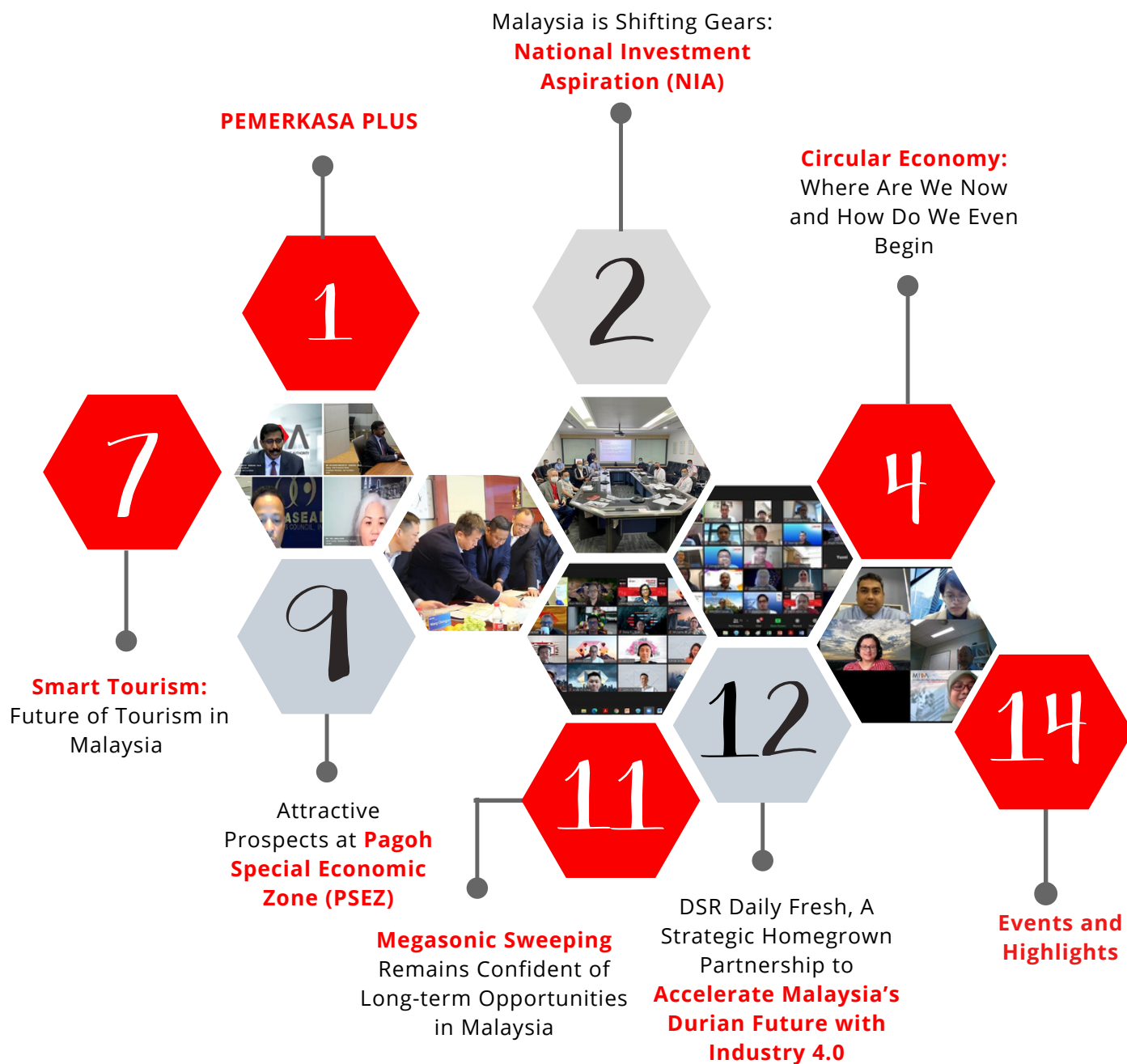




May  
2021  
Issue

## PEMERKASA PLUS TO MITIGATE ECONOMIC IMPACT DUE TO FMCO





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## PEMERKASA PLUS

- The Government has announced various assistance packages and economic stimulus amounting to RM340 billion that have benefitted more than 20 million households and over 2 million businesses.
- On 31 May 2021, the Government has rolled out a huge RM40 billion financial aid package, known as PEMERKASA Plus (PEMERKASA+) to assist affected Malaysians and tackle the economic impact following the Full MCO (FMCO) beginning 1 June 2021.
- The three (3) main goals of the PEMERKASA+ measures are:
  - 1) Enhancing Public Health Capacity;
  - 2) Continuing the 'Prihatin Rakyat' Agenda; and
  - 3) Supporting the Business Continuity

### Selected measures from the PEMERKASA+

#### MARA PRIHATIN Peace of Mind

30% discount on the rental of business premises for the months of May to July 2021 for MARA entrepreneurs affected by the economic downturn

#### Extension of Wage Subsidy Programme

- RM1.5 billion
- Extension of 1 month for all affected economic sectors



#### Exemption of Levy of Human Resource Development Fund

- Exemption of 1 month (June 2021)



#### Special Prihatin Grant (Geran Khas Prihatin)

- For micro, small and medium enterprises
- Increase of quantum: RM1,000 to RM1,500
- Amount channeled: June 2021 – RM1,000; July 2021 - RM500

#### Micro Credit Financing

- Financing institutions: BSN, TEKUN, MARA, SME Corp and YaPEIM
- Financing rate as low as 3%
- RM1.5 billion



#### Additional allocation for affected SMEs - Targeted Relief and Recovery Facility

- RM5 billion to RM7 billion
- Loan rate as low as 3.5%

#### Supports Sustainability Business (One-Off Special Assistance RM500)

- One-off aid of RM500 for taxi, rental car, e-hailing, school bus & tour bus drivers, as well as tour guides
- RM68 million

