

investByte

Your investment window into Malaysia



A MIDA Publication for Global Investors



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FOCUS

MALAYSIA: MOST COMPETITIVE ECONOMIES GLOBALLY

The Global Competitiveness Report 2014-2015 of the World Economic Forum (WEF) ranked Malaysia 20th out of 144 economies compared to 24th position out of 148 countries the previous year. Malaysia continues its upward trend making it among the top 20 most competitive economies.

Malaysia remains the highest ranked among developing Asian economies and is ranked the second most competitive economy among the 24 countries that the WEF categorises in the transition stage from an efficiency-driven to innovation stage of development.

With an enhanced competitiveness performance, Malaysia (20th) is ahead of developed economies such as Austria (21st), Australia (22nd), France (23rd), Ireland (25th) and Korea Rep. (26th). Among Asia-Pacific countries, Malaysia improved to 6th position out of 28 countries from 7th in 2013.

The GCR is an annual report published by the WEF based on the Global Competitiveness Index that integrates both macro and micro economic aspects of competitiveness. It uses 70% perception data obtained through



the Executive Opinion Survey from high level private sector executives and 30% statistical data.

The report comprises 114 criteria which are organised into 12 pillars of competitiveness. The 12 pillars are Institutions, Infrastructure, Macroeconomic environment, health and primary education, higher education and training, goods market efficiency, labour market efficiency, financial market development, technological readiness, market size, business sophistication and innovation.

WEF highlighted that Malaysia's biggest improvement is in the Institutions pillar; advancing by nine positions from 29th to 20th. This is evident from the positive responses of the business sector as reflected in the significantly improved perception-based indicators related to safety and security as well as corruption, thus, contributing to the enhanced performance of the Institutions pillar. Elsewhere, Malaysia ranks an outstanding 4th in the Financial Market Development pillar, reflecting its efforts to position itself as the leading center of global Islamic finance.

Malaysia stands out as one of the very few countries that have been relatively successful at tackling the issues of



corruption and red tape as part of its government and economic transformation programmes. Malaysia ranks an impressive 4th for the ease of government regulation, a satisfactory 26th in the ethics and corruption component of the index.

Further to this, Malaysia ranks 11th for the quality of its transport infrastructure, reflecting a marked improvement in infrastructure and connectivity which bodes well towards achieving developed status by 2020.

Despite the positive trend in Malaysia's competitive performance, the Ministry of International Trade and Industry (MITI) and its agency, Malaysia Productivity Corporation (MPC) will continue in their leading roles in coordinating efforts to enhance Malaysia's competitiveness. 



MEDICAL DEVICES INDUSTRY GROWS AND SHINES

QuickTake

Despite having an estimated annual growth rate of 8%-10% in the Malaysia medical devices industry, the current estimated market value for 2013 is RM 3.7 billion (US\$ 1.2 billion), which remains relatively low and is only equivalent to about 1% of the total US Market. Although Malaysia has recently started to implement its first set of regulations for medical devices, it is not expected to have an immediate effect on the market share and market growth in the near future. Therefore, medical devices market of Malaysia is expected to reach RM5.1 billion in 2015.

The medical devices industry in Malaysia shows an impressive range of medical services and has emerged as one of the new areas for development and promotion.

The industry has remarkable growth, as health facilities and services expanded, with the government's efforts to provide quality health and medical services.

In Malaysia, the medical devices industry encompasses a broad range of products and equipment from examination gloves, implantable devices, orthopedic devices and dialysers to imaging equipment and other devices which can be used for

medical, surgical dental, optical and general health purposes.

Malaysia remains the world's leading producer and exporter of catheters and surgical and examination gloves supplying 80% of the world market for catheters and 60% for rubber gloves, including medical gloves.

While the industry is still dominated by the production of rubber-based products comprising mainly medical gloves, catheters and condoms, there is a gradual shift towards the manufacture of non-rubber based higher value medical devices made from plastics, silicone and metal alloys.

The domestic market is expected to grow by 15.9% per year and to hit US\$2.8 billion by 2017. The government has announced eight Entry Point Projects (EPPs) for the medical devices subsector, of which 12 projects have been implemented so far.

The industry is characterised by many small to medium-sized enterprises with some MNCs. The industry is capital and technology-intensive and employs over 20,400 people, most of whom are in the





managerial, professional, supervisory and technical staff levels.

Currently, there are more than 180 medical devices manufacturers in the country. The majority of the Malaysian owned companies are involved in the production of surgical and examination gloves while the major foreign-owned companies are involved in the manufacture of medical gloves and other higher value products such as catheters, safety intravenous cannulae and needles, orthopaedic products, medical electrodes, dialyser and contact lenses.

The facility in Malaysia will be the company's first in Asia and will create 330 job opportunities, particularly for highly skilled and educated workers. Its products will be exported to Asia Pacific and Europe.

