

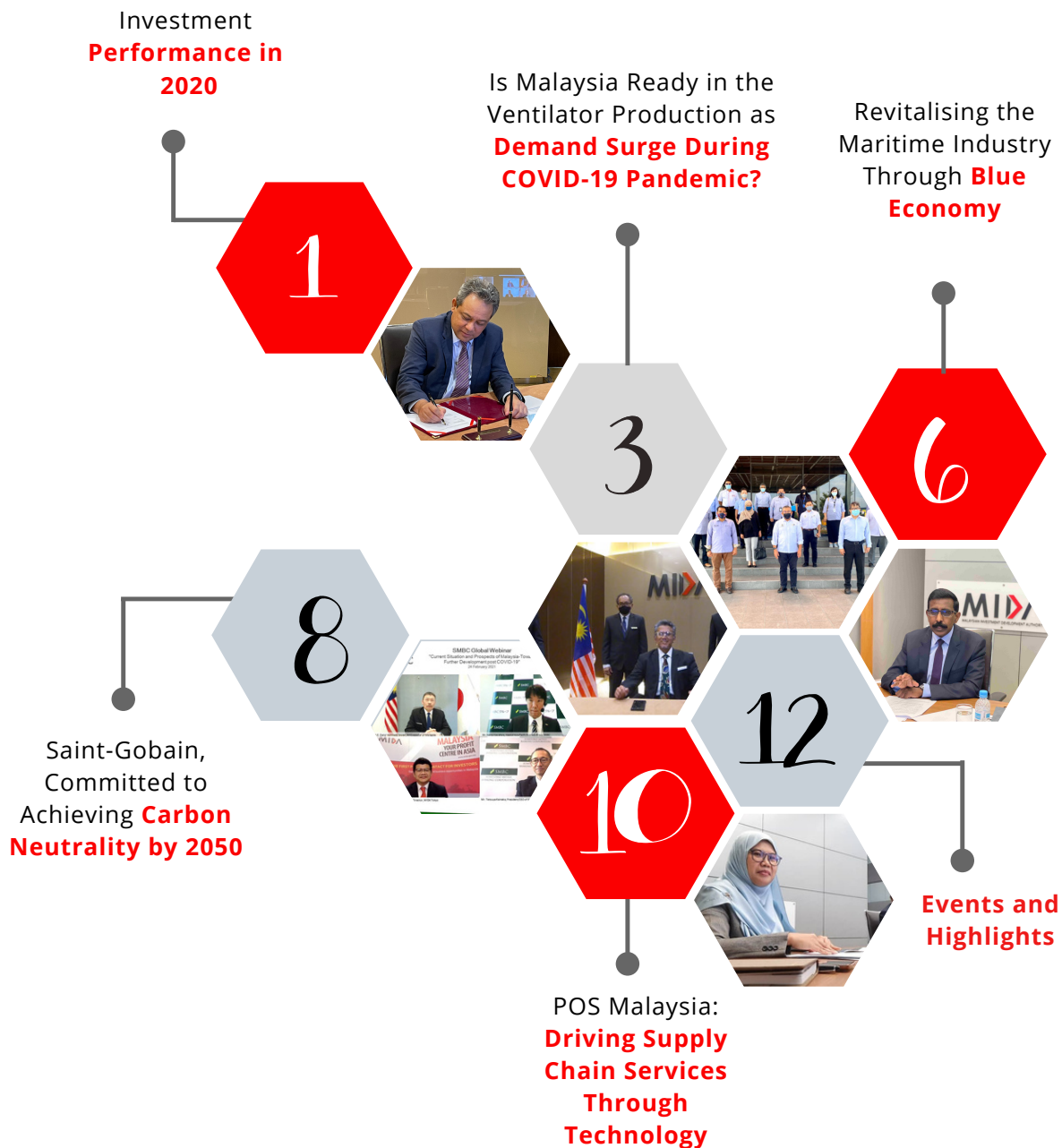


**February  
2021  
Issue**

**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

**MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY**  
**E-NEWSLETTER**  
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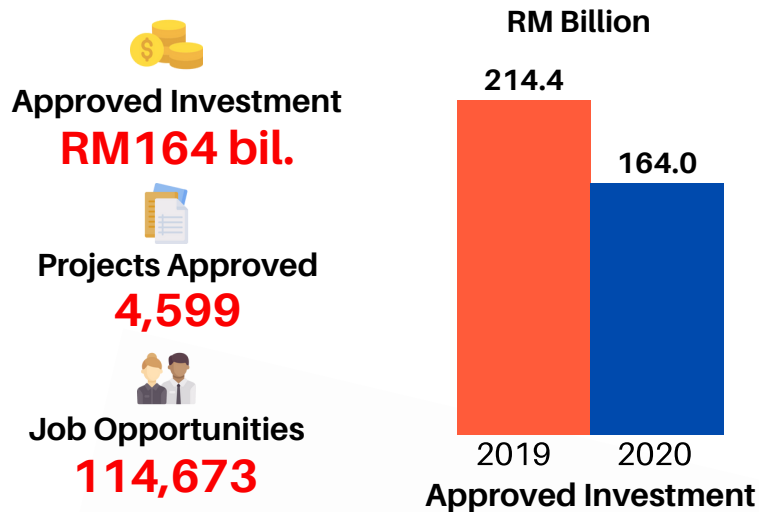
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# Investment Performance in 2020

Malaysia records RM164 billion of total approved investments amid global pandemic.

Malaysia recorded RM164 billion approved investments in the manufacturing, services and primary sectors in 2020. These 4,599 projects will create 114,673 new jobs opportunities in the economy.

In contrast, a total of 5,287 projects with investments of RM211.4 billion were approved in 2019. This decline was weighed by the services and primary sectors which were directly impacted by declines in global demands due to the pandemic and the Movement Control Order (MCO) implementation.

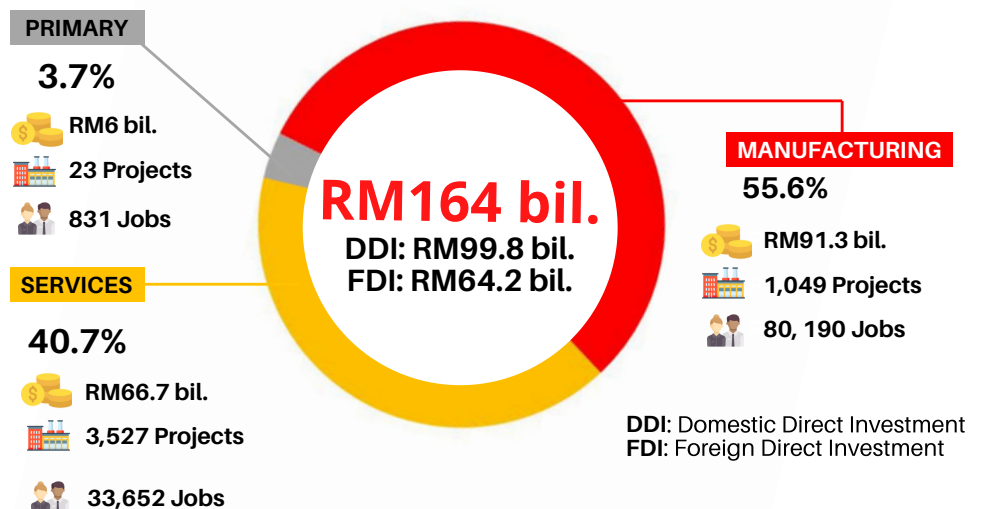


## Investments by Sector

The manufacturing sector has the most significant multiplier effect on Malaysia's economic activities and growth. In 2020, the sector saw a 10.3 per cent increase in approved investments compared to 2019, registering at RM91.3 billion.

