



**September
2020
Issue**

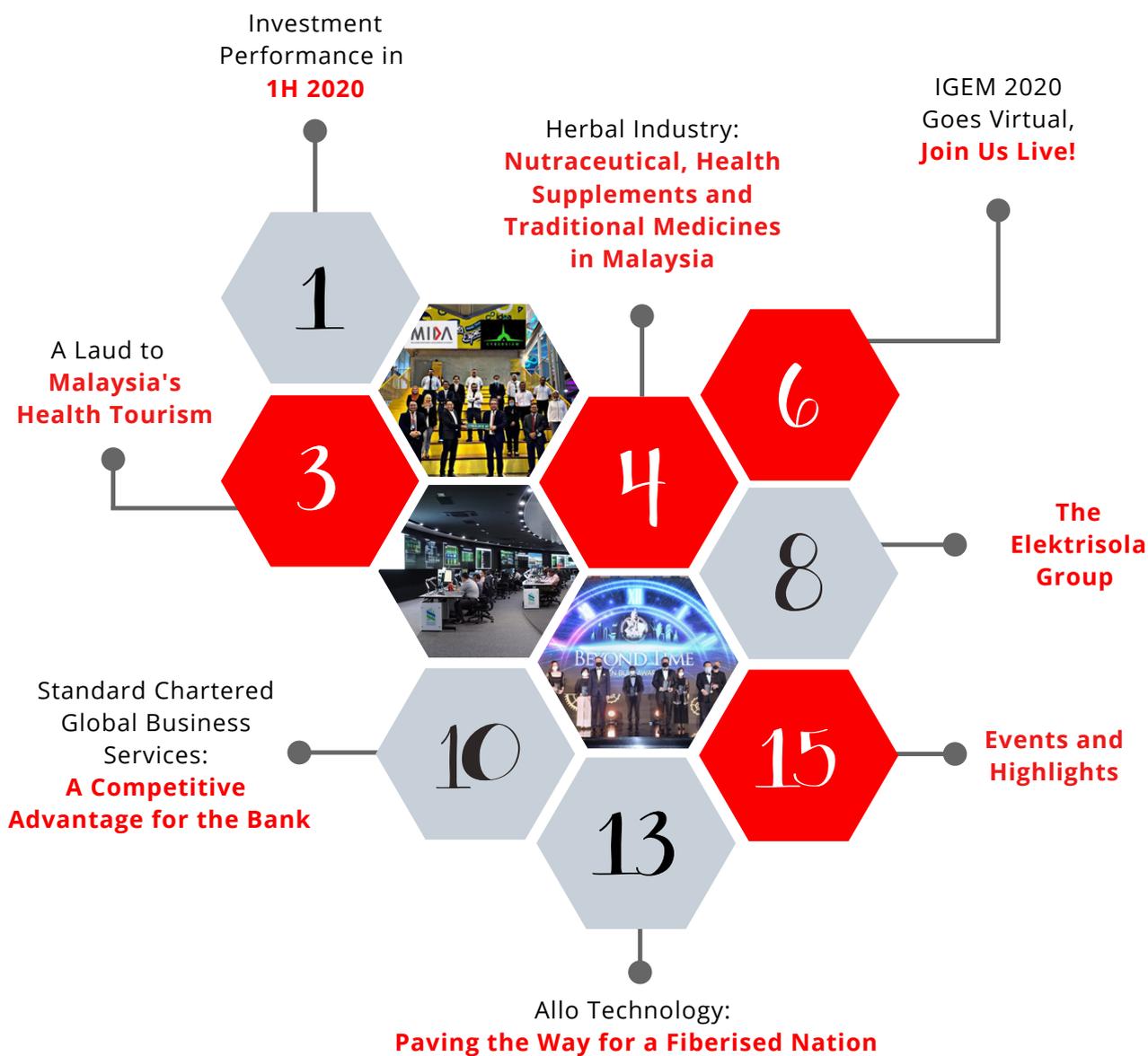


MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!





It's easy! Just scan and follow us to be part of our social media community today.

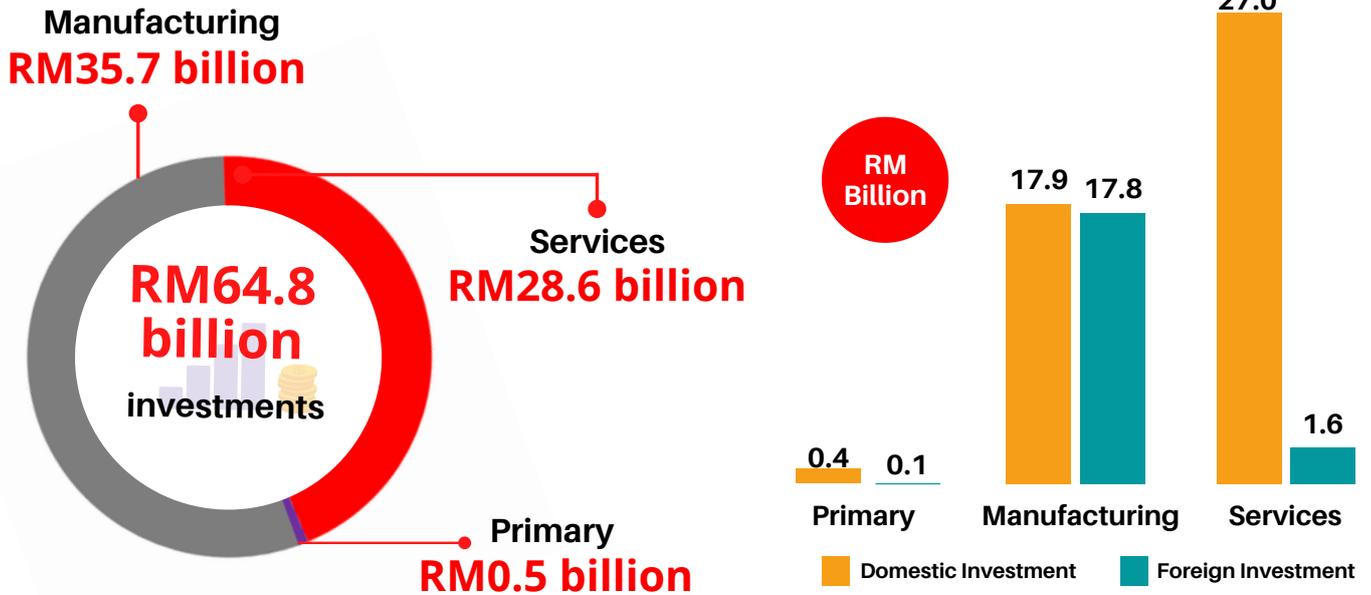


Twitter : **@officialMIDA** | Facebook : **@officialMIDA** | Instagram : **@officialMIDA**
LinkedIn : **Malaysian Investment Development Authority** | Youtube : **MIDA TV**

Investment Performance in 1H 2020

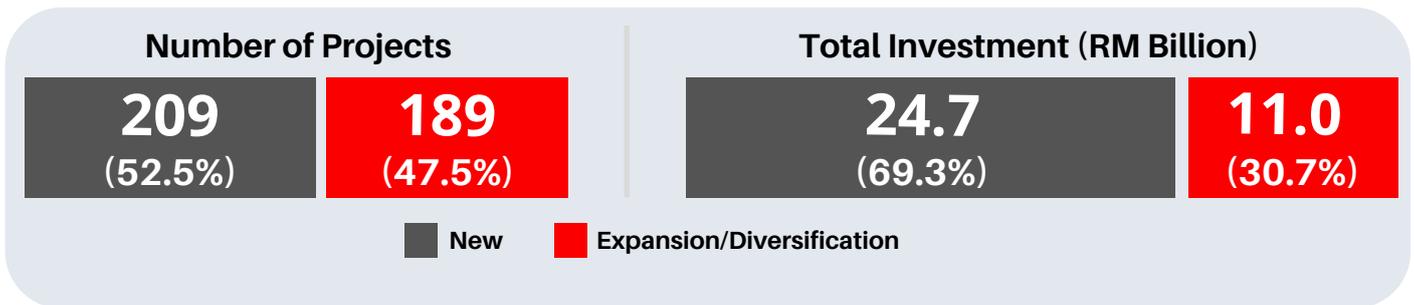
Manufacturing, Services and Primary Sectors

Malaysia recorded a total of **RM64.8 billion** worth of approved investments in the manufacturing, services and primary sectors in the first half (1H) of this year.



