Socio-Economic Research Centre
社会经济研究中心

ACCCIM Interaction Session with Associate Members

23 April 2025

Sharing Session

Decoding the Impact of Trump’s Liberation Day Tariffs

Key messages

01 On 2 April, Trump announced the "Liberation Day" Reciprocal Tariffs on more than 180 countries, ranging from 10% to 50%, sparking the risk of a full-blown trade war

02 W.e.f 9 April, an additional 10% baseline tariff on the Malaysian goods while a 90-day pause for Reciprocal Tariff of 24% (as announced on 2 April) starting from 10 April

03 Malaysia rules out retaliatory tariffs and explores measures to mitigate the tariff impact

04 The tariffs tension will impact Malaysia via trade, income and investment / financial channels

Trump 2.0: Tariff actions and implementation timeline

Country-specific | Sector-specific

United States

1 Feb (+10-25%)
Tariffs on Canada, Mexico, and China

3 Feb
Tariffs on Canada and Mexico on hold

10 Feb (+25%)
Tariffs on steel and aluminium

3 Mar (+10%)
Higher tariffs on China

6 Mar
US exempts imports from Mexico and Canada that are satisfying the USMCA

26 Mar (+25%)
Tariffs on automobiles and automobile parts

2 Apr (+10-50%)
Reciprocal tariffs on nearly all countries

8 Apr (+50%)
Additional tariffs on China for retaliating

9 Apr
Differential tariffs to be paused for 90 days; additional tariff increase for China (+41%)

11 Apr
Smartphones and other consume electronics containing semiconductors are exempted from reciprocal tariffs

Feb | Mar | Apr

Other Countries

1 Feb (+25%)
Canada announces retaliation

4 Feb (+10-15%)
China retaliates

4 Mar
China retaliates (+10-15%), and Canada continues retaliation

12 Mar
Canada (25%) and the EU retaliate against US steel and aluminium tariffs

3 Apr
Canada announces new countermeasures in response to US tariffs on autos

4 Apr (+34%)
China retaliates

9 Apr
EU confirms retaliation, and China (+50%) retaliates

10 Apr
EU pauses retaliation

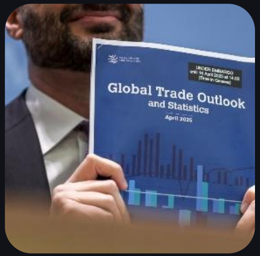
11 Apr (+41%)
China retaliates

Note: The parenthesis indicates the tariff increase announced. The date is based on the announced date.
Source: Various official sources

Trump’s tariffs shock raises alarms worldwide

Malay Mail

WTO warns Trump’s tariffs could slash global trade, sparking 7pc GDP hit from the US-China ‘decoupling’



AP News

IMF: US tariffs will weaken global economy and trigger inflation but not a global recession

UN Trade and Development

Under mounting pressure and deepening uncertainty, global growth is projected to slow to 2.3% in 2025

Oxford Economics

Tariff hikes will usher in a period where global trade falls as a share of GDP

Chief Executive

Nearly 70% of CEOs disapprove of Trump’s tariffs - CEO confidence hits multi-year low in April poll

The Edge

Malaysian manufacturers sound alarm over US tariff, call for strategic government action

RAM

Global trade malaise and the US tariffs on the E&E sector will pressure Malaysia’s growth

1 2 3 4 5 6 7 8

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Source: Various news

Malaysia hit with 24% reciprocal tariff by the US

- The US has claimed that Malaysia is currently applying 47% tariff on the US goods, and hence, imposes 24% tariff to all imported goods into the US. Within ASEAN, Malaysia and Brunei has the third lowest reciprocal tariffs after Singapore and the Philippines.
- While the highest reciprocal tariff is set at 50%, countries with trade surplus and deficit (under a threshold) with the US are slapped with a 10% tariff.
- The US stated that tariffs will be raised **if trading partners retaliate or lowered if significant steps are taken to address non-reciprocal trade arrangements and align with the US's economic and national security matters**.

