



# TRADE MISSION



# MALAYSIA TRADE MISSION

**What:**

FAS is sponsoring a trade mission to Kuala Lumpur, Malaysia, directly after Food & Hotel Asia 2004 in Singapore. It will provide a unique opportunity to learn first-hand about Malaysian markets for U.S. food products in a concise, informative program. Participants will tour local street markets and supermarkets, as well as have one-on-one meetings with qualified buyers. In 2002, a similar mission generated over \$2 million in sales for participating companies. Space is limited to 10 participants. Eligible expenses are reimbursable through the branded initiative of the Market Access Program, administered by FAS, commodity organizations and state-regional trade groups.

**When:**

April 24-27, 2004



**Where:**

Kuala Lumpur, Malaysia

**The Market:**

Malaysia, with a population of 24.5 million people, is one of Southeast Asia's most developed nations. About 61 percent of its population falls in the middle- to upper income group of consumers. Its economy has a firm foundation with strong manufacturing, service and agricultural sectors. The Malaysian economy is estimated to have grown by 4.5 percent in 2003 and forecast to grow 5.5 to 6 percent in 2004.



The Malaysian food and beverage market is becoming increasingly sophisticated and includes both local and imported products. The strong economic growth in the late 1980s and early 1990s has contributed to major changes in consumer purchases and consumption patterns. In 2002, Malaysian imports of consumer-oriented agricultural products from all sources were about \$143 million, with fresh fruits, processed fruits and vegetables and snack foods leading the way.

**Best Products:**

Fresh fruits and vegetables, snack foods and nuts, wines, dairy products, halal meats and preparations, products for food service

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