



January
2021
Issue

MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

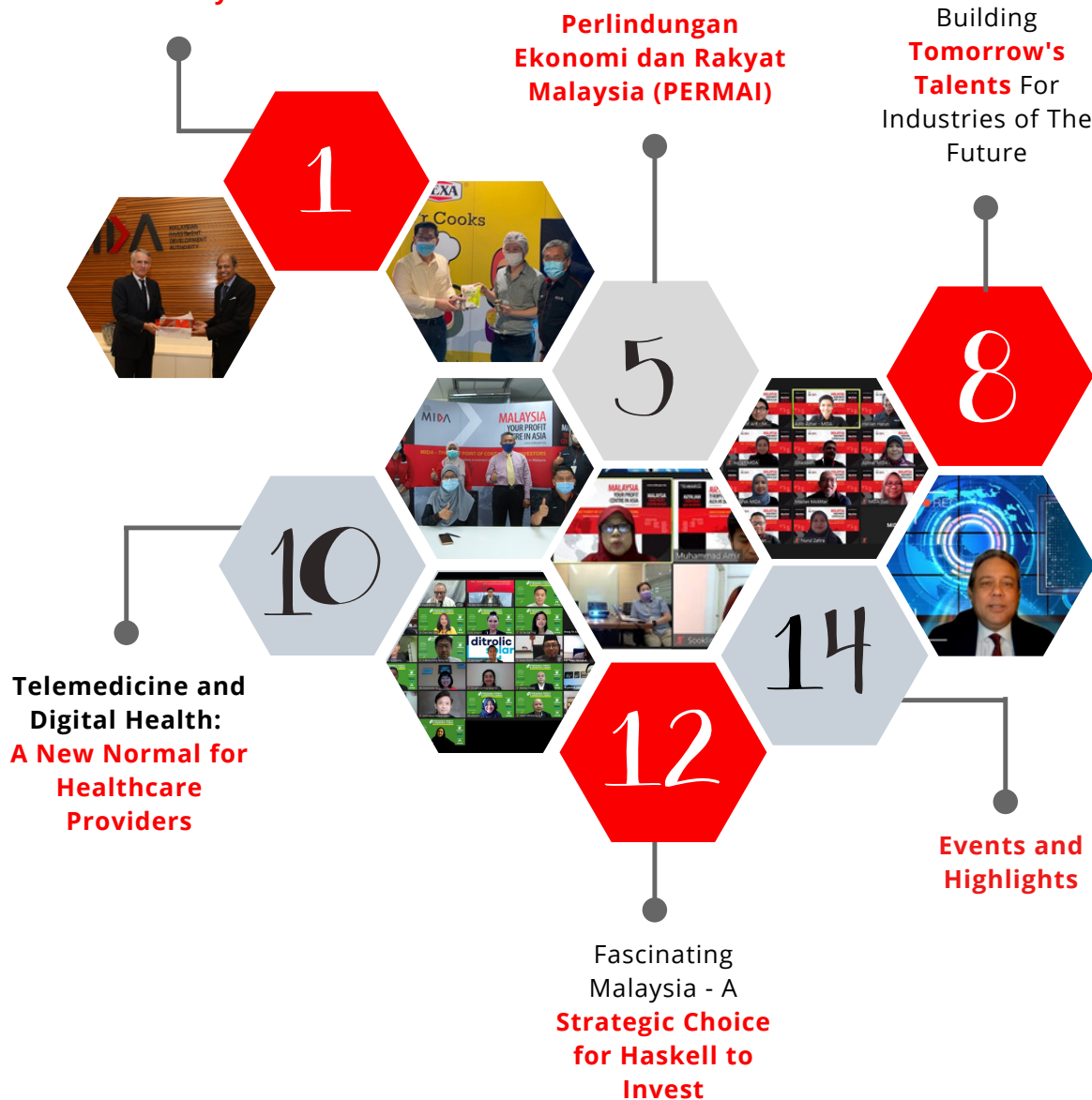
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER
A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



HAPPY CHINESE
NEW YEAR



2020 Announcements of High Value Investments in Malaysia



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2020 ANNOUNCEMENTS OF HIGH VALUE INVESTMENTS IN MALAYSIA

04
Feb

Malaysia the choice location for Lam's new advanced technology production facility

FORTUNE
500



- Lam Research Corporation is a global supplier of innovative wafer fabrication equipment and services to the semiconductor industry.
- The new 700,000 square feet facility is additive to Lam's global operations; to provide additional capacity and ensure business continuity for critical activities.
- Construction has begun in early 2020, with the expected first shipment by 2021.



Batu Kawan,
Pulau Pinang



United States
(US)



350 jobs



Wafer fabrication
equipment and
services

28
Feb

Groundbreaking ceremony of Smith+Nephew's first South-East Asia manufacturing facility

Smith+Nephew

- Smith+Nephew is a leading British global medical technology company, established over 160 years ago.
- The 250,000 square feet new facility in Batu Kawan will primarily support Smith+Nephew's orthopaedics franchise, which has been growing strongly in the Asia Pacific region.



Batu Kawan,
Pulau Pinang



United
Kingdom



>800 jobs



Orthopaedics
parts

08
May

Keysight opens a regulatory testing laboratory in Pulau Pinang

KEYSIGHT
TECHNOLOGIES

- Keysight Technologies Inc., the world's leading technology company is headquartered in Santa Rosa, California.
- Keysight has opened a new Regulatory Test Laboratory in Penang to deliver accredited electromagnetic compatibility (EMC) testing services for manufacturers of electronic devices and mission-critical industries across wireless communications, IIoT, automotive, healthcare and medical applications.



