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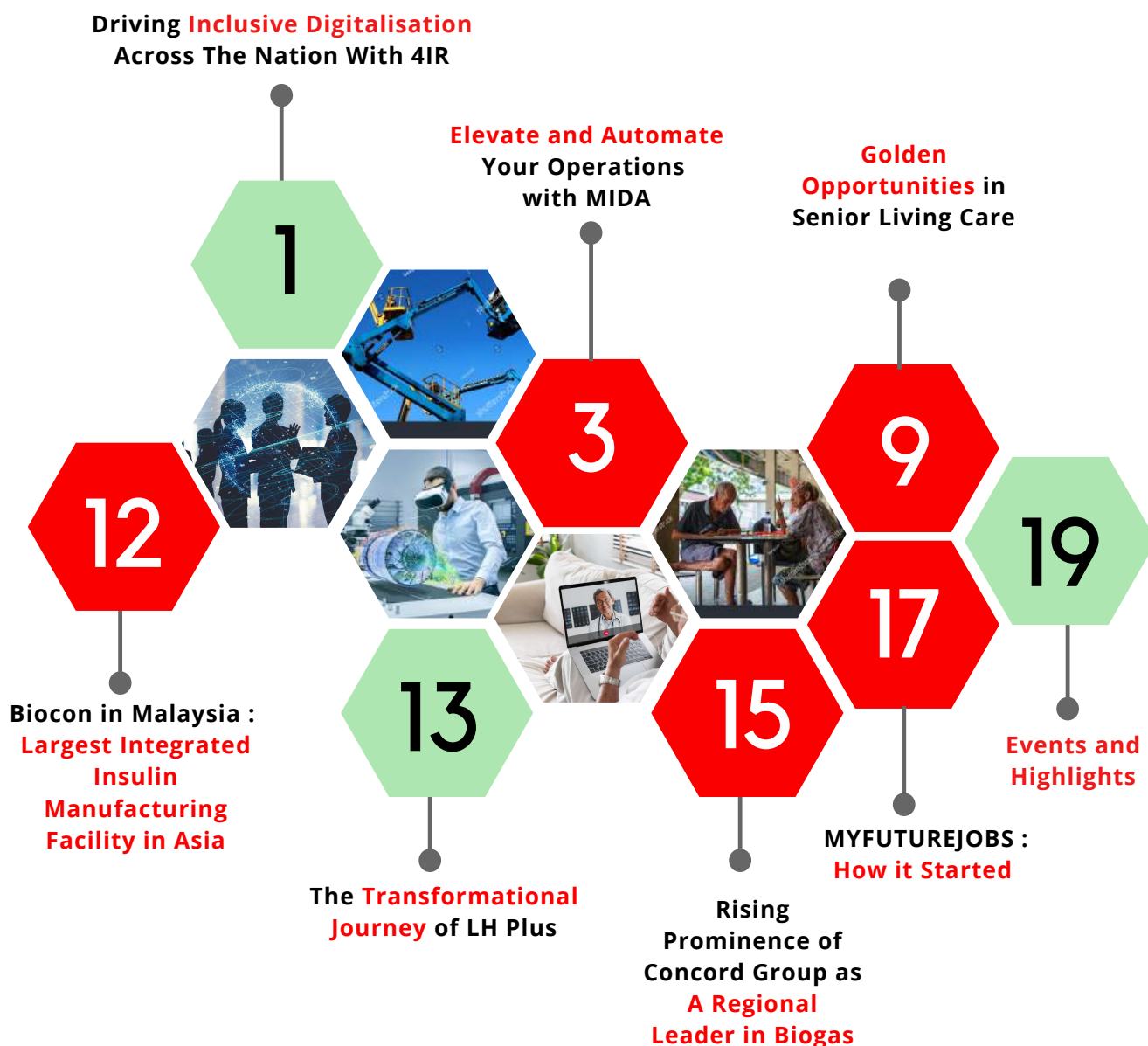
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

**Happy National Day &
Malaysia Day 2021**



MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER
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Driving Inclusive Digitalisation Across The Nation With 4IR

The pace of digitalisation is accelerating around the world and SMEs need to embrace digital technologies towards achieving future growth. In keeping with the momentum from the implementation of Industry4WRD: National Policy on Industry 4.0 that focused on the manufacturing and related services sectors, the Government has recently launched the National Fourth Industrial Revolution (4IR) Policy in July 2021.



This new policy, which complements the Digital Economy Blueprint and other related initiatives, seeks to increase the country's readiness in making use of the 4IR, thereby expediting Malaysia's journey to becoming a high-income nation through the use of technology and digitalisation.

There is a need to embrace 4IR to remain competitive in the face of a volatile, uncertain, complex and ambiguous (VUCA) environment.

While this has been generally acknowledged, it has been accompanied by several issues hindering the progress of industry players especially those operating in the less industrialised economic regions of the country. Based on MIDA's data for the Industry4WRD Intervention Fund, about 71% of the approvals were from the west coast and southern region such as Selangor, Penang and Johor.

Therefore, there is a need for other states to increase their participation in new technologies brought forward by 4IR.

The issues of internet and broadband connectivity will be the foremost critical enabler of the progression towards the digitalisation of companies. It is encouraging to see that the Government's new policies have emphasised this and that development activities are already underway to address the matter. In 2019, Malaysia launched the National Fiberisation and Connectivity Plan (NFCP) 2019-2023, to improve broadband quality and coverage. This plan was reviewed in 2020 and is known today as 'Pelan Jalinan Digital Negara' (JENDELA) with improved targets. JENDELA is the Government's plan to expand the reach of internet to every corner of Malaysia, in preparation for the 5G Technology.

The Government is aware that the task to digitalise companies could be daunting due to the limited economies of scale for SMEs especially the cottage industry. Some SMEs are also skill-intensive and hence, not all areas could be fully automated. The situation is also similar for industries that produce products that are fulfilling niche local demand or are not connected to the supply chain network anchored by bigger companies or MNCs. For these companies, MIDA would like to encourage local companies to explore various facilities offered by MIDA for the manufacturing and services sectors. The local SMEs could also leverage MIDA's Lighthouse programme whereby successful companies will act as beacons to guide the other projects/companies in Malaysia in transforming and overcoming challenges in upgrading their existing production systems.



Apart from that, there is a need to increase digital literacy and educate the benefits of technology in outreach promotional activities. The usage of digital methods must be prioritised. The prevalent prerequisite knowledge such as management of cashflows, digitalisation of sales approach, access to financial facilitation and basic proposals, are also important to build up the business before further expansion can be considered. To create an inclusive digital society, the Government through various initiatives outlined under the Digital Economy Blueprint will provide, among others, an online platform to facilitate better access for vulnerable groups. Through this initiative, vulnerable groups such as B40, women and people with disabilities will be provided with opportunities to become digital entrepreneurs in uplifting their socioeconomic status.

The disruption brought by COVID-19 has changed the way we work. More sectors are turning to digital technology and are utilising data to leverage growth opportunities and enable greater efficiency. All stakeholders must realise that these changes will be driven by new mindsets and behaviours that society is now starting to adopt.

As Malaysia welcomes the new digital economy, it is no longer an option but a necessity to embrace digital transformation and access learning opportunities to develop in-depth and holistic skills to thrive in this new era.



Elevate and Automate Your Operations with MIDA



Since the outbreak of the pandemic, global business and manufacturing ecosystems have been upended, reinforcing the urgency for automation as governments and business leaders focus on reinvigorating the languishing economy. The pandemic has revealed how vulnerable global supply chains can be and has motivated manufacturers to rethink automation adoption in a more cost-effective manner, especially in the areas of customer engagement, supply chain, production and operation strategies. Adopting automation for cost-effective technology solutions is now critical for businesses to thrive in the post-pandemic economy.

Automation is capable of greatly improving the efficiency of manufacturing operations and at the same time, reducing costs.

It also allows a single facility to produce a variety of products and boost output (ie. a machine capable of packing a large number of units per minute or hour can improve a company's bottom line). The global industrial automation market size was valued at USD168.81 billion in 2019 and is projected to reach USD326.14 billion by 2027, at a forecast CAGR of 8.9 per cent.[1]

In 2020, the World Economic Forum (WEF) published a report revealing the rise of machines and automation that would eliminate 85 million jobs by 2025, however WEF also expects 97 million new jobs will be created. With a focus on job creation, efforts towards rationalising automation and digitalisation is a critical progressive move forward. [2]

On one hand, this helps businesses effectively use their resources and on the other hand, it also equips their manpower with capability to improve productivity, technology deployment and speed. Hence, automation helps to not only achieve cost-competitiveness, but also ensure the current workforce remains relevant in targeted highly skilled and higher income job segments, in line with the country's move towards a high income economy.

Currently, the state of the industrial revolution in Malaysia's manufacturing sector is between Industry 2.0 and 3.0; and is predominantly made up of Small Medium-Sized Enterprises (SMEs). Given that SMEs contribute approximately 38.2% to the Malaysia GDP (in 2020) and 48% to the total employment, it is a crisis for the nation if SMEs remains unaware of the importance to embrace automation to improve their manufacturing competitiveness in future pandemic-related lockdowns and post-pandemic period.

