstrator and dinner was organized.	
17	23 September 2014-26 September 2014	INTERNATIONAL FRENCH TRAVEL MARKET IFTM (TOP RESA)	MOTAC	PARIS	FRANCE	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Media Value:RM 150,000.00 Potential Investment:RM 0.00 No of Exhibitors:15000 No. of Visitors:29820 No. of Participants:6 No. of Buyers:320 No. of Enquiries:600 Other Impacts:Other Impact: Potential client to Malaysia increase with new partners TM Paris start our collaboration with SPOT during TOP RESA. SPOT is an interactive 3D platform organized by ASIA Voyages reserved for tourism professionals. The experts agents training program was a success for TM Paris. We took a good opportunity to train the French travel on 30 minutes presentation. Even travel agents came from French island	The Club France featured 18 exhibitors from all over France to present the French offer in all its diversity. Destination Bourgogne brought together a large number of companies to promote Burgundy many attractions. The Club Innovation an area where 11 exhibitors, including

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
17	23 September 2014-26 September 2014	INTERNATIONAL FRENCH TRAVEL MARKET IFTM (TOP RESA)										such as La Reunion, Martinique, Guadeloupe and Mauritius. 298 agents attended the seminar.	Welcome City Lab and Yahoo, showcased innovative products and services to industry professionals
18	25 September 2014-28 September 2014	JATA TOURISM EXPO	MOTAC	TOKYO	JAPAN	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Media Value:RM 1,383,093.00 Potential Investment:RM 0.00 No of Exhibitors:1129 No. of Visitors:157589 No. of Participants:14 No. of Buyers:400 Other Impacts:TM Tokyo supported this exhibition as (Gold Sponsor) and VMY logo was always appeared in every kind of advertisement which people always recognize Tourism Malaysia as their sponsor. Since Tourism Malaysia Pavilion is located near the first entrance, visitors easily found TM pavilion when they entered.	Tourism Malaysia brought in 1 caricature and beads making for showcase. Other Malaysia representatives from Malaysia are; 5 agents, 2 state tourism from KL and Sarawak and Malaysia Airlines
19	27 September 2014-28 September 2014	ABACUS HOLIDAY TRAVEL FAIR	MOTAC	BANDAR SERI BEGAWAN	BRUNEI DARUSSALAM	LIFE STYLE	Tourism	TOURISM	-	CONSUMER FAIR	CONFIRMED	Actual Sales:RM 1,736,857.40 Potential Sales:RM 53,815.80 Generated Sales:RM 1,790,673.20 Media Value:RM 54,000.00 Potential Investment:RM 0.00 No of Exhibitors:15 No. of Visitors:15000 No. of Participants:9	Tourism Malaysia Brunei took this platform to introducing the Malaysia Year of Festivals 2015 as a continuation of



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
19	27 September 2014-28 September 2014	ABACUS HOLIDAY TRAVEL FAIR										No. of Enquiries:859 Other Impacts:TM has been given an exclusivity of our own hall before visitors entering the main hall.	Visit Malaysia Year 2014 campaign. And we also partnering with Anthony Tours & Travel Agency, Malaysia Airlines launched the Bunga Raya Packages which affordable for Brunei market which is start from BND249 Free and easy package to Kuala Lumpur for 3 days 2 nights and from BND349 Free and easy package to Penang, Langkawi and Johor for 3 days 2 nights.
20	01 November 2014-01 November 2014	JAPAN LONGSTAY FAIR (MM2H)	MOTAC	TOKYO	JAPAN	LIFE STYLE	Tourism	TOURISM	-	CONSUMER FAIR	CONFIRMED	No. of Visitors:10542 No. of Participants:10 No. of Participants(SME):95 No. of Enquiries:350 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
21	03 November 2014-06 November 2014	WORLD TRAVEL MART (WTM)	MOTAC	LONDON	UNITED KINGDOM	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 100,000.00 Generated Sales:RM 100,000.00 No of Exhibitors:1550 No. of Visitors:82213 No. of Participants:55 No. of Buyers:2530 No. of Enquiries:1400 Other Impacts:TM Participation in WTM2014 was a successful and have met the main objective in getting the UK travel trade partners meeting with the Malaysian Travel Trade A total of 5,000 visitors came to Malaysia Pavilion throughout these 4 days event. Malaysia Travel Trade claimed for great and serious business returned for this year&acirc;€™s participation.	i)Media Interview: 17 exclusive interview ii)Launching of Double Decker 100 bus & 200 taxis for MyFest 2015 iii)TM participating in Lord Mayor&acirc;€™s Show 2014 attracting 500,000 spectators with media coverage from 55 newspapers iv)Press Conference for Malaysia including several launching of State Tourism product and campaign v) 55 Organizations; Hoteliers, Travel Agents, State Tourism Offices & MOTAC

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
21	03 November 2014-06 November 2014	WORLD TRAVEL MART (WTM)											Agencies
22	05 November 2014-12 November 2014	WORLD TRAVEL MARKET	MOTAC	LONDON	UNITED KINGDOM	LIFESTYLE		TOURISM		TRADE FAIR	CONFIRMED	Other Impacts:this form is empty	this remarks
23	07 November 2014-10 November 2014	INTERNATIONAL TRAVEL FAIR	MOTAC	TAIPEI	TAIWAN, PROVINCE OF CHINA	LIFE STYLE	Tourism	TOURISM	-	CONSUMER FAIR	CONFIRMED	Potential Sales:RM 941,666.00 Generated Sales:RM 941,666.00 Media Value:RM 5,846,988.00 Potential Investment:RM 0.00 No of Exhibitors:950 No. of Visitors:339333 No. of Participants:23 No. of Buyers:423 No. of Enquiries:472 Other Impacts:	
24	13 November 2014-16 November 2014	CHINA INTERNATIONAL TRAVEL MART (CITM)	MOTAC	SHANGHAI	CHINA	LIFE STYLE	Tourism	TOURISM	-	TRADE FAIR	CONFIRMED	Media Value:RM 7,840,500.00 Potential Investment:RM 0.00 No. of Visitors:80000 No. of Participants:22 No. of Participants(SME):278 No. of Buyers:1200 No. of Enquiries:147 Other Impacts:	
<b>Total No. of Activities: 24</b>													
<b>MOHE</b>													
1	17 January 2014-19 January 2014	EDEX EXPO, SRI LANKA	MOHE	COLOMBO	SRI LANKA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 1,950,000.00 Potential Sales:RM 480,000.00 Generated Sales:RM 2,430,000.00 No of Exhibitors:8 No. of Enquiries:653 No. of Business Meetings:5 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
2	23 January 2014-26 January 2014	23RD EDUCATION AND TRAINING EXPO	MOHE	JAKARTA	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	Education	MOHE	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 240,000.00 Potential Sales:RM 23,916,000.00 Generated Sales:RM 24,156,000.00 No of Exhibitors:20 No. of Visitors:12600 No. of Participants:20 No. of Enquiries:3750 Other Impacts:	
3	29 March 2014-30 March 2014	KOREA STUDY ABROAD FAIR, SPRING 2014	MOHE	SEOUL	KOREA, REPUBLIC OF	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
4	01 April 2014-03 May 2014	JAWA TIMUR EDUCATION FAIR	MOHE	SURABAYA	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 1,050,000.00 Potential Sales:RM 1,281,000.00 Generated Sales:RM 2,331,000.00 No. of Visitors:2400 No. of Participants:22 No. of Enquiries:1938 Other Impacts:	
5	09 April 2014-11 April 2014	GULF EDUCATION AND TRAINING EXHIBITION (GETEX)	MOHE	DUBAI	UNITED ARAB EMIRATES	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
6	12 April 2014-13 April 2014	A2 INTERNATIONAL EDUCATION FAIRS SPRING 2014	MOHE	BAKU	AZERBAIJAN	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR	CONFIRMED	Actual Sales:RM 60,000.00 Potential Sales:RM 270,000.00 Generated Sales:RM 330,000.00 No. of Participants:1	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
6	12 April 2014-13 April 2014	A2 INTERNATIONAL EDUCATION FAIRS SPRING 2014								AND VISIT		No. of Enquiries:230 Other Impacts:	
7	15 April 2014-18 May 2014	INTERNATIONAL EXHIBITION & CONFERENCE ON HIGHER EDUCATION (IECHE)	MOHE	RIYADH	SAUDI ARABIA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
8	20 April 2014-21 April 2014	EDUCATION MALAYSIA EXPOSITION	MOHE	JEDDAH	SAUDI ARABIA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	REXPO	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 2,790,000.00 Potential Sales:RM 6,000,000.00 Generated Sales:RM 8,790,000.00 No. of Participants:29 No. of Enquiries:5986 Other Impacts:	
9	22 April 2014-24 April 2014	GLOBAL HIGHER EDUCATION, TRAINING AND JOB OPPORTUNITIES EXHIBITION (GHEDEX)	MOHE	MUSCAT	OMAN	MALAYSIA'S SERVICES EXHIBITION	Education	MOHE	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
10	07 June 2014-16 June 2014	PADANG FAIR, INDONESIA 2014	MOHE	PADANG	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 3,600,000.00 Potential Sales:RM 3,900,000.00 Generated Sales:RM 7,500,000.00 No. of Visitors:6560 No. of Participants:7 No. of Enquiries:1300 Other Impacts:Several schools and universities have shown their interest to do familiarity visit to Malaysia`s school and universities.	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
11	23 October 2014-26 October 2014	PAMERAN PENDIDIKAN TINGGI SULAWESI KE 4	MOHE	MANADO	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 300,000.00 Potential Sales:RM 750,000.00 Generated Sales:RM 1,050,000.00 No of Exhibitors:10 No. of Visitors:1500 No. of Participants:10 No. of Enquiries:1200 Other Impacts:	
12	28 October 2014-02 November 2014	MAKASSAR EXPO, INDONESIA	MOHE	MAKASSAR	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 240,000.00 Potential Sales:RM 504,000.00 Generated Sales:RM 744,000.00 No of Exhibitors:12 No. of Visitors:850 No. of Participants:12 No. of Enquiries:650 Other Impacts:	
13	01 November 2014-02 November 2014	OCSC EDUCATION EXPO, BANGKOK THAILAND	MOHE	BANGKOK	THAILAND	MALAYSIA'S SERVICES EXHIBITION	Education	EMGS	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 330,000.00 Potential Sales:RM 420,000.00 Generated Sales:RM 750,000.00 No of Exhibitors:10 No. of Visitors:500 No. of Participants:10 No. of Enquiries:314 Other Impacts:Possible collaboration between Malaysian university and foreign universities (exp: UMK with Wollongong University & Chinese Universities).  Strengthened collaboration with local agents / partners	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
13	01 November 2014-02 November 2014	OCSC EDUCATION EXPO, BANGKOK THAILAND										Discussion with The Office of the Civil Service Commission (OCSC), a sponsorship body in Thailand about study opportunities in Malaysia and send more students to Malaysia.	

