马来西亚家具总会简报 NEWSLETTER

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乌兹别克斯坦大使礼貌拜会马来西亚家具总会(MFC)和马来西亚木材理事会(MTC) Uzbekistan Ambassador's Courtesy Visit to MFC and MTC

马来西亚家具总会 (MFC) 和马来西亚木材理事会 (MTC) 于 2021年10月6日接待了乌兹别克斯坦驻马来西亚大使H.E. Mr Ravshan Usmanov。这次的礼貌拜会极具建设性,与会者共同商讨了两国间木材和木材产品的合作途径。

在会议中,乌兹别克斯坦大使也分享了马来西亚和乌兹别克斯坦两国之间的贸易额,同时重点介绍了其国家的现状和其能与外资合作的项目。

大使提到,作为一个内陆国家,乌兹别克斯坦缺乏原材料 ,人民平均月薪约为200 - 300美元;国家最新政策也纳 入为外国投资者所提供的税收优惠。

目前,这个中亚国家使用的大部分家具都是国内制造的, 因此存在进口商品的潜力。

马来西亚木材理事会(MTC)首席执行员Tuan Muhtar Suhaili 及马来西亚家具总会(MFC) 邱曜仲总会长,也相互与大使 赠送纪念品,圆满了这一次的会议。

On October 6, 2021 the Malasian Furniture Council together with the Malaysian Timber Council received a courtesy visit by the Uzbekistan Ambassador to Malaysia, H.E. Mr Ravshan Usmanov. The visit was extremely constructive as it explores avenues to open more new markets for Malaysian timber and timber products.

During that meeting, the H.E. Ambassador was briefed on the trade volume between Malaysia and Uzbekistan while he provided an introduction of his home country.

He mentioned that being a landlocked nation, Uzbekistan is lacking in raw materials and the average monthly salary is approximately US\$ 200- US\$ 300 while it does provide tax incentives for foreign investments.

This resulted in most of the furniture used in the Central Asian nation to be domestically manufactured which hereby lies the potential for imported goods.

The meeting then concluded with the presentation of an appreciation gift by the MTC CEO, Tuan Muhtar Suhaili and MFC President, Mr Khoo Yeow Chong.





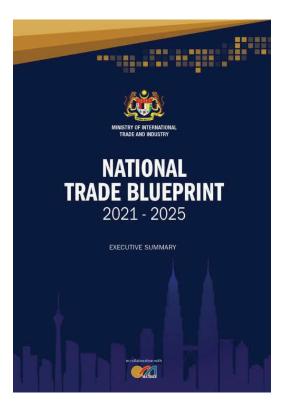




马来西亚国家贸易大蓝图(2021-2025) National Trade Blueprint 2021 - 2025

马来西亚的贸易表现是其经济增长的关键支柱之一。自 1998年以来,我国一直保持着不俗的贸易表现,到2019 年底连续22年实现贸易顺差。各种政策报告都强调了提 高马来西亚贸易竞争力以促进出口为主的重要性。值得 注意的是,第十一马来西亚计划中所提出的五个宏观战 略之一:就与出口有关,即通过加强出口和审慎管理进 口来改善国家的贸易平衡。

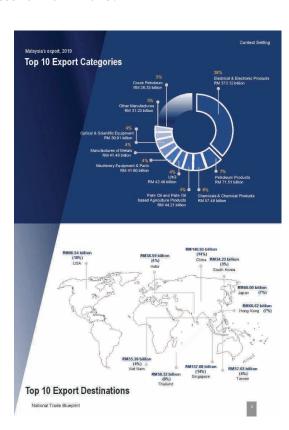
为了支持第十一马来西亚计划中所概述的宏观战略,马来西亚国家贸易大蓝图深入探讨了整个出口生态系统主要的挑战和机遇;同时概述了国家在 2021至2025 年提高竞争力的战略重点。



MALAYSIA'S TRADE PERFORMANCE is one of the key pillars of Malaysia's economic growth. The country has maintained exceptional trade performance since 1998, marking 22 consecutive years of trade surplus by the end of 2019. Various policy documents have highlighted the importance of increasing Malaysia's trade competitiveness to further the export agenda. Notably, one of the five macro strategies set forth in the Eleventh Malaysia Plan is related to export - to improve the nation's trade balance through the strengthening of exports and prudent management of imports.