Free Industrial
Zone, Pulau Pinang



United States
(US)



Accredited electromagnetic
compatibility (EMC) testing services



2020 ANNOUNCEMENTS OF HIGH VALUE INVESTMENTS IN MALAYSIA

02
June

B. Braun expands its global test centre for medical devices

B | BRAUN
SHARING EXPERTISE

- B. Braun, one of the largest medical technology companies in the world, announced the expansion on its portfolio of testing capabilities for healthcare solutions related to intravenous access, surgical technologies, intravenous systems, central venous puncture and pain control.
- Occupying a 193,285 square metre (47.8 acres) site in Pulau Pinang's Free Industrial Zone, B Braun Medical Industries is one of the largest production sites of the Group, with over 7,600 employees.



Free Industrial
Zone, Pulau Pinang



Germany



Testing
capabilities

03
June

Bosch Malaysia is setting up new plant

**FORTUNE
500**

 **BOSCH**

- Bosch, a leading global supplier of technology and services is building a manufacturing facility focusing on the business of semiconductor components and sensor testing.
- The facility is the first of its kind for Bosch in Southeast Asia to carry out the final testing of components manufactured at Bosch Automotive Electronics' fab in Dresden, Germany.
- Construction will begin in 2021 with its first series of production to commence in 2023.



Batu Kawan,
Pulau Pinang



Germany



400 jobs



Semiconductor components
and sensor testing

23
June

Dexcom to open its third continuous glucose monitoring system manufacturing site

**FUTURE 50
BY FORTUNE**

dexcom®

- DexCom, Inc. (Nasdaq: DXCM) is a global leader in continuous glucose monitoring (CGM) for people with diabetes.
- This first site outside of the US will help to increase the production of Dexcom's industry-leading CGM systems.
- The company's proposed manufacturing facility will create significant job additions over the next ten years, including roles in manufacturing, facilities management as well as manufacturing-related research and development (R&D). The facility will be designed for potential growth and expansion over time.



Batu Kawan,
Pulau Pinang



United States (US)



Continuous glucose
monitoring (CGM) system



2020 ANNOUNCEMENTS OF HIGH VALUE INVESTMENTS IN MALAYSIA

07
July

Music Tribe expands its operations to spearhead its global digital transformation and 4.0 manufacturing

musictribe

- Music Tribe, a multi-national leader for professional audio products and musical instruments announced its expansion in operations by establishing an Industry 4.0-driven, fully robotised manufacturing facility.
- The company is currently collaborating with Microsoft as well as Siemens to design a full "Digital Twin" or virtual representation of the entire design and manufacturing process flow to be adopted within the new facility.
- The new plant is expected to commence operations by end of 2021.



Kulim Hi-Tech
Park, Kedah



Philippines



Audio products and
musical instruments

30
July

Ultra Clean announced to set up a manufacturing facility

UCT

- Ultra Clean Holdings Inc. is a leading developer and supplier of critical subsystems, ultra-high purity cleaning and analytical services, primarily for the semiconductor industry.
- The proposed 300,000 square feet facility has commenced construction on 2020 and will potentially employ more than 650 personnel over the next five years.
- This project will link across Malaysia's established electrical and electronics supply chain.



Batu Kawan,
Pulau Pinang



United States
(US)



>650 jobs



Supplier of critical subsystems,
ultra-high purity cleaning and
analytical services

FORTUNE
500

27
Oct

Nippon Electric Glass expands its production capacity of glass tubing for pharmaceutical use

GLASS FOR FUTURE
Nippon Electric Glass

- Nippon Electric Glass (Malaysia) Sdn. Bhd. (NEGM) is a leading Japanese speciality glass manufacturer, including high-grade pharmaceutical glass tubing used for pharmaceutical containers such as ampoules and vials.
- Its latest project had increased the Group's production capacity of glass tubing for pharmaceutical use by about 1,000 tons per month.
- This translates to a 30 per cent increase in the Company's current production capacity in responding to the market needs during the pandemic.



Shah Alam, Selangor



Japan



Speciality glass manufacturer



2020 ANNOUNCEMENTS OF HIGH VALUE INVESTMENTS IN MALAYSIA

05
Nov

Eppendorf deepens its footprint in Malaysia through its new facility expansion



- The Eppendorf Group is leading German life science company producing testing laboratories and test kit manufacturing facilities.
- The new office features a fully equipped demonstration area, a comprehensive on-site service and repair department as well as application laboratories and training areas.
- The integrated centre will be home to its shared services hub, also covering functions such as IT, HR as well as Finance and Controlling for the Group's operations in the Asia Pacific (excluding China), Middle East and Africa.



Petaling Jaya,
Selangor



Germany



>50 jobs



Testing laboratories and test
kit manufacturing facilities

25
Nov

GDEX announced its expansion and diversification projects



- Established in 1996, GDEX provides integrated logistics services for both domestic and international B2B, B2C and C2C markets in Malaysia.
- GDEX's expansion and diversification are set to cater to the tremendous increase in order volumes following the booming of Malaysia's e-commerce market.
- The project has commenced on 1 November 2020 and is expected to create more than 1,000 employment opportunities for Malaysians.



Across
Malaysia



Malaysia



>1,000 jobs



Integrated Logistics
Services (ILS)

Perlindungan Ekonomi dan Rakyat Malaysia (PERMAI)

On 18 January 2021, YAB Prime Minister announced the launch of the Government's latest assistance package to help alleviate the impact of the COVID-19 pandemic to the *Rakyat* and business communities. The PERMAI assistance valued at RM15 billion comprises a total of 22 initiatives, anchoring on three objectives:

- Combating the COVID-19 outbreak;
- Safeguarding the Welfare of the People; and
- Supporting Business Continuity.