The lack of understanding about automation technologies and the high cost of equipment are two common challenges cited by companies specifically SMEs. One of the biggest misconceptions is the high cost of adopting automation technology and that they have to automate their entire production line.

[1] <https://www.fortunebusinessinsights.com/industry-reports/industrial-automation-market-101589>

[2] http://www3.weforum.org/docs/WEF_Future_of_Jobs_2020.pdf



In order to address the issues, companies should first identify the specific processes in their production lines that can be improved through automation or companies could start with simple devices to enable data collection/ analytics and gradually enhance to highly sophisticated machinery and equipment that is adaptable to artificial intelligence and other Industry4wrld technology.

Among the Government initiatives to encourage smart manufacturing is the Industry4wrld policy. This framework includes three core elements and eight core thrusts designed to create a pathway for enhanced productivity, job creation, and to grow a high-skilled talent pool in the manufacturing sector.

Malaysia Factory Automation Providers/ System Integrators

Get help from the experts

In today's day and age, when companies want to stay ahead of the game they need their systems to work synchronously. Systems that are not integrated result in significant increases in cost and resource consumption. Integrated systems are important because the process can boost the speed of information flows and reduce operational costs.

There are always tradeoffs when considering the level of automation for a facility, but the critical factor is to have the experts at the table very early in the process and to carefully consider all options. In order to materialise the success of the automation journey,

companies should identify and work with factory automation providers/system integrators (SI). These experts play a significant role in bringing systems, equipment, and machinery together to create a manufacturing solution while enabling the business to improve its productivity and quality of operations. Their inherent exposure to different industries results in a wide breadth of knowledge that comes from their involvement in various projects. The experience gained in one application and industry can be applied in another. This capacity allows SIs to explore innovative solutions to resolve a client's challenges.





In Malaysia, there are about 50 companies including Malaysian-owned companies that have grown and established themselves as internationally recognised providers of factory automation systems such as Pentamaster, ACM, Greatech Integration, Genetec, Cheng Hua, TXMR, Vepro and XTS Technologies.

Each of these reputable companies is well-known for its unique capabilities and specialities which allow them to serve in both local and global markets.

In 2010, there were about 25 local factory automation companies in Malaysia, with a total market value of merely RM234 million.

Today, more than 50 factory automation companies are operating, with the top 10 companies having an accumulated total market value of more than RM25 billion.

They provide different kinds of solution that is required by the customers, as shown:

			
Pentamaster Corporation Berhad Offers factory automation solutions such as material handling conveyor system, high-speed sortation system, assembly and test modules, robotics technology, manufacturing executive system, intelligent automated robotic manufacturing system, and automated guided vehicle	Alliance Contract Manufacturing Sdn. Bhd. Provides integrated manufacturing technology solutions for precision parts, assembly products, mechatronics modules and equipment build to a wide range of industries. It also provides contract design manufacturing for robotic welded frame and structure, precision BLDC motor for OEMs and electric motor and controller for electric vehicles	Greatech Integration (M) Sdn. Bhd. One of the world's leading automation solution providers in various industries such as solar, electronic devices, semiconductor, life science, and energy storage	TXMR Sdn. Bhd. Provides robotic and process automation and engineering solutions. Among the core technologies are Integrated Conveyor Automation System (ICAS), SMART T-Arm Manipulator, Cyber-Physical Manufacturing System (CPMS), Smart Factory Systems Solution, Autonomous Guided Vehicle (AGV), 3-Axis Countersink Gantry Robot and Smart Machine
			
XTS Technologies Sdn. Bhd Offers customised machinery to serve the client's automation needs. Among solutions offered are smart factory modules, assembly or conveyor automation and automatic storage and retrieval systems (ASRS) for warehouses	Vepro Group Sdn. Bhd. Provides solutions for industries involved in automation, robotic, packaging, processing and software technology	Cheng Hua Engineering Works Sdn. Bhd. Supplier of integrated material handling technology such as sortation solutions, conveyor systems, palletising systems, and vertical transfer systems	Genetec Technology Berhad Solution provider for renowned industry leaders in electric vehicle and battery, automotive, computer peripherals, consumer goods, and healthcare sectors



While different companies require different solutions when it comes to automation, even within the same industry, there are varying challenges to automation. It is critical to find a factory automation provider/system integrator on this journey who can offer the right support to enable a smoother journey. Through its engagements with SMEs and multinational corporations, MIDA can assist to connect the companies with factory automation providers/system integrators as well.

Automation Project Initiatives (API)

As a testament to MIDA's commitment in supporting automation within the manufacturing sector, the Automation Project Initiatives (API) was launched. This programme focused on enabling Malaysian businesses to adapt to the new normal in the post-pandemic era. MIDA's API is a physical platform that serves to connect labour intensive/low productivity companies with potential system integrators/factory automation players.

In short, the objectives are:

- To assist companies in automating their processes, particularly those heavily dependent on unskilled labour (foreign labour)
- To disseminate the latest information on the Government facilitation and programmes for automation or Industry4WRD projects.

Since its commencement on 15 September 2020, MIDA has organised a series of API programmes with the E&E sector and business associations, including the Timber Association. Several webinars on Government Facilitation for companies undertaking automation and digitalisation initiatives with reputable Malaysian factory automation providers/system integrators such as XTS Technologies Sdn. Bhd. and TXMR Sdn. Bhd. were also held. These initiatives aim to promote the importance of automation among local companies to transform their facilities towards becoming more competitive and cost effective while ensuring the success of their automation journey in Malaysia.

API is an ongoing project and MIDA encourages interested companies to contact the [Machinery & Metal Technology Division for more information.](#)

Government Support and Facilitation

Among the initiatives to encourage this paradigm shift include Malaysia's Industry4WRD policy which serves as an excellent guide. Through its Industry4WRD

Readiness Assessment and the subsequent Intervention Fund, the Government is committed to assist businesses in:

- assessing their capabilities and readiness to adopt Industry 4.0 technologies and processes;
- understanding their present capabilities and gaps; and
- preparing feasible strategies and plans to move towards effective adoption of Industry 4.0.

Companies, including SMEs are encouraged to leverage on the initiatives and facilities offered to local companies to move towards Industry 4.0 and automation.

Government Facilitation

[For Industry 4.0](#)

Industry4WRD Intervention Fund
-Matching grant of 70:30 on a reimbursable basis up to RM500,000 for eligible expenditure

[For Automation](#)

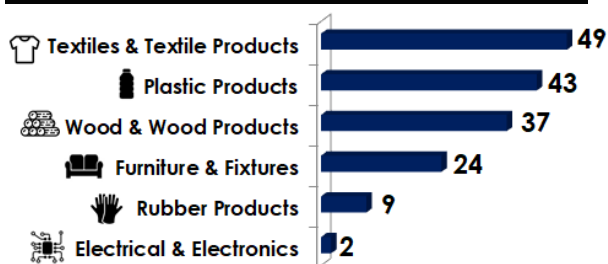
Automation Capital Allowance (Automation CA)
-Up to a 200% tax deduction on the first RM4 million expenses incurred within 8 years of assessment (2015-2023)

Total Approvals	Category 1		Category 2 (Other Industries)
	i. Textiles & Textile Products; ii. Wood & Wood Products; iii. Plastic Products; iv. Furniture and Fixtures; and v. Rubber Products		
401	164		237

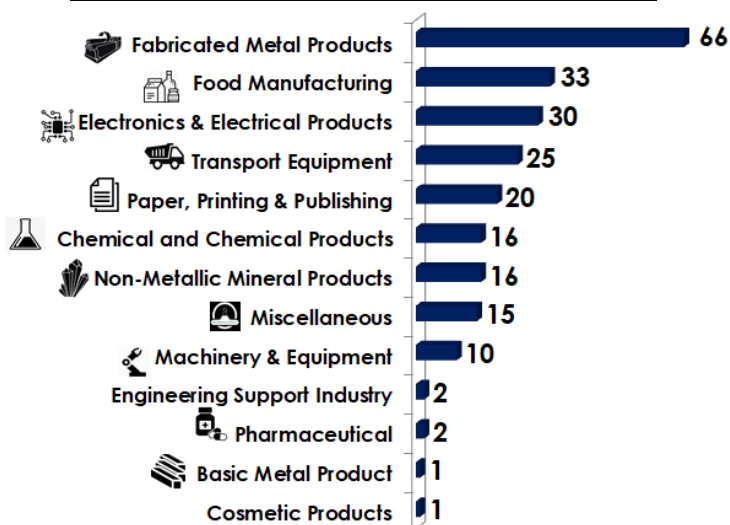
As of April 2021, MIDA has approved 401 applications for the Automation CA as shown in table above.



