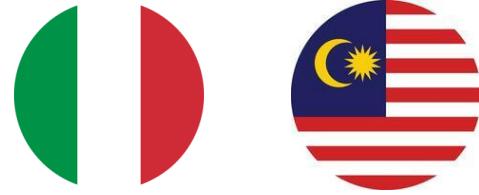


# Economic Partnership Italy - Malaysia

(updated November 2025)



# Malaysia: A Rising Star Economy in ASEAN



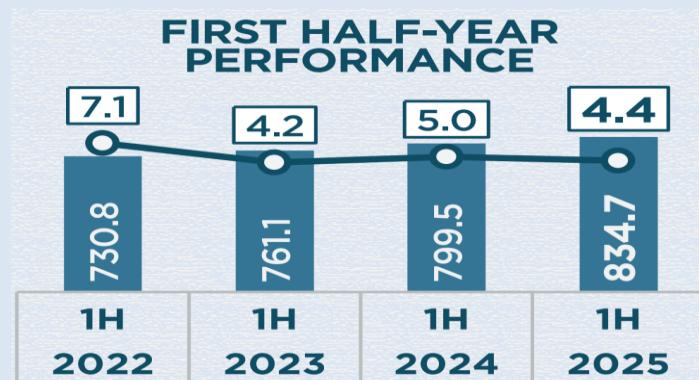
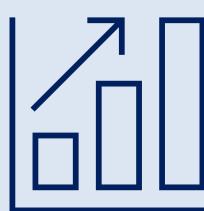
**H1 2025** RM 834.7 billion