#### Appeal of Imposition and Deferment Arrears of Tax Penalties by Inland Revenue Board (IRB)

- IRB to consider postponing penalties to year 2022

#### Late Payment Exemption Business License Renewal

- Until December 31, 2021 for Micro SMEs, sole proprietorships & partnerships

#### Improvisation of the Act 829 to help individuals and affected businesses

- Until 31 December 2021



#### Extension of electricity bill discounts to affected sectors

- Hoteliers, tourist agencies, shopping malls, convention centres, theme parks, local airlines can receive 10% electricity discounts for additional three months from July to September

#### Special tax deductions for building and business space owners who offer at least 30% rental discounts for six more months

- Until 31 December 2021

#### The Home Ownership Campaign (HOC), which ended May 31, has been extended

- Until 31 December 2021

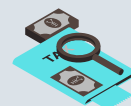


#### The Sales and Services Tax (SST) exemption for imported passenger vehicles is extended

- Until 31 December 2021



#### Exemption on tourist tax and service tax for hotel operators is extended until 31 Dec 2021





# Malaysia is Shifting Gears: National Investment Aspirations (NIA)

The slithering surge of COVID-19 and uncertainties arising from the commodity shocks have certainly impacted Malaysia's inching growth towards a projected GDP of 6 to 7.5 per cent in 2021. The World Bank is confident that Malaysia will be able to achieve high-income economic status provided it shifts gear; addressing economic issues which includes investment and trade policies. The geopolitical shifts and the emergence of disruptive technologies require a foundation for policy coherence now more than ever to ensure institutional synergies.

Malaysia is cognisant of these changes and challenges, and is addressing them through bold investment reforms.

While Malaysia's investment strategies were always underpinned by the Malaysia Plans and Industrial Master Plans, there is a need to pursue cohesive investment policies and streamline mandates of all Investment Promotion Agencies. The goal is simple; to attract quality and strategic investment, reduce dependency on unskilled labour and spur technology transfer.

The National Investment Aspiration (NIA), a forward-looking growth framework, received nods of approval from the Malaysian Cabinet on 21 April 2021 to serve as a basis for comprehensive reforms of Malaysia's investment policies. The NIA is guided by Malaysia's Shared Prosperity Vision (SPV) 2030 and will focus on coherence and cohesiveness

to be reflected across all national policies related to investment. Through the NIA, the Ministry of International Trade and Industry (MITI) together with MIDA and its other agencies will spearhead national-level efforts to review any investment-related policies and restructure the nation's investment strategies.

A National Investment Council chaired by the Hon. Prime Minister will be established as a measure to improve the existing institutional setup. The Council which includes stakeholders from relevant Ministries, Agencies, GLCs and GLICs will be responsible for the formulation of major investment-related policies and resolution of key implementation issues.







While these investment strategies are not new, the element of cohesiveness and synergy in its building blocks shines a new light on the NIA framework. The 5 core overarching goals for this framework is to increase economic complexity, create high-value jobs, extend domestic linkages, develop new and existing clusters and improve inclusivity.

These goals together with fundamentals of Environmental, Social and Governance (ESG) will be embedded into key national

plans such as the Economic Recovery Plan, 12th Malaysia Plan (2021-2025) and the New Industrial Master Plan (2021-2030).

The NIA is expected to propel long term growth for Malaysia through the flow of sustainable quality investment in new and complex growth areas.

Given its decades of investment promotion and facilitation track record, MIDA will be assuming a more prominent role in this initiative as part of institutional reforms and in line with the NIA mandate for better policy coherence.

MIDA, as the coordinating central investment promotion agency and a one-stop centre for potential investments, looks forward to working collaboratively with the relevant investment promotion agencies to harness the competitive strengths of each and every state within Malaysia.

Through these collective efforts, Malaysia is poised to increase its competitiveness gaining investors' confidence and ultimately becoming the epicentre for economic and business activities in the region.

# Circular Economy: Where Are We Now and How Do We Even Begin

Malaysia is one of the top producers of fossil fuel plastic product, with the sales turnover of RM48.46 billion and RM13.3 billion export in the year 2020 (Malaysian Plastics Manufacturers Association Annual Report 2020). In view of how significant we are in benefitting economically versus how much we consume, are we doing enough to address the challenges that come along?

The recycling rate in Malaysia was at 28.1% in 2019 and was predicted to achieve 40% in 2025. However, not all plastic products can be recycled. Some of it is disregarded by the waste collectors because of various factors such as hazardous or economic reasons. The Malaysian Government and NGOs have launched several awareness campaigns and have established the 'Malaysia's Roadmap Towards Zero-Single Use Plastics 2018-2030'.

The vision of the Roadmap is to take a phased, evidence-based and holistic approach by involving all stakeholders in jointly addressing single-use plastics pollution in Malaysia. The Roadmap is envisaged to deploy actions that can deflect the current trajectory to a more sustainable pathway thus establishing a more circular, cleaner and healthier environment by 2030.

Based on the current scenario, the consumers are blaming companies for being unable to supply environmental-friendly products, while the producers are putting back the responsibility on consumers for failing to recycle due to a lack of awareness. Some argue that recycling is a lobbying campaign that serves as a "guilt eraser" for concerned customers, allowing them to continue to ignore the problem.

We need to do more than recycling. It must start with a re-design of business models whereby all products manufactured are easily recyclable, repurposed, or reused utilising sustainable sources of raw materials. This may also apply to designing parts or component that can be easily disassembled, reassembled and retrofitted.

The circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. Until then, it will be recycled as raw materials for new products. The aim is to let the products continue to circulate as long as they can and minimise the use of virgin materials to produce new products.

If we still remember those days where people collect glass bottles from house to house and sell it to the recycling centre where they clean, sterilise and supply them back to the food manufacturer, we were in fact circular back then. In comparison, most glass bottles are thrown without much thought these days and only some are separated at the collection site and crushed as raw materials.



