

DIGITAL DYNAMISM

HOW MALAYSIA IS DRIVING THE GLOBAL ELECTRONICS SECTOR

In the 21st century, mobile devices, computers and electronics play an increasingly crucial role in the daily lives of individuals and the operations of businesses worldwide. And Malaysia, with its rich electronics manufacturing ecosystem, is a key player in their production.

Major tech manufacturers from the United States to Korea and Japan are investing billions into the South-East Asian country, which has built one of the world's top environments for making cutting-edge products. Last year, the electronic components sector saw investments of \$873.4m.

The semiconductor sector has benefited greatly from global demand for mobile devices, cloud computing and data centres, as well as photonics, fibre optics and LEDs. Local players such as Silterra, Globetronics, Unisem and Inari have contributed to the steady growth of these industries in Malaysia.

American chipmaker Intel is one tech powerhouse that has established an extensive base in the country, with more than \$5 billion invested over the past four decades. Operating in

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Malaysia since 1972, the company's first overseas site is now Intel's largest assembly and test manufacturing facility. Its all-Malaysian manufacturing workforce produces Intel's latest products using smart manufacturing techniques. The plant is also home to Malaysia's largest design and development centre and one of two shared services hubs that support Intel operations globally.

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for businesses to flourish," says Robin Martin, the managing director of Intel Malaysia. "The availability of a large, skills-based talent pool and well-established utilities, infrastructure and public services is essential to the continuous growth of companies in the computing industry, like Intel."

Alongside such global innovators, local manufacturers are also making their mark on the world's electronics industries. Among them is Inari Amertron, an integrated circuit packager and provider of electronics manufacturing services. Operating not only in Malaysia but also in the Philippines and China, its facilities cover more than a million square feet and employ more than 6,000 people across the region. "Inari has achieved higher confidence from multinational corporations by providing higher-quality products, with flexibility and agility, at very competitive prices. This would not have been possible without the conducive technological environment supported by Malaysian government agencies," says K.C. Lau, the company's group CEO. "Providing talent with a highly technological mindset is one of the most important elements that Malaysia has invested in, through local universities and talent providers like the Penang Skills Development Centre."

The world's new and emerging leaders in the electronics industry are already making Malaysia their hub from which to embrace the abundant 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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