

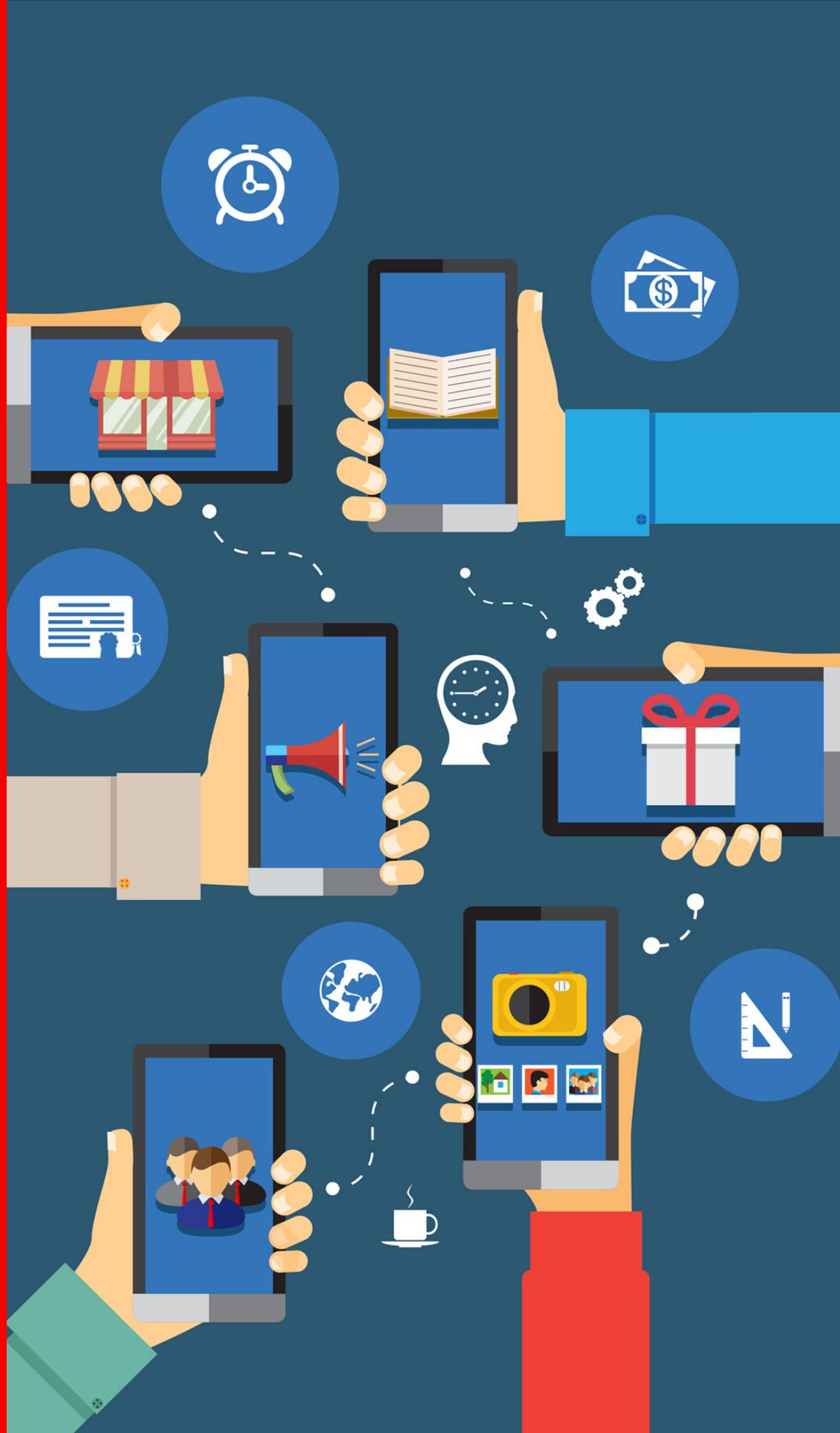


May  
2020  
Issue

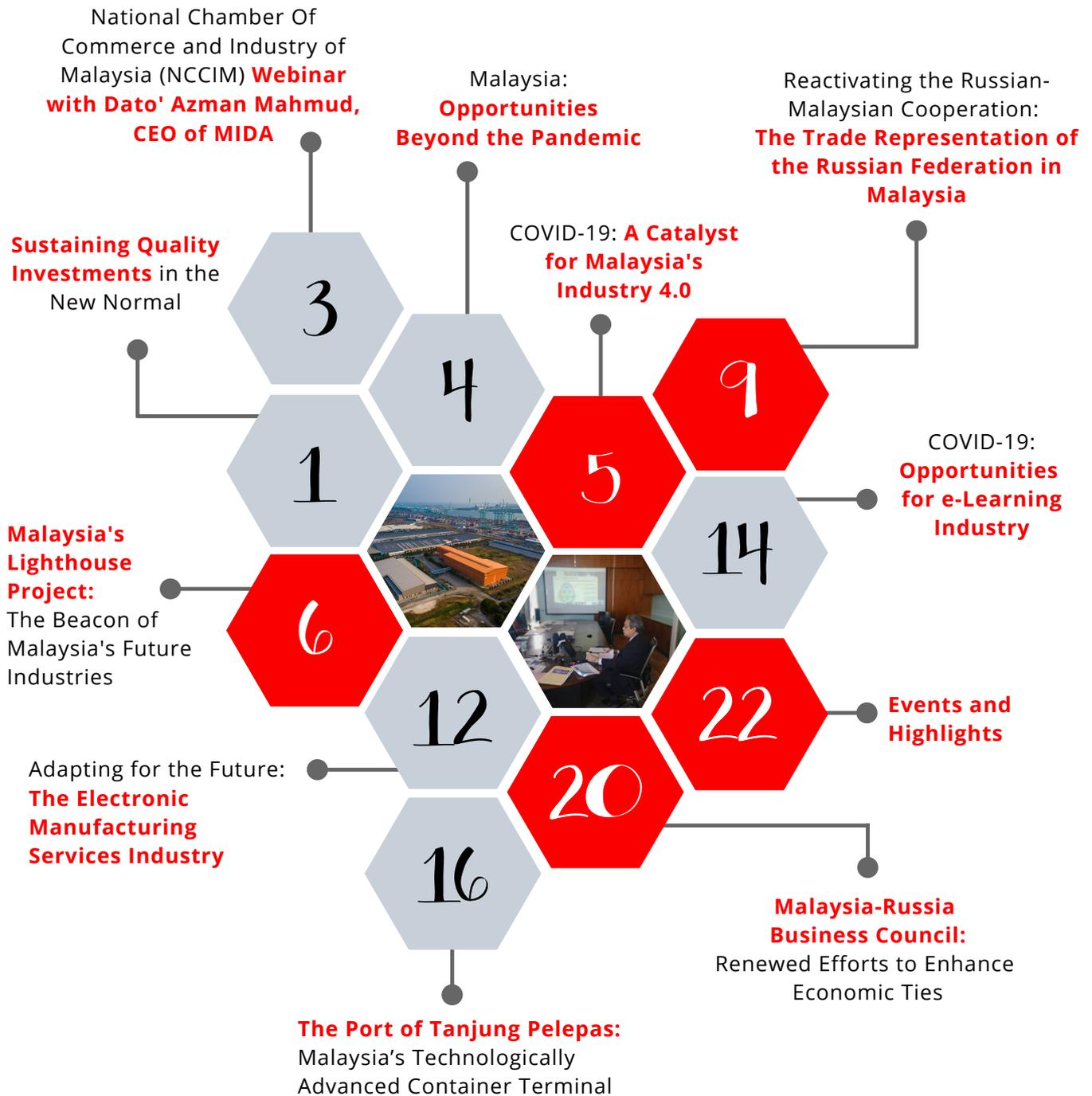
**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY  
**E-NEWSLETTER**

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



# Content >>>



**It's easy!** Just scan and follow us to be part of our social media community today.



Twitter URL : [@officialMIDA](https://twitter.com/officialMIDA) | Facebook URL : [@officialMIDA](https://www.facebook.com/officialMIDA) | Instagram URL: [@officialMIDA](https://www.instagram.com/officialMIDA)  
LinkedInURL : [@officialMIDA](https://www.linkedin.com/company/officialMIDA) | Youtube URL : [@officialMIDA](https://www.youtube.com/channel/officialMIDA)

# Sustaining Quality Investments in the New Normal

Malaysia's move to break the chain of infections through the implementation of the Movement Control Order (MCO) beginning 18 March 2020 is proving to be effective with Malaysia handling the situation relatively well. In tandem, to ensure the resilience of the country's economy, most of the economic sectors have been allowed to operate subject to strict adherence to health and safety guidelines.

The Ministry of International Trade and Industry (MITI) was at the forefront in providing the necessary approval for companies producing essential products and services to stay in operation during the MCO period conditionally.

