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**Post:** Kuala Lumpur

**Report Category:** Food Service - Hotel Restaurant Institutional

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**Approved By:** Timothy Harrison

**Report Highlights:**

Malaysia's hotel, restaurant, and institutional (HRI) sector continues to exhibit strong growth. Tourism has returned to pre-pandemic levels, and both government and the private sector continue to invest to further increase tourism receipts. The food service sector provides many opportunities for U.S. food and agricultural exporters that can provide high-quality products to cater to the diverse Malaysian market. However, some Western food service brands have experienced declines in the past year, while local chains appear to be expanding.

# FAS Hotel Restaurant and Institutional Report

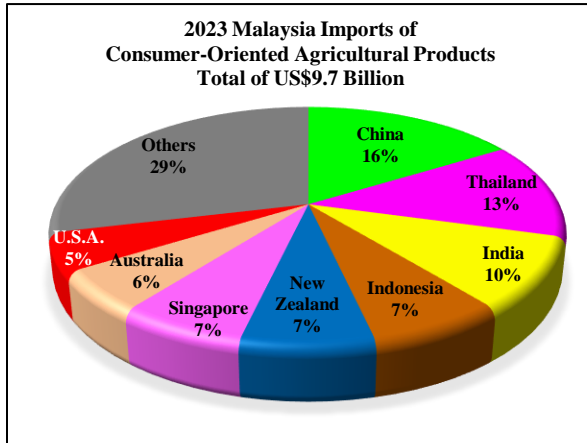
## Market Fact Sheet: Malaysia

### Executive Summary

Malaysia's hotel, restaurant, and institutional (HRI) industry has continued to recover with the sustained growth of tourism and hospitality receipts. Malaysian government estimates food, beverage, and accommodation service growth at 5.8 percent for 2024. Total imports in 2023 reached \$9.7 billion USD, indicating Malaysian demand for foreign consumer-oriented food and beverage products continues to grow.

### Imports of Consumer-Oriented Products

Malaysian demand for U.S. consumer-oriented food and beverage products is strong. The United States maintains about five percent of the market share representing \$488 million USD. The United States is currently Malaysia's eighth largest supplier of these products.



Source: Trade Data Monitor

### Hotel, Restaurant and Institutional

The Malaysian hotel, restaurant, and institutional (HRI) industry's significant growth is predominantly driven by domestic tourism and increased consumer spending.

### Food Retail Industry

Malaysia's food retail sector has seen an increase in grocery retailers and convenience stores. Additionally, consumer demand for natural and healthy products is on the rise. E-commerce has seen significant growth and is used widely by retail food outlets.

### Food Processing

The Malaysian food processing industry growth in 2022 and Malaysian manufacturing sector share comprise of 24.3 percent of the country's economy. Several

multinational companies with regional production facilities in and around Kuala Lumpur and the Government of Malaysia have identified the food processing industry as critical for future economic growth.

### Quick Facts CY 2024

**Imports of Consumer-Oriented Products:** \$488 million

#### List of Top 10 Growth Products in Host Country

1. Dairy Products	2. Food Preparation
3. Processed Vegetables	4. Tree nuts
5. Fresh Fruit	6. Bakery Goods, Cereals & Pasta
7. Processed Fruit	8. Pork & Pork Products
9. Dog & Cat Food	10. Chocolate & Cocoa Products

#### Food Industry by Channels (U.S. billion)

Retail Food Industry	\$2.24 (in December 2023)
Food Service – HRI	\$8.42 (in Year 2022)
Food Processing	\$2.29 (in February 2023)
Food and Agriculture Exports	\$24.43 (in Year 2023)

#### Top 10 Retailers in Malaysia (based on sales)

- 1) 99 Speedmart
- 2) Lotus
- 3) 7-Eleven
- 4) Econsave
- 5) AEON
- 6) Mydin
- 7) Jaya Grocer
- 8) Village Grocer
- 9) KK Super Mart
- 10) Kedai Mesra

#### GDP/Population

Population (millions): 34

GDP (billions USD): 503

GDP per capita (USD): \$11,648

(Sources: Malaysia Department of Statistic, Euromonitor, Trade Data Monitor, Malaysia Investment Development Authority, Retail Group Malaysia)

### Opportunities and Challenges for U.S. Exporters

Strengths	Weaknesses
U.S. food and agricultural products are trusted and perceived to be of high quality.	Halal certification requirements may require lengthy process at an additional cost.
Opportunities	Challenges
The growing HRI sector relies on a wide range of imported food products and ingredients. Demand continues to grow due to good economic performance and rising disposable income.	Other suppliers have free trade agreements with Malaysia and the food sector is very competitive. In the past year, many Western brands have faced challenges as consumers try to shift to local brands and chains.

