

"Intellectual Property and Innovation under the RCEP Framework: Opportunities for Cooperation", Xiamen University, Malaysia

Malaysia in RCEP: Reap the Benefits, Face the Competition

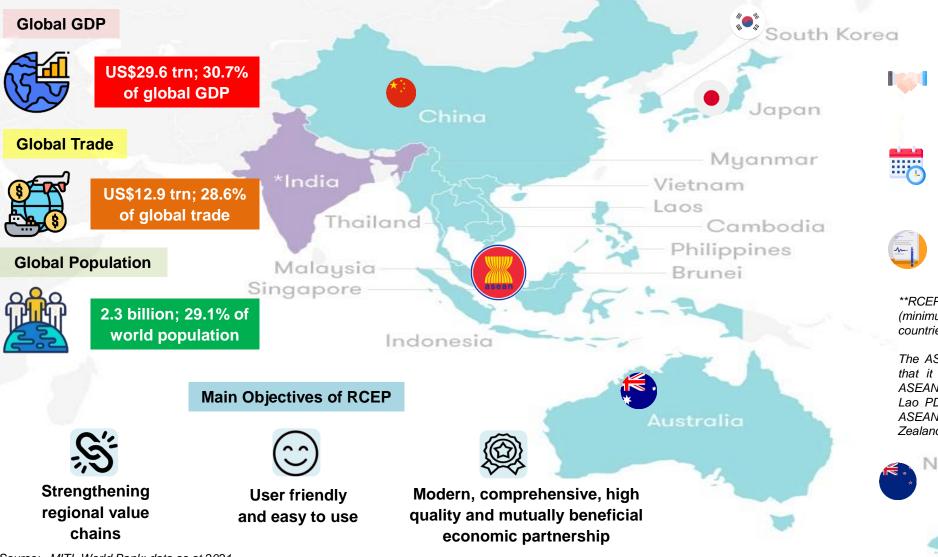
Lee Heng Guie Executive Director 24 March 2023

Outline



RCEP entered into force on 1 January 2022

Regional Comprehensive Economic Partnership (RCEP) consists of 10 ASEAN member countries and 5 ASEAN FTA Partner countries.



RCEP was initiated in 2012

Lasted for 8 years; RCEP signed in November 2020

Enforced on 1 January 2022**

**RCEP will only come into force after 9 signatory countries (minimum of 6 ASEAN countries, 3 non-ASEAN signatory countries) have ratified the agreement.

The ASEAN Secretariat announced on 2 November 2021 that it has received instruments of ratification from six ASEAN Member States: Brunei Darussalam, Cambodia, Lao PDR, Singapore, Thailand, and Viet Nam; four non-ASEAN signatory States: Australia, China, Japan, and New Zealand.



Source: MITI, World Bank; data as at 2021 *India has withdrawn from RCEP negotiations in 2019



RCEP member's total trade with its respective RCEP partners

Total trade with respective RCEP partners in 2021 Total Trade (\$US billion) China **1,867.2** (30.9%) 734.5 (48.0%) Japan 608.9 (48.3%) Korea Singapore **593.2** (51.1%) Viet Nam **370.2** (55.5%) 356.4 (59.0%) Australia The seventh largest trading partner in RCEP MALAYSIA **313.6** (58.3%) Thailand 308.5 (57.7%) Ranking Year Indonesia **263.3** (61.5%) 2019 7th Philippines 123.7 (62.2%) 2020 8th New Zealand 75.8 (61.5%) Cambodia 28.2 (60.9%) Myanmar 22.5 (76.4%) Brunei **14.9** (76.0%) 11.5 (88.3%) Laos 0 200 400 600 800 1,000 1,200 1,400 1,600 1,800 2,000

Figure in parenthesis indicates % share to total trade with world Source: UN Comtrade

Malaysia's trade with RCEP partners

Total trade with RCEP partners in 2022 RM billion

CAGR (2016-2022)

China	487.1 (17.1%)	11.3%
Singapore	368.2 (12.9%)	9.9%
Japan	181.5 (6.4%)	5.3%
Indonesia	130.2 (4.6%)	11.7%
Thailand	122.0 (4.3%)	5.1%
South Korea	114.6 (4.0%)	10.8%
Australia	88.7 (3.1%)	9.9%
Vietnam	85.4 (3.0%)	13.0%
Philippines	41.4 (1.5%)	11.2%
Brunei	13.2 (0.5%)	22.3%
New Zealand	11.3 (0.4%)	7.0%
Myanmar	7.3 (0.3%)	10.0%
Cambodia	3.0 (0.1%)	10.3%
Laos	1.1 (0.04%)	49.0%
	D 100 200 300 400 500 60	0

Figure in parenthesis indicates % share of Malaysia's total trade Source: DOSM

Malaysia's trade with RCEP partners (cont.)

