

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



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INTRODUCING MALAYSIA


Nestled in the heart of the ASEAN region, Malaysia is a warm and business friendly nation which is the ideal location for multinational companies (MNCs) to establish their global or regional bases. Due to its prime geographical location between the busy shipping routes of the Straits of Malacca and the South China Sea, Malaysia is a convenient access point where MNCs can house their hubs to centrally manage or oversee their global supply chains.


Operating from Malaysia not only has a geographical advantage, but companies also have access to a growing multilingual talent pool, 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.




330,000 km²
(127,000 m²)
500 Industrial Estates


Population
32.7 million
(2020e)



Parliamentary Democracy
Constitutional Monarch


A Country
with 13 States
3 Federal Territories


Ringgit Malaysia (RM)
which is divided into 100 sen


Business English
The multilingual population is fluent in English, Mandarin, Hindi and Tamil.


Freedom of Religion
guaranteed by the Constitution, Islam, Buddhism, Christianity and Hinduism widely practised.


Tropical Warm
and sunny throughout in the year. Daily temperatures range from 33°C (90F) in the late evening to 22°C.

MALAYSIA'S GLOBAL POSITION

Take a look at how Malaysia stacks 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



MOST ATTRACTIVE EMERGING SOUTHEAST ASIA MARKET
Milken Institute Global Opportunity Index 2022



MOST ATTRACTIVE GLOBAL SERVICES LOCATION BEHIND INDIA AND CHINA
AT Kearney's Global Services Location Index (GSLI) 2021



CREATIVE GOODS AND HIGH-TECH EXPORTS AS A PER CENT OF TRADE
Global Innovation Index 2021, World Intellectual Property Organisation (WIPO)



MOST ATTRACTIVE EMERGING MARKET
Bloomberg 2021



EASE OF PROTECTING MINORITY INVESTORS
Global Innovation Index 2021, World Intellectual Property Organisation, (WIPO)



TALENT EMPLOYABILITY
Global Talent Competitiveness Index 2021, GTCI 2021



EASE OF DOING BUSINESS WITHIN ASEAN
World Bank Doing Business Report 2020
Protecting Investors (World Bank Doing Business Report 2020)



IN ASIA FOR DIGITAL QUALITY OF LIFE
Digital Quality of Life Index 2021



TRADE AND CONNECTIVITY IN SOUTHEAST ASIA
DHL Global Connectedness Index 2020

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 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 morphing 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



HEADQUARTER



ENGINEERING



SUPPLY CHAIN



R&D



DISTRIBUTION



PROCUREMENT



TREASURY



CENTRE OF EXCELLENCE

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 right 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 conceived to further attract MNCs to make Malaysia their centralised operating bases, serving as a command post 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, treasury and finance management, and 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 43 PH projects approved* since the year 2015. Not only do they bring in business for the long term, which stands at RM67.3 billion but also spill-over spending on ancillary services amounting to RM9 billion and the creation of 6,806 jobs for Malaysians over the next 10 years. (*Please note that PH approval data is as of 31 Dec 2021).

The PH initiative is a driver for innovation as it encourages the transfer of high-value

technology to the country, including R&D and high-end technical support. It also creates job opportunities for Malaysians in a knowledge-rich environment, aligning with Malaysia's focus on developing Industry 4.0.

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

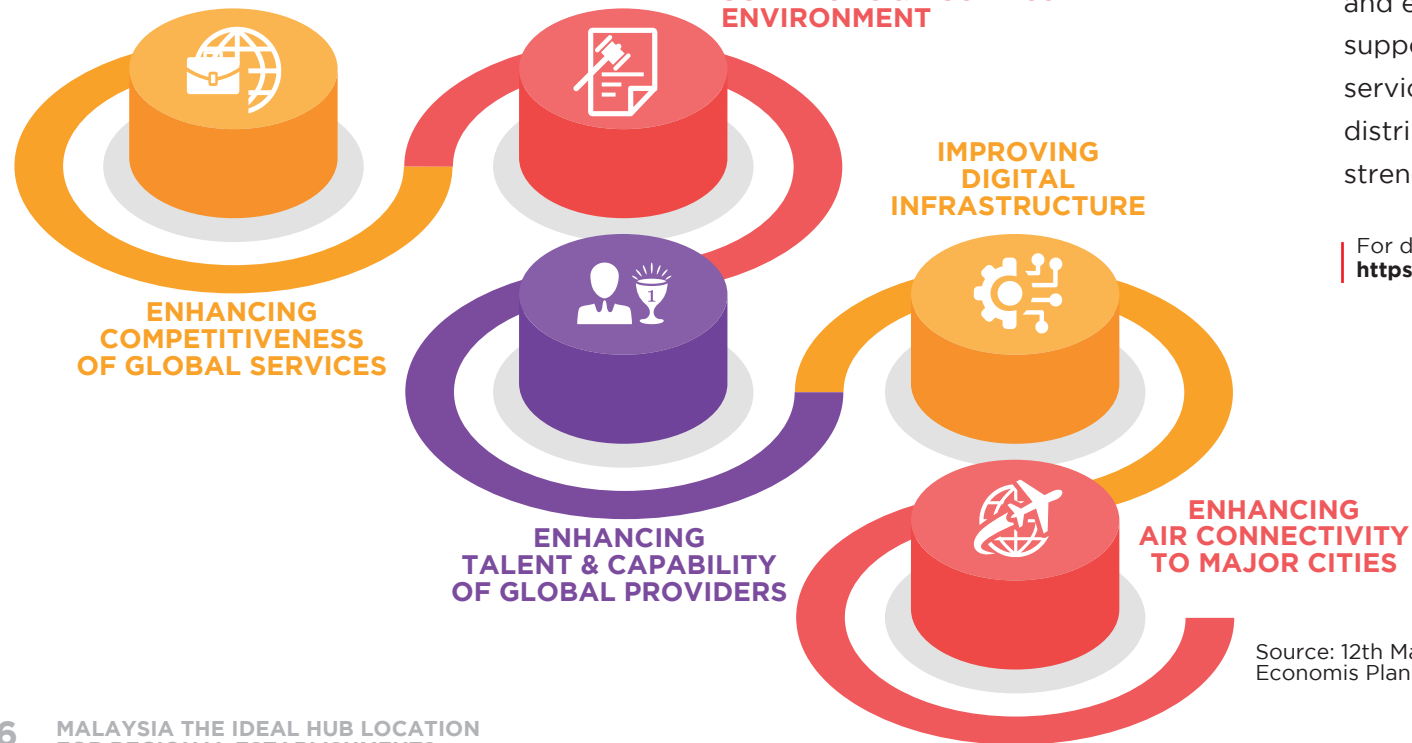
In tandem with current business operating model trends, the Malaysian Government announced the enhanced Principal Hub Incentive Scheme under Budget 2021. Under the revised scheme, now branded as PH3.0, companies will enjoy more relaxed conditions to attract more companies to leverage Malaysia as a base to render high value-added services to support their network in the region.

This revision is timely as Malaysia continues to innovate its investment policies and strategies to put her at par with other competing countries in the region and potentially look to further accelerate the creation of more high-value jobs and a larger talent pool in Malaysia.

As further incentive to position Malaysia as a regional hub, the Malaysian Government also announced in Budget 2021, the Global Trading Centre (GTC) scheme as part of its strategy to attract MNCs and local companies to establish their Global/ Regional Distribution Hubs in Malaysia. The GTC scheme is an enhanced, comprehensive scheme which provides a tax incentive and facilitates the ease of import and export activities. It is also designed to support companies in key manufacturing and services sectors venturing into procurement, distribution, and trade activities to further strengthen their global supply chain.

For details on these updated incentives, please refer to <https://www.mida.gov.my/forms-and-guidelines/>

Source: 12th Malaysia Plan 2021 - 2025
Economis Planning Unit (EPU), 2021.



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.

140
New REs / ROs
Approved

RM211.2 mil
Total Approved
Investment in 2020

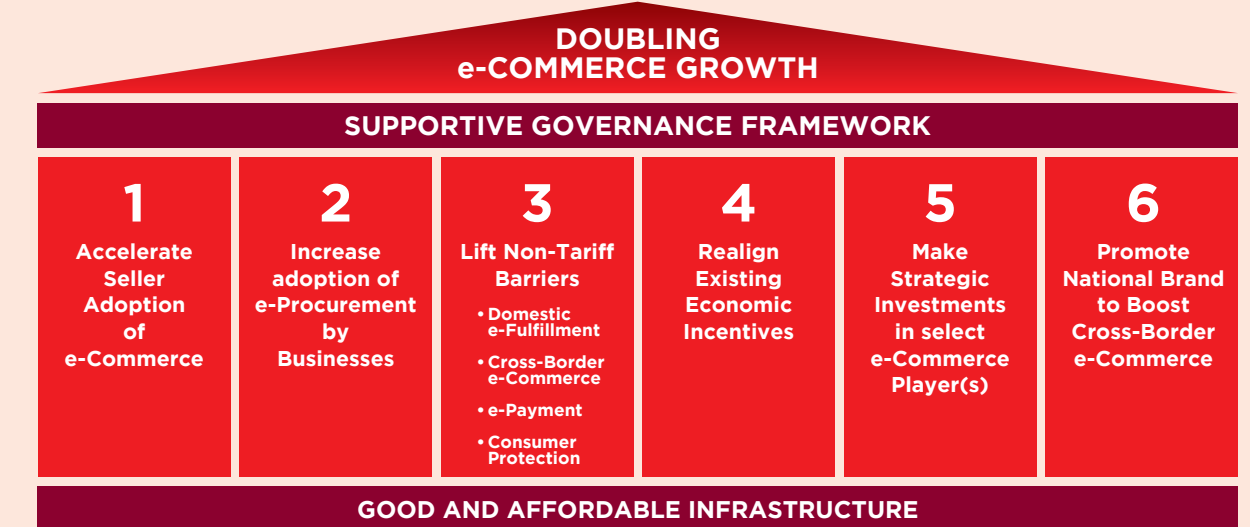
404
Job
Opportunities

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.

SIX (6) THRUST AREAS WITH A SUPPORTIVE GOVERNANCE FRAMEWORK ARE THE KEY ASPECTS OF THE NATIONAL e-COMMERCE STRATEGIC ROADMAP



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). In 2021, 20 ILS projects were approved with investments valued at RM1.7 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/re-packaging, procurement, quality control, labelling/re-labelling, testing, 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. In 2021, a total of 22 projects were approved IILS projects with investments totaling RM252.8 million.



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-Fulfillment facilities to cater for 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 – 2021, MIDA approved fourteen (14) e-fulfilment projects with an investment value of RM2.3 billion. Thirteen (13) of these approved projects are locally owned. A notable e-Fulfillment 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, which leverages its strength as Malaysia's leading courier company, providing end-to-end logistics solutions, beginning from e-Fulfillment 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.

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 almost 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.



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