Additional reciprocal tariff rate charged by the US:

ASEAN	Additional tariff	Key import partners	Additional tariff	Selected partners (US incurs trade deficit)	Additional tariff	Selected partners (US incurs trade surplus)	Additional tariff
Cambodia	49%	China	145%	Lesotho	50%	Argentina	10%
Laos	48%	Taiwan	32%	Sri Lanka	44%	Australia	10%
Vietnam	46%	Switzerland	31%	Iraq	39%	Chile	10%
Myanmar	44%	India	26%	Bangladesh	37%	Egypt	10%
Thailand	36%	South Korea	25%	South Africa	30%	Guatemala	10%
Indonesia	32%	Japan	24%	Pakistan	29%	Morocco	10%
Brunei	24%	European Union	20%	Kazakhstan	27%	Paraguay	10%
Malaysia	**24%**	Israel	17%	Jordan	20%	Peru	10%
Philippines	17%	Brazil	10%	Cameroon	11%	Saudi Arabia	10%
Singapore	10%	United Kingdom	10%	New Zealand	10%	UAE	10%

Source: US Executive Order (Annex 1) (Source)

Spotlight on China-United States' bilateral trade in 2024

What does the US need from China?
(13.4% of US's total imports / 14.7% of China's total exports)

Exports products by category (HTS code)	Value USD mil	Share %
85 Electrical & electronic (E&E) products	123,970	28.2
84 Machinery & equipment	82,005	18.7
95 Toys, games & sports equipment	30,033	6.8
39 Plastics & plastic products	19,291	4.4
94 Furniture products	18,522	4.2
87 Motor vehicles & parts	16,854	3.8
73 Iron & steel products	11,984	2.7
90 Medical, optical & scientific instruments	11,882	2.7
61 Knitted or crocheted clothing	9,998	2.3
64 Footwear products	9,785	2.2
Others	104,624	23.8
Total	**438,947**	**100.0**
Top 5 categories	273,821	62.4
Top 10 categories	334,324	76.2

What does China need from the US?
(7.0% of US's total exports / 6.3% of China's total imports)

Exports products by category (HTS code)	Value USD mil	Share %
85 Electrical & electronic (E&E) products	15,280	10.6
27 Petroleum & fuel products	14,727	10.3
12 Oil seeds and oleaginous fruits	13,352	9.3
84 Machinery & equipment	12,859	9.0
88 Aircraft & aerospace equipment	11,535	8.0
90 Medical, optical & scientific instruments	11,223	7.8
30 Medicines & pharmaceutical products	9,495	6.6
39 Plastics & plastic products	7,453	5.2
87 Motor vehicles & parts	6,395	4.5
29 Industrial organic chemicals	3,981	2.8
Others	37,247	25.9
Total	**143,546**	**100.0**
Top 5 categories	67,753	47.2
Top 10 categories	106,299	74.1

Source: US Census

The US is more dependent on China for high-tech and industrial goods

The US's trade deficit with China was USD295.4 billion in 2024. The trade surplus was driven by exports of commodities and agricultural goods.

Top 10 goods with trade surplus / net supply

Products by category (HTS code)	**Value** (USD mil)
27 Petroleum & fuel products	14,308
12 Oil seeds and oleaginous fruits	13,165
88 Aircraft & aerospace equipment	11,087
02 Meat products	2,819
74 Copper & copper-based items	2,450
10 Cereals	2,095
30 Medicines & pharmaceutical products	1,733
38 Other chemical products	1,610
52 Cotton & cotton-based textiles	1,438
47 Wood pulp & recycled paper products	1,262
Total surplus (top 10 categories)	**51,967**

Top 10 goods with trade deficit / net demand

Products by category (HTS code)	**Value** (USD mil)
85 Electrical & electronic (E&E) products	-108,690
84 Machinery & equipment	-69,146
95 Toys, games & sports equipment	-29,918
94 Furniture products	-18,393
39 Plastics & plastic products	-11,838
73 Iron & steel products	-11,285
87 Motor vehicles & parts	-10,459
61 Knitted or crocheted clothing	-9,929
64 Footwear products	-9,690
63 Textile products	-8,606
Total deficit (top 10 categories)	**-287,955**

Source: US Census

Blanket tariffs on all products, with exclusions that risk being subject to sector-specific tariff actions

Some goods will not be subject to the Reciprocal Tariff:

- All articles that are encompassed by 50 U.S.C. 1702(b)
- All articles and derivatives of **steel and aluminium**
- All **automobiles and automotive parts**
- Other products enumerated in Annex II (*Source*), including **copper, pharmaceuticals, semiconductors, lumber articles, certain critical minerals, and energy and energy products**
- **[Expansion in Annex II]** Other products enumerated in "Clarification of Exceptions Under Executive Order 14257" (*Source*), including **smartphones, computers and other electronics**
- All articles from a trading partner (*i.e. Belarus, Cuba, North Korea, and Russia*) are subject to the rates set forth in Column 2 of the Harmonized Tariff Schedule of the United States (HTSUS)
- All articles that may become subject to duties pursuant to future actions under section 232 of the Trade Expansion Act of 1962

- Taxed by the US globally under section 232, effective 12 March.
- Proxy: HS72 (iron and steel), HS73 (iron and steel products), and HS76 (aluminium products) (**collectively ~RM5.8 billion or 2.9% of Malaysia's exports to the US**).