**Total No. of Activities: 13**

**MITI**

1	27 January 2014-30 January 2014	ARAB HEALTH 2014	MITI	DUBAI	UNITED ARAB EMIRATES	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 27,275,637.00 Potential Sales:RM 280,799,253.69 Generated Sales:RM 308,074,890.69 Other Impacts:	
2	11 February 2014-13 February 2014	SPECIALISED MARKETING MISSION (SMM) ON AEROSPACE INDUSTRY TO SINGAPORE IN CONJUNCTION WITH SINGAPORE AIRSHOW 2014 EXHIBITION.	MITI	CHANGI	SINGAPORE	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 11,600,000.00 Generated Sales:RM 11,600,000.00 Other Impacts:	
3	23 February 2014-27 February 2014	THE 19TH GULFOOD 2014	MITI	DUBAI	UNITED ARAB EMIRATES	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 232,998,919.37 Potential Sales:RM 374,994,496.79 Generated Sales:RM 607,993,416.16 Other Impacts:	
4	04 March 2014-07 March 2014	FOODEX JAPAN 2014	MITI	CHIBA	JAPAN	PROCESSED FOOD,	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 5,261,437.91 Potential Sales:RM	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
4	04 March 2014-07 March 2014	FOODEX JAPAN 2014				BIOTECH AND HALAL						30,228,246.92 Generated Sales:RM 35,489,684.83 Other Impacts:	
5	10 March 2014-14 March 2014	CEBIT 2014	MITI	HANNOVER	GERMANY	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 9,830,000.00 Potential Sales:RM 309,218,405.23 Generated Sales:RM 319,048,405.23 Other Impacts:	
6	17 March 2014-21 March 2014	SPECIALISED MARKETING MISSION ON CONSTRUCTION AND RELATED SERVICES TO MYANMAR	MITI	YANGON	MYANMAR	PROFESSIONAL SERVICES & CONSTRUCTION	-	MATRADE	-	SPECIALISED MARKETING MISSION	COMPLETED	Actual Sales:RM 462,100,000.00 Generated Sales:RM 462,100,000.00 Other Impacts:	
7	18 March 2014-20 March 2014	ELEGANZA 2014	MITI	DOHA	QATAR	LIFE STYLE	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 151,850.00 Potential Sales:RM 16,157,150.00 Generated Sales:RM 16,309,000.00 Other Impacts:	
8	19 March 2014-22 March 2014	THE 6TH INDONESIA INTERNATIONAL AUTO PARTS, ACCESSORIES AND EQUIP EXHIBITION 2014 (INAPA 2014)	MITI	JAKARTA	INDONESIA	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 9,007,229.00 Potential Sales:RM 61,930,966.00 Generated Sales:RM 70,938,195.00 Other Impacts:	
9	20 March 2014-22 March 2014	MALAYSIA SERVICE EXHIBITION(MSE) AHMEDABAD 2014	MITI	AHMEDABAD	INDIA	MALAYSIA'S SERVICES EXHIBITION	-	MATRADE	-	TRADE FAIR	COMPLETED	Potential Sales:RM 116,669,000.00 Generated Sales:RM 116,669,000.00 Other Impacts:	
10	25 March 2014-28 March 2014	OFFSHORE TECHNOLOGY CONFERENCE (OTC) ASIA 2014	MITI	KUALA LUMPUR	MALAYSIA	OIL & GAS AND CHEMICALS	-	MATRADE	-	TRADE FAIR	COMPLETED	Potential Sales:RM 562,664,000.00 Generated Sales:RM 562,664,000.00	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
10	25 March 2014-28 March 2014	OFFSHORE TECHNOLOGY CONFERENCE (OTC) ASIA 2014										Other Impacts:	
11	01 April 2014-04 April 2014	MOSBUILD 2014	MITI	MOSCOW	RUSSIAN FEDERATION	CONSTRUCTION SERVICES & BUILDING MATERIALS	-	MATRADE	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 112,500,000.00 Generated Sales:RM 112,500,000.00 Other Impacts:	
12	02 April 2014-04 April 2014	SPECIALISED MARKETING MISSION ON FOOD INGREDIENTS AND F&B PRODUCTS TO CANADA IN CONJUNCTION WITH SIAL CANADA 2014	MITI	MONTREAL	CANADA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 5,429,596.08 Generated Sales:RM 5,429,596.08 Other Impacts:	
13	22 April 2014-24 April 2014	SPECIALISED MARKETING MISSION ON CONSTRUCTION AND RELATED SERVICES TO COLOMBO, SRI LANKA	MITI	COLOMBO	SRI LANKA	CONSTRUCTION SERVICES & BUILDING MATERIALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 67,950,000.00 Generated Sales:RM 67,950,000.00 Other Impacts:	
14	24 April 2014-27 April 2014	SEOUL FURNITURE & HOME LIVING FAIR 2014	MITI	SEOUL	KOREA, REPUBLIC OF	LIFE STYLE	-	MATRADE	-	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
15	28 April 2014-01 May 2014	THAILAND AUTO PARTS & ACCESSORIES (TAPA) 2014	MITI	BANGKOK	THAILAND	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,050,000.00 Potential Sales:RM 12,720,000.00 Generated Sales:RM 13,770,000.00 Other Impacts:	
16	01 May 2014-05 May 2014	THE 115TH CHINA IMPORT & EXPORT FAIR (CANTON FAIR) PHASE 3, SPRING SESSION	MITI	GUANGZHOU	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 24,444,117.66 Potential Sales:RM 143,942,993.49 Generated Sales:RM 168,387,111.15 Other Impacts:	
17	05 May 2014-08 May 2014	OFFSHORE TECHNOLOGY CONFERENCE (OTC) HOUSTON 2014	MITI	HOUSTON	UNITED STATES	OIL & GAS AND CHEMICALS	-	MATRADE	-	TRADE FAIR	COMPLETED	Potential Sales:RM 735,467,892.31 Generated Sales:RM	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
17	05 May 2014-08 May 2014	OFFSHORE TECHNOLOGY CONFERENCE (OTC) HOUSTON 2014										735,467,892.31 Other Impacts:	
18	13 May 2014-15 May 2014	SIAL CHINA 2014, SHANGHAI	MITI	SHANGHAI	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 6,833,394.20 Potential Sales:RM 32,071,152.00 Generated Sales:RM 38,904,546.20 Other Impacts:	
19	20 May 2014-21 May 2014	THE WORLD OF PRIVATE LABEL INTERNATIONAL TRADE SHOW 2014 (AMSTERDAM)	MITI	AMSTERDAM	NETHERLANDS	LIFE STYLE	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 29,203,000.00 Potential Sales:RM 56,873,000.00 Generated Sales:RM 86,076,000.00 Other Impacts:	
20	21 May 2014-24 May 2014	SPECIALISED MARKETING MISSION ON PRODUCTS AND SERVICES IN CONJUNCTION WITH THE TRADE AND INVESTMENT MISSION TO THE PHILIPPINES (21-24 MAY 2014)	MITI	MANILA	PHILIPPINES	CONSTRUCTION SERVICES & BUILDING MATERIALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 131,780,000.00 Generated Sales:RM 131,780,000.00 Other Impacts:	
21	28 May 2014-02 June 2014	ALGIERS INTERNATIONAL FAIR	MITI	ALGIERS	ALGERIA	LIFE STYLE	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 216,176.00 Potential Sales:RM 41,472,000.00 Generated Sales:RM 41,688,176.00 Other Impacts:	
22	29 May 2014-31 May 2014	SHOWCASE MALAYSIA BANGALORE	MITI	BANGALORE	INDIA	OIL & GAS AND CHEMICALS	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 35,862,400.00 Potential Sales:RM 47,091,434.92 Generated Sales:RM 82,953,834.92 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
23	02 June 2014-05 June 2014	SPECIALISED MARKETING MISSION IN CONJUNCTION WITH LIGHTFAIR INTERNATIONAL 2014, LAS VEGAS, NEVADA, USA	MITI	LAS VEGAS	UNITED STATES	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 223,800,640.00 Generated Sales:RM 223,800,640.00 Other Impacts:	
24	03 June 2014-05 June 2014	SMM ON THE DESIGN AND CREATIVE SECTORS IN-CONJUNCTION WITH "2014 GLOBAL SUMMIT OF WOMEN", PARIS	MITI	PARIS	FRANCE	LIFE STYLE	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 862,000.00 Potential Sales:RM 1,380,000.00 Generated Sales:RM 2,242,000.00 Other Impacts:	
25	03 June 2014-05 June 2014	LIGHTFAIR INTERNATIONAL 2014, LAS VEGAS, NEVADA, USA	MITI	LAS VEGAS	UNITED STATES	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 1,631,200.00 Generated Sales:RM 1,631,200.00 Other Impacts:	
26	07 June 2014-23 November 2014	14TH INTERNATIONAL ARCHITECTURE EXHIBITION, LA BIENNALE DI VENEZIA 2014, VENICE, ITALY	MITI	VENICE	ITALY	PROFESSIONAL SERVICES & CONSTRUCTION	-	MATRADE	-	TRADE FAIR	CONFIRMED	Other Impacts:	
27	10 June 2014-13 June 2014	SPECIALISED MARKETING MISSION ON ICT AND CMC TO ISTANBUL, TURKEY	MITI	ISTANBUL	TURKEY	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 50,000.00 Potential Sales:RM 97,232,020.00 Generated Sales:RM 97,282,020.00 Other Impacts:	
28	11 June 2014-15 June 2014	MALAYSIA SERVICES EXHIBITION(MSE) JAKARTA 2014	MITI	JAKARTA	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 92,679.74 Potential Sales:RM 356,219.61 Generated Sales:RM 448,899.35 Other Impacts:	
29	22 June 2014-24 June 2014	SPECIALISED MARKETING MISSION (SMM) ON HALAL TO JOHANNESBURG, SOUTH AFRICA IN CONJUNCTION WITH	MITI	JOHANNESBURG	SOUTH AFRICA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 20,924,592.54 Generated Sales:RM 20,924,592.54 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
29	22 June 2014-24 June 2014	AFRICA BIG SEVEN.											
30	08 July 2014-10 July 2014	SEMICON WEST 2014	MITI	SAN FRANCISCO	UNITED STATES	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 39,016,800.00 Potential Sales:RM 167,674,698.00 Generated Sales:RM 206,691,498.00 Other Impacts:	
31	14 July 2014-16 July 2014	SPECIALISED MARKETING MISSION (SMM) ON AEROSPACE INDUSTRY TO UNITED KINGDOM IN CONJUNCTION WITH FARNBOROUGH AIRSHOW 2014	MITI	FARNBOROUGH	UNITED KINGDOM	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
32	29 July 2014-01 August 2014	GDS AND TAG IT! (GLOBAL SHOES 2014)	MITI	DUSSELDORF	GERMANY	LIFE STYLE	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 7,956,960.00 Potential Sales:RM 45,781,840.00 Generated Sales:RM 53,738,800.00 Other Impacts:	
33	08 August 2014-16 August 2014	TRADE & INVESTMENT MISSION TO AUSTRALIA	MITI	MELBOURNE	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE INVESTMENT MISSION	CONFIRMED	Other Impacts:	
34	08 August 2014-16 August 2014	TRADE & INVESTMENT MISSION TO AUSTRALIA	MITI	SYDNEY	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE INVESTMENT MISSION	CONFIRMED	Other Impacts:	
35	08 August 2014-16 August 2014	TRADE & INVESTMENT MISSION TO AUSTRALIA	MITI	ADELAIDE	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE INVESTMENT MISSION	CONFIRMED	Other Impacts:	
36	20 August 2014-23 August 2014	SPECIALISED MARKETING MISSION FOR BUILDING MATERIALS TO	MITI	JOHANNESBURG	SOUTH AFRICA	CONSTRUCTION SERVICES & BUILDING	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 8,784,321.00 Generated Sales:RM 8,784,321.00	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
36	20 August 2014-23 August 2014	JOHANNESBURG, SOUTH AFRICA INCONJUNCTION WITH INTERBUILD AFRICA 2014				MATERIALS						Other Impacts:	
37	25 August 2014-28 August 2014	SPECIALISED MARKETING MISSION FOR OIL & GAS SECTOR TO STAVANGER IN CONJUNCTION WITH OFFSHORE NORTHERN SEAS (ONS) 2014	MITI	STAVANGER	NORWAY	OIL & GAS AND CHEMICALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 528,298,074.00 Generated Sales:RM 528,298,074.00 Other Impacts:	
38	25 August 2014-29 August 2014	SPECIALISED MARKETING MISSION ON PROCESSED FOOD TO LIMA, PERU IN CONJUNCTION WITH EXPOALIMENTARIA 2014	MITI	LIMA	PERU	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 833,000.00 Potential Sales:RM 3,625,991.00 Generated Sales:RM 4,458,991.00 Other Impacts:	
39	03 September 2014-04 September 2014	SPECIALISED MARKETING MISSION (SMM) ON HERBAL AND NUTRACEUTICAL PRODUCTS IN CONJUNCTION WITH VITAFODS ASIA, HONG KONG	MITI	HONG KONG	HONG KONG	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 2,250,210.00 Potential Sales:RM 5,392,800.00 Generated Sales:RM 7,643,010.00 Other Impacts:	
