

Malaysia

Basic statistics

Current diversification (number of products)	15,505	Potential new products more complex (percentage)	82
Potential new products	925	Export opportunity in more complex products (percentage)	70
Potential new products more complex than the country's average	761	Import replacement opportunity in more complex products (percentage)	50

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Pharmaceutical products	18
Organic chemicals	14
Vehicles other than railway, tramway	9
Iron and steel	9
Machinery & mech appliance etc	7
Meat and edible meat offal	5
Pulp of wood, fibrous cellulosic material, waste etc	5
Fish, crustaceans, molluscs, aquatic invertebrates nes	4
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	2
Inorganic chemicals, precious metal compound, isotopes	2
Sum of others with smaller share	23

Top markets for potential new products (percentage of export opportunities)

By countries

Country	Percent
USA	19
China	10
Germany	8
United Kingdom	7
France	5
Italy	4
Switzerland	3
Singapore	3
Japan	3
Others	22

By regions

Region	Percent
Asia	30
Western Europe	21
Northern America	20
Northern Europe	11
Southern Europe	7
Eastern Europe	6

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
Meat and edible meat offal	35
Fish, crustaceans, molluscs, aquatic invertebrates nes	28
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	18
Dairy products, eggs, honey, edible animal product nes	4

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Milling products, malt, starches, inulin, wheat gluten	4
Meat, fish and seafood food preparations nes	4
Residues, wastes of food industry, animal fodder	2
Products of animal origin, nes	1
Edible vegetables and certain roots and tubers	1
Animal,vegetable fats and oils, cleavage products, etc	1
Live animals	1
Edible fruit, nuts, peel of citrus fruit, melons	1

Top markets for potential new agri-business products (percentage of export opportunities)

By countries

Country	Percent
Germany	21
France	10
USA	8
Italy	6
Japan	6
United Kingdom	5
China, Hong Kong SAR	5
China	4
Poland	3

By regions

Region	Percent
Western Europe	37
Asia	23
Eastern Europe	11
Northern America	9
Northern Europe	9
Southern Europe	9

Netherlands	3
Others	16

Potential new products for diversification

Potential new products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Meat and edible meat offal	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020329) Swine cuts, frozen nes, \$3-6	JP 323.1	SG 75.6	IE 12.7	435.3
	(020649) Swine edible offal, frozen except livers, \$0-1	HK 293.8	VN 39.3	DK 16.7	391.1
	(020311) Swine carcasses and half carcasses, fresh or chilled, \$2-3	AT 64.3	IT 57.1	CZ 46.6	272.6
	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$0-7	FR 590.9	IT 288.8	DE 258.9	1625.0
	(030614) Crabs, frozen, \$24-51	US 142.9	FR 10.1	DE 2.9	167.8
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030710) Oysters, \$6-13	US 5.8	CN 3.8	DE 3.1	28.2

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	(030250) Cod, fresh or chilled, whole, \$0-5	FR 3.5	DE 3.4	LV 1.5	10.9
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
	(120921) Seed, lucerne (alfalfa), for sowing, \$3-6	SA 33.1	DE 3.4	IT 3.2	50.3
	(120930) Seed, flower, for sowing, \$656-1600	IN 7.6	JP 5.1	VN 2.6	25.9
	(120922) Seed, clover, for sowing, \$2-5	CA 4.8	DE 4.8	US 3.9	20.9
Inorganic chemicals, precious metal compound, isotopes	(283691) Lithium carbonates, \$11-27	KR 376.7	US 57.9	DE 20.4	467.7
	(281830) Aluminium hydroxide, \$0-0	GB 32.8	ES 19.1	FR 8.7	132.4
	(284330) Gold compounds, \$527-23971	AE 42.4	CZ 21	PL 6.1	91.0
	(284321) Silver nitrate, \$336-776	BE 32.5	CZ 19.5	SG 4.1	60.7
	(282520) Lithium oxide and hydroxide, \$0-12	NL 12.4	IN 12.3	FR 7.6	54.0
Organic chemicals	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2
	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$278-660	IE 383.8	SI 116.7	DE 64.2	699.9
	(293490) Heterocyclic compounds, nes, \$1397-5698	US 300.4	GB 135.1	CH 29.6	509.6

