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Report Highlights:

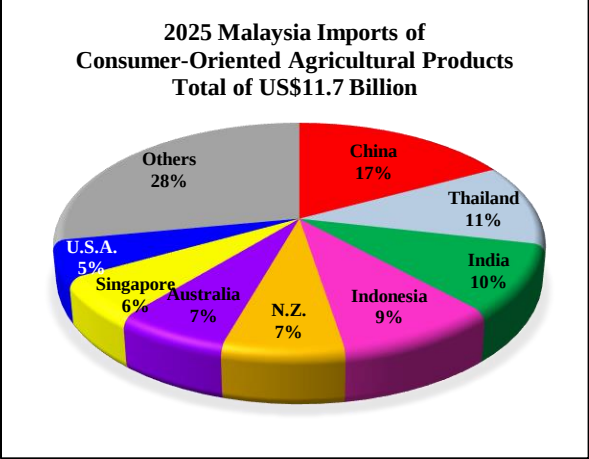
Malaysia's food and beverage retail and processing sectors continues to demonstrate strong opportunities for U.S. exporters. Although Halal and facility registration requirements present challenges, Malaysia is a sales opportunity for a broad range of imported foods and beverages. Total agricultural and related product imports in 2025 reached almost \$31 billion USD, roughly 4.5 percent of which were sourced from the United States.

Market Fact Sheet: Malaysia

Executive Summary:

Malaysia is a growing middle-income country with \$422 billion in GDP in 2024. Although Halal and facility registration requirements present challenges, Malaysia is a sales opportunity for a broad range of imported foods and beverages. Total agricultural and related product imports in 2025 reached almost \$31 billion USD, roughly 4.5 percent of which were sourced from the United States.

Consumer-Oriented Agricultural Imports by Country



Food Retail Industry:

Food retail is well-established and evolving rapidly. Delivery-optimized business models and cloud kitchen concepts are gaining the most ground, offering operators a cost-effective alternative to high space rental costs. E-commerce platforms and third-party delivery services are also integrating with, and acquiring, equity stakes in supermarkets. Meanwhile, consumer demand is driving growth in health and wellness products, convenience foods, and sustainable food and packaging.

Food Processing Industry:

The food processing industry accounts for 7.4 percent of the total manufacturing sector and expects steady growth in 2026. Several multinationals have regional production facilities in and around Kuala Lumpur. Malaysia's internationally recognized halal certification gives food processors a competitive edge in Muslim-majority markets, making Malaysia one of the world's leading halal food hubs. The U.S.-Malaysia Agreement on Reciprocal Trade (ART) was signed in October 2025 and will further facilitate market access, creating new opportunities for U.S. food ingredient exporters.

Food Service Industry:

The food service industry is extensive and varied, recording close to \$15 billion in revenue in 2025. The sector is evolving toward convenience, digital integration,

and premiumization, though rising costs and labor shortages are persistent challenges for businesses. To boost efficiency, many operators are turning to self-service kiosks — a practical, if impersonal, solution.

Quick Facts CY 2025

Imports of Consumer-Oriented Products: \$11.7 billion

List of Top 10 Growth U.S. Products in Malaysia*

1) Tree Nuts	2) Meat Products NESOI
3) Fruit & Vegetables Juices	4) Dairy Products
5) Condiments & Sauces	6) Fresh Fruit
7) Fresh Vegetables	8) Food Preparations
9) Other Consumer Oriented	10) Bakery goods, Cereals & Pasta

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$27.5 (in 2025)
Food Service – HRI	\$14.75 (in 2025)
Food Processing	\$172 (in 2025)**
Food and Agriculture Exports	\$43 (in 2025)

Top 10 Retailers in Malaysia (in no order)

1) AEON	2) Jaya Grocer
3) Village Grocer	4) QRA
5) Giant	6) Lotus’s
7) BIG	8) Mercato/Cold Storage
9) NSK	10) The Food Merchant

