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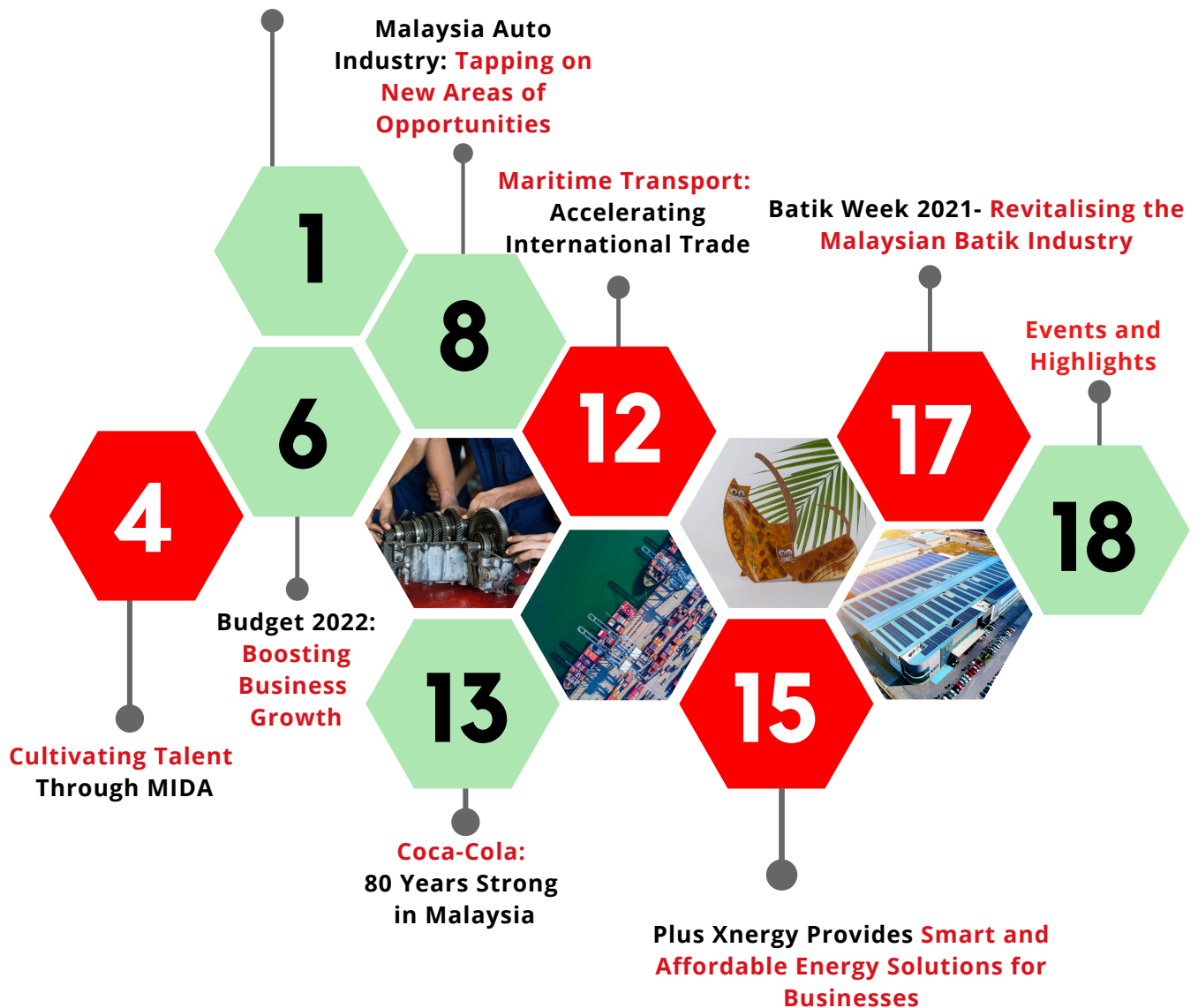
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER
A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!

**TRADE AND INVESTMENT MISSION TO
GERMANY, FRANCE & UNITED KINGDOM
12 – 23 OCTOBER 2021**



Content >>>

Trade and Investment Mission
to Germany, France and United Kingdom
12 – 23 October 2021



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Trade and Investment Mission to Germany, France and United Kingdom 12 – 23 October 2021



MITI has recently concluded the Trade and Investment Mission (TIM) to Germany, France & United Kingdom from 12-23 October 2021 as part of the continuous effort to draw investments into the country. Led by YB Dato' Seri Mohamed Azmin Ali, Senior Minister of International Trade and Industry (MITI), the TIM involved engagements with the ministers of host countries, Round Table Meetings with prominent industry stakeholders and one-to-one meetings with potential investors. MIDA was represented by Dato' Arham Abdul Rahman, Chief Executive Officer (CEO).

Committed Investment in 2021 & 2022

The TIM successfully secured a total of **RM14.1billion** in committed investment for 2021 and 2022. Notable potential investments into Malaysia include:

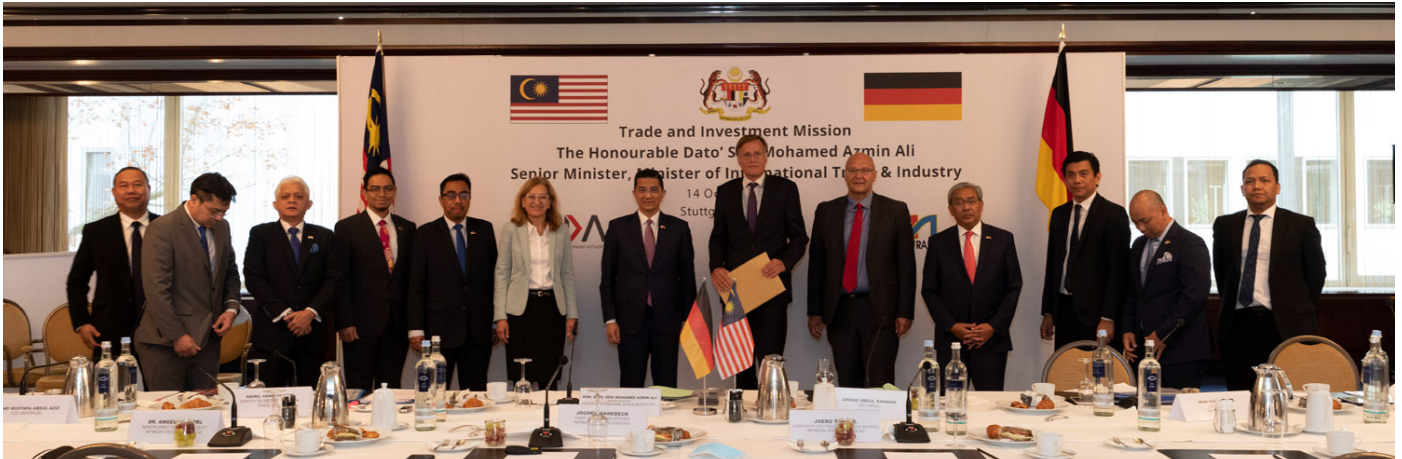
BASF SE, a German multinational chemical company and the largest chemical producer in the world with a commercial presence in more than 80 countries, including Malaysia has announced a potential expansion of its existing production of 2-ethylhexanoic acid (2-EHAcid) in Kuantan, Pahang, partnering with PETRONAS Chemical Group Berhad. BASF's expansion with PETRONAS is timely as it would enable BASF to further leverage on Malaysia's advantage point as a launching pad into the chemicals market of the Asia-Pacific region.

Hansen & Rosenthal (H&R) Group, undertakes the development and manufacturing of unique chemical and pharmaceutical products based on crude oil. Established in 1919 and with over 1,660 employees in 42 locations worldwide, H&R has renewed its commitment to reinvest RM200 million in Malaysia through the establishment of an oil refinery to

produce label-free oils, aromatic oils and paraffinic oils at a new facility in Lumut, Perak.

