

## Matrade leads successful Malaysian presence at CAEXPO in China

This year marks a significant milestone as Malaysia and China celebrate 50 years of diplomatic relations. With Malaysia recognised as the Country of Honour at CAEXPO, this event highlights the strong ties between the two nations during this historic anniversary. By participating in CAEXPO, Malaysia aims to strengthen economic and trade ties with China and other Asean countries, further solidifying its position in regional trade.



Transport Minister Anthony Loke (centre) officiated the Malaysia Pavilion at the 21st China-ASEAN Expo (CAEXPO). The ceremony was graced by the presence of (from left) CAEXPO deputy secretary general Zeng Zhong, Consul General of Malaysia in Nanning Ahmad Phadil Mohamed Ismail, Chinese People's Political Consultative Conference (CPPCC) Guangxi Committee vice chairman Wang Naixue and Matrade senior director of export promotion & market access division S.Jai Shankar. Loke engaged with 150 exhibitors, promoting Malaysian brands on Douyin. He also participated in a live streaming session with local influencers, enhancing Malaysia's digital presence.



# Over RM400mil in sales at CAEXPO

A diverse range of 150 exhibitors, from government agencies to trade associations, participated in the event

THE Malaysia External Trade Development Corporation (Matrade)'s participation in the 21st China-Asean Expo (CAEXPO), which took place in Nanning from Sept 24 to 28, was a resounding success, with impressive sales figures.

The Malaysia Pavilion, which involved the participation of 150 exhibitors, generated total sales of RM402.88mil, well above the RM320mil target set for the event, accentuating the continued robust demand for Malaysian products in the Chinese market and highlighting their growing popularity among Chinese consumers.

This year marks a significant milestone as Malaysia and China celebrate 50 years of diplomatic relations, with Malaysia proudly honoured as the Country of Honour at CAEXPO. This event stands out as a key commemoration of this historic anniversary, underscoring the strong ties between both nations.

The Malaysia Pavilion showcased its largest participation since the Covid-19 era, bringing together 12 government ministries and agencies as well as four trade associations. Notably, this year marks Malaysia's 21st consecutive participation at CAEXPO, led by Matrade since the event's inception.

Matrade deputy chief executive officer Abu Bakar Yusof states that Malaysia seeks to enhance economic and trade cooperation with China and other Asean countries through CAEXPO and similar platforms, further strengthening its role in



Transport Minister Anthony Loke (centre) with Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff, Matrade senior director in export promotion and market access division S. Jai Shankar (fourth and fifth from left, respectively) and Matrade deputy director China and Northeast Asia section Nur Azni Aziz (fourth from right), at the Malaysia Pavilion in CAEXPO. Joining them are representatives from the Investment, Trade and Industry Ministry (Miti) and Matrade.

regional trade. Matrade will also lead Malaysia's participation in the upcoming 7th China International Import Expo (CIIE) from Nov 5-10 in Shanghai, followed by the 19th China International Small and Medium Enterprises Fair (CISMEF) from Nov 15-18 in Guangzhou. The series will culminate with the Malaysia-China Summit (MCS 2024) from Dec 17-19 in Kuala Lumpur.

"The MCS 2024 will serve as the grand finale of this series, anticipated to attract

participation from local, Chinese, and Asean stakeholders, with the potential to generate over RM2bil in trade and investment opportunities," he said.

A key highlight of this year's CAEXPO was the pre-recorded address delivered by Prime Minister Datuk Seri Anwar Ibrahim during the grand opening ceremony on Sept 24. Transport Minister Anthony Loke also had the honour of hosting the Asean Leaders' Session, further cementing Malaysia's status as the Country of Honour

and reinforcing the importance of strengthening Malaysia-China trade relations.