GDP/Population (CY 2024)
Population (millions): 34.1
GDP (billions USD): 422.2
GDP per capita (USD): 12,397
(Sources: Malaysia Department of Statistics (MDS), Investment Development Authority, Euromonitor, Trade Data Monitor, Retail Group Malaysia, International Monetary Fund, Mordor Intelligence)
* 5-year percentage change on average value
**Based on 9.1% increase recorded by MDS

U.S. Exporter Opportunities and Challenges	
Strengths	Weaknesses
-Well established market with modern distribution channels. -CPTPP opens opportunities for regional processed and packaged food exports.	-Halal certification is required or requested for better consumer acceptance. -Competitive market, even within its local brands/products - Bureaucratic registration processes for certain products
Opportunities	Challenges
-Growing Food Processing, HRI, and Retail sectors require a wide range of imported products. -Increasing tourism and rising disposable income. -Future ART implementation	-Manufacturers require technical and marketing support for new products. -FTAs with regional competitors -Recent disruption to shipping logistics

Section I: Market Overview

Malaysia is a politically and economically stable country with a population of slightly over 34 million and is open to foreign trade. As one of Southeast Asia’s most developed countries, over half of its population falls into the middle to high-income bracket contributing to its increasingly urbanized market with high demand for imported food and beverages. With a GDP per capita of \$12,397, Malaysian consumers possess growing purchasing power reflected in an affluent and modern lifestyle. This is especially true for younger generations who have pushed Malaysia to be an early adopter of digital transactions and in-app purchases for food retail.

The Malaysian food and beverage market is well-developed and is supplied by both local and imported products. While companies such as Starbucks have faced challenges due to geopolitical situations, other local and international brands are seizing opportunities to establish their foothold in Malaysia’s lucrative coffee and bakery scene. Coffee chains such as Canada’s Tim Hortons, China’s Luckin Coffee, Taiwan’s HWC Coffee, Indonesia’s Kopi Kenangan, South Korea’s Paris Baguette, French-Japanese Café Kitsune, and Singapore’s Bacha Coffee have been penetrating the market since 2025, signaling the rise of specialty and premium coffee trends.

Malaysian supermarkets are forecast to observe a resilient seven percent value growth mainly contributed by an expansion of premium supermarkets such as Jaya Grocer, Village Grocer,¹[Sumbangan Asas Rahmah \(SARA\)](#), a one-off cash payment initiative designed to assist Malaysians in tackling the rising cost of living, also fueled growth in supermarkets and will be repeating its role as a growth catalyst again in 2026.

Although the country’s strict halal requirements complicate trade for certain products, the value of Malaysia’s imports of consumer-oriented agricultural products has maintained its increasing trend. Malaysia’s total consumer-oriented agricultural product imports in 2025 reached \$11.7 billion USD, an increase of 8 percent year-over-year with roughly five percent sourced from the United States.

Advantages and Challenges for U.S. Exporters

Advantages	Challenges
Malaysians are familiar with western foods, menus, and U.S. food service franchises operations.	The market and consumers are generally price sensitive, and even more so with recent inflationary pressures.
Local food and beverage manufacturers seek to expand exports using imported ingredients.	Neighboring supply countries enjoy logistic advantages.
The high-end segment maintains high standards of quality and hygiene, aligned with U.S. food products.	Certain foods have mandatory halal requirements (beef, lamb, poultry, and dairy products). Halal certification for HRI and the food processing sector is often requested.
Restaurant and food service offer more niche products to appeal to consumers with higher incomes by offering premium products.	Strong international competition and reactive market to U.S. products and brands during heightened geopolitical tensions.

¹ Supermarkets in Malaysia Country Report | Euromonitor

	Eat local campaigns promote locally produced fruits and vegetables over imported products.
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Section II: Exporter Business Tips

Business Customs

Malaysian business customs have evolved significantly in recent years, blending traditional practices with modern approaches influenced by global trends. While in-person relationship-building and long-standing business partnerships remain highly valued, younger generations are increasingly open to innovative products and are keen on developing new business relationships with foreign companies through remote and electronic communications.

