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MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

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

NEW LEADERSHIP AT THE HELM OF MIDA

CONGRATULATIONS

**Mr. Arham
Abdul Rahman**
New CEO
of MIDA



A Tribute to the Legacy:
MIDA Bids **Farewell to**
Dato' Azman as CEO,
Welcomes Mr. Arham
as New Head

People and Economic
Strategic Empowerment
Programme
(PEMERKASA)

Malaysia Steering
Towards **Autonomous**
Vehicle Technology



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A Tribute to the Legacy: MIDA Bids Farewell to Dato' Azman as CEO, Welcomes Mr. Arham as New Head

It was a solemn 31 March 2021 in MIDA Sentral as the Malaysian Investment Development Authority (MIDA) bade farewell to YBhg. Dato' Azman Mahmud, Chief Executive Officer (CEO) of MIDA. Dato' Azman, having spent 32 pivotal years in MIDA, was a well-regarded leader known for his drive to promote investments into Malaysia.

He has been instrumental in building Malaysia's business ecosystems, facilitating industrial development and promoting investments in line with the country's national investment aspirations. The ultimate objective is to position Malaysia as a preferred investment destination in the region and beyond given our country's strategic value propositions and potential business opportunities.

A Glimpse of Achievements

During Dato' Azman's leadership, MIDA has actively advised on, recommended and implemented policies, strategies and directions for Malaysia's manufacturing and services sectors. Working together will all levels of stakeholders including governmental counterparts, foreign and local business communities as well as academia and training partners,



MIDA has consistently achieved yearly investment targets of RM200 billion between 2014 to 2019.

Furthermore, MIDA has received several accolades in recognition of its contribution to the country's development. Notably, MIDA's excellence garnered the Top Investment Promotion Agency award in the Asia-Pacific National category by Site Selection magazine, a US-based international business publication, in 2015, 2016 and 2019.

The COVID-19 pandemic presented unanticipated challenges for MIDA; however, Dato' Azman at the helm, helped MIDA and the industry stakeholders navigate the uncertainties together with the Ministry of International Trade and Industry. MIDA was instrumental in the evaluation process during the initial Movement Control Order implementation and provided pertinent inputs for the drafting of

policies and strategies in the Government's plan to revive Malaysia's economy to ensure that the nation's industries remain sustainable and the livelihoods of people are protected. Dato' Azman has also led MIDA to actively re-engineering MIDA's business processes to keep up with innovative and agile ways of working in this age of digitisation. The increased efficiency of the various functions of the organisation will enhance core business activities and visibility as well as strengthen the strategic planning and policy advocacy capacity.

This was particularly crucial during the pandemic as MIDA remained resilient and responsive in providing advice and support to the existing and potential investors despite the international border closures and restrictions in movement and gathering imposed.



In 2020, MIDA successfully held over 500 online engagements with local and foreign stakeholders to update on the latest policy changes due to the pandemic through various online platforms and digital tools to ease investors and sustain confidence in Malaysia during the challenging time.

Moreover, on 23 March 2021, the Business Travellers' Centre in KLIA was launched as part of the One Stop Centre (OSC) initiative by MIDA to ease the movement of business travellers during the pandemic by expediting the approval of their entry into Malaysia, as Malaysia embarks on the path of revitalisation.

This Centre assumes a critical role in ensuring that Malaysia remains steady on the path of economic recovery and growth by enabling business travellers' movement to do their business in Malaysia during the pandemic.

Most recently on 26 March 2021, MIDA's InvestMalaysia Portal went live to the public. Serving as a single entry point for the stakeholders by offering 10 modules for online application submission, the portal focuses to transform MIDA's core business functions towards improved efficiency and productivity by embracing an integrated technology system to expedite the application and approval process and further allow companies to speed-up project implementation.



The Legacy Continues

Effective 1 April 2021, Mr. Arham Abdul Rahman, former Deputy CEO I of MIDA has stepped up to the role of the new CEO. He has an outstanding track record and highly distinguished career spanning over three decades with MIDA. He has served primarily in the foreign investment arm of the organisation, with years of service in Germany and the USA. His experience as a MIDA frontliner for attracting and facilitating foreign investments into the country, gives him the unique proposition to lead MIDA in the new norm.

With the appointment of Mr. Arham, the priority to ensure Malaysia is 'open for business' and investments remains intact. The newly appointed CEO is poised to lead MIDA towards further excellence. MIDA pledges its continual commitment to build dynamic and sustainable investment ecosystems, making Malaysia the pre-eminent preferred investment destination for both local and foreign businesses.

All MIDA Management and staff would like to express their sincere appreciation to Dato' Azman for his contributions and dedication to the organisation and the country. MIDA will continue Dato's Azman and his predecessors' legacies to ensure MIDA remains a world class Investment Promotion Agency to strengthen Malaysia's position as the pre-eminent preferred investment destination, under Mr. Arham's leadership.