## ***SECTION I: MARKET SUMMARY***

Malaysia's hotel, restaurant, and institutional (HRI) sector continues to grow, and it remains a priority area of the economy for the government. The Department of Statistics of Malaysia (DOSM) estimates 2024 growth in food, beverage, and accommodation at 5.8 percent. A further increase of 6.2 percent has been forecasted for 2025.

Tourism is a key contributor to the sector overall, and in 2024 tourism receipts have exceeded pre-pandemic levels for the first time. Malaysia estimates that approximately 27 million tourists visited the country in 2024. Malaysia anticipates that arrivals will continue to increase over the next two years. Malaysia will be the host of the Association of Southeast Asian Nations (ASEAN) meetings in 2025, which will see significant numbers of official visitors. The government has also launched the Visit Malaysia 2026 campaign, which seeks to draw international tourists. Meanwhile, international hotel chains such as Marriott have recently announced plans to open additional hotels in Malaysia in 2024 and 2025.

Demand for imported food and beverages is strong, with total imports of consumer-oriented food and beverage up just under ten percent during the first nine months of 2024. Imports of U.S. consumer-oriented food products total value in 2023 was \$488 million USD, accounting for five percent of the Malaysian market share.

### Sector Trends

- Sustainability continues to be a point of differentiation for many companies and brands seeking to improve their brand positioning while prioritizing health and nutrition. Restaurants and establishments are sourcing ingredients locally to reduce food miles and adopting environmentally friendly packaging.
- Plant-based and alternative protein products are experiencing growth in the market and are generally found in specialty stores and menu offerings. Additionally, healthy and organic products are increasingly popular.
- Malaysia's relatively young and educated population traditionally enjoys eating out. A growing and highly urbanized population demands fast and convenient food choices. Third-party food delivery services have continuously increased usage in urban areas.
- Malaysia's food service industry is incredibly diverse with a broad range of Asian and Western cuisine available in various dining formats, from food stalls to full-service restaurants.
- To attract local and international Muslim tourism, most hotels in the country (including international chains) maintain halal certification (please see the Halal Certification section below).
- American chain restaurants dominate Western cuisine options in Malaysia with at least 18 U.S. franchises. However, local alternatives have grown in popularity over the past year.

## Halal Certification



To ensure full market access to the Malaysian HRI industry, halal certification is strongly recommended for all imported food and beverage products. Furthermore, many products (e.g., beef, poultry, and dairy) require halal certification to enter the country. As roughly 60 percent of the Malaysian population is Muslim, most hotels, restaurants, and catering services obtain halal certification for their operations. As a result, they often require that all food and beverage products used in their establishments also be halal certified (regardless of the regulatory requirements for the product).

Currently, the Department of Islamic Development (JAKIM) is the only authorized entity allowed to issue halal certification for domestic food industry. In the United States, JAKIM has appointed three Islamic institutions to inspect and certify as halal food and beverage products for export to Malaysia; the Islamic Food and Nutrition Council of America (IFANCA), the Islamic Services of America (ISA) and the American Halal Foundation (AHF).

<b>Organization &amp; Address</b>	<b>Contacts</b>	<b>Halal Logo</b>
<p>Islamic Food and Nutrition Council of America (IFANCA) 5901 N. Cicero Ave, Suite 309 Chicago, Illinois 60646</p> <p>IFANCA Halal Research Center 777 Busse Highway Park Ridge, Illinois 60068</p>	<p>Dr. Muhammad Munir Chaudry President Tel: +17732833708 Fax: +17732833973</p> <p>Tel: +1 847 993 0034 EX 203 Fax: +1 847 993 0038 Mobile: +1 773 447 3415</p> <p>Email: <a href="mailto:contact@ifanca.org">contact@ifanca.org</a> Website: <a href="http://www.ifanca.org">www.ifanca.org</a></p>	
<p>Islamic Services of America (ISA) P.O Box 521 Cedar Rapids, IOWA 52406 USA</p>	<p>Mr. Timothy Abu Mounir Hyatt Managing Director Tel: (319) 362-0480 Fax: (319) 366-4369</p> <p>Email: <a href="mailto:thyatt@isahalal.org">thyatt@isahalal.org</a> <a href="mailto:islamicservices@isahalal.org">islamicservices@isahalal.org</a> Website: <a href="http://www.isahalal.org">www.isahalal.org</a></p>	
<p>American Halal Foundation (AHF) 10347-C Heritage Isles Golf &amp; Country Club Plantation Bay Dr. Tampa, Florida-33647 USA</p>	<p>Mr. Mohammad Mazhar Hussaini (President) Tel: (+630) 759-4981 Fax:(+603) 310-8532</p> <p>Email: <a href="mailto:mmhussaini@halafoundation.org">mmhussaini@halafoundation.org</a> Website: <a href="http://www.halalfoundation.org">www.halalfoundation.org</a></p>	