Key Business Practices:

1. Initial Market Entry

Before entering the Malaysian market, conducting a thorough market survey is crucial. This helps in understanding the local demand, competition, and regulatory requirements. Appointing a reputable local sales agent or importer can facilitate the distribution and clearance of goods at ports and aid in networking with wholesalers and retailers. Regular visits by U.S. exporters to Malaysia are important to nurture and enhance business relations to grow the business.

2. Cultural Sensitivity and Etiquette

Malaysia's multicultural and multiracial population is a key consideration in conducting business. While business customs are generally the same as in the West, being considerate and mindful of local cultural nuances is essential. For example, Muslims avoid alcohol or pork, and it is polite to use your right hand or both hands when presenting or receiving business cards.

3. Marketing and Promotion

It is important to budget for in-market promotions that includes in-store promotions, published advertisements, and a strong social media presence that can significantly boost U.S. exporters' market position. This is crucial to compete effectively against local and imported suppliers.

4. Documentation and Compliance

Keeping up-to-date with Malaysian customs and import regulations is important to ensure that all products are in compliance and to avoid unnecessary delay and additional cost at the port of entry. This includes import declarations, invoices, packing lists, bill of landing, certificates of origin, and specific import permits for regulated goods.

5. Communication

Maintaining strong communication with your local importers is important to ensure that all certifications and permits remain valid and up-to-date. Effective communication can help address and prevent trade disruptions and maintain smooth operations.

By understanding and adapting to these business customs and practices, U.S. exporters can navigate the Malaysian market to build successful and long-lasting business relationships.

General Consumer Tastes and Preferences

Malaysia's population, which includes various ethnic groups and a sizeable expatriate community, contributes to its rich culinary landscape. The increasing affluence and education levels of the younger generation have influenced consumer habits, particularly in urban areas where modern retail outlets offering one-stop shopping convenience are preferred. Chain convenience stores and premium retail formats have seen significant growth in recent years replacing hypermarkets and supermarkets.

Malaysian consumers are adventurous food lovers and are open to trying new cuisines. Dining out is common and affordable, with a wide range of options, from street stalls to fine dining, featuring various international cuisine options to choose from.

With over 65 percent of the population being Muslim, there is a strong demand for halal foods. Certain products like beef, lamb, poultry, and dairy have mandatory halal certification requirements. Even when not mandatory, halal certification significantly broadens market acceptance, particularly in the food manufacturing sector as Malaysia is gearing up to be the regional halal hub for processed food exports.

Section III: Import Food Standards, Regulations, and Procedures

[Malaysia's Food Act 1983](#) and the [Food Regulations of 1985](#) govern food import and export regulations/procedures. The Food Safety and Quality Division (FSQD) of the Malaysian Ministry of Health (MOH) along with several other government agencies are charged with implementing and enforcing the law under these statutes, including routine compliance, sampling, inspection, import control and regulation. Among the many regulations and required procedures related to shipping food and agricultural products to the country, of note are Malaysia's halal certification and dairy facility registration requirements.

Customs Clearance

For exports from the United States to Malaysia, it is important to ensure that your products comply with the Malaysian goods import and export regulations/procedures. The common documentation that is required for customs clearance in all ports of entry into the country include/not limited to import declaration, bill of landing, invoice, airway bill, and packing list. For specific products, it may be necessary to apply for an import license/permit and additional supporting documents such as certificates of origin and health certificates. Engaging a forwarding agent or working with a local importer to ensure compliance with local regulations can ensure a successful export clearance in any of the ports of entry.

Documents Generally Required by the Country Authority for Imported Products

For most U.S. agricultural exports, proper documentation such as imports declarations, invoices, packing list, bills of landing, certificates of origin, and specific import permits for regulated goods such as meat and dairy exports are required. It is important to be current with Malaysian customs regulations in ensuring all necessary documents are correctly filed to prevent delays and additional costs.

