



July
2020
Issue

MIDA

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

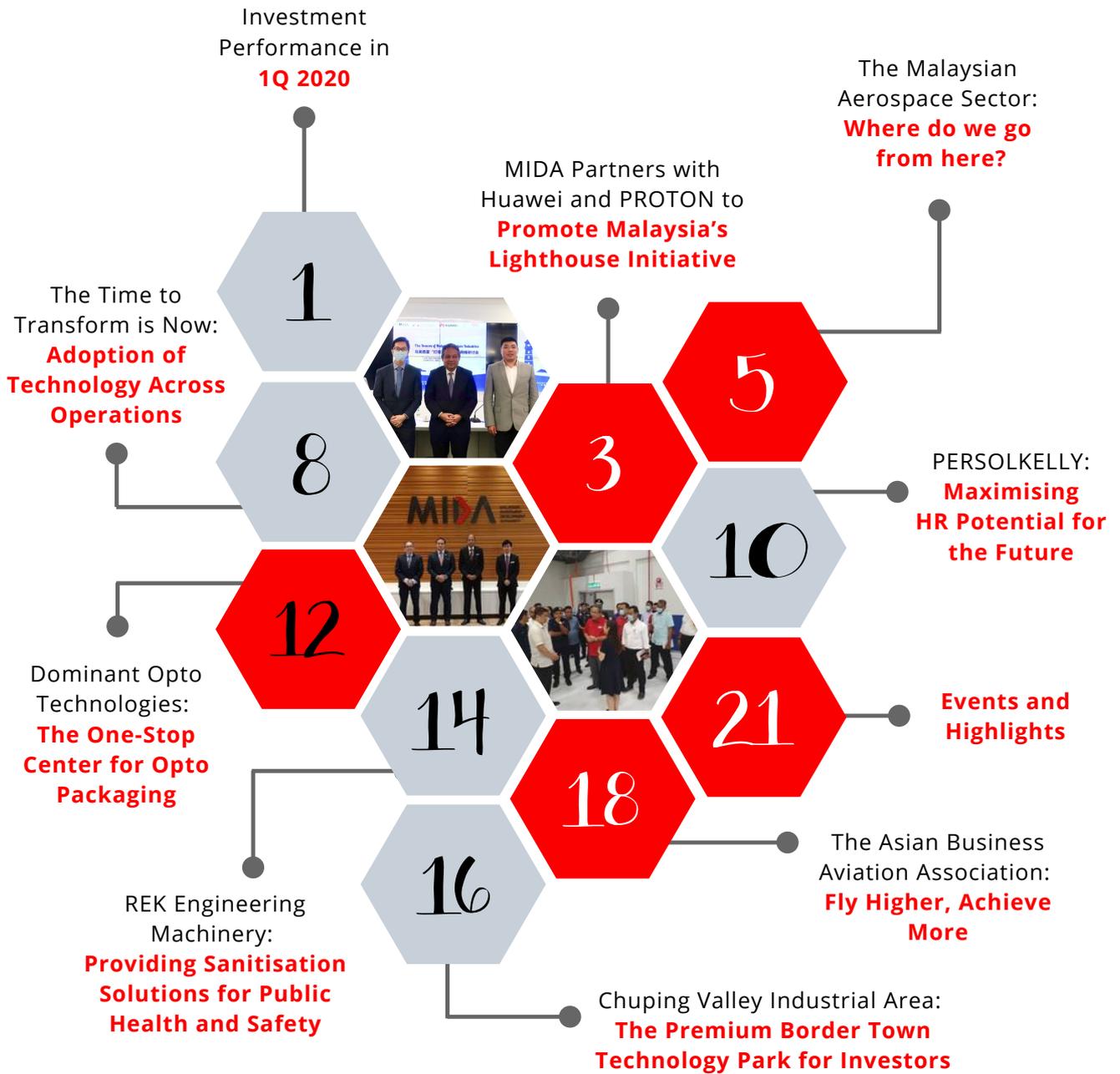


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MERDEKA**

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!





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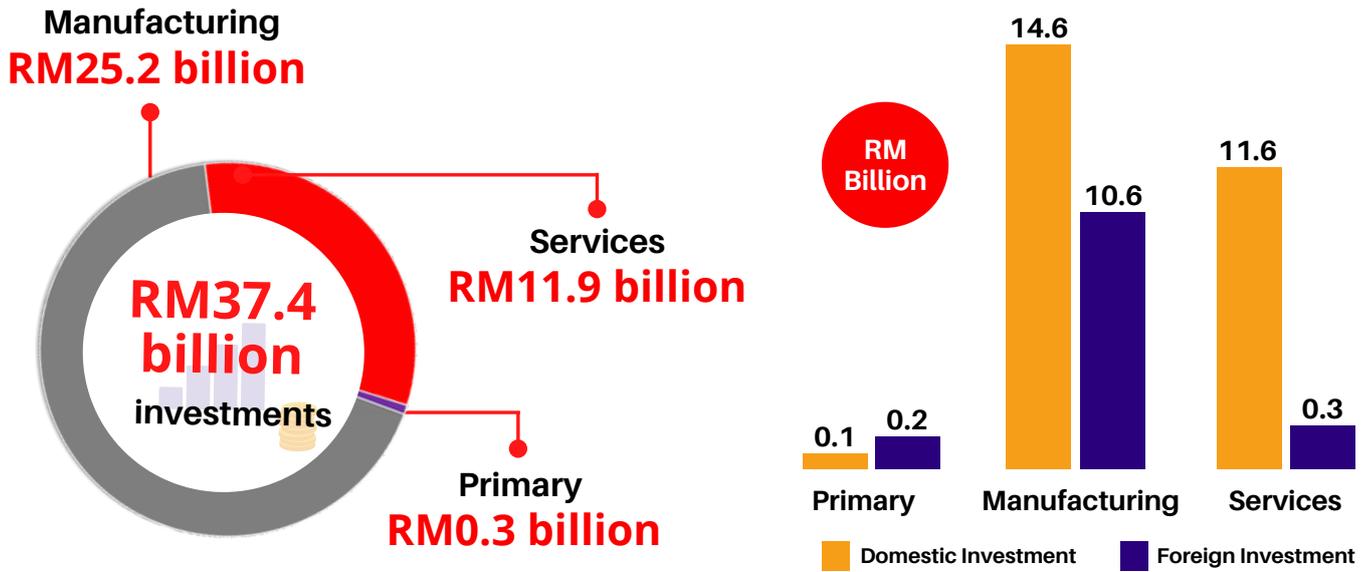


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Investment Performance in 1Q 2020

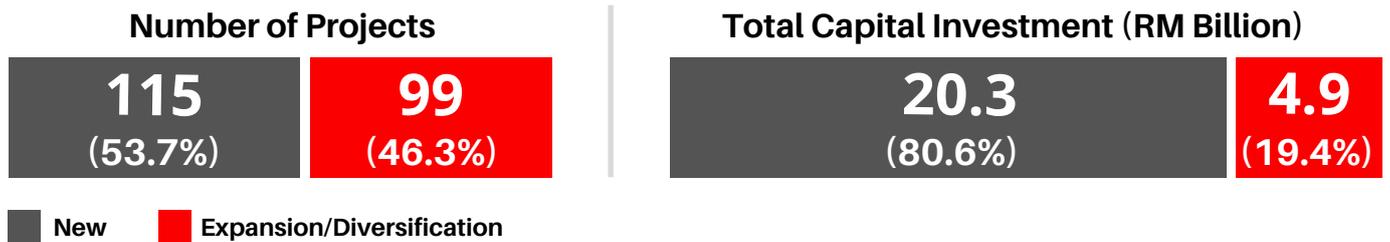
Manufacturing, Services and Primary Sectors

Malaysia recorded a total of **RM37.4 billion** worth of approved investments in the manufacturing, services and primary sectors in the first quarter (1Q) of this year.



Manufacturing Sector

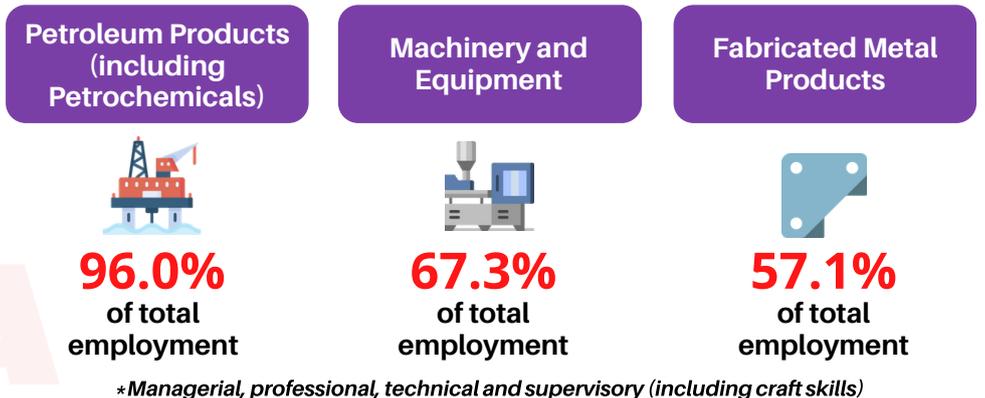
Malaysia's manufacturing sector led the nation's approved investments for 1Q 2020, contributing **RM25.2 billion or 67.5 per cent of the total approved investments** in the economy.



15,688
new jobs in...

- Managerial position
- Engineers
- Skilled craftsman

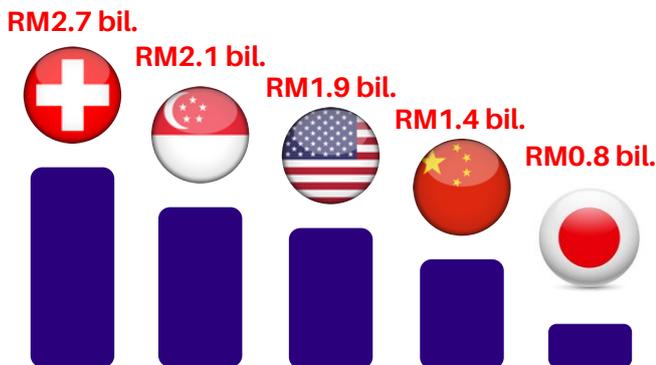
Industries with the highest share of skilled employment*



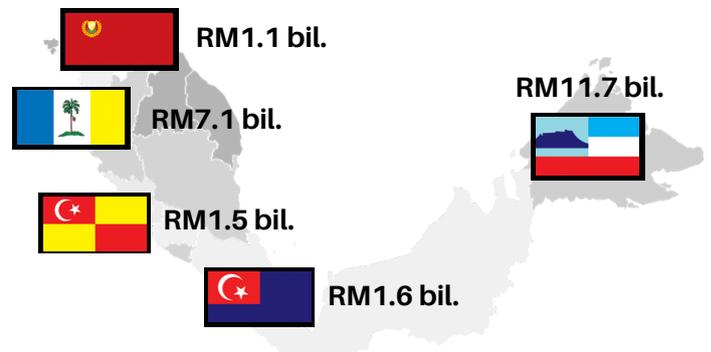


Manufacturing Sector

Domestic direct investments (DDI) totalled **RM14.6 billion** where else foreign direct investments (FDI) amounted to **RM10.6 billion**.