Source: JAKIM - The Recognized Foreign Halal Certification Bodies & Authorities

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### Advantages and Challenges for U.S. Exporters

Advantages	Challenges
U.S. food and agricultural products are trusted and perceived to be highly quality.	Many U.S. products must be halal certified in the Malaysian market, which can be complicated.
The Malaysian HRI sector requires a wide range of imported food products and ingredients.	U.S. brands, particularly quick service restaurants, have faced boycotts in the past year.
Most imported food and beverage products have low import and customs duties (except for alcoholic drinks).	Australia and New Zealand both have free trade agreements with Malaysia and have a strong presence in the country's consumer-oriented food and beverage market.
Many U.S.-style restaurants and cafés operate in major cities, enabling new-to-market U.S. products easier market acceptance.	In addition to Australia and New Zealand, products from China and other ASEAN countries are gaining market share.
The high-end HRI segment maintains high quality and hygiene standards, which is very positive for U.S. food and beverage prospects.	Most Malaysian consumers only dine at high-end restaurants for special occasions.

### SECTION II: ROAD MAP FOR MARKET ENTRY

U.S. exporters of food and agricultural products should consider the following when planning to enter the Malaysian HRI market:

- Analyze Malaysian food laws, packaging & labeling requirements, and importer criteria for entry into the market. Detailed information on Malaysian regulations and requirements can be found by accessing the [USDA Food Safety and Inspection Service Export Library](https://fas.usda.gov/data/malaysia-fairs-country-report-annual) and the latest FAS Malaysia Food and Agricultural Import Regulations & Standards (FAIRS) <https://fas.usda.gov/data/malaysia-fairs-country-report-annual>.
- Review the types of U.S. food products that can be readily targeted in the HRI market. Consider the price competitiveness of U.S. products compared to similar products available in Malaysia.
- Contact one of the approved U.S. halal certifying bodies and begin the certification process, if required.
- Participate in regional trade shows and trade missions by tapping into the resources offered by [State and Regional Trade Associations](#).
- Develop links with local importers that target the major hotels, restaurants and caterers. U.S. exporters are advised to appoint local distributors or at least a local representative to help guide them through the requirements of Malaysian food regulations and local trading practices.
- After establishing links with importers, strive to educate them (in person if possible) on the qualities of your product/s and supply chain.

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- After establishing agreements with local importers, conduct market visits, product promotional activities, and provide end-users technical assistance (e.g., handling techniques and product formulations).
- Maintain strong communication with your local importer to ensure all certificates and import permits are valid and up to date.

