



Schweizerische Eidgenossenschaft
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Embassy of Switzerland in Malaysia

 **SWITZERLAND
GLOBAL
ENTERPRISE**

Swiss Business Hub
Southeast Asia + Pacific

Job Offer

The Swiss Business Hub Southeast Asia + Pacific (SBH SEAP) is part of the Embassy of Switzerland in Malaysia, responsible for implementing Swiss export strategies in the Southeast Asia and Pacific region and attracting foreign direct investment into Switzerland. The SBH SEAP represents [Switzerland Global Enterprise](#) (S-GE), Switzerland's official agency for Export and Investment Promotion, headquartered in Zurich.

The SBH SEAP is now looking for a motivated and commercially driven professional to join its Export Promotion team for the following position:

Trade Officer (Malaysia)

Reporting to the Head of SBH SEAP and Embassy leadership,

Your tasks will include

Active Market Development:

- Identify business opportunities for Swiss and Liechtenstein companies through proactive outreach (meeting Malaysian companies, attending relevant trade fairs, careful screening of the press and online resources)
- Analysis of market and economic developments in Malaysia and identification of opportunities for Swiss exporters
- Promote Switzerland as a business location

Company Consulting:

- Provide professional advice and support to Swiss and Liechtenstein companies for market entry and expansion in Malaysia, with a broader perspective for Southeast Asia and Pacific
- Conduct and deliver high-quality market research reports, as well as competition and customer analyses. Identify best practices for trade promotion and explore business opportunities for Swiss and Liechtenstein companies
- Prepare and negotiate mandates with clients, expert network and HQ

Project and Stakeholders Management:

- Build, maintain and grow a network of stakeholders, industry experts, commercial partners and multipliers useful to implement client projects
- Plan and deliver specific client projects and meetings, campaigns, and activities
- Identify, plan and execute Swiss pavilions at major trade shows in Malaysia, as well as other events, in cooperation with internal and external partners
- Represent SBH SEAP at meetings and events in Malaysia

Promotion of Swiss Economic Interests:

- Support implementation and promotion of FTA together with the Embassy's diplomatic team
- Joint interventions for Swiss companies and specific industries together with the Embassy's diplomatic team

Administration & Reporting:

- Office management and administrative tasks related to export promotion projects - maintaining the data set accurate in the relevant systems
- Contribution to the annual economic report of the Embassy and writing of the annual reports “Malaysia Business Guide” and “Malaysia Legal Provisions”
- Other tasks related to the Swiss Business Hub or the Embassy which contribute to the wider economic diplomacy agenda of the Swiss Representation

Essential Qualifications and Experiences

- Bachelor’s or Master’s degree in Management, Economics, Business Administration or similar with a focus on trade or international business
- Work experience of at least 5 years in consulting, business development or international trade sectors
- Strong communications, consulting, business facilitation, project management and events management skills
- Intercultural flexibility, pro-activeness and customer service-oriented attitude
- Multitask abilities to handle priorities, budgets and deadlines
- Self-motivated, resourceful and good team player
- Excellent IT-skills; Excel, Word, PowerPoint, CRM-software and web marketing tools
- Flexibility for occasional overtime and occasional travel within Malaysia
- English and Bahasa Melayu: Excellent both oral and written
- Knowledge of German and/or French and a familiarity of the Swiss and Liechtenstein economic environment would be a strong asset
- Only candidates who are legally entitled to work in Malaysia (through citizenship, permanent residency, or a valid employment/residence pass) will be considered for this position

Our Offer

- Opportunity to work for one of the most innovative, competitive and well-recognised country
- Competitive salary and social security benefits
- Part of a diverse team with colleagues at the Swiss representations in the Southeast Asia countries as well as in Switzerland
- Business travel once a year to Switzerland
- Learning & Development Programs
- Equal opportunity work environment

Start of employment: 05 January 2026

Place of employment: Embassy of Switzerland, Kuala Lumpur, Malaysia

To apply, please send your CV together with your motivation letter and expected salary in an electronic form with the header: **Application for Trade Officer (Malaysia)** by **10 November 2025** to:

Ms Renee Koh

Deputy Head, Swiss Business Hub Southeast Asia and Pacific

Email: renee.koh@eda.admin.ch

Kindly ensure that all requested information is provided, as incomplete applications will not be considered. Please note that only shortlisted candidates will be contacted.