COMBATING THE COVID-19 OUTBREAK

The Government has allocated an additional budget of RM1 billion for the Ministry of Health (MOH),

the National Security Council as well as other relevant agencies for combating the COVID-19 pandemic. This will also complement the other measures to strengthen the National Healthcare Sector, including the recruitment of an additional 3,500 healthcare personnel this year, on top of the 8,000 personnel recruited in 2020, and enhancing cooperation with private hospitals to alleviate the strain on public healthcare system.

INITIATIVES

COVID-19 Vaccination Programme

- Target to vaccinate more than 80 per cent of population by 1st quarter 2022



Strengthening National Healthcare Sector

- Recruitment of additional 3,500 healthcare personnel



Enhancing Cooperation with Private Hospital

- Private hospitals to receive and treat both COVID-19 and non COVID-19 patients



Stepping up Testing of Employees

- Tax reliefs related to full health screening expenses has been expanded to cover COVID-19 screening



SAFEGUARDING THE RAKYAT'S WELFARE

The PERMAI assistance package will safeguard the *Rakyat's* welfare, especially the vulnerable groups in the society. Among the existing programmes to be accelerated and strengthened include the

Food Basket Programme; where essential food items are provided for each eligible households; and an allocation of RM25 million for the Government-Linked Companies/ Government-Linked Investment Companies (GLIC/GLC) Disaster Relief Network programme as a matching grant for social initiatives.

Besides, following the current Movement Control Order (MCO), the Government has also emphasised the continuous assistance offered by the banks on loan moratorium facility, including the extension of the moratorium and restructuring of loan repayments.



Initiatives for Safeguarding the *Rakyat's* Welfare



Accelerating the Bantuan Prihatin Rakyat Assistance



Strengthening Welfare Programmes



Continuing moratorium and Loans Installment Reduction



Enhancing the EPF i-Sinar Program; Advance of up to RM1,000 from amount applied under i-Sinar Category 2 facility



3 months PTPTN loan repayment moratorium for PTPTN Borrowers affected by COVID-19 pandemic or flood



Extension of Sales Tax exemption on passenger vehicles until 30 June 2021



Extension of Provision of Free Internet Access of 1 Gigabit data, until end April 2021



Special Tax Relief of up to RM2,500 on Purchase of Mobile Phones, Computers and Tablets be extended to end 2021

SUPPORTING BUSINESS CONTINUITY

The Government has announced the following measures to support the business community:

Improving the Wage Subsidy Programme

The Wage Subsidy Programme 3.0 under Social Security Organisation (SOCO) will be enhanced, whereby all employers operating in MCO states will be eligible to apply. Eligible employers will receive a wage subsidy of RM600 for each of their employees earning less than RM4,000 a month, while the wage subsidy limit for each employer will be increased from 200 to 500 employees. This initiative which involves another allocation of RM1 billion, is estimated to benefit 250,000 employers and more than 2.6 million workers.

PERMAI Prihatin Special Grant

Expansion of the Prihatin Special Grant Plus assistance to cover 500,000 small and medium-sized enterprises (SMEs) in MCO states with one-off payment of RM1,000 each, while 300,000 SMEs in other states will receive RM500 each.

Providing One-off Financial Assistance to Taxi and Bus Drivers

One-off financial assistance of RM500 to 14,000 tourist guides and 118,000 taxis, school buses, tour buses, rental cars and e-hailing vehicles.

Accelerating the Implementation of Microcredit Schemes

The Government will expedite the implementation of the RM1 billion microcredit facilities to assist micro-enterprises and SMEs' cash flow. These micro-

credit schemes include soft loans amounting to RM390 million by Bank Simpanan Nasional, RM350 million by Agrobank and RM295 million by Tabung Ekonomi Kumpulan Usaha Niaga (TEKUN).

Supporting and Boosting Online Businesses

The implementation of the SME and Micro SME e-Commerce Campaign and Shop Malaysia Online Campaign will be accelerated with an allocation of RM300 million to support entrepreneurs and businesses involved in online sales or e-Commerce platform.

Enhancing the Danajamin PRIHATIN Guarantee Scheme

To promote the growth of the private sector and maintain Malaysia's competitive position as an investment destination of



choice, the Danajamin Guarantee Scheme or SJPD, which was announced under the PENJANA package will be enhanced:

- Increase the maximum financing from RM500 million to RM1 billion
- Expand the scope to cover working capital with a guarantee period of up to 10 years; and
- Allow foreign-owned companies operating in Malaysia to obtain SJPD guarantee provided that Malaysian employees accounted for at least 75 per cent of their workforce.

Rescheduling and Extending the Moratorium Period for MARA Loans and MARA Premises Rental

MARA will extend its MARA Prihatin Peace of Mind 2.0 programme where borrowers can apply to reschedule the repayment of MARA education facilities or business loan moratorium until 31 March 2021.

In addition, MARA will also provide a 30 per cent rental discount on business premises up to April 2021.

Continuing Electricity Bill Discounts

Provision of a special discount of 10 per cent on electricity bills for the period of January-March 2021 to six business sectors; comprising hotel operators, theme parks, convention centres, shopping malls, local airline offices, travel and tour agencies.

Introducing a Bus and Taxi Hire Purchase Rehabilitation Scheme Syarikat

Jaminan Pembiayaan Perniagaan will introduce a Bus and Taxi Hire Purchase Rehabilitation Scheme. A 50 per cent guarantee on financing from hire purchase and leasing companies will be provided for selected vehicles, such as sightseeing buses and taxis. This will enable buses and

taxis operators to restructure their financing with a 12-month moratorium and lower monthly repayments.