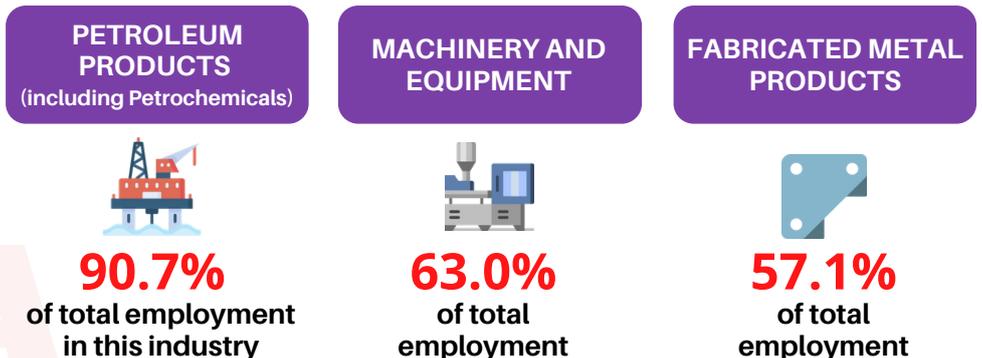
Manufacturing Sector

Malaysia's manufacturing sector led the nation's approved investments for 1H 2020, contributing **RM35.7 billion** or **55.1** per cent of the total approved investments in the economy.



Industries with the highest share of Skilled Employment*

26,940
new jobs



*Managerial, professional, technical and supervisory (including craft skills)



Manufacturing Sector

Domestic direct investments (DDI) totalled **RM17.9 billion** where else foreign direct investments (FDI) amounted to **RM17.8 billion**.

RM4.7 bil.



Singapore

RM2.7 bil.



Switzerland

RM2.2 bil.



China

RM1.9 bil.



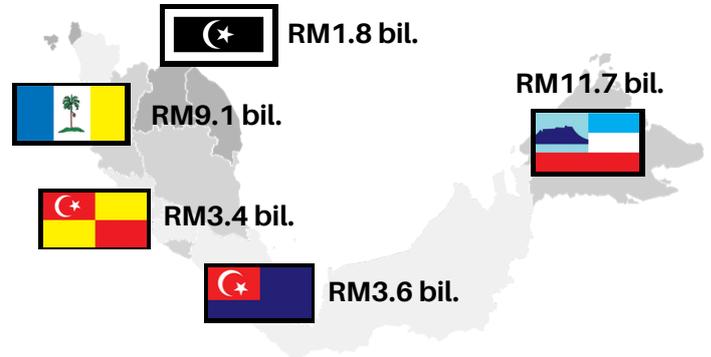
USA

RM1.8 bil.



Thailand

Top 5 Major Sources of FDI in 1H 2020

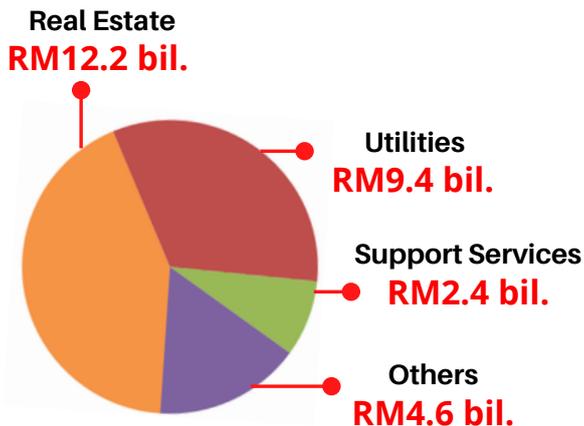


Top 5 States with the Highest Approved Investments in 1H 2020

Services Sector

The services sector contributed **RM28.6 billion** of the total approved investments in the economy, representing **44.2 per cent** to the total number of approved projects in 1H 2020.

Total Investment (RM Billion)



Number of Projects



Employment



Primary Sector

In January-June 2020, approved investments in the primary sector amounted to **RM471.0 million** or **0.7 per cent** of total approved investments in various economic sectors.

RM468.5 mil.



Mining



RM2.5 mil.

Plantation and Commodities

RM82.7 mil.

Foreign Direct Investment

RM388.3 mil.

Domestic Direct Investment

A Laud to Malaysia's Health Tourism

Tourism has evolved beyond the common understanding of being limited to vacation activities only. Niche tourism areas such as property tourism, sports tourism, business tourism and voluntourism are among the segments that have been growing in popularity and traction. Malaysia, in particular, is fast becoming a notable country in the global health and medical tourism sector.

In September 2020, Malaysia won the 'Health and Medical Tourism: Destination of the Year' title for the fourth time at the International Medical Travel Journal's (IMTJ) Medical Travel Awards 2020. Celebrating outstanding achievements in the medical travel, medical tourism and health tourism industry worldwide, this reputable accolade attests to Malaysia's reputation as a top international medical tourism destination.

Several private Malaysian healthcare institutions also secured wins at the prestigious event. These include Sunway Fertility Centre (International Fertility Clinic of the Year); Prince Court Medical Centre (International Hospital of the Year); Sunway Eye Centre (International Eye Clinic of the Year); and Thompson Hospital Kota Damansara (Best Quality Initiative).

Health tourism in Malaysia can be broadly categorised into two main areas: medical tourism and wellness programmes.

Visitors coming into the country for this purpose can seek medical treatments in any internationally recognised hospitals and stay on during their recuperation period. Alternatively, visitors can consider a vacation by exploring the various forms of wellness programmes in Malaysia such as rehabilitation, physiotherapy, spas, reflexology and massages.

In both instances, health visitors from all over the world are welcome to experience Malaysia's world-class healthcare with the state-of-the-art medical centres. These establishments offer a remarkable array of sophisticated diagnosis, therapeutic and in-patient facilities as well as highly-

trained medical professionals to ensure the highest level of professionalism, safety and care to patients. This coupled with competitively affordable healthcare services costs, reflects Malaysia as an undeniably popular destination among health tourists.

Going forward, Malaysia is positioning itself as a regional hub for excellent healthcare. Given the dynamic nature of the tourism industry, it is crucial that the industry players are attuned to gaps and opportunities present in the market to form their niche and seize ever arising opportunities. The Malaysian Investment Development Authority (MIDA) works closely with public and private stakeholders to scout and facilitate investors, including those seeking to invest in healthcare and medical centres in Malaysia.

For more information, visit www.mida.gov.my.



Herbal Industry: Nutraceutical, Health Supplements and Traditional Medicines in Malaysia

Introduction

The term 'nutraceutical' has been defined in various ways across the world. Nutraceutical is also known as medical foods, designer foods, phytochemicals, functional foods, and nutritional supplements. However, its general definition was coined by Stephen De Felice, founder and chairman of the Foundation for Innovation in Medicine which describes nutraceutical as a "food, or parts of a food, that provide medical or health benefits, including the prevention and treatment of disease."

Majority of the latest nutraceutical products that are used to treat various diseases are composed of nature, particularly plants. As plants produce secondary compounds such as alkaloids to protect themselves from infection, this component can also be useful in the treatment of human infection.

Herbal Industry in Malaysia

In Malaysia, ethnic diversity with its traditional medicine practices has been instrumental in nutraceutical development. There are six major forms of traditional medicines practised in the country, namely traditional Malay, Chinese and Indian medicines, Islamic medical practice, homeopathy as well as chiropractic and osteopathy treatments. Ancestors of modern practitioners introduced these practices, as early as six centuries ago.

The country also boasts of rich biodiversity and is home to some of the world's oldest rainforests, making it a treasure trove of more than 2,000 plants with potential medicinal value. This sheer abundance of raw materials gives Malaysia a competitive edge against global counterparts in the development of nutraceutical.