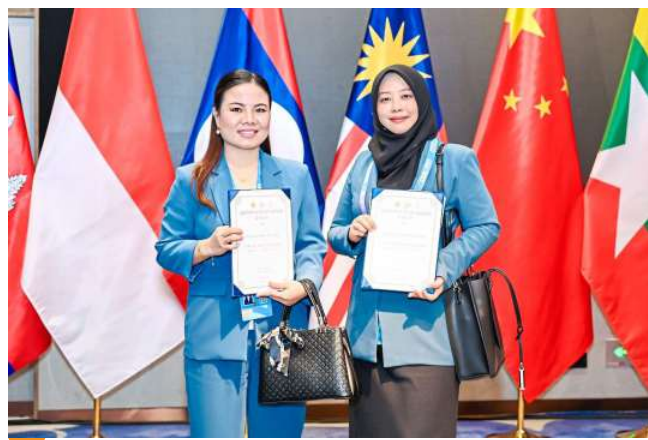
The opening ceremony of the Malaysia Pavilion was officiated by Loke, alongside notable dignitaries such as vice-chairman & member of the Chinese People's Political Consultative Conference (CPPCC) Guangxi Committee Wang Naixue, Consul General of Malaysia in Nanning Ahmad Phadil Mohamed Ismail, Matrade senior director of export promotion & market access division S. Jai Shankar and CAEXPO deputy secretary-general Zheng Zhong.

To boost the value of Malaysia's participation at CAEXPO, Matrade hosted a series of high-impact activities at the Malaysia Pavilion. These included product pitching sessions where 98 exhibitors presented their products to more than 70 local buyers, creating exciting opportunities for potential business collaborations.

Malaysia was honoured as the leading award recipient, securing five awards including the Best National Pavilion Award, Best Promotion on Investment Cooperation Award, Best Trade and Economic Outcomes Award, Best Exhibitor Organiser Award as well as Country of Honour Award. Additionally, three Malaysian brands received special recognition from the CAEXPO Secretariat: DSR Daily Fresh Sdn Bhd (Golden Award for durian gelato), B-Crobes (M) Sdn Bhd (Silver Award for probiotic products), and Durian Manufacturer Association (Popular Award).

## CAEXPO offers a platform for Malaysian businesses to forge new trade and investment partnerships

THE China-Asean Expo (CAEXPO) is one of the largest international trade exhibitions in China, serving as an effective platform to promote the China-Asean free trade agreement (FTA) and foster collaboration in trade, investment, and tourism. Organised by China's Guangxi Zhuang Autonomous Region and sponsored by China's Ministry of Commerce, CAEXPO has been held annually since 2004. The 21st edition of this prestigious event took place in Nanning, China, from Sept 24 to 28.



Representing the nation for the 2024 China-Asean Youth Leaders programme at the 21st CAEXPO are exhibitors Norcy Beauty Lab chief executive officer Norsiah Ahiddin (left) and DASC International Sdn Bhd chief executive officer Dr Nurhidayah Roslan.



The Selangor State Development Corporation (PKNS), through its Entrepreneur Development Division, supports businesses from school level to export readiness. Twelve PKNS-guided companies participated in CAEXPO to explore opportunities in the Chinese market. The PKNS delegation was led by entrepreneur development manager Yuzawati Yusof, with assistance from entrepreneur development officers Muhammad Zhafri A. Kamazar and Anas Abdul Munir.



The Entrepreneur & Cooperatives Development Ministry (MECD), in partnership with SME Bank, sent 12 Malaysian entrepreneurs to CAEXPO. These entrepreneurs, selected from MECD's Halal Entrepreneur Internationalisation Programme, showcased a variety of halal products with the aim of raising awareness and boosting exports to the Chinese market. Some of the featured products included Baba Nyonya paste, durian coffee, Sarawak Lapis cake, botanical beverages, and the original Tongkat Ali coffee.



Selangor's delegation, led by Exco for Youth, Sports, and Entrepreneurship Mohd Najwan Halimi (centre), joins export-ready entrepreneurs selected to represent the state at CAEXPO.



NS Field Sdn Bhd director Carmen Wong (right) introducing 'Borneo Green Honey,' a premium 100% raw honey from Borneo's ancient forests, to Transport Minister Anthony Loke. Wong's participation at CAEXPO 2024, alongside seven other companies, highlights the Sabah State Government's initiative through the Department of Industrial Development and Research (DIDR) in promoting local products from Sabah.



