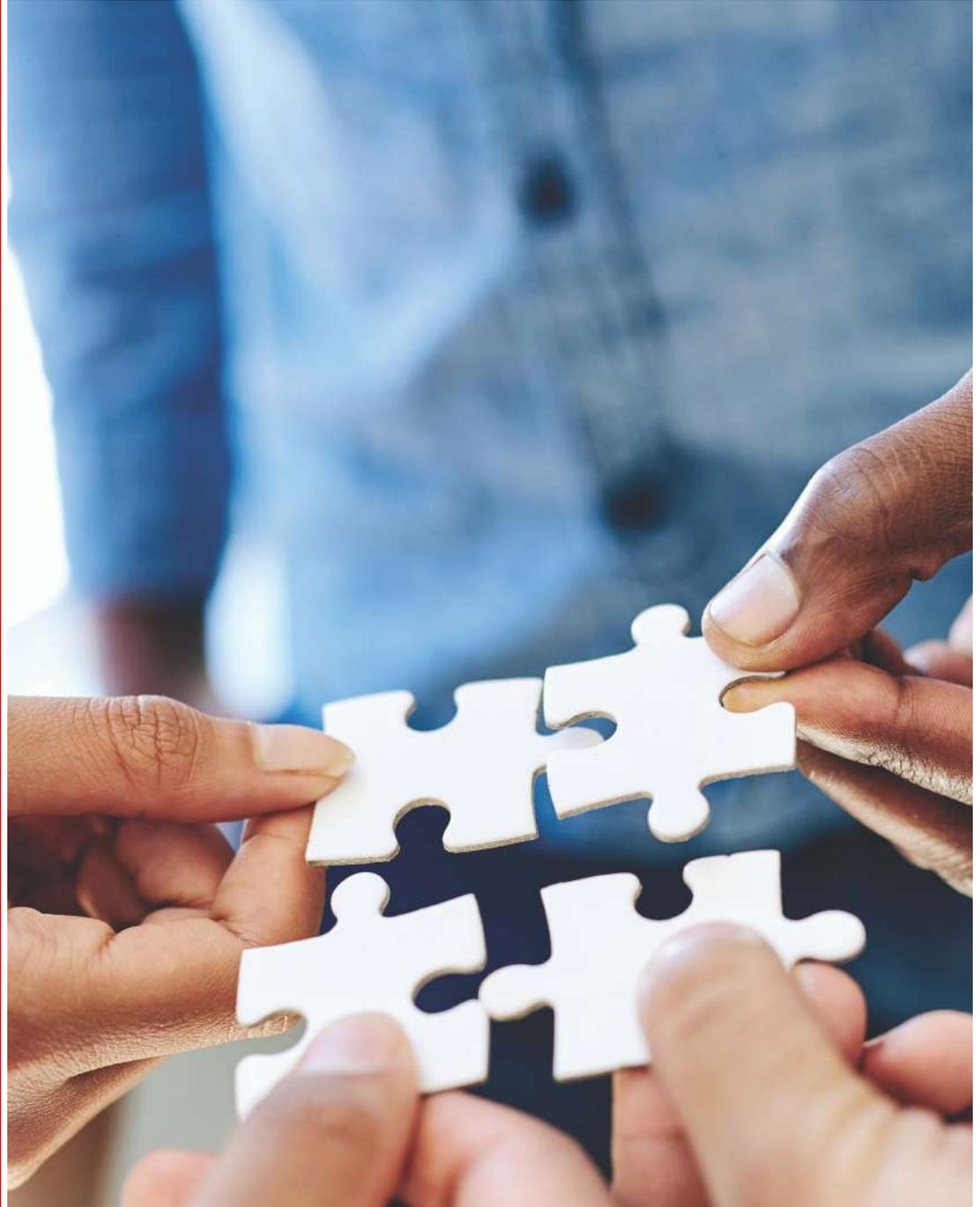




**Apr
2019
Issue**

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



IN THIS ISSUE



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Our Journey in Malaysia : C. Steinweg Group

MIDA Receives Top Investment Promotion Agency 2019 Award - Asia Pacific Category



The award was given based on the following set of criteria:

MIDA has once again won the Top Investment Promotion Agency 2019 award in the Asia-Pacific National category by the Site Selection, together with the EDB Singapore. The agency won the same award in 2015 and 2016.

Site Selection is an internationally circulated business publication covering corporate real estate and economic development, published six times a year by Conway Data Inc. This award was published by Site Selection magazine in its May issue as part of their Global Best to Invest series.

- Most professionally responsive to inquiries;
- Staff possessing the best knowledge and language diversity;
- Offering access to user-friendly databases of sites and incentives for both general and specific sectors;
- Readily available information on timing expectations of permitting and other processes;
- Access to recent investors in the region for testimonials;
- Best reputation for protecting investor confidentiality;
- Reputation for after-care services;
- IPA's Web site: easy to navigate, offer a wide breadth of data, and have the cleanest, most efficient design.



This renewed commendation reflects MIDA's continuous efforts in responding to the needs of expanding companies, maximising efficiency and earning the trust and respect of decision-makers across the globe. It is also a valuable signal to potential investors that MIDA is indeed a leading investment promotional agency in Malaysia. MIDA will continue to enhance its quality of service and remain dedicated to support Malaysia's aspirations.

