

CIRCULAR NO: 37/2026

DATE: 16 MARCH 2026

**5th ASEAN Purchasing Initiative by BME  
(German Purchasing, Supply Chain Management and Logistics Industry Association)**

**INTRODUCTION**

Information regarding the Purchasing Initiative was brought to MPMA's attention by MATRADE Frankfurt.

Following the success of the Purchasing Initiative Southeast Asia in 2022 to 2025, which led to new business relationships between German buyers and Southeast Asian suppliers, the digital B2B event series will continue in 2026. Buying and supplying companies will meet in digital one-on-one meetings to discover new business opportunities between 15 June and 3 July 2026.

This initiative provides a valuable platform for ASEAN manufacturers to connect directly with German purchasing companies seeking reliable, EU-compliant suppliers and long-term business partnerships. German purchasers will be looking for manufacturers and suppliers in the following sectors: Machinery & equipment, drawing parts, metal parts, die-casting, electronics, cast parts, welding, plastics & synthetics / injection moulding, etc.

**GUIDE TO REGISTER FOR THE 5th ASEAN PURCHASING INITIATIVE BY BME**

1. In order to participate in this Purchasing Initiative, interested suppliers are invited to register their supplier profile on the BME matchmaking website here:  
<https://www.bmematchmaking.com/register/>

**First steps** to participate in this event

- A- Register first as buyer or supplier for BME Matchmaking Service free of charge.
- B- Fill out and send the questionnaire to BME.
- C- Mark the events you are interested in.
- D- BME will inform you as soon as you get access to the profiles, can select your preferred B2B partners and register for the events.

2. Once registered, you need to select the event Purchasing Initiative ASEAN:  
<https://www.bmematchmaking.com/events/5th-purchasing-initiative-asean-2026/>

Qualified and selected Malaysian suppliers will be attending online B2B-Meetings with the purchasers from 15th of June to 3rd of July 2026.

Please note that your profile will be seen by German buyers that are BME members. For more details about BME please visit the website here:  
<https://www.bmeopen sourcing.com/en/about-us/>

**Deadline for the registration is Friday, 20th March 2026.**

[mpma.org.my](http://mpma.org.my)

For any clarifications, kindly contact:

Janie Knorreck of MATRADE Frankfurt: [frankfurt.janie@matrade.gov.my](mailto:frankfurt.janie@matrade.gov.my) or  
MATRADE Frankfurt Office: [frankfurt@matrade.gov.my](mailto:frankfurt@matrade.gov.my)

Thank you.

Yours sincerely

**MALAYSIAN PLASTICS MANUFACTURERS ASSOCIATION**

**SUJATA ALBERT**

Executive Director