Category 1



Category 2: Other Industries



Breakdown of Automation CA approval by industries

Two examples of Malaysian SMEs that have been successful in their Automation CA applications

A company in Kelantan producing water, wastewater & environmental engineering such as rotary screen, hydraulic screen, penstocks, logboom with floatec, gates, HDPE flap valves and stoplogs is able to improve its manufacturing productivity and product quality

A company in Pulau Pinang producing precision machined parts for the semiconductor industry managed to increase their production volume up to 70% and reduced their rejection rate by 95%

Companies that have leveraged on these facilities have experienced tangible benefits of automation. Based on the impact analysis of 245 projects approved as of March 2021, these companies have invested more than RM583 million in automation, machinery and equipment. These findings signify that automation is inevitable for business sustainability.

As a result of these investments, companies reported cost savings due to the reduction of over 2,089 unskilled workers and contributed an average of 203.31% improvement in production volume.

Special Tax Incentives Under PENJANA

For new and existing companies that are planning to relocate or incur new investment, the Government has provided a special tax facility.

Under PENJANA, a 0% special tax rate for 10 years for new investments is offered to new companies in the manufacturing sector that has capital investment between RM300 million to RM500 million. Meanwhile, existing companies in Malaysia that are relocating their overseas facilities into the country with a capital investment of above RM300 million may apply for 0% Investment Tax Allowance (ITA) for 5 years. This allowance is offset against 100% of their statutory income for each assessment year.

Transforming Investment Facilitation

MIDA has also established a Project Acceleration and Coordination Unit (PACU) to facilitate all necessary approvals.



1. **Assist and accelerate** the application submitted and track the status of approval. Application via e-ML 2.0 will be approved within 2 days (with complete information for non-sensitive industries)



2. **Identify and facilitate** issues and challenges faced by companies in implementing their projects and proposed appropriate solutions.



3. **Monitor** the progress of implementation through the Implementation Tracking and Monitoring System (ITMS)



4. **Collaborate** with the Federal and State Governments, Service Providers, Investment Promotion Agencies (IPAs), technical agencies and other related technical departments



This is in addition to the presence of the 12 MIDA state offices to assist and facilitate investors who are not based in Kuala Lumpur, namely in Selangor, Perak, Pulau Pinang, Kedah, Terengganu, Kelantan, Pahang, Johor, Melaka, Negeri Sembilan, Sabah and Sarawak.

MIDA acknowledges the importance of factory automation providers/system integrators in supporting the vision of Industry 4.0 in Malaysia and support these factory automation providers/system integrators companies, particularly local companies, to bolster their capabilities and capacity in the manufacturing and services supply chain. The post-pandemic environment will undoubtedly continue with disruptions and volatility.

In order to survive and remain competitive, it is vital that digital manufacturing be incorporated into the business roadmap.

This will serve as a sustainable long-term growth strategy and enable them to compete in the global market.

Companies who are interested to connect with factory automation providers/system integrators players, contact MIDA today!



Golden Opportunities In Senior Living Care



The global growth of the senior population has led to new business opportunities and technology solutions in the aged care industry. Most elderly folks want to remain independent, stay in control and enjoy a premium quality of life in their golden years, but their abilities start to decline with age. Hence, this gave rise to the demands for aged care and retirement living.

These facilities provide a lifestyle that caters to the personal and social needs of senior citizens where they can access dedicated assistance in daily activities and medical support to ensure a healthy and graceful life.

Senior living facilities may feature:

i. Integrated Retirement Village

Beyond brick and mortar, seniors get to build connections and be part of an elderly-friendly community

This integrates elderly-friendly designs, facilities and support services such as meal planning, housekeeping, routine medical check-ups, therapy, medication management and social activities.

ii. Nursing Home

A facility with different levels of medical care for the elderly outside a hospital. It is a long-term care facility and is typically for people who can no longer be cared for at home or require 24-hour nursing supervision. Services include meal planning, cleaning, laundry, assistance with showering, nursing care, medication management and social activities.

iii. Mobile Healthcare Service

A facility that provides personal and medical care services at the comfort of the elderly, for instance, in their own homes. This will improve the turnaround time of hospital beds and allow the elderly to recover in the comfort of their own homes with support from family members.

Emerging Global Trends

Currently, as reported by DataBridge Research, 605 million or 11% of the entire global population are above 65 years old. Euromonitor International projected that by 2030, more than 990 million people will age 65 or over and among the population aged 65 and over, the fastest-growing group between 2019 and 2030 will be the people aged 75-79.

The USA-based National Institute of Ageing projects that by the end of 2050; the global percentage of people aged 65 and over will increase from 8.5% to 17% (1.6 billion people) and inadvertently raise the momentum of demand in aged care.



Malaysia is progressing towards an ageing population, as those aged 65 and above are expected to make up almost 15% of the total population by 2044. [1]

Based on a study done by Universiti Putra Malaysia in 2017, Malaysia will take 23 years to double its population for age 65 years old and above (7% to 14%), as compared to Japan (26 years), United Kingdom (45 years) and Australia (74 years). Malaysia may even become an ageing nation while at a lower level of economic development status.



Factors contributing to the demand of aged care services include the affordable cost of services, qualified and trainable assistants/nurses with specific skillsets, increasing participation of startups and smaller players in localised regions, and technological advances of healthcare devices, wearable, traditional complementary service and customised medications.

Aged care services have made an impact in developed countries, such as the United States, Canada and Australia. Industry players are creating higher awareness and pressuring Governments on the need for quality aged care services within the healthcare ecosystem. In Asia, notable countries that have started to address the challenges of their ageing population are China, Singapore and India where aged care services are gaining popularity.

Many developing countries in this region have yet to adopt a comprehensive aged care concept and build the right infrastructure and facilities.

Aged Care Facilities in Malaysia

Generally, aged care living in Malaysia can be divided into two categories, namely the nursing homes and old folk's homes. As of 31 December 2019, only 21 nursing homes (775 beds) were licensed by the Ministry of Health, while 350 private old folk's homes (including those managed by NGOs) were registered under the Department of Social Welfare in 2018 with 6,927 residences.

To ensure that the minimum standard of care is delivered to the elderly in these centres, the Private Aged Healthcare Facilities and Service Act 2018 (Act 802) had been passed by the Parliament on 29 November 2017 and came into force on 29 March 2018. The new Act replaces the Private Healthcare Facilities and Services Act 1998 [Act 586] which regulates private nursing homes as well as the Department of Social Welfare - Care Centre Act [Act 506] which regulates care centres.

The Social and Welfare Department of Malaysia reported that the level of education of the elderly will keep increasing. More elderly folks are retiring with good incomes and social needs. Thus, this demographic shift will undoubtedly have profound economic and social implications, as well as new healthcare concerns.

Notably, the private sector in Malaysia is viewing this industry favourably and is exploring new growth opportunities to transform the senior living care industry. An inclusive aged care system is vital to cater for every aspect of senior living. Proposed models include the introduction of 3rd and 4th generation senior living facilities (care village model++). These facilities are equipped with high-quality standards and sophisticated medical equipment, as well as information technology platforms to ensure an effective communication network for the best safety of the elderly.

[1] <https://www.worldbank.org/en/country/malaysia/publication/a-silver-lining-productive-and-inclusive-aging-for-malaysia>



Adoption of digital technology in senior living such as the Internet of Things (IOT) and telehealth could provide real-time data, effective communication and the best support provided by aged care operators to minimise risk in managing the elderly.

Recognising the importance to tackle the challenges of an ageing population as well as the diverse investment opportunities, the Malaysian Government is integrating the aged care segment into the overall national healthcare ecosystem, while encouraging investors to venture into senior living projects and aged care service providers.

A prime example is Lifestyle and Healthcare Services Sdn. Bhd. that has begun the development of a 32-acres aged care village known as Millennia Village in Seremban, Negeri Sembilan in their effort to meet the evolving needs of the ageing population. This project would value add to the economy in terms of skilled employment and local business opportunities, as well as real estate development.

Malaysia is working towards the region's quality aged care facilitation and development model. Hence, the focus is to ensure a high quality, comfortable and conducive environment at a competitive and affordable cost.