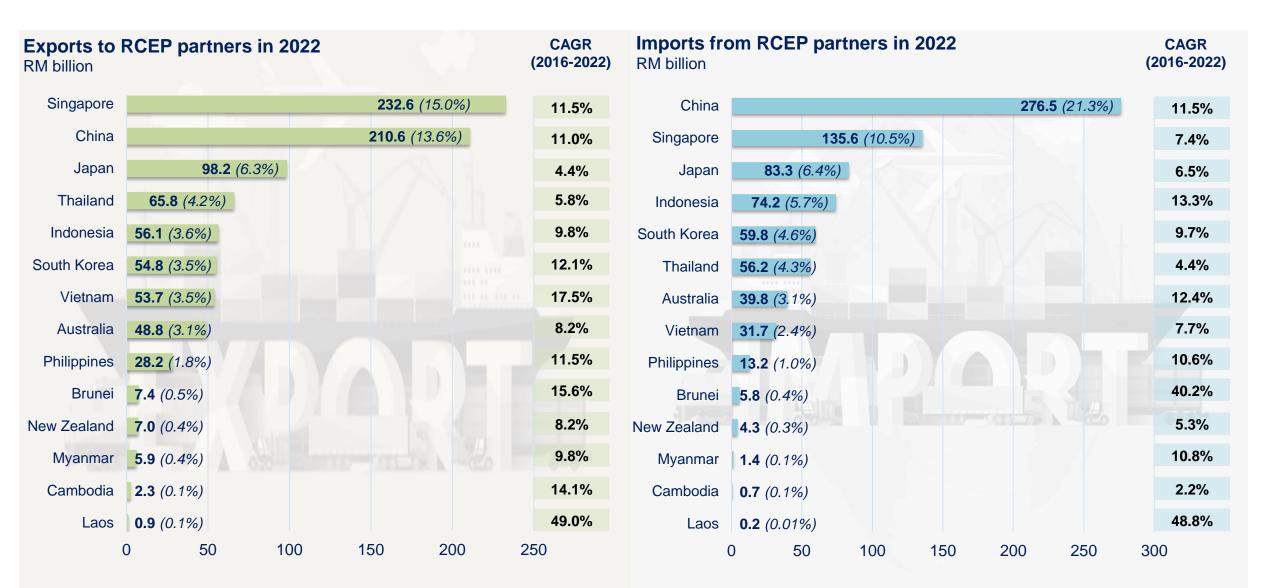


Figure in parenthesis indicates % share of Malaysia's total exports/imports Source: DOSM

Malaysia's major export products to RCEP members*

Chin	a	RM mil	% share
85	Electrical and electronic products	89,730	42.6%
27	Mineral fuels and oils	23,506	11.2%
15	Animal or vegetable fats and oils	10,620	5.0%
39	Plastics products	10,181	4.8%
90	Optical and medical equipment	8,879	4.2%
Singa	apore	RM mil	% share
85	Electrical and electronic products	108,232	46.5%
27	Mineral fuels and oils	40,598	17.5%
84	Machinery and equipment	24,263	10.4%
90	Optical and medical equipment	7,853	3.4%
39	Plastics products	4,184	1.8%
Japa	n	RM mil	% share
27	Mineral fuels and oils	39,916	37.6%
85	Electrical and electronic products	23,268	23.7%
15	Animal or vegetable fats and oils	3,453	3.5%
90	Optical and medical equipment	3,407	3.5%
71	Pearls, precious stones and metals	3,162	3.2%
Indo	nesia	RM mil	% share
27	Mineral fuels and oils	26,227	46.8%
39	Plastics products	4,314	7.7%
84	Machinery and equipment	4,192	7.5%
85	Electrical and electronic products	3,275	5.8%
29	Organic chemicals	2,809	5.0%
Thail	and	RM mil	% share
85	Electrical and electronic products	18,564	28.2%
27	Mineral fuels and oils	14,848	22.6%
84	Machinery and equipment	5,041	7.7%
39	Plastics products	3,232	4.9%
90	Optical and medical equipment	2,553	3.9%

* By HS code; data as at 2022



SERC

Sout	h Korea	RM mil	% share
85	Electrical and electronic products	17,088	31.2%
27	Mineral fuels and oils	16,835	30.7%
72	Iron and steel	2,605	4.8%
76	Aluminium products	2,326	4.2%
90	Optical and medical equipment	2,276	4.2%

Aust	ralia	RM mil	% share
27	Mineral fuels and oils	24,401	50.0%
84	Machinery and equipment	4,147	8.5%
85	Electrical and electronic products	3,936	8.1%
39	Plastics products	2,020	4.1%
15	Animal or vegetable fats and oils	1,475	3.0%

Viet	nam	RM mil	% share
85	Electrical and electronic products	23,196	43.2%
27	Mineral fuels and oils	6,802	12.7%
84	Machinery and equipment	3,546	6.6%
39	Plastics products	3,089	5.8%
15	Animal or vegetable fats and oils	2,173	4.0%

Philip	opines	RM mil	% share
85	Electrical and electronic products	5,022	17.8%
27	Mineral fuels and oils	4,800	17.0%
15	Animal or vegetable fats and oils	4,573	16.2%
39	Plastics products	1,870	6.6%
84	Machinery and equipment	1,715	6.1%

Brun	ei	RM mil	% share
27	Mineral fuels and oils	4,790	64.7%
84	Machinery and equipment	300	4.1%
19	Preparations of cereals, etc.	198	2.7%
30	Pharmaceutical products	185	2.5%
39	Plastics products	174	2.3%

New	Zealand	RM mil	% share
27	Mineral fuels and oils	2,746	39.4%
15	Animal or vegetable fats and oils	595	8.5%
23	Residues and waste from the food industries	538	7.7%
85	Electrical and electronic products	497	7.1%
84	Machinery and equipment	479	6.9%

Myan	Myanmar		% share
27	Mineral fuels and oils	2,949	49.9%
72	Iron and steel	904	15.3%
15	Animal or vegetable fats and oils	331	5.6%
39	Plastics products	329	5.6%
31	Fertilisers	231	3.9%

Cam	bodia	RM mil	% share
27	Mineral fuels and oils	725	31.4%
76	Aluminium products	348	15.1%
60	Knitted or crocheted fabrics	312	13.5%
84	Machinery and equipment	76	3.3%
70	Glass and glassware	73	3.2%

Laos		RM mil	% share
85	Electrical and electronic products	873	92.2%
55	Man-made staple fibres	31	3.3%
84	Machinery and equipment	13	1.4%
27	Mineral fuels and oils	5	0.6%
54	Man-made filaments, etc.	4	0.4%

Malaysia's major import products from RCEP members*

China		RM mil	% share
85	Electrical and electronic products	96,598	34.9%
84	Machinery and equipment	44,795	16.2%
27	Mineral fuels and oils	20,684	7.5%
38	Miscellaneous chemical products	11,208	4.1%
39	Plastics products	10,537	3.8%
Singap	oore	RM mil	% share
27	Mineral fuels and oils	51,706	38.1%
85	Electrical and electronic products	38,269	28.2%
71	Pearls, precious stones and metals	9,140	6.7%
84	Machinery and equipment	8,040	5.9%
39	Plastics products	4,856	3.6%
Japan		RM mil	% share
85	Electrical and electronic products	27,775	33.4%
84	Machinery and equipment	10,490	12.6%
87	Vehicles	7,008	8.4%
39	Plastics products	4,788	5.8%
27	Mineral fuels and oils	4,387	5.3%
Indon	esia	RM mil	% share
27	Mineral fuels and oils	23,302	31.4%
15	Animal or vegetable fats and oils	10,505	14.2%
38	Miscellaneous chemical products	5,927	8.0%
74	Copper products	3,828	5.2%
72	Iron and steel	3,062	4.1%
Thaila	nd	RM mil	% share
85	Electrical and electronic products	10,119	18.0%
87	Vehicles	7,607	13.5%
40	Rubber products	5,874	10.5%
84	Machinery and equipment	5,119	9.1%
27	Mineral fuels and oils	4,229	7.5%

