ANNUAL REPORT 2023





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CHAIRMAN'S STATEMENT

On behalf of the Malaysian Timber Council (MTC) Board of Trustees, I am pleased to present to you our 2023 Annual Report and the Audited Accounts for the financial year ending 31 December 2023, which reflects the performance and achievements of MTC. As a staunch advocate for continuous improvement, I firmly believe in embracing change to foster greater strength and resilience. Thus, upon assuming the Chairmanship of MTC, I made it a priority to accelerate collaborative initiatives among key industry players and stakeholders in Peninsular Malaysia, Sabah, and Sarawak.

Gone are the days when we could operate as isolated entities within Malaysia's forestry and timber industry. Key industry players from Peninsular Malaysia, Sabah and Sarawak must work together in unity to face the challenges posed.

With the impending challenges such as resource scarcity, international trade policy requirements, and the imminent implementation of the European Union's Deforestation-Free Products Regulation (EUDR), effective collaboration is imperative.

We must capitalise on each other's strengths to tackle these challenges collectively. By working together, we can present a united front to European stakeholders and refute any doubts about the credibility of the Malaysian timber industry.



TN. HAJI ZAINAL ABIDIN HAJI ABDULLAH
Chairman

2023 was not a particularly favourable year for the timber sector. In 2022, we achieved one of the highest export values in decades with RM25.21 billion but our exports declined by 13% in 2023 to RM21.84 billion.

The escalating geostrategic tensions, evolving market dynamics, economic uncertainty, and shifting business paradigms, such as the imperative adoption of Environmental, Social, and Governance (ESG) principles and new technologies, have undeniably impacted the industry.

While certain factors remain beyond our control, the Malaysian timber industry has diligently concentrated on value creation, striving to cultivate higher value-added products. In recent years, MTC's initiatives have been strategically tailored towards not just envisioning this objective but materialising it into reality.

From enhancing raw material usage to embracing automation, digitalisation, and fostering design-centric innovations, the Council has been instrumental in empowering industry members across these pivotal domains. Moreover, MTC has proactively incentivised SME manufacturers to embrace technological advancements, further catalysing progress.

In addition to offering incentives, MTC had participated in numerous trade fairs, serving as platforms to showcase the latest developments in the timber industry. The Council also conducted missions aimed at seizing burgeoning opportunities for sustainable business expansions.



One of the highlights in 2023 was MTC's Malaysian Wood Expo (MWE) which was a resounding success.

Looking ahead our primary focus will be on addressing issues related to the EUDR and ensuring that Malaysian timber-based manufacturers embrace ESG principles in their operations.

MTC has facilitated the Malaysian timber industry to join forces with a coalition of aligned stakeholders to provide essential feedback to EU policymakers regarding our stance on EUDR.

With our finger firmly on the pulse of the industry, we aspire to provide the necessary impetus for the growth and advancement of Malaysia's timber sector with utmost efficiency and efficacy.

As we look forward to a potentially brighter 2024, I extend my heartfelt gratitude to MTC's Board of Trustees for their invaluable direction and support, and to the Management and staff of MTC for their exemplary efforts in driving our mission forward.

Thank you.

TN. HAJI ZAINAL ABIDIN HAJI ABDULLAH
Chairman



MTC participated in several collaborative efforts with stakeholders in Sabah and Sarawak one of which was the tree-planting programme at the Sabal Forest Reserve in Simunjan which was also attended by YAB Dato' Sri Haji Fadillah Haji Yusof (seated in the middle).

CEO'S STATEMENT

Throughout 2023, the Malaysian Timber Council (MTC) remained resolute in its dedication to excellence, innovation, and sustainability, which are the cornerstones of our business. The Malaysian timber industry experienced significant fluctuations driven by global economic shifts, geopolitical tensions and in some cases the ongoing effects of the COVID-19 pandemic.

Even in the face of unparalleled obstacles and uncertainties, especially with the looming deadline of the European Union's Deforestation-Free Products Regulation (EUDR) compliance on 30 December 2024, much had to be done to prepare the industry for its implementation. The stringent demand of the EUDR presents a formidable challenge, requiring swift action and meticulous preparation from all sides to ensure seamless adherence.

The export value of timber and timber products declined from RM25.21 billion in 2022 to RM21.84 billion in 2023. Despite this drop in exports, MTC remained steadfast in executing programmes to drive the industry forward, undeterred by the challenges posed by the prevailing headwinds. This included organising of missions to countries like Uruguay, the United Arab Emirates (UAE) and Australia that have resulted in favourable returns for the timber industry.

MTC's **Raw Material Sourcing Mission to Uruguay** led to the procurement of about RM1.07 million worth of timber raw material. Raw material shortages not only interrupt production schedules but also make some SMEs more vulnerable to price fluctuations and supply chain disruptions. The feedback from the industry members, who were part of this programme, has been very encouraging. There were also visits to a Eucalyptus plantation and meetings with renowned timber suppliers.

The highlight of 2023 was MTC's **Malaysian Wood Expo (MWE) 2023**. With 124 exhibitors from 11 countries, MTC surpassed its target of RM25 million in sales to garner more than RM180 million in potential sales. Total sales from the Incoming Buying Mission were RM147.76 million while the Inbound Overseas Suppliers Programme (IOSP) received an estimated RM6.4 million in sales. The exhibiting companies recorded sales of about RM28.3 million during the three-day trade expo held from 18 to 20 June 2023. These figures are encouraging as in 2019 at the inaugural expo we had about RM140 million in sales. I credit the outstanding organisation and coordination of MWE 2023 to its organising committee and the people who had collaborated and supported us to make our flagship programme a success yet again.

MTC's impressive performance is intricately linked with our Must-Win for 2023 which centres on the word "Empower". We had this "empowerment" mindset deeply embedded in our programmes and during the execution.

For instance, our **Digital Marketing and Communications** programmes were at full capacity, offering meticulously curated sessions led by top-tier trainers, who understood the ethos of the timber industry. Anticipation ran high among both staff and industry members alike as they eagerly awaited our workshops.



NORAIHAN ABDUL RAHMAN
Chief Executive Officer



MTC CEO Madam Noraihan Abdul Rahman speaking at the *Mesyuarat Penyelarasan Sektor Perkayuan* (MPSP) and *Bengkel Penyelarasan Sektor Perkayuan* (BPSP) 2023.



MTC CEO Madam Noraihan Abdul Rahman presenting a token of appreciation to Mr. Ahmed Umer, Procurement Manager from Ghuzlan Emirates Furniture and Décor.

In 2023, we conducted five comprehensive programmes which covered a spectrum of skills essential to modern marketing strategies. These include workshops on "Basic Graphic Design"; "Advanced Photography and Editing"; "Advanced Videography and Editing"; "Advanced Copywriting" and "Advanced Social Media Content Creation". Each workshop focused on leveraging social media platforms, recognising their paramount importance in contemporary marketing endeavours, hence the turnout for our programmes.

Our commitment to innovation and digital transformation has been a key differentiator in our journey. By embracing technology and digital solutions, we have enhanced efficiency and unlocked new avenues for growth and expansion. This has not only strengthened our competitive positioning but has also stationed us at the forefront of industry trends and emerging opportunities.

An illustrative example of our innovative approach is **TimbeReality**, a cutting-edge 360° virtual platform designed to showcase Malaysian timber and furniture products. This groundbreaking initiative has garnered widespread acclaim among stakeholders for its ingenuity and forward-thinking vision. Since its inception in October 2021, the total number of viewership stands at 65,559.

Under Product Development, we have completed our third edition of the **TIMB3R Design Incubator Programme (TIMB3R DIP)** where 11 pairs of manufacturers and designers have successfully developed a total of 12 products for showcase at the Export Furniture Exhibition (EFE) 2024.

In 2023, MTC introduced the **High Impact Marketing Programme (HIMP)** in conjunction with the INDEX Dubai 2023 exhibition with the goal of fostering connections and collaborations between the Malaysian timber industry and the United Arab Emirates (UAE) design community.



MTC received a courtesy visit from the East Coast Economic Region Development Council (ECERDC). Among the issues deliberated during the visit were the challenges faced by the timber industry, ESG and market promotions.



MTC CEO Madam Noraihan Abdul Rahman (left) presenting a corporate gift to YAB Dato' Sri Haji Fadillah Haji Yusof after the Agricommodity Walk that was organised by the Ministry of Plantation and Commodities (KPK).



MTC CEO Madam Noraihan Abdul Rahman delivering her welcoming remarks to the participants of MTC Industry Bizconnect@DXB.



A courtesy visit by the Selangor Human Resource Development Centre (SHRDC) led to an exchange of ideas on how to strengthen the talent pool in the timber industry.

This new programme, which was held from 22 to 26 May, provided valuable insights and networking opportunities for both parties involved. One of the notable highlights of the HIMP was the successful execution of the "MTC Industry Bizconnect@DXB" event which went beyond the mere promotion of Malaysian timber products.

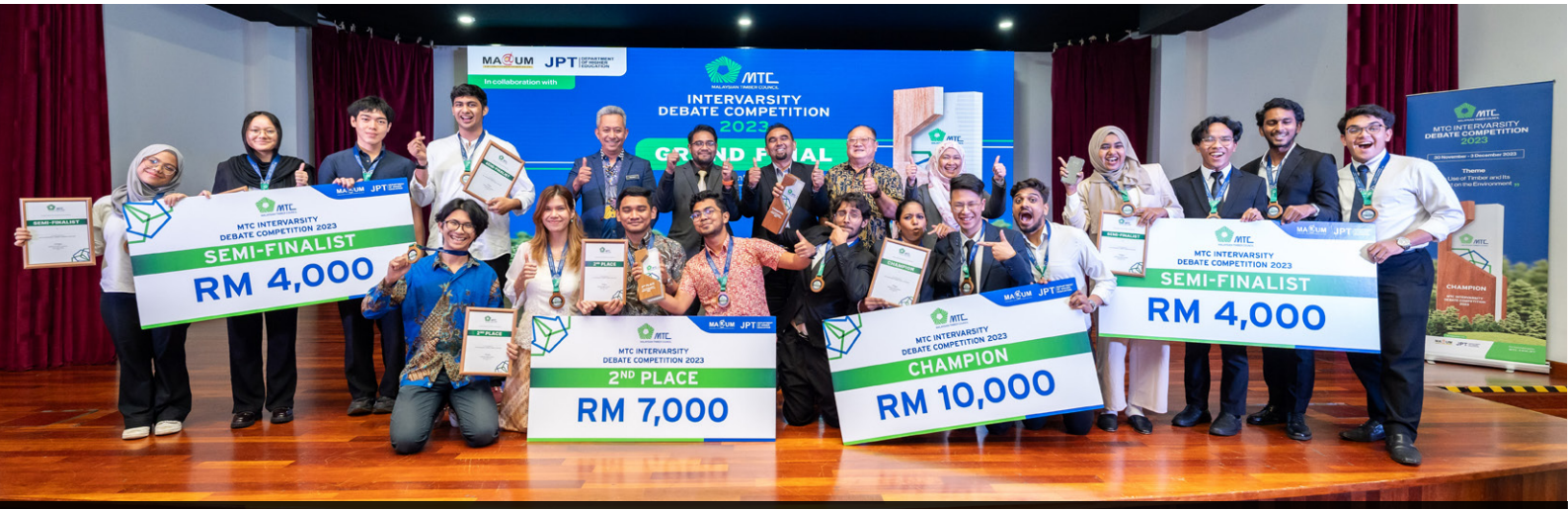
The session focused on providing industry members with crucial information about buyer decisions, challenges faced by decision-makers, and their goals. By enhancing delegates' understanding of the material specification and selection processes within the Middle East region, the programme played a vital role in strengthening the ties between the Malaysian timber industry and the UAE design community.

The HIMP yielded significant advantages for Malaysian manufacturers, as industry players attained a better understanding of the real opportunities that were available. Those who took part in HIMP, interacted directly with key decision-makers while gaining insights and updates on market trends. The Middle Eastern market after the COVID-19 pandemic was explored as the UAE is a good market for Malaysia with opportunities for lesser-known species in its construction industry alongside the ever-popular market for Malaysian Meranti. The potential sales recorded during this mission was RM3.7 million.

MTC also embarked on a strategic mission spanning two prominent Australian cities, Melbourne and Brisbane, as part of the **Marketing Mission to Australia**. Numerous meetings were convened with esteemed stakeholders in Australia's timber industry. The Malaysian delegates gained invaluable insights into the tangible opportunities awaiting exploration, culminating in the successful negotiation of potential sales totalling RM1.37 million during a pivotal networking event.



MTC CEO Madam Noraihan Abdul Rahman (seventh from left) with the MTC delegation and staff of Simmonds Lumber Pty Ltd in Australia.



The winners of the MTC Intervarsity Debate Competition 2023 (from left) *IIUM Nanastimun*, *UiTM Kayu*, *Malaya 1* and *IIUM SuBaHaNa*. With them are (standing in the middle, from right) MTC CEO Madam Noraihan Abdul Rahman, members of MTC's Board of Trustees Datuk Chua Hock Gee and Tuan Haji Farosham Naizamohideen, Ts. Dr. Mohd Fahmy bin Abdullah Deputy Chief Executive Officer (Operations) Metro System Academy (MSA) Universiti Tun Hussein Onn Malaysia (left) and Prof. Madya Ts. Dr. Suliadi Firdaus Sufahani Deputy Vice-Chancellor (Students & Alumni Affairs) Universiti Tun Hussein Onn Malaysia (second from left).

Recognising the significance of responsible business practices and environmental stewardship in driving long-term value creation, we face an unprecedented challenge posed by the EU on the compliance requirements of the EUDR.

Therefore, a mission was organised to Belgium and the Netherlands in 2023 with the aim to raise industry concerns and obtain a better understanding of the EUDR. Additionally, MTC hosted webinars meant at keeping the Malaysian timber industry informed about the latest developments of the said regulation, thus ensuring the sustained viability of Europe as an export market.

As this challenge could not be tackled single-handedly, we acknowledged the necessity of strategising collaboratively with relevant stakeholders. This realisation prompted the establishment of a coalition comprising like-minded stakeholders, facilitating coordinated efforts in information and intelligence exchange, and providing cohesive feedback to EU policymakers.



MTC CEO Madam Noraihan Abdul Rahman delivering her keynote address at the Global Legal and Sustainable Timber Forum.

MTC concluded the year with an inaugural programme that aimed to raise awareness among the younger generation regarding Malaysia's sustainable forestry practices and its timber industry. The debut of MTC's **Intervarsity Debate Competition** saw participation from 12 universities. From this pool of talent, 16 standout teams were selected to advance to the preliminary rounds.

Through spirited debates, participants emerged with a deeper understanding of the Malaysian timber industry, gaining insights into its challenges and discovering the boundless potential and benefits associated with timber utilisation.

Looking ahead, we remain cautiously optimistic about the future, acknowledging that uncertainties persist in the global landscape. However, I am confident in our ability to overcome challenges as we leverage our strengths and experience.

I extend my heartfelt gratitude to MTC's Board for their unwavering guidance and support, and to the dedicated employees whose commitment fuels our endeavours. Additionally, I express deep appreciation to our stakeholders for entrusting us in our pursuit of growth and triumph.

Thank you.

NORAIHAN ABDUL RAHMAN
Chief Executive Officer

CORPORATE INFORMATION



CORPORATE PROFILE

The Malaysian Timber Council (MTC) was established in January 1992 to promote the development and growth of the Malaysian timber industry. Incorporated as a company limited by guarantee under the Companies Act 1965, MTC is governed by a Board of Trustees whose members are appointed by the Minister of Plantation and Commodities (KPK).

CORPORATE PHILOSOPHY

Vision

To be the lead organisation that develops the Malaysian timber industry into a world leader in the manufacture and trade of timber products.

Mission

To ensure the sustainability of the Malaysian timber industry by improving its competitiveness, enhancing market access and creating trade opportunities.

OBJECTIVES

- To promote the Malaysian timber trade and develop the market for timber products globally.
- To develop the timber industry by expanding the industry's manufacturing technology base and value-adding its production line.
- To augment the supply of raw materials for the timber-processing industry.
- To provide information services to the timber industry.
- To enhance the global credibility of the Malaysian timber industry.

MALAYSIAN TIMBER COUNCIL

MALAYSIAN TIMBER COUNCIL ROADMAP 2019-2023

Vision

To be the lead organisation that develops the Malaysian timber industry into a world leader in the manufacture and trade of timber products.

Mission

To ensure the sustainability of the Malaysian timber industry by improving its competitiveness, enhancing market access and creating trade opportunities.