Despite being weighted by the declines in global demands due to the pandemic and MCO implementation, the services sector attracted RM66.7 billion in approved investments through 3,527 projects and is expected to create 33,652 jobs for Malaysia.

Manufacturing sector leads the investment for year 2020.

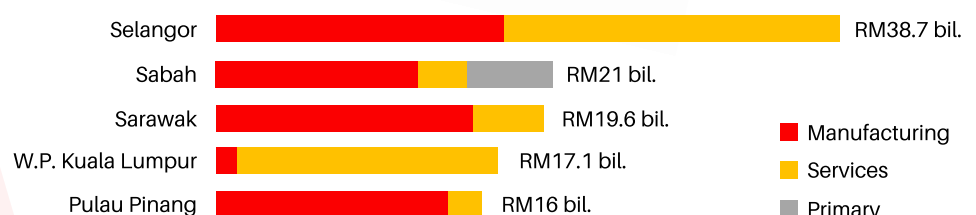


## Investments by State

Domestic direct investments (DDI) represented the bulk of approved investments in the economy for 2020, totaling RM99.8 billion while foreign direct investments (FDI) recorded RM64.2 billion.

Selangor recorded the highest investments approved, followed by Sabah, Sarawak, Wilayah Persekutuan Kuala Lumpur and Pulau Pinang. These five states alone contributed more than 60 per cent of the total approved investments for 2020.

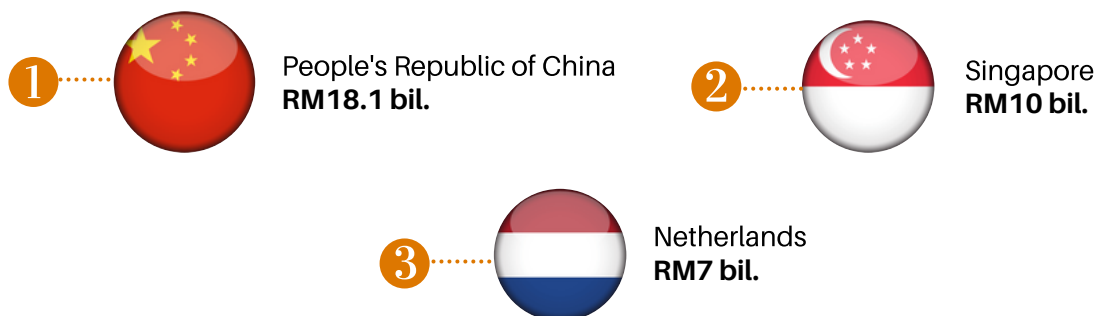
Top 5 states contributed 68.5% to total approved investments



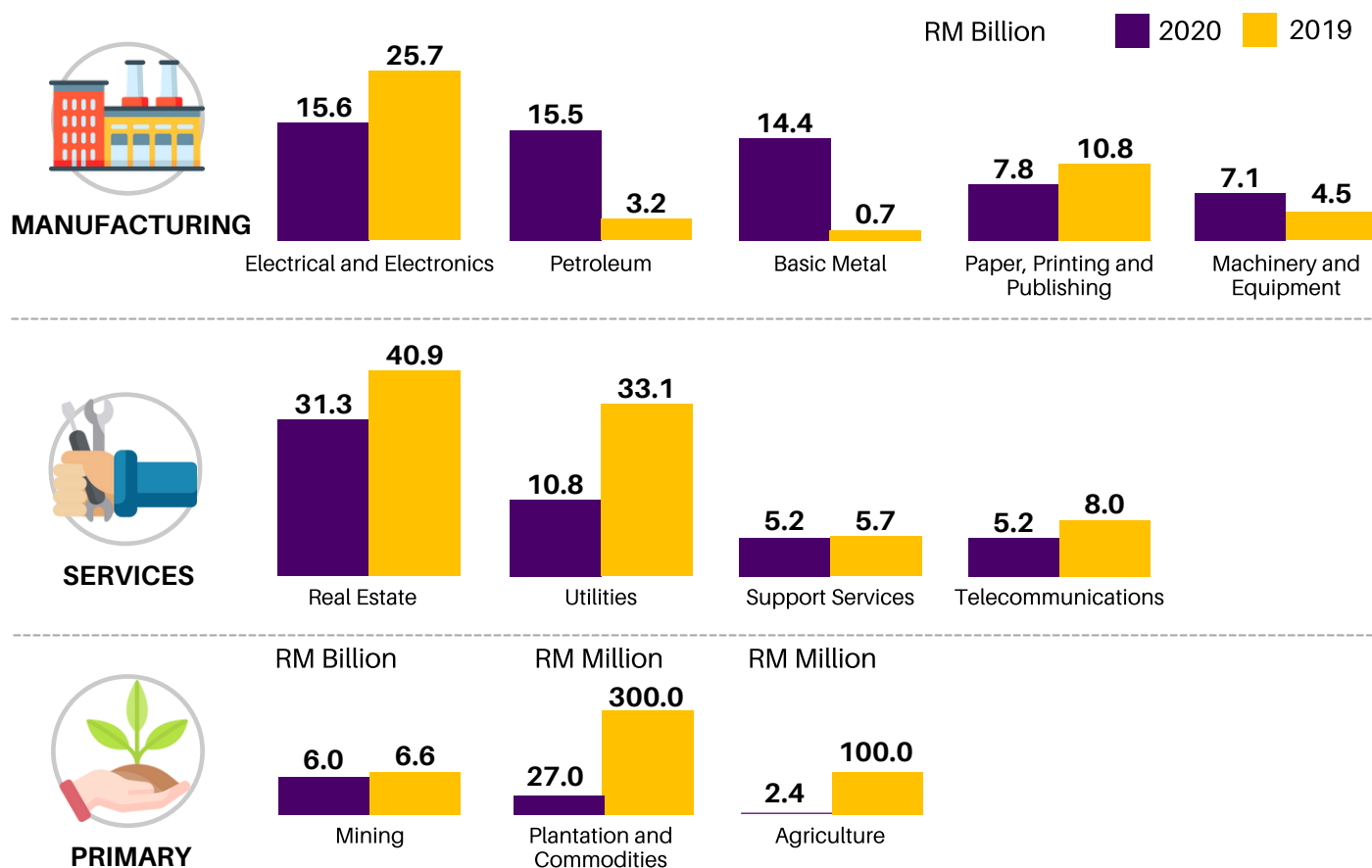


## Investment by Major Foreign Sources

The People's Republic of China, Singapore and the Netherlands were the top three (3) FDI sources from overall economic sectors in Malaysia, accounting for more than half (54.8%) of the total approved FDI for the year.