* By HS code; data as at 2022 Source: DOSM

Source	2
	S

Sout	h Korea	RM mil	% share
85	Electrical and electronic products	17,189	28.8%
27	Mineral fuels and oils	16,991	28.4%
84	Machinery and equipment	5,272	8.8%
72	Iron and steel	3,502	5.9%
39	Plastics products	2,280	3.8%
Aust	ralia	RM mil	% share
27	Mineral fuels and oils	18,296	45.9%
74	Copper products	3,629	9.1%
71	Pearls, precious stones and metals	2,795	7.0%
26	Ores, slag and ash	2,522	6.3%
28	Inorganic chemicals	2,352	5.9%
Vietr	am	RM mil	% share
85	Electrical and electronic products	12,439	39.2%
72	Iron and steel	3,206	10.1%
84	Machinery and equipment	2,536	8.0%
10	Cereals	920	2.9%
38	Miscellaneous chemical products	850	2.7%
Philip	opines	RM mil	% share
85	Electrical and electronic products	7,892	59.6%
27	Mineral fuels and oils	987	7.5%
15	Animal or vegetable fats and oils	821	6.2%
40	Rubber products	639	4.8%
84	Machinery and equipment	557	4.2%
Brun	ei	RM mil	% share
27	Mineral fuels and oils	5,684	97.7%
84	Machinery and equipment	20	0.3%
29	Organic chemicals	16	0.3%
88	Aircraft, spacecraft, and parts thereof	15	0.3%
72	Iron and steel	14	0.2%

New	Zealand	RM mil	% share
04	Dairy products, eggs, honey and edible products of animal origin	2,447	56.7%
02	Meat and edible meat offal	423	9.8%
19	Preparations of cereals, etc.	243	5.6%
44	Wood and wood products	150	3.5%
08	Fruits and nuts	122	2.8%

Муа	nmar	RM mil	% share
40	Rubber products	514	36.4%
07	Edible vegetables	179	12.7%
61	Knitted or crocheted apparel and clothing accessories	165	11.7%
03	Fish and other aquatic invertebrates	155	11.0%
27	Mineral fuels and oils	97	6.9%

Cam	bodia	RM mil	% share
61	Knitted or crocheted apparel and clothing	171	24.7%
	accessories		
10	Cereals	148	21.4%
42	Leather products	90	12.9%
62	Articles of apparel and clothing accessories, not knitted or crocheted	79	11.4%
64	Footwear	52	7.6%

Laos		RM mil	% share
31	Fertilisers	141	77.8%
74	Copper products	25	13.7%
70	Glass and glassware	5	2.9%
85	Electrical and electronic products	5	2.6%
40	Rubber products	2	1.1%

Malaysia's trade with RCEP partners (cont.)

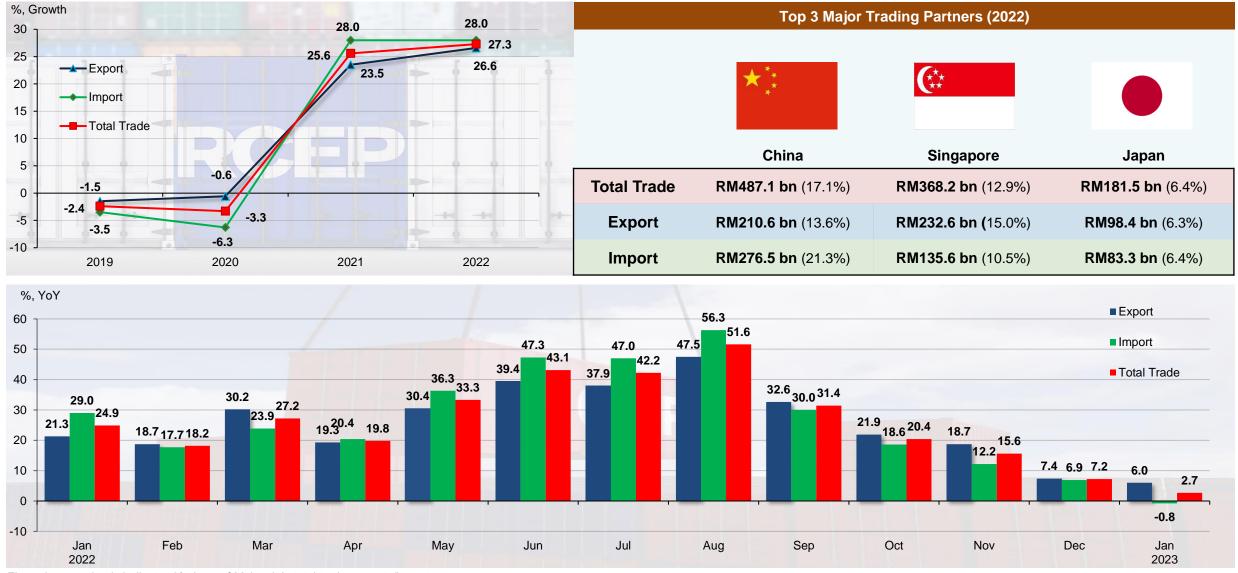


Figure in parenthesis indicates % share of Malaysia's total trade, exports/imports Source: DOSM

SERC

Approved RCEP partners' manufacturing investment in Malaysia

Approved manufacturing investment in Malaysia by selected RCEP partners RM billion, 2022

Approved manufacturing investment in Malaysia by selected RCEP partners RM billion, 2021