Country Language Labeling Requirements

For imported foods, all labels must be in either Bahasa Malaysia or English and it is important to take into consideration of labeling requirements that includes and not limited to description of the products, special indications, ingredient labelling, food additive labelling, ingredients derived from animals or modern biotechnology, minimum net weight of the package content, name and address of manufacturers, importer as well as country of origin.

Duties and Taxes

In Malaysia, shipments can only be fully cleared for release once all the taxes and duties have been paid and checked by the proper authorities. Taxes and duties that are required to be paid for specific products are subject and categorized through Harmonized System (HS) code. Malaysian import tax usually ranges between 5 to 30 percent. For general queries regarding Malaysian custom clearance, please refer to the web portal: [Royal Malaysian Customs Department](#). In June 2025, import taxes of certain agricultural products were raised – most from five to ten percent. Additional information can be found in Post's public GAIN report.²

HS Code Classification

For composite products other than raw food ingredients, it is important to comply with import requirements under Food Act 1983 and its regulations before exporting to Malaysia. Please work with a local importer to ensure that the product is accurately classified with the Royal Malaysian Customs Department to avoid detainment and delay at the port of entry. For further details on food export activities into Malaysia, please refer to Ministry of Health – [Food Safety and Quality Program](#).

Trademarks and Patents Market Research

In Malaysia, trademark registration is regulated by the [Trade Mark Act 2019](#). The Ministry of Trade and Affairs incorporated the Intellectual Property Corporation of Malaysia (MyIPO) to develop and manage the IP system in Malaysia. According to the MyIPO portal, 45 distinct classifications of goods and services may be trademarked. Registration of a trademark in a specific class confers the exclusive rights and protection only with that class. Therefore, trademark owners must register their marks in all applicable classes to protect their rights. Before applying your goods and services, it is essential to note that the goods or services to be trademarked must be distinguishable, distinctive, and publicly recognized.

Halal Certification

Many food products (e.g. beef and poultry) require halal certification in order to enter the country. Currently, the Islamic Development Foundation of Malaysia (JAKIM) is the only authorized entity allowed to issue halal certification. In the United States, JAKIM has appointed three Islamic institutions to inspect, and halal certify food and beverage products for export to Malaysia: Islamic Food and Nutrition Council of America (IFANCA), Islamic Services of America (ISA), and the American Halal

² [Malaysia: Malaysia Expands Sales and Service Tax Impacting Imported Agricultural Products | USDA Foreign Agricultural Service](#)

Foundation (AHF). For further details on halal requirements in Malaysia market, please refer to [Malaysia: Halal Country Report](#) and the [GAIN Malaysia- Updates to Plant Registration Process for Animal Products report](#).

Table 1. JAKIM-approved U.S. Halal Certification Bodies (HCB)

Organization & Address	Contacts	Halal Logo
Islamic Food and Nutrition Council of America (IFANCA) 5901 N. Cicero Ave, Suite 309 Chicago, Illinois 60646 IFANCA Halal Research Center 777 Busse Highway Park Ridge, Illinois 60068	Dr. Muhammad Munir Chaudry President Tel: +17732833708 Fax: +17732833973 Tel: +1 847 993 0034 EX 203 Fax: +1 847 993 0038 Mobile: +1 773 447 3415	
Islamic Services of America (ISA) P.O Box 8268 Cedar Rapids, IOWA 52408 USA Physical Address: 4362 16th Avenue SW Cedar Rapids, IA 52404 USA	Mr. Jalel Aossey President Tel: (319) 362-0480 Fax: (319) 366-4369 Email: Jaossey@isahalal.com isa@isahalal.com Website: www.isahalal.com	
American Halal Foundation (AHF) 10347-C Heritage Isles Golf & Country Club Plantation Bay Dr Tampa, Florida-33647 USA	Mr. Mohammad Mazhar Hussaini (President) Tel: (+630) 759-4981 Fax: (+603) 310-8532 Email: mmhussaini@halafoundation.org Website: www.halalfoundation.org	

Source: JAKIM - The Recognized Foreign Halal Certification Bodies & Authorities (Updated Mar 24, 2025)

Tariffs & Trade Agreements

The United States and Malaysia signed a landmark Agreement on Reciprocal Trade (ART) on October 26, 2025, which is in the process leading up to implementation. While no bilateral FTA currently exists, this agreement will provide significant preferential access when implemented.

