



Jan  
2020  
Issue

**MIDA**

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

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**E-NEWSLETTER**

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



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# Shining a Light on Malaysia's Investment Environment: The Business Year expands coverage of the Malaysian business landscape in 2020



The Business Year (TBY) is back in Malaysia for 2020! In partnership with the Malaysian Investment Development Authority (MIDA), TBY will be taking the microscope to Malaysia's digital economy and innovation environment via its latest Malaysia-focused publication, *Special Report, The Business Year: Malaysia 2020* on #Industry4WRD.

This Special Report is part of a series of niche publications focusing on certain aspects and industries in TBY's 35 global markets. With a focus on financial services, industry and innovation, aerospace and automotive, digital economy and entrepreneurship as well as mobility and logistics, this Special Report will set out the advantages and challenges of investing in Malaysia, told through the words of the business community.

Additionally, TBY and MIDA are set to gather senior public officials and top local and foreign business leaders at a full-day conference in London during the fourth quarter in 2020. With a particular focus on innovative industries and encouraging entrepreneurship, the inaugural flagship event will not only serve as the launching platform for the *Special Report, The Business Year: Malaysia 2020* on #Industry4WRD but also aims to bring relevant stakeholders together to drive the conversation on the topic. This is the latest in a series of high-profile business events organised across the world by TBY team.

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Hosting this event in London is a strategic way for Malaysia to showcase its ambition to the global investor community as a promising investment destination while building upon the strong bilateral relations between Malaysia and the UK.

### Who is The Business Year?

TBY is a global media group that provides investors, businesses, and governments with first-hand insights into the world's most dynamic markets for over a decade. It conducts hundreds of interviews a week with top decision-makers in the Middle East, Latin America, Central and Southeast Asia, Africa, and Europe. Its country-specific publications are also among the most comprehensive annual economic publications available internationally.

TBY's Malaysia coverage began in 2016 with the latest publication on the country for 2019. MIDA

has partnered with TBY together with the British Malaysian Chamber of Commerce (BMCC) for the production of *The Business Year: Malaysia 2019* featuring economic opportunities in Malaysia. Having Malaysia's GDP grown almost five-fold over the past 20 years, TBY's research ahead of the 2019 publication was carried out against a backdrop of successful diversified growth, a goal many economies struggle to achieve.

The publication which was published in August 2019 covered every major sector within the Malaysian economy including finance, energy, green economy, industry and high technology, transport, construction, real estate, health, education, tourism, and retail. Among the high-profile personalities from across the country interviewed by TBY are Dato' Khairussaleh Ramli, Group Managing Director and CEO of RHB Banking Group; YB Puan Yeo Bee Yin, Minister of

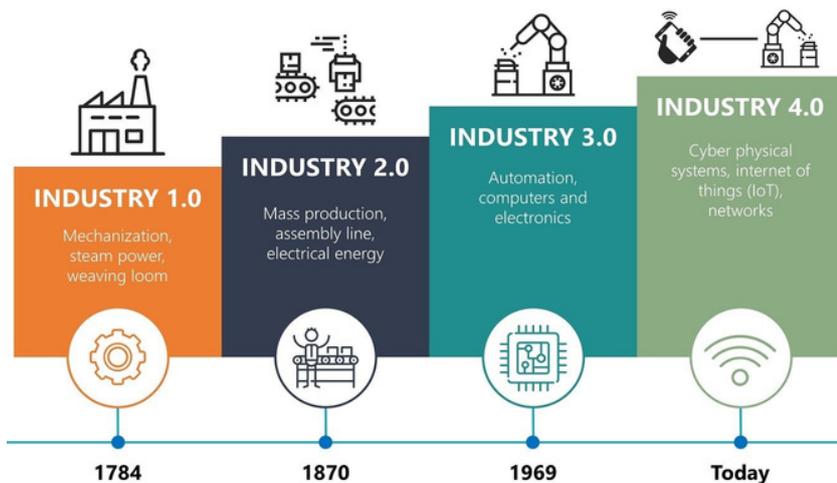
Energy, Science, Technology, Environment and Climate Change (MESTECC); Mr. Chong Yee Mun, CEO of Prince Court Medical Centre (PCMC); YBhg. Datuk Dr. Mohd Yusoff Sulaiman, President and CEO of Malaysian Industry-Government Group for High Technology (MIGHT); Dr. James Tee, Managing Director and CEO of Medini Iskandar Malaysia (MIM); and YB Datuk Mohamaddin Ketapi, Minister of Tourism, Arts and Culture (MOTAC). The publication also included a range of analysis on key areas including Islamic finance, solar energy, nanotechnology and the Penang Automation Cluster.



**The full publication of The Business Year: Malaysia 2019 can be read at:**

<https://www.thebusinessyear.com/malaysia>

# Supporting SMEs in the adoption of Industry 4.0 - Industry4WRD Intervention Fund



- To encourage more local small and medium enterprises (SMEs) stakeholders within the manufacturing and related services sectors to embrace Industry 4.0, the Government has introduced a new incentive, known as the Industry4WRD Intervention Fund.
- This is in tandem with the National Policy on Industry 4.0, which introduced the Industry4WRD Readiness Assessment (RA). The RA is a comprehensive programme to help SMEs to assess their capabilities and readiness to adopt Industry 4.0 technologies and processes. Upon completion of the RA programme, companies will be given recommendations to prepare feasible strategies and plan to move towards

implementing Industry 4.0 in their operations. To materialise the recommendations that have been put forward, SMEs are encouraged to apply for the Intervention Fund through the Malaysian Investment Development Authority (MIDA)

On 20 January 2020, YB Dr. Ong Kian Ming, Deputy Minister of International Trade and Industry, officiated the Seminar on Industry4WRD Incentives, kick-starting the Nationwide Industry4WRD Outreach Programme for the year 2020.

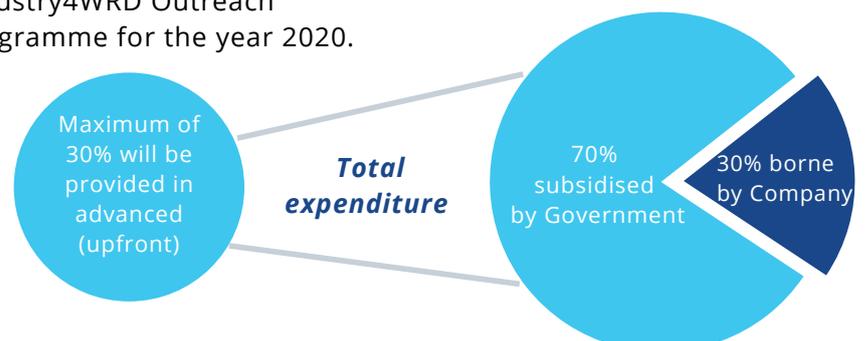
Conducted in two phases across the nation, the outreach programme will be an avenue for industry players to understand the Industry4WRD related programmes and incentives offered by the Government such as Readiness Assessment, Intervention Fund, Domestic Investment Strategic Fund (DISF) and Automation Capital Allowance (Automation CA).