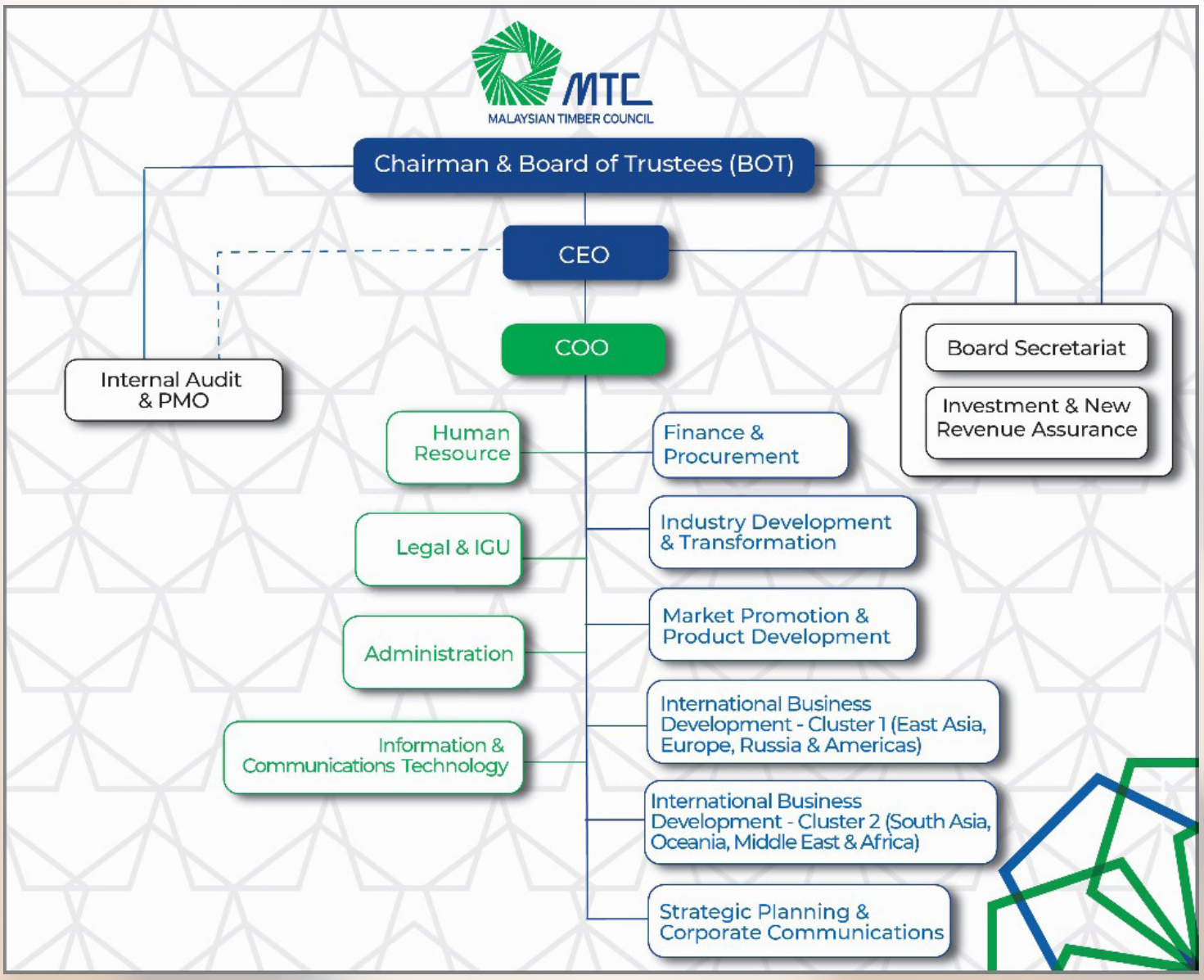
Key Thrusts	Focus Areas	2023 Must Wins
Industry Development & Empowerment	• Raw Material Augmentation • Automation & Digitalisation • Product Development • Business Transformation • Knowledge Talent	**E**mpowering the timber industry to be IR4.0 ready **M**anaging and developing manpower and knowledge talent **P**romoting sustainability and ESG awareness **O**ptimising timber products' offering **W**iden the options of raw materials **E**nhancing access to new and high potential markets **R**eforming and transforming the industry to withstand future challenges
Market Intelligence	• Database & Information Management	
Market Development	• Market Penetration and Promotion • Digital Marketing and Communications • Branding	
Stakeholder Engagement	• Issues Management • Public Perception Management • Cross-Industry Alliances	
	* Enabled by • Human Capital • ICT Infrastructure	

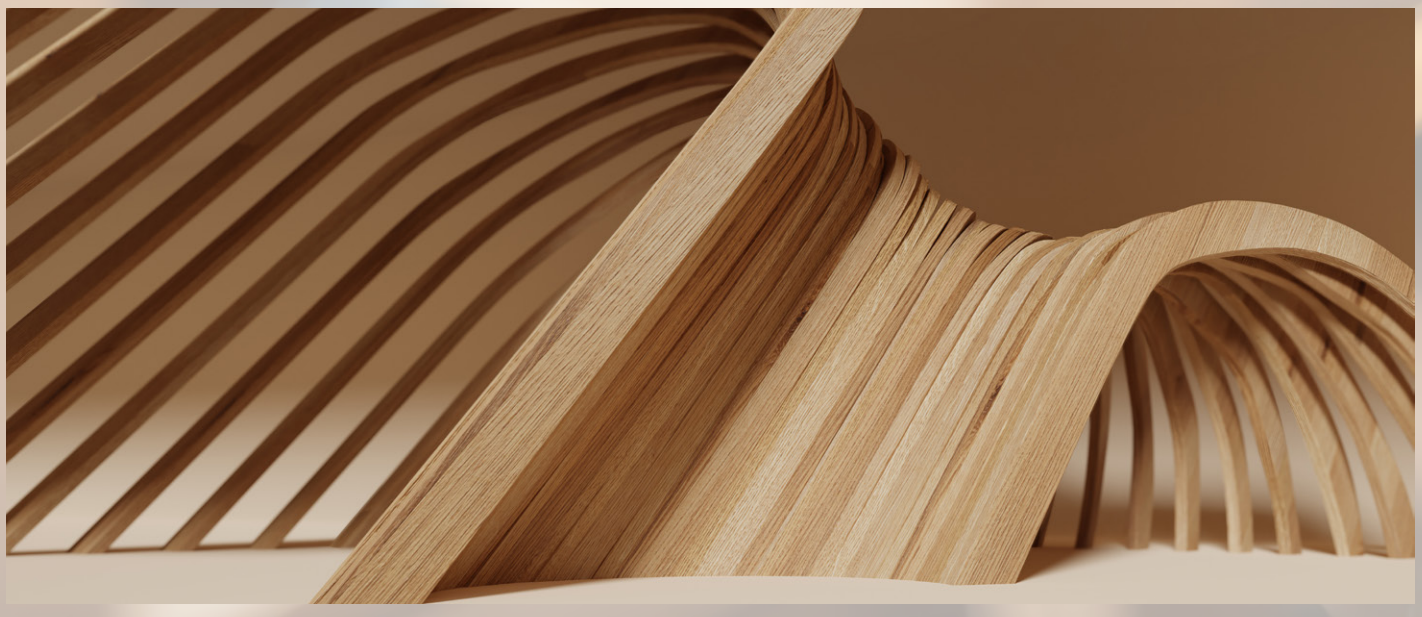
ENGAGE CONNECT GROW

Strengthening The Industry's Global Presence

ORGANISATIONAL STRUCTURE

(AS AT 31 DECEMBER 2023)





BOARD MATTERS

BOARD OF TRUSTEES



Tn. Haji Zainal Abidin Haji Abdullah
Chairman



Dato' Haji Mad Zaidi Mohd Karli
Ministry of Plantation and Commodities (KPK)



Dr. Mohd. Nor Zamri Mat Amin
Malaysian Timber Industry Board (MTIB)



Dato' Indera Mohd Ridza Awang
Forestry Department of Peninsular Malaysia (FDPM)



Goh Chee Yew
Malaysian Wood Industries Association (MWIA)



Chua Song Fong
The Timber Exporters' Association of Malaysia (TEAM)



Datuk Chua Hock Gee
The Malaysian Panel-Products Manufacturers' Association (MPMA)



Yap Hong Thien
Malaysian Wood Moulding & Joinery Council (MWMJC)



Law Kian Siong
Malaysian Furniture Council (MFC)



Tn. Haji Farosham Naizamohideen
Association of Malaysian Bumiputra Timber & Furniture Entrepreneurs (PEKA)

The Chairman and Board of Trustees determine the Council's policies. Members consist of a representative each from the five founding members of MTC, namely:

- Malaysian Wood Industries Association (MWIA)
- The Timber Exporters' Association of Malaysia (TEAM)
- The Malaysian Panel-Products Manufacturers' Association (MPMA)
- Malaysian Wood Moulding and Joinery Council (MWMJC)
- Malaysian Furniture Council (MFC)

There is also a representative each from:

- Ministry of Plantation and Commodities (KPK)
- Malaysian Timber Industry Board (MTIB)
- Forestry Department of Peninsular Malaysia (FDPM)
- Association of Malaysian Bumiputra Timber and Furniture Entrepreneurs (PEKA)

MTC's Chairman Tn. Haji Zainal Abidin Haji Abdullah was appointed on 11 April.

The composition of the Board of Trustees as of 31 December 2023 is as follows:

BOARD OF TRUSTEES

Name	Representing	Term of Appointment
Tn. Haji Zainal Abidin Haji Abdullah (Chairman)	-	11 April 2023 – 10 April 2025
Dato' Haji Mad Zaidi Mohd Karli	KPK	19 December 2022 – 31 December 2023
Dr. Mohd Nor Zamri Mat Amin	MTIB	1 April 2023 – 31 December 2023
Dato' Indera Mohd Ridza Awang	FDPM	1 January 2022 – 31 December 2023
Mr. Goh Chee Yew	MWIA	1 January 2022 – 31 December 2023
Mr. Chua Song Fong	TEAM	1 January 2022 – 31 December 2023
Datuk Chua Hock Gee	MPMA	1 January 2022 – 31 December 2023
Mr. Yap Hong Thien	MWMJC	1 January 2022 – 31 December 2023
Mr. Law Kian Siong	MPMA	1 January 2022 – 31 December 2023
Tn. Haji Farosham Naizamohideen	PEKA	1 January 2022 – 31 December 2023

BOARD MEETINGS

The Board met eight times in 2023 as follows:

BOARD MEETINGS

Period	Meeting	Date of Meeting
1st Quarter	Special Board Meeting	3 January
	Special Board Meeting	20 February
	Special Board Meeting	3 March
2nd Quarter	191st Board Meeting	23 May
3rd Quarter	192nd Board Meeting	20 July
4th Quarter	193rd Board Meeting	17 October
	194th Board Meeting	6 December
	Adjourned 194th Board Meeting	22 December

Annual General Meeting

The 31st Annual General Meeting was held on 20 July 2023 and the following matters were passed:

- Audited Financial Statement of MTC for the financial year ended 31 December 2022 and the Reports of the Trustees and the Auditors contained therein together with the MTC Endowment Fund Trustees' Report & Audited Financial Statements 31 December 2022.
- Payment of Chairman and Trustees' fees/remunerations/other benefits in respect of the financial year ended 31 December 2022.
- Reappointment of Messrs. RSM Malaysia PLT as auditors of the Council for the ensuing year.
- Amendments to MTC's Memorandum & Articles of Association (approved as Special Resolutions).

Extraordinary General Meeting

There was no Extraordinary General Meeting in 2023.



BOARD COMMITTEES

Investment and Finance Committee (IFC)

The IFC was established in 1998 to oversee all investment-related matters for the MTC Endowment Fund. This requirement was stipulated by the Ministry of Finance (MOF) and the Ministry of Plantation and Commodities (KPK). The IFC ensures that the MTC Endowment Fund is invested in accordance with the guidelines issued by the MOF. It also reviews the fund performance and makes investment recommendations to the MTC Board.

Members of the IFC as of 31 December 2023 were:

- Tn. Haji Zainal Abidin Haji Abdullah (MTC Chairman)
- Dato' Haji Mad Zaidi Mohd Karli (MTC Board Member representing KPK)
- En. Shahlan Md Shukor @ Kadari (MOF representative)
- Madam Noraihan Abdul Rahman (MTC CEO)

In 2023, the IFC met four times to discuss MTC's investment performance and other related matters, including evaluation of fund managers, investment in REITs and unit trusts and disposal of properties.

Note: The Secretary-General of the Ministry of Plantation and Commodities Dato' Haji Mad Zaidi Mohd Karli and MTC Chairman Tn. Haji Zainal Abidin Haji Abdullah were appointed as new members of the IFC for a period of two years to replace Datuk Ravi Muthayah and Madam Hajah Norrida Yusoff, respectively.

Audit, Integrity & Risk Committee (AIRC)

The AIRC was established to review the Internal Audit function and findings from internal audit reports with oversight on the statutory annual audited financial statement, MTC's annual budget, the integrity, compliance and governance in MTC as well as evaluate MTC's risk management, policy and strategy.

Members of the AIRC as of 31 December 2023 were:

- Mr. Chua Song Fong – Chairman
- Dato' Haji Mad Zaidi Mohd Karli
- Mr. Law Kian Siong
- Mr. Yap Hong Thien

In 2023, the AIRC met three times on 21 February, 16 May and 10 October, respectively.

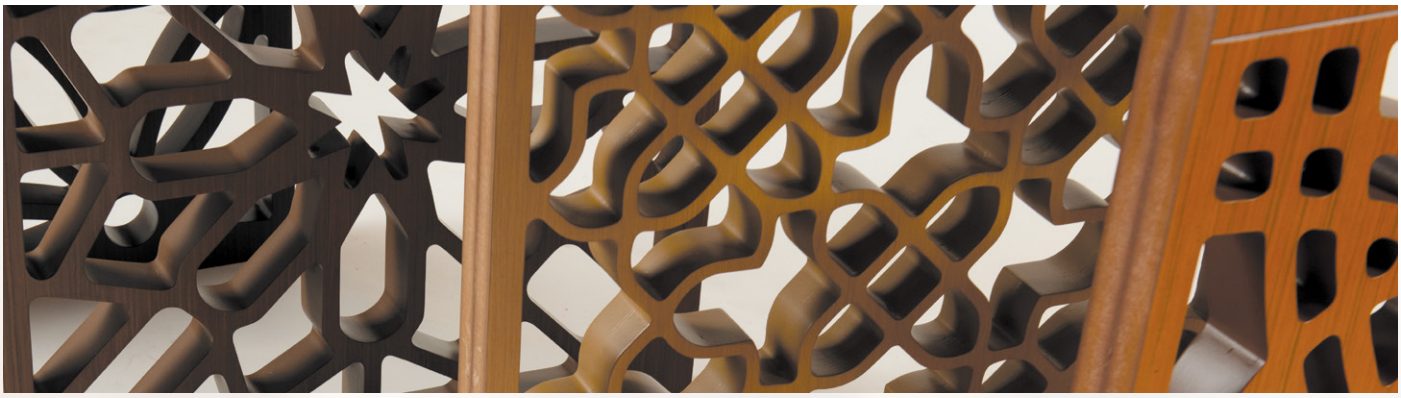
Human Resource, Nomination and Remuneration Committee (HRNRC)

The HRNRC is tasked to advise the MTC Board on policy matters and provide directions related to the nomination and remuneration of the MTC staff.

Members of the HRNRC as of 31 December 2023 were:

- Tn. Haji Zainal Abidin Haji Abdullah – Chairman
- Datuk Chua Hock Gee
- Mr. Goh Chee Yew
- Tn. Haji Farosham Naizamohideen
- En. Wan Ahmad Asmady Wan Md Din (representing KPK)

The HRNRC met three times in 2023 on 4 July, 21 September and 10 November, respectively.



Industry & Market Development Committee (IMDC)

The IMDC serves as an advisory committee to the MTC Board that provides policy recommendations and strategic directions in support of MTC's key thrusts on industry development and empowerment, market intelligence, market development and stakeholder engagement, and review strategic framework to improve the effectiveness of MTC's programmes and activities.

Members of the IMDC as of 31 December 2023 were:

- Mr. Yap Hong Thien (MWMJC) – Chairman
- Dr. Mohd Nor Zamri Mat Amin (MTIB)
- Dato' Indera Mohd Ridza Awang (FDPM)
- Mr. Goh Chee Yew (MWIA)
- Mr. Chua Song Fong (TEAM)
- Datuk Chua Hock Gee (MPMA)
- Mr. Law Kian Siong (MFC)
- Tn. Haji Farosham Naizamohideen (PEKA)
- En. Wan Ahmad Asmady Wan Md Din (KPK)
- Pn. Aedreena Reeza Alwi (MITI)
- MTC Management (represented by CEO Madam Noraihan Abdul Rahman)

Alternate members of the IMDC as of 31 December 2023 were:

- Pn. Eirna Yani Mohd Arip (KPK)
- Dato' Haji Zahari Ibrahim (FDPM)
- En. Ahmad Akmal Muhamad (MITI)
- Pn. Noorazimah Sarkom (MTIB)

The IMDC met five times in 2023 on 20 February, 2 May, 10 July, 11 October and 4 December, respectively. The IMDC played a key role in deliberating matters and programmes on, among others, log importation, community farming, industrial tree plantation (ITP), automation & digitalisation, product development, market development as well as policies and regulations impacting the timber trade.



Mr. Chua Song Fong chairing the Audit, Integrity & Risk Committee (AIRC) meeting.



Mr. Yap Hong Thien, Chairman of the Industry and Market Development Committee (IMDC) deliberated on a number of issues relevant to the timber industry.