## Investments by Sector and Major Sub-Sectors



The Government, through MIDA, continued to be at the forefront to entice more high-value investments in the areas of technology and innovation to position Malaysia as a supply chain hub in Asia.

YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of MITI remarked, "As the year 2020 marked the end of the Eleventh Malaysia Plan, the Government is currently finalising the Twelfth Malaysian Plan. This post-2020 blueprint will set the way forward for Malaysia's development agenda over the next decade. We are optimistic that it will chart the way to further enhance Malaysia's industrial competitiveness strategies in essential and key industries for sustainable economic transformation to elevate our manufacturing and the services sectors to the next level of sophistication and complexity in the new normal post COVID-19 and beyond."



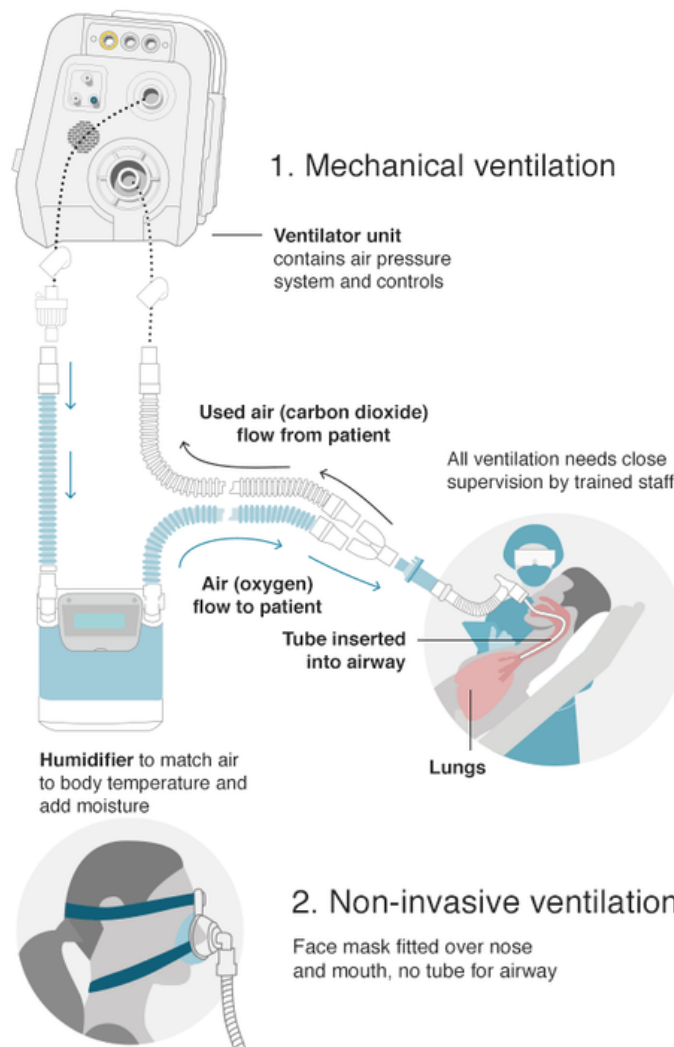
# Is Malaysia Ready in the Ventilator Production as Demand Surge During COVID-19 Pandemic?

The production of ventilator components and respiratory sub-systems in Malaysia has assumed a crucial role in managing the medical devices supply chain during the COVID-19 outbreak. Ventilation is an air exchange between the lungs and air, in moving air in and out of the lungs. The process's most important effect is removing carbon dioxide (CO<sub>2</sub>) from the body while not increasing blood oxygen content. Ventilators, also known as respirators, breathing machine or mechanical ventilation are medical devices that are used to supply oxygen to patients when they cannot breathe independently.

Ventilators are divided into two categories; invasive/ mechanical ventilation and non-invasive ventilation. Non-invasive ventilation is used in patients with milder symptoms, in the form of facemasks, nasal masks or mouthpiece without the need for intubation to allow air or oxygen mixture to be pushed into the lungs.

Invasive ventilation is used in patients with severe symptoms where damage to the lungs has occurred, causing oxygen levels to drop, making it harder for patient to breathe. This procedure may also be used during surgery and recovery post-surgery.

To alleviate the patient, a ventilator will be used to push air, with increased oxygen levels, into the lungs and to remove the carbon dioxide from the body via either an endotracheal tube or tracheostomy tube.



**Source:** BBC News, Coronavirus: What are ventilators and why are they important? 16 April 2020.



The global market for ventilators is expected to increase from USD1.05 billion in 2019 to USD3.02 billion by 2027 with a compound annual growth rate (CAGR) of 13.96 per cent. (Source: GlobeNewswire).

The ventilator market is currently witnessing a massive global demand due to high increase of diseases that attacks the lungs, such as SARS, Mers-CoV and the latest COVID-19. As at 15 March 2021, 120,417,029 COVID-19 cases had been reported with 2,665,246 deaths worldwide (Source: <https://www.worldometers.info/coronavirus/>)

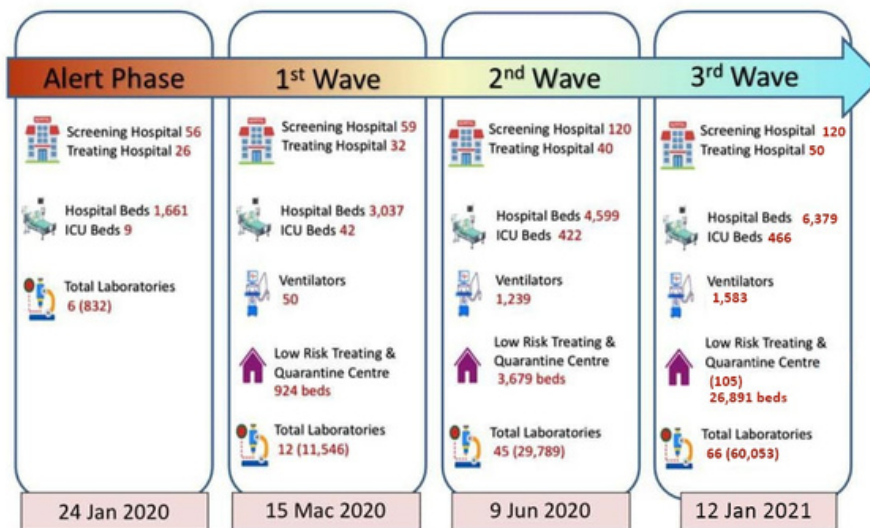
According to the World Health Organisation (WHO), some 80 per cent of people affected with COVID-19 recover without needing hospital treatment. However, one person in six becomes seriously ill, with the virus causing damage to the lungs and causing the body's oxygen levels to drop, making it harder to breathe.

In the U.S., the Society of Critical Care Medicine estimates that by adding together full-featured and basic hospital ventilators, Strategic National Stockpile (SNS) ventilators, and hospital-based anesthesia machines,

there are only around 200,000 ventilators to treat Covid-19 patients in the US (Source: The Society of Critical Care Medicine; United States Resource Availability for COVID-19, 12 May 2020)- Publication. As at 15 March 2021, the US reported 30,081,657 cases with 7,365,186 active cases.