"The Malaysian Investment Development Authority (MIDA) has been instrumental in the evaluation process by providing pertinent inputs to MITI for the final approval to the companies. While many of us work from home since the beginning of MCO, we had many MIDA officers stationed at MITI, around the clock, to facilitate the approval process for companies to operate. During MCO, MIDA continued to evaluate investment applications as well as applications for import duty and sales tax exemptions. The National Committee on Investment (NCI) also considered investment applications every week through circulation," said Dato' Azman Mahmud, Chief

**EU-MCCI** BizTalks  
EU Malaysia Chamber of Commerce and Industry

**HOW MALAYSIA IS COPING WITH COVID-19 AND THE MITIGATION MEASURES: MIDA'S ROLE TO SUSTAIN QUALITY INVESTMENT POST COVID-19**

**MIDA**

**Dato' Azman Mahmud**  
Chief Executive Officer,  
Malaysian Investment Development Authority (MIDA)

**Speaker**

**Date: 14<sup>th</sup> May 2020**  
**Time: 3:00pm (GMT+8)**

**REGISTER NOW!**  
For further information, please contact us at [events@eumcci.com](mailto:events@eumcci.com) or call +60163380197

Co-Organizer: **SEBSEAM-M**  
Sponsoring partner: **MIDA**  
Sponsor: **La Cámara**  
Sponsor: **ICCM**  
Sponsor: **MDBC**  
Sponsor: **MASBAH**  
Sponsor: **Malaysian Economy**  
Sponsor: **AIK**  
Sponsor: **Malaysia Chamber of Commerce and Industry**  
Sponsor: **Malaysia Chamber of Manufacturers**  
Sponsor: **Malaysia Chamber of Engineers**  
Sponsor: **Malaysia Chamber of Architects**  
Sponsor: **Malaysia Chamber of Surveyors**  
Sponsor: **Malaysia Chamber of Quantity Surveyors**  
Sponsor: **Malaysia Chamber of Valuers**  
Sponsor: **Malaysia Chamber of Estate Agents**  
Sponsor: **Malaysia Chamber of Auctioneers**  
Sponsor: **Malaysia Chamber of Real Estate Brokers**  
Sponsor: **Malaysia Chamber of Property Developers**  
Sponsor: **Malaysia Chamber of Building Contractors**  
Sponsor: **Malaysia Chamber of Quantity Surveyors**  
Sponsor: **Malaysia Chamber of Valuers**  
Sponsor: **Malaysia Chamber of Estate Agents**  
Sponsor: **Malaysia Chamber of Auctioneers**  
Sponsor: **Malaysia Chamber of Real Estate Brokers**  
Sponsor: **Malaysia Chamber of Property Developers**  
Sponsor: **Malaysia Chamber of Building Contractors**

Executive Officer of MIDA at the webinar session organised by the EU-Malaysia Chamber of Commerce and Industry (EUMCCI) on 14 May 2020.

The webinar, entitled 'How Malaysia is Coping with COVID-19 and the Mitigation Measures: MIDA's Role to Sustain Quality Investment Post COVID-19' attracted more than 200 participants.

Dato' Azman highlighted that, based on the survey conducted by the Federation of Malaysian Manufacturers (FMM) and MIDA, the MCO has severely impacted the manufacturing sector especially the 3+2 sectors, namely electrical and electronics, chemical, machinery and equipment, aerospace and medical devices. The estimated impact from the survey includes RM21 billion in financial losses, RM40 billion in export losses and 190,000 job losses.

Additionally, Bank Negara Malaysia in its statement on 13 May 2020 said the country's economic growth had moderated to 0.7 per cent in the first quarter of 2020 amidst a challenging global economic and trade environment. The Malaysian economy is expected to gradually pick up in the second half of 2020 as the Government has started easing MCO restrictions by allowing more economic activities to operate under the Conditional MCO (CMCO).

### **PRIHATIN Economic Stimulus Package Supports Businesses**

The PRIHATIN Economic Stimulus Package that has been put in place by the Government does not only address the adverse health and social impact of the on-going COVID-19 outbreak but also supports businesses through an RM100 billion allocation.



Some measures within the stimulus package that are relevant to companies include:

- Monthly wage subsidy, between RM600 to RM1,200 for employees earning less than RM4,000 per month;
- A reduction of 25 per cent for the levy on foreign workers for all companies with work permits that expire during the period of 1 April to 31 December 2020; and
- Accelerated capital allowances over two years, on machinery and equipment including ICT.

### Turning a Setback Into a Comeback

“Malaysia will remain an investor-friendly destination for long term growth, for both foreign and domestic businesses alike. As highlighted by the Prime Minister of Malaysia, the reopening of economic sectors will be followed by the implementation of Malaysia's economic recovery strategy. The Government and the private sector will need to strengthen our partnership to revitalise and reform the nation's economy in facing the new global landscape post COVID-19,” said Dato’ Azman.

A significant initiative to be undertaken by MIDA is the establishment of a mechanism in MIDA to facilitate all necessary approvals required at the federal, state and local authorities’ levels. This is to ensure speedy implementation of manufacturing projects.

The Ministry of Finance (MOF) has set up a focus group to formulate the nation's Short Term Recovery Plan. Out of the six sub-working groups, MIDA is contributing significantly to four sub-groups, namely the Healthcare Operational Requirements, Building Capabilities and Providing Jobs, Growth and Resilience of Our Companies, as well as Short Term Growth and Investor Confidence.

“One of the main challenges arising from COVID-19 is the issue of supply chain disruptions. In making companies’ supply chain more resilience, Malaysia is offering itself as a new alternative base for Asia. We look forward to having more European companies enhancing their existing operations in Malaysia.

Our local companies are well supported by the Government to be reliable suppliers in the MNCs’ supply chain network,” said Dato’ Azman.

In closing, Dato’ Azman emphasised, “MIDA assures our EU investors that once we overcome this challenging chapter, Malaysia will be stronger in rebuilding its competitiveness and will remain a strategic investment location in Asia. With this goal in mind, MIDA will continue working closely with the Chambers to support the growth of their members’ businesses in Malaysia.”

Watch the full video on @OfficialMIDA YouTube channel: <https://www.youtube.com/watch?v=xdjXpHflav8>



### MIDA INTERVENTION

More than 20 MIDA officers stationed at MITI to facilitate the approval process for companies to operate.

MIDA has been instrumental in the evaluation process by providing pertinent inputs to MITI for the final approval to the companies.

MIDA continued to evaluate investment applications as well as applications for import duty and sale tax exemptions. The National Committee on Investment (NCI) also considered investment applications every week through circulation.

# National Chamber Of Commerce and Industry of Malaysia (NCCIM) Webinar with Dato' Azman Mahmud, CEO of MIDA

The Malaysian Investment Development Authority (MIDA) organised a live webinar session with the National Chamber of Commerce and Industry of Malaysia (NCCIM) on 21 May 2020. The session, which featured a keynote address by Dato' Azman Mahmud, CEO of MIDA was joined by Tan Sri Datuk Ter Leong Yap, President, NCCIM; Dato' Low Kian Chuan, Secretary General NCCIM; Mr Tan Weng Hock, Managing Director Malaysia, United BC Team Sdn. Bhd. (UBCT); Mr. Mohd Shazlan Bin Mohd Anwar, Group Managing Director, Virtual Instrument and System Innovation Sdn. Bhd. (VISI).

The webinar discussed on matters relating to the impact of COVID-19 and the Movement Control Order (MCO) on the economy, as well as the measures and support undertaken by the Government to mitigate the adverse impact of the pandemic.

According to Dato' Azman, "As we now have moved into the next phase, it is time to Reboot, Restart and Revitalise our

economy post COVID-19. To reduce the economic impact of COVID-19 and sustain businesses, the Government continuously seeks new approaches and strategies to facilitate the growth and competitiveness of local companies, particularly SMEs, in the domestic arena and global markets".

The Government, through MIDA, has also provided more opportunities for companies to move towards digitalisation or Industry 4.0 through various initiatives, particularly for the SMEs. MIDA encourages SMEs to tap into MIDA's Domestic Investment Coordination Platform (DICP) which provides the missing link between businesses, funding technology and research

capability. Some companies require capital injection for expansion, structured financing for new projects, joint venture partners or merger and acquisition. During the webinar session, Dato' Azman launched the latest MIDA's initiative, namely the Malaysia's Lighthouse Project, and invite local companies to be onboard in integrating themselves in these lighthouse operations.

The Lighthouse Project consists of industry players that have taken Smart Manufacturing technology from pilot to integration at scale, thus achieving significant financial and operational benefits. The term "lighthouse" denotes that these factories can act as beacons to guide their supply chain and others that are still looking to apply technologies such as artificial intelligence, additive manufacturing and advanced analytics as well as overcoming challenges in upgrading existing production systems.

This also forms part of MIDA's continuous effort in driving the initiatives of Malaysia's national policy on Industry 4.0, into reality. The full video is accessible at: <https://www.facebook.com/456109417812491/posts/2945078155582259/>



# Malaysia: Opportunities Beyond the Pandemic

The Malaysian Investment Development Authority (MIDA) participated as one of the panellists in the webinar entitled 'Post Covid-19 Economic Situation Prediction in Malaysia', organised by the Chinese Enterprises Chambers of Commerce in Malaysia (CECCM) on 15 May 2020. The session attracted a total of 14,200 views on CECCM, and the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)'s Facebook pages.

Ms. May Lim Ming Yee, Senior Deputy Director of Foreign Investment Promotion Division who represented MIDA at the Webinar, shared a topic on 'Investment Environment in Malaysia'. MIDA highlighted that the Malaysian Government has taken pro-active and responsive measures in balancing public health, economic sustainability and the livelihood of the people. Almost all economic sectors have been allowed to operate subject to strict adherence to health and safety guidelines.

A recent survey by Singapore's leading social research agency Blackbox Research and a technology company Toluna on the sentiments of citizens from 23 countries and regions towards their COVID-19 crisis management efforts has placed Malaysia fourth with a 58 index score, ahead of its neighbours namely Indonesia and Singapore. Malaysia's cautious approach in handling the crisis was key

to the country's favourable performance. China emerged on top with an index score of 85. The survey assessed the response of governments across four key performance indicators such as national political leadership, corporate leadership, community and media.

Since 2016, China has been Malaysia largest source of foreign investment in the manufacturing sector for four consecutive years. In 2019, a total of 79 projects with participation from China were approved with investments totalling USD3.74 billion (RM15.3 billion). These projects are expected to create 14,174 jobs.