MANAGEMENT TEAM & IN-HOUSE WORKING GROUPS/COMMITTEES



Noraihan Abdul Rahman
Chief Executive Officer (CEO)



Tan Ting Wai
Acting Chief Operations Officer (B) & Director
International Business Development Division - Cluster 1



Mokhtar Yaacob
Acting Chief Operations Officer (A) & Director
Industry Development & Transformation Division



Alexis Chang
Director
Market Promotion & Product Development Division



Juzrin Omar
Director
Human Resource Division



Khairul Anwar
Director
International Business Development Division - Cluster 2



Lau Li Har
Director
Strategic Planning & Corporate Communications Division



Angie Ng
Director
Investment & New Revenue Assurance Division



Legal Division & Integrity and Governance Unit



Internal Audit Division



Mohamed Azly Yusof
Director
Finance & Procurement Division



Justin Choo
Head
Information & Communications Technology Division



Faizal Shah Zainal Alam Shah
Head
Administration Division

Four In-House Working Groups (IHWG) were established to ensure proper organisation-wide consultations on and for the smooth running of specific aspects of MTC's operations. They are as follows:

IHWG on External Sourcing of Timber Raw Materials

The IHWG on External Sourcing of Timber Raw Materials is responsible for the verification and approval of applications by companies for timber raw materials import assistance.

The members of the IHWG on External Sourcing of Timber Raw Materials as of 31 December 2023 were:

- Madam Noraihan Abdul Rahman - Chairman
- En. Mohamed Azly Yusof
- En. Mokhtar Mohd Yaacob

IHWG on Industry Development Programme

The IHWG on Industry Development Programme covers various programmes under the Industry Development and Transformation Division. This IHWG is responsible for the verification and approval of applications by companies for Automation, Digital and Green Technologies Acquisition (ADGTA).

Members of the IHWG on Industry Development Programme as of 31 December 2023 were:

- Madam Noraihan Abdul Rahman - Chairman
- En. Mohamed Azly Yusof
- En. Mokhtar Mohd Yaacob

IHWG on Communications

The IHWG on Communications is tasked with providing a cohesive and integrated approach to MTC's communications' needs, both print and electronic.

Members of the IHWG on Communications as of 31 December 2023 were:

- Madam Noraihan Abdul Rahman - Chairman
- En. Mokhtar Mohd Yaacob
- Mr. Tan Ting Wai
- Ms. Lau Li Har
- En. Khairul Anwar
- Ms. Alexis Chang
- En. Mohamed Azly Yusof
- Ms. Angie Ng
- Mr. Jasvinder Singh (until September 2023)
- Pn. Juzrin Omar
- En. Faizal Shah
- Mr. Justin Choo

IHWG on Human Resource

The IHWG on Human Resource is responsible for human resource management and planning such as recruitment, staff learning and development, career progression, reward management, employee relationship and welfare matters.

The members of the IHWG on Human Resource as of 31 December 2023 were:

- Madam Noraihan Abdul Rahman - Chairman
- En. Mokhtar Mohd Yaacob
- Mr. Tan Ting Wai
- Pn. Juzrin Omar
- Ms. Lau Li Har
- En. Mohamed Azly Yusof
- Ms. Angie Ng
- Ms. Alexis Chang
- En. Khairul Anwar
- Mr. Jasvinder Singh (until September 2023)
- En. Faizal Shah
- Mr. Justin Choo
- Ms. Sharon Wong

Integrity and Governance Unit

The Integrity and Governance Unit (IGU) is responsible for instilling the values of integrity and mutual respect in the workplace as well as ensuring an anti-bribery and anti-corruption culture in MTC.

Members of the Integrity and Governance Unit (IGU) as of 31 December 2023 were:

- Mr. Jasvinder Singh – Head of IGU (until September 2023)
- Pn. Juzrin Omar – Deputy Head of IGU
- Pn. Nadia Zainal
- Ms. Sharon Wong
- Pn. Nadirah Ahmad

PERFORMANCE OF THE MALAYSIAN TIMBER TRADE



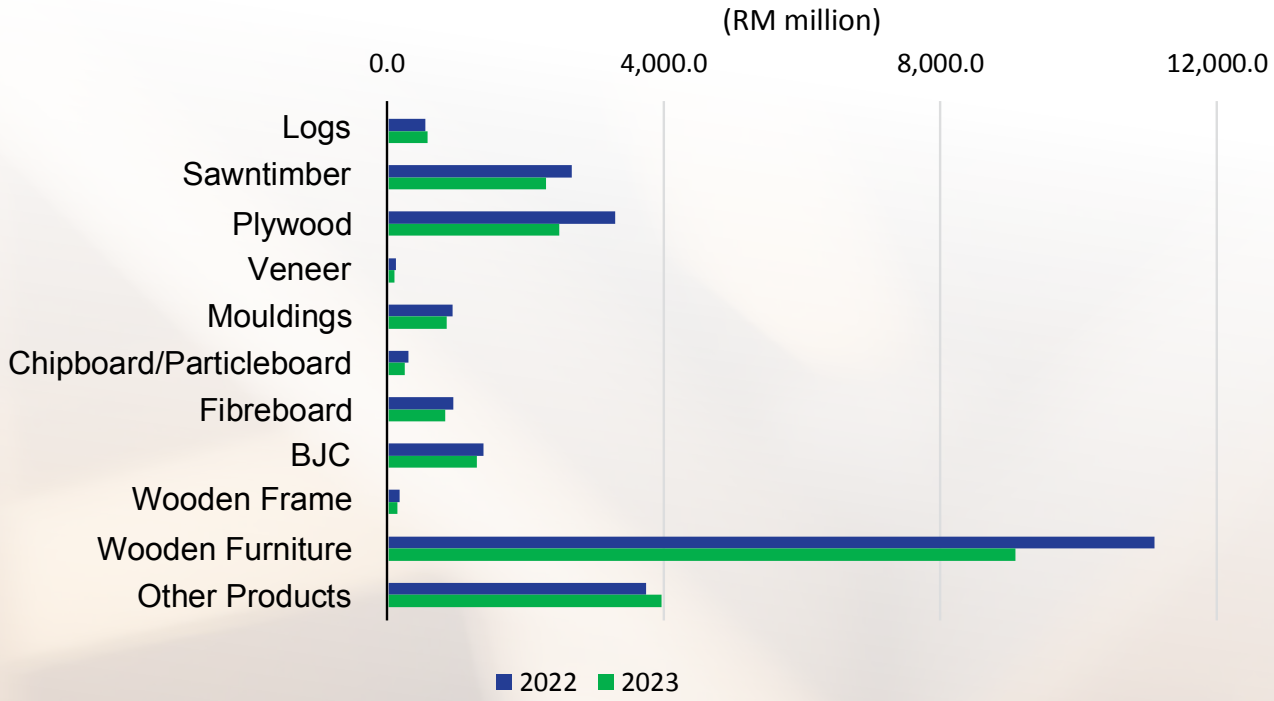
Malaysia's export of major timber products in 2023 stood at RM21.84 billion, decreasing by 13.3% from the previous year. Malaysia was listed as the 17th-largest exporter of timber and timber products in 2023.

The export value of most products shrank on a year-on-year basis except for logs which showed a slight increase of 5.2% to RM563.09 million. The export of veneer experienced the biggest decline in value by 24.6% to RM80.67 million, followed by plywood with a 24.5% decline to RM2,486.43 million and particleboard with a 20.2% decline to RM229.96 million. Other products with a declining export value include wooden furniture with RM9,127.68 million (-18.1%), sawntimber with RM2,295.28 million (-13.8%), BJC with RM1,283.53 million (-7.0%), mouldings with RM849.36 million (-8.6%) and fibreboard with RM820.16 million (-12.7%).

While export value declined, the quantity of exports had surged for certain products. The export quantity of mouldings increased by 51.8%, while logs export volume increased by 28.4% year-on-year. This observation led to the price per unit of both products to decline the most at 39.77% to RM2,845.09/m^3 and 18.02% to RM803.42/m^3, respectively.

Malaysian timber products have a strong global market presence in key export markets. According to the Global Trade Atlas, there were seven timber product exports from Malaysia that were ranked within the Top 10 and Top 20 globally in value terms in 2023. In the Top 10, both wooden frames and plywood were ranked 6th, wooden furniture was ranked 7th while mouldings were ranked 9th globally. In the Top 20, sawntimber was ranked 13th, and fibreboard and BJC were both ranked 16th in 2023.

MALAYSIA: EXPORT OF TIMBER AND TIMBER PRODUCTS 2022-2023



Top 10 Markets for Timber Products

Top 10 Markets for Timber Products

The top export destination for Malaysian timber and timber products in 2023 was the United States with RM5.70 billion in export value and a market share of 26.1%. China came second with RM2.83 billion (13.0% share), followed by Japan at RM2.82 billion (12.9% share), Singapore at RM1.51 billion (6.9% share), Australia at RM1.02 billion (4.7% share), India at RM883.77 billion (4.0% share), United Kingdom at RM739.86 million (3.4% share), the Netherlands at RM587.00 million (2.7% share), the Philippines at RM505.56 million (2.3% share) and United Arab Emirates at RM480.09 (2.2% share).

Export of Wooden Furniture - Top 10 Countries

Export of Wooden Furniture

Wooden furniture (including bamboo and rattan furniture) continued to be the top timber products exported by Malaysia in 2023 with 41.8% share of the total export valued at RM9.13 billion (-18.1% year-on-year). Malaysia's export of wooden furniture ranked 7th globally in 2023. The biggest market was the United States (RM4.50 billion; 49.4% share). Singapore was the 2nd top export destination valued at RM773.16 million (8.5% share), followed by Japan at RM481.25 million (5.3% share), Australia at RM463.86 million (5.1% share), United Kingdom at RM431.85 million (4.7% share), Canada at RM331.27 million (3.6% share), United Arab Emirates at RM269.21 million (2.9% share), the Philippines at RM222.63 million (2.4% share), the Saudi Arabia at RM184.33 million (2.0% share) and India at RM119.55 million (1.3% share).

Export of Plywood - Top 10 Countries

Export of Plywood

Plywood was the 2nd top timber product exported from Malaysia in terms of value in 2023 at RM2.49 billion (-24.5% year-on-year) with a total export value share of 11.4%. It was ranked 6th in the world for 2023. Japan remained the top export destination for Malaysian plywood in 2023 with an export value of RM1,333.86 million (53.6% share). The United States was ranked 2nd at RM202.17 million (8.1% share), followed by Taiwan at RM145.35 million (5.8% share), Yemen at RM139.69 million (5.6%), South Korea at RM136.17 million (5.5% share), United Kingdom at RM104.05 million (4.2% share), Australia at RM101.36 million (4.1% share), Türkiye at RM65.62 million (2.6% share), India at RM44.15 million (1.8% share), and Mexico at RM37.55 million (1.5% share).

Export of Sawntimber - Top 10 Countries

Export of Sawntimber

Sawntimber was the 3rd top exported timber product from Malaysia in terms of value in 2023 at RM2,295.28 million (-13.8% year-on-year) with 10.5% share of total export value. Malaysia was ranked 13th globally in 2023 for sawntimber exports. China was the top importer of Malaysian sawntimber with RM311.97 million (13.6% share), followed by Thailand at RM163.83 million (7.1% share), Taiwan at RM161.48 million (7.0% share), the Philippines at RM155.92 million (6.8% share), India at RM152.49 million (6.6% share), Yemen at RM125.18 million (5.5% share), United Arab Emirates at RM117.69 million (5.1% share), Singapore at RM113.91 million (5.0% share), Japan at RM109.35 million (4.8% share) and the United States at RM108.60 million (4.7% share).

Export of BJC - Top 10 Countries

Export of BJC

Builders' Joinery and Carpentry (BJC) was the 4th top exported timber product from Malaysia in terms of value in 2023 at RM1,283.53 million (-7.0% year-on-year) and ranked 16th globally. The United States was ranked the top importer of BJC from Malaysia in 2023 at RM307.33 million (23.9% share), followed by Australia at RM211.37 million (16.5% share), the United Kingdom at RM124.95 million (9.7% share), Singapore at RM122.69 million (9.6% share), Belgium at RM90.03 million (7.0% share), Japan at RM62.00 million (4.8% share), the Netherlands at RM58.85 million (4.6% share), Sweden at RM47.61 million (3.7% share), France at RM28.63 million (2.2% share) and India at RM22.22 million (1.7% share).

Export of Mouldings - Top 10 Countries

Export of Mouldings

Mouldings was the 5th top exported timber product from Malaysia in terms of value in 2023 at RM849.36 million (-8.6% year-on-year) with 3.9% total export value share and ranked 9th globally. With a market share of 27.0%, the United States was the top mouldings export destination from Malaysia at RM229.17 million, followed by the Netherlands at RM206.01 million (24.3% share), Australia at RM89.45 million (10.5% share), Japan at RM58.98 million (6.9% share), France at RM45.26 million (5.3% share), South Korea at RM35.76 million (4.2% share), Belgium at RM34.56 million (4.1% share), Singapore at RM30.92 million (3.6% share), United Kingdom at RM23.27 million (2.7% share) and Germany at RM15.69 million (1.8% share).

Export of Fibreboard - Top 10 Countries

Export of Fibreboard

Fibreboard was the 6th top exported timber product from Malaysia in terms of value in 2023 at RM820.16 million (-12.7% year-on-year) with 3.8% total export value share and ranked 16th globally. Japan was the top importer of Malaysian fibreboards with RM321.89 million (39.2% share), followed by the United Arab Emirates at RM68.87 million (8.4% share), Australia at RM58.42 million (7.1% share), the Philippines at RM57.81 million (7.0% share), Pakistan at RM53.74 million (6.6% share), India at RM48.54 million (5.9% share), the United States at RM46.72 million (5.7% share), Vietnam at RM19.76 million (2.4% share), Oman at RM18.92 million (2.3% share) and Indonesia at RM17.76 million (2.2% share).



Export of Logs - Top 10 Countries



Logs were the 7th top exported timber product from Malaysia in terms of value in 2023 at RM563.09 million (+5.2% year-on-year) with 2.6% total export value share and ranked 22nd globally. About 83.6% of these were exported to India valued at RM470.79 million. Taiwan was the second top importer with RM46.99 million (8.3% share), followed by China at RM22.24 million (4.0% share), Japan at RM14.50 million (2.6% share), Indonesia at RM5.05 million (0.9% share), South Korea at RM2.04 million (0.4% share), Singapore at RM1.00 million (0.2% share), the Philippines at RM0.23 million (0.04% share), Pakistan at RM0.13 million (0.02% share) and Thailand at RM0.05 million (0.01% share).

Export of Chipboard/Particleboard - Top 10 Countries



Chipboard/Particleboard was the 8th top exported timber product from Malaysia in terms of value in 2023 at RM229.96 million (-20.2% year-on-year) with 1.1% total export value share and ranked 33rd globally. Japan was the top export destination at RM42.05 million (18.3% share), followed by China at RM39.87 million (17.3% share), the Philippines at RM31.35 million (13.6% share), Vietnam at RM30.72 million (13.4% share), South Korea at RM27.46 million (11.9% share), Indonesia at RM11.69 million (5.1% share), Türkiye at RM10.23 million (4.4% share), Peru at RM9.87 million (4.3% share), Australia at RM4.10 million (1.8% share) and India at RM3.26 million (1.4 % share).

Export of Wooden Frame - Top 10 Countries



Wooden frame was the 9th largest export from Malaysia in terms of value in 2023 at RM131.02 million (-15.1% year-on-year) with 0.6% total export value share and ranked 6th globally. About 67.3% share of the export of wooden frames from Malaysia went to the United States at RM88.11 million. Australia was the next top export destination at RM21.13 million (16.1% share), followed by Singapore at RM4.12 million (3.1% share), Canada at RM3.43 million (2.6% share), Japan at RM3.14 million (2.4% share), Belgium at RM1.56 million (1.2% share), the Philippines at RM1.49 million (1.1% share), New Zealand at RM1.41 million (1.1% share), Croatia at RM0.98 million (0.7% share) and the United Arab Emirates at RM0.83 million (0.6% share).

Export of Veneer - Top 10 Countries



Veneer was the 10th top exported timber product from Malaysia in terms of value in 2023 at RM80.67 million (-24.6% year-on-year) with 0.4% total export value share and ranked 34th globally. The top importer of veneer from Malaysia was Taiwan at RM16.50 million (20.4% share), with the United States in 2nd place at RM11.10 million (13.8% share). At third place was South Korea at RM8.60 million (10.7%) followed by India at RM8.59 million (10.65%). Exports to the Philippines were valued at RM8.58 million (10.63% share), followed by Japan at RM8.05 million (10.0% share), China at RM6.90 million (8.5% share), Canada at RM4.04 million (5.0% share), Australia at RM3.61 million (4.5% share) and Bangladesh at RM2.05 million (2.5% share).

ECONOMIC OUTLOOK 2024

Despite comparatively high interest rates, regional conflicts in Europe and the Middle East, and the possibility of climate change-related disasters, the world saw a "soft landing" effect on the economy in 2023. The World Bank cautioned that 2024 will present a complex trajectory for global growth marked by a forecasted deceleration in GDP growth in 2024 to 2025 at 2.4% and 2.7%, respectively, both below pre-COVID 19 levels. The International Monetary Fund's (IMF) perspective, however, is slightly on a positive note with a forecasted GDP growth rate of 3.1% in 2024 and 3.2% in 2025, backed by greater-than-expected economic resilience in the United States and some emerging and developing economies, but wary on the potential headwind factors decelerating the growth of the second biggest economy, China, such as the state of its property sector and deflationary pressures impacting private spending.

