

USDA Foreign Agricultural Service

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Global Agricultural Information Network

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Malaysia

Exporter Guide

2013 Annual

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Report Highlights:

Malaysia continues to be a net importer of food products with annual imports of \$15 billion, including consumer-oriented and fishery product imports of \$6.3 billion. With per capita income of over \$9,890 and a middle and upper class making up 61 percent of the population, Malaysia shows good potential for growth as a market for high value consumer products. Best U.S. product prospects include fresh fruits and vegetables, pet foods, dried fruits, nuts, frozen potatoes and processed juices.

Post:

Kuala Lumpur

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Executive Summary:

SECTION I. MARKET OVERVIEW

Malaysia is politically and economically stable and open to foreign trade. Transportation, communications, banking and health services are modern and efficient. With a population of around 28 million, it is one of the most developed nations in Southeast Asia. About 61 percent of its population falls into the middle to upper income group of consumers; with GDP per capita income of \$9,890. Its economy has a firm foundation that includes strong manufacturing, service and agricultural sectors. The Malaysian economy grew 5.6 percent in 2012 driven by strong domestic demand. Recently, World Bank lowered Malaysia's GDP growth forecast to 4.3 percent for 2013 and 4.8 percent for 2015 due to the weak performance in the first quarter of the year. The domestic demand weakens as a result of government's fiscal consolidation.

Despite the government's cut on fuel subsidies in September, the overall inflation for Malaysia remains at a moderate rate between 2 to 2.5 percent.

The Malaysian food and beverage market is very developed and sophisticated and is supplied by both local and imported products. Urban consumers are relatively brand conscious and prefer to shop in stores, which offer convenience and good product selections. Hypermarkets/large format stores are the dominant format in urban/metropolitan areas in Malaysia with about 45 to 60 percent of urban household shoppers using them as the main outlet for the majority of their packaged groceries. Traditional markets are losing ground, but are still important outlets for fresh fruits and vegetables.

Advantages and Challenges for U.S. Suppliers

Advantages	Challenges
Malaysia's solid economic prospects and growing consumer purchasing power.	Consumers are generally price sensitive, but also seek new products.
Supermarkets and hypermarkets are popular, with new being opened regularly, and are providing greater access for imported foods.	Neighboring competing suppliers have a freight advantage.
Malaysia imports about 70 percent of its food needs, including beef, lamb, dairy products, baking ingredients, pasta, and temperate fruits and vegetables.	Muslims comprise 60 percent of the population, so many foods must be certified <i>halal</i> (beef, lamb, poultry and dairy products).
Malaysians are familiar with western foods, with western menus U.S. food service franchise operations prevalent.	Importers and distributors purchase at the lowest price from any exporter or country.
Local food manufacturers seek to expand exports, using imports as raw materials.	US exporters face competition from locally produced raw food materials that are in sufficient supply (e.g. poultry, and palm oil).

SECTION II. EXPORTER BUSINESS TIPS

Business Customs

Malaysians are accustomed to doing business with foreigners and readily accommodate foreign business manners. Younger businessmen are prepared to start new business relationships with foreign companies without the advantage of a personal meeting. These businessmen also prefer to communicate with foreign suppliers electronically.

Prior to initiating any export sales to Malaysia, it would be advantageous to conduct a market survey with particular reference to the competitive environment. It is common for foreign exporters to appoint a local sales agent/importer to distribute their goods, expedite clearance of goods from ports and draw on existing networks of wholesalers and retailers. Regular visits by U.S. exporters to the market are also critical to enhance business relationships.

General Consumer Tastes and Preferences

Malaysia is a multiracial society consisting of three major races. The Malays account for 65 percent of the population, with Islam as the official religion; slightly more than 25 percent of Malaysians are Chinese who may be Buddhist or Christian. Indians form 7.3 percent of the population and they are largely Hindus. There is also a sizeable expatriate population and Malaysia is a popular tourist destination for Asia, the Middle East and Europe.