People and Economic Strategic Empowerment Programme (PEMERKASA)

A year after the introduction of the Movement Control Order to contain the spread of the COVID-19 pandemic, Malaysia continues its path towards economic recovery. The country is now in the 5th stage or 'Revitalise' stage of the 6R Comprehensive Economic Recovery Plan (Resolve, Resilient, Restart, Recovery, Revitalise and Reform). The 'Revitalise' stage started with the launch of Budget 2021 initiatives and on 17 March 2021, YAB Prime Minister announced a further stimulus package named PEMERKASA worth RM20 billion to stimulate and jump-start the economy.

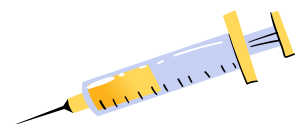


PEMERKASA will focus on 20 strategic initiatives to drive economic recovery, support businesses and provide targeted assistance to the rakyat and sectors that are still affected by the pandemic.

Below are some of the initiatives introduced to help sustain businesses and ensure industries continuity and support manufacturing and services companies move towards the adoption of digitalisation and automation.

COVID-19 pandemic mitigation

Among the initiatives introduced for containment of the impact of the COVID-19 pandemic are:



Increase of allocation from **RM3 billion** to **RM5 billion** for the national immunisation programme, to bring forth the target of herd immunity by **December 2021**.

Voluntary **Safe@Work** initiative under MITI to protect workers, minimise disruption at work and reduce COVID-19's impact on companies' productivity:

- Employers mandated to provide a conducive workplace and accommodation facilities for workers
- Companies allowed to continue to operate while close contacts of COVID-19 patients are placed in a 'safe work bubble' until all close contacts are certified as safe from COVID-19.
- Manufacturing and Manufacturing Related Services companies that complied with the Safe@Work audit are allowed additional tax deductions (maximum RM50,000) for expenditure incurred for rental of premises or hostels.



Spurring Economic Recovery

Stimulating the recovery of affected economic sectors through expediting the implementation of development projects, incentives for hiring workers, tax incentives for targeted sectors and micro-credit facilities.



Increase allocation to **RM5 billion** for Small Scale Projects (for Contractors Class G1 to G4) for year 2021

'Geran Khas Prihatin' or GKP 3.0



One-off Grant of **RM1,000** to micro enterprises and SMEs to re-open for business

Micro Credits



Additional **RM500 million** for micro credit facilities through programmes under BSN, TEKUN, MARA and SME Corp



Retaining Jobs

- Extend the scope of coverage of the incentive of hiring of workers (under the PenjanaKerjaya 2.0) under SOCSO to cover temporary and gig workers.
- Extend the Wage Subsidy Programme 3.0 for 3 months for targeted sectors, including tourism, wholesale and retail sectors and other businesses such as sports gymnasiums and spas, which were closed due to MCO.

To support the recovery of the tourism sector which was hard-hit by the pandemic, the Government will:

- Extend the **exemptions** of the Tourism Tax and Services Tax on Accommodation provided by hotel operators until **31 December 2021**
- Extend the **tax incentives** for tour companies to the year of assessment (YA) 2022
- Allow **deferral of monthly income tax installments** from 1 April-31 December 2021 for companies in the tourism industry and selected industries such as cinemas and spas
- **Exemption of entertainment duty** on entrance fees to entertainment venues
- Expand the scope of **special relief of up to RM1,000** from individual income tax, to include expenses for the purchase of tourism packages from tourism agents registered with MOTAC
- **Exemption from HRDF Levy** till June 2021 for companies in the affected tourism sector and retail sector



The Government will channel a one-off **Special Assistance Grant (Geran Bantuan Khas)** of **RM3,000** to more than 5,000 tourism agencies registered with MOTAC and one-off **RM600 cash** assistance to operators of homestay registered with MOTAC.

A special discount of **10 per cent on electricity bills** for hotels, theme parks, convention centres, shopping centres, local airline companies and tourism agencies will be extended to **30 June 2021**.



Strengthening the Nation's Competitiveness through Automation and Digitalisation

Various loan facilities and grants schemes are expanded to support industries and businesses, including SMEs, to adopt automation and digitalisation.

Bank Negara Malaysia



Increase of RM2 billion in the Targeted Relief and Recovery Facility and RM700 million in the Automation and Digitalisation Facility, to assist SMEs to obtain financing.

MIDF



RM200 million allocated for financing schemes for automation development, digitalisation and usage of green technology. Reduction of loan interest rate from 5 to 3 per cent for a period of 12 months, starting from 1 April 2021.

MITI/MIDA



- An additional RM50 million for the Smart Automation Grant under MIDA, to enable more SMEs and Mid-Tier Companies to elevate their operational efficiency.
- To support IR4.0 adoption, an allocation of RM50 million will be provided for the Industry4WRD programme under MITI.

SME Bank



Will provide loans totalling RM200 million to finance the purchase of machines with grant incentives of up to 20 per cent of the machine value.



Malaysia Steering Towards Autonomous Vehicle Technology

Malaysia aspires to be a regional leader in manufacturing, engineering and technology innovation. Towards this, the National Automotive Policy 2020 (NAP 2020) looks to enhance the automotive industry in Malaysia through research and development over new technologies, particularly in the areas of Next-Generation Vehicles (NxGV), Industrial Revolution 4.0 (IR 4.0) and Mobility-as-a-Service (MaaS).