For Malaysia, RAM Rating, in its Economic Outlook 2024, forecasted Malaysia's economy to steadily improve by benefiting from a potential turnaround in external demand, leading to an estimation for Malaysia's GDP growth to hover between 4% and 5%. In line with other economic houses, the overnight policy rate (OPR) by Bank Negara Malaysia (BNM) is expected to be maintained at 3% throughout 2024, providing stability to the domestic borrowing markets at the cost of external fluctuation in terms of Ringgit fluctuation. Meanwhile, the Ministry of Finance (MOF) projected the headline inflation rate in Malaysia to remain elevated between 2.5% and 3% which will be significantly below the World Bank's estimation for global inflation at 5.2%.

Malaysia's external trade is expected to increase by 5% in 2024, as highlighted by BNM in March 2024, on the back of continued expansion in domestic demand, improving external demand and an expected growth in the services and manufacturing sectors. BNM also highlighted the expectation for Malaysia's export to perform for 2024 due to the higher commodity prices, with a projected growth of 6.5%. These positive expectations for Malaysia will hopefully materialise for the country to achieve the target set in the National Agricommodity Policy 2030 (DAKN2030) for the timber industry in Malaysia to achieve RM28.0 billion in export of timber products by 2025 and RM32.8 billion by 2030.

The timber industry in Malaysia would need to rethink its strategy moving forward after its export contracted by 13.3% to RM21.84 billion in 2023, from RM25.21 billion in 2022. The dismal export performance was heavily influenced by the significantly slow demand in major and traditional markets due to overstocking since Q3 2022. On top of that, the tight monetary policy stance deployed by major economies to stem demand-push inflationary pressures has discouraged further expansion in the property and construction sectors, impacting the demand for timber products such as white primed mouldings, primed doors and various cabinet-making materials, including particleboard, MDF, Thermally Fused Laminate (TFL), plywood, and Rubberwood drawer sides.



The Malaysian timber industry would also need to be vigilant on the existing and incoming headwinds influencing the growth potential of the industry. The European Union Deforestation-free Products Regulation (EUDR) implemented on 29 June 2023 for full enforcement in 30 December 2024, could pose a significant downside risk to Malaysia to retain its market share in the European Union for timber and timber products. On the Environmental, Social and Governance (ESG) front, it may grow to be a make-or-break factor for the timber industry to continue being relevant, and timber companies would need to look into ESG initiatives and reporting to gain the competitive edge to access developed markets.

Despite the challenges ahead, pockets of opportunities are evident for the Malaysian timber industry to buck the trend and grow. The Gulf Cooperation Countries (GCC), particularly Saudi Arabia and United Arab Emirates continue to show immense business opportunities to cater for the booming construction sector in both countries. Additionally, the industry may shift its focus to high-value and niche markets, especially for interior fitout projects.

Moving forward, the Malaysian timber industry would need to re-strategise its business approach to keep up with the fast-changing ways of doing business. The industry must keep all-hands-on-deck to tackle market access issues and to build the capacity of the industry to leverage ESG, automation and technology to spearhead the industry to a new level and remain relevant in the future.

INDUSTRY DEVELOPMENT AND EMPOWERMENT



RAW MATERIAL AUGMENTATION

The continuity of raw material supply is fundamental to the development of the timber industry. MTC places great emphasis in the augmentation of raw material for timber processing activities and for the further development of the downstream value-added products. A number of programmes have been established for these purposes as follows:

IAP's Direct Sourcing Programme (DSP)

Under IAP's DSP 2023, a total of RM4,343,582.33 was disbursed to 123 companies in 2023. A total of 156 companies were approved to participate in the programme of which 18 companies were new participants, 22 non-SMEs and 10 local traders. The CIF value of timber purchased was RM182,798,304.34.

IAP Audit Visits

A total of 28 audit visits to Selangor, Melaka, Johor and Pahang were conducted in 2023.

Working Group on Raw Material Augmentation (RMWG)

A total of four meetings were conducted in 2023 to discuss the following:

- Feasibility on importation of *Eucalyptus deglupta* logs from Sumitomo Forestry's plantation in Papua New Guinea.
- Potential collaboration between MPMA and Sabah Softwoods Bhd (SSB) on the veneer peeling facility.
- Pest Risk Analysis for *Eucalyptus pellita* seeds from Sabah.

Raw Material Sourcing Mission to Uruguay

A Raw Material Sourcing Mission to Uruguay as well as a visit a Eucalyptus plantation, as proposed by MWMJC and MWIA, was organised by MTC and led by MTC Acting Chief Operations Officer (A) En. Mokhtar Mohd Yaacob.

- The Raw Material Sourcing Mission for *Eucalyptus grandis* to Uruguay was held from 17 – 25 November and had 12 participants: MWMJC (6), MPMA (1), TEAM (1), PEKA (1), MWIA (1) and MTC (2).
- The mission included visits to four timber suppliers and Uruguay XXI, a government agency responsible for promoting investment and exports, as well as fostering reinvestment and enhancing the business environment.
- About RM1.07 million worth of timber raw material was purchased during the mission.
- While in Uruguay, KPK, MWIA and MTC participated in the IUFRO Conference of Working Group "Improvement and Culture of Eucalypts" from 20 – 24 November. The conference included a one-day field trip to visit the Eucalyptus plantation and research and development field trials.
- A total of 11 participants attended the Conference: KTK (1), MWIA (9) and MTC (1).

Community Farming

The Malaysian Timber Council (MTC) together with the Malaysian Panel-Products Manufacturers' Association (MPMA) established the Community Farming Programme through the planting of fast-growing species namely *Eucalyptus pellita* and *Paraserianthes falcataria* (Batai). This initiative was taken to enable industry players, especially the panel industry to obtain sustainable supplies of raw materials/logs.

The following activities were carried out in 2023:

- Visits to Plus Intervest Sdn Bhd (14 February); Jasa Wibawa Sdn Bhd (22 March); Department of Orang Asli Development (JAKOA) (7 June); M&H PlantationSdn Bhd and Forest House Sdn Bhd plant nursery (3 July); and Gimzan Plywood Sdn Bhd (11 July).
- YAB Dato' Sri Haji Fadillah Haji Yusof, Deputy Prime Minister and former Minister of Plantation and Commodities (KPK) visited the planting site and the nursery of the Community Farming Programme in conjunction with the "Program Trek Komoditi 2023 (Zon Tengah)" on 5 August.
- MTC's Surveillance Audit Visits to seven companies (25 October – 7 November).

In 2023, a total of 80,570 seedlings (72.4 hectares) were distributed to seven companies.

Task Force on Community Farming and Industrial Tree Plantation (ITP)

The Task Force on Community Farming and Industrial Tree Plantation was formed in September 2023 to look into the viability, concept, challenges as well as new focus areas for Community Farming and ITP. The Task Force comprised Dato' Haji Zahari Ibrahim, Deputy Director-General (Policy and Planning) Forestry Department Peninsular Malaysia (FDPM) as Chairman and 11 representatives from relevant agencies and timber associations. The first Task Force meeting was held on 14 November. During the meeting, MPMA, MWIA, MTIB and JPSM were invited to share their experience on the projects and programmes undertaken. The Task Force also invited STIDC to share its experience on the Industrial Tree Plantation in Sarawak.



(From left) En. Mokhtar Mohd Yaacob, Tn. Haji Farosham Naizamohideen and Mr. Goh Chee Yew (second from right) at Arboreal SA during the raw material sourcing mission to Uruguay.



Participants learnt about silviculture practices during their visit to the Gerak Saga Tree Plantation in Sabah.

AUTOMATION AND DIGITALISATION

Automation, Digital & Green Technologies Acquisition (ADGTA)

The ADGTA programme comprises the Automation Technology Acquisition (ATA), Business Digitalisation (BD) and Green Initiatives (GI) programmes to assist the members of the timber industry in their journey of automation and IR4.0. Below is the summary of these programmes:

ADGTA programme

Programme	No. of Companies	Total Investment Value (RM)	Total Estimated Reimbursement (RM)	Impact
Automation Technology Acquisition (ATA)	82	23,694,192	4,147,167	Reduced 120 workers
Business Digitalisation (BD)	16	935,597	447,799	Savings of RM1,300 – 12,500/month
Green Initiatives (GI)	3	1,653,895	113,543	16 – 20% on electricity savings

Malaysian Wood Expo (MWE) 2023 Special Incentives

In conjunction with the Malaysian Wood Expo (MWE) 2023, MTC provided a special incentive to small- and medium-enterprises (SMEs), that acquired machinery/equipment/software technologies at MWE 2023 to further encourage the adoption of automation and digitalisation among the SMEs.

Malaysian Wood Expo (MWE) 2023 Special Incentives

Programme	No. of Companies	Total Investment Value (RM)	Total Estimated Reimbursement (RM)
Automation Technology Acquisition (ATA)	15	3,348,457	777,561
Business Digitalisation (BD)	1	14,616	7,308

Due Diligence Audits (DDA)

The Due Diligence Audits (DDA) for Automation, Digital and Green Technologies Acquisition (ADGTA) were conducted both remotely and physically in 2023. The number of DDAs conducted is as follows:

Due Diligence Audits (DDA)

Due Diligence Audits	Sessions Conducted
Introductory Session	5
Briefing Session on MWE Special Incentives	2
On-site DDA	113
Remote DDA	8

Working Group on Sawmilling

Two meetings were held in 2023 and the following were deliberated:

- Review of Pneumatic and Motorised Side Fence.
- MWIA's proposal on a pilot project on the Enterprise Resource Planning (ERP) Solutions.
- Review of Projects/Prototypes by Implemente Sdn Bhd and Dreamaze Sdn Bhd.
- Modification to the Motorised Side Fence Version 2.0 was required to ensure that the plate was robust and worked efficiently.

The proposal for Motorised Side Fence Version 2.1 was tabled and approved at the 193rd Board Meeting on 17 October. The side fence was tested at Hang Tuah Furniture Sdn Bhd.

Working Group on Automation and Digitalisation (ADWG)

A total of three meetings were held in 2023 and the outcome of the meetings is summarised as follows:

- The proposal to increase the limit for the special incentive on Material Handling Equipment Incentive Programme during MWE 2023 was tabled and approved at the 191st Board Meeting on 23 May 2023.
- Briefing on the Productivity Step-Up Programme by Malaysia Productivity Corporation (MPC) was held on 2 May 2023. MPC informed that the programme currently is not open to the timber industry, however, MPC would facilitate and connect MTC with their technical experts.
- MTC's incentive programmes should be extended to companies based on their capacity to reduce dependency on foreign workers through investments in automated machinery/equipment. There should be encouragement for companies that employ a greater number of local workers instead of foreign workers.
- The cost-saving impacts, both pre- and post-implementation of the MPASTi System at the pilot factories.
- Briefing on the Solar Schemes by GSPARX Sdn Bhd was held on 9 October.

PRODUCT DEVELOPMENT



Bumiputera and B40 Development Programme

(a) Bumiputera Machinery Incentive (BMI)

(i) BMI 2023

The Bumiputera Machinery Incentive (BMI) was introduced under MTC's Bumiputera and B40 Development programme to provide assistance for the acquisition of new woodworking machinery. This initiative was taken to support the effort to increase micro enterprises' productivity, production capacity, revenue and competitiveness.

The summary for the approval given in 2023 is as follows:

Status	Applicant	Amount (RM)
Application approved	20	94,561

(ii) Due Diligence Audits (DDAs)

The number of DDAs conducted in 2023 is as follows:

Due Diligence Audits	No. of companies
On-site DDA	17
Remote Audit	7

(b) PEKA Programmes under MTC's Funding

In 2023, MTC approved a proposal paper from PEKA to partially sponsor their members' participation at the Shanghai International Furniture Machinery and Woodworking Machinery Fair from 5 – 8 September.

Update from the earlier approved programmes are as follows:

(i) High Value-Added Promotion and Marketing Programme (HiVA)

Total sales of RM53,000 by two of the 10 participating companies were recorded in 2023. The final report will be presented by PEKA in January 2024.

(ii) Credible Entrepreneur Marketing and Promotion Programme (CEMP 2.0)

Total sales of RM175,588 by two out of the 10 participating companies were recorded in 2023. The final report will be presented by PEKA in January 2024.

(c) Bumiputera Smart Partnership Programme

This programme was initiated by MTIB in 2020 to develop Bumiputera entrepreneurs to venture into the export market through sub-contracting works or partnerships with non-Bumiputera exporters. In 2021, MTC was requested by KPK to support this programme by incentivising one panel saw machine to BRH Furniture Sdn Bhd.

From a total of RM80,000 cash advance by MTC, BRH Furniture Sdn Bhd had paid RM16,675 which is five out of the 24 monthly instalment payments. The outstanding amount as of 31 December 2023 is RM30,015.

TIMB3R Design Incubator Programme

The TIMB3R Design Incubator Programme (TIMB3R DIP) is a collaborative programme between local designers and architects together with timber and furniture manufacturers with the aim of developing locally made high-value timber products and furniture with attractive and fresh designs to enhance their value in the international market.

The third edition of the TIMB3R DIP incorporated elements of sustainability and circular economy where participants were encouraged to incorporate at least 20% of recycled materials in their final designs. A total of 16 manufacturers and 11 designers registered for this programme. The Hackathon was held on 28 February.

A total of 11 pairs of manufacturers and designers submitted their final product photos and design write-ups for 12 product series. The committee approved all the 12 products to be featured in the product lookbook and to be showcased at EFE 2024.

An MoU was signed between MTC, Malaysian Furniture Council (MFC), Malaysian Institute of Interior Designers (MIID) and The One Academy (TOA) to infuse a fresh wave of creativity by involving younger designers in the final phase of the programme, where they brought their expertise to style the completed products. Rubio Monocoat Asia Pacific also collaborated in TIMB3R DIP 3.0 as the official coating sponsor for the programme.

Participants of TIMB3R DIP 3.0 showcased their products at REKA Interiors Exhibition (RiX) 2023 in Kuala Lumpur from 26 – 30 October. A forum was also organised by MIID in collaboration with MTC titled "Supercharge or Stagnate – A Dialogue on the Next Big Leap for the Timber and Furniture Industry" in conjunction with RiX, which discussed key issues related to the development of the Malaysian timber industry, especially the furniture industry, its current and future trends and the way forward.



The Deputy Prime Minister YAB Dato' Sri Haji Fadillah Haji Yusof with stakeholders of the timber industry at MTC's booth after the opening ceremony of the Export Furniture Exhibition (EFE).

MTC Financial Incentive for Product Testing and Quality Certification (FIPT)

The MTC Financial Incentive for Product Testing and Quality Certification was a new incentive that was introduced with the aim of promoting continuous product improvement within the Malaysian timber industry. An in-house Working Group was formed to select eligible companies and the final approval was subject to site observations from due diligence audits (DDA). Two webinars were conducted to help create awareness about the available testing facilities for timber-related products within Malaysia as well as to promote this incentive.

A total of 22 applications were received, and the DDAs were conducted. As of 31 December 2023, five companies received a total incentive of RM25,047.78.

BUSINESS TRANSFORMATION



Factory Transformation Programme (FTP)

The Factory Transformation Programme (FTP) aims to improve manufacturing companies' capabilities through the application of Green 5S, Lean Management and Innovation Management. The following companies participated in FTP 2023:

Company	Module
Nilam Makmur Sdn Bhd	Innovation Management
Weng Meng Industries Sdn Bhd	Lean Management
IOI Palm Wood Sdn Bhd	Quick Response Quality Control (QRQC)
Soon Her Sing Industries (M) Sdn Bhd	Innovation Management
Inter Sofa Industries Sdn Bhd	Lean Management
Besgrade Plywood Sdn Bhd	Innovation Management
Mobilia International Sdn Bhd	Lean Management
Finesse Moulding (M) Bhd	Lean Management
Wallmaster Holdings Sdn Bhd	Lean Management
Perniagaan Reiwood Sdn Bhd	Lean Management

The benefits gained by FTP participating companies are reductions in defects by 5-10%, increases in sales by 5% and customer satisfaction increases by 80%.

MTC Youth Circle Committee (MYCC)

The MTC Youth Circle Committee (MYCC) was formed to create a networking platform for sharing insights and exchange of ideas among the young and future leaders of timber companies aged 18 to 40.

MYCC has 12 representatives from the six timber associations and seven MTC representatives. Two meetings were held on 12 May and 20 June, respectively. The following programmes were conducted in 2023:

MTC Youth Circle Committee (MYCC)

Programme	Date	No. of Participants
Online Briefing on Timber & Forest Certification with MTCC	20 September	36
Forest Activity at PD Forest, Sungai Menyala, Negeri Sembilan	2 – 3 October	17
Visit to Forest Research Institute Malaysia's (FRIM) Genetic Lab and Trial Plot	13 October	13
Industry Visits to six companies	25 October & 12 December	56
Briefing Session on Carbon Credits with the Malaysian Forest Fund	30 November	44

KNOWLEDGE TALENT



Engineer Placement and Internship in the Timber Industry (EPIP)

The Engineer Placement and Internship in the Timber Industry programme aims to facilitate Small- and Medium-Enterprises (SMEs) and non-SMEs in employing professional technical personnel to develop their career in the timber industry. This is part of human capital readiness in technology adoption towards IR4.0. Below are updates on the programme:

(a) Engineer Placement

Details	No. of companies
No. of engineer in placement	2

(b) Internship

Details	No. of companies
No. of applications	173
No. of interns accepted	65

(c) On-Job Training Programme

This programme aims to facilitate certificate holders for on-the-job training and possible employment in timber-based companies after internship placement is completed.