At least 21 Chinese companies of Fortune Global 500 and 54 Chinese Companies of Fortune China 500 have established their operations in Malaysia. To date, MIDA had approved a total of 100 Global Establishments with Chinese interest with investments amounted to USD28.4 million (RM105.5 million). These establishments have created 398 jobs in the country.

The Eleventh Malaysia Plan is very much in line with the Chinese government's Made in China 2025 policy that seeks to upgrade its manufacturing base by rapidly developing high-technology industries. Currently, both countries are focusing on global high-tech manufacturing



industries such as electrical and electronics, machinery and equipment, chemicals, medical devices and aerospace.

Despite COVID-19 disrupting businesses globally, Malaysia remains an investor-friendly location for the long term business growth. Malaysia and China share common interests and great potential benefits for the future. Malaysia welcomes more quality investments focusing on high technology, high value-added, knowledge and capital intensive from China.

In closing, Ms. May assured the webinar audience that MIDA, especially its offices in Beijing, Shanghai and Guangzhou stand ready to tenaciously work alongside Chinese investors and industry stakeholders in embracing the new normal to remain competitive in the global marketplace. The full session of the Webinar can be accessed at: <https://www.facebook.com/1259754840787466/videos/173580427321273/>

# COVID-19: A Catalyst for Malaysia's Industry 4.0

The COVID-19 pandemic has proven that digitalisation and automation is a necessity to ensure business sustainability. At the webinar session entitled "COVID-19: A Catalyst for Malaysia's Industrial Revolution (IR) 4.0", organised by the British Malaysia Chamber of Commerce's (BMCC) webinar on 22 May 2020, Mr. Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion, MIDA updated the participants on investment opportunities in the country and Malaysia's journey towards embracing the new normal with IR4.0.

The session also featured speakers from the Federation of Malaysian Manufacturers (FMM) and Serba Dinamik. They shared their insights on IR4.0 and Malaysia's growing capabilities in the field.

## Emerging Opportunities Post COVID-19 in Malaysia

With the reopening of the economy, the Government is drawing up the Economic Recovery Plan to support local investors, retain existing investors and attract new potential investors to Malaysia.

This poses exciting prospects as the COVID-19 pandemic is shaping a new generation of manufacturers, one who is attentive to the emerging

opportunities arising from the low-touch economy.

As a dynamic country, Malaysia is well-positioned to seize opportunities within the low-touch economy. New economic opportunities include:

- reorientation of the global supply chains from low efficiency to resiliency;
- higher demand for medical products to enhance healthcare capacity; and
- greater reliance on technology to enable higher consumption of digital services.

## Embracing Lighthouse Concept in Malaysia

Notwithstanding the current business climate, the Government continues to encourage companies to embrace Lighthouse Concept, i.e. to engage in innovative and productive activities such as the

adoption of automation and digitalisation of business processes. This includes the call for companies to leverage the various incentives and facilities offered to embrace Industry 4.0.

## UK Investments in Malaysia

The United Kingdom (UK) and Malaysia have had a long, fruitful bilateral relation. UK is among the major investors in Malaysia with 467 manufacturing projects implemented across the country, accounting for RM10.16 billion (USD2.97 billion) in investments. These projects have also created 39,338 jobs.

In 2019 only, MIDA approved UK investments of RM1.7 billion (USD431.7 million). An example of a recent investment from the UK is Smith+Nephew that will establish its high-tech orthopaedics manufacturing facility in Pulau Pinang with over RM1.0 billion in investments.

As Malaysia's fundamentals remain intact, Malaysia is expected to attract more quality investments from the UK.



# Malaysia's Lighthouse Project: The Beacon of Malaysia's Future Industries

Many companies are applying the Fourth Industrial Revolution initiatives in manufacturing. Still, few managed to integrate Industry 4.0 technologies at scale to escape from the inertia of "pilot purgatory", thus unable to bring manufacturing innovation to realise significant economic and financial benefit. Since 2016, the World Economic Forum (WEF) in collaboration with McKinsey & Company (McKinsey) have been monitoring the progress of advanced manufacturing worldwide to identify leading organisations with key factors that differentiate them as the front runners of the Fourth Industrial Revolution – the "Lighthouses".

This selected group of "lighthouses" have taken their smart manufacturing journeys from pilot to integration at scale, serving as beacons to

guide others in overcoming challenges in their production systems through the adoption of leading-edge technologies such as artificial intelligence, additive manufacturing and advanced analytics.

WEF and McKinsey launched the Global Lighthouse Network[1] in 2018 as a research collaboration to bring together the most advanced factories in the manufacturing world for a cross-company learning journey. The network identified 44 lighthouse factories; 14 of which are recognised as end-to-end (E2E) lighthouses, integrating manufacturing innovation from their suppliers through to their customers and beyond.

By embracing the principles of the Lighthouse model, industries can jumpstart the current productivity stagnation and

reset their benchmarks for operational and financial key performance indicators (KPIs). In tandem with this, lighthouse factories can create a better, cleaner world through new levels of efficiency in manufacturing and its related ecosystem.

Escaping from "pilot purgatory" remains a challenge for Malaysian companies seeking to achieve the transformational impact of the Fourth Industrial Revolution. The secrets of scaling lie in the fact that the Lighthouses not only create a new operating system that becomes the standard blueprint for the entire company. They also stay focused on innovating and transforming one value chain first, before scaling their capabilities to other parts of the business.



The Global Lighthouse Network includes 44 sites where Fourth Industrial Revolution/ Industry 4.0 technologies are successfully deployed at scale (Source: McKinsey & Co.)

[1] [https://www.weforum.org/projects/global\\_lighthouse\\_network](https://www.weforum.org/projects/global_lighthouse_network)



Referencing McKinsey's Insights 'Lighthouse' Manufacturers Lead the Way - Can the Rest of the World Keep Up?'<sup>[2]</sup>, lighthouses embody several distinct characteristics, which include:

- **Technology diffusion that includes both large and small companies**

Fourth Industrial Revolution innovation is accessible not only to large organisations but also to SMEs, which can achieve transformative impact by focusing on pragmatic solutions that do not require large investments.

- **Located in both emerging and developed economies**

Lighthouse is not an exclusive domain of developed economies. Adoption of Industry 4.0 technologies for smart manufacturing are also paying off in the manufacturing sectors of emerging economies that have been benefitting from low labour costs.

- **High impact with the minimal replacement of equipment**

Lighthouses achieve high

impact with the minimal replacement of equipment. Most of the lighthouses were created by transforming existing brownfield operations through optimising existing infrastructure, retrofitting existing machines to be compatible with new technology, and augmenting it with modern machinery.

- **Open innovators and collaborators**

Lighthouses are open innovators and collaborators. They engage in an innovation network comprising the industry, business, government and the social sector, including academia.

- **Scalable technology platform**

Technology adoption at scale can have a radical impact on organisations. Lighthouses would be able to showcase successful integration of several use-cases in an agile working mode, which allows them to do proofs-of-concept in a short time period, improve the solution based on findings and go quickly from pilot to scale-up.

- **Injectors of human capital**

Lighthouses are injectors of human capital. Contrary to widespread concerns about worker displacement, lighthouse factories are not deploying technologies to replace operators with machines, but are transforming work to make it less repetitive and more interesting, diversified and productive.

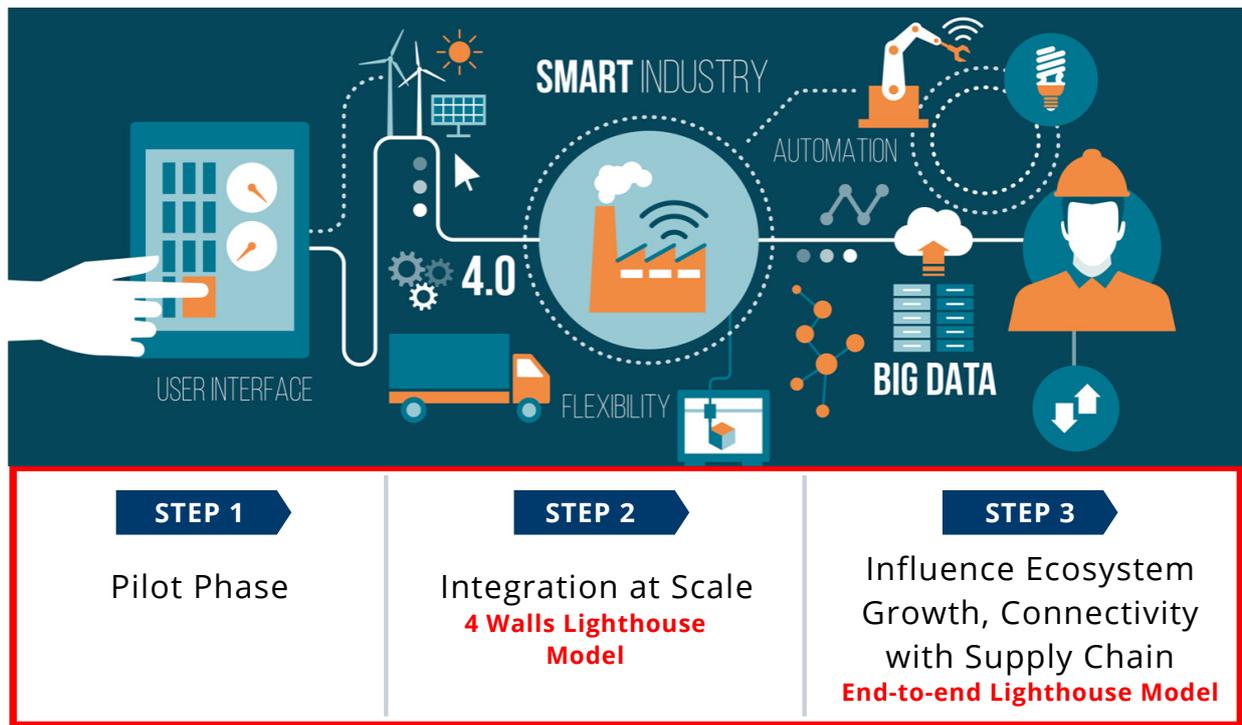
- **Industry leaders that are resetting benchmarks**

Lighthouses are resetting industry benchmarks for the manufacturing sector as they are prioritising new operational and financial KPIs. Efficiency increases as companies employ different use-cases to transform their operations and lead the broader manufacturing community to accelerate an end-to-end transformation.