Brothers Amirul Syahmi Ahmad Ramzi (second from right) and Amirul Syafiq Ahmad Ramzi, directors of Inforana Holdings Sdn Bhd, producing nasi dagang Terengganu with innovative retort technology, which they showcased at CAEXPO. As a strategic partner of Matrade for CAEXPO 2024, the East Coast Economic Region Development Council (ECERDC) empowers entrepreneurs to expand into international markets, promoting a variety of Malaysian products in China and attracting foreign investors to explore new business opportunities.





At the ribbon-cutting ceremony to launch the 'Buy Malaysia, Support Local Businesses Abroad' campaign by Exim Bank are (from left) Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff, Exim Bank Malaysia chief operating officer Hasrin Abdul Rahim, Matrade senior director of export promotion and market access division S. Jai Shankar, and OPB China president and chief executive officer Steven Hou.



The Perak State Entrepreneurs Secretariat (STeP) implements and monitors policies for micro, small, and medium enterprises (MSMEs) in Perak, coordinating data and implementing training and international exhibition programmes. The Perak state delegation was led by Perak Exco Sandra Ng Shy Chin (centre) while the three companies that participated in CAEXPO were led by STeP director Mohamad Rozlan Mohamad Razalli (third from right).

Agriculture and Food Security Ministry (MAFS) Agriculture Counsellor Office (ACO) Beijing Agriculture counsellor Ting Ping Ping (centre) with representatives of the Durian Manufacturer Association (DMA) at the CAEXPO. They are (from left) Wong Kah Meng, Kenny Loh, Heng Siang Huang and Datuk Paul Mak.



The DSR Daily Fresh Sdn Bhd team welcoming Transport Minister Anthony Loke (second from right) and Matrade senior director in export promotion and market access division S. Jai Shankar (second from left) to their booth, where they learn more about the company's focus on Musang King branding. DSR chief executive officer Ng Lian Poh also presented Loke with a special diplomatic gift. Other members of the DSR team at CAEXPO are chief technology officer Ajmain Kasim (left) and director Goh Zhe Khai.



The Malaysian Palm Oil Council (MPOC) showcasing Malaysian palm oil as a premium and sustainable choice in the Chinese market at CAEXPO. Representing MPOC at the event are marketing assistant Jenny Sun (left) and Desmond Ng, chief representative of the MPOC Shanghai office.



The delegates from the Federation of Malaysian Freight Forwarders (FMFF), comprising (from left) Darren Cha, Jack Tan, Cynthia Seow, and Alvin Chua, express their enthusiasm and satisfaction with their participation at CAEXPO.



(From left) United TMC founder Tan Tong Choon building rapport with One Legend Kingdom's Wong Kok Loong and Wong Moe Loong, Joeeyes Trading Sdn Bhd's Awaeang Anak Kwasin, Agriculture and Food Security Ministry (MAFS) Agriculture Counsellor Office (ACO) Beijing Agriculture counsellor Ting Ping Ping, ACO Beijing first Secretary Siti Zurianah Ismail, Blue Archipelago Bhd chief executive officer Sudeman Harith, SBH Marine Holdings Bhd executive director Saw Leng Hean and ACO Beijing marketing officer Wang Jixuan.



Biotropics Malaysia chief executive officer Haliza Ramli (fifth from left) signs a Memorandum of Understanding with Honeycomb Cloud chairperson Yu Miaomiao (fourth from left), with Matrade senior director of export promotion and market access division S. Jai Shankar, and Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff serving as witnesses. Joining them are key members from both companies.





▼ (From left) De Cell Bhd event manager Shaunirwan Majid, chief medical officer Dr Shaun Ashley Chin, managing director Dr Lim Woon Khai and chief doctor Dr Koh Kai Yee proudly unveil Malaysia's first wound care solution incorporating secretome technology at CAEXPO.



▼ Dragon Brand Birdnest Sdn Bhd is proud to participate in CAEXPO. Managing director Melvin Chua Chin Tee (right) sharing a moment with Matrade senior director export promotion and market access division S. Jai Shankar, and Transport Minister Anthony Loke.



