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HOW MALAYSIA IS LEADING ASIA IN MACHINERY AND EQUIPMENT MANUFACTURING

In an age governed by technology and automation, machines are king. But who makes the machines? The production of equipment, components and parts for industry is a crucial pillar of commerce and economic growth, and the industry is becoming ever more specialised.

As developing countries in Asia strengthen their position in the manufacturing supply chain and increase competition at the low-cost end of the market, leading companies—and economies—must move up to focus on producing equipment for high technology and high-value-added activities.

Manufacturers worldwide demand precision, reliability and cost competitiveness from their equipment. Responding to global trends, Malaysia has developed a competitive edge through its skilled and knowledgeable workforce, and its investment

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in high technology. Machinery and equipment (M&E) firms operating in the country can develop robust engineering design and R&D functions, and efficiently produce high-value, customised products.

One global company taking advantage of Malaysia’s appealing climate for the M&E sector is the Mühlbauer Group, a technology firm that produces machines for the smart-card, e-passport and carrier-tape industries, and specialises in innovations

“We know that these achievements are only made possible by our employees, vendors and customers, as well as facilities provided by the government,” says C.B. Chuah, Pentamaster’s executive chairman.

in microchip sorting, printed electronics and RFID. “With ten years’ operation in Malaysia, we have continuously enjoyed pro-business government policies with attractive investment incentives, well-developed infrastructure and a dynamic, vibrant business environment,” says Christian Wachtmeister, the company’s head of corporate development.

Malaysia is also giving rise to highly successful, home-grown M&E-makers. Founded in 1995 in Penang, Pentamaster provides automation solutions for manufacturers in a wide range of industries, including computing, automotive, pharmaceuticals and consumer goods. The company now operates worldwide, and attributes much of its success to the supportive conditions in Malaysia. “Starting from our home in Penang, we have expanded our wings to the Asia-Pacific, Europe and America,” says C.B. Chuah, Pentamaster’s executive chairman. “We know that these achievements are only made possible by our employees, vendors and customers, as well as facilities provided by the government.”

The world’s leading makers of machinery and equipment are making Malaysia their hub from which to embrace the myriad business opportunities in Asia today. To find out more about how you can join them, contact MIDA, the Malaysian Investment Development Authority. www.mida.gov.my

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