Table 2. Malaysia's Regional FTAs

FTA	Date of Entry into Force (EIF)
1. ASEAN Free Trade Area (AFTA)	1993
2. ASEAN-China Free Trade Agreement (ACFTA)	1 July 2003
3. ASEAN-Korea Free Trade Agreement (AKFTA)	1 July 2006
4. ASEAN-Japan Comprehensive Economic Partnership (AJCEP)	1 February 2009
5. ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA)	1 January 2010

6. ASEAN-India Free Trade Agreement (AIFTA)	1 January 2010
7. ASEAN-Hong Kong Free Trade Agreement (AHKFTA)	13 October 2019
8. Regional Comprehensive Economic Partnership (RCEP)	18 March 2022
9. Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)	29 November 2022

Source: MITI

Dairy Facility Registration

In March 2018, Malaysia implemented a measure that requires foreign producers and exporters of dairy products to apply for registration with the Malaysian Government. New to market suppliers must undergo a standard review process lasting from a few weeks to a few months and must also ensure each individual product is approved. Additions of products after initial plant approval will necessitate a subsequent, though less cumbersome, product application. In 2026, the Department of Veterinary Services (DVS) confirmed U.S. dairy registrations will not expire every three years, and current and new registrations will be extended³.

Duplicative Registration Requirements in East Malaysia

The states of Sabah and Sarawak in East Malaysia may have separate and/or additional facility registration requirements for certain products, especially livestock and meat/poultry products. It is best to work with your local importer to ensure all products comply with local regulations.

Please refer to the [USDA Food Safety and Inspection Service Export Library](#) and Malaysia: [FAIRS Annual Country Report](#).

Section IV: Market Sector Structure and Trends

Food Industry Breakdown

Modern retail outlets dominate the urban retail landscape as high-income consumers spur the growth of premium retail outlets. Convenience stores are widespread, catering to the demand for quick and accessible shopping options. Both local and international chains operate extensively across urban areas. Despite the rise of modern retail, traditional grocery stores and wet markets still play a crucial role, in rural and semi-urban regions. They are important distribution channels for daily fresh products and staple goods. Please refer to the most recent [FAS Malaysia Retail Foods annual report](#) for more details on the sector.

The food and beverage (F&B) market sector in Malaysia is diverse and dynamic, reflecting the country's multicultural population and its growing economic development. Restaurants range from fast food and quick-service restaurants (QSRs) to fine dining. Cafés and specialty shops are gaining popularity among urban consumers while street food and hawkers remain an integral part of Malaysian food culture,

³ [Malaysia: Department of Veterinary Services Updates on Dairy Plant Registration Renewal Procedures | USDA Foreign Agricultural Service](#)

offering affordable and authentic local dishes. Please refer to the most recent [FAS Malaysia Hotel, Restaurant, and Institutional GAIN report](#) for more details.

Several multi-nationals have regional production facilities in and around Kuala Lumpur and the Government of Malaysia has identified the food processing industry as a critical sector for future economic growth and recovery. Please refer to the most recent [FAS Malaysia Food Processing Ingredients annual report](#) for more details on the sector.

U.S. Food and Beverage Products in the Malaysian Market

The United States is Malaysia's eighth largest supplier of consumer-oriented food and beverage products. Retail supermarkets are one of the key channels of distributions, especially within Kuala Lumpur and Klang Valley.