40	15 September 2014-18 September 2014	FINE FOOD AUSTRALIA 2014	MITI	MELBOURNE	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 10,275,486.00 Potential Sales:RM 46,497,358.40 Generated Sales:RM 56,772,844.40 Other Impacts:	
41	17 September 2014-19 September 2014	SPECIALISED MARKETING MISSION FOR BUILDING MATERIALS TO BANGKOK, THAILAND	MITI	BANGKOK	THAILAND	BUSINESS SERVICES & BUILDING MATERIALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 3,392,000.00 Potential Sales:RM 6,720,000.00 Generated Sales:RM 10,112,000.00 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
42	21 September 2014-26 September 2014	TRADE & INVESTMENT MISSION TO CANADA & THE USA	MITI	BOSTON	UNITED STATES	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	TRADE INVESTMENT MISSION	CONFIRMED	Other Impacts:	
43	21 September 2014-26 September 2014	TRADE & INVESTMENT MISSION TO CANADA & THE USA	MITI	NEW YORK	UNITED STATES	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	TRADE INVESTMENT MISSION	CONFIRMED	Other Impacts:	
44	21 September 2014-26 September 2014	TRADE & INVESTMENT MISSION TO CANADA & THE USA	MITI	TORONTO	CANADA	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	TRADE INVESTMENT MISSION	CONFIRMED	Other Impacts:	
45	28 September 2014-06 October 2014	SMM ON DESIGN & CREATIVE SECTOR TO PARIS	MITI	PARIS	FRANCE	LIFE STYLE	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 1,315,980.00 Generated Sales:RM 1,315,980.00 Other Impacts:	
46	30 September 2014-03 October 2014	SMM FOR OIL & GAS SECTOR TO ALMATY IN CONJUNCTION WITH KAZAKHSTAN INTERNATIONAL OIL & GAS EXHIBITION (KIOGE) 2014, KAZAKHSTAN	MITI	ALMATY	KAZAKHSTAN	OIL & GAS AND CHEMICALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 468,886,250.00 Generated Sales:RM 468,886,250.00 Other Impacts:	
47	01 October 2014-04 October 2014	SHOWCASE MALAYSIA IN MYANMAR 2014	MITI	YANGON	MYANMAR	PROFESSIONAL SERVICES & CONSTRUCTION	-	MATRADE	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 110,359,726.14 Generated Sales:RM 110,359,726.14 Other Impacts:	
48	03 October 2014-11 October 2014	MALAYSIA ART EXHIBITION, MELBOURNE 2014	MITI	MELBOURNE	AUSTRALIA	LIFE STYLE	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
49	06 October 2014-09 October 2014	TEHRAN INTERNATIONAL INDUSTRY EXHIBITION 2014	MITI	TEHRAN	IRAN, ISLAMIC REPUBLIC OF	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 720,985.00 Potential Sales:RM 4,409,800.00 Generated Sales:RM 5,130,785.00 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
50	07 October 2014-09 October 2014	CPHI WORLDWIDE 2014, PARIS	MITI	PARIS	FRANCE	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 7,901,350.00 Potential Sales:RM 59,971,413.00 Generated Sales:RM 67,872,763.00 Other Impacts:	
51	09 October 2014-15 October 2014	SPECIALISED MARKETING MISSION ON LOGISTICS INDUSTRY TO UZBEKISTAN & TURKEY	MITI	TASHKENT	UZBEKISTAN	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 11,164,000.00 Potential Sales:RM 6,520,000.00 Generated Sales:RM 17,684,000.00 Other Impacts:	
52	09 October 2014-15 October 2014	SPECIALISED MARKETING MISSION ON LOGISTICS INDUSTRY TO UZBEKISTAN & TURKEY	MITI	ISTANBUL	TURKEY	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 11,164,000.00 Potential Sales:RM 6,520,000.00 Generated Sales:RM 17,684,000.00 Other Impacts:	
53	14 October 2014-16 October 2014	SPECIALISED MARKETING MISSION (SMM) ON AVIATION INDUSTRY TO ANKARA, TURKEY FROM 14TH TO 16TH OCTOBER 2014	MITI	ANKARA	TURKEY	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
54	16 October 2014-18 October 2014	SPECIALISED MARKETING MISSION ON CHEMICAL PRODUCTS IN-CONJUNCTION WITH TURKCHEM 2014	MITI	ISTANBUL	TURKEY	OIL & GAS AND CHEMICALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 658,661,630.00 Generated Sales:RM 658,661,630.00 Other Impacts:	
55	19 October 2014-23 October 2014	SIAL PARIS 2014	MITI	PARIS	FRANCE	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 31,372,092.63 Potential Sales:RM 91,827,023.38 Generated Sales:RM 123,199,116.01 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
56	22 October 2014-26 October 2014	2ND BIMP-EAGA & IMT-GT: TRADE FAIR AND BUSINESS LEADERS' CONFERENCE	MITI	DAVAO CITY	PHILIPPINES	CONSTRUCTION SERVICES & BUILDING MATERIALS	-	MATRADE	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 80,986,270.00 Generated Sales:RM 80,986,270.00 Other Impacts:	
57	25 October 2014-31 October 2014	SPECIALISED MARKETING MISSION ON MARITIME INDUSTRY TO SAUDI ARABIA & UAE IN CONJUNCTION WITH SEATRADE MIDDLE EAST MARITIME 2014	MITI	DAMMAM	SAUDI ARABIA	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 980,704,000.00 Generated Sales:RM 980,704,000.00 Other Impacts:	
58	25 October 2014-31 October 2014	SPECIALISED MARKETING MISSION ON MARITIME INDUSTRY TO SAUDI ARABIA & UAE IN CONJUNCTION WITH SEATRADE MIDDLE EAST MARITIME 2014	MITI	DUBAI	UNITED ARAB EMIRATES	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 980,704,000.00 Generated Sales:RM 980,704,000.00 Other Impacts:	
59	28 October 2014-01 November 2014	SPECIALISED MARKETING MISSION ON CHEMICAL PRODUCTS IN-CONJUNCTION WITH INTERNATIONAL PLASTIC FAIR (IPF) 2014 JAPAN	MITI	TOKYO	JAPAN	OIL & GAS AND CHEMICALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 2,129,528.00 Potential Sales:RM 643,227,673.60 Generated Sales:RM 645,357,201.60 Other Impacts:	
60	30 October 2014-05 November 2014	SPECIALISED MARKETING MISSION ON CREATIVE MULTIMEDIA AND CONTENT (CMC) TO LOS ANGELES (LA), UNITED STATES OF AMERICA (USA)	MITI	LOS ANGELES	UNITED STATES	ELECTRICAL & ELECTRONICS AND ICT	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 103,333,728.00 Generated Sales:RM 103,333,728.00 Other Impacts:	
61	31 October 2014-04 November 2014	THE 116TH CHINA IMPORT & EXPORT FAIR (CANTON FAIR), PHASE 3, AUTUMN SESSION	MITI	GUANGZHOU	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 4,743,769.10 Potential Sales:RM 65,647,993.50 Generated Sales:RM 70,391,762.60	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
61	31 October 2014-04 November 2014	THE 116TH CHINA IMPORT & EXPORT FAIR (CANTON FAIR), PHASE 3, AUTUMN SESSION										Other Impacts:	
62	10 November 2014-16 November 2014	ASEAN TRADE FAIR IN CONJUNCTION OF FOOD WEEK SEOUL 2014	MITI	SEOUL	KOREA, REPUBLIC OF	PROCESSED FOOD, BIOTECH AND HALAL	-	MATRADE	-	JOINT PROMOTION ACTIVITIES	COMPLETED	Other Impacts:	
63	10 November 2014-13 November 2014	ABU DHABI INTERNATIONAL PETROLEUM EXHIBITION AND CONFERENCE (ADIPEC) 2014	MITI	ABU DHABI	UNITED ARAB EMIRATES	OIL & GAS AND CHEMICALS	-	MATRADE	-	TRADE FAIR	COMPLETED	Potential Sales:RM 1,491,728,513.00 Generated Sales:RM 1,491,728,513.00 Other Impacts:	
64	12 November 2014-15 November 2014	MEDICA 2014	MITI	DUSSELDORF	GERMANY	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 4,902,742.00 Potential Sales:RM 154,755,164.00 Generated Sales:RM 159,657,906.00 Other Impacts:	
65	17 November 2014-20 November 2014	THE BIG 5 SHOW (INTERNATIONAL BUILDING & CONSTRUCTION SHOW)	MITI	DUBAI	UNITED ARAB EMIRATES	CONSTRUCTION SERVICES & BUILDING MATERIALS	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 270,000.00 Potential Sales:RM 115,946,000.00 Generated Sales:RM 116,216,000.00 Other Impacts:	
66	18 November 2014-22 November 2014	JEWELLERY ARABIA 2014	MITI	MANAMA	BAHRAIN	LIFE STYLE	-	MATRADE	-	TRADE FAIR	COMPLETED	Actual Sales:RM 161,730.00 Potential Sales:RM 17,522,000.00 Generated Sales:RM 17,683,730.00 Other Impacts:	
67	24 November 2014-07 December 2014	MALAYSIA ART EXHIBITION 2014 IN LONDON	MITI	LONDON	UNITED KINGDOM	LIFE STYLE	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
68	26 November 2014-28	SPECIALISED MARKETING MISSION ON BUSINESS	MITI	BANGKOK	THAILAND	BUSINESS SERVICES &	-	MATRADE	-	SPECIALISED MARKETING	CONFIRMED	Actual Sales:RM 41,589,500.00 Generated Sales:RM	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
68	November 2014	SERVICES TO BANGKOK, THAILAND				BUILDING MATERIALS				MISSION		41,589,500.00 Other Impacts:	
69	01 December 2014-06 December 2014	FOLLOW UP MISSION TO CHRISTCHURCH, NEW ZEALAND	MITI	CHRISTCHURCH	NEW ZEALAND	BUSINESS SERVICES & BUILDING MATERIALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
70	03 December 2014-05 December 2014	SPECIALISED MARKETING MISSION FOR OIL & GAS SECTOR TO MYANMAR: PRESENTATION OF PRODUCTS / SERVICES TO MYANMAR OIL & GAS ENTERPRISE (MOGE)	MITI	YANGON	MYANMAR	OIL & GAS AND CHEMICALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	COMPLETED	Potential Sales:RM 10,000,005.00 Generated Sales:RM 10,000,005.00 Other Impacts:	
71	03 December 2014-05 December 2014	SPECIALISED MARKETING MISSION FOR OIL & GAS SECTOR TO MYANMAR: PRESENTATION OF PRODUCTS / SERVICES TO MYANMAR OIL & GAS ENTERPRISE (MOGE)	MITI	NAY PYI TAW	MYANMAR	OIL & GAS AND CHEMICALS	-	MATRADE	-	SPECIALISED MARKETING MISSION	COMPLETED	Potential Sales:RM 10,000,005.00 Generated Sales:RM 10,000,005.00 Other Impacts:	
72	03 December 2014-06 December 2014	MANUFACTURING INDONESIA 2014	MITI	JAKARTA	INDONESIA	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 27,012.00 Potential Sales:RM 7,023,120.00 Generated Sales:RM 7,050,132.00 Other Impacts:	
73	08 December 2014-10 December 2014	SMM ON AEROSPACE INDUSTRY TO DUBAI, UAE (IN-CONJUNCTION WITH MIDDLE EAST BUSINESS AVIATION (MEBA) 2014 EXHIBITION)	MITI	DUBAI	UNITED ARAB EMIRATES	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
74	14 December 2014-19 December 2014	SPECIALISED MARKETING MISSION ON MARITIME INDUSTRY TO MYANMAR AND THAILAND	MITI	YANGON	MYANMAR	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 6,350,000.00 Potential Sales:RM 275,000,000.00 Generated Sales:RM	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
74	14 December 2014-19 December 2014	SPECIALISED MARKETING MISSION ON MARITIME INDUSTRY TO MYANMAR AND THAILAND										281,350,000.00 Other Impacts:	
75	14 December 2014-19 December 2014	SPECIALISED MARKETING MISSION ON MARITIME INDUSTRY TO MYANMAR AND THAILAND	MITI	BANGKOK	THAILAND	TRANSPORT, LOGISTIC, MACHINERY AND MRO	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Actual Sales:RM 6,350,000.00 Potential Sales:RM 275,000,000.00 Generated Sales:RM 281,350,000.00 Other Impacts:	
76	15 December 2014-18 December 2014	SPECIALISED MARKETING MISSION ON WATER AND WASTEWATER TREATMENT TO PHNOM PENH, CAMBODIA	MITI	PHNOM PENH	CAMBODIA	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	-	MATRADE	-	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	