Top 5 Major Sources of FDI in Q1 2020

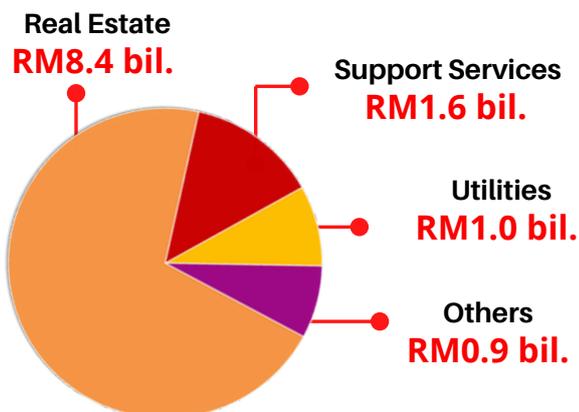


Top 5 States with the Highest Approved Investments in 1Q 2020

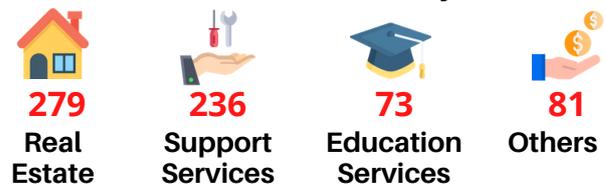
Services Sector

The services sector contributed **RM11.9 billion** of the total approved investments in the economy, representing **75.0 per cent to the total approved projects** in 1Q 2020.

Total Capital Investment (RM Billion)



Total Number of Projects

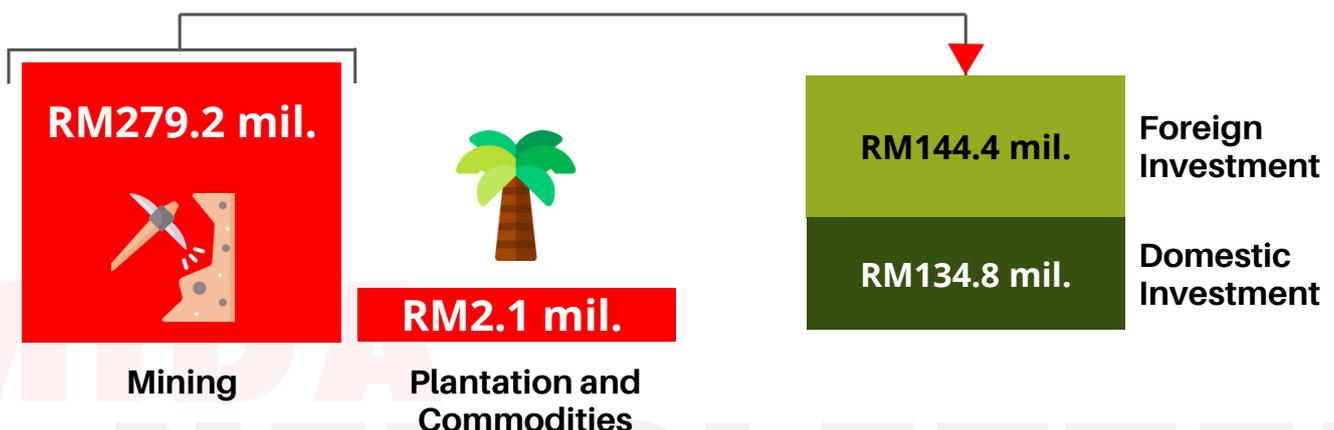


Employment Opportunities in...



Primary Sector

In January-March 2020, approved investments in the primary sector amounted to **RM281.3 million** or **0.8 per cent of total approved investments** in the economy.



MIDA Partners with Huawei and PROTON to Promote Malaysia's Lighthouse Initiative

The Malaysian Investment Development Authority (MIDA) is committed to driving the nation's Industry4WRD agenda. On 7 July 2020, MIDA organised a live webinar session with the China Enterprises Chamber of Commerce in Malaysia (CECCM), entitled 'Malaysia Lighthouse Programme – The Beacon of Malaysia's Future Industries'. This initiative served to encourage industry stakeholders to integrate into the Lighthouse operations. Here are some highlights of the webinar session:

Lighthouses in China Increases Opportunities for Bilateral Cooperation

Mr. Michael Yuan, the CEO of Huawei Malaysia, recorded his appreciation for MIDA's support and assistance in his welcoming speech. "As the Chinese saying goes, a wise man adapts as time

and event changes. We can be assured that nothing in the world remains constant. CECCM is glad to have MIDA proactively introducing this Lighthouse Initiative to assist existing China companies in Malaysia, across various industrial sectors, to transform and emerge as lighthouses; subsequently to also guide others on the path to becoming lighthouses as well," said the Huawei Malaysia CEO.

Meanwhile, Madame Shi Ziming, the Economic and Commercial Counselor of the Embassy of the People's Republic of China in Malaysia also highlighted in her remarks on MIDA's efforts in facilitating Chinese companies and expatriates to resume production during the Movement Control Order (MCO) period. "From Industry4WRD, NAP 2020 to the recently announced short-term economic recovery plan (PENJANA), we continue to

observe the Malaysian Government's emphasis and encouragement to develop emerging technologies and promote the digital transformation of industries," said Madame Shi Ziming.

'The Chinese government is also developing its industrial internet, promoting smart manufacturing and fostering the creation of new industries. As such, we look forward to receiving the participation of more such companies in the China-Malaysia bilateral investment cooperation," she added.

With the world moving towards the Fourth Industrial Revolution, China has emerged as a global leader, particularly in showcasing its technological prowess in various industries. The country is home to the most significant number of lighthouses. These include companies based in China operated by Baoshan Iron and Steel, Bosch, Danfoss, Haier, Johnson and Johnson, Siemens and Weichai. These companies embody key Lighthouse characteristics that the rest of the manufacturing world can emulate such as an agile working mode, big-data decision making and dynamic customer connectivity solutions.





Adopting the Lighthouse Initiatives for the Future of Production in Malaysia

As a clear strategic direction for the nation, Industry4WRD marks the starting point for Malaysia to fully embrace Industry 4.0 with smart manufacturing. Malaysia will need to forge ahead with transforming its industries to remain globally competitive while developing new areas of growth. Workers must also benefit from the new opportunities that industry transformation brings.

Dato' Azman, CEO of MIDA in his address, shared that many Malaysian companies need to escape from "pilot purgatory" and small and medium enterprises (SMEs), in particular, need a stronger push to break out from their innovation stage. The secrets of scaling lie in the fact that the Lighthouses look beyond just creating a new operating system that becomes the standard blueprint for the entire company. They focus on innovation and transforming one value chain first, before scaling their findings and capabilities to other parts of the business.

Through this new Lighthouse Programme, MIDA envisions for Malaysia to have its very own model factories to be recognised as 'Lighthouses'. This will be a unique learning journey that will benefit Malaysia's production ecosystem as a whole, particularly highlighting key outcomes such as:

- leveraging technology for a better, cleaner world through new levels of efficiency in manufacturing;

- resetting benchmarks of operational and financial key performance indicators (KPIs);
- addressing the rapid emergence of ecological constraints.

Dato' Azman also emphasised the need for all stakeholders to work together to ensure the success of the programme. In his concluding remarks, he said, "To ensure that the manufacturing ecosystem transits as smoothly as possible as we embrace the Fourth Industrial Revolution, this calls for actions from all parties from the public and private sectors. We need to prepare a mobile and future-ready workforce, which can be driven by initiatives such as re-tooling the education system and investing further in training."

Huawei Malaysia and PROTON Shared their Success Stories

During the webinar, Huawei Malaysia and PROTON shared their success stories of applying artificial intelligence (AI), big data and cloud into their production processes.

Huawei Malaysia: The Power of AI

Mr. Lim Chee Siong, Vice President of Huawei Malaysia Cloud and A.I Business Group, shared the success story of Hexa Foods, a food herbs and spices manufacturer, in their venture to keep in pace with digital market trends and remain competitive. Huawei was able to assist the Hexa IOT team in innovating faster by applying AI learning into their chilli preparation. AI was particularly effective in eliminating waste resulting from human error when preparing

materials or from inappropriate conditions during the production process.

PROTON: Analytics Architecture Role in Extracting Insight from Big Data

Dr. Chan Tze Leong, Senior Manager of PROTON Holdings Berhad, elaborated on PROTON's undertaking to optimise their collected data. "Over the past 30 years, PROTON has a substantial database that has remained largely untapped. Before COVID-19, we have started to embark on the analytics architecture, using big data to generate analytics across our business functions and units. This has not only helped us to obtain more insightful customer purchase habits, social marketing and sentiment analysis but also allowed us to gain more predictive customer and competitor insights," he said.

The webinar, which was broadcasted through the MIDA and CECCM official Facebook pages, successfully attracted more than 2,000 views. Do check out the full video for more insightful ideas and sharing. The video can be found on the MIDA official Facebook channel at <https://bit.ly/3gOJ9MQ>.

The Malaysian Aerospace Sector: Where do we go from here?

Malaysia's Robust Aerospace Sector

Aerospace has been identified as a strategic industry for Malaysia. The industry, energised by the implementation of the National Aerospace Industry Blueprint 2030, has generated high skilled jobs and developed an ecosystem of suppliers in the country. In 2019, revenue from manufacturing and maintenance, repair and overhaul (MRO) activities raked in an estimated RM18 billion and provided jobs for 26,000 skilled workers.

Malaysia's strategic position and strong local supply chain have contributed to its position as a preferred location for many MRO companies. Over 230 aerospace-related companies have established operations here in the country. They are involved in (MRO), aero manufacturing, education and training, systems integration, and engineering and design activities. Notable players such as Airbus Helicopters, Airfoil Services, Sepang Aircraft Engineering and GKN Aerospace have leveraged on our skilled local competencies to serve their customers in this region. Our local industry champions include UMW Aerospace, CTRM, Aerospace Composites Malaysia (ACM) and Spirit Aerosystems Malaysia.