Table 3. Top Retailers in Malaysia (in no order)

Retailer in Malaysia	Store Format	Website
AEON	Supermarkets, Hypermarkets, and shopping malls	Home Page - AEON CO. (M) BHD. (aeonretail.com.my)
Jaya Grocer	Supermarket (Premium Retail)	Jaya Grocer Online I Freshness Delivered, Quality Ensured
Village Grocer	Supermarket (Premium Retail)	Home Village Grocer
Qra	Supermarket (Premium Retail)	QRA
Giant	Hypermarket / Supermarket	Home - Giant Malaysia - Freshness & Excellence Every Day
Lotus's	Hypermarket / Supermarket	Lotus's Shop Online Shop Conveniently & Get Rewarded with Lotus's Shop Online
B.I.G. (Ben's Independent Grocer)	Premium supermarket	B.I.G. (Ben's Independent Grocer)
Mercató / Cold Storage	Supermarket (Upscale)	Mercató / Cold Storage
NSK	Combination of wholesale and retail.	NSK
The Food Merchant	Epitome of luxury, offering a range of premium products.	The Food Merchant

(Updated: June 28, 2026)

Best High-Value, Consumer-Oriented Product Prospects

Dairy Products

Dairy products have high potential growth all around. Dairy is especially well-suited as a food ingredient product in the expanding food manufacturing sector. Sampling and technical support will

provide better understanding of U.S. dairy products in various format as a key food processing ingredient. All dairy export products are required to have mandatory halal certification, and all plants and products must be registered with Malaysia’s Department of Veterinary Services. In 2025, U.S. exports of dairy products rose 28 percent compared to 2024.

Tree Nuts

With recent health and wellness trends, plant-based diets and healthy premium snack demand in Malaysia, tree nuts show a potential in growth as well. Malaysia does not produce its own tree nuts on a large scale, except for coconuts, therefore, heavily relying on imports. In 2025, U.S. exports of tree nuts to Malaysia doubled in value from 2024.

Pork and Pork Products

Malaysia is a modest pork producer and has generally met pork consumption needs through imports. However, with African Swine Fever (ASF) disruptions among traditional local and global suppliers, Malaysia is turning to alternative pork suppliers, presenting an avenue for increased U.S. market share. Malaysian pork imports increased 19 percent from 2024 to 2025.

Beef and Beef Products

U.S. beef and beef products are in high demand across food service and hotel institutions. However, there are currently no U.S. beef plants approved for export to Malaysia. Malaysia has primarily bought prime meat in the past and there is potential in exporting U.S. whole carcasses to Malaysia for further processing. Halal certification is mandatory for beef and beef products.

Section V: Agricultural and Food Imports

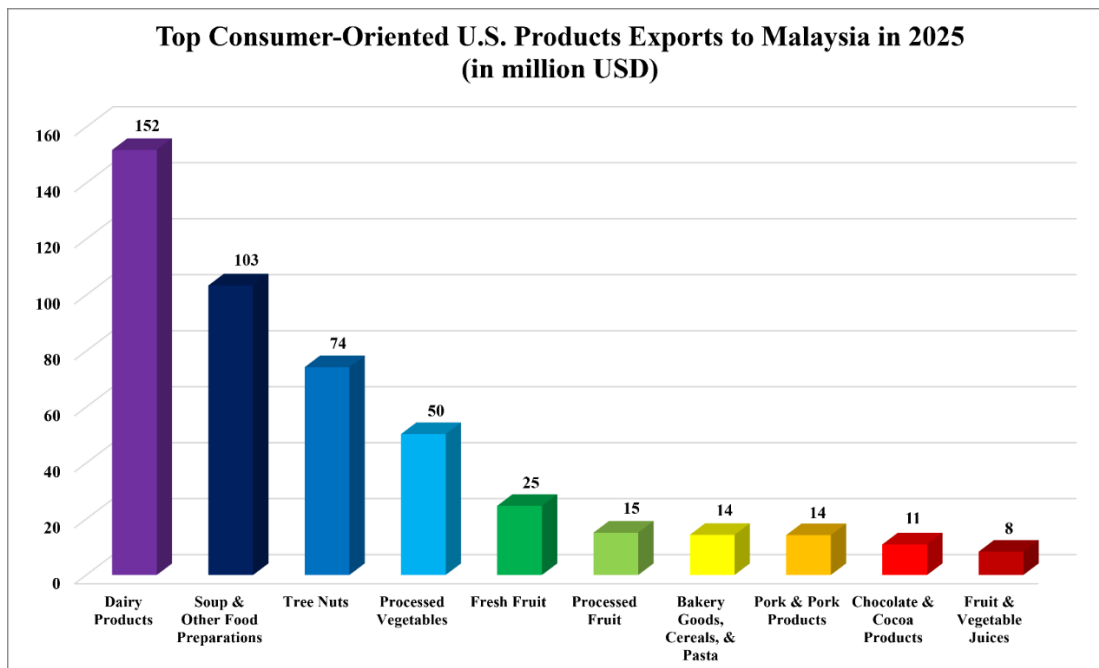
Table 4. High growth-trend products in Malaysia