**Total No. of Activities: 76**

**KPDNKK**

1	01 January 2014-31 December 2014	TASTE OF MALAYSIA	KPDNKK	LONDON	UNITED KINGDOM	PROCESSED FOOD, BIOTECH AND HALAL	Processed food and beverages	KPDNKK	Tesco Stores (M) Sdn Bhd	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
2	01 January 2014-31 December 2014	TASTE OF MALAYSIA	KPDNKK	BANDAR SERI BEGAWAN	BRUNEI DARUSSALAM	PROCESSED FOOD, BIOTECH AND HALAL	Processed food and beverages	KPDNKK	CGH Retail (M) Sdn Bhd	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
3	01 January 2014-31 December 2014	TASTE OF MALAYSIA	KPDNKK	TOKYO	JAPAN	PROCESSED FOOD, BIOTECH AND HALAL	Processed food and beverages	KPDNKK	AEON Co (M) Bhd	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
4	28 March 2014-30 March 2014	SYDNEY FRANCHISE & BUSINESS OPPORTUNITIES	KPDNKK	SYDNEY	AUSTRALIA	PROFESSIONAL & BUSINESS SERVICES	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing &	KPDNKK	PNS/MFA	TRADE FAIR	CONFIRMED	Potential Sales:RM 25,330,000.00 Generated Sales:RM 25,330,000.00 No of Exhibitors:12 No. of Buyers:100	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
4	28 March 2014-30 March 2014	SYDNEY FRANCHISE & BUSINESS OPPORTUNITIES					Accessories, Other Business					Other Impacts:Potential Franchisee : 100	
5	16 April 2014-19 April 2014	24TH VIETNAM INTERNATIONAL TRADE FAIR - VIETNAM EXPO 2014	KPDNKK	HANOI	VIET NAM	PROCESSED FOOD, BIOTECH AND HALAL	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing & Accessories, Other Business	KPDNKK	PNS/MFA	TRADE FAIR	CONFIRMED	Potential Sales:RM 4,230,000.00 Generated Sales:RM 4,230,000.00 No of Exhibitors:10 No. of Buyers:46 Other Impacts:Exhibitors may study new market to penetrate.	
6	20 June 2014-22 June 2014	FRANCHISE INTERNATIONAL MALAYSIA (FIM) 2014	KPDNKK	KUALA LUMPUR	MALAYSIA	PROFESSIONAL & BUSINESS SERVICES	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing & Accessories, Other Business	KPDNKK	MFA	TRADE FAIR	CONFIRMED	Potential Sales:RM 365,000,000.00 Generated Sales:RM 365,000,000.00 No of Exhibitors:85 No. of Visitors:10393 No. of Buyers:1560 No. of Business Meetings:1 Other Impacts:	
7	20 June 2014-22 June 2014	MALAYSIA-INDONESIA BUSINESS EXPO (MIBEX)	KPDNKK	JAKARTA	INDONESIA	PROFESSIONAL & BUSINESS SERVICES	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing & Accessories, Other Business	KPDNKK	PNS/MFA	TRADE FAIR	CONFIRMED	Potential Sales:RM 27,607,147.00 Generated Sales:RM 27,607,147.00 No of Exhibitors:24 No. of Buyers:103 No. of Business Meetings:1 Other Impacts:	
8	18 July 2014-20 July 2014	FRANCHISE ASIA PHILIPPINES	KPDNKK	MANILA	PHILIPPINE S	PROFESSIONAL & BUSINESS SERVICES	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing & Accessories, Other Business	KPDNKK	PNS/MFA	TRADE FAIR	CONFIRMED	Potential Sales:RM 4,350,000.00 Generated Sales:RM 4,350,000.00 No. of Participants:10 No. of Buyers:30 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
9	12 September 2014-14 September 2014	12TH EDITION FRANCHISE & LICENSING EXHIBITION INDONESIA	KPDNKK	JAKARTA	INDONESIA	PROFESSIONAL & BUSINESS SERVICES	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing & Accessories, Other Business	KPDNKK	PNS/MFA	TRADE FAIR	CONFIRMED	Potential Sales:RM 31,590,000.00 Generated Sales:RM 31,590,000.00 No. of Participants:10 No. of Buyers:116 No. of Business Meetings:5 Other Impacts:	
10	16 September 2014-19 September 2014	11TH CHINA-ASEAN EXPO (CAEXPO)	KPDNKK	NANNING	CHINA	PROFESSIONAL & BUSINESS SERVICES	Education, F&B, Services	MATRADE	NA	TRADE FAIR	CONFIRMED	Potential Sales:RM 21,560,000.00 Generated Sales:RM 21,560,000.00 No. of Participants:3 No. of Buyers:53 Other Impacts:	
11	16 October 2014-18 October 2014	FRANCHISE & LICENSING ASIA 2014	KPDNKK	SINGAPORE	SINGAPORE	PROFESSIONAL & BUSINESS SERVICES	Food & Beverage, Services & Maintenance, Learning Centre & Nursery, Health & Beauty Care, Clothing & Accessories, Other Business	KPDNKK	NA	TRADE FAIR	CONFIRMED	Potential Sales:RM 7,666,666.00 Generated Sales:RM 7,666,666.00 No. of Participants:8 No. of Buyers:55 Other Impacts:	
12	25 October 2014-31 October 2014	MINISTER WORKING VISIT	KPDNKK	DUBAI	UNITED ARAB EMIRATES	PROFESSIONAL & BUSINESS SERVICES	Processed food and beverages	KPDNKK	PNS/MFA	TRADE VISIT	CONFIRMED	Other Impacts:Get counter part to help Malaysia Franchise to penetrate in Middle East market.	

**Total No. of Activities: 12**

**MOA**

1	01 January 2014-31 December 2014	TASTE OF MALAYSIA PERAK PLATE	MOA	SINGAPORE	SINGAPORE	PROCESSED FOOD, BIOTECH AND HALAL	PROCESS PRODUCT	FAMA	FAMA	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Other Impacts:	
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No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
2	08 January 2014-12 January 2014	BRUNEI CONSUMER FAIR	MOA	BANDAR SERI BEGAWAN	BRUNEI DARUSSALAM	PROCESSED FOOD, BIOTECH AND HALAL	SME PRODUCT	MOA	IAT	CONSUMER FAIR	CONFIRMED	Actual Sales:RM 7,260.00 Potential Sales:RM 180,000.00 Generated Sales:RM 187,260.00 No. of Visitors:5000 No. of Participants:9 No. of Participants(SME):8 No. of Enquiries:22 No. of Business Meetings:9 Other Impacts:introduce new malaysian SME product and strengthen the presence of Malaysia to Brunei market.	
3	19 January 2014-21 January 2014	WINTER FANCY FOOD	MOA	SAN FRANCISCO	UNITED STATES	PROCESSED FOOD, BIOTECH AND HALAL	Food	FAMA	Embassy, Importers, Exporters, ACO WDC	JOINT PROMOTION ACTIVITIES	CONFIRMED	Actual Sales:RM 238,000.00 Potential Sales:RM 1,000,000.00 Generated Sales:RM 1,238,000.00 No. of Participants:2 No. of Enquiries:10 No. of Business Meetings:10 Other Impacts:Promotion of agro based products to USA market	
4	23 February 2014-27 February 2014	GULF FOOD 2014	MOA	DUBAI	UNITED ARAB EMIRATES	PROCESSED FOOD, BIOTECH AND HALAL	fresh and agro based products	FAMA	ACO UAE	TRADE FAIR	CONFIRMED	Actual Sales:RM 22,000,000.00 Potential Sales:RM 24,000,000.00 Generated Sales:RM 46,000,000.00 No. of Participants(SME):8 No. of Enquiries:350 No. of Business Meetings:3 Other Impacts:	
5	06 March 2014-08 March 2014	SEAFOOD EXPO NORTH AMERICA (SENA) 2014	MOA	BOSTON	UNITED STATES	PROCESSED FOOD, BIOTECH AND	Seafood - Commodity and Processed Product	LKIM	ACO Washington	TRADE FAIR	CONFIRMED	Actual Sales:RM 10,700,000.00 Potential Sales:RM 9,650,000.00	LKIM ability to assist the industry in

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
5	06 March 2014-08 March 2014	SEAFOOD EXPO NORTH AMERICA (SENA) 2014				HALAL						Generated Sales:RM 20,350,000.00 No of Exhibitors:5 No. of Participants:1 No. of Enquiries:301 No. of Business Meetings:45 Other Impacts:Continues presence in this expo helps to build trust and had shown positive impact to the seafood products and packaging technology in Malaysia.	promoting seafood especially the region. Demand for seafood in US market is huge especially for tilapia and shrimp.
6	16 March 2014-18 March 2014	INTERNATIONAL BOSTON SEAFOOD SHOW 2014 (SEAFOOD EXPO NORTH AMERICA)	MOA	BOSTON	UNITED STATES	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Seafood	MOA	LKIM	TRADE FAIR	CONFIRMED	Other Impacts:	
7	16 March 2014-18 March 2014	NEW ENGLAND FOOD SHOW 2014	MOA	NEW ENGLAND	UNITED STATES	PROFESSIONAL & BUSINESS SERVICES	FOOD	MOA	FAMA	PROMOTION BOOTH	CONFIRMED	Potential Sales:RM 300,000.00 Generated Sales:RM 300,000.00 No. of Visitors:300 No. of Participants:1 No. of Participants(SME):1 No. of Buyers:40 No. of Enquiries:66 No. of Business Meetings:15 Other Impacts:1st time entry for food show to create demand and interest. 13 SKU	
8	08 April 2014-11 April 2014	FOOD HOTEL ASIA	MOA	SINGAPORE	SINGAPORE	PROCESSED FOOD, BIOTECH AND HALAL	Finish Product	FAMA	Importers, Exporters,	TRADE FAIR	CONFIRMED	Actual Sales:RM 500,000.00 Potential Sales:RM 2,000,000.00 Generated Sales:RM 2,500,000.00 No. of Participants:1 No. of Enquiries:25 No. of Business Meetings:25	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
8	08 April 2014-11 April 2014	FOOD HOTEL ASIA										Other Impacts:	
9	08 April 2014-11 April 2014	FOOD HOTEL ASIA, SINGAPURA.	MOA	SINGAPOR E	SINGAPOR E	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	MATRADE Fama Johore KADA, IAT	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 500,000.00 Potential Sales:RM 2,000,000.00 Generated Sales:RM 2,500,000.00 No of Exhibitors:30000 No. of Visitors:350 No. of Participants:2 No. of Enquiries:68 Other Impacts:	
10	13 April 2014-16 April 2014	SAUDI FOOD HOTEL HOSPITALITY	MOA	JEDDAH	SAUDI ARABIA	PROFESSIONAL & BUSINESS SERVICES	FOOD HOTEL HOSPITALITY	MOA	ACO DUBAI	SEMINAR	CONFIRMED	Other Impacts:	
11	18 April 2014-20 April 2014	BANGKOK HALAL	MOA	BANGKOK	THAILAND	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	-	CONSUMER FAIR	CONFIRMED	No of Exhibitors:95 No. of Visitors:13 No. of Participants:1 No. of Enquiries:20 Other Impacts:Increased the awareness of Malaysian Product in Bangkok(And also on the existence of Agriculture Malaysia Office).  Malaysian Halal standard is greatly accepted in Thai Muslim market than Thai Halal standard.	Bangkok Halal 2014 is geared towards promoting Halal products and services amongst the Muslims. Bangkok Halal is more to a selling fair rather than promoting and marketing of products. The target groups were the Muslim community surrounding Bangkok.



