

**MALAYSIAN FRIENDSHIP AND TRADE CENTRE, TAIPEI  
(TRADE DIVISION)**

馬來西亞友誼及貿易中心(駐華商務處)

10F-D, 167, DUN-HUA N. RD., TAIPEI 105, TAIWAN

105台北市敦化北路167號10樓D室(宏國大樓)

Tel : +886 2 2545 2260

Fax : +886 2 2718 1877

Email : [taipei@matrade.gov.mt](mailto:taipei@matrade.gov.mt)

Website : [www.matrade.gov.my](http://www.matrade.gov.my)

---

An office of  **MATRADE** Malaysia External Trade Development Corporation

---

Our Ref : MT/TPE/6/1

Date : 2 February 2024

Dear Sir/Madam,

**Invitation to Participate in the International Sourcing Programme (INSP) in Conjunction with the 20<sup>th</sup> Malaysia International Halal Showcase (MIHAS 2024)**

---

Malaysia External Trade Development Corporation (MATRADE), the National Trade Promotion Agency of Malaysia, will be organising the International Sourcing Programme (INSP) MIHAS in conjunction with the 20<sup>th</sup> Malaysia International Halal Showcase (MIHAS) 2024.

2. This year, the pre-arranged one-to-one Business Meetings between international buyers and Malaysian exporters will be organised both in physical and virtual format to accommodate buyers from various regions. Details of the INSP are as follows:

**2.1 Physical INSP MIHAS 2024**

Date : 16<sup>th</sup> – 20<sup>th</sup> September 2023

Business Meeting: 18<sup>th</sup> September 2024

Venue : Malaysia International Trade & Exhibition Centre (MITEC),

Kuala Lumpur

Deadline to register : 24<sup>th</sup> May 2024

**2.2 Virtual INSP MIHAS 2024**

Date : 15<sup>th</sup> February – 30<sup>th</sup> November 2024

Platform : Virtual

Deadline to register: 15<sup>th</sup> November 2024

Note:

Buyers are encouraged to participate in both physical and virtual meetings for the most optimal outcome.

The cost of accommodation (5 days and 4 nights) at designated hotel and transportation from the hotel to MITEC will be borne by MATRADE. Details of the logistics arrangements will be provided later to the confirmed buyers of the Physical INSP MIHAS 2024.

3. Attached are the Buyer Registration Form, and Products & Services Code for your reference.


---

**MALAYSIAN FRIENDSHIP AND TRADE CENTRE, TAIPEI  
(TRADE DIVISION)**

馬來西亞友誼及貿易中心(駐華商務處)

10F-D, 167, DUN-HUA N. RD., TAIPEI 105, TAIWAN  
105台北市敦化北路167號10樓D室(宏國大樓)

Tel : +886 2 2545 2260  
Fax : +886 2 2718 1877  
Email : [taipei@matrade.gov.my](mailto:taipei@matrade.gov.my)  
Website : [www.matrade.gov.my](http://www.matrade.gov.my)

An office of  **MATRADE** Malaysia External Trade Development Corporation

Our Ref : MT/TPE/6/3

Date : February 2024

Dear Sir/ Madam,

**INVITATION: SOURCING MALAYSIA@SEMICON SEA 2024, KUALA LUMPUR, 28-30 MAY 2024**

It is with great excitement that we invite you to join as a buyer to Sourcing Malaysia@SEMICON SEA 2024, which will take place at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur from 28-30 May 2024. The programme, organised during SEMICON SEA 2024, aims to provide an effective platform for foreign companies intending to source Malaysia's products and services within the E&E supply chain.

2. The E&E industry has been a cornerstone of Malaysia's economic development, significantly contributing to Gross Domestic Product (GDP) growth, investments, export earnings and employment. Over the past 51 years, Malaysia has positioned itself as an important global E&E hub, attracting multinational companies (MNCs) and fostering the participation of Malaysian firms including SMEs in the global value chain.

3. In 2023, Malaysia exported US\$126.18 billion worth of E&E products, constituting 40.4% of Malaysia's total exports. Within the E&E sector, semiconductor exports accounted for over 60%, totaling US\$84.95 billion. The Fact Sheet on Malaysia's E&E Industry is attached for your kind reference.

4. As a MATRADE hosted buyer (with a maximum of 2 representatives per company), you are entitled to the following:

- a) Pre-arranged business meetings with Malaysian companies.
- b) Dedicated slot for sourcing talk with selected Malaysian companies.
- c) Complimentary refreshments.
- d) VIP passes for SEMICON SEA 2024.
- e) Invitation to the SEMICON SEA 2024 Official Opening Ceremony.
- f) Invitation to the SEMICON SEA 2024 Official Networking Dinner.

Note: You are free to make your own travel arrangements, preferably arriving in Kuala Lumpur by 27 May 2024 (Monday). The tentative programme for foreign buyers is as outlined in Annex I.

5. Interested companies please submit the attached Registration Form by 30 March 2024, clearly indicating your sourcing interest. Should you require further information or clarification, please do not hesitate to contact MATRADE Taipei at Tel: 02 2545 2260

Contacts:

- Ms. Aninawati Saleh, ext. 10, [aninawati@matrade.gov.my](mailto:aninawati@matrade.gov.my)
- Ms. Wendy Huang, ext. 11, [taipei.wendy@matrade.gov.my](mailto:taipei.wendy@matrade.gov.my)

6. All applications will be reviewed by MATRADE and selected applicants will be officially notified.

Looking forward to your participation at Sourcing Malaysia@SEMICON SEA 2024!

Thank you and best regards.

  
Aninawati Saleh (Ms.)  
Director of Trade  
MATRADE Taipei