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Strengthening Domestic Investment Landscape



Being an organisation half a century old, MIDA's priority remains the same. The organisation continues to ensure that Malaysia achieves its goals and aspirations, creating wealth that translates to tangible benefits felt by all across Malaysia. To achieve these goals, which are also highlighted in the Eleventh Malaysia Plan, Chapter 8: Re-engineering economic growth for greater prosperity, the Government will precede its efforts to strengthen and enhance the country's domestic investment through MIDA, which also gives importance to domestic investment by engaging and facilitating with more domestic companies.

Strategically, MIDA works with relevant stakeholders to enhance productivity, job creation and high-skilled talent pool in the manufacturing sector. This will ultimately contribute to economic prosperity and societal well-being. Further, it would encourage the development of innovative capacity and capability of the manufacturing sector and related services to create Malaysia's own technologies, products and services.

As an effort to encourage domestic investment, MIDA continues to undertake the following strategies and initiatives:

1) Showcasing the Domestic Investment Landscape

i. MIDA Invest Series: Unfolding States' Business Potential

The objective of this programme is to inform the business communities on the latest development and investment opportunities in the respective states. To date, seven states have given the presentation, i.e. Perlis, Kedah, Kelantan, Pahang, Terengganu, Sabah and Sarawak. The series will continue until all the states have made their presentation.

ii. Industrial Park Forum - Strengthening the Manufacturing Ecosystem

This Forum is a collaborative effort between MIDA and the Federation of Malaysian Manufacturers (FMM) in strengthening the

manufacturing ecosystem through industrial park development and management. The presence of well-developed industrial parks can be a magnet to attract high value-added investments, thereby creating high-income jobs for the people. To date, MIDA has organised four forums which cover the central region, southern region and the northern region and Borneo (Sabah). The next forum will be held in Kuala Lumpur together with the launching of the first Malaysia Industrial Park Directory.

2) Complementing the Growth of Domestic Companies

i. Investment Coordination Platform Initiative

This platform will act as one of the enablers in supporting MIDA's role in promoting investment and as a new strategy, moving forward. This platform will serve to facilitate corporate exercises, such as Initial Public Offering (IPO), Mergers & Acquisitions

(M&A), Joint Ventures (JV), Partnership, Private Equity (PE)/Venture Capital (VC), Real Estate Investment Trusts (REITs) and Divestments.

Currently, MIDA is working closely with 23 partners, which include private equity, venture capital, M&A advisory, REIT and funding advisory to assist Malaysian companies in offering any facilitations required by the companies. Going forward, MIDA will continue to work closely with all State Governments, associations and other Federal Government agencies towards creating a business landscape that able to attract and retain investment, and maintain Malaysia's competitiveness on the world stage.

3) Grooming Potential Local Companies

i. SME Investment Desk

The initiative act as a 'One Stop Centre' to assist and advise SMEs on the Government's initiatives and facilitation in transforming SMEs capability and productivity. Malaysia's businesses and SMEs will have a single contact point at MIDA HQ and all its state offices to obtain guidance and advice on the Government's initiatives and facilities in building sustainable business collaboration through supply chain development at the local, regional and global levels. In 2018, MIDA organised more than 60 programmes including Roundtable Meetings, Networking Sessions and Outreach Programmes.



ii. Engagement with National Associations and Chambers of Commerce

This initiative is one of our platforms to update local companies and SMEs on MIDA's roles and investment facilities. In 2018, a total of 11 outreach programmes were organised with National Associations and Chambers of Commerce in the country.

iii. Domestic Investment Seminar

This seminar is part of MIDA's continuous effort to update the industry players on the latest policies and facilities that are available. The seminar provides an opportunity for the business community to network with the Government agencies and to discuss any potential business collaboration. As for 2018, MIDA has organised two Domestic Investment Seminars i.e on 30 October 2018 at InterContinental Hotel, Kuala Lumpur and on 17 December in Kota Kinabalu, Sabah. As for 2019, the programme is planned to be organised in every region of the country.

4) Globalising Local Players

i. Industry Linkages Programme

The programme will involve integrating the Domestic Companies with the MNCs/selected Local Companies through the assistance from the Government facilitation. The objectives of the programme are to:

- support MNC/selected local companies to outsource their manufacturing activities to domestic companies;
- create opportunities for domestic companies and mitigate the gaps in the supply chain;
- assist in the growth of the supporting industries for specific industries; and
- create opportunities for local companies/SMEs to have greater market access locally and globally.

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Smart Homes for Smart Living

According to A.T. Kearney, the global smart home market is expected to grow to more than USD50 billion in 2020 and approximately USD400 billion in 2030, representing more than 40 per cent of the total home appliance market. A January 2019 report by ResearchAndMarkets.com also predicts significant growth in the overall smart home market, expecting a compound annual growth rate (CAGR) of 12.02% from USD76.6 billion in 2018 to USD151.4 billion by 2024.

Many factors particularly the rising adoption of technology and access to the internet and smartphones and related gadgets, are driving the growth of the smart home market. The growing demand for comfort, convenience and more efficient management of security, energy, resources as well as health and wellness have also fueled the market for smart home appliances.

Smart home products essentially powered by Self-Monitoring, Analysis and Reporting Technology (S.M.A.R.T. or SMART), a system developed in 1992 and became increasingly adopted in consumer devices between 1998 and the early 2000s.