In the third wave of the Malaysian epidemic, the Malaysian Government has increased the supply of ventilators from 1,239 to 1,583 ventilators. Fortunately, as at 15 March 2021, only 4.5 per cent of the ventilators were being used as only 71 patients were reported to be on ventilator support.

## HOSPITAL PREPAREDNESS



CPRC, hospital services, MOH

**Source:** CodeBlue: 30,000 Active COVID Cases Filling 91 per cent Beds, 13 January 2021.



Key operating players in the global ventilator market include Medtronic (Ireland), Becton, Dickinson and Company (USA), Teleflex Incorporated (USA), ResMed (USA), Koninklijke Philips N.V. (the Netherlands), Hamilton Medical (Switzerland), Allied Healthcare Products Inc. (USA) and General Electric Company (USA).

During the early phases of COVID-19 in 2020, temporary trade restrictions by many countries on critical medical and pharmaceutical supplies had created a global supply chain disruption as manufacturers halted exports to meet the demand in their home market.

Malaysia needs to prepare to face similar pandemics in the near future. A mapping of the ventilator supply chain will allow Malaysia to leverage its strength in the electronic manufacturing services (EMS) sub-systems and components to meet the increase in demand for ventilators. It is utmost important that potential supplies are of ISO 13845 approved requirements or other medical device qualification requirements.

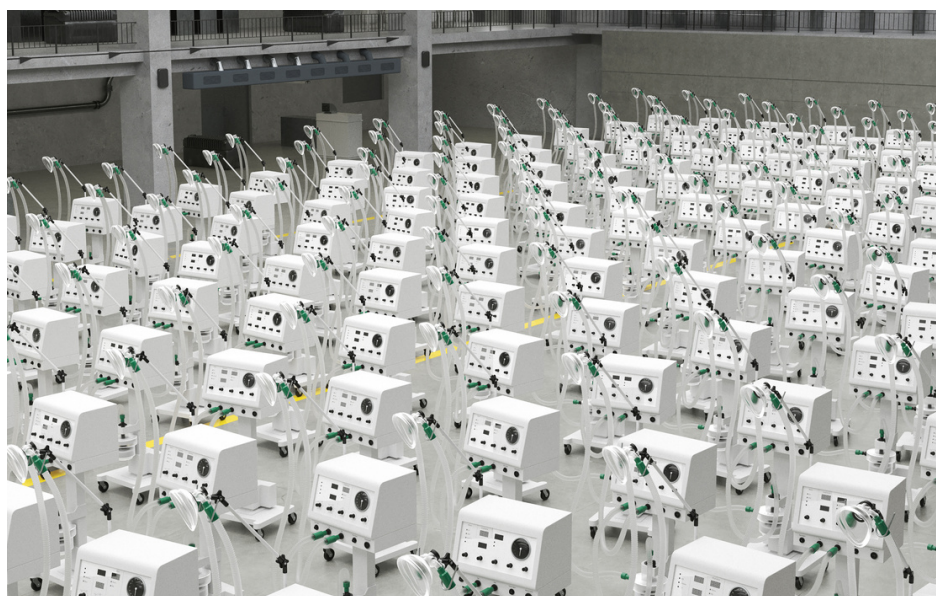
The shortage of ventilators and other medical supplies during the pandemic have also encouraged non-traditional healthcare companies to take up the challenge to meet the international demands of healthcare products. In the US, Ford partnered with 3M and GE Healthcare to speed up respirators and ventilators' production.

In Malaysia, K-One Technology Bhd (KOT) became the only company licensed to manufacture and distribute National Aeronautics and Space Administration (NASA) Jet Propulsion Laboratory's (JPL) Ventilator Intervention Technology Accessible Locally (VITAL) ventilators. KOT has been granted a non-exclusive license agreement (NELA) to manufacture and distribute VITAL ventilators worldwide. VITAL has been approved for use in the US by the Food and Drug Administration (FDA) under the Emergency Use Authorisation (EUA) tailored for COVID-19 patients.

Product innovations for variants of basic ventilators are also being pursued to replace conventional ventilators. Saora Industries has produced Malaysia's first-of-a-kind semi-ventilator, Ethovent, an automated bagging machine using traditional Ambu Bags, to assist patients with breathing difficulties.

It replaces the need for using a bag valve mask or "Ambu bag" with an innovated hand-held manual resuscitator. This project had also been earmarked as one of the pilot projects under the National Technology and Innovation Sandbox (NTIS), announced during the Economic Recovery Plan (PENJANA) in June 2020.

The COVID-19 pandemic has caught all off guard in the need and urgent supply of emergency tools and protocols, such as lifesaving ventilators. There is an urgent call to escalate ventilators' production by manufacturers in Malaysia to meet domestic needs and international demands. The supply chain management for ventilators and alternative product innovation, from manufacturing, procurement, storage, distribution and delivery to the coronavirus frontline has to be established to meet unexpected circumstances.





# Revitalising the Maritime Industry Through **Blue Economy**

Oceans and seas cover over two-thirds of the earth's surface. They represent a new economic perspective that holds immense resource for economic growth, employment and innovation. According to the Organisation for Economic Co-Operation and Development (OECD), the ocean contributes approximately US\$1.5 trillion annually to the overall world economy, and this may more than double by 2030. Offshore oil and gas accounts for one-third of the ocean-based industries' total value, followed by maritime and coastal tourism; and maritime equipment and ports.

The World Bank defines Blue Economy as the "sustainable use of ocean resources for economic growth, improved livelihoods and jobs while preserving the health of the ocean ecosystem". The World Ocean Summit in 2015 described it as a sustainable ocean economy that emerge when economic activity is in balance with ocean ecosystems' support to remain resilient and healthy.

The Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) in its 2018 report identified the following nine (9) key industries of the Blue Economy:

- Fisheries and Aquaculture;
- Ports, Shipping and Marine Transport;
- Tourism, Resorts and Coastal Development;
- Oil and Gas;



- Coastal Manufacturing;
- Seabed Mining;
- Renewable Energy;
- Marine Biotechnology; and
- Marine Technology and Environmental Services.

As the COVID-19 pandemic has resulted in massive economic consequences, it is perhaps timely for Malaysia to revisit on the Ocean or Blue Economy for its incredible untapped growth potential.

Of all the key industries listed, a promising prospect for Malaysia to focus on is 'port, shipping and marine transport', which form the maritime industry. The maritime industry in Malaysia contributes about 40 per cent of the country's gross domestic product (GDP). More than 90 per cent of Malaysia's exports are by sea.

Over the last ten years, Malaysian ports have recorded an average trade growth of three (3) per cent in compound cargo throughput. Supporting this growth, Port Klang – Malaysia's largest port, plans to increase its capacity by 50 per cent to 30 million twenty-foot equivalent units (TEUs) per annum by the year 2040. Similarly, the Port of Tanjung Pelepas (PTP) in Johor is developing a new berth that will add 3.5 million TEUs to its current capacity by 2025.

