

MGA

MALAYSIA GOLD ASSOCIATION

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

"BUY MALAYSIAN GOLD" INITIATIVE UNDER THE BUY MALAYSIAN GOODS CAMPAIGN (KBBM) 2025 PARTICIPATION GUIDELINE

HOW TO PARTICIPATE

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

Retailers & Manufacturers Participation Guidelines

Campaign Duration: May – 31 December 2025

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 2025), invites eligible local businesses to participate in the "Buy Malaysian Gold" campaign.

This campaign is also supported by "Visit Malaysia 2026" Ministry of Tourism Malaysia, aims to promote Malaysian-made gold bullion and jewellery, celebrates cultural heritage, supports the local economy, and showcases Malaysia's global excellence in gold craftsmanship.

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)

MGA "Buy Malaysian Gold" Initiative, A Campaign Under KBBM 2025

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4. Campaign Branding Commitment

- Must use the official “Buy Malaysian Gold” logo and branding as per guidelines provided by MGA.
- Must participate in at least one major campaign initiative (e.g.: MGJE 2025, 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 29 February 2026).
- 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.

BENEFITS FOR PARTICIPATING COMPANIES

1. Nationwide Visibility & Recognition

- Official acknowledgment as a campaign partner by MGA and KPDN
- 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
- Build consumer trust and enhance store presence

3. Increased Consumer Reach

- Participation in high-impact events like MGJE 2025 and 916 Gold Cultural Month
- National-level exposure through digital, social, and print campaigns

4. Access to Promotional Campaigns

- Take part in flash sales, fashion showcases, giveaways, and other promotional activities
- Drive retail footfall and online traffic

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5. Brand Positioning & Capacity Building

- Align your brand with a nationwide quality campaign
- Strengthen brand identity and reach new audiences and markets

6. Business Networking & B2B Opportunities

- Join 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 that promote gold as a form of cultural pride 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 2025
2. Approval notification by: 15 June 2025 (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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