### Sampling of Major Hotel & Resort Chains in Malaysia

Name	Website
Doubletree by Hilton Kuala Lumpur	<a href="https://www.hilton.com/en/locations/malaysia/kuala-lumpur/doubletree/">https://www.hilton.com/en/locations/malaysia/kuala-lumpur/doubletree/</a>
Amari Kuala Lumpur	<a href="https://www.amari.com">https://www.amari.com</a>
EQ Kuala Lumpur	<a href="https://www.eqkualalumpur.com/">https://www.eqkualalumpur.com/</a>
Four Point by Sheraton KLCC	<a href="https://www.marriott.com/en-us/hotels/kulfk-four-points-kuala-lumpur-city-centre/overview/">https://www.marriott.com/en-us/hotels/kulfk-four-points-kuala-lumpur-city-centre/overview/</a>
Grand Hyatt Kuala Lumpur	<a href="http://kualalumpur.grand.hyatt.com">kualalumpur.grand.hyatt.com</a>
Grand Millennium Kuala Lumpur	<a href="http://www.millenniumhotels.com">www.millenniumhotels.com</a>
Hilton Kuala Lumpur	<a href="https://www.hilton.com/en/hotels/kulhihi-hilton-kuala-lumpur">https://www.hilton.com/en/hotels/kulhihi-hilton-kuala-lumpur</a>
Hotel Maya Kuala Lumpur	<a href="http://www.hotelmaya.com.my">www.hotelmaya.com.my</a>
Intercontinental Kuala Lumpur	<a href="https://kualalumpur.intercontinental.com/">https://kualalumpur.intercontinental.com/</a>
Le Meridien Kuala Lumpur	<a href="http://www.lemeridienkualalumpur.com">www.lemeridienkualalumpur.com</a>
Mandarin Oriental Kuala Lumpur	<a href="http://www.mandarinoriental.com/kualalumpur">www.mandarinoriental.com/kualalumpur</a>
Pavilion Hotel Kuala Lumpur Managed by Banyan Tree	<a href="https://www.banyantree.com/hotels">https://www.banyantree.com/hotels</a>
Renaissance Hotels	<a href="https://www.marriott.com/hotels/travel/kulrn-renaissance-kuala-lumpur-hotel/">https://www.marriott.com/hotels/travel/kulrn-renaissance-kuala-lumpur-hotel/</a>
Shangri-La Hotel Kuala Lumpur	<a href="http://www.shangri-la.com/kualalumpur/shangrila/">http://www.shangri-la.com/kualalumpur/shangrila/</a>
Sheraton Imperial Kuala Lumpur	<a href="https://sheraton.marriott.com/">https://sheraton.marriott.com/</a>
The Four Seasons Kuala Lumpur	<a href="http://www.fourseasons.com/kualalumpur/">www.fourseasons.com/kualalumpur/</a>
The Majestic Hotel Kuala Lumpur	<a href="http://www.majestickl.com">www.majestickl.com</a>
The Ritz-Carlton Kuala Lumpur	<a href="http://www.ritzcarlton.com">www.ritzcarlton.com</a>
The Royale Chulan Kuala Lumpur	<a href="https://www.royalechulan.com/KualaLumpur/Home.aspx">https://www.royalechulan.com/KualaLumpur/Home.aspx</a>
The St. Regis Kuala Lumpur	<a href="http://www.marriott.com/hotels/travel/kulxr-the-st-regis-kuala-lumpur/">www.marriott.com/hotels/travel/kulxr-the-st-regis-kuala-lumpur/</a>
The Westin Kuala Lumpur	<a href="https://www.marriott.com/hotels/travel/kulwi-the-westin-kuala-lumpur/">https://www.marriott.com/hotels/travel/kulwi-the-westin-kuala-lumpur/</a>
Traders Hotel Kuala Lumpur	<a href="http://www.shangri-la.com/kualalumpur/traders">www.shangri-la.com/kualalumpur/traders</a>
W Kuala Lumpur	<a href="https://www.marriott.com/hotels/travel/kulwh-w-kuala-lumpur">https://www.marriott.com/hotels/travel/kulwh-w-kuala-lumpur</a>

### SECTION III: COMPETITION

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Malaysia maintains a very open trade policy, and has free trade agreements with many key competitors. While overall tariffs are low, the United States does face a tariff disadvantage compared to some competitors in certain categories. Examples include fresh fruit and alcoholic beverages. Overall, Malaysia is a price-competitive market, which can pose a challenge. Some competitors are also set up to better handle the smaller-volume shipments that many Malaysian customers prefer.

Since the outbreak of conflict in Gaza in October 2023, several prominent U.S. brands have faced boycott campaigns due to perceived linkages to Israel. Quick service restaurants have particularly been impacted. The boycotts have also encouraged a shift to local brands, such as Zeus Coffee, which have expanded in response.