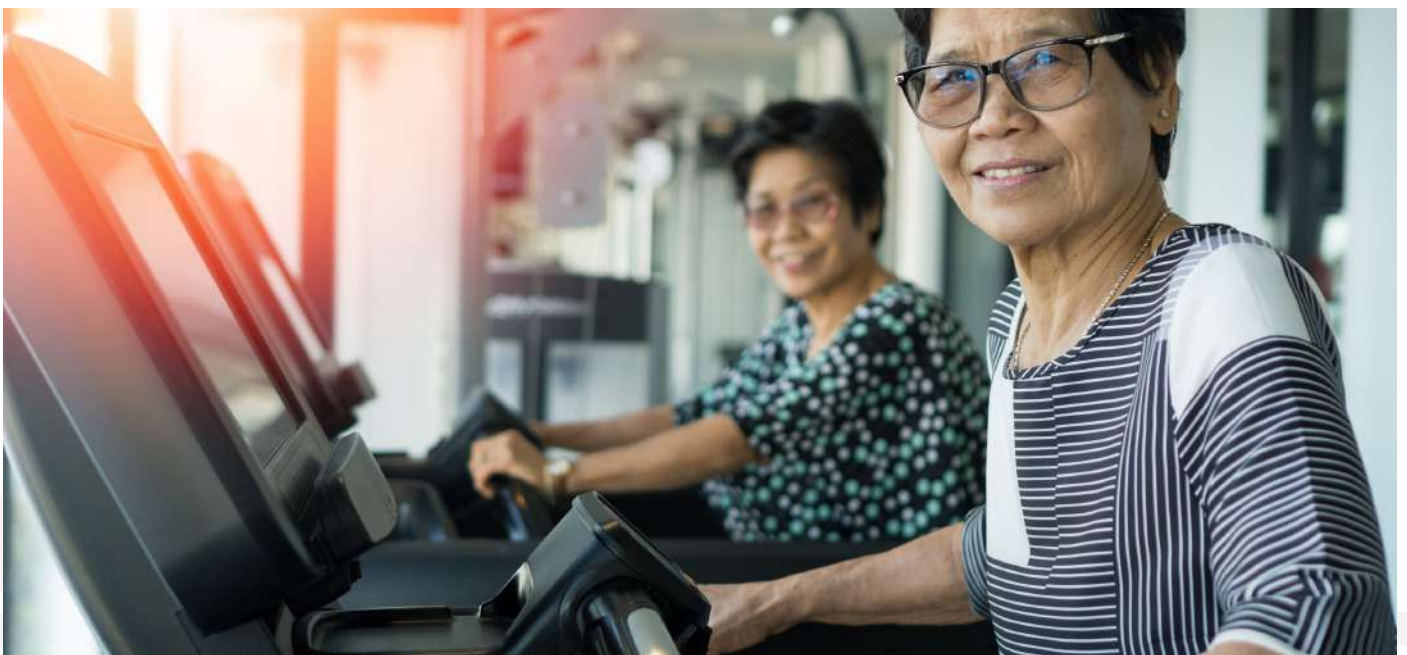
The country's positioning among the world's top private healthcare services reflects the steadfast commitment from relevant organisations in ensuring a dedicated continuity of healthcare amidst the COVID-19 pandemic.

Malaysia was recognised at the International Medical Travel Journal (IMTJ) Medical Travel Awards 2020 by winning the highly coveted 'Health and Medical Tourism: Destination of the Year' title. Malaysia was also ranked first in the 'Best Healthcare in the World' category of the 2019 International Living Annual Global Retirement Index.

The Malaysian Investment Development Authority (MIDA) continues to support and encourage capital investors and

service providers to explore investment opportunities in the sustainable economic transformation for the aged care industry. The Government is already facilitating through the Investment Tax Allowance on eligible capital expenditure incurred within 5 years for new approved projects of private medical and healthcare centres of international accredited standards, and in support of the health tourism industry.

There are tremendous growth opportunities in Malaysia's healthcare sector for investors to meet the demands of quality living for the global senior population. MIDA looks forward to facilitating investors that can raise the profile of senior healthcare services, particularly by introducing technology and innovation to address common challenges and improve services.



Biocon in Malaysia : Largest Integrated Insulin Manufacturing Facility in Asia

Biocon Biologics, a subsidiary of Biocon, focuses on the Group's biosimilars business. It has one of the largest global biosimilars portfolios spanning recombinant human insulin (rh-Insulin), insulin analogs, monoclonal antibodies and other biologics for oncology, immunology and other therapeutic areas. The company is well-positioned to offer lowered costs and more access to this highly innovative class of drugs. The demand for biosimilars is set to grow as patents expire on leading biologics and pressure for lower priced drugs increases.

Through Biocon Sdn Bhd, Biocon has set up Asia's largest integrated insulin manufacturing and Research and Development (R&D) facility in Malaysia with an investment of USD325 million. This also positions it as the largest foreign investment in biotechnology in Malaysia. More importantly, this reflects Biocon's commitment to put affordable life-changing medicines within the reach of patients across the world.

Biocon Sdn Bhd, has the following credentials:

- The Malaysia facility has regulatory clearances from the health authorities of the US and EU
- It has received the CGMP certification from the National Pharmaceutical Regulatory Authorities (NPRA), Malaysia
- The facility manufactures drug substance for Biocon's range of rh-insulin and insulin analogs as well as drug products in vials, cartridges and devices
- The rh-Insulin formulations (Brand Name: Insugen®-R, Insugen®-N and Insugen®-30/70) have been approved by the Drug Control Authority, Ministry of Health, Malaysia
- Biocon's Insulin Glargine from Malaysia is exported to various parts of the globe including US, Europe and Australia



Mr. Kiran Kumar Gandhirajan
Senior Vice President
Biocon Biologics



Commercial operations commenced in 2016 with Biocon's recombinant human insulin to be the first locally manufactured biosimilar product approved for sale in Malaysia. The facility also provides an opportunity to export affordable insulin therapies to other global regions.

With Asia's largest integrated insulin manufacturing and R&D facility, Biocon brings many significant advantages to healthcare in Malaysia through a strategic partnership with Duopharma Biotech Berhad, Malaysia's leading pharmaceutical company. The partnership is leveraging its innovation capabilities and ingenuity to open up a world of possibilities for healthcare professionals and patients. Patient outcomes are improving with affordable cancer and insulin therapies. Biocon Sdn Bhd and Duopharma Marketing Sdn Bhd boosted the supply of locally produced Insugen (recombinant human insulin). The successful launch of Basalog One (Insulin Glargine pen) as well as Zuhera (Trastuzumab) replaced the fear of disease with the hope of a better life for Malaysians.

The Transformational Journey of LH Plus



Mr. Callum Chen
Chief Executive Officer
LH Plus



LH PLUS SDN BHD

The company is not spared from the pandemic, mainly due to disruption of the global supply chains. Having experienced the Asian financial crisis in 1997 and the global financial crisis in 2007, LH Plus has strengthened its business resilience over the years. This has enabled the company to execute its business continuity plans effectively during the pandemic. Like most long-established companies, LH Plus learned and rebounded from past crises.

The Beginning

LH Plus Sdn Bhd started in 1947 as a small family-owned enterprise producing metal parts for bicycle stands. Over the years, they have successfully transformed and corporatised their business operation into a plastic injection moulding company. Their business philosophy is reflected in its core values i.e. doing the right thing, embracing discipline and consistency, pursuing growth and learning, thinking outside of the box, and being passionate and determined. Most of their employees have remained with the company for over ten years, with the longest being forty-three years to-date. Today, LH Plus offers a diversified range of premium homewares and medical devices for various domestic and global conglomerates. The company plans to continue its global expansion to world-leading conglomerates while growing its domestic business. Being a responsible corporate citizen, LH Plus also maintains an active CSR programme, contributing to various communities for different needs.

Resetting from Crises

The COVID-19 pandemic has caused severe challenges to the socio-economic environment worldwide. People and businesses are seriously impacted.

Besides external crises, the company also faced challenges that affected its internal business operations. In October 2000, the business was destroyed by a massive fire that turned their factory into ashes overnight. Without a factory, production could not continue, which led to a backlog of orders. On top of that, their factory was underinsured. The insured sum could only cover a fraction of the replacement costs of the factory repairs and machinery. This served as a costly lesson for LH Plus – insurance is indeed an integral part of the risk management process and must not be taken lightly.

Despite the operational setback, the company leaders did not give up their dreams to excel. LH Plus restructured their business plans. The setback turned out to be an opportunity for the company to build a new larger factory equipped with more advanced machinery with the help of bankers, suppliers, customers and team members.

Transformational Journey

In line with changes in the business environment, business models were realigned to leverage the opportunities in expanding its business operations.



In 1990, LH Plus made a bold transformational decision to grow its business beyond borders. For the first time, its homewares were exported to Australia. Besides additional revenues, much was learned from this maiden experience. The procedures of performing cross-border business are different and require more detailed information. Thereafter, the company continued to expand its global knowledge and business network by participating in international conferences and exhibitions under the support and guidance of the Malaysia External Trade Development Corporation (MATRADE).

In recent years, LH Plus commenced extensive collaborations in product development with its global customers. The company has also secured ISO standard certifications, health and safety certification and supplier quality certification. This reaffirmed the company's standing and reputation as a tier-one supplier to multinational conglomerates worldwide.

While expanding the market is one notable achievement, sustaining the sales in global markets is the actual test. The competition is intense in the international market. One of the critical success factors in the worldwide market is continually producing high-standard and high-quality products at competitive prices. This brought about the next transformational initiative in enhancing production efficiency. LH Plus invests adequately in technology and smart automation to intensify the speed, accuracy and quality of its products. With the assistance offered by the Malaysian Investment Development Authority (MIDA) under the Domestic Investment Strategic Fund (DISF), Accelerated Capital Allowance (ACA), Smart Automation Grant (SAG) and Industry4WRD schemes, the company has successfully embarked on automation that reduces its workforce by 80% while increasing the production output by 300%. This enhancement translates into massive savings in the long term. The next transformational goal is to bring their company public. By doing so, it will lift LH Plus to the next level and become a significant Malaysian company.