No. of applicants offered jobs in 2023: 21

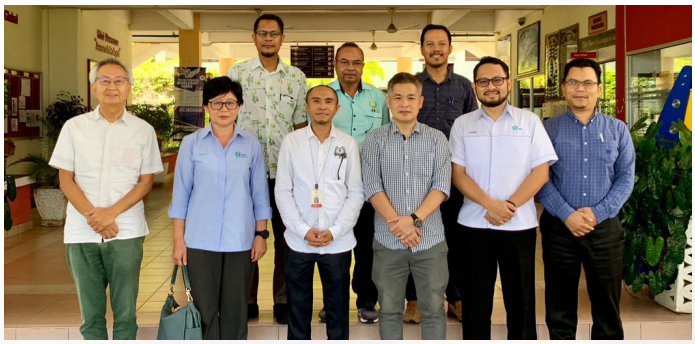
(d) Other Events/Meetings in 2023

The other events/meetings held in 2023 are as follows:

Events/Meetings	Date
LoI Signing between Batu Pahat Furniture Association (BPFA) and Vocational College Batu Pahat (KVBP)	7 February
Meeting with TVET Division, Ministry of Education	13 February
Vocational College Convocation Carnival, USIM, Nilai	6-8 March
Vocational College Students Visit to EFE 2023	8-9 March
Engagement Visits to Four Higher Education Institutions (HEIs)	26 January, 6 June, 12 June & 6 November
Courtesy Visit to Malaysian Institute of Technology Academy	6 June
Budget 2024 Consultation by Ministry of Education	12 September



Tn. Haji Farosham Naizamohideen speaking at one of the EPIP-related programmes at a Vocational College.



MTC visited the Institut Kemahiran MARA Lumut (IKM Lumut) in Manjung, Perak, to explore avenues for collaboration and knowledge sharing.



MTC at the Institut Kemahiran MARA Sungai Petani (IKM Sg Petani) in Kedah to enhance human capital development.

(e) Corporate Smart Internship and *Reintegrasi Penghuni Industri* Programme in collaboration with the Malaysian Prison Department

No. of applications received in 2023: 3

Working Group on Manpower

The following matters were addressed and deliberated by the Working Group in 2023:

- The Technical Committee on Furniture Industry under the Department of Labour Peninsular Malaysia (JTKSM).
- MTC Awareness Session on The Development of Workers' Accommodation on 10 January.
- *Pelan Kelonggaran Penggajian Pekerja Asing* where employers could submit applications through the Foreign Worker Centralised Management System (FWCMS) platform under the Approval Module with immediate effect.
- *Permohonan Rekalibrasi Tenaga Kerja* where the application for hiring foreign workers under the Workforce Recalibration Programme (RTK) 2.0 was open from 27 January to 31 December 2023 through the Immigration Department of Malaysia.
- The revised proposal by Universiti Putra Malaysia (UPM) on a study on Optimising Manpower Capability in the Timber Industry.
- A briefing by the SHRDC and HRD Corp to associations' members on 12 April on training programmes and MTC's engagement with the Social Security Organisation (PERKESO) on 13 April on potential collaboration.
- The infographics on the Ethical Recruitment Process and Flowchart and Process of Handling Complaints that was revised on 12 September.
- MTC's Financial Incentives for Workers' Accommodation with the RM31,134.14 disbursed to nine companies.

Participation in Technical Projects/Working Groups/Committees

Events	Date
Mesyuarat Jawatankuasa Teknikal Berkenaan Kayu (NSC22/TC 1) Bil. 1/2023	2 March
Meeting with PEKA on Project Submission IMDC	17 March
Mesyuarat Jawatankuasa Pengurusan Kawasan Perindustrian (IPMC) Muar Bil. 1/2023	27 March
Mesyuarat Jawatankuasa Penyelarasan Pemantauan Perpindahan Industri Perabot dan Penyediaan Penginapan di Muar Furniture Park (MFP)	6 April
Mesyuarat Jawatankuasa Kerja Teknikal (JKT) Bil. 1/2023 *Projek Levi: Penilaian Kitaran Hidup* (LCA)	8 May
Mesyuarat Jawatankuasa Teknikal Berkenaan Struktur Kayu (NSC 22/ TC 2) Bil.1/2023	12 May
Mesyuarat Jawatankuasa Pengurusan Kawasan Perindustrian Bil. 2/2023	3 August
Mesyuarat Jawatankuasa Kerja Teknikal (JKT) Bil. 2/2023 *Projek Levi: Penilaian Kitaran Hidup* (LCA)	11 September
Focus Group Meeting on My DREAM Project	26 October
Mesyuarat Task Force Membincangkan Isu Bagi Menangani Peningkatan Import Produk Panel ke Malaysia Bil. 1/2023	27 October
Mesyuarat Kumpulan Kerja Pakar Heart of Borneo (HoB)	27 November
Bengkel Penulisan Laporan Kajian Penilaian Kitaran Hidup (LCA)	29 November – 1 December

MARKET DEVELOPMENT



MARKET PENETRATION & PROMOTION

Export Furniture Exhibition (1 – 4 March 2023)

MTC organised the showcase of 25 timber products which were the results of the first two editions of the TIMB3R Design Incubator Programme (TIMB3R DIP) in a lifestyle concept at the 16th Malaysia Export Furniture Exhibition (EFE) 2023 from 7 – 10 March. The Programme developed by MTC, the Malaysian Furniture Council (MFC), and Malaysian Institute of Interior Designers (MIID) aimed to nurture local design talents and provide a platform for designers and timber manufacturers to showcase their potential. In addition, MTC produced several promotional collaterals for the 25 products, including a product lookbook, product place-cards and Work-In-Progress (WIP) videos. These 25 export-ready products were developed by 22 manufacturers and 18 designers ranging from dining, bedroom, living room, upholstery, children's furniture, occasional furniture, home products, wooden tiles, and panels, as well as other timber-based products.

A product-sharing session was organised as a side event throughout the three days of the exhibition where the special features and designs of the 25 products were highlighted by the manufacturers and designers. Eleven out of the 18 participating manufacturers reported having received a total of 41 enquiries, and potential sales of RM90,000.

Malaysian Wood Expo (MWE) 2023 (18 – 20 June 2023)

The Malaysian Wood Expo (MWE) 2023, which was held at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia, from 18 – 20 June 2023, was the second edition of the MWE series co-organised by MTC and Pablo Publishing & Exhibition Pte. Ltd. The expo was supported by the Ministry of Plantation and Commodities (KPK), Malaysia Convention & Exhibition Bureau (MyCEB) and Tourism Malaysia. It was also endorsed by 24 organisations from several countries namely UK, China, USA, Thailand, The Philippines, and Ghana.



The Deputy Minister of Plantation and Commodities YB Datuk Hajah Siti Aminah Aching with attendees at the MWE 2023 opening ceremony.

(a) Exhibition

A total of 124 companies from 11 countries exhibited at MWE 2023. Of this, 77 companies (62%) were from Malaysia while the balance 47 companies (38%) were from overseas namely Australia, Austria, China, Italy, Poland, Singapore, Taiwan, Thailand, USA and Vietnam. Throughout the three-day event, exhibitors showcased wood and wood products (e.g., sawntimber, panel products, mouldings, wooden flooring, doors and door frames, etc.), woodworking machinery (e.g., combined machines, dust collecting equipment, etc) and others (e.g., software for woodworking, services, small equipment, blades, accessories, etc) as summarised below:

Category	Wood & Wood Products	Woodworking Machinery	Others	Total
Malaysian Exhibitors	50	9	18	77
International Exhibitors	29	14	4	47
Total	**79**	**23**	**22**	**124**

A total of RM28.3 million worth of potential sales were recorded by the exhibiting companies. A total of 3,029 visitors from 55 countries visited the exhibition. The visitors consist of importers, manufacturers, traders, architects, interior designers, developers, contractors, distributors, agents, government agencies and others.

(b) Business Matching Sessions

Business Matching (B2B) Sessions were organised for the following:

- Inbound Overseas Suppliers Programme (IOSP) on 18 June; and
- Incoming Buying Mission (IBM)/International Sourcing Programme (INSP) in collaboration with MATRADE on 19 June.

A total of RM6.4 million worth of potential sales were generated from the Inbound Overseas Suppliers Programme's (IOSP) business matching sessions. More than 108 meetings were arranged for 18 overseas suppliers of timber and timber-related products namely from Thailand (6), Vietnam (3), USA (3), Poland (3), Chile (2) and Sweden (1), with 21 Malaysian companies. This programme aimed to facilitate the local timber industry in sourcing timber raw materials from overseas by inviting foreign timber suppliers to participate in business matching sessions with potential buyers/importers from Malaysia.

A total of RM147.76 million sales were generated from the Incoming Buying Mission (IBM)/International Sourcing Programme (INSP)'s business matching sessions held in collaboration with the Malaysia External Trade Development Corporation (MATRADE). Of this, RM1.5 million was actual sales confirmed on-site while the balance of RM146.26 million was recorded as potential sales.

A total of 773 meetings were scheduled for 88 foreign buyers from 23 countries (Bahrain, Canada, Chile, China, France, Hungary, India, Ireland, Japan, Jordan, Maldives, Mexico, Nepal, Pakistan, Poland, Qatar, South Korea, Sri Lanka, Thailand, Türkiye, UAE, UK and USA) with 88 Malaysian suppliers. This programme aimed to build and add value for Malaysian companies exhibiting in MWE 2023.

(c) Pocket Talks

A total of 16 talks were arranged throughout the three-day event.

(d) Financial Incentive for Machinery/Equipment and Software Technologies Purchased

MTC also provided a one-off special incentive to Small- and Medium-Enterprises (SMEs) that visited and purchased machinery, equipment and/or software technologies during the exhibition.



A fruitful business matching session took place during MWE 2023 that connected Malaysian exporters of wood-based products with buyers from various countries.



Pocket Talks were arranged as part of MWE 2023, featuring a diverse lineup of international and local speakers who shared their insights and experience.



MTC's booth at ARCHIDEX.



MTC at CIFM/Interzum Guangzhou which is one of Asia's leading events in the woodworking machinery, furniture production and interior design industry.

ARCHIDEX (26 – 29 July 2023)

MTC participated in the 22nd International Architecture, Interior Design & Building Exhibition (ARCHIDEX) which was held from 26 – 29 July. A total of six companies, including the Malaysian Wood Moulding and Joinery Council (MWMJC) participated alongside MTC, which occupied a 60-sqm Timber Pavilion showcasing timber products such as solid and engineered flooring, kitchen cabinets, wooden doors and door frames, picture frames and furniture such as dining tables and chairs.

Furniture China (11 – 15 September 2023)

MTC organised an 800-sqm Furniture Pavilion at Furniture China 2023 that was held at the Shanghai New International Expo Centre (SNIEC) from 11-15 September in Pudong, Shanghai, China. A total of 15 Malaysian furniture companies participated with MTC showcasing its latest and popular furniture products such as dining furniture, bedroom furniture, upholstered furniture, office and children furniture and others. The Malaysian Furniture Council (MFC) also participated in the exhibition under MTC's promotional booth. Total sales recorded were RM4.1 million.

MTC Marketplace Promotion

MTC Marketplace Promotion

Trade fairs participated	Trade enquiries received
15	194

Trade fairs	Date
The NAHB International Builders' Show, Las Vegas, the US	31 January - 2 February
China (Lunjiao) Woodworking Machinery Fair, Foshan, China	23-26 February
Malaysian International Furniture Fair (MIFF), Kuala Lumpur, Malaysia	1-4 March
Export Furniture Exhibition (EFE), Kuala Lumpur, Malaysia	7-11 March
Interzum Guangzhou, China	28-31 March
INDEX Fair Mumbai, India	26-28 May
AWFS® Fair, Las Vegas, the US	25-28 July
Suzhou Furniture Exhibition, Suzhou, China	28-31 July
Fenestration BAU China, Shanghai, China	3-6 August
Furniture China, Shanghai, China	10-16 September
BIFE-SIM 2023, Bucharest, Romania	21-24 September
REKA Interiors Exhibition (RiX), Kuala Lumpur, Malaysia	26-20 October
Branchentag 2023, Cologne, Germany	7-8 November
BuildXpo, Kuala Lumpur, Malaysia	14-17 November
Bangladesh Wood International Expo, Dhaka, Bangladesh	23-25 November

Tabletop Exhibits

MTC also participated in the following events with tabletop exhibits in 2023:

Tabletop Exhibits

Tabletop exhibits	Trade enquiries received
3	4

Events	Date
MTCC International Conference 2023, Kuala Lumpur, Malaysia	15-16 March
IWPA's 65th World of Wood Convention, Savannah, the United States	29-31 March
45th ASEAN Ministers on Agriculture and Forestry (AMAF), Kuala Lumpur, Malaysia	2-6 October

Financial Incentive for Participation in International Fairs held in Malaysia (FIPIF) 2023

The Financial Incentive for Participation in International Fairs held in Malaysia (FIPIF) is one of the financial incentives that MTC provides to support the Malaysian timber industry players for their participation in selected international trade fairs (both virtual and physical) that are held in Malaysia. A total of 20 SMEs benefited from this incentive in 2023. The total incentive offered was RM143,708.

Missions and Market Visits

Market Visits

Total Visits

12

Events	Date
Visit to the January Furniture Show, Birmingham, the UK	23 January
Market Visit to Guadalajara, Jalisco, Mexico (in conjunction with IMEXFOR General Assembly and Expo Mueble Internacional)	15-19 February
Visit to Lunjiao International Woodworking Machinery City	25 February
Market Visit to Uzbekistan (in conjunction with UzBuild Exhibition 2023)	26 February-3 March
Market Visit to New Delhi & National Capital Region (in conjunction with Delhi Wood 2023)	28 February-5 March
Market Visit to Mumbai (in conjunction with participation in Index Fairs Mumbai 2023).	22-31 May
Market Visit to Maldives	26-31 August
Market Visit to Phnom Penh, Cambodia (in conjunction with CAMBUILD 2023)	13-17 September
Market Visit to Thailand and Singapore	18-22 September
Market Visit to Denmark	19-23 November
Market Visit to Bangladesh (in conjunction with Bangladesh Wood)	21-25 November
MTC Factory Visits in Sarawak	12-15 December



MTC's courtesy visit to the Sarawak Timber Association.

Ministerial/ Marketing Missions

Events	Date
Ministerial Working Visit on Agri-commodity to Dubai and Saudi Arabia	21-29 January
High Impact Marketing Programme (HIMP) to United Arab Emirates (UAE)	21-27 May
Marketing Mission to Australia in conjunction with Australian Timber Supply Summit (ATSS)	26 August-2 September

Market Visits Facilitated by MTC

MTC had facilitated the following market visits in 2023:

- MFC's Visit to Nankang, China, in conjunction with the China Furniture Industry Expo in Ganzhou (26-30 May).
- MWMJC's Lamscant Visit to China (7-10 August).
- TEAM's Visit to Saudi Arabia in conjunction with Saudi Build (3-9 November).
- TEAM's Business Recce Mission to Shanghai, China (5-11 November).

Special Marketing Missions

(a) High Impact Marketing Programme to United Arab Emirates (UAE)

The High Impact Marketing Programme (HIMP) was introduced with the aim of positioning Malaysian timber products as the preferred choice in global markets through targeted marketing strategies and engaging directly with decision-makers in material procurement within the construction industry. The HIMP also includes networking sessions with high profile companies.

The first HIMP was to the United Arab Emirates (UAE) which was led by MTC CEO Madam Noraihan Abdul Rahman from 22 – 26 May. The Malaysian delegates, comprising eight industry members visited Index Dubai 2023, attended a networking session called Industry Bizconnect@DXB between Malaysian timber industry players and 27 UAE-based architects, interior designers, consultants, and specifiers. Several visits to joinery factories, timber importers, fit-out companies and manufacturing facilities in Dubai, Sharjah, Ajman, and Abu Dhabi were also conducted. UAE remains a good market for Malaysian timber and timber products, with opportunities for lesser-known species in construction projects alongside the more popular Meranti species. The potential sales recorded were RM3.7 million.

(b) Marketing Mission to Australia in conjunction with Australian Timber Supply Summit (ATSS)

The Marketing Mission in Australia was held from 27 August to 2 September, in two major cities – Melbourne and Brisbane. The programme included participation in the Australia Timber Supply Summit 2023 in Melbourne, where MTC was invited to deliver the keynote address at the Summit. MTC CEO Madam Noraihan Abdul Rahman, who led the mission, delivered the keynote address titled "From Forest to Future: Malaysia's Leading Role in Sustainable Timber Supply to Australia".

The state of Victoria announced that logging at native forests will end in December 2023, six years earlier than previously planned due to severe bushfires and legal campaigns. In Western Australia, logging at native forest will end beginning of 2024. This ruling will impact the construction of 250,000 new houses due to raw material shortages which Malaysian manufacturers can tap into. Potential sales of RM1.37 million was attained at a business networking session.

Trade Enquiries

A total of 144 trade enquiries were received by the MTC HQ & Regional Offices. All enquiries were attended to and sent to the respective timber trade associations for onward dissemination to their members.

Trade Visitors and Organisations

MTC Americas, MTC East Asia and MTC Europe carried out online promotion and advertising via WeChat and LinkedIn accounts which had 1,492 and 599 followers, respectively.

