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NORAINI CALLS FOR GREATER INNOVATION AND MARKET ACCESS TO STRENGTHEN MALAYSIA'S RUBBER PRODUCTS INDUSTRY

KUALA LUMPUR, 20 August 2026 – Malaysia's rubber products industry must accelerate innovation, strengthen supply chain resilience and expand market access to remain competitive in a rapidly changing global economy, said Minister of Plantation and Commodities, YB Datuk Seri Dr. Noraini Ahmad.

Speaking at the inaugural Malaysian Rubber Council (MRC) Industry Leadership & Networking Dinner, she said the industry must build on its manufacturing strengths while responding to growing market expectations for sustainability, traceability and technology-driven solutions.

"We must build on our existing strengths and reinforce Malaysia's position as a preferred global supplier of innovative, sustainable and high-quality rubber products. This is essential to securing the long-term growth and resilience of our industry," she said.

Datuk Seri Dr. Noraini outlined three key priorities for the industry. These include accelerating innovation, automation and digital transformation, strengthening sustainable and resilient supply chains, and expanding market access for Malaysian rubber products.

She reaffirmed the Ministry's commitment to providing a conducive policy and regulatory environment while continuing to engage closely with industry to understand operational challenges and develop practical solutions.

The Minister also welcomed MRC's commitment to eliminating forced labour in the Malaysian rubber industry as part of its collaboration with the International Labour Organization. She called on industry players to support responsible labour practices and participate actively in MRC's social compliance initiatives.

The event also saw MRC exchange five memoranda with its strategic partners to accelerate innovation, support the commercialisation of new technologies and develop higher-value rubber products.

Datuk Seri Dr. Noraini also presented the MRC Scholarship Awards and congratulated the recipients. She encouraged them to make full use of the opportunity and contribute their knowledge and leadership to Malaysia's rubber industry.

The inaugural dinner brought together key industry stakeholders and reinforced the importance of close Government-industry collaboration, strategic partnerships and talent development in strengthening the future of Malaysia's rubber products industry.

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About MRC

The Malaysian Rubber Council (MRC), formerly known as the Malaysian Rubber Export Promotion Council, was incorporated on 14 April 2000 under the Companies Act 1965 as a company limited by guarantee under the Ministry of Plantation and Commodities (KPK). MRC is governed by a Board of Trustees appointed by KPK. MRC is tasked with undertaking market promotion of quality Malaysian rubber and rubber products in world markets. In getting more Malaysian rubber products to penetrate local and international markets successfully, MRC also provides various commercialisation supports to the industry. MRC has overseas offices in the US and India serving as hubs for information on Malaysian rubber and rubber products. These offices support Malaysian companies in expanding their business abroad, promote Malaysian rubber exports, monitor policy changes and regulations affecting rubber imports and usage, as well as facilitate joint ventures, and R&D collaborations.

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