Infineon Technologies AG, is a German semiconductor manufacturer founded in 1999, employing more than 45,000 employees and is one of the largest semiconductor manufacturers worldwide. In Malaysia, Infineon has been one of the backbones of the nation's semiconductor industry, having invested more than RM20 billion in Malaysia. The TIM delegates were briefed on Infineon's next major expansion plan that involves the fabrication of advanced material wafers, namely, Gallium Nitride (GaN) and Silicon Carbide (SiC).

Schott AG, a German multinational company specialising in the manufacture of special glass, glass-ceramics, and other innovative materials has been in Malaysia since 1974. The company recorded €2.2 billion (RM10.7 billion) in global sales last year.



Recently, the company has diversified its business activity in Malaysia by establishing a Global IT Centre known as Schott International IT Competence Centre (SAITS) in Kuala Lumpur, worth RM72 million. Moving forward, Schott AG is currently undertaking a site selection for its diversification project in Southeast Asia to manufacture Pharmaceutical Tubing.

Daimler AG, is a German multinational automotive company headquartered in Stuttgart, Germany and is one of the world's leading car and truck manufacturers. The company has decided to make Malaysia as their Regional Parts Logistics Centre for APAC to manage and distribute an assortment of replacement spare parts and accessories, serving 22 countries.

Adisseo Group, is one of the world's most prominent and leading experts in additives for animal feed.

The company has a presence worldwide and is involved in design, production and marketing of nutritional solutions for sustainable animal feed. Adisseo is interested in producing additives for animal feed, namely methionine and ammonium sulphate (by-product).

InnovaFeed, is a French-based biotech company that produces natural and sustainable ingredients for animal feed and plant nutrition from insect rearing (*Hermetia Illucens*). It provides an alternative sustainable, natural, and high-performance protein source for the industry. InnovaFeed is exploring the possibility of establishing the world's largest insect growing factory in ASEAN. Its innovative insect rearing process addresses the strain on natural resources in a responsible and sustainable way.

Innovafeed's utilisation of its own proprietary technology and know-how, involving artificial intelligence, robotics and automation in its production processes is an exemplary look-out for many Malaysian companies and contribute in driving the biotech industry forward.

Saint-Gobain is one of the most prominent French multinational corporations, with a presence in 70 countries with over 167,000 employees worldwide, generating a turnover of more than €38 billion (RM186 billion). Saint-Gobain manufactures and distributes materials and solutions for the construction, mobility, healthcare and other industrial application markets. Saint-Gobain is aggressively looking to diversify its product offerings into external building material applications to complement their existing internal building material production in Malaysia.



Synthomer is one of the world's leading suppliers of acrylic and vinyl emulsion polymers, specialty polymers, styrene-butadiene and acrylonitrile-butadiene latex; which are used in many market segments including coatings, construction, technical textiles, paper and synthetic latex gloves. To date, the company has invested more than RM1 billion in Malaysia at its facility in Johor to undertake the manufacturing of synthetic latex, steadily supporting the growth of local industry linkages and offering high value job opportunities. Synthomer is planning to further undertake expansion in Malaysia to produce next generation synthetic latex and upgrade its Synthomer's Asia Innovation Center (AIC).

In addition, during the TIM, the Senior Minister and Minister of

MITI witnessed a Memorandum of Understanding (MOU) signing between MIDA and Mouvement des Entreprises de France (MEDEF) International in Paris, France. The MOU formalises the continuous partnership between both organisations to further encourage, promote and facilitate potential investments and business cooperation for mutually beneficial outcomes.

The MOU was signed by Dato' Arham Abdul Rahman, CEO of MIDA and Mr. Philippe Gautier, CEO of MEDEF International. This partnership will enable more Malaysian businesses and technology providers to better connect to the global supply chain with MEDEF International's global network in more than 120 markets.

The Government of Malaysia, through MIDA will engage closely with MEDEF International

to further boost and realise French investments in Malaysia.

In summary, the TIM has proven the Malaysian Government's unyielding commitment towards stimulating the economy through promoting strategic investments and international trade. MIDA foresees that the TIM will open new opportunities and generate positive spill-overs for Malaysians and local supply chain.

As the world is entering the post-pandemic era and countries around the world is gradually opening their borders to restart their economy, the TIM was indeed a proactive measure taken by MIDA and MITI to attract inflows of high technology investments to further enhance the economic growth of Malaysia.

Cultivating Talent Through MIDA

The availability of talents with the right skill sets is one of the critical enablers to sustain Malaysia's position as an attractive investment destination in the region. With this acknowledgement, MIDA established the Industry Talent Management and Expatriate Division in 2013 as an active conduit between the industry and academia in bridging talent gaps as well as serving investors' human capital needs. Numerous engagements have enabled the agency to assist in talent needs of the industries and more importantly, such arrangements have contributed to the employability of our local undergraduates.

As the world was hit by the COVID-19 pandemic, the year 2020 marked an unprecedented challenge to public health, food systems and occupational security. The economic and social disruption was devastating with nearly half of the world's 3.3 billion global workforce was at risk of losing their livelihoods.

Being an active trading nation, Malaysia is not spared as the pandemic directly impacted almost all economic sectors. The situation has resulted in job losses as well as freezing of new hires by employers. Small-scale businesses stagnated, many employees have lost their income while some faced a reduction in their incomes. Slower labour demand and the increase in job losses has led the country's unemployment rate to rise above 4.0 per cent since April 2020.



Taking cognisance of the situation, MIDA being a responsive agency took action to coordinate talent-related programmes including Industry Career Talks and Open Interviews. Conducted monthly, the dedicated session provides an insightful snapshot of industry knowledge to students, graduates and job seekers. It also serves as a platform for industries to conduct open interviews for the participants. To date, a total of 1,000 participants have benefitted from eight programmes conducted by MIDA that featured prominent companies such as Nestle, Lam Research, PKT Logistics and CJ Century.

The latest 'Career Talk' on 21 September 2021 was organised in collaboration with Top Glove Corporation, a global Malaysian company with more than 2,000 customers worldwide. Top Glove plans to hire 2,000 interns for its 41 locations nationwide. The students will have the opportunity to learn about working with the world's largest glove manufacturer and experience working environment alongside the company's top managers. The Top Glove's trainees will be paid an attractive allowance while enriching themselves on various aspects of good manufacturing practices and corporate culture.



A total of 113 students from local universities, TVET institutions and colleges have participated in the programme. In addition to talks by Top Glove on its operations, internship programme and career opportunities, a virtual interview was also conducted to facilitate hiring the best interns for the company.

Mr. Shantinath Sarthinathan, Researcher, Recruitment Group Human Resources in Top Glove shared, "First and foremost, on behalf of Top Glove we would like to thank MIDA for organising a dedicated Internship Career Talk and Online Interview for us. We were happy with the outreach and turnout of potential interns on the day itself. The turnout of candidates during the live interview session was more than satisfactory."



Muhammad Amar Syahmi

A potential candidate, Muhammad Amar Syahmi from Mara Japan Industrial Institute (MJII) said, "I never thought that there is a platform available for students to gain exposure on the industry. I am really thankful to MIDA as I got to know about the internship opportunities in Top Glove."



Nge Tze Ling

Another undergrad, Nge Tze Ling from University Tun Hussein Onn (UTHM) added, "I am very grateful to join the career talk held by MIDA. Through the career talk, I was able to know more details about the background and the work culture of Top Glove. As for the online interview, the HR department provided brief and clear explanations. My gratitude to MIDA and Top Glove for organising this career talk."

Another impactful and significant initiative by MIDA was launched on 8 October 2021. It was the signing of Memorandum of Agreement with

Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi Malaysia (UTM) and Universiti Putra Malaysia (UPM) for the implementation of the MIDA Assessment Development Center (MADC) HyTalent Programme. The signing ceremony was witnessed by YB. Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI).

MADC HyTalent Programme aims to place university graduates under specific IR4.0, digitalisation and management softskill courses in selected industries that participate in this structured one year programme for new talent skilling.