Nutraceutical products are closely related to the herbal industry, which has been identified as a new source of economic growth in 2011 under the agriculture New Key Economic Areas (NKEA). With potential GDP contributions of ranging from RM19 billion to RM28 billion by 2027, the industry offers exciting opportunities for the country. This is illustrated by the increase in natural products registration. According to the National Pharmaceutical Regulatory Agency (NPPRA), more than 50 per cent of the total products registered in 2019 were natural products equivalent to 12,139 units.

The pharmaceutical industry in Malaysia has also increased its focus towards the production of herbal products such as nutraceutical, health supplements and traditional medicines. The rising cost of modern healthcare has also increased the appeal of the herbal industry as a substitute for conventional health treatments. According to the Overview of the National Traditional and Complementary Medicine (T&CM) Blueprint (2018-2027), this could potentially reduce healthcare costs by RM13 billion by 2027.





China is a prime example to better understand the magnitude of the industry's market potential. The nutritional supplement market in China is expected to reach US\$40 billion by 2023 growing at a Compound Annual Growth Rate (CAGR) of 14 per cent. China may be able to overtake the USA as the most significant nutritional supplement market in the world. Increasing health-conscious behaviour, rising incidence of lifestyle diseases, the country's growing per capita GDP, shifting trend towards preventive healthcare, use of botanicals due to their medicinal benefits and growth in e-commerce have contributed to the demand for nutritional products.

Supportive Policies and Strategies

To encourage further interest of stakeholders and drive more R&D within the local herbal industry, several policies and strategies have been established to support the national herbal industry. These strategies include the First and Third Industrial Master Plans, First and Second Agricultural Policy and the National Agro-Food Policy (NAP), Science and Technology Policy, National Biodiversity Policy, Traditional Medicine and Complementary Policy, and National Key Economic Areas (NKEA).

The Ministry of Agriculture and Food Industry (MAFI) has appointed several potential companies to undertake high-value herbal R&D and manufacturing. These include Medika Natura, Nova Laboratories, Bioalpha, Natural Wellness Biotech, Biotropics Malaysia and Tenaga Jati Bumi.

Recognising the importance of the herbal industry, Forest Research Institute Malaysia (FRIM) established the Natural Product Quality Control (NPQC) Laboratory for products quality and safety.

The laboratory has gained recognition by National Pharmaceutical Regulatory Agency (NPPRA) as the panel lab for the requirement of product registration. Moreover, the introduction of Diploma in Herbal Production by the Universiti Teknologi MARA further credited the importance of the herbal industry to having expert accreditation.

Supplementary to this, herbal products with therapeutic and/or clinical claims need to be regulated. Therefore, the NPPRA has been mandated to guarantee that the therapeutic substances and cosmetic products approved for Malaysian market are safe, effective and of quality. Effective 18 June 2020, herbal products with therapeutic and/or clinical claims are regulated under the Guidelines on Natural Products with Therapeutic Claims. Based on research and clinical data, these products are required to be registered with additional documentation such as administrative data and product information, to support product quality, safety and efficacy via non-clinical and clinical documents.



Looking Ahead

The herbal industry in Malaysia has developed from a reliance on traditional applications to the development of higher-value products. According to the study by Boston Consulting Group (BCG) on Realising the T&CM Potential in Malaysia, two niche segments have been identified, which are Halal herbal products and Malay medicine-based products.

Malaysia has the competitive advantage in the global market due to the country's ability to position itself as the leading halal certifier for halal products in food, cosmetics and pharmaceutical and the uniqueness of indigenous herbs available for the production of Malaysia-owned IP end-products.

With the recent regulatory development on herbal products, T&CM companies are also now able to register the herbal products with high claims by providing supporting additional documentation and R&D requirements. Additionally, given the progressive development of the herbal industry in Malaysia, it is hoped that medical care facilities could study the use of herbal products as an alternative to conventional health treatment.

Ultimately, Malaysia can become the key global supplier of high-quality indigenous herbs to major T&CM markets in Asia by focusing on producing and cultivating herbs that are of high quality and in-demand. With continuous efforts from public and private sectors, the industry can progress towards sustainable and profitable development.

IGEM 2020 Goes Virtual, Join Us Live!

The International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) is the largest trade event for green technologies and eco-solutions in South East Asia. IGEM continues to be a highly anticipated event for solution providers and green energy businesses to showcase their latest innovations to policymakers, government organisations, investors and the mass market. Since its initiation in 2010, it remains an excellent platform to help businesses tap into the fast-expanding ASEAN market.

While the adverse impact on health and the economy is unfortunate, the COVID-19 pandemic can be viewed as a game-changer in adapting to a new norm. This year, IGEM 2020 is going virtual from 19 to 23 October 2020. The event will be accessible 24/7 by anyone from anywhere in the world during the five days. The virtual event is expected to be participated by more than 250 exhibitors and draw in 10,000 global visitors from over 17 countries.

The Virtual IGEM 2020 is organised by the Ministry of Environment and Water (KASA) in collaboration with the Malaysian Green Technology and Climate Change Centre (MGTC). The organisers received overwhelming requests for it to be hosted virtually and this is being delivered.

It marks another milestone in its 11 years of running and reflects IGEM's commitment to play a leading role in boosting socio-economic development and growth of the green technology and energy sector in emerging economies.

The theme this year is 'Energising Sustainability', focusing on how green technologies can empower climate action today. Participants can expect valuable insights delivered through integrated approaches between green economy solutions and its applications towards achieving sustainable development goals across various industries. This will be an opportunity for all stakeholders, both public and private, to progressively continue their marketing and promotional activities despite travel and social restrictions.

The Virtual IGEM 2020 will also serve as a platform for leading industry players to network and discuss the direction and potential environmental impact in the post COVID-19 era. It will be tackling challenges such as mitigating the impact of having 70 per cent of the global population living in cities by 2050; river pollution; ending plastic waste; driving towards cleaner air; reducing greenhouse gas emissions and energy efficiency. Ultimately, it is hoped that IGEM will be the stepping stone to draw attention and action from stakeholders within the industry on pressing issues.

Participants can expect virtual exhibition booths and product displays on the latest technologies, which are a similar feature as the previous IGEM events. The must-visit virtual Pavilions feature the Malaysian State Governments alongside their international counterparts from the Netherlands and the People's Republic of China.





Visitors can look forward to a variety of activities including info points, pocket talks, business matching sessions by MIDA and MATRADE, digital marketing, video calls and live stream conferences featuring robust dialogues, and thought-provoking sessions with various panel speakers from various industries.

Over the last decade, IGEM has successfully attracted over 490,000 visitors and exhibitors from over 60 countries, generating over RM30 billion in business leads and potentials. MIDA has been the strategic partner for IGEM since 2014 and continues to assume the prominent role in attracting potential investors, both foreign and local, towards fulfilling Malaysia's green agenda and

aspirations for sustainable growth. It has since become an essential platform for investors to stay updated with the latest facilities and incentives available to support their business ventures in the country.

Last year, MIDA attracted over RM5 billion of potential investment leads mainly in Renewable Energy (RE), Energy Efficiency (EE), Green Building and Green Data Centre projects. These leads indicate a growing trend of potential investments in the areas of green technology within the country.

For this year's edition of IGEM, MIDA's pocket talk session will highlight the various investment opportunities within the green technology segment.

It will feature updates on the latest government policies, incentives, facilities and support services available for local and foreign investors in the green technology industry.

More interestingly, participants will have the opportunity to directly connect with MIDA via video call and live chat throughout the virtual event. The physical meetings between companies and MIDA can still be arranged upon request with strict adherence to current standard operating procedures.

For more information on the Virtual IGEM 2020, please visit: <https://www.igem.my/>

The Elektrisola Group

The Elektrisola Group is the world's leading manufacturer of high-quality, fine and ultra-fine enamelled copper wires. The products are supplied to a wide spectrum of industries for the production of automotive and industrial electronics; handphones, watches, consumer electronics and medical devices.