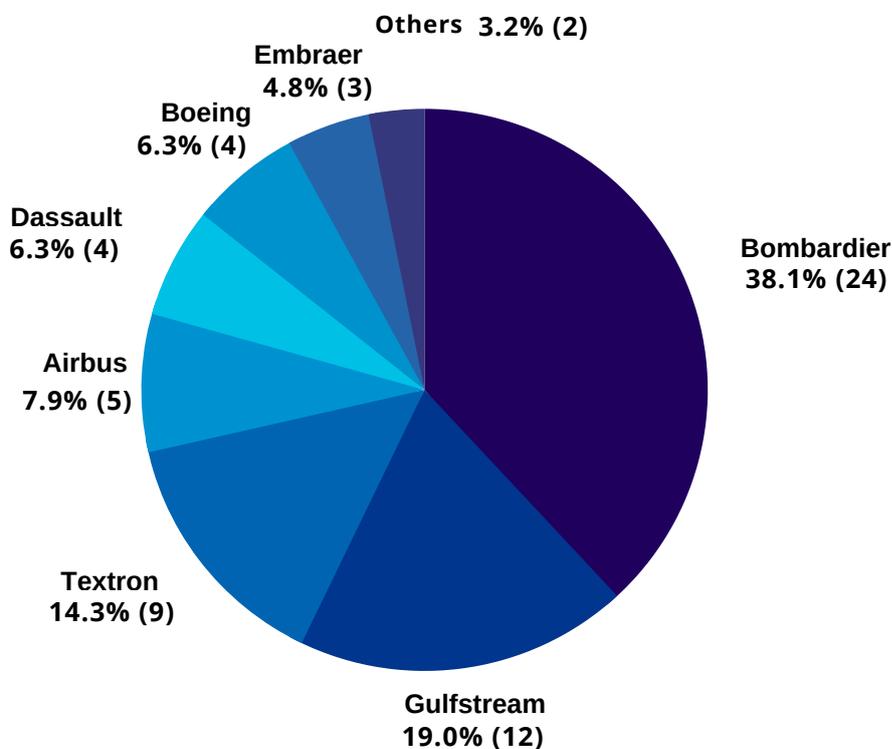
These are among the top tier single-source suppliers to major global aerospace OEMs such as Airbus, Boeing and Rolls Royce.

Business Aviation—A New Growth Area

Business aviation is now becoming a new potential growth area to be explored as this sector is significantly expanding in the region. According to the report made by GlobeAir in comparing to commercial flights, flying private is 30 times less

COVID-19 risky. With a minimal risk of infection and the ability to fly long distances, private aviation has proven to be a reliable choice among a wide variety of individuals, from the typical working-class to business people and government officials.

In commercial aviation, it is a two-way race between Airbus and Boeing. Meanwhile, in business aviation, the major OEMs competing in the region are Gulfstream, Bombardier, Dassault, Embraer, Cessna, Pilatus and HondaJet. Asian Sky Group estimated RM15.8 billion worth of new and used business jets or private jets were traded in the Asia Pacific region in 2019. From the same data source, the following graph indicates how OEMs performed in terms of the number of aircraft and market share in Malaysia for 2019:



Business aircraft OEMs market share for 2019 in Malaysia



OEMs assume a vital aspect of the ecosystem in business aviation. Apart from the operations and maintenance of business jets in the region, the industry has a significant characteristic that separates it from the commercial aviation industry, which is customisation and craftsmen. While commercial aircraft are mass-produced on the production line, business jets tend to be more handcrafted, especially for the interior of the aircraft. These require high-value craftsmen with skill sets in fine detailing and build-up engineering work, and could potentially be a key area of focus for growth in the region.

Nevertheless, while having many OEMs in the business aviation is an advantage, it is also a disadvantage. The main advantage is the variation of aircraft products and services that are available to owners and operators. However, this variation also provides complexities and challenges in

terms of regulations, licensing and specialised competencies among engineers and technicians. For example, an engineer who is licensed to work on a Gulfstream aircraft may not be qualified to do repairs on a Bombardier aircraft; such is the regulatory compliant nature of the industry.

Major hubs for this sector include Beijing, Hong Kong and Shanghai, followed closely by Singapore in terms of business aviation aircraft movements. Notably, the Sultan Abdul Aziz Shah Airport in Subang has been trailing closely at around 3,500 aircraft movements, which is ahead of those in Macau and Bangkok. This city airport ecosystem, coupled with our strategic location and cost-competitiveness in terms of labour and infrastructure, has contributed to Malaysia becoming a strong competitor in this area. Based on the survey conducted by Frost and

Sullivan in 2018, Subang Airport is the most favoured choice for the next business aviation hub in the region.

In Malaysia, Dassault Aviation has recognised the country's industrial potential and acquired Malaysia's largest business aviation MRO operation, ExecuJet. Malaysia has since become its biggest market in Southeast Asia, and they expect good prospects in the country and the surrounding region for its aircraft. In the manufacturing segment, Improve Precision is an exemplary local company that supplies business jet seat components to major OEMs.

The business aviation sector is fast becoming a vital part of the aerospace industry in Malaysia. Besides MRO service providers, it has the potential to spur other supporting businesses such as Fixed Based Operators (FBOs), ground handlers, aircraft insurers and financing services, training institutions and also aircraft technical inspectors.



This sector can also be a potential revenue contributor to the government through highly efficient private aircraft registry which can be seen in tax haven locations such as in the Isle of Man, Guernsey, Malta and San Marino.

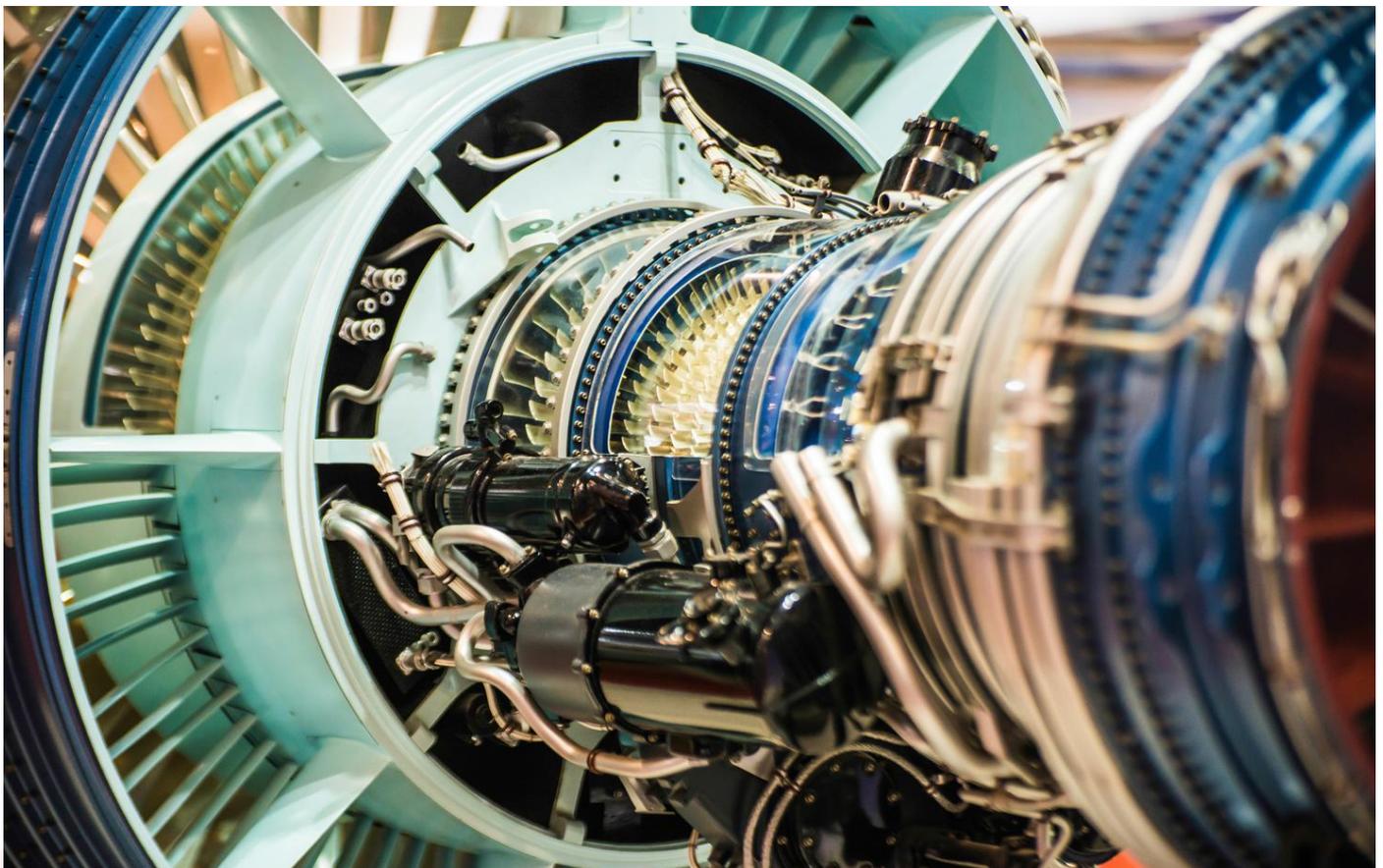
Nonetheless, the business aviation sector has not proven immune to the fallout from the COVID-19 pandemic. While this sector usually benefits from times of disruption when business travellers turn to private charters to fill the gaps left by restrictions on commercial aviation, the pandemic has also affected businesses. Given this, MIDA had an engagement with members of the Asian Business Aviation Association (AsBAA) Malaysia Chapter through a

webinar on 10th June 2020 and a business workshop on 16th July 2020 led by Mr. Arham Abd. Rahman, Deputy CEO of MIDA. MIDA uses platforms such as this as an avenue for dialogue between industry players and government representatives to provide support and assistance during this unprecedented challenging time.

In mitigating the business impact of the pandemic, industry players need to review their strategy, industrial footprint and operating model to sustain their operations. A potential strategy for aerospace manufacturers to adapt to the 'new normal' is by re-examining their production technologies. Industry 4.0 technologies such as connected tools, Big Data, virtual reality and additive

manufacturing could facilitate the stepping up of factories' pace in increasing the operational effectiveness and flexibility of the entire production chain.

MIDA continues to support industry players through fiscal and non fiscal incentives to enable companies to invest in capability and technology development. Towards this end, they will be ready to take advantage of the increasing demand for aircraft once again when the industry recovers. MIDA's engagement with the stakeholders has also helped to identify strategic initiatives that could help Malaysia to keep pace with other countries as well as to capture the upside growth of the aerospace sector which is a strategic enabler of future industries and technologies.



The Time to Transform is Now: Adoption of Technology Across Operations

Over the years, the adoption of digitalisation and participation in the digital economy has progressively increased in Malaysia. In 2018, ICT contribution to Malaysia's economy stood at 18.5 per cent (RM267.7 billion) of the overall gross domestic product (GDP), with an annual growth of 6.9 per cent compared to the previous year [Department of Statistics Malaysia (DOSM), 2019].

As digital technologies become more pervasive and new marketplaces emerge, the time for digital transformation is more crucial than ever to overcome rising pressure and stay relevant. The on-going COVID-19 pandemic has revealed significant gaps between companies which have effectively adopted digital technologies in their day-to-day operations and less digitally

equipped companies. Businesses that continue to rely on traditional approaches and slow to adopt technologies struggle to cater to growing market demands, especially during this current climate of uncertainty.

Thus, Malaysia welcomes the initiatives taken by companies to transform their operational model as a continuous effort to remain relevant and sustainable in the current marketplace. Aligned with Malaysia's focus on developing Industry 4.0, several companies have leveraged on the Principal Hub incentive to make Malaysia as their headquarters and adopt real-time interconnected technologies to manage their regional and global supply chains. Several Principal Hub companies which are undertaking procurement and distribution activities have utilised automated

warehouse and real-time tracking systems to manage their inventory more efficiently.

