

# POIC-MATRADE Sabah to explore new international markets

KOTA KINABALU: Sabah will continue to explore new international markets for its produce particularly value-added products with the help of MATRADE'S global network.

This was the central theme of a dialogue between MATRADE Sabah officers with POIC Sabah Sdn Bhd at the latter's office here on Thursday.

The MATRADE Sabah team was led by its out-going director A. Rashid Mohd Zain.

The occasion also saw the introduction of Rashid's successor, Noor Azian Romlan, who took office this month.

Her last posting was at MATRADE head office in Kuala Lumpur where she was in charge of palm oil, food and beverage exports.

MATRADE, or Malaysia External Trade Development Corporation, is the trade promotion agency under the Ministry of International Trade and it celebrated its 25th anniversary this year.

Earlier, a briefing on the Lahad Datu Palm Oil Industrial Cluster (POIC Lahad Datu) was given by F. S Lee, the assistant manager of marketing of POIC Sabah.

Noor Azian pointed to the 'huge potential' of the palm oil downstream industry in Sabah and the importance of the comprehensive port infrastructure at POIC Lahad Datu.

Meanwhile, POIC Sabah deputy chief executive officer, Lynette Hoo, who was present, noted the importance of tapping into MATRADE which has a network of offices worldwide, and its role as the central body to manage the dynamic changes in the world trade environment.

MATRADE was established in 1993 when Malaysia's export value was at RM121 billion. The figure rose to RM935 billion in 2017 with Malaysian goods reaching 234 markets globally.



Lynette (centre) presenting a souvenir to A. Rashid while Noor Azian (2nd left) and others look on.