As the Government recognises the prospects of local companies in driving the economic growth of Malaysia, MIDA would like to encourage industry stakeholders to take proactive



[2] <https://www.mckinsey.com/business-functions/operations/our-insights/lighthouse-manufacturers-lead-the-way>



*Malaysia's Lighthouse Project aims to accelerate industry transition towards the future of manufacturing by deploying technology, transforming the workforce and scaling an end-to-end supply chain beyond the pilot phase. (Source: MIDA)*

steps to leverage on the available Government support to be trusted suppliers of the Lighthouses' supply chain network. MIDA is looking forward to having more local companies to integrate into lighthouse operations.

MIDA has taken a proactive step to embrace the Lighthouse initiative by introducing Malaysia's Lighthouse Project during a webinar session with the National Chamber of Commerce and Industry of Malaysia (NCCIM) on 21 May 2020. The Lighthouse Project aims to reposition Malaysia to be among the top global manufacturing nations through the adoption of Industry 4.0 technologies as well as to assist existing companies from various industrial sectors to transform and emerge as lighthouses. This also forms part of MIDA's continuous effort in driving the initiatives of Industry4WRD[3],

Malaysia's national policy on Industry 4.0, towards reality.

This is in line with the current national Industry4WRD policy for industries to adopt the latest digital technologies and further accelerate towards the future of manufacturing by deploying technology, transforming the workforce and scaling beyond the pilot phase. The Lighthouse initiative presents real-world evidence to dispel widespread myths and misunderstandings that pose as obstacles to the adoption of innovative technologies at scale.

Companies and governments can work in partnership to ensure the diffusion of technology and its subsequent benefits. A lighthouse network has the potential to transform factories into creative, entrepreneurial and exciting places to work. If appropriately trained and up-skilled, today's

line workers will play valuable roles as problem-solvers and innovators. This presents the opportunity to create a future workplace that attracts and excites the best and brightest of the next generation.

Companies who are interested in being part of the Lighthouse On-Boarding project are welcome to register their interest at MIDA's website: <https://www.mida.gov.my/home/malaysias-lighthouse-project/posts/>. This project offers an unrivalled opportunity to not only highlight the transformational efforts of advanced manufacturers but also to create a shared learning journey that will help manufacturers of all sizes around the world and across value chains to capitalise on the positive potential of the Fourth Industrial Revolution journey in Malaysia.

[3] <https://www.miti.gov.my/index.php/pages/view/4832>

# Reactivating the Russian-Malaysian Cooperation



**Nikita Ponomarenko**  
Trade Representative of the  
Russian Federation in Malaysia

Russia is blessed with vast natural resources such as oil and gas, iron and steel as well as wood and forestry. Today, Russia is among the world's leading producers of oil and natural gas and a top exporter of metals such as steel and primary aluminium. Russian companies are also trendsetters of technology in niche industry segments such as aerospace, energy generation, machinery and equipment, weapon and military, given their intense focus on research and development activities.

Over the years, Russia and Malaysia have established a long and rewarding partnership. The two countries continue to develop mutually

beneficial bilateral relations. This is reflected by the growth of bilateral trade between both nations by more than 7 per cent to RM12.8 billion in 2019. This is further highlighted by Russia's position as the largest investor in Malaysia's manufacturing sector from the Commonwealth of Independent States (CIS) member countries.

Furthermore, the establishment of the Joint Russian-Malaysian Commission on Economic, Scientific, Technical and Cultural Cooperation was an important step in boosting investment flows. The first meeting of the intergovernmental commission which took place in Moscow in October 2019 gave a new pulse to the bilateral relations, further enhancing

interactions between the countries.

The Senior Russian government authorities and private sector representatives have actively joined exhibition events in Malaysia. For example, a wide range of Russian high-tech companies participated in the Langkawi International Maritime and Aerospace Exhibition, Defense Services Asia and the Malaysia Oil and Gas Services Exhibition.

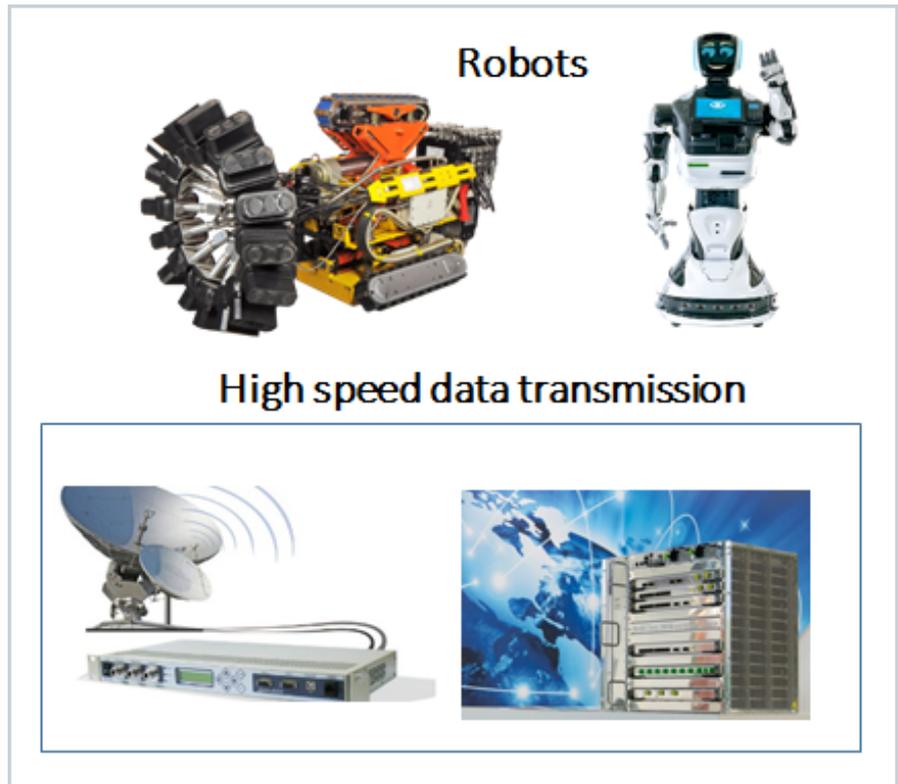


Notably, in November 2019, a large-scale business mission of Russian companies to Malaysia was organised in tandem with the Russia Trade and Business Investment Forum. Under the auspices of the Ministry of Industry and Trade of the Russian Federation, over 40 Russian companies visited Malaysia, and the delegation was represented by esteemed players in the field of aircraft construction, shipbuilding and railway transport.

During the Forum, modern models of civil aircraft, helicopter technology, sea and river vessels, locomotives and wagons, air navigation equipment, air and sea traffic control systems, as well as information and physical infrastructure security solutions, were presented.

With the support of the Ministry of International Trade and Industry (MITI) and the Malaysian Investment Development Authority (MIDA) on the sidelines of the business mission, a briefing for Russian companies was held. The topics covered during the briefing include measures to facilitate the investment and localisation of foreign companies as well as special tax and tariffs preferences.

This undertaking witnessed fruition a few months later with the registration of new Russian companies in Malaysia. These companies were from the high-tech spheres such as telemedicine, smart city, Industry 4.0, cybersecurity and 5G data transmission. Staying true to its reputation of being a "single window" agency to



coordinate all investment-related activities in Malaysia, officials from MIDA closely facilitated the Russian companies, offering prompt and reliable assistance while displaying high levels of professionalism.

It is important to note that Russian companies investing in Malaysia are not merely providing black-box solutions. They are ready to assist Malaysian partners in creating joint systems of informational security and protection of critical infrastructure by cooperating in R&D, engineering education and training.

Additionally, with Russian companies' focus on the most promising and breakthrough technologies such as advanced digital production technologies, industrial Internet of Things, robotics, big data analysis, neuro-technology and artificial intelligence, systems of the distributed registry as well as virtual and augmented realities

collaborations with Malaysian partners will prove to be valuable. Among the latest pursuits involve creating technological partnerships in the field of 3D printing and aerial drones.

There are already successful examples of Russian-Malaysian business collaborations, such as the production of energy efficiency, high-speed data transmitters, smart lighting, as well as traffic monitoring systems. These locally produced products are being introduced globally, particularly to the Russian, European and ASEAN markets.

Currently, the Trade Representation of the Russian Federation in Malaysia, together with MIDA, is preparing the ground for future cooperation for both countries' technological ecosystem. Among the potential area of collaboration include the management of companies within free economic zones,



industrial clusters and technological parks. The highlight of this venture will be the establishment of a Russian-Malaysian High-Tech Centre in Malaysia. It will be a permanent B2B platform to demonstrate advanced Russian developments focusing on e-government, cybersecurity, smart cities, Industry 4.0, unmanned vehicles (aerial, automotive and marine) and artificial intelligence solutions.

As both nations strive to further develop bilateral relations, the Malaysian-Russian Business Council headquartered in

Kuala Lumpur and the Russian-Malaysian Business Council headquartered in Moscow are taking the instrumental role and proactive approaches. The two organisations actively facilitate business dialogues between the entrepreneurial communities of both nations by regularly holding business matching, forums and meetings. Given the present business climate surrounding the COVID-19 pandemic, virtual forums have also become an increasingly popular tool to build investors' confidence and update stakeholders.