Lunch and dinner meals consist mainly of rice together with two or three meats/fish and vegetable dishes that are prepared according to the styles and traditions of various ethnic communities. The Malays and Indians prepare their dishes with hot spices while Chinese prefer to stir-fry. Religious affiliation affects food consumption in Malaysia. Muslims do not eat pork, and only eat meat products that have been certified halal, and many Buddhists and Hindus do not eat beef. Thus, halal chicken meat is popular among all consumers and Malaysia has one of the world's highest per capita consumption rates at 35 kg.

With rising affluence and education levels, consumers' shopping and eating lifestyles have changed drastically over the years. Malaysians, especially in urban and cosmopolitan areas, prefer to shop in modern retail outlets, which offer them one-stop shopping options. However, traditional stores such as provision and grocery shops, which are conveniently located in residential areas and workplaces, are still popular.

Malaysians are adventurous in their eating habits. Eating out is common and is relatively inexpensive. Open air, street-stall food is popular. Fine dining restaurants and foodservice outlets incorporating international cuisines are found in Klang Valley and other major cities where spending power and population concentration are higher. Most consumers frequent this type of restaurants to dine in style and comfort and to experience the best and most sophisticated culinary standards in the country.

With a Muslim population of 60 percent, the demand for halal foods by Malaysian consumers has increased over the years. The expectation of halal standard in food products have extended from meat

and meat products to non-meat based products such snacks, confectionery, dairy, bakery, etc. Almost all food and ingredients destined for the food service sector must be certified halal. Halal is fast becoming recognized as a new benchmark for quality, hygiene and safety. Food products and ingredients that have halal certificates have added marketing value in Malaysia. Hence, most retailers, foodservice operators and food manufacturers are inclined to ask for halal certificates for non-meat based food products and ingredients.

Food Standards and Regulations

Malaysian health and food labeling requirements are fairly liberal. The labeling requirements specify that imported and domestically produced processed food items must be labeled in English or Bahasa Malaysia. Labels must contain the following information:

- (a) An appropriate description of the product;
- (b) A list of ingredients in descending order of proportion by weight;
if the item contains any animal product, a statement as to the presence of such animal products (beef, pork, lard, gelatins, etc.,)
- (c) if the item contains any alcohol, a statement as to the presence of alcohol;
- (d) the minimum net weight of the product; in the case of a product packed in liquid, the minimum drained weight of the food;
- (e) the name and address of the manufacturer;
- (f) the name and address of the importer (this can be affixed at the time of import);
- (g) a statement of shelf life or expiry dates.

Certain food additives, preservatives, and artificial colorings approved for use in the United States may not be permitted in Malaysia. Codex approved items are generally allowed if there are no provisions or regulations pertaining to the additives and preservatives in the Malaysian Food Regulation. In addition, products with labels that include phrases such as “Contains No Palm Oil” or “Contains No Tropical Oils” will not be allowed for import. (Malaysia is a palm oil producing country and is a strong advocate of this commodity).

In addition to the general labeling requirements above, nutritional labeling is compulsory for the following foods: prepared cereal foods; various types of bread; variety of milk and powdered milk, including sweetened condensed milk, evaporated milk and cultured milk; canned meat; canned fish; canned vegetable, canned fruit and various types of fruit juices, salad dressing and mayonnaise, various types of soft drink including botanical drink, soya bean milk and soya bean drink.

