



PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
EXPORTERS DEVELOPMENT DIVISION
10th Floor, Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta, 50480 Kuala Lumpur
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5 January 2010

MT/ BPP /ETU /BRF /1.1 (2010)

Ms. Masnura, Mahamed

Ms. Masnura, Saiful Bahar

03-4042 1540

Dear Sir/Madam,

Ms
Asif
and
Ms
Anis

MATRADE'S BRIEFING & CONSULTATION 2010 – CHANGE OF DATES

We would like to thank you for your registration in MATRADE's Briefing and Consultation 2010.

As you are aware, MATRADE's Briefing and Consultation 2010 will kick start our Export Training Programmes for 2010 with the objectives of creating awareness and disseminating the latest information on MATRADE's events for 2010 such as Trade and Investment Mission, Trade Fair, Specialised Marketing Mission, Trade Information Exhibitions as well as Introduction of MyExport to Malaysian exporters.

With reference to our letter dated 14 December 2009, I regret to inform that the date for the above event has been changed to 13 January 2010 as follows:

Date : 13 January 2010 (Wednesday)
Time : 8.30 am – 5.00 pm
Venue: MATRADE Hall, Level 3,
Menara MATRADE, Jalan Khidmat Usaha
Off Jalan Duta, Kuala Lumpur

For your information, this year's Briefing and Consultation will be graced by the Deputy Minister of International Trade & Industry, YB Dato Mukhriz Tun Mahathir, who will also be delivering his Opening Address for the event.

On behalf of MATRADE, I sincerely apologise for any inconvenience that may have caused you due to the change of dates. Please do not hesitate to contact Mr. Aswad/ Ms. Anis at 03-6207 7517 & 7519 should you require further clarification on the above matter.

Thank you.


(AZMAN MD YUSOF)
Senior Manager
SME Development & Exporters Training Unit
for Chief Executive Officer
MATRADE

RECEIVED

5 JAN 2010

KLMCC

**MATRADE'S BRIEFING & CONSULTATION 2010**

13 January 2010

MATRADE Hall, Level 3, Menara MATRADE

0830	REGISTRATION
0900	ARRIVAL OF YB. DATO MUKHRIZ TUN MAHATHIR Deputy Minister of International Trade and Industry (Trade) NEGARAKU
0910	WELCOMING REMARKS YBhg. Dato' Noharuddin Nordin Chief Executive Officer MATRADE
0920	OPENING REMARKS YB. Dato Mukhriz Tun Mahathir Deputy Minister of International Trade and Industry (Trade)
0935	MOU SIGNING BETWEEN MATRADE AND eBAY
0945	COFFEE BREAK
1000	INTRODUCTION ON eBAY AND PAYPAL
1015	EFFECTIVE PARTICIPATION IN EXPORT PROMOTION ACTIVITIES <ul style="list-style-type: none">◆ Trade Fair◆ Trade and Investment Mission◆ Specialised Marketing Mission (SMM)◆ MyExport
1045	SHOWCASING OF MALAYSIA'S BEST <ul style="list-style-type: none">◆ Malaysia International Halal Showcase (MIHAS)◆ International Trade Malaysia (INTRADE)◆ Malaysia Services Exhibition (MSE)◆ Malaysia Export Exhibition Centre (MEEC)
1115	ENHANCING YOUR BUSINESS KNOWLEDGE WITH TRADE INFORMATION <ul style="list-style-type: none">◆ Business Library◆ Publications◆ MATRADE Help Desk
1145	DIALOGUE SESSION WITH YB. DATO MUKHRIZ TUN MAHATHIR
1300	LUNCHEON
1400	CONSULTATION SESSION <ul style="list-style-type: none">◆ Trade Fair, SMM and Trade Mission◆ Malaysia Services Exhibition (MSE) and MEEC◆ MIHAS◆ INTRADE◆ Free Trade Agreement (FTA) Focal Point◆ Business Library◆ General Enquiries◆ Product and Services◆ MyExport◆ SME Corp Malaysia◆ Halal Development Corporation (HDC)◆ EXIM Bank◆ Malaysian Industrial Development Finance (MIDF)