

TRADE MISSION

Malaysia & Philippines

November 12–19, 2025

Registration Deadline | September 12, 2025

Malaysia

With a population of 34 million people, Malaysia is located at the heart of Southeast Asia and is a member of the Association of Southeast Asian Nations (ASEAN). U.S. exporters to Malaysia can expand their business opportunities by exploring regional opportunities across the other ASEAN economies, including Indonesia, the Philippines, Singapore, Thailand, and Vietnam. Virginia exports to Malaysia were valued at \$208M in 2023.

U.S. products and brands are viewed favorably and enjoy a strong presence in many sectors, including technology, machinery, electronics, and medical equipment. U.S. exporters looking to expand their market presence in Malaysia can benefit from the country's developed infrastructure, an English-speaking business and consumer environment, a well-established legal framework, and the ability to repatriate capital and profits. Malaysia's position as a regional hub for logistics services, information and communications technology, and medical travel presents opportunities for U.S. exporters. The Malaysian government's focus on enhancing healthcare is driving demand for healthcare technology, medical devices, and digital health resources to ensure world-class quality healthcare service delivery. Malaysia also aspires to be a regional aerospace hub and an integral part of the global aerospace supply chain.

The top opportunities for Virginia exporters in Malaysia include:

- Aerospace and Defense
- Agricultural Sector
- Education and Training
- Environmental Technology
- Equipment & Machinery
- Healthcare
- Information & Communications Technology
- Renewable Energy



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VEDP did an excellent job organizing the trade mission. I learned so much about the present business climate in Southeast Asia. We received inquiries quickly after leaving the market. The interpreters were excellent. The trip was a big success.

Southeast Asia Trade Mission Participant

TRADE MISSION | MALAYSIA & PHILIPPINES

The Philippines

Virginia exports to the Philippines in 2023 were valued at \$87.2M. The best prospects for U.S. companies in the Philippines include information and communications technology, defense, clean energy, transportation infrastructure, and healthcare.

The Philippines is expected to spend approximately \$4.4B on digital infrastructure over the next six years, and the country's "Build-Better-More" infrastructure program currently has projects worth approximately \$147B. These projects cover sectors such as physical and digital connectivity, power and energy, water resources, health, and agriculture. Japanese-tied aid projects cover a large portion of the initiative, but U.S. firms can work on these projects as a sub-contractor or supplier through the main Japanese contractor. Opportunities also exist for U.S. firms to compete on government tenders through a Philippine partner, or U.S. firms may elect to participate in public-private partnership projects. In the Philippine defense market, opportunities exist for sales in aircraft, ships, unmanned vehicles, intelligence and surveillance systems, communications, personal protective equipment, and satellite and space systems.

The top opportunities for Virginia exporters in the Philippines include:

- Agriculture
- Cybersecurity
- Defense
- Energy
- Healthcare
- Information and Communications Technology
- Transportation Infrastructure

Registration

Register and pay the Trade Mission fee online by visiting malaysia-philippines-trade-mission-2025.eventbrite.com.

Contacts

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The Philippines is a brand new effort for us. After our meetings during the trade mission, I feel confident we will develop a new market for our company. We have already received several Requests for Quotation and we will continue pursuing opportunities here.

Philippines Trade Mission Participant