



Mr Abu Bakar Yusof

**Malaysia External Trade
Development Corporation
(Matrade)**

Deputy Chief Executive Officer

Prior to being appointed as the Deputy CEO of Matrade, Mr Abu Bakar has had more than 30 years experience in Matrade offices in Beijing, China and Seoul, South Korea, through which period he had the opportunity to accumulate invaluable experience in international trade.

WHAT CAN ENTREPRENEURS BENEFIT FROM MATRADE? MDG GRANT, TRADE MISSIONS AND MATRADE ASSISTANCE PROGRAMMES, INCLUDING CAPACITY BUILDING AND TRAINING, MARKET INTELLIGENCE REPORTS AS WELL AS A SERIES OF EXPORT PROMOTIONAL ACTIVITIES, INCLUDING CROSS BORDER E-COMMERCE. WHAT ARE THE EXPORT OPPORTUNITIES FROM MALAYSIA? HOW GLOBAL BUSINESS MATCHING BY MATRADE POSITIVELY IMPACT MALAYSIAN SMES. FAMILIARIZING SMES WITH FINANCIAL FACILITATION BY MATRADE. HOW ENTREPRENEURS CAN EXPAND BUSINESS INTERNATIONALLY.