GM labeling

On July 8 2010, the Ministry of Health (MOH) announced regulations that require mandatory labeling of food and food ingredients obtained through modern biotechnology. The regulations also say that no person shall import, prepare or advertise for sale or sell any food and food ingredients obtained through modern biotechnology without the prior written approval of the Director. **A grace period until 8th July 2014 is given prior to enforcement.**

Some key elements of the labeling guidelines include the following:

- 1) If the GE content is not more than three percent, labeling is not required, “provided that this presence is adventitious or technically unavoidable.”
- 2) For single ingredient foods, the words “genetically modified (name of the ingredient)” must appear in the main display panel.
- 3) For multi-ingredient foods, the words “produced from genetically modified (name of the ingredient)” should appear in list of ingredients and “contains genetically modified ingredient” must be stated on the main display panel.
- 4) Highly refined foods, defined as those where processing has removed all novel DNA and protein, are exempt from the labeling requirement. (e.g.: vegetable oils, corn syrup, acidic foods, and salty foods).
- 5) Meat from animals fed with GE grains do NOT need to be labeled.
- 6) Only GE crops that have been approved by the National Biosafety Board Malaysia can be used for foods and food ingredients.

Labeling of ‘GMO Free’ and ‘Non-GMO’ is not permitted.

General Import and Inspection Procedures

All food consignments are subject to random checking and sampling at the 34 entry points around the country to ensure food items imported into the country are safe and comply with the prescribed standards and regulations. All meat, poultry and dairy product shipments must be accompanied by appropriate USDA documentation. International freight forwarders normally handle documentation and other formalities with authorities at entry points. Provided all necessary documents are in order, no problems or delays should occur in clearance of goods.

Halal requirement and certification

All beef and poultry products must be certified halal and the products must originate from slaughterhouses that have been inspected and approved by the Malaysian veterinary and religious authorities. An Islamic Center approved by the Malaysian Islamic Development Department (JAKIM) must supervise the slaughter and processing and issue the halal certificate for meat and poultry. The Islamic Center must be listed by the packing plant on the original JAKIM application form or the application must be appropriately amended to make use of a new Islamic Center.

U.S. exporters should also be aware that importers might request for additional certificates, which are not required by the authority, either to meet the demand of their own customers or for marketing purposes. For further processed food (which contains no meat), there is no known requirements for any certificate, but exporters are encouraged to acquire *halal* certification from approved Islamic Centers (<http://www.halal.gov.my/v3/index.php/ms/senarai-badan-islam-yang-diiktiraf>) to cater to the Muslim consumer market as Muslims account for more than half of Malaysia’s population and Muslims consume foods that are *halal*. The *Halal* Certificate should accompany the shipment and the products should have the approved Islamic Center’s *halal* logo on their packaging for information and marketing purposes.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

Malaysia continues to be a net importer of food products with annual imports of \$15 billion. Food imports have been growing on an average of 23 percent per annum over the last few years and will likely to grow at similar rates over the next five years

In 2012, the total imports of consumer-oriented and edible fishery products to Malaysia were estimated at \$6.3 billion. Total imports from the United States were \$484 million, representing 7.6 percent market share. China is the major supplier with imports at \$1.1 billion, representing 17.4 percent of the market share. India took the second spot with imports worth of \$648 million which is about 10.2% of the market share, followed by New Zealand (9.7%) and Australia (7.5%).

China is the main supplier of vegetables with reported imports at \$201 million in 2012. Turnip, cabbage, carrot, potato and garlic were among the major items. China is the market leader for mandarin oranges (\$30 million), pears (\$21 million) and apples (\$19 million). Since the US and China are both in the northern hemisphere with similar seasons, US exporters have to compete aggressively with Chinese exporters who can sell their produce at lower prices. South Africa overtook China as the major supplier of oranges with \$17 million worth of imports. US Valencia oranges, grapes and apples are popular in the Malaysian market. Imports for 2012 were at \$18.1 million, \$9.4 million and \$8.6 million respectively. Fresh strawberries, raspberries, blueberries and cranberries are niche markets and the U.S. is a major supplier with imports worth \$1 million annually. Competition is less intense with supplies from Australia and South Africa since they have the opposite seasons.

By tradition, New Zealand is the most favored for dairy products followed by Australia. In 2012, imports of full cream milk powder, skim milk powder, butter and cheeses from New Zealand were at \$424 million while imports from Australia overtook US at \$125 million and \$109 million respectively. US is the main supplier of whey with imports at \$25 million in 2012.

