

# Round Table Discussion on Plastics Industry Overview: Strategic Development and Solutions for Single- Use Plastics and Pollution Control

Mr CC Cheah

President

Malaysian Plastics Manufacturers  
Association (MPMA)





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# CC Cheah

He currently serves as the President of the Malaysian Plastics Manufacturers Association (MPMA) since 2023, following his tenure as Vice-President since 2014. With a Bachelor's Degree in Electrical Engineering and a Masters Degree in Business Administration from the University of Tulsa, USA, Cheah brings a unique blend of technical expertise and business acumen to his leadership role.

His contributions to the industry are extensive. He has played pivotal roles within MPMA, serving as the Chairman of the MPMA Plastics Technology Roadmap 2025 and leading the Recyclers Sub-Committee, showcasing his commitment to technological advancement and sustainability within the industry.

Alongside his association responsibilities, Mr Cheah is the Managing Director of See Hau Global Sdn Bhd (SHG), a leading manufacturer of plastics pallets in Malaysia and South East Asia. Marketing under the brand of IntracoPallet, Mr Cheah drives business growth and industrial leadership through innovation, quality and reliability to multi-nationals and regional major corporations as well as SMEs. SHG has three world class facilities in Malaysia and Indonesia.

With a focus on strategic vision, technological advancement and sustainable practices, Mr CC Cheah continues to drive positive change and innovation, ensuring a sustainable future for the Malaysian plastics industry.

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# Contents

1. About MPMA
2. Key data of the Malaysian plastics industry
3. Local regulations on single-use plastics and plastics pollution
4. Recent developments
5. Encouraging alternatives
6. Pushing plastics circularity
7. Educating and cultivating habits
8. Fostering collaborations and partnerships
9. The future

# About MPMA

1 The **official voice** of the Malaysian plastics industry, established in 1967

3 MPMA members account for 60% of plastics manufacturers and **80% of total plastics production** in Malaysia

5 6 main pillars:

- Government policy and advocacy
- Membership
- Training
- Sustainability
- Recycling
- Business and market development

2 About **800 members** across Malaysia under 6 Branches - Northern, Perak, Central, Johor, Sabah and Sarawak

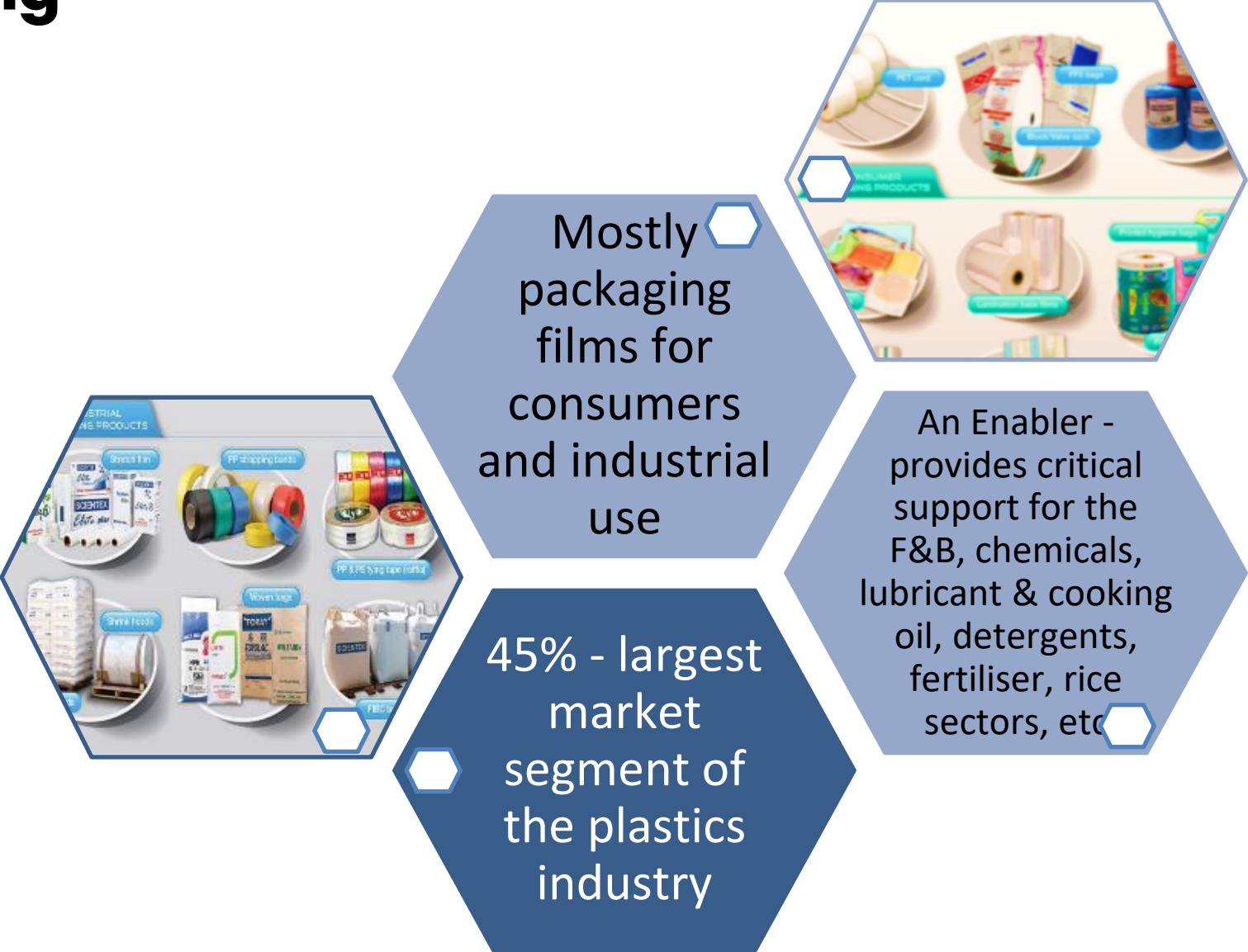
4 MPMA has **strong international presence** with active involvement in:

- Global Plastics Alliance (GPA)
- Asia Plastics Forum (APF)
- ASEAN Federation of Plastic Industries (AFPI)

# Key data of the Malaysian plastics industry

	2019	2020	2021	2022	2023	2024 (Jan-July)
Malaysia's gross domestic product (GDP) growth	4.30%	-5.60%	3.10%	8.70%	3.70%	5.90% (Q2 2024)
Malaysia's plastic industry growth	53%	2%	21%	5%	-1%	6%
Number of plastics manufacturers	1,250	1,200	1,200	1,200	1,400	1,400
Employment	*148,903	*154,318	*153,940	*159,013	*164,385	*169,598
Turnover	*RM47.35b	*RM48.46b	*RM58.62b	*RM61.80b	*RM61.44b	*RM37.34b
Export	RM15.03b	RM13.32b	RM16.01b	RM17.32b	RM16.10b	RM10.09b
% of export against turnover	32%	28%	27%	27%	26%	27%
Resin consumption	2.55m MT	2.60m MT	2.73m MT	2.75 MT	2.70 MT	-
Per capita consumption of resin	78kg	78kg	80kg	80kg	80kg	-

# Packaging



# Plastics in the E&E sector

Contributed to **28%** of the plastics industry's turnover in 2023.



Malaysia - major manufacturing hub for E&E products by MNCs, mainly from Japan and USA

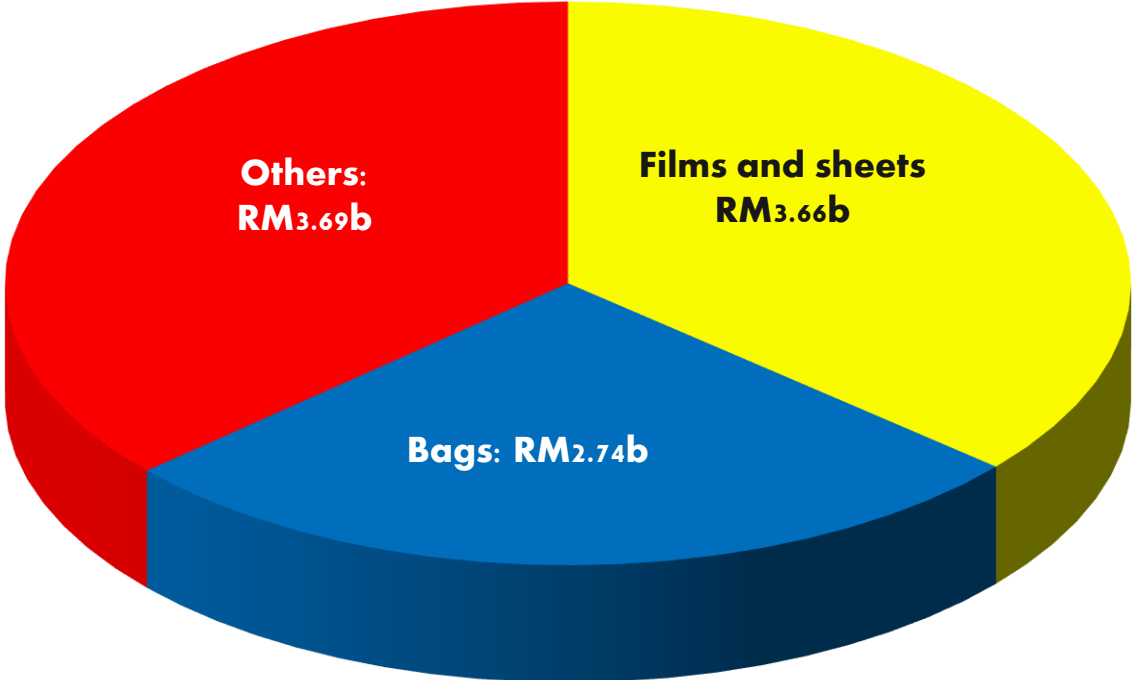
**An Enabler** – providing crucial support in terms of quality parts and components and JIT delivery.