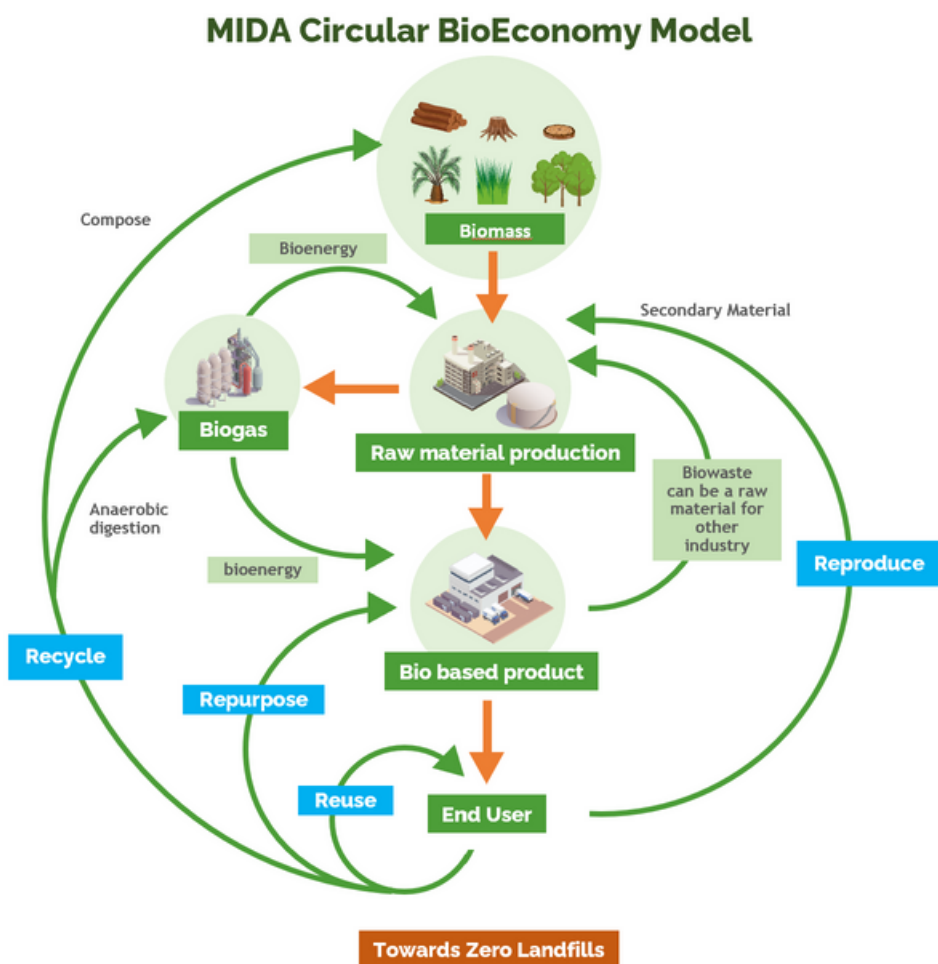


As part of a sustainable drive to foster a circular economy, companies are urged to implement a 'buyback programme'. Brand owners must take responsibility for their product waste such as electronic/electric waste, automotive parts waste, water bottles, cooking oil bottles and plastic containers. The collector can then be compensated with a fair price as an incentive.

Nonetheless, the circular economy does not just revolve around plastic. It is about setting up new business models that must be looked at as business opportunities. Raw materials are running out as we are consuming more than what the world can produce. By circulating the goods, it is as good as securing your future raw materials (by keeping them in the loop) with minimal dependence on virgin materials which have fluctuating prices.

### Circular BioEconomy

Circular bioeconomy is an area that is worth looking into when it comes to addressing the issue. A bio-based economy will be a reasonable solution to the world's problem, which is climate change. Circular bioeconomy is based on nature as a source. The source is mainly biomass which is a renewable source that is massively available in Malaysia. A biobased source work in harmony with nature such as bioplastic bottles made from PLA based on "plant base oil" as it can dissolve naturally in a normal environment, be it at land, sea, or water.



According to various studies, fossil-based fuel is estimated to last for just another 50 years. As such, the Sarawak State Government is vigorously exploring a new form of biobased solutions such as biofuel, biochemical, green hydrogen and algae. The goal is to gradually phase out fossil-based plastic and replace it with renewable materials that can be reproduced sustainably.

International bioplastic manufacturing companies are producing biodegradable plastic that is made from plant-based oil, serving the sustainable plastic demand in the US and Europe. There will be an increasing demand for business opportunities in this area as the market grows and regulations are tightened.

The good news is that the resin produced can be used as a drop-in raw material to the existing plastic moulding machine without much modification. But until the price becomes more competitive, fossil-based raw materials will still be the choice of the producer and consumer.

Some of us are looking to other countries when it comes to developing a climate solution, but unknowingly, other countries are looking at Malaysia as a new source of bio-resources. Malaysia has an abundant feedstock with an estimate of up to 25 million tonnes of biomass to be utilised.





This has attracted the attention of notable biobased companies around the world. MIDA seeks to leverage this opportunity and welcomes the right partners with suitable technologies to make Malaysia their next investment destination. The focus is now for Malaysia to be more optimistic and move into producing a higher-value biobased product rather than just exporting the raw feedstock or materials.

A circular bioeconomy is a possible way to address the waste issue as it is circular in nature. All stakeholders need to take a step back and look into what Malaysia does best, improve the system and technology so that the valorisation of the product is optimum. Since Malaysia is blessed with agricultural resources, the focus is now on ensuring resource-efficient valorisation of biomass by focusing more on establishing sustainable biomass projects through Integrated Biohub and Biorefineries of the future.

Which is the best path forward for Malaysia? Circular economy or leapfrog to Circular Bioeconomy.

For more information, contact the Circular Bioeconomy Unit of MIDA

**(<https://www.mida.gov.my/staffdirectory/circular-bioeconomy-unit/>)**



# Smart Tourism: Future of Tourism in Malaysia

Tourism is the third-largest contributor to Malaysia's GDP, after the manufacturing and commodities sectors. In 2019, the sector contributed about 15.9 per cent to the total GDP. In the last few years before the outbreak of COVID-19, the tourism industry in Southeast Asia had experienced a significant growth phase, and Malaysia launched the "Visit Truly Asia Malaysia 2020" campaign with a target of 30 million visitors and RM100 billion in tourist revenue for 2020. However, the COVID-19 outbreak severely impacted the Malaysian tourism industry, which led to the cancellation of the campaign.