Extending the Temporary Measures for Reducing the Impact of COVID-19 Act 2020

The Temporary Measures for Reducing the Impact of COVID-19 Act or Act 829, which came into force on 23 October 2020, was enacted to assist individuals and businesses that were economically impacted by the COVID-19 outbreak.

The effective period under this Act, covering the inability to perform contractual obligations, expired on 31 December 2020.

Given the current situation and the MCO announcement, the Government has agreed to extend the effective period of inability to perform obligations to 31 March 2021.



Building **Tomorrow's Talents** for Industries of the Future

The emergences of disruptive technologies, pursued after by the COVID-19 outbreak has intensified the world into automation and digitalisation to embrace new ways of doing things. The pandemic has severely affected the economy and financial markets with significant reduction of incomes, rise in unemployment and disruption to both supply and demand in an interconnected global economy.

Industries are forced to accelerate the adoption of new technologies in developing better approaches to mitigate negative business impacts. At a time of lackluster productivity due to controlled public movements, automation and digitisation provide the much-needed business boost for steady continuity in the waves of risky disruptions.

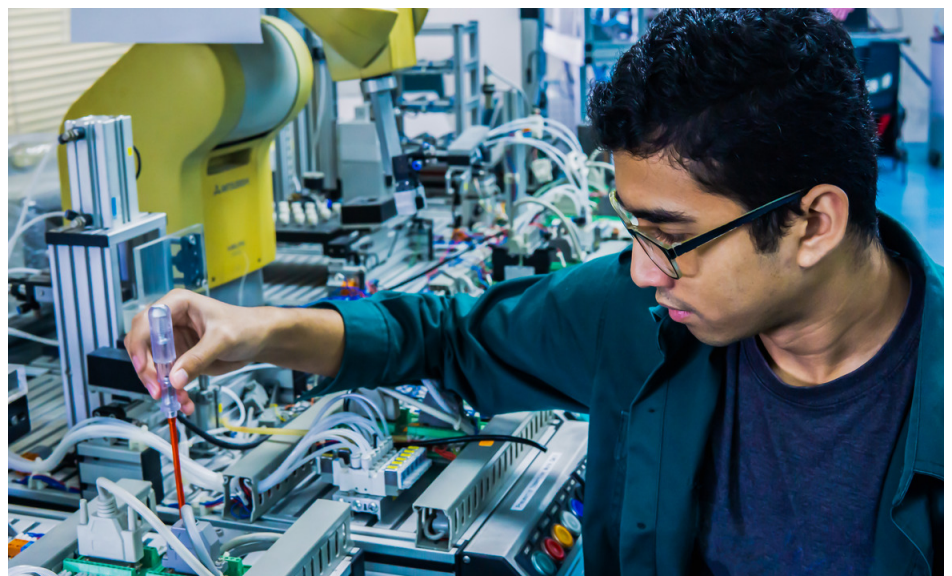
The machinery and equipment (M&E) industry in Malaysia has evolved from standalone production with isolated equipment for low-end industries to integration, customisation and wide equipment connection for high-end industries such as semiconductors, autonomous vehicle, advanced robotics, life sciences, advanced metrology as well as defense and security.

In comparison, in 2010 there were about 25 local automation and technological equipment companies in Malaysia, with a total market value of merely RM234 million. Today, more than 50 automation companies are operating, with the top 10 companies having an accumulated total market value of more than RM25 billion.

ViTrox Technologies Sdn. Bhd., a Malaysian owned company and one of the top global players in the automated advanced vision inspection solutions, serving back-end semiconductor and electronics assemblies industries, has taken the initiative to adapt and move along the global technological waves.

The company has invested more than 12 per cent of its revenue in research and development (R&D) activities over the last 10 years. Sixty-six (66) per cent of the company's workforce is of technical background. In 2019, the size of the company's engineering team increased from 348 to 413, representing an increase of 19 per cent compared to 2018. Without the sheer determination and commitment in R&D, ViTrox will not have been able to achieve the level of success attained today.

Having embarked into technological innovation and digital transformation, ViTrox stresses on the growing





demand and urgent need for talents to be nurtured for jobs of the future. Most importantly, jobs related to science, technology, engineering and mathematics (STEM) as these workforce plays a significant role in determining the future of our industries and economy.

As projected in the National Study on Human Capital (2012), Malaysia needs eight million STEM workers by 2050. On the global scale, the World Economic Forum (WEF) reported that the 75 million current job roles may be displaced by the shift between humans, machines and algorithms, while 133 million new job roles may emerge at the same time; where newly emerging occupations are set to grow from 16 per cent to 27 per cent by 2022. The growing occupations would include data analysts and scientists, artificial intelligence (AI) and machine learning specialists, software and applications developers' analysts, big data specialists, digital transformation specialists and information technology services specialists.

Maintaining the importance of STEM subjects in charting Malaysia's future, as outlined in the Malaysia Education Blueprint 2013-2025; strategic joint initiatives will be implemented by ministries. In the forefront, the Government has rolled out the first National Science and Technology Enrollment Policy to target at least 60 per cent of students focuses on science subjects. The initiatives implemented include mentor-mentee, STEM ambassador and STEM mini theatre programmes. The Government will continue to strengthen the Technical and Vocational Education and Training or TVET. Under the 2021 Budget, an amount of RM6 billion has been allocated for TVETs programmes support.