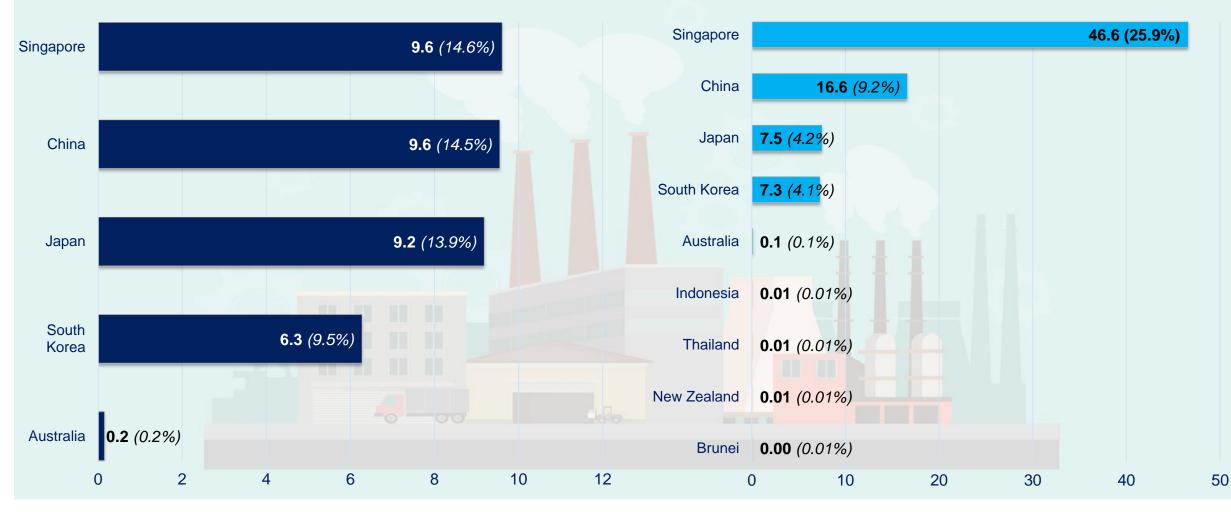


Figure in parenthesis indicates % share of total approved manufacturing investment Source: MIDA

Malaysia's schedule of tariff commitments



Malaysia's schedule of tariff commitments

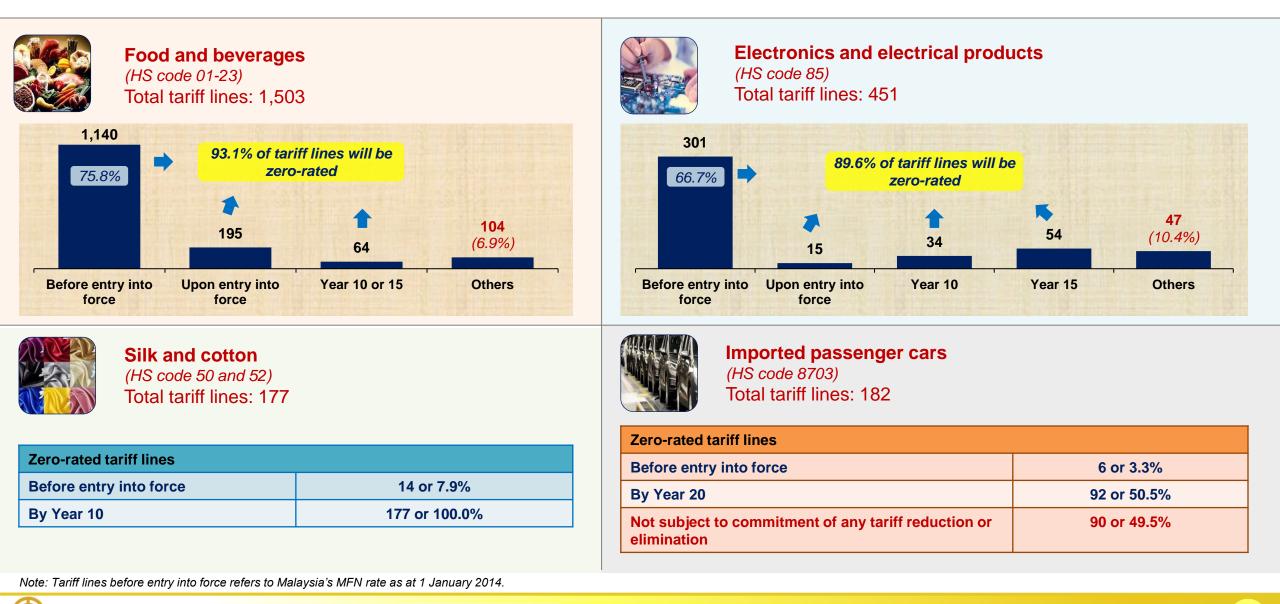
- Currently, 9,425 tariff lines in Malaysia's schedule of Tariff Commitments. Before the implementation of RCEP, 64.6% of tariff lines are enjoying zero tariff with the RCEP parties.*
- 20.0% of tariff lines will reduce to zero tariff rate either in Year 10, Year 15 or Year 20.
- Ultimately, 90% of tariff lines will not impose any tariff rate in year 20 and subsequent years.

By category	Share of tariff lines	
Tariff lines are enjoying zero tariff rate*		64.6%
After implementation of RCEP,		
Tariff lines will immediately enjoy zero tariff rate		5.3%
Tariff lines will reduce to zero tariff rate in Year 10		13.2%
Tariff lines will reduce to zero tariff rate in Year 15		6.1%
Tariff lines will reduce to zero tariff rate in Year 20		0.7%
Tariff rate will be reduced but not to be zero-rated		2.7%
Tariff lines will be excluded from any commitment of tariff reduction or elimination		7.3%
	Total =	100.0%

* Malaysia's Most Favoured-Nation (MFN) rates of duty in effect on 1 January 2014. Source: SERC calculates



