



SUSTAINABLE SUPPLY CHAIN - THE EXPORT AGENDA

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EXPORT AGENDA

VISION

**“ Malaysia A Globally
Competitive Trading
Nation ”**

**TO
REMAIN
RELEVANT**

MOVING THE NEEDLE

Malaysian exporters need to embrace sustainable supply chain practices and compete on that basis.

Not on price or quality alone.

Honest story-telling will make the difference with buyer/consumers.

**YES IT
IS!**

IS CHANGE TAKING PLACE?

**Globalisation of trade
means competition is at
doorstep.**

**Traction from
consumers**

MOVING FORWARD

EMBRACING SUSTAINABILITY

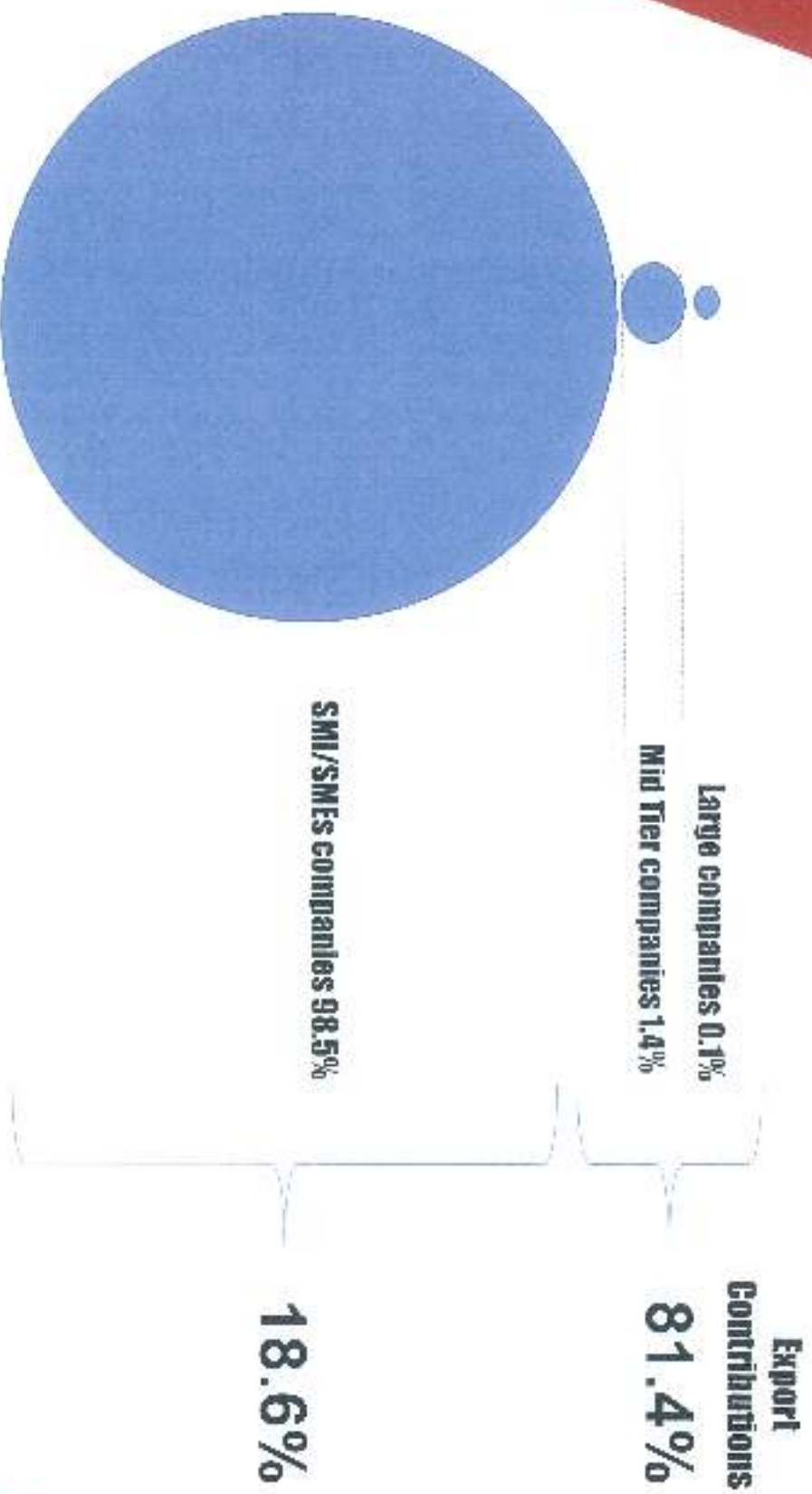
Ensure Malaysia's production supply chain promotes:

- Human rights;
- Fair labour practices;
- Environmental safeguards; and
- Anti-corruption policies.

SDGs adopted according to industry verticals and practices

The Time to
EXPORT
is Now

Our Industry's Make Up



CHANGE

TRANSFORMATION

**Supply chain transformation
need to take place on all fronts.**

**The big companies will
take the lead.**

**But the game changer
will be the SMEs.**

The Time to
EXPORT
Is Now

DIVERSE EXPORTERS



Food &
Beverages



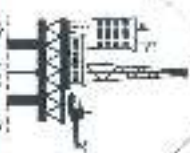
Lifestyle



ICT



Electrical &
Electronics



Oil & Gas



Agriculture/
Aquaculture



Building
Materials



Healthcare



Automotive



Machinery &
Equipment



Professional
Services



Logistic



Chemicals



Aerospace

Early adopters?

ADOPTING SUPPLY CHAIN SUSTAINABILITY



**FIRM LEVEL
ENGAGEMENT**



INCLUSIVE APPROACH



**EMBED IN DEVELOPMENT
PROGRAMMES**



**MAJOR THEMES IN RMK12,
NEW INDUSTRIAL
MASTERPLAN, NATIONAL
TRADE BLUEPRINT, OGSE
BLUEPRINT etc**



**ENSURE EARLY
ADOPTION IN E-
COMMERCE**

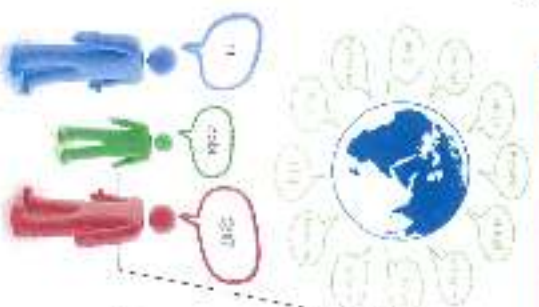


**BEST PRACTICES
BETWEEN LARGE AND
SMEs eg CHEMICAL
SECTOR**

The Time to
EXPORT
Is Now

CRITICAL SUCCESS FACTORS

PURCHASING



POLICIES



GREEN

LOGISTICS



STORYTELLING



The Time to
EXPORT
is Now

IMPACT

1

MALAYSIA BRAND



2

EFFICIENCY



3

INNOVATION



The Time to
EXPORT
Is Now

Thank You

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Your Link To World Markets



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