- The outreach programme's first phase is scheduled for February to April 2020 and will be held in collaboration with relevant Ministries, Agencies and business associations throughout Malaysia.

## Industry4WRD Intervention Fund

### What is the incentive?

- It is a matching grant (70:30) on reimbursable basis based on eligible expenditures, up to a maximum grant of Ringgit Malaysia Five Hundred Thousand (RM500,000.00). This fund aims to support SMEs in implementing intervention projects based on the recommendation of Industry4WRD Readiness Assessment (RA) Report on the shift factors of people, process and technology.





## Who are eligible?



Manufacturing or manufacturing-related services (MRS) companies incorporated under the Companies Act, 2016

**SME**

Small & Medium Enterprises (SMEs)  
• **Manufacturing:** Sales turnover from RM300,000 to not more than RM50 million and/or employee from 5 to not more than 200  
• **MRS:** Sales turnover from RM300,000 to not more than RM20 million and/or employee from 5 to not more than 75



In operation for at least three years in the current business line



Possess a valid business licence and/or Manufacturing Licence



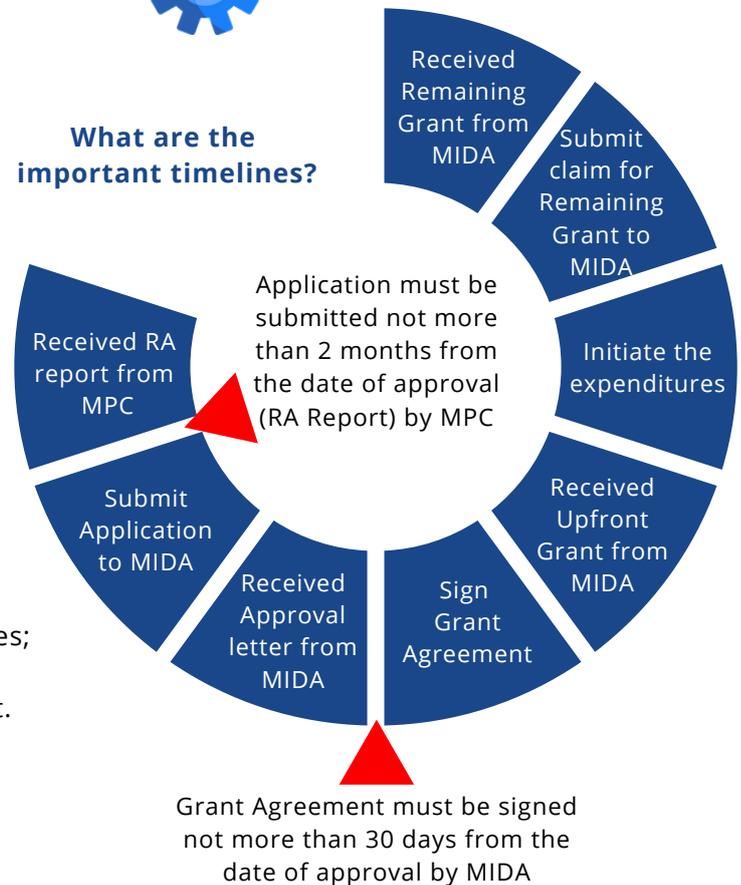
Completed the Government-funded Industry4WRD Readiness Assessment (RA) Programme—received a report from the Malaysia Productivity Corporation (MPC)



## What are the eligible expenditures?

- 1** Only expenditures based on the recommendations of the RA report will be considered.
- 2** The following expenditures will not be eligible:
  - ✗ Purchase or rental of land, building, vehicles and furniture;
  - ✗ Premise renovation;
  - ✗ Collateral or loan for any purpose;
  - ✗ Marketing/ promotional activities;
  - ✗ Operation expenditure including salary, employee benefits, travelling expenditures;
  - ✗ Expenditures on R&D activities; and
  - ✗ Working capital not related to the project.

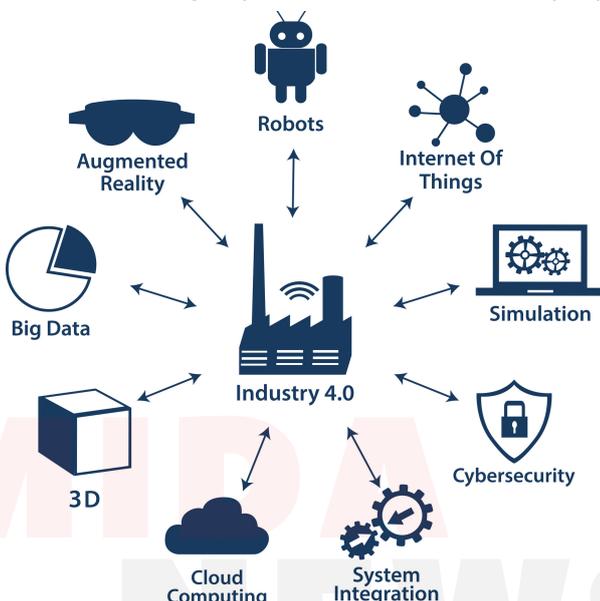
## What are the important timelines?



- Expenditures must be incurred not more than 12 months from the date of approval by MIDA
- Claims for remaining grants must be submitted not more than 18 months from the date of approval by MIDA