Despite the positive trends in bilateral trade and economic relations, the full potential of cooperation between Russia and Malaysia have yet to be developed. Moving forward, the Trade Representation of the Russian Federation in Malaysia will continue to take every effort to activate and develop the cooperation between Russia and Malaysia.

For additional information about Russian-Malaysian business activities or to submit proposals for future undertakings, please contact [kualalumpur@minprom.gov.ru](mailto:kualalumpur@minprom.gov.ru).



# Adapting for the Future: The Electronic Manufacturing Services Industry

Shifting customer demands, changing global landscape and continuous technology enhancement are crucial elements that shape the role, processes and capabilities of the electronic manufacturing services (EMS) industry. Printed circuit board (PCB) assembly is the primary manufacturing activity of EMS companies, and this segment is continuously evolving as components are being consistently minusculed with the introduction of more compact new devices. This, in turn, requires changes to be made to the process of mounting electrical components to the PCB such as the Surface Mount Technologies (SMT) to ensure the final assembled PCB is equipped to be used in complex and high technology products.

Malaysia, with its esteemed reputation for an abundance of a well-trained workforce, developed infrastructure, efficient telecommunication systems and continued commitment to R&D, presents an attractive location for EMS providers. The country's sound information technology infrastructure also enables EMS companies to tap onto opportunities in virtual manufacturing and Industry 4.0 implementation.

These two growth areas represent exciting opportunities arising from the rapid advancements in the cyber world and its borderless society.

Leading EMS companies, many of whom rank among the top 50 companies worldwide have established their footprint in Malaysia. These include Jabil, Sanmina-SCI, Plexus, Celestica, Flextronics and Benchmark.

Homegrown EMS companies such as BCM and Scope Manufacturer (M) Sdn. Bhd. have also established their niche as notable EMS providers, particularly in the PCBA industry. Other local champions such as Globetronics and Carsem are renowned players in the EMS supply chain, providing their expertise in the area of integrated circuits and semiconductor packaging.





Today, the PCB assembly industry is in a state of disruption. With product life cycles becoming increasingly shorter, there is an urgent need to create ingenious products and services with superior cost-effectiveness and agile adaptability.

With constant innovations, it is no surprise that the EMS industry outspends all other industries in research and development (R&D) and has a track record of consistent spending in design and development (D&D). EMS providers have also been more tenacious in implementing strategic initiatives to remain competitive and successful worldwide. This includes the implementation of the big data analytics, automation and improved connectivity

efficiencies of Industry 4.0 to make manufacturing and the supply chain 'smart'.

Many multinational and local companies have started their journey of adopting automation and Industry 4.0 elements to remain relevant in the future. Made to order, smart materials, collaborative working and Industry 4.0 technology are some key areas EMS companies need to prioritise to ensure continual success. Additionally, EMS companies also need to expand their capabilities to be ubiquitous, remaining relevant for the increasingly diverse customer segments.

More Malaysian-based EMS companies are expected to jump on the bandwagon and

review their current operations in line with the changing industry demands. The Government's facilities such as the accelerated capital allowances over two-year period on machinery and equipment including ICT, Industry 4.0 (Industry4WRD) incentive, intervention fund, domestic investment strategic fund (DISF) and high impact fund are already in place. Companies should take advantage of all available facilities and programmes that are made available by the Government to grow their high value and substantive activities in the country and be reliable suppliers in the global supply chain network. Find out more on Malaysia's Industry4wrld initiatives at <https://www.mida.gov.my/home/industry4wrld-incentives/posts/>.



# COVID-19: Opportunities for e-Learning Industry

Malaysia's higher education system is undergoing a comprehensive transformation and has matured significantly. The curriculum and teaching methods are being revamped with new critical elements such as experiential learning, future-ready curriculum, and lifelong learning mind-set to develop future-ready graduates. Graduates' skillsets are also further enriched to embrace opportunities within the gig economy.

According to the Ministry of Education (MOE)'s 'The Way Forward for Private Higher Education Institutions: Education as an Industry (2020-2025)', as of 30 September 2019, there were a total of 1,325,699 students pursuing their tertiary education in higher education institutions (HEIs) in Malaysia. This consists

of 692,355 students (52.3%) in 20 public universities and branch campuses while 633,344 (47.7%) are in over 400 private HEIs (PHEIs). As for international students' enrollment, over 70 per cent (92,415 students) are in PHEIs, and 30 per cent (39,099 students) are registered in public universities. Malaysia aims to continue positioning itself as an international education hub, targeting 250,000 international students by 2025.

The unprecedented outbreak of the COVID-19 pandemic has contributed to the rise of e-learning. As Professor Dr. Abdul Karim Alias, Director of Centre for Development of Academic Excellence (CDAE) at Universiti Sains Malaysia (USM) emphasised, "Online learning and online education are no longer an option - it's a must."

E-learning is a technology trend which provides opportunity for long-life learning and requires digital literacy readiness. The Malaysia Education Blueprint 2015-2025 (Higher Education) highlighted priorities of digital literacy, critical thinking and problem solving as the 21st century learning skills that will help students to thrive in the era of IR4.0. It can be carried out through various platforms such as multimedia mobile devices with added features of Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and Artificial Intelligence (AI).

In response to the New Normal resulting from the pandemic, Malaysia's higher learning institutes jump-started their initiatives in adopting e-learning approaches, denoting on Open and Distance Learning (ODL) practices. In general, ODL is the emerging trend to access quality education, lifelong learning opportunities, flexible modes of learning and conducive learning environment for young school leavers, university communities and the working population. Students participate in online lectures, tutorials and self-directed online learning; while online tests and assignments allow students to instantly review the marks and feedback to help them improve in their next sittings.

There are over 10 specific institutions which offer Open and Distance Learning programmes in Malaysia, each significantly contributing towards achieving Malaysia's goal in human capital development. Open University Malaysia (OUM) is one of the earliest e-learning institutions





in the country with operations since 2001. From its first intake of 753 students, OUM has produced over 85,000 graduates. Other ODL institutes include Wawasan Open University (WOU), GlobalNxt University, Asia E-University, SEGi University, Veritas University College, MAHSA University, UNITAR International University, Universiti Tun Abdul Razak (UNIRAZAK), Al-Madinah International University (MEDIU) and Genovasi University College.

Similar to ODL institutes, premier public universities in Malaysia such as Universiti Sains Malaysia (USM), Universiti Utara Malaysia (UUM), Universiti Malaya (UM), Universiti Teknologi Malaysia (UTM) and Universiti Teknologi MARA (UiTM) have also been offering e-learning through Massive Open Online Courses (MOOCs). USM, for example, have been using this teaching module for the past 17 years.

To ensure the effectiveness of e-learning among students and teachers, adequate hardware and high accessibility to the internet

throughout the country is required. Additionally, MOE's online learning readiness survey on March 2020 indicated that access to gadgets at home as one of the main factors to increase digital literacy for students.

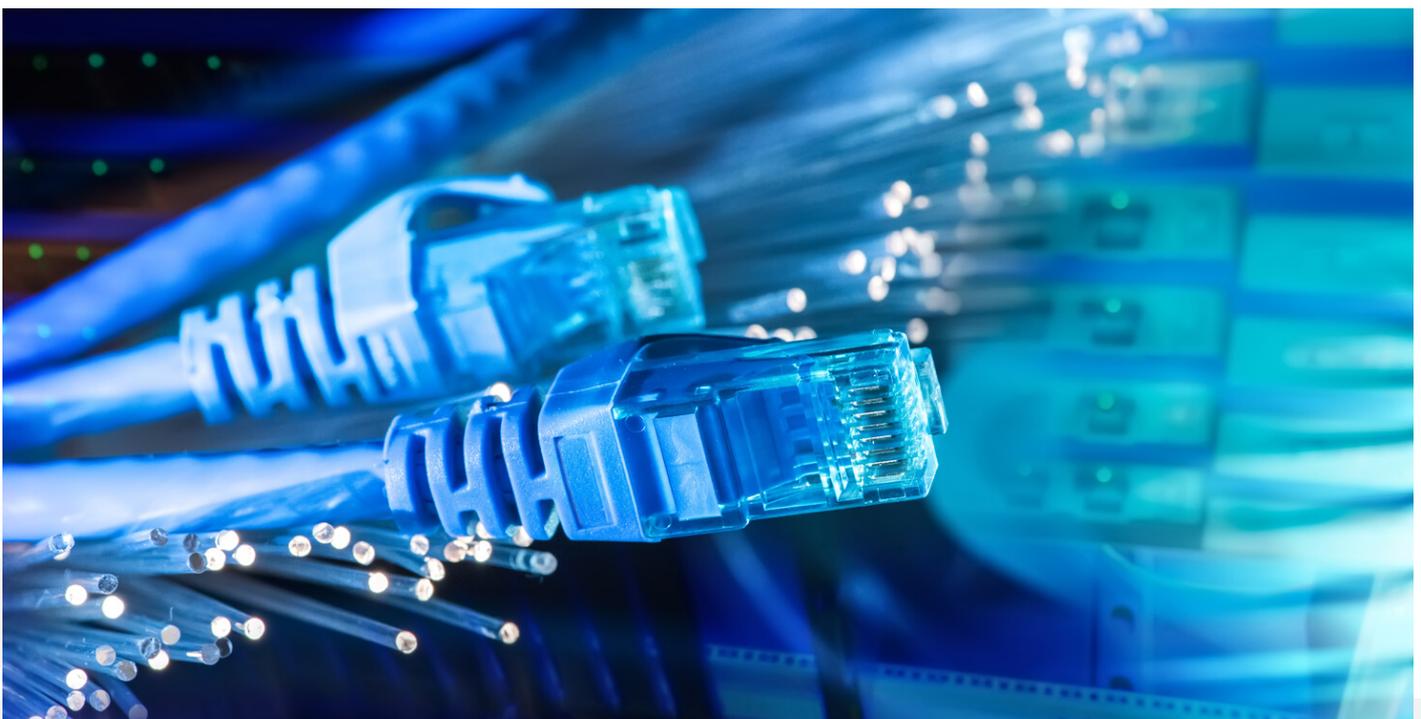
To address these challenges, the Malaysian Communications and Multimedia Commission (MCMC) launched the National Fibreisation and Connectivity Plan (NFCP 1) on 19 September 2019. This initiative targets to provide average internet speed of 30Mbps in 98 per cent of populated areas by 2023 as well as have fibre network passes 70 per cent of schools, hospitals, libraries, police stations and post offices by 2022.