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
11	18 April 2014-20 April 2014	BANGKOK HALAL											Organizer has allocated free booths for ASEAN Embassies. ACO Bangkok participated in the event with no costs were incurred. Tobiar Gold (mango based product) by MADA was displayed during the event. Taking the queue from the opportunity, ACO Bangkok introduced Malaysia products expanding the current market for Halal product as a whole
12	06 May 2014-08 May 2014	SEAFOOD EXPOSTION GLOBAL (SEG) 2014	MOA	BRUSSELS	BELGIUM	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Seafood	LKIM	ACO The Hague,DOF	TRADE FAIR	CONFIRMED	Actual Sales:RM 16,884,575.00 Potential Sales:RM 28,447,455.00 Generated Sales:RM 45,332,030.00 No of Exhibitors:6 No. of Visitors:25000 No. of Participants:1	Continuous present in this event for future. Demand has been increased with positive numbers of sales

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
12	06 May 2014-08 May 2014	SEAFOOD EXPOSTION GLOBAL (SEG) 2014										No. of Enquiries:610 No. of Business Meetings:120 Other Impacts:Strengthen Malaysia rapport and networking with the EU authority for any current issues related to EU certificate. Promotion with medias and players during Malaysian Business Network Luncheon.	concluded during the exposition. Issue on the GSP has been raised.
13	13 May 2014-15 May 2014	SIAL, SHANGHAI	MOA	SHANGHAI	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	processed food	MOA	MATRADE Exporters Importers	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,297,445.00 Potential Sales:RM 47,214,365.00 Generated Sales:RM 48,511,810.00 No of Exhibitors:1926 No. of Visitors:2000 No. of Participants:2 No. of Participants(SME):8 No. of Enquiries:615 No. of Business Meetings:670 Other Impacts:Good respond (we have finish our 800 questionnaire first 2 days) A lot of local people ask how to produce Edible Bird-nest	Bigger Space needed to have batter proper preparation and good image for the country and products.  promote Malaysia EBN to China MARKET.
14	21 May 2014-25 May 2014	THAIFEX - WORLD OF FOOD ASIA 2014 & WORLD OF COFFEE AND TEA EXPO	MOA	BANGKOK	THAILAND	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	FAMA,MADA, KADA	TRADE FAIR	CONFIRMED	Actual Sales:RM 855,000.00 Potential Sales:RM 521,000.00 Generated Sales:RM 1,376,000.00 No of Exhibitors:1463 No. of Visitors:500 No. of Participants:2 No. of Participants(SME):1 No. of Buyers:14	Agriculture office in Bangkok also manage to arrange business matching session between the

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
14	21 May 2014-25 May 2014	THAIFEX - WORLD OF FOOD ASIA 2014 & WORLD OF COFFEE AND TEA EXPO										No. of Enquiries:95 No. of Business Meetings:3 Other Impacts:(i) A good platform to introduce Malaysian products and buyers are genuine. (ii) Increased the awareness on the existence of Agriculture Malaysia Office in Bangkok.	vegetables exporters from Cameron Highland, Malaysia and importer from Thailand during this event.
15	21 May 2014-25 May 2014	THAIFEX , WORLD OF FOOD ASIA EXPO	MOA	BANGKOK	THAILAND	PROCESSED FOOD, BIOTECH AND HALAL	Finish Product	FAMA	Importers , Exporters, ACO Thailand	TRADE FAIR	CONFIRMED	No. of Participants:2 No. of Enquiries:6 No. of Business Meetings:2 Other Impacts:	
16	23 May 2014-25 May 2014	18TH INVESTMENT & TRADE FORUM FOR COOPERATION BETWEEN EAST & WEST CHINA	MOA	XIAN	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	Finish Product and Fresh Fruits	FAMA	Importers, Exporters, ACO China	TRADE FAIR	CONFIRMED	Actual Sales:RM 118,357.20 Potential Sales:RM 2,760,000.00 Generated Sales:RM 2,878,357.20 No. of Participants:21 No. of Enquiries:322 No. of Business Meetings:4 Other Impacts:	
17	23 May 2014-26 May 2014	18TH INVESTMENT FORUM XIAN & MALAYSIA- HALAL WEEK	MOA	XIAN	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	FAMA & DVS	TRADE FAIR	CONFIRMED	Actual Sales:RM 135,000.00 Potential Sales:RM 26,000,000.00 Generated Sales:RM 26,135,000.00 No of Exhibitors:500 No. of Visitors:360000 No. of Participants:22 No. of Participants(SME):22 No. of Enquiries:322 No. of Business Meetings:3 Other Impacts:	18 investment and Trade Forum done back to back with Malaysia-Xian Halal Week.  Launching ceremony for Malaysia-Xian was officiated by YAB PM

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
18	01 June 2014-30 June 2014	KAJIAN EKSPORT CENDAWAN SEGAR KE BRUNEI DARUSSALAM	MOA	BRUNEI	BRUNEI DARUSSALAM	PROCESSED FOOD, BIOTECH AND HALAL	MUSHROOM	MOA	MARDI	SPECIALISED MARKETING MISSION	CONFIRMED	Other Impacts:	
19	01 June 2014-30 June 2014	NEW MEDIA PROMOTION INCLUDING JACKY M	MOA	SYDNEY	AUSTRALIA	PROFESSIONAL & BUSINESS SERVICES	Fresh & Process Food	MOA	ACO SYDNEY& FAMA	TRADE FAIR	CONFIRMED	Other Impacts:	
20	19 June 2014-22 June 2014	MALAYSIA FOODS AND FRUITS FIESTA, SINGAPORE 2014	MOA	SINGAPORE	SINGAPORE	PROCESSED FOOD, BIOTECH AND HALAL	Fresh Products/Processed/PKS	FAMA	-	CONSUMER FAIR	CONFIRMED	Actual Sales:RM 461,457.87 Generated Sales:RM 461,457.87 No of Exhibitors:251 No. of Visitors:50000 No. of Participants:16 No. of Participants(SME):16 No. of Enquiries:50 No. of Business Meetings:2 Other Impacts:The programme was held during school holidays and it helped to add crowd which lead to increase in sales. It was a good platform to promote Malaysian fruits and products.	
21	02 July 2014-04 July 2014	BUSAN INTERNATIONAL SEAFOOD AND FISHERIES EXPO	MOA	BUSAN	KOREA, REPUBLIC OF	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Seafood	LKIM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,450,000.00 Potential Sales:RM 15,000,000.00 Generated Sales:RM 16,450,000.00 No of Exhibitors:9 No. of Participants:1 No. of Enquiries:412 No. of Business Meetings:135 Other Impacts:Continues presence in this expo will helps to build trust and had shown positive impact to the seafood	LKIM ability to assist the industry in promoting seafood especially in the region. Demand for seafood in Korea market is huge especially for octopus/cuttlefi

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
21	02 July 2014-04 July 2014	BUSAN INTERNATIONAL SEAFOOD AND FISHERIES EXPO										products and packaging technology in Malaysia.	sh and shrimp.
22	20 August 2014-22 August 2014	JAPAN INTERNATIONAL SEAFOOD AND TECHNOLOGY EXPO	MOA	TOKYO	JAPAN	PROCESSED FOOD, BIOTECH AND HALAL	Seafood commodities and products	LKIM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,830,000.00 Potential Sales:RM 4,240,000.00 Generated Sales:RM 6,070,000.00 No of Exhibitors:7 No. of Participants:1 No. of Enquiries:518 No. of Business Meetings:105 Other Impacts:Continuous participation will help to build strong relationship with Japan market. Mostly the exhibitors were happy with their output.	LKIM ability to assist the industry in promoting seafood especially in the country. Demand for seafood namely semi-cooked products and surimi is huge in the Japan.
23	30 August 2014-08 September 2014	EKSPORT TRIAL FOR MINIMUMLY PROCESSED DURIAN	MOA	HONG KONG	HONG KONG	PROCESSED FOOD, BIOTECH AND HALAL	FRUIT	GREENTECH	LEAD AGENCY (MARDI)	MARKET PENETRATION MISSION	CONFIRMED	Other Impacts:THE FRUIT WAS ACCEPTED WELL IN HONG KONG. THERE WERE ALSO 2 COMPANIES WHO PLACED ORDER WITH THE CHAIRMAN OF DURIAN FRUIT EXPORTER, MR.PAUL MARK TO MARKER THIS FRUIT TO MACAU AND CHINA	
24	01 September 2014-30 September 2014	OIC EXPO (CHINA ARAB STATES AGRICULTURE COOPERATION CONFERENCE)	MOA	NINGXIA	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	FAMA	CONFERENCE	CONFIRMED	Other Impacts:	
25	01 September 2014-30 September 2014	BUSINESS NETWORKING SESSION & BUSINESS MATCHING IN SONGKLA	MOA	SONGKLA	THAILAND	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MADA	ACO BANGKOK	BUSINESS MEETING	CONFIRMED	Other Impacts:	
26	01 September 2014-30	BUSINESS NETWORKING SESSION & BUSINESS	MOA	SONGKLA	THAILAND	PROCESSED FOOD,	Fresh & Process Food	MADA	ACO BANGKOK	BUSINESS MEETING	CONFIRMED	Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
26	September 2014	MATCHING IN SONGKLA				BIOTECH AND HALAL							
27	02 September 2014-04 September 2014	SEAFOOD EXPO ASIAN	MOA	HONG KONG	HONG KONG	PROCESSED FOOD, BIOTECH AND HALAL	Seafood Commodities and Products	LKIM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 6,650,000.00 Potential Sales:RM 9,990,000.00 Generated Sales:RM 16,640,000.00 No of Exhibitors:9 No. of Participants:1 No. of Enquiries:768 No. of Business Meetings:183 Other Impacts:Strengthen Malaysia rapport and networking in Asia market since Hong Kong is a gateway to China. Promotion from local medias during the exhibition.	LKIM ability to assist the industry in promoting seafood especially in Asia countries. Demand for seafood is increasing tremendously especially for fresh and fried commodities. Continues participation is expected.
28	03 September 2014-05 September 2014	ASIA FRUIT LOGISTICA 2014	MOA	HONG KONG	HONG KONG	PROCESSED FOOD, BIOTECH AND HALAL	Fresh Fruits	FAMA	Importers, Exporters	TRADE FAIR	CONFIRMED	Actual Sales:RM 4,000,000.00 Potential Sales:RM 8,000,000.00 Generated Sales:RM 12,000,000.00 No. of Participants:4 No. of Enquiries:53 No. of Business Meetings:10 Other Impacts:	
29	03 September 2014-04 September 2014	VITAFOODS ASIA EXPO	MOA	HONG KONG	HONG KONG	HEALTH AND ENVIRONMENTAL PRODUCTS & SERVICES	NUTRACEUTICAL PRODUCTS	MOA	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Potential Sales:RM 25,000,000.00 Generated Sales:RM 25,000,000.00 No of Exhibitors:250 No. of Visitors:3500 No. of Participants:24 Other Impacts:A LOT OF	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
29	03 September 2014-04 September 2014	VITAFOODS ASIA EXPO										ENQUIRIES WERE RECEIVED BY THE MALAYSIAN COMPANIES AND THE FUTURE MARKER IN HONG KONG IS PROMISING	
30	15 September 2014-18 September 2014	FINE FOOD AUSTRALIA 2014	MOA	MELBOURNE	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	MATRADE, FAMA, LPNM	TRADE FAIR	CONFIRMED	Other Impacts:	
31	15 September 2014-18 September 2014	FINE FOOD	MOA	MELBOURNE	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	Finish Product	FAMA	Importers , Exporters, ACO Australia, MOA, MATRADE	TRADE FAIR	CONFIRMED	No. of Participants:3 No. of Enquiries:150 Other Impacts:	
32	16 September 2014-19 September 2014	CHINA ASEAN EXPO (CAEXPO) 2014	MOA	NANNING	CHINA	PROCESSED FOOD, BIOTECH AND HALAL	Finish Product and Fresh Fruits	FAMA	Importers, Exporters, MATRADE	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,000,000.00 Potential Sales:RM 400,000.00 Generated Sales:RM 1,400,000.00 No. of Participants:3 Other Impacts:Potential product is durian frozen, finish product from durian, paste, Curry powder and bird nest	
33	21 September 2014-21 September 2014	MALAYSIA FEST 2014	MOA	SYDNEY	AUSTRALIA	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	-	TRADE FAIR	CONFIRMED	Other Impacts:	
34	01 October 2014-31 October 2014	AMIM TO UAE	MOA	DUBAI	UNITED ARAB EMIRATES	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	-	TRADE FAIR	CONFIRMED	Other Impacts:	
35	01 November 2014-30 November 2014	WORLD OF PERISHABLES	MOA	DUBAI	UNITED ARAB EMIRATES	PROCESSED FOOD, BIOTECH AND HALAL	Fresh & Process Food	MOA	FAMA	TRADE FAIR	CONFIRMED	Other Impacts:	
36	14 November 2014-16	FRUIT AND VEGETABLES FAIR (FVF)	MOA	BEIJING	CHINA	PROCESSED FOOD,	Finish Product	FAMA	Importers, Exporters, ACO	TRADE FAIR	CONFIRMED	Potential Sales:RM 1,000,000.00	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
36	November 2014	FRUIT AND VEGETABLES FAIR (FVF)				BIOTECH AND HALAL			China			Generated Sales:RM 1,000,000.00 No. of Participants:5 No. of Enquiries:22 No. of Business Meetings:6 Other Impacts:	
37	04 December 2014-06 December 2014	ASIA FRUIT LOGISTICA 2014	MOA	SEOUL	KOREA, REPUBLIC OF	PROCESSED FOOD, BIOTECH AND HALAL	Finish Product	FAMA	Importers, Exporters	TRADE FAIR	CONFIRMED	Other Impacts:	

