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Issue**

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER
A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



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AND SUSTAINABLE DEVELOPMENT

WHAT IS TRADE WAR?

A trade war is an economic conflict, in which countries try to damage each other's trade, typically by the imposition of tariffs or quota restrictions. A tariff is a tax imposed on imported goods and services.

TRADE WAR: A BOON OR A BANE?

It was only recently that the dwindling global economy gained traction, before the notion of protectionism crept through the cracks of globalisation. Alluding to unfair trade practices and intellectual property violation by China paired with a bloated trade deficit in the US, the wake of the 2018 witnessed US imposing tariffs on Chinese washing machines and solar panel which then extended to worldwide steel and aluminium products.

Came into effect on 6 July 2018, US tariffs of 25% were imposed on \$34 billion worth of Chinese goods which includes semi-conductor chips assembled in China, plastics, dairy equipment, motor vehicles, electrical equipment, oil and gas drilling platform



parts, chemicals and lubricants. In return, Beijing retaliated by imposing tariffs on 545 products from the US, targeting agricultural goods such as soybean, cotton, beef, fish, fruits, vegetables, dairy products, bourbon, tobacco and motor vehicles. The tariff war irked US's allies as well, forcing EU to reciprocate, targeting bourbon, orange juice and motor cycles.

Such is the manifestation of the vicious ripple effect that disrupts economies. Rising trade tensions between the US and China have caused jitters in Malaysia as a trading nation with domestic sectors that are reliant on exports.

Emerging economies especially smaller economies such as Malaysia engaged in intermediary trading between China and the US will face the brunt. Malaysia's integration in the global value chain and financial markets will be impacted.

A direct hit will be on machine parts and components equipment which are exported to China as intermediate input for products exported to the US. This results in Malaysia having to seek opportunities from different sectors to sustain the trade value in the country.

The first five months of 2018 was encouraging for



Malaysia with a 4.2% increase in trade compared to 2017. Major trading partners were PR China, Taiwan, Hong Kong SAR, Korea, EU and Japan. Exports to the US increased 1.4% underpinned by the increased trade of transport equipment, metal products, optical and scientific equipment.

As for China, the country's major trading partner, exports increased by 6.2% contributed by electrical & electronic products, chemicals and metal products.

Exports of steel to the US are approximately 2% of total exports of steel while aluminium hovers at 1%. The increase in tariff evidently affects Malaysian steel exporters as they have to absorb the additional

cost. In the case of solar panels, Malaysia is among the largest Crystalline Silicon Photovoltaic Cells (CSPV) exporter to the US. The exports reached staggering 30% in 2016. Exporters producing solar products either using thin film technology or exporting 2.5 gigawatt and below are however exempted from the tariff.

While it is still early to assess the aftershock, Malaysia, having garnered capabilities and comparative advantage over the years can emerge as an underdog from possible trade diversion transpiring from this folly. Palm oil for instance can have a solid footing as a substitute to soybean oil. On the contrary, Malaysia should be wary of increased imports and eventually dumping into the country.

In the long run, should the tussle continue, China having to face the downturn of the exports comparative advantage while managing its excessive debts may attempt to suppress its currency to support exports. While this scenario remains hypothetical, such instance may affect local exports into China which becomes more expensive.

It is during these times, the need to diversify trade pacts seem utmost important since over reliance on a single market may crumble. Malaysia can strengthen its bilateral and multilateral trade cooperation. Japan for example, has accelerated its free trade talks with the EU. The new Japan-EU trade accord will account for 30% of global GDP with outstanding 40% global trade activities. Trade integration and facilitation being keys will certainly elevate Malaysia and regional emerging economies amid the tiffs of the giants. Besides ASEAN, The Comprehensive and the Progressive Agreement for Trans-Pacific Partnership (CPTPP), is expected to strengthen trade links creating new ties boosting income approximately 1.9% by year 2030.

STEEL PRODUCERS TO UPGRADE TECHNOLOGY

QUICK FACT

The Malaysian iron and steel industry has a potential to generate up to 6.5 per cent of GDP growth, and provide up to 225,000 job opportunities in 2020.