Recharge for Growth

As commonly stated, organisational changes must start from the top. Looking back, the company has transformed considerably over the last 74 years. The significant success factor lies with the transformational leadership that provides clear business direction and motivation to the employees, driving the entire company to charge forward confidently.

"We always value our employees. We firmly believe in the people-before-profit philosophy, and this will remain our fundamental management principle. In addition, we have also invested significantly in technology and automation to enhance the company's overall production efficiency and performance. Investing in fit-for-use technology may not necessarily equate to procuring the best technology but it is essential in the production optimisation process. By investing in the right equipment, we manage to expand our production capacity and flexibility for a broader range of products. Consequently, we are prepared to grow our business further in the new normal," said Mr. Callum Chen, CEO of LH Plus.

"Cash flow management is of the utmost importance amid the pandemic. In light of this, we worked closely with our bankers to realign the financing structure with our latest requirements. We negotiated for improved terms and conditions while maintaining established rapport with them – cash flow is certainly of utmost importance to overcome the impact of the pandemic," he added.

Key Take-aways

Here are critical strategic measures that companies can adopt in accelerating business recovery and achieving sustainable business growth in the long term:

- People engagement – value the employees and their contribution, groom them through reskilling and upskilling programmes
- Smart automation – the adoption of advanced technology to enhance the overall performance of the company
- Invest in fit-for-use technology – invest in technology that can fulfil the needs of business operations
- Succession planning – critically valid for family-owned businesses in ensuring business continuity and sustainability in the long term
- Stakeholder management - financiers and government agencies are essential stakeholders to manage in ensuring smooth business operations.

For more information and collaboration opportunities, please contact:

Callum Chen, Chief Executive Officer
callum@lhplus.com

Rising Prominence of Concord Group as **A Regional Leader in Biogas**

The Concord Group of Companies is a leading developer of renewable energy (biogas) power plants and have won awards such as the National Energy Awards 2020 by the Ministry of Energy and Natural Resources, and the 2nd Runner Up for ASEAN Energy Awards 2020 by the ASEAN Centre for Energy. The parent company, Concord Alliance Sdn Bhd (CASB), started venturing into the renewable energy (RE) sector in 2014 and to-date, the Group comprises 13 companies with operations in Malaysia and Indonesia.

The Concord Group develops biogas plants at palm oil mills to harness the waste from the palm oil mills known as "POME" (Palm Oil Mill Effluent) to produce biogas for the generation of electric power for sale to Tenaga Nasional Berhad (TNB), under the Feed-in Tariff (FIT) mechanism under Sustainable Energy Authority Development (SEDA) Malaysia.

In Malaysia, there are currently four (4) biogas plants that have been successfully in operation within the Group and with two (2) more to be commissioned before the end of 2021. Another plant has just commenced development with a planned completion date by end-2022. The biogas plants being implemented at palm oil mills benefit the environment by improving the wastewater treatment process, mitigating climate change by reducing greenhouse gas emissions (methane and carbon dioxide) and producing clean, renewable energy.

Current Progress

The Concord Group has developed four (4) greenfield biogas plants at palm oil mills owned by the FGV Group in Pahang and Johor, with a total output of 5.6 MW that is exported to the TNB national grid. All four (4) plants were successfully commissioned between the end of 2018 and first half of 2019, and are now in full operation.



Datuk Khairuddin Bin Tan Sri Mohd Hussin
Chief Executive Officer
Concord Group



Currently, the Group is developing more biogas plants at other plantation companies. At Kumpulan TDM Berhad in Terengganu, two (2) plants are nearing completion and one (1) more at a RISDA palm oil mill in Pahang is slated for completion by end-2022. There are four (4) more biogas plants in the pipeline with esteemed partners such as Sime Darby Plantation Berhad and Yayasan Pahang, among others.

Concord Group has also ventured into Indonesia as engineering, procurement, construction and commissioning (EPCC) contractors where two (2) biogas plants have been constructed and commissioned. Of which, the latest is being used for the production of bio-compressed natural gas (bio-CNG) and utilisation of biogas for use as renewable fuel in vehicles and power production in East Kalimantan.

All these biogas plants provide career opportunities for locals such as those of the FELDA settler communities, during both the construction and operational stages.



They are engaged in the management and operation of the plants, as the Group has always prioritised employment to the local community. With a growing presence across Malaysia and Indonesia, Concord Group positions itself as one of the regional industry leaders for the biogas sector and will continue to expand.

Growth Factors

The decision for Concord Group to set up operations and venture into the RE business is mainly driven by the adequate fiscal and financial support made available by the Government of Malaysia and the various ministries and agencies.

The support received is in the form of a green income tax incentive under the Pioneer Status granted by the Malaysian Investment Development Authority (MIDA), project loan interest rebate under the Green Technology Financing Scheme (GTFS) by the Malaysian Green Technology and Climate Change Centre (MGTC),

loan guarantee by Credit Guarantee Corporation Malaysia Berhad (CGC), financial support by way of a grant from TERAJU and financing by Bioeconomy Corporation under the Bioeconomy Transformation Programme (BTP).

These incentives were attractive factors in the decision-making process for the Group when considering to venture into this industry. More importantly, the Deed-in Tariff (FiT) business model under SEDA Malaysia provides a good locked-in tariff rate which is guaranteed for the full tenure of 21 years under the Renewable Energy Power Purchase Agreement (REPPA), signed with Tenaga Nasional Berhad. This business model ensures long-term sustainability for the Group.

Investing in RE

There has been a progressive shift by the Government in promoting RE with the objective of creating a better and cleaner environment.

Towards this end, the Government is committed to the target of having RE in the National Energy Mix of 31% by 2025. This gives rise to tremendous business opportunities for the development of RE. Biogas technology provides one of the solutions that complement other forms of RE such as solar photovoltaic, hydro and wind.

As most biogas technologies have been localised, it has matured and is well-suited to the local climate and feedstock characteristics. The harnessing of feedstock, which is essentially waste material, into useful by-products also contributes towards lessening the pollution of rivers and improving the environment.

Funding is available for the RE or biogas industry with good fiscal support from the Government. Many financial institutions have started to lend to the RE industry and offer competitive funding options.

The RE industry is considered to be a sunrise industry as the world transitions to cleaner forms of energy and thereby, afford lots of opportunities to businesses. Furthermore, Malaysia is blessed with an abundance of raw material (POME) within the palm oil industry and has the best government incentives and policy frameworks within the region.



MYFUTUREJOBS: How it Started

MYFutureJobs

Your National Employment Services Provider

www.myfuturejobs.gov.my

MYFutureJobs is the primary reference and a one-stop centre for employment services and training in Malaysia. In addition to job matching and recruitment support, the portal provides upskilling and reskilling training programmes through 495 registered training providers in 6,662 courses across 42 fields. Covering job placement functions, career counselling, mobility assistance and social security protection for individuals facing job losses, training and active labour market, the MYFutureJobs offers comprehensive employment solutions that are critical for the adjustment of the labour market; consequently, cushioning the impact of current economic transitions.

How It Began

This portal started as an initiative known as the EISJobsPortal under the Malaysian Social Security Organisation's (SOCSO) Return-To-Work (RTW) programme in 2007. As part of SOCSO's social security protection for workers, the RTW Programme emphasises enabling the Insured Persons with disabilities to securely return to work. The programme, which combines both the rehabilitation programme and employment services, assists Insured Persons through an integrated approach

known as the case management system, involving the function of case managers. Consequently, in 2018, the Government of Malaysia entrusted SOCSO through the Ministry of Human Resources to execute a new directive in protecting workers experiencing loss of employment.

Under the Employment Insurance System (EIS), SOCSO provides financial assistance for replacing income loss, employment services including job search and upskilling/reskilling training for the workers. In doing so, SOCSO's Employment Services Officers (ESO) proactively engages with employers to organise open interviews and career fairs for retrenched workers seeking employment while simultaneously helping employers as EIS contributors to find suitable candidates.

Notably, more job seekers apart from the EIS Insured Person turn to SOCSO for employment and recruitment support, resulting in the development of an online job portal, formerly known as the EISJobs Portal.

To leverage job matching accuracy and fulfil growing demands for employment services, the online portal rebranded to

MYFutureJobs and was soon declared as the National Employment Portal under the PENJANA in 2020 as SOCSO evolved into the role as the National Employment Services Provider.

How can Businesses Benefit

In addition to being an online platform for job search and matching, MYFutureJobs bridges the supply-demand gap between job seekers and employers on a single platform. Featuring Artificial Intelligence (AI) and Skill-Based Matching technologies, the MYFutureJobs matching process involves skill-based profiling, which is locally contextualised from the European Classification of Occupations (ESCO) taxonomy.

The skill profiling establishes crucial connections between the vital requirement of a job, role, position and the comprehension and proficiency required for successful performance in an employee.