Participation in Meetings/Conferences/Dialogues

The summary of conferences/seminars/workshops/meetings attended by MTC to represent the interest of the industry is as follows:

Participation in Meetings/ Conferences/ Dialogues

Events	No. of Meetings
Participation in local and international conferences/seminars/forums/ webinars	61
Meetings with government agencies (KPK, NRECC, MTIB, MTCC, MATRADE, MIDA)	117
Meetings/Networking events (e.g. Annual Dinners, Opening Ceremonies, Factory Visits) with the timber trade associations/companies/traders	485

DIGITAL MARKETING AND COMMUNICATIONS

Digital Marketing Workshop Series (DMWS) 2023

The programme aimed to inculcate digital marketing strategies such as marketing via content, email and social media as well as e-commerce and websites among the timber industry players. The following workshops were conducted in 2023:

Topic	Date	No. of Participants
Basic Graphic Design	25 May	36
Advanced Photography & Editing	18 July	36
Advanced Videography & Editing	24 August	44
Advanced Product Copywriting	21 September	32
Advanced Social Media Content Creation	9 November	43



One of the very successful Digital Marketing Workshops.

BRANDING



TimbeReality

TimbeReality is a 360° virtual platform showcasing Malaysian timber and furniture products. TimbeReality helps to establish global consumer connections, generate awareness and demand for Malaysian timber products, and foster investors' confidence in Malaysian manufacturers.

A total of 12 promotional videos with an AI commentator for the TIMB3R Gallery in Tower II were delivered and approved on 24 February. The 12 products of the first edition of TIMB3R DIP were showcased in 3D-model with an introducer providing the product brief to visitors.

MTC received the certificate for the TimbeReality logo from MyIPO on 14 April. The TimbeReality virtual hub is being upgraded to include a new section inside the Gallery to showcase 14 products from TIMB3R DIP 2.0.

In 2023, a total of 11 companies registered with TimbeReality bringing the total number of viewership since its inception on 1 October 2021, to 65,559 as at 31 December. The top 5 countries that visited TimbeReality were the USA, Brazil, Japan, Indonesia, and India.

MARKET INTELLIGENCE

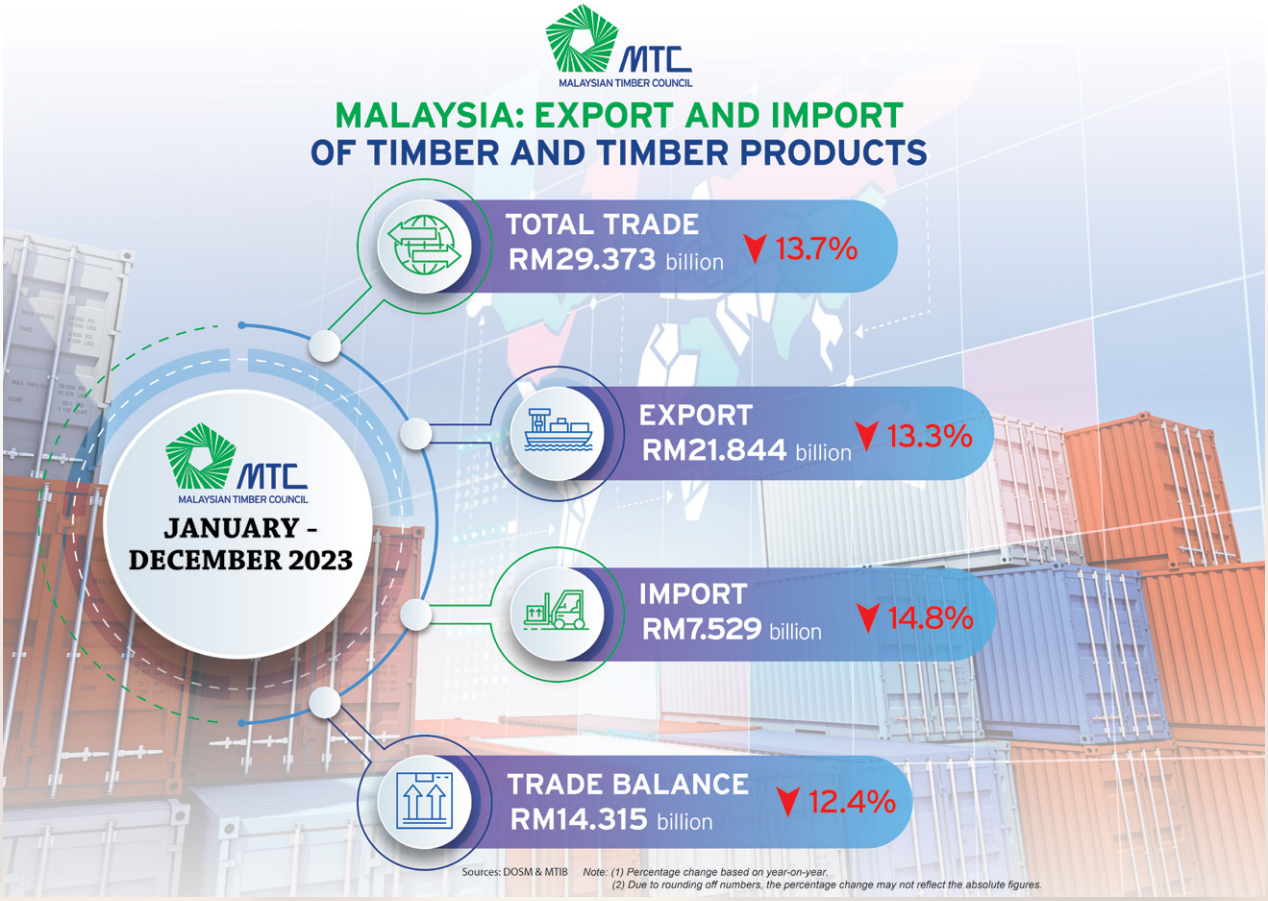


Market Information Services

Compilation and analysis of data and information on timber products in 2023 are as follows:

Trade Statistics & Analysis

- Malaysia: Export of Timber and Timber Products 2016 – 2022.
- Malaysia: Top 10 Export Destinations of Major Timber and Timber Products 2022.
- Malaysia: Top 10 Products Export and Import January 2023.
- Malaysia: Export of Timber and Timber Products to the following countries:
  - o United States (2022)
  - o G7 Countries (2022)
  - o Singapore (2018 – 2022)
  - o Thailand (2018 – 2022)
  - o Uruguay (2021 – 2022)
- Malaysia's Timber Trade Performance (2013 – 2022).
- Malaysia: Export of Pallet Products (2017 – 2022).
- Malaysia: Export of Wooden Furniture (2020-2022).
- Statistics on Malaysia's Import and Canada's Export of Logs and Sawntimber (2022).
- Türkiye: Import of Plywood 2019 – September 2023.
- Singapore: Top 10 Countries for Import of Timber and Timber Products from the World 2018 – 2022.
- Thailand's Top 10 Countries for Import of Timber and Timber Products from the World 2018 – 2022.



Infographic of the Performance of the Malaysian Timber Trade

- Monthly export and import statistics for major timber products.

Graphical Country Profiles 2022

- Trade statistics and/or analysis for the following countries:
  - o Mexico
  - o Uzbekistan
  - o United States
  - o Canada
  - o Argentina
  - o Australia
  - o Nepal
  - o Nigeria
  - o Spain
  - o Portugal
  - o Bangladesh
  - o Denmark
  - o The Maldives
  - o Uruguay
  - o New Zealand
  - o Saudi Arabia
  - o Belgium
  - o India
  - o China
  - o Singapore
  - o Thailand
  - o Indonesia

Analysis Paper

- A total of 16 analysis papers was provided in 2023.

STAKEHOLDER ENGAGEMENT



ISSUES MANAGEMENT

European Union Deforestation-free Products Regulation (EUDR)

MTC organised the Mission on EUDR to Belgium and the Netherlands from 28 May to 4 June to gather information on the EUDR implementation plan and to strategise the way forward with relevant EU stakeholders.

Pursuant to the above, the following actions were proposed:

- To establish a coalition of like-minded stakeholders to enable coordination on information and intelligence exchange and coordinate messages and feedback to policymakers.
  - o A preparatory meeting to establish this coalition was held with Ridens Public Affairs and the Malaysian Timber Association (MTA) on 26 September.
  - o MTC has facilitated MTA to establish a Coalition of Like-minded Stakeholders impacted by EUDR with stakeholders in Europe, ASEAN, Latin America and Africa.
  - o The invitation letters to 37 potential coalition members were disseminated in November.
  - o The 1st meeting was held virtually on 21 December with representatives from Bolivia, Brazil, Ecuador, Indonesia, Malaysia, Nigeria, Paraguay and Ghana. The meeting agreed to the ToR and proceeded with the update and feedback on countries' concerns on compliance with EUDR.

- EU Multi-Stakeholder Platform on Protecting and Restoring the World's Forests.
  - o MTC submitted the application to become a member on 7 September.
  - o MTC's application was rejected with the European Commission (EC) stating that only multinational associations will be accepted to avoid overcrowding.

• Other meetings and engagements related to EUDR are as follows:

- MTC participated in ARISE+ Malaysia's Workshop on Navigating Carbon Border Adjustment Mechanism (CBAM) and EUDR: Opportunities and Implication on Malaysia's Sustainable Trade (14 – 18 August) at the Le Meridien and Aloft Hotel Kuala Lumpur.

- The kick-off meeting of the Ad Hoc Joint Task Force between Indonesia, Malaysia and the EU in Jakarta, Indonesia on 4 August. The meeting agreed to the ToR for i.e., issues related to the inclusivity of smallholders in the supply chain, relevant national certification schemes (land legality and cut-off date for deforestation), traceability from producer to end-consumer, scientific data on deforestation and forest degradation, and protection of data.

- A meeting of the EU Multi-Stakeholder Platform was held on 8 November. Among the key presentations made during the meeting include EUDR Action funded by the EU Foreign Policy Instrument Service, where a brief introduction was given on the project on "Engagement with Indonesia, Malaysia, Laos, Thailand and Vietnam to raise awareness on and to promote a better understanding of the EU approach to reducing EU-driven deforestation and forest degradation".

- The following were also held/conducted:
  - *Soalan/ Perkara Berbangkit/ Maklum Balas Berhubung* EUDR (January).
  - *Sesi Perbincangan Berkaitan EUDR - Sektor Kayu-Kayan (Maklum Balas Pre-counsel)* (January).
  - Draft Joint Letter from Producing Countries on EUDR (July).
  - Checklist: Readiness of Industry over EUDR (November).



MTC Chairman Tn. Haji Zainal Abidin Haji Abdullah (fourth from right) with the MTC delegation at the Embassy of Malaysia in The Hague, The Netherlands with Ambassador H.E. Dato' Nadzirah Osman (fifth from right), Dr. Mohd Norhisyam Mohd Yusof, Head of Chancery (second from right), Mr. Muhamed Salim Mohd Ali, Counsellor, Agriculture (third from left) and Pn. Emeliana Zainol, Trade Commissioner, MATRADE (left).

MTC Financial Assistance for the Development of Workers' Accommodation

MTC provides financial assistance for the development of workers' accommodations to the Small- and Medium-Enterprises (SMEs) of the Malaysian timber industry. Below is the progress in 2023:

MTC Financial Assistance for Development of Workers' Accommodation

Total applications	Total approved & completed	Total value of the applied incentive	Total disbursement
15 companies	9 companies	RM31,134.14	RM31,134.14

Muar Satellite Office

The MTC Board at its 190th Meeting on 7 December 2022 approved the proposal for MTC to withdraw from the Muar Satellite Office and MTC's officer will continue to attend meetings in Muar as and when needed. The Minister of Plantation and Commodities approved the closure of the Muar Satellite Office via a letter dated 14 July.



Participants listening attentively at the MTCC International Conference which was co-organised by MTC, MTIB and MTCC.



Mr. Lawrence Christoffelsz, Chairperson of the Ethical Trade Alliance (ETA) delivering his presentation on "Forced Labour and Sustainability Reporting Requirements in Global Trade" during MWE 2023.

MTCC International Conference on Timber Certification: Exploring Future Frontiers

MTC and the Malaysian Timber Industry Board (MTIB) co-organised the Malaysian Timber Certification Council's (MTCC) International Conference on Timber Certification: Exploring Future Frontiers from 15 – 16 March at the Sunway Putra Hotel Kuala Lumpur. MTC was also a panelist in this hybrid event that had over 200 in-person participants and over 150 online. As a co-organiser, MTC contributed RM40,000 and provided in-kind contributions.

International Wood Products Association (IWPA)

The International Wood Products Association (IWPA)'s 67th World of Wood Convention took place in Savannah, Georgia, USA, from 29 – 31 March. Key issues discussed at the Convention, include formaldehyde emission, the Section 301 case, updates on CITES, and Generalised System of Preferences (GSP) status as well as trade circumvention on plywood and kitchen cabinet. MTC CEO Madam Noraihan Abdul Rahman made a presentation titled "Malaysia's Initiatives to Promote the Use of Sustainably Produced Wood Products". A bilateral meeting was conducted with IWPA's Executive Director Ms. Ashley Amidon, and Mr. Joe O'Donnell, Director of Government and Public Affairs, to highlight the importance of effective communication and cooperation in introducing new forestry and trade regulations impacting the global timber trade such as the U.S. Forest Act 2021 and the rumoured U.S. Deforestation-free Regulation (USDR).

MTC also exhibited in their mini exhibition. The Convention was attended by more than 270 participants from various countries, including the US, Canada, Malaysia, Indonesia, Peru, the UK, France, Italy, Portugal, Germany, Taiwan, and Ghana.

Environment Social and Governance (ESG)

MTC developed its ESG Charter in 2022 as a guide to develop a general guideline for the timber industry on ESG compliance and adoption. MTC liaised with MITI to include the timber sector in MITI's ESG framework for the manufacturing industry. In March, MTC had a discussion with the Ethical Trade Alliance (ETA).

MTC also engaged with several ESG consultants (i.e., Control Union, ETA, SIRIM, People Prowess, ESG Association of Malaysia and Akar Asia Consulting) to gather more information on the available training programmes on ESG reporting, benchmarking, and audit. Four meetings were held between July and December 2023.

MTC organised a talk on "Forced Labour and Sustainability Reporting Requirements in Global Trade", which was delivered by ETA on 18 June in conjunction with MWE 2023. The action plan on training for ESG will be planned in line with MITI's ESG which was launched on 2 October with the framework developed by the Malaysian Timber Association (MTA). A workshop on MTA's ESG framework for the timber industry that was held from 7 – 8 December.



MTC CEO Madam Noraihan Abdul Rahman delivering her presentation at the IWPA 67th World of Wood Convention.

Experts Group on Illegal Logging and Associated Trade (EGILAT)

The Experts Group on Illegal Logging and Associated Trade (EGILAT) was established under the Asia-Pacific Economic Cooperation (APEC) in 2011 to promote trade in legally harvested forest products, combat illegal logging and associated trade, and support capacity-building activities among APEC economies. The focal point for EGILAT in Malaysia is the Ministry of Plantation and Commodities (KPK). EGILAT meets twice annually, and the meeting venue is rotated among APEC economies.

On 27 December, MTC CEO Madam Noraihan Abdul Rahman was appointed as the Chairman of EGILAT for the term 2024-2025. She is the second Malaysian to ever hold the position after the first EGILAT Chairman, the former Director-General of FPDM, YBhg. Dato' Sri Dr. Abd. Rahman Abd. Rahim for the term 2012-2013.

A total of six meetings were held in 2023, which included the following:

- *Nota Intervensi Bagi Mesyuarat Ke-23 APEC Experts Group on Illegal Logging and Associated Trade (EGILAT23)* (February).
- SOM1 Bilateral Meeting with U.S. EGILAT Team (February).
- *Nota intervensi Mesyuarat APEC EGILAT24* (July).

Toward Net Zero and Circular Economy with Sustainable Wood

The International Tropical Timber Organization (ITTO) organised a seminar as a side event to the G7 Agriculture Ministers' meeting in Miyazaki City, Japan, on 21 April titled "Toward Net Zero and Circular Economy with Sustainable Wood". MTC was invited as a panelist where MTC Acting Chief Operations Officer (B) and Director of the International Business Development Division Mr. Tan Ting Wai delivered an online presentation titled "Private Sector's Perspective on Sustainable Wood in Producer Countries".



The Malaysian delegates exchanging gifts with their Korean counterparts to commemorate the Bilateral Meeting session between Malaysia and the Republic of Korea at APEC 2023.



MTC Acting Chief Operations Officer (B) & Director of the International Business Development Division, Mr. Tan Ting Wai (on screen right), during the panel discussion at the "Toward Net Zero and Circular Economy with Sustainable Wood" seminar.

***Mesyuarat Penyelarasan bagi Sektor Perkayuan* (MPSP)**

Mesyuarat Penyelarasan Sektor Perkayuan (MPSP) is a meeting hosted by the Ministry of Plantation and Commodities (KPK) to discuss the implementation of on-going programmes and activities by timber-related agencies under KPK. MPSP is chaired by the Senior Undersecretary of the Timber, Tobacco and Kenaf Industries Development Division (KTK) and represented by the heads (or representatives) of the Malaysian Timber Industry Board (MTIB), MTC and Malaysian Timber Certification Council (MTCC). Three meetings were held in 2023 on 16 May, 25 August and from 5-7 October, respectively.