The Malaysian iron and steel industry has a potential to generate up to 6.5 per cent of GDP growth, and provide up to 225,000 job opportunities in 2020. The industry is supported by ferroalloy producers that supply the raw materials used in the steel making process. Notable ferroalloy producers in Malaysia include OM Materials Bintulu Sdn. Bhd., Pertama Ferroalloys Sdn. Bhd., and Sakura Ferroalloys Sdn. Bhd.

The Government is liberalising the industry to encourage production of higher grade and high quality steel locally. Incentives and supports are provided for companies to undertake R&D activities into more advanced metallurgy, processes, and technologies. The general construction industry, which primarily uses long products, is still dependent on imports to support it.

Investors can thus propose projects that further expand and diversify into the production of flat products to support other higher end manufacturing industries and sub-sectors, such as electrical and electronic products, aerospace, automotive, special-grade packaging, machinery and medical devices.

The iron and steel products sub-sector in Malaysia is currently moving towards Industry 4.0; a crucial step towards sustaining the sub-sector and remaining competitive in the long term. Both upstream and downstream processes are switching over to smart manufacturing, using the latest state-of-the-art technologies such as blast furnace steel making facilities that employ remote monitoring and alert systems, data collection via smart sensors and BDA, and fully-integrated production systems.

With the spread of the Industrialised Building System (IBS) in the construction industry, there are opportunities for steel producers to upgrade their technologies and produce new lightweight products, particularly for steel frame buildings, roof trusses, and formwork systems.



Advantages and Disadvantages of Steelmaking Technologies

Type of Steelmaking	Advantages	Disadvantages
Blast Furnace (BF)	<ul style="list-style-type: none"> • Full control of the raw materials/ingredients to ensure quality of steel products • Produces high grade steel • Uses coal/coke for fuel; Energy efficient due to the utilisation of recycled gas and heat. Excess of energy can also be contained and commercialised • 70% of the steel production in Japan and Korea are using this technology • Requires minimum investment, taking into account economies of scale: RM2 billion 	<ul style="list-style-type: none"> • High set up investment as it requires auxiliary equipment such as Oxygen Plants, Sintering Plants, Coke Ovens, and Converters (Basic Oxygen Furnace, BOF) • Operation cost is highly dependent on the price of raw materials (mineral commodity) • Potential environmental hazard due to high emission of carbon dioxide. Requires more stringent pollution control equipment (dust collector and filtering equipment)
Electric Arc Furnace (EAF)	<ul style="list-style-type: none"> • Flexibility in scrap inputs as raw materials. There are channels for both deslagging and decarburising to ensure the quality of products • This technology allows for the recycling of all types of steel scraps, regardless of their quality to produce the desired quality of steel output • Standardised and methodical production processes • Lower energy (electricity) consumption compared to IF • Requires minimum investment, taking into account economies of scale: RM100 million 	<ul style="list-style-type: none"> • Potential high manufacturing operational cost per unit of output compared to IF due to price fluctuations of graphite electrodes • Limited ability to tailor steel composition compared to BF as the output is highly dependent on scrap inputs which may contain impurities • While there is less pollution compared to BF, it can be a potential environmental hazard if pollution control equipment are not properly installed
Induction Furnace (IF)	<ul style="list-style-type: none"> • Better control on temperatures and constant stirring ensures homogenous alloying • Lower set up of investment compared to BF and EAF • Lower operation cost to produce per unit of output • Useful for production of high alloyed steel, ferroalloys and stainless steel through high quality inputs in small capacities. This technology is widely used in US and Europe • Requires minimum investment, taking into account economies of scale: RM50 million 	<ul style="list-style-type: none"> • Limited decarburising features result in the need for stringent selection of raw materials (scrap) to ensure quality of steel produced • High energy (electricity) consumption compared to EAF to power furnace for smelting process • While there is less pollution compared to BF, it can be a potential environmental hazard if pollution control equipment are not properly installed

TOWARDS ENVIRONMENTALLY SOUND AND SUSTAINABLE DEVELOPMENT

QUICK FACT

Companies can apply for tax incentives from MIDA. To date, MIDA has approved three (3) Integrated Waste projects with investments of RM457.9 million.

