

STATEMENT BY MALAYSIA

**58TH SESSION OF THE JOINT ADVISORY GROUP (JAG) OF THE
INTERNATIONAL TRADE CENTRE (ITC)
TUESDAY, 25 JUNE 2024, 10.00 AM., ROOM W, WTO**

Thank you Chair for giving me the floor.

1. It's my great pleasure joining the ITC's 58th Joint Advisory Group Meeting today. Based on the reports and information as shared earlier, we would like to congratulate ITC for another productive year in 2023.
2. I would like to take this opportunity to register Malaysia's appreciation on the dedication of the ITC and the European Union for your significant contributions towards in ensuring the successful three-year collaboration of the EU ARISE Plus Malaysia Trade-Related Technical Assistance (TRTA) project, which ended early this year.
3. Special thanks to the ITC's and EU's technical teams for their full cooperation rendered to the Ministry of Investment, Trade and Industry and other domestic stakeholders.
4. On this note, I wish to highlight that various technical assistance and capacity-building programs have benefitted almost 2,400 participants from 590 public and private sector institutions.

5. In our assessment, these programmes had given Malaysia the opportunities to work with the experts from ITC and other various EU entities in elevating our trade policies formulation strategies, as well as adopting sustainable production standards and practices in agriculture and fisheries sectors.

6. Let me highlight 3 success stories of our recent collaboration:

- i) Firstly, we conducted a comprehensive review of Malaysia's National Quality Infrastructure which comprise standardisation, metrology, accreditation and conformity assessment to support the development of a National Quality Policy. This review provides a holistic perspective on how the NQI ecosystem could be strengthened to maximise the potential benefits for the country;
- ii) Secondly, a series of outreach programs to create awareness to our industry and government entities on the EU Green Deal related policies, particularly EUDR and CBAM were conducted. As an outcome of these engagements, Malaysia developed a Mission Report that outlines opportunities and implications on Malaysia Sustainable Trade amid emerging green policies adoption and most importantly as the technical guidance for the industry; and
- iii) Thirdly, analysis on 'Latest Trends in Free Trade Agreements: Implications for Malaysia' with the assistance from ITC experts. This serves as a guiding document for Malaysia to assess the gaps between potential FTA partners and Malaysia.

Chair and colleagues,

7. We once again would like to express our sincere appreciation for the ITC's and EU's unwavering support during the three-year TRTA project in Malaysia. We are confident that the technical knowledge we have acquired will be translated into actionable measures and policies in both immediate and long term.

8. In conclusion, Malaysia looks forward to engaging with the ITC and its partners in new projects that will benefit the business community, as well as and the people, and most importantly to strengthen Malaysia's position as the preferred trading partner and investment destination.

Thank you.