

Media Release
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Rebranded Malaysian Rubber Council takes on expanded role to ensure further growth and success for the rubber industry

- With expanded mandate, MRC will create new opportunities through domestic promotion, capacity building of the downstream rubber industry, talent development, adoption of advanced technology and investment promotion.
- New initiatives include a RM20 million fund for automation and green technology and another RM36 million fund to encourage employment of locals.

KUALA LUMPUR, Malaysia: After more than two decades of service to the nation, the Malaysian Rubber Export Promotion Council will now be known as the Malaysian Rubber Council (MRC).

MRC, an agency under the Ministry of Plantation Industries and Commodities, has received regulatory approval for the name change following a rebranding directive announced by Dato' Dr. Mohd Khairuddin bin Aman Razali, the Minister of Plantation Industries and Commodities, in early August.

Since its incorporation on April 14, 2000, MRC has shaped numerous initiatives to spearhead Malaysia's success as a leading global exporter of quality and sustainably produced rubber products.

The name change is more than a rebranding exercise as the MRC will now play an expanded role and drive the growth of Malaysia's rubber product industry.

MRC CEO Brandon Chan said the rebranding shows the trust placed on MRC to take on greater responsibilities.

"With 20 years of experience, the MRC has developed an acute awareness of what works and what does not. Armed with this knowledge, we can only improve and scale new heights to elevate Malaysia's rubber industry even higher.

"We need to look at the rubber industry as a whole to ensure that everyone moves forward together," he said.

MRC's wide-ranging business objective will now also aim to strengthen the domestic rubber market, with the goal of building capacity within downstream rubber industry. "We hope that our latest initiatives will positively impact the midstream and upstream industries through continuous support programmes and activities to the downstream sector," added Chan.

Apart from strengthening the export and domestic market, MRC will also look at identifying new opportunities for human capital development and adoption of advanced technology as well as to move the industry towards enhanced sustainability.

A RM20 million fund for automation and green technology has been allocated to encourage local industry members to move towards automation and IR4.0 as well as renewable energy resources.

Another RM36 million fund has been allocated recently to encourage downstream rubber companies to employ more locals. This is expected to benefit some 10,000 Malaysians and will also help to address worker shortage issues faced by the industry.

Stakeholders and industry members will find no change in the quality of services offered, obtaining trade information on products, or conducting business with the new corporate identity. Along with the name change, MRC will enhance its relations with international development organisations to elevate Malaysia's rubber industry in the global value chain, and all future business activity will be conducted under the new name.

The new identity of MRC is effective immediately and will be implemented across the agency's service offerings.

About MRC

Formerly known as the Malaysian Rubber Export Promotion Council (MREPC), the Malaysian Rubber Council (MRC) was incorporated on 14 April 2000 under the Companies Act 1965 as a company limited by guarantee. MRC is governed by a Board of Trustees appointed by the Minister of Plantation Industries and Commodities. It undertakes the market promotion of Malaysian rubber and rubber products to the world. MRC is headquartered in Kuala Lumpur, with strategic representative offices in Washington, Rotterdam, Shanghai, Guangzhou, and Mumbai.

To learn more, please visit www.myrubbercouncil.com

For more information, please contact:

Nina Ti
Deputy Director, Corporate Communications
Phone: +603 2782 2100 | E-mail: nina@myrubbercouncil.com