**Total No. of Activities: 37**

**KPPK**

1	26 January 2014-29 January 2014	ISPO MUNICH 2014	KPPK	MUNICH	GERMANY	COMMODITY	Swim caps, swim fins, athletic balls and other rubber sporting goods	MREPC	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 6,500,000.00 Potential Sales:RM 11,050,000.00 Generated Sales:RM 17,550,000.00 No. of Visitors:150 No. of Participants:2 No. of Participants(SME):2 No. of Buyers:2 No. of Enquiries:61 No. of Business Meetings:2 Other Impacts:	
2	26 January 2014-29 January 2014	INTERNATIONAL SWEETS AND BISCUITS FAIR 2014	KPPK	COLOGNE	GERMANY	PROCESSED FOOD, BIOTECH AND HALAL	Cocoa, Chocolate & Chocolates Products, Biscuits, Snack Items, Sugar Confectionery, Ice Cream and Marzipan Products	LKM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 864,640.00 Potential Sales:RM 1,520,000.00 Generated Sales:RM 2,384,640.00 No. of Participants:4 No. of Buyers:6 No. of Enquiries:148 Other Impacts:	
3	27 January 2014-30	ARAB HEALTH 2014	KPPK	DUBAI	UNITED ARAB	COMMODITY	Gloves, condoms, catheters, breathing bags,	MREPC	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 2,200,000.00 Potential Sales:RM	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
3	January 2014	ARAB HEALTH 2014			EMIRATES		dental dams, exercise bands and other rubber medical products.					11,600,000.00 Generated Sales:RM 13,800,000.00 No. of Visitors:100000 No. of Participants:10 No. of Participants(SME):2 No. of Buyers:5 No. of Enquiries:230 No. of Business Meetings:13 Other Impacts:Continue participation in the trade fair as we received overwhelming response in term of visitors and enquiries	
4	06 February 2014-09 February 2014	AUTO EXPO 2014	KPPK	NEW DELHI	INDIA	COMMODITY	Rubber auto parts, mountings, hoses, boots, profiles, moulded rubber parts, seals and gaskets, products relating to REM and OEM.	MREPC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:500 No. of Enquiries:93 Other Impacts:	
5	21 February 2014-25 February 2014	INDIAWOOD	KPPK	BANGALORE	INDIA	COMMODITY	All timber products.	MTC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 1,120,000.00 Generated Sales:RM 1,120,000.00 No. of Visitors:1500 No. of Participants(SME):3 No. of Enquiries:62 Other Impacts:Number of serious trade enquiries received by industry members: 79	
6	23 February 2014-27 February 2014	GULFOOD 2014	KPPK	DUBAI	UNITED ARAB EMIRATES	COMMODITY	Cocoa and Chocolate Products	MATRADE	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 1,452,000.00 Generated Sales:RM 1,452,000.00 No. of Participants:2 No. of Enquiries:166	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
6	23 February 2014-27 February 2014	GULFOOD 2014										Other Impacts:	
7	04 March 2014-06 March 2014	ECOBUILD	KPPK	LONDON	UNITED KINGDOM	COMMODITY	Doors, flooring, decking, laminated scantlings, mouldings, plywood and other panel products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:100 No. of Enquiries:25 Other Impacts:Most enquiries were related to PEFC certification, sustainable forest management and the supply of sustainable tropical timber.	Joint participation with MTCC, PEFC UK and the US Sustainable Forestry Initiative.
8	04 March 2014-08 March 2014	MALAYSIAN INTERNATIONAL FURNITURE FAIR (MIFF)	KPPK	KUALA LUMPUR	MALAYSIA	LIFE STYLE	Furniture	KPPK	MTIB, MTC	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 448,610.00 Potential Sales:RM 1,394,211.70 Generated Sales:RM 1,842,821.70 No of Exhibitors:8 No. of Visitors:2000 No. of Participants:8 No. of Participants(SME):7 No. of Buyers:12 No. of Enquiries:7 Other Impacts:	Buyers were from New Zealand, Kenya, Turki, Australia, India, Yemen, Panama, Mozambique, United Kingdom, Australia, Africa and Middle East.
9	05 March 2014-08 March 2014	PAMERAN EXPORT FURNITURE EXHIBITION (EFE)	KPPK	KUALA LUMPUR	MALAYSIA	LIFE STYLE	Furniture	KPPK	MTIB, MTC, MFPC, MFIC, MATRADE, MIDA, TOURISM Malaysia	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Potential Sales:RM 6,000.00 Generated Sales:RM 6,000.00 No of Exhibitors:2 No. of Visitors:1000 No. of Participants:2 No. of Participants(SME):2 No. of Buyers:2 No. of Enquiries:5 No. of Business Meetings:3 Other Impacts:	
10	06 March 2014-08 March 2014	PAKISTAN AUTO SHOW 2014	KPPK	LAHORE	PAKISTAN	COMMODITY	Rubber auto parts, mountings, hoses, boots,	MREPC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:15000 No. of Enquiries:116	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
10	06 March 2014-08 March 2014	PAKISTAN AUTO SHOW 2014					profiles, moulded rubber parts, seals and gaskets, products relating to REM and OEM.					Other Impacts:	
11	14 March 2014-16 March 2014	MEDICAL FAIR INDIA 2014	KPPK	MUMBAI	INDIA	COMMODITY	Gloves, condoms, catheters, breathing bags, dental dams, exercise bands and other rubber medical products.	MREPC	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,400,000.00 Potential Sales:RM 22,300,000.00 Generated Sales:RM 23,700,000.00 No. of Visitors:8013 No. of Participants:7 No. of Participants(SME):4 No. of Buyers:7 No. of Enquiries:113 No. of Business Meetings:14 Other Impacts:Received contacts on future collaboration on organizing educational seminars Interview by Care World TV to promote Malaysia	
12	25 March 2014-27 March 2014	DOMOTEX ASIA/CHINAFLOOR	KPPK	SHANGHAI	CHINA	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Enquiries:14 Other Impacts:	Remarks: Replacing Promotion Booth at CIFM/Interzum.
13	01 April 2014-04 April 2014	MOSBUILD	KPPK	MOSCOW	RUSSIAN FEDERATION	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:200 No. of Enquiries:15 Other Impacts:	It has been changed from group participation to promotion booth by MTC under MATRADE's Malaysia