India is the leading supplier of red meat market with total imports of \$339 million (103,770 metric tons) in 2012. Indian beef and buffalo meat caters to the mass market. In the foodservice sector, competition for US beef comes from Australia and New Zealand, with total imports amounted to \$145 million and \$77 million respectively in the same year. US beef is considered premium and is found only in high-end foodservice outlets and restaurants serving Japanese, Korean and Western cuisines.

Malaysia is self-sufficient in poultry (broiler/eggs) production. Chicken parts and chicken wings are imported periodically to meet the demand from the local processing industry. In 2012, China is the major supplier for chicken parts and chicken wing at \$63 million. Imports from Thailand and Denmark were at \$33 million and \$5 million respectively.

Malaysia is a net importer of fish and seafood products with an annual import at \$1 billion in 2012. China is the main supplier with \$305 million, followed by Indonesia (\$184 million) and Thailand (\$166 million).

An increasing number of middle to high income consumers in Malaysia demand high quality imported exotic fish and seafood, especially live, and the bulk of these will be consumed in middle to high-end

Chinese seafood restaurants. Lobsters (Boston, Rock), abalone, oysters, scallops, clams (Razor, Blood, Sea, Jackknife), green mussels, crabs (Snow, King, Blue Swimmer, Dungeness), prawns (Mantis), geoduck, farmed sturgeon, razor fish, turbot, grouper, sea bass, bamboo fish, coral trout and carp are popular.

High-end western restaurants and high-end hotels have a demand for premium fresh, chilled or frozen products, such as salmon, cod, Dover sole, halibut as well as oysters, scallops, clams, lobsters, crabs and alike. Most salmon imports (fresh/chilled, frozen and smoked) are distributed to these types of food service outlets.

Supermarkets and hypermarkets are good for fresh chilled or frozen lobsters, crabs, large prawns, mackerel, cod, salmon (included smoked), Hoki, Dori, mackerel, crab meat, mussels, scallops and clams.

Opportunities exist for US fish and seafood exporters to develop their market presence in Malaysia by supplying to these major businesses. Imports from US increased by 37 percent to 14 million in 2012.

Distribution for consumer-ready food products

Private companies are the major entities in the food distribution system. Food importers and commissioned agents place orders with foreign suppliers and distribute to supermarkets/grocery stores and hotels in the cities and to sundry shops in the rural areas. Several of the larger supermarket and hypermarket chains are importing directly from overseas.

Most products from the United States enter through the ports of Klang, Penang and Johor. Transshipment of food products through Singapore has declined with improvement in shipping facilities offered by major ports in Malaysia. 'Westport' situated in Port Klang and the Port of Tanjung Pelepas (in Johor) has further enhanced Malaysia as a shipping hub.

Malaysia has seven international airports, including the Kuala Lumpur International Airport (KLIA), one of the biggest and most modern airports in the region. Malaysia's modern highway network is the backbone of the country's transport system as 90% of passenger and cargo movements are by roads. Roads link almost every town in Malaysia, and products move efficiently between cities and rural areas.

Food Retail Sector

Malaysia has a large and growing food retail market that is supplied by local and imported products. The current total retail sales of food and beverages are estimated at US\$15 billion. The forecast for this sector is likely to grow by around 10 percent per annum over the next three to five years.

Malaysian households spend an average 24 percent of their household income on retail purchase of foods. Due to rising affluence and higher education level, Malaysian consumers have become more sophisticated and demand higher quality for the goods that they purchased.

According to Retail Group Malaysia, the bulk of retail food sales are channeled through the traditional stores, such as provision stores, grocery stores, specialty food stores and other sundry shops. This sub-sector commands close to 60 percent of food sales today. Modern stores such as supermarkets, hypermarkets and department stores with supermarkets only have around 39 percent share of the retail food market. Convenience stores have remained insignificant, with only about 1 percent share of the retail food market.