Moving forward, MIDA will continue to facilitate talent development in Malaysia through various programmes in line with our commitment to enhancing the ecosystem in the country. To know more on MIDA's MADC initiative, contact the Industry Talent Management And Expatriate Division, MIDA.

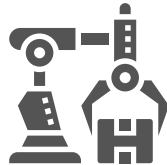
Budget 2022 Snapshots: Post Pandemic Recovery

BAJET
2022

Keluarga Malaysia, Makmur Sejahtera

SMART AUTOMATION GRANT

Allocation of **RM100 million** for the Smart Automation Grant to meet the existing demands from **200 companies in the manufacturing and services sectors**.



DIGITAL ECOSYSTEM ACCELERATION SCHEME (DESAC)

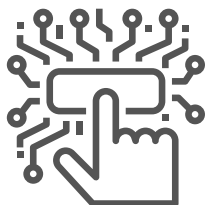
To strengthen the **overall digital ecosystem** through **attracting technology and digital investments** into Malaysia, the Digital Ecosystem Acceleration Scheme (DESAC) incentive offers:

i. Digital technology provider

- New company - income tax rate of **0% to 10%** for up to 10 years.
- Existing company undertakes diversification of new services / new segment - **income tax rate of 10%** for up to 10 years.

ii. Digital infrastructure provider

- Investment **tax allowance of 100% on capital expenditure** for qualifying activities for up to 10 years. This allowance can be offset against up to 100% statutory income.



For applications received by Malaysian Investment Development Authority (MIDA) from 30 October 2021 to 31 December 2025.

EXTENSION OF SPECIAL INCOME TAX TREATMENT FOR NON-RESIDENTS HOLDING KEY POSITIONS FOR COMPANIES WITH NEW STRATEGIC INVESTMENTS

- Special income tax at a **flat rate of 15% to non-residents** holding key positions (C-Suite) for **5 consecutive years** is extended for another year.
- For applications received by the Malaysian Investment and Development Authority (MIDA) until 31 December 2022.



SPECIAL STRATEGIC INVESTMENT FUND

- An allocation of **RM2 billion** funds to **attract strategic foreign investment from MNCs**.
- This allocation will be provided to **companies that complement industry value chains and drive knowledge-based job creation** as well as development opportunities for local SMEs.



EXPANSION OF SCOPE FOR GREEN TECHNOLOGY TAX INCENTIVE

The green technology tax incentives are expanded to include **Rainwater Harvesting System (RHS)**. The project needs to **be verified by the Malaysian Green Technology Corporation (MGTC)** to be eligible for the following incentives:

i. Green Investment Tax Allowance (GITA)

Investment Tax Allowance of 100% on capital expenditure for qualifying RHS activities. This allowance can be offset against up to 70% of statutory income; or

ii. Green Investment Tax Exemption (GITE)

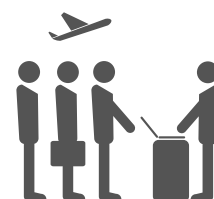
Income tax exemption of 70% on statutory income for eligible RHS project service activities.



Applications received by Malaysian Investment Development Authority (MIDA) from 1 January 2022 to 31 December 2023.

BUSINESS TRAVELLERS CENTRE

The development of **Business Travellers Centre (BTC)** in **Johor** with the cost of RM10 million following the success of BTC at KLIA under the One Stop Centre (OSC) Initiative. This Centre serves to **facilitate the arrival of Short-Term Business Travellers from Singapore**.



SAFE@WORK

- Safe@Work promotes best manufacturing practices in addressing the COVID-19 pandemic by offering **tax deduction up to RM50,000 on rental expenses** of employees' accommodation premises will be extended for another year.
- For rental expenses of premises incurred from 1 January 2022 to 31 December 2022.



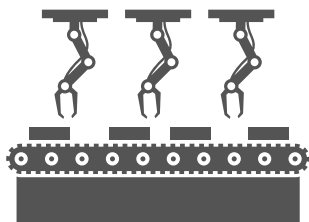
MATCHING GRANT FOR BUMIPUTERA SMEs IN AEROSPACE INDUSTRY

A matching grant of **RM100 million** to assist **Bumiputera SMEs** in the Aerospace Industry to explore business opportunities in the aerospace segment.



TECHNOLOGY TRANSFORMATION INCENTIVE TOWARDS INDUSTRY4WRD

An allocation of **RM45 million** as technology transformation incentive towards **Industry4WRD for small and medium-sized enterprises (SMEs) and Mid-Tier Companies (MTCs)** in the manufacturing and services sectors.



EXTENSION OF ADDITIONAL REINVESTMENT ALLOWANCE

- Special Reinvestment Allowance is **extended for a period of 2 years** to complete the total period of Additional Reinvestment Allowance to 5 years.



INCENTIVE FOR STRUCTURED INTERNSHIP PROGRAMME

Extension of tax deduction for the **Structured Internship Programme** until the year of assessment 2025 and expanded to students at the academic levels of Master's Degree, Professional Certificate and Malaysian Skills Certificate for Level 1 and 2.



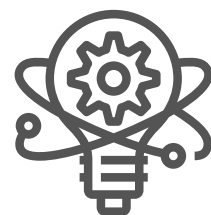
REVIEW OF TAX TREATMENT ON UNABSORBED LOSSES

- The **current unabsorbed** business losses that **can be carried forward** from year of assessment 2019 onwards will be extended from a maximum period of 7 consecutive years of assessment to a maximum period of 10 consecutive years of assessment; and
- The **accumulated unabsorbed** losses up to the year of assessment 2018 that can be carried forward until the year of assessment 2025 will be extended until the year of assessment 2028.



INNOVATION HUB: THE FOURTH INDUSTRIAL REVOLUTION UNDER THE MALAYSIAN TECHNOLOGY PARK

Innovation Hub development of **RM30million** on the **Fourth Industrial Revolution**, under the Malaysian Technology Park as a **one-stop center for the innovation ecosystem**, for the development of new emerging technology clusters such as drones, robotics and autonomous vehicles.



Malaysia Auto Industry: Tapping on New Areas of Opportunities

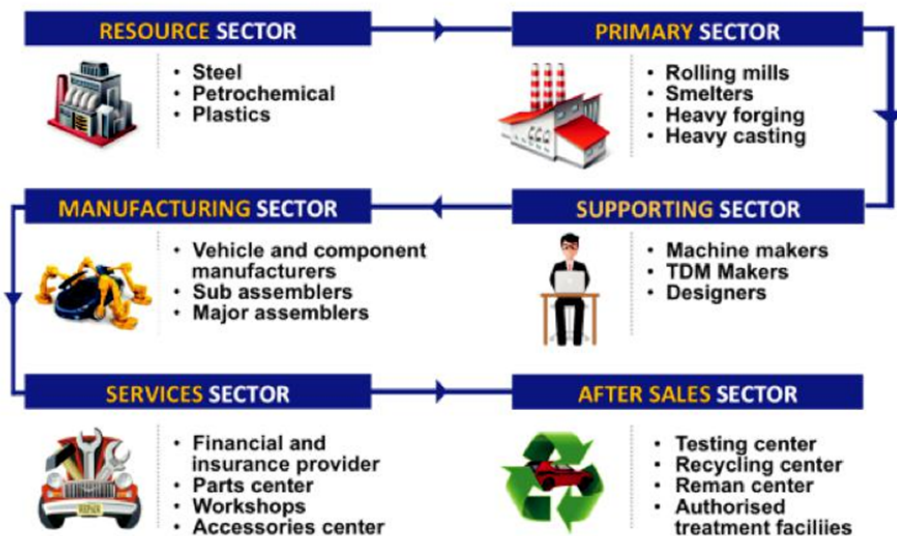


Diagram 1: Automotive Ecosystem

also covers a wide range of activities in research and design, product and process development, materials management, and after-sales services. The industry has certainly boosted the development of engineering, auxiliary and supporting industries. It also contributes to skills development and the upgrading of technological and engineering capabilities.