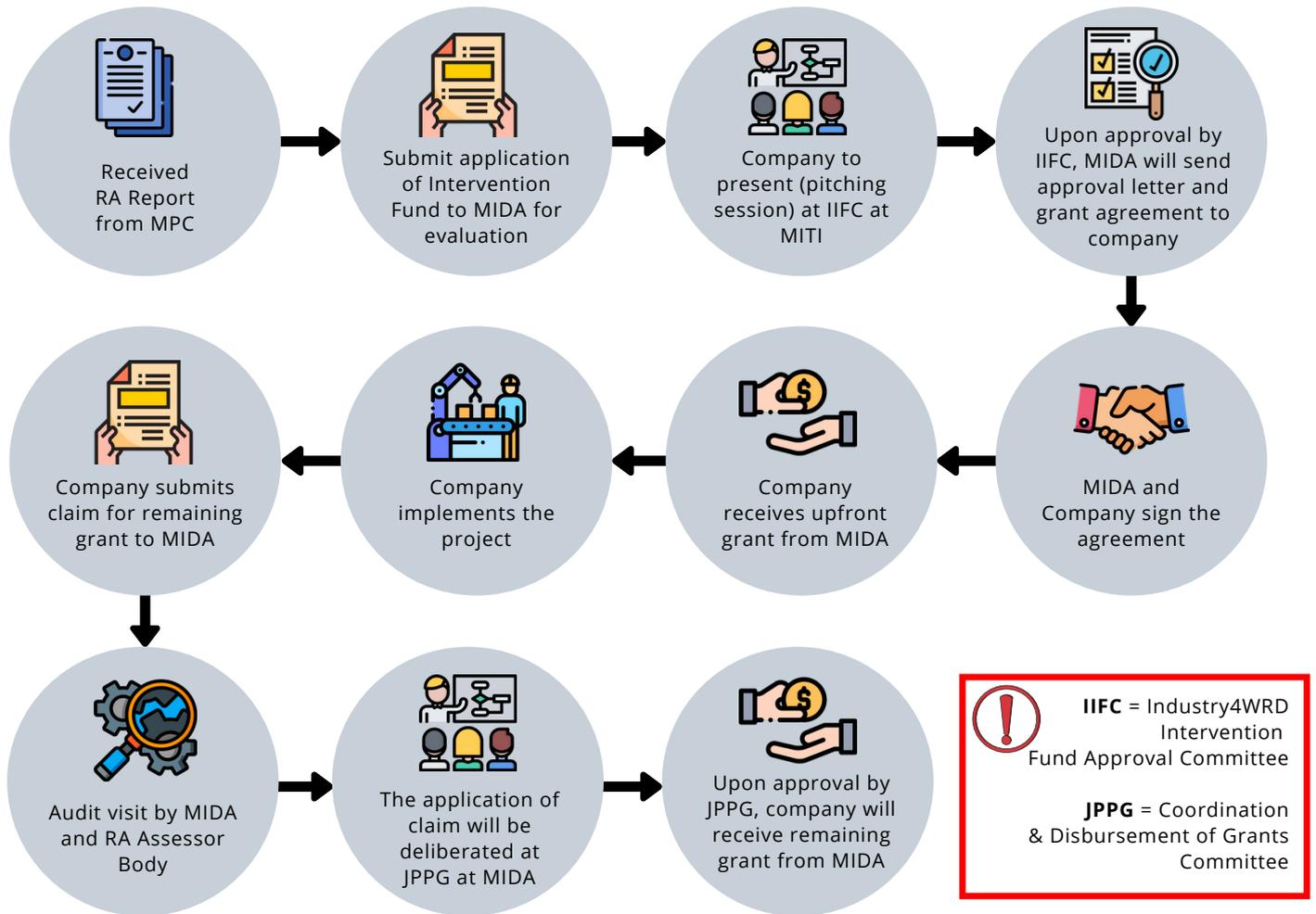


Last date for application submission is **31 December 2021**





## What are the process workflow?



## What are the documents needed?

- ✓ 1-page Application Form
- ✓ Industry4WRD Readiness Assessment (RA) Report (with MPC's cover letter)
- ✓ Technical Proposal
- ✓ Financial Statements (audited) for the past three (3) years
- ✓ Manufacturing Licence from MITI or a Confirmation Letter for Exempted from Manufacturing Licence from MIDA



### What to put in Technical Proposal

1. Project Description
2. Scope of Project
3. Duration of Project
4. Method of execution (solution providers)
5. Source of Technology
6. Expected Deliverable
7. Breakdown of Expenditures

To submit applications (in hardcopy) to:

Chief Executive Officer  
 Malaysian Investment Development Authority (MIDA)  
 MIDA Sentral,  
 No. 5, Jalan Stesen Sentral 5,  
 Kuala Lumpur Sentral, 50470 Kuala Lumpur.

Application Form, Template Technical Proposal, Guidelines & Process Workflow are available in MIDA Website:  
[https://www.mida.gov.my/home/industry\\_4wrdd-incentives/posts/](https://www.mida.gov.my/home/industry_4wrdd-incentives/posts/)

# MIDA Signs MOU with UOB Malaysia to Attract Quality Investments into Malaysia's High Value-Added Sectors

The Malaysian Investment Development Authority (MIDA) signed a Memorandum of Understanding (MOU) with the United Overseas Bank Malaysia Bhd (UOB Malaysia) on 10 January 2020 to attract more foreign direct investments (FDI) into high value-added sectors. The signing ceremony was witnessed by MIDA Deputy Chief Executive Officer (CEO) I, Mr. Arham Abdul Rahman and Mr. Wong Kim Choong, CEO of UOB Malaysia.

UOB Malaysia has always been among MIDA's supporting organisations. The Bank's Foreign Direct Investment Advisory team, in particular, have been working with MIDA to ensure that investors not only get easy access to the necessary financial services but to make well-informed investment decisions while conducting businesses across various markets globally. With this MOU in place, both parties will collaborate on attracting global companies to contribute positively to Malaysia's economy through sustainable investments.



MIDA was represented by Mr. S. Sivasuriyamoorthy, Executive Director, Investment Promotion while Ms. Ng Wei Wei, Managing Director and Country Head, Wholesale Banking represented UOB Malaysia.

In line with nation's agenda to drive more quality investments for Malaysia, this partnership will target high value, high technology and high impact investments from the key priority industries such as electrical and electronics (E&E), machinery and equipment (M&E), medical devices, aerospace, renewable energy and consumer technology. UOB Malaysia and MIDA will be jointly organising a series of roadshows across key focus markets such as China, ASEAN and Japan to position Malaysia as a viable investment destination within the region.

This partnership will be instrumental in MIDA's efforts to promote the development of Malaysia's industrial ecosystem, encourage the transfer of technology and knowledge to local companies as well as create opportunities to train a highly-skilled Malaysian workforce. MIDA, as the principal investment promotion agency of the country, will continue working with reputable organisations such as UOB Malaysia to further propel investment activities in Malaysia.



# Seizing Opportunities at Davos: YBM MITI at World Economic Forum 2020



The World Economic Forum (WEF) Annual Meeting 2020 took place from 21–24 January 2020 in Davos-Klosters, Switzerland. At this prestigious event, YB Datuk Darell Leiking, Minister of International Trade and Industry (MITI), together with the Malaysian Investment Development Authority (MIDA) and InvestKL delegation represented Malaysia.

Aptly themed "Stakeholders for a Cohesive and Sustainable World", this year's event marked the 50th Annual Meeting of the World Economic Forum. It gathered more than 3,000 participants, ranging from world leaders and renowned figures from across the globe to discuss collaborative activities to shape global, regional and industry agendas.

