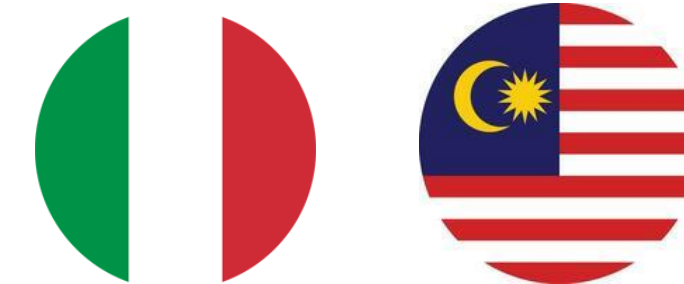


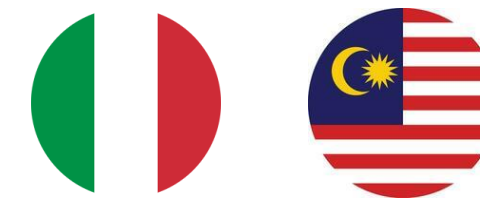
# Economic Partnership Italy - Malaysia

(updated November 2025)



**2025**

# Malaysia: A Rising Star Economy in ASEAN



**H1 2025 GDP:** **RM 834.7 billion**

(€171 billion)

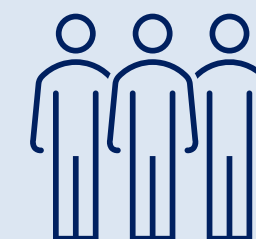


**2024 GDP:**

**RM 1.9 trillion**

(€387 billion)

**Population:** **34.2 million**



**2024 GDP**

**per capita:**

**RM 50,000**

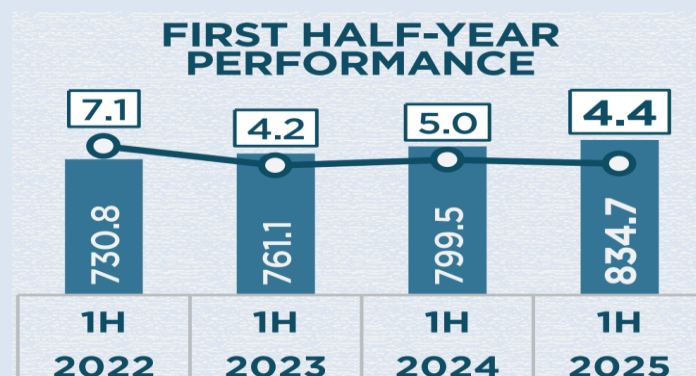
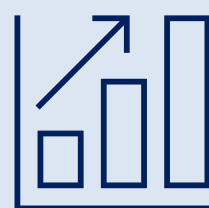
(€10,100)