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	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$1426-4982	GB 147	SG 106.9	US 57.5	400.5
	(293319) Heterocyclic compounds with unfused pyrazole ring, ne, \$28-167	BR 173.2	DE 51.4	CH 48.1	395.0
Pharmaceutical products	(300220) Vaccines, human use, \$2379-9410	US 3300.4	GB 1484.6	CN 890	6344.2
	(300420) Antibiotics nes, in dosage, \$466-1644	US 781	CH 482.5	FR 91.6	1590.4
	(300432) Adrenal cortical hormones, in dosage, \$219-467	FR 325.8	BE 70.7	GB 48.9	693.9
	(300239) Vaccines, veterinary use, except foot and mouth, \$252-563	NL 67.2	IT 60.9	JP 39.2	410.9
	(300640) Dental cements and other dental fillings, bone cement, \$281-597	DE 34	CN 33.2	NL 28.9	167.9
Pulp of wood, fibrous cellulosic material, waste etc	(470329) Chem wood pulp, soda/sulphate, non-conifer, bleached, \$0-0	CN 1133.3	NL 312.5	FI 190	2724.4
	(470100) Mechanical wood pulp, \$4-14	JP .1	KR 0	BE 0	0.2
Iron and steel	(722530) Hot rolled alloy-steel, coils width >600mm, nes, \$0-1	TH 597	SE 199.8	BE 58	1011.5
	(720823) Hot rolled iron or non-alloy steel, coil,width >600mm, t 3-4.75mm, nes, \$0-0	CN 591.4	IT 216.4	MK 32.1	985.9
	(720822) Hot rolled iron or non-alloy steel, coil,width >600mm, t 4.75-10mm, nes, \$0-0	IT 188.6	MY 86.6	TR 71.4	530.0
	(720821) Hot rolled iron or non-alloy steel, coil,width >600mm, t >10mm, nes, \$0-0	SA 90.4	JP 56	TR 40.9	438.8

Catalogue of Diversification Opportunities 2022

	(720822) Hot rolled iron or non-alloy steel, coil,width >600mm, t 4.75-10mm, nes, \$0-0	JP 95.9	IN 64.1	EG 32.6	312.8
Machinery & mech appliance etc	(847710) Injection-moulding machines for rubber or plastic, \$90066-209262	US 138.5	HK 60.2	IT 34.5	391.9
	(843351) Combine harvester-threshers, \$11623-130888	RU 57.9	PH 51.5	US 36.5	306.6
	(845121) Drying machines, capacity <10 kg, except washer-drier, \$0-338	IT 47	US 42.3	FR 28.5	243.5
	(841989) Machinery for treatment by temperature change nes, \$28821-105099	PK 149.6	CN 56.4	IN 24.3	241.7
	(843230) Seeders, planters and transplanters, \$25671-62524	RU 56.5	NG 42.1	AU 35.8	225.3
Vehicles other than railway, tramway	(870423) Diesel powered trucks weighing > 20 tonnes, \$86409-165647	US 1631.8	CN 373.6	GB 296.1	3157.7
	(870600) Motor vehicle chassis fitted with engine, \$2299-71767	NG 387.2	FR 87.5	PH 68.5	884.4
	(871150) Motorcycles, spark ignition engine of > 800 cc, \$11548-21728	GB 47.9	SG 45.4	DE 42.1	240.2
	(870540) Mobile concrete mixers, \$26877-75384	VN 52.2	KH 27.7	MA 14.9	219.5
	(870310) Snowmobiles, golf cars, similar vehicles, \$2650-7723	RU 57.7	NG 15.2	SA 9.1	136.5

Potential new agri-business products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Live animals	(010391) Swine, live except pure-bred breeding < 50 kg, \$0-62	US 15.1	PT 6.5	NL 5.1	35.8
	(010519) Poultry, live except domestic fowls, < 185 grams, \$6-8	CA .3	EG .1	BR .1	0.5
Meat and edible meat offal	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020329) Swine cuts, frozen nes, \$3-6	JP 323.1	SG 75.6	IE 12.7	435.3
	(020649) Swine edible offal, frozen except livers, \$0-1	HK 293.8	VN 39.3	DK 16.7	391.1
	(020311) Swine carcasses and half carcasses, fresh or chilled, \$2-3	AT 64.3	IT 57.1	CZ 46.6	272.6
	(020900) Pig and poultry fat, unrendered, \$0-1	CN 148.7	BE 14.1	JP 13.8	271.3
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$0-7	FR 590.9	IT 288.8	DE 258.9	1625.0
	(030614) Crabs, frozen, \$24-51	US 142.9	FR 10.1	DE 2.9	167.8
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030710) Oysters, \$6-13	US 5.8	CN 3.8	DE 3.1	28.2
	(030250) Cod, fresh or chilled, whole, \$0-5	FR 3.5	DE 3.4	LV 1.5	10.9

