



(Reg. No: PPM-034-07-04112014)

**"BUY MALAYSIAN GOLD 2.0" INITIATIVE  
UNDER THE BUY MALAYSIAN GOODS CAMPAIGN (KBBM) 2026  
PARTICIPATION GUIDELINE**

 **HOW TO PARTICIPATE**

**"Buy Malaysian Gold: A Tradition of Craftsmanship, A Future of Excellence"**

**Retailers & Manufacturers Participation Guidelines**

Campaign Duration: 1 May – 31 December 2026

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**OVERVIEW**

The Malaysia Gold Association (MGA), in collaboration with the Ministry of Domestic Trade and Costs of Living (KPDN) under the Buy Malaysian Goods Campaign (KBBM 2026), invites eligible local businesses to participate in the extended **"Buy Malaysian Gold 2.0" campaign**.

Following the successful implementation in 2025, the 2026 campaign is designed to further strengthen industry participation, enhance consumer confidence, and expand market reach both locally and internationally. The campaign will also align with **Visit Malaysia 2026** led by the Ministry of Tourism Malaysia, positioning Malaysian gold as a key cultural product and investment asset.

This initiative aims to promote Malaysian-made gold bullion and jewellery, celebrate the nation's rich craftsmanship heritage, support the local economy, and reinforce Malaysia's standing as a global centre of excellence in gold jewellery manufacturing.

 **ELIGIBILITY CRITERIA**

To participate, companies must meet the following requirements:

**1. Business Registration**

- Must be a Malaysian-registered company (SSM certified).

**2. Campaign Affiliation**

- Member of MGA will be given prioritization; and non-member's application whichever approved by MGA.

### 3. Product Requirements

- Only **Malaysian-made** products are eligible, including:
- Gold Jewellery (916 or 999 gold)
- Gold Bullions (916 or 999.9 gold)

### 4. Campaign Branding Commitment

- Participants must adopt and display the official “Buy Malaysian Gold” logo and branding in accordance with MGA guidelines.
- Branding must be visible across retail outlets, marketing materials, and digital platforms to ensure consistent campaign identity.
- Must participate in at least one major campaign initiative (e.g.: MGJE 2026, 916 Gold Cultural Month, promotions, education sessions, etc.).

### 5. Impact Evaluation Commitment

- Approved participants must commit to submitting a **Post-Campaign Impact Evaluation Report** within 60 days after the campaign concludes (by 28 February 2027).
- The report may including: Number of participating SKUs, Sales growth during campaign period, Consumer engagement metrics (e.g., store visits, online traffic, social media activity) and feedback on campaign materials and branding effectiveness.
- Marketing fund claims can only be made after submission of this report.

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## **BENEFITS FOR PARTICIPATING COMPANIES**

### 1. Nationwide Visibility & Recognition

- Official acknowledgment as a campaign partner by MGA and KPDM
- Featured on campaign websites, press releases, and promotional materials

### 2. Use of Official Branding

- Access to the exclusive “Buy Malaysian Gold” campaign logo and marketing toolkit
- Enhance consumer trust and strengthen brand positioning

### 3. Increased Consumer Reach

- Participation in high-impact events like MGJE 2026 and 916 Gold Cultural Month
- National-level exposure through digital, social, and print campaigns

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## 4. Access to Promotional Campaigns

- Take participation in flash sales, festive promotions, and campaign-driven marketing initiatives
- Opportunity to drive retail footfall and online engagement

## 5. Brand Positioning & Capacity Building

- Align your brand with a national-level quality campaign
- Strengthen brand identity and expand market presence

## 6. Business Networking & B2B Opportunities

- Participate in business matching sessions with local and international buyers
- Expand reach within ASEAN and Asia-Pacific markets

## 7. Educational Support & Advocacy

- Gain access to consumer education initiatives promoting gold as a cultural asset and long-term investment

## 8. Funding Support (Marketing Fund)

- Eligible participants will be entitled to claim a marketing fund up to **RM 2,000.00** per company, subject to terms and final approval by MGA and KPDN.
- This fund is intended to support your in-store branding, promotional materials, and campaign-related marketing activities.
- Participation will be based on a first-come, first-served basis, until the allocated marketing fund budget is fully reserved for approved companies.
- Claims can only be submitted after the campaign concludes.



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## HOW TO APPLY

1. Interested companies must submit their application via the official Google Form:

 <https://forms.gle/NyyP2JcsQXjtZkDS7>



2. Only Malaysian-registered companies offering eligible gold products are invited to apply.

## DEADLINE

1. Application deadline: 31 May 2026
2. Approval notification by: 15 June 2026 (via registered email)

## WHAT HAPPENS AFTER APPROVAL?

Approved participants will:

1. Receive the “Buy Malaysian Gold” Campaign Branding Kit
2. Be recognized as an official campaign participant on MGA and KPDN platforms
3. Gain access to coordinated promotional opportunities
4. Commit to campaign activities and post-campaign reporting

## IMPORTANT NOTES


1. No Participation Fees.
2. Approval is non-transferable.
3. MGA reserves the right to revoke participation for non-compliance.
4. Marketing fund availability is limited and subject to budget cap.
5. Grant disbursement is contingent upon full completion and submission of the Post-Campaign Evaluation Report.
6. MGA reserves the right to amend, update, or revise the campaign terms and conditions from time to time without prior notice.


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## CONTACT INFORMATION

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