In 1948, the founder of the Elektrisola Group, Dr. Gerd Schildbach developed a unique and proprietary technology enabling the company to produce fine wires with diameters ranging from 0.010 mm to 0.50 mm. To put things in perspective, a 0.010 mm wire is eight times finer than a human hair. It is the philosophy of the Elektrisola Group to only manufacture and deliver products of high quality for its customers.

Established in 1992, with an initial investment of RM20 million, Elektrisola (Malaysia) Sdn. Bhd. (EM) was the Group's first factory in Asia, supporting its fast growing customer base in this region.

Malaysia, with its central geographic location, enables fast delivery with flexible lead times to Elektrisola's customers in Asia.

The country was a preferred investment destination to set-up operations due to its advanced infrastructure and political stability including a well-developed legal system. The Ministry of International Trade and Industry (MITI) and the Malaysian Investment Development Authority (MIDA), provided valuable facilitation to EM to support their business in the country.

To date, EM has continuously expanded its global market share and has invested RM700 million in Malaysia. Located in Janda Baik at Bentong, Pahang, the company has become the world's largest production facility for ultra-fine enamelled copper wires. It also produces litz wires and self-bonding wires for the world market. Approximately 90 per cent of EM's sales are exported to markets in Asia, Europe and the Americas.

The company also boast of its on-going technical innovations originating from EM's in-house R&D Department in Malaysia. EM's success is attributed to the involvement of its highly dedicated 1,000 strong workforces, majority hailing from the state of Pahang.

THE ELEKTRISOLA GROUP

Headquarters

9 production plants & 55 Sales Offices worldwide
- 2,500 Employees -



ELEKTRISOLA
World Leader for Insulated Wires finer than 0.15 mm Diameter





ELEKTRISOLA (MALAYSIA) SDN. BHD. Janda Baik, Bentong, Pahang

The company strongly believes in continuous training and development of its human resources and has allocated five per cent of its annual payroll for training.

Additionally, EM has been a leading proponent of green technology used in its manufacturing process. The company's 5MW rooftop solar photovoltaic (PV) system is currently the largest of its kind in Malaysia. This solar PV system generates 6.5 million kWh of clean energy and reduces carbon dioxide emission by approximately 4,500 ton per year.

Looking ahead, Elektrisola has a sustainable long term commitment to Malaysia as one of the Group's largest and most successful investment base. The Group's decision to invest in Malaysia in 1992 has greatly facilitated its strategic orientation to become more Asia centric to meet the needs of its customers. The Group subsequently expanded into China in 2008 with the assistance of an international project team, largely from EM. Currently, it has 20 sales offices and warehouses in Asia.

Standard Chartered Global Business Services: A Competitive Advantage for the Bank



Mr. Matthew Norris
Global Head of Global Business Services
Standard Chartered

Standard Chartered is a pioneer in banking with a heritage spanning over 160 years. Its network stretches across core emerging markets in Asia, Africa and the Middle East with a diverse footprint in more than 60 markets.

Playing an important role in supporting the Bank to seamlessly deliver banking services that help people and companies across its markets to prosper is Standard Chartered Global Business Services (Standard Chartered GBS).

Located in Malaysia, India, China and Poland, Standard Chartered GBS drives best practices and provides the Bank with a resilient cross-border 24/7 operating model that leverages on diverse talent availability which has also proven to be invaluable during the COVID-19 crisis.

Standard Chartered established Standard Chartered Global Business Services Sdn. Bhd. (Standard Chartered GBS Malaysia) in 2001- the first international bank to do so in the country. With a workforce of 150 people to more than 5,000 today, the centre has evolved from a labour arbitrage rationale, focusing on traditional banking operations to becoming a multi-disciplinary high-tech centre.

Located in Technology Park, Bukit Jalil, the nation's leading Information and Communication Technology hub; Standard Chartered GBS Malaysia provides and delivers a multitude of products and services to the Bank's businesses globally while offering nearshore support for Singapore and other key markets in Asia.

"At Standard Chartered GBS Malaysia, our services utilise the latest technologies to provide end-to-end solutions; with clients at the heart of everything we do. We house various Centre of Excellence (CoE) that cover the entire scope of banking from operations, technology, and financial crime surveillance to compliance and professional services such as Human Centred Design. We leverage on high-tech elements such as robotics and automation. This is to enable our colleagues to focus on higher value and complex activities that still need human intuition and experience," said Matthew Norris, Standard Chartered's Global Head of Global Business Services who has chosen to base his global role in Kuala Lumpur.

Redefining banking through leading technologies and best practices

Over the years, Standard Chartered GBS has developed deep expertise and created new economy jobs. In the areas of technology, for instance, its centre in Malaysia has the distinction of being home to the Bank's Global





Collective Intelligence and Command Centre (CnC). A multimillion-dollar investment, the CnC is coined as the nerve centre of the Bank. It combines best-in-class design, technology and the co-location of subject matter experts in a single industry-leading facility. The CnC operates round the clock, focusing on situational awareness and incident response management.

Another example is GBS X, a multi-faceted innovation CoE for Group Operations across the Standard Chartered. GBS X operates out of its GBS centres in Malaysia and India. Its core competencies are in the areas of Lean Digital, Robotics Process Automation (RPA), Data Science, Machine Learning, Python, Vision based Optical Character Recognition (OCR), Intelligent Character Recognition (ICR) for handwritten text, Chat Bots and Blockchain.

In the operation space, Standard Chartered GBS competencies include the areas of Trade Finance, Cash Operations, Financial Markets, Private Banking, Retail Banking as well as services such as Retail Customer Care, Financial Crime Surveillance, Compliance, Legal and Executive Assistant Services.

In 2017, Standard Chartered's first Financial Markets Islamic Operations CoE was established in Malaysia, with skilled talents in Islamic products and processing, providing 24 hours,

six days a week support to Standard Chartered Saadiq, the Islamic banking arm of the Bank.

"We continue to develop new capabilities to add value to our offerings to the Bank. For example, we recently added Virtual Executive Assistants services to our repertoire and we now support 24 Managing Directors globally in Chennai and Kuala Lumpur," says Matthew.

GBS talents - A team to be recognised

Driving innovation requires a workforce that is both willing and able to deliver the work. In terms of talent, Standard Chartered GBS approach is to acquire international expertise where needed, whilst focusing on local talent development and internal mobility to ensure a sustainable local talent pipeline. Matthew Norris reveals, "As the Bank's multi-disciplinary global competency organisation, diversity in our people plays an integral role. We have fantastic talents and the Bank has allocated numerous benefits as well as a great working environment to ensure the talent pool that we have trained and nurtured to stay with us". For example, in Malaysia, with over 5,000 employees, Standard Chartered GBS Malaysia is home to a significant percentage of the Bank's employment globally. Out of this, 44 per cent are female employees. There are also 21 differently-abled colleagues among them.



A strong legacy and bright future

It is safe to say that Standard Chartered GBS has grown exponentially. The organisation's self-realisation that instead of just providing services on request, its people had the knowledge around processes, products and technology to do more has resulted in an expansion of services offered to Standard Chartered.

"We are now able to offer even more value to the Bank, leveraging on our knowledge base and sometimes experimenting with different ways of doing things. By listening to the needs of our clients and reacting towards their needs with focus and urgency, we have been able to experiment, develop and implement new solutions in record time," Matthew explained.

In June 2020, Standard Chartered Malaysia, a member of the network of companies (under Standard Chartered Group) that Standard Chartered GBS is part of, signed a Memorandum of Understanding (MoU) with MIDA to attract targeted global investments into Malaysia.

These sectors include high-value, high-technology and high-impact investments namely electrical and electronics, machinery and equipment, medical devices, aerospace, renewable energy and consumer technology. The MoU, through Standard Chartered Malaysia's local expertise and global reach, enables the potential foreign investors to gain access to banking services and foreign direct investment advisory.

Standard Chartered Malaysia will also be complementing MIDA's investment promotion initiatives such as the Trade and Investment missions, conferences and roundtable meetings; including a series of webinars to connect investors globally.