As the global trend is moving towards digitisation and new business models are expected to rise, there will be no exception for the automotive industry in Malaysia. It is expected that technology-driven trends such as diverse mobility, autonomous driving, electrification and connectivity will shape the industry in 10 to 15 years. Although the future of the automotive industry in Malaysia presents some challenges, it also provides many new opportunities.

Seize Growing Opportunities

The Government announced the National Automotive Policy 2020 to address the growing trends and advance Malaysia as a regional leader in manufacturing, engineering, technology and sustainable development in the automotive sector. Malaysia welcomes strategic investment particularly in the areas of Next-Generation Vehicles (NxGV), electric and autonomous vehicles and related core and critical components such as engine,

Malaysia continues to be an attractive base for global automotive manufacturers. Honda, Toyota, Nissan, Mercedes-Benz and BMW are some of the global automotive companies which have set up their operations in the country to take advantage of buoyant consumer demands. Geely Auto Group, a leading automobile player from China acquired PROTON shares in 2017. This demonstrates the keen interest of China investors to leverage Malaysia to penetrate the ASEAN market. International component manufacturers, such as ZF, Delphi, Continental, Nippon Kayaku, PD Kawamura, Akashi Kikai, Denso and Bosch have also made Malaysia their base to launch their products in the region.

Malaysia’s automotive industry has come a long way. It was the establishment of national car

projects, PROTON and PERODUA that transformed the country from a mere motor car assembler into a car manufacturer. Today, the PROTON plant in Tanjung Malim is fully automated, adopting robotic technology and is designed for high volume production and efficiency, using lean manufacturing processes.

The industry remains as an important and strategic part of the country’s manufacturing sector, contributing 4% to Malaysia’s GDP and continues to be the 3rd largest automotive market in ASEAN. There are currently 28 manufacturing and assembly plants in Malaysia for passenger vehicles, commercial vehicles, motorcycles and scooters, as well as automotive parts and components. In addition to assembly and manufacturing, the ecosystem



powertrain, Light and Radio Detection and Ranging (LIDAR and RADAR), Advance Driver Assistance System (ADAS), EV battery and its battery management system.

Companies in the automotive industry can avail themselves to the various government facilitation such as the Pioneer Status or Investment Tax Allowance incentives for promoted products as listed in **Table 1**.

Malaysia's automotive industry has embarked on the journey towards Energy Efficient Vehicles (EEV) since 2014. EEV is defined as vehicles that meet a set of defined specifications in terms of carbon emission level (g/km) and fuel consumption (l/100km). EEV includes fuel-efficient vehicles, hybrid, EV and alternatively fuelled vehicles such as CNG, LPG, Biodiesel, Ethanol, Hydrogen and also Fuel Cells.

Based on the investment data as at June 2021, MIDA has approved over 50 projects within the EEV ecosystem with an approved investment value amounted to RM8 billion. There is still much room for expansion in Malaysia's EV ecosystem as the deployment of Electric Vehicles in Malaysia is still gaining traction.

MIDA expects that electric vehicles will steadily gain popularity and become more mainstream, particularly since there is a growing demand for green transportation in the ASEAN region.

NO.	CATEGORY
1	<u>Assembly of Energy Efficient Vehicles (EEVs)</u> Internal Combustion Engine (ICE) vehicles, hybrid, electric vehicles and alternatives fuelled vehicles such as CNG, LPG, Biodiesel, Ethanol, Hydrogen and Fuel Cells
2	<u>Assembly of Next Generation Vehicle (NxGV)</u> Autonomous, Automated and Connected Vehicle (AACV)
3	<u>Critical components/systems for EEV and non-EEV not limited to the following:</u> <ul style="list-style-type: none">• Transmission and/or part thereof (except clutch pedal)• Engine and/or part thereof (except spark plug, alternator, timing belt and timing chain, electronic control unit)• Airbags and/or part thereof• Handling and control mechanism (suspension, brakes, steering system, corner module)• Brake mechanism and/or part thereof (except brake pads, drum brake, brake shoes and hand brake)• Body in white and/or components & parts with new lightweight material contribute to EEV manufacturing (Advanced High Strength Aluminium, Magnesium, Carbon Fiber Reinforced Plastic, Composites etc)• Turbocharger and/or part thereof
4	<u>Components for hybrid and electric vehicles not limited to the following:</u> <ul style="list-style-type: none">• Electric motors• Electric batteries• Battery management systems• EV Chassis• On-board charger module• Thermal management systems• Battery pack
5	<u>Components for Next Generation Vehicle (NxGV) not limited to the following:</u> <ul style="list-style-type: none">• Advanced Driver-Assistance System (ADAS)• Light Detection and Ranging (LIDAR) and/or part thereof• Complex Network and Radio Detection and Ranging (RADAR)• Telematic devices and/or part thereof• Master controller and critical components of AACV (e.g. sensors, V2X module, etc)

Table 1: List of Promoted Products

MIDA is actively exploring and attracting quality investments into Malaysia within the EV ecosystem.

Recently an investment worth RM4.3 billion from SK Nexilis of South Korea to manufacture

electro-deposited copper foil for EV batteries has been approved. Malaysia continues to welcome more of such investments to further elevate the EV ecosystem in the country.



Shortage of Microchips

Interestingly, as the industry evolves, automotive electronics technologies such as autonomous driving, electric vehicles and in-car infotainment are also penetrating the automotive industry. Vehicles are transforming into the ultimate electronic device. Automotive electronics are expected to constitute near a third of the total cost of the entire car.

In recent years, vehicle sensor improvements have led to increasingly advanced autonomous driving technologies that enable higher awareness and visibility. The special advanced features in the vehicle include adaptive cruise control, park assistance, lane-keep assistance, pedestrian detection, and traffic-sign recognition. As vehicle technologies are moving towards connected vehicles and autonomous driving, the functions of microchips in a vehicle have become extremely crucial. Studies showed that automotive electronics per vehicle have increased over the years (as per **Diagram 2.**)

This trend arose due to efforts made by automakers to improve the fuel economy and emission control as well as high demand of lower cost and higher performance semiconductors.

Unfortunately despite the Covid-19 pandemic recovery initiatives, the automotive industry was

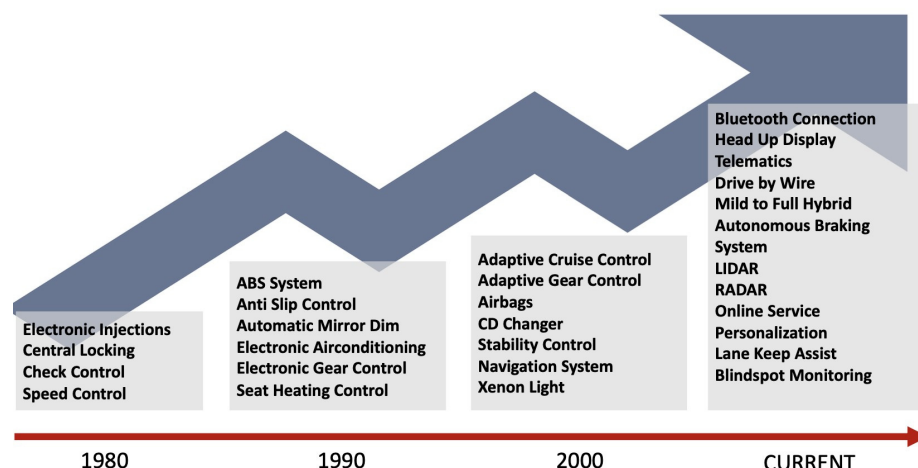


Diagram 2: Evolution of Automotive Electronics

Source: Altium Resources

impacted by supply chain disruptions caused by a severe shortage of microchips, which is expected to last until 2023. Several measures were deployed to address the shortage such as facility expansion, adjusting orders, production schedules and prices.

However the lasting impact resulted in Daimler and BMW having to cut back the number of shifts or completely stop production at several of their factories. General Motors has temporarily paused its North American factories. The supply disruption also continues to hammer a range of global automakers including Toyota that announced a slash in its global output by 40% in September.