As the global environment for the medical devices industry becomes

more competitive with new and innovative products being rapidly developed, manufacturers are expanding and widening their base into higher value products and increasingly moving into product and process R&D as well as design and prototyping.

Higher technology processes are utilised such as the utilisation of new materials, better coating for improved performance, increased automation and more efficient processing technologies.

The R&D activities undertaken include improvements to process control and product quality, product development such as latex compound formulations and process design of safety needles.

Another significant project is by a Malaysian-owned company and involves investments of RM304.7 million to manufacture surgical instrument, external '50 SHIFTING

INTO HIGH GEAR' exports of medical devices were valued at RM11 billion in 2013, with Malaysia continuing to be a major exporter and producer of medical gloves and catheters.

The extensive R&D and high value added features of this project will expand the scope of contract manufacturing for orthopaedic devices involving a total manufacturing solution -advanced machining, titanium anodising, forging, coating and casting.

By this year, the value of Malaysia's medical devices market is expected to reach RM5.08 billion (USD1.64 billion).

Malaysia is also the gateway to Asia - a region with the fastest growing economies and where 75% of the world's population resides.

Asia's healthcare market constitutes approximately 34% of the global healthcare market. A diverse range of medical equipment and products are imported to cater for Asia's growing healthcare needs. Medical device companies in Malaysia also have the advantage of the close proximity to the ASEAN market. With the full realisation of the ASEAN Free Trade Area (AFTA), medical device manufacturers will benefit from a single market with a total population of more than 580 million people, a combined GDP of USD1.2 trillion and total trade of USD1.62 trillion. 





KARNIVAL KERJAYA KELANTAN BRIDGES TALENT GAP

The Malaysian Investment Development Authority (MIDA) has hosted the Kelantan Career Carnival 2014 on Sept 20, as part of its efforts to reduce the gap between the talent that is produced and the talent required by industry.

"The industry has been saying that they have some issues in hiring the right people so we are assisting the industry by bringing the industry to the institutions and hopefully we can close the gap. At the same time, it's also awareness for the supply side to produce the right kind of skill set in graduates to meet industry demand," said MIDA's CEO Dato' Azman Mahmud.

"It doesn't mean we are having an acute shortage of people. It's just that sometimes talent do not match what is required by the industry," he added.

From 2009 until May 2014, MIDA approved 4,462 manufacturing projects with potential employment of 471,368. Of these, 73% of the job opportunities were for skilled manpower, including 32,666 jobs in the managerial category, 67,147 jobs in the technical and supervisory category and another 242,861 jobs for skilled workers.

Azman said MIDA observed an increasing demand for higher skilled manpower over the past five years. In 2009, 65% of jobs created from manufacturing projects approved were for skilled manpower, which rose to 74% in 2012 and 86% for the first five months this year.

"Job opportunities available for skilled manpower with science and technical background is estimated to be more than 67,000 of which 28% requires electrical and electronic (E&E) engineering qualification, 23% in mechanical engineering qualification and another 21% for science qualification.

"In addition, there will also be a strong demand for skilled manpower with vocational qualifications including 6,300 jobs for machinists, 5,400 for electrician/chargemen, 4,800 for

welders and 2,800 IT personnel," he added.

He said MIDA shares these figures with the supply side so that they know what is required in the next few years and are able to be more focused and targeted in their syllabus and training materials to produce graduates with the right skill sets.

Azman said with advancements in technology and processes, the supply side needs to have better understanding on what kind of graduates to produce in the next few years.

"From what we have learned from investors, they prefer locals. Expatriates are only required when there are no specialised skills available in Malaysia. Preference is given to locals because to hire expatriates would cost more," he added.

The Kelantan Career Carnival 2014 is a collaboration between MIDA, Talent Corp Malaysia Bhd and Universiti Malaysia Kelantan (UMK) held at UMK Jeli Campus.

It has brought together 47 multinational corporations and local conglomerates, offering over 900 career opportunities at various levels. **ib**



MIDA CONTINUES TO ATTRACT MORE INVESTMENTS



The federal government has never discriminated Penang and any other state in Malaysia as investment destination, said Malaysian Investment Development Authority (MIDA) Deputy Chief Executive Officer I, Datuk Phang Ah Tong.

Phang, who was speaking at a press conference after opening a seminar on investment opportunities in the services sector in George Town, was asked to respond to the statement by the Chief Minister of Penang Lim Guan Eng recently that MIDA had sidelined potential investors from investing in Penang.

Phang pointed out that in fact

Datuk Phang Ah Tong



Penang had registered the highest investment growth rate of 15% in Malaysia, exceeding the national average of just 2%, hence there is no

basis to say that MIDA has not been helping the state.