Malaysia's schedule of tariff commitments by selected products

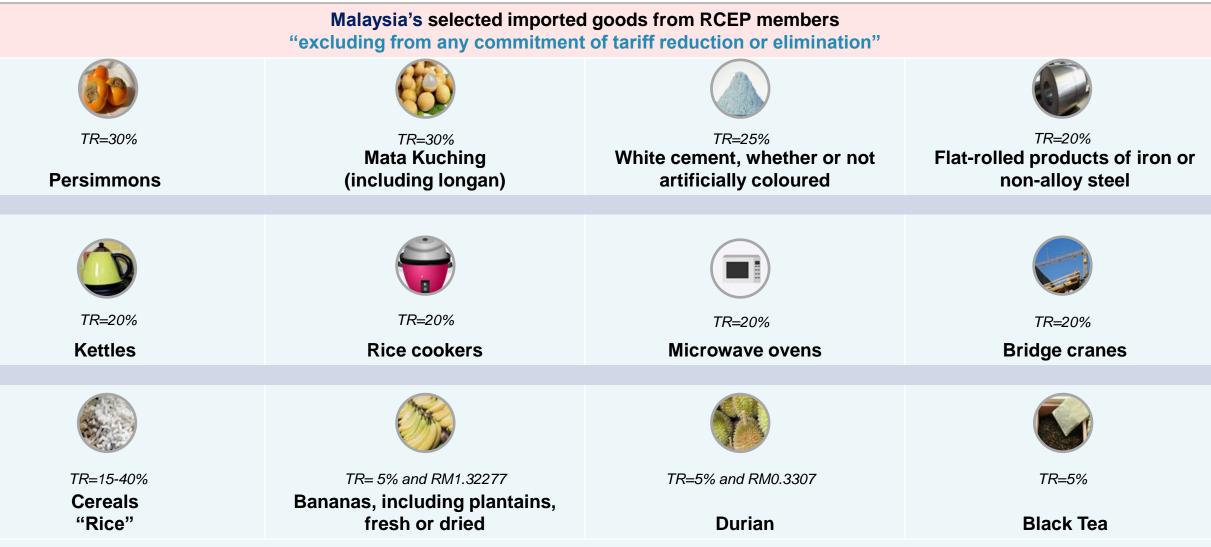


Malaysia's selected imported goods from RCEP members



Note: BR=Base rate*; *Base tariff rate of imported products before the RCEP coming into force. Source: Malaysia's Schedule of RCEP's Tariff Commitments

Malaysia's selected imported goods from RCEP members (cont.)



Note: BR=Base rate*; *Base tariff rate of imported products before the RCEP coming into force. Source: Malaysia's Schedule of RCEP's Tariff Commitments

China's selected imported goods from ASEAN members



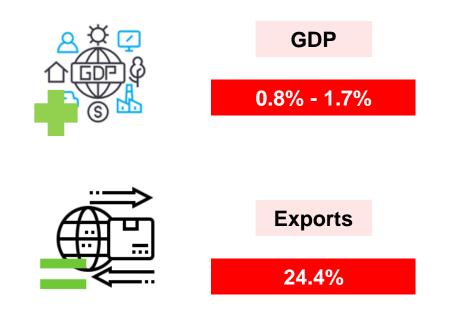
Note: BR=Base rate*; *Base tariff rate of imported products before the RCEP coming into force. Source: Malaysia's Schedule of RCEP's Tariff Commitments

China's selected imported goods from ASEAN members (cont.)



Note: BR=Base rate*; *Base tariff rate of imported products before the RCEP coming into for Source: Malaysia's Schedule of RCEP's Tariff Commitments

RCEP's impact on Malaysia – Gain or Pain?





Malaysia's trade with RCEP members make up **58.1%** of total trade in 2022 (Exports: 56.2%; Imports: 60.4%).



ASEAN's investment of RM51.6 billion made up 18.6% of total investment in Malaysia; Japan (8.4%) and China (3.5%)



commercial Increased opportunities and partnerships with RCEP members



economic Mixed impact on sectors and SMEs, industries (manufacturing, services, consumer, agriculture)



Better market access (reduce tariffs and red tape; one set of rules for trade and customs procedures); China and South Korea



Growing opportunities - positioning Malaysia as an economic hub, production base and be part of the growing global value chain activities



Attract investment – encourage more FDI from China and Japan



Digitalisation and E-commerce

Source: DOSM; BNM



Impact on industries - Gain or Pain? (cont.)



- Companies specializing in industries like telecommunications, banking and finance, and consultancy will benefit from enhanced cooperation.
- Food and beverages industry, chemical products, rubber products, plastic products, machinery and equipment as well as electronics and electrical products.



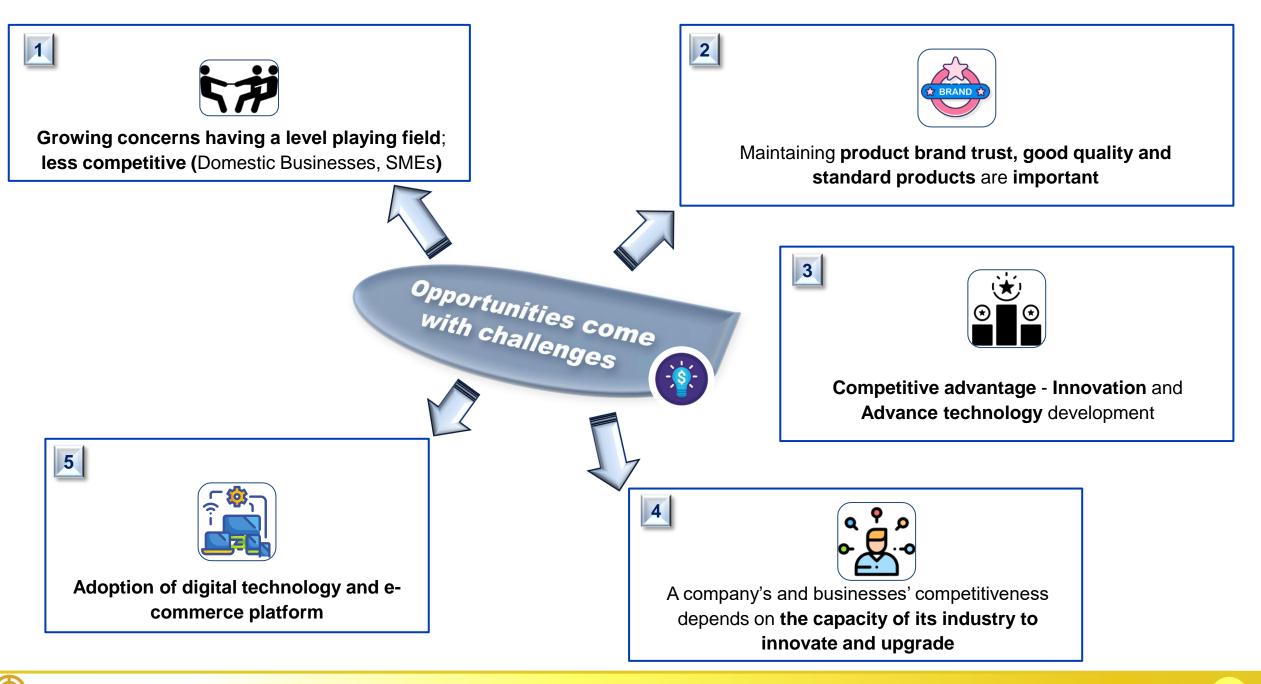






 Textiles and wearing apparels will be dampened by low-cost competitors such as Vietnam while the timber and timber products industry too face competition from the participating countries.