In supporting the macro strategies outlined in the Eleventh Malaysia Plan, this National Trade Blueprint dives deep into the key challenges and opportunities across the export ecosystem and outlines strategic priorities for the nation to grow its competitiveness for 2021-2025.





《马来西亚国家贸易大蓝图》的5个主要目标是:

- 1. 验证对提高马来西亚贸易竞争力的关注。
- 2. 确定提高贸易竞争力的挑战。
- 3. 以其他国家为基准,制定有效的贸易促进战略和最佳方案。
- 4. 为政府、工业和私人领域提出行动计划和方案,以提高贸易 竞争力。
- 5. 加强马来西亚的出口竞争力:
- 改善商业生态系统,
- 增加出口价值和出口商数量,和
- 推广马来西亚在未来具有,或应该具有竞争力的产品

这蓝图的范围仅包括商品 / 产品,不包括服务。隶属马来西亚国际贸易及工业部(MITI)旗下的国家贸易促进机构~马来西亚对外贸易发展局(MATRADE),和各部门、机构以及行业代表组成的技术和指导委员会,联手制定这一大蓝图。这大蓝图包含了来自整个出口生态系统利益相关者的意见,以应对挑战并针对已确定的出口推动因素采取行动。

The 5 key objectives of the National Trade Blueprint are to:

- 1. Validate the concerns on enhancing Malaysia's trade competitiveness
- 2. Identify the challenges in enhancing trade competitiveness
- 3. Benchmark against other countries with effective strategies and best practices in trade promotion
- 4. Recommend action plans and programmes for government, industry and the private sector to enhance trade competitiveness.
- 5. Enhance Malaysia's export competitiveness through:
- Improved business ecosystem;
- Increased export value and number of exporters; and
- Promotion of products where Malaysia has or should have competitiveness in the future

The scope of this blueprint encompasses merchandises/products only and exclude services. Malaysia External Trade Development Corporation (MATRADE), the national trade promotion organisation under the Ministry of International Trade and Industry (MITI), along with the technical and steering committee appointed from various ministries, agencies and industry representatives, have worked together to develop this blueprint. This blueprint encompasses the input from related stakeholders across the export ecosystem to address the challenges and act on the identified enablers of export.







The Qualitative Perspective

A number of issues were identified both from the supply and demand side. To leverage the full potential of Malaysia's exports, challenges related to marketing, investments, productivity, logistics across the export value chain must be addressed.

Exporter's constraints within the ecosystem

Exporters generally welcome any government export support and incentives. However, it is viewed that the delivery of relevant programmes need to be enhanced to maximise effectiveness. Utilisation of Businesses continue to struggle to secure inexpensive financing to Finance support export expansion Lack of awareness among exporters on alternative financing possibilities There are many barriers during the application for financing which leads to many applicants dropping off Lack of a single digital trade window system, which increases the clearance time as current processes routed through an online-offline-online process Lack of market intelligence in identifying potential markets and buyers Lack of a single registry for exporters in Malaysia Limited foreign market access for Malaysian exporters. Certified goods being rejected at import destination Use of Non-Tariff Barriers (NTB) despite having FTA and regional bilateral trade agreements. Malaysian products lack adequate branding and story line. Exporters, especially SMEs are not adequately knowledgeable on how to market and package their export ready products inconsistent branding messages on trade across government. Exporters find the regulatory process for exports complicated and unsystematic High cost of certification Limited testing facilities which hinder access to and drives up the cost of complying standards and certification Low adoption of technology among SMEs Many assume technology adoption is all about industry 4.0, and not aware on the smaller solutions that can be adopted within their Technology R&D and innovation manufacturing line manufacturing line acceptable and the adopted within their manufacturing line R&D and innovation are considered as very expensive investments, therefore not looked into Umited participation of SMEs within the exports value chain Increasing demand for products which are manufactured through sustainable means Others

National Trade Blueprint

The Need for a National Trade Blueprint

Nationwide Survey

A nationwide survey was conducted to understand the sentiments of both exporters and non-exporters. The survey covers the gaps, issues and challenges faced by businesses, assistance required, barriers to begin exporting, etc. A total of 1,015 respondents have completed the survey, of which 680 of them (67%) are exporters, while 335 of them (33%) are non-exporters

sustainable means
 Increasing buy-local campaigns in many importing countries

Key Findings

Exporters' **Current State**







Technology

Only 30% of no



70%

35%

56%

40%

30%

59%



Export Readiness



Financing

Non-exporters' **Current State**

Key Findings

Exporters also shared their aspirations which could further improve their exporting experience



Market Access

- Create a database of importers from other countries which would

- from other countries which would asse exporters' export journey. Negotiate for more FTAs especially with EU and GCC. Reduce non-tariff barriers to ease exporting. Encourage MNCs to increase the adoption of local content within their manufacturing plants.