Another important aspect to consider is the transformation of the supply chain or better known as "smart supply chain". This buzzword refers to the transformation of the conventional supply chain into a digitalised supply chain operation which fully capitalises on connectivity and system integration, leveraging on "smart technologies," such as artificial intelligence (AI), big data analytic, robotics and Internet of Things (IoT). By connecting physical assets that are part of the existing supply chain to a digital model, it can help firms to have better visibility and control in operations to reduce uncertainties in decision-making processes.



An example of successful digitalisation is Music Tribe, a multi-national leader for professional audio products and musical instruments with operations in the UK. Choosing Malaysia as its headquarters to drive its Global Digital Transformation Strategy, this operation will house a new digital leadership team responsible to implement cutting-edge digital platforms to boost the experience of Music Tribe's customers through data analytics, augmented reality (AR) and virtual reality (VR).



Music Tribe will also expand its operations by establishing an Industry 4.0 driven, fully robotised manufacturing facility in the Kulim Hi-Tech Park, Kedah. Collaborating with Microsoft and Siemens, Music Tribe will design a full “Digital Twin” or a virtual representation of the entire design and manufacturing process flow which will be adopted by its manufacturing facility here. Operations are expected to commence by the end of 2021.

Additionally, Music Tribe will digitalise its entire supply chain starting from design, manufacturing to e-commerce marketing and after-sales service. It is expected to create significant job opportunities in the areas of research and development (R&D), supply chain, automation, e-commerce, marketing and finance. The initiative by Music Tribe will be a major opportunity for its Malaysian employees to be at the forefront of the company's global digital strategy and cultivate their knowledge and skills in line with the rapidly evolving technological landscape.

Another case in point for making Malaysia as a critical base for expansion is US-based Smart Modular Technologies. This company has steadily scaled up its operations in Malaysia beginning with manufacturing activities, to undertake strategic services such as procurement, business systems support and finance shared services. Establishing its Smart Supply Chain Services Management Centre to undertake supply chain management from suppliers to customers, this initiative



has created employment opportunities for 90 Malaysians. In line with the company's global adoption of Industry 4.0, Smart Modular Technologies utilises big data, cloud computing and real-time analytics technology to effectively manage its global supply chain, involving over 1 million components, 220 suppliers and network companies in 1,000 locations.

As adopting new technologies can be costly, the Government through the Malaysian Investment Development Authority (MIDA), offers assistance and facilitation for businesses to accelerate the adoption of digital technologies and become the catalyst in driving the nations' digital economy. One of the initiatives

is the Industry4WRD Intervention Fund, a financial support facility for Malaysian SMEs in the manufacturing and related services sectors to embrace Industry 4.0. Another initiative that businesses can leverage on is the Digital Transformation Acceleration Programme (DTAP), a strategic partnership initiative between MIDA and MDEC in spearheading the nation's digital agenda, offering an outcome-based matching grant for the establishment of the pilot phase.

Moving forward, the Malaysian Government foresees an increasing trend of companies adopting digital business models. This shift is highly welcomed and MIDA looks forward to facilitate these companies in the implementation of their projects.

PERSOLKELLY: Maximising HR Potential for the Future

A regional leader in workforce solutions, PERSOLKELLY was formed as a joint venture between PERSOL Holdings, Japan's second-largest recruitment firm and Kelly Services Inc. Today, boasting of over 50 offices across 13 markets in the Asia Pacific, PERSOLKELLY is among the largest human resources (HR) solutions companies in the region, providing comprehensive end-to-end workforce solutions.

The Company's key markets include Malaysia, where Kelly Services Malaysia and Capita Global operate under the umbrella of PERSOLKELLY. Keeping abreast with the changes in the job and business landscape, PERSOLKELLY has further diversified its offerings in Malaysia under its umbrella through various daughter companies.

Kelly Services commenced operations in Malaysia in 1984 and has since been partnering with the finest local companies, government agencies as well as some of the world's most respected multinational companies to deliver HR services to the market. Appreciating the wealth of highly skilled, multilingual talent, as well as the rapid growth and development taking place in Malaysia, the Company has never wavered to invest in its business growth locally. Kelly Services' ultimate aim is to support organisations with much-needed staffing and workforce solutions.

Presently, Kelly Services Malaysia specialises in various industry verticals, operating from four strategic locations which include Kuala Lumpur, Melaka, Johor Bahru and Pulau Pinang.

On the other hand, founded in Singapore, Capita Global entered the Malaysian market in 2012 to better serve its regional clients, offering premium HR solutions to companies across the region. Another key company is BTI Executive



Brian Sim
Managing Director and Country Head
Kelly Services Malaysia

Search, which is explicitly designed to cater to senior to mid-management executive scouting and hiring.

These brands assist PERSOLKELLY to tailor their offerings to the continually evolving Malaysian market, allowing them to provide cost-efficient solutions to their clients without needing to stretch their resources. This, in turn, ensures that client-centricity is maintained as each arrangement is customised to the client's needs, leading to decade long partnerships with Malaysian businesses operating in various industries such as banking and manufacturing.

The positive impact of these long-term relationships resonates within the businesses itself as outsourcing staffing, and HR empowers businesses to focus on other more pressing areas, such as business growth. PERSOLKELLY is very proud to see partnering businesses grow from the ground up, expanding their workforce from a few dozen to hundreds.



PERSOLKELLY



This drives the Company to work even harder as it understands that the success of its clients plays a contributing role to the success of the nation. PERSOLKELLY is always keen on working with new businesses and SMEs, supporting and helping them reach success.

PERSOLKELLY is passionate about talent development in Malaysia. With technology playing an increasingly significant role in businesses, the skills needed to remain relevant in the workforce are also ever-changing. As experienced practitioners in the HR industry, the Company has a deep sense of responsibility for the growth of Malaysia's talent pool and have partnered with various private and public organisations to support the training and development of local talents. One major initiative includes Khazanah's SL1M Green Program, which looks to upskill and secure jobs for unemployed graduates. The Company has also collaborated with universities such as Universiti Teknologi MARA (UiTM) and HELP University with the core objective of enhancing employment opportunities by running workshops and career fairs to prepare students for their future careers.

Currently, PERSOLKELLY is participating in the Human Resources Development Fund's (HRDF) PENJANA (National Short-Term Economic Recovery Plan) initiatives to help place and train individuals, generating employment as the nation moves into the next phase of its battle against COVID-19. The Company seeks to leverage on the various offerings and resources under its brands to help not only solve HR challenges faced by businesses but also to provide employment opportunities to fellow Malaysians.

Looking ahead, PERSOLKELLY will continue evolving into an organisation that provides more than just staffing and workforce solutions. The Movement Control Order (MCO) announced in

March 2020 compelled the Company to take a closer look at the needs of businesses in Malaysia, and how the PERSOLKELLY brands can step up to support them.

For case in point, remote working is something familiar to all businesses, but many are not prepared or do not understand how to implement it effectively. PERSOLKELLY aims to bridge this gap by providing expert support on strategising, planning and implementing productive remote working solutions. This also echoes with the recruitment process, as virtual interviews are taking priority and are being increasingly preferred. With all these developments in mind, the Company is continuously looking at new avenues to support businesses in this new normal.

Without a doubt, the road ahead will be challenging. Businesses today need to invest their resources wisely to thrive in the coming years. As such, PERSOLKELLY believes businesses need to focus on segments of their operations that bring the most return on investments while partnering with experts to manage other vital administrative segments such as HR and finance. This will help save cost and keep businesses focused on revenue growth. PERSOLKELLY stands ready to assist companies in implementing this assured formula for success.



Dominant Opto Technologies: The One-Stop Center for Opto Packaging

Dominant Opto Technologies Sdn. Bhd. (Dominant) is a dynamic company that is among the world's leading automotive Surface Mount (SMT) Light Emitting Diodes (LED) manufacturers. Established in the year 2000, Dominant is a subsidiary of D&O Green Technologies Berhad (D&O).

With its extensive industry experience, relentless pursuit of innovation as well as state-of-the-art manufacturing and development capabilities, Dominant has become a trusted and reliable local brand, renowned globally.

The Company's winning strategy is its fundamental emphasis on being the 'One-Stop Center for Opto Packaging'. The two pivotal elements that are now synonymous with Dominant are:

- customer service with speed and competitive pricing through extensive manufacturing automation; and
- flexible manufacturing concept utilising common manufacturing platforms.

As one of the top five (5) LED suppliers[1] in the global automotive industry, continuous improvement is Dominant's critical success factor. Upon obtaining its Manufacturing Licence in 2001 from the Malaysian Investment Development Authority (MIDA), Dominant continued expanding its business throughout the year. The Company's manufacturing concept



focuses on integrating automation into every manufacturing process, and the majority of its automation is done in-house, reflecting Dominant's inherent competencies.

Today, the Dominant Group has more than 1,900 employees worldwide, with its headquarters and manufacturing plant in Melaka, Malaysia and six (6) regional sales offices in the Republic of China, Europe, South Korea, United States of America, Japan and India.

DOMINANTTM
Opto Technologies
Innovating Illumination



[1] Source: LEDinside and Public Investment research



Dominant is committed to research and development (R&D) and the Company spends more than five (5) per cent of its sales revenue to R&D related activities, valuing more than RM20 million, annually.

With its strong internal R&D team, Dominant is one of the few worldwide LED automotive manufacturers capable of providing a full spectrum of products, encompassing both interior and exterior automotive lighting solution.

Additionally, Dominant invests heavily in developing Smart LED (IC+LED within a single product) to cater for new applications such as car projection lighting, car body lighting and smart illumination. This represents another breakthrough undertaking for Dominant, a local own brand manufacturer (“OBM”) company in the niche field of high technology development.

Adding to this, the Research and Markets ‘Global and China Automotive Lighting Industry Report, 2019-2025’, highlighted that the global automotive lighting market was worth approximately USD32.8 billion, with a year-on-year increase of 8.6 per cent in 2018. The figure is predicted to reach USD57.0 billion in 2025, as the demand for intelligent lamps, especially automotive LED lamp picks up.

To further strengthen its market position, Dominant also expanded its business model in 2019 to cover both critical upstream and downstream business activities. Strategic subsidiaries that were formed include:

- **Dominant Technologies Sdn. Bhd. (Upstream)**

Dominant Technologies was incorporated to enable the Group to develop its technical competency in the area of integrated circuits (IC) development.

- **Dominant Electronics Sdn. Bhd. (Downstream)**

Dominant Electronics will focus on design and manufacturing of printed circuit board assemblies, that is expected to increase customer penetration by offering customised value-added services and products that meet customers’ ever-changing demands.

With the incorporation of these two subsidiaries, the Group is capable of providing a complete lighting solution to customers, generating more than 2,000 work opportunities in Malaysia in the coming years.

Dominant also look to employ more engineers, in the next 5 to 10 years to further its global footprint. On the backdrop of Malaysia’s developed electrical and electronics (E&E) industry, particularly its matured semiconductor back-end processes, the Company is optimistic that Malaysia has a talented workforce to be tapped on.