As the government's principal investment promotion and development agency, the Malaysian Investment Development Authority (MIDA) has stepped up its effort in preparing local talents for future jobs, sharpening the

country's competitive edge in becoming the preferred investment destination. MIDA has been collaborating with policymakers, industry players and academic institutions to undertake several initiatives, namely Technical Internship Programme, E-Career fair, MIDA Apprenticeship Programme and Post School Finishing Programme in IC Design (PSFP-IC), to steer the right skilling and continuous technology grading of the local talents.

Preparing the workforce for future industries is not a straight forward strategy. MIDA will continue to offer support and engage relevant stakeholders to map out possible schemes for local students and talents to equip themselves with the technologically developed skills of future needs of the industries.

As Malaysia moves into the Fourth Industrial Revolution, technology achievements are imperative in creating a living environment which is fast, intelligent and dynamic.



Telemedicine and Digital Health: A New Normal for Healthcare Providers

Under the threat of COVID-19, drastic measures are undertaken worldwide to break the chain of the virus transmission. Despite decreased revenues and rising operational costs, healthcare players continue to be committed in providing high quality healthcare services to patients. Nonetheless, the pandemic has exposed the shortcomings of healthcare systems worldwide. This offers compelling reasons for overburdened hospitals to upgrade on every level, from the infrastructure to their processes.

New approaches such as telemedicine and digital health are imperative in this new normal and are increasingly being adopted on a large scale. Telemedicine involves connecting doctors and patients on a secured online platform for remote health-related services such as monitoring, advice and education. This approach is promised to be at the forefront of the future of medicine and plays a key role in making state-of-the-art healthcare more accessible without the need to wait hours in queue for a physical appointment.

Over the years, industry players have stressed the need to implement telemedicine in the healthcare sector. Only a handful of countries and regions have adopted the concept due to a lack of awareness and inadequate infrastructure.

However, with the requirement for social distancing during this pandemic, the need for remote consultation has become increasingly attractive. Telemedicine is the ideal solution for limiting patient displacement to hospitals and allocating hospital capacity to more urgent cases while curbing the virus' spread. It provides the best alternative to bring healthcare to patients during the pandemic and bridge the gap between people, physicians and health systems.

Notably, private healthcare providers in Malaysia have found new growth opportunities with telemedicine after struggling to go mainstream prior to the pandemic. For instance, the Sunway Medical Centre Velocity (SMCV) has set up a teleconsultation service to allow

patients to receive health advice from SMCV's specialists or medical officers from the comfort of their homes. Parkway Pantai of IHH Berhad Group has also launched a teleconsultation known as eHealth Video Consultation at its hospitals in Malaysia. These are part of their efforts to meet patients' evolving needs with continuous care while providing the convenience of consultation with specialists of their choice during the lockdown.

Despite telemedicine services gaining higher interest recently in Malaysia amid the pandemic, telemedicine service providers such as DoctorOnCall, SpeedyDoc and HomeGP have already set footprints in the digital healthcare scene.





The Malaysia Digital Economy Corporation (MDEC) has also played an instrumental role in facilitating these pioneer local companies to embark on digital service delivery for the healthcare sector.

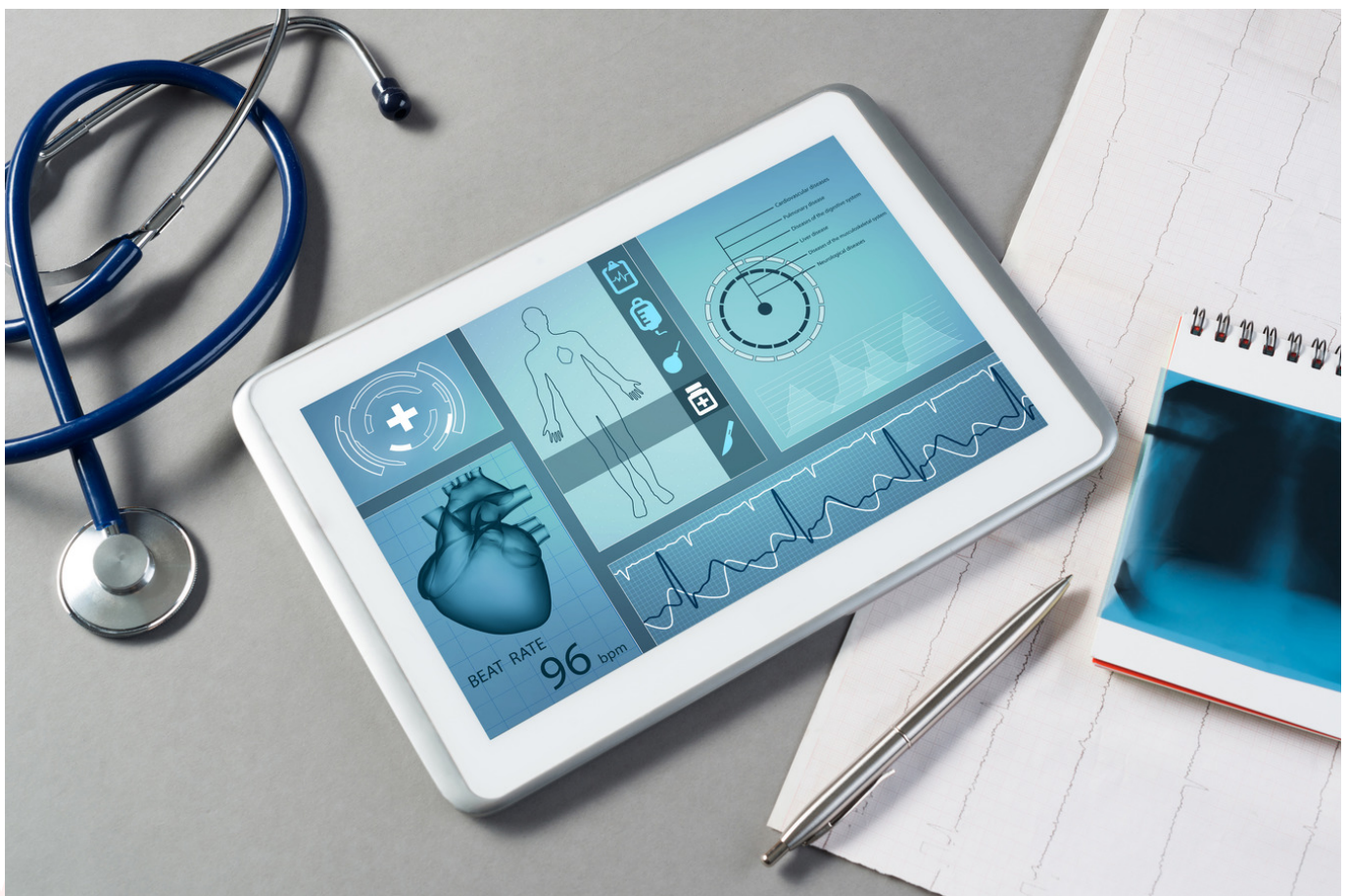
According to a research report by Global Market Insights, the market of digital health technologies, including health IT, wearables, health sensors and any solutions aiming to digitise healthcare, is projected to surpass USD 379 billion by 2024. Telemedicine is also fast emerging from this healthcare technology advantage and has the potential to ease “overloading” hospitals.