The theme is in line with the Malaysian Government's vision and long term commitment, particularly in the areas of renewable energy and green economy. These areas were highlighted in the Shared Prosperity Vision 2030 as part of Malaysia's move to ensure the country undertakes sustainable and equitable growth at every level of the value chain by

restructuring local businesses and industrial ecosystem, exploring new growth areas and reforming talent and human capital.

During the various sessions at WEF Davos 2020, YB Datuk Darell Leiking highlighted Malaysia's continuous commitment to sustainable economic development. He shared the significance of the Belt and Road Initiatives (BRI) to the country and reiterated Malaysia's commitment to enhancing cooperation with all nations involved in the initiative.

MIDA also set up a series of meetings between YB Datuk Darell Leiking and key representatives from global companies. These closed door meetings discussed business opportunities in Malaysia and potential investment plans into the country, particularly in the



development of Industry 4.0 and advanced technologies.

The key highlight at WEF Davos 2020 was the bilateral meetings held with the various Ministerial counterparts from Switzerland, Turkey, Chile, Republic of Korea and South Africa. These meetings saw nations expressing their commitment to strengthen bilateral trade between their countries for mutually beneficial outcomes.

Additionally, notable news portals and publications such as CNBC, Bloomberg Asia, Astro Awani and Times Magazine that were present at WEF Davos 2020 took the opportunity to interview and gain more insights from the Minister.

Dato' Azman Mahmud, Chief Executive Officer of MIDA was also interviewed by Astro Awani at the event. The interview focused on MIDA's continuous efforts and commitment to entice more investments into Malaysia, especially in areas of new technologies related to Industry4WRD.

The WEF Davos 2020 was indeed an excellent highlight for Malaysia and MIDA.

# Synthetic Sapphire

## Leading Technological Developments



The first successfully produced synthetic gemstone was a ruby made in 1902 by Auguste Victor Louis Verneuil. The Verneuil Technique enabled the production of gemstones of high quality to be used for making of jewellery. Since then, the method has been expanded to other gems, with manufacturers utilising laboratory-synthesised sapphires for a variety of industrial and decorative purposes. These synthetic sapphires are used in optical lenses, semiconductors, light-emitting diodes (LEDs), artificial sapphire glass (e.g. mobile phone and television screens), medical devices, aerospace, lithium batteries and power storage components.



Its remarkable hardness drives the versatility of sapphires. Made from corundum and being a nine on the Mohs scale, sapphires are harder than topaz and triumphed only by diamonds. They are comparable to titanium carbide and are ten times stronger than stainless steel. Sapphires are also almost totally scratch and thermal shock resistant.

While natural sapphires have different appearance and quality depending on its place of origin, synthetic sapphires, scientifically known as crystalline alumina, are close to colourless. This is mainly due to the near absence of metal contamination during its formation process. The main ingredient of producing high-quality synthetic sapphires is high purity alumina (HPA).

With the increasing adoption of technological advancements, the global market demand for synthetic sapphires and HPA are also expected to grow year on year. Synthetic sapphire will lead to the future of technological growth. Recognising the potential of this industry, the Government, through the Malaysian Investment Development Authority (MIDA) has been promoting high purity alumina under the Promotion of Investment Act (PIA) 1986.

MIDA has approved one manufacturing project with investments of over RM1 billion in Tanjung Langsat, Johor to produce HPA using a proven and robust chemical process called hydrochloric acid leach or HCL. This process is cost-effective, reduces the impurities in the final product and is also environmentally friendly. The company is capable of producing HPA of the highest purity level at 99.99% (4N) purity.

Leveraging on targeted ecosystem approach, MIDA is intensifying its efforts to entice more players in this technologically advanced industry. Promotional and awareness programmes are continually put in place to achieve the end goal – making Malaysia the preferred destination for the manufacturing of synthetic sapphires and HPA.



# Virtual Reality and Augmented Reality in Tourism Industry



The two billion millennials, representing 25 per cent of the world's population, are re-defining consumerisation. Based on a market research company, Growth from Knowledge (GfK) study found that 59 per cent of 20 to 29 years old and 57 per cent of 30 to 39 years olds agreed with the statement that "experiences are more important than possessions". Millennials prefer to socialise in group engagement at a fraction of the cost instead of investing in personal highly expensive virtual reality applications such as Virtual Reality (VR) headsets and play stations. They are favourable to 'immersion rooms' that provide space and technology for a hyper-real, smooth journey into VR which cannot be achieved at home.

In catering to this evolving demand of millennials, businesses are already reviewing and transforming their product and service offerings through Augmented Reality (AR) and VR by emphasising on experiential offerings. Worldwide mall-based attractions are becoming the norm across America, Dubai, Europe and Asia, with experiential entertainment components surpassing the traditional boundaries between tourism, e-sports and entertainment industries.

In Malaysia, the Shopping Mall Association Malaysia (PPK) has acknowledged the potential of online platforms' performance

versus brick and mortar shops. With the growing trend of e-commerce and e-retailing, mall management and retailers aim to set themselves apart by embracing 'experience creation' that blends technology, interactivity, design, values and personalisation. By strategic utilisation of stories or concepts to connect with audiences, malls seek to stay relevant as top tourist pullers, more so in the excitement of Visit Malaysia Year 2020.

Experiential settings are being invented into "retailtainment" within mall spaces to draw visitors and tourists into VR, and AR themed parks and studios. The RIFT in Mid Valley Megamall and VAR LIVE in MyTown Shopping



Centre, Kuala Lumpur are claimed to be the largest hybrid theme parks to date in Malaysia. These attractions showcase the best of virtual and augmented reality technology for fun-filled experiences with over 20 high-technology games attractions each, ranging from thrill rides, free-roaming terminators, laser battles, historical and treasure gateway, motor racing, dodge ball, river ride, puzzled maze, hurricane trap, shooting competition, haunting cabins and vibrated wall climbing.

Location-based entertainment of VR theme parks and museums are also in the rise as seen at VR Labs and Future Land Fun in Bandar Sunway, The Void in Genting Highlands, Pahang as well as the Trick Art/Eye/3D museums in Central Market, I-City- Shah Alam, Lebuhraya Penang, Johor Bahru City Square, Melaka Megamall and WeGrow Global's pioneer project, Dinosaurs Encounter at the National Science Centre (PSN).

However, VR remains a very niche technology business with a high price barrier of entry due to the high cost of hardware necessary, such as powerful computers, sufficient space, quality sensors and VR helmets. Several Malaysian VR/AR pioneers have attested that particular hardware and content development are difficult to access. Thus, it is important to note that the highly selective offerings by VR entrepreneurs through the dedicated theme park and entertainment centres are dependent on the wave of global millennial tourists.