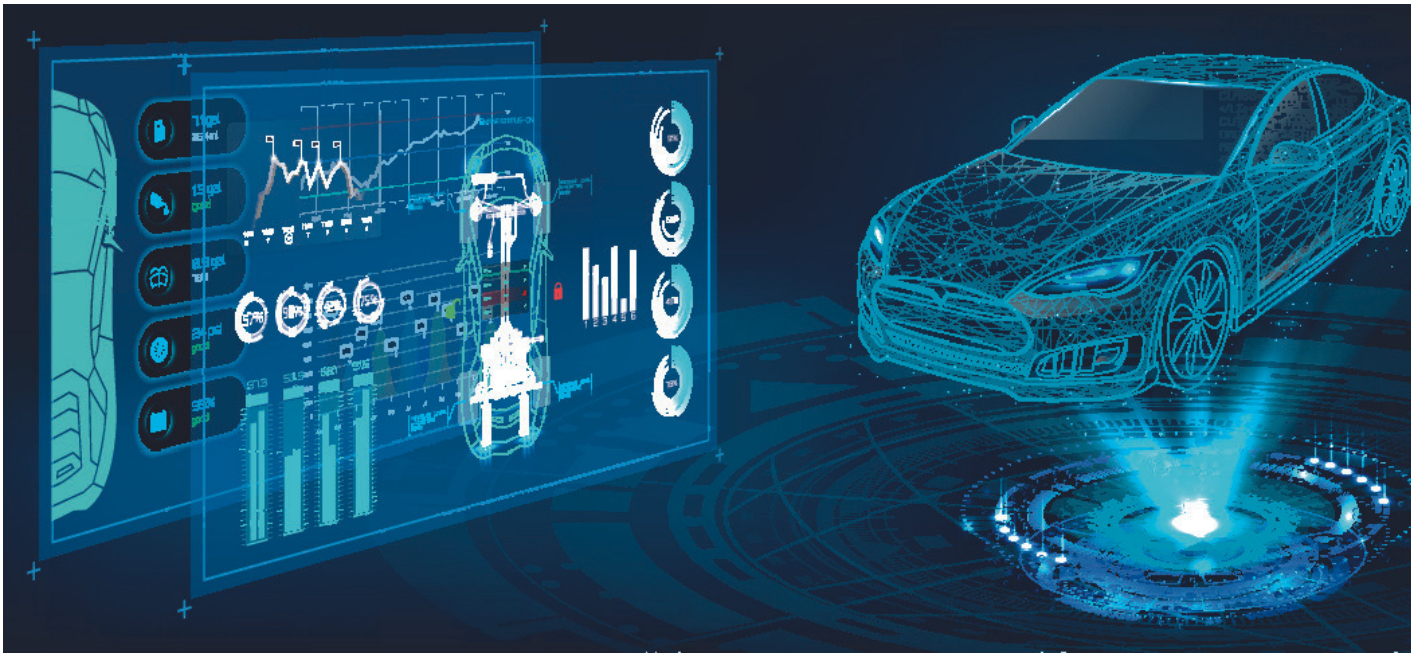
Elsewhere, Ford in recent news has announced that the company was forced to suspend its Ford Fiesta production at a German plant due to chip shortages by a Malaysian

supplier. This also goes to show how important Malaysia is to the global automotive market as there are over 50 semiconductor producers with factories in Malaysia; some of the big names include ST Micro, Robert Bosch, Intel, Infineon, NXP and Texas Instrument.

Way Forward

It is very important to ensure a sustainable semiconductor production, so as to revive the automotive industry during the pandemic recovery period.

MIDA as the Government's principal investment promotion agency continues at the forefront to facilitate investors and ensuring that Malaysia continues as an investor-friendly destination for long term growth of both foreign and domestic businesses.



MIDA is strengthening efforts to encourage more investments in the automotive-based industry especially projects strongly related to the E&E based sectors. Such investments would enhance transfer of technologies and expertise, create new capacities and contribute to the creation of high-value jobs.

The ecosystem based approach will solidify Malaysia's position as a competitive and profitable investment destination in line with the National Investment Aspirations (NIA) to propel the country's long term growth through the flow of sustainable quality investments, in new and complex growth areas, well beyond the current COVID-19 situation.

MIDA welcomes interested investors and stakeholders to engage industries in Malaysia and collaborate through various facilitation offered by the Government.

For more information, forward your enquiries to MIDA's Transportation Technology Division or visit www.mida.gov.my



Maritime Transport: Accelerating International Trade



International trade has not been spared by the disruptive effects of the COVID-19 pandemic. In May 2020, Malaysia registered a decline of 25.8% for exports whilst imports dropped by 29.5% year-on-year. However, the gradual global demand recovery from the second half of 2020 has seen Malaysia's external trade performing well. One of the vital sectors that contributed to this recovery is the commitment of maritime transport. Maritime transport is prominent in Malaysia because approximately 98% of Malaysian trade is carried by sea.

Nevertheless, the pandemic revealed underlying factors affecting the efficiency of port operations. Among them, it was identified that port operators have not been fully utilising available technologies to maximise efficiency and productivity that could contribute to reducing cost. As a result, operations are not streamlined, and the exchange of data along the supply chain is not smooth.

In accelerating international trade, the Government plays a significant role in ensuring growth. The Twelfth Malaysia Plan, 2021-2025 (12MP) features 'transforming the logistics ecosystem for greater efficiency' as one of the game-changers. Digitalisation across the maritime supply chain via integration of Industrial Revolution (IR) 4.0 elements are among the strategies that can bring many benefits to the sector.

A more efficient ecosystem could be achieved by streamlining operations and facilitating a faster and more accurate data exchange throughout the whole supply chain. There would be minimal need for human interaction, thus reducing human error. In the long term, the digital transition in this sector could lead to an increase in international trade growth.

The digitalisation of the maritime supply chain also comes at an opportune period as the e-commerce rise is at its peak due to in-person restrictions during the pandemic. In addition, port capacity needs to be expanded and improved to take advantage of the current situation to manage a larger container handling capacity. As an ever-growing transshipment base in ASEAN, Malaysia is reviewing strategic plans to expand and upgrade its ports to maintain its competitiveness in the region.

Through various agencies and platforms, the Government continues to assist and provide support to this sector through fiscal and non-fiscal incentives. More importantly, the Government recognises the role of industry players to grow the maritime transport segment towards a more inclusive and mutually beneficial business environment as the essential gateway to international trade, ports and transport services need to be digitalised further and elevated to accelerate Malaysia's global trade. Higher implementation of technologies translates to sustainable outcomes such as greener ports or terminals, consumption of low carbon fuels and predictive alerts that can reduce error and save time. MIDA advocates the adoption of advanced technologies and is ever ready to support local and international maritime industry players.

For more information, forward your enquiries to MIDA's Oil and Gas, Maritime and Logistics Services Division or visit www.mida.gov.my.

Coca-Cola: 80 Years Strong in Malaysia



Part of its growth includes the company's establishment of the 'Leadership in Energy and Environmental Design' (LEED)-certified Bandar Enstek Plant in Negeri Sembilan. The Enstek plant is part of an overall RM1.3 billion (USD325 million) investment in building a state-of-the-art Halal certified bottling plant and supporting additional activities in the country.

The company has implemented technologies such as the Automated Storage and Retrieval System (ASRS) in its warehouse. In addition to these investments, the company also benefit from being in the growing and modern Halal Industrial Park at Bandar Enstek in Nilai with good infrastructure facilities and connectivity to major ports, highways, and close proximity to Malaysia's administrative capital. With ASRS, Coca-Cola Malaysia is set to contribute to the country's role as a regional hub and centre of excellence for advanced, automated intralogistics.

With a presence in more than 200 countries and territories and producing approximately 200 master brands, The Coca-Cola Company is one of the world's leading household names. The company is proud of its heritage in Malaysia and to have been refreshing Malaysians since 1936.