For a vehicle to be classified as NxGV, it has to meet the definition of an Energy Efficient Vehicle (EEV) and be equipped with Intelligent Mobility applications with a minimum of level 3 automation (conditional automation) within the 6 levels of vehicle autonomy parameters. This means that the vehicle is only capable of self-driving under strict and ideal conditions. A human driver is still required to be behind the wheel and must take over the driving task if the ideal conditions could not be met in certain circumstances.

To spearhead the development of NxGV in Malaysia, the Ministry of Transport together with the Sepang Municipal Council has approved Malaysia's first public road as an autonomous vehicle (AV) testing route. Developed by Futurise under the National Regulatory Sandbox initiative, the Cyberjaya Malaysia Autonomous Vehicle (MyAV) Testing Route is a seven (7) kilometre testing route for AV.

The testing route will allow tech companies to test and validate the capabilities of their autonomous vehicle technology on Malaysia's public road under a set-up of 'real' traffic conditions, prior to them seeking approvals from local authorities and traffic regulators to implement the technology on private and commercial vehicles.

This initiative has been on-going since 2019 at the autonomous vehicle test bed (AVTB) to test the compatibility of various technologies with local infrastructure and environment, in the analysis of autonomous vehicles and design of NxGV parts and components. The Cyberjaya MyAV Testing Route is a progressive effort to further support the AVTB, potentially advancing the local technological innovation within the NxGV field.

This development is also a promising promotional tool for Malaysia to host technological companies seeking to test their autonomous vehicle technologies by leveraging on the MyAV Testing Route.

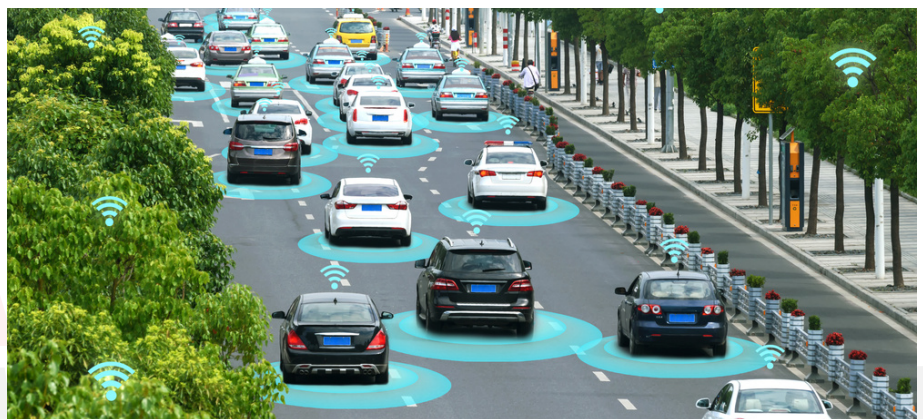
On the global front, Honda plans to mass-produce its first autonomous

car, the Honda Legend luxury sedan with level 3 automation in March next year.

The vehicle has been approved by the Japanese government to be used on the road in Japan. Global traffic regulators and drivers are anticipating the production of this model as it will be the world's first autonomous car that is approved and mass-produced.

Efforts in Malaysia include REKA, a local R&D tech company developing a self-driving Proton Perdana of level 3 automation in September 2016. In April 2020, Celcom demonstrated a self-driving Proton Exora using the autonomous system developed by MooVita and Ericsson, as part of the 5G Malaysia showcase and increasing the momentum of autonomous vehicle technology.

MIDA remains committed to render the necessary support and facilitation to local and international industry players towards the adoption of advanced technologies to raise the automotive industry to the next level.



Cyber Security in the Digital Transformation Age

Over the past several decades, the world economy has undergone dramatic structural transformation, stemming from rapid evolution and growing use of information and communication technologies (ICTs). Digitalisation, which is the process of leveraging ICTs to improve business processes and productivity, has created new trade opportunities for firms to sell more products to bigger markets, resulting in countries diversifying their export baskets.

The on-going COVID-19 pandemic has amplified the need for further understanding of digitalisation to cope with the heightened reliance on digital technologies. As the global community becomes more dependent on ICTs during this period of uncertainty, more emphasis is being placed on cyber security.

According to Help Net Security, Malware attacks increased by 358 per cent in 2020 as compared with 2019, while Netscout Threat Intelligence reported that there were roughly 26,000 attacks a day or 18 attacks per minute in 2020. Furthermore, the applications of emerging technologies such as the Internet of Things (IoT), machine learning, Artificial Intelligence (AI) and 5G have increased the sophistication and risks of cyber threats.



In Malaysia, digital services assume a central role in the economy. In 2019, the ICT sector grew by 7.1 per cent, accumulating RM289 billion, which accounts for 19.1 per cent of GDP. As the country moves towards becoming a developed economy, it needs to position itself as not only to adapt but also to innovate its technology to sustain economic growth.

Malaysia ranks as Southeast Asia's second most digital advanced country on Huawei's Global Connectivity Index. In some sectors, the country is a leader in the landscape. The EY Digital Survey, for instance, concluded in 2018 that Malaysia's banking sector is the most digitally evolved in ASEAN, ahead of peers in Hong Kong, China and Singapore. The COVID-19 pandemic has understandably accelerated the digital economy growth as millions of Malaysians go virtual for their e-Commerce, entertainment and even education needs.

