

BRANDING MALAYSIA EBN FOR GLOBAL MARKET

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Malaysian Edible Birdnest (EBN) has been recognised for its quality and is being accepted by the global market. This is reflected in the increasing export figure, from 9.5 MT in 2009 to 190.4 MT in 2013, over 100% increment. This high value product has been exported to over 20 countries (Australia, Brunei Darussalam, Canada, Hong Kong, Indonesia, Italy, Japan, Kampuchea, Macau, Singapore, Sri Lanka, Taiwan, Thailand, USA, Vietnam, Germany, Korea, Myanmar, Netherland) and the market keeps expanding. Until the end of October 2014, 10,138 premises have been registered with the Department of Veterinary Services along the value chain of EBN industry. This comprise of 6 categories: Ranching (9,503 premises), Cave Collection Centre (4 premises), Collecting Centre (186 premises), Processing Plants (256 premises), Trader (165 premises), and Exporter (24 premises). With all the efforts of Malaysian Government and industry players, Malaysia EBN has managed to soar our name as quality EBN producer, which has differentiated us from many others in the markets. Branding our products as Malaysia EBN gives assurance of **S.T.A.R** quality, which signifies **Safe, Traceable, Authentic and Reliable**, qualities that can ensure Malaysia EBN penetrates new markets globally and holds a strong position in the Global Market.