Independent grocery stores and wet markets are found in the residential areas of both urban and rural towns across Malaysia. Most of the food items sold by grocery stores are canned foods, dried foods, snack foods, ice cream, and soft drinks. Fresh produces such as fruits and vegetables are seldom sold and usually do not sell frozen or chilled foods other than ice cream. However, grocery stores known as mini-markets, which are larger and more modern than the traditional grocery stores, would sell these food items. However, they are relatively fewer in numbers compared to the traditional grocery stores.

Wet markets include daily wet markets operating in permanent buildings and weekly morning and night markets operating in non-permanent locations. Food items sold are generally fresh fruits, vegetable, meat and fish. Imports are usually apples, oranges, grapes, carrots, potatoes, onions, cabbages, and broccoli.

Supermarkets and hypermarkets are mainly located in the major urban centers and are continuing to grow in numbers. Foreign-owned retailers operating locally include Tesco, Dairy Farms International (owns Giant, Cold Storage, Jason and Mercato), and Aeon. Supermarkets and hypermarkets will continue to see the fastest growth over the next three years. These retail stores provide good venues for imported products and access to the middle and high-income sophisticated consumers.

Competition among the retailers, especially hypermarkets, is intense with large international retailers like Tesco, Giant and Aeon Big frequently engaging in price wars to establish their presence as major players in the market. Meanwhile, Giant, the largest hypermarket operator in Malaysia, is reported to sacrifice profits in order to maintain the low-price leader status. Pressure is mounting for local retailers such as The Store to maintain competitive prices and carry a good variety of products in order to keep up with the international players.

Malaysians are shopping more at convenience stores and petrol marts. Increasing competition has resulted in a need for convenience stores to become more professional. Customers are now expecting more sophisticated offers like a wider range of better quality ready-to-eat snacks and hot-and-chilled beverages.

Key Entry Strategies for US Exporters

1. Market, distribute, and promote through the supermarkets and hypermarkets.
2. Promote food products to create consumer awareness and loyalty.
3. Appoint importers or agents that best meets the needs of the exporter.
4. Ensure that processed foods are acceptable to local taste and have appropriate packaging.

5. Acquire *halal* certification from recognized Islamic institution in the US.

Food Processing Sector

There are nearly 3,200 manufacturers involved in the food manufacturing industry in Malaysia and the industry accounts for nearly 10 percent of Malaysia's manufacturing output. Processed foods are exported to more than 200 countries with an annual export value of \$4.2 billion. Major items exported included cocoa and cocoa preparations (\$1.2 billion), prepared cereal and flour preparations (\$490 million), and margarine and shortening (\$400 million). Food manufacturers operating in Malaysia include both Malaysian and multinational companies such as Nestle, Unilever, Cerebos, and Campbell Soup.

The Malaysian government has identified the food processing industry as a priority sector for industrial development and increase exports. Malaysia's Ministry of International Trade and Industries (MITI) estimates the global market for *halal* foods (foods suitable for Muslim consumption) at US\$560 billion annually. Recognizing the potential of the *halal* food industry, the Malaysian Government aims to become the Global Halal Hub by becoming a major producer of *halal* food and to be in the forefront of marketing, certification and reference for *halal* food products.

Big corporations such as Nestle and Tesco are known to work hand-in-hand with the government to achieve the *halal* hub goal. Nestle has picked Malaysia as their global Halal Center for Excellence and exports 300 *halal* food and beverage range of products to more than 50 countries with export sales over \$380 million in 2011. Meanwhile, Tesco Malaysia has announced its plan to export \$2.7 million worth of *halal* products from Malaysia to Britain by 2011.

Changes in consumer lifestyle and government emphasis encouraging exports of processed foods from Malaysia are the market drivers of the country's food processing industry.