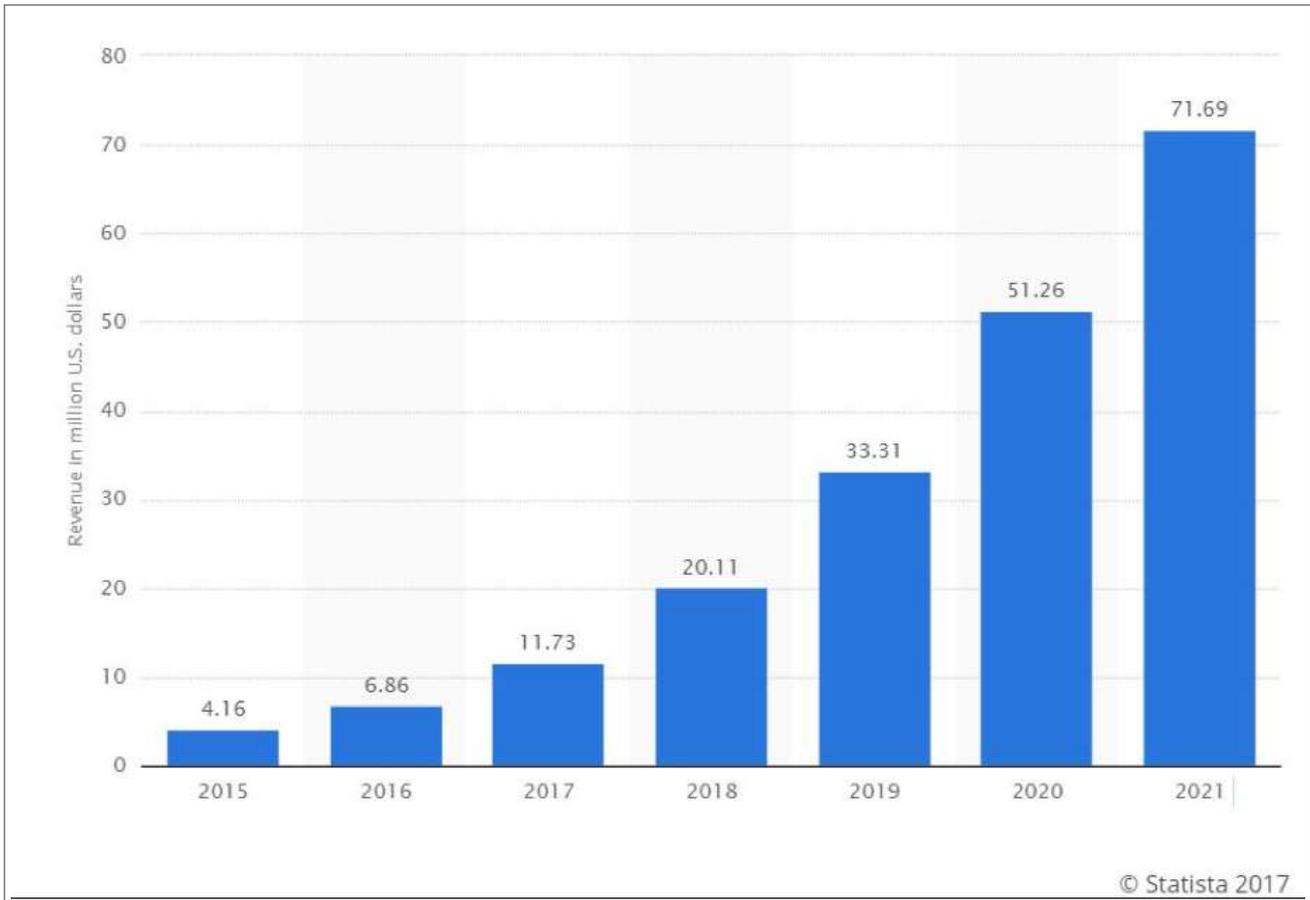
This technology enables users to control and monitor their connected devices remotely via gadgets such as their smartphones. It not only contributes to more efficient energy usage but also security and accessibility to those with special needs or the elderly. Examples of smart home products include wireless speaker systems, thermostats, refrigerator, locks, smoke detectors, lighting, home security systems and cleaning tools such as Roomba.

An IoT-enabled smart home is a connected home which promotes greater energy efficiency and environmental responsibility while adding a new level of convenience by connecting everything from heating, ventilation, and air conditioning (HVAC) controls to entertainment systems and even kitchen appliances. The technology is mostly driven by tiny sensors – which are becoming progressively less expensive and more sophisticated – that are embedded in smart devices and connected to apps in smartphones or home control systems.

Among notable examples of smart home, projects are Microsoft co-founder Bill Gates' USD63 million high-tech residence, Xanadu 2.0. The smart home, which took seven years to build on a huge area of 66,000 square feet, is packed with eco-friendly designs and smart technology gadgets. This includes electronic art frames that can change "paintings" on demand and customisable temperature, light and music sensors.

A Smart Home is commonly defined as 'a residence that has appliances, lighting, heating, air conditioning, TVs, computers, entertainment audio and video systems, security, and camera systems that are capable of communicating with one another and can be controlled remotely by a time schedule, from any room in the home, as well as remotely from any location in the world by phone or internet', according to Smart Home USA.





Smart Homes in Malaysia

According to Statista.com, the overall revenue of the smart home automation market in Malaysia is forecast to reach USD51.26 million in 2020, from USD4.16 million in 2015. The home devices available such as Google Home and Amazon’s Alexa are becoming more commonplace in Malaysian homes.