ACCCIM Malaysia's Business and Economic Conditions Survey (M-BECS) 1H 2021 and 2H 2021F



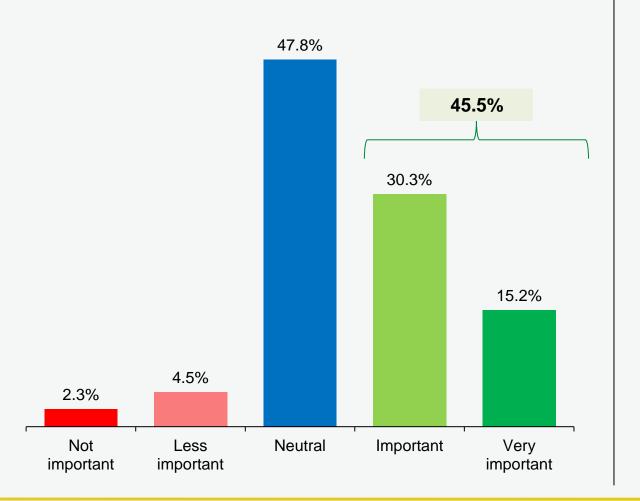


Business viewpoint about RCEP

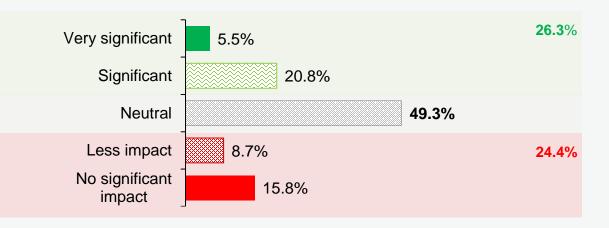


RCEP is an important economic growth catalyst for Malaysia

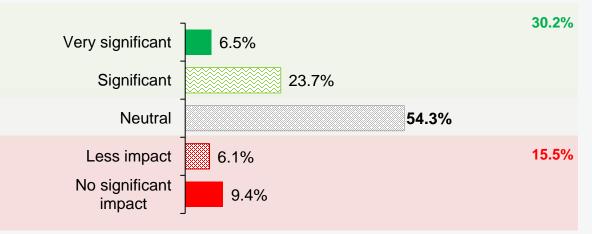
45.5% of respondents rated RCEP as an important growth catalyst for Malaysia.



Please indicate how much the RCEP Agreement could have an impact on your business

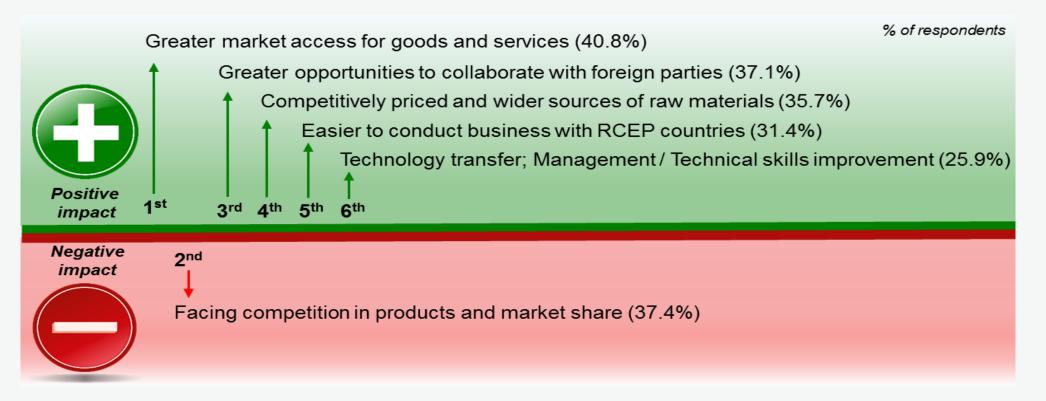


Please indicate the level of competition from other RCEP countries



How RCEP impact on local business?

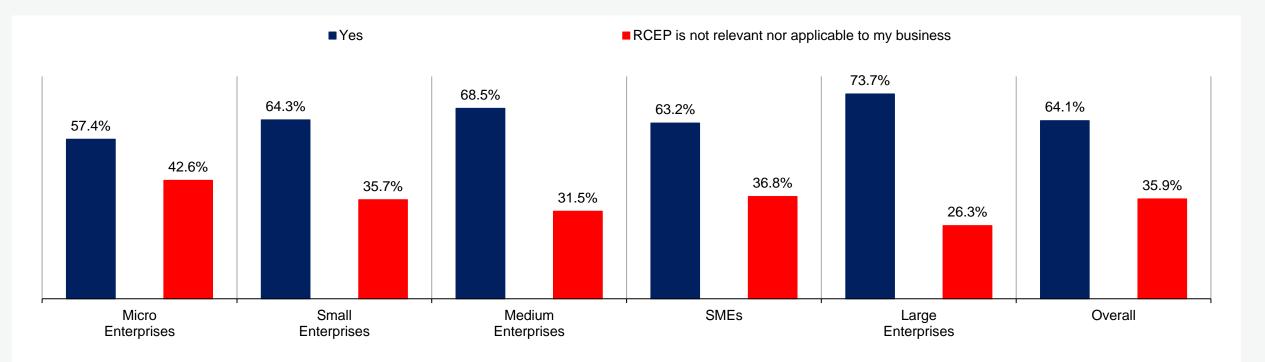
• Each RCEP country has her own strengths. SMEs to focus on maintaining product quality and standards as well as branding development to stay competitive.