To keep pace with the growing digital economy in Malaysia, the Government recently formulated MyDigital — the Malaysia Digital Economy Blueprint, which emphasises a whole-of-nation approach to digitalisation to complement the upcoming 12th Malaysia Plan (12MP) and the Shared Prosperity Vision 2030. This includes goals to improve digital literacy, creating high-income employment opportunities and increasing the accessibility of virtual educational and medical facilities in remote areas. It also serves as a digital transformation direction plan to drive businesses to compete globally by improving the expediency and efficiency of their operations.

To improve cyber security capabilities in Malaysia, initiatives are introduced to increase awareness of the



Global Accredited Cybersecurity Education (ACE) Certification Scheme. The scheme outlines the proficiencies of skilled cybersecurity professionals and reinforces the continuous development of these professionals in reducing cyber-related threats.

In addition, to address the exponential growth of digitalisation and cyber security in the country, the Government has launched the Malaysia Cyber Security Strategy (MCSS) 2020-2024 in October 2020 with an allocation of RM1.8 billion.

The MCSS outlines five strategic pillars to be the guiding principles to improve the country's cyber security management in the next five (5) years. The five (5) pillars are:

- to enhance the governance in the management of the country's cyber security;
- to strengthen the existing laws and regulations as well as enforcement;
- to empower world-class innovation and technology in cyber space R&D by local industries;
- to enhance the capacity and capabilities of the experts, besides promoting cyber security awareness in the community; and
- to strengthen international cooperation.

Despite the pandemic accelerating the need for digital adoption, future investment in digitalisation remains cautious, especially among SMEs with costs of technology often cited as one of the top barriers.

With this in mind, the Government continues to introduce packages to facilitate players in their digital transformation journey such as the Smart Automation Grant (SAG) initiative with an allocation of RM150 million under the National Economic Recovery Plan (PENJANA) and the People and Economic Strategic Empowerment Programme (PEMERKASA). Under this initiative, the SAG will be given on a matching basis (1:1) based on eligible expenditures, up to a maximum grant of RM1,000,000 per company. SMEs that make up 98 per cent of the overall establishment in Malaysia should leverage this facility to kick start their digitalisation journey which is more imperative now than ever, taking into account disruptive

challenges brought about by the pandemic.

Moving forward, MIDA will continue to work alongside other ministries/agencies such as MITI, MCMC and MDEC to further encourage digitalisation across the country as chartered in the Malaysia Digital Economy Blueprint and execution of other complementary policies; including the National Policy Framework for the Fourth Industrial Revolution and the New Services Sector Blueprint.

Continued cross collaboration between the public and private sector can drive the adoption of digital technologies and efficient cyber security practices, moving the country towards becoming a more inclusive, responsible and balanced developed nation.



Premium Thematic Industrial Parks for Global Growth

Chuping Valley Industrial Area (CVIA) and Kedah Rubber City (KRC)

Malaysia's robust and business-friendly government policies, as well as investor-friendly corporate tax rates, have thrust the nation as an ideal destination for innovation-based, knowledge-intensive investments. To further facilitate investment activities, the Malaysian Government also features thematic industrial parks to catalyse growth down the value chain of industries, creating a network of supporting industries and suppliers in the region, leading to a complete business ecosystem.

Two prime industrial parks located within the Northern Corridor Economic Region (NCER) are now ready to offer attractive amenities and opportunities to both local and foreign investors. These parks, the Kedah Rubber City (KRC) in Kedah and the Chuping Valley Industrial Area (CVIA) in Perlis boast of excellent infrastructure such as road connectivity, airports, seaports and inland ports. The NCER holds an established ecosystem, with existing public-private partnerships and facilities that continue to attract strategic investment partners.

KRC and CVIA are poised for pivotal roles in strengthening regional cooperation in the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) platform. The presence of anchor investors will enhance the ecosystem, establishing an efficient supply chain and integrated logistics solution as well as complement the parks' core clusters. Through this, investors can take further advantage of the network of surrounding industries, relevant supporting functions and institutions of higher learning.

Chuping Valley Industrial Area (CVIA)

CVIA in Perlis was envisioned to support Malaysia's sustainable development and environmental agenda through viable projects with technology as the key enabler. With a total acreage of approximately 2,400 acres, the park offers prime industrial land and opportunities for investors through its targeted clusters, which include renewable energy generation, green manufacturing (automotive industry, building materials, electrical and electronics) and halal manufacturing (pharmaceutical, nutraceutical, food and beverage).

Amidst the on-going pandemic, CVIA keeps its focus on quality investors to embrace the potential development of Chuping and its surrounding areas with various commercial activities within the high-growth and high-value sectors. Phase One of the CVIA development, spanning over 440 acres is in full swing and is slated to be completed by Q2 2022. To date, CVIA has attracted potential investments of over RM5.2 billion which would create nearly 4,000 job opportunities from both local and foreign companies operating in key sectors including medical devices, electrical and electronics, education, and smart agriculture.