The above statistics show a revenue forecast for the smart home automation market in Malaysia from 2015 to 2021

Example of smart home projects in Malaysia include:

- Mitraland Group’s 31-storey Andaman Residences serviced apartment

- I-Berhad’s RM9 billion ultrapolis development, i-City
- TA First Credit’s Damansara Idaman smart homes
- Tropicana Corp’s collaboration with PanaHome, the Malaysian arm of PanaHome Corp to build 272 semi-detached innovative eco homes at Cheria Residences.

Despite the emerging market opportunities of smart homes, the rate of adoption among individual users is generally low especially in developing countries in Asia. While the revenue growth projection for Asia is expected to be stable in the coming years, smart home technologies are not as widely accepted as compared with the European and American markets.

Nonetheless, just as smartphones took over traditional mobile devices, the adoption of smart homes will naturally increase, particularly as technology evolves and demands for living standards and quality of life increases.





The Way 4WRD

In line with the rapid advances of technology, the Malaysian Government seeks to move the industry forward and is providing various initiatives. The National Policy on Industry 4.0 or Industry4WRD was launched on 31 October 2018 to drive the digital transformation to further accelerate the services

sectors in Malaysia. This would eventually contribute to the growth of not just smart homes but smart cities, smart grids, and smart services as well.

Current construction methods of automation and mechanisation are expected to transform towards digitalisation, which would further accelerate the

adoption of smart homes technology.

The Government has initiated a mandatory compliance to use Industrialised Building Systems (IBS) by 2020 as the first step to encourage the adoption of smart homes technologies. Investors are encouraged to leverage the incentives related to smart homes technology, such as:

- Pioneer Status or Investment Tax Allowance under Section 112 or 113 Income Tax Act 1967 to produce **IBS components**.

- The IBS project must be certified by CIDB to enjoy this incentive.

[for manufacturers]

- Full exemption of the 0.125 per cent levy imposed by CIDB for housing projects with an **IBS score of more than 50**.

[for contractors]

- Automation Capital Allowance (Automation CA) announced in 2015 to further encourage manufacturing companies to engage in **innovative and productive activities** as well as the **quick adoption of automation**, especially for industries that are heavily reliant on foreign labour.

- Smart Homes can be considered under Category 2 whereby an Automation CA of 200% will be provided on the first RM2 million expenditure incurred within 5 years of assessment from 2015 to 2020.

[for manufacturers]

- Incentives for **electrical and electronic products and components** manufacturers related to smart homes technology:

- Information and communication technology (ICT) products, systems or devices

- Digital entertainment or infotainment products

- Electronic tracking or security systems or devices

- Alternative energy equipment, products, systems, devices or components

- Energy saving lighting

The recently held 2nd Smart Cities and Smart Manufacturing Convention on 22 April 2019 brought together representatives from various ministries, agencies, industry leaders, startups, investors and academics from Malaysia and beyond to discuss how the country can ride on this technological wave. During the event, Mr. Zabidi Mahbar, the Deputy Chief Executive Officer

of MIDA in his keynote address highlighted that developing smart homes and eventually smart cities through smart manufacturing is about exploiting the full potential of the new technologies to improve lives. It will require both the private industry players and the public sector to collaborate and drive the country's industry 4.0 agenda forward.

The Government anticipates that by 2025, Malaysia will be one of the primary destinations for high-tech industries and ranked among the top nations in the Global Innovation Index.

Sports Tourism Has Significant Economic Potential



Globally, sports tourism is recognised as one of the upcoming tourism markets with significant economic potentials. In Malaysia, it is an important income generator in the tourism industry, contributing approximately RM5 billion annually and is supported by a broad global audience as sporting events usually attract domestic and international participants. Revenue generated ranges from accommodations, food and beverages, ticket/gate sales, sponsorships, media rights to merchandising and garment production.

Sports tourism can be categorised into 'hard' sports and 'soft' sports. Hard sports tourism attracts huge global participants, and people tend to travel together to a host country to attend these events. These are usually competitive international sports events such as Formula 1 Grand Prix and SEA Games. Meanwhile, soft sports tourism refers to recreational sports activities or getaways such as golfing, water-rafting and scuba-diving.

This type of sports tourism combines both sports activities and leisure, which typically lures tourists to exciting destinations known for its physical or natural attractions.

In 1998, the Commonwealth Games, known as the second largest sports event in the world after the Olympic Games, was held in Kuala Lumpur. This international sports event was an excellent example of hard sports tourism in Malaysia that created multifold values to the economy. The event attracted 6,670 athletes and officials, along with a substantial number of media and visitors locally and abroad. It was reported that a single international tourist who came for the Commonwealth Games spent an average of RM3,800 for the duration of 12.5 nights stay.

Following the successful international event, Malaysia kept up the momentum in 1999 by hosting the Formula One Championship Car

Racing (F1 Grand Prix) in Sepang. The F1 Grand Prix stimulated the expansion and recognition of the nation's sports management capabilities. The premier event contributed more than RM500 million to the national economy, and the spill-overs continued to soar in years after. The F1 Grand Prix went on for another great 19 years. It attracted global die-hard fans who were fascinated with Malaysia, and many kept returning for their fun-filled vacations.