Increase the annual participation for the Industry 4WRD programme as at present its very limited



Quality & Standards

- Reduced certification costs Malaysia should not impose
- certifications requirements which are not required by importing countries, as this burdens the exporters



Trade Promotion Organisation (TPO)

- Single information portal of all information related to exports

 Having a list of exporters which would enable manufacturers to identify key companies especially for insourcing efforts

 Increasing the awareness of all programmes and the programmes/initiatives should be made accessible beyond Tier 1 cities for wider reach.

 Malaysia requires a stronger national
- wider reach. Malaysia requires a stronger national branding that would help project a positive image of the goods from Malaysia. To develop an international platform to promote "Made in Malaysia" products



Financing

Reduced documents/processes especially for SMEs when applying for financing



Innovation/ R&D

- · Provision of tools to support R&D and innovation to develop advanced
- technologies products
 One-on-one expert
 coaching/guidance on knowledgebased manufacturing, advanced technologies, branding, packaging, digitalisation, etc.

National Trade Blueprint

Driving Malaysia's Export Competitiveness





STRATEGIC THEMES



BUILD Improve the operating environment for all exporters



GROW Enhance capacities for export promotion



COMPETE Expand Malaysia's established excellence of products to greater heights

STRATEGIC THRUSTS



Learnings from Global Experience

Some of the best practices learned from global benchmarking have been taken into consideration in developing the recommendations for the National Trade Blueprint.

- Efficiency should be regarded as the utmost priority at all levels
- Coordinated efforts from various ministries/agencies in export promotion activities and programmes
- Cultivating the mindset of constant improvement
- Strengthening the branding image & credibility through a national B2B platform
- Heavy promotion of national brand at international level with integrated promotional programmes
- Keeping up to pace with trends and modern solutions
- Network of trade experts serves as a key enabler for the provision of export assistance
- E-government portals which provides a wealth of information and resources for exporters and are organized in a user friendly manner
- Strong trade alliance network

National Trade Blueprint

马来西亚木材工业局(MTIB)强制性实施的刨花板(4410)和纤维板(4411)进口准证措施

Enforcement on the Requirement for Import Permit by MTIB on Particleboard (4410) and Fibreboard (4411)

从2021年10月1日起,马来西亚木材工业局(MTIB)将实施刨花板(4410)和纤维板(4411)进口准证措施。这措施是根据2020年8月17日宣布的《海关禁止进口令》而施行。

然而,原定于2020年10月17日正式执行的日子,被执法单位多次展延施行。马来西亚木材工业局 总监也已通知海关,有关这最新实行的日期。

根据第105法令第13项条规,所有进口商都必须向马来西亚木材工业局(MTIB)注册。截至2021年9月21日为止,全马共有116家公司已进行注册。

目前这两种产品的准证申请和处理,都只能由马来西亚木材工业局(MTIB)进行线下处理,同时也将施行随机抽查作业。

Beginning October 1, 2021 (Friday), the Malaysian Timber Industry Board (MTIB) will enforce the requirement for import license for particleboards/ chipboards (4410) and fibreboard (4411). This is in accordance to the Perintah Kastam (Larangan Mengenai Import) (Pindaan) (No.3) 2020 which was gazetted on August 17, 2020.

However, several leeway in the form of postponement has been given by the enforcement body since the original intended enforcement date on October 17, 2020. This new enforcement date has been notified to the Customs Department by the MTIB Director-General.

Also, under Section 13 of Act 105, all importers are required to register with MTIB and as of September 21, 2021, a total of 116 companies have complied.

Currently the application and processing of the license of both products shall be manually conducted at all MTIB office and subjected to random inspection.