▼ Coffeeland introduces Dr Arafitco, a product designed to promote a healthy lifestyle at CAEXPO. At the forefront of this innovation are Coffeeland R&D director Dr Ray Wong (right) and export director Jacqueline Lim. The duo had the honour of showing Dr Arafitco to Transport Minister Anthony Loke (second from left) and Matrade senior director in export promotion and market access division S. Jai Shankar.



▼ Chefmate Sdn Bhd specialises in manufacturing authentic local food pastes. Committed to quality and tradition, the company shares the region's rich culinary heritage with unique pastes that enhance any dish. Representing Chefmate at CAEXPO are (from left) sales executive Mohd Nazri Isnin @ Marjukin, production manager Ng Yee Hang, marketing executive Teh Hiew Yan, managing director Ng Lai Choi, director Ng Yee Leong, sales and marketing manager Ng Sue Zenn and sales executive Mohd Yazid Zakaria.



▼ (Seated from left) Canaan Alpha Sdn Bhd founders and directors Sumary Punpiput and Soh Chian Hwa with sales and marketing executive Teng Hui Ming (left) and executive director Soh Chee Chee. Canaan Alpha SB is one of Malaysia's leading pet care producers, with over 30 years of experience. The company continually expands its range of products to meet the ever-growing needs of pets.



▼ Durian Baby aspires to be an internationally recognised brand synonymous with authentic Malaysian durian and its related products. The goal is to make Durian Baby the first name that comes to mind when people think of durian. Showcasing their products at CAEXPO are Durian Baby founder Lee Sooi Tak (right) and co-founder Lee Chun Sheng.

E Xia Global Sdn Bhd director Xia Qing proudly showcasing exquisite bird's nest products at her company's booth.



▼ Chun Yan Tang Swiftlet Sdn Bhd director Chye Ming Soon (right) and sales manager Chye Chang Yi promoting their products at CAEXPO.





(From left) Eagle & Pagoda Brand Teck Aun Medical Factory Sdn Bhd administrative coordinator Oon Kheng Hock, marketing assistant Tan Sooi Chee, managing director Oon Chee Hong and sales executive Oon Ching Neng proudly promoting their flagship product Teck Aun Chi Kit pills at CAEXPO.

From left are Frucyland (M) Sdn Bhd marketing manager Lee Meng Loon, Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff, and China company Cinta Musang sales manager Chen Yu Hao. Founded in Pahang in 2012, Frucyland has expanded to eight subsidiaries. Prioritising quality, efficiency, and service, Frucyland aspires to become a leading player in the durian industry.



Launched in 2003, BrainChecker's Scientific Talent Test has been a valuable tool for companies seeking top candidates and for parents looking to discover their children's potential. BrainChecker founder Dr Chen Hai Beng (second from right) and chief operating officer Loh Aun Nee welcoming Transport Minister Anthony Loke (second from left) and Matrade senior director in export promotion and market access division S. Jai Shankar to their booth.



Green Image Organic Enterprise Sdn Bhd chief executive officer Cliff Lee (right) welcoming Transport Minister Anthony Loke and Matrade senior director of export promotion and market access division S. Jai Shankar, to his booth at CAEXPO. Founded in 1999, Green Image Organic Enterprise Sdn Bhd is dedicated to natural and organic agriculture, sustainability, and the use of 100% vegetarian ingredients.



Famosa Bio-tech (M) Sdn Bhd's China managing director Li Jie Xian proudly showcasing Gate of Famosa White Coffee at CAEXPO.



Green Naturecare Foods Manufacturer Sdn Bhd's (from left) chief executive officer Datuk Allvin Neo Bon Sen, director Tan Chee Keong and general manager Cheryl Chong Yi Ern showcasing their Musang King durian coffee at CAEXPO. The innovative blend combines premium Brazilian coffee beans with rich durian flesh from trees cultivated for over 25 years.

Fipper's booth at CAEXPO features a wide range of comfortable shoes. Always putting their best foot forward are (from left) Fipper international trade manager Ng Chin Boon, chief executive officer Choong Jee Von, regional e-commerce specialist Wong Jia Min, and customer relationship management manager Fannie Liau.