Phang revealed that under the Domestic Investment Strategic Fund (DSIF) for Malaysian companies, set up in July 2012, Penang received the highest amount of matching grants totaling RM201 million out of a RM550 million approval.

Going forward, he said MIDA would continue to focus on attracting more investments to Penang, dubbed the Silicon Valley of Malaysia.

Meanwhile for the first seven months of the year, Penang secured some 95 projects with investments of RM3.9 billion compared with RM4.6 billion for the whole of 2013. [19](#)

MALAYSIA AS GATEWAY TO ASEAN AND MIDDLE EAST

Malaysia has called on Chinese businesses to make the country its gateway to the vast ASEAN and Middle Eastern markets.

Speaking at the International Investment Forum held in conjunction with the 18th China International Fair for Investment and Trade (CIFIT) in Xiamen, Fujian province, Malaysian Prime Minister's special envoy to China, Tan Sri Ong Ka Ting, made the call in welcoming Chinese companies to invest in Malaysia.

He told participants at the forum that Malaysia has a skilled, multilingual workforce, affordable cost of living, great connectivity and the cost of doing business in the country is extremely competitive.

Malaysia is represented by a 600-member delegation with representatives from the Ministry of International Trade and Industry,

government agencies including the MIDA and Malaysia External Trade Development Corporation (MATRADE), Malaysian businesses, the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) and the Malaysia-China Chamber of Commerce (MCCC).

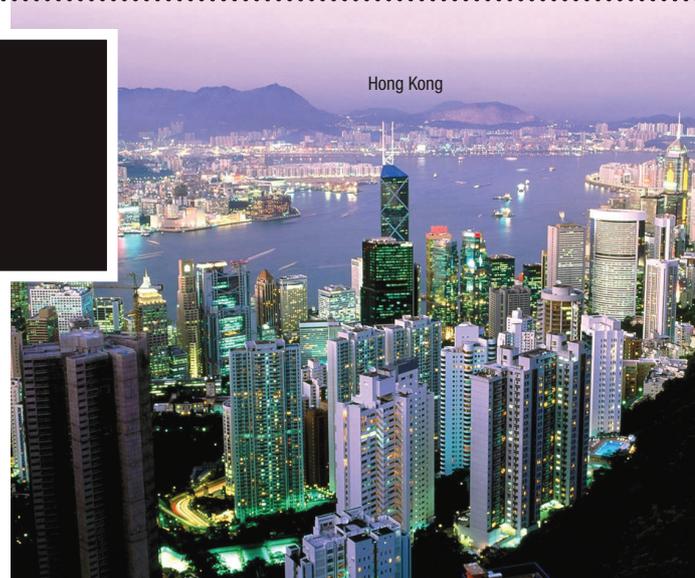
A day prior to the opening of the fair, Tan Sri Ong chaired a round table meeting with 10 Chinese listed companies on potential investments in Malaysia. Representatives from MIDA including its Chief Executive Officer, Dato'Azman Mahmud and MATRADE were present.

Azman said the proposed projects from the Chinese companies ranging from automobiles, health products, energy saving non-metallic mineral

products and satellite navigation, could amount to a possible total investment US\$1.5 billion (RM4.7 billion).

Meanwhile, Malaysia is accorded the guest country of honour at CIFIT, which is the world's largest international investment and promotion fair, with participation from 10 countries and territories.

This year, Malaysia and China commemorate the 40th anniversary of diplomatic ties. [19](#)





intel[®] MICROELECTRONICS BRINGS SMART, CONNECTED DEVICES

INTEL Microelectronics (M) Sdn Bhd (INTEL) has contributed to the country's social and economic development through its activities in high tech manufacturing, design and development of the latest Intel products, global shared services and corporate social responsibility. It has invested more than RM14 billion over the past 42 years and employing 9,000 highly-skilled Malaysians.

INTEL Malaysia's Global Service Center (GSC) in Malaysia

will undertake research, design & development and related ancillary activities for semiconductors & other computing devices; and services activities relating to finance, human resources, information technology, procurement, manufacturing, logistics, warehousing and sales marketing services.

INTEL Malaysia was established in 1972 in Penang; a subsidiary company under Intel Corporation which was incorporated in California in 1968, as

the world leader in silicon innovation and the world's largest semiconductor chip maker.

From an initial workforce of only 100 employees, it has evolved to become Intel Corporation's largest and most diverse site outside of the United States. Today, Intel Malaysia proudly supports a broad product range including microprocessors, chipsets, network processors, and microcontrollers; with over 4 billion microchips produced to date.

Moving forwards, Malaysian Investment Development Authority (MIDA) in its note said Malaysia would continue to promote multinational companies to set up regional or global operation hubs in the country.

It said the investment from these global operations totalled RM4.6 billion in the first half of the year, surpassing the amount recorded for the whole of last year.