马来西亚制造的家具在全球扩张,推动2020年出口量 Malaysian made furniture expands globally, boosts export volume in 2020

尽管新冠病毒疫情肆虐全球,但马来西亚家具业 的前景依然光明。

马来西亚对外贸易发展局(MATRADE)的数据显示,马来西亚家具产品的出口量在2020年上升到马币128.6亿令吉,比前一年增加了15.5%。

出口量上升的主要原因是技术员工、优秀的产品设计能力以及良好的制造实践。

目前,马来西亚家具远销美国、日本、新加坡、 澳洲、英国等160多个国家,并在斯堪的纳维亚 、韩国、中欧等国家开发潜在市场。

由于行业也在寻求为可持续发展和环境保护做出贡献,马来西亚对外贸易发展局(MATRADE)也正寻找有兴趣在"选择马来西亚"标语下,有意与家具制造商和设计师合作的批发商、零售商;并提供协助。



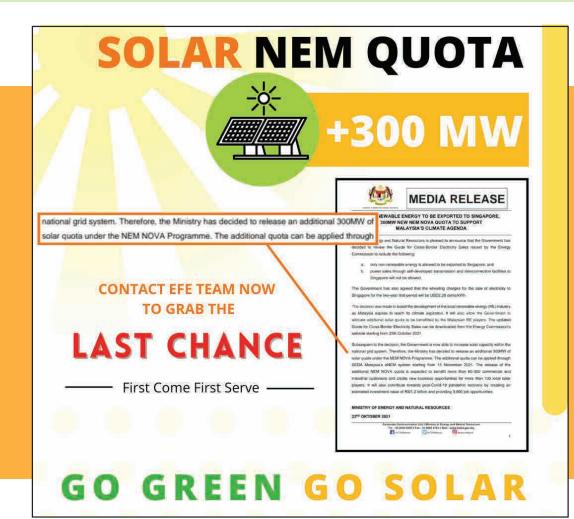
Despite Covid-19 ravaging many sectors across the world, the prospect of the Malaysian furniture industry remains bright.

Data from the Malaysia External Trade Development Corporation (MATRADE) indicates that in 2020, the first year suffering the full brunt of the virus saw the export volume of Malaysian furniture products rose to RM 12.86 billion, 15.5% more than the previous year.

Among the major attributes to this surge is the presence of skilled workers, excellent design capabilities and good manufacturing practices.

Currently our furniture products is exported to more than 160 countries such as the United States, Japan, Singapore, Australia and the UK while potential markets are being explored for Scandinavia, South Korea, Central Europe etc.

With the industry now also seeking to contribute to sustainability and conservation of the environment, MATRADE seeks to assists wholesalers and retailers whom are interested to partner with their ideal furniture manufacturer and designer under the 'Choose Malaysia' tagline.



Contact us:

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黄家建:处理好顾客投诉是一流的公司

当年我们在企业内部开展自己的店长班,有一堂课叫《顾客满意的经营与客诉处理》。老师告诉我们,处理顾客投诉有两大原则:

原则一: 顾客永远都是对的

原则二:如果顾客有错,请参考原则一

我们教育店长,顾客是我们的衣食父母,只有顾客满意,继续支持我们,企业才能继续经营下去。但是,面对蛮不讲理的顾客,我们应该怎么办?让我举几个例子来说明:

个案一: 人参不见了

我们有一只产品叫人参酒,酒瓶内装一支人参,再灌入泡好的人参酒;那支人参会增加卖相。有一天我们接到一位顾客的投诉,他说他的人参酒喝到了一半,人参不见了。顾客把剩下半瓶的人参酒拿回来,我们确定里面剩下的是人参酒,人参的确不见了。我们检查了这位顾客的购买记录,他过去几年都长期购买这支人参酒,这是第一次做出这样的投诉。

经过讨论,我们决定免费给这位顾客一支新的人参酒;顾客高兴的离开。那位负责的店长很不服气的问我:黄总,这位顾客肯定是骗我们的,为什么还要赔一支酒给他?这样做,好像我们做错了。我告诉那位店长:我们真的没有办法搞清楚为什么那支人参会不见了;更无法证明这位顾客是欺骗我们的;放心,你也没有做错,我们走著瞧。几个月以后,那位顾客回来多买了六瓶人参酒和其他产品,过后也没再有新的投诉,而且和那位店长成了好朋友。

个案二: 拿督不吃便宜燕窝

有一天我在和干部开会,助理说有一位拿督很生气一定要向我们公司高层投诉;我请她把电话转给我。电话那头很大声的说:我是某某拿督,你们怎么可以卖这么低品质的产品。我很客气的请对方告诉我发生了什么事?

