

**MALAYSIA
THE IDEAL HUB
LOCATION
FOR GLOBAL /
REGIONAL
ESTABLISHMENTS**



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INTRODUCING MALAYSIA

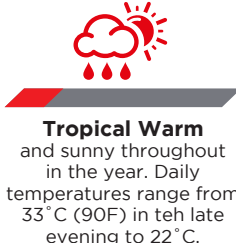
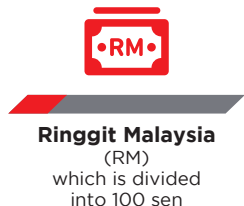
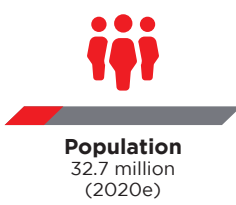
Nestled in the heart of the ASEAN region, Malaysia is a warm and business friendly nation that serves as the ideal location for multinational companies (MNCs) to establish their global or regional bases. Its strategic geographical location in the heart of busy shipping routes of the Straits of Malacca and the South China Sea, positions Malaysia as a prime access point for MNCs to centrally manage or oversee their global supply chains.

Operating from Malaysia not only offers a geographical advantage, but also provide companies with access to a growing global talent pool, a sophisticated business ecosystem, world-class infrastructure, and connectivity which would give them a cost competitive advantage in the region.

**GMT
Flight Time
6 Hours**
(US Eastern Standard
Time +13 hours)

*Picture:
Position of Malaysia
in the Asia Pacific region,
with a 6-hour maximum
flight time radius to locations
in Asia Pacific.*





MALAYSIA'S GLOBAL POSITION

Take a look at how Malaysia compares up against global competition. Malaysia is one of the fastest growing nations in the region. Ranked among the top emerging markets for investment and recognised for its protection of investors as well as its responsiveness to facilitating business needs, Malaysia is the ideal offshore base in the region for your company to prosper.

WHERE WE STAND

1ST

MOST ATTRACTIVE EMERGING SOUTHEAST ASIA MARKET

Milken Institute Global Opportunity Index 2022

1ST

CREATIVE GOODS AND HIGH-TECH EXPORTS AS A PER CENT OF TRADE

Global Innovation Index 2021, World Intellectual Property Organisation (WIPO)

2ND

EASE OF PROTECTING MINORITY INVESTORS

Global Innovation Index 2021, World Intellectual Property Organisation, (WIPO)

2ND

EASE OF DOING BUSINESS WITHIN ASEAN

World Bank Doing Business Report 2020
Protecting Investors (World Bank Doing Business Report 2020)

2ND

TRADE AND CONNECTIVITY IN SOUTHEAST ASIA

DHL Global Connectedness Index 2020

3RD

MOST ATTRACTIVE GLOBAL SERVICES LOCATION BEHIND INDIA AND CHINA

AT Kearney's Global Services Location Index (GSLI) 2021

5TH

MOST ATTRACTIVE EMERGING MARKET

Bloomberg 2021

6TH

TALENT EMPLOYABILITY REGIONAL GROUP (EASTERN, SOUTHEAST ASIA AND OCENIA)

Global Talent Competitiveness Index 2021 (GTCI)

6TH

IN ASIA FOR DIGITAL QUALITY OF LIFE

Digital Quality of Life Index 2021

MALAYSIA GARNERING TRACTION AS A GLOBAL / REGIONAL HUB

Asia's emergence as a global economic powerhouse has shifted the focus of major MNCs to this region and many of these MNCs have chosen Malaysia as their 'second hub outside home'. Malaysia offers the ideal location for MNCs to set up various types of global or regional establishments to meet their business expansion strategies, particularly to house their central operating bases to better serve and manage their supply chains.

Hub structures of today are gradually evolving towards a more integrated model where the need for transparency is evident in order for companies to have greater visibility over their entire supply chain networks so as to operate with increased efficiency.

VARIETY OF HUBS



PRINCIPAL HUB

A Principal Hub refers to a locally incorporated company that uses Malaysia as a base to centralise key strategic services, from research, design and development, supply chain management and business planning up to the consolidation of their shared services functions to support and strengthen their global and regional operations.