Dominant held the opening ceremony of their new corporate headquarters and manufacturing facilities in Batu Berendam Free Trade Zone, Melaka on 5th February 2020. This strategic domestic direct investment (DDI) undertaken by Dominant saw the Company’s total production floor span more than 28,000 square meters to continue supporting and sustaining the industry’s demand globally. By effectively adopting high-density manufacturing platforms and Industry 4.0 concepts in its production process, Dominant was able to expand its production capacity by more than three times.

Dominant’s achievements to-date are just the beginning of a better tomorrow. This is, undoubtedly, attributable to the company’s loyal and capable management team as well as the support from government authorities such as MIDA. Dominant looks forward to continuously innovating its products, services and operations; ultimately rising to keep ahead of its customers’ demands.

REK Engineering Machinery: Providing Sanitisation Solutions for Public Health and Safety

The COVID-19 pandemic saw a rise in global awareness for public health and safety. Consumers today are a lot more conscious about the amount of contact one has with other objects and people. A post-pandemic world will certainly see daily routines and businesses incorporating higher hygiene standards and precautions such as sanitisation.

REK Engineering Machinery (REK), a local champion in the area of hygiene and sanitisation equipment and devices, are among companies that find themselves being at the right place and time in terms of their business prospects. The company aims to provide comprehensive and customised solutions to ensure public health and safety. Prior to the pandemic situation, their solutions have already been efficiently keeping people safe from the host of bacteria, viruses and germs which are transmittable through commonly touched surfaces. Over the years, REK has established a strong relationship with vendors and distributors in Malaysia, Thailand, Philippines, India and Sri Lanka.

REK supplies specialised sterilisation equipment for leading sanitisation service providers within Asia in the areas including food, hygiene, pharma, industrial and retail. This specialised equipment and devices are designed, fabricated and manufactured locally at our production facility in Kedah.



Elan Tamilan Thanimalai
Managing Director and Founder
REK Engineering Machinery

The company continues to focus on research, development, marketing and sales of its equipment and devices. All their products and solutions are protected by patents filed with the Malaysian Intellectual Property Corporation of Malaysia (MyIPO) and the designs and safety are certified by relevant authorities.

According to Mr. Elan Tamilan Thanimalai, Managing Director and the founder of REK Engineering Machinery, the company has two solutions available to combat the problem of contamination in the public space, namely Easy Wash – a semi-auto sterilisation and infection control system currently provided to sanitary service providers and NETRA – an auto-sterilisation device, a portable device that comes with revolutionised sterilisation solution to be used in shopping malls and airport trolleys.

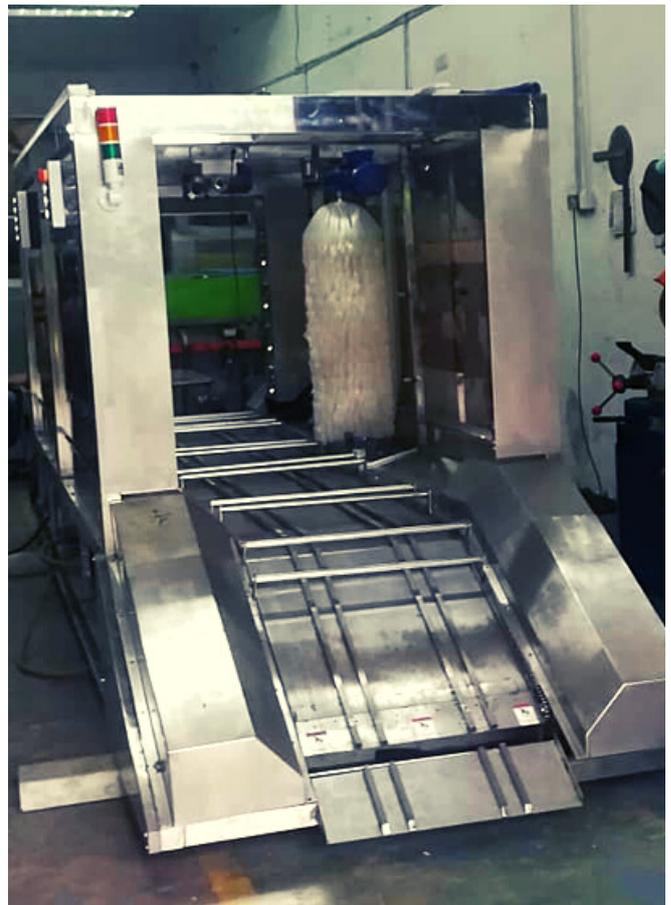




Mr. Elan has 15 years of experience in various aspects of hygienic machine and sanitation machine development industry with a solid background in customised machine development and maintenance, and also owns patented rights for two machines.

"As a continuous effort, we are engaging with relevant stakeholders to improve our solution's offerings and to cater to the changing demands of public safety, health and comfort. We hope that through our solutions, businesses, customers as well as the community at large, will be able to go about their daily routines without having to worry too much about the risk of infections," said the founder of REK.

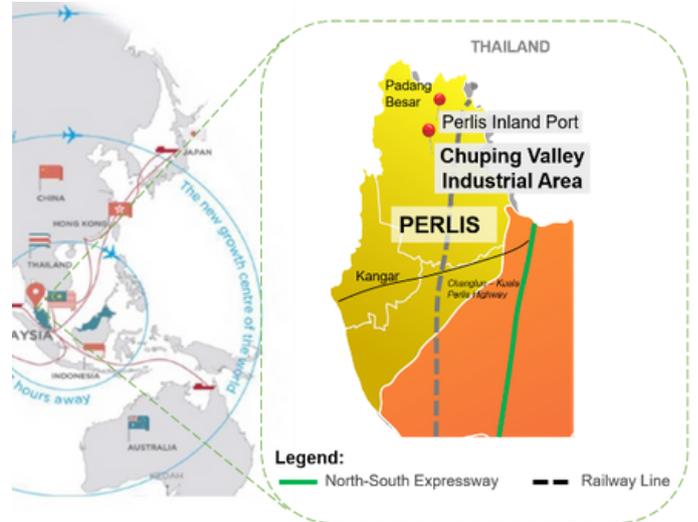
The Malaysian Investment Development Authority (MIDA) has been instrumental in facilitating REK, providing relevant information and support to grow and sustain our business. Among the facilitation MIDA provides include manufacturing licences, customs duties exemptions as well as potential funding avenues to tap on new markets.



Chuping Valley Industrial Area: The Premium Border Town Technology Park for Investors

Malaysia is an ideal investment destination for innovation-based, knowledge-intensive investments within the high-growth and high-value sectors. Embracing for slower economic growth due to the unprecedented challenges posed by the COVID-19 pandemic, the Northern Corridor Economic Region (NCER) continues its efforts to attract strategic partners to invest in the region. The NCER, which comprises the states of Perlis, Perak, Kedah and Pulau Pinang, possesses an established ecosystem, with existing public-private partnerships and attractive fiscal incentives. The region, not only, boasts of excellent infrastructures such as road connectivity, airports, seaports and inland ports, it also offers potential market access to approximately 3 billion people in ASEAN, China and India.

Located in Perlis, the northern-most state in Peninsular Malaysia, the **Chuping Valley Industrial Area (CVIA)** was conceptualised to support Malaysia's sustainable development and environmental agenda through viable projects with technology as the key enabler. The Northern Corridor Implementation Authority (NCIA) and the Perlis state government, in close affiliation with the



Malaysian Investment Development Authority (MIDA) are collaboratively developing the industrial park.

The park offers ample opportunities for investors, particularly in its targeted clusters that include renewable energy generation (solar energy), green manufacturing (automotive industry, building materials, electrical and electronics) and Halal industry (pharmaceutical, nutraceutical, food and beverage). Currently, in line with efforts to certify CVIA as a Green Industrial Park, plans are underway to introduce



Perspective view of the CVIA Integrated Business Centre (IBC)



Working visit by YB Dato' Sri Mustapa Mohamed, Minister in the Prime Minister's Department (Economy) (2nd from right) on July 2, 2020

independent power plant providers to provide clean and optimised electricity to the industries as a value-added service for investors in CVIA.

Established to co-exist as a sustainable model and as part of a mutually beneficial network with industries, relevant supporting functions and higher learning institutions, CVIA stands to complement and maximise its potentials and opportunities arising from the surrounding developments.

Looking ahead, this high-impact strategic project will be a game-changer for NCER and an economic catalyst that will nurture high technology industries to employ skilled and semi-skilled workers, encouraging competitiveness and creating social inclusiveness. The application and promotion of latest high technology solutions which involve Industrial Revolution 4.0 (IR4.0) and Internet of Things (IoT) in CVIA will entail an influx of high-income job opportunities for knowledge workers over the next few years.

Moreover, this iconic technology park will play an essential role in elevating the cross-border

trade between Malaysia and Thailand. At the same time, the Perlis Inland Port (PIP) captures the southern Thai region container outflow.

CVIA will complement the regional cooperation of the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) platform by leveraging on the trade and economic ties between Malaysia and Thailand, given its strategic location at the border.

For investors seeking to invest in CVIA, the NCIA provides end-to-end facilitation, including advisory services, initiation of discussions with relevant stakeholders regarding land matters, talent availability, and engagement with relevant state and federal authorities. Given that the state-of-the-art **CVIA Integrated Business Centre (IBC)** is now complete, potential investors can leverage upon the facility as an incubation space, utilising it as potential transit offices and temporary, short-term accommodation. Ultimately, investors are welcome to utilise the IBC as a launchpad for their manufacturing activities.

For further information on the opportunities in CVIA, investors are encouraged to contact:

Fajaffri Mohd Fadzil

Senior Director, Investment Division
fajaffri@ncer.com.my

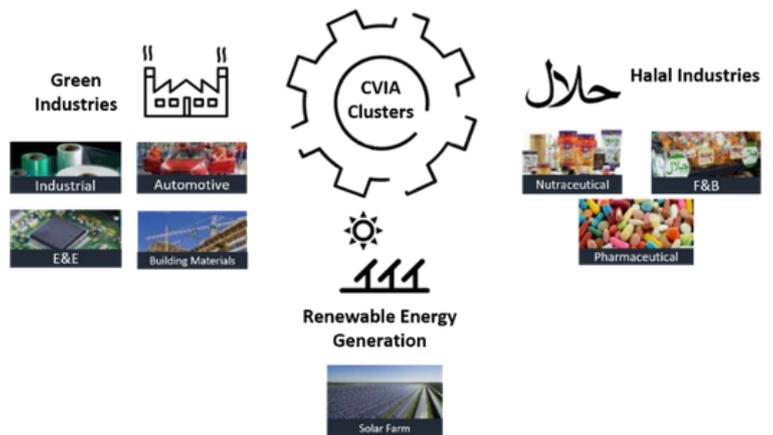
S Asmazura Ismail

Head, Industry Clusters-Manufacturing
s.asmazura@ncer.com.my

investment@ncer.com.my
<https://www.ncer.com.my/priority-sectors/manufacturing/cvia/>

Perlis Inland Port (PIP)

A logistics hub with sophisticated port facilities to capitalise on the increasing transshipment opportunities, as two-thirds of products from Southern Thailand enter through border checkpoints in Padang Besar and Bukit Kayu Hitam, and 67 per cent exported through Penang Port. PIP looks to leverage and capitalise on the Belt and Road Initiative (BRI) as a logistical hub between the east and west of Peninsula Malaysia.