- Taxed by the US globally under section 232, effective 3 April (automotive) and 3 May (automotive parts).
- Proxy: HS87 (automotive and parts) (**~RM0.5 billion or 0.02%**) .

- **A temporary exclusion for RM78.5 billion or 39.5% of Malaysian products (with expanded scope in Annex II) exporting to the US:**
  - **Selected smartphones, laptops, semiconductors and other electronics *(RM72.9 billion or 36.7%)*,** which are the primary export products.
  - **Other products under Annex II *(RM5.6 billion or 2.8%)*.**
- **A balance of RM120.1 billion or 60.5% of exports are facing higher tariffs** in the US.

- The **Section 232 investigations were initiated on copper and lumber imports in March 2025** and **semiconductor and pharmaceuticals in April 2025**.
- Hence, **such exclusions may be a temporary measure**, paving the way for other trade actions down the line.

Source: White House; DOSM

Note:Discrepancies may arise as the export values are aggregated based on HS-6 digit codes, whereas the tariff exemption list in Annex II is specified at the HS-8 digit level.

Spotlight on Malaysia-United States' bilateral trade and investment

External Trade

In 2024:

3rd **largest trading partner ~ RM324.9 billion** (**11.3%** of total Malaysia's trade value)

Jan-Mar 2025: RM86.9 billion or 12.1% of total

Exports to the US

2nd **largest export destination ~ RM198.6 billion** (**13.2%** of total Malaysia's export value)

Jan-Mar 2025: RM57.4 billion or 15.2% of total

Imports from the US

3rd **largest source of imports ~ RM126.3 billion** (**9.2%** of total Malaysia's import value)

Jan-Mar 2025: RM29.5 billion or 8.7% of total

Trade surplus with the US

RM72.4 billion @ USD15.8 billion

Lower than USD24.8 billion reported by the US

Jan-Mar 2025: RM27.9 billion

Exports product by category (HS code*) in 2024	Value RM mil	Share %
85 Electrical & electronic (E&E) products	108,373	54.6
84 Machinery & equipment	28,826	14.5
90 Optical & scientific equipment	17,782	9.0
40 Rubber & rubber products	7,705	3.9
94 Furniture products	7,038	3.5
15 Palm oil & palm oil products	2,743	1.4
39 Plastics & plastic products	2,613	1.3
73 Iron & steel products	2,074	1.0
72 Iron & steel	2,062	1.0
76 Aluminium & products	1,643	0.8
Others	17,789	8.8
Total	**198,647**	**100.0**
Top 5 categories	169,724	85.4
Top 10 categories	180,858	91.0

** The description is a general approximation, and not an exact representation of the product category.*

Source: DOSM; BNM; MIDA

Investment

In 2024:

Foreign direct investment (FDI)

2nd **largest gross FDI ~ RM55.7 billion** (**16.9%** of total)

3rd **largest FDI stock ~ RM105.9 billion** (**10.8%** of total)

Approved foreign direct investment (FDI)

1st in various sectors (ultimate source)

RM32.8 billion

3rd in terms of immediate source

3rd in the manufacturing sector (ultimate source)