In 2015, the Principal Hub (PH) Incentive Scheme was introduced to further attract MNCs to make Malaysia their centralised operating bases, serving as a command center to conduct their regional and global businesses. The PH scheme emphasises strategic business activities such as risk management and decision making. Many companies that have established themselves in Malaysia have since scaled the value chain, moving from initially only supporting their regional operations to developing higher value business activities such as strategic business planning, sourcing and procurement, treasury and finance management, to R&D with the help of skilled Malaysian manpower.

The number of companies setting up their hubs in Malaysia has seen a steady increase with a total of 46 PH projects approved* since the year 2015. Not only do they bring in committed to incur a long-term business spending of RM68.8 billion but also spill-over spending on ancillary services and the creation of 10,866 jobs for Malaysians over the next 10 years. (**Please note that PH approval data is as of 31 Dec 2022*).

Evidently seen in the last couple of years, is the divergence of hub structures which are being more and more infused by digital technology. New forces of change are bringing about new leaner hub structure models focused on the most strategic and innovative business functions connecting global professionals. From solely focusing on process expertise, hubs will now emphasise on digital expertise and interactive solutions.

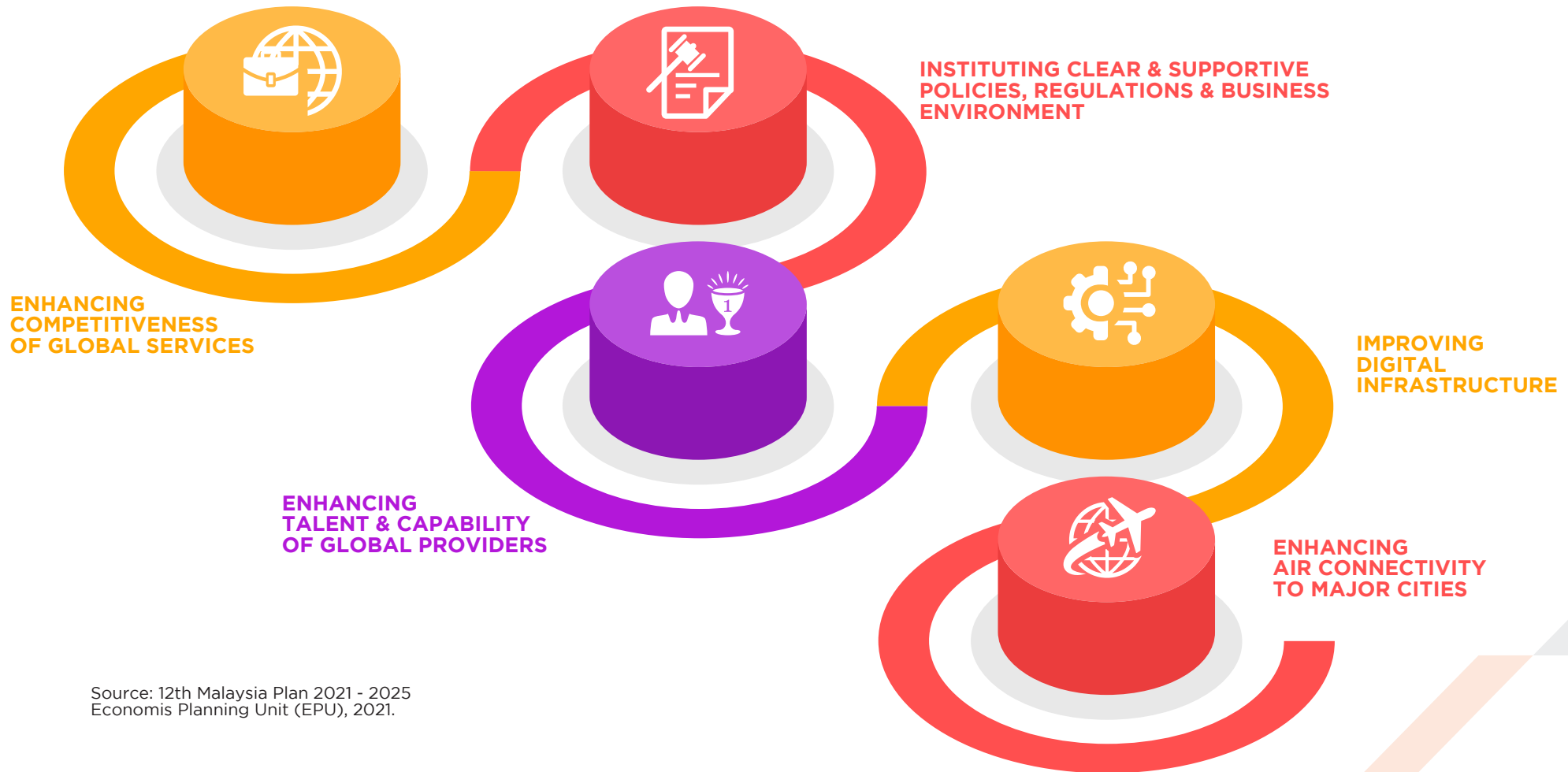
The Principal Hub scheme has been successful in encouraging companies to move up the value chain and undertake



