

# OUR NETWORK

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# CORPORATE PROFILE

ENGAGE CONNECT GROW  
Strengthening The Industry's Global Presence



## CORPORATE PROFILE

The Malaysian Timber Council (MTC) was established in January 1992 to promote the development and growth of the Malaysian timber industry. MTC was formed on the initiative of the timber industry and is governed by a Board of Trustees, whose members are appointed by the Minister of Plantation and Commodities.



## 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 Malaysian 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.

# Strengthening the Industry's Global Presence.....

The Malaysian Timber Council (MTC) spearheads the global growth and resilience of Malaysia's timber industry through four key thrusts and eleven strategic focus areas. By championing market expansion, innovation, and sustainability, MTC reinforces Malaysia's position as a leading timber manufacturer and exporter, ensuring the industry's long-term competitiveness in the international market.

## KEY THRUSTS

### Industry Development and Empowerment

- Promoting the use of alternative raw material supply.
- Encouraging mechanisation and automation.

### Market Intelligence

- Analysing information and providing intelligence on market trends, business opportunities and challenges.

### Market Development

- Boosting exports with market expansions as well as strengthening existing businesses.
- Intensifying promotion of Malaysian-made value-added downstream products.

### Stakeholder Engagement

- Engaging stakeholders for the growth and sustainability of the Malaysian timber industry.



## FOCUS AREAS

- Raw Material Augmentation
- Automation & Digitalisation
- Business Transformation
- Knowledge Talent

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- Database & Information Management

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- Market Penetration & Promotion
- Branding

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- Issues Management
- Public Perception Management
- Cross-Industry Alliances

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- Enabled by
- Human Capital

.... with our

# Activities and Services



Import Assistance Programme (IAP)



Assistance for Raw Material Collaboration



Community Tree Farming (CTF)  
& Industrial Tree Plantation (ITP)



Talent Placement Programme

- Internship
- On-Job Training (OJT)
- Engineer Placement



Retrofitting of Sawmill



Technology Acquisition Programme (TAP)

- Automation Technology Acquisition
- Business Digitalisation
- Green Initiatives
  - Incentive for Purchase of Air Pollution Control (APC) Equipment
  - Incentive for Purchase & Installation of Solar Photovoltaic System (SPS)
  - Incentive for Purchase of Electric Forklift (EF)



Factory Transformation Programme (FTP)



Bumiputera & B40 Development Programme



ESG Initiative

- Timber Sustainability Programme: Incentive for Certified Third-Party ESG Assessment (TSP)



Incentive for Social Compliance



MTC Youth Circle Committee (MYCC)



International Trade Fairs

- Malaysian Timber Pavilions
- Malaysian Furniture Pavilions



International Marketplace Promotion



Incentive for Participation in International Fairs (FIPIF)



Missions

- Ministerial Missions
- Business Missions
- High Impact Marketing Programme (HIMP)



Market Visits



TIMB3R - Design Incubator Programme (DIP)



TimbeReality



Trade Enquiries



Market Information Services

- Trade Statistics
- Market Reports



Timber Talks & Chat with MTC



Brochures & Publications



MTC Wood Wizard



Events

- Industry Dialogues
- Webinars, Seminars & Talks



MTC Gallery



Stakeholder Engagement



MTC Roadshows