From new roles being migrated into GBS to a shift towards high-end knowledge work instead of just business process outsourcing work - there has never been a more exciting time to be in Standard Chartered GBS.



Allo Technology: Paving the Way for a Fiberised Nation

Allo Technology Sdn. Bhd. or well known as Allo is an established telecommunication service provider that plays an essential role in enabling Malaysia's advancement in technology and connectivity through its fiber infrastructure, alongside with data centre-to-data centre and cross-border connectivity to Thailand and Singapore.

With over 20 years of experience in the industry, Allo initially started with implementing, operating and managing metro fiber optic, Metro Ethernet (Metro-E) and broadband networks in Cyberjaya and Bangsar South commercial development. Hence, its ability led to the launch of Malaysia's first-ever residential broadband package with speeds up to 1Gbps.

The company, led by Mr. Rodzi Ahmad, the Chief Executive Officer (CEO), continues to soar with its carrier network, Allo Carrier Network Services (ACNS) and Open-Access network business model that aimed to offer the best connectivity for businesses as well as closing the digital divide between urban and sub-urban areas.

As a wholly-owned subsidiary of Malaysia's largest electricity utility company Tenaga Nasional Berhad (TNB), Allo benefits its parent company's utility infrastructure which is more cost-effective to roll out the fiber infrastructure on Open-Access that allows other Retails Service Providers (RSPs) to offer their services to end-users.



Mr. Rodzi Ahmad
Chief Executive Officer (CEO)
Allo Technology

Being able to lay fiber at a lower cost compared to other RSPs, the Open-Access operating model is also offered to other market players at a more competitive price.

"In line with the Malaysian Government's Jalanan Digital Negara, the operating model has created a level playing field with a healthy competition between RSPs and benefits the community either in urban or sub-urban areas whereby they can enjoy the same packages despite different geographical background. Thus far, about seven other RSPs including Astro, Maxis and Digi have leveraged on the Open-Access infrastructure to extend their fiber footprint faster and at a lower cost," said Mr. Rodzi.

Last year, Allo had launched a pilot project in Jasin, Melaka as a proof of concept to the Government that it is possible to lay the fiber using TNB's existing infrastructure, which will be cheaper in terms of cost, faster to install and extensive accessibility. The town of Jasin was chosen since it comprised of not only urban residential but also sub-urban, outskirt and remote areas.



 **A TNB Subsidiary**



Rodzi Ahmad (right) showing the Minister of Communications and Multimedia Saifuddin Abdullah (left) Allo's fiber optic infrastructure during his visit to Jasin, Melaka.

The successful implementation of high-speed broadband (HSBB) network had benefited approximately 17,000 homepasses in Melaka and 10,000 homepasses in Perak with Internet speed up to 1Gbps.

Moving forward, Allo will expand its shared infrastructure to other states including Perak, Kedah and Johor, among others, with projected 170,000 home passes by quarter two of the year 2021, allowing more RSPs to deliver connectivity for businesses and household at a faster mode with economical rates.

To date, Allo's main aim is to expand the Open-Access network nationwide, in bridging the digital divide between urban and sub-urban areas to allow the same internet experience and decrease monopoly in the market.

To meet the aim, Allo followed the same core values as TNB, which are integrity, collaboration, professionalism, customer centricity, forward-thinking and mindfulness.

Apart from the Open-Access infrastructure, Allo takes the pride in its Allo Carrier Network Services (ACNS), an internal carrier network which covers nationwide Fiber Optic Connectivity crossing from Singapore to Thailand with redundant route. The multi-terabit backbone capacity is using Dense Wavelength Division Multiplexing (DWDM) technology. Through the ACNS, businesses will be able to connect to cities, nationwide and neighbouring countries.

Besides, the two core businesses, Allo also supports local mobile operators and 5G rollout through tower fiberisation which will enhance the quality of cellular services in Malaysia. The company also took part in the State Industrial Gigabit Network, an initiative to provide fiber optic network for better connectivity across the nation.

Identifying themselves as a partner who complements the telecommunication industry, Allo looks forward to partnering with other RSPs to elevate and enable the initiative of Industry 4.0 not only in Malaysia but also in neighbouring countries.

Allo is committed to doing its part in accelerating digitalisation, especially in sub-urban areas through its infrastructure. This can be done by rolling out its fiber infrastructure, through continuous support from the Government agencies such as the Malaysian Communications and Multimedia Commission as well as other RSPs.

Webinar with MEDEF International: An Avenue to Strengthen Economic Relations through Investment



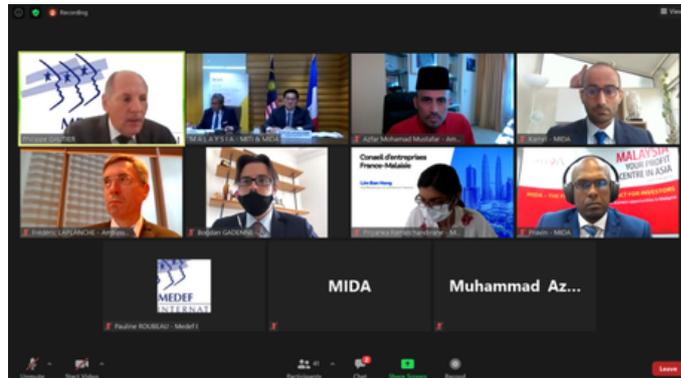
MIDA in collaboration with MEDEF International and the Embassy of Malaysia in Paris organised a webinar on 4 September 2020 to share on Malaysia's situational progress and post-COVID-19 updates with the French business stakeholders. Established since 1998, MEDEF, the Movement of Enterprises of France, is the largest employer federation in France.

YB Datuk Lim Ban Hong, Deputy Minister of International Trade and Industry (MITI) hosted the event and in his welcoming remarks highlighted that "Malaysia sees great value in engaging its trading partners through bilateral and regional Free Trade Agreements (FTAs). This places Malaysia as an attractive hub for French ASEAN operations".

Mr. Arham Abdul Rahman, Deputy Chief Executive Officer I of MIDA added during the session that "France is one of the important trading partners and source of investments for Malaysia. It has had a long presence in the country's manufacturing and services sectors".

France is Malaysia's 18th largest global trading partner and 3rd largest trading partner among the European Union member states (including the United Kingdom). As at 2019, a total of 126 manufacturing projects with French participation have been implemented with total investments of RM4.36 billion (USD1.31 billion), creating a total of 10,913 potential employment.

Malaysian Ambassador to France, H.E. Dato' Dr. Azfar Mohamad Mustafar and the French Ambassador to Malaysia, H.E Frédéric Laplanche also joined the live webinar and delivered their



remarks. Mr. Frédéric urged the French business community to remain hopeful and continue exploring new opportunities in Malaysia.

The economic ties between the two countries flourished over the years due to the solid diplomatic foundations laid by respective leaders of each country. This is evident through the increasing number of French companies investing in Malaysia. More than 200 French companies have established their operations in Malaysia. The nation is proud to host 30 out of the 40 top French companies listed on the main French index of NYSE Euronext. Notable companies with French interests operating here include ST Microelectronics, Arkema, Airbus, Safran, Saint-Gobain, Air Liquide, Monin, Technip FMC and Decathlon.

Recognising the French innovative capabilities, more investments are welcomed in the areas of transport equipment (aerospace), ICT, pharmaceutical, scientific and measuring equipment, electrical and electronics, food, chemical and chemical products and machinery and equipment. As the principal investment promotion agency of the country, MIDA will continue to facilitate local and global businesses and promote Malaysia as the preferred investment destination in the region.

Moving forward MEDEF International plans to ink an MOU with MIDA for future collaborations and to strengthen economic relations between France and Malaysia. MIDA remains as the single point of contact for its members with regards to economic development in Malaysia.

Seminar on Seizing the Investment Opportunity among the Malaysian Manufacturers

MIDA and 1MINE (Malaysian Indian Network Entrepreneur) once again organised a seminar on 'Seizing the Investment Opportunity among the Malaysian Manufacturers' on 11 September 2020.