The Malaysian government has established the legal and institutional framework for environmental protection to promote environmentally sound and sustainable development. Investors are encouraged to consider the environmental factors during the early stages of their project planning. Aspects of pollution control include possible modifications in the process line to minimise waste generation, seeing pollution prevention as part of the production process, and focusing on recycling options.

The National Policy on the Environment aims at continued economic, social, and cultural progress of Malaysia and enhancement of the quality of life of its people, through environmentally sound and sustainable development.

The Environmental Quality Act 1974, and its accompanying regulations call for environmental impact assessment, project siting evaluation, pollution control assessment, monitoring and self-enforcement. Industrial activities are required to obtain various approvals from the Director-General of Environmental Quality prior to project implementation.

The Government is targeting to increase the nation's recycling rates from 10.5% (2014) to at least 22% by 2020. The implementation of Waste to Energy (WtE) projects and the development of sufficient facilities to achieve the target of reducing landfill waste by 40% by 2020 are also being encouraged.

These efforts have led to a positive impact, as there have been an increasing awareness among business operators to undertake recycling activities.

The Malaysian Investment Development Authority (MIDA) has further spurred the waste management agenda by encouraging investments in integrated waste management projects. This includes integrated waste management operations that adopt a more proactive and effective approach whereby companies undertake collection, sorting, recycling, treatment and disposal of waste.



In promoting integrated waste management projects, companies can apply for tax incentives from MIDA. To date, MIDA has approved three (3) Integrated Waste projects with investments of RM457.9 million. The projects are undertaken by Cypark Resources, Kualiti Alam and Shan Poornam.

Cypark Resources has remediated nearly 600 acres of contaminated land in Peninsular Malaysia. Some of the major environmental transformation projects that Cypark has undertaken include the restoration of a disused mining land into a public park in Cyberjaya and the scientific closure of 17 landfill sites. The company intends to continue providing environmental solutions which include ground water assessment, environmental monitoring and wastewater treatment.

Kualiti Alam, a leader in green revolution is the operator of Malaysia's first integrated waste management centre in Negeri Sembilan since 1998. The waste management centre holds the license to handle 76 categories of 77 scheduled wastes listed under the Environment Quality (Scheduled Wastes) Regulation 2005 for collection, treatment, recycling, recovery and final disposal.

Penang - based Shan Poornam is an integrated waste management company which specialises in managing hazardous waste with intellectual property rights. In line with the agenda of promoting Circular Economy, Shan Poornam uses green technology to create eco - products which are compliant to the Restriction of Hazardous Substances Directive (RoHS), such as secondary aluminium alloy ingots and precious metals such as platinum, palladium, gold and silver. With the setting up of its household e-waste recycling plant, Shan Poornam will bridge the missing link between the industries and households to create a sustainable environment.

Cypark Resources, Kualiti Alam and Shan Poornam have proven that integrated waste management not only contributes greatly to environmental conservation but can also be a sustainable business operation. MIDA will continue to facilitate these companies while encouraging other players to join the waste - to - wealth agenda.

Industrial Parks Developers to Step Up Their Game to Meet Requirements of Industry of the Future

Malaysian Investment Development Authority (MIDA) in collaboration with the Federation of Malaysian Manufacturers (FMM) organised the Industrial Park Forum for Southern Region with the theme, “Strengthening the Manufacturing Ecosystem” at Holiday Villa, Johor Bahru on 28 August 2018. The forum was well attended by various stakeholders including business chambers, local authorities, park developers & managers, utility companies, manufacturers and potential investors.



The Deputy Minister of MITI YB Dr.Ong Kian Ming made the call at the Forum and highlighted that even though there are more than 500 industrial parks throughout the country, majority of these parks are not able to meet investors’ requirements. “Most companies, particularly foreign investors are becoming more demanding as they require not only a good infrastructure for the manufacturing park but also the amenities within the self-contained township with eco-friendly features and of international standards.