<b>Product Category (2023)</b>	<b>Major Supply Sources (2023)</b>	<b>Foreign Supplier Situation</b>	<b>Local Supplier Situation</b>
<b>Beef and Beef Products</b>  <b>Net Imports:</b> USD \$717 million	India: 75% Australia: 11% Brazil: 6% New Zealand: 2%	Major foreign suppliers have a significant portion of their beef industry halal certified for export to Malaysia.  Buffalo meat from India is very cheap and serves the low-end outlets.  Australia dominates the higher-end HRI market.  Currently, only one U.S. beef plant is halal approved by JAKIM (which severely restricts U.S. access to the local HRI market).	Inadequate supply of local beef.
<b>Pork and Pork Products</b>  <b>Net Imports:</b> USD \$204 million	Spain: 45% Denmark: 23% U.S.A.: 7% Belgium: 7%	Currently, EU prices are very competitive, and several EU plants are approved for export to Malaysia.	Domestic demand for pork has grown significantly over the past several years and local industry has struggled to keep-up.
<b>Potatoes - Fresh or Chilled</b>  <b>Net Imports:</b> USD \$104 million	China: 52% Pakistan: 21% India: 6% U.S.A.: 6% Bangladesh: 5%	Chinese potatoes are very price competitive.  High quality potatoes from other sources are for high-end retail and HRI markets.	Little domestic production.

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<b>Vegetables - Frozen</b> <b>Net Imports:</b> USD \$25 million	China: 42% U.S.A.: 14% Netherlands: 7% New Zealand: 6%	U.S. frozen potatoes are in strong demand for the retail and HRI sectors.	There is a large market for chilled and frozen processed vegetables, particularly potatoes.
<b>Fresh Fruits</b> <b>Net Imports:</b> USD \$663 million	China: 31% South Africa: 21% Thailand: 10% Egypt: 9% Australia: 7% U.S.A.: 4%	Highly competitive market.	Malaysia does not grow non-tropical fruits.
<b>Dried Fruits</b> <b>Net Imports:</b> USD \$35 million	China: 28% U.S.A.: 16% Thailand: 15% India: 11%	U.S. dried fruits are in strong demand for the growing bakery industry.	Limited local production.
<b>Tree Nuts</b> <b>Net Imports:</b> USD \$191 million	Indonesia: 34% U.S.A.: 20% China: 14% Vietnam: 8%	Imported nuts are in strong demand for use in the bakery industry.	Limited local production.

Source: Trade Data Monitor

### **SECTION IV: BEST PRODUCT PROSPECTS CATEGORIES**

#### **Top Consumer-Oriented Products Imported from the World**

Malaysia's Top Consumer-Oriented Imports from the World (HS6, by value)					
		2023	2023 YTD (Jan-Oct)	2024 YTD (Jan-Oct)	%Δ 2024/23
Food preparations	1	\$872,920,065	\$722,827,209	\$806,227,891	12
Beef (boneless, frozen)	2	\$613,621,509	\$531,319,536	\$579,930,240	9
Chicken cuts and edible offal (frozen)	3	\$427,524,489	\$366,661,202	\$353,224,959	-4
Nonfat and low-fat milk powder	4	\$338,604,259	\$280,177,969	\$299,465,727	7
Infant foods	5	\$285,559,455	\$233,751,885	\$239,806,729	3
Dog and cat food, pu	6	\$256,763,004	\$215,654,303	\$236,264,738	10
Garlic (fresh)	7	\$233,352,471	\$183,953,369	\$243,030,649	32
Onions and shallots (fresh)	8	\$228,459,522	\$177,900,343	\$267,664,985	50
Full fat milk powder	9	\$211,976,058	\$164,101,135	\$205,640,330	25
Malt extract, puddings, and other related products	10	\$195,677,591	\$165,012,785	\$162,068,478	-2

Source: Trade Data Monitor

#### **Top Consumer-Oriented Products Imported from the United States**

Malaysia's Top Consumer-Oriented Imports from the United States (HS6, by value)					
		2023	2023 YTD	2024 YTD	%Δ



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			(Jan-Oct)	(Jan-Oct)	2024/23
Food preparations	1	\$106,438,675	\$88,890,613	\$113,074,664	27
Nonfat and low-fat milk powder	2	\$88,208,611	\$74,339,594	\$85,530,181	15
Frozen potatoes (including French fries)	3	\$55,484,035	\$45,869,051	\$39,650,033	-14
Almonds (shelled)	4	\$14,759,253	\$12,795,466	\$14,431,554	13
Pork (frozen)	5	\$14,397,519	\$12,528,144	\$23,043,123	84
Pistachios (in shell)	6	\$12,750,265	\$7,306,699	\$12,816,190	75
Dog and cat food	7	\$11,750,490	\$10,196,941	\$8,090,031	-21
Whey and modified whey	8	\$11,503,942	\$10,407,758	\$4,446,768	-57
Ice cream	9	\$10,074,327	\$7,957,795	\$8,337,596	5
Cheese	10	\$8,430,048	\$7,028,442	\$2,815,128	-60

Source: Trade Data Monitor

### Products Present in Market with Good Sales Potential

U.S. pork exports to Malaysia have expanded dramatically in the past two years, and continue to be a strong growth area. Dairy products have also done very well in the past several years.