**GDP:** (€171 billion)

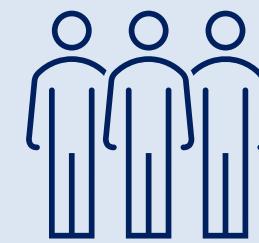


**2024 GDP:** RM 1.9 trillion  
(€387 billion)

**H1 2025 GDP Growth Rate:** +4.4%  
vs H1 2024 GDP



**Population:** 34.2 million



**2024 GDP per capita:** RM 50,000  
(€10,100)

**Total exports:** €316.2 billion

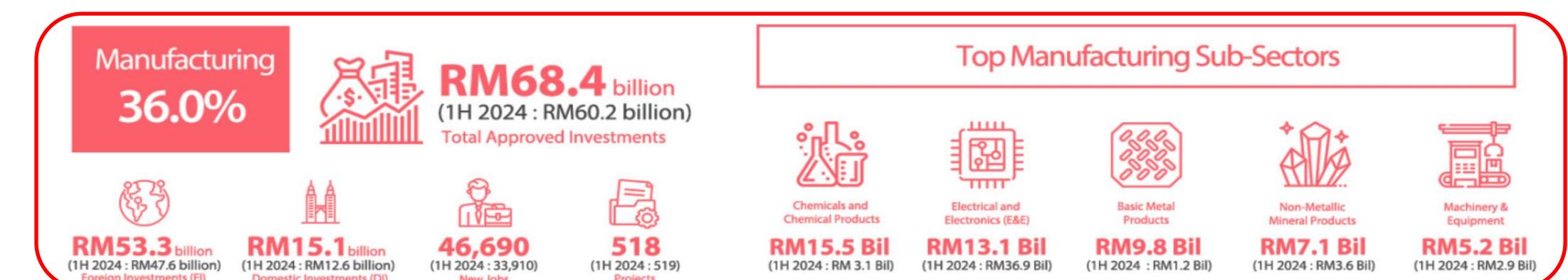
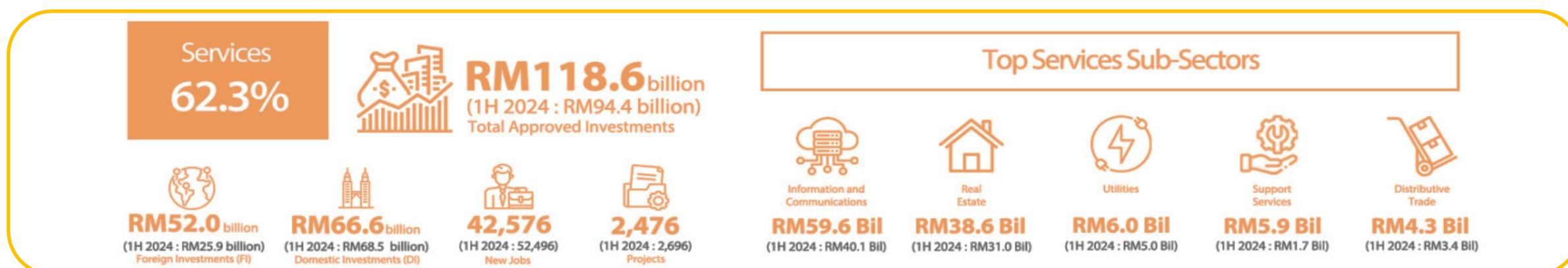
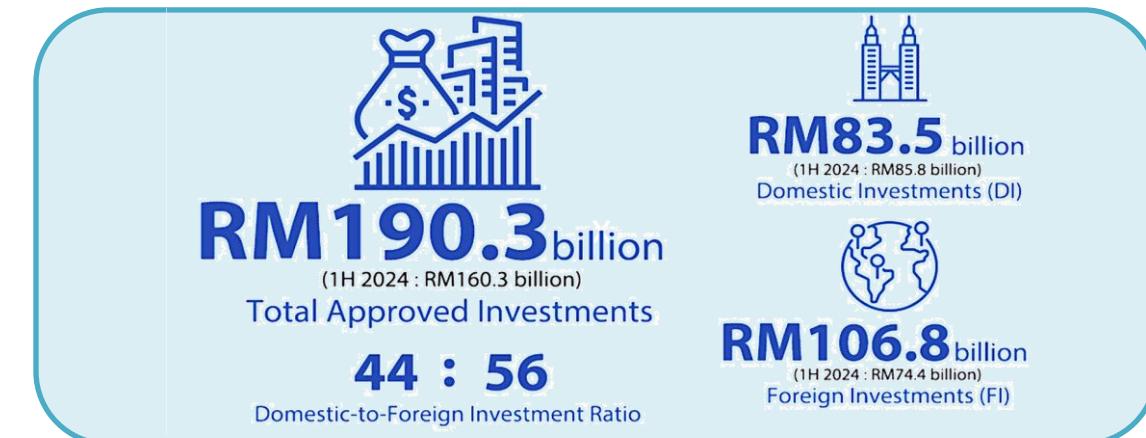
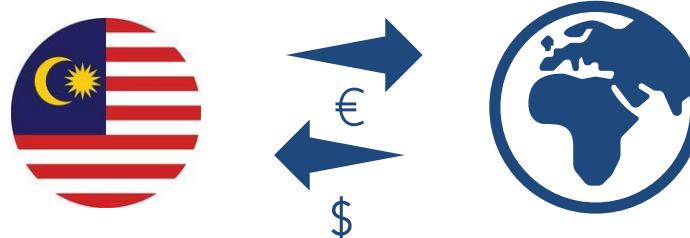