The Government will also embark on a 5G network roll out in various states with fibre optics infrastructure development and digital application ecosystem. This will potentially broaden deployment and greater accessibility of e-learning through connected devices in homes, offices and educational

institutions all over Malaysia.

Furthermore, e-learning offers huge business opportunities among technology providers. Global support by Scribd, Audible Stories, Cambridge University Press and Jstor to offer free services of e-books, textbooks, audiobooks and research journals further complements the global e-learning momentum, especially during these uncertain times.

To effectively harness new learning trends, higher education institutions need to invest in education technology infrastructure and network. In achieving this, the Malaysian Investment Development Authority (MIDA) encourages local and foreign investors to tap on investment opportunities in this online education sector. MIDA also welcomes more companies to venture in new growth areas of high value-added, knowledge-based technology in creating a conducive and engaging lifelong learning environment in Malaysia.



# The Port of Tanjung Pelepas: Malaysia's Technologically Advanced Container Terminal

The Port of Tanjung Pelepas (PTP) is Malaysia's most prominent port with a technologically advanced container terminal. A joint venture between MMC Corporation Berhad and APM Terminals, the port was developed as a green-field investment on an area which was previously a fishing village. Strategically located at Tanjung Pelepas of Gelang Patah, PTP is well positioned at the southwest shoulder of Johor from the confluence of the busiest international shipping lanes that go through the Malacca Straits.

The area surrounding PTP is of advantage with natural factors such as it being located in a sheltered bay with no tide restriction and with naturally deep drafts. With a 12.6km access channel and a turning basin of 600m, it takes shipping vessels only 45 minutes to divert into the port. Being a single terminal port operator, PTP has achieved remarkable success by becoming one of the world's busiest container ports in less than just 20 years since its opening. Currently, PTP holds the 18th position among the top 100 ports in the world.

In 2019, a significant milestone was achieved when PTP became the first and only port in Southeast Asia to welcome Mediterranean Shipping Company's ("MSC") latest and largest container vessel in the world as part of its maiden voyage in the South East Asia region.

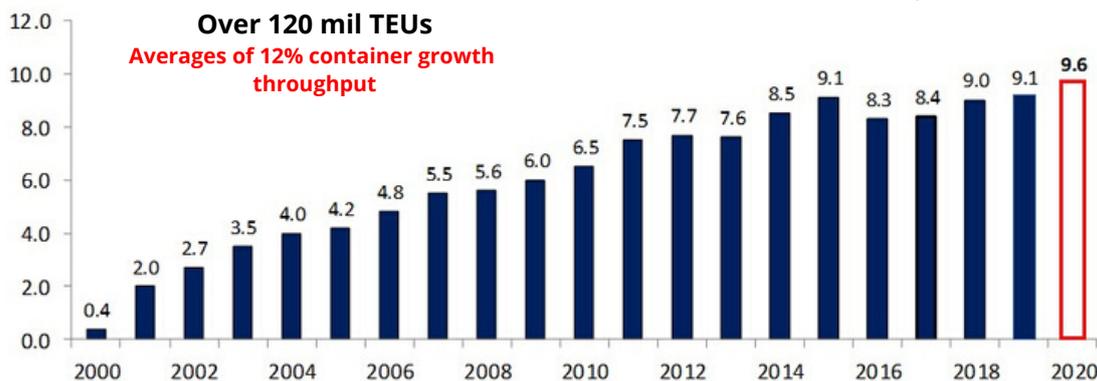


The historic calling of MSC Gulsun at PTP also led to another world breaking record. The MSC vessel left PTP on 28 July 2019 with a record load of 19,574 TEUs, surpassing the previous record load of 19,284 TEUs set by the Monaco Maersk in June 2019. These achievements are testaments that the logistics sector is of paramount importance in facilitating global trade and will be the forefront of Malaysia's economy moving forward.



A Member of MMC Group

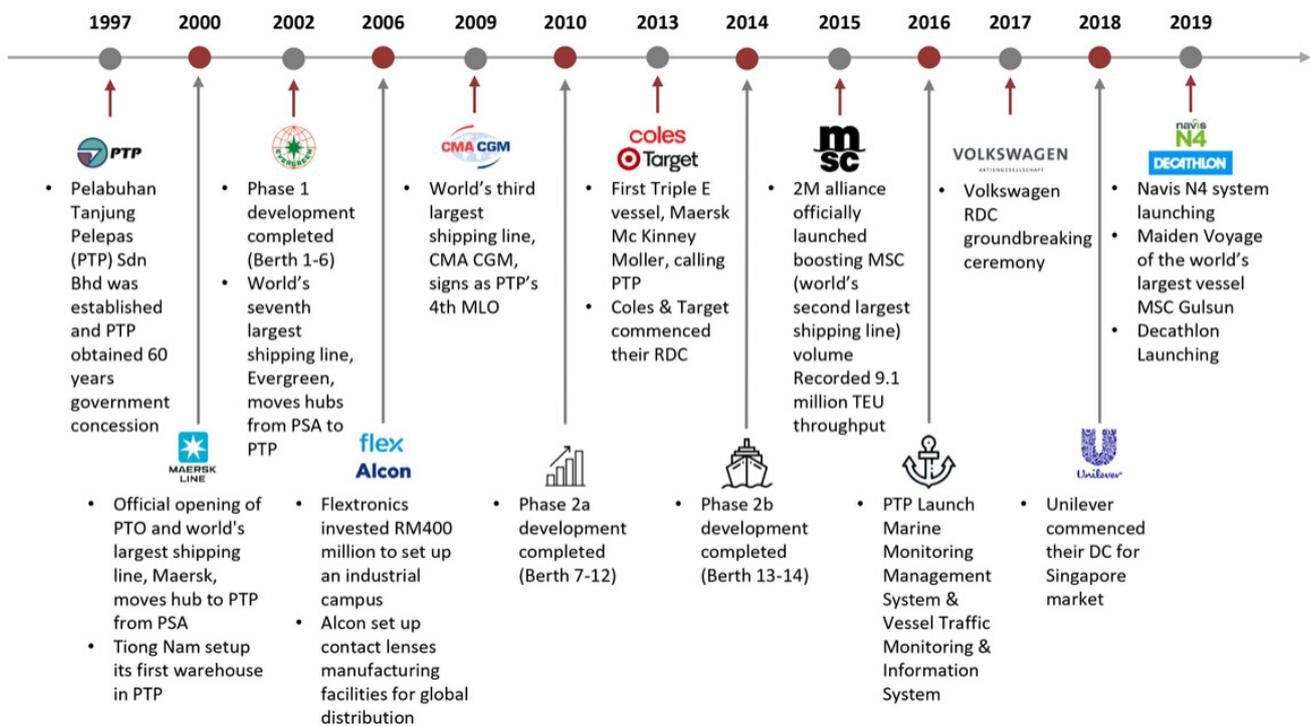
## VOLUME HANDLED



Since its opening in 2000, PTP has proven its global competitiveness with an average of 12 per cent year on year growth of its regional market share.



## MILESTONES



*PTP continues to attract significant investments from global companies. Going forward, PTP is well-positioned to handle over 10 million TEU of cargo capacity and will continue to deliver value to its stakeholders, focusing on sustainable performance and continuous improvement through consistent productivity and service levels.*

### Connectivity

PTP is well connected to the hinterland. Cargo movement from major industrial estates is convenient given the roads linking the port to the second Malaysia-Singapore expressway and the north-south highway. This shows that the port is connected up to the north of Peninsular Malaysia and the Thai border. Adding to the port's land, sea and air infrastructure support, the rail line that runs through PTP is also directly linked to the national rail grid which connects Singapore and the southern area of Thailand.

The extensive shipping connectivity available at PTP assures that all goods can be delivered to almost all ports globally. Today, PTP services over 30 shipping lines and box operators. It is also connected to over 300 port of calls globally with over 90 weekly services.

### Core Business - Container Services

Terminal operations in PTP are backed by state-of-the-art facilities, equipment and information

technology systems linked to all port users. To date, PTP is operating with 14 berths totalling 5.04 km in linear wharf design. Directly behind the berths is the port's container yard, which is one of the most extensive container storage facilities in the region with the capacity to handle up to 12.5 million TEU annually.

PTP has a range of quay cranes, rubber-tyred gantry cranes, prime movers, trailers and high stackers, which provide ample support for fast terminal operations. This includes 58 Super Post Panamax quayside cranes, as well 163 rubber-tyred gantry cranes and 430 prime movers to service the container yard.

Today, PTP has moved towards Industry 4.0 through various digitalisation and digitisation initiatives. This has contributed to its efficiency while contributing to the future growth of the port. A port that operates and offers smart solutions will indeed assist in optimising operations, promoting efficiency and reducing logistics costs. These are in line with PTP's aspiration to become an advanced, preferred port in the region.



