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**MEDIA RELEASE**

**November 25, 2019**

**Opportunities for Trade and Business with Malaysia Seminar at the T&T Chamber**

The Malaysia External Trade Development Corporation (MATRADE) in collaboration with the Trinidad and Tobago Chamber of Industry and Commerce (T&T Chamber) hosted an informative seminar entitled "***Opportunities for Trade and Business with Malaysia***" on **Thursday 21st November, 2019** at the **T&T Chamber Building, Columbus Circle, Westmoorings**.

MATRADE is the Malaysian government organization with the responsibility for promoting Malaysian products and services overseas, and for monitoring cross-border investment opportunities for Malaysian companies. According to Malaysia's official trade data, Trinidad and Tobago is Malaysia's 3rd export destination, 1st import source, and 2nd largest trading partner in the Caribbean region for 2018.

The feature presentation was delivered by Mr. Nadzri Saadon, Director of MATRADE Miami. Mr. Saadon highlighted Malaysia's major exports as well as information on the steps local businesses should take when seeking to do business with Malaysia. Discussions included opportunities for enhancing trade relations with Malaysia. It is the hope that this will be facilitated through partnerships between the T&T Chamber, its members and MATRADE by gaining an understanding of both consumer markets. One of the services provided by MATRADE is the verification of Malaysian companies. Business persons from the Halal, Food and Beverage, Furniture, Automotive, Retail, Distribution and public sector agencies participated in the seminar.

MATRADE will be hosting a Halal trade fair - the Malaysia International Halal Showcase (MIHAS) 2020 which will feature Malaysian and global Halal-based businesses. This is the trade show's 17th edition which will take place from **1<sup>st</sup> to 4<sup>th</sup> April 2020** held at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia.

In this edition, themed "Expand Your Halal Horizon", MIHAS will promote the sustainability practices among Halal-based industry players and will showcase various sectors in Halal namely Food & Beverages, Food Technology Manufacturing, Pharmaceutical, Cosmetics, Logistics, Tourism, Islamic Finance, Digital and Franchise.

MIHAS 2020 will feature more than 1,200 company booths from Malaysia and from ASEAN, North East Asia, Central Asia, Middle East, Africa and Americas. In addition, the event is expecting over 35,000 visitors from 90 countries. The congregation is set to be MIHAS largest yet since its inception in 2004.

Participants of MIHAS will include Halal-certified and trade-ready companies, buyers, leading brands, manufacturers, distributors, and suppliers. Organized by MATRADE, MIHAS 2020 will showcase the strengths of various sectors in Halal namely Food & Beverages, Food Technology Manufacturing, Pharmaceutical, Cosmetics, Logistics, Tourism, Islamic Finance, Digital and Franchise. In addition, MATRADE invites importers, buyers, and distributors in Trinidad and Tobago to participate in the International Sourcing Program (INSP) in conjunction with MIHAS 2020. The INSP program will consist of pre-arranged One-on-One Business Meeting Session with Malaysian suppliers and complimentary access to the MIHAS 2020. To know more about the INSP and incentives provided by MATRADE, interested importers, buyers, and distributors should contact MATRADE office in Miami at Tel: +1 (305) 267 8779 or e-mail [miami@matrade.gov.my](mailto:miami@matrade.gov.my) .

MIHAS 2020 is supported by CIMB Islamic, GISB Holdings, Ramly Food Processing Sdn Bhd of better known as Ramly Burger and Big Onion Food Caterer. Interested companies keen to take part in MIHAS 2020 as an exhibitor can register at [www.mihhas.com.my](http://www.mihhas.com.my). Alternatively, interested parties may seek assistance from MATRADE Miami.

#### **NOTE TO EDITORS**

**For more information, please contact:**

Zuhaila Sedek  
Head,  
Corporate Communications Unit, MATRADE  
Tel (Direct): +603-6207 7609 / +6017-601 9217  
Email: [zuhaila@matrade.gov.my](mailto:zuhaila@matrade.gov.my)

#### **About MIHAS**

Malaysia International Halal Showcase (MIHAS) is the halal industry number one business platform. It brings with it international visitors and traders to the same forum. MIHAS delivers opportunities across the global halal markets; Halal Food, Islamic Finance, Halal Pharmaceuticals, Halal Cosmetics, Halal Tourism, Halal Logistics, Islamic Digital eCommerce & Modest Fashion. MIHAS is the premier event that is not limited to the ASEAN region alone but is also supported internationally by the enthusiastic participation of International Pavilions from countries across the globe.

#### **About MATRADE**

MATRADE's mission to promote Malaysia's export has enabled many local companies to carve new frontiers in global markets. Today as we continue to put the spotlight on capable

Malaysian companies on the international stage, we are helping make the phrase 'Made-In-Malaysia' synonymous with excellence, reliability and trustworthiness.

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**FROM THE MARKETING AND COMMUNICATIONS DEPARTMENT**