Apart from providing excellent growth opportunities for the tourism-retainment industry, the growing interest in VR and AR is also anticipated to create positive spillover effect for the education sector. Malaysian universities and technical colleges are looking to introduce dedicated courses to create unique VR/AR experiences and products.

Coding, games development and software engineering are some exciting education areas being explored and enhanced.

Additionally, VR/AR development studios and start-ups are also slowly leveraging Malaysia in technology investments. For example, local content developers, Putrajaya Media, have successfully crafted their own games content experiences and exported their offerings to Taiwan, Japan and China. As such, the Government, through the Malaysia Digital Economy Corporation (MDEC), has set up game incubators such as Level Up Inc. in Bangsar South and C03 Social Office in Puchong to offer budding enthusiasts and entrepreneurs to experiment hands-on with various VR and AR development kits.

Looking at how VR and AR have enhanced the tourism industry, the Malaysian Investment Development Authority (MIDA) continues to attract more local and foreign investors in this upcoming area. MIDA is assuming a bigger role in developing the ecosystem of the industry by driving VR and AR in the local entertainment and talent development (TVETs) scenes. Ultimately, this will be instrumental in attracting more tourist arrivals and receipts in Malaysia. Local talents, through education institutions or start-ups, can also go beyond Malaysia's entertainment industry and be a big hit in the regional tourism market.



# WeGrow Global: Reimagining Education, Entertainment and Tourism

WeGrow Global Sdn. Bhd. is a local and foreign joint venture company, focusing on content enrichment development in Education, Entertainment, and Tourism. With Malaysia positioning itself as the Industry 4.0 hub in South-East Asia and firm support of homegrown talents, WeGrow Global aspires to make headway in the industry.

WeGrow Global believes in meaningful and educational content to be the key values in any tourism activities. The company aims to integrate edutainment and tourism as a part of its smart tourism projects by using fun and interactive mobile applications. They have developed a smart presenter, an icon and expert guide, with multiple languages, feature to help tourists and families learn at their own pace. The smart presenter will complement the ability of local tour guides and help them focus on providing the best quality customer service. Through this, WeGrow Global hopes to enrich overall visitors' experience, creating an environment perfect for family bonding.

Tapping on the Visit Malaysia 2020 year, the company has adopted IR4.0 as the next standard for Malaysia tourism by introducing smart tourism and applying state-of-the-art technology such as Augmented Reality (AR), Virtual Reality (VR), Internet of Things (IoT) and Artificial Intelligence (AI). The company has been granted tax incentives by the Malaysian Investment Development Authority (MIDA) for their smart tourism undertakings



**Datin Paduka Halimah Abdullah**  
Chairman  
WeGrow Global

and is working closely with the Tourism Nexus of Malaysia Productivity Corporation (MPC) to drive smart tourism and content enrichment in Malaysia.

WeGrow Global's pioneer project, Dinosaur Encounter, is located at the National Science Centre (PSN). It brings to life prehistorical science in the form of edutainment utilising modern technology of AR and VR. Within the first two months of its opening in November 2019, over 100,000 visitors have enjoyed Dinosaur Encounter. Given its success, the company launched the Dino Jr Fan Club in December 2019 at the Melaka Bird Park. It is a continuation of the Dinosaur Encounter journey, as visitors are brought on a further exploration of the prehistorical world, creating more impact on the overall experience.



**WEGROW GLOBAL**



Witnessing Dinosaur Encounter and Dino Jr Fan Club capturing over 2 million reaches and impression within the Malaysia market over a span of a mere two months, WeGrow Global continues to grow stronger, attributing the success to its team of 40 locally born and bred employees. The company boasts of amazing local talents with various expertise. It believes in nurturing them by providing a platform to grow together with the company.

Looking to the future, WeGrow Global strives to create a new standard for tourism in Malaysia by growing locally and globally. The company is planning to invest in other potential tourist hotspots and initiate more edutainment content for the smart tourism industry, creating greater job opportunities for fellow Malaysian.



# Universiti Putra Malaysia: Taking the Lead in UAV Research and Development



Since its inception in 1996, the Department of Aerospace Engineering of Universiti Putra Malaysia (UPM) has been at the forefront of Malaysian research in the aerospace subject matter. The academic staff of the department has ample background and specialisations in all major fields of aerospace engineering: aerodynamics, propulsion, heat transfer, air- and space-craft systems and avionics, materials and structures, guidance and control, and vehicle design.

Unmanned aerial vehicles (UAVs, or UAS for systems) or commonly known as “drones” have seen prominence rise in modern society. Services and functions such as precision agriculture, surveillance, and delivery of goods and emergency supplies are increasingly dependent on UAVs due to their ease of use, speed and efficacy. Nevertheless, there is much room for improvement in terms of UAV design, power consumption, and operations.



To meet the present and future challenges in drone technologies, UPM Aerospace is taking an active role in UAV research.

The facilities available at the Department of Aerospace Engineering include dedicated laboratories to wind tunnel testing, propulsion and power systems, and material fabrication and structural testing. One key advantage in UPM Aerospace’s arsenal is the UAV flight-testing area and airstrip, located in the hills of Puchong, Selangor.

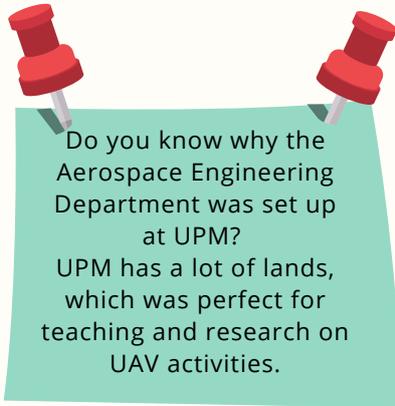
The Department of Aerospace Engineering in UPM has a long history of conducting world-class Unmanned Aerial Vehicle (UAV) projects. As we approach the year 2020, it is now close to 20 years since the Department first embarked on an adventurous journey to be a key player in the study, research, and commercialisation of UAV products and services. Over the years, other faculties in UPM such as the Faculty of Agriculture and Faculty of Forestry have also started their UAV programmes for their applications. As the world UAV/drone industry expanded exponentially, the Department of Aerospace UPM has managed to ride along with the same wave of success that other similar organisations around the world have capitalised.

UPM has been blessed with agricultural land in the past. Not many know the history of why the Department of Aerospace Engineering was placed in an agricultural-based space many years ago. In short, it was the vision of the government and the Prime Minister to enhance the nations advanced aerospace technology capabilities that led to the birth of the Department as published in the Malaysian Aerospace Blueprint 1997.