The Government then launched the National Tourism Policy (NTP) 2020-2030 on 23 December 2020 to ensure the continuity of the country's tourism industry and make Malaysia a preferred tourist destination globally. Key approaches in achieving the NTP's agenda include effective recovery of the tourism industry based on new norms, strengthening competitiveness, sustainable and inclusive tourism development, as well as disaster risk management.

Among the Transformation Strategies outlined in the NTP is to embrace 'Smart Tourism'. Advances in digital technology have influenced the way people travel, causing tourism-related businesses to change the way they operate.

The Malaysia Smart Tourism 4.0 initiative launched by Tourism Malaysia on 5 April 2018 aims to take the industry to the next level by taking advantage of opportunities in the digital age. These efforts will pave the way for new innovative sub-sectors and create employment opportunities in line with the NTP and the United Nations Sustainable Development Goals (SDG). In a study conducted by Monitor Deloitte, 'Smart Tourism' has the potential to increase Malaysia's tourism-based revenues from the current USD25 billion to USD110 billion by 2030, an increase of more than 4-fold.

According to Dr Hayley Stainton, the founder and CEO of Tourism Teacher, "Smart Tourism is defined according to the technological capabilities of a particular destination, attraction or the tourist themselves."

The definition is supported by The European Capital of Smart Tourism which defines a smart destination as:

*'A destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based tools. It is a healthy social and cultural environment, which can be found through a focus on the city's social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness.'*

The ultimate aim of smart tourism is to improve resource management efficiency, enhance tourism experiences, maximise competitiveness, and enhance sustainability through technological innovation and practices.





## The five most common methods of implementing smart tourism

### Smart Tourism Accessibility Options

A smart tourism initiative must demonstrate its accessibility to everyone, both physically and digitally, regardless of age, gender, religion, race, sexuality or disability. This also includes language communication that provides comprehensive detail on tourism products.

### Smart Tourism Sustainability Initiatives

These initiatives should have a great focus on sustainability, reduce carbon footprint, adopt environmentally friendly approaches, and consider the host communities and their needs. The use of smart technology is crucial to improve sustainability practices, such as the use of solar panel lighting or using eco-labelled products.

### Smart Tourism Information Sharing

Digital tools such as social media platforms, QR codes and mini-programmes have opened up many opportunities for tourism providers to share information with their clientele. These tools enable them to provide information more efficiently and increase engagement with their target audience at every stage of their visit. Companies can also utilise smarter promotional and marketing campaigns through these methods.

### Smart Tourism Research and Management Tools

Tourism organisations adopt research and management tools to improve business outcomes. These include developing a customer relationship management (CRM) programme or designing a tourism flow monitor. Some companies have utilised these tools to create a smart parking app that has helped reduce congestion and promoted ease of access for its visitors.

### Smart Tourism Tourist Experience

Tourism providers are now adopting innovative technological approaches to develop and enhance the tourism experience that they offer. This ranges from augmented reality applications to gaming and virtual reality. For example, the Qiandao Lake in China offers a virtual reality hot air balloon experience for tourists.

While the tourism sector has taken a hard blow due to the pandemic, the focus on digitalisation and developing smart products and infrastructure are among initiatives to build a more resilient and sustainable future in Malaysia. Taking a positive spin, a crisis is often an opportunity to rethink and reinvent old processes, particularly to adopt more sustainable tourism practices. According to UNWTO (UN World Tourism Organisation), sustainable tourism 'has the potential to advance urban infrastructure and universal accessibility, promote the regeneration of damaged areas

and preserve cultural and natural heritage, assets that depend on tourism'.

In recent years, there has been a demand for high-class hotel development in response to the increase in global wealth and higher living standards among developed and developing countries. The upcoming mega projects and large mixed-use development in TRX, Bandar Malaysia and KL Metropolis are expected to attract upper-upscale and luxury hotels. It is estimated that the proposed investment for the establishment of 4 and 5-star hotels in Malaysia amounted to RM7 billion in 2021.

In efforts to develop Malaysia's tourism landscape into a sustainable, competitive and resilient sector, incentives are provided to encourage existing operators of 4 and 5-star hotels and smart tourism. MIDA welcomes quality investments that involve high-value and innovative tourism products and services, and contributes to a comprehensive ecosystem such as special tourism investment zones without compromising on environmental policies and legal requirements. MIDA also encourages companies to invest in modern and higher standard infrastructure and facilities to build up the resilience and long term competitiveness of the tourism sector.



# Attractive Prospects at Pagoh Special Economic Zone (PSEZ)



Property

The Pagoh Special Economic Zone ("PSEZ") Phase 1, a joint initiative by the Federal Government, Johor State Government and master developer, Sime Darby Property Berhad (Sime Darby Property), was launched by the Prime Minister, YAB Tan Sri Muhyiddin Yassin, on 27 March 2021 in Johor.

The project aims to spur economic and industrial growth in Pagoh and develop the Northern Region of Johor to become a high-impact economic zone by 2045. The first phase involves 850-acres to house the Industrial and Entrepreneurship Park with an estimated gross development value of RM1.1 billion in the next five to seven years.

PSEZ is designed based on four aspirations, namely making Pagoh the development driver for the Northern Region of Johor; transforming Pagoh into a sustainable and modern township; creating an industrial area based on the Pagoh Education Hub; and making public and private sector cooperation a benchmark for future collaborations. Leveraging on its proximity to Bandar University Pagoh, this project in Johor is strategically located at the heart of four (4) key economic nodes in Northern Johor i.e. Segamat, Tangkak, Muar and Batu Pahat.

With such competitive advantages, PSEZ is set to:

- Build new economic drivers to attract investment;
- Energise and modernise traditional industries;
- Strengthen and expand industry-academia collaboration; and
- Deploy inclusive economic development initiatives.

At the launch, Sime Darby Property's Group Managing Director, Dato' Azmir Merican said, "The first phase of the Pagoh Special Economic Zone will leverage on our existing development in Bandar Universiti Pagoh where we have over 4,000 acres of residential, commercial, and industrial assets planned for development by 2051. This long-term integrated township has a gross development value of RM6.9 billion, and RM550 million has been invested into it so far."