E&E exports from 2023 was RM575.5b/USD121.3b - accounting for a **massive 40.4% of the total Malaysian exports.**

# Main exports of plastics products

Exports 2024 (Jan – July): RM10.09b



**Largest stretch films producer in Asia**





(Jan - July)

**PLASTICS INDUSTRY**  
**RM10.09** BILLION  
**EXPORTS** TOTAL



**~30%**

Exported as finished products



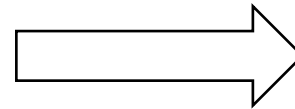
Remaining 70% is sold in the domestic market

**30%**

Retained in the country as finished products

**40%**

In-direct export: manufactured as parts and components which goes into sub-sectors such as E&E, medical, aerospace, food packaging etc



Products are further exported

**Total Direct and Indirect Exports ≥70%**

# Local regulations on single-use plastics and plastics pollution

## Malaysia's Roadmap Towards Zero Single-Use Plastics 2018-2030

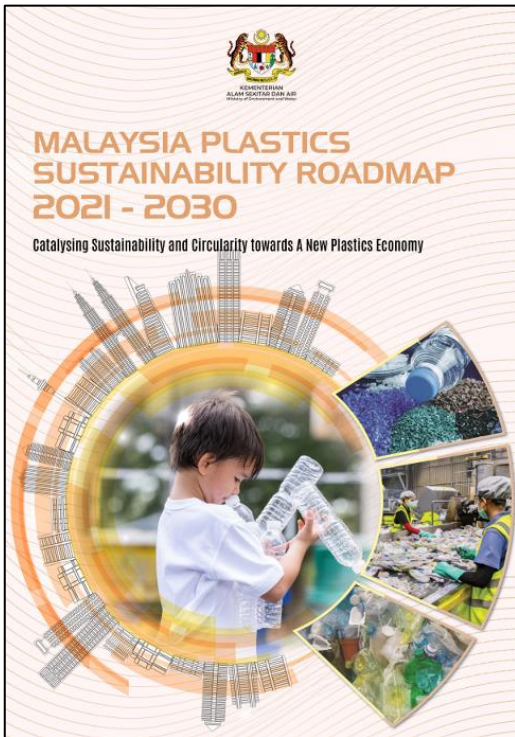


Status of key action items:

- + Plastics bag tax - implemented
- + 'No straw by default' - implemented but losing traction
- + Roadmap on plastics sustainability and circularity - launched (next slide)
- + Expansion of scope for biodegradable and compostable products to food packaging and containers, cutleries, cotton buds, single-use medical devices, diapers and feminine hygiene products, etc. - limited implementation and expansion
- + Communication, Education and Public Awareness (CEPA) programmes - on-going

# Local regulations on single-use plastics and plastics pollution

## Malaysia Plastics Sustainability Roadmap 2021-2030



Status of key action items:

- + Phasing out of problematic single-use plastics - on-going study to determine targeted products
- + Halal rPET standards - revision of existing halal standards to include recycled plastics
- + Voluntary Extended Producer Responsibility (EPR) scheme by 2023 - implemented under the Malaysian Recycling Alliance (MAREA)
- + Mandatory EPR by 2026 for plastics packaging - do not think this is achievable
- + Minimum recycled content - not implemented with no solid regulations

# Recent developments

## Environment Minister: Single-use plastic ban by 2025 impossible

By Amalina Kamal - May 19, 2024 @ 8:57am



Natural Resources and Environmental Sustainability Minister, Nik Nazmi Nik Ahmad speaks during Beyond the Headlines recording Balai Berita Bangsar. - NSTP/ASYRAF HAMZAH

KUALA LUMPUR: It is impossible for Malaysia to eliminate single-use plastics by 2025, said Nik Nazmi Nik Ahmad.