The partnership between MIDA and 1MINE started in 2016 to update local investors on investment opportunities and government facilitations. Established seven (7) years ago, 1MINE is an Indian business non-government organisation (NGO) in Malaysia that coordinates business networking sessions to assist the Indian entrepreneurs to build a strong business community. The NGO also organises in-house training, seminars, talk programmes; apart from sports and recreational activities for youths.

This year, the engagement was aimed to update investors on the recent PENJANA initiatives announced on 5 June 2020 in assisting the recovery of the country's economy.

Mr. Hari Senthithasan, President of 1MINE and Mr. Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion of MIDA led the seminar with Mr. S. Siva presenting on the investment opportunities in the manufacturing and services sectors. Ms. Rozita Ibrahim, Senior Deputy Director, Strategic Planning and Policy Advocacy (Manufacturing) Division shared on various investment incentives; while Mr. Sherulanuar Abd. Karim, Deputy Director of Post-Investment and Infrastructure Support Division briefed on facilitation support for the



implementation of approved projects. Ms. Nor Aswana Iskandar, the Deputy Director of Licensing and Incentive Compliance and Monitoring Section of MIDA further explained on compliance mechanism of investment tax incentive approvals.

MIDA continues its efforts to organise facilitation programmes to attract new and existing investors to invest in targeted sectors. Among the focus industries include the electrical and electronics, machinery and equipment, medical devices, aerospace, renewable energy and consumer technology. It is in line with MIDA's ecosystem approach in promoting high-value projects to fill in the gaps in industries' value chain and for companies to remain and grow in Malaysia.



Highlights of September >>>



On 3 September 2020, MIDA was honoured a certificate of appreciation by the Menteri Besar Pahang, YAB Dato' Seri Wan Rosdy Bin Wan Ismail for MIDA's contribution in ensuring the investors operate with strict compliance of the SOPs during the Movement Control Order (MCO).



A productive webinar titled 'Adapting to Flexible Manufacturing Operations', was successfully held on 3 September 2020, attracting over 185 participants. Mr. Mohamad Ismail Abu Bakar, Executive Director of Manufacturing Development (Resource) delivered his keynote address while Ms. Surayu Susah, Director of Chemical and Advanced Materials Division was one of the speakers in the webinar session.



On 4 September 2020, once again, MIDA was the supporting partner for the Golden Bull Award Gala Dinner and Award Ceremony held at the One World Hotel, Kuala Lumpur. MIDA is proud to support the Malaysian entrepreneurs in stepping up to becoming global champions, and inspire more businesses to strive greater excellence.



A working visit was facilitated successfully by MIDA Guangzhou, led by Mr. Muhammad Sawaddee Islamuddin from 6-11 September 2020 to obtain insights on industry ecosystem in Xiamen City and to attract new investments from China. Also present was H.E Raja Dato' Nurshirwan, the Ambassador of Malaysia to the People's Republic of China (PRC).

Highlights of September >>>



On 8 September 2020, MIDA led by Mr. Arham Abdul Rahman, Deputy CEO I successfully organised a Supply Chain Programme for HONDA Malaysia and its vendors. MIDA will continue its efforts in engaging and facilitating companies to localise their operations in Malaysia.



On 8 September 2020, MIDA represented by Ms. Khamilah Mohd Yusoff, Director of Food Technology and Resource Based Industries Division in partnership with CapitaLand and FoodNet International Holdings Pte, Singapore, underlined the prospects of setting up global food manufacturing facility in Malaysia. The webinar on 'Strengthening the Food Ecosystem in Malaysia' was well attended by approximately 60 participants from 36 food manufacturing companies.



MIDA led by Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, Director of Foreign Investment Promotion Division had a one day working visit to GIVI ASIA located at Bukit Beruntung on 7 September 2020. This is their first manufacturing factory outside of Italy, as Malaysia is chosen for their base in Asia.



On 8 September 2020, as part of the facilitation programme, MIDA Sabah led by Mr. Wong Tiang Sing organised an informative sharing session for the bumiputera entrepreneurs in Sabah on facilities offered to SMEs. The Ministry of International Trade and Industry (MITI) and its agencies also provided full support.

Highlights of September >>>



MIDA and the Muar Furniture Association (MFA) organised networking visits to selected MFA member companies from 9 to 11 September 2020 to highlight the latest technologies and level of automation within the furniture industry.



Dato' Azman Mahmud, CEO of MIDA explored collaborations in attracting high tech investments with Cyberview on 10 September 2020. Since 1996, Cyberview spearheads the development of Cyberjaya as Malaysia's first cyber city.



On 10 September 2020, MIDA Frankfurt jointly organised an investment and business seminar at the World Horti Center, Honselersdijk, the Netherlands for its business members to explore opportunities in high technology agriculture sector and greenhouse in Malaysia.



MIDA Kelantan led by Mr. Nik Faizal Nik Kamarudin shared on Facilities and Incentives Related to Industry 4.0 during the Ministry of International Trade and Industry (MITI) Industry 4WRD Outreach Programme on 10 September 2020. The event was attended by 50 SMEs participants from the mid-tier companies, NGOs, Universiti Teknologi MARA (UiTM) and Universiti Malaysia Kelantan (UMK).

Highlights of September >>>



On 11 September 2020, Ms. Mimi Izura Mohamed Iqbal, Director of MIDA Terengganu presented on Domestic Investment Strategic Fund, Intervention Fund and Automation CA during the Industry4WRD Outreach Programme. MIDA is looking forward for more investors to incorporate automation and digitisation efforts in their manufacturing and services activities in Malaysia.



MIDA Kelantan attended the launching ceremony of Kelantan State Furniture Industrial Park in Gua Musang on 11 September 2020. The 300 acres park is the state's initiative in developing new industrial park to attract investments.



Ms. Syakella Zakaria, Director of MIDA Taipei was delighted to be part of Wistron Career Fair for Malaysian students; held in Taiwan on 12 September 2020. This event attracted 169 potential candidates for Wistron's expansion in Malaysia.



MIDA kickstarted the Automation Project Initiative on 15 September 2020 by hosting 11 companies and 20 system integrators, providing them a valuable opportunity to discuss attainable action plans to achieve their business goals.

Highlights of September >>>



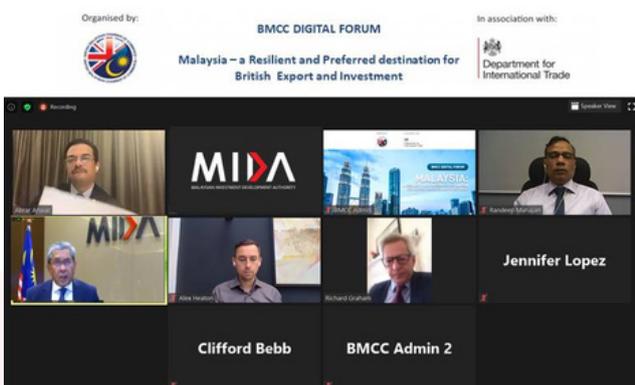
MIDA led by Mr. S. Sivasuriyamoorthy, Executive Director of Investment Promotion, Mr. Roswaidin Mohd Zain, Director of MIDA Mumbai and officials from the Foreign Investment Promotion Division had a fruitful meeting with Her Excellency Ms. Amna Baloch, Pakistan High Commissioner to Malaysia on 15 September 2020. The High Commission indicated interest to collaborate and engage MIDA for outreach investment programmes.



MIDA officials were delighted to be a part of the launching of Biforst's first solar powered truck fleet in Malaysia on 18 September 2020. The initiative was part of the company's efforts in reducing the carbon foot print and improve its fuel efficiency.



On 19 September 2020, Ms. Lim Ming Yee, Senior Deputy Director from the Foreign Investment Promotion Division shared insights on targeted industries for companies to invest in Malaysia in a webinar, '10th Malaysia-China Entrepreneurs Conference 2020'. Another Promotional Webinar on Malaysia-China Entrepreneurs Conference will be held in October 2020.