Catalogue of Diversification Opportunities 2022

Dairy products, eggs, honey, edible animal product nes	(040630) Cheese processed, not grated or powdered, \$7-12	GB 80.1	AE 24.7	KR 12.4	161.7
	(040610) Fresh cheese, unfermented whey cheese, curd, \$6-10	AE 11.5	NZ 7.3	US 6.4	51.0
	(041000) Edible products of animal origin nes, \$0-5	NL 9.7	GB 5.7	TH 5.2	25.5
	(040640) Cheese, blue-veined, \$6-11	AT 4.4	UA 2.9	NZ 2.4	24.1
	(040811) Egg yolks dried, \$4-6	KR 2	DE 1.4	SA .5	9.2
Products of animal origin, nes	(050510) Feathers and down used for stuffing, \$0-5	CN 36.8	ES 7.8	HU 4.6	57.0
	(050690) Bones and horn-cores unworked or simply worked nes, \$0-5	BE 12.1	JP 5.3	US 4.1	27.6
	(051110) Semen bovine, \$37845-63374	MY .1	BY .1	PY 0	0.2
Edible vegetables and certain roots and tubers	(070420) Brussels sprouts, fresh or chilled, \$1-3	US 62.5	CA 5	DE 1.5	74.4
	(070970) Spinach fresh or chilled, \$5-11	DK .8	DO .3	HK .2	2.3
Edible fruit, nuts, peel of citrus fruit, melons	(080240) Chestnuts, fresh or dried, \$2-7	JP 17.7	ES 7.2	AT 2.2	35.7
Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(110720) Malt, roasted, \$0-0	KH 34.8	ZA 4.3	NL 3.3	67.7
	(110820) Inulin, \$43-84	ES 0	FI 0	SV 0	0.0
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2

Catalogue of Diversification Opportunities 2022

	(120925) Seed, rye grass, for sowing, \$1-2	DE 22.8	KR 11.5	GB 3.1	53.6
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	(120930) Seed, flower, for sowing, \$656-1600	IN 7.6	JP 5.1	VN 2.6	25.9
	(120922) Seed, clover, for sowing, \$2-5	CA 4.8	DE 4.8	US 3.9	20.9
Lac, gums, resins, vegetable saps and extracts nes	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
Animal,vegetable fats and oils, cleavage products, etc	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$15-56	KR 28.8	UA 4.9	FR 3.4	45.9
	(150100) Lard, other pig fat and poultry fat, rendered, \$0-3	CZ 3.3	GB 2.2	JP 1.3	15.5
	(150590) Derivatives of wool grease (including lanolin), \$6-16	TH 1.2	NL .7	DE .6	6.8
	(151511) Linseed oil, crude, \$1-8	ES .7	FR .6	CN .5	3.0
Meat, fish and seafood food preparations nes	(160241) Swine hams & cuts thereof, prepared or preserved, \$4-10	GB 62.3	CA 26.8	US 21.3	192.4
	(160412) Herrings, prepared or preserved, not minced, \$0-3	RU 8.1	RO 7.4	EE 5.4	31.3
	(160430) Caviar and caviar substitutes prepared from fish eggs, \$14-115	IL 3.5	NL 2.9	UA 2.8	23.3
	(160412) Herrings, prepared or preserved, not minced, \$3-6	CZ 3.7	UA 3.4	FI 2.8	18.6
	(160220) Livers of any animal prepared or preserved, \$3-12	GB 6.7	RO 1.7	DK .5	12.4

Catalogue of Diversification Opportunities 2022

Vegetable, fruit, nut, etc food preparations	(200840) Pears, otherwise prepared or preserved, \$1-2	US 6.2	CA 4.5	BE 1.7	17.4
Residues, wastes of food industry, animal fodder	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	MA 31.8	DK 31.7	SA 18.2	145.3