Kedah Rubber City (KRC)

Spanning nearly 1,250 acres, Malaysia's first dedicated rubber industrial park, KRC will be a major driving force that focuses on downstream and specialised rubber activities, including R&D. The development of 60 acres of land under Phase One is now ready with basic infrastructure to receive domestic and foreign investments. Notable investors, such as Hong Seng Industries Sdn Bhd (HSI), a wholly-owned subsidiary of Hong Seng Consolidated Bhd (HSCB), has already made its move into this thematic industrial park. Aside from HSI, an additional three (3) companies have committed and commenced the setting up of their operations in KRC to take advantage of the booming rubber gloves market amidst the COVID-19 pandemic. To date, KRC has attracted potential investments of over RM2.2 billion and created over 4,000 jobs from local rubber industry players who have committed to be part of KRC when operations start in Q1, 2022.



SKILLING AND UPSKILLING THE TALENT ECOSYSTEM IN NCER



JomKerja@NCER was rolled out as a fast-track programme to address affected target groups and stimulate the economy post COVID-19. This programme supports companies and businesses that are exploring to employ human resources, investing and expanding in NCER via human capital incentives and access to a varied talent pool comprising fresh graduates, youths, female personnel and retrenched workers to meet their operational needs.



Successful engagement with Jabil Circuit Sdn. Bhd. and Inari Amertron Berhad, key players in the electrical and electronics industry in NCER, recruited close to 2,000 job seekers in a strategic collaboration with NCIA via the JomKerja@NCER programme.

To further explore opportunities in CVIA and KRC and for more information, please contact:

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MIDA and UMW Enter into Strategic Partnership to Support Quality Investments in Malaysia

A Memorandum of Understanding (MOU) was inked between the Malaysian Investment Development Authority (MIDA) and UMW Corporation Sdn. Bhd., a wholly-owned subsidiary of the UMW Group, to further drive high-value quality investments into the country.

The two parties will capitalise on each other's capabilities and strengths to explore potential key areas of collaboration to attract investments that would create value to the nation's economy. These include mobility, aerospace, machinery and equipment, manufacturing and engineering, talent training, research and development as well as industrial land development. The MOU will be a stepping stone to accelerate innovative and high-value industry stakeholders, including the UMW Group, to seize opportunities arising from the technology revolution in the new norm.

Dato' Azman reiterated, "As a vibrant industrialising and services-oriented nation, Malaysia has geared into the next level of development as our economy becomes more diversified to cater to new growth areas.

Malaysia's investment landscape will likely remain challenging in the backdrop of the pandemic, and this timely collaboration with UMW will facilitate our nation's industrial ecosystem with the much needed infrastructure and new technologies. MIDA trusts that through UMW's vast industry expertise and network, our local players and technology providers could benefit in the global supply chain network."

In 2020, Malaysia recorded RM164 billion in approved investments through 4,599 projects in the manufacturing, services and primary sectors. These investments are expected to create 114,673 new jobs once implemented. MIDA has also identified high-profile foreign investment projects, including Fortune 500 companies in the manufacturing and services sectors, as negotiations are on-going with companies from various sectors such as automotive, chemical, and advanced electronics to make Malaysia their high-value manufacturing, services and global supply chain hub.



MIDA Bridges Malaysian Fintech Start-Up and UK Investment Firm

The Malaysian Investment Development Authority (MIDA) through its dedicated unit, the Domestic Investment Coordination Platform (DICP), in facilitating local SMEs to develop further, has enabled a Malaysian financial technology (Fintech) start-up, Neurogene Sdn. Bhd. to seal an acquisition deal with Hadigy Limited, an investment holding company based in the UK.

The signing ceremony between Mr. Owen Chen Chee Onn, Chief Executive Officer (CEO) of Neurogene Sdn. Bhd. and Mr. Hari Iyer, Executive Director of Hadigy Limited was held virtually between Kuala Lumpur and London, witnessed by the CEO of MIDA, Dato' Azman Mahmud at MIDA HQ.

"Among the major challenges for SMEs and start-ups to scale up is the limited access to funding. MIDA has taken a proactive approach through DICP in supporting local companies, SMEs and start-ups in addressing the funding gap. The presence of foreign funders such as Hadigy Limited in this space would certainly help in accelerating the adoption of technology and stimulate the growth of fintech services in Malaysia," said Dato' Azman Mahmud.

In the wake of the COVID-19 pandemic, the local technology segments of e-commerce, fintech and medical technology would be able to entice foreign equity or venture capital investments. These sectors, which provide remote solutions by minimising and eliminating physical contacts, have emerged stronger, driven by the renewed demands from industry users in observing the SOPs of COVID-19 as recommended by the World Health Organisation (WHO).

In line with the national investment aspiration to increase economic complexity and build Malaysian conglomerates, the Government, through MIDA and its DICP unit seeks to connect Malaysian start-ups with international venture capital firms. The unit will facilitate a sustainable growth path and a vibrant ecosystem for high-profile start-ups to thrive and flourish.



Highlights of March >>>



Briefing: One Stop Centre for Business Travellers

On 2 March, Mr. Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion, MIDA briefed the American Malaysian Chamber of Commerce (AMCHAM) on MIDA's One Stop Centre (OSC) for Business Travellers initiative during the 'Welcoming Investors, Keeping You Safe' webinar. He highlighted on the process flow of both short-term and long-term business travellers for entry permission into Malaysia.