Mesyuarat Jawatankuasa Kecil Mitigasi Pematuhan Perundangan Perdagangan Antarabangsa* (JKM3PA) *Industri Perkayuan

Mesyuarat Jawatankuasa Kecil Mitigasi Pematuhan Perundangan Perdagangan Antarabangsa (JKM3PA) *Industri Perkayuan* is a meeting coordinated by the Ministry of Plantation and Commodities (KPK) which serves as a platform for cooperation and active involvement of ministry/agencies and stakeholders to ensure that the sustainability of the timber industry in line with the Malaysian government's policies in facing new and existing international policies and regulations pertaining to the trade of timber products.

JKM3PA is chaired by the Senior Undersecretary of the Timber, Tobacco and Kenaf Industries Development Division (KTK) and is represented by members from the Ministry of Natural Resources, Environment and Climate Change (NRECC), Strategic Planning and International Department, KPK, Forestry Department Peninsular Malaysia (FDPM), Sabah Forestry Department (SFD), Forest Department Sarawak (FDS), Sarawak Timber Industry Development Corporation (STIDC), Malaysian Timber Industry Board (MTIB), MTC and Malaysian Timber Certification Council (MTCC). Four meetings were held in 2023 on 22 March, 25 May, 22 August and 17 October, respectively.



Participants at the "Global Timber Index (GTI) seminar for the Malaysian Timber Industry" which was organised by the International Tropical Timber Organization – Global Green Supply Chains (ITTO-GGSC).

Global Timber Index (GTI) Seminar for the Malaysian Timber Industry

MTC and the Ministry of Plantation and Commodities (KPK) co-organised the GTI Seminar for the Malaysian timber industry on 20 June in conjunction with the MWE 2023. The GTI platform was an initiative from the International Tropical Timber Organization – Global Green Supply Chains (ITTO-GGSC) to facilitate the exchange of information related to the timber industry, and trade of legal and sustainable timber products. The hybrid seminar session was attended by 40 participants.

MTC was appointed by KPK as the fund custodian for the project and MTC was entrusted with a sum of USD35,000 for Phase 1. An additional USD15,000 was allocated to MTC in November 2023 following the signing of an addendum to the original agreement between MTC and GGSC Secretariat on 2 November, marking the commencement of the second phase of the project.

The objectives and main outputs of the second phase of the GTI platform are as follows:

- The pilot countries and sample enterprises of the GTI platform expanded (participation from seven pilot countries from the first phase and four newly selected pilot countries).
- Two specialised indexes, GTI-Producers and GTI-Wood Based Panel (GTI-WBP) were released.
- More interactive activities with pilot countries were conducted with feedback provided.
- Multi-dimensional service was provided for GTI sample enterprises.
- The monthly/annual GTI was reported, released, and disseminated.

As part of the Phase 1 of GTI project, MTC attended the Global Legal and Sustainable Timber Forum (GLSTF) 2023 hosted by the ITTO and Macao Trade and Investment Promotion Institute (IPIM) and organised by GGSC in Macao SAR, China, from 21 – 22 November. The forum was attended by 700 participants.

MTC CEO presented her keynote address on "Timber Industry and Sustainable Development" and was a panellist in a sub-forum where she presented on "Malaysia's Case on Timber Legality and Sustainability". The forum and panel dialogues were also participated by several key global timber industry leaders.

A total of four meetings were held in 2023 on 27 October and 1, 9 and from 21 to 22 November, respectively.

The 6th ASEAN Youth Furniture Exchange Programme (AYFE) 2023

The Malaysian Furniture Council (MFC) organised the AYFE from 15 – 18 June at Avillion Port Dickson in Negeri Sembilan. MTC contributed RM50,500 and co-organised the Forum on "Certification Regarding the Timber Industry". The Malaysian Timber Certification Council (MTCC) presented on forest certification while Ridens Public Affairs (RPA) shared insights into the EUDR in the forum themed "Spotlight Talks on Sustainability and Trade Regulations".

Participation in Meetings, Seminars, Workshops & Conferences

As part of its monitoring of issues relating to the environment, sustainability, trade, and industry, MTC attended 106 relevant events in 2023 which included discussions, meetings and consultations, among others.

Participation in Meetings, Seminars, Workshops & Conferences

No. of Meetings

31



MTC participated in the 18th ASEAN Working Group on Forest Management (AWG-FM) meeting.

Feedback/Inputs to Ministries/Agencies

Update of Summary Notes and Agricommodity Trade Brief

Subject Matter

- Malaysia-Europe (January)
- Malaysia-Indonesia (January & March)
- Malaysia-Cambodia (March)
- Malaysia-Pakistan (March)
- Malaysia-South Africa (March)
- Malaysia-Saudi Arabia (March & April)
- Malaysia-Iran (March)
- Malaysia-Egypt (March)
- Malaysia-Russia (March)
- Malaysia-Korea (March)
- Malaysia-Qatar (March)
- Malaysia-Canada (May)
- Malaysia-Papua New Guinea (August)
- Malaysia-Brazil (August)
- Malaysia-Austria (September)
- Malaysia-USA (October)
- Malaysia-Peru (October)
- Malaysia-Korea (March)
- Malaysia-Uruguay (November)
- Malaysia-Venezuela (November)

Trade Policy Review (TPR) of the World Trade Organisation (WTO)

Subject Matter

- Japan (February)
- Timor-Leste (May)
- Malaysia (June)
- Türkiye (February)
- Chile (November)

Sustainability Issues

Subject Matter

- *Sesi Libat Urus European Deforestation-Free Regulation Anjuran* Federation of Malaysian Manufacturers (FMM) (February)
- Fostering Confidence in the Voluntary Carbon Market in 2023 (March)
- *Input Bagi Penyediaan Nota Intervensi Sesi Ke-18 Forum Perhutanan Pertubuhan Bangsa-Bangsa Bersatu* (UNFF18) (March)
- *Permohonan Ikhtisar dan Nota Percakapan (BSN) Bagi Isu-Isu Berkaitan Alam Sekitar Berkaitan Sektor Agrikomoditi* (March)
- Data collection for post-graduate research titled "Developing Stakeholder Engagement Framework for Forest Management Certification in Peninsular Malaysia" (May)
- Draft Talking Point of Ministerial Visit to EU: Brief Stance Points of Malaysia's Timber Industry in Relation to European Union (EU) Legislative Proposal: Deforestation and Forest Degradation - Reducing the Impact of Products Placed on the EU Market (May)
- *Penyediaan Maklum Balas Terhadap Laporan Ketua Audit Negara Khas 2022: Pengurusan Hutan dan Impak Kepada Alam Sekitar* (June)
- Briefing on Carbon Bank (June)
- *Input Bagi Bengkel Sector* Working Group (SWG) *Bil. 2 Untuk Projek Pembangunan* Nationally Determined Contributions (NDC), Long-Term Low Emissions Development Strategies (LT-LEDS) – Peninsular Malaysia (July)
- Draft Final Report *bagi Mesyuarat Jawatankuasa Teknikal Pembangunan Pelan Tindakan Biojisim Negara* (July)
- *Laporan Insepsi Projek Pembangunan* Nationally Determined Contribution Roadmap and Action Plan (NDC Roadmap) *dan* Long-Term Low Emissions Development Strategies (LT-LEDS) (August)
- *Penubuhan* Coalition of Like-minded Stakeholder *dan Penyertaan di dalam* EU Multi-Stakeholder Platform (August)

Industry Issues

Subject Matter

- *Pindaan Akta Perkhidmatan Kuarantin dan Pemeriksaan Malaysia 2011 [Akta 728]* (January)
- *Status Industri Perkayuan Sebagai Komoditi Negara Seperti Yang Dikemukakan Oleh Persatuan Pekilang Panel Malaysia* (MPMA) (February)
- ITTO Project - Sustainable Wood Use – Malaysia (February)
- Gap *Analysis Industri Perkayuan Mesyuarat JKM3PA* (May)

Others:

Subject Matter

- *Cadangan Balas Rancangan Kerja Belt and Road Initiative (BRI) Daripada Kerajaan Republik Rakyat China* (January)
- *Cadangan Bidang Kerjasama Di Bawah* Comprehensive Strategic Partnership (CSP) *Antara Malaysia dan Jepun* (January)
- *Penyedian Input Ucap Tama* 'Enhancing Malaysia's Commodity Exports and Globalising the Plantation Industry' - *Jemputan Ke Malaysia Global Business Forum Pada 23 Februari 2023* (January)
- *Ulasan dan Pandangan Agensi Berkaitan* Malaysian Timber Industry Roadmap (MITR) Towards 2030 *Yang Disediakan Oleh* Malaysian Timber Association (MTA) (February)
- *Iktisar dan Nota Percakapan Bagi Persediaan Ke Mesyuarat Pegawai Kanan Rangka Kerja Ekonomi Indo-Pasifik Bagi Kemakmuran (IPEF) di Bali, Indonesia* (March)
- *Pelaksanaan Projek Daun+ / Pelan Tindakan Masa Hadapan Untuk Industri Perubatan Kanabis di Malaysia* (March)
- *Maklum Balas Draf* Concept Note Project Sustainable Wood Use (SWU) *di bawah* ITTO (April)
- *Maklum Balas Program Sesi Dialog YAB Menteri Perladangan dan Komoditi Dengan Industri Agrikomoditi Tahun 2023* (July)
- *Maklum Balas Bagi* Draft Wood, Paper and Furniture Industry Write-Up for NIMP 2030 (July)
- *Input Nota Percakapan dan Brif Misi Ekonomi Ke China dan India* (August)
- *Input Untuk Sesi Pemukiman Pemimpin-Pemimpin Malaysia – Singapura ke-10* (10th Malaysia – Singapore Annual Leaders' Retreat) (August)
- *Input Pelan Komunikasi Jawatankuasa Kecil Mitigasi Ke Atas Pematuhan Perundangan Perdagangan Antarabangsa* (JKM3PA) (August)
- *Maklumat Tambahan Mengenai Insentif Pelaburan di Bawah Kementerian Perladangan dan Komoditi (KPK) Bagi Tujuan Dimuat Naik ke Portal I-Incentives* (August)
- *Input Cadangan Agriteknologi Bagi Sesi Dialog Belanjawan 2024 KPK Bersama Pihak Industri/Pihak Berkepentingan* (August)
- *Input Jawapan Berkaitan KPK Bagi Sesi Wawancara YAB TPM Merangkap Menteri KPK bersama BERNAMA* (October)
- *Maklum Balas* Intervention Notes *Bagi Sesi* 59th Session of the International Tropical Timber Council and Associated Committees Meeting (October)
- *Maklum Balas* Hansard - *Perbahasan Belanjawan 2024 Peringkat Jawatankuasa* (November)
- *Maklum Balas Berkaitan* Human Rights Watch (November)
- *Maklum Balas Laporan* Fourth National Communication (NC4) (November)
- *Input Temuramah Sempena Promosi Hari Agrikomoditi Negara oleh KSU KPK* (November)
- *Semakan Maklumat Slaid Pembentangan Kepada YB dan YBTM KPK* (December)



MTC CEO Madam Noraihan Abdul Rahman (middle) at the RiX 2023 forum titled 'Supercharge or Stagnate' which discussed the current and future trends of the furniture industry, among others.



MTC CEO Madam Noraihan Abdul Rahman (second from right) represented MTC at the dialogue session between the Ministry of Plantation and Commodities and industry players that was held in preparation of 2024 Budget.

Other Engagements – Ministerial Missions/Meetings/Courtesy Calls/Visits

Other Engagements

Date	Ministerial Missions/Meetings/Courtesy Calls/Visits
16 January	TEAM's 7th Committee Meeting
5 May	Courtesy visit by Malaysian Pallet Association
9 May	Courtesy visit by the Inland Revenue Board of Malaysia (LHDN)
9 May	Courtesy visit by MWIA to MTC Chairman
31 May	Courtesy visit by Malaysian Woodworking Machinery Association (MWMA)
13 June	Courtesy visit by MWMJC to MTC Chairman
5 July	Courtesy visit by Malaysia-Canada Business Council
18 July	MFC swearing-in ceremony of Governing Committee 2023-2025
4 August	Meeting with Malaysian Woodworking Machinery Association (MWMA)
7 September	Launch of Import Export TV Malaysia
21 September	MTIB "World Bamboo Day Malaysia 2023"
3 November	Courtesy visit by the Malaysian Rubber Council (MRC)
6 November	Courtesy visit by FRIM Incorporated Sdn Bhd
6 November	Courtesy visit by CTCS Worldwide Sdn Bhd
8 November	*Majlis Perasmian Kempen Pemasaran dan Promosi Produk Perkayuan Malaysia di Pasaran Tempatan*



MTC Chairman Tn. Haji Zainal Abidin Haji Abdullah received a courtesy visit from the Malaysian Wood Moulding & Joinery Council (MWMJC).

PUBLIC PERCEPTION MANAGEMENT

Media Relations (Press Releases, Media Interviews, Advertisements and Advertorials)

Press Releases

Media Relations

- TIMB3R DIP 3.0 Hackathon Is Back with A Nod to Sustainability (published by Glaxis Messe Exhibitions Sdn Bhd) (28 February).
- *Sumbangan Dana MTC Kepada Bantuan Bencana Mangsa Banjir dan Tabung Bencana Kementerian Luar Negeri* (TBKLN) (6 March).
- TIMB3R Design Incubator Programme Products Debut at EFE to International Investors (published by Glaxis Messe Exhibitions Sdn Bhd (7 March).
- The Timber Exporters' Association of Malaysia (TEAM) Business Mission to Taiwan (27 April).
- MWE 2023 Returns! (9 May).
- MATRADE and MTC led successful business matching at Malaysian Wood Expo 2023, fuelling Malaysian timber industry growth (23 June).
- MTC's Success Story – MWE 2023 (17 July).
- Young Minds Show Grit and Wit at MTC's First Intervarsity Debate Competition on Timber Use, Environment (5 December).

Advertisements /Advertorials

Media Relations

- General Advertisements and MWE 2023 - 17 Trade Journals/Magazines

Publicity and Promotions on MWE2023

Media Relations

- SME Info (portal)
- BFM Radio: 30-sec Radio Commercial (English)
- Billboards – Freestanding & Digital







Social Media

Social Media

Platform	Total likes/ followers in 2023	Total likes/ followers since published	Date Published
Facebook	Likes: 262 Followers: 490	Likes: 5,097 Followers: 5,746	May 2012
Twitter	Followers: 11	Followers: 533	May 2012
Pinterest	Followers: 3	Followers: 44	May 2015
Instagram	Followers: 209	Followers: 1,283	January 2016
LinkedIn	Followers: 524	Followers: 2,772	February 2017
YouTube	Subscribers: 73 Views: 8.4K	Subscribers: 294	November 2019
TikTok	Followers: 11	Followers: 45	September 2022

Website Traffic

MTC's website attracted a total of 41,594 users with about 30,790 new users in 2023 with an average of 1.46 minutes per visitor. The top 3 foreign visitors were from the United States, Singapore and Germany. The most visited pages besides the main page were the Management Team, MTC Profile and Locate Us.

MTC Debate Competition

MTC organised the Intervarsity Debate Competition from 1 – 3 December. The Department of Higher Education, Ministry of Higher Education (MoHE) and Majlis Debat Universiti Malaysia (MADUM) were strategic partners for this competition.

The preliminary rounds of the competition were held at the Universiti Tun Hussein Onn Malaysia in Sungai Buloh from 1 – 2 December while the grand finals was at the Tunku Abdul Rahman University of Management and Technology in Setapak, Kuala Lumpur, on 3 December.

The team from Universiti Malaya won the competition while the second place went to the team from Universiti Teknologi MARA (UiTM). Prizes were also given to the two semi-finalist teams from the International Islamic University Malaysia (IIUM). Other prizes awarded were the Best Debater Awards and the People's Choice Award. Total cash prizes awarded were RM26,000.



The MTC Intervarsity Debate Competition 2023 Champions the *MALAYA 1* team from University Malaya. With them are MTC CEO Madam Noraihan Abdul Rahman (right) and members of MTC's Board of Trustees Datuk Chua Hock Gee (second from right) and Tuan Haji Farosham Naizamohideen (third from left) as well as Prof. Madya Ts. Dr. Suliadi Firdaus Sufahani Deputy Vice-Chancellor (Students & Alumni Affairs) Universiti Tun Hussein Onn Malaysia (second from left) and Ts. Dr. Mohd Fahmy bin Abdullah Deputy Chief Executive Officer (Operations) Metro System Academy (MSA) Universiti Tun Hussein Onn Malaysia (left).

Engagement with PR Agency in Europe

MTC appointed Ridens Public Affairs (RPA) to provide public relations services focusing on advocacy matters. RPA's contract was extended for one year from 1 September 2023 to 31 August 2024. A total of 12 market intelligence reports were submitted in 2023.