Product	2025 Market Value	5-year Market Value Increase	Major Supply Sources	Further Notes
Dairy Products	\$1.995 billion	17 percent	New Zealand – 34% Australia – 10% Thailand – 10% U.S. – 7.5%	Milk, cream, and powdered milk are top imported dairy products. Malaysia has a small, but growing, dairy sector.
Soup & Other Food Prep	\$1.135 billion	13 percent	Singapore – 23% Indonesia – 17% China – 13% U.S. – 13%	Most imports are linked to a highly active food processing sector.
Fresh Vegetables	\$1 billion	27 percent	China – 66% India – 12% Thailand – 7% Vietnam – 3% U.S. – 1%	Garlic, onion, and potato are the top imported fresh vegetables.

Beef & Beef Products	\$910 million	56 percent	India – 74% Australia – 12% Brazil – 7% Argentina – 3% U.S. - NIL	Imports from India are mostly carabeef meat.
Fresh Fruit	\$789 million	19 percent	China – 37% South Africa – 20% Thailand – 8% Egypt – 6% U.S. – 4%	Apples, grapes, and oranges remain the largest growing imported fruits in Malaysia.

Source: Trade Data Monitor (Updated: June 26, 2026)

Agricultural Food and Import Statistics



Source: Trade Data Monitor (Updated: June 24, 2026)

Section VI: 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@fas.usda.gov

B) U.S. Dairy Export Council

20 Martin Road

Seng Kee Building #08-00, Singapore 239070

Tel: (65) 6230 8550

Contacts: Dalilah Ghazalay, Regional Director, SEA Marketing & Operations

Email: dali@dairyconnect.biz

C) U.S. Grains Council

Wisma UOA Damansara II, Suite 14-1, Level 14

No. 6, Changkat Semantan

Damansara Heights

50490 Kuala Lumpur, Malaysia

Tel: (60) 3 2789 3288

Contact: Caleb Wurth, Regional Director—Southeast Asia & Oceania

Email: sea@grains.org

D) U.S. Meat Export Federation

627 A Aljunied Road

#04-04 Biztech Centre, Singapore

Tel: (65) 6733 4255

Contact: Sabrina Yin, Regional Director

Email: singapore@usmef.com.sg

E) USA Poultry and Egg Export Council

3, Ang Mo Kio Street 62, #07-05 Link@AMK, Singapore 569139

Tel: (65) 6586 0940

Contact: Thomas Tan, ASEAN Consultant

Email: thomas_tan@usapeecasean.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

Contact: Chuah Siew Keat

G) U.S. Soybean Export Council

541 Orchard Road, #11-03 Liat Towers, Singapore

Tel: (65) 6737 6233

Contact: Timothy Loh, Director

Email: TLoh@ct.ussec.org

H) U.S. Wheat Associates

541 Orchard Road, #15-02 Liat Towers, Singapore

Tel: (65) 6737 4311

Contact: Joe Sowers, Regional Vice President for South Asia

Email: InfoSingapore@uswheat.org

I) Malaysia Government Websites:

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

Ministry of Agriculture Department of Veterinary Services: www.dvs.gov.my

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

Appendix 1: [U.S. Exports to Malaysia \(BICO Report\)](#)

Attachments: [BICO Malaysia 2021-2025.pdf](#)