**H1 2025 GDP Growth Rate:**

**+4.4%**

*vs H1 2024 GDP*



**Total exports:** **€316.2 billion**

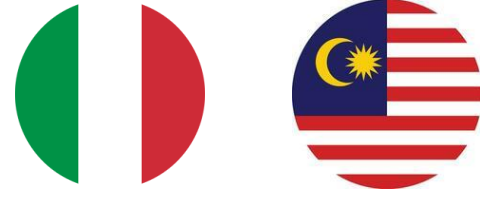


**Trade balance**  
**2024**

**+32.6**  
**million**

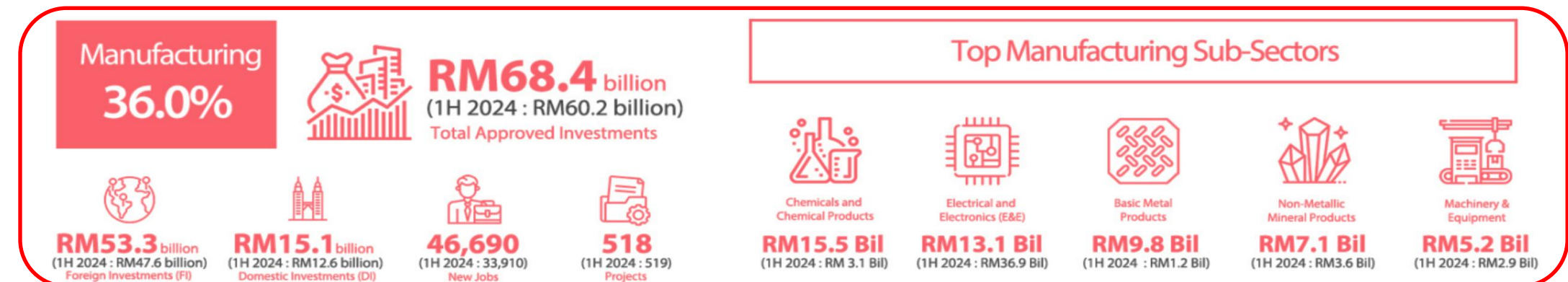
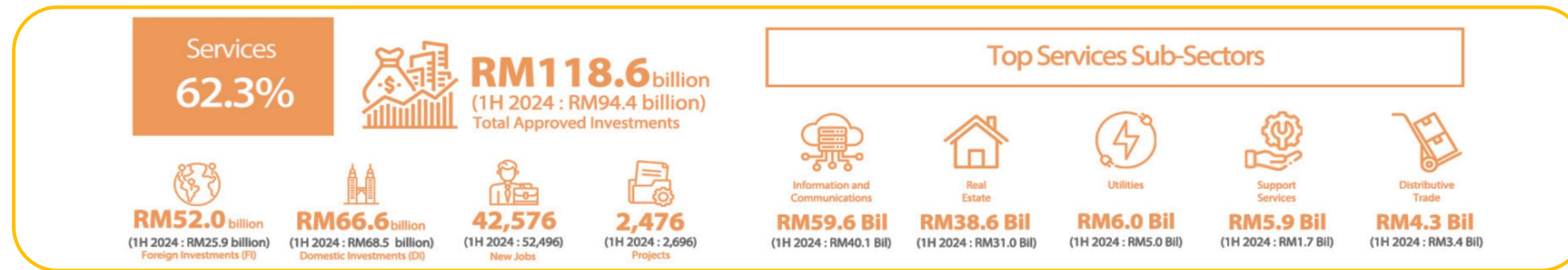
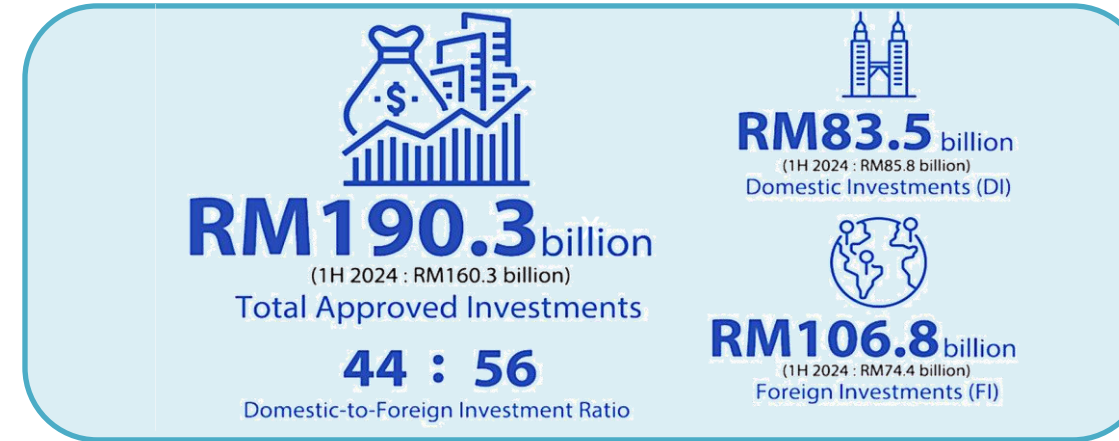
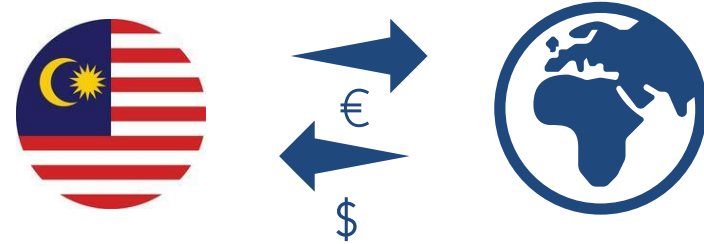
**Total imports:** **€265.3 billion**

# Powering Progress Through Major Investments

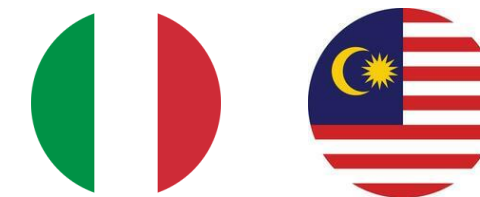


**H1 2025**

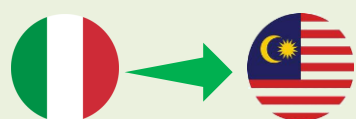
## Investments Performance



# Italy – Malaysia Bilateral Trade



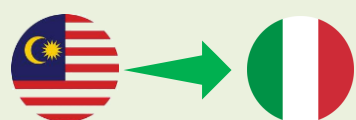
## H1 2025 Exports:



**€884,824**

**+12.5% vs H1 2024**

## H1 2025 Imports:



**€753,459**

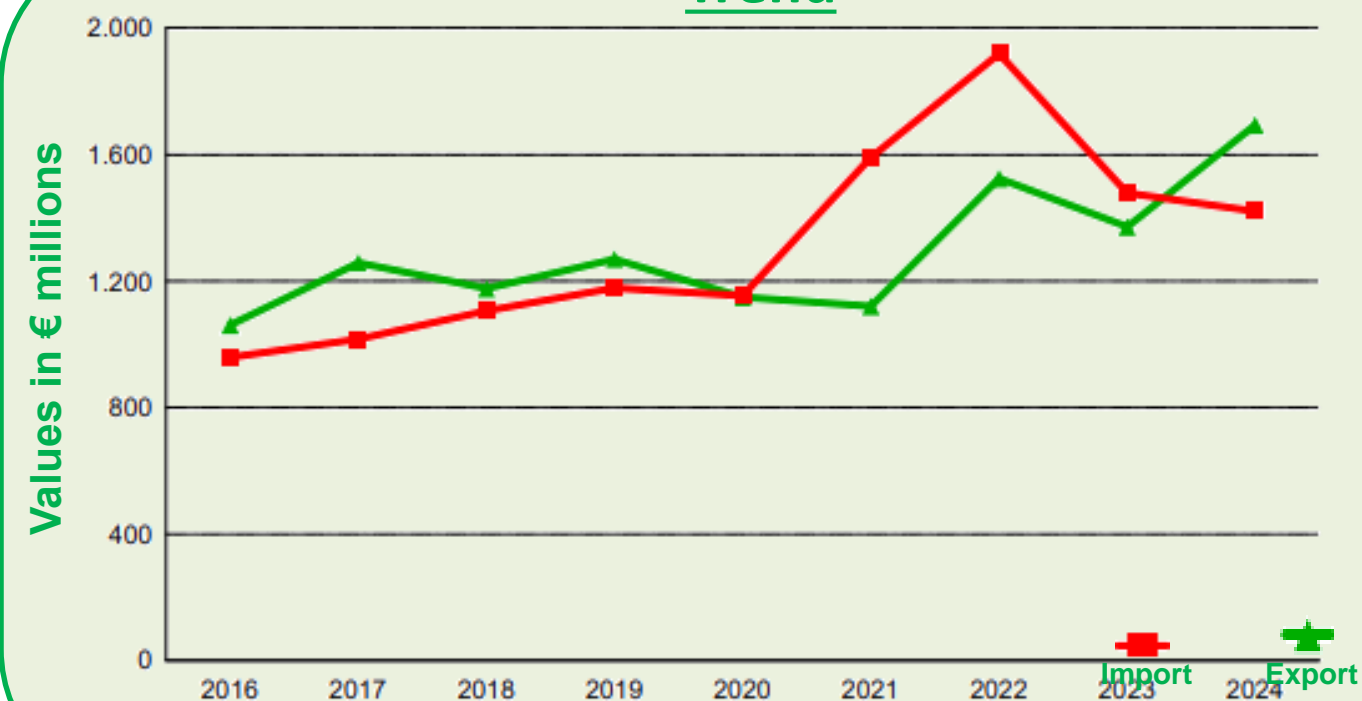
**+18.4% vs H1 2024**

## Total Trade 2024:

**€3.1 billion**

Italy is the **22<sup>nd</sup>** Malaysia's supplier globally, with a **0.6%** market share

## Trend



## Top Sectors (Exports)



Computer and electronic, optical products

**€257,102**

**+22.6% vs H1 2024**



Machinery and equipment

**€182,844**

**+15.5% vs H1 2024**



Manufacturing industries

**€93,527**

**+34.4% vs H1 2024**

## Top Sectors (Imports)



Food products (Olio di Palma)

**€219,108**

**+37.8% vs H1 2024**



Computer and electronic, optical products

**€104,330**

**+31.0% vs H1 2024**

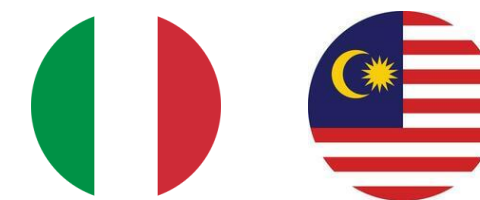


Metallurgy products

**€92,447**

**-27.3% vs H1 2024**

# Italian Presence in Malaysia



**Key European partner** in Malaysia, with a growing and solid presence by **+130 companies** operating in manufacturing, infrastructure, engineering, services, food processing, and advanced technologies.