**Trade balance 2024** +32.6 million

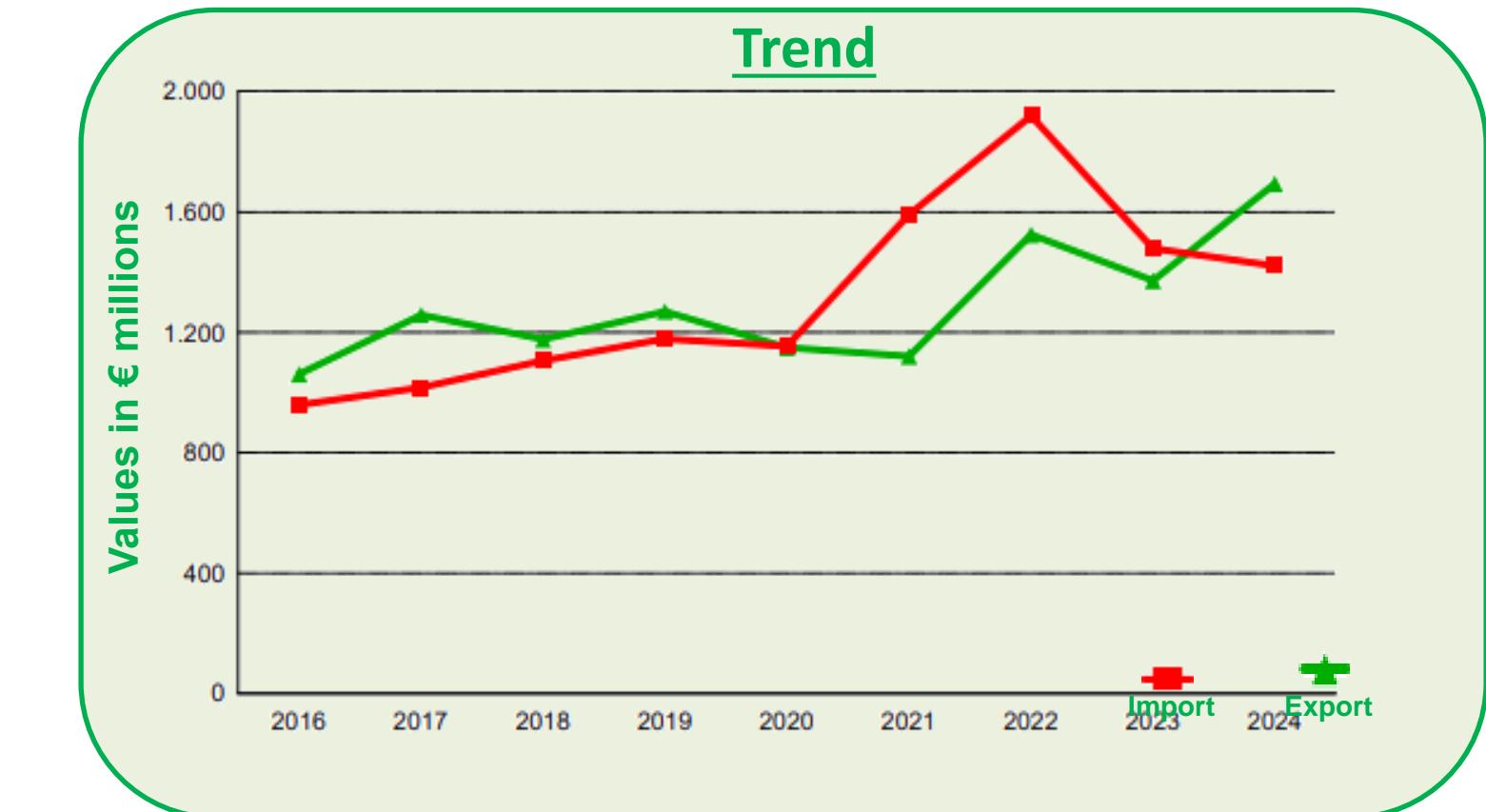
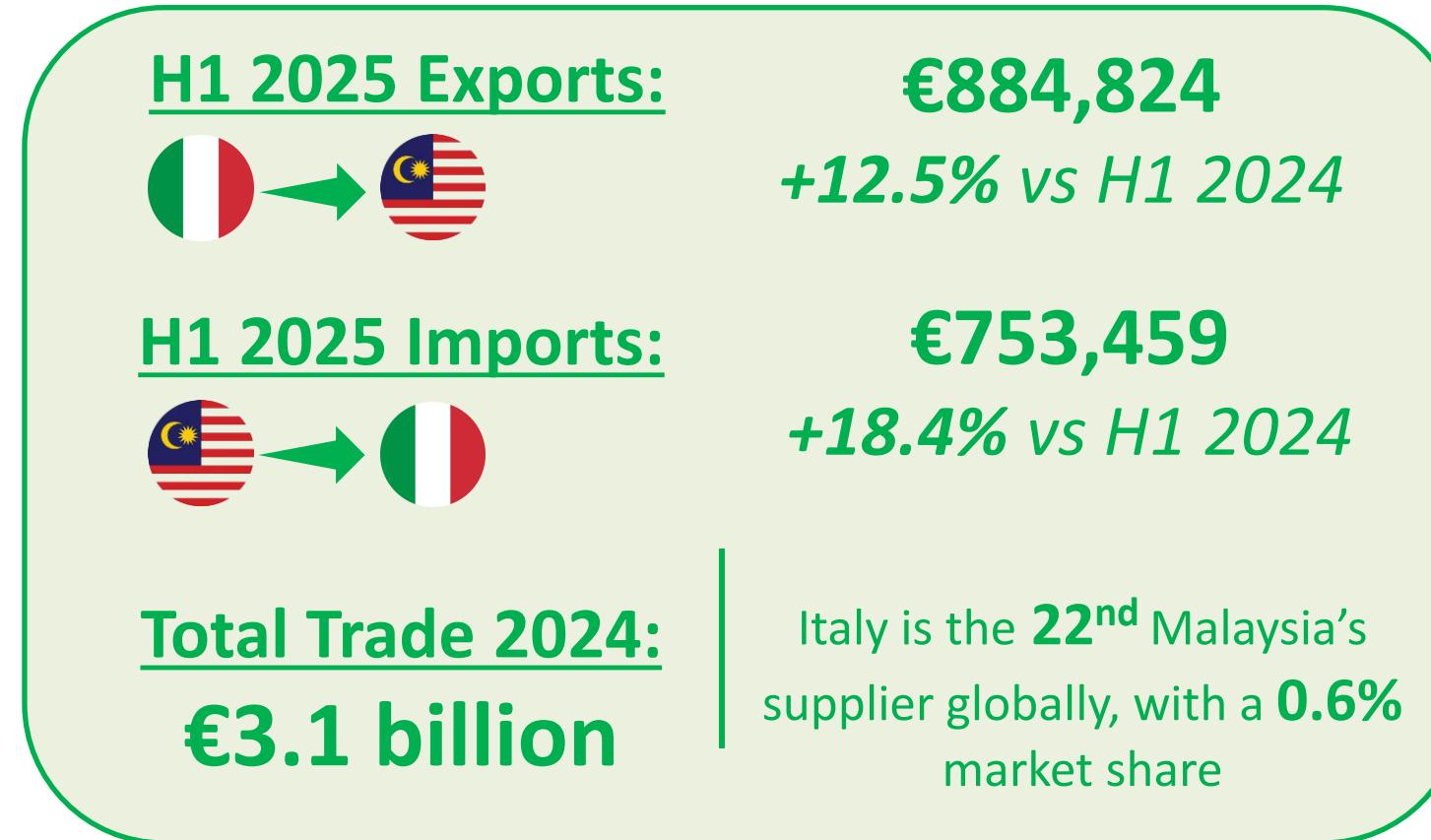
**Total imports:** €265.3 billion