CVIA Focus Clusters

The Asian Business Aviation Association: Fly Higher, Achieve More

About AsBAA

The Asian Business Aviation Association (AsBAA) is a member-led non-profit association representing business and general aviation in Asia. It is affiliated with the International Business Aviation Council (IBAC), a body within the governing International Commercial Aviation Organisation (ICAO) based in Canada.

AsBAA members include all major aviation industry players such as aircraft, engines and accessories manufacturers (OEMs), maintenance and repair operations (MROs) service providers, fixed base operators (FBOs), aircraft operators, aircraft management companies, ground handlers, trip support organisations, as well as service providers, finance, legal and insurance companies. These members volunteer their time, experience and resources to grow the business and general aviation industry in Asia.

AsBAA's mission is to represent the needs of its members and the wider industry through its three core pillars, namely Advocacy, Representation and Community. Among the organisation's active engagements include:

- advocating for the benefits of business aviation to key stakeholders such as governments, transport ministries and the media;
- representing the interests of all sectors of the aviation industry across the region; as well as
- creating a community in which members can network, access B2B opportunities, tackle common issues and conduct business with greater collective influence.

Over the past 20 years, AsBAA has built its representation in Malaysia, Singapore, Indonesia, Philippines, Thailand, Vietnam, Cambodia, Myanmar, Hong Kong, Macau,



Aida Ismail
Head of Malaysia Chapter
AsBAA Malaysia

Taiwan and Mainland China. Headquartered in Hong Kong, its current Chairman is Mr. Wu Zhendong of China.

AsBAA in Malaysia

The AsBAA Malaysia Chapter was established in 2014, and its members primarily operate out of the Subang International Airport. The current Head of Malaysia Chapter is Ms. Aida Ismail.

Among the prominent members with operations in Malaysia include Asia Jet Partners Malaysia, Execujet MRO Services, Pen Aviation, Sapura Aero and SkyPark FBO as well as several locally-based aviation industry professionals. Internationally-based members operating in Malaysia include ACASS, Dassault, Hadid International Services and TAG Aviation.

In 2018, the AsBAA Malaysia Chapter began actively engaging the aviation authorities in Malaysia for business and general aviation to be recognised as a significant segment within the greater aviation industry.



Historically, the development of commercial airlines and airports have been given more attention in Malaysia, compared to a business or general aviation. The AsBAA Malaysia Chapter is working to address this disparity.

Representing the unified voice of its members, AsBAA is engaging with the Ministry of International Trade and Industry (MITI) and the Malaysian Investment Development Authority (MIDA), as well as relevant agencies like the Malaysia External Trade Development Corporation (MATRADE) and the National Aerospace Industry Coordinating Office (NAICO) to explore possible industry developments for business and general aviation in Malaysia. This is a vast difference from the past whereby members of AsBAA had typically engaged government authorities individually, usually only within the ambits of investment potentials.

Also, the AsBAA Malaysia Chapter fervently engages with various aviation industry stakeholders such as the Ministry of Transport (MOT), the Civil Aviation Authority of Malaysia (CAAM), the Malaysian Aviation Commission (Mavcom), Malaysia Airports and Invest Selangor.

During the implementation of the Movement Control Order (MCO), the AsBAA Malaysia Chapter and MIDA had its first dialogue on 10 June 2020 to discuss prevalent issues within the business aviation industry via Zoom. Subsequently, MIDA called for a Business Clinic and Workshop, together with AsBAA and other industry stakeholders on 16 July 2020 to further drive discussions.

AsBAA hopes that through this workshop, members would start having more support in terms of financing and incentives, particularly for banks in Malaysia to have more aviation industry-friendly policies. Most importantly, there is an urgent need to highlight to all stakeholders that the aviation industry and the aerospace industry are different.

Snapshot of the Malaysian Business Aviation Industry

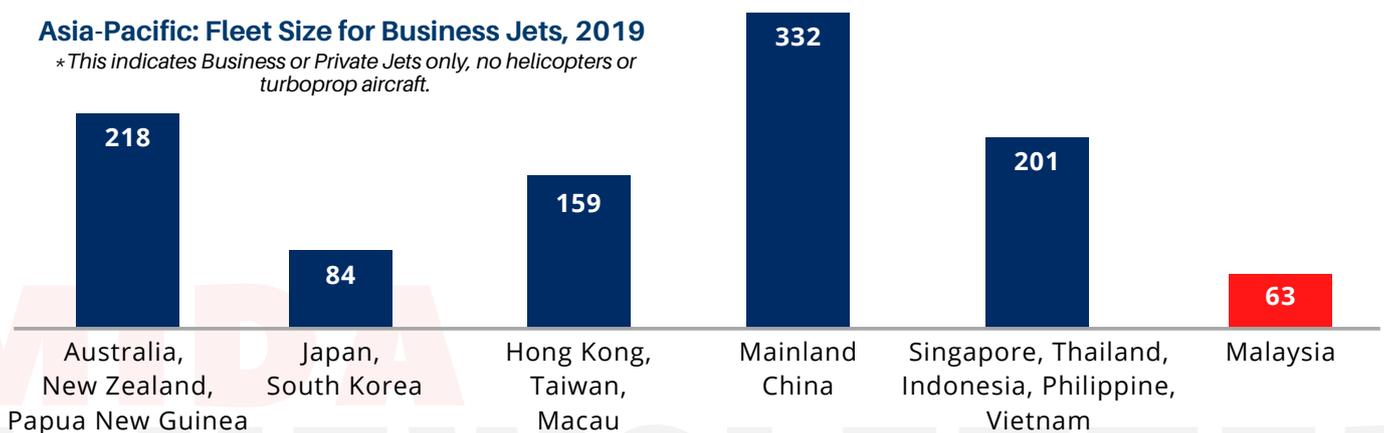
What is business aviation?
In a nutshell, business aviation encompasses private jets and corporate jets, owned or chartered, that flies high net worth individuals (HNWI) and corporate leaders to and from their destinations.

Although business aviation is a relatively young industry in Malaysia and the region, it has the potential to grow, given the benchmarks from developed markets like North America and Europe.

Based on the pre- COVID-19 **Asian Sky Group's Fleet Report 2019** and its **Quarterly Report for Q42019**, the Asia Pacific regional fleet of business jets saw a 0.9 per cent growth in 2019, compared to the 2018 period.

Asia-Pacific: Fleet Size for Business Jets, 2019

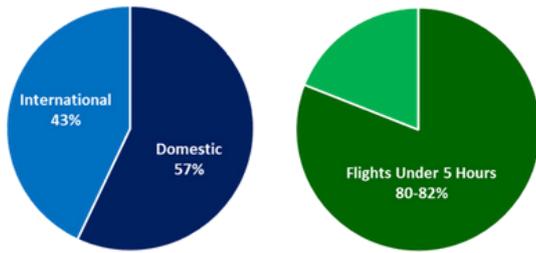
**This indicates Business or Private Jets only, no helicopters or turboprop aircraft.*



Source: Asian Sky Group



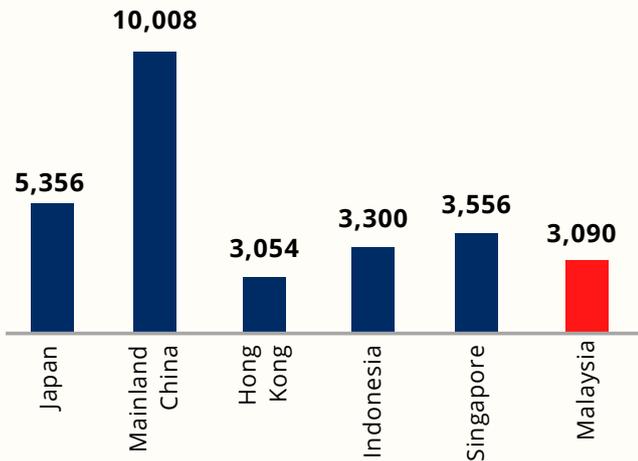
Asia-Pacific: International vs. Domestic Flights for Business Jets, 2019



*Examples of "flights under 5 hours" are Subang-HK, Subang-Shanghai, Subang-Beijing.
Source: Asian Sky Group

Additionally, while the data suggests that most business jets are deployed to fly regionally, at least 49 per cent of the Malaysian business jet fleet does have the capabilities to fly longer routes.

Asia-Pacific: Departures per Country for Business Jets, 2019



Source: Asian Sky Group

In 2019, Malaysia recorded an average of approximately 8.5 flights a day. In comparison, Singapore averaged 9.7 flights a day. However, Malaysia's numbers were a combination from several key airports, namely Subang, Penang, Langkawi, Senai, Kota Kinabalu and Kuching; while Singapore's figures were derived from only one airport, Seletar. This illustrates the high level of efficiency and economies of scale deployed by the operators at Seletar, a benchmark that Malaysia can emulate for the future.

Additionally, it was noteworthy that approximately 43 per cent of business aviation flights in Malaysia, represented by 1,450 flights out of 3,090 flights recorded, were international flights. To effectively seize this opportunity, Malaysia will need to engage its stakeholders to further develop its attractions. This will not only increase the percentage and the absolute number

of international flights in the country but also create spillover to the domestic businesses.

AsBAA Discovery

AsBAA is committed to create awareness and instil interest of business and general aviation within the public sphere, at large. AsBAA Discovery, the AsBAA NextGen initiative which is a part of its Corporate Social Responsibility (CSR) efforts in the region, looks to introduce the business and general aviation for students, particularly those seeking for a career in the aviation industry.

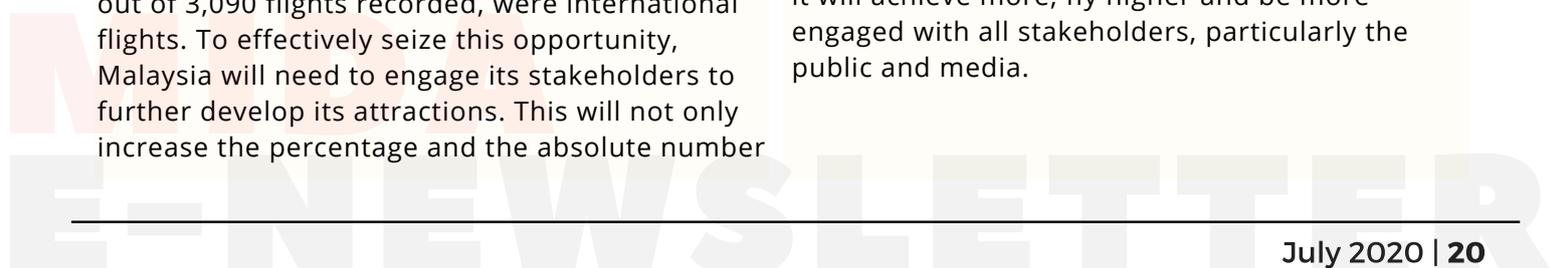
In Malaysia, AsBAA Discovery has engaged students of various levels since 2018, including those from aviation education institutions, primary schools and pre-schools. Often, these engagements involve visits to airports, hangars, and even the control towers. The primary objective is to expose these Next-Gen assets to the world of aviation, specifically business aviation.