When a bold decision was made to be a world leader in UAV research and technology in early 2000, a site owned by UPM known as Ladang Puchong was identified as the strategic place to build an airstrip for UAVs. Shortly after the runway was commissioned, the Department of Civil Aviation (DCA), now known as the Civil Aviation Authority Malaysia (CAAM), was invited for an official UAV flight demonstration.



The rest was history, as CAAM acknowledged the site as an official venue for UAV flight testings in UPM. Since then, the Department of Aerospace has clocked thousands of hours for flight testing of all types of UAVs and drones – some were research vehicles built from fundamental research and grew to be prototypes which were later, successfully commercialised in 2008. Today, Ladang Puchong Flight Testing Area which we passionately acronym as LUFTA has seen the birth and death of many prototypes – all in the name of science.

### Ladang Puchong UAV Flight Testing Area (LUFTA)

#### FACTS

Distance from KL Convenient location	30km
Flight Testing Area @ Farm Flight Testing Area @ Farm + Forest	500 acres 4000 acres 150 m (Long) 6 m (Wide)
Field of View from Runway 360deg FOV flying zone	95% unobstructed
Flight Ceiling Based on request to CAAM	upon request



LUFTA Runway

The department is well-linked with national and multi-national companies, government agencies and international universities and research agencies. Previous and current projects include vertical take-off and landing (VTOL) UAV development, hybrid power systems, novel wing designs, high altitude turbines, and lighter-than-air platforms for heavy lift applications. Prior investment in UPM Aerospace projects totalled more than RM2 million to date, with many projects reaching patent and prototype status.

Word spread around a little over the last 20 years that UPM was active in UAV programmes. As a university, it has been blessed with a few opportunities to work with several national and international organisations in this field. UPM is keen to build a partnership with them that hopefully leads to a beneficial outcome – either in the development of products or services.

Some names of the honourable clients include King Abdul Aziz City for Science and Technology (KACST), King Saud University (KSU) in Saudi Arabia, and the Nigerian Air Force. The Department of Aerospace is also working together with a few local companies such as Aero Terra Malaysia Sdn. Bhd., and DRB-Hicom in areas of Unmanned Vehicles. Nonetheless, the department looks forward to serving more. UPM would like to welcome both local and international companies and institutions to approach them to collaborate on UAV projects. The Department also hope to meet customers expectations with their 20 years of UAV history at the university.

As a visible player in the arena, the Department has been presented with the award of a respectable amount of grants from various government agencies including from the university. The grants have enabled the Department of Aerospace to have a proper infrastructure, facilities and workforce to build and hire. After 20 years, the Department has matured and successfully embarked on few research projects to build various types of Unmanned Vehicles, such as long endurance fixed-wing UAVs, high-speed twin-jet turbine UAVs, high altitude unmanned balloon and multi-rotor drones. These vehicles are still operating in the Department today. A few of these projects have won numerous awards both in the local and international arena.





Apart from research and commercialisation, the Department also emphasised teaching the younger generation the art and science of engineering UAVs and drones. A course called Aerospace Integrated Design Project (AIDP) for example, is offered to the final year Bachelor of Aerospace Engineering students to encourage them to design and build drones from scratch in 14 weeks. We also encourage our staffs and students to participate in UAV/drone competitions, at the same time to showcase our capabilities and long history of UAV know-how. The last 20 years of running UAV programmes in

UPM have been a notable success, and we look forward to another 20 years of colourful history not just by ourselves but with our future partners and collaborators.

For more information on our Aerospace and UAV programmes, please visit [www.eng.upm.edu.my](http://www.eng.upm.edu.my). In addition, a dedicated website for Ladang Puchong Flight Testing Area (LUFTA) has also been set up and can be visited at <http://LUFTA.webnode.com>. We have included photos and videos of our previous and current UAV projects done in UPM on this website.

The infographic illustrates the capabilities of the Putra-HAU Hybrid Airship. It features two diagrams of the airship: the top one shows it in various flight modes (Vertical Take-off, Forward Flight, Mid-flight Braking, Vertical Landing) and the bottom one shows it in forward and backward flight without changing heading. A central text block describes the 'Axial-Coupling Vector Thruster Configuration' as a combination of Multicopter and Balloon concepts. To the right, four icons represent 'Quite Flight', 'Zero Emissions', 'Long Endurance', and 'Agile Maneuverability'. At the bottom, four circular images show the airship in use for 'Persistent Platform | Communication', 'Environmental Monitoring', and 'Safety | Remote Area'.

The banner features the logos of UPM (Universiti Putra Malaysia) and PUTRA space. The main text reads 'PUTRA-HAU Hybrid Airship UAV'. Below this, icons for a Multicopter and a Balloon are shown with a plus sign between them. On the right, a photograph shows the white hybrid airship in flight against a blue sky, with the UPM logo visible on its side.

# MIDA's Networking Event with the **European Chambers, Associations and Embassies**

The Malaysian Investment Development Authority (MIDA) kick-started the year 2020 with a networking event with the European (EU) chambers, associations and embassies on 14 January 2020 held at Impiana Hotel, Kuala Lumpur. Forty representatives from Austria, Belgium, Czech Republic, France, Italy, Ireland, Germany, Norway, United Kingdom, The Netherlands, Russia, Sweden, Switzerland and Spain representative offices in Malaysia attended the event. Dato' Abdul Majid Ahmad Khan, Chairman of MIDA graced the event and was participated by MIDA Management team members.

Dato' Azman Mahmud, Chief Executive Officer of MIDA, hailed the reception as a great success for MIDA team. "This get-together is an excellent chance for both sides to catch up on many areas, businesses, strengths, stories and opportunities in a more personal setting. This is also a way for MIDA to show appreciation to the friends from the EU chambers, association and embassies for their continuous support in venturing to increase investments into the country. The next networking event, which will be organised soon, will be with the chambers and associations from the Americas, Oceania and Asia Pacific region."





As of September 2019, MIDA has approved a total of 2,366 manufacturing projects with the participation from EU countries worth RM131.4 billion. These investments created 271,712 employment opportunities for the country.



For the first nine months of 2019 alone, a total of 34 manufacturing projects with EU's participation worth RM3.1 billion were approved, and this is expected to create 2,782 job opportunities.