By deploying advanced telemedicine solutions, physicians expand their reach to remotely examine and diagnose more patients in a shorter period of time, potentially minimising the number of patients entering hospitals and medical facilities.

Although challenges remain, the COVID-19 outbreak has driven the Government and regulatory agencies’ need to facilitate more widespread adoption of telemedicine and digital health. While the Ministry of Health introduced the Telemedicine Blueprint way back in 1997, the Ministry

recognises the need to urgently realign and formulate current regulations to address the safety challenges in this new age of healthcare.

With rapid advances in technology, the Malaysian Investment Development Authority (MIDA) continues to support and encourage new and existing healthcare service providers to embrace opportunities and utilise their infrastructure capabilities, expertise, domestic consumption base and diverse population to create a sustainable economic transformation for the healthcare industry.



Fascinating Malaysia - A Strategic Choice for Haskell to Invest

Established in 1965 in the United States (US), Haskell is a fully integrated design, engineering and construction services firm headquartered in Jacksonville, Florida. Today, Haskell operates globally with more than 24 client-driven offices throughout the US, Mexico and Asia, providing a wide range of services in design and construction for various customers. The services provided ranged from business case analysis and master planning; systems analytics and modelling; architecture, all disciplines of engineering, project management, specialised engineering (process, packaging, material handling, clean in place or known as CIP systems); to sustainable design and virtual reality/augmented reality models. Haskell's multinational clients include the industry giants such as PepsiCo, Safran, Starbucks, Spirit AeroSystems, Procter and Gamble, as well as many Government entities.

Although Haskell has been working on projects in Southeast Asia since 2007, the company only established a permanent regional hub in 2014, starting with offices in Singapore and Malaysia before expanding to the Philippines, Vietnam and China in the recent years.

Why Malaysia?

"I first fell in love with Malaysia on a holiday trip in early 2000s, when I got to experience the hospitality of the people and the sophistication of Kuala Lumpur. It was a happy coincidence that many years later my career brought me back to the region. Haskell's establishment in Malaysia began in 2015, when a long-term client requested for our help with their project in the country," says Jonathan Toke, Vice-President of Haskell Asia Pacific (APAC).



Jonathan Toke
Vice-President
Haskell Asia Pacific (APAC)

Prior to the decision of establishing the regional headquarters in Malaysia for Haskell in APAC, Toke assessed several countries in the region on multiple facets, including its talent pool and level of infrastructure.

"Malaysia became a clear choice as our regional headquarters and our initial regional design centre based on the availability and capability of local technical talent, cultural affinity with global and regional customers and projects, good transportation and communication links to the other countries we are expected to serve, and sufficiently well-developed infrastructure for our team to be globally competitive. Having Malaysia as our regional headquarters includes being able to work easily in different time zones with our US counterparts, allowing for a shorter delivery schedule on projects as we work on a 24-hour cycle. Now that we have been operating for several years, it is gratifying to see that our initial assumptions were correct. We have a dynamic, young pool of talents that perform at the highest levels of quality and precision in the industry," says Toke.



The rapid growth of supportive local talents and partnering associations

Having completed over 50 projects covering a wide range of scope from design services to a full Engineering-Procurement-Construction (EPC)/Design-Build services since opening their doors six years ago, Haskell is known for their quality and excellence in all their project deliveries.

Internationally, the company has performed work amounting to USD160 million outside of the US, about 50 per cent of which is contributed by their APAC offices. Since their establishment, Toke gave the utmost recognition to the local talent pool Haskell has recruited for their Malaysia office for their contribution to the steady growth of the company in the region.

“We started with one mechanical engineer and one construction manager”, says Toke, reflecting on Haskell’s early days in Malaysia. “In just five (5) years, we have expanded our team by over 90 per cent and have established our own in-house, multi-disciplinary engineering and construction team. Our growth has been heavily contributed by clients who believed in our capabilities and the level of quality that Haskell can deliver, but that is also because they have witnessed first-hand of our local team’s capability.”