This also includes the setting up of a world-class global service centre by INTEL Malaysia, which would support Intel's operation worldwide. 



MITI MINISTER LEADS TIM TO KOREA AND JAPAN

Minister of International Trade and Industry Dato' Sri Mustapa Mohamed has led a Trade and Investment Mission (TIM) to Seoul, The Republic of Korea (ROK) on September 29 to 30, 2014 and Tokyo, Japan from October 1 to 2, 2014.

The Minister was accompanied by a business delegation comprising eight local companies and representatives from the Ministry of International Trade and Industry (MITI), Malaysian Investment Development Authority (MIDA), Malaysian External Trade Development Corporation (MATRADE) and Malaysia Innovation Agency (AIM).

The main objectives of the mission were to update the business communities in ROK and Japan on Malaysia's economic development and business opportunities, to explore export opportunities especially in the services segment, food products, chemicals and chemical products and biomass, to enhance foreign direct investment sectors such as electrical & electronics (E&E), green technology, automotive and Information technology & communications and to enhance bilateral economic cooperation in Japan and ROK.



Minister of International Trade and Industry Dato' Sri Mustapa Mohamed



During the TIM to ROK and Japan, the team was scheduled with programmes such as business seminars on trade and investment opportunities in Malaysia, networking and business matching events, individual meetings with Japanese and Korean companies and meetings with Malaysian professionals and students.

In 2013, ROK was Malaysia's 7th largest trading partner, 9th largest export destination and 7th largest source of imports. For ROK, Malaysia was its 16th biggest trading partner, 16th export destination and 13th source of imports in 2013.

From January-July 2014, total trade between Malaysia and ROK increased by 11.4% to RM35.00 billion compared with RM31.41 billion in the corresponding period in 2013.

Thus, Japan was Malaysia's 3rd largest global trading partner, 3rd largest export destination and 3rd largest source of imports. Malaysia was Japan's 10th largest global trading partner, 11th largest export destination and 8th largest source of imports in 2013.

From January-July 2014, total trade between Malaysia and Japan increased by 2.0% to RM80.25 billion compared to RM78.68 billion in the corresponding period in 2013. Exports increased by 4.0% to RM48.12 billion while imports declined 0.8% to RM32.13 billion. 

PETRONAS TO INVEST RM1.1 BILLION TO INCREASE PRODUCTION

National oil & gas (O&G) corporation, Petroliaam Nasional Bhd (PETRONAS) will invest over RM1.1 billion in the next three to four years on its exploration and production technology centre to research and develop innovative and applicable technologies to rejuvenate and enhance oil production.

PETRONAS is particularly looking at implementing the Enhanced Oil Recovery (EOR) programme to boost crude oil production in maturing fields, PETRONAS Director, Datuk Mohamad Idris Mansor said at the Malaysia O&G Services Exhibition and Conference (Mogsec 2014) in Kuala Lumpur recently.

He said there are presently 10 EOR projects in various stages of implementation, and the whole programme

is scheduled to be launched in phases over the next decade with the first application of EOR technology, a major project developed at a cost of RM10 billion, being undertaken at the Tapis oil field, offshore Terengganu.

The oilfield has the potential to raise production by up to 35,000 barrels a day from the current three to four thousand barrels a day as well as extend the life of the field by over 25 years, he added.

The O&G and energy sector is a key contributor to the Malaysian economy, accounting for some 30% of the country's gross domestic product and 40% of the revenue.

Reserves in the country as at January 2013 amounted to 22.2 billion barrels of oil equivalent, the third largest gas reserves in the Asia-Pacific, after China and Indonesia and Malaysia is also the second biggest exporter of liquefied natural gas (LNG) after Qatar. 



UMW TOYOTA MOTOR CONTINUES TO INVEST FOR EXPANSION

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Speaking at the opening of the enlarged Toyota Langkawi Branch by UMW Toyota Motor Deputy Chairman Datuk Takashi Hibi, in the duty-free island in Kedah, President Datuk Ismet Suki said the company has invested some RM10 million for the expansion of the branch. The company is committed to offer high-quality products and excellent service to reaffirm Toyota's standing as the leading non-national brand for over two decades, he added.

To-date, the company has 99 Toyota and Lexus sales and after-sales service and dealer outlets across the

country including branches in Kulai, Johor and Tawau in Sabah for Toyota vehicles as well as Kuching and Ipoh for Lexus cars. In December, another Lexus branch will be opened in Malacca.

Meanwhile in a separate media interview, UMW Chief Executive Officer, Datuk Syed Hisham Syed Wazir expressed confidence that car sales would sustain the growth until year-end as projected by the Malaysian Automotive Association.

UMW Toyota Motor said it would continue to strengthen its operations to meet its sales target of over 100,000 units this year to hit a market share of some 15%. 



MIDA Worldwide Network

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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