services which involve a higher degree of management, decision – making and risk – taking in Malaysia. This in turn has led to the creation of more knowledge – based jobs for Malaysians. By locating and expanding their regional or global operations in Malaysia, MNCs and local conglomerates will also increase the utilisation of local support services, thereby strengthening the role of local companies in the ecosystem of those sectors.

This is in line with the Twelfth Malaysia Plan (12MP) which aims to realise the nation's aspiration to become a knowledge-based economy by enticing more companies to provide higher value-added services and converge here, making Malaysia as their Global Services Hub by 2025.

12TH MALAYSIA PLAN KEY TRUSTS



REPRESENTATIVE OFFICE (RE)

As a first step in expanding into Malaysia, a company may set up a Representative Office to collect relevant information on investment opportunities in the country especially in the manufacturing and services sectors, enhance bilateral trade relations, promote the export of Malaysian goods and services and carry out research and development (R&D).

REGIONAL OFFICE (RO)

A Regional Office is an office of a foreign company that serves as the coordination centre for the company's affiliates, subsidiaries and agents in South-East Asia and the Asia Pacific. The Regional Office is responsible for conducting the designated activities of the company within the region it operates.



POSITIONING MALAYSIA IN THE E-COMMERCE LANDSCAPE

Malaysia's National Digital Economy and Fourth Industrial Revolution (4IR) Council has approved the National E-Commerce Strategic Roadmap 2.0 (NESR 2.0) as the catalyst for the growth of Malaysia's e-commerce ecosystem. The road map aims to accelerate the adoption of e-commerce exports among 84,000 micro, small and medium enterprises

(MSMEs) and increase the average revenue per user (ARPU) to RM9,500. Malaysia is currently one of the largest e-commerce markets among ASEAN countries with a projected gross merchandising value (GMV) of US\$11.4 billion in 2021. By 2025, it is targeted that 875,000 MSMEs will adopt e-commerce compared with 489,958 recorded by 2020.



LOGISTICS

The Ministry of Transport formulated the National Transport Policy 2019-2030 to provide a strategic framework to ensure that Malaysia develops a conducive ecosystem to improve the productivity and competitiveness of its transportation industry.

INTEGRATED LOGISTICS SERVICES (ILS)

The logistics industry serves as the backbone of the nation's supply chain ecosystem and is recognised as key to stimulate trade, facilitate business efficiency, and spur economic growth. Given Malaysia's strategic location and steady economic growth, with a pool of major players in shipping and logistics, good regional linkages, and strong transport infrastructure, it has the right attributes to position itself as a regional logistics gateway.

The main activities in the Integrated Logistics Services (ILS) category are freight forwarding, warehousing, transportation and other related value-added services such as distribution, procurement and supply chain management in an integrated basis. Companies intending to undertake ILS activities require operating licences from the various agencies.