对方说:我是你们的长期顾客,从我不是拿督,吃到现在是拿督,我生意做很大。那天你们店员向我推荐了一盒20片的片装燕窝,大概1500块,告诉我很香、很值得吃,我就买了。今天我被老婆臭骂了一顿,说我不舍得买好的燕窝给他吃,她平时都吃惯了燕盏,这个燕窝很粗。

我听完心里马上清楚了,马上向这位拿督道歉,我继续说:拿督,我们的同事失礼了,向您介绍了错误的产品;我们马上安排退款,那盒燕窝您也不用退回来。另外,我请人送两片最高等级的燕盏给您试吃,如果您喜欢我就帮你留一公斤;一公斤是五万,我给您打九折。几天后,那位拿督向我们买了半公斤那个五万一公斤的燕盏,不过后来他都是买一公斤三万多的。

总结: SOP加上教育训练

从上述两个个案,我尝试要说明,很多时候,在面对顾客投诉的时候,我们按照正常的SOP(标准作业程序) 是没有办法完全解决所有的顾客投诉。但是我们还是要设立处理顾客投诉的SOP,然后要开课讲解。

除了SOP,企业内部最重要的训练就是要建立真实的顾客投诉处理个案。个案学习是职场教育里最重要的工具,在个案教学最重要的不是有标准的答案;更重要的是员工通过讨论个案,来体会公司的经营理念和价值观的落实。因此,在这些讨论的过程当中,高阶主管必须亲临现场,才能让同事们相信公司是真的按照这些原则来服务我们的顾客。另外还有两项重要的原则就是:

- 一、 要培养现场的领导干部承担责任的勇气
- 二、要允许干部通过犯错来学习

所以,我当年带领业务团队的做法是,如果接到客户投诉一定要由在场最高职阶的主管处理。处理后一定建立档案,清楚记录处理的方案,然后第一时间发到总部的客户服务部,副本同时发到总经理办公室。我的私人助理必须学习把每周重要的客诉案件报告,遇到紧急状况必须当天报告。同时,如果前线的干部遇到解决不了的问题,绝对可以向上级主管请示,甚至可以亲自打电话到我的手机。我也开玩笑说:顾客投诉,就是上帝的声音!



黄家建

马来西亚伟事达Vistage私董会,CEO教练。曾任职余仁生资深总经理,擅长行销策略,团队培训与策略规划。

马来西亚木材理事会(MTC)和马来西亚木材工业局(MTIB)的新届领导人 New Leaders for MTC and MTIB

马来西亚木材理事会(MTC)和马来西亚木材工业局(MTIB)的新届领导人在过去的一个月里,马来西亚木材理事会(MTC)和马来西亚木材工业局(MTIB)更换了新的领导人。

新上任的马来西亚木材工业局(MTIB)总监是Tuan Haji Mahpar bin Atan。他于2021年9月7日 接替Tuan Mohd Kheiruddin bin Mohd Rani。而Tuan Mohd Kheiruddin bin Mohd Rani也因任期 结束而退休。

在Tuan Haji的领导下,马来西亚木材工业局(MTIB)就CESS税务事宜给予了书面回复,声明家具产品不在征收税务的产品列表内,让业者们放心。

而马来西亚木材理事会(MTC)自2021年10月1日以来迎来了新上任主席Puan Hajah Norrida Yusoff。这也是马来西亚木材理事会成立近30年来的首位女性主席。

凭借新主席丰富的创业经验和在电信行业20多年的经验,她被寄望能带领马来西亚木材理事会和 行业再创高峰。





For the past one month, the timber industry has seen its change of leadership at the Malaysian Timber Council (MTC) and Malaysian Timber Industry Board (MTIB).

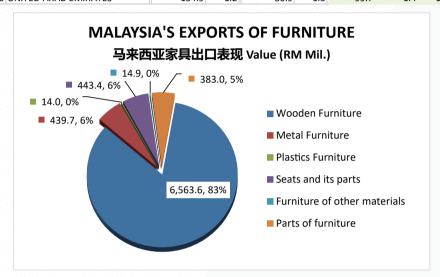
The new Director-General of MTIB is Tuan Haji Mahpar bin Atan whom took over from Tuan Mohd Kheiruddin bin Mohd Rani from September 7, 2021 after the latter's mandatory retirement.