### Products Not Present in Market with Good Sales Potential

There are currently no U.S. beef plants approved to export to Malaysia, due to challenges related to Malaysia's plant approval process. However, there continues to be significant demand for U.S. beef in the HRI sector. U.S. beef plants that are able to be approved should find interested customers in Malaysia.

### Products Not Present in Market due to Significant Barriers

Malaysia currently bans all U.S. poultry due to concerns related to avian influenza. Prior to the ban, U.S. turkey enjoyed consistent sales in Malaysia.

## **SECTION V: KEY CONTACTS AND FURTHER INFORMATION**

#### A) USDA Foreign Agricultural Service Malaysia

Office of the Agricultural Affairs  
Embassy of the United States of America  
376, Jalan Tun Razak  
Kuala Lumpur, Malaysia 50400  
Tel: (011-60-3) 2168-5082  
E-mail: [AgKualaLumpur@state.gov](mailto:AgKualaLumpur@state.gov)

#### B) U.S. Dairy Export Council

U.S. Center for Dairy Excellence

## **FAS Hotel Restaurant and Institutional Report**

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Singapore 239070  
Tel: (65) 6230 8550  
Fax: (65) 6235 5142  
Contacts: Dalilah Ghazalay, Regional Director, SEA Marketing & Operations  
Email: [dali@usdecsg.org](mailto:dali@usdecsg.org)

### **C) U.S. Grains Council**

Suite 14-1, Level 14  
Wisma UOA Damansara II,  
No. 6, Changkat Semantan, Damansara Heights  
50490 Kuala Lumpur, Malaysia  
Tel: (60) 3 2789 3288  
Fax: (60) 3 2273 2052  
Contact: Caleb Wurth, Regional Director, South & Southeast Asia  
Email: [sea@grains.org](mailto:sea@grains.org)

### **D) U.S. Meat Export Federation**

627 A Aljunied Road  
#04-04 Biztech Centre  
Singapore  
Tel: (65) 6733 4255  
Fax: (65) 6732 1977  
Contact: Sabrina Yin, Regional Director  
Email: [singapore@usmef.org](mailto:singapore@usmef.org)

### **E) USA Poultry and Egg Export Council**

3 Ang Mo Kio Street 62  
#07-04 Link@AMK  
Singapore 569139  
Tel: (65) 6586 0940  
Contact: Thomas Tan, ASEAN Consultant  
Email: [thomas\\_tan@usapecasean.sg](mailto:thomas_tan@usapecasean.sg)

### **F) Raisin Administrative Committee, Food Export-Midwest, Food Export-Northeast and the Western United States Agricultural Trade Association**

48 Toh Guan Road East  
#02-129 Enterprise Hub  
Singapore  
Tel: (65) 6515 6113  
Fax: (65) 6278 4372

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Contact: Richard Lieu and Chuah Siew Keat

Emails: [richardlieu@lieumktg.com.sg](mailto:richardlieu@lieumktg.com.sg); [siewkeat@lieumktg.com.sg](mailto:siewkeat@lieumktg.com.sg)

### G) U.S. Soybean Export Council

541 Orchard Road

#11-03 Liat Towers

Singapore

Tel: (65) 6737 6233

Fax: (65) 67375849

Contact: Timothy Loh, Director

Email: [TLoh@ct.ussec.org](mailto:TLoh@ct.ussec.org)

### H) U.S. Wheat Associates

541 Orchard Road

#15-02 Liat Towers

Singapore

Tel: (65) 6737 4311

Fax: (65) 6733 9359

Contact: Joseph K. Sowers, Regional Vice President for South Asia

Email: [InfoSIN@uswheat.org](mailto:InfoSIN@uswheat.org)

### I) Malaysia Government Websites:

Ministry of Health Food Safety and Quality Division: <http://fsq.moh.gov.my/v6/xs/index.php>

Ministry of Agriculture Department of Veterinary Services: [www.dvs.gov.my](http://www.dvs.gov.my)

Ministry of Finance Customs Headquarters: <http://www.customs.gov.my>

### Attachments:

No Attachments