Founded in 2009, Elite Natural Products Sdn Bhd is a Malaysian-owned company dedicated to producing Eucapro natural products. The company is committed to harnessing the benefits of natural ingredients, especially eucalyptus, to offer wholesome and healthy solutions for families. Leading the team are (from left) general manager John Leong, sales executive Roman Lu and head of accounts department Ivy Lim.





Representing Hialia Food & Beverage Sdn Bhd at CAEXPO are director Vivi Saw Rui Xiang (centre) and her team members (from left) operation manager Mohd Syauqi Najmi Mohd Subha, assistant manager Chen Bee Lan, administrative executive Kuan Shear Fern and marketing executive Xiao Yang. For the past decade, Hialia has sourced top-quality products to support Malaysia's innovative food industries, driven by a passion for food, culture, and customer success while upholding its core values.



Founded in 2015, Honey Organic offers premium mulberry tea blended with Malaysian herbs, creating aromatic flavours that promote health. Their ingredients are sourced fresh from their own farm. General manager Datin Fan Shu Hua (second from left) and manager Wang Xue Gang (centre) led the company's team in showcasing their products at CAEXPO, proudly promoting Malaysian offerings.



IGI International (M) Sdn Bhd director Wayne Wai (left) connecting with Special Food Department of the State Administration for Market Regulation of China director Zhou Shi Ping. IGI International uses innovative biotechnology and 3D NUS technology to produce freshly cooked bird's nests. As the largest supplier of Malaysian bird's nests in Canada, their products are sold in upscale restaurants and major supermarkets in Canada. They are also recommended by the Malaysian consul and are popular among Canadian celebrities.



With over 45 years of experience, Jin Bin Group is a leading Malaysian producer of herbal medicines, health supplements, and beverages. Representing J.B. Pharmacy Group Sdn Bhd – one of Jin Bin Group's subsidiaries – are online marketing manager Goh Jingling (centre), promotion executive Yeoh WanZe (right), and assistant business development executive Lai YeePei. The trio were showcasing Hurix's natural herbal products at CAEXPO.



Hong Sheng Yan Enterprise Sdn Bhd sales manager Chen Zhi Qiang (left) connecting with Chen Bang Xuan from Ningbo Fang You He Trading Co Ltd as he showcases exquisite edible bird's nest products at his company's booth during CAEXPO.



Hui Sheng Export Sdn Bhd senior sales executive Chan Huey Sze (centre) proudly showcasing high-quality product mix comprising 3-in-1 coffee, candies, herbal drinks and bird's nest drink to the event hosts at the company's booth.



JPRC Trading Sdn Bhd general manager Dennis Yap (right) and a visitor at the event sharing a moment with Transport Minister Anthony Loke and Matrade senior director in export promotion and market access division S. Jai Shankar (third, and second from left, respectively). Based in Kepong, JPRC Trading Sdn Bhd specialises in hand-processed bird's nests that adhere to rigorous international safety and health standards for human consumption. Periodic checks are conducted, and maintaining aviary cleanliness is a top priority. Stringent care is taken during the entire production process, from picking to final packaging, ensuring high-quality bird's nests and preventing contamination.



HTY is a leading cross-border e-commerce platform and export consultancy that empowers Malaysian merchants to expand internationally. With operations in China, Thailand, and Singapore, HTY utilises major platforms such as Tmall, JD.com, TikTok, Shopee, and Lazada to enhance the visibility of Malaysian products. The company offers tailored solutions, including merchant consultation, logistics, and digital marketing, to help local businesses thrive in global markets.





KCO Logistics & Distribution Services Sdn Bhd is honoured to participate in the 21st CAEXPO, marking its third consecutive year collaborating with Matrade. Pictured at the event are director Andy Oon and Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff (second and third from the left, respectively) with a customer (left) and a representative from Matrade.

Kim Dorian Manufacturing Sdn Bhd's sales executive Yin Ya Peng showcasing the company's offerings at CAEXPO. As a leading supplier of fresh and frozen durians in Malaysia, Kim Dorian holds HACCP, GMP, Mesti, and halal certifications. Founded in August 2021 and based in Mentakab, Pahang, the company specialises in processing and packaging frozen whole durians, durian pulps, and a range of durian-based products.