- Malaysia's rising per capita income and increasing urban population has encouraged consumers to lead a more modern but busy lifestyle. Thus there is a trend towards meals that are convenient to prepare or ready to eat. Consumers are also demanding more variety in their foods, becoming accustomed to international cuisines including western foods, and also healthier foods, providing new opportunities for food manufacturers.

Supermarkets and hypermarkets are now located throughout Malaysia. Shopping at these retail outlets is popular among consumers. These supermarkets and hypermarkets have cold storage facilities to stock and display chilled and frozen foods. This provides opportunities for food manufacturers to develop and market frozen and chilled processed foods.

Key Entry Strategies for US Exporters

1. Ensure quality of the raw food materials to instill manufacturers' confidence.
2. Acquire *halal* certification to cater to the Muslim consumer market.
3. Emphasize on the competitive advantage of the exporter's products to the food manufacturers.
4. Market and promote to increase awareness among food manufacturers.

5. Establish an efficient distribution network to maximize market penetration.

Food Service Sector

Malaysia has a sizeable and rapidly growing food service market today. The food service market today is valued between \$5 billion to \$6 billion today. The food service market has been growing at a rapid average rate of around 7 percent and 10 percent per annum over the next three to five years. This positive forecast is due to growing sophistication and affluence among consumers. Foodservice operators are constantly developing products and services to attract consumers.

Hotels and resorts, restaurants, and the institutional sub-sectors represent the best potential for US exporters. The restaurant sub-sector accounts for 70 percent of the total food service sales. This is followed by the hotels and resorts (8 percent) and catering services to institutions (5 percent). Other sub-sectors include food stalls but are not a potential market for US exporters since they mainly serve relatively cheap local dishes.

Malaysia's tourism industry has also fueled growth of the food service industry. Currently it is the second largest foreign exchange earner after manufacturing. The number of tourists visiting Malaysia reached 25 million in 2012. Total tourism revenue generated was \$19.2 billion. With the current government's effort to promote Malaysia as a medical tourism hub, tourists' arrivals are expected to grow in the coming years. Recently, CNN listed Kuala Lumpur as the 4th best shopping destination in the world after New York, London and Tokyo. The United Nation World Tourism Organization listed Malaysia as the 10th most visited country. It is also the only Muslim nation made it to the World's top 10 in ease of doing business. The growth in tourism is expected to fuel the growth of restaurants offering international cuisines such as Middle Eastern and Latin American food.

High tariffs and excise taxes in alcoholic beverages are deterring the consumption of wine in the foodservice sector. Coupled with the high mark-ups on the wine by hotel and restaurant operators, the selling price of the wines is exorbitant and this prohibits further consumption in foodservice outlets.

Key Entry Strategies for US Exporters

1. Conduct promotional activities to create awareness among importers and the food service establishments.
2. Appoint local importers specialized in the food service industry to import and market the exporter's food products to the food service establishments.
3. Target the mid to high-end food service establishments.
4. Acquire *halal* certification from recognized Islamic institutions in the US.

5. Maintain a product positioning strategy for the food products.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

Product Category	2012 Imports	5Yr. Avg. Annual Import Growth	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness For USA
Infant food, including dairy products	323,129 tons (\$966.3 million)	8% growth	No import duties are levied on infant milk/food.	Food cultural barriers exist. Malaysian mothers appear to prefer cereal based infant foods. Locally prepared and packed dairy products of Nestlé, Danone Dumex and Dutch Baby have a strong hold on the market.	The USA is already the major supplier for bottled infant food and the market is upgrading on the back of higher disposable incomes.
Fruit juices	36,626 tons (\$76 million)	15% growth	20% except for pineapple juice which incurs 30%.	The retail market for fruit juices is growing, the market is upgrading from cordials on the back of higher disposable incomes.	This market is likely to become more dynamic in future as Malaysians start to understand these products. Opportunities will exist for development by the U.S. pure juice suppliers.

