ECER: Target Participants/Investors in Manufacturing

- **Small & medium-sized enterprises** and local companies, venturing into manufacturing activities and throughout each value chain:
  - Handicraft Industry (Batik, Songket, Wood Carving & Silverware)
  - Food & Halal Processed Products
  - Boat Building & Repair
  - Automotive/Transport Equipment
  - Rubber Wood Industry
  - Palm Oil Industry
  - Heavy Industries

- **Collaboration with foreign investors**, especially in the heavy industries and automotive industry
.: AGRICULTURE
In 2005, the agriculture sector accounted for about 16% of the region’s GDP and provided about 22.9% of the regional labour force.
ECER: Agriculture Sector Strategies

- Expanding large-scale commercial farming
- Wider application of modern technology
- Development of value added activities
- Improving supply chain management
- Participation of private sector as anchor companies
- Strengthening marketing and global networking
- Increasing non-farm opportunities
- Poverty eradication in focus development area
- Implement Balance of Trade (BOT) Plan in Food Production
ECER: Agriculture Clusters

**Crop-Based Clusters**
- Fruit & Vegetable
- Highland Agriculture/ Floriculture
- Herbs
- Tobacco
- Kenaf
- Rice
- Cocoa

**Fish-Based Clusters**
- Marine Capture Fisheries
- Brackishwater Aquaculture
- Freshwater Aquaculture
- Recreational Fisheries

**Livestock-Based Clusters**
- Beef
- Mutton
- Poultry
- Animal Feed Production
CROP-BASED CLUSTERS
Strategic initiatives for the development of the crop clusters in the ECER will include:

1. Establishment of **Nucleus- Contract farming** models involving farmers and anchor companies

2. Establishment of **Permanent Food Production Parks (TKPM)** and Group Farming Projects

3. Improving efficiency in production through **technology adoption & innovation**

4. Improving marketing **supply chain** management
LIVESTOCK-BASED CLUSTERS
Strategic initiatives for the development of the livestock cluster in the ECER will include:

1. Reorganisation of traditional farmers in Targeted Concentration Areas (TAC), FELDA, and RISDA areas into commercial cattle and goat farming clusters

2. Integration of cattle with oil palm plantations owned by government agencies and private sectors

3. Intensive commercial cattle and goat farming where feed will be obtained from by-products of agro-industry or planted green feed.

4. Production of breeder animal stocks at Kuala Berang, Terengganu for goats, and at Muadzam Shah, Pahang for cattle, for distribution to commercial farmers for breeding and fattening

5. Involvement of SMEs in poultry farming in Poultry Food Parks

6. Establishment of disease-free areas for ruminants and poultry in the ECER
FISH-BASED CLUSTERS