AsBAA Malaysia Safety Day and Women in Corporate Aviation Asia Launch

The AsBAA Malaysia Chapter Malaysia is also ramping up its profile through aviation-related international events. The international conference is focused on aviation safety, which is a crucial advocacy subject-matter for AsBAA.

The event was initially disrupted by the MCO implementation during the first half of 2020. However, it is now targeted to be held on 3rd November 2020 at The Saujana Hotel near the Subang International Airport. On the day, AsBAA will not only be hosting the AsBAA Malaysia Safety Day but will also be launching the inaugural Women in Corporate Aviation Asia event. This launch will celebrate the active participation and achievements of women in the aviation industry, particularly in Malaysia and Asia.

With MIDA's support, AsBAA is confident that it will achieve more, fly higher and be more engaged with all stakeholders, particularly the public and media.



Digital Roundtable of the High Level Dialogue on ASEAN: **Italy Economic Relations**

On 2 July 2020, more than 400 participants from Italy and ASEAN joined the webinar, titled 'Post COVID-19 and Towards Reviving the Economy between Italy and ASEAN'. This webinar was organised by the Malaysian Investment Development Authority (MIDA), alongside the Italy-ASEAN Association and The European House- Ambrosetti. This digital event was among the four high-level digital roundtables held to keep the momentum of the 4th High-Level Dialogue on ASEAN-Italy Economic Relations, which has been postponed to 2021 in light of the pandemic.

The High-Level Dialogue programme is an exclusive dialogue and networking platform aimed to positively influence the economic and strategic relations between ASEAN countries and Italy. Key stakeholders from the public and private sector from these countries can tap upon this Dialogue to:

- Learn about the opportunities of the two regions in the context of the Euro-Asian geostrategic and geoeconomic relations;
- Interact on a concerted basis among peer

- visionary business leaders, together with the most influential politicians and opinion-makers of the two regions; and
- Build profitable political and economic partnerships to promote new investments and enhance trade relationships.

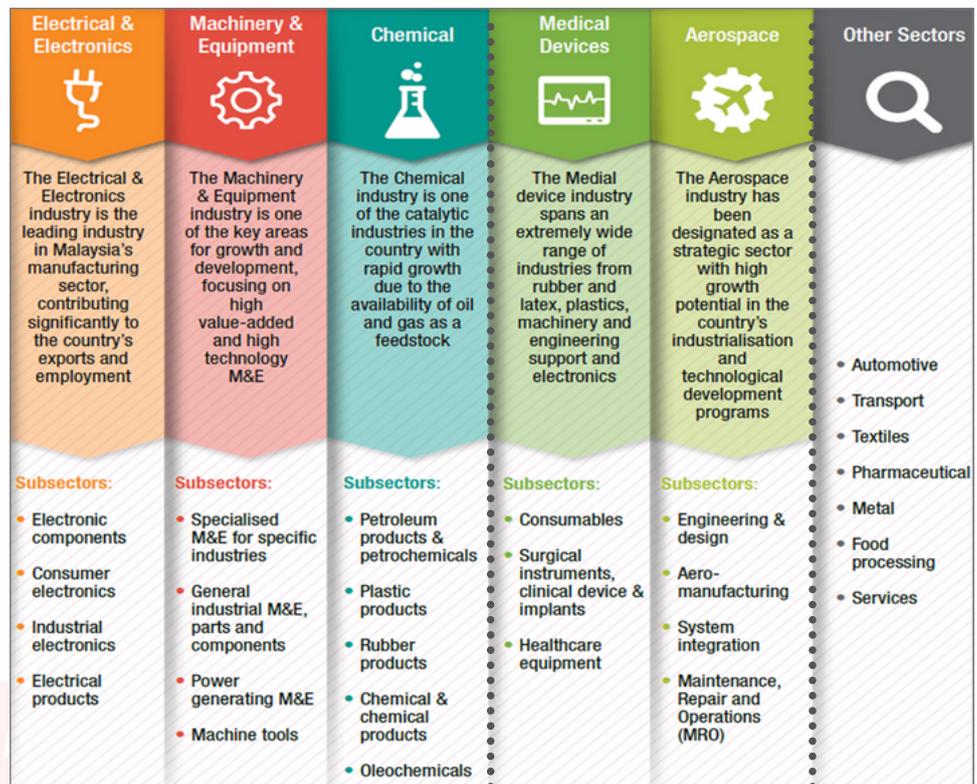
During the webinar, Dato' Azman Mahmud, CEO of MIDA highlighted on investment opportunities in Malaysia for the Italian business community. He iterated there is much potential for high technology investments from Italy given Italy's esteemed reputation for its high-quality machinery and technology, as well as Malaysia's move towards strategic diversification to increase competitiveness, particularly in high-value products and high-end services. This is in addition to the penetration of smart manufacturing and the rise of Industry 4.0 in various sectors in Malaysia. For example, the use of additive manufacturing is being encouraged particularly in industries such as machinery, automotive, aerospace, electronic consumer products and medical/dental devices, said Dato' Azman.



Italy is well known for its high-quality machinery, automation, technology and prominent Italian brands.

Malaysia Targets Quality Investments

- High Value Added
- Strong Linkages
- Skills-Intensive
- High Income Jobs
- Export Oriented
- High Technology
- Capital-Intensive
- R&D & Design
- GNI Impact
- Knowledge-Intensive



3 + 2 Industries



Italy represents the 10th largest investor from the European Union in the Malaysian manufacturing sector. As at 2019, 77 projects with Italian participation amounting to RM1.33 billion have been implemented within the country, creating over 4,600 jobs.

Among the portfolio of companies with Italian participation that have set up their operation in Malaysia includes STMicroelectronics, that have been operating in the country for more than 40 years, supported by more than 300 local vendors; EDA Industries which opened its Malaysian plant in October 2019, leveraging upon Malaysia's strategic position to support its MNC clients in the region; as well as the Fassi Group, a global leader in manufacturing and distribution of loader cranes, that has strategically undertaken globalisation in its operations in Nilai, Seremban integrating its global projects into the local market by tapping

on Malaysia's well-developed machinery industry and ease of doing business.

To keep this momentum, MIDA is closely working with our Italian ecosystem partners and stakeholders such as the Embassy of Italy, Italian Trade Agency (ITA) and the Italian Malaysia Business Association (IMBA) to further enhance investment inflows. MIDA officials attached to our office in Milan have also been tenaciously seeking out industrial and technology collaborations with the General Confederation of Italian Industry (Confindustria), the Italy-ASEAN Association, SACE- Simest as well as notable business and industry chambers such as the Turin and Napoli Chambers. MIDA is optimistic that these engagements will realise into mutually beneficial outcomes; ultimately, fostering goodwill and spurring synergy in the region.



"There is much potential for high technology investments from Italy given Italy's esteemed reputation for its high-quality machinery and technology, as well as Malaysia's move towards strategic diversification to increase competitiveness, particularly in high-value products and high-end services."

Dato' Azman Mahmud
CEO, MIDA

Highlights of July >>>



On 1st July 2020, MIDA collaborated with Invest Selangor to organise an exclusive digital Pocket Talk Series to update industry players in the transport, machinery and equipment industries in the State on current facilities provided by the government. Mr. S. Sivasuriyamoorthy, Executive Director of Investment Promotion, delivered his welcome remarks at the session.



MIDA, in partnership with the Japanese Chamber of Trade and Industry, Malaysia (JACTIM) organised a webinar titled 'Making Malaysia your Global Supply Chain Hub' on 2 July 2020. The event featured Mr. Arham Abdul Rahman, Deputy CEO of MIDA as one of the speakers.



Dato' Azman Mahmud, CEO of MIDA was part of the delegation members led by YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI) to the dialogue session with industry players in Johor Bahru on 4 July 2020. The event was participated by 40 representatives from various industries and associations such as Hewlett Packard, American Malaysian Chamber of Commerce (AMCHAM Malaysia) and Malaysian Dutch Business Council (MDBC) as well as officials from the relevant federal and state agencies.



On 5 July 2020, YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of MITI together with Dato' Azman Mahmud, CEO of MIDA and other MITI and agencies' officials visited the factory of Tok Ayah Food Industries in Johor. The company is famous for its 'Roti Naik Tok Ayah'.

Highlights of July >>>



On 5 July 2020, YB Senior Minister and Minister of MITI together with Dato' Azman Mahmud, CEO of MIDA and officials from MITI and agencies also visited Daiichi Seiko (M) Sdn. Bhd. All the devices and machines in this factory are fully equipped with sensors that have the capability of monitoring, collecting, converting and analysing data without any human interaction.



On 6 July 2020, Mr. S. Sivasuriyamoorthy, Executive Director of Investment Promotion, led the MIDA team to BESI APac Sdn. Bhd.. The visit was part of MIDA's engagements with investors to facilitate their business.



MIDA in partnership with the Malaysia - Business France organised a webinar on "How COVID-19 is Accelerating Malaysia's Industry 4.0: Projects and Opportunities" on 8 July 2020. Mr. Norhizam Ibrahim, Director of the Advanced Technology and Research and Development Division (ATRD) was one of the speakers in the session.



MIDA, HSBC, Japanese Chamber of Trade and Industry, Malaysia (JACTIM) and Japan External Trade Organisation (JETRO) organised a webinar on 9 July 2020. The session which attracted over 170 participants discussed on bridging the distance between Malaysia and Japan to discover the opportunities along Japan-Malaysia Corridor.

Highlights of July >>>



On 10 July 2020, YB Senior Minister and Minister of MITI together with Dato' Azman Mahmud, CEO of MIDA and the delegation members from MITI and agencies visited Stellar Focus Sdn. Bhd., a company that manufactures picture frames/mirrors, posters and aluminium/glass.



MIDA New York co-organised a webinar on 14 July 2020 together with an international-based consultant Tricor from Hong Kong who has offices in the US. The Webinar targeted not only US companies but also companies from Hong Kong and China that have operations in the US. As one of the panellist, Mr. Nelson Samuel, Director of MIDA New York, shared the opportunities in Malaysia as an alternative supply chain based in

ASEAN. Coca Cola Company (manufacturing) and Tricor (shared services operation) that have operations in Malaysia shared their success stories. MIDA's strategic partner, the United Overseas Bank (UOB) was also invited to talk on their support for US companies' business expansion in ASEAN, especially on the financial supply chain management. The event was moderated by Mr. Andrew Lindquist, Managing Director of Tricor USA.



Sime Darby Property shared information on industrial facilities provided by the company to MIDA Directors from the APAC region at a virtual meeting held on 15 July 2020. The session was led by Mr. Nazuki Abdullah, Director of the Domestic Investment and Supply Chain Coordination (DISC) Division.