Temperate Fresh Vegetables	507,838 tons (\$316 million)	11% growth	No import duty is charged	<p>Competition from key established suppliers from Australia, Indonesia and China.</p> <p>Competition also comes in the form of products from Malaysia's own highlands and some Asian countries.</p>	Demand for temperate vegetables will continue to rise on the back of rising disposable incomes. This will provide opportunities for U.S. suppliers able to compete with Australia, Indonesia and China.
Frozen vegetables	22,974 tons (\$20 million)	12% growth	Nil except sweet corn which incurs 5% and frozen potatoes at 7%.	Demand is not very varied and revolves around potatoes, peas, sweet corn and mixed vegetables.	<p>Frozen vegetables, especially potatoes from US are in demand from Malaysian consumers.</p> <p>Note: Food service demand is also important.</p>
Temperate fresh fruits	356,197 tons (\$232 million)	19% growth	5% for strawberry, raspberry and gooseberry and 10% for other fruits except kiwi fruit which incur 30% import duty.	Few barriers exist for popular products such as apples, pears, oranges and grapes.	This is one of the most attractive market segments for the USA to develop. Demand for temperate fruits will rise on the back of rising disposable incomes.
Dried fruits	30,341 tons (\$25 million)	20% growth	10% except for Dates, which incur no import duty.	Mature traditional demand exists except for dates which are growing rapidly	Attractive to U.S. suppliers with market driven approach to business with Malaysia.

				on the back of rising disposable incomes.	
Edible nuts	123,598 tons (\$98.1 million)	21% growth	Nil, except for roasted groundnuts which incurs 20% import duty.	Major demand growth is from the food industry.	This market should not be ignored. The USA is already the major supplier and the market is upgrading on the back of higher disposable incomes.
Dog and cat food for retail sale	38,354 tons (\$84 million)	19% growth	No import duties are levied on dog or cat food.	Few constraints/barriers exist under conditions where disposable incomes are growing.	Attractive for committed suppliers wishing to actively develop markets on a long-term basis.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

If you have any questions or comments regarding this report or need assistance exporting high value products to Malaysia, please contact the Office of Agricultural Affairs at the U.S. Embassy in Kuala Lumpur at the following address:

Office of the Agricultural Affairs

Unit 4210
DPO AP 96535
Tel : (011-60-3) 2168-5082
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E-mail: AgKualaLumpur@fas.usda.gov

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service homepage: <http://www.fas.usda.gov>.

Malaysian Regulatory Agencies / Other Trade Contacts

Director
Food Safety and Quality Division
Ministry of Health Malaysia
Level 3, Block E7, Parcel E
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Director General of Customs
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APPENDIX 1. STATISTICS

A. KEY TRADE & DEMOGRAPHIC INFORMATION

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Agricultural Imports From All Countries (US\$Mil) / U.S. Market Share (%)	14,747/8%
Consumer Food Imports From All Countries (US\$Mil) / U.S. Market Share (%)	4,973/9%
Edible Fishery Imports From All Countries (US\$Mil) / U.S. Market Share (%)	1,000/1%
Total Population (Millions) / Annual Growth Rate (%)	29.34/1.3%
Urban Population (Millions) / Annual Growth Rate (%)	17.6/ 2.5%
Number of Major Metropolitan Areas	11
Size of Middle Class (Millions) / Growth Rate (%) (estimate)	17 / 2.5%
Per Capita Gross Domestic Product (US Dollars)	\$9,890
Unemployment Rate (%)	3%
Per Capita Food Expenditures (U.S. Dollars)	\$1,500
Percent of Female Population Employed	36.4%
Exchange rate (US\$1 = X.X local currency) (Nov 4, 2013)	US\$ = 3.253 RM

TABLE B. Consumer Food & Edible Fishery Products

	Imports from the World			Imports from the U.S.			U.S Market Share		
	2010	2011	2012	2010	2011	2012	2010	2011	2012
Malaysia Imports									
(In Millions of Dollars)									