The Natural Resources and Environmental Sustainability minister, in an interview on the New Straits Times' Beyond the Headlines, said the significant challenges stem from implementation at local levels.

## Nik Nazmi: National Plastic Policy in the works

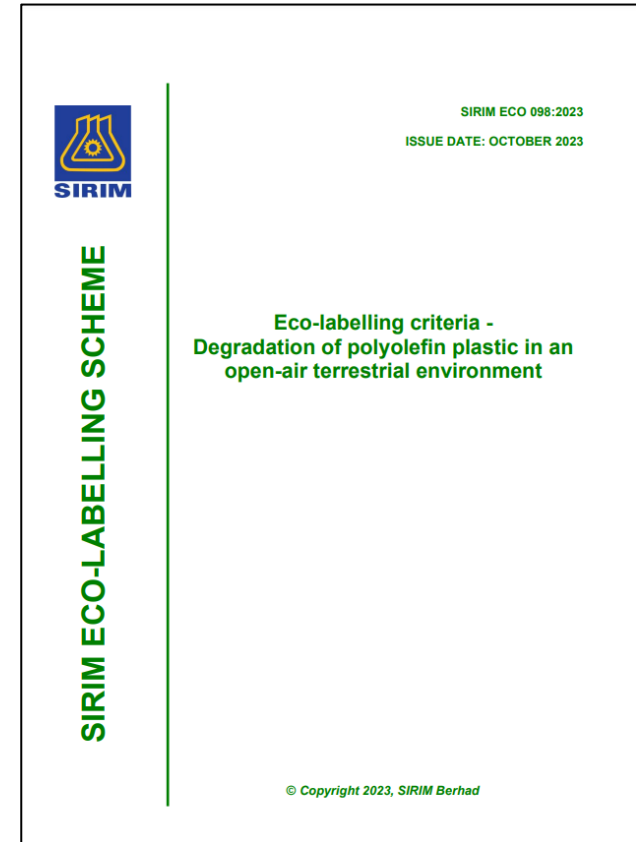
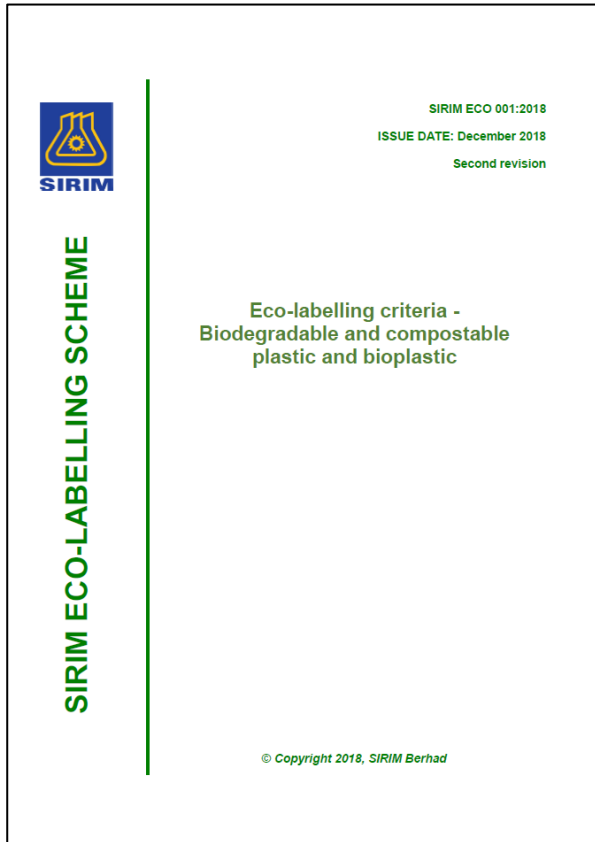
By Bernama - April 22, 2024 @ 6:57pm



KUALA LUMPUR: Natural Resources and Environmental Sustainability Minister Nik Nazmi Nik Ahmad said the government has established the Malaysian Plastic Sustainability Roadmap (2021-2030) and the Malaysian Roadmap Towards Zero Single-Use Plastics (2018-2030). – BERNAMA

PUTRAJAYA: The government is pursuing a national policy on the production, consumption and disposal of plastic in line with the ongoing negotiations of the Global Plastic Treaty (GPT) aligned with environmental sustainability objectives.