In 2000, the Langkawi Ironman Triathlon pulled in sports enthusiasts to test their fitness level in physical and mental strength. The long-distance triathlon race involved sports activities such as swimming, cycling and marathon. About 300 athletes from around the world took part in this triathlon.

Malaysia continued to host other international events including the Motor GP Racing Series (since 1991),



Monsoon Cup-Racing Yachts (2005 - 2015), Badminton World Federation Tour (since 1992), Le Tour De Langkawi (since 1996), Royal Langkawi International Regatta (since 2003) and South East Asia-SEA Games. These prestigious events catalysed and created economic opportunities for various businesses including hoteliers, restaurateurs, boat makers, maintenance facilities, food supplies, crafts and textile merchandisers.

Recognising the investment potential of sports tourism, particularly football, Malaysia hosted the World Football Summit Asia (WFSA) in Kuala Lumpur on 29-30 April 2019. The event, first ever organised in Asia, attracted more than 2,000 professionals and influential experts of football clubs from over 50 countries. It contributes to opening new opportunities in Asia's football and sports tourism sector.

Going forward, international sports events of 2019 include:

- 17th Royal Langkawi International Regatta;
- Sarawak Borneo Cross Country Rally;
- Le Tour De Langkawi;
- Cycle Race;
- International Hot Air Balloon Fiesta;
- UNICEF Borneo Marathon
- Mt. Kinabalu International Climbathon;
- Football Airmarine Cup
- Penang Bridge International Marathon;
- Motor GP Racing; and
- Fit Touch World Cup.

With so many exciting events lined up for 2019, increased tourist arrivals are expected in the second quarter of the year, whereby the economy stands to gain over RM40 million in revenue through accommodation, logistics and tourist spending.

International sports events undeniably bring many positive impacts to the host country. With Government funding most of the investments in sports facilities in Malaysia, there is a need to attract the private sector to

invest and operate world-class sports facilities to bring in new sources of business opportunities and further boost sports tourism. Continuous initiatives are being carried out by various Ministries to push both international and domestic event organisers, conglomerates and companies to actively sponsor tournaments and develop local athletes as competitive global sportsmen or sportswomen. By establishing more quality sports avenues, this would, in turn, encourage Malaysians to keep fit and healthy, leading to a healthier lifestyle and creating a productive Sports Nation.

MIDA, the country's principal investment promotion agency, stands ready to assist and facilitate business interests in the sports industry in Malaysia, particularly in the establishments of:

- Representative or regional office by international sports companies/organisation;
- Production facilities for sports products, accessories and merchandise;
- Sports training institutes, R&D centres and sports healthcare facilities;
- Sports technology companies involved in areas such as virtual and augmented reality, big data services as well as audio-visual technology for the football and other sports industry;
- E-sports game development companies; and
- Megastores and showrooms by international sports clubs.

Our Journey in Malaysia : C. Steinweg Group

From Rotterdam To Klang Valley

Founded in 1847 in the Port of Rotterdam, C. Steinweg is one of the world's leading warehousing and logistics service providers, with a long heritage of expertise in the commodity trade. With a vast network of 110 offices on every major continent, the Group has grown into a truly multinational company with close to 7 Million m2 of space and 20 km length of quay, handling over 25 million metric tons of various commodities annually.

While metals and minerals form a crucial part of the business, agricultural soft commodities is another big pillar, especially for South East Asia. The Group is also growing a significant presence in packed hazardous and non-hazardous chemical, offering the highest industry standards.

The main logistics services provided include warehousing, stevedoring, customs clearance, third-party inspection, forwarding and chartering.



Ulf Boll, Group Chief Executive Officer,
C. Steinweg Group

Depending on customer requirements, suitable facilities and technology can be engaged to provide other value-added services. Customers are multinational and local companies including producers, traders, manufacturers, distributors and their financing banks.

In Malaysia, C. Steinweg incorporated its local entity in 1991 and became one of the first London Metal Exchange (LME) approved operators to operate in Johor Port Terminal 1



Steinweg Johor General Warehouse



(since 2004) and Port Klang Free Zone (since 2009). In November 2018, Steinweg was again the first LME operator to list its built-and-operated warehouse in Johor Port Terminal 2.

On May 3rd, 2019, Steinweg Group proudly announced the launch of its Integrated Commodities Hub and Malaysia's first European-Standard Chemical Warehouse in Port Klang. Besides cementing Steinweg's leading position as the top LME operator, it will tap into rising demand for safe, efficient, and internationally compliant chemical warehousing in the fast-growing Port Klang area. Customers can also look forward to the convenience of one-stop value-add services such as repacking of chemicals and plastics, enabling them to maximise and localise their supply chain to serve regional markets via Malaysia.

Key Investment Considerations

"It is no coincidence that Steinweg Group has chosen Malaysia, and Port Klang Free Zone, as the location of choice for our first dedicated chemical logistics hub in ASEAN," said Mr Ulf Boll, Global CEO, C. Steinweg Group. "It speaks volumes about the existing strengths and future potential of Malaysia from a market demand perspective and the ease of doing business that we as Steinweg Group have experienced here from an investor's point of view. I have personally met with MIDA officials from HQ, Singapore and Frankfurt and after

every meeting, it became increasingly clear that we have made the right call".