To further capture rising opportunities, the maritime industry needs to be more technologically driven for better stewardship of the ocean or 'blue' resources. The industry is continuously under pressure to meet the commercial marketplace needs and carbon emissions





regulations set by the International Maritime Organisation (IMO). Although global ocean-related risks such as illegal, unreported and unregulated (IUU) fishing and marine plastic pollution are difficult to control, opportunities in areas such as ocean renewable energy are rapidly emerging.

Malaysia needs to develop a thorough understanding of marine and coastal resources and create new tools to contain the challenges and reap the benefits the Blue Economy has on the nation's socio-economic activities.

The vital step should be to implement sustainable policies to revitalise the economy, spur the recovery in raising resilience amid the pandemic. A coordinated regulatory and policy platform for maritime sector development via the Blue Economy should be pursued to create a favourable, conducive and sustainable business environment. Hence, collaborations with leading stakeholders including international organisations, governments, NGOs, investors, scientists and other 'experts' are paramount.

The Malaysian Investment Development Authority (MIDA) is ready to support local and international maritime services industries while also advocating the adoption of advanced technologies. The uptake of technologies in operational measures aimed at sustainable impacts could span across modern green ports or terminals, consumption of low carbon fuels and process transparency through real-time monitoring.

For more information, visit [www.mida.gov.my](http://www.mida.gov.my).

# Saint-Gobain, Committed to Achieving Carbon Neutrality by 2050

Founded in 1665 Saint-Gobain is one of the biggest French multinational corporations, with a presence in 70 countries and more than 167,000 employees' worldwide and generating turnover of more than Euro 38 billion. Saint-Gobain designs, manufacture and distribute materials and solutions for the construction, mobility, healthcare and other industrial application markets. Developed through a continuous innovation process, the materials can be found everywhere in our living places and daily lives, providing wellbeing, performance and safety, while addressing the challenges of sustainable construction, resource efficiency and the fight against climate change.

This strategy of responsible growth is guided by the Saint-Gobain purpose, *"Making The World A Better Home"*, which resonates to the shared ambition of all the women and men in the Group to act every day to make the world a more beautiful and sustainable place to live in.

As one of the most 100 innovative companies globally, Saint-Gobain continues to deploy its technological know-how, in close cooperation with their customers and through partnerships with the most prestigious universities and laboratories around the world.

The Chief Executive Officer (CEO) expressed, *"In Saint-Gobain, we sincerely care for our team members, which allowed us to be awarded Top Employer Global for 6 years in a row, in Asia-Pacific and Malaysia. As one of the only 16 companies in the world to benefit from this global label, the company commits to fostering our employees' professional and personal development at all times."*



**Julie Bonamy**  
CEO,  
Saint-Gobain Malaysia, Singapore  
and Indonesia

Moving closer, Saint-Gobain has been present in Malaysia since the year 2000, with five (5) plants in operation and one more to be commissioned in the coming weeks. The Group offers Malaysian customers a diverse variety of solutions and services, ranging from:

- Industrial mortars by Weber-E.Mix;
- Plasters, dry lining and ceiling solutions by Gyproc;
- High-performance polymer products by Saint-Gobain Performance Plastics;
- Glazing solutions for buildings by Saint-Gobain Exprover;
- Automotive glazing solutions by Saint-Gobain Sekurit;
- Technical textiles by Adfors; and
- Abrasive solutions by Norton.



South-East Asia is a key region for Saint-Gobain's development, where the company is keen to invest and grow. With its strategic location at the heart of South-East Asia, excellent connections to major ports and no major natural disasters, Malaysia offers a cost-competitive and attractive location for Saint-Gobain. As a multi-ethnic, multicultural and multilingual society, Malaysia represents a great reservoir of talents which is the core element for developing the Group in the region.

With the strong and constant support of local authorities and the commitment to global trade agreement such as ASEAN-China Free Trade Area (ACFTA), Regional Comprehensive Economic Partnership (RCEP) and Trade Preferential System among the Member States of the OIC (TPS-OIC), Malaysia is deemed to be positioned in a strategic location for Saint-Gobain to set its manufacturing footprint further and support the fast growing market in Asia.

In line with the Group's direction of continuous innovation to bring new technology and technical know-how into the industry, Saint-Gobain is currently investing in a new plant in Tanjung Langsat, Johor by building a state-of-the-art factory which will be commissioned by March, 2021. With this new factory, the company will cater to both local and export market mainly to Singapore, New Zealand, Hong Kong, Brunei and many more.

As a well-established company, Saint-Gobain is committed to being carbon neutral by 2050 and has set up ambitious intermediate targets to make sure to reach this goal. As stated by the CEO, "This commitment guides our actions and decisions at all levels of the organisation. In Malaysia, we will continue to invest in Industry 4.0, recycling, raw material and energy reduction to reach this desired goal."



# MAKING THE WORLD A BETTER HOME





# POS Malaysia: Driving Supply Chain Services Through Technology



## COVID-19 – An unexpected opportunity

The COVID-19 global pandemic has accelerated the need for digital transformation and fast tracked the adoption of automation across various industries in Malaysia. With the boom in e-commerce activities, players in logistics and supply chain solutions expect higher goods' volumes and demand for e-fulfillment services, as consumer behaviour and buying patterns switches from offline to online.

POS Malaysia Berhad experienced a drastic increase in e-commerce parcel volumes of approximately 35 per cent during the first Movement Control Order (MCO) last year, due to the rise in demand for courier services 2020.

Similarly, during the MCO in 2021 and Chinese New Year festive season, parcel volume surged up to 800,000 parcels a day, from an average of 487,000 parcels daily.

Compounded by the unforeseen surge, the Company is committed to upgrading its existing facilities through the adoption of automation and ICT systems to enhance its services and better serve its customers.

The upgrading was already in plan since 2017 when POS Malaysia decided to expand its existing warehouse facilities with digital elements and established its Integrated Parcel Centres (IPC) in Shah Alam and Kuala Lumpur International Airport (KLIA), outfitting it with automated sorting systems for more efficient operations.

The RM210 million investment also paved for an addition of more than 400 jobs in positions such as administrative staff, technical personnel and generalists.



**Mohamed Rozaidi Md Sharif**  
CEO,  
POS Malaysia Berhad

## From a humble beginning to diversified giant

POS Malaysia traces its history to the early 1800s when the postal service was established in the Straits Settlements comprising Penang, Malacca and Singapore. In 1992, the Postal Services Department was corporatised as POS Malaysia and the company was listed on Bursa Malaysia in 2001.

In 2011, the sovereign wealth fund Khazanah Nasional Bhd divested 32.2 per cent of its stake in the Company to the DRB-HICOM Group. POS Malaysia expanded by diversifying into other services through its subsidiaries such as POS Logistics (logistic arm), POS ACE (air cargo) (renamed World Cargo Airlines in August 2020) as well as POS Aviation (ground and cargo handling; inflight catering; aircraft maintenance and engineering services).





By 2016, the POS Malaysia Group was established as a dynamic postal (mail, retail, courier, and international), logistics, aviation, financial and supply chain solutions provider with the largest delivery and touchpoint network in Malaysia.