Mr. Mohd Riduan Abd Rahman, Director of MIDA Tokyo was invited as a panellist at the Shinkin Global Summit webinar on 4 March 2021 to share on the investment opportunities in Malaysia. He highlighted the strong presence of prominent Japanese companies in Malaysia and the domestic small and medium-sized enterprises' (SMEs) significant role in the industry ecosystem.



On 5 March 2021, Mr. Yusri Jamal, Senior Deputy Director of the Transport Division, MIDA, presented at the Italy-Malaysia Aerospace Forum on opportunities and Government facilitation in the aerospace sector in Malaysia. The session was organised by the Italy Malaysia Business Association (IMBA).



On 5 March 2021, MIDA, represented by Mr. Mohd Riduan Abd Rahman, Director of MIDA Tokyo, participated as a panellist at the Hyper Interdisciplinary Hybrid Startups Conference, organised by Leave a Nest. Among the panellists were Mr. Zulfiqar Zainuddin, Managing Director from IIB Ventures Sdn. Bhd., Mr. Kamarul A. Muhamed, CEO of Aerodyne Group and Mr. Akira Itoh, CEO of Aerodyne Japan KK.

Highlights of March >>>



Mr. Roswaidin Mohd Zain, Director of MIDA Mumbai participated in a virtual Digi Expo 2021 organised by Crescendo. He delivered a presentation on business potentials in Malaysia and shared his insight on doing business and investment approvals in the country.



On 9 March 2021, the President and Directors of the Malaysian Friendship & Trade Centre, Taipei and Ms. Syakella Zakaria, Director of MIDA Taipei organised a networking dinner with Dr. Pei-Zen Chang, Executive Vice President of ITRI and some major Taiwanese companies.



On 10 March 2021, Dato' Azman Mahmud, CEO of MIDA together with Dato' Indera Khairul Dzaimiee Daud, Director General of Immigration Malaysia visited the Business Travellers Center (BTC) at the Kuala Lumpur International Airport (KLIA). The centre will serve to facilitate the short term business travellers under MIDA's One Stop Centre (OSC) initiative.



Mr. Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion, MIDA had the privilege to brief the UBS clients from various local and foreign institutions on 11 March 2021. The virtual session with the theme of 'Malaysia Remains Steadfast to Accelerate Quality Investments' was attended by 20 participants.

Highlights of March >>>



Mr. Abd Mukti Abu Bakar, Director of MIDA Dubai participated as a panellist in the Malaysia-Estonia Webinar: Trade and Business Opportunities, on 11 March 2021. The Webinar, co-organised by Estonia and Malaysia Implementing Agencies at Expo 2020 Dubai, aimed to explore trade and investment opportunities from both countries. The session, also attended by Mr. Daniel Erik Schaer, Commissioner General of Estonia Pavillion and Dr. Nor Azlina Ariffin, Head of Main Secretariat for Malaysia's Participation in Expo 2020, registered a total of 102 participants from both countries, Malaysia and Estonia.



On 12 March 2021, Mr. Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion, MIDA briefed and guided over 30 British Malaysian Chamber of Commerce (BMCC) members on One-Stop-Centre (OSC) for Business Travellers. The engagement focused on the procedures for long and short term business travellers as well as the facilitation provided at the Business Travel Centre (BTC), Kuala Lumpur International Airport (KLIA).



On 12 Mar 2021, MIDA, led by Mr. Ahmad Khairuddin Abdul Rahim, DCEO II had a virtual meeting with FELDA. The discussion focused on Circular Bioeconomy (Biomass) and facilitating key downstream activities in maintaining business resiliency and sustainable revenue streams in the country.



On 12 March 21, Mr. Arham Abdul Rahman, DCEO I received a courtesy visit from Lam Research to update on the development of its facility in Batu Kawan. The company is a global supplier of wafer fabrication equipment for the semiconductor industry. The commercialisation of its operations is expected to start by May 2021.

Highlights of March >>>



Ms. Norhaliza Mohammed Nordin, Deputy Director of Chemical and Advanced Material Division, MIDA participated as a speaker in the IMM Week 2021, organised by the Institute of Materials Malaysia which was held from 15 to 17 March 2021. The programme was aimed to share the latest information on investment opportunities in the plastic and rubber industries in Malaysia. The virtual webinar received positive feedback from 296 participants.



Mr. Vinothan Tulinathzan, Deputy Director of Chemical and Advanced Materials Division, MIDA participated in the 'Business Excellence – Productivity Talk' webinar organised by Malaysia Productivity Corporation (MPC) on 16 March 2021. He briefed the participants on the Industry 4WRD facilitation support, including Smart Automation Grant (SAG) and Automation Capital Allowance (Automation CA).



Dato' Sri Norazman Ayob, Deputy Secretary General (Industry), Ministry of International Trade and Industry (MITI), Mr. Jarrod Lim, CEO of MSI, Mr. Lee Meng Tat, Director of MITI Pahang and Ms. Noraisyah Nordin, Director of MIDA Pahang visited Alliance Steel (M) Sdn. Bhd. at Malaysia-China Kuantan Industrial Park (MCKIP) on 17 March 2021. The company's expansion project will contribute to a potential investment of RM5 billion and create 3,000 job opportunities.



On 19 March 2021, Mr. Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion, MIDA briefed EU-Malaysia Chamber of Commerce and Industry (EUROCHAM) on One-Stop-Centre (OSC) for Business Travellers.

Highlights of March >>>



MIDA, led by Dato' Azman Mahmud, CEO and accompanied by Mr. Arham Abdul Rahman, DCEO I and Mr. Wong Tiang Sing, Director of MIDA Sabah attended a Luncheon talk with Business/SME Associations. The event registered a total of 40 participants from Sabah Economic Advisory Council (SEAC), FMM SABAH, FSI Sabah, SME Association Sabah, Dewan Usahawan Melayu Sabah (DEUMESA) and KK Chinese Chamber of Commerce and Industry (KKCCI).



On 22 March 2021, YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI) together with senior officials from MITI, MIDA and agencies paid a courtesy call to the Chief Minister of Sabah. MIDA was represented by the CEO, Dato' Azman Mahmud.



On 23 March 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO II of MIDA was invited as a panellist at an Investment Webinar Series entitled Business As [Un]Usual. The programme emphasised on the opportunities of investing in Malaysia, particularly Negeri Sembilan. Mr. Ahmad Khairuddin highlighted on Malaysia's position and the potentials of Negeri Sembilan to attract investments. The session which was moderated by Tan Sri Wahid Omar, received an overwhelming number of 672 participants. Other panellists include the Malaysian Communications and Multimedia Commission (MCMC), Sime Darby and the Federation of Malaysian Manufacturers (FMM).



23 March 2021, Ms. Syakella Zakaria, Director of MIDA Taipei briefed the Environmental Protection Administration, of R.O.C.(Taiwan) on opportunities in Malaysia's Waste Management Industry during an environment training programme organised by the Department.

Highlights of March >>>



MIDA successfully organised a virtual Outreach Programme with Malaysia Healthcare Travel Council (MHTC) on 24 March 2021. The participants at the webinar were briefed on available Government support, including Domestic Investment Strategic Fund (DISF) for Private Healthcare Facilities by Ms. Lim Bee Vian, Executive Director Services Development and Ms. Wahida Abdul Rahman, Director Healthcare, Education and Hospitality Division.



On 24 March 2021, MIDA led by the Chairman, Dato' Abdul Majid Ahmad Khan, had a constructive discussion session with the members of the China Enterprises Chamber of Commerce in Malaysia at MIDA HQ in Kuala Lumpur. The meeting focused on appraising the progress of China's investment in Malaysia.



On 26 March 2021, MIDA, represented by Ms. Roeslina Abbas, Senior Executive Director of Strategic Planning and Development (Manufacturing and Services) participated in the SME 100 Awards Dinner to recognise the top performing Malaysian SMEs. MIDA was pleased to be the Supporting Partner of the successful event.

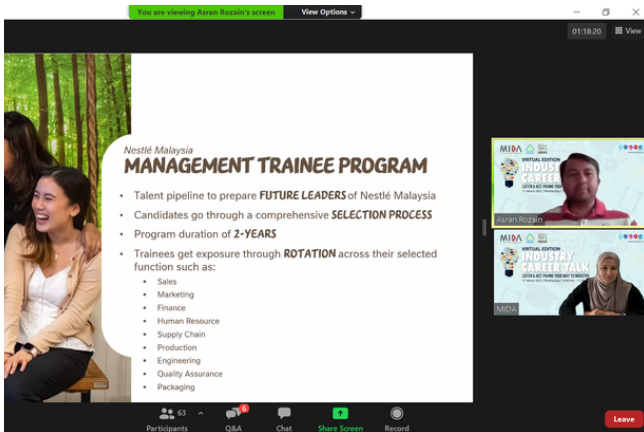


Ms. Wan Hashimah Wan Salleh, Director of the Green Technology Division and Mr. Ruzlisham Mat Diah, Deputy Director of Green Technology Division were invited to be the speakers for 'Virtual Investment Seminar: Government's Facilitation on Green Technology Industry' which was held on 25 to 26 March 2021 in Sabah. Panellist include Mr. Thomas Logijin, Permanent Secretary, Ministry of Industrial Development (MID Sabah), Y.Bhg. Datuk Madiyem Layapan, Chief Executive Officer (CEO), Invest Sabah Berhad and Mr. Wong Tiang Sing, Director, MIDA Sabah. Aimed to provide insights on the national green agenda, green initiatives and investment policies to encourage the deployment of green technology projects/services in Malaysia, the webinar attracted over 100 participants from business companies, industries, associations and stakeholders in Sabah.

Highlights of March >>>



Dato' Azman Mahdmud, CEO of MIDA was privileged to meet H.E Ambassador Dag Juhlin-Dannfelt, Ambassador of Sweden to Malaysia. The meeting on 30 March 2021 discussed on both nations' collaborative engagements in trade and investment through the Sweden's start-ups in cybersecurity, fintech and digital health.



On 31 March 2021, MIDA, led by Ms. Azrina Hashim, Senior Deputy Director of Industry Talent Management and Expatriate Division organised an Industry Career Talk with Nestle Manufacturing (Malaysia) Sdn. Bhd.. The programme forms a platform for participants to gain knowledge and insight into the food manufacturing sector as well as job opportunities. The career talk received encouraging response through its Q&A session by 68 participants among fresh graduates and students. The Management Trainee Talent Pipeline Programme for Nestle's future leaders attracted strong interest.

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- [MIDA eyes quality investments](#)
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- [MIDA's InvestMalaysia Portal goes live](#)

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- [Investor sentiment towards Malaysia still strong despite pandemic, says PM Muhyiddin](#)
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- [MITI to table working paper on 'Safe at Work' to MKN, MOH soon](#)
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- [MITI: Malaysia to ratify RCEP by year-end](#)
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- [SK Nexilis to set up copper foil manufacturing plant in Sabah](#)
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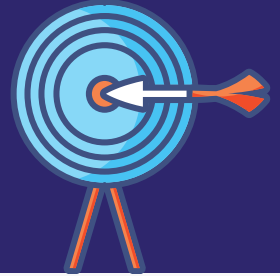
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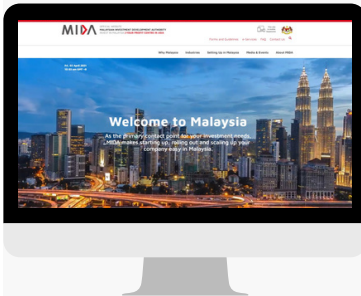
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OUR COMMUNICATION TOOLS

MIDA'S WEBSITE



With more than 70,000 average visits per month, our website provides useful and relevant information, which serves as a reference for potential investors in doing business in Malaysia

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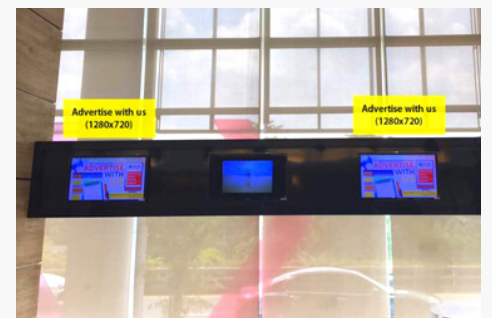


With more than 70,000 registered subscribers and growing, our monthly English e-Newsletter contains the latest industry and services updates as well as activities held throughout the month

DIGITAL SIGNAGES



One of our video wall at MIDA lobby



Some of our LCD TVs at MIDA lobby

Our digital signages are situated within our HQ building. Located in the heart of Kuala Lumpur, MIDA's headquarters sees hundreds of visitors through its lobby every day.

OUR ADVERTISING RATES

MIDA'S WEBSITE

HomepageRM 1,500.00 per week

E-NEWSLETTER

Full pageRM 6,000.00 per issue

Half pageRM 3,000.00 per issue

Quarter page...RM 2,000.00 per issue

DIGITAL SIGNAGES

Video wallRM 6,000.00 per month

LCD TVRM 3,000.00 per month



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HALL

RATES

HALL TYPES		GOVERNMENT	PRIVATE
Perdana Hall (230 pax)	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	RM 5,000	RM 6,000
Banquet Hall (230 pax)	Inclusive of: • Basic AV System	RM 3,000	RM 3,500
Perdana + Banquet Hall	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	RM 7,500	RM 9,000
F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi- Tea	From RM 100 / pax	
B	Inclusive of: • Refreshment • Tea Break • Hi- Tea	From RM 80 / pax	
C	Inclusive of: • Refreshment • Tea Break/Hi- Tea	From RM 50 / pax	

MEETING ROOM

RATES

ROOM TYPES		GOVERNMENT	P
Board Room (30 pax)	Inclusive of: • VIP Holding Room • VIP Lounge • AV System	RM 2,000	RM 2,500
USA Room (25 pax)	Inclusive of: • Basic AV System	RM 1,500	RM 1,850
Japan Room (50 pax)	Inclusive of: • Basic AV System	RM 1,500	RM 1,850
F&B PACKAGES		GOVERNMENT	P
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi- Tea	From RM 100 / pax	
B	Inclusive of: • Refreshment • Tea Break • Hi- Tea	From RM 80 / pax	
C	Inclusive of: • Refreshment • Tea Break/Hi- Tea	From RM 50 / pax	

TRAINING ROOM

RATES

ROOM TYPES		GOVERNMENT	PRIVATE
Sigma/ Gamma Room (40 pax)	Inclusive of: • Basic AV System • 1 Flipchart • 2 Mahjong Paper • 2 Marker Pens	RM 850	RM 950
F&B PACKAGES		GOVERNMENT	PRIVATE
Inclusive of: • Refreshment • Lunch • Tea Break		RM 60 / pax	

***All rates are exclusive of:**

- SST (6%)
- Service Staff, linen, dome, logistic (RM 200)

***F&B by MIDA's panel caterers**

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ABOUT MIDA

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

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

Malaysian Investment Development Authority

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