"The plan under this first phase will also complement the facilities available at the Pagoh Education Hub and provide a catalyst for socio-economic development," he added.



*Prime Minister YAB Tan Sri Muhyiddin Mohd Yassin with Johor Public Works, Infrastructure, and Transportation Committee Chairman YB Tuan Haji Mohd Solihan bin Badri (right) and Sime Darby Property, Group Managing Director Dato' Azmir Merican (left) at the launch of the Pagoh Special Economic Zone Phase 1 in Bandar Universiti Pagoh.*



Pagoh is also the location of the first integrated Higher Education Hub in the ASEAN region and currently houses four Public Higher Education Institution campuses, namely Tun Hussein Onn University of Malaysia (UTHM), Universiti Teknologi Malaysia (UTM), International Islamic University Malaysia (IIUM) and Tun Syed Nasir Polytechnic (PTSN), with various common facilities such as sports complexes, libraries and convention halls that can accommodate up to 10,800 students.

During the launch, YAB Tan Sri Muhyiddin Yassin, announced that DRB-Hicom Berhad and Malakoff Corporation Berhad had expressed their interest in investing in PSEZ. He added, "The Government is committed to providing a conducive environment through several fiscal and non-fiscal incentives to attract qualified foreign and local investors to stimulate rapid growth in the Pagoh Special Economic Zone. For example, qualified investors can extend applications under the special incentive package for the Pagoh Special Economic Zone area, which offers income tax, stamp duty, and sales tax exemptions for 5 years on companies carrying out main targeted activities."

The Government will also introduce capacity-building programmes to increase opportunities in PSEZ in an equitable manner. All programmes will take an inclusive approach where increased access to employment opportunities and entrepreneurship will be carried out to benefit of all Malaysians.

A detailed study on the economic impact of the creation of PSEZ is being undertaken by the Economic Planning Unit of the Prime Minister's Department and the Johor Corporation to determine the direction of subsequent phases.



*The 430-acre Industrial Park in the first phase will offer 212 industrial lots*



*The launching ceremony of the Pagoh Special Economic Zone Phase 1 also saw the signing of a Letter of Intent between Sime Darby Property and representatives from companies that have agreed to locate their business activities in the soon-to-be developed Industrial Park and Entrepreneurship Park.*



# Megasonic Sweeping Remains Confident of Long-term Opportunities in Malaysia

Megasonic Sweeping is one of the many companies under the umbrella of the Ultrasonic Group incorporated in the US. The strength of the group is all things related to ultrasonic technology such as ultrasonic cleaning, ultrasonic plastic welding, ultrasonic sieving and ultrasonic cutting.

The company was incorporated in Malaysia in 2006 with a focus on high-frequency sonic applications. A lot of research is done on this subject to develop stable and uniform power distribution with high sweeping frequency in a cleaning bath. This unique technology is patented in 2012. The megasonic sweeping technology is now used in the high-end precision cleaning of hard disk drives, semiconductors. There has also been some interesting breakthrough utilising this technology in the medical industry as well.

With MIDA's support and facilitation, Megasonic Sweeping began to invest in Malaysia and in 2018 built a new 100,000 sqft manufacturing facility in Penang. As the global demand for high-end precision cleaning began to soar, Megasonic Sweeping is well-positioned to tap the market with the right technology, skilled labour and cost-effective manufacturing environment.



**Mr. Lim Teong Kheng**  
Chief Executive Officer  
Megasonic Sweeping Malaysia

Given the potential market size and conducive business environment, Megasonic Sweeping is confident that the organisation will continue to invest in Malaysia. A lot more R&D work is in the pipeline and collaboration with local universities has also been established to enhance the merging of academics into real-world applications.

According to Megasonic Sweeping, companies that are considering investing in Malaysia should take advantage of the skilled workforce that is available and approach MIDA as their first point of contact to unlock the investment opportunities in Malaysia. MIDA is efficient in providing guidance and support to accelerate your business growth here and promote healthy partnerships through local counterparts and other stakeholders.





# DSR Daily Fresh, A Strategic Homegrown Partnership to Accelerate Malaysia's Durian Future with Industry 4.0

DSR Daily Fresh is Malaysia's first integrated durian partnership, leveraging on the core expertise of DSR and Daily Fresh to provide the full suite of services from upstream durian orchard management to midstream sale of durian paste, as well as downstream manufacturing and distribution of durian products. True to the company's 'orchard-to-market' philosophy, its downstream durian products are distributed through its D'MasKing stores and all 1,600 Daily Fresh kiosks worldwide.

DSR stands for 'Durian Sudah Runtuh', literally denoting a ripe durian and a Malay euphemism for windfall earnings, and was established in 2017 as a small durian orchard of 3.4 acres in Raub, Pahang. In just a few years, DSR expanded its durian plantation to encompass over 3,000 durian trees, of which the majority are authentic Raub Musang King durians. Choosing Raub as their source for Musang King reflects the company's focus on quality as Raub is widely known to be one of the highest quality durians in terms of consistency in taste and texture. DSR is also experienced in durian orchard management and production of downstream durian products.



DSR engages with the Ministry of Agriculture and Food Industries to implement smart farming and the Internet of Things (IoT) to better monitor the crops' health, trace origins of durians and maintain the fertility of the land. With the adoption of Industry 4.0, DSR will capitalise on IoT and Big Data Analytics (BDA) in presenting an integrated durian orchard management system to monitor the entire upstream and downstream activities of their operations. DSR is currently in talks with SIRIM Tech Venture to establish an efficient waste management system in its orchards.

As for the other half of this dynamic partnership, Daily Fresh was founded in 1997 as a sweet corn producer in Johor and is one of Malaysia's market leaders in sweet corn farming, processing and franchising today. Proudly homegrown, Daily Fresh grew leaps and bounds to increase its footprint to include over 1,600 franchise retail outlets in 16 countries including Malaysia.

Recognising the immense potential in the downstream durian products market, DSR Daily Fresh spent countless hours in R&D to perfect the flavour and texture of their trademarked D'MasKing durian specialty products.



In April 2021, the first D'MasKing flagship store was launched in Bentong, Pahang featuring retail, kitchen and dine-in spaces. Catering to both durian lovers and casual durian consumers, D'MasKing offers specialty durian products such as durian pizza, durian buns, durian truffle popcorn, Musang King gelato as well as Musang King gelato filled croissants, puffs, waffles and tarts. D'MasKing also serves drinks such as durian coffee and Bentong ginger milk tea which go well with its durians and durian-based snacks. DSR Daily Fresh plans to expand further by distributing similar downstream durian products through Daily Fresh's retail outlets in high traffic locations nationwide.

The partnership leverages on DSR's extensive durian knowledge and durian plantations, coupled with Daily Fresh's state-of-the-art manufacturing facility, expertise in sales and marketing, certified food safety management and wide distribution network. The synergy of these two powerhouse companies has led to a steady supply of Malaysia's king of fruits that can be enjoyed by all; fresh, on-demand, and by trusted brands.

DSR intends to establish a Musang King-based product pipeline on top of its fresh fruit supply to gain sustainable income year-round, and not just during the durian season.

"Musang King is a unique product of Malaysia and as Malaysians, we should all be proud of it. This has been our mission since the establishment of DSR and we hope that with the assistance of \*MIDA, MAFI, FAMA, MARDI and SIRIM, we are able to bring back the glory our Musang King truly deserves and stake the claim that this is TRULY MALAYSIAN," expressed DSR Daily Fresh in a statement.

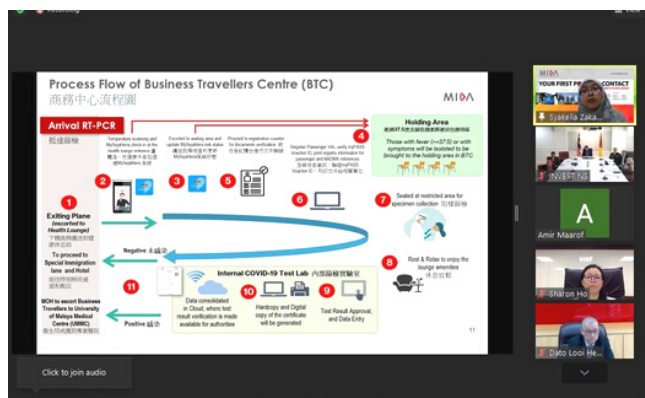
The company will be participating in the World Expo under the Malaysian Pavilion that is scheduled to be held in Dubai in early 2022. DSR continues to be passionate about showcasing the uniqueness and distinctiveness of the Malaysian Musang King durians on the global stage, accelerating the growth of the attractive durian industry in Malaysia.

*\*Note: MIDA (Malaysian Investment Development Authority), MAFI (Ministry of Agriculture and Food Industries), FAMA (Federal Agricultural Marketing Authority), MARDI (Malaysian Agricultural Research and Development Institute) and SIRI (Standard and Industrial Research Institute of Malaysia).*

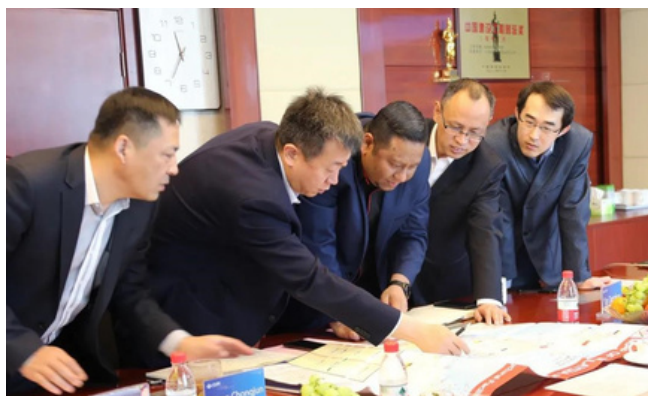




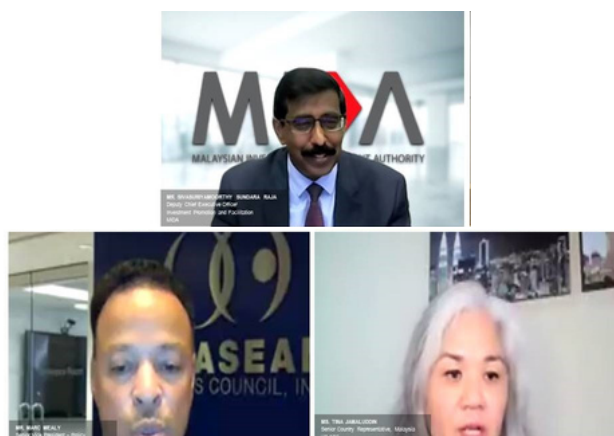
# Highlights of May >>>



On 3 May 2021, MIDA collaborated with the Negeri Sembilan State Investment Team to organise the Negeri Sembilan Virtual Investment Promotion Mission to Taiwan. The session was led by YB Dato' Dr. Mohamad Rafie Ab Malek, EXCO of Investment, Industrial, Entrepreneurship, Education and Human Capital, Negeri Sembilan, and was moderated by Ms. Sharon Ho, President of Malaysia Friendship and Trade Centre, Taipei. Meanwhile, Ms Syakella Zakaria, Director of MIDA Taipei presented the One-Stop-Centre (OSC) for Business Travellers initiative to the Taiwanese investors during the session.



On 4 May 2021, Mr. Steven Cheng Seng Hock, Director of MIDA Shanghai paid a courtesy visit to Mr. Wang Chongjun, Party Secretary and Chairman of Shanxi Construction Investment Group (SCIG), the largest state-owned investment and construction group company in Shanxi Province. Among the discussed topics during the meeting was the company's upcoming energy projects in Malaysia.



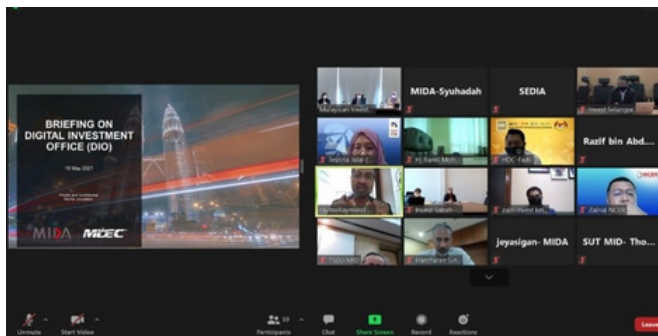
On 5 May 2021, Mr. S. Sivasuriyamoorthy, Deputy CEO of MIDA shared insights on MIDA's One-Stop-Centre (OSC) for Business Travellers initiative during a webinar session organised by the US ASEAN Business Council (US-ABC). MIDA aims to assist and guide Business Travellers to enter the country while prioritising public health and safety.



Mr. Mohd Fairuz Iqbal Mohd Akhbar, Director of MIDA Perak along with Mr. Izran Abdullah, CEO of InvestPerak had a working visit to UNISEM (M) Berhad at Pulau Jaya Industrial Park on 6 May 2021. The visit was focused on discussing and facilitating the company's expansion project in the state.



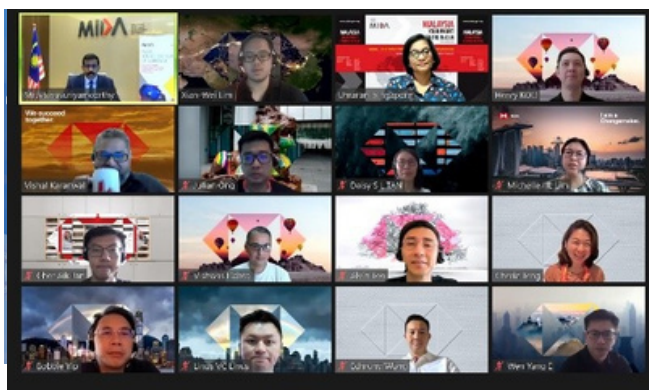
## Highlights of May >>>



On 19 May 2021, MIDA together with MDEC co-hosted a virtual briefing on the Digital Investment Office (DIO) to the Investment Promotion Agencies (IPAs) of Malaysia, chaired by Mr. Arham Abdul Rahman, CEO of MIDA. The session aimed to briefly introduce all IPAs on the collaborative platform between MIDA and MDEC, the DIO initiative – a fully digital platform to coordinate and facilitate all digital investments. The briefing was well attended virtually by approximately 60 participants from various IPAs of the country.



On 20 May 2021, MIDA led by Ms. Lim Ming Yee, Senior Deputy Director of the Foreign Investment Promotion Division, MIDA delivered a presentation during the webinar organised by Taipei's Investors Association in Malaysia (TIAM). Also present was Mr. James Y.C. Chang, the Director of Economic Division, Taipei Economic and Cultural Office in Malaysia. During the webinar, she emphasised the Government's continuous initiatives and strategies in pursuing quality investments into Malaysia. This includes providing competitive incentive packages and comprehensive business facilitation and support services such as PENJANA, PACU, InvestMalaysia Portal and One-Stop Centre (OSC) for Business Travellers.

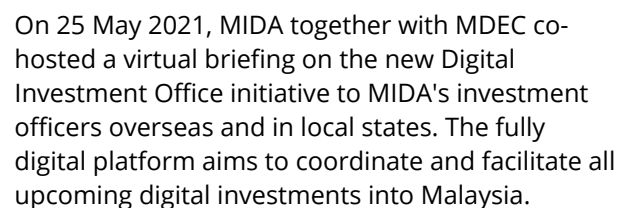


On 22 May 2021, Mr. S. Sivasuriyamoorthy, Deputy CEO of MIDA briefed the members of HSBC Malaysia and Singapore on 'Business Opportunities in Malaysia'. The briefing highlighted the One-Stop-Centre (OSC) initiative for Business Travellers and MIDA Singapore's role in business facilitation. The session recorded a total of 80 participants.



On 24 May 2021, MIDA organised a task force meeting to explore a central governance structure under the Ministry of International Trade and Industry (MITI) for industrial estates in Malaysia. The initiative aims to be a catalyst in attracting quality foreign direct investment (FDI) into the country.

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## Highlights of May >>>



On 25 May 2021, MIDA, in collaboration with Korea Desk and Korea SMEs and Startups Agency (KOSME), hosted a webinar on Business Opportunities in Malaysia. Mr. S. Sivasuriyamoorthy, Deputy Chief Executive Officer, Investment Promotion and Facilitation, shared insights and latest updates on doing business in the country, including Government facilitation to support foreign direct investments. More than 15 Korean companies attended the webinar.



On 27 May 2021, MIDA led by Ms. Wahida Abdul Rahman, Director of Healthcare, Education and Hospitality Division, MIDA and Ms Fatmah Ahmad, Director of MIDA Sydney held a virtual engagement on private healthcare services prospects in Malaysia with New Zealand Trade and Enterprise (NZTE) in Kuala Lumpur and Fertility Associates (FA), New Zealand.



On 28 May 2021, MIDA and Malaysia Productivity Corporation (MPC) Pahang co-organised a webinar on 'Sesi Penerangan Iniatif Persediaan Penilaian (RA) dan Geran Industry4WRD'. Ms. Noraisyah Nordin, Director of MIDA Pahang, briefed some 10 targeted small and medium-sized enterprises (SMEs) on the process flow of Industry4WRD Facilitation offered by the Government. The session aims to encourage SMEs in Pahang to apply for RA- Readiness Assessment and to adopt Industry 4.0 into their operations.



## ECONOMY NEWS

- [MITI to organise 'The Road Ahead with Industry4WRD' webinar for SMEs](#)
- [Creating an additional two million high-quality jobs for high-income Malaysia](#)
- [Malaysia among most trade-friendly countries in the world](#)
- [Malaysian economy to rebound strongly: Amro](#)
- [Minister says Malaysia's economic recovery strengthening](#)
- [Labour force improves in March, but challenges ahead](#)
- [Vaccination remains key for economic recovery](#)
- [Malaysia's approved investments to hit RM185b this year](#)
- [Economy needs job, trade and open borders to grow more sustainably](#)
- [Muhyiddin: Malaysia, China exploring new areas to strengthen cooperation](#)
- [Chinese corporates view Singapore and Malaysia as top destinations for growth opportunities in Asean: Standard Chartered](#)
- [Malaysia's economy to further improve in the second quarter – DOSM](#)
- [Malaysia, Russia discuss measures to strengthen relations in industry and trade, says MITI](#)
- [Nor Shamsiah: Malaysia must do more to attract quality investments, promote innovative economy](#)
- [Comet Group lauds MIDA for ease, speed in implementing Penang project](#)
- [US-based speaker maker Sonos Inc to grow operations in Malaysia — report](#)
- [Some sectors remain operational to prevent disruption](#)
- [MCO 4.0: Short term pain, long term gain on economy](#)
- [Malaysia's burgeoning trade a bright spot among Southeast Asian nations: Moody's Analytics](#)
- [Apply for permission to operate during MCO via MITI'S CIMS 3.0](#)
- [Govt announces RM40 bln PEMERKASA Plus package to boost economy, help people](#)

## INDUSTRY NEWS

- [Malaysia needs new generation of manufacturers to remain sustainable](#)
- [Johor to produce fresh dairy products at new industrial park](#)
- [SMART, IBM collaborate to future-proof manufacturing operations](#)
- [MAHB, AsBAA to promote Subang Airport as Asia Pacific's aviation hub](#)
- [Glove factory to be built in Batu Gajah involving RM800m investment](#)
- [Strong exports boost recovery of manufacturing sector](#)
- [Ta Win to set up first private electron beam irradiation plant](#)
- [LKL proposes to diversify into rubber gloves, PPE industry](#)

## INDUSTRY NEWS

- [Charging up E&E industry](#)
- [Dutch Lady to use RM181.2 mil of proceeds to build facilities in Negeri Sembilan](#)
- [Channel Micron acquires RM27m land in Klang to expand production](#)
- [EV policy to be ready by July](#)
- [Malaysia can still attract investments for health sector](#)
- [Dviation Group to set up MRO facility in Subang Airport](#)
- [Saint-Gobain opens new plant in Malaysia, accelerates its development in SEA](#)
- [Pharmaniaga ready to pump up production of Covid-19 vaccine](#)

## SERVICES NEWS

- [MDEC: Malaysia needs solid foundation to support new wave digitalisation](#)
- [Special MyDIGITAL platform to be created, says Mustapa](#)
- [Continuous investments by TNB will spur the economy, benefit Malaysia](#)
- [Diving into digitalisation](#)
- [Automation: Adding a touch of creativity to IR 4.0](#)
- [G Capital to diversify into energy solutions](#)
- [Japanese blockchain company plans to make Malaysia regional hub](#)
- [Angkasa-X aims to make Malaysia a regional space hub offering 'satellite-as-a-service'](#)
- [Unlocking Malaysia's growth through e-commerce](#)
- [Digital transformation is more than just e-commerce](#)
- [NEC Malaysia to open contact centre in Iskandar Puteri](#)
- [Facilitating borderless](#)
- [Sustainability and technology go hand in hand](#)

## CROSS BORDER NEWS

- [ESCATEC acquires UK's JJS Manufacturing](#)

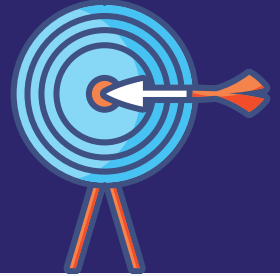
## CROSS BORDER NEWS

- [Covid-19 pandemic boosted e-commerce in 2020, UN study shows](#)
- [Potential for circular economy to drive Asean economic growth](#)



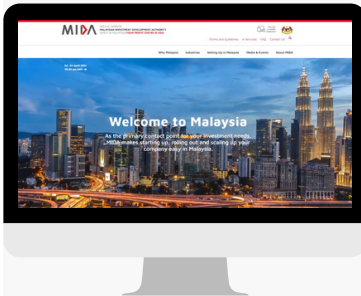
# ADVERTISE WITH US

## GET YOUR BUSINESS NOTICED



### 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

#### E-NEWSLETTER



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

Homepage .....RM 1,500.00 per week

#### E-NEWSLETTER

Full page .....RM 6,000.00 per issue

Half page .....RM 3,000.00 per issue

Quarter page...RM 2,000.00 per issue

#### DIGITAL SIGNAGES

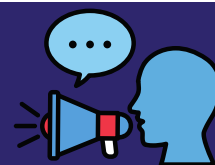
Video wall ....RM 6,000.00 per month

LCD TV .....RM 3,000.00 per month





# HOST WITH US



## FIND RIGHT VENUE FOR YOUR CORPORATE EVENT

### HALL

#### ➤ RATES

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

### MEETING ROOM

#### ➤ RATES

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

### TRAINING ROOM

#### ➤ RATES

ROOM TYPES		GOVERNMENT	PRIVATE
<b>Sigma/ Gamma Room (40 pax)</b>	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**

### VISIT US



**MIDA Sentral**  
**No. 5, Jalan Stesen Sentral 5**  
**Kuala Lumpur Sentral**  
**50470 Kuala Lumpur**  
**Malaysia**  
**+603 22632429**  
**corpevent@mida.gov.my**



[www.mida.gov.my](http://www.mida.gov.my)

### 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](http://www.mida.gov.my) and follow us on Twitter, Instagram and Facebook, LinkedIn and Youtube channel.

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

#### Malaysian Investment Development Authority

##### MIDA Sentral

No. 5, Jalan Stesen Sentral 5

Kuala Lumpur Sentral

50470 Kuala Lumpur

Tel: 603 2267 3633 / 2263 2555 / 2263 2549

Fax: 603 2274 7970

E-mail: [investmalaysia@mida.gov.my](mailto:investmalaysia@mida.gov.my)

Website: [www.mida.gov.my](http://www.mida.gov.my)

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