He added “With the Industry 4.0 being underway, there is a critical need for the park developers to develop the next generation of industrial clusters that are well equipped with the state-of-the-art facilities and infrastructure to cater to the next wave of industries. The strengthening of our manufacturing ecosystem requires real actions and sustainable progress, and we need to be vigilant about our infrastructure being put in place as there is no any other way around it”.

Mr. Arham Abdul Rahman, Deputy CEO of MIDA said, “Industrial parks are the key elements of infrastructure that support the growth of today’s

global economy. A well-developed park can be an incubator to attract high quality investments into the country, and hence, we have to re-engineer our industrial parks to meet the demand of investors.” “There is a great need to have a single body or authority to oversee and regulate the industrial parks and assist potential investors in identifying suitable locations to place their facilities,” he continued.

The Forum featured a panel discussion by a broad range of speakers from UEM Sunrise Berhad, Sime Darby Property Berhad, Iskandar Halal Park, AME Development, Malaysian French Chamber of Commerce Industry, Hersheys Malaysia, i2m Ventures, Almer Malaysia, Telekom Malaysia and Tenaga Nasional Berhad (TNB).

It was also announced that MIDA and FMM will be publishing a Directory of Industrial Parks in Malaysia that will serve as a single reference point for investors and industry players to identify suitable locations for their facilities. The Directory, which is expected to be finalised and published after the completion of the Industrial Park Forum series will entail all available industrial parks in Malaysia, by state in terms of type, size and price to assist investors make well-informed business decisions.

Read More:

[http://www.mida.gov.my/home/6890/news/industrial-parks-developers-to-step-up-their-game-/](http://www.mida.gov.my/home/6890/news/industrial-parks-developers-to-step-up-their-game/)





▲ MIDA team led by Datuk N. Rajendran, Deputy CEO I together with representatives from MITI and Jabatan Tenaga Manusia visited Redwood Furniture & Lucky Wood Manufacturing in Johor on 7 Aug



Courtesy visit by Datuk Fadillah Baharin, Director General of Department of Standards Malaysia and team on 7 Aug. MIDA looks forward to many more collaborations.

➔ Infineon Technologies is among the notable German companies that continue to invest & expand in Malaysia. The company launched its new office in Kulim, Kedah on 9 Aug,





MITI, led by YB Minister Darell Leiking together with representatives from MIDA and agencies had a fruitful networking session with Chambers of Commerce, Business Association and Industry Chambers at MITI on 13 Aug.



MIDA Negeri Sembilan team paid a courtesy visit to YAB Hj Aminuddin Harun, Chief Minister of Negeri Sembilan on 15 Aug to update on investment performance of the state and MIDA's role in facilitating investors.



MIDA Stockholm shared Malaysia's investment opportunities at a seminar in Oslo on 16 August.

The event was organised by Innovation Norway, the Ministry of Foreign Affairs and Embassy of Norway.



▲ As part of YAB Prime Minister's delegation to China, MIDA took the opportunity to meet up with several companies in Beijing.



➤ YB Minister of MITI, CEO MIDA and team had a fruitful meeting with YAB Datuk Seri Mohd Shafie Apdal in Kota Kinabalu, Sabah on 24 Aug.



▲ MIDA joined YBM MITI's session with the journalists in Sabah on 25 Aug. The team was very fortunate to meet Mr. Irwan Majid, winner of the Outstanding Photo in Journalism Award, MPI-PETRONAS 2017 and also the Winner for best news photograph award, Kinabalu Shell Press Award & merit Best Picture Award, 2017.



➔ YB Minister of MITI Darell Leiking, CEO of MIDA, Dato' Azman Mahmud and MITI team visited, Sabah International Dairies (SID), a home grown company on 26 Aug.



