

Did You Know? Understanding the Malaysian Timber Council's role



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The Malaysian Timber Council (MTC) was formed through the initiative of the timber industry in 1992 as a company limited by guarantee.

MTC has been mandated by the Ministry of Plantation Industries and Commodities to promote the Malaysian timber trade and develop the market for Malaysian timber products globally which include sawn timber, panel products (plywood, MDF, particleboard, chipboard, LVL), mouldings,



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With a vision and mission to be the lead organisation that develops the Malaysian timber industry into a world leader in the manufacture and trade of timber products, the council continues to strengthen its presence in the global timber arena.

It does so through its offices in Rotterdam, the Netherlands; Bangalore, India; Dubai, United Arab Emirates; Guangzhou, China and Houston, United States.

For the past 29 years, MTC has steered the growth of the Malaysian timber industry. Over this period, its efforts - from promoting trade and safeguarding Malaysia's markets to facilitating raw materials and the adoption of technology - have seen Malaysian timber-based exports more than double.

At MTC, it adopts a three-pronged principle to engage, connect and grow. These guiding principles enable the council to nurture the Malaysian timber industry, as they work together with players with the same vision and aspirations.



MTC chief executive officer Muhtar Suhaili poses against the MTC logo.

To boost the growth of the country's timber products, the council works closely with the six timber associations, namely the Malaysian Wood Industries Association, The Timber Exporters' Association of Malaysia, The Malaysian Panel-Products Manufacturers' Association, the Malaysian Wood Moulding and Joinery Council, the Malaysian Furniture Council and the Association of Malaysian Bumiputra Timber and Furniture Entrepreneurs.

business plans to include activities such as participation in virtual trade shows and events, organising of webinars as well as online business dialogues to keep the business engagements intact.

This year marks MTC's 29th Anniversary celebration and the council has developed its Five-Year Plan (2019-2023), which provides strategic direction in the planning of its programmes and activities that are in line with its vision and mission.

The seven must-wins it seeks to achieve, under the acronym SUCCESS, as follows:

- > Support business succession programmes
- > Uplift sources of raw materials
- > Cultivate market access
- > Champion design and branding programmes
- > Enhance business process automation
- > Spur sustainable green initiatives
- > Strengthen relationship with stakeholders

MTC continuously engages local timber players in order to help the industry grow and develop alongside the latest technological creations and innovations, with the latest being technology associated with the fourth industrial revolution.

Moreover, MTC also publishes updates on the impact of the pandemic on the economy and timber industry to keep the industry informed on the latest developments affecting the global timber trade and supply chain.

Just as how a seedling is planted and would need to weather the conditions and challenges of the environment in order for it to sprout into a resilient tree, MTC has mirrored all those prominent qualities. The council has braced through market challenges and headwinds to arrive at where it is today.

In its relentless pursuit for a promising future in the timber industry, MTC will continue to raise the bar and stretch its capabilities to lead the industry to the next level of excellence. As MTC set its sight on the future, the council is poised for greater achievements.



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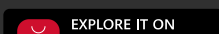
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