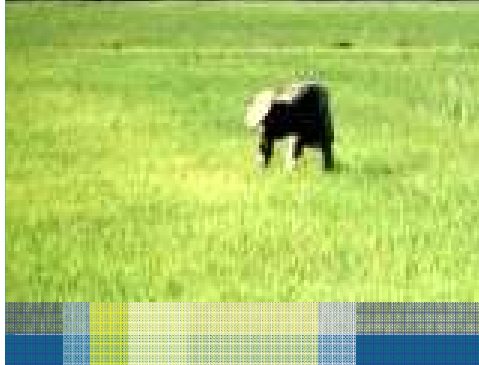


# ECER: Target Participants/Investors in Manufacturing



- **Small & medium-sized enterprises** and local companies, venturing into manufacturing activities and throughout each value chain: -
  - Handicraft Industry (Batik, Songket, Wood Carving & Silverware)
  - Food & Halal Processed Products
  - Boat Building & Repair
  - Automotive/Transport Equipment
  - Rubber Wood Industry
  - Palm Oil Industry
  - Heavy Industries
- **Collaboration with foreign investors**, especially in the heavy industries and automotive industry





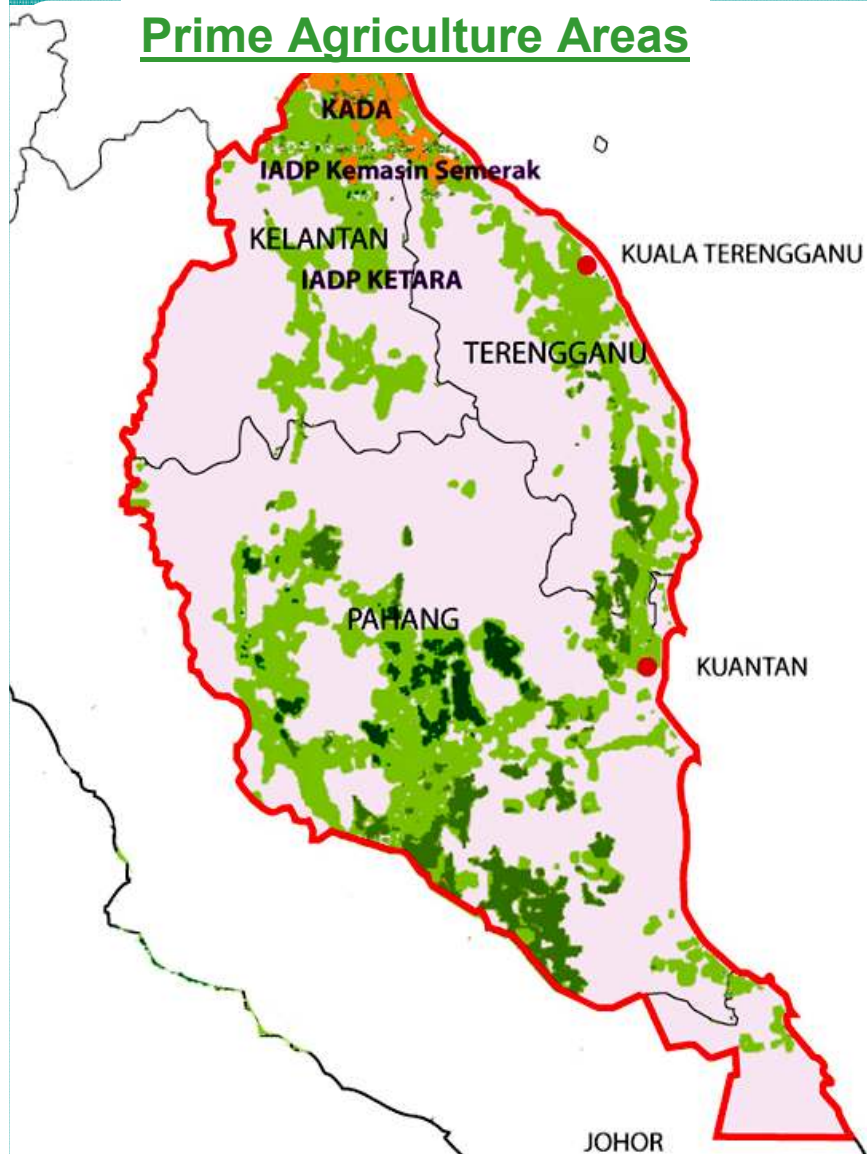
∴ AGRICULTURE



# ECER: Overview of the Agriculture Sector



## Prime Agriculture Areas



In 2005, the agriculture sector accounted for about 16% of the region's GDP and provided about 22.9% of the regional labour force.

	Kelantan	Terengganu	Pahang	ECER
Agriculture GDP (%)	18.1	9.8	19.6	16.0
Labour Force (%)	21.1	19.0	27.0	22.9

Agri Area	Phg	T'ganu	K'tan	Mersing	ECER	M'sia
Million (Ha)	1.5	0.31	0.33	0.054	2.2	6.4

# ECER: Agriculture Sector Strategies

- Expanding **large-scale commercial farming**
- Wider application of **modern technology**
- Development of **value added** activities
- Improving **supply chain management**
- Participation of **private sector** as **anchor companies**
- Strengthening **marketing** and **global networking**
- Increasing **non-farm** opportunities
- **Poverty eradication** in focus development area
- Implement **Balance of Trade** (BOT) Plan in Food Production



# ECER: Agriculture Clusters



## Crop-Based Clusters

- **Fruit & Vegetable**
- **Highland Agriculture/ Floriculture**
- **Herbs**
- **Tobacco**
- **Kenaf**
- **Rice**
- **Cocoa**



## Fish-Based Clusters

- **Marine Capture Fisheries**
- **Brackishwater Aquaculture**
- **Freshwater Aquaculture**
- **Recreational Fisheries**



## Livestock-Based Clusters

- **Beef**
- **Mutton**
- **Poultry**
- **Animal Feed Production**



# CROP-BASED CLUSTERS



# ECER: Crop-Based Cluster Strategies

**Strategic initiatives for the development of the crop clusters in the ECER will include:**

1. Establishment of **Nucleus- Contract farming** models involving farmers and anchor companies
2. Establishment of **Permanent Food Production Parks** (TKPM) and Group Farming Projects
3. Improving efficiency in production through **technology adoption & innovation**
4. Improving marketing **supply chain** management



# LIVESTOCK- BASED CLUSTERS





# ECER: Livestock-Based Cluster Strategies



**Strategic initiatives for the development of the livestock cluster in the ECER will include:**

- 1. Reorganisation of traditional farmers in Targeted Concentration Areas (TAC), FELDA, and RISDA areas into commercial cattle and goat farming clusters**
- 2. Integration of cattle with oil palm plantations owned by government agencies and private sectors**
- 3. Intensive commercial cattle and goat farming where feed will be obtained from by-products of agro-industry or planted green feed.**
- 4. Production of breeder animal stocks at Kuala Berang, Terengganu for goats, and at Muadzam Shah, Pahang for cattle, for distribution to commercial farmers for breeding and fattening**
- 5. Involvement of SMEs in poultry farming in Poultry Food Parks**
- 6. Establishment of disease-free areas for ruminants and poultry in the ECER**

# FISH-BASED CLUSTERS