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
13	01 April 2014-04 April 2014	MOSBUILD											Pavilion.
14	01 April 2014-30 April 2014	PALM OIL AND TRADE SEMINAR (POTS) MUMBAI	KPPK	MUMBAI	INDIA	COMMODITY	Palm Oil	MPOC	MPOB	MARKET PENETRATION MISSION	CONFIRMED	Other Impacts:	The tentative date for this mission has been re-scheduled to 25 hingga 28 Jun 2014. However, MPIC is waiting for the approval from YB Minister MPIC.
15	08 April 2014-10 April 2014	WOODSHOW	KPPK	DUBAI	UNITED ARAB EMIRATES	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Enquiries:85 Other Impacts:MTC received trade enquiries from 85 companies from 16 countries. Of which, 39 enquiring companies are from UAE, 11 from Saudi Arabia, Oman (8), Pakistan (4), Djibouti, Lebanon, and Bahrain, among others.	It has been changed from group participation to promotion booth by MTC only.
16	08 April 2014-09 April 2014	WORKING VISIT ON ENGINEERED RUBBER PRODUCTS TO BUCHAREST, ROMANIA	KPPK	BUCHAREST	ROMANIA	COMMODITY	Engineered rubber products	MREPC	-	TRADE VISIT	CONFIRMED	Potential Sales:RM 66,000.00 Generated Sales:RM 66,000.00 No. of Participants:2 No. of Participants(SME):2 No. of Business Meetings:5 Other Impacts:MREPC visited five companies namely SC Consitrans s.r.l, URBAN & Atilde;&cent;&iuml;&iquest;&frac12;&iuml;&iquest;&frac12; INCERC , Association of Constructions Materials Producers from Romania, The Chamber of Commerce and	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
16	08 April 2014-09 April 2014	WORKING VISIT ON ENGINEERED RUBBER PRODUCTS TO BUCHAREST, ROMANIA										Industry of Romania and SC ACVA Constructii s.r.l. There are opportunities for seismic rubber bearings and construction and building materials in Romania. The government hasn't imposed the requirements for the products yet but it is expected in a few years time.	
17	10 April 2014-13 April 2014	CONSTRUCT EXPO 2014	KPPK	BUCHAREST	ROMANIA	COMMODITY	Moulded rubber products for construction and civil engineering applications, Insulation sheeting, Tubing, Seals, O rings, expansion joint system, bearing pads, compression seals, rubber profiles.	MREPC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 3,360,000.00 Generated Sales:RM 3,360,000.00 No of Exhibitors:400 No. of Visitors:17000 No. of Participants:2 No. of Participants(SME):2 No. of Enquiries:51 Other Impacts:MREPC met with, SC Consitrans S.R.L, a company which provides consultancy, design and technical assistance in the civil engineering. SC Consitrans interested to learn more about Malaysia capacity in supplying engineered rubber products(ERP) for civil	
18	17 April 2014-20 April 2014	CMEF SPRING 2014	KPPK	SHENZHEN	CHINA	COMMODITY	Gloves, condoms, catheters, breathing bags, dental dams, exercise bands and other rubber medical products.	MREPC	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 2,900,000.00 Potential Sales:RM 78,000,000.00 Generated Sales:RM 80,900,000.00	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
18	17 April 2014-20 April 2014	CMEF SPRING 2014										No. of Participants:10 No. of Participants(SME):3 No. of Buyers:13 No. of Enquiries:145 No. of Business Meetings:19 Other Impacts:Invitation from seminar participant to perform talks to healthcare institutions in Xian to disseminate information on the importance of glove usage for operators&acirc;€™ protection.	
19	19 May 2014-22 May 2014	LIBYA BUILD	KPPK	TRIPOLI	LIBYA	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Enquiries:30 Other Impacts:	
20	20 May 2014-21 May 2014	PLMA INTERNATIONAL 2014	KPPK	AMSTERDAM	NETHERLANDS	COMMODITY	Industrial, household, electrician gloves, Industrial finger cots, clean room gloves, condoms, finger cots, tattoo gloves, dental dams	MREPC	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 3,795,000.00 Potential Sales:RM 429,000.00 Generated Sales:RM 4,224,000.00 No of Exhibitors:4000 No. of Visitors:10000 No. of Participants:4 No. of Participants(SME):4 No. of Enquiries:23 Other Impacts:	
21	04 June 2014-06 June 2014	CARREFOUR DU BOIS	KPPK	NANTES	FRANCE	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:100 No. of Enquiries:13 Other Impacts:	
22	11 June 2014-15 June 2014	INDONESIA BULDING AND TECHNOLOGY EXPO 2014	KPPK	JAKARTA	INDONESIA	COMMODITY	Moulded rubber products for construction and civil engineering applications, Insulation sheeting, Tubing, Seals, O rings, expansion joint system, bearing pads, compression seals, rubber profiles	MREPC	-	PROMOTION BOOTH	CONFIRMED	No of Exhibitors:466 No. of Enquiries:22 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
23	18 June 2014-20 June 2014	WOOD EXPO	KPPK	SHANGHAI	CHINA	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Enquiries:32 Other Impacts:	
24	25 June 2014-28 June 2014	ARCHIDEX	KPPK	KUALA LUMPUR	MALAYSIA	LIFE STYLE	Furniture	MTIB	-	PROMOTION BOOTH	CONFIRMED	Potential Sales:RM 100,000.00 Generated Sales:RM 100,000.00 No of Exhibitors:500 No. of Visitors:30000 No. of Participants:3 No. of Participants(SME):2 Other Impacts:	
25	20 July 2014-25 July 2014	INTERNATIONAL AIDS CONFERENCE 2014	KPPK	MELBOURNE	AUSTRALIA	COMMODITY	Condoms	MREPC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:300 No. of Enquiries:47 Other Impacts:	
26	01 August 2014-03 August 2014	MEDICALL 2014	KPPK	CHENNAI	INDIA	COMMODITY	Gloves, condoms, catheters, breathing bags, dental dams, exercise bands, other rubber medical products.	KPPK	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 805,000.00 Potential Sales:RM 10,000,000.00 Generated Sales:RM 10,805,000.00 No. of Visitors:205 No. of Participants:4 No. of Participants(SME):2 No. of Buyers:8 No. of Enquiries:205 No. of Business Meetings:23 Other Impacts:	
27	01 August 2014-31 August 2014	MISI EKONOMI DAN TEKNIKAL KE SEOUL, KOREA	KPPK	SEOUL	KOREA, REPUBLIC OF	COMMODITY	Rubber & Timber	KPPK	LGM dan MTIB	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
28	06 August 2014-08 August 2014	FIME 2014	KPPK	MIAMI	UNITED STATES	COMMODITY	Gloves, condoms, catheters, breathing bags, dental dams, exercise bands and other rubber medical products.	MREPC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 4,960,000.00 Generated Sales:RM 4,960,000.00 No of Exhibitors:8 No. of Visitors:200 No. of Participants:8 No. of Participants(SME):7	1.On the whole the show has turned out to be quite a successful event for participated manufacturers.

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
28	06 August 2014-08 August 2014	FIME 2014										No. of Buyers:58 No. of Enquiries:58 No. of Business Meetings:12 Other Impacts:MREPC organized a speaking slot during the event titled "Today's Medical Gloves and Condoms: What You Need to Know".	2.Received good feedback from manufacturers to participate again in FIME 2015.
29	31 August 2014-02 September 2014	SPOGA + GAFA COLOGNE	KPPK	COLOGNE	GERMANY	COMMODITY	Outdoor furniture and decking.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:70 No. of Enquiries:15 Other Impacts:	
30	01 September 2014-30 September 2014	PALM OIL AND TRADE SEMINAR (POTS), SHANGHAI, CHINA & MISI LAWATAN KERJA GANSU, BEIJING DAN SHANGHAI	KPPK	SHANGHAI	CHINA	COMMODITY	Palm Oil, Rubber, Timber & Kenaf	MPOC	Malaysia Palm Oil Board (MPOB)	JOINT PROMOTION ACTIVITIES	CONFIRMED	Other Impacts:	
31	02 September 2014-04 September 2014	MARGMA INTERNATIONAL RUBBER GLOVE COFERENCES AND EXHIBITIONS (IRGCE)	KPPK	KUALA LUMPUR	MALAYSIA	COMMODITY	Rubber Gloves	MREPC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:63 No. of Enquiries:43 No. of Business Meetings:17 Other Impacts:	
32	04 September 2014-07 September 2014	WORLDFOOD ISTANBUL 2014/ INGREDIENTS TURKEY 2014	KPPK	ISTANBUL	TURKEY	PROCESSED FOOD, BIOTECH AND HALAL	International Food and Drinks Exhibitions	LKM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 534,000.00 Potential Sales:RM 1,276,000.00 Generated Sales:RM 1,810,000.00 No. of Participants:5 No. of Enquiries:187 Other Impacts:	
33	15 September 2014-18 September 2014	WORLDFOOD MOSCOW 2014	KPPK	MOSCOW	RUSSIAN FEDERATION	PROCESSED FOOD, BIOTECH AND HALAL	International Food and Drinks Exhibitions	LKM	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 1,440,000.00 Generated Sales:RM 1,440,000.00 No. of Participants:5 No. of Enquiries:128	



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
33	15 September 2014-18 September 2014	WORLDFOOD MOSCOW 2014										Other Impacts:	
34	16 September 2014-20 September 2014	AUTOMECHANIKA 2014	KPPK	FRANKFURT	GERMANY	COMMODITY	Auto parts, mountings, hoses, boots, profiles, moulded rubber parts, seals and gaskets, products relating to REM and OEM.	MREPC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 2,244,000.00 Generated Sales:RM 2,244,000.00 No. of Visitors:130 No. of Participants:5 No. of Participants(SME):5 No. of Buyers:3 No. of Enquiries:52 No. of Business Meetings:2 Other Impacts:	
35	17 September 2014-19 September 2014	ECOBUILD SOUTH EAST ASIA	KPPK	KUALA LUMPUR	MALAYSIA	PROCESSED FOOD, BIOTECH AND HALAL	Biocomposit	MTIB	-	PROMOTION BOOTH	CONFIRMED	Potential Sales:RM 215,000.00 Generated Sales:RM 215,000.00 No of Exhibitors:4 No. of Visitors:700 No. of Participants(SME):3 No. of Enquiries:4 Other Impacts:	4 trade enquiries from foreign countries
36	18 September 2014-19 September 2014	SABAH INTERNATIONAL EXPO	KPPK	KOTA KINABALU	MALAYSIA	LIFE STYLE	Furniture	MTIB	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 19,990.00 Generated Sales:RM 19,990.00 No of Exhibitors:250 No. of Visitors:20000 No. of Participants:3 No. of Participants(SME):1 Other Impacts:	
37	25 September 2014-27 September 2014	CHINA-ASEAN WOOD & WOOD PRODUCTS EXHIBITION	KPPK	NANNING	CHINA	COMMODITY	All timber products.	MTC	-	PROMOTION BOOTH	CONFIRMED	No. of Enquiries:6 Other Impacts:	Replacing Promotional Booth at the Guangzhou International Timber, Wood Floors, Wooden

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
37	25 September 2014-27 September 2014	CHINA-ASEAN WOOD & WOOD PRODUCTS EXHIBITION											Doors and Equipment Expo.
38	09 October 2014-12 October 2014	INDEX MUMBAI	KPPK	MUMBAI	INDIA	COMMODITY	Furniture	MTC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 2,620,000.00 Generated Sales:RM 2,620,000.00 No. of Participants:10 No. of Participants(SME):8 Other Impacts:	Replacing group participation in INDEX Dubai.
39	12 October 2014-16 October 2014	SPECIALISED MISSION/SEMINAR TO TURKEY ON ENGINEERED RUBBER PRODUCTS (ERP)	KPPK	ISTANBUL	TURKEY	COMMODITY	Engineered Rubber Products (ERP)	MREPC	-	SEMINAR	CONFIRMED	Potential Sales:RM 16,000,000.00 Generated Sales:RM 16,000,000.00 No. of Visitors:35 No. of Participants:2 No. of Participants(SME):2 No. of Enquiries:3 No. of Business Meetings:12 Other Impacts:Potential for Malaysian manufacturers to supply high damping rubber bearings (seismic bearings) to infrastructure projects in Turkey. The infrastructure projects include for hospital, bridges and buildings. Good interest and response received from manufacturers and engineering companies from Turkey at the seminar and working visits.	
40	14 October 2014-16 October 2014	SAAW (SOUTH AFRICAN AUTOMOTIVE WEEK) 2014	KPPK	JOHANNESBURG	SOUTH AFRICA	COMMODITY	Auto parts, mountings, hoses, boots, profiles, moulded rubber parts, seals and gaskets, products relating to REM	MREPC	-	PROMOTION BOOTH	CONFIRMED	No. of Visitors:50 No. of Buyers:17 No. of Enquiries:22 No. of Business Meetings:2 Other Impacts:1.MREPC	1.MREPC&acirc;c;€™s first participation at the SAAW