Furthermore, as skills are fundamental in recruiting, the portal also demonstrates skill gap analysis on candidates and the posted vacancies, enabling better matching of relevant candidates for businesses and identifying training needs.



The National Employment portal, MYFutureJobs provides a combined ecosystem of social protection and employment support for businesses in the three (3) main areas:

- employer focus recruitment support,
- advertising of job vacancies; and
- real-time labour market infrastructure.

Integrated with the portal is the case management system. This system provides a human touch experience and one-to-one recruitment support for employers. Upon registering on the portal, a SOCSO Account Manager will be assigned to the respective business to provide dedicated assistance in attaining their recruitment goals. These SOCSO Account Managers manage and retain employer partnerships, and subsequently, support recruitment initiatives for the employer. Their services include filtering suitable candidates for businesses and arranging systematic interview sessions to attract local candidates at nationwide locations.

SOCSCO also manages talent pools under its existing schemes, including the EIS, RTW Programme and the registered job seekers from the MYFutureJobs portal, offering a ready pool of potential candidates for businesses to tap on, including other deliverable recruitment services, free of charge.



PenjanaKerjaya 3.0 provides maximum incentives of RM6,000 when employers hire unemployed job seekers from vulnerable groups including disabled individuals.

What's Next for SOCSO?

As part of SOCSO's transformation into becoming a Public Employment Services provider, the organisation has recently embarked on various programmes and active labour market initiatives to support the employment of Malaysian job seekers.

The programmes include organising Career Labs for graduates, delivering employment services to EIS beneficiaries and hosting regular open interviews featuring employers across all sectors, which are carried out at its 54 branches nationwide. This year to-date, open interviews were organised both physically and virtually, providing employment to 4,561 job seekers. This figure gives a total number of 184,804 successful placements by MYFutureJobs Employment Services which include placements via the MYFutureJobs online portal and *PenjanaKerjaya* hiring incentives.

As Malaysia moves towards recovery following the COVID-19 pandemic, SOCSO introduced the 'PenjanaKerjaya' or the Hiring Incentives and Training Programme to generate job demands from employers. The initiative, which aims to increase job opportunities for local Malaysians, commenced under

the PENJANA economic in 2020 and is entering its 3rd phase, presently known as the *PenjanaKerjaya 3.0*.

PenjanaKerjaya 3.0 provides employers with financial incentives within a maximum of RM6,000 (USD1,443) and maximum training allocation up to RM7,000 (USD1,685) for hiring an unemployed job seekers through the MYFutureJobs portal. Hiring on MYFutureJobs is anticipated to give new hope to local job seekers from all walks of life, including youths, existing workers seeking career enhancements and unemployed jobseekers from vulnerable groups, disabled persons, senior citizens, prolonged unemployed and underprivileged job seekers. In addressing youth unemployment, employers hiring graduates or school leavers as apprentices can claim up to RM4,800 (USD1,154) from the *PenjanaKerjaya* programme. Additionally, due to the existing closure of borders, a maximum incentive of RM4,000 (USD963) is provided for businesses to hire local employees to replace foreign workers. Employers are conditioned encouraged to post their vacancies on the National Employment Portal, <https://www.myfuturejobs.gov.my/> and apply for the Hiring Incentives upon successful placements through this single platform.

“Malaysia is a safe place for investments despite COVID-19 and political change” - Mr. Arham Abdul Rahman, CEO of MIDA assures investors



24 August 2021- The Malaysian Investment Development Authority (MIDA) Chief Executive Officer (CEO) Arham Abdul Rahman told CNBC that the Government's pro-business policies are here to stay despite the current COVID-19 pandemic and the recent change of the Prime Minister and his Cabinet. The live interview on Squawk Box Asia, anchored by Martin Soong and Sri Jegarajah was conducted virtually to focus on Malaysia being among the focal destinations for data centre investments in the ASEAN region.

Mr. Arham reiterated that Malaysia is a progressive nation with secured security for data protection. Located in the heart of Southeast Asia, it is at the centre of one of the fastest-growing economic regions in the world. The shared insights are available at <https://www.cnbc.com/video/2021/08/24/malaysia-is-a-safe-place-for-investments-says-mida-ceo.html>

Malaysia is currently home to around 20 colocation data centre facilities. AIMS Data Centre, Bridge Data Centres, NTT Global Data Centres, and Telekom Malaysia are among the prominent colocation service providers in Malaysia. The colocation of the country is expected to grow steadily as hyperscale data centres construction is increasing.

As a large investment hub for multinational companies in Southeast Asia, Malaysia is also attractive to data centre investors with added advantage of its proximity to Singapore which makes latency for those with operations in the city-state virtually a non-issue, ie. as quoted by NTT Communications, which has a primary data centre in Singapore and recovery facilities in Malaysia.

The Malaysia Digital Economy Blueprint (MyDIGITAL) was introduced and designed to strengthen the foundation and development of the country's digital infrastructure. The Blueprint aims to attract RM70 billion investments, by which the digital economy is expected to contribute 22.6% to the country's GDP and expand 500,000 job opportunities by 2025. In addition, the National Fourth Industrial Revolution (4IR) policy, Malaysia's comprehensive policy to drive integrated efforts in transforming the socio-economic development through the use of advanced technology 4IR, was launched on 1 July 2021. A Digital Investment Office (DIO) was established on 22 April 2021 entrusting MIDA and Malaysia Digital Economy Corporation (MDEC) to promote and facilitate digital investments in Malaysia.



Highlights of August >>>



On 2 August 2021, Mr. Arham Abdul Rahman, CEO of MIDA delivered a welcome remark at the webinar on 'Digital Investment Office (DIO) - Your One Stop for All Digital Investment Needs'. Ms. Rosedalina Ramlan, Director of MIDA's Business Services and Regional Operations also participated as one of the panellists in the virtual discussion which was organised in conjunction with the launching of the Malaysia Heart of Digital ASEAN (MHODA) portal.



On 2 August 2021, the Investment Statistics Division of MIDA held an effective engagement with the Philippines Statistics Authority on the mechanism of realised investment under the ASEAN-Help-ASEAN Framework on foreign direct investment statistics.



On 3 August 2021, Lam Research Corporation, a global supplier of innovative wafer fabrication equipment and services to the semiconductor industry, officially launched its facility in Batu Kawan. The event was graced by YAB Mr. Chow Kon Yeow, Chief Minister of Penang, H.E. Brian McFeeters, US Ambassador to Malaysia; and Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development of MIDA.



On 4 August 2021, Mr. Arham Abdul Rahman, CEO of MIDA, delivered remarks during the HyTalent UKM-MIDA-Industry Workshop. The session was essential for MIDA and Universiti Kebangsaan Malaysia (UKM) to map the MIDA Assessment Development Centre (MADC) HyTalent programme in promoting technology tenets in the academic curriculum, while industries in Malaysia effectively embrace its adoption.

Highlights of August >>>



On 6 August 2021, Ms. Syakella Zakaria, Director of MIDA Taipei had an engagement with Mr. Andy Yao, Chairman of Yeashin Group to discuss the Group's current hotel projects and future tourism ventures in Malaysia. MIDA Taipei also reached out to Ms. Jennifer Cheng, Chairman of King's Spring Bed on their business plans in Malaysia.



On 7 August 2021, the Tariff Section of MIDA, presented on Government initiatives including import duty and sales tax exemptions to more than 50 participants mainly from the bioeconomy sectors at the Bioeconomy Corporation's Tax Workshop 2021.



On 9 August 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO-Promotion and Facilitation of MIDA participated in the Global Minimum Corporate Tax announcement. He stressed on the Government's efforts in attracting high-quality FDI into Malaysia during the Global Minimum Tax Webinar, organised in partnership with the Malaysia Semiconductor Industry Association (MSIA).



On 12 August 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development of MIDA, delivered a welcoming remark during a webinar on 'Start-up Pitching Session - MIDA and Cyberview Series 1/2021' focusing on technology adoption in the industry. He also encouraged investors to support local startups to implement innovative processes. The webinar successfully attracted over 300 participants from various industries.

Highlights of August >>>



On 12 August 2021, Mr. Mohd Fairuz Iqbal Mohd Akhbar, Director of MIDA Perak had an engagement with YB Dato' Shahrul Yahya, Exco Industry, Investment, Corridor Development of Perak and the Maybank Investment Team on initiatives to support investors.



On 15 August 2021, MIDA held a webinar with the Federation of Malaysian Manufacturers on the Industrial Linkage Programme. Mr. Syed Kamal Muzaffa Syed Hassan Sagaff, Senior Deputy Director of MIDA's Domestic Investment and Supply Chain Coordination Division gave a briefing to over 340 participants at the webinar. The session focused on MIDA's facilitation for supply chain tie-ups between SMIs and MNCs through the Domestic Investment Coordination Platform (DICP).