CONSUMER-ORIENTED AGRICULTURAL TOTAL	4129	4973	5333	342	444	470	8	9	9
Snack Foods (Excl. Nuts)	169	214	229	10	11	13	6	5	6
Breakfast Cereals & Pancake Mix	22	29	28	2	2	3	9	9	11
Red Meats, Fresh/Chilled/Frozen	461	554	603	2	1	1	0	0	0
Red Meats, Prepared/Preserved	14	10	13	0	1	0	0	10	0
Poultry Meat	71	106	109	1	2	1	1	2	1
Dairy Products (Excl. Cheese)	583	786	816	79	122	104	14	16	13
Cheese	62	66	77	7	5	6	11	8	8
Eggs & Products	3	3	4	0	0	0	0	0	0
Fresh Fruit	247	280	326	27	40	40	16	14	12
Fresh Vegetables	569	573	554	9	11	16	2	2	3
Processed Fruit & Vegetables	265	324	348	45	61	71	17	19	20
Fruit & Vegetable Juices	55	67	76	17	27	28	31	40	37
Tree Nuts	38	55	61	12	16	17	32	29	28
Wine & Beer	86	126	151	2	5	3	2	4	2
Nursery Products & Cut Flowers	10	11	13	0	0	0	0	0	0
Pet Foods (Dog & Cat Food)	65	75	84	12	10	12	18	13	14
Other Consumer-Oriented Products	1410	1694	1841	113	131	156	8	8	8
FISH & SEAFOOD PRODUCTS	724	930	1000	7	10	14	1	1	1
Salmon	22	24	25	0	0	0	0	0	0
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	219	274	291	1	1	1	0	0	0
Groundfish & Flatfish	73	102	113	0	0	0	0	0	0
Molluscs	50	66	63	2	3	3	4	5	5
Other Fishery Products	360	464	508	4	6	9	1	1	2
AGRICULTURAL PRODUCTS TOTAL	14098	18416	18588	823	1116	944	6	6	5
AGRICULTURAL, FISH & FORESTRY TOTAL	15329	19947	20188	858	1154	996	6	6	5

Source: Global Trade Atlas.

**Table C: Top 5 Suppliers of Consumers Foods &
Top 15 Suppliers of Edible Fishery Products**

CONSUMER-ORIENTED AGRICULTURAL TOTAL – (\$1,000)

RANK	IMPORT MARKET	2010	2011	2012
1	CHINA	755,671	825,290	797,992
2	INDIA	542,417	609,567	613,614
3	NEW ZEALAND	455,870	584,957	607,546

4	AUSTRALIA	343,670	417,559	469,911
5	UNITED STATES	342,277	444,260	469,720
	OTHERS	1,688,643	2,091,028	2,374,142
	TOTAL	4,128,548	4,972,661	5,332,925

FISH & SEAFOOD PRODUCTS – (\$1,000)

RANK	IMPORT MARKET	2010	2011	2012
1	CHINA	241,560	301,987	304,948
2	INDONESIA	120,680	155,303	184,182
3	THAILAND	115,778	146,290	165,929
4	VIETNAM	31,251	50,367	55,084
5	MYANMAR	35,052	39,405	38,694
6	INDIA	29,501	39,736	34,879
7	JAPAN	16,090	16,881	23,048
8	PAKISTAN	10,776	17,580	22,753
9	NORWAY	14,612	18,232	21,569
10	MEXICO	7,797	17,187	17,214
11	TAIWAN	10,860	16,007	15,221
12	UNITED STATES	6,977	10,101	13,855
13	CHILE	3,406	9,682	13,178
14	ICELAND	4,557	8,543	12,527
15	SINGAPORE	4,189	6,224	7,723
	OTHERS	70,855	76,358	69,542
	TOTAL	723,941	929,881	1,000,348

Source: Global Trade Atlas.

END OF REPORT.