Under Tuan Haji's leadership, MTIB has issued a letter in regards of the status of cess which will not be imposed on furniture products to put the industry players at ease.

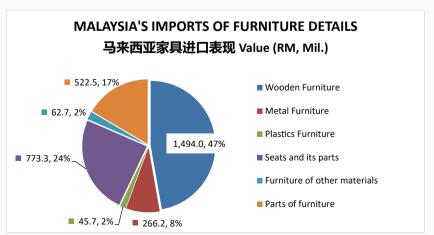
Whereas the Malaysian Timber Council (MTC) saw its new Chairman in Puan Hajah Norrida Yusoff since October 1, 2021, the very first female to helm that position since its inception almost thirty years ago.

With her vast experience in entrepreneurship and over 20 years in the telecommunication industry, it is hopeful that she can propel the organisation and the industry to greater heights.

MALAYSIA'S EXPORTS OF FURNITURE, BY COUNTRY													
Data sorted by value of 2020													
As at 30.9.2021													
	2020	2020 ^f		2020 (Jan-Aug) ^f		2021 (Jan-Aug) ^p							
COUNTRY	Value	Share	Value	Share	Value	Share	Change						
	(RM Mil.)	%	(RM Mil.)	%	(RM Mil.)	%	%						
TOTAL EXPORTS	12,862.8	100.0	6,772.5	100.0	7,021.6	100.0	3.7						
1 UNITED STATES OF AMERICA	7,659.4	59.5	4,452.7	65.7	4,703.7	67.0	5.6						
2 JAPAN	650.6	5.1	422.0	6.2	422.8	6.0	0.2						
3 REPUBLIC OF SINGAPORE	549.3	4.3	296.8	4.4	404.2	5.8	36.2						
4 AUSTRALIA	530.0	4.1	318.4	4.7	287.1	4.1	-9.9						
5 UNITED KINGDOM	496.4	3.9	301.1	4.4	281.6	4.0	-6.5						
6 CANADA	315.2	2.5	175.5	2.6	166.4	2.4	-5.2						
7 INDIA	216.4	1.7	133.4	2.0	115.8	1.6	-13.2						
8 PEOPLE'S REPUBLIC OF CHIN	IA 187.2	1.5	115.4	1.7	76.0	1.1	-34.2						
9 SAUDI ARABIA	185.9	1.4	113.2	1.7	109.1	1.6	-3.7						
10 UNITED ARAB EMIRATES	154.9	1.2	86.9	1.3	99.7	1.4	14.7						



	MALAYSIA'S IMPORTS OF FURNITURE, BY COUNTRY													
	Data sorted by value of 2020													
	As at 30.9.2021													
		2020 ^f		2020 (Jan-Aug) ^f		2021 (Jan-Aug) ^p								
	COUNTRY	Value Share		Value	Share	Value	Share	Change						
		(RM Mil.)	%	(RM Mil.)	%	(RM Mil.)	%	%						
	TOTAL IMPORTS	4,017.1	100.0	2,329.0	100.0	2,995.5	100.0	28.0						
1	PEOPLE'S REPUBLIC OF CHINA	3,171.2	78.9	1,879.0	80.7	2,330.7	77.8	24.0						
2	THAILAND	142.8	3.6	71.4	3.1	120.7	4.0	69.3						
3	REPUBLIC OF INDONESIA	120.3	3.0	70.6	3.0	84.4	2.8	19.5						
4	JAPAN	115.3	2.9	73.0	3.1	102.7	3.4	40.5						
5	SOCIALIST REP. OF VIET NAM	62.8	1.6	45.6	2.0	63.7	2.1	39.8						
6	FEDERAL REPUBLIC OF GERMANY	62.7	1.6	47.9	2.1	64.8	2.2	35.4						
7	UNITED STATES OF AMERICA	62.3	1.6	41.2	1.8	90.1	3.0	118.9						
8	TAIWAN	48.3	1.2	29.4	1.3	33.4	1.1	13.8						
9	ITALY	35.8	0.9	23.1	1.0	44.1	1.5	90.4						
10	INDIA	23.3	0.6	18.8	0.8	23.8	0.8	26.8						





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