During these 85 years, the company's operations have changed significantly – from the original importation of drinks from Singapore to now Malaysia serving as a production hub for domestic consumption and export to Singapore and Brunei. The business has expanded from a single brand, Coca-Cola, served in a single package to a much more diverse portfolio offering 10 other brands in more than 80 products including sparkling beverages (Fanta, A&W, Schweppes), low and zero-calorie sparkling beverages (Coca-Cola Light, Coca-Cola Tanpa Kalori), juice drinks (Minute Maid Pulpy, Minute Maid Refresh, Minute Maid Qoo), teas (Heaven and Earth, Authentic Tea House), and water (Glaceau Vitaminwater, Dasani).

Prior to COVID-19, the Malaysian economy had outpaced most of its neighbours and its central, strategic location in ASEAN has made Malaysia an ideal investment hub. Today, more than 90% of the company's workforce consists of local talent - employing more than 1,000 people while generating another 10,000+ indirect jobs in the economy. More than 90% of the ingredients and packaging used are sourced from within the country, and the company continues to explore additional opportunities for local sourcing.

Coca-Cola
Malaysia



Coca-Cola's Enstek bottling plant is one of only a few plants in Malaysia with Gold LEED international certification, with features such as solar panels, rainwater harvesting and building lighting automation

In driving a culture of growth, The Coca-Cola Company is focused on sourcing from a strong talent pool in Malaysia, and development of this talent for Malaysia or to enrich other markets.

"There is no doubt the last 18 months have been very challenging due to the restrictions imposed on movements and businesses to contain COVID-19. We at Coca-Cola are fortunate that with the strong support of the Government we have been able to continue with our operations. The support of the Ministry of International Trade and Industry (MITI), MIDA, local authorities and enforcement agencies in Negeri Sembilan has been crucial. Approvals were secured through constructive engagement to continue operations with the relevant, necessary COVID-19 safeguards in place," remarked the company.

As a result of the support of the federal and local governments, Coca-Cola was able to meet its business obligations to supply to domestic and external customers, while importantly working to ensure the safety of Coca-Cola employees, its highest priority.

"We are continuing to play our part in containing the pandemic, and we commend the Malaysian

Government for its proactive stance during this period of uncertainty. Malaysia offers an exceptional level of support, proving to be a valuable business partner as the Government continuously engages with businesses and all stakeholders in regular dialogues to understand the issues companies are facing amidst the pandemic. We are also confident that the Malaysian Government is taking the steps necessary to assure Malaysia stays at the forefront of ASEAN's investment hub," they added.

Coca-Cola Malaysia remains optimistic about the long-term outlook of its business and the broader Malaysian economy. The company is keen to build a stronger brand presence, reinforcing their commitment to the communities they serve here. From recycling through partnerships with the Malaysian Nature Society, Global Environment Centre, Reef Check, MareCet, Waste Management Association of Malaysia and Universiti Putra Malaysia; and working on water projects with Muslim Aid Malaysia and Raleigh International to provide access to clean water for more than 23,000 villagers in rural Sabah, to economically empowering women through the Coca-Cola KU entrepreneurship programmes – Coca-Cola is committed to building sustainable communities in Malaysia.

Plus Xnergy Provides Smart and Affordable Energy Solutions

At a time where many are working to keep our heads above the water, businesses are required more than ever to provide relevant solutions that intersect with the essentials of everyday life. Among them, energy has been on the radar of corporate organisations and nations as one of the top operating expenditures alongside rent and payroll. Renewable energy such as solar power has been identified as among the top solutions for businesses by policymakers, world leaders and industry-leading organisations to tackle the rising utility bills and access affordable energy solutions.

As access to clean power continues to grow in importance, there is a need for more holistic methods for businesses to access this resource; leading to questions about its cost and maintenance. Solar energy is an affordable and useful form of power in this pandemic and beyond. It provides a source of sustainability for organisations, lowers electricity costs while adopting Environmental, Social and Governance (ESG) principles as well as UN Sustainable Development Goals (SDGs) to tackle climate change.

In order to fulfil rising energy demands and expand clean energy solutions for businesses, Plus Xnergy Holding Sdn Bhd (Plus Xnergy), the nation's leading clean energy solution provider has undergone a rebranding exercise as part of its move to restructure and optimise its energy business. This has resulted in the creation of Plus Xnergy as the main holding company, with Plus Xnergy Services Sdn Bhd ("PXSS") (formerly known as "Plus Solar Systems Sdn Bhd") as its engineering, procurement, construction and commissioning (EPCC) subsidiary and Plus Xnergy Edge Technologies Sdn Bhd ("PXET") as its technology-focused subsidiary. With this, the company has increased its agility and is focusing in-house to push boundaries towards redefining energy generation and efficiency.



**Mr. Ko Chuan Zhen,
Group CEO,
Plus Xnergy Holdings Sdn Bhd.**



"It is a rarity for businesses to rebrand during such difficult times, but we see an even more pressing need to transform and re-strategise our solutions. There is much untapped potential in Malaysia and the region, with the Asia Pacific (APAC) renewable energy (RE) potential worth RM15.3 trillion," said Ko Chuan Zhen, Group CEO of Plus Xnergy.

"With the rebrand, we bring new and innovative offerings. We have always been a strong contender in the B2B market, but it is an apt time to enter the B2C market as we see strong demand from this segment. There is much room for adoption as there are over 3.2 million residential properties in Malaysia," added the Group CEO.



In its first year, Plus Xnergy projects to outfit 2,000 houses with solar power and up to 5,000 by its second year. This is aligned with the NEM 3.0 Rakyat programme, which was introduced earlier this year to encourage the growth and adoption of solar solutions for consumers and households. The B2C efforts will also create more than five hundred microentrepreneurs in the process.

“Our goal is to hasten the adoption of solar solutions with a first in the market; a solar rent-to-own programme. It would grant long term savings to the Malaysian household without incurring unrealistic monthly cost, while accelerating the country’s progress towards its renewable energy goals,” said Ko.

On the B2B front, Plus Xnergy believes that the adoption of solar energy will continue to rise among businesses especially with support from the local authorities through MIDA’s facilitation such as the Green Investment Tax Allowance (GITA) which has greatly increased the interest and adoption of solar solutions. Plus Xnergy has been able to work with clients that have greatly benefited from this initiative such as AJIYA, Secret Recipe, Chek Hup, Khind, UWC and many more.

One of Plus Xnergy’s clients Matin Ng, Deputy Group CEO of UWC Berhad shared that his company was able to save on energy bills and contribute to lowering carbon emissions. “By embracing solar energy, we could save our electricity bills up to RM250,000 per annum. That’s why we think solar energy is one of the best ‘solutions’. And of course thanks to MIDA, they facilitated the GITA tax incentive that contributed to savings on our electricity bill. The ROI is expected to be within 3.5 years,” said Ng during the Clean Energy Transformation Program (CETP) between Plus Xnergy and leaders from various industries in promoting the adoption of clean energy.

Moreover, businesses will also play a role in contributing to the national RE goal of 31% by 2025 especially as more RE targets and requirements are being put in place, namely, Kuala Lumpur’s mayor, Datuk Seri Mahadi Che Ngah’s recent imposition of a 30% compulsory reliance on RE for future commercial and residential developments in the capital.

Despite pandemic circumstances, Plus Xnergy is optimistic about the market growth and is confident in projecting a revenue growth of RM500 million in three years. Backed by interest and demand from other regions, the firm also foresees expansions to two new countries. In addition, there are plans to secure up to 100MW in large scale solar (LSS4) projects, as well as to diversify into Energy Storage Systems (ESS), electric vehicle (EV) chargers and floating solar systems.

Plus Xnergy sees that solar investment has proven to be resilient. The International Energy Association (IEA) expects global annual solar photovoltaic (PV) additions to surpass 160GW by 2022, affirming the technology’s position as the ‘new king’ of global electricity markets. With PV now the lowest-cost option for electricity generation in many countries, the IEA forecasts annual solar PV expansion to reach 145GW in 2021 and 162GW in 2022, breaking records and accounting for almost over 55% of all renewable energy expansion this year and next. Plus Xnergy advocates a higher adoption of solar energy among businesses as this will not only help them access clean and affordable power but also help Malaysia reach the RE target of 31% by 2025 and elevate the nation towards becoming a sustainable champion in the ASEAN region.