RM30.8 billion

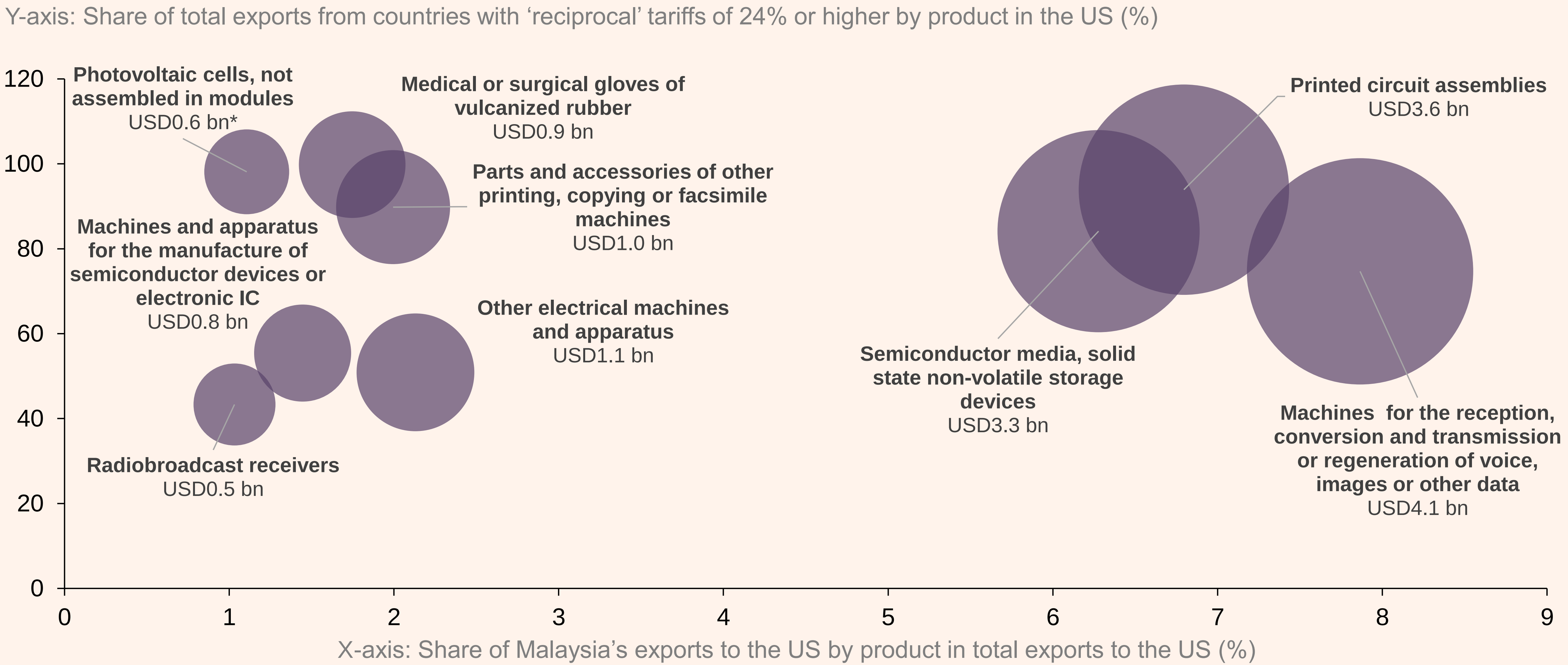
4th in terms of immediate source

Malaysia's total trade with major trading partners and blocs

% share (changes from previous) ** Value is taken by taking a simple average of two years.*	Global Financial Crisis 2008-2009*	Pre-COVID-19 2018-2019*	COVID-19 2020-2021*	2024
ASEAN	25.3% RM274.5 billion	26.9% (+1.6%-pt) RM501.6 billion	25.5% (-1.4%-pt) RM512.0 billion	26.6% (+1.1%-pt) RM765.0 billion
China	11.9% RM129.3 billion	16.9% (+5.0%-pt) RM315.6 billion	18.8% (+1.8%-pt) RM376.5 billion	16.8% (-1.9%-pt) RM484.1 billion
Singapore	12.9% RM140.2 billion	12.6% (-0.3%-pt) RM234.9 billion	12.0% (-0.6%-pt) RM241.7 billion	13.8% (+1.7%-pt) RM396.2 billion
United States	**11.5%** **RM124.2 billion**	**8.6% (-2.8%-pt)** **RM160.5 billion**	**9.9% (+1.3%-pt)** **RM197.9 billion**	**11.3% (+1.4%-pt)** **RM324.9 billion**
European Union	10.4% RM112.3 billion	8.9% (-1.5%-pt) RM165.1 billion	8.1% (-0.8%-pt) RM162.4 billion	7.6% (-0.5%-pt) RM218.8 billion
Japan	11.2% RM121.6 billion	7.1% (-4.1%-pt) RM131.9 billion	6.8% (-0.3%-pt) RM137.0 billion	5.3% (-1.5%-pt) RM152.8 billion
Middle East & North Africa	4.5% RM49.0 billion	3.8% (-0.7%-pt) RM70.7 billion	3.2% (-0.6%-pt) RM64.9 billion	4.2% (+0.9%-pt) RM120.1 billion
South Korea	4.2% RM45.8 billion	3.9% (-0.3%-pt) RM73.3 billion	4.2% (+0.3%-pt) RM84.6 billion	3.8% (-0.4%-pt) RM109.3 billion

Note: European Union excludes United Kingdom. Middle East & North Africa follows International Monetary Fund (IMF) definition that includes Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territory Occupied, Qatar, Saudi Arabia, Somalia, Sudan, Syrian Arab Emirates, Tunisia, United Arab Emirates, and Yemen. *Source: BNM; DOSM*

Malaysia is one of the key sources of advanced and important manufacturing products for the US



** Malaysia’s export value for a particular product. Value is taken from the US’s import perspective.*

Source: World Bank

Decoding the direct and indirect impact of tariffs via trade, investment and income channels

The United States

▼ **Exports** (higher tariffs)

Dampen price competitiveness through Malaysia's lower tariff to competitors give some advantages.

▼ **Exports** (higher prices from tariffs)

▲ **Cost of imports** from the US, especially intermediate goods

▼ **Investment** from US firms due to reshoring activities

Malaysia

Other Countries

▼ **Global demand** for Malaysian products will reduce if global economic growth slows, especially in the US, China, and the EU

▼ **Competition in non-US markets**; the **flooding of goods from our trading partners**, impacting local industries

▲ **Cost of inputs increases** due to the supply chains disruption and the increase cost of production

— **(Neutral to negative) Cautious investment approach;** tariffs differential could attract redirection of investment to Malaysia

#1 Export-Oriented Industries

▼ Sales Volume, ▼ Revenue

#2 Domestic Supply Chain SMEs

▼ Orders, ▲ Cost of Production

#3 Spillover Effects

"Reduced profit margins"

"Layoffs or hiring freezes"

"Delayed expansion or investment plans"

"Difficulty servicing debt or securing new financing"

"Business closures for highly exposed SMEs"

▼ Production

+▼ Exports

+▲ Unemployment

+▼ Income & Consumer Spending

+▲ Business Cost & Inflation

= ▼ GDP

New tariffs on Malaysia's major products exporting to the US, pending the negotiation outcome

Product category by HS code Year 2024	**Exports value** RM million (% share of total exports to the US)	**Current tariff rate based on HTSUS***	**New tariff rate: Additional 24.0%**
85 Electrical and electronic (E&E) products^	39,224 (19.7%)	0% to 15.0%	24% to 39.0%
84 Machinery and equipment^	25,053 (12.6%)	0% to 9.9%	24% to 33.9%
90 Optical & scientific equipment	17,782 (9.0%)	0% to 16.0%	24% to 40.0%
40 Rubber and rubber products^	7,438 (3.7%)	0% to 14.0%	24% to 38.0%
94 Furniture products	7,038 (3.5%)	0% to 12.8%	24% to 36.8%
15 Palm oil and palm oil products	2,743 (1.4%)	0% to 19.1% or as high as 12.3¢/kg	24% to 43.1%#
39 Plastics and plastic products^	2,159 (1.1%)	0% to 6.5%	24% to 30.5%

Note:
HTSUS = The Harmonized Tariff Schedule of the United States
^ Export value for HS Code 85, 84, 40, and 39 have excluded the exempted products under Annex II (including the expansion) of Trump's Executive Order. Please note that discrepancies may arise as the export values are aggregated based on HS-6 digit codes, whereas the tariff exemption list in Annex II is specified at the HS-8 digit level.
 # There is a list of tariff lines charged by volume; hence, the new tariff rate is unknown.
Source: DOSM; HTSUS

** Tariff ranges reflect HTSUS rates; however, some higher-rate subheadings recorded no Malaysian exports in 2024.*
HS85: Highest rate with exports is 12.5% (vs. 15.0%)
HS15: Highest rate with exports is 18.0% (vs. 19.1%)

Decoding the tariffs' impact by major sectors

#1 Electrical and electronic (E&E) products

- A substantial exports of **E&E products** (about RM39.2 billion or 36.2% of total E&E exports (under HS85) to the US) are not excluded and faces with +24% tariff should the reciprocal tariff remains.
- Although temporary exclusions on selected electronic (largely semiconductors) exports under E&E products (RM69.1 billion) are in place, there will be **disruptions in the supply chains**. The benefits from the tech upcycle and National Semiconductor Strategy (NSS) have become uncertain..

#2 Machinery and equipment

- RM3.8 billion (1.9% of total exports) exports in machinery and equipment (HS84) will be exempted under the expanded scope of exclusion in Annex II.
- Nevertheless, remaining RM25.1 billion (12.6% of total exports) worth of HS-84 exports will still be affected.

#3 Optical and scientific equipment

- A total of RM17.8 billion (9.0% share) in exports of optical and scientific equipment (HS90) is directly hit.
- Following the tariff imposition on pharmaceutical products by the US, demand for medical devices will also be impacted. According to MOH, Malaysia exported RM13.7 billion worth of medical devices to the US in 2024, accounting for 37.0% of Malaysia's total global exports of medical devices, which stood at RM37.0 billion.

#4 Rubber and rubber products

- **Rubber glove** exports (under HS401512 & HS401519) totalled RM6.1 billion are impacted.
- Malaysia's competitiveness is better off compared to +32% to +49% tariffs among other key glove-producing countries, especially China, which has faced an additional 145% tariffs.

Decoding the tariffs' impact by major sectors (cont.)

#5 Furniture products

- A total of RM7.0 billion in exports of broad furniture products (HS94) (3.5% share of total exports to the US) is directly affected.
- Furniture shipments to the US have been delayed or reduced due to market uncertainty and clients' requests following the new tariff.
- Buyers have requested for price reduction due to the tariffs. Both manufacturers and customers negotiate to co-sharing the tariffs; and hence, compressing profit margin.
- Moving production abroad is not straightforward, as adapting styles and designs takes considerable time.

#6 Palm oil and palm oil products

- US imported 191,000 tonnes of palm oil (only 1.1% of Malaysia's total palm oil exports) from Malaysia in 2024.
- Although the reciprocal tariff for Malaysia (+24%) is lower than Indonesia (+32%), the US may substitute more palm oil imports with soybean oil.

#7 Banking and financial sector

- Direct impact from reduced export activity on **banking sector** loan growth is likely to be limited in the near term.
- Indirect impact as GDP slows over the long run, uncertainties dampen overall loan growth momentum, and the risk of rising credit stress may emerge.
- Tariffs rout has shaken investors' confidence across global markets. In the US, the Fear & Greed Index has surged to 17(on 9 April 2025), indicating extreme fear in the stock market. This negative sentiment spilled over into the Asia-Pacific region, where the US sweeping tariffs has sparked the risk of global recession, resulting in market panic selling, with major stock indices worldwide plunging to lows last seen in decades. Malaysia's FBM KLCI also tumbled sharply.
- Investors were concerns over the impact of a full-blown trade war on the global economy, having knock-on effects on domestic economy and business growth. The sharp market declines and volatilities have accentuated risk aversion, directly affecting the banking and financial sector through falling asset valuations, reduced capital flows, and growing uncertainty in business lending and investment activities.

Decoding the tariffs' impact by major sectors (cont.)

#8 Ports and logistic sector

- The ports and logistics segment is expected to face direct impact from declining global trade volumes, although a temporary boost may occur due to front-loading activities.
- In the past few weeks, the series of US flip-flops in trade policy changes has sent both exporters and importers into a tailspin.
- Logistics providers are contending with erratic order flows and limited shipment visibility, making supply chain planning increasingly complex.
- The Drewry World Container Index (WCI) recorded a modest fluctuation in the price of 40ft containers, ranging from USD2,168 to USD2,265 between 27 March and 17 April 2025, still well below the USD3,905 level seen on 2 January 2025.
- Looking ahead, the segment faces persistent downside risks in the second half of the year, driven by softening demand as front-loading effects wane and a potential moderation in US-China trade flows, both of which could exert further pressure on container freight rates.

Malaysia’s action plans to cope with the tariffs impact

The Government categorically denies the claim of imposing a 47% tariff on US imports into Malaysia, and we’re committed to securing a favourable resolution. **For now, Malaysia will not take any retaliatory action.**

#1 Establish National Geo-economic Command Centre (NGCC)

Conduct an in-depth study on the impact of tariffs on several export sectors to the US. The NGCC will consider the findings of the study at its next meeting in the near future.

#2 Establish a Task Force on Managing US Tariffs

Collect feedback from various stakeholders to minimise the effects of tariffs on Malaysia’s exports and investment.

#3 Meeting of ASEAN economic ministers

The meeting, chaired by the Minister of Investment, Trade and Industry (MITI), will be conducted on 10 April 2025 to discuss the implications of President Trump’s radical tariff policy on ASEAN’s trade and investment flow, macroeconomic stability and the region’s response.

#4 Strategic high-level engagement with the US

Leverage on the Malaysia-US Trade & Investment Framework Agreement (TIFA) and consider the establishment of a Technology Safeguard Agreement with the US to facilitate high-tech cooperation in semiconductors, aerospace and digital economy sectors.

#5.1 Diversify Malaysia’s export market

Diversify and broaden Malaysia’s export markets, targeting regions such as the Middle East (including through MIHAS), Africa, and South America.

#5.2 Increase usage of other Free Trade Agreements (FTA)

Other FTA alternatives include (1) Comprehensive Economic Partnership Agreement (CEPA) with the United Arab Emirates (UAE); (2) Resumption of FTA negotiations with the European Union (EU) and South Korea, respective; (3) Upgrading the ASEAN Trade in Goods Agreement (ATIGA); and (4) Malaysia-European Free Trade Association (EFTA) negotiations.

Source: MITI

ACCCIM Quick-Take Survey (QTS)

The US Reciprocal Tariffs

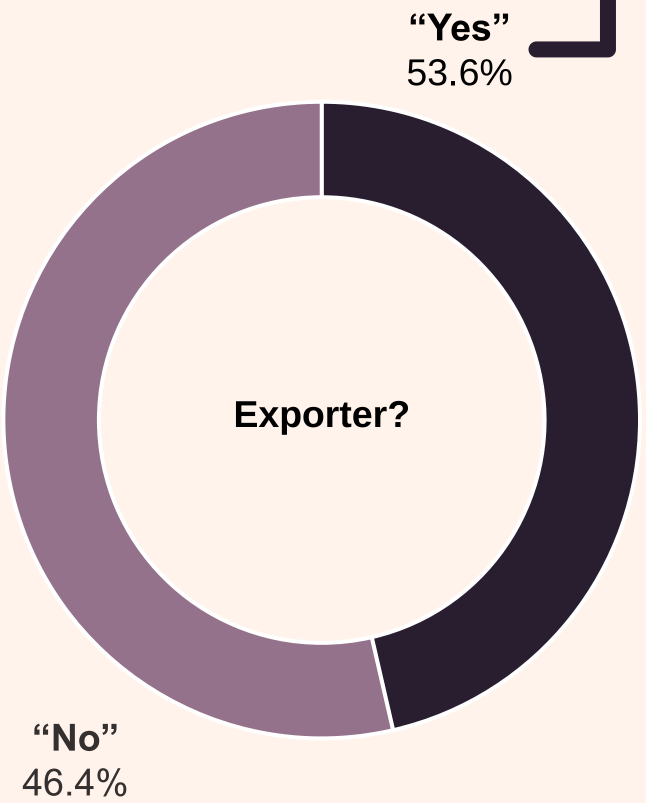
Survey period: 7 April – 10 April

Total respondents: 192

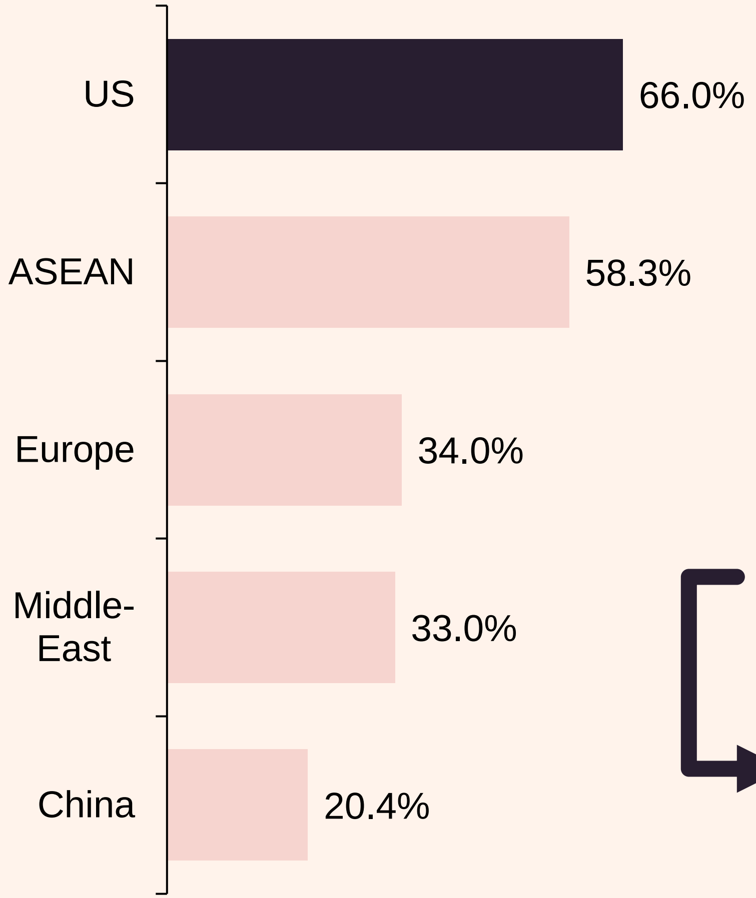
Quick-take survey: Export profile

Respondents' major export market: 66% reported their businesses export to the US

Overall (n=192)



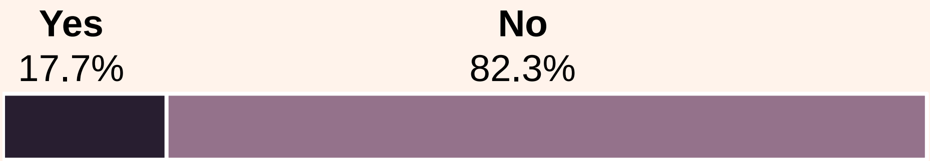
Top five export destinations



Sales generated from the US market

Less than 5%	19.1%
6% - 10%	7.4%
11% - 20%	10.3%
Above 20%	63.2%

Reliance on the US imports in the supply chain



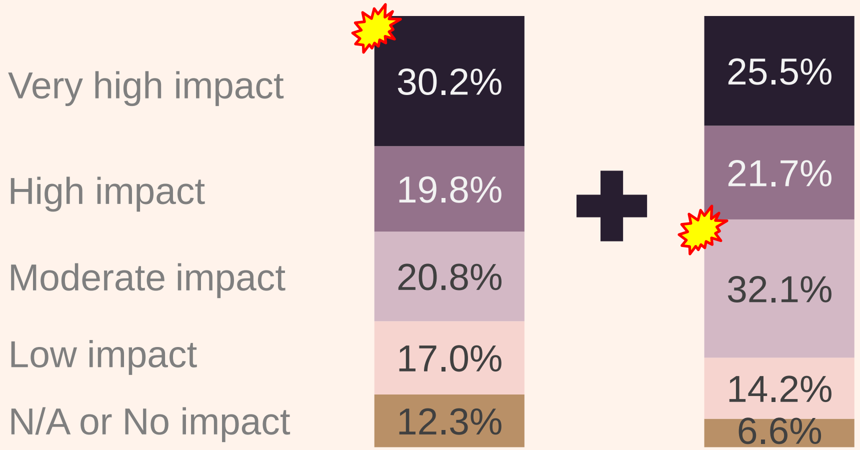
- Technology and software
- Food and beverages
- Manufacturing components
- Consumer goods
- Electrical machinery and equipment

Quick-take survey: Tariffs impact

55.2% of total respondents are impacted by the tariffs

Yes 55.2% (n=106)

No 44.8%



% of respondents facing direct or indirect impact (n=106)

61.3% of businesses indicated that their sales will be impacted should the tariff increase more than 10%

Above 20%	34.9%
11% - 20%	26.4%
6% - 10%	25.5%
1% - 5%	8.5%
Not significant	4.7%

60.4% of respondents were pessimistic about business's future

Optimistic	5.7%
Neutral	34.0%
Pessimistic	60.4%

Affected products listed by the respondents:

46.2% of businesses indicated their customers request for price reduction

"Yes"	"No"	"Unsure"
46.2%	14.2%	39.6%

Only 14.2% of businesses indicated their products still competitive

"Yes"	"No"	"Unsure"
14.2%	31.1%	54.7%

Quick-take survey: Businesses' measures and strategies

Measures and strategic business actions under consideration

91.5% of businesses have plans to mitigate the impact

VS

No plan or N/A
8.5%

Top five (5) business actions

(n=97)

1	**Reducing operational costs**	**59.8%**
2	**Sourcing alternative markets**	**56.7%**
3	**Deferring or cancelling investment plans**	**42.3%**
4	Passing on increased costs to consumers	38.1%
5	Diversifying supplier base	35.1%

"Too early to specify"

"Considering Relocation"

"Shut down if no longer competitive"

What are the supports businesses require from the Government in navigating the impact of tariffs?

#1	Government grants and subsidies	66.0%	Financial support
#2	Provide clear guidance on how to cope with tariffs	59.4%	Informational support
#3	Real-time, accurate updates on tariff regulations	49.1%	Informational support
#4	Strengthen regional trade alliances	47.2%	Market facilitation
#5	Government-backed trade programs to help expand into new markets	47.2%	Market facilitation
#6	Tax breaks for exporters	47.2%	Financial support
#7	Forge new FTA	41.5%	Market facilitation
#8	Financial incentives to encourage domestic trade and production	38.7%	Financial support

Financial support

Informational support

Market facilitation

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THANK YOU

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