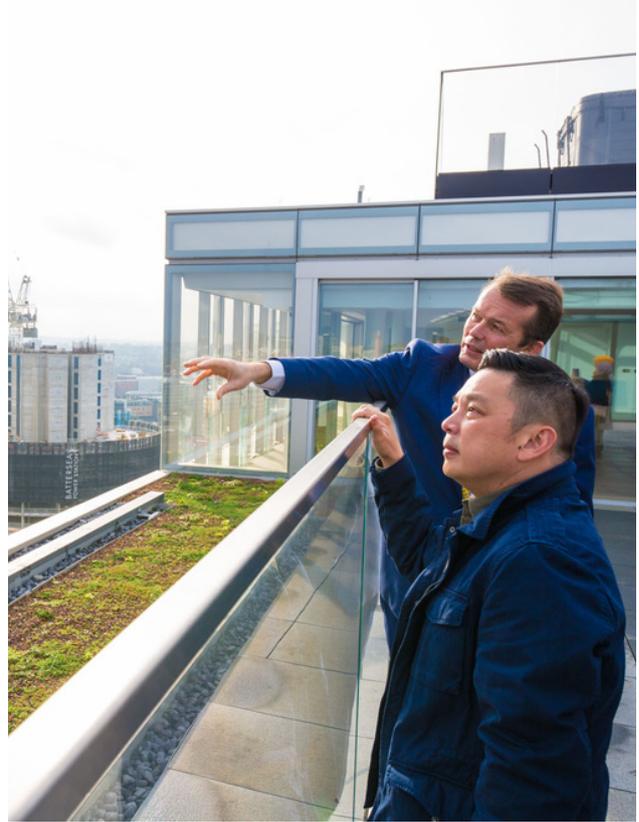


For 2020, MIDA will be organising a series of trade and investment missions (TIMs) and working visits to Spain, Switzerland, Germany, UK and France. Also, MIDA's TIMs for this year will cover other countries such as Japan, the Republic of Korea, China, India, New Zealand, Saudi Arabia, U.A.E and the USA.



## YB Datuk Darell Leiking's **Working Visit to London,** 26 & 27 January 2020

YB Datuk Darell Leiking, Minister of International Trade and Industry's (MITI) recent working visit comprised a private briefing at Asia House, bilateral meetings, luncheon meeting with United Kingdom (UK)-ASEAN Business Council (UKABC), bilateral meeting with The Right Honourable Elizabeth Truss, the UK's Secretary of State for International Trade and a briefing tour of Battersea.



## Highlights of January >>>



On 6 January 2020, MIDA's team led by Mr. S. Sivasuriyamorthy, Executive Director of Investment Promotion, visited the Dinosaur Encounter at National Science Center Kuala Lumpur. The theme park incorporates virtual reality by WeGrow Global Sdn. Bhd. a company that is exploring to undertake further investments in the tourism industry in Malaysia.



On 6 January 2020, MIDA's team led by Puan Khamilah Mohd Yusoff, Director of Food Technology and Resource-based Industries Division visited the Sydney Cake House (SCH) at Pulau Indah Selangor Halal Hub, Selangor.



On 7 January 2020, Mr. S. Sivasuriyamorthy, Executive Director of Investment Promotion shared his insights in a briefing session with the young officers at MIDA Headquarters.



The director of MIDA Frankfurt, Germany, Mr. Yusri Hasnan Chu made an official visit to Hessen Trade and Invest (HTAI) on 9 January 2020 at Wiesbaden Hesse, Germany to discuss future economic cooperations between the organisations.



TMs. Yusni Md. Yusop, Director of MIDA Penang made a briefing on MIDA's function and Principal Hub incentives to the Royal Customs officers, headed by Mr. Chong Yoon Heng, Deputy Director of Royal Customs Department, Penang on 9 January 2020.



On 9 January 2020, MIDA led by Ms. Daiana Mohd Zain, Senior Deputy Director of Transport Technology Division shared insights on investment opportunities as well as government facilitation and assistance during an MRO Seminar titled, Senai Airport Aviation Park: Your Next MRO Hub. About 30 participants attended the session, which consist of MRO players and representatives from Customs and agencies. The event was organised by the Senai Airport in collaboration with the Iskandar Regional Development Authority (IRDA).



The Domestic Investment and Supply Chain Coordination Division had a briefing session on 9 January 2020 with participants from the Excellence Success Academy Sdn. Bhd. Information shared during the session include the Shared Prosperity Vision 2030, investment facilities such as the Domestic Investment Strategic Fund, Accelerated Capital Allowance and Manufacturing License procedures.



On 10 January 2020, a total of 146 staff of MIDA received some contributions for their children's schooling, from MIDA Club, *Koperasi MIDA (KOMIDA)* and *Jawatankuasa Kerohanian, Kebajikan dan Sahsiah (JAKKAS)*. The total contribution amounted to RM73,500.00.



Mr. S. Sivasuriyamoorthy, Executive Director of Investment Promotion, made a presentation on *Spearheading Nation's Investment Agenda* to the officials of Alliance Bank Malaysia on 14 January 2020. The session was successfully attended by 100 participants.



On 14 January 2020, the Tertiary Market Immersion Programme (TMIP) participants had the opportunity to engage with MIDA officials, led by Ms. Wan Noraini Abdul Rahman, Deputy Director of Corporate Communications Division as part of their visit to Malaysia to further understand the business ecosystem in the country and the region.



MIDA Frankfurt, Germany and German Educare organised a briefing session to introduce a platform to link German companies and Malaysian students for industrial internship on 17 January 2020.



As part of MIDA's engagements with strategic partners, MIDA's team, led by Mr S. Sivasuriyamoorthy, Executive Director of Investment Promotion had a fruitful meeting with the high-level officials of Standard Chartered (SC) headed by Mr. Abrar Anwar, CEO of SC in Malaysia on investment promotion. The session was held on 20 January 2020,



On 21 January 2020, The Domestic Investment and Supply Chain Coordination Division held two video conference sessions with the MIDA State offices to support and collaborate in developing the MIDA Geographic Information System (GIS). This system to locate Industrial Estates (IE) in Malaysia is to be used as a promotional tool by MIDA officers in promoting industrial areas to potential investors.



On 22 January 2020, MIDA was pleased to host 44 students and lecturers from the Universiti Teknologi MARA (UITM) Samarahan, Sarawak.



The Food Technology and Resource-Based Industry team, led by Mr. Mohamad Ismail, Executive Director of Manufacturing Development (Resource) had a fruitful discussion with the Management of Farm Fresh, a locally owned dairy processing company in Pahang on Industry 4.0 initiatives. The visit to the company was held on 22 January 2020.