Mr. Arham Abdul Rahman, Deputy CEO | MIDA spoke to the British Malaysian Chamber of Commerce Berhad (BMCC) members on 18 September 2020. With United Kingdom (UK)'s reputation in various high-tech industries, MIDA welcomes British companies to leverage Malaysia as their base in Asia. Mr. Richard Graham, UK's Prime Minister Trade Envoy to Malaysia also joined the webinar.

Highlights of September >>>



At the 'Refining Cost-Benefit Analysis in Assessing Applications of Tax Incentives and Grants' workshop held on 22 September 2020, Mr. Arham Abdul Rahman, Deputy CEO I of MIDA reiterated the need to attract quality investments that will build the local supply chains and create high value jobs to benefit Malaysia.



Mr. Ma. Sivanesan, Under Secretary of the Tax Division of the Ministry of Finance (MOF) was accompanied by MIDA officials led by Mr Ahmad Khairuddin, Deputy CEO II for a working visit to Alliance Steel Sdn Bhd in Kuantan, Pahang on 22 September 2020 to gain a deeper understanding of the blast furnace technology and its processors.



On 22 September 2020, MIDA represented by Ms Umarani Muniandy, Director of MIDA Singapore shared valuable insights with over 280 participants on the Post-COVID-19 Investment Landscape in Malaysia during the webinar on 'Industry 4.0: Opportunities for Malaysia and Singapore in the New Normal'.



On 23 September 2020, Dato' Abdul Majid Ahmad Khan, Chairman of MIDA was at the launch of the ASEAN Institute of Belt and Road Green Development event to welcome the strategic collaborations between Malaysia and China. This engagement is to spearhead the growth of the green economy and the greentech industry, in line with Malaysia's aspirations in creating a sustainable nation.

Highlights of September >>>



On 24 September 2020, MIDA represented by the Business Services and Regional Operations Division and Tariff Section of MIDA provided valuable guidance on investments related issues during the Federation of Malaysian Manufacturers (FMM) Seminar on 'Facilitating Seamless Import and Export Clearance using the Right Customs Facilities'.



Ms. Lim Ming Yee, Senior Deputy Director, Foreign Investment Promotion Division of MIDA was among the panellists for the Penang Investment Webinar (China Session) on 23 September 2020. Ms. Lim highlighted that MIDA will continue to facilitate high quality investments from China into Malaysia that are related to the disruptive technologies.



Ms. Syakella Zakaria, Director of MIDA Taipei spoke at the Malaysia - Taiwan Network Business Meeting organised by the Chinese International Economic Cooperation Association (CIECA) in collaboration with Malaysian Friendship and Trade Centre (MFTC) in Taipei. Around 80 participants from various sectors attended the event on 23 September 2020.



Mr. Redzuan Abd. Rahman, Director of MIDA Sarawak shared on Industry4WRD facilitations during a panel session at the 'Outreach Programme Industry4WRD: Journey Towards Industry 4.0'. This webinar was organised by the Malaysia Productivity Corporation (MPC), Sarawak on 23 September 2020.

Highlights of September >>>



On 23 September 2020, Ms. Noraisyah Nordin, Director of MIDA Pahang briefed on the investment opportunities and facilitation by MIDA during the virtual 'Dialogue Session with Federation of Malaysian Manufacturers (FMM) members in Pahang.



On 23 September 2020, Mr. Vinothan Tulisathzan of Chemical and Advanced Materials Division presented at the FT2030: A 10-Year Outlook into the Oil and Gas Industry Forum organised by the Malaysia Petroleum Resources Corporation (MPRC). The forum discussed on global economy, political, industrial and technology trends that will shape Malaysia's oil and gas industry in the coming decade.



A successful webinar on investment opportunities in Malaysia was jointly organised by MIDA Sydney and the Government of New South Wales on 23 September 2020. Ms. Fatmah Ahmad, Director of MIDA Sydney created an opportunity for participants to understand Malaysia's capability as a new alternative supply base for the Asia region.



On 24 September 2020, the Governments of Malaysia and the Hong Kong SAR organised the 'Reconnect: Hong Kong-Malaysia Partnership Webinar' featuring keynote speakers from the Ministry of Foreign Affairs, Ministry of International Trade and Industry (MITI), MIDA and the Malaysia External Trade Development Corporation (MATRADE).

Highlights of September >>>



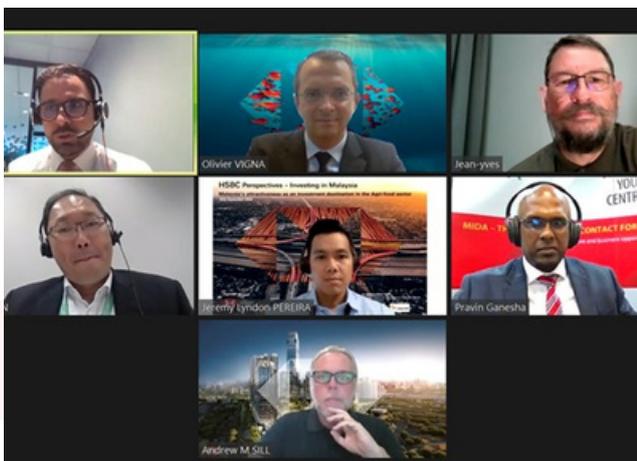
On 25 September 2020, Mr. S. Sivasuriyamoorthy, Executive Director of Investment Promotion joined a dialogue session organised by the Malaysian Dutch Business Council (MDBC). He updated the members on the latest investments situation in Malaysia.



On 25 September 2020, Mr. Arham Abdul Rahman, Deputy CEO I delivered his keynote speech during the 'Bouncing Back with The New Norm' forum held at MIDA Headquarters (HQ), Kuala Lumpur. Mr. S. Sivasuriyamoorthy, Executive Director of Investment Promotion was also one of the speakers. The event was a collaboration between MIDA and the Malaysian Corporation of Mid-Tier Companies (MCMTC) to navigate present uncertainties and to adapt to new practices to thrive during this pandemic.



The Project Acceleration and Coordination Unit (PACU) at MIDA organised a e-Biz Clinic on 'Starting Your Project with PACU@MIDA' via a virtual webinar and physical event at MIDA HQ on 29 September 2020. The seminar featured presentations by Ms. Noor Aieda Ahmad, Director of Post Investment and Infrastructure Support Division, TPr. Zamirzan Puji, Ministry of Housing and Local Government; Mr. Ir. Mohd Fairuz Abdul Kadir, Tenaga Nasional Berhad (TNB); Mr. Mohamad Rejab Sulaiman, TM ONE Telekom Malaysia (TM); and Ms Gayathri Vadivel, SOCSO; on the facilitation offered by PACU to the investors for projects to be implemented efficiently.

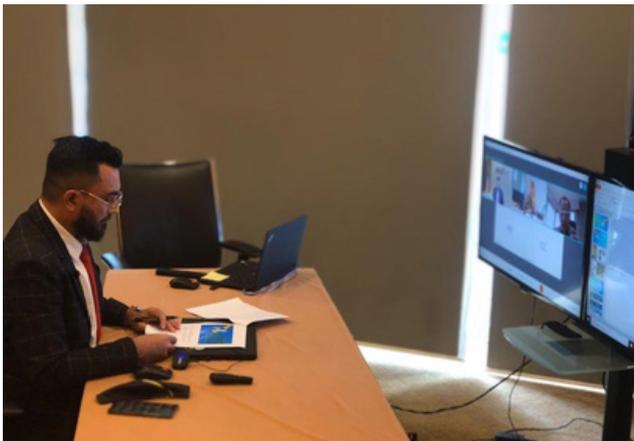


On 30 September 2020, HSBC France and MIDA Paris, led by Mr. Pravinganesha Rajoo hosted a webinar that brought together expert panellists from HSBC and Metarom Asia - a French family-run business of flavourings and caramels for the food industry. The engaging session discussed on business opportunities, market updates as well as sharing of experience on the Agri-Food Industry in Malaysia.

Highlights of September >>>



On 30 September 2020, Ms Syakella Zakaria, Director of MIDA Taipei highlighted on investment opportunities in Malaysia during the 'Taiwan-Malaysia Industrial Collaboration Forum', organised by the Industrial Development Bureau and MIDA Taipei.



