

*i) Total exports by quantity and value.*

Total exports and re-exports are as follows:

Year	Quantity (MT)	Value (RM) (millions)
1989	1,642	7.096
1990	4,430	19.610
1991	6,879	28.845

(1 Canadian \$ is approximately 2 Ringgit Malaysia).

*ii) Types of products exported.*

Imported beef is being repacked and re-exported.

*iii) Government incentives/subsidies/credit programs for exporting.*

None.

*iv) Trends.*

Exports are increasing with potential for processed and value-added beef products.

**3. MARKET OPPORTUNITIES FOR CANADIAN PRODUCT**

**A. *Possibilities to increase sales through better merchandising, better quality, more variety, differing forms.***

Canada has not been able to capitalize on the excellent opportunities that exist since there is only one Malaysian Government approved Canadian abattoir at the moment.

**B. *Short to long-term potential for increased Canadian sales.***

The emphasis should be on a long-term market development approach.

**C. *Major shows***

Major shows are the International Halal Food Exhibition (INHAFEX), Hotel and Food Malaysia, and Canadian food promotions organized by the Canadian