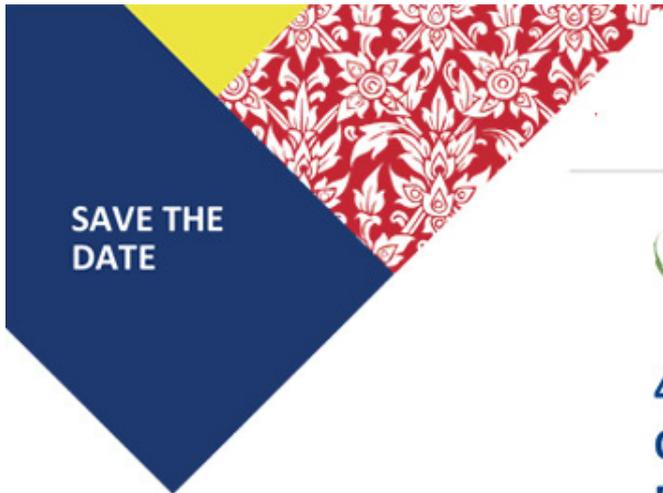
On 26 January 2020, MIDA's team, led by Mr S. Sivasuriyamoorthy, Executive Director of Investment Promotion visited MIMOS Malaysia to explore how best MIDA can further promote MIMOS' capabilities to potential high-technology companies and assist local industries in embracing industry4.0 technology.



MIDA met the National Institute of Occupational Safety and Health (NIOSH) Malaysia at HQ on 28 January 2020 to discuss on collaborative promotional programmes for near future.



MIDA had an interactive sharing session with 11 delegation members of United Nation Youth New Zealand at HQ on 31 January 2020. The visiting team aimed to gain first-hand insight on investments, trade, economics and globalisation in Malaysia and experience different Asian business cultures particularly of Malaysia.



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ON ASEAN ITALY  
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## RETAIL



Parkson in Malaysia, China, Vietnam & Indonesia

## PROPERTY DEVELOPMENT



Lion Industrial Park & Bandar Mahkota Cheras Township

## SERVICES



Secom Malaysia

## MINING



## STEEL



Steel Bars & Wire Rods

**Lion Group** has operations in Malaysia, China, Singapore, Indonesia, Vietnam, Hong Kong, Cambodia and USA.

**Parkson** is the Group's retail arm with a chain of about 100 department stores in Malaysia, China, Vietnam and Indonesia, carrying international, local and in-house brands. It also owns and manages 7 shopping malls in China and 1 in Vietnam.

In the **property** sector, the Group is involved in property development and management of various types of properties including townships, high-rise serviced suites, office towers, industrial parks, shopping malls and golf course.

The Group's **steel** companies manufacture hot-briquetted iron, direct reduced iron, billets, steel bars, wire rods, hot rolled coils and cold rolled coils and downstream steel products such as office furniture, industrial rackings and safes.

The Group is also carrying out **tin, silica** and **sand mining** in Kuala Langat in Selangor.

In the **services** sector, **Parkson Credit** offers consumer financing for purchase of motorcycles and household appliances, whilst **Secom Malaysia** provides total integrated security services for residential and commercial properties.



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## MIDA IN THE NEWS

- **MIDA approves RM3.1b manufacturing projects involving EU**

## MALAYSIA RANKING

- **Malaysia ranked world's 16th most peaceful country by Global Peace Index**
- **Malaysia jumps 10 spots in TI's Corruption Perceptions Index**

## ECONOMY NEWS

- **Malaysia can achieve 4.5% growth this year**
- **Macroeconomic stability drives Malaysia's economic growth**
- **SMEs main beneficiaries of US-China trade war**

## INDUSTRY NEWS

- **Powerwell plans to raise RM21.85mil on ACE Market**
- **Malaysian factories strut into 2020 with strong showing at close of 2019**
- **Rubber gloves could experience growing demand in 2020**
- **Firms enter 2020 on solid footing**
- **Combating pollution one motorbike at a time**
- **PMB Technology jumps on metallic silicon to unlock bigger opportunities**
- **Plywood makers may see rebound in exports to Japan**
- **DRB-Hicom inks two agreements to pursue automotive testing**
- **Malaysia, China collaborate to establish first next-gen vehicle hub in SE Asia**
- **Industrial sector seen to be 'promising': Knight Frank**
- **Top Glove plans to produce more nitrile gloves**
- **Semiconductor to maintain momentum on rising 5G demand**
- **Malaysian firm to set up region's first human tissue processing facility**
- **Perodua to Invest RM1.06 Billion This Year for Factory, Production Line Improvements**
- **Kedah attracts RM1.6 bil investment in green technology paper**
- **LEM establishes new production plant in Penang**
- **NAP to benefit local car companies**
- **VentureTECH expands investment portfolio into biotechnology**



## SERVICES NEWS

- **Bracing for the next digital wave**
- **A bountiful year for e-commerce**
- **KAB to acquire 30% in solar energy provider for RM2.1m**
- **Healthcare sector continues to be favoured**
- **Xinyi launches 31MWp rooftop solar PV system project**
- **HRDF approved nearly RM700m in financial assistance for training last year**
- **KPJ Healthcare to allocate RM200 mln-RM300 mln CAPEX in 2020**
- **Nextgreen extends MoU with Japanese firms to explore green tech partnership**
- **Malaysia ranked top destination for medical tourism**
- **Hyatt regency boost for KL Metropolis**
- **Islamic banking, technology to play big role in Malaysia's economy in 2020: Randstad**
- **Top five tech trends**
- **TM's 5G tech brings smart city features to Langkawi**
- **Green Technology Park in Pekan to kick-start operation in July**
- **Malaysia to champion 5G in Southeast Asia**
- **Technology and digital economy to drive FDI growth in Malaysia**
- **Tambun Indah inks MoU with Taiwan's Show Chwan to establish specialist hospital in Penang**
- **Bruce Lee-themed hotel to open in Penampang next year**

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**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](http://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  
 Second Page ..... RM1,000 per week/slot

**E-Newsletter**

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

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Video Walls ..... RM320 per month  
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<b>Banquet Hall</b> (230 pax)	Inclusive of: • Basic AV System	3,000	3,500
<b>Perdana + Banquet Hall</b>	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	7,500	9,000
F&B Packages*		G	P
<b>A</b>	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/pax	
<b>B</b>	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/pax	
<b>C</b>	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

Room Types		Rates (RM)	
		G	P
<b>Sigma/Gamma Room</b> (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	

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GST (0%)  
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\*F&B by MIDA's panel caterers

G = Government  
P = Private



Perdana Hall



PC Room



Boardroom



Japan Room

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

\*Exclusive of:  
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### ABOUT MIDA

The Malaysian Investment Development Authority (MIDA) is the Government's principal promotion agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967, MIDA is the first point of contact for investors who want to take advantages of Malaysia's vibrant economy, world-class infrastructure and business-friendly environment to set up their profit centre in Asia. For more information, visit [www.mida.gov.my](http://www.mida.gov.my) or email us at [investmalaysia@mida.gov.my](mailto:investmalaysia@mida.gov.my).

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