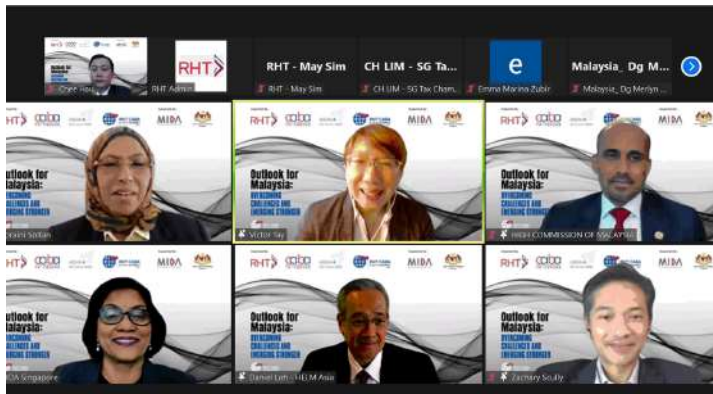


On 16 August 2021, the Investment Statistics Division of MIDA held a discussion with the Malaysian Highway Authority (LLM) to gain a better understanding of the data structure in providing comprehensive reporting as well as guiding users on the online submission of approved investment in the InvestMalaysia Portal - Private Investment Module.



On 17 August 2021, Mr. Arham Abdul Rahman, CEO of MIDA, witnessed the MOU signing ceremony between Microsoft and Seeloz which aimed to support the Malaysian supply chain ecosystem with Artificial Intelligence. The MOU will benefit Malaysian manufacturers to remain sustainable and resilient through smart processes.

Highlights of August >>>



On 17 August 2021, about 70 C-suite and top-level management executives were briefed by Ms. Umarani Muniandy, Director of MIDA Singapore during the China-ASEAN Business Alliance (CABA) Series 2021 on Malaysia's economic outlook and potential opportunities arising from new initiatives and policies amidst the COVID-19 situation.



On 17 August 2021, MIDA, represented by Mr Arham Abdul Rahman, CEO of MIDA and HSBC Bank Malaysia, led by Mr. Stuart Milne, CEO of HSBC Malaysia, renewed its Memorandum of Understanding (MOU) to attract more global investments into Malaysia. The partnership will continue to further facilitate the establishment and expansion of multinational corporations in the country.



On 18 August 2021, MIDA Perak, led by Mr. Mohd Fairuz Iqbal Mohd Akhbar had a positive engagement with UOB Perak on possible collaboration in attracting companies to invest in the state. Efforts may include assisting companies to regionalise their businesses, as well as IR4.0 adaption and digitalisation journey.



On 18 August 2021, MIDA successfully held another series of tax workshops hosted by the Tariff Section of MIDA, to brief Bioeconomy Corporation and facilitate bioeconomy companies on the import duty and/or sales tax exemption applications. The session has benefitted 49 participants from various industries.

Highlights of August >>>



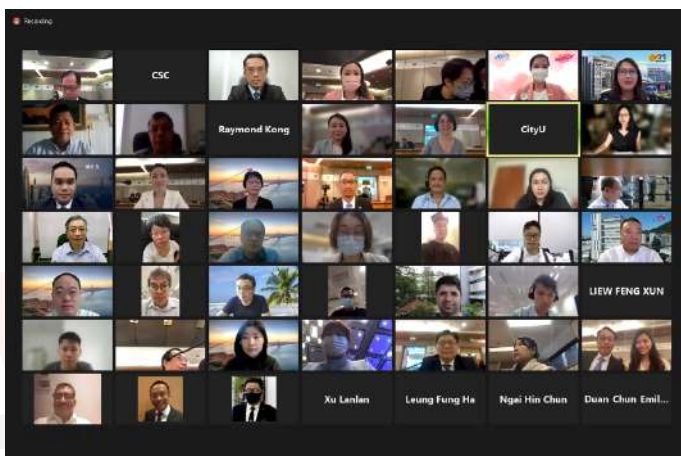
On 18 August 2021, MIDA led by Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, Executive Director, Manufacturing Development (Non-Resource) and officers from the Food Technology and Resource-based Industries Division had a fruitful engagement with the Ministry of Agriculture and Food Industry (MAFI) and Malaysia External Trade Development Corporation (MATRADE) in addressing challenges to improve the entire food-chain of the agro-food sector in Malaysia. Collaboration between the organisations will be further strengthened to attract more investments into Malaysia.



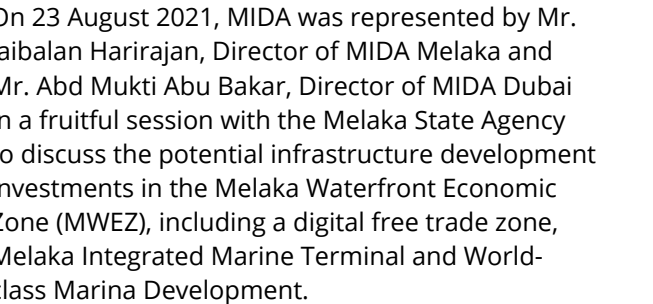
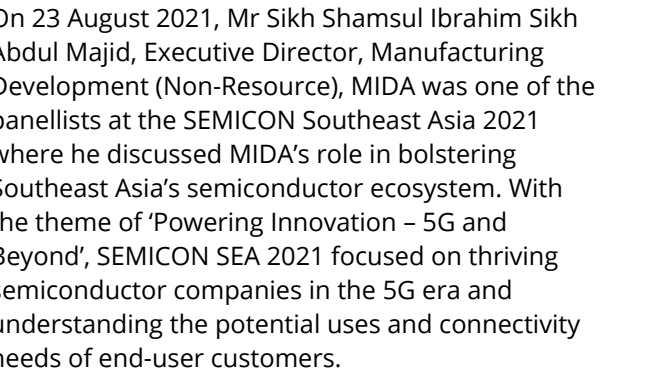
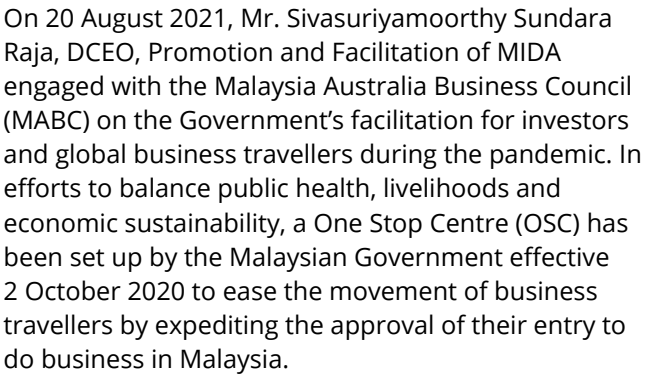
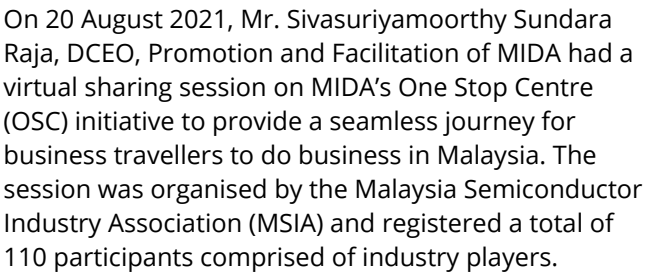
On 19 August 2021, Ms. Nor Aini Samoon, Director of MIDA Selangor briefed the lecturers and students from four (4) polytechnic colleges in Selangor on MIDA's business facilitation and initiatives in attracting investments. The session was attended by over 90 participants from Politeknik Shah Alam, Banting, Sabak Bernam and Metro KL.



On 19 August 2021, Ms. Syakella Zakaria, Director of MIDA Taipei, briefed more than 200 participants on trade and industry outlook for Malaysia during the hybrid seminar on 'New Normal, New Opportunities in Malaysia' that was organised by MIDA in collaboration with the Chinese National Association of Industry and Commerce Taiwan (CNAIC).



On 19 August 2021, Mr. Muhammad Sawaddee, Director of MIDA Guangzhou briefed over 200 participants on investment opportunities in Malaysia during the CHSK PASS Workshop on 'Innovation and Cultural Diversity: Hong Kong Professional Services, Overseas Investment and Industrial Park Development in Malaysia'. The workshop was organised by the Research Centre for Sustainable Hong Kong (CSHK), City University of Hong Kong in collaboration with the Consulate General of Malaysia in Hong Kong.



Highlights of August >>>



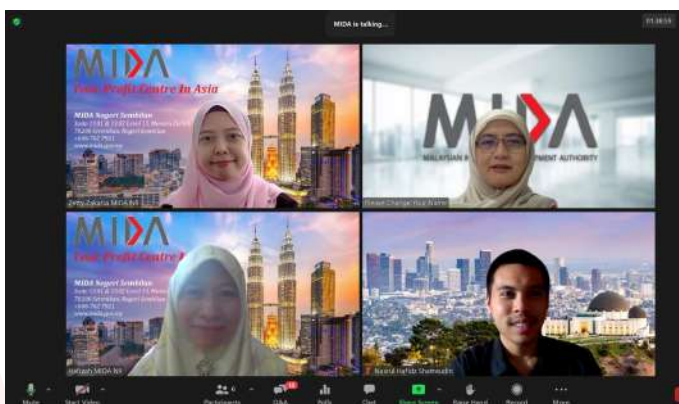
On 23 August 2021, Mr. Nik Mohd Faizal Nik Kamarudin, Director of MIDA Kelantan had a productive session with YB Dato' Haji Hanifa Ahmad, Exco Industry, Trade, Investment and Entrepreneur Development, Director of Kelantan Economic Planning Unit Kelantan and Head of Invest Kelantan on issues related to investments, industrial parks and the Kelantan State's forward plans.