“We also received great support from partnering organisations including the Malaysian Investment Development Authority (MIDA) and American Malaysian Chamber of Commerce (AMCHAM). With the continuous support from these organisations, we were able to seamlessly integrate ourselves into the Malaysian market and get to where we are today.” added Toke.

Following the commitment to deliver innovative solutions, Haskell has recently formalised a partnership with the Halal Development Corporation (HDC) to facilitate halal manufacturing growth in the region. The company is also looking at collaborating with a digital solutions provider to address the gap in Malaysia’s smart manufacturing landscape.

With a strong focus on providing quality and excellence services globally, the company has positioned itself as much more than just another EPC provider. Their expertise within the industries across various markets including food and beverage, aviation and aerospace, healthcare and pharmaceuticals, as well as consumer products extends to their ability to provide consulting services for their clients.

Moving forward, Haskell aims to continue bridging the gap between ideas and execution, as well as translating conceptual business plans to a more pragmatic and cost-effective solution. Haskell’s capability to deliver excellent and innovative results at every project phase is what sets them apart in the market.



MIDA Chairman received a Courtesy Visit by the Ambassador of the Federal Republic of Germany



The Malaysian Investment Development Authority (MIDA) kick-started the year 2021 with a courtesy visit from the Federal Republic of Germany's newly appointed Ambassador to Malaysia, His Excellency Dr. Peter Blomeyer, on 7 January 2021. Among the topic discussed during the visit were the prolific issues that need attention for both countries to continue its goods - to services -to people mobility, despite the continuing pandemic concerns.

Dato' Abdul Majid Ahmad Khan, Chairman of MIDA, said "The closely-linked business communities from both sides urgently need to commute with the acceptance of stringent SOPs in place. MIDA has been working tirelessly with the embassies and foreign chambers to ensure that investors are provided adequate assistance to the necessary approval and access to make well-informed investment and business decisions across various markets."

His Excellency, Dr. Peter Blomeyer, highlighted those existing German companies operating here, find Malaysia an attractive hub in the Asia Pacific. In addition, the German business communities also welcome the decision to exempt advertising

requirement for positions, namely investors, company owners, C-suites, expatriates for Regional Offices as well as for intra-company transfers. He also offers to collaborate with local training institutions to boost training capabilities and facilities in human capital development, by offering German Dual Vocational Training (GDVT) programmes in Malaysia.

Furthermore, His Excellency reiterated his team's support for the business continuity of existing German companies and encouraged more German companies to expand their overseas operation as Malaysia is one of the most developed and matured manufacturing and services related hub in the region. This ecosystem provides a competitive advantage for the German companies' to locate their high technology projects in Malaysia.

The Chairman of MIDA expressed the Government's commitment to facilitate smooth business operations for investors in Malaysia. Strong commitment from both institutions is essential in attracting high value-add, capital-intensive and knowledge-intensive projects.

MIDA and Intel Malaysia continue initiative in driving Malaysia towards Industry 4.0



On 27 January 2021, the Advanced Technology and Research & Development Division of MIDA collaborated with Intel Malaysia in successfully organising the virtual Artificial Intelligence for SMEs (AI4S). This event was a continuation of the first Axiomtek Artificial Intelligence Starter Kit launch on 18 August 2020, which led Intel Malaysia to award the AI Starter Kits to 100 selected companies in Malaysia. These identified SMEs will go through a comprehensive technology enabling process and training that will empower them to implement pilot projects in their settings to jump-start the Artificial Intelligence (AI) or Industry 4.0 journey.

During his keynote address, Dato' Azman Mahmud, Chief Executive Officer (CEO) of MIDA, said "While the country is gearing steadily into the knowledge and digital economy, Industry 4.0 adoption is deemed crucial for business survival and growth in innovation-led value creation.

There are untapped opportunities available for the business community, especially SMEs. We want more SMEs to step up to embrace new technologies in their business activity. We know that there are numerous local companies out there that are capable of AI technology adoption but are not aware of how and where to start."

Dato' Azman also suggested, "Moving forward I have proposed Intel to explore in enabling the universities in Malaysia to adapt and prepare the future workforce to embrace AI once they enter the job market. This graduate skill would reduce the colossal learning curve in work fields while saving employers' precious time and resources in correcting them into expected abilities."



Highlights of January >>>



On 8 January 2021, Datuk Lim Ban Hong, Deputy Minister of International Trade and Industry (MITI), led a visit to Hexa Food Sdn. Bhd. with MIDA's team, represented by Mr. Arham Abdul Rahman, Deputy CEO I, and Directors of Domestic Investment Division and Food Technology Division. The company, among the small and medium-sized enterprises (SMEs) updated on the progress of company's IR4.0 initiative.

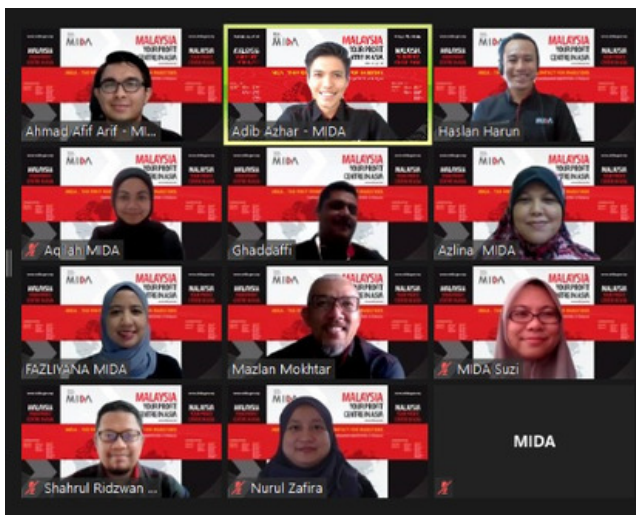


Following the launching of Smart Automation Grant (SAG) by YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI) on 2 December 2020, the Strategic Planning and Policy Advocacy (Manufacturing) Division of MIDA organised a webinar on 13 January 2021 to brief on the new initiative. The event focused on MIDA incentive initiatives to assist the manufacturing and services sectors. The objective of SAG was to assist and incentivise SMEs and Mid-Tier Companies (MTCs) to automate and digitalise their operations, production and trade channels.