Additionally, companies undertaking ILS are eligible for Pioneer Status (PS) or Investment Tax Allowance (ITA). As at 2022, 108 ILS projects were approved with investments valued at RM11.1 billion.

INCENTIVES

Companies providing integrated logistics services are eligible for Pioneer Status of Investment Tax Allowance as follows:



- **Pioneer Status** - Income tax exemption of 70% of statutory income for a period of five years
- **Investment Tax Allowance** - Investment Tax Allowance of 60% of qualifying capital expenditure incurred within five years from the date on which the first qualifying capital expenditure is incurred. The allowance can be offset against 70% of statutory income.

ELIGIBLE APPLICANTS

A company undertaking integrated logistics services, whether new entrants or existing logistics services providers intending to expand/diversify into integrated operations, may apply.



QUALIFYING CRITERIA



- **Locally Incorporated**

The applicant should incorporate a local company under the Companies Act, 2016.

- **Eligible Services**

An integrated logistics services provider which undertakes the following three (3) principal activities:

- › Freight forwarding
- › Warehousing
- › Transportation and at least one of the following activities:
 - › Distribution
 - › Other related and value-added services/

activities (e.g. palletising, product assembly/ installation, breaking bulk, consolidation, packaging/ repackaging, procurement, quality control, labelling/ re-labelling, etc.)

› Supply chain management

- **Equity**

The equity holding of the company must be at least 60% per cent Malaysian

- **Minimum Infrastructure to be Owned by Applicant Company**

- › Commercial vehicles - 20 units
- › Warehousing facilities - 5,000 sq. metres

INTERNATIONAL INTEGRATED LOGISTICS SERVICES (IILS)

An International Integrated Logistics Services (IILS) provider is a company that provides integrated and seamless logistics services (door-to-door) along the logistics supply chain as a single entity on a regional or global scale.

The company will be eligible to apply for IILS Status and will be issued the Customs Forwarding Agent approval by the Royal Customs Department.

However, this status is not a guarantee for the consideration of the tax incentives under the Promotion of Investments Act, 1986. As at 2022, a total of 266 projects were approved the IILS projects the majority of which were Malaysian-owned companies.



ELIGIBLE APPLICANTS

New entrants or existing logistics service providers may apply.



QUALIFYING CRITERIA



- Local incorporation under the Companies Act 2016
- Must undertake the following three (3) principal activities:
 - Warehousing
 - Transportation
 - Freight forwarding, including customs clearance and at least one of the following activities:
 - Distribution
 - Other related and value-added logistics services/activities
 - Supply chain management
- Manage at least:
 - 20 units of commercial vehicles; and
 - 5,000 sq. metres of warehouse space
- Employ majority Malaysians and preference must be given to local professionals.
- Use Malaysia as a hub for logistics supply chain services in the region.
- Have good networks with logistics service providers abroad in order to provide seamless integrated logistics services for the regional market.
- Substantial usage of ICT infrastructure throughout the logistics chain and value-added activities.
- Compulsory attendance of the Customs Agent course conducted by the Royal Malaysian Customs Department.

PROCEDURE FOR APPLICATION

Companies can submit their application and track the application status online via MIDA InvestMalaysia portal at <https://investmalaysia.mida.gov.my>

POSITIONING MALAYSIA IN THE GLOBAL E-COMMERCE LANDSCAPE

E-FULFILMENT HUBS

To enhance competitiveness of local SMEs exports in e-Commerce, ongoing efforts are being taken by relevant Ministries and agencies together with logistics players to improve efficiency in ports operations and cargo movement. One key strategy is to establish Malaysia as a regional and global e-Fulfilment and transshipment hub to facilitate cross-border e-trade in the region while driving the exports of Malaysian SMEs via e-commerce.

MIDA is focusing on developing the capability and efficiency of logistics service providers in operating e-Fulfilment facilities to cater to the diverse needs of the online shopping market. Logistics companies are encouraged to invest in ICT systems, such as Warehouse Management Systems (WMS) and Smart Logistics.