"I remember vividly the very first meeting that we had with MIDA in Kuala Lumpur in 2014. They instantly understood our concept and value propositions," recalled Mr Jos Muller, Business Development Director, Chemical Division, C. Steinweg Group. "We were immediately advised on what are the steps to bring the project forward, from feasibility study stage to conceptualisation, execution and so on. We even had the chance to host MIDA Chief Executive Officer and other high ranking officials at our Headquarters in Rotterdam because they wanted to experience first-hand our full suite of service offerings and strongly encouraged us to roll out in Malaysia."

For C. Steinweg Group, other essential factors that helped to push forward the investment decision in Malaysia, versus other surrounding ASEAN neighbours, were the abundance of highly-skilled labour in the country, availability of modern infrastructures and the chemical industry's convergence into Malaysia, both as a manufacturing cum distribution hub.

"Asia has become the centre of gravity for the chemical industry, especially speciality chemicals", explained Mr Muller. "According to a recent study by Boston Consulting Group, the biggest markets as of 2017 were Asia-Pacific (with about €40 billion in specialty distributor sales), North America (€31 billion) and Western Europe (€13 billion). The remaining markets are all less than €5 billion."

"To scale up our operations in Malaysia and serve this high-growth region from here, I am happy to share that we have found many young talented Malaysians to join our growing workforce in both Johor and Port Klang. The Group has put in place a comprehensive training programme for these high-potential individuals – where they will be trained and coached by experts from our Centres of Excellence in Rotterdam, Singapore and Shanghai", added Mr. Boll. "We are keen to attract the very best of local talents, nurture and enhance their capabilities and give them good opportunities to advance and compete at the global level."



Steinweg Port Klang Chemical Warehouse

The Way Forward

While keeping an eye on the two newly opened integrated hubs in Johor and Port Klang to ensure their smooth operations, C. Steinweg Group is already busy making plans for the next chapter. The Group has acquired 48 acres of land in Tanjung Langsat Free Commercial Zone, the next frontier of industrial and chemical production in Southern Malaysia with proximity to Pengerang Integrated Petroleum Complex (PIPC). Positioned as a greenfield project, the Group has opened up discussions with many MNCs who are existing customers including those in Rotterdam, Busan, Shanghai, Tianjin, South Africa, and received various feedbacks on the potential combination of services that could be required in Tanjung Langsat.

“The unique strength of our global network is that customers are already familiar with our standards and know what they can expect. This allows us to pull out relevant experience and scale up very quickly wherever we go”, said Mr Boll. “Couple this with an investor-friendly, business-ready and well-connected environment like Malaysia, the sky is the limit in what we can achieve together.”



Steinweg Johor General Warehouse



Steinweg Port Klang General Warehouse

Dato' Abdul Majid Bin Ahmad Khan, New Chairman of MIDA

The Malaysian Investment Development Authority (MIDA) is pleased to announce the appointment of Dato' Abdul Majid Ahmad Khan, the President of Malaysia-China Friendship Association who is also the Honorary Chairman of the Malaysia-China Chamber of Commerce, as the new Chairman of MIDA, effective 22 April 2019.

Dato' Abdul Majid needs no further introduction as he has a highly distinguished career spanning over three decades in the civil service including the Prime Minister's Department as well as several Malaysia Missions abroad and senior positions in the Ministry of Foreign Affairs.

He has also carved a name among Malaysia's illustrious personalities, especially in the corporate world. He is on several boards of companies including three public listed companies in Malaysia. Dato' Abdul Majid holds a Bachelor of Economics (Honours) from the University of Malaya.

As someone with such a vast experience, Dato' Abdul Majid's leadership will be invaluable to MIDA, particularly in the context of the organisation's efforts in attracting more quality investments that translate to tangible benefits felt by all Malaysians. The new chairman succeeds Tan Sri Amirsham A. Aziz, whose term has ended in 2018 after six years of distinguished service. MIDA would like to express its sincere appreciation to Tan Sri Amirsham for his contributions and dedication to the organisation and the country.



MIDA Collaborates with Malaysian Automotive Association (MAA) to Boost Localisation Activities in the Automotive Industry

On 2 April 2019, Malaysian Investment Development Authority (MIDA) in collaboration with the Malaysian Automotive Association (MAA) organised the Localisation Programme for Automotive Industry 2019, themed "Local2Global" at MIDA headquarters. The event received an encouraging response from the automotive industry players and attended by over 100 participants ranging from MAA members, including the Original Equipment Manufacturers (OEMs) and local vendors. The event aimed to increase localisation activities and benefit all stakeholders as well as to encourage more investments in the industry.

According to Mr Arham Abd. Rahman, Deputy Chief Executive Officer of MIDA, "The Government has always considered localisation as one of the important elements to further develop the local automotive industry. We are pleased to gather a remarkable representation across the automotive industry including both the OEMs and vendors at this platform."



"I believe that through a strong participation between all stakeholders, the efforts towards enhancing the development of Malaysia's automotive industry can be made possible. We are certainly looking forward to seeing more investments in the industry that brings about the transfer of technologies and expertise creating new capacities and help contribute to the creation of high-value jobs".

As of 2018, the Malaysian automotive industry has 27 vehicle manufacturers (OEMs) producing cars as well as two-wheelers and commercial vehicles. It contributes about RM40 billion or 4 per cent to Malaysia's GDP, with a workforce of more than 600,000, of which 53,000 for aftermarket establishments, and around 800 for parts and components suppliers. For the period 2012 to 2018, MIDA has approved a total of 396 projects in the automotive industry with investments worth RM20.5 billion.