On 24 August 2021, the Investment Statistics Division of MIDA and Mesiniaga Berhad successfully conducted two webinar sessions on the InvestMalaysia Portal to guide companies on the submission of their annual project implementation survey. The sessions registered an overwhelming response with a total of over 400 participants.



On 25 August 2021, Mr. Roswaidin Mohd Zain, Director of MIDA Mumbai participated in a webinar in conjunction with the India-ASEAN Engineering Partnership Summit organised by the Engineering Export Promotion Council (EEPC) of India. The participants were briefed on the business opportunities available in the machinery and equipment (M&E) services in Malaysia.

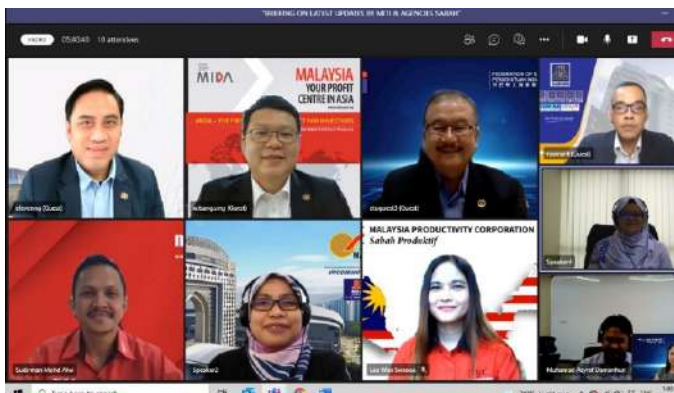


On 25 August 2021, MIDA Negeri Sembilan in collaboration with the O&G, Maritime and Logistic Services Division organised a webinar on 'MIDA's Role in Facilitating the Logistics Industry in Negeri Sembilan'. The event, attended by 45 participants, aimed to create better awareness of the latest assistance offered for this industry.

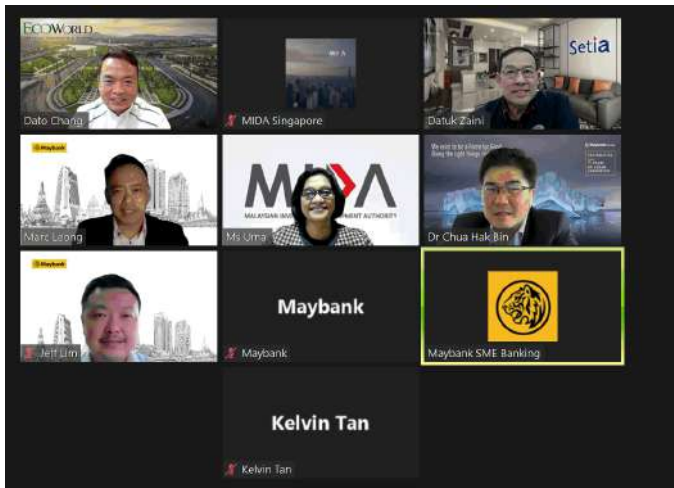
Highlights of August >>>



On 25 August 2021, MIDA Selangor attended the Industry Advisory Committee (IAC) meeting, organised by Politeknik Sultan Idris Shah (PSIS). Tan Sri Dato' Dr. Rozali Ismail of Puncak Niaga Holdings Bhd chaired the session on industry training and relevant curriculum for undergraduates.



On 25 August 2021, Mr. Wong Tiang Sing, Director of MIDA Sabah briefed on investment opportunities and Government's facilitation to 38 business participants during a webinar jointly organised by Malaysia External Trade Development Corporation (MATRADE) and Federation of Sabah Industries (FSI). The webinar aimed to share updates from the Ministry of International Trade and Industry (MITI) and its agencies.



On 26 August 2021, MIDA Singapore, represented by Ms. Umarani Muniandy was a panellist at the Uncover Business and Investment Opportunities Webinar which explored Malaysia's investment and economic outlook for companies to set up operations in the country.

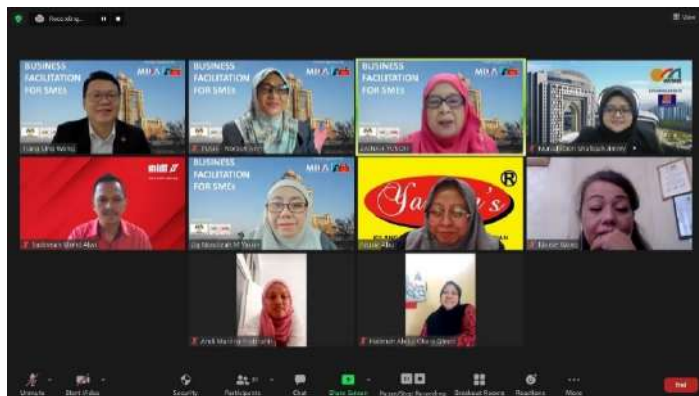


On 26 August 2021, MIDA in collaboration with Osaka Chambers of Commerce and Industry (OCCI), Fukuoka Growth Next (FGN) and ASEAN Japan Centre (AJC) organised a webinar on Digital Investment Opportunities in Malaysia, as the country embarks on the Digital Economy Blueprint initiatives to enhance digital investments into the country. Over 90 registered participants were briefed on Malaysia's digital ecosystem, competitive advantages and Government's facilitation to investors. Guest speakers include business experts from Japan's Chaintope Malaysia and NTT Malaysia.

Highlights of August >>>



On 27 August 2021, Mr. Mohd Fairuz Iqbal Mohd Akhbar, Director of MIDA Perak shared the latest updates on MIDA's facilitation in a networking session with Perak Foundry and Engineering Industries Association (PFEIA). Highlights include eligible tax/grant support, One Stop Centre (OSC) for Business Travellers and applications through the InvestMalaysia portal.



On 27 August 2021, Mr. Wong Tiang Sing, Director of MIDA Sabah, briefed 45 small and medium-sized enterprises (SMEs) participants on investment opportunities and the Government's facilitation during a webinar session organised by MIDA in collaboration with Persatuan Usahawan Sabah (PUSH).



On 30 August 2021, MIDA represented by Mr. Arham Abdul Rahman, CEO of MIDA was interviewed during the "IoT For You" webinar, which was held in conjunction with Malaysia IoT Association's (MyIoT) 5th Anniversary.



On 30 August 2021, MIDA Terengganu, Kelantan and Pahang offices collaborated with MIDF Eastern Region and Celcom to organise a webinar 'Sesi Fasilitasi Industri' with SMEs in the East Coast Region. Mr. Syed Kamal Muzaffa Syed Hassan Sagaff, Senior Deputy Director of Domestic Investment and Supply Chain Coordination Division, MIDA gave the welcoming remarks and Ms. Mimi Izura Mohamed Iqbal, Director of MIDA Terengganu briefed participants on MIDA's investment facilitation and support. The event was well-received by a total of 68 participants from various industries, organisations and associations.

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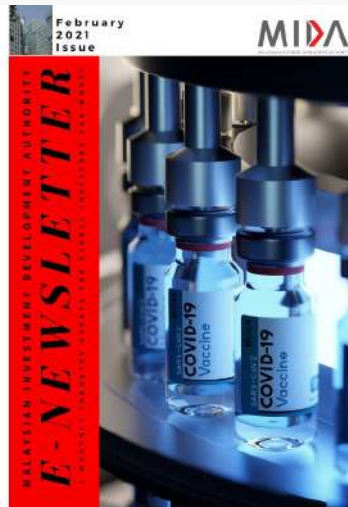
OUR COMMUNICATION TOOLS

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

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

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

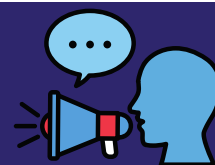
DIGITAL SIGNAGES

Video wallRM 6,000.00 per month

LCD TVRM 3,000.00 per month



HOST WITH US



FIND THE RIGHT VENUE FOR YOUR **CORPORATE EVENT**

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**

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

ABOUT MIDA

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

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

Malaysian Investment Development Authority

MIDA Sentral

No. 5, Jalan Stesen Sentral 5

Kuala Lumpur Sentral

50470 Kuala Lumpur

Tel: 603 2267 3633 / 2263 2555 / 2263 2549

Fax: 603 2274 7970

E-mail: investmalaysia@mida.gov.my

Website: www.mida.gov.my

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