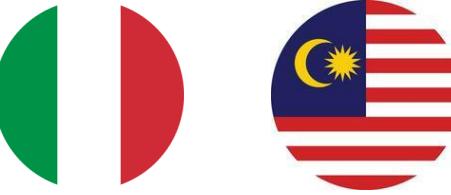
## H1 2025 Investments Performance



# Italy – Malaysia Bilateral Trade



# 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.

**FERRERO****IDV****MAIRE****SAER****BIESSE****C cementirholding****ALFAGOMMA****FINCANTIERI****FASSI****MACCAFERRI****1980 – 2023****76 Manufacturing Projects**

with Italian participation

for a

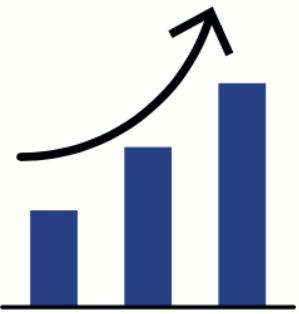
**RM 1.38 billion**  
(€280 million)  
**total invested**

# 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



## 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



## ITALY 2ND RANK

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



## 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*



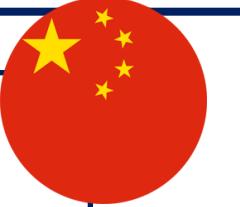
**EICMA 2025**  
 4 - 9 November 2025  
*Milano*



**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



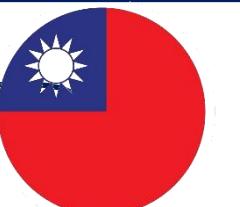
- **5<sup>th</sup> largest exporter globally**
- **1.7 million unit sold in 2024,**  
+2.2 vs 2023
- **30@30 Target:** 30% EV production by 2030



- **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 !