# Encouraging alternatives

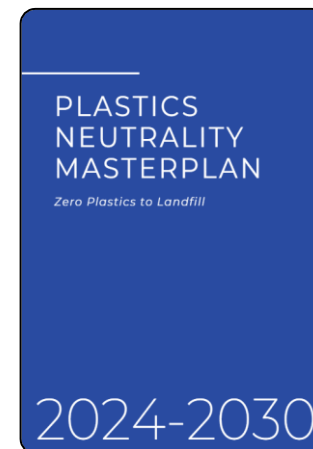


The Government introduces a few Eco-label criteria to promote and encourage development and adoption of alternative materials covering recyclable, biodegradable and compostable products.

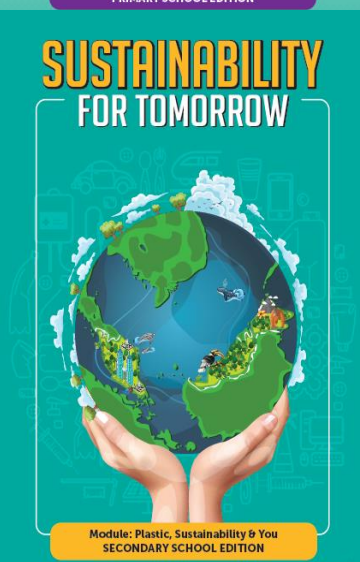
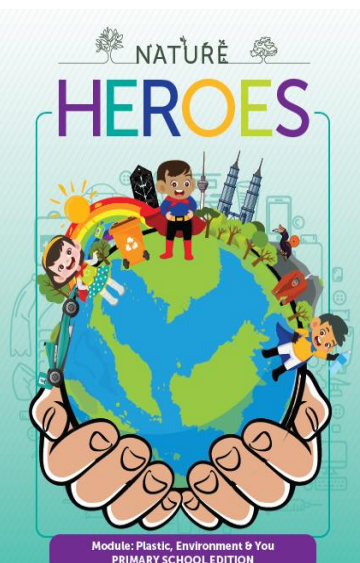
# Pushing plastics circularity

## MPMA's Plastics Neutrality Masterplan 2024-2030

MPMA'S ROADMAP TO PLASTICS NEUTRALITY		2024 - 2026	2027 - 2028	2029 - 2030
ADVOCACY	INDUSTRY	<ul style="list-style-type: none"> <li>Provide <b>tax incentives</b> for manufacturers to enhance product design/innovation</li> <li>Provide <b>grants</b> for R&amp;D to make circular products</li> </ul>	<ul style="list-style-type: none"> <li>Enforce <b>mandatory EPR</b></li> <li><b>Green procurement</b> by Government on circular products</li> </ul>	<ul style="list-style-type: none"> <li>Improve <b>data collection and reporting</b> structure on waste</li> </ul>
	SUSTAINABILITY	<ul style="list-style-type: none"> <li><b>ESG</b> training and resource page on WWW</li> <li>Improve and adopt <b>Material Flow Analysis</b></li> <li>Increase <b>Operation Clean Sweep (OCS)</b> promotion</li> </ul>	<ul style="list-style-type: none"> <li>Encourage OCS along plastics value chain</li> <li><b>Plastics chemicals framework or database</b></li> </ul>	<ul style="list-style-type: none"> <li>Plastics Neutrality</li> <li>Carbon Net Zero</li> </ul>
CIRCULAR ECONOMY	CIRCULAR ECONOMY	<ul style="list-style-type: none"> <li>Harmonise requirements for <b>recycled content</b> measurement and certification</li> <li>Impose <b>minimum circular content targets</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Halal standards</b> for recycled products</li> </ul>	
	RECYCLING	<ul style="list-style-type: none"> <li>Enforce <b>product labelling</b></li> <li>Enforce public actions on non-compliance with <b>waste separation at source (SAS)</b></li> </ul>	<ul style="list-style-type: none"> <li>Increase <b>Material Recovery Facility (MRFs)</b> nationwide</li> </ul>	<ul style="list-style-type: none"> <li>Have <b>chemical recycling</b> operational at scale</li> </ul>
COMMUNICATION, EDUCATION AND PUBLIC AWARENESS (CEPA)	WASTE MANAGEMENT	<ul style="list-style-type: none"> <li>Launch <b>Don't Be a Litterbug (DBALB)</b> programme</li> <li>Enhance <b>CEPA</b> for SAS</li> </ul>		
	MISCONCEPTIONS	<ul style="list-style-type: none"> <li>Revive effort for the <b>Plastics, Sustainability and You (PSYE) Module</b></li> <li>Organise <b>university programmes</b></li> </ul>	<ul style="list-style-type: none"> <li>Enhance <b>inter-ministerial and public-private knowledge sharing</b></li> <li>Formally adopt <b>PSYE Module</b> in schools</li> </ul>	
	COLLECTION ACTIVITIES	<ul style="list-style-type: none"> <li><b>Extended Producer Responsibility (EPR)</b></li> </ul>	<ul style="list-style-type: none"> <li>Formalise <b>informal sector</b></li> </ul>	