The Group also offers an extensive network of retail experience through its core business segments while connecting with over 200 postal operators globally. Its growth also supported the South East Asia's rapidly expanding cross-border e-commerce businesses.

The evolution of this local homegrown company to embark on technological solutions with the elements of Industry 4.0 to keep in tandem with the industry's demands has been significant. The technology upgrading is essential for companies, such as POS Malaysia to position themselves in the global market and compete with international players, particularly in today's fast-paced fulfillment solutions segment.

### **National e-commerce agenda**

The Government launched the National e-commerce Strategic Roadmap (NESR) in 2016 to promote and enhance e-commerce related activities in Malaysia. The launch of NESR laid the foundation in attracting Alibaba Co. to establish its first Digital Free Trade Zone (DFTZ) outside China at Kuala Lumpur Air Cargo Terminal 1 (KACT1). The establishment of KACT1 positioned Malaysia on the radar of global e-commerce players, making the country a potential regional e-fulfillment hub. POS Malaysia Berhad, a company with an established supply chain solution experience, was appointed as the main fulfillment service provider to operate KACT1 and fulfill e-commerce related parcels both inbound and outbound.

International, as well as domestic companies are encouraged to establish their regional fulfillment operations in Malaysia to serve global supply chain activities worldwide. Malaysia's strategic geographical location with its increasing adoption of technology enables seamless and efficient supply chain processes.

# MIDA and CETIM Inks MOU to Strengthen Malaysia's Manufacturing Sector towards **Advanced Engineering and Technology**

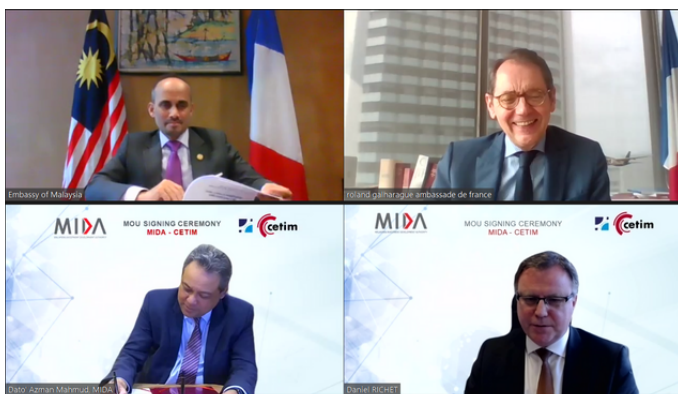
The Malaysian Investment Development Authority (MIDA) is partnering with CETIM (the French leading Technical Centre for Mechanical Industry) through a Memorandum of Understanding (MOU) to promote and facilitate cooperation in the niche engineering and manufacturing technology, including in emerging fields such as Smart Manufacturing, Industry 4.0 and Circular Economy.

The MOU highlights MIDA and CETIM's collaboration to further strengthen Malaysia's technological ecosystem by attracting quality investments. Both parties will undertake joint initiatives such as applied research activities, training and attachment programmes; exchange technical information and expertise in the research and development of industrial technology, with local higher learning institutes and research organisations.

In welcoming CETIM to consider setting up its Asia Pacific office here in Malaysia as their Regional Centre, Dato' Azman Mahmud, Chief Executive Officer of MIDA, iterated that the MOU is a direct reflection of the MIDA's on-going initiative to enhance Malaysia's technological landscape in line with the national Industry 4.0 agenda.

"MIDA has always been a conduit between entities such as CETIM, industry players and academia to create effective new collaborations in line with Malaysia's investment aspiration agenda to develop high value-added, capital- and knowledge-intensive industries. Especially now, given how the pandemic has changed the way we live and do business, there are unprecedented vacuum and emerging opportunities within the technological sphere for our stakeholders to tap upon." said Dato' Azman.

As the leading French player in mechanical engineering innovation and R&D, CETIM's reputation and capabilities could provide comprehensive services to Malaysia's industries to improve competitiveness through mechanical engineering, transfer of innovations and advanced manufacturing solutions.





## Highlights of February >>>



MIDA, represented by Ms. Rozita Ibrahim, Mr. Muhammad Asrar Shaharom and Ms. Azlina Husin; and the Federation of Malaysian Fashion Textile and Apparel (FMFTA), had an interactive virtual dialogue on Smart Automation Grant, Relocation Incentive as well as Accelerated Capital Allowances (ACA) support on 2 February 2021. The session attracted 60 participations from companies and representatives from Malaysian Knitting Manufacturers Association (MKMA), Malaysian Textile Manufacturers Association (MTMA) and Malaysian Garment Manufacturers Association (MGMA).



On 3 February 2021, Mr. Hazli Jemaat, Director of Oil and Gas, Maritime and Logistics Services Division, MIDA, participated as a panel speaker at the IR4.0 Forum organised by the Malaysian Oil and Gas Services Council (MOGSC). Industry players were briefed on Domestic Investment Strategic Fund (DISF), Industry4wrdr Intervention Fund and Smart Automation Grant (SAG). Representatives from Serba Dinamik and other companies shared on IR4.0 initiatives. The forum attracted 95 participants, mainly the MOGSC members.

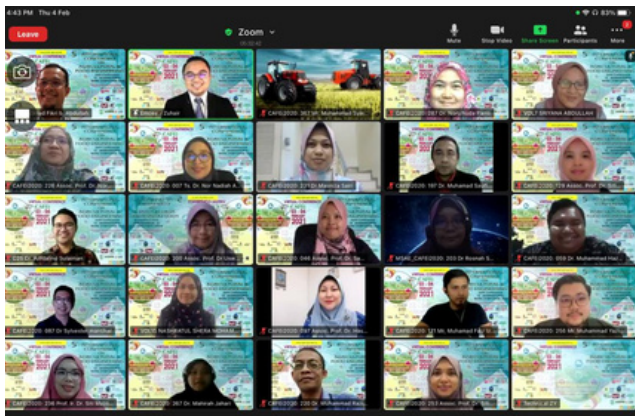


President and Directors of the Malaysian Friendship & Trade Centre, Taipei together with Ms. Syakella Zakaria, Director of MIDA Taipei attended a networking dinner with members of the Taipei Investors' Association of Malaysia (TIAM) on 3 February 2021.



The Taipei Mayor, Mr. Ko Wen-je received a courtesy call from the President and Directors of Malaysian Friendship & Trade Centre, Taipei and Ms. Syakella Zakaria, Director of MIDA Taipei on 4 February 2021. The engagement discussed on economic and social collaboration between Taipei and Malaysia, including plans to organise a Malaysia Festival Week in Taipei City Center to showcase Malaysia as an Investment, Trade and Tourism destination.

## Highlights of February >>>



MIDA actively participated as a co-organiser with Universiti Pertanian Malaysia (UPM) for The 5th International Conference on Agricultural and Food Engineering (CAFEi2020), held from 3-4 Feb 2021. The virtual event was a great platform to bring together inspiring speakers, experts, industry thought-leaders and top researchers to deliberate on the future of the agricultural and food industry in Malaysia .