**1980 – 2023**

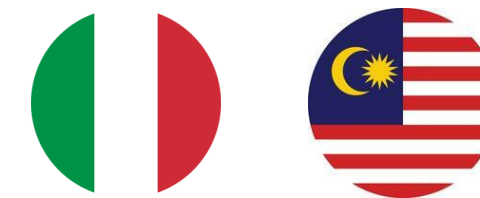
**76 Manufacturing Projects**

with Italian participation  
for a

**RM 1.38 billion**  
(€280 million)  
**total invested**

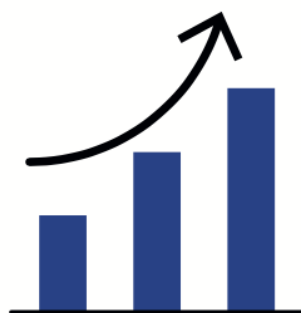


# MOTORCYCLE SECTOR IN MALAYSIA



## MARKET VALUE

- Expected revenue in 2025: € 3.14 billion
- Expected annual growth: +3.41%
- Estimated market volume in 2030: approximately € 3.7 billion



## UNIT SALES

Over 711 thousand motorcycles are expected to be sold by 2030



## ITALY 2ND RANK

Italy is Malaysia's 2nd largest exporter of motorcycle accessories, with exports valued at € 13.36 million



## MAIN SEGMENT



2025: the most significant segment in terms of revenues will be that of road motorcycles, with a forecast market volume of approximately € 2.694 billion

## MARKET CHALLENGES

- Stronger regional competition
- Production and shipping costs
- Exchange rates



## KEY TRENDS

- Expansion of the middle class
- Increasing urbanization



## ITALIA AND MALESIA

2024: Malaysian imports from Italy exceed **€ 6 million** annually in the motorcycle, spare parts, and accessories market, with a market share of 0.80%.  
In the first seven months of **2025**, imports from Italy approximately **€ 4 million**, already accounting for more than half of the 2024 total. This indicates relatively stable performance so far this year, although trends for the full year remain to be assessed

## Upcoming Events



**Sepang MotoGP 2025**  
24 - 26 October 2025  
*Sepang*



**EICMA 2025**  
4 - 9 November 2025  
*Milano*



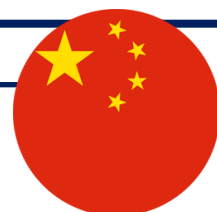
**AUTOPROMOTEC 2026**  
26 - 29 May 2026  
*Bologna*



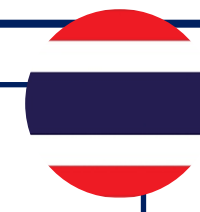
# MOTORCYCLE SECTOR IN ASIA



- **19.9 million unit sold in 2024**, +2.8% vs 2023
- **\$8.8 billion exports in 2024**
- **Strong growth** in >250cc and shift toward **EVs**



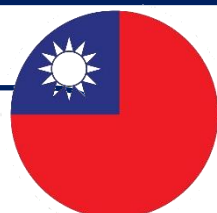
- **5<sup>th</sup> largest exporter globally**
- **1.7 million unit sold in 2024**, +2.2 vs 2023
- **30@30 Target**: 30% EV production by 2030



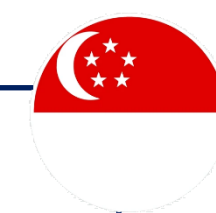
- **2<sup>nd</sup> ASEAN largest market** with +3 million unit sold per year
- **Market value 2025: \$5.3 billion**
- **Scooters** leads the market with **Honda** leading by a 74% share



- **12<sup>th</sup> largest exporter globally**
- **752,643 units sold in 2024** - 13.6% vs 2023
- Mature market led by **SYM**, **Kymco**, **Yamaha**



- **Market value 2025: \$112.2 million**
- **Scooters** leads the market with **Honda** holding a 74% share



## REGIONAL TRENDS

- **Asia accounts for +70% of global motorcycle production**
- Growth is driven by **Vietnam**, **Thailand**, and **China**, with **Taiwan** transitioning toward electric mobility
- **Opportunities for Italian brands**: premium segments, EVs, performance components, and design excellence
- **Key trends 2025-2030**: electrification, premiumization, and aftermarket expansion

# Thank you !

