

# Invitation to Participate - MTC Product Focus Groups (PFGs)

## Introduction

MTC has set up three Product Focus Groups, namely:

- Door
- Flooring
- Outdoor Furniture & Accessories

## Main Objectives

- Build close rapport and seek newer and broader avenues of MTC-industry interaction
- Foster closer cooperation and understanding among the manufacturers to increase synergies for mutual benefits
- Address issues and problems of common concern to the manufacturers in the product sector in a more coordinated and holistic manner in areas of marketing, raw material requirements, manufacturing product development and related issues.
- Formulate strategies and action plans for the manufacturers covering all aspects such as promotion and marketing, raw material requirements, product development and related issues.
- Develop brand presence for the sub-sectors

## Composition and Structure

All manufacturers from the respective sub-sectors based in Peninsular Malaysia shall be invited to join the PFGs.

Each PFG shall comprise a team from MTC, all manufacturers from the respective sub-sectors and a representative from FRIM.

### Meeting face-to-face with Members of the Sub-Sectors

Face-to-face meetings allow people to come together with a shared purpose and accomplish their goals through discussion with one another. Thus, MTC will: -

- Organise interactive group discussion with members of the sub-sectors on a quarterly basis to:
  - Discuss and analyze findings on current market trends and development, manufacturing technology and standards as well as state of timber resource.
  - Study the impact/implications of the issues to the sub-sectors.
  - Formulate strategies to enhance the performance of the sub-sectors.
  - Develop action plans, e.g., programme and activities for the sub-sectors.
  - Adopt good manufacturing and trade practices as well as conduct
- Organise interactive group discussion on a monthly basis through tele-conferencing

## Role of MTC

- Compile and maintain an updated list of members of the sub-sectors in MTC's database.
- Pay visits to members of the PFGs to gain better understanding about their operations, requirements in marketing, processing and resource supply as well as manufacturing capabilities and constraints.
- Compile information relevant to the sub-sectors which amongst others include:-
  - Statistical data on the production, consumption and trade (export & import)
  - Reports by MTC e.g. fairs, market/business visits, missions, technology visits
  - Market trends and developments
  - Export regulations
  - Import regulations
  - Tariff and NTBs
  - Trade leads/buyers
  - Product standards
  - Available Incentives
- Carry out a SWOT analysis of the sub-sectors for forward planning.
- Prepare and submit position papers concerning issues and problems faced by the sub-sectors to the relevant authorities where required or necessary e.g. KPPK, MITI, MTIB, MIDA, etc.
- Disseminate relevant trade enquiries directly to members of PFGs and keep them updated on market trends and developments on a regular basis.
- Monitor the status of the response by members of PFGs on enquiries received.



## Role of Manufacturers

To ensure maximum effectiveness of the PFGs, MTC seek the cooperation of all members to:

- participate actively in the discussion and share constructive experiences, ideas and information of common interest to the sub-sectors
- be committed in working towards brand presence
- work towards good manufacturing and trade practices as well as conduct



## Benefits to Participating Companies

With the setting up of the PFGs, members would be able to enjoy the following benefits/opportunities: -

- Closer interaction among the members in the sub-sectors and MTC
- Share ideas and exchange information and insights
- Come together collectively to address common issues and problems
- Improve the synergy within and among all sub-sectors for better bargaining power
- Quick and easy access to a wide range of up-to-date information of common concern
- Act as a unit in terms of raw material procurement/distribution, manufacturing procedures, and market penetration.
- Rationalise prices at a level that will be beneficial to the industry as a whole
- Be involved in sectoral initiatives such as development of product standards and market development strategy.
- Facilitate participation in MTC's specialized events and activities such as exhibitions, missions, workshops, talks, etc.
- Facilitate business meetings with overseas trade buyers
- Facilitate inclusion of company's profile in MTC's webpage

Members of the timber industry who are interested to participate in any or all three of the PFGs are requested to fill in the form below.

Company Name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Member of:

MFIC  Membership no. \_\_\_\_\_ MPMA  Membership no. \_\_\_\_\_

MWIA  Membership no. \_\_\_\_\_ MWMJC  Membership no. \_\_\_\_\_

PEKA  Membership no. \_\_\_\_\_ TEAM  Membership no. \_\_\_\_\_

Yes, I'm interested to participate in the following PFG (please tick).

Flooring  Door  Outdoor Furniture & Accessories

For further information, please contact :

(i) Outdoor furniture and accessories : Ms. Sharie Elina at 03 9281 1999 (ext. 134);

(ii) Door : Ms. Agnes Wong at 03 9281 1999 (ext. 544);

(iii) Flooring : Ms. Sherine Chin at 03 9281 1999 (ext. 532)