

**SPEECH FOR
Y.BHG. DATO' AZMAN MAHMUD, CEO OF MIDA
(READ BY: MR. MOHAMAD ISMAIL ABU BAKAR, EXECUTIVE DIRECTOR
MANUFACTURING DEVELOPMENT (RESOURCE), MIDA)**

**OFFICIAL OPENING CEREMONY OF
VINDA GROUP GROUNDBREAKING CEREMONY
FOR NEW SOUTH EAST ASIA HQ**

**3 SEPTEMBER 2019 (TUESDAY), 10.00AM – 1.30 PM
SIME DARBY PROPERTY AT BANDAR BUKIT RAJA (SALES GALLERY)**

Acknowledgement

His Excellency Mr. Dag Juhlin-Dannfelt
Ambassador of Sweden to Malaysia

Mr. Shahrul Azamin Abdullah
Director, Industry Support Division of Invest Selangor

Mr. Magnus Groth
President and Chief Executive Officer (CEO) of Essity

Mr. Li Chao Wang
Executive Chairman of Vinda International Holdings Ltd

Mr Christoph Michalki
Chief Executive Officer (CEO) of Vinda International Holdings Ltd. Hong Kong

Ms. Su Ting Nee
President of Vinda Group SEA

Distinguished guests

Members of the Media

Ladies and Gentlemen

1. Good morning. On behalf of MIDA and Dato' Azman Mahmud, our CEO, I am pleased to join everybody here to celebrate this important milestone - the ground breaking ceremony of Vinda Group's new South East Asia (SEA) Regional Headquarters. Dato' Azman has asked me to convey his regrets for not being able to be with you today, and has asked me to deliver his address.

2. This is such a commendable mega project where two production sites and three warehouses in Malaysia are consolidated into one modern, state of the art facility in Bukit Raja, Selangor.
3. Vinda is indeed a very good example of how global companies make their decisions based on fundamentals, and let me reassure you that Malaysia remains on a firm economic footing.
4. MIDF Research projected our GDP to be above 5% in the third quarter of this year, supported by business confidence that continues trending upwards and recovery in the manufacturing and commodity-based sector. Despite the global economic headwinds that have created a challenging environment, we remain steadfast in creating one that is business friendly.

Ladies and Gentlemen,

5. The business relationships between MIDA and Vinda Group goes way back in 1994 when the company was first granted a manufacturing license to produce baby diapers in the country. Since then, MIDA has been engaging with Vinda to facilitate the Group in its efforts to expand and diverge into producing a variety of incontinence and feminine protection products in Malaysia.
6. Hence, when Vinda approached MIDA on their expansion and consolidation plans, we are excited to see their commitment to fortify their presence in the region by leveraging on their multiple growth enablers such as product innovation, human capital, market expansion and sustainability, supported by Malaysia's vibrant industrial ecosystem.
7. Additionally, we are also excited that Vinda has taken a step forward to harness the potential of Industry 4.0, in line with the Government's Industry4WRD initiative. This will pave the way for enhanced productivity as well as the creation of high-value jobs that will contribute to Malaysia's economic prosperity and societal well-being.
8. We hope to see more companies to emulate Vinda Group and raise their bar in terms of best practices and productivity in the near future. This will in turn create better jobs for the country.
9. With Vinda's expansion plan underway, we anticipate more high-skilled job creation and business opportunities for the industry. Currently, Vinda Group alone has employed more than 900 Malaysians in various positions.

Ladies and Gentlemen,

10. As of June 2019, MIDA has approved a total of 21 sanitary related products with investments worth RM2.3 billion. From the total, RM2.2 billion was from foreign investments while the balance of RM125 million was from domestic sources.
11. Vinda's presence here also represents the portfolio of companies with Swedish and Chinese participation, which have been among the top contributors of high value-added investments in Malaysia.
12. Therefore, this is indeed an exciting event for Malaysia. We foresee this Regional Headquarters will be a catalyst in boosting the development of the industry ecosystem in the country. It will also be able to provide its customers with better access to global markets and greater flexibility in service offerings.
13. On that note, let me wish the management and staff of Vinda Group every success in this endeavour. We look forward to seeing you seize the opportunities arising from our diversified economy, and reach greater heights in the coming years.

Thank you.