Mr. Norhizam Ibrahim, Director of Advanced Technology and R&D Division of MIDA highlighted that the integration of R&D and Industry4.0 ecosystem support is crucial for investment projects taking place in Malaysia. This session of the High Level Dialogue ASEAN-Italy 2020: 2nd digital roundtable was held virtually on 30 September 2020.

MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

Prevention of COVID-19

Let's All. Do Our Part.

Be socially responsible
To Maintain Individual and Group Safety
#KitaJagaKita #stopcovid19

www.mida.gov.my



THE HEART OF BUSINESS IN SOUTHERN KLANG VALLEY

Create the best opportunities in the thriving Southern Corridor with Sime Darby Property's well-planned industrial parks boasting a strategic location for success.

Suitable for clean manufacturing industries such as warehousing, logistics, mechanical and electrical, and automobile industries.



CIPTA SERENIA, SERENIA CITY

- Industrial land plots to suit your business needs
- Direct link to ELITE Highway, and connected to Putrajaya-Dengkil bypass, North-South Expressway (NSE) and Maju Expressway (MEX)
- 15km to KLIA and Putrajaya, 45km to Kuala Lumpur
- Nearby work-ready communities and amenities



XME BUSINESS PARK, NILAI IMPIAN

- Detached and semi-detached factories
- Directly next to North-South Expressway (NSE)
- Only 25km to KLIA and Seremban town
- First managed industrial park in Negeri Sembilan
- At the gateway into Malaysia Vision Valley 2.0



Cipta Serenia, Serenia City | XME Business Park, Nilai Impian
 Brandon 019-273 8399 | Rizal 013-367 6780
www.simedarbyproperty.com

DISCLAIMER: All information contained herein is subject to changes as may be required by relevant authorities without any notification and shall not be binding or be deemed to form a contract or any part thereof. Whilst every care has been taken in providing this information, Developer shall not be held liable for any claim whatsoever arising from the use and/or reliance on the above information. All illustrations and pictures are artist impressions only, no presentation or warranty is made as to accuracy or completeness of the same. The items are subject to variation, modifications and substitutions as may be recommended by the relevant authorities or consultants.



APEC 2020 MALAYSIA

OPTIMISING HUMAN POTENTIAL TOWARDS A FUTURE OF SHARED PROSPERITY

#MyAPEC2020 www.myapec2020.my

MIDA IN THE NEWS

- MIDA's API enabling more local firms to adopt automation

MALAYSIA RANKING

- Global Innovation Index 2020: Malaysia ranks 8th in Asia, 33rd in world

ECONOMY NEWS

- Govt focusing on RCEP before looking at other FTAs -- Azmin
- RM58 bil investment target for 2020 achievable, says EAC
- SMEs must reassess business model, recognise value proposition -- MITI
- Azmin: Perlis must focus on high-value investments, hi-tech industries
- Miti looks at bringing more investors into Perlis
- Pandemic an opportunity for businesses to look at sustainability
- Finance Ministry: Indicators show nation's economy improving
- Malaysia, France to strengthen economic relations through investments
- Malaysia loosens entry ban for visit pass holders
- Selangor Business Hub to become breakthrough for SMEs globally
- Malaysia pledges to further create attractive investment destination
- MITI formulates strategies to speed up recovery of trade, economic activities
- Putrajaya to emphasize on investor-friendly policies in Budget 2021, 12th Malaysia Plan
- MIDA approves 1,725 projects worth RM64.8 bln in H1 2020
- Penang advocates talents, to explore high-quality job opportunities in the state

INDUSTRY NEWS

- Oceancash to double production capacity for non-woven materials used to make PPE
- LKL to export US\$19 mln nitrile examination gloves to China
- MQ Tech enters deal to buy stake in Kibaru
- Aspen Group to diversify business to include manufacturing and distribution of rubber gloves
- Vizione to buy controlling stake in specialty medical gloves maker
- Iconic Worldwide to diversify into PPE manufacturing with RM155.5m investment
- Selangor rallies other States to produce regional aerospace powerhouse
- Malaysia exports RM22.5 bln worth of wood-based products in 2019
- Malaysian manufacturing sector stabilising, says Ambank analyst
- Nylex gets nod to double ethanol production capacity
- Hartalega to increase installed capacity to 44 bln gloves
- Kanger International poised to be world's largest producer of bamboo products
- AME helps spur Jstar Motion's expansion
- Semiconductor firms exceed expectations
- Gets Global ventures into glove-making, proposes private placement to raise RM87m
- Kelantan attracts RM1b investment from Chinese furniture manufacturer, says MB
- Luster to raise up to RM47m via private placement for manufacturing business
- PCG, PCC ink deal to jointly produce specialty chemicals
- Duopharma Biotech to manufacture second oncology medicine
- Covid-19 drives Jabil Penang to manage supply chain complexity

- FPP manufacturing, new property launches to fuel Scientex's growth
- Bioalpha inks agreement with CME to develop, manufacture health food supplements
- Ta Win sets up healthcare arm to explore downstream copper segment
- QES buys RM20mil factory in Glenmarie
- UMW Aerospace rolls-off maiden Trent 7000 fan case
- CVIA industrial park is 10 pct complete - Mustapa
- Melaka attracted RM3 bln manufacturing investment in first 9 months - CM
- South Koreans keen in setting up factories in Sarawak - Riot
- INIX, Duria Manufacturing to tap into durian industry
- Southern Cable hopes to reel in RM71.2 million from IPO
- Luster, Tech Idea in audio products manufacturing joint venture

SERVICES NEWS

- 5G to create 39,000 new jobs, says Bursa chairman
- Federal govt channels RM34.3 mln to improve Sepanggar Port's facilities
- Innovation assures seamless process, continuous functioning of govt during pandemic - IBM
- Malaysian companies urged to leverage on data and AI
- PM, TDMY engage with drone industry on technical, commercial readiness
- Tasco gets tax incentive approval from MIDA for logistics services activities
- Jendela: Strengthening Malaysia's digital roadmap
- TVET can help produce more small entrepreneurs - NUTP
- Bandar Malaysia to boost business confidence: Tengku Zafrul
- Saifuddin: 5G demonstration project preparation for new technologies
- Digitally mature SMEs poised to add billions to Malaysia's GDP, says study
- VentureTECH eyes RM100 mln investment under JV company with SBI
- Engineering the growth of IR4.0
- Malakoff to acquire land worth RM150 mln for renewable energy development
- Malaysia 5.0 - Digital Transformation For Malaysian Businesses
- Tiong Nam earmarks RM200 million to expand warehousing space, truck fleet
- Serba Dinamik partners with Huawei Tech
- MTT Group and Eden-On-The-Park to develop first integrated senior living resort in Penang
- Ikhmas Jaya to invest in new segment
- IBM to continue playing nation-building role through public-private partnerships

GLOBAL NEWS

- Global semiconductor sales up 4.9% y-o-y in July to US\$35.2b, says SIA
- E-commerce users in ASEAN surpasses 2025 forecast
- Pandemic May Permanently Replace Some Human Jobs With Machines

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

VISIT US!
 ● ● ●
MIDA Sentral
 No.5, Jalan Stesen Sentral 5
 Kuala Lumpur Sentral
 50470 Kuala Lumpur
 Malaysia
 +603 2263 2444
 ads@mida.gov.my



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

MIDA Sentral

No. 5, Jalan Stesen Sentral 5

Kuala Lumpur Sentral

50470 Kuala Lumpur

Tel: 603 2267 3633 / 2263 2555 / 2263 2549

Fax: 603 2274 7970

E-mail: investmalaysia@mida.gov.my

Website: www.mida.gov.my

*Tell us what you think of our newsletter. Your **feedback** will help us improve our services to you.*

This email was automatically generated for you, please do not reply. You're receiving this newsletter because your email is registered with the MIDA website at www.mida.gov.my. Please add info@mida.gov.my to your address book so that our emails get to your inbox.



scan to connect with us

MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
www.mida.gov.my