# Educating and cultivating habits



# Operation Clean Sweep®

OCS is an international product stewardship programme from the plastics industry to reduce plastic pellet, flake and powder loss into the environment. The programme was initiated by the American Chemistry Council (ACC) and the Plastics Industry Association (PLASTICS).



## Goals:

Work towards achieving zero pellet, flake, and powder loss

Minimize environmental footprint associated with plastic industry

Help to establish a good housekeeping and containment practices

Register here!



## Signed Companies & Organisations



## COMPANIES' SUCCESSES IN OCS

- Dedicated committee** to govern OCS
- Sources of potential resins spills** analysed
- Circularity of materials** improved
- Reduction** of more than 40% of **plastics resins loss**
- Cost savings** between RM1,890 to RM300,000



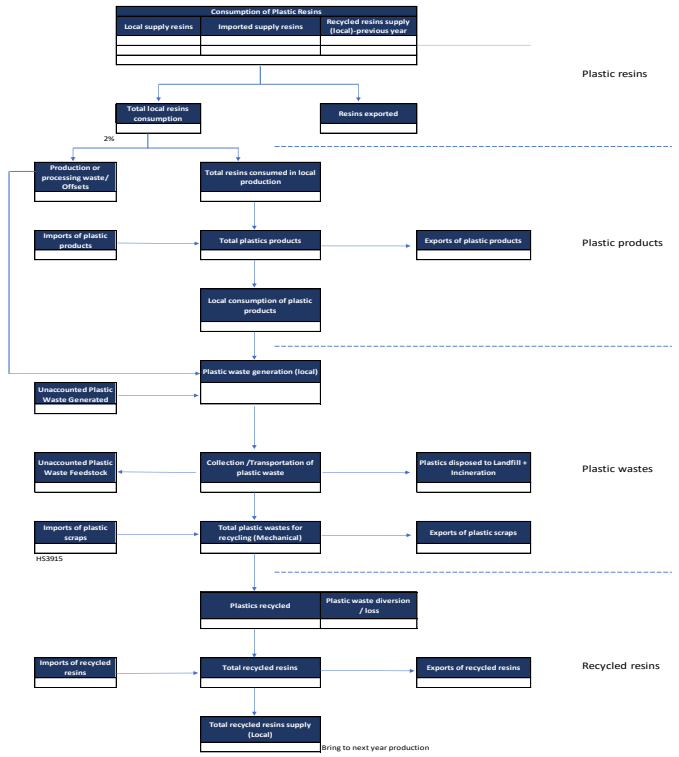
# Fostering collaborations and partnerships

Support the Government in policy-making and programmes related to plastics



Engage with academia on studies to improve plastics management eg. inclusion of university experts in developing MFA

Initiate discussions with NGOs to address misconceptions and build harmonic relationship



# The future

COMING  
SOON

A new UN treaty  
to address plastic  
pollution

Elimination  
of certain  
chemicals  
and  
problematic  
SUPs

Extended  
Producer  
Responsibility  
(EPR)

Stricter  
regulations  
on product  
design

Fees/tax  
on  
plastics  
producers

Reporting  
and  
transparency  
requirements



# Thank you

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