## Core Business - Free Zone Services

PTP Free Zone, or Pelepas Free Zone, comprises of 5 phases, spanning across approximately 1,600 acres of land area. The current operational phases of 1 and 2 represent 40 per cent of the total Free Zone area, with more than 90 per cent already leased.

Today, after 20 years of operations, Pelepas Free Zone has become a vital global and regional hub. It houses more than 40 companies, which employ 11,000 people and contributed RM2.8 billion investments to the country. These companies carry out consolidation and distribution activities for automotive parts, fast-moving consumer goods (FMCGs), consumer electronics, commodities, furniture, apparels, sports items, toys, home appliances, e-commerce, cold storage and medical devices, as well as manufacturing of food, electronics and contact lenses.

These companies enjoy a hassle-free business environment with minimal red tape supported by 24/7 port operations and security. Import-export approvals and clearances are authorised by PTP's Free Zone Authority through its in-house IT system without additional Customs' documentation and paperwork requirements. The trucking services to move import-export containers to and from free zone warehouses are also competitively priced without brokerage fees.

Dedicated Customs Green Lane access along with the truck levy exemptions are privileges accorded to companies in the Pelepas Free Zone to conduct fast, efficient and cost-effective cross border cargo movements to Singapore via the Second Link.



## Land Leasing Opportunities in Pelepas Free Zone

Phase 2C, an extension of Phase 2 of the Pelepas Free Zone, accounts for 100 acres of land that is currently being developed with necessary infrastructure for leasing in 2023. Prospective investors can lease land parcels for 30 years at competitive rates to build warehouses for short and long term rentals, or factories for light and environmentally-friendly manufacturing activities.

## Core Business - Marine Services

PTP provides a range of excellent marine facilities for all vessel traffic going through its waterfront limit. This includes tug boat services, pilotage services, and ship to ship services. To date, PTP has handled 122,000 vessel calls and operates its marine services with 9 units of tug boats, 3 units of pilot boats and 45 internationally qualified pilots.

Pilotage is compulsory within the Port limits, with PTP providing its service 24 hours a day, 7 days a week, under the management and control of its Vessel Traffic Management Information System (VTMIS). This service provides an operational improvement in terms of efficiency of vessel traffic movement and improves the safety of navigation within Port approaches or through hazardous areas.





## Social and Human Capital Development

As one of the fastest-growing ports in the world, PTP has created a catalyst for growth beyond the shipping community, not only for the state of Johor but nationwide. As the preferred employer in the state of Johor, PTP boast of staff strength over 4,300 employees. The majority of its employees are from Johor (72%). Others are from all over Malaysia, including Sabah and Sarawak.

Undoubtedly, PTP's success as one of the top port in the world is driven by its team of talented employees. PTP's employees have the opportunity to build their careers from entry-level to senior management positions. Much of it is due to the focus on the continuous development programmes for all employees.

PTP has comprehensive industry collaborations with the local universities to ensure the nation's talent base for the port industry is developed following its exacting demands. PTP also proactively collaborates with various industry stakeholders to ensure employees can prolong their careers and continue to be productive members of society. For example, there is an on-going collaboration with the Social Security Organization (SOCSO) to establish a rehabilitative centre on-site to meet the needs of all its employees.

It is estimated that with the future investment opportunities garnered by Iskandar Region and PTP's plan for expansion, the port will create thousands of new businesses and spin-off industries in its surrounding community. This will contribute more than 11,000 job opportunities for the highly skilled and semi-skilled workforce as engineers, contractors, builders, operators as well as accommodation, security and catering services.

## Giving Back

PTP's corporate social responsibility (CSR) strategy is aligned with its business priorities. It is actively involved in socially responsible engagement activities with shareholders, community, government agencies and employees. PTP's CSR activities encompass four key areas which are education, sports, environment and the local community.

For example, in response to the current spreading of COVID-19 outbreak, PTP has taken a proactive action to reach out to the nation's front-liners by organising various contributions of essential items to ease the burden of the target group. This is also to extend gratitude to them for their service to the nation. Apart from that, PTP has distributed essential packages to under-privileged communities such as old folks homes, orphanages and more than 300 needy families around the local area.

# Malaysia-Russia Business Council: Renewed Efforts to Enhance Economic Ties

The Malaysia-Russia Business Council (MRBC) has been given a facelift and revived to foster bilateral economic ties and enhance business cooperation between Malaysia and the Russian Federation.

Set up on 15 March 2016 in Kuala Lumpur with its official Business Secretariat at the Asian Strategy and Leadership Incorporated (ASLI), MRBC's initial formation was witnessed by H.E. Mrs. Valentina Matviyenko, the Chairperson of the Federation Council of the Federal Assembly of the Russian Federation. YB Dato' Sri Mustapa Mohammed, the then Minister of International Trade and Industry (MITI) was also present. The Council had, however, been inactive until recently revived.

The revival of the MRBC in September 2019 saw Mr. James Beltran being appointed as the Chairman of the Council. Mr. Beltran is a prominent business figure with close connections with business entrepreneurs and officials of the Russian state. He is also the Deputy Chairman of Melewar Holdings, a company with more than 20 years of presence in Russia.

MRBC is officially mandated by both the Russian and Malaysian governments to facilitate B2B trade and business investments between the two countries. As such, the Council is tapping on ASLI's unique value proposition.

ASLI's International Trade and Business Advisory Centre (ITBAC), headed by the Executive Director Dr. Praba Koran, serves as a conduit between Malaysia and Russia in advancing trade and investments between the two nations. ASLI's ITBAC offers international trade support services. It has a successful track record of promoting FDIs and business matching for several foreign governments. Their primary focus region is ASEAN, particularly the seven



James Beltran  
Chairman  
Malaysia Russia Business Council (MRBC)



key countries, namely Singapore, Malaysia, Indonesia, Vietnam, Thailand, Cambodia and Myanmar.

ASLI's ITBAC also facilitates market analysis and growth strategies by connecting strategic partners across the region. It develops bespoke packages of international trade support services for companies, aligning to their specific commercialisation needs, as well as advising them on the viability and competitiveness of their products or services entering the ASEAN market.

Additionally, MRBC's revival has reactivated the Malaysia-Russia Joint Commission for Economic, Scientific, Technical and Cultural Cooperation (JCESTCC). The JCESTCC was signed in November 2015 [1]. Thus far, no activities have been undertaken. Its primary objective is to foster closer bilateral ties between the two countries.

[1] "The Russian-Malaysian Joint Commission for Economic, Scientific, Technical and Cultural Cooperation was established under an agreement signed in November 2015 on the margins of the East Asia Summit in Kuala Lumpur."



The Russian Federation was Malaysia's 28th global trading partner in 2018.

In March 2019, during the Langkawi International Maritime Aerospace Exhibition (Lima'19), the then Economic Affairs Minister, YB Datuk Seri Azmin Ali expressed hope that the reactivation of the JCESTCC will enhance economic relations between Malaysia and Russia.

Both countries agreed to hold the inaugural JCESTCC meeting in October 2019 [2] in Moscow led by both co-Chairmen. A total of 75 agenda points were raised and discussed between the counterparts at the offices of the Ministry of Industry and Trade of the Russian Federation. Mr. Beltran actively participated at the pre-summit discussions with a formal address to the JCESTCC summit on MRBC and its objectives.

With the closing of the inaugural JCESTCC meeting, Mr. Beltran and Russian officials kept in constant communication, taking the mandates of the Joint Commission and its objectives seriously. In October 2019, the Russian Trade Office (RTO) in Malaysia invited ASLI to a meeting at its headquarters in Kuala Lumpur. Mr. Nikita Ponomarenko, represented the Russian RTO.

ASLI, as the official Business Secretariat of the MRBC, was officially invited to lead the Russian Business Mission to Malaysia in November 2019. Companies from several core industries, namely aviation, ship-building, transportation, medical and digital solutions, had indicated their participation in the Mission.

The Russia Trade and Business Investment Forum was, then, successfully staged in November 2019, over two days, in Kuala Lumpur. It showcased the investment opportunities and value propositions from each of the participating Russian companies. Business Roundtable sessions and business matchings were also organised for core industries. During the first day of the Forum, the Malaysian Investment Development Authority (MIDA) played host to the Russian visitors with fruitful bilateral meetings between the Russian Deputy Minister of Industry and Trade, Mr. Alexey Gruzdev and representatives of governmental bodies, namely the Ministry of Economic Affairs (MEA), Ministry of International Trade and Industry (MITI) and

the Malaysian External Trade Development Corporation (MATRADE).

Following that successful event, Mr. Beltran invited two office bearers from the Russian Federation, Dr. Vladimir N. Sautov, Chairman of the Business Council for Cooperation with Malaysia and H.E. Vladimir N. Morozov, Ambassador Extraordinary and Plenipotentiary to ASLI for a dialogue session.

The meeting led to an optimistic directional outcome, concluding that the collaboration with ASLI and the strategies in place stepped in the right direction to enhance the economic relations between Malaysia and Russia.

In recent months, the COVID-19 pandemic has brought new challenges as well as opportunities. During the Movement Control Order (MCO) period, efforts were made to facilitate more conference calls with various governmental agencies from both countries to roll out plans and preparations for business activities to normalise. This included a call between YB Dato' Seri Hishamuddin Hussein and Mr. Lavrov, the Foreign Ministers of Malaysia and Russia respectively. An official letter was also sent to the new co-Chairman of the JCESTCC, H.E. Yury Borisov, Deputy Prime Minister of Russia, briefing him on MRBC's activities and planned areas of further cooperation.



A crisis almost always produces new opportunities and obstacles can sometimes yield positive results. MRBC firmly believes that the way forward is for MRBC, MIDA, MITI, MATRADE and the RTO to work closely together in both G2G and B2B efforts, and seek alternative and creative solutions to enhance the ties between Russia and Malaysia.