The event also featured a sharing session by PERODUA, several speakers' session by local vendors such as Continental Automotive Malaysia, Malaysian Automotive Lighting, KYB-UMW Malaysia, Morrissey Technology and FEC Cables (M), and a one-to-one business matching session between the OEMs and local vendors.

Highlights of April >>>



On 1 April 2019, MITI, MIDA and DOSM organised an informative briefing session on the country's investment statistics at the parliament.



On 2 April 2019, the Director of MIDA Sydney shared the stage with Mr Raymond Yeung, the Chief Economist of Australia and New Zealand (ANZ) China at the ANZ Geelong Business Event - Breakfast Talk on Malaysia and China. The event held at GMHBA Stadium was attended by 100 participants of ANZ clients and Geelong business community.



The Green Technology Division organised a Domestic Specific Project Mission (DSPM) to Johor from 1-3 April 2019. The objective of the mission was to engage with new potential investors and existing manufacturers to discuss the way forward for future adoption of green technology in their business activities.



On 3 April 2019, Mr. S. Siva, Executive Director Investment Promotion of MIDA presented the investment opportunities in Malaysia to 120 participants at the Trade and Investment Confederation Summit in Chennai, India.





On 6 April 2019, the Secretary-General of Developing-8 (D8) met with Mr. Arham Abd. Rahman, DCEO I of MIDA at MIDA HQ.



On 6 April 2019, Mr Yusri Hasnan, Director of MIDA Frankfurt made a presentation on investment promotion at the 1st ASEAN Trade and Investment Forum in Brussels, Belgium.

On 9 April 2019, the Advanced Technology, Research and Development (ATRD) Division of MIDA organised an Information Sharing Session on Industry 4ward at MIDA HQ. The sharing aimed to provide MIDA officials with better understanding on Industry4WRD National Policy and the incentives related to Industry 4.0.



On 10 April 2019, MIDA in collaboration with Ministry of Health (MOH) organised an engagement program with the private healthcare players to update and brief on the medical devices/ equipments verification processes. The event was held at MIDA HQ.



On 16 April 2019, the Licensing and Incentive Compliance and Monitoring Section of MIDA organised an Awareness National Programme on Compliance of Post Incentives Guidelines at MIDA HQ. The programme was well attended by participants from various industry divisions in MIDA.



On 16 April 2019, YBhg. Dato' Hj. Tengku Hassan Tengku Omar from the Terengganu EXCO for Trade and Industry, UPEN and Invest Terengganu made a courtesy visit to MIDA.



On 17 April 2019, MIDA represented by Ms. Suziyanti Saad from ATRD Division presented the investment incentives related to Industry4WRD at the SME Digital Technology 4.0 Conference held at Mines2. The event was organised by ATCEN Group and was attended by 300 participants.



On 22 April 2019, the Green Technology Division supported by the Department of Industrial Development and Research (DIDR) Sabah organised a Briefing and Dialogue session on green technology incentives in Kota Kinabalu, Sabah.





On 22 April 2019, 100 technology-based companies attended the Seminar on Business Opportunities in Malaysia, co-organised by MIDA Seoul and Korea Industrial Technology Association (KOITA), supported by the Embassy of Malaysia.



On 22 April 2019, MIDA team led by Mr. Arham Abd. Rahman, Deputy CEO I of MIDA met with the members of the Russia-ASEAN Business Council in Moscow to promote more investments from Russia.



On 23 April 2019, MIDA Perak together with the representatives from the Ministry of International Trade and Industry (MITI), SIRIM Berhad and Malaysia Productivity Corporation (MPC) participated as speakers at the Seminar and Dialogue on Industry 4.0. The event was organised by the Perak Entrepreneur and Skills Development Centre (PESDC) and was attended by 80 participants.



On 23 April 2019, MIDA Guangzhao joined hands with the Sabah State Government and Malaysia External Trade Development Corporation (MATRADE) to organise a Seminar on Business Opportunities in Sabah in Shenzhen. 12 MOUs were signed during the seminar session with a total projected investments of RM10 billion in various sectors.





On 24 April 2019, Mr. Arham Abd. Rahman, DCEO I of MIDA attended the 11th International Economic Summit Russia-Islamic World-Kazan Summit 2019. Together with him were speakers from various international organisations who shared their successful practices in attracting investment into their countries.



On 25 April 2019, MIDA team with Dato' Abdul Majid Ahmad Khan, Chairman of MIDA together with YB Datuk Mukhriz Mahathir participated in various engagements and meetings with potential investors during Malaysia's Investment Mission to China.



On 25 April 2019, the Industry Talent Management and Expatriate Division of MIDA visited CARSEM (M) Sdn. Bhd. and Toyo Tires to introduce MIDA's Apprenticeship Programme. MIDA urges more companies to come on board to create more opportunities for high-skilled graduates.



On 25 April 2019, MIDA joined the Malaysian delegation led by Dato' Sri Norazman Ayob, Deputy Secretary General of MITI to the 4th Malaysia Taiwan Economic Cooperation Committee (MTECC) to further enhance investment between Malaysia and Taiwan.





On 25 April 2019, MIDA's Resource Centre team organised a visit to the National Archives of Malaysia.



On 26 April 2019, MIDA HQ and MIDA Perak office collaborated with the Federation of Malaysian Manufacturers (FMM) to organise a briefing session on Apprenticeship Program to 40 participants from 20 companies in Perak. The event received an overwhelming response, whereby 10 companies immediately confirmed their participation in the programme.