ECONOMY NEWS

- Foreign Direct Investment in Malaysia
- Malaysia manufacturing showed broad stabilisation during July
- Sarawak plans digital economy boost
- Outlook on FDI in Malaysia is positive, says Asian Development Bank
- Malaysia seeking to enhance digital trade ties
- Economist bullish on Q2 growth
- Exim Bank to be under one roof, says Darell
- Fitch: Malaysia's IDR at 'A-' on solid growth
- Lower expectation on 2018 GDP at 5%, says BNM
- 'Malaysia to continue benefiting from improving private investments'
- 'Malaysia favoured destination of Singapore based companies'
- Sabah can expect huge foreign investment — Leiking
- Trade with GCC nations grows 1pc
- Business ecosystem seen improving

INDUSTRY NEWS

- Petronas launches VDPx scheme to boost local O&G companies
- Sarawak makes ruling on timber licences
- MSC sees Pulau Indah smelting plant as game changer
- MBM to boost local investments
- Thong Guan spending RM35mil to expand capacity at Sungai Petani plant
- Eye on tech companies in Malaysia exposed to the Apple supply chain
- Golden Land to start work on RM155mil project
- OCI to raise capacity of Bintulu plants to 27,000 tonnes
- Hartalega banks on new gloves to grow income
- 'Deployment of EVA X01 can bring in investments, create jobs'
- Chip and plastic makers gain from trade war
- Shorubber: Perlis plant upgrades to lower labour dependence
- Shorubber expects to remain Malaysia's largest industrial glover-maker
- MITI: New NAP to be announced by year end
- Miti to review anti-dumping duties on HRCs
- Guan Chong expands capacity
- Malaysia's petrochemical industry to draw more investments
- China's Aminbio plans RM1.02 bln bio-gelatine plant in Melaka
- MARGMA: Malaysia to grow global market share of gloves to 68% over next 2 years
- AREA plans industrial, logistics hub in Selangor
- KYM spends RM65m to modernise Tapah plant

SERVICES NEWS

- **MJN Motors opens new Honda 3S centre**
- **'Manjung 4 plant powered up'**
- **New Zealand eyes healthcare technology tie-ups with Malaysia**
- **Serba Dinamik plans RM700m investment**
- **Primeworks in tie-up to develop new animation projects**
- **Alibaba Cloud to kickstart its digital education programme**
- **Dr M: Government keen to tap Alibaba's tech**
- **Opportunities in e-commerce**
- **SEB investing in pilot hydrogen production plant, refuelling station**
- **Government initiatives, DFTZ help drive local SMEs into e-commerce marketplace**

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STORY TO
TELL.**
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OUR COMMUNICATION TOOLS

1

Website

With more than 28,000 unique visitors each month, our website provides useful and relevant information, which serves as a reference for anyone interested in doing business in Malaysia.



Sample of MIDA's homepage at www.mida.gov.my

2

E-Newsletter

With more than 18,000 registered subscribers and growing, our monthly English E-Newsletter contains the latest industry and services updates as well as activities held throughout the month.



Sample of MIDA's E-Newsletter

OUR COMMUNICATION TOOLS

3

Digital Signages

Our digital signages are situated within our HQ building in KL Sentral, which receives heavy number of visitors daily



One of our video walls at MIDA lobby



Some of our LCD TVs at MIDA lobby

OUR ADVERTISING RATES

MIDA's Website

Homepage RM1,500 per week
Second Page RM1,000 per week/slot

E-Newsletter

Full page RM6,000 per issue
Half page RM3,000 per issue
Quarter page RM2,000 per issue

Digital Signages

Video Walls RM320 per month
LCD TV RM400 per month

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HALL

		Rates (RM)	
Hall Types		G	P
Perdana Hall (230 pax)	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	5,000	6,000
Banquet Hall (230 pax)	Inclusive of: • Basic AV System	3,000	3,500
Perdana + Banquet Hall	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	7,500	9,000
F&B Packages*		G	P
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/ pax	
B	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/ pax	
C	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50/ pax	

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
*F&B by MIDA's panel caterers