- More foreign companies would directly list their products via famous e-commerce platforms (e.g., Shopee or Lazada) to compete with local businesses. To reap RCEP opportunities
- To reap RCEP opportunities, local companies must focus on developing niche, competitive, green or sustainable products to avoid price wars trap with other RCEP players.

Micro-enterprises feel less relevant to RCEP

- 64.1% of respondents have acknowledged that RCEP is relevant to their company while 35.9% of respondents rated that "RCEP is not relevant nor applicable to my business".
- Interestingly, the survey data revealed that the size of company is correlated to the perception of how RCEP relevant to their business. 73.7% of large enterprises rated that RCEP is relevant to their business, followed by medium enterprises (68.5% of respondents), small enterprises (64.3%) and micro-enterprises (57.4%). Micro-enterprises face constraints in internal resources (e.g., capital and manpower) or lack of know-how to grasp the RCEP opportunities.



For now, Malaysian companies have low utilisation of RCEP



n=745

77% of the Malaysian manufacturers have yet to utilize RCEP and CPTPP agreements



66% of the respondents said they are aware of the free trade agreements (FTAs)



% of respondents

16%

6%

Only one-third (11%) of Malaysian Manufacturers are **utilizing** both RCEP and CPTPP agreements





Not knowing where to start

(suggesting a lack of information or policy direction on **41%** these FTAs)



Already utilising other FTAs and the duty exemption 33% rate is lower



Not engaged in imports or exports



Tedious application process

Source: Federation of Malaysian Manufacturers' (FMM) Business Conditions Survey (2H 2022)







On the implementation of RCEP and CPTPP, **knowledge about them is still limited**, particularly among exporters



The trade associations and government **need to promote aggressively both RCEP and CPTPP** so they can **take [advantage of] this big opportunity for exporting**



ACCCIM Malaysia's Business and Economic Conditions Survey (M-BECS) 1H 2022 and 2H 2022F



n=860

RCEP: Tapping SMEs' Potential to Go Global



Selected products and services that SMEs have the potential to go into the global market

% of respondents

	Products	Services	
	Halal products (55.0%)	Medical tourism (49.0%)	
	Palm-based bio products (52.3%)	Halal consultancy services (42.5%)	
	Fruits (46.8%)	Food and restaurant franchising (38.1%)	
	Frozen food (36.1%)	Education (33.3%)	
	Wood-based products (35.4%)	Software design (32.1%)	
SV03	Snack product (30.6%)	Data processing activities (27.6%)	
	Aquaculture (30.3%)	Engineering services (23.9%)	
	Herb product (27.5%)	Smartphone gaming apps (23.0%)	

Products and services that SMEs have high potential to go into the global market

% of respondents

Top 3 products

Top 3 services

) Halal Products (55.0%)

• Spending on halal food, pharmaceuticals and cosmetics has increased to US\$1.44 trillion in 2021, and is expected to grow by another 7.0% in 2022 and will reach US\$1.89 trillion in 2025, growing by a 4-year CAGR of 7.1%.

Palm-based Bio Products (52.3%)

 Exports of palm-based bio products have increased gradually at an average growth of 2.1% per month (Jan 2019 – May 2022). Massive potential development in palm-based bio products is more sustainable compared to animal products, but some issues remain a concern in the EU.

🗿 Fruits (46.8%)

 Amongst the major tropical fruits, durians, watermelons, coconuts (including desiccated coconuts), bananas, pineapples, papayas, guavas, mangoes, and mangosteens have a combined export value of RM379.2 million in 2021 or 24.3% of total fruit exports.



Medical Tourism (49.0%)

• According to the Malaysia Healthcare Travel Council (MHTC), the healthcare travel industry enjoyed double-digit growth of 16.3% pa in 2015-2019.

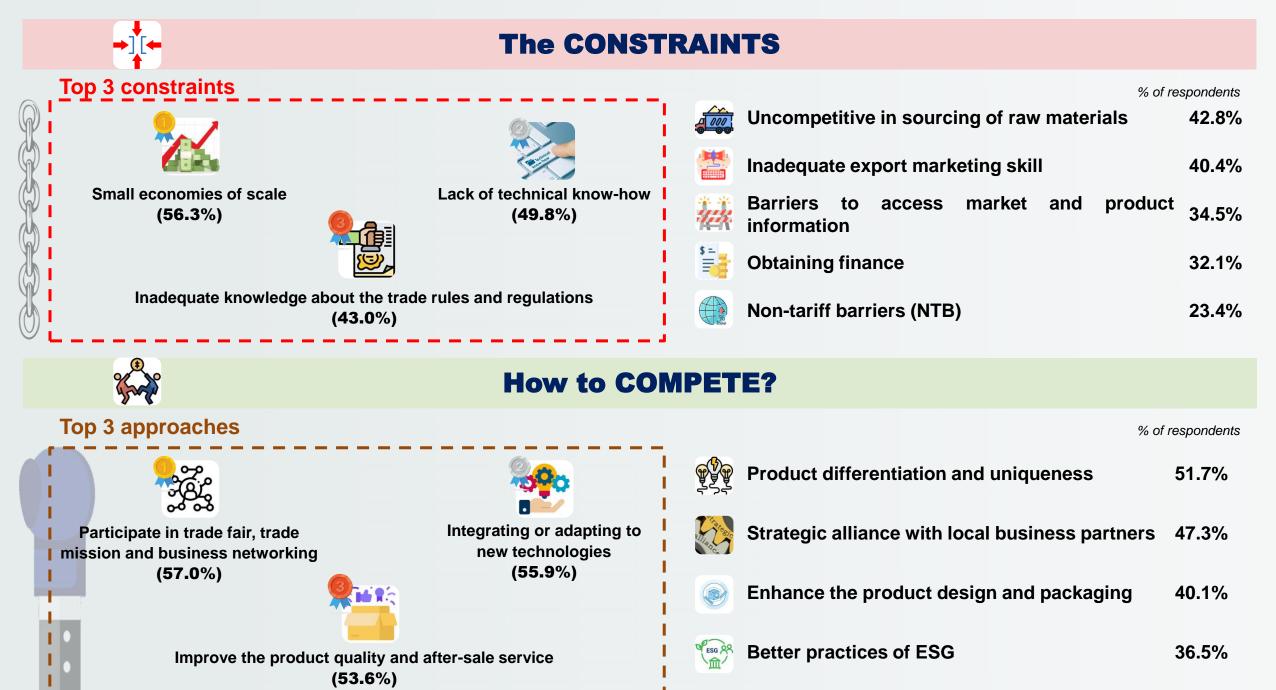
Halal Consultancy Services (42.5%)

 In aligning with the expansion of halal products, halal
consultancy services are crucial to help local and international companies to comply with halal certification requirements and facilitate halal certificate applications.