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
40	14 October 2014-16 October 2014	SAAW (SOUTH AFRICAN AUTOMOTIVE WEEK) 2014					and OEM.					conducted a speaking slot titled "Sourcing Rubber Automotive Components from Malaysia". 2. Conducted a Recce visit to Partquip South Africa, automotive parts distributor in South Africa. Received good feedback on Malaysian products and interested to know more Malaysian manufacturers of rubber automotive components.	2014 reveals opportunities and potential to supply products in the African region. Continuous participation in the future could help promote Malaysia's products and brands of RAC in the growing RAC market in South Africa. 2. MREPC to participate in a bigger automotive components trade show in South Africa such as Automechanika South Africa in Johannesburg in order to make its presence felt in the market.
41	15 October 2014-18 October 2014	HOSPITAL EXPO 2014	KPPK	JAKARTA	INDONESIA	COMMODITY	Gloves, catheters, condoms, breathing bags, dental dams, exercise	MREPC	-	TRADE FAIR	CONFIRMED	Potential Sales:RM 1,140,000.00 Generated Sales:RM	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
41	15 October 2014-18 October 2014	HOSPITAL EXPO 2014					bands and other rubber medical products					1,140,000.00 No. of Visitors:80 No. of Participants:4 No. of Participants(SME):2 No. of Enquiries:57 No. of Business Meetings:5 Other Impacts:	
42	16 October 2014-19 October 2014	INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE	KPPK	KUALA LUMPUR	MALAYSIA	PROCESSED FOOD, BIOTECH AND HALAL	Biocomposit	MTIB	-	PROMOTION BOOTH	CONFIRMED	Actual Sales:RM 6,800.00 Potential Sales:RM 337,450.00 Generated Sales:RM 344,250.00 No. of Visitors:2755 No. of Participants(SME):4 No. of Enquiries:6 Other Impacts:	Trade enquiries from Belgium, France, Chile, South America, Sri Lanka
43	20 October 2014-22 October 2014	INTRADE MALAYSIA	KPPK	KUALA LUMPUR	MALAYSIA	COMMODITY	Rubber medical devices, rubber automotive components, engineered rubber products, rubber sporting goods and other rubber products.	KPPK	-	PROMOTION BOOTH	CONFIRMED	No. of Enquiries:24 No. of Business Meetings:1 Other Impacts:	
44	03 November 2014-06 November 2014	CMEF AUTUMN 2014	KPPK	SHENZHEN	CHINA	COMMODITY	Gloves, condoms, catheters, breathing bags, dental dams, exercise bands and other rubber medical products.	MREPC	-	PROMOTION BOOTH	CONFIRMED	Other Impacts:	
45	04 November 2014-06 November 2014	AAPEX 2014	KPPK	LAS VEGAS	UNITED STATES	COMMODITY	Auto parts, mountings, hoses, boots, profiles, moulded rubber parts, seals and gaskets, products relating to REM and OEM	MREPC	-	TRADE FAIR	CONFIRMED	Other Impacts:	
46	09 November 2014-11 November 2014	SWEETS AND SNACKS MIDDLE EAST 2014	KPPK	DUBAI	UNITED ARAB EMIRATES	COMMODITY	International Exhibition for the Sweet & Confectionery, Bakery, Snack Food and Ice	LKM	-	TRADE FAIR	CONFIRMED	Actual Sales:RM 1,558,848.00 Potential Sales:RM 1,490,288.00 Generated Sales:RM	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
46	09 November 2014-11 November 2014	SWEETS AND SNACKS MIDDLE EAST 2014					Cream					3,049,136.00 No. of Participants:6 No. of Enquiries:219 Other Impacts:	
47	10 November 2014-16 November 2014	MARKETING MISSION TO USA	KPPK	CHICAGO	UNITED STATES	COMMODITY	Mouldings and joinery products.	MTC	-	SPECIALISED MARKETING MISSION	CONFIRMED	Potential Sales:RM 340,000.00 Generated Sales:RM 340,000.00 No. of Participants(SME):7 No. of Enquiries:20 Other Impacts:	In conjunction with group participation in NAWLA Traders Market.
48	12 November 2014-15 November 2014	MEDICA 2014	KPPK	DUSSELDORF	GERMANY	COMMODITY	Gloves, catheters, condoms, breathing bags, dental dams, exercise bands and other rubber medical products.	MREPC	-	PROMOTION BOOTH	CONFIRMED	Other Impacts:	
49	12 November 2014-14 November 2014	NAWLA TRADERS MARKET	KPPK	CHICAGO	UNITED STATES	COMMODITY	All timber products.	MTC	-	TRADE FAIR	CONFIRMED	Other Impacts:Same as per MTC Marketing Mission to Chicago, USA (10 - 16 November 2014).	In conjunction with MTC Marketing Mission to Chicago, USA (10 - 16 November 2014).
50	20 November 2014-30 November 2014	MAHA (MALAYSIA, AGRICULTURE, HORTICULTURE AND AGROTOURISM EXHIBITION) INTERNATIONAL 2014	KPPK	SELANGOR	MALAYSIA	COMMODITY	Consumer Rubber Products	KPPK	-	PROMOTION BOOTH	CONFIRMED	Other Impacts:	
51	09 December 2014-12 December 2014	AUTOMECHANIKA SHANGHAI 2014	KPPK	SHANGHAI	CHINA	COMMODITY	Rubber auto parts, mountings, hoses, boots, profiles, moulded rubber parts, seals and gaskets, products relating to REM and OEM.	MREPC	-	TRADE FAIR	CONFIRMED	Other Impacts:	

**Total No. of Activities: 51**

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
<b>MOSTI</b>													
1	13 January 2014-17 January 2014	JOINT COMMITTEE MEETING MALAYSIA-MYANMAR	MOSTI	NAY PYI TAW	MYANMAR	PROFESSIONAL & BUSINESS SERVICES	Professional & Business Services	MOSTI	-	TECHNICAL MISSION	CONFIRMED	No. of Participants:9 No. of Participants(SME):1 No. of Business Meetings:4 Other Impacts:Capacity building and potential cooperation between government agencies.	This programme is a Joint Committee Meeting between Myanmar and Malaysia which took place in Nay Pyi Taw, Myanmar on 16 January 2014. The meeting agreed to focus on 6 potential collaboration areas: ICT, Biotechnology, Material Science & Engineering, Analytical Techniques, Nuclear Technology and Engineering.
2	20 April 2014-26 April 2014	LAWATAN KERJA YBM DAN DELEGASI MOSTI KE SOUTH AFRICA DAN MOZAMBIQUE	MOSTI	SOUTH AFRICA	SOUTH AFRICA	PROFESSIONAL & BUSINESS SERVICES	Science, Technology and Innovation (STI)	MOSTI	-	BUSINESS MEETING	CONFIRMED	No. of Participants:15 No. of Participants(SME):3 No. of Business Meetings:4 Other Impacts:Potential collaboration between Malaysia and South Afrika/Mozambique in areas related to science,	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
2	20 April 2014-26 April 2014	LAWATAN KERJA YBM DAN DELEGASI MOSTI KE SOUTH AFRICA DAN MOZAMBIQUE										technology and innovation (STI).	
3	21 April 2014-21 April 2014	JOINT COMMITTEE MEETING MALAYSIA-MOZAMBIQUE	MOSTI	MAPUTO	MOZAMBIQUE	PROFESSIONAL & BUSINESS SERVICES	Professional & Business Services	MOSTI	-	TECHNICAL MISSION	CONFIRMED	No. of Participants:15 No. of Participants(SME):1 Other Impacts:	This programme is a Joint Committee Meeting between Mozambique and Malaysia which took place in Maputo, Mozambique on 21 April 2014. Datasonic Group Berhad (Datasonic) been invited to Joint Committee Meeting by Mozambique government that interested on the Malaysia Smart Card Technology for the Mozambique Citizen Identification Card project.

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
4	25 April 2014-25 April 2014	JOINT COMMITTEE MEETING MALAYSIA-SOUTH AFRICA	MOSTI	PRETORIA	SOUTH AFRICA	PROFESSIONAL & BUSINESS SERVICES	Professional & Business Services	MOSTI	-	TECHNICAL MISSION	CONFIRMED	No. of Participants:25 No. of Participants(SME):4 Other Impacts:	This programme is a Joint Committee Meeting between South Africa and Malaysia which took place in Pretoria, South Africa on 25 April 2015. The meeting agreed to focus on 6 potential collaboration areas: a. Antarctic research; b. ICT; c. Energy security; d. Innovation for inclusive development; e. Innovation and commercialisation; f. Sustainable human settlements; g.



No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
4	25 April 2014-25 April 2014	JOINT COMMITTEE MEETING MALAYSIA-SOUTH AFRICA											Astronomy; and h. Bioeconomy.
5	12 May 2014-15 May 2014	WORLD CONGRESS ON INDUSTRIAL BIOTECHNOLOGY & BIOPROCESSING	MOSTI	PHILADELPHIA	UNITED STATES	PROCESSED FOOD, BIOTECH AND HALAL	Biotechnology event for business leaders, investors, and policy makers in biofuels, biobased products, and renewable chemicals	BIOTECH Corp	-	CONFERENCE	CONFIRMED	<p>No of Exhibitors:50  No. of Visitors:1100  No. of Participants:680  No. of Enquiries:20  No. of Business Meetings:16  Other Impacts:5 high level Plenary Sessions which BiotechCorp participated in one of them. The Plenary Session that BiotechCorp participated was on "Novel Sugar and Oil Platforms for the Modern Biobased Economy".</p> <p>8 Breakout Session Tracks in which BiotechCorp participated in one of them. The Breakout Session was on "The Development of Palm Based Biorefinery: A New Approach to The Bio-Carbon Economy" and co-joined by other Malaysian stakeholders like Sime Darby, Malaysian Bio-XCell and POIC Sabah.</p>	
6	01 June 2014-30 June 2014	BIOECONOMY INVESTOR FORUM (BIF)	MOSTI	KUALA LUMPUR	MALAYSIA	PROCESSED FOOD, BIOTECH AND HALAL	A platform to promote projects under Bioeconomy Transformation Program and investment	BIOTECH Corp	-	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR	CONFIRMED	<p>No of Exhibitors:2  No. of Participants(SME):46  Other Impacts:</p>	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
6	01 June 2014-30 June 2014	BIOECONOMY INVESTOR FORUM (BIF)					opportunities to private funders			AND VISIT			
7	23 June 2014-26 June 2014	BIO US, SAN DIEGO	MOSTI	SAN DIEGO	UNITED STATES	PROCESSED FOOD, BIOTECH AND HALAL	Innovative healthcare, agricultural, industrial and environmental biotechnology products	BIOTECH Corp	Biotechnology Industry Organization (BIO)	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Media Value:RM 5,181,923.45 Potential Investment:RM 0.00 No. of Exhibitors:11 No. of Visitors:179 No. of Participants:31 No. of Business Meetings:48 Other Impacts:	A series of Bioeconomy Trade & Investment Missions (Bio TIMs) was organised in 3 bio centric cities in the United States of America (United States) in conjunction with Malaysian Biotechnology Corporation (BiotechCorp) participation in the 2014 BIO International Convention which was held in San Diego from June 23 to June 26.
8	22 August 2014-25 August 2014	ASEAN STI EXHIBITION AT THE 9TH ASEAN SCIENCE AND TECHNOLOGY WEEK (ASTW-9)	MOSTI	BOGOR	INDONESIA	MALAYSIA'S SERVICES EXHIBITION	Biotechnology, cybersecurity, solar technology, nanotechnology and other health-related services.	MOSTI	Ministry of Research and Technology (RISTEK), Indonesia	EXHIBITION, INDIVIDUAL BUSINESS MEETINGS, SEMINAR AND VISIT	CONFIRMED	Actual Sales:RM 9,850.00 Potential Sales:RM 20,000,000.00 Generated Sales:RM 20,009,850.00 No. of Exhibitors:11 No. of Visitors:1000 No. of Participants:3 No. of Participants(SME):8	Main exhibitors were BiotechCorp, Cybersecurity Malaysia and MTDC. MTDC also brought along 8 other companies

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
8	22 August 2014-25 August 2014	ASEAN STI EXHIBITION AT THE 9TH ASEAN SCIENCE AND TECHNOLOGY WEEK (ASTW-9)										No. of Enquiries:790 No. of Business Meetings:1 Other Impacts:Potential future collaboration/investment with Indonesian partners. There were some visitors interested to become agent/distributors of the companies' products.	which include MIFF Marketing S/B, Euro Circuit Technology S/B, SIT Schiffs & Industries Technick S/B, Bioalpha Holding Bhd, Gigalink S/B, SolarGE S/B, PV&T Technologies S/B and Bio Nature Formula S/B. One networking session(luncheon talk) with ASTW9 participants held on the 23th August 2014.
9	24 September 2014-24 September 2014	BIOECONOMY INTERNATIONAL ADVISORY PANEL MEETING 2014	MOSTI	NEW YORK	UNITED STATES	PROCESSED FOOD, BIOTECH AND HALAL	Bioeconomy and Biotechnology	BIOTECH Corp	-	BUSINESS MEETING	CONFIRMED	Other Impacts:	
10	29 October 2014-29 October 2014	JOINT COMMITTEE MEETING MALAYSIA-CHINA	MOSTI	BEIJING	CHINA	PROFESSIONAL & BUSINESS SERVICES	Professional & Business Services	MOSTI	-	TECHNICAL MISSION	CONFIRMED	Other Impacts:	
11	19 November 2014-20 November 2014	BIO-MALAYSIA 2014	MOSTI	KUALA LUMPUR	MALAYSIA	PROCESSED FOOD, BIOTECH AND	A platform for the industry to connect, share and do business in Biotechnology	BIOTECH Corp	-	EXHIBITION, INDIVIDUAL BUSINESS	CONFIRMED	No. of Visitors:4417 Other Impacts:	

No	Date	Export Promotion Activities	Ministry	City	Country	Sector	Type of Product / Services	Lead Agency	Collaborators /Agency	Type of Programmes	status	Impact /Feedback	Remark
11	19 November 2014-20 November 2014	BIO-MALAYSIA 2014				HALAL	fields such as agriculture, Industrial and healthcare.			MEETINGS, SEMINAR AND VISIT			
<b>Total No. of Activities: 11</b>													