This would enable them to undertake complex activities such as managing large orders and inventories, coordinating, and tracking real-time delivery and processing

returned items. The Government's enhanced logistics incentive scheme aims to increase the adoption of technology among logistics companies, enabling them to position themselves as regional e-Fulfilment hub providers in Malaysia. From 2017 – 2022, MIDA approved twenty-one (21) e-fulfilment projects with an investment value of RM3.6 billion. Fifteen (15) of these approved projects are locally owned. A notable e-Fulfilment project has been undertaken by YCH Logistics in which they have partnered with e-commerce giant, Zalora, to develop a Regional Hub in Malaysia. Another key

player is Pos Malaysia Berhad, which leverages its strength as Malaysia's leading courier company having the largest network and touch points in the country, capable of providing end-to end logistics solutions, beginning from e-Fulfilment until the last mile delivery.

In 2020, Tasco Berhad and GDEX Berhad have been aggressively expanding their logistics services activities to cater to the tremendous increase in order volumes. Tasco Berhad in its latest venture will expand its warehouses, distribution centres and transportation fleet to support the expanding e-commerce market, as well as its long-term growth plans. GDEX Berhad will further expand its existing capacity and upgrade its information technology infrastructure systems to support its operations in the region for the next five years.

Other local companies such as Xin Hwa Trading and Transport Sdn. Bhd., a total logistics solution company successfully opened its 3-storey e-fulfilment warehouse

with a total build up space of 300,000 sq. ft. in Shah Alam in 2021. This new warehouse will serve leading online shopping platforms in Malaysia and foreign e-Commerce logistics companies, including one of the largest unicorn companies in China.

YTL Group in 2022 had also decided to venture into establishing its e-fulfilment facility through its subsidiary under the name of Seri Yakin Logistics Sdn. Bhd. The company is committed to build a 1 million sqft state-of-the art warehouse facility equipped with technological elements to serve the fast pace global E-Commerce industry.

Apart from providing support to the logistics service providers, MIDA also works on attracting investments from global e-merchants, such as Zalora, Alibaba, Shopee, Lazada and other known global e-merchants to complement the e-commerce ecosystem in Malaysia and make the country their preferred location as a regional e-fulfilment hub.

SUCCESS STORY

GDEX is Malaysia's leading local express courier delivery company, holding three to four per cent of the RM1 billion courier market. Established in 1997, GDEX has grown steadily in Malaysia with 1,000 pick up & drop off (PUDO) points, covering 67 per cent of total districts, employing nearly 89,000 Malaysians from pick-up and dispatch, administrative, hub & sorting crew, to call centre staff, among others. After investing in Singapore, Indonesia, and Vietnam, with an extensive network coverage and diversified information technology (IT) infrastructure system, GDEX is geared to penetrate all the Southeast Asia markets. GDEX is rejuvenating to become technology-driven with a regional presence from a pure-play last-mile delivery company.

Being one of the first courier companies to tap into the e-commerce boom, GDEX recorded an increase in revenue and profit before tax of 70.4 per cent and 413.5 per cent respectively for 2020. During the MCO, GDEX launched myGDEX Prihatin, offering discounts based on the weight of goods, to support e-commerce entrepreneurs and alleviate the challenges brought about by the Covid-19 outbreak.

Moving forward, GDEX will continue to invest in human capital, IT infrastructure and network

expansion to drive its e-commerce activities via myGDEX, an online shipping platform to enhance customer delivery experiences. It incorporates a cloud-based call centre and Interactive Voice Response (IVR) support to allow companies to deploy call centres at any strategic area within Malaysia. Additionally, the GDEX mobile application also enables couriers to update pick-up and delivery status on a real-time basis; while e-wallet payment acceptance and GDEX e-commerce integration also facilitate ease of doing business.



KEDAH & PERLIS

Director

Malaysian Investment Development Authority

Level 4, East Wing, No. 88
Menara Bina Darulaman Berhad
Lebuhraya Darulaman, 05100 Alor Setar
Kedah Darul Aman, Malaysia
Tel: (604) 731 3978 | Fax: (604) 731 2439
E-mail: kedah@mida.gov.my

PULAU PINANG

Director

Malaysian Investment Development Authority

Unit 14.01, 14th Floor, Menara Boustead Penang
39, Jalan Sultan Ahmad Shah
10050 Pulau Pinang, Malaysia
Tel: (604) 228 0575 | Fax: (604) 228 0327
E-mail: penang@mida.gov.my

PERAK

Director

Malaysian Investment Development Authority

Level 4, Perak Techno Trade Centre (PTTC)
Bandar Meru Raya, Off Jalan Jelapang
P.O.Box 210, 30720 Ipoh, Perak Darul Ridzuan, Malaysia
Tel: (605) 5269 962 / 961 | Fax: (605) 5279 960
E-mail: perak@mida.gov.my

MELAKA

Director

Malaysian Investment Development Authority

Level 3, Menara MITC
Kompleks MITC, Jalan Konvensyen
75450 Ayer Keroh, Melaka, Malaysia
Tel: (606) 232 2877 | Fax: (606) 232 2875
E-mail: melaka@mida.gov.my

NEGERI SEMBILAN

Director

Malaysian Investment Development Authority

Suite 13.01 & 13.02, 13th Floor
Menara Zurich, 70200 Seremban
Negeri Sembilan, Malaysia
Tel: (606) 762 7921 | Fax: (606) 762 7879
E-mail: nsembilan@mida.gov.my

JOHOR

Director

Malaysian Investment Development Authority

No.5, 13th Floor, Menara Tabung Haji
Jalan Ayer Molek, 80000 Johor Bahru
Johor Darul Ta'zim, Malaysia
Tel: (607) 224 5500 / 5057
Fax: (607) 224 2360
E-mail: johor@mida.gov.my

PAHANG

Director

Malaysian Investment Development Authority

Tingkat 10 KLM, Menara Zenith
P.O.Box 178, Jalan Putra Square 6, Putra Square
25200 Kuantan, Pahang Darul Makmur, Malaysia
Tel: (609) 513 7334 | Fax: (609) 513 7333
E-mail: pahang@mida.gov.my

KELANTAN

Director

Malaysian Investment Development Authority

Level 5-C, Menara Pejabat Kelantan Trade Centre
Jalan Bayam, 15000 Kota Bharu
Kelantan Darul Naim, Malaysia
Tel: (609) 748 3151 | Fax: (609) 744 7294
E-mail: kelantan@mida.gov.my

SELANGOR

Director

Malaysian Investment Development Authority

Level 22, Wisma MBSA, Persiaran Perbandaran
40000 Shah Alam, Selangor, Malaysia
Tel: (603) 5518 4260 | Fax: (603) 5513 5392
E-mail: selangor@mida.gov.my

TERENGGANU

Director

Malaysian Investment Development Authority

Level 5, Menara Yayasan Islam Terengganu
Jalan Sultan Omar, 20300 Kuala Terengganu
Terengganu, Malaysia
Tel: (609) 622 7200 | Fax: (609) 623 2260
E-mail: terengganu@mida.gov.my

SABAH

Director

Malaysian Investment Development Authority

Lot D9.4 & D9.5, Tingkat 9, Block D
Bangunan KWSP Karamunsing
P.O Box 11915, 88100 Kota Kinabalu, Sabah, Malaysia
Tel: (6088) 211 411 / 230 411 | Fax: (6088) 211 412
E-mail: sabah@mida.gov.my

SARAWAK

Director

Malaysian Investment Development Authority

4th Floor, Bangunan Bank Negara Malaysia Kuching
Jalan Satok, P.O. Box 716
93714 Kuching, Sarawak, Malaysia
Tel: (6082) 254 251 / 237 484 | Fax: (6082) 252 375
E-mail: sarawak@mida.gov.my

ASIA PACIFIC

SINGAPORE

Consul (Investment) / Director
High Commission of Malaysia
Malaysian Investment Development Authority
 No. 7, Temasek Boulevard, 26 – 01
 Suntec Tower One, Singapore 038987
 Tel: (65) 6835 9326 / 9580 / 7069
 Fax: (65) 6835 7926
 E-mail: singapore@mida.gov.my

**JAPAN
TOKYO**

Director
Malaysian Investment Development Authority
 32F, Shiroyama Trust Tower, 4-3-1, Toranomon
 Minato-ku, Tokyo 105-6032, Japan
 Tel: (813) 5777 8808 | Fax: (813) 5777 8809
 E-mail: tokyo@mida.gov.my

OSAKA

Director
Malaysian Investment Development Authority
 Mainichi Intecio 18F, 3-4-5 Umeda
 Kita-ku, Osaka 530-0001, Japan
 Tel: (816) 6451 6661 | Fax: (816) 6451 6626
 E-mail: osaka@mida.gov.my

REPUBLIC OF KOREA

Counsellor (Investment) / Director
Embassy of Malaysia
(Malaysian Trade and Investment Centre)
 17th Floor, Standard Chartered Bank Korea
 Limited Building, 47, Jongro, Jongro-gu
 Seoul 110-702, Republic of Korea
 Tel: (822) 733 6130 / 6131 | Fax: (822) 733 6132
 E-mail: seoul@mida.gov.my

AUSTRALIA

Consul (Investment) / Director
Consulate of Malaysia (Investment Section)
Malaysian Investment Development Authority
 Level 6, 16 Spring Street, Sydney N.S.W. 2000, Australia
 Tel: (6102) 9251 1933
 E-mail: sydney@mida.gov.my

TAIWAN

Director (Investment)
Malaysian Friendship & Trade Centre
Malaysian Investment Development Authority
 12F, Suite A, Hung Kuo Building
 167, Tun Hua North Road
 Song Shan District 10549, Taipei, Taiwan
 Tel: 886 (2) 2718 6094 | Fax: (8862) 2514 7581
 E-mail: taipiei@mida.gov.my

INDIA

Consul (Investment) / Director
Consulate General of Malaysia (Investment Section)
Malaysian Investment Development Authority
 81 & 87, 8th Floor, 3rd North Avenue Maker Maxity
 Bandra Kurla Complex, Bandra (E), Mumbai 400051, India
 Tel: (9122) 2659 1155/ 1156 | Fax: (9122) 2659 1154
 E-mail: mumbai@mida.gov.my

UNITED ARAB EMIRATES

Consul (Investment) / Director
Consulate General of Malaysia (Investment Section)
Malaysian Investment Development Authority
 Unit 2205, 22nd Floor, Tower A
 Business Central Tower, Dubai Media City
 (P.O Box 502876) Dubai, United Arab Emirates
 Tel: (9714) 4343 696 / 4343 697 | Fax: (9714) 4343 698
 E-mail: dubai@mida.gov.my

**PEOPLE'S REPUBLIC OF CHINA
SHANGHAI**

Consulate General of Malaysia
(Investment Section)
Malaysian Investment Development Authority
 Units 807-809, Level 8, Shanghai Kerry Centre
 No. 1515, Nanjing Road (West)
 Shanghai, 200040
 People's Republic of China
 Tel: (8621) 6289 4547
 Fax: (8621) 6279 4009
 E-mail: shanghai@mida.gov.my

GUANGZHOU

Director
Malaysian Investment Development Authority
 Unit 1804B-05, CITIX Plaza Office Tower
 233 Tianhe Be Road Guangzhou
 510610, People's Republic Of China
 Tel: (8620) 8752 0739
 Fax: (8620) 8752 0753
 E-mail: guangzhou@mida.gov.my

BEIJING

Counselor (Investment) / Director
Embassy of Malaysia
(Investment Section)
Malaysian Investment Development Authority
 Unit C, 12th Floor, Tower A, Gateway Plaza
 No.18 Xiaguangli, East Third Ring North Road
 Choayang District, 100600 Beijing
 People's Republic Of China
 Tel: (8610) 8440 0071 / 0072
 Fax: (8610) 8440 0076
 E-mail: beijing@mida.gov.my