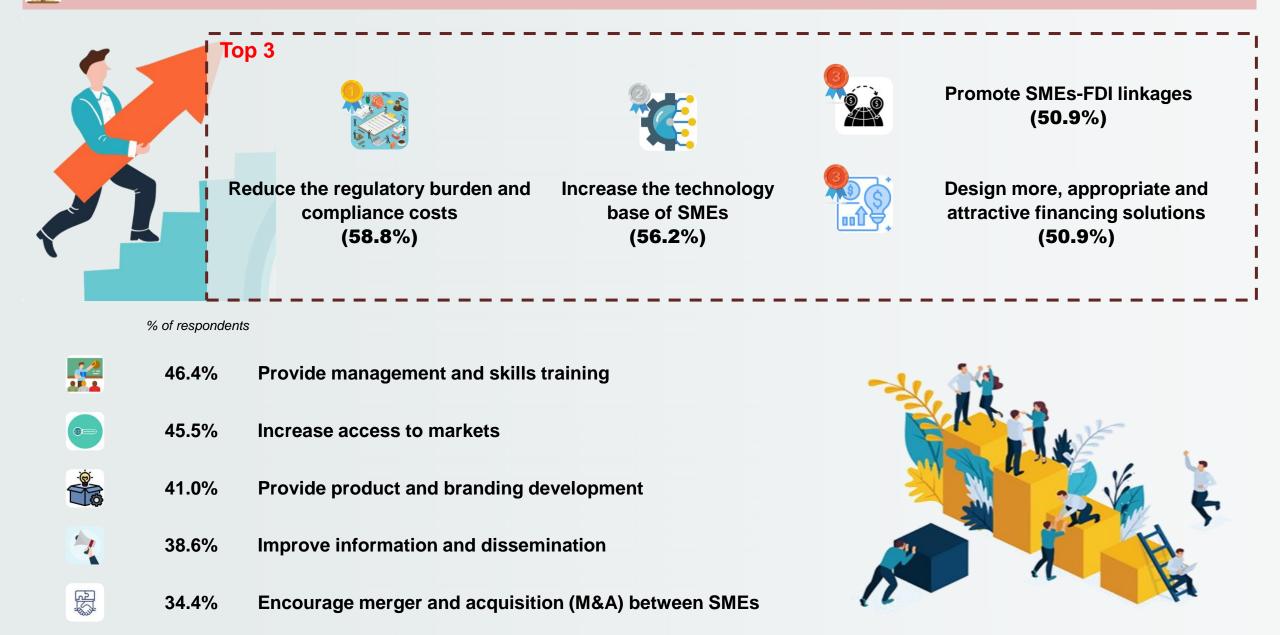


Food and Restaurant Franchising (38.1%)

 According to KPDNHEP, sales value of franchise companies had increased by 9.7% to RM14.6 billion in 2020 from RM13.3 billion in 2019. While 1,110 franchises were registered under KPDNHEP, 68 local brands have successfully penetrated 70 countries.



What should the Government do BETTER to enhance SMEs capability?



What should the Government do BETTER to enhance SMEs capability? (cont.)

% of respondents



Reduce the regulatory burdens and compliance costs (58.8%)

ACCCIM's suggestions:

Enhance Government-to-Business experience

- i. Establish a link-up "Join up" government services.
- New regulations before implementation should be screened by Malaysia Productivity Corporation (MPC) and PEMUDAH to minimise unnecessary costs and disruptions to business.
- iii. **Risk-based approach**. Enforcement, inspection, control and supervision as well as "regulatory guillotine" to reduce the types of control/supervisory.
- iv. "Cost-in, Cost-out" system. Enforce agencies to restrict the increase of the costs of newly introduced or reinforced regulations by abolishing or relaxing regulations that carry equal or more amount of costs.

Increase the technology base of SMEs (56.2%)

ACCCIM's suggestions:

- i. Subsidise SMEs to install smart set-top boxes and link their equipment to the Internet, which could help firms move quickly towards smart management and production.
- Malaysia Productivity Corporation (MPC) can consider establishing a division called "Technical Service Division", which serves as one-stop enterprise R&D innovation services to provide assistance and technical advisory services to businesses.
- iii. Support training on technology, R&D and innovation; establish innovation and technology centres/co-operation; promote and develop interfirm clusters and networks.

% of respondents

Promote SMEs-FDI linkages (50.9%)

ACCCIM's suggestions:

- Provision of information Government can act as a facilitator by gathering and disseminating information on linkages opportunities via national websites, business directories, 'meet-the-buyer' events, and matching making.
- ii. Targeting suppliers on the basis of proven abilities and commitment to future improvements.
- iii. Close engagements with domestic corporations and MNCs – Identify areas and opportunities for suppliers; provide feedback on SMEs' weaknesses.
- iv. Tailored programs assist SMEs/suppliers to identify their needs and enhance their capability.



Design more, appropriate and attractive financing solutions (50.9%)

ACCCIM's suggestions:

- i. Broadening the financing options available and accessible to SMEs:
 - Better understanding the business and financing needs of SMEs.
- ii. BNM to create a centralised system for SMEs to synchronise loan applications whilst they are applying to financial institutions. This helps BNM to monitor and capture SMEs' real financing conditions and make SMEs' financing requirements more transparent.





THANK YOU

- Address : 6th Floor, Wisma Chinese Chamber, 258, Jalan Ampang, 50450 Kuala Lumpur, Malaysia.
- Tel : 603 4260 3116 / 3119
- Fax : 603 4260 3118
- Email : serc@acccimserc.com
- Website : https://www.acccimserc.com