Mr. Sikh Shamsul, Director of Foreign Investment Promotion Division, led MIDA at the Italy-Malaysia Business Forum, held on 15 July 2020 with Turin Chamber of Commerce. Mr. Sikh Shamsul highlighted that while the Italian presence in Malaysia has been increasing, there is much room for Italian companies to leverage on Malaysia's competitive advantages.

Highlights of July >>>



MIDA, led by the Industry Talent Management and Expatriate Division together with the MIDA Selangor team, met with the representatives from the Universiti Kuala Lumpur (UNIKL) on 15 July 2020 to explore on the partnership on talent management.



On 17 July 2020, Mr. Steven Cheng, Director of MIDA Shanghai, witnessed the "Cloud Signing" of Memorandum of Agreement (MoA) between MISC Berhad and China's Zhejiang Satellite Petrochemical (STL). The MoA was for the acquisition of 6 new large-ethane carriers (VLECs) which will be chartered to STL for 15 years.



On 17 July 2020, MIDA team, together with the Italy Malaysia Business Association (IMBA) had an insightful visit to SCM Asia and Fassi Cranes Malaysia. These are exemplary Italian companies that have continuous trust in Malaysia's potential as an attractive destination for investment.



On 18 July 2020, YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of MITI together with YB Datuk Lim Ban Hong, Deputy Minister of MITI led the delegation of MITI and agencies' visit to Dominant Opto Technologies Sdn Bhd. and Texas Instruments Electronics Sdn Bhd in Melaka.

Highlights of July >>>



Mr. Sikh Shamsul, Director of Foreign Investment Promotion Division and team, met with Ms. Jennifer Lopez, Executive Director of British Malaysian Chamber of Commerce (BMCC) on 20 July 2020 to discuss on future collaborations and programmes.



Mr. Ahmad Khairuddin Abdul Rahim, Deputy CEO II of MIDA, presented on behalf of Mr. Arham Abd Rahman, Deputy CEO I of MIDA as one of the panellists of the online discussion on 'Investment Promotion Agency's role in a Post COVID-19 World'. The session was held on 21 July 2020.



Mr. Ahmad Khairuddin Abdul Rahim, Deputy CEO II of MIDA, delivered his keynote address at the Webinar titled 'Financing facilities for SME Post MCO' on 21 July 2020. The digital session was organised in collaboration with CIMB Bank Berhad.



On 21 July 2020, MIDA successfully organised the Compliance E-Day, where participants were provided with virtual consultations on post licencing matters as well as information relating to incentive approval requirements. Over 60 manufacturing companies participated in the session.

Highlights of July >>>



On 22 July 2020, Dato' Abdul Majid Ahmad Khan, Chairman of MIDA received a courtesy visit from YM Tengku Mohd Dzaraif Raja Abdul Kadir, Consul General of Malaysia to Istanbul at MIDA HQ.



Mr. Muhammad Sawaddee Islamuddin, Director of MIDA Guangzhou, participated in the briefing session on Opportunities in Malaysia organised by the China Export and Credit Insurance Corporation (SINOSURE) on 24 July 2020. SINOSURE is one of MIDA's strategic partners in facilitating high-valued China companies to invest in Malaysia.



Mr. Muhammad Sawaddee Islamuddin, Director of MIDA Guangzhou together with the Consul-General of Malaysia, MATRADE and Tourism Consuls from Guangzhou represented Malaysia to the Senior Officials' Meeting (SOM) for the 17th China-ASEAN Expo (CAEXPO) on 24 July 2020.



Mr. Nazuki Abdullah, Director of Domestic Investment and Supply Chain Coordination (DISC) Division, spoke at the Webinar titled 'Market Access Facilities and Incentives for Malaysian and SME companies' on 24 July 2020.

Highlights of July >>>



MIDA's first Webinar on Lighthouse Facilitation with BASF Malaysia and Partners was held on 28 July 2020. This was a joint effort between various divisions in MIDA to create the right ecosystem for IR4.0 technologies.



As part of MIDA's continuous engagement with investors, Mr.S.Sivasuriyamoorthy, Executive Director of Investment Promotion led a visit to Big Dutchman Agriculture (Malaysia) Sdn. Bhd. in Selangor on 29 July 2020. The company, with its headquarters in Germany, is a well-recognised global market leader in innovative technology and equipment for modern poultry management.



On 28 July 2020, the Industry Talent Management and Expatriate team had a fruitful discussion with various industry players, relevant ministry and institutions such as Finisar, Kamaya Electric, Ministry of Higher Education (MOHE) and Universiti Kuala Lumpur (UNIKL) on Internship Programmes. The goal is to encourage as many companies to collaborate with local higher learning institutions in supplying high-value talents for the industry.



A Webinar titled 'Investment Opportunities in Malaysia, Your Gateway to ASEAN and Beyond' was jointly organised by MIDA and the Federation of Indian Chambers of Commerce and Industry (FICCI) on 30 July 2020. Mr.S.Sivasuriyamoorthy, Executive Director of Investment Promotion, was one of the speakers for the session. More than 200 Indian companies participated in the Webinar.



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MIDA IN THE NEWS

- No let-up in MIDA's promotion efforts to attract quality investments
- MIDA exploring new investments post-Covid-19
- Opportunities in speciality chemical abound- MIDA
- MIDA enhances JPC Online Application Module, to be launched July 24
- MIDA facilitated 86 foreign companies relocating to Malaysia — MITI

MALAYSIA RANKING

- Kuala Lumpur ideal locale for startups: Report

ECONOMY NEWS

- Economy expected to recover next year: Mustapa
- 2021 Budget to revitalise the economy, restore confidence — Zafrul
- Kedah to focus on attracting investments from Islamic nations, says MB
- Budget 2021 to focus on approach of recalibrating policies, initiatives - Azmin
- Govt focusing on reviving the economy within a year - Azmin
- Multinational firms keen to transfer operations to Johor, says MB
- Malaysian businesses agile, geared up for recovery -- Grant Thornton
- 433 new investment projects worth RM97.4 bln identified - Mohamed Azmin Ali
- 726 projects with RM36.7 bln worth of investment in the pipeline - MIDA
- Domestic sources contribute 70 pct of Q1 approved investments - MIDA
- 3 main economic sectors start showing signs of recovery, says Mustapa
- Malaysia riding out COVID-19 storm comparatively better - World Bank
- Economic sectors start gaining momentum - PM
- CIMB developing various programmes, initiatives for SMEs besides providing funds
- Govt agrees to set up 'MalaysiaMudah' initiative to cut red tape - Mustapa
- Despite COVID-19, Malaysia-Germany trade to remain resilient - MGCC
- ECRL expected to be operational by 2027: Deputy Minister
- Seven companies investing over RM1 bln more in Perak
- Companies to invest RM4.5 bln in CVIA, create 12,000 new jobs

INDUSTRY NEWS

- N. Sembilan allows foreign firms to own leasehold and freehold industrial land
- IHS Markit: Strong June manufacturing rebound suggests Malaysia in for V-shaped recovery
- Perodua to participate in realisation of third national car project
- Petrochemical hub to be developed on 432 ha in Bintulu
- Anzo to acquire assets for glove production for RM55m
- Dialog to pump another RM100m into Langsat terminal
- Kossan buys property from CBIP for RM40m to facilitate production expansion
- KNM, ADAP inks JV for oil, gas & petrochemical projects in Sarawak

- Sealink to heighten ship building, related capabilities
- Can-One to acquire land in Klang for RM103.55m
- Top Glove eyes expansion through organic growth and M&A
- Duopharma, Pharmaniaga to undertake fill and finish processes for Covid-19 vaccine-Khairiy
- More demand for build-to-suit industrial products
- NI to continue expanding Penang facility
- Ni Hsin to diversify into F&B, proposes to raise up to RM9.6 million
- Malaysia set to have first biosimilar production facility in 2024
- White Paper on iron and steel sector to be ready by year-end, says Azmin
- Bioalpha inks partnership agreement with Chinese firms
- Farm Fresh to introduce four new products by year-end
- MITI re-strategises action plan in NAP 2020
- Dutch Lady acquires industrial land worth RM56.79 mln to expand manufacturing capabilities
- Establishment of industrial parks, conditions under local authorities, says ministry
- Malaysia trailblazes global halal pharmaceutical standards

SERVICES NEWS

- PETRONAS invests in renewable energy startup
- Advancecon inks solar energy MoU with Peritone
- New Malaysia HQ to spearhead Music Tribe's digital transformation plan
- Govt announces RM17m initiative for Port Klang's logistics, shipping sectors
- Sunway, Celcom, Huawei collaborate to advance 5G, smart solutions
- KKIP Aerospace Training Centre for Sabahan youth in aircraft maintenance - CM
- Biohub Port to be a growth engine for green innovations in Sarawak
- Robotic automation potential catalyst for jobs growth in Malaysia
- COVID-19 drives digitalisation of logistics industry to meet demand
- Petronas JV, Tesco Malaysia in solar energy PPA
- Understand importance of digitisation when transforming to digital, Malaysian SMEs told
- Facebook: Malaysian business finding new ways to thrive in digital landscape
- PDZ, Sanichi to jointly develop e-commerce logistics hub in Johor
- Advancecon inks two solar energy MoUs totalling 3,937 kWp
- Celcom collaborates with Aerodyne to explore drone technology
- Study: Quarter of Malaysian firms speeding up digital transformation because of Covid-19
- Singaporean, Malaysian companies in live-stream e-commerce platform JV

CROSS BORDER NEWS

- Sino Hua-An buys Hong Kong-based IoT firm for RM150m
- Pharmaniaga to grow manufacturing business, expand to Indonesia

GLOBAL NEWS

- Global economy expected to recover in H2 2020 as lockdowns ease
- Over 75% of Southeast Asia companies intend to divest in repositioning for growth — EY

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

VISIT US!
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scan to connect with us

MIDA
 www.mida.gov.my

“
**TELL US
 YOURS.**
 ”



“
**ADVERTISE
 WITH US
 TODAY.**
 ”

**OUR
 COMMUNICATION
 TOOLS**

1

Website

With more than 28,000 unique visitors each month, our website provides useful and relevant information, which serves as a reference for anyone interested in doing business in Malaysia.



Sample of MIDA's homepage at www.mida.gov.my

2

E-Newsletter

With more than 18,000 registered subscribers and growing, our monthly English E-Newsletter contains the latest industry and services updates as well as activities held throughout the month.



Sample of MIDA's E-Newsletter

**OUR
 COMMUNICATION
 TOOLS**

3

Digital Signages

Our digital signages are situated within our HQ building in KL Sentral, which receives heavy number of visitors daily



One of our video walls at MIDA lobby



Some of our LCD TVs at MIDA lobby

**OUR
 ADVERTISING
 RATES**

MIDA's Website

Homepage RM1,500 per week

E-Newsletter

Full page RM6,000 per issue
 Half page RM3,000 per issue
 Quarter page RM2,000 per issue

Digital Signages

Video WallsRM6,000 per month
 LCD TVRM3,000 per month

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

ABOUT MIDA

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

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

Malaysian Investment Development Authority

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