MIDA was the conference partner to the World Football Summit from 29 to 30 April 2019. The initiative underscores the attractiveness of Malaysia's business environment and the country's position as a hub in ASEAN to have some of the most influential names in the industry to convene in the country.



On 30 April 2019, Mr. S. Siva, Executive Director Investment Promotion of MIDA participated as one of the panelists in the discussion on boosting the economy of a country through football at the World Football Summit Asia 2019 held at Sunway Pyramid Convention Centre.



On 28 April 2019, MIDA's team led by Dato' Azman Mahmud, CEO of MIDA organised a roundtable meeting with the Austrian Business Community in Vienna to discuss on investment opportunities available in Malaysia. It was indeed a fruitful meeting and MIDA looks forward to more investments from Austria.

ECONOMY NEWS

- Malaysia's new strategies to retain halal market leadership
- China firms interested in Penang
- MITI: US trade mission can generate RM6.6b investments
- Malaysia to leverage on improving trend of private investments: MIDA
- MIER projects all sectors of the economy to grow this year
- More deals from China following ECRL renegotiation — MITI
- MIER: GDP likely to grow 4.5pc
- Economists see rebound in Q2, H2 this year
- Economy seen to recover in H2 after slow first quarter
- MITI committed to luring quality investments: Darell
- World Bank expects positive impact from revival of ECRL, Bandar Malaysia projects
- World Bank maintains Malaysia's 2019 GDP growth at 4.7%
- Malaysia's fundamentals still attractive — World Bank
- Dr Mahathir: Malaysia will continue to be friendly to foreign investors
- AmCham: Transparency, openness are key qualities
- Leiking: US firms set to invest RM6.6bil
- AmCham sees more U.S. investments

INDUSTRY NEWS

- MIDA approved auto projects worth RM20.5 bil from 2012-2018
- JHM buys factory in Kedah to expand capacity
- Dufu aims to operate metal fabrication plant by June
- EMS outlook seen bright
- Sino Hua-An diversifies into tech and F&B, buys TGIF and Teh Tarik Place
- Honeywell seeks more opportunities
- Revised National Automotive Policy to be unveiled in Q2, says deputy minister
- Top Glove to manufacture medical catheters
- BTM inks MoU on wood pellet JV plant in Terengganu
- DESB plans up to RM120m investment
- Dow, Petronas arm ink carbon project deal
- 50 years of excellence
- Ritz Corporate Berhad to build guarana factory in Sabah

MIDA
E-NEWSLETTER



INDUSTRY NEWS (CONT')

- Global Rubber Glove demand to hit 300 billion in 2019, 63 pct supplied by Malaysia
- Plans to assemble 2 global marques
- Ta Win inks pact for cable making business
- Promising growth for milk industry
- Boost for manufacturing segment
- Dialog projects on track
- MCE teams up with Taiwanese firms to make automotive audio-visual products
- Cisco Systems to increase investments in Malaysia
- BAT seeks to introduce alternative tobacco products
- Vsolar to collaborate with HK firm on manufacturing fast chargers
- Analyst: Prioritise manufactured exports, especially E&E
- Opportunities in semiconductor
- Spritzer to spend RM25mil on PET plant and solar projects
- Leader Steel buys land to expand operations in Sarawak
- Jesselton Birost, China firm eye RM16.5 bln JV project in Sabah
- China's gearbox remanufacturing company to invest in Iskandar Malaysia
- Texchem to invest RM36mil for expansion this year
- US medical technology company to invest RM100m in Malaysia
- CCM at right place and time for Rapid

SERVICES NEWS

- Pioneering AI locally
- TNB building RM180m solar plant in Kedah
- Impiana set for expansion in hospitality business
- MIDF: Development of free zone can attract more MNCs
- Knight Frank positive on logistics/ industrial sub-sector
- Malaysia is set to host the world's largest ship-to-ship (STS) transfer hub off Johor waters
- MIMOS, Microsoft to set up applied AI centre in Malaysia
- Bintulu Port handles 48 mil tonnes of cargo in 2018
- Mega First mulls Malaysian renewable energy venture
- Gets Global-KPIT to set up e-mobility hub
- G3 Global goes big into AI
- Cypark to bid for 100MW solar project under scheme



SERVICES NEWS (CONT')

- Renewable energy to aid Malaysia's transition from fossil fuel – MIDA
- Local talent pool adaptable, says Ong
- Zenith opens RM195m hotel
- Industries urged to support skills competitions to strengthen TVET
- Let 5G be another milestone to a greater Malaysia
- New framework to promote private investment in airports
- KPJ to spend up to RM300mil on capex annually
- PM wants companies to invest in R&D, upskill labour force
- Malaysia on right track to become global Islamic finance hub
- Bintulu Port handles 48 mil tonnes of cargo in 2018
- Petronas opens its first auto expert centre in Malaysia
- Johor Port to provide marine services at Petronas LNG's Pengerang terminal
- G3 Global signs MoU with SenseTime, CHEC for Malaysia's first AI park

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1

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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
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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
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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

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MEETING ROOM

Hall Types		Rates (RM)	
		G	P
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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

Room Types		Rates (RM)	
		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	

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
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P = Private



Perdana Hall



PC Room



Boardroom



Japan Room

Room Types		Rates (RM)	
		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)
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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.

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