Explore MIDA’s dedicated resources, wide range of facilities or consultation services in the green technology industry via this link www.mida.gov.my or contact MIDA’s [Green Technology Division](#) for more information.



Batik Week 2021- Revitalising the Malaysian Batik Industry

MIDA, in collaboration with the Malaysian Batik Association, Yayasan Budi Penyayang Malaysia (PENYAYANG), Federation of Malaysian Fashion Textiles and Apparels (FMFTA) and Kraftangan Malaysia, has successfully organised Batik Week from 25 to 29 October. The five-day virtual programme with the theme “Revitalising Malaysian Batik Industry” aimed to elevate the Malaysian Batik through new technology and green business models which go hand-in-hand with the Sustainable Development Goals (SDG).

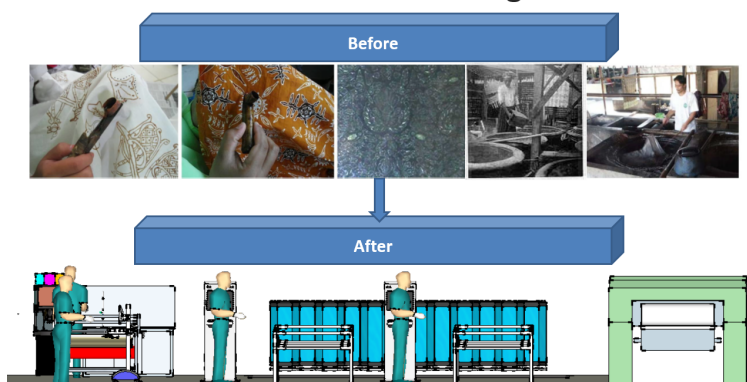
The Malaysian Government recognises the importance of the cottage industry as the national heritage and the nation’s pride, while the expertise of local craftsmen should be preserved and further enhanced.

The Batik Week promoted the understanding and appreciation of Batik as Malaysia’s national heritage, deliberated on making the batik industry eco-friendly, embrace technology in the production process towards IR4.0 initiatives and diversifying Batik products.

As for the textile and apparel industry in Malaysia, in the recent five years, MIDA has approved 122 textile and apparels projects with total investments of RM3.17 billion, generating 7,538 job opportunities, including skilled positions for engineers, specialised quality controllers and skilled technicians. The global demand of personalised designs and textures could be churned to new materials of interest and diversified products.

The Government continue to promote and incentivise Batik manufacturers through the incentives of:

Automation of Batik Manufacturing: Before & After



Proposed Automated Batik Factory

An example of using augmented reality (AR) and virtual reality (VR) to showcase handicraft products

- Pioneer Status with income tax exemption of 100 per cent on the statutory income for a period of five years; or Investment Tax Allowance of 60 per cent on the qualifying capital expenditure incurred within five years of project commencement.
- The Automation Capital Allowance (ACA) in encouraging manufacturing companies to adopt automation in manufacturing processes. The textile industry can be considered 200 per cent allowance on the first RM4million expenditure incurred within YA2015-2023.
- A Reinvestment Allowance (RA) option is available for companies which incurred capital expenditure on expansion, diversification, automation or modernisation.

The Batik event successfully brought together prominent industry stakeholders and over 500 registered participants, including the textile and apparel industry players throughout the 5-day Batik Week. The virtual event aspired to bridge the objective to promote Batik while embracing new technology, without changing the uniqueness and authenticity of the traditional techniques.

Highlights of October >>>



On 4 October 2021, Dato' Arham Abdul Rahman, Chief Executive Officer, MIDA, launched the Opening Ceremony of MTCP-MIDA Familiarisation Programme on Investment Promotion, a joint event between MIDA and the Ministry of Foreign Affairs. The event which was held from 4-8 October facilitated the sharing of Malaysia's economic development journey with 12 government officials from the Investment Promotion Agencies (IPAs), Ministry of Finance and Free Trade Zone Authorities of Qatar, Turkmenistan, Palestine and Uganda.



On 4 October 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, led a team to Johor for engagements with United Kotak Berhad, Heraeus Materials Malaysia Sdn Bhd, Escatec Mechatronics Sdn Bhd and Cape EMS Manufacturing (M) Sdn Bhd on their current concerns and future plans.



On 5 October 2021, MIDA and Western Digital, Batu Kawan jointly organised a press conference to announce the company's recent induction as a World Economic Forum Lighthouse. Dato' Arham Abdul Rahman, Chief Executive Officer, MIDA, congratulated Western Digital, Batu Kawan for achieving the prestigious recognition as the first intelligent factory in Malaysia, serving as a beacon company in adopting 4IR technologies.

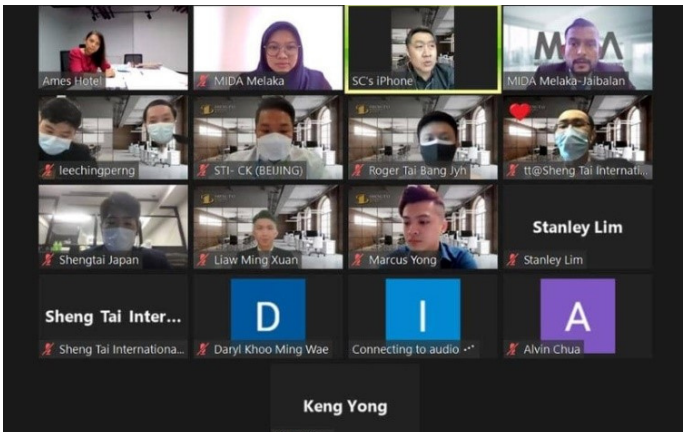


On 5 October 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, together with representatives from Domestic Investment & Supply Chain Coordination Division and Foreign Investment Division engaged with Food Excellence Specialist Sdn Bhd, EEW Malaysia Sdn Bhd, Highly Marelli (Malaysia) Sdn Bhd, Knauf Insulation Sdn Bhd and Guocera Tile Industries Sdn Bhd in Johor to discuss on their current concerns and future plans.

Highlights of October >>>



On 6 October 2021, Dato' Arham Abdul Rahman, Chief Executive Officer, MIDA, presented on the investment performance of Perak for 1H2021 to YAB Dato' Saarani Mohamad, Chief Minister of Perak and Datuk Shahrul Yahya, EXCO of Industry, Investment and Corridor Development, during a courtesy visit. The state recorded an impressive RM5.2 billion worth of approved investments for 1H2021 and is expected to generate 4,162 job opportunities.



On 6 October 2021, Mr. Jaibalan Harirajan, Director of MIDA Melaka, briefed on the One Stop Centre for Business Travellers to Sheng Tai International Group which is actively involved in Fashion Design (Fashion TV, Fashion School, Fashion Walk), Hotel & Tourism, Retail and Property businesses.



On 6 October 2021, Mr. Mohamad Reduan Mohd Zabri, Director of MIDA Seoul, was invited as a guest speaker for two seminars in conjunction with the Korea-ASEAN and India Business Week 2021. The seminar participants benefitted from the presentations on 'Malaysia a Gateway to ASEAN Market' and 'Malaysia a Land of Opportunity for Korean Companies'.



On 6 October 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, together with representatives from the Domestic Investment & Supply Chain Coordination Division and Foreign Investment Division, had a series of fruitful discussions with Hydroemission MY Sdn Bhd, Biocon Sdn Bhd and Ramatex Textiles Industrial Sdn Bhd in Johor.

Highlights of October >>>



On 6 October 2021, YB Senator Datuk Lim Ban Hong, Deputy Minister of MITI Malaysia presented a speech during the High-Level Dialogue on ASEAN-Italy Economic Relations, a strategic platform for Italian and ASEAN business leaders and policymakers to share know-hows and expand their network.