EUROPE

UNITED STATES OF AMERICA

FRANCE

Director

Malaysian Investment Development Authority

42 Avenue Kleber, 75116 Paris, France

Tel: (331) 4727 3689 / 6696

E-mail: paris@mida.gov.my

**GERMANY
FRANKFURT**

Consul (Investment) / Director

Consulate General of Malaysia (Investment Section)

Malaysian Investment Development Authority

Level 9, HAT 64, Bleichstrasse 64-66

60313 Frankfurt Am Main, Germany

Tel: (4969) 8700 679-0

Email: frankfurt@mida.gov.my

MUNICH

Director

Malaysian Investment Development Authority

Level 6, Bürkleinhaus, Bürkleinstrasse 10

80538 Munich, Germany

Tel: (4989) 2030 0430 | Fax: (4989) 2030 0431-5

E-mail: munich@mida.gov.my

ITALY

Consul (Investment) / Director

Consulate of Malaysia (Investment Section)

Malaysian Investment Development Authority

2nd Floor, Via Albricci, 9, 20122 Milan (MI), Italy

Tel: (3902) 8909 3824 | Fax: (3902) 8909 5418

E-mail: milan@mida.gov.my

SWEDEN

Economic Counsellor

Malaysian Investment Development Authority

c/o Embassy of Malaysia

Karlavaegen 37, P.O. Box 26053

S-10041 Stockholm, Sweden

Tel: (468) 440 8400 / (468) 440 8416

Fax: (468) 791 8761

E-mail: stockholm@mida.gov.my

UNITED KINGDOM

Counsellor for Investment / Director

High Commission of Malaysia

Malaysian Investment Development Authority

c/o Embassy of Malaysia

17, Curzon Street, London W1J 5HR

United Kingdom

Tel: (4420) 7493 0616

Fax: (4420) 7493 8804

E-mail: london@mida.gov.my

TÜRKİYE

Director

Malaysian Investment Development Authority

APA-GIZ Plaza, Büyükdere Caddesi

No: 191 Level: 12, No: 24

34330 Leventİstanbul / TÜRKİYE

Tel: +90212 905 11 00

E-mail: istanbul@mida.gov.my

SAN JOSE

Director

Malaysian Investment Development Authority

226 Airport Parkway

Suite 480, San Jose, California 95110

United States of America

Tel: (1408) 392 0617

E-mail: sanjose@mida.gov.my

CHICAGO

Director

Malaysian Investment Development Authority

John Hancock Center, Suite 1810

875, North Michigan Avenue, Chicago, IL 60611

United States of America

Tel: (1312) 787 4532

Fax: (1312) 787 4769

E-mail: chicago@mida.gov.my

NEW YORK

Consul (Investment) / Director

Consulate General of Malaysia

(Investment Section)

Malaysian Investment Development Authority

313 East, 43rd Street, New York, NY 10017

United States of America

Tel: (1212) 687 2491

Fax: (1212) 490 8450

E-mail: newyork@mida.gov.my



HEADQUARTERS

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

MIDA Sentral, No.5, Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50470 Kuala Lumpur, MALAYSIA

Tel: (603) 2267 3633 | Fax: (603) 2274 7970 | E-mail: investment@mida.gov.my

Website: **www.mida.gov.my**

For more information, please contact:

BUSINESS SERVICE AND REGIONAL OPERATIONS DIVISION

Malaysian Investment Development Authority

Level 27, MIDA Sentral, No. 5, Jalan Stesen Sentral 5, 50470 Kuala Lumpur, MALAYSIA

Tel: (603) 2267 3759 | Fax: (603) 2272 5483 | E-mail: investment@mida.gov.my

Website: **www.mida.gov.my**

OIL AND GAS, MARITIME AND LOGISTICS SERVICES DIVISION

Malaysian Investment Development Authority

Level 25, MIDA Sentral, No. 5, Jalan Stesen Sentral 5, 50470 Kuala Lumpur, MALAYSIA

Tel: (603) 2267 3413 | Fax: (603) 2274 8470 | E-mail: investment@mida.gov.my

Website: **www.mida.gov.my**

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