



FO2U Phase 1

Manufacturer Invitation

ASEAN-TO-MALAYSIA MARKET ACCESS

INVITATION FOR EXPORT-READY ASEAN MANUFACTURERS

Apply to Join FO2U Phase 1 Malaysia Market Access Shortlist

A manufacturer-focused cross-border digital commerce initiative connecting verified ASEAN manufacturers and brands with Malaysian consumers.

About FO2U

FO2U Global Sdn Bhd is developing a Malaysia-based ASEAN-to-Malaysia cross-border digital commerce platform designed to support verified manufacturer onboarding, product visibility, transparent delivery, fulfilment coordination and digital transaction visibility. Phase 1 focuses on selected manufacturers and brands from Indonesia, Thailand, Vietnam and the Philippines with consumer products suitable for the Malaysian market.

Phase 1 Focus Categories

- Beauty & Personal Care
- Wellness & Functional Products
- Functional Food & Beverage
- FMCG & Everyday Consumer Products
- Home & Living
- Lifestyle Consumer Products
- Halal-Friendly Products, where applicable

Who We Are Looking For

- Export-ready manufacturers or brand owners
- Products suitable for Malaysian consumers
- Company and product documentation available
- Consistent supply and packaging information
- Open to product and compliance review

How FO2U Aims to Support Manufacturers

Malaysia Market Access

A structured pathway for selected ASEAN manufacturers to explore Malaysian consumer demand.

Trust & Product Visibility

Manufacturer-focused positioning with product information, transparency and buyer confidence.

Logistics Coordination

Cross-border delivery, fulfilment, shipment tracking and returns support through suitable partners.

Fulfilment Support

Selected products may be supported through PKFZ (Port Klang Free Zone) / Bonded Warehouse stock placement, fulfilment coordination and direct manufacturer shipment where suitable, subject to product category, demand, compliance and operational requirements.

Simple Phase 1 Onboarding Flow

1

Share profile

2

Product review

3

Commercial fit

4

Fulfilment setup

5

Phase 1 launch

Phase 1 Proposed Commercial Model

No Upfront Fee

No Phase 1 onboarding fee, listing fee or monthly platform fee.

9%

FO2U platform service fee deducted from the manufacturer settlement only upon successful completed customer orders.

3% Where Applicable

Fulfilment / handling fee applies only where FO2U-arranged warehouse, bonded fulfilment or handling support is used. Payable to the relevant fulfilment / handling parties. Does not apply if the manufacturer handles fulfilment and delivery directly.

Manufacturers May Submit

- Company profile
- Product catalogue and photos
- Export-ready product list
- Product HS Code, if available
- Certifications and compliance documents
- Contact person and target categories

Suggested Next Step

FO2U will review suitability for the Phase 1 shortlist and arrange an introductory discussion with selected manufacturers or brand owners. There is no obligation at the preliminary discussion stage. Participation is subject to suitability review, compliance review and final onboarding approval.

Scan to apply



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