On 6 October 2021, Ms. Syakella Zakaria, Director of MIDA Taipei, presented at the Hybrid Seminar on 'Post-Pandemic Business Strategy for Electronics Industry - Opportunities in Malaysia and Thailand' jointly organised by the Chinese National Federation of Industries (CNFI) and Industry, Science and Technology International Strategy Center (ISTI).

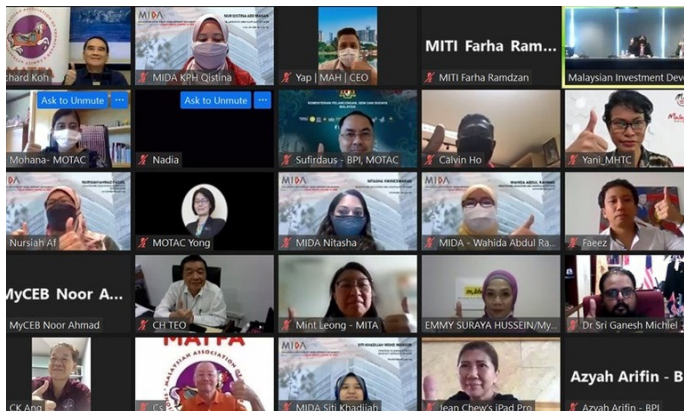


On 7 October 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development, MIDA, presented on Malaysia's digital investment prospects during a High-Level Dialogue on ASEAN-Italy Economic Relations. He emphasised the importance of digitalisation as a crucial enabler for the nation's development, progressively becoming a hub for the digital technology to welcome more investors. The dialogue was organised by MIDA and the European House-Ambrosetti.



On 8 October 2021, MIDA signed a Memorandum of Agreement with Universiti Kebangsaan Malaysia, Universiti Teknologi Malaysia and Universiti Putra Malaysia for the implementation of the MIDA Assessment Development Center (MADC) HyTalent Programme. The signing ceremony was witnessed by YB. Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry. The MADC HyTalent Programme embodies the 12th Malaysia Plan to develop and equip future talent with Industry 4.0 skill sets in keeping pace with technological advancement to meet the industry demands.

Highlights of October >>>



On 8 October 2021, MIDA's Healthcare, Education and Hospitality Division together with MyMOTAC established an investment sub-committee to implement the Transformation Agenda to create Special Tourism Investment Zones-STIZs as outlined in the National Tourism Policy 2020-2030.



On 11 October 2021, Mr. Abd Mukti Abu Bakar, Director of MIDA Dubai, joined H.E. Mohammad Tarid bin Sufian, Ambassador of Malaysia to United Arab Emirates (UAE) for a meeting with Mr. Abdullah Mohamed Al Mazrouei, Chairman of Abu Dhabi Chamber of Commerce and Industry to discuss on the economic cooperation between Malaysia and UAE.



On 12 October 2021, Ms. Zetty Hamimi Zakaria, Director of MIDA Negeri Sembilan, participated in a dialogue session between YAB Dato' Seri Haji Aminuddin Bin Harun, Chief Minister of Negeri Sembilan and H.E. Aart Jacobi, Ambassador of The Netherlands to Malaysia on the potential cooperation between The Netherlands and Negeri Sembilan State Government. The meeting was also participated by the state's officials namely the State Secretary of Negeri Sembilan, Secretary Finance Officer of Negeri Sembilan, Director of UPENNS and the CEO of Invest Negeri Sembilan.



On 12 October 2021, Ms. Wan Hashimah Wan Salleh, Director of Green Technology, MIDA, was a speaker at the Virtual Conference: Clean Power and New Energy 2021 organised by CT Event Asia. MIDA presented on the support of the Malaysia Government for sustainable energy projects and activities. More than 340 participants benefitted from the conference to gain information on policy initiatives and insights from expertise in the energy industry.

Highlights of October >>>



On 16 October 2021, Mr. Muhammad Ghaddaffi Sardar Mohamed, Director of MIDA Penang, was invited to join Hotayi Electronic's BK2 Expansion Groundbreaking Ceremony. The event was officiated by YAB Mr. Chow Kon Yeow, Chief Minister of Penang. The company announced its reinvestment plan of RM300 million and will offer 600 high-value jobs to Malaysians. The project is expected to commence in 2022.



On 16 October 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development, MIDA, together with representatives from Building Technology and Lifestyle Division and MIDA Kelantan, participated in the Networking Session with Kelantan Garment and Textile Manufacturing Association (KGTA). The main objective of the session was to exchange operational updates and challenges faced by the textile industry players in Kelantan.



On 17 October 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development, MIDA, was invited to the Memorandum of Understanding (MoU) Signing Ceremony between CIDB Malaysia and Kelantan State Government. The MoU aims to develop the first Industrial Building System (IBS) Industrial Park, valued over RM70 million in Machang, Kelantan.



On 17 October 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development, MIDA, delivered his welcome remarks at the Networking Session with Kelantan State Government, CIDB, Persatuan Kontraktor Perumahan Kelantan (PKPK), MITI Kelantan and MIDF Kelantan. The event was hosted by MIDA.

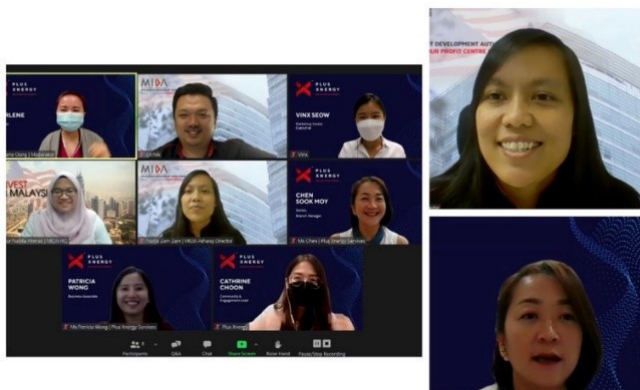
Highlights of October >>>



On 18 October 2021, in conjunction with the Batik Week 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development, MIDA, visited Gahara Galore Sdn Bhd and Koperasi Serbaguna Pembatik Kelantan Berhad to further discuss on the development of the Batik industry. The team also visited Brickwell Engineering Sdn Bhd, one of the earliest Kelantan Bumiputera IBS 'Lightweight Concrete Wall Panel System' producing company.



On 18 October 2021, Industry Talent Management and Expatriate Division, MIDA organised the Industry Career Talk and Online Interview for Omron. The event attracted 60 participants including fresh graduates and job seekers. The session was moderated by Mr. Uwais Abdul Razak, Senior Assistant Director of the Industry Talent Management and Expatriate, MIDA while Mr. Zainal Arifen Bin Kasim, Managing Director of Omron, was the guest speaker who presented valuable insights on the industry and Omron's business operations in Malaysia.



On 20 October 2021, MIDA East Coast offices (Pahang, Kelantan and Terengganu) and Green Technology Division of MIDA collaborated with Plus Xnergy Holding Sdn Bhd to jointly organise a webinar on 'Take Control of Your Business with Solar PV Solutions & Tax Allowances'. A total of 37 participants from the region benefitted from the briefing on government facilitation for the green technology industry.



On 23 October 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, attended the opening ceremony of KOTRA Investor Support Centre, a strategic partner of MIDA to facilitate Korean businesses into Malaysia. The event was graced by H. E. Lee Chi Beom, Ambassador of the Republic of Korea in Malaysia and top management of Korean agencies, associations and organisations. During the event, Mr. Sivasuriyamoorthy Sundara Raja delivered a presentation on 'Benefits for Korean investors in Malaysia'.

Highlights of October >>>



On 23 October 2021, Mr. Jaibalan Harirajan, Director of MIDA Melaka, briefed PERKESO Melaka on MIDA’s investment strategies and development in Malaysia. The discussion also explored collaboration to facilitate manpower matters for manufacturing and services industries in Melaka.



On 25 October 2021, Ms. Syakella Zakaria, Director of MