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#### TALENT INDUSTRY







here is no one-size-fits-all for managing talent. Yet, economic development agencies across the country align their efforts to meet Malaysia's investment agenda.

Many organisations still behave as though there is. The wake-up call of changing workforce demographics and the mismatch between the skills that organisations need, and those that are on the market, is taking a greater toll.

MIDA collaborates with several industrial development agencies to help it spearhead the country's national investment agenda.

Some of these agencies are tasked with developing specific regions or 'economic corridors', each of which offers a unique value proposition to investors in terms of geographic location or the availability of natural resources. The efforts of these regional corridors are complemented by the initiatives of industrial development agencies that have been established to nurture the development of specific industries such as biotechnology, E&E, halal and ICT.

The work of all these industrial development agencies is supported in large part by Talent Corp Malaysia Bhd (TalentCorp), which has been tasked with ensuring that the country will have the human capital it needs to successfully transform its economy.

The Government is committed towards enhancing public-private partnerships that focus on enhancing the availability of talent needed by industry.

Malaysia is demographically young nation, giving the country a pipeline of young talent capable of supporting new investments and growth.

In 2013, TalentCorp focused on developing this supply of young

Malaysian talent. TalentCorp spent much of the year collaborating industry players to raise awareness about fast growing economic sectors and job opportunities through career fairs and roadshows.

The agency also offered tax incentives on expenses incurred by companies in hosting more than 10,000 undergraduates for structured internships and co-funded training programmes for more than 6000 fresh graduates in line with the talent needs if investors moving up the value chain.

MIDA will continue to collaborate with TalentCorp on talent development programmes to better address the future talent needs of priority sectors. The key sectors that the agency focused on in 2013 included E&E, O&G and engineering services.

Through the Scholarship Talent Attraction and Retention (STAR) programme, the Government now allows Government-funded graduate scholars to serve their bond of service by working sector with leading investors in Malaysia, thus enabling the private sector to leverage Malaysia's best and brightest young talent.

TalentCorp also participated in several international outreach sessions in 2013, with representatives travelling with more than 100 employers to more than 15 countries to engage with Malaysians abroad through a combination of general career fairs for graduates and sector-focused outreach programmes.

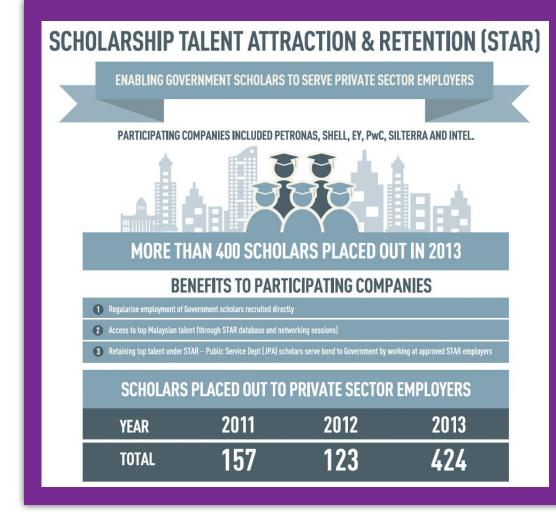
These efforts were supported through the incentives and facilities offered by the Returning Expert Programme (REP).

REP is a programme whereby our country needs its citizen's help and support to become a high income nation by 2020. To meet this objective, TalentCorp have initiated the REP to make it easier for its citizen homecoming.

> The REP facilitates the return of Malaysian professionals from abroad to overcome the shortage of professional and technical expert in the country, and creating a world-class workforce in Malaysia, particularly in the context of the Economic Transformation Programme (ETP).

> According recent amendments, Minister in the Prime Minister's Department Datuk Seri Abdul Wahid Omar, TalentCorp has revised the REP with tighter incentives and requirements for applicants, for applications made after April 15, 2014.

Under the revised REP, tax exemption on cars will be revised from two locally manufactured complete knocked down (CKD) cars currently to one locally manufactured CKD or fully imported



complete built up (CBU) car per approved applicant. This is subject to a maximum of RM150,000 worth of tax exemption.

Previously there was no limit on the tax exemption.

The second revision is the refining and raising of the bar on the **REP** eligibility with a more holistic set of criteria from the current set of criteria which considers qualifications and years of work experience abroad. The refined eligibility criteria which is more holistic takes into

account work experience in Malaysia prior to employment abroad, current salary abroad and experience and expertise relevant to priority economic sector or area of critical skill gap, in addition to the qualifications and work experience abroad.

Under the revised criteria, applicants with a diploma must have 12 years of work experience abroad (from 10 years previously), Bachelor's holders must have eight years' experience

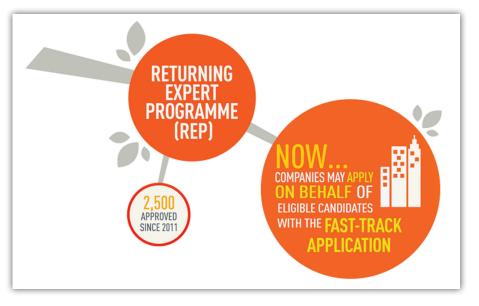
PERFORME 15000
Dependent 15% flat tax rate on chargeable employment income for a period of five [5] years continuously

Image: Control of the Control of

abroad (from six years previously), Masters holders must have five years' experience abroad (from four years previously) and PhD holders must have four years experience abroad (from two years previously).

Applicants must also have current monthly income equivalent to more than RM20,000.

Abdul Wahid said more than 1,500 applications and 1,400 applications were received in 2011 and 2012



respectively. Last year, it received 1,242 applications out of which 900 were approved.

He said the highest number of talent required is from business services such as qualified accountants, to meet the needs of the increasing number of multinational companies and investors coming in.

This is followed by oil, gas and energy sector, financial services, electronics and electrical, ICT and healthcare.

In addition to these programmes for Malaysian talent, TalentCorp also collaborated with industry to better facilitate the entry and retention of foreign talent into Malaysia, particularly in areas where critical skill gaps are most evident.

To this end, the Residence Pass– Talent (RP-T) programme now allows foreign talent to live and work in Malaysia for up to ten years instead of two years as before.

Initiatives to facilitate expatriate talent in Malaysia will be further enhanced in the future with the Immigration Department's new Expatriate Services Division and the introduction of the Multiple Entry Visa (MEV).

### MALAYSIA'S NET FDI Flows by 22 % to USD\$12B in 2013

orld Investment Report (WIR) provides valuable analysis that can inform global discussions on how to accelerate progress toward the millennium development goals and shape a long-range vision for a more sustainable future beyond 2015.

This year report reveals an encouraging trend: after a decline in 2012, global foreign direct investment flows rose by 9% in 2013 to US\$1.45 trillion after a decline in 2012, with growth expected to continue in the years to come.

This demonstrates the great potential of international investment, along with other financial resources, to help reach the goals of a post-2015 agenda for sustainable development.

Transnational corporations can support this effort by creating decent jobs, generating exports, promoting rights, respecting the environment, encouraging local content, paying fair taxes and transferring capital, technology and business contacts to spur development.

This year's WIR offers a global action plan for galvanizing the role of businesses in achieving future sustainable development goals, and enhancing the private sector's positive economic, social and environmental impacts.

The Report identifies the financing gap, especially in vulnerable economies, assesses the primary sources of funds for bridging the gap, and proposes policy options for the future.

Asia continues to be the most

popular region for Foreign Direct Investments (FDIs), accounting for nearly 30 percent of global FDI inflows for 2013.

Malaysia ranked seventh top recipient of FDIs in Asia ahead of the Republic of Korea, Vietnam and Taiwan and enjoyed a 22 percent increase of net FDIs valued at 12 billion dollars in 2013.

The increase of FDI in Malaysia compares favourably to the increases in Global FDI of 9% and 6.7% into developing countries, as reported by UNCTAD.

While, ASEAN reported an increase of seven (7) percent to 125.4 billion dollars with Singapore as the region's largest FDI recipient, the overall growth of FDI inflows over the period of 2009 to 2013 in South-East Asia has slowed.

WIR 2014 report, titled "Investing in the Sustainable Development Goals (SDGs): An Action Plan" was launched by Dato' Azman Mahmud, Chief Executive Officer (CEO) of the Malaysian Investment Development Authority (MIDA) on behalf of Y.B. Dato' Sri Mustapa bin Mohamed, Minister of International Trade and Industry.

Also present was Ms. Michelle Gyles – McDonnough, United Nations Resident Coordinator for Malaysia and UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam.

Mustapa in his presentation on Malaysia's efforts in aligning promotion of investment with sustainable growth informed that Malaysia will continue to adopt the ecosystem approach in developing both the manufacturing and services sectors.

This meant an integrated and holistic approach to promote the entire value chain of industry clusters.

The ecosystem approach will allow the government to move away from the system of offering high tax incentives to attract investors. Instead, enablers like good infrastructure and availability of the relevant supporting industries, would be a natural 'pull' factor to attract investors.

He reminded that the government has long recognized the need to shift to high value-added, high technology, knowledge-intensive and innovationbased industries to sustain economic growth, and in line with this, Malaysia has been adopting the more selective and targeted approach in attracting quality investment.

To stay ahead of the curve, MIDA has internally reorganized to create two new industry divisions, i.e. the Technology & Business Frontier Division and the Clean Technology & Environment Management Division, divisions responsible to source and promote technology driven, sustainable investments.

UNCTAD'S message in this year's World Investment Report highlighting the important linkages between trade and investment and sustainable development is therefore urgent and we hope will help to to propel the step-changed required in both public and private investment in developing countries said Ms. Michelle Gyles– McDonnough.

The WIR proposes a plan of action for increased private sector investment in sectors such as infrastructure, food security and climate change mitigation.



# WELCOME TO GEN2014

hemed 'Creating Green Wealth', the 5th International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM2014) to be held on October 16 to 19 at the Kuala Lumpur Convention Centre, is organised by the Malaysian Green Corp and Expomal International Sdn. Bhd.

IGEM2014 aims to help push the rapid adoption of green technology which is the emerging driver to deliver a double impact of sustainable economic growth as well as to address the environmental and energy security issues.

Having firmly established its foothold as the region's largest green exhibition, IGEM will continue its pursuit to gather like-minded industry players and professionals to explore and seize the opportunities from the exciting and emerging green market in the country and the region.

Along with The Association of Southeast Asian Nations (ASEAN)/ International Pavilions, it provides an essential platform to launch, feature and showcase innovative green technologies, eco-products and services.

It is indeed a must-attend event for green product buyers and sellers to interact, transact and forge new partnerships and cross border collaboration.

This four-day event is expected to draw more than 600 companies and organizations from around the world and over 60,000 visitors.

The Ministry of Energy, Green





Technology and Water (KeTTHA) targets the the 5th IGEM this year to generate RM1.2 billion worth of business transactions and attract 630 exhibitors from 20 countries.

Last year IGEM attracted 260 exhibitors, as well as over 56 000 visitors from 60 countries, and generated RM446 million in business transactions.

According to KeTTHA Deputy Minister Datuk Seri Mahzir Khalid, he says IGEM2014 will create opportunities for government and policy makers, green technology manufacturers business owners, buyers, procurement officers, professional, non-governmental organisations, trade officers, scientists, researchers, educators and advocates of green technology to forge stronger business and community relationship.

Meanwhile, a special dialogue featuring selected ministers and industry players will discuss the fast-changing global green industrial landscape and new solutions to fasttrack any green initiatives.

#### INDUSTRY





# BUILDING A TECHNOLOGY AND LIFESTYLE DIVISION

hoist (Malaysia) Sdn Bhd is a subsidiary of the Lhoist Group is engaging its expansion and diversification project that will include the production of calcium carbonate and downstream calcium oxide and specialty products.

The manufacturing facility, which is



the group's first in Asia to incorporates a high technology research and development (R&D) centre for applied research in Perak, is to undertake research activities.

According to Mida director S. Sivasuriyamoorthy, in an interview with

Bernama on May 9, said Lhoist wants to open a hub for R&D in Southeast Asia and it will boost the profile of Malaysian technology and enhance its status as a site of well developed and provides a variety of advantages for activities related to R&D.

This project will designate Malaysia as the export hub of the company in the Asia Pacific region as 80 per cent of its production will be exported to Indian subcontinent and Asia. The company will collaborate with local universities such as Universiti Teknologi Petronas (UTP), Universiti Sains Malaysia (USM) and Universiti Malaya (UM) on its talents requirements.

The Lhoist Group has its headquarter in Belgium and is present in 25 countries with more than 90 facilities and almost 6,000 employees around the globe. We differentiate our business by being close to our customers, understanding their needs and providing them with the high-quality products their activities require.

Lhoist offers a huge product portfolio to a wide range of industries such as iron and steel, non-ferrous mining, chemicals, pulp and paper, flue gas treatment, glass, construction & civil engineering, agriculture, etc. With its international network of specialists, Lhoist also provide a worldwide supply chain, as well as associated services.

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emorandum of Understanding (MoU) between the Malaysian Investment Development Authority (MIDA) and Invest Hong Kong, witnessed by YB. Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry (MITI).

The signing of the the Government of Hong Kong Special Administrative Region to reaffirm the existing strong cooperative relationship of both parties in two-way investment promotion. The ceremony was held at the Intercontinental Hotel, Kuala Lumpur in conjunction with Hong Kong – ASEAN Regional Cooperation Forum. CEO of MIDA, "The objective of the MoU is to foster cooperation and information exchange in a mutually beneficial partnership, which include information exchange on investment environment, investment opportunities, investment promotion activities, and best practices of investment promotion,"

"As at 31 December 2013, a total of 434 manufacturing projects with participation from Hong Kong were implemented in Malaysia with investments amounting to USD1.65 billion. These projects have created about 80,300 employment opportunities," he said.

According to Dato' Azman Mahmud,

### **8 HEALTHCARE TRAVEL PROJECTS**

B Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry (MITI) announced, from 2013 until early this year, the Malaysian Investment Development Authority (MIDA) has approved 8 healthcare travel projects worth RM561.4 million, from KPJ Healthcare Berhad, a member of Johor Corporation (JCorp) Group.

The investment tax allowance approvals include new and diversification/modernisation projects. The announcement was made at the media conference session, held at Traders Hotel, Johor Bahru. Dato' Azman Mahmud, CEO of MIDA and Dato' Kamaruzzaman Abu Kassim, President & CEO of JCorp were also present at the session.

Under the Income Tax (Exemption) Order 2012, companies that establish new private healthcare facilities or existing private healthcare facilities undertaking expansion/modernisation/ refurbishment for purposes of promoting healthcare travel are eligible to apply for an Income Tax Exemption equivalent to Investment Tax Allowance (ITA) of 100 percent on the qualifying capital expenditure incurred within a period of 5 years. The incentive is applicable for applications received by MIDA on or after 1 January 2010 but not later than 31 December 2014.

According to Dato' Sri Mustapa, "KPJ plans to increase its capacity and will continue to develop new hospitals in the country. KPJ's new hospital pipeline will result in more specialist hospitals for the public, create additional high income employment opportunities especially for medical professionals, and will expand the healthcare industry in Malaysia."

He said, "Last year alone, approved investments recorded for the healthcare travel sub-sector totalled RM1,828.2 million, a more than fourfold increase from RM339.6 million in 2012."

Dato Kamaruzzaman said, KPJ also contributes to the nation's growth through its investments in 6 brand new hospitals under the ambit of the government's Entry Point Projects (EPP) in the Economic Transformation Programme (ETP) aiming to generate more than 3,000 jobs and a Gross National Income of RM1.3 billion by the year 2020. To date, 3 out of the 6 hospitals have been opened.

## DIALOGUE WITH CENAM MEMBERS

ecently, Minister of MITI YB Dato' Sri Mustapa Mohamed, chaired a dialogue session with the members of China Enterprises Association in Malaysia (CENAM), organised by MIDA.

Deputy CEO of MIDA Datuk Phang Ah Tong, The Economic and Commercial Counselor of China Embassy Mr Wu Zhengping, and Acting President of CENAM Mr. Keith Li, participated in the session. MIDA's Board Director Datuk Ng Peng Hey, and MATRADE CEO Datuk Dr. Wong Lai Sum, were also present.

The session is part of MIDA's ongoing initiatives to sustain a strong and effective partnership with the private sector in developing a progressive ecosystem to promote investments in the country.

