

RM3.88 billion worth of goods exported to Malaysia from New Zealand, mostly food and beverage

By **Izwan Ismail** - November 30, 2023 @ 10:58am



New Zealand Trade Commissioner to Malaysia, Suzy Fewtrell (fourth from left) with representatives from the participating brands at the 'Made with Care' campaign launch.

NEW Zealand Trade and Enterprise, Te Taurapa Tūhono, (NZTE) said that New Zealand currently exports RM3.88 billion worth of goods to Malaysia annually, making Malaysia its 10th largest goods export partner (figures as of March 2023).

In 2022, 84 per cent of these export goods to Malaysia were food and beverage and of these, 58 per cent were dairy products.

With F&B trends in Malaysia moving towards more health-conscious purchase decisions and with the significant rise in sustainability concerns from consumers in

terms of packaging, use of pesticides and GMOS, the 'Made With Care' campaign is apt and timely to meet local consumer patterns and demands, and aims to further boost the export of New Zealand goods to Malaysia.

NZTE recently launched the 'Made with Care' campaign recently at Village Grocer, Tropicana Gardens Mall.

The campaign was officiated by New Zealand Trade Commissioner to Malaysia, Suzy Fewtrell, in partnership with The Food Purveyor.

Through the 'Made with Care' global campaign, New Zealand Trade and Enterprise (NZTE) aims to expand the brand value of New Zealand products.

Since October 2020, a number of campaigns have been launched in major export markets such as Australia, Japan, United Kingdom, United States of America, India, Mexico, United Arab Emirates, Singapore and now, Malaysia.

The 'Made with Care' initiative is an embodiment of values truly unique to New Zealand. Originating from

its Māori culture, these values are Kaitiakitanga (protecting and caring for people, place, and planet for future generations), Manaakitanga (caring for others and showing hospitality, kindness and respect) and

ingenuity (challenging the status quo with original and bold solutions).

New Zealand Trade Commissioner to Malaysia, Suzy Fewtrell, said, "The New Zealand F&B industry is driven by sustainability, food safety and world-changing food innovation, which produces products that the world can trust for its authenticity, honesty and quality – attributes that we believe Malaysians will truly appreciate.

"The campaign reflects our ongoing commitment to "Kaitiakitanga" – our maori heritage - which is our deep connection to the land and sea. Caring for the people, place and planet, not just for now, but also for generations to come."

The 'Made with Care' showcased some of New Zealand's finest brands (Ceres Organics, Comvita, Cookie Time, Dairyworks, Griffin's Nice & Natural, Manuka Health, Pure South, Villa Maria, Whittaker's, Yealand's and Zespri) that together offer a wide variety of products, ranging from fresh kiwifruits, premium manuka honey, organic apple cider vinegar, natural cheese and healthy snack bars to delicious chocolates, scrumptious cookies, grass-fed lamb and exquisite wines.