

Malaysia launches virtual pavilion to support European companies' search for alternative and unique FMCGs

Malaysia takes a proactive measure to provide greater access for European businesses to its Fast Moving Consumer Goods (FMCG) by launching the first virtual pavilion for Southeast Asia on Europe's top B2B online platform



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MALAYSIA LAUNCHES VIRTUAL MALAYSIA PAVILION ON NEEDL.CO TO SUPPORT EUROPEAN COMPANIES' SEARCH FOR ALTERNATIVE AND UNIQUE FAST-MOVING CONSUMER GOODS

FRANKFURT: Malaysia is launching a virtual Malaysia Pavilion on www.needl.co to provide an avenue for European buyers to access Malaysian finest Fast-Moving Consumer Goods (FMCG). The virtual pavilion, also the first for the Southeast Asian region, will be live on 9 May 2022.

The virtual pavilion will feature, among others, products such as food & beverages, frozen food, personal care, cosmetics, and household items. Organised by Malaysia's trade promotion agency,

Malaysia External Trade Development Corporation (MATRADE), the initiative aims to boost and ease the connection between European and Malaysian companies.

MATRADE's Trade Commissioner in Frankfurt, Madame Zuhaila Sedek said the pavilion's launch is timely as Europe-based businesses are eager to search for new import sources due to the supply chain disruption caused by not only the pandemic but also geopolitical issues between Russia and Ukraine.

"Malaysia is a trading nation and one of Southeast Asia's economic powerhouses. We have capabilities in various sectors including the FMCG segment. Via this initiative, we hope to strengthen trade relations with European markets namely Germany, France, Austria, Switzerland, and others. This is our first programme with the B2B platform and through the programme, we will match both Malaysian suppliers and European buyers via a state-of-the-art online meeting tool, in a safe environment and productive manner," Madame Sedek said.

"European buyers may also explore collaboration beyond just sourcing such as in R&D for product developments with our suppliers via this programme," she added.

17 Malaysian manufacturers will be offering their Made-In-Malaysia products ranging from healthy cooking oil, coconut products, vegan personal care products, sauces, plant-based foods to eco-friendly detergents and many more.

European companies keen to discover alternative sources of FMCGs that are of highquality are urged to log on to www.needl.co and register as a buyer for free, to access the virtual Malaysia Pavilion and start their connection with Malaysia's credible exporters. For more details email frankfurt@matrade.gov.my or paris@matrade.gov.my

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