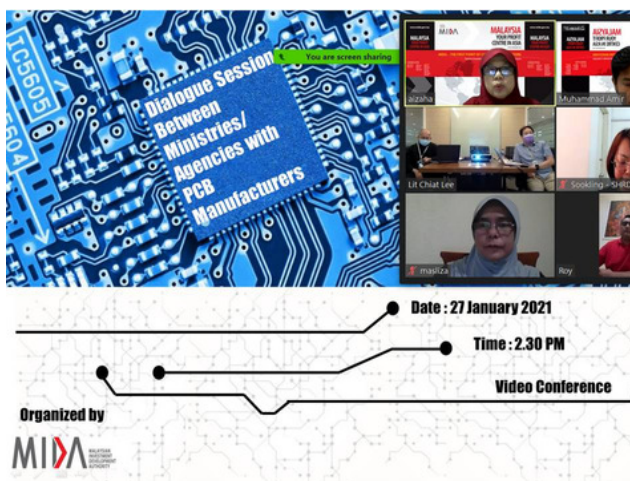


On 18 January 2021, Ms. Wan Hashimah Wan Salleh, Director of Green Technology Division was invited as a speaker at the Renewable Energy and Green Tech Sabah (REGTech Sabah) 2021 Online Conference, organised by MIDAS Events Management. She presented the latest updates of Malaysia's investment in renewable energy and green technology industry. The event was attended by more than 150 participants, including industry players, technology providers and academicians in the renewable energy and green technology fields. The conference brought together industry experts across the country to share expertise and knowledge to develop Malaysia's green technology industry.

Highlights of January >>>



MIDA in collaboration with The Electrical and Electronics Association of Malaysia (TEEAM) attracted 90 enthusiast participants (i.e. manufacturers, service providers, association and individuals) in a webinar on the newly announced financial aid – Smart Automation Grant (SAG), held on 26 January 2021. The industrial engagement received positive responses with over 50 online questions posted during the 2 hours session. MIDA also coordinated personalised online consultations with 12 companies for '1-to-1' visual sessions.



On 27 January 2021, MIDA, led by Ms. Aizah Abdullah, Director of Industry Talent Management and Expatriate Division, organised a Dialogue Session Between Ministries, Agencies, Training Institutions and Printed Circuit Board Manufacturers. These include the Ministry of Higher Education (MOHE), MARA Japan Industrial Institute (MJII) and Selangor Human Resource Development Centre (SHRDC). The session aimed to link industries with relevant training/education bodies to establish industry-academia collaboration, while assisting companies to source for local manpower.



In Memoriam

إِنَّا لِلّٰهِ وَإِنَّا إِلَيْهِ رَاجِعُونَ



Haji Mohd Khaidir Hairuddin **Director, MIDA Munich** **Germany**

MIDA would like to express our sadness over the passing of Muhammad Khaidir Hairuddin on 23 January 2021.

He has been a dedicated and loyal officer of the organisation for the past 13 years. Those who have had the pleasure of meeting and working with him can attest to his humble and resourceful demure.

We extend our deepest condolences to the family of the dearly departed.

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



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OUR COMMUNICATION TOOLS

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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.



YOUR AD HERE

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.



YOUR AD HERE

Sample of MIDA's E-Newsletter

OUR COMMUNICATION TOOLS

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3 Digital Signages

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



YOUR AD HERE

One of our video walls at MIDA lobby



YOUR AD HERE

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 Walls RM6,000 per month
LCD TV RM3,000 per month

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HALL

		Rates (RM)	
Hall Types		G	P
Perdana Hall (230 pax)	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	5,000	6,000
Banquet Hall (230 pax)	Inclusive of: • Basic AV System	3,000	3,500
Perdana + Banquet Hall	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	7,500	9,000
F&B Packages*		G	P
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/pax	
B	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/pax	
C	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50/pax	

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
*F&B by MIDA's panel caterers

G = Government
P = Private

TRAINING ROOM

		Rates (RM)	
Room Types		G	P
Sigma/Gamma Room (40 pax)	Inclusive of: • Basic AV System • 1 Flipchart • 2 Mahjong Paper • 2 Marker Pens	850	950
F&B Packages		G	P
Inclusive of: • Refreshment • Lunch • Tea Break		RM60/pax	

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
*F&B by MIDA's panel caterers

G = Government
P = Private



Perdana Hall



PC Room



Boardroom



Japan Room

MEETING ROOM

		Rates (RM)	
Room Types		G	P
Board Room (30 pax)	Inclusive of: • VIP Holding Room • VIP Lounge • AV System	2,000	2,500
USA Room (25 pax)	Inclusive of: • Basic AV System	1,500	1,850
Japan Room (50 pax)	Inclusive of: • Basic AV System	1,500	1,850
F&B Packages*			
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/pax	
B	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/pax	
C	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50/pax	

*Exclusive of:
GST (0%)
Service staff, linen, dome, logistic (RM200)
*F&B by MIDA's panel caterers

G = Government
P = Private

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

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