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**Tajuk** : **ANGKASA Urges Shift to Action-Oriented Trade Among Regional Cooperatives**



## **ANGKASA Urges Shift to Action-Oriented Trade Among Regional Cooperatives**

XI'AN, April 29 — Cooperatives across the Asia-Pacific region must move beyond dialogue and begin delivering tangible outcomes in cross-border trade, said Abdul Fattah Abdullah.

He stressed that existing partnerships should no longer remain symbolic, but instead translate into real economic value that benefits cooperative members.

Speaking at the Asia Pacific Cooperative Market Access Forum 2026 in Xi'an, Abdul Fattah highlighted the urgency of adopting a more practical, execution-focused approach in regional trade collaboration.

### **From Discussions to Real Economic Impact**

According to Abdul Fattah, who also chairs the Trade and Business Committee of the International Co-operative Alliance Asia and Pacific, cooperatives have spent years building strategic relationships through discussions, but must now ensure these efforts lead to actual business activities.

"The current global trade landscape is increasingly complex, but it also presents new opportunities. Cooperatives must leverage their unique strengths — not just economic goals, but shared values and inclusivity — to unlock these opportunities," he said.

He added that platforms like the forum should serve as catalysts to connect cooperatives, expand networks and facilitate real, implementable trade opportunities.

## **Market Readiness Key to Regional Expansion**

Abdul Fattah also emphasised that market readiness is a crucial factor for cooperatives aiming to penetrate regional and international markets.

He noted that even small expressions of interest could evolve into significant collaborations if supported by sustained commitment and follow-through.

## **Interactive Format Enhances Practical Learning**

The two-day forum, hosted by the All China Federation of Supply and Marketing Cooperatives, adopts a “Learning Lab” format that integrates structured presentations, hands-on product evaluations and interactive trade discussions.

This approach enables participants to better understand market expectations, assess product readiness and explore realistic collaboration opportunities.

## **Digital Platform Proposed to Streamline Trade**

Separately, ANGKASA chief executive Abdullah Jusoh proposed the development of a regional digital platform, CoopTrade Asia, to enhance trade coordination among cooperatives.

The platform is designed to centralise and manage trade data, improve product visibility and facilitate business matching across the Asia-Pacific region.

It builds on earlier initiatives under a three-year strategic plan focused on data collection, trade analysis and strengthening regional cooperation.

## **Strengthening Bilateral Cooperation with China**

During the visit, the ANGKASA delegation also held bilateral talks with ACFSMC president Wang Yuyan, proposing a memorandum of understanding (MoU) to formalise strategic cooperation.

The proposed agreement is expected to provide a structured framework for expanding collaboration in cooperative trade and business between Malaysia and China.