G = Government
P = Private

TRAINING ROOM

		Rates (RM)	
Room Types		G	P
Sigma/Gamma Room (40 pax)	Inclusive of: • Basic AV System • 1 Flipchart • 2 Mahjong Paper • 2 Marker Pens	850	950
F&B Packages		G	P
Inclusive of: • Refreshment • Lunch • Tea Break		RM60/pax	

Perdana Hall

PC Room

Boardroom

Japan Room

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
*F&B by MIDA's panel caterers

G = Government
P = Private

MEETING ROOM

		Rates (RM)	
Room Types		G	P
Board Room (30 pax)	Inclusive of: • VIP Holding Room • VIP Lounge • AV System	2,000	2,500
USA Room (25 pax)	Inclusive of: • Basic AV System	1,500	1,850
Japan Room (50 pax)	Inclusive of: • Basic AV System	1,500	1,850
F&B Packages*			
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/ pax	
B	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/ pax	
C	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50/ pax	

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
*F&B by MIDA's panel caterers

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P = Private

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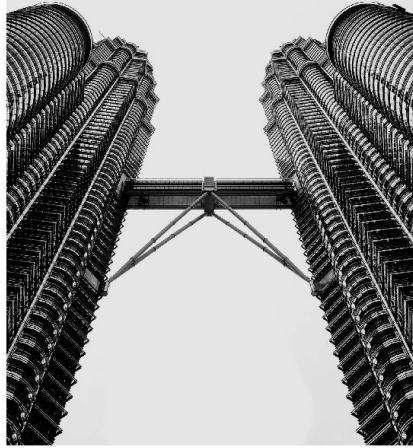
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BUT DO YOU KNOW
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**IN 2017,
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SECTORS
TOTALLED
RM197.1 BILLION?**



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REPORT 2017
TO KNOW MORE.

WHAT'S INSIDE

1

Macro-overview of Malaysia's
economic sector

Despite cautious economic forecasts, the Malaysian economy proved robust in 2017, charting steady growth. With a transformative course laid out for the nation, eyes turn to the future to assess what coming years are likely to bring.

2

Highlights on success stories

An overview of how the local industries within the manufacturing sector fared in 2017. As the leading industries proved their mettle and stood tall, the rest strode on to keep pace.

3

Access to full investments statistics

An overview of the investments in the services sector, which was mainly coloured by the digital race that continues to raise the bar for innovation, research and development in these rapidly evolving times.

ABOUT THE REPORT

Launched on 6 March 2018 at MIDA, the Investment Performance Report 2017 highlights the approved investments of each industry and sub-sectors in Malaysia's manufacturing, services and primary sectors.



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IBS AND BUILDING MATERIALS SUPPLY CHAIN 2017/2018 DIRECTORY

WHAT'S INSIDE

● ● ●

Section 1 : The Manufacturers

- IBS Manufacturers
- Building Materials Manufacturers

Section 2 : The Supply Chain

- Developers
- Consultants / Professionals
- Contractors
- Certified Companies
- Construction Equipment & Services

Section 3 : The Ministries & Government Agencies

Section 4 : The Banks & Financial Institutions

Section 5 : The Universities, Public & Private Education Institutions

Section 6 : The Associations & Chambers

ABOUT THE DIRECTORY

Launched on 15 November 2017 at MIDA, the Industrialised Building Systems (IBS) and Building Materials Supply Chain 2017/2018 Directory was co-developed by MIDA and CIDB, which acts as a comprehensive point of reference for the construction industry particularly in the area of IBS and building materials.

The Directory details industry players in the local building materials space, including those of manufacturers, suppliers, contractors, as well relevant stakeholders.

THE PRICE

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For enquiries, please contact:

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ABOUT MIDA

The Malaysian Investment Development Authority (MIDA) is the Government's principal promotion agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967, MIDA is the first point of contact for investors who want to take advantages of Malaysia's vibrant economy, world-class infrastructure and business-friendly environment to set up their profit centre in Asia. For more information, visit **www.mida.gov.my** or email us at **investmalaysia@mida.gov.my**.

MIDA, your first point of contact for investments in Malaysia.

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