Majulah Koko Tawau Sdn Bhd, a leading cocoa product manufacturer from Sabah, is delighted to participate in CAEXPO. Sales executive Liew Sing Ni proudly showcasing the company's wide range of cocoa products at this prestigious event.



Lifestyle Ventures Sdn Bhd managing director Elen Chan (left) and Johnny Hui, the exclusive distributor in Hong Kong, showcasing Man Fook products at CAEXPO. The company is a pioneer in vegan sauces and holds FSSC 22000, halal, and vegan certifications. They craft fresh Peranakan sauces and pastes, utilising solar energy for sustainable production.



Julie's Manufacturing, the maker of Julie's biscuits, has been a beloved brand in Malaysia since 1981. Through years of strategic marketing and extensive distribution, Julie's has grown into a household name. The brand is proud to have partnered with Matrade and participated in CAEXPO for over a decade. Pictured at the event are (from left) Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff, Julie's representative Lee Sooi Tak, Transport Minister Anthony Loke, and Matrade senior director of export promotion and market access division S. Jai Shankar.



Blossom View director Zuhari Abdullah (right) and his wife, Rahani Hamat, are pleased with the positive reception to their booth at CAEXPO. Zuhari believes the event's success serves as a strong encouragement for more Bumiputera entrepreneurs to participate in the event.



Representing Luck Triumph (M) Sdn Bhd at CAEXPO are managing director Hang Wai Koon (second from left), global sales manager Jacqueline Chan (fourth from left), global market development manager Sophie Hang (right), and other team members. The company appreciates Matrade's unwavering support in promoting Malaysian businesses internationally.



MYMBN Berhad non-independent executive director and chief executive officer Lavernt Chen (left), along with independent non-executive directors Datuk Dr Rosini Alias (centre) and Datuk Nazipah Jamaludin are all smiles as they showcase their company's products at CAEXPO 2024.





Enest Group Bhd proudly showcasing its products at CAEXPO. As a dedicated supplier of bird's nest products, the company owns its own birdhouses and factory. Leveraging a range of favourable conditions and strengths, Enest Group takes pride in delivering the highest quality and purest bird's nest offerings.



PS Food & Beverage Sdn Bhd chief executive officer Fatin Diana (second from right) and general manager Adilah Shuib (left) warmly welcome Selangor Exco for Youth, Sports, and Entrepreneurship Mohd Najwan Halimi (second from left) and a representative from the Exco office to their booth at CAEXPO.



SCC Food Manufacturing Sdn Bhd senior business development executive Cassandra Loong (left) and business development manager Yvanca Choong (second from left) proudly showcasing Pozila gourmet popcorn snack and popcorn supplies to Selangor Exco for Youth, Sports, and Entrepreneurship Mohd Najwan Halimi (centre), and delegates from the Selangor state government.



Pictured from left at Pinnacle Concepts Sdn Bhd's booth are Miti Asean economic integration division director Siti Muslihani Abdul Ghani, Matrade senior director of export promotion and market access division S. Jai Shankar, Transport Minister Anthony Loke, Pinnacle Concepts Sdn Bhd advisor Anny Lim, Malaysian consul-general in Nanning Ahmad Phadil Mohamed Ismail, and Matrade Guangzhou trade commissioner Mohamad Haris Abdul Latiff celebrating cross-cultural exchange and trade opportunities for Malaysian products at CAEXPO 2024.



(From left) Prosper Food & Beverage Sdn Bhd director Linda Leong, managing director Lim Thek Ei and manager Lim Wei Wen, proudly presenting their Malaysian-made pure edible bird's nest at CAEXPO.



Miracle Medicine Sdn Bhd's company director Dr Lim Kien Seng (centre) leads his team members, personal assistant to director Sim Xiao Qing (left) and chief executive officer Pang Siok Chain, in showcasing natural Chinese traditional herbs and more at CAEXPO.

Pristine Food Stuff Sdn Bhd general manager Fion Soo (left) and director Vincent Lau (right) sharing a moment with Transport Minister Anthony Loke. The company specialises in producing high-quality frozen ice cream confections. With a focus on expanding its market presence, the company aims to increase brand visibility, build regional recognition, and explore potential partnerships with reliable importers.



Sacha Inchi Manufacturing Sdn Bhd director Way Zhi Long (right) with a reporter at CAEXPO. Based in Johor Baru, Sacha Inchi Manufacturing Sdn Bhd specialises in producing health-focused products. The company has now expanded its range to include food and beverage products, bringing health benefits to daily life through supplements and functional foods.





The SY Yee Networks Sdn Bhd team highlighting JuicyD Pudding, an innovative detox and beauty product rich in antioxidants, available in refreshing lemon sea salt and peach flavours, at CAEXPO.



TCT Nutraceuticals managing director Toms Wu and director Taevin Teh (third and second from right, respectively) engaging with Selangor Consumer Affairs and Cooperative Exco Datuk Rizam Ismail (centre) during his visit. Other TCT Nutraceuticals team members at the booth were (from left) sales executive Jocelyn Eu, sales manager Kathryn Low and sales director Sean Hoh. Wu and Teh highlighted TCT's innovative, upcycled durian halal skincare line, which has the potential to boost Selangor's sustainable beauty industry and contribute positively to the national economy.

Simfoni Pasifik Sdn Bhd, a subsidiary of Enzy Production Sdn Bhd, boasts 15 years of experience in the bird's nest industry. Based in Butterworth, Penang, the company holds HACCP, GMP, and MeSTI certifications, ensuring rigorous quality control from collection to sales. Representing the company at CAEXPO are (from left) sales manager Tang Zhong Jian, managing director Tang Siau Wei, and marketing manager Tang Zhong Lun.



Marketing director Simon Lee Yan Lin of Syarikat Su Hua (right) showing one of his company's products to Transport Minister Anthony Loke while promoting Malaysian coffee and beverages under the Xin Hua brand at CAEXPO.

SGY Trading Sdn Bhd's team members showcasing their company's products at CAEXPO. Based in Penang, SGY Trading Sdn Bhd began operations in 2018, specialising in the processing of edible bird's nests. The company is committed to ensuring the safety and quality of its products.



Soon Yen Long Sdn Bhd director Ng Lai Soon proudly showcasing the company's offerings at CAEXPO. Soon Yen Long Sdn Bhd is renowned as a leading supplier of high-quality bird's nest in Malaysia.



Sweetkiss Group, a leading Malaysian chocolate manufacturer, highlighting its locally made chocolates to potential buyers at CAEXPO.



TD Binary (M) Sdn Bhd's booth at CAEXPO showcased their innovative slimming and male supplement products at CAEXPO which garnered interest from health-conscious individuals and industry professionals. Grateful for the support from booth visitors, they aim to drive a healthier, stronger future together.





Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) president Tan Sri Low Kian Chuan (fifth from left) led the ACCCIM delegation in taking a group photo with Transport Minister Anthony Loke (centre) and Negri Sembilan State Exco Teo Kok Siong (fifth from right). ACCCIM participated in CAEXPO to foster cooperation among Chinese chambers of commerce, trade associations, and business corporations in Malaysia, promoting their interests in commerce and economic activities.



TRL (South East Asia) Sdn Bhd sales manager Gan Jay Shen (left) and sales director Adrian Yoong (third from left) posing with their promotional team from China. The team is excited to collaborate with Matrade and is grateful for the opportunity to represent Malaysia at CAEXPO.



Tey Kim Sue Holdings Sdn Bhd managing director Tey Tai Long (second from left) sharing a moment with a China partner supervisor Sun JingQi (centre) at CAEXPO.



Olivia Pang (left) and Jasmine Mun from The Vida World Sdn Bhd's international business department proudly representing Malaysia's No.1 sparkling drink, Vida Zero and Vitamin C Sparkling Drink, at CAEXPO. The team aims to engage with potential buyers and distributors to explore new market opportunities in China.



Valley Manufacturing Sdn Bhd company director Chong Kong Lan (right) proudly showcasing her company's bird's nest products to Transport Minister Anthony Loke at CAEXPO.



Thousand Nest Trading Sdn Bhd managing director Loh Chia Han (left) with sales and marketing manager Ma Yan promoting their products at CAEXPO.



UG International Sdn Bhd managing director and founder Linda Yong (second from left) promoting her company's UG Hair Care range at CAEXPO. This homegrown Malaysian brand offers natural hair care solutions for healthy hair and scalp.



YCL Global Resources Sdn Bhd sales manager Lee Wei Fen (front) and sales personnel Lee Meng Hua expressed their gratitude for Matrade's support. YCL Global Resources has engaged in bird's nest trading with Chinese firms for several years, and thanks to Matrade, they now have the opportunity to explore a much larger market.





Amecrown Holdings Sdn Bhd managing director Chai Kean King (left) beams with pride as he showcases his product to Transport Minister Anthony Loke (centre) and Matrade senior director in export promotion and market access division S. Jai Shankar.



Bio Naturecare Marketing Sdn Bhd is honoured to participate in CAEXPO. From left are QA Wan Pei Yee, director Irene Ngan Chui Ting, sales and marketing – nutritionists Astrid Tan and Veniss Chong.

Mase Industries Sdn Bhd's general manager Ng Ling Ping introducing the innovative Speed Touch Ammonia-Free 1-Min Hair Color to Transport Minister Anthony Loke. Designed to cater to the needs of busy consumers seeking quick and effective hair colouring without compromising quality or safety, Speed Touch offers a convenient solution for fast-paced lifestyles.



Borneo Nature Birdnest Sdn Bhd managing director Lilin Costa (right) connecting with Transport Minister Anthony Loke at CAEXPO.

YangXiangYu Birdnest (M) Sdn Bhd managing director Chai Kean King (left), sharing a moment with Transport Minister Anthony Loke and Matrade senior director of export promotion and market access division S. Jai Shankar.



(From left) GT Spice Manufacturers Sdn Bhd directors Fong Siow Ni and Calvin Koh Teik Min, along with G-Year Co Ltd director Koay Soo Liang, engaging in discussions on expanding their collaboration at CAEXPO.



The top management of Yanming Resources Sdn Bhd Henry Fam (left) and Lim Poh Chuw proudly showcasing their products in CAEXPO.



YKL is honoured to participate in CAEXPO, where the team had the opportunity to connect with numerous customers. Director Yeoh Kean Lip (right) was delighted to showcase the Kata product range to the people of Nanning.



Penang-based premix beverage manufacturer Bertambest Sdn Bhd managing director Mohd Zaki Zakaria (left) and sales manager Abu Hurairah Aboo Bakar (right) are seen with Matrade Guangzhou trade commissioner Mohd Haris Abdul Latiff.



(From left) One Legend Kingdom Sdn Bhd executive director Michael Wong with founder and managing director Eddie Wong, unveil their commemorative portrait souvenir celebrating 50 years of diplomatic ties between China and Malaysia. With them are Transport Minister Anthony Loke and Chen David, One Legend Kingdom's marketing partner.

GuangXi BaiLiSheng Biotech Pte Ltd (Hexbio's Nanning distributor) manager Liu Hai Bo (left) sharing the excitement of Hexbio's Silver Award win with B-Crobes (M) Sdn Bhd marketing manager Brandon Loh (centre) and export manager Vincent Teoh.



Bizcofi Sdn Bhd director Liew Yu Hian proudly showcasing his company's wide range of coffee and tea in CAEXPO.

Bin Malek Global Sdn Bhd director Azfar Maleeq showcasing his company's wide range of products at CAEXPO. Established in August 2019, Bin Malek Global Sdn Bhd is a leading manufacturer of Bin Maleeq brand food and beverage products.



Representing Bio Life Neutraceuticals Sdn Bhd at CAEXPO are (from left) sales executive Huang Zhe, senior sales and marketing Chai Xin Ling, managing director Datuk Kenny You, director Datin Liza Phang, product specialist and sales executive Lithasha Manokaran, and sales executive Hu Honglu.

Blue Sky Bird Nest Sdn Bhd sales and marketing director Suy Boon Choon (left) and managing director Shirley Peing highlighting their company's products at CAEXPO.



Amity AKF Enterprise Sdn Bhd is excited to return for the second time at CAEXPO, with China agent Pang Wan Tao representing the company at this prestigious event.