In 2014, CENAM has supported MITI/MIDA's activities in promoting investments from China which include the Investment Seminar in Guangzhou and the visit of Dato' Sri Najib Tun Razak to Huawei Research and development Centre in Beijing recently.

Malaysia-China Kuantan Industrial Park, the first industrial park in Malaysia jointly developed by both Malaysia and China is expected to further simulate the interest of Chinese companies to invest in Malaysia. China is expected to invest about RM1.6 trillion (USD500 billion) overseas over the next five years. If Malaysia can attract just 1% of this amount to Malaysia, it will increase China's current investments in Malaysia, five-fold.

Recognizing the importance of Beijing as a home to the headquarters of many China's large companies, MIDA will establish an office in Beijing this year. The objective of this office is to further attract high technology investments from China. MIDA's office in Beijing will complement the promotion efforts undertaken by the present two MIDA offices in China i.e. Shanghai and Guangzhao.

#### **EVENTS**

# TURUN PADANG' PROGRAMME WITH INDUSTRY PLAYERS

MIDA

YOUR FIRST POINT OF CONTACT



Networking Dinner And Dialogue with Y.B. Minister of International Trade And Industry (MITI)

> 11<sup>th</sup> June 2014 Traders Hotel, Puteri Harbour, Nusajaya.

he Ministry of International Trade and Industry (MITI) organised a programme called 'Program Turun Padang', held from June 11 to 26 to promote and publicise MITI on its contribution to the country in few selected states.

Its minister, Mustapa Mohamed said the programme was contained in four states, Johor, Negeri Sembilan, Kedah and Perlis is to gather feedback from industry players on matter related to the progress and development of the trade industries in Malaysia.

This programme has got up its tour from Johor on June 11 to 12 by visiting M East Sdn Bhd (Marlborough College), an international school that offers the British curriculum; IGCSE, O Level, A Level which currently host by 600 students, targeted for 1,280 students in 2019 with 30 different nationalities.

Next was Iskandar Malaysia Studios Sdn Bhd (Pinewood Studios), an integrated media (film and television) production studio facility.

The world-class filming facility will be a catalyst to transform Malaysia into a destination for filmmakers worldwide, aiming to bring in RM 1.9 billion and create more than 11,000 jobs by 2020.

The visit wrapped up by networking dinner and dialogue with YB Minister MITI/agencies and industry players in

> Johor together with Mustapa and a bilateral meeting with Lim Hng King, Minister for Trade and Industry in Singapore to ground breaking ceremony for Nusajaya Tech Park, Johor.

The Nusajaya Tech Park is expected to create more than 20,000 jobs, including management and technical workforce requiring special skill sets. More than 200 enterprises that will be established in the Park will provide opportunities across the board.

'Program Turun Padang' continued in Negeri Sembilan, at Messier-Bugatti Dowty (M) Sdn Bhd part of the Safran Group from France is the world leader in aircraft landing and braking systems and on-ground movement, partner to the world's leading civil and military airframes. This new project is to manufacture and refurbish carbon brakes and parts thereof (brakes for aircraft).

The visit then followed with Akashi Kikai (M) Sdn Bhd, a tripartite jointventure company set up by Daihatsu Motor Co Ltd, its subsidiaries- Japan's Akashi-Kikai Industry Co Ltd and Perusahaan Otomobil Kedua Sdn Bhd (Perodua), has invested RM160 million for the production of electroniccontrolled automatic transmission (AT) in Sendayan, Negeri Sembilan. For its new product, which is manual transmission, the production is expected to commence in August 2014.

Last but not least a networking lunch with YB Minister MITI/agencies and industry players in Negeri Sembilan together with Mustapa, and him to officiate 'Majlis Perasmian Minggu PKS 2014 Peringkat Kebangsaan' organised by SME Corp.



### Worldwide Netwo The Malaysian Investment Development Authority (MIDA) is the government's principal agency for the promotion of the manufacturing and

services sectors in Malaysia. MIDA assists companies intending to invest in the manufacturing and services sectors, as well as facilitates the implementation of their projects. The wide range of services provided by MIDA include providing information on the opportunities for investments, as well as facilitating companies which are looking for joint venture partners

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