On 4 Feb 2021, MIDA, led by Mr. Ahmad Khairuddin Abdul Rahim, DCEO II, participated in the virtual engagement with the United Kingdom High Commissioner's Premier Club (a group of UK investors in Malaysia) hosted by H.E. Charles Hay, High Commissioner of UK in Malaysia. Members include UK's leading companies such as HSBC, Standard Chartered, Prudential, BP, Shell, Synthomer, Astra Zeneca, GSK, BT, Arup, Mott MacDonald and BAE Systems.



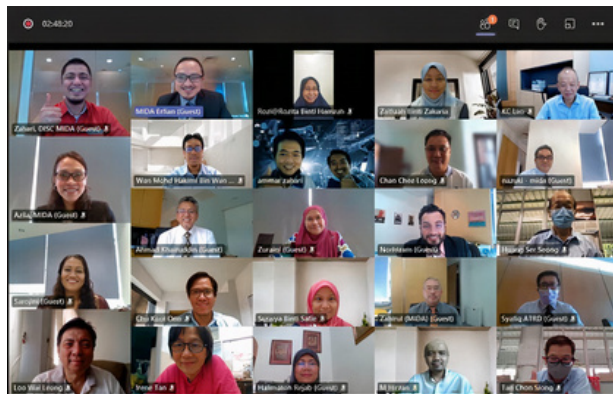
On 4 February 2021, MIDA participated in the Malaysian Dutch Business Council (MDBC) Outlook 2021 virtual event. Mr Sivasuriyamoorthy Sundara Raja, Executive Director of Investment Promotion, presented on 'Malaysia Remains Steadfast to Accelerate Quality Investments', whilst Ms. Masni Muhammad briefed on the facilities under PENJANA and Budget 2021 Initiatives.



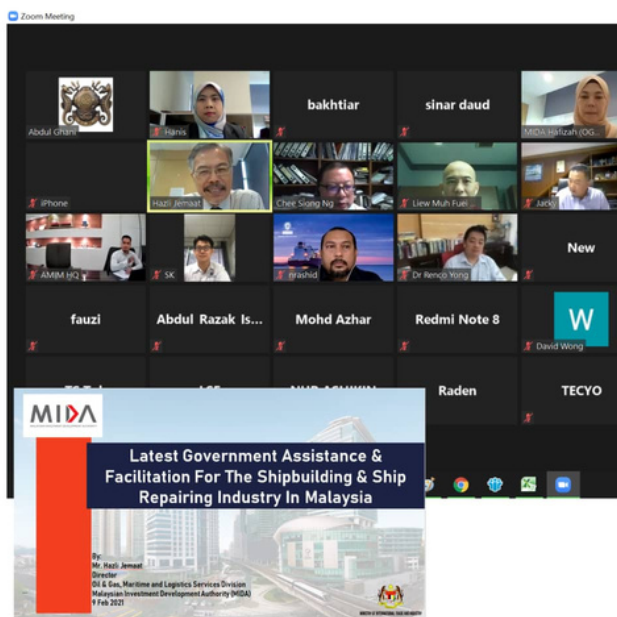
MIDA, led by the Life Sciences and Medical Technology Division, held an engagement programme with Technology Depository Agency (TDA) on 5 February 2021. The programme aims to discuss how local companies could contribute to some national projects such as the distribution of the COVID-19 vaccine and related manufacturing activities.



## Highlights of February >>>



On 8 February 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO II of MIDA, chaired the first High-level Committee Meeting in 2021 on PERODUA Ecosystem/Lighthouse Initiative. The collaboration, driven by teams from LSF Technology Sdn. Bhd., J.K. Wire Harness Sdn. Bhd. and Autoliv Hirotako Safety Sdn. Bhd. outlined the plans paved for PERODUA vendors to adopt IR4.0 based processes.



MIDA, led by Mr. Hazli Jemaat of the Oil and Gas, Maritime and Logistics Services (OGML) Division, conducted an online session on 9 February 2021 with members of the Association of Marine Industries of Malaysia (AMIM) on 'Government Assistance and Facilitation in Shipbuilding Ship Repairing (SBSR) Industry in Malaysia'. MIDA shared on the incentives for SBSR which has been further extended to December 2022, as well as the facilitation offered under the Domestic Investment Strategic Fund (DISF), Industry4wrdr Intervention Fund and the Smart Automation Grant (SAG). The session registered participation of over 60 AMIM's members.

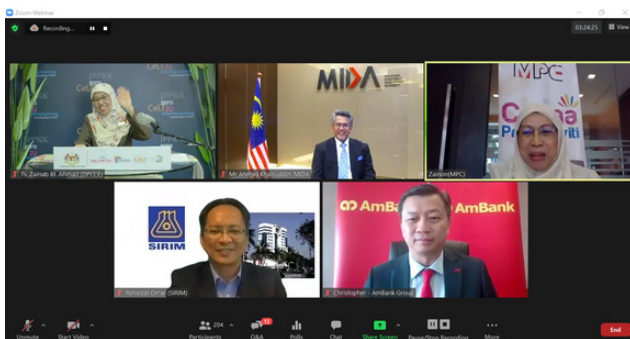


In continuous efforts of the API (Automation Programme Initiative) which was launched in 2020, the Machinery and Metals Division organised a webinar on 18 February 2021 between XTS Technologies, a factory automation company and 29 of its clients from various industries, including services and e-commerce. The event aimed to disseminate the latest information on government facilitation/programmes for automation or digitalisation. MIDA delivered a comprehensive presentation on the automation and Industry4WRD facilitation to assist companies in their automation journey. Guidance on Domestic Investment Strategic Fund (DISF), Industry4WRD Intervention Fund, Automation Capital Allowance and Smart Automation Grant (SAG) were shared during the webinar.

# Highlights of February >>>



On 22 February 2021, MIDA, led by Ms Lim Ming Yee of the Foreign Investment Promotion Division, engaged in a webinar entitled "An Update on China's Investment in Malaysia and Investment Policy 2021" organised by the Women Entrepreneurs Committee (WEC) of Malaysia-China Chamber of Commerce (MCCC). The briefing by MIDA on investment support received wide media coverage.



Mr. Ahmad Khairuddin Abdul Rahim, DCEO II of MIDA delivered the keynote address during the Domestic Investment Webinar on 24 February 2021, which successfully attracted over 300 participants from various industries. MIDA, Department of Polytechnic and Community College Education (DPCCE), Ministry of Higher Education (MOHE), Malaysia Productivity Corporation (MPC) and AmBank encouraged and offered support to domestic players in adopting digitalisation and innovation.



On 24 February 2021, MIDA, represented by Mr. Sivasuriyamorthy Sundara Raja, Executive Director of Investment Promotion, briefed the Malaysian-Swedish Business Association (MASBA) members on the One-Stop-Centre (OSC) for Business Travellers. OSC is a major initiative for Malaysia to remain steady on the path of economic recovery by enabling business travellers to do their business or work in Malaysia.



## Highlights of February >>>



Mr. Ahmad Khairuddin Abdul Rahim, DCEO II of MIDA, addressed the participants at the Germany-Malaysia Roundtable Meeting on 24 February 2021. The meeting was also attended by the H.E Ambassador Dr. Peter Blomeyer and Dr. Sebastian Weins, Counsellor of Economics, Commercial and Environmental Affairs from the German Embassy, Malaysia. Various issues on companies' operations and compliance of tax incentive conditions were discussed.



24 Feb 2021, MIDA and Sumitomo Mitsui Banking Corporation (SMBC) co-organised a webinar on "Current Situation and Prospects of Malaysia - Toward Further Development post COVID-19". Mr. Mohd Riduan Abd Rahman, Director of MIDA Tokyo, presented on investment opportunities and the strength of the industry ecosystem in Malaysia. The session moderated by Mr. Kenta Kawahara, Head of Asia Pacific Business Group, SMBC Japan with panellists H.E. Dato' Kennedy Jawan, Ambassador of Malaysia to Japan, Mr. Tetsuya Kainaka, President of SMBC Malaysia as well as Mr. Mohd Riduan has attracted more than 170 Japanese businessmen participation.



Mr. Ruzlisham Mat Diah, Deputy Director of Green Technology Division, MIDA, shared valuable insight on Green Technology incentives and policies during a webinar on "What's Next For Solar and Industrial Automation in Malaysia" organised by +SOLAR on 24 February 2021. The webinar aimed to introduce the latest incentives, policies and technology related processes to the industry and attracted over 150 participants, primarily factory owners and small medium-sized enterprises (SMEs).

# Highlights of February >>>



On 25 Feb 2021, the Green Technology Division represented by Ms. Zulina Mohamed and the Director of MIDA Osaka, Mr. Afzanil Md. Anuar in collaboration with the Kyushu Renewable Energy and Environment Industry Promotion Association (K-RIP), Osaka Business Development Agency (OBDA) and the ASEAN Japan Centre (AJC) organised an e-Special Project Mission (e-SPM) webinar on 'The Opportunities in Malaysia's Green Technology Sector'. The session received positive responses from 130 participants, from 90 companies/organisations in Japan.



On 25 February 2021, the Domestic Investment and Supply Chain Division, the Electrical and Electronics (E&E) Division and MIDA Penang organised a first Supply Chain Coordination Programme with JABIL. The joint initiative was initiated since July 2020 to assist the domestic players to scale up the outsource manufacturing/services activities linked to MNC partners.



On 25 Feb 2021, MIDA participated in various engagement sessions led by YB EXCO Ci2cd Perak with Toyo Tire Malaysia Sdn. Bhd as a proactive measures on re-employment of employees affected by the closure of the Silverstone factory in Taiping. Various companies in Perak were supportive in conducting interviews for recruitments.



Ms. NoorAini Samoon, the Director of MIDA Selangor and Vistage Malaysia organised a Webinar to update on the Government's latest facilitation and incentive support. MIDA presented on the Government's effort to encourage industry players for high automation with the support of Smart Automation Grant under PENJANA, Intervention Fund under Industry4WRD and Automation Capital Allowance.



## MIDA IN THE NEWS

- [Lower net FDI inflow may not be an unfavourable sign — MIDA](#)
- [Malaysia remains an attractive investment destination in Asia – MIDA](#)
- [Evolution of e-Learning in the Malaysian Higher Education Institutions](#)
- [Malaysia remains key Asian destination for high-value manufacturing, global services](#)
- [MIDA: RCEP serves as tool for Malaysia's economic recovery](#)
- [MIDA, CETIM to strengthen Malaysia's technological ecosystem](#)
- [China remains Malaysia's largest foreign partner for manufacturing sector, says MIDA](#)
- [MIDA urges domestic companies to adopt digitalisation, innovate to stay competitive](#)

## MALAYSIA RANKING

- [Malaysia named as 4th most expected M.I.C.E destination in 2020](#)

## ECONOMY NEWS

- [Essential, critical sectors remain major contributors to GDP during MCO 2.0, says Tengku Zafrul](#)
- [Malaysia can achieve GDP growth target](#)
- [CIMB launches GreenBizReady to help SMEs embrace sustainability](#)
- [PM asks industry, public to observe SOPs to ensure business, trade can continue to operate](#)
- [Northern Corridor Economic Region surpasses initial investment target, achieves RM15.6b in 2020](#)
- [Govt awards RM6.2 mil Smart Automation Grant to 66 SMEs, mid-tier companies](#)
- [Malaysian Institute of Economic Research: 70,000 jobs created for every 1pc GDP growth](#)
- [Retain industrial clusters to attract more foreign investments](#)
- [Vaccination programmes will boost Malaysian economy, lead to more jobs by second half](#)
- [Malaysian SMEs should lead in innovation and production, says CEO](#)
- [Govt aims to create 160,000 new jobs this year](#)
- [Malaysia-US ties expected to remain strong under Biden's administration, say analyst](#)
- [Covid immunisation will strengthen Malaysia's position in global supply chain — MITI](#)
- [73,000 jobs created in 2020, says chief statistician](#)

## INDUSTRY NEWS

- [Malaysia becomes a critical hub for Intel Corporation's global operations](#)
- [Porsche to set up assembly plant in Kulim?](#)
- [Perodua launches 'smart build' sustainable blueprint](#)
- [Linde sets up new RM28 mln plant in Muar](#)
- [Germany's Leuze picks Malaysia to establish its first plant in ASEAN — MIDA](#)
- [Japan's Denso embarks on RM160mil advanced semiconductor production in Malaysia](#)
- [Madewings Malaysia to set up face mask factory](#)
- [Cabot Corp to invest in new sustainable rubber technology in Malaysia](#)

## SERVICES NEWS

- [Digitalisation shaping up to be part of new norm](#)
- [Malaysia third most attractive Asean country for hotel investment, survey shows](#)
- [Widad inks MoC on photovoltaic plant management project](#)
- [NTT opens fifth data centre in Malaysia](#)
- [Malaysia to rely on rail network to drive nation's aspirations — transport minister](#)
- [Malaysians need to adopt other facets of digital technology, says MDEC](#)
- [LOGOS enters JV to develop RM1.5b logistics hub in Shah Alam](#)
- [Malaysia listed among top ten in global logistics ranking](#)
- [Malaysia Digital Economy Blueprint identifies issues, challenges](#)
- [What Malaysia wants to achieve through the 10-year Digital Economy Blueprint](#)
- [MyDIGITAL Opens Up Greater Opportunities For Businesses](#)
- [Johor set to become leading solar power producer in Southeast Asia](#)

## GLOBAL NEWS

- [Pandemic to widen skill gaps as workplaces change, McKinsey says](#)

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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

#### E-Newsletter

Full page ..... RM6,000 per issue

Half page ..... RM3,000 per issue

Quarter page ..... RM2,000 per issue

#### Digital Signages

Video Walls ..... RM6,000 per month

LCD TV ..... RM3,000 per month

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### HALL

Hall Types		Rates (RM)	
		G	P
<b>Perdana Hall</b> (230 pax)	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	5,000	6,000
<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

### TRAINING ROOM

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	

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

G = Government  
P = Private



### MEETING 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:  
GST (0%)  
Service staff, linen, dome, logistic (RM200)  
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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](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.

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