Let's look forward to the future with renewed expectations.

[2] "The Ministry of Economic Affairs (MEA) said the minister will be leading the Malaysian delegation to the 1st Session of the Joint Russia-Malaysia Commission for Economic, Scientific, Technical and Cultural Cooperation (JCESTC) in Moscow from Oct 1 to Oct 2, 2019."

## Highlights of May >>>



MIDA Negeri Sembilan collaborated with the Negeri Sembilan Industrial Liaison Council (NSILC) on 11 May 2020 to organise a webinar session with the members of NSILC. The objective of this webinar was to understand the needs of the industries in the post-COVID-19 period. MIDA Negeri Sembilan took the opportunity to share with the participants the facilitations provided by MIDA including the handholding activities and incentives available in supporting the new normal business challenges.



MIDA, led by Puan Zetty Hamimi Zakaria, Director of MIDA Negeri Sembilan, in collaboration with the TYMBA Education, co-organised a webinar session, which was participated by the Accounting and ACCA students on 3 May 2020. The webinar conversation was on the impact of COVID-19 to the Malaysia's economy. The interactive session allowed the students to discuss and share their concerns and ideas regarding the topic. The session focus on job sustainability of post-COVID19 and how it could also impact on the investment climates in Malaysia.



On 19 May 2020, Dato' Azman Mahmud, CEO of MIDA had a fruitful meeting with YB Dato' Sri Tiong King Sing, Prime Minister's Special Envoy to the People's Republic of China on the latest updates on Chinese Investment in Malaysia and strategies to bring more quality investments from China.

If you're  
**NOT ENGAGING WITH  
YOUR STAKEHOLDERS,**  
your competitors are.

Communication is crucial in  
uncertain and challenging times.

Talk to us about how PR can  
help you meet your business  
objectives.

*It's about  
communication  
between people*

- Corporate communication
- Internal communication
- CSR campaigns
- Community relations
- Issues management
- Crisis communication



**centriq  
pr**

Tel: 03-5524 1266

E-mail: jacq@centriqpr.com

Website: www.centriqpr.com



## YOUR BUSINESS IS IMPORTANT TO US, AND SO IS YOUR HEALTH.

Stay safe, be responsible and let's fight  
this virus together. Practice preventative  
measures to protect yourself, your family  
and your workers from exposure, use digital  
solutions for real-time communication.  
Let's do our part to get through this. It will  
be a short term inconvenience for the long  
term sustainability of your business and  
Malaysia's economy.



#stayathome #togetherwecan #fightcovid19

**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

# Prevention of COVID-19

Let's All. Do Our Part.

- Icon of a person with a distance bubble
- Icon of a person wearing a face mask
- Icon of hands being washed with soap

**Be socially responsible**  
To Maintain Individual and Group Safety  
#KitaJagaKita #stopcovid19

www.mida.gov.my

## MIDA IN THE NEWS

- MIDA to resume physical operations at HQ from May 6

## MALAYSIA RANKING

- KL takes 7th spot in Asia for international conference

## ECONOMY NEWS

- Economists: Malaysia's economy poised to recover with gradual reopening of sectors under CMCO
- Reopening of economic sectors will have positive impact on country's economy: MITI
- Firms focus on preventive measures as they reopen during CMCO
- MITI announces latest procedures for PCO endorsement
- World Bank: Productivity-driven growth crucial to return to pre-crisis levels
- All parties must stand united in combatting Covid-19 and restarting the economy — Azmin
- 83% of Malaysian companies not considering layoffs: Survey
- Covid-19 effects won't impact 12th Malaysia Plan: Tengku Zafrul
- Economists: CMCO a crucial decision to balance economy, health
- Time ripe to reset economy - MASA
- Construction, transportation, IT sectors to drive Malaysia's economic growth, say economists
- Covid-19 can be a blessing in disguise for businesses, says economist
- Economic activity to improve in 2H 2020, says Bank Negara governor
- Govt to announce economic recovery plan by end of May
- Rethink, reinvent, revitalise in new normal, industries urged
- Important for EU businesses in Malaysia to benefit from Covid-19 stimulus package, says head of delegation
- Penang expected to rebound quickly from pandemic
- Govt expects businesses to ramp up productivity soon
- Malaysia in good position to benefit from Japan's economic stimulus package, says ambassador
- MITI to woo Japanese companies seeking to leave China -- Azmin
- Economic recovery plan to continue through private sector collaboration - MOF
- Malaysia set for recovery in 2021 with most employees back at work - Tengku Zafrul

## INDUSTRY NEWS

- Rubber gloves demand continues to surprise on the upside
- Rubberex plans RM31m private placement to expand nitrile glove production lines
- Nestle Malaysia to spend highest capex in six year, posts resilient FY20
- K-One ventures into nasal swabs manufacturing business
- Keysight opens regulatory test lab in Penang
- Pertima Terengganu to expand production capacity to 22,000 cans daily
- WRP Asia ramps up production to tap on global rubber glove demand
- Solid demand for ventilator chips for Covid-19 treatment
- Caely to make face masks and PPE for Ni Hsin
- Universal Robots' urges SMEs to adopt robotic automation
- Malaysia ready to capitalise on China's manufacturing exodus
- Malaysian factories able to produce 5 mln pieces key PPEs a month

- Selangor to become aerospace's big regional player in six to seven years
- Hartalega ramps up glove production to meet global demand
- Malaysian Plastics makers to make swabs for COVID-19 mass testing
- Poly Glass Fibre ventures into making melt-blown non-woven fabric for surgical face masks
- These Malaysian companies jump onto the pandemic bandwagon, how many will make it?
- FGV and MSM expedite development of RM100m agro-food valley in Perlis
- Supermax completes RM20 mln land purchase
- SEMICON Southeast Asia 2020 goes virtual

## SERVICES NEWS

- Digi explores new opportunities through 5G, AI and IoT
- Digitalisation a new norm to remain competitive, sustainable: Azmin
- G3 Global to expand further into AI, data analytics
- MDEC: E-commerce set to see strong growth this year
- MTDC introduces robotics, other technologies to assist SMEs weather Covid-19 storm
- TNB renewables unit teams up with Envision Digital to digitalise Sepang LSS farm ops
- Digitalisation during MCO can enhance business ecosystem
- Adapting to digital world a matter of survival for small businesses
- Mustapa urges SMEs to be more radical in boosting digital technology skills
- Services sector revenue up 1.5% y-o-y in 1Q2020 — DoSM
- Plus Solar to help businesses save in electricity costs
- eWTP at KLIA serves as global hub for delivery of medical supplies
- ARB teams up with Chinese firm to explore opportunities in AI facial recognition
- MMC looking to expand overseas to strengthen presence
- FGV to invest in RE projects
- Govt to boost digital connectivity to revive economy - Saifuddin
- Tencent, CCB Labuan to jointly foster digitalisation of enterprises in Malaysia
- Ministry to offer 1,000MW solar quota under LSS@MenTARI programme
- Cypark Resources buying Perak biogas plant for RM6m

## CROSS BORDER NEWS

- LYC Healthcare to buy majority stake in Singapore medical firm for RM22m

## GLOBAL NEWS

- Samsung Electronics invests over RM18b in R&D in 1Q
- World's economists agree economic stimulus ought to be green
- Global semicon sales up 6.9% y-o-y in 1Q2020 to US\$104.6b, SIA says
- Global fab equipment spending to rebound in 2H2020, set record in 2021, SEMI says
- APEC trade ministers commit to mitigating Covid-19 economic impact
- COVID-19 poses short-term challenge to e-commerce but long-term benefit
- EU still pursuing FTAs with Asean
- COVID-19 period offers opportunity to enhance global supply chain - Sta Maria

“  
**EVERY  
 BUSINESS  
 HAS A  
 STORY TO  
 TELL.**  
 ”

VISIT US!  
 ● ● ●  
**MIDA Sentral**  
 No.5, Jalan Stesen Sentral 5  
 Kuala Lumpur Sentral  
 50470 Kuala Lumpur  
 Malaysia  
 +603 2263 2444  
 ads@mida.gov.my



scan to connect with us

**MIDA**  
 www.mida.gov.my

“  
**TELL US  
 YOURS.**  
 ”



“  
**ADVERTISE  
 WITH US  
 TODAY.**  
 ”

**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](http://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

“  
 Extend your business **REACH** by leveraging on our **GLOBAL NETWORK** and position as the **FIRST POINT OF CONTACT** for investors  
 ”

### ABOUT MIDA

MIDA is the government's principal investment promotion and development agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit [www.mida.gov.my](http://www.mida.gov.my) and follow us on Twitter, Instagram and Facebook, LinkedIn and Youtube channel.

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

#### Malaysian Investment Development Authority

**MIDA Sentral**

**No. 5, Jalan Stesen Sentral 5**

**Kuala Lumpur Sentral**

**50470 Kuala Lumpur**

**Tel: 603 2267 3633 / 2263 2555 / 2263 2549**

**Fax: 603 2274 7970**

**E-mail: [investmalaysia@mida.gov.my](mailto:investmalaysia@mida.gov.my)**

**Website: [www.mida.gov.my](http://www.mida.gov.my)**

*Tell us what you think of our newsletter. Your **feedback** will help us improve our services to you.*

*This email was automatically generated for you, please do not reply. You're receiving this newsletter because your email is registered with the MIDA website at [www.mida.gov.my](http://www.mida.gov.my). Please add [info@mida.gov.my](mailto:info@mida.gov.my) to your address book so that our emails get to your inbox.*



scan to connect with us

**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY  
[www.mida.gov.my](http://www.mida.gov.my)