Forest Beyond Timber (FBT) Video

The Forest Beyond Timber (FBT) Video was a documentary produced to showcase Malaysia's magnificent rainforests while highlighting Malaysia's steadfast dedication to sustainable forest management in the face of increasing timber demands. The video was aired on the YouTube channel on 6 December in the following countries:

- Madrid, Spain.
- Rome, Italy.
- Lisbon, Portugal.
- Athens, Greece.
- Prague, Czech Republic.
- Warsaw, Poland.
- Japan
- Mexico
- Saudi Arabia
- UAE

CSR Initiatives

MTC carried out its CSR initiatives under its "Giving Back to Stakeholders", "Giving Back to Community" and "Giving Back to Nature" programmes. These endeavours help address gaps in community empowerment, environmental conservation, and education on sustainability. MTC extended support to 11 organisations which included aiding the Ministry of Plantation and Commodities (KPK) in disaster relief endeavours apart from programmes involving assistance to the timber industry members and communities

MTC also conducted a tree-planting programme in collaboration with Yayasan Hijau Malaysia and Majlis Perbandaran Kajang (MPKJ) to contribute to the Greening Malaysia Programme through the National 100 Million Tree-Planting Campaign. The event was held on 28 November at Taman Ecohill in Semenyih, Selangor. Rumah Kanak-Kanak (RKK) Mini Cheras was invited to participate in the event in conjunction with World Children's Day.



Madam Noraihan Abdul Rahman (with a white cap) together with the children from Rumah Kanak-Kanak Mini Cheras, planted tree saplings at the Taman Ecohill in Semenyih.



Madam Noraihan Abdul Rahman (right) handing over MTC's wooden plaque to LaR Norazman Abd Rahim as a token of appreciation.



MTC staff with the participants of the tree-planting programme in Taman Ecohill.

Publications & Collaterals

Collaterals

Collaterals

- Timber Malaysia – 6 issues
- MTC Programmes & Services Booklet
- MTC Annual Report 2022
- Calendar & Planner 2024
- Brochures
  - o Corporate Profile (new version)
  - o My Forest (reprint)
- Videos - 42 projects
- MTC Timber TV - 36 videos
- Corporate Gifts - 15 items







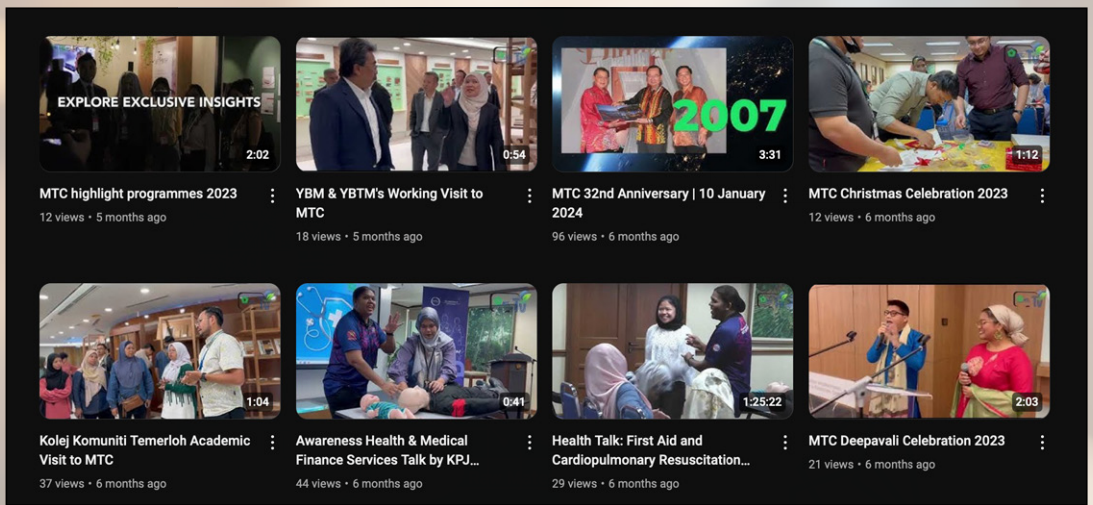












CROSS-INDUSTRY ALLIANCES



MTC's Management Team answering questions raised by the industry members during the 2024 Budget Industry Consultation Session.

MTC 2024 Budget Industry Consultation Sessions

MTC organised its annual industry consultation sessions as part of the annual budget preparation process with the theme "Thriving Together Towards a Resilient Future". These sessions were attended by six timber associations namely TEAM, MWIA, MPMA, MWMJC, MFC, and PEKA. The first budget consultation session was held from 22 – 24 August while the second session "2024 Budget Industry Town Hall Session" was held on 19 September at MITEC. MTC presented its Three-Year Plan from 2024-2026 during the consultation sessions with the timber associations.

Timber Talk Webinar Series

Timber Talk Webinar Series

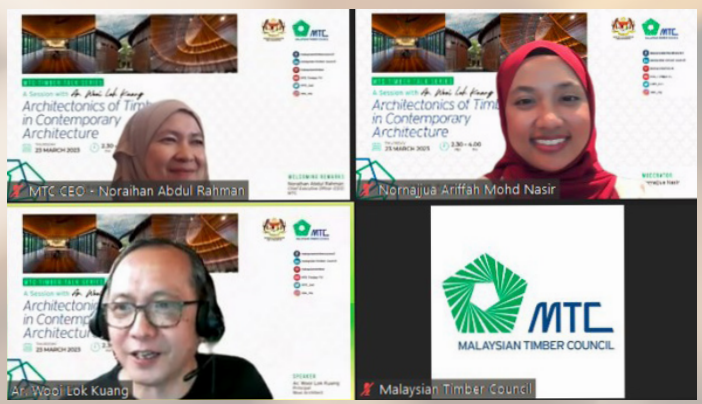
Date	Speaker	Presentation Topic	No. of Participants
23 March	Ar. Wooi Lok Kuang	Architectonics of Timber in Contemporary Architecture	108
2 June	Ar. Choo Gim Wah	Innovative Architecture on Slopes	92

UPM Timber Art Installation Project - Bird of Malaysia

MTC was one of the main sponsors for "The Bird of Malaysia", a student project on a timber art installation by the Universiti Putra Malaysia (UPM). The project was completed on 1 March and the timber sculpture was on display at the Kuala Lumpur International Airport (KLIA) from 1 March to 31 August and at the KLIA Terminal 2 from 11 October to 13 April 2024. The sculpture features 57 Malaysian icons, who had contributed to nation-building on colourful acrylic sheets. UPM also prepared a promotional video on the project.



Revotropix Paulownia was chosen as the main material for the Bird of Malaysia sculpture.



A screenshot of the webinar by Ar. Wooi Lok Kuang (below left) titled 'Architectonics of Timber in Contemporary Architecture'.



YAB Dato' Sri Haji Fadillah Haji Yusof planting a Belian sapling at the Sabal Forest Reserve in Sarawak during the Trek Komoditi Programme.

Program Trek Komoditi 2023

The Trek Komoditi 2023 programme was organised by the Ministry of Plantation and Commodities (KPK) and was launched on 10 June in Kuala Kangsar, Perak, at the site of the first rubber tree in Malaya. With its theme *"Memacu Kemampanan Komoditi Negara Demi Kesejahteraan Rakyat"* or "Driving Sustainability of National Commodities for the Welfare of the People", the programme served as a platform for the Ministry to engage with smallholders and industry players in the commodity sector. Trek Komoditi also had the participation of all the Agencies and Councils under KPK.

The Trek Komoditi programme was divided into four zones namely the "Northern Zone", "Central Zone", "Southern Zone" and "Sarawak Zone". MTC was primarily involved in two zones which were the Central and Sarawak Zones. KPK also launched the Hari AgriKomoditi Negara on 5 December where several programmes and activities were held, including the AgriKomoditi Walk on 9 December which MTC assisted in organising the event. About 2,000 participants took part in the 5km walk in Putrajaya.

MTC's Virtual Marketing Seminar 2023

The second edition of MTC's Virtual Marketing Seminar was held on 29 August. It featured seven key industry leaders from the United States, Vietnam, India, China, UAE, Ukraine, and France, who shared their knowledge on a wide range of topics ranging from commerce to global markets. A total of 119 participants attended the virtual seminar.

Organising Events/Meetings/Presentations/Briefings

Organising Events/ Meetings/ Presentations/ Briefings

Events	No. of Meetings
Meetings/Visits by/to Trade Associations	26
Courtesy Calls	15
Meetings at/by Embassies	3
Seminars/Webinars	18
Virtual Meetings	18
Virtual Dialogues	2

OPERATIONAL EXCELLENCE



HUMAN CAPITAL DEVELOPMENT

MTC Staff Town Hall Session

Four Town Hall sessions were held in 2023.

Town Hall Session

Events	Date
Quarter 1	20 March
Quarter 2	27 June
Quarter 3	26 September
Quarter 4	7 December



The former committee members of the WHP2H were presented with a certificate of appreciation at the Q1 Town Hall.



(From left) MTC CEO Madam Noraihan Abdul Rahman with Mr. Tan Ting Wai and En. Mokhtar Mohd Yaacob taking on questions on mentimeter during the Q1 Town Hall.



Mr. Tan Ting Wai speaking on the success of MTC's MWE 2023 at the Q2 Town Hall.



En. Mokhtar Mohd Yaacob providing updates on divisions under his purview at the Q3 Town Hall.



The CEO sharing MTC's year-end progress at the Q4 Town Hall.

Learning & Development Programmes

As part of MTC's staff career development, each employee was to attend at least one training programme under the Learning and Development (L&D) plan to enhance the productivity and performance of employees. Below is the summary of the programmes attended by the staff in 2023:

Learning & Development Programmes

Types of Training	No. of Trainings
Leadership Skills	7
Technical Skills	37
Soft Skills	20
Awareness / Statutory	12

Staff Familiarisation Programme

MTC conducted the Familiarisation Programme for new staff to familiarise with MTC's roles and responsibilities and the nature of the industry in which MTC operates in. The key programmes conducted in 2023 are as follows:

Staff Familiarisation Programme

Programmes
Visit to the Wood Industry Skills Development Centre (WISDEC) and the Fibre and Biocomposite Centre (FIDEC) on 18 September
Online Briefing by MTCC on 20 September
Visit to eight timber and furniture factories from 2 – 5 October
Visit to PD Forest @ FDPM/JPNS on 3 October
Online Briefing by MTIB (including MYCC Committees) on 12 October



Participants of MTC's Familiarisation Programme at the Wood Industry Skills Development Centre (WISDEC).

Work Hard, Play Hard & Pray Hard (WHP2H) Committee

The Work Hard, Play Hard and Pray Hard (WHP2H) Committee was formed to organise activities for MTC's staff to help create a happier work environment and a better work-life balance. The WHP2H organised eight events in 2023.



The representatives from each team with their lanterns.


MTC's staff at the Christmas celebration where they decorated their Christmas cookies.


A fun-filled day for MTC's staff at the 'Gotong-royong and National Day Celebration' organised by the WHP2H committee.

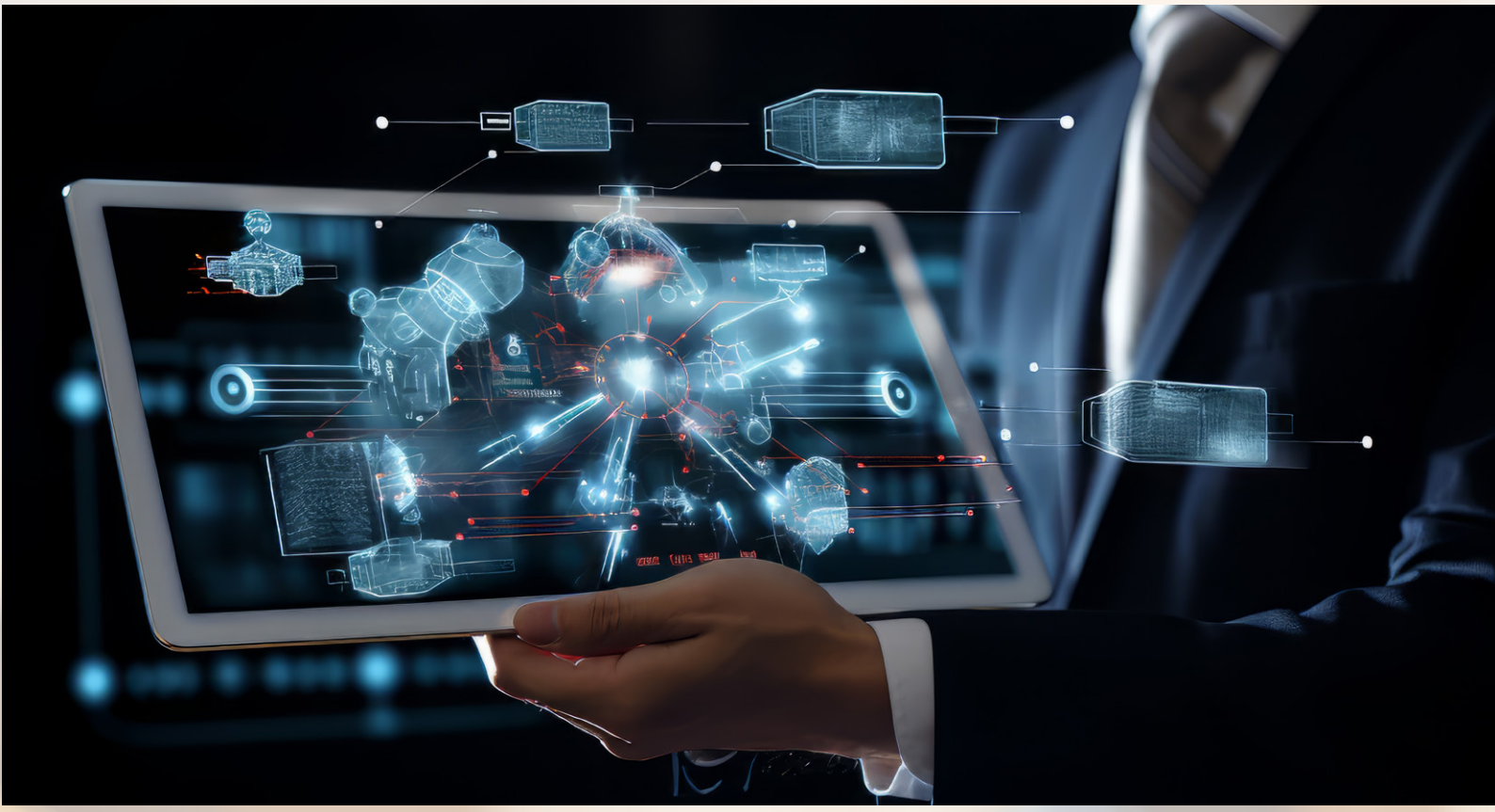
INFORMATION AND COMMUNICATIONS TECHNOLOGY

IT-related Projects

(a) Department of Agriculture Pest Risk Analysis (PRA) List
The PRA database was kept up to date with the latest update being done on 31 December.

(b) Digital Asset Management (DAM)
A total of 34,406 photographs and 2,018 videos were uploaded onto the system in 2023.

(c) Enterprise Resource Planning (ERP) Enhancements
MTC reverted to SAGE (AccPac) accounting software on 1 January 2023. This software will be replaced with the MERP accounting system which will go live in January 2024.



ADMINISTRATION

MTC Recycling Programme

On 30 August, a *gotong-royong* was conducted at MTC's headquarters which involved tidying up workstations in line with the 3R (Reduce, Reuse and Recycle) concept.

Performance Management

The key strategic plan for 2023 focused on organisational effectiveness. This included streamlining and implementing continuous Performance Management (KPI Dashboards), cultivating a positive culture and employee experience, retention through employee engagement, upskilling and employee development. The 2023 mid-year performance appraisal started on 7 June and was completed on 15 July. The final-year staff appraisal was completed on 3 November.

FINANCIAL REVIEW

FINANCIAL INFORMATION

BALANCE SHEET AS AT 31 DECEMBER	2023 (RM '000)	2022 (RM '000)
NON-CURRENT ASSETS		
Property and equipment	10,899	12,029
Investment properties	8,501	8,791
Investment in joint venture	-	-
Endowment Fund assets	9,049	9,265
TOTAL NON-CURRENT ASSETS	**28,449**	**30,085**
CURRENT ASSETS		
Investment	357,307	341,542
Other receivables	31,726	18,216
Current tax assets	3,519	4,203
Cash and bank balances	25,948	38,132
Endowment Fund assets	457,112	446,646
Total current assets	875,612	848,739
CURRENT LIABILITIES		
Other payables	17,822	15,011
Endowment Fund liabilities	1,496	2,120
Total current liabilities	19,318	17,131
NET CURRENT ASSETS	**856,294**	**831,608**
NET ASSET VALUE (NAV)	**884,743**	**861,693**
Represented by :		
ACCUMULATED FUNDS		
Balance as at 1 January	415,138	458,138
Surplus/(Deficit) for the year	13,676	(43,000)
Endowment Fund	455,929	446,555
BALANCE AS AT 31 DECEMBER	**884,743**	**861,693**

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER	2023 (RM '000)	2022 (RM '000)
INCOME		
Surplus transferred from Endowment Fund	26,820	19,300
Investment income	16,161	15,722
Other income	3,839	2,891
	46,820	37,913
Gain/(Loss) on financial assets at fair value through profit or loss	13,709	(25,716)
	60,529	12,197
LESS: EXPENDITURE		
Expenses and taxation	46,853	55,197
SURPLUS/(DEFICIT) OF INCOME OVER EXPENDITURE	**13,676**	**(43,000)**

Note : *The Board approved the management's proposal to transfer RM26.82 million from the Endowment Fund to the Operating Fund during the Board Meeting on 31 October 2022. The above figures have been extracted from MTC's financial statement which was audited by RSM Malaysia PLT.




ENGAGE
CONNECT
GROW
Strengthening The Industry's Global Presence
mtc_my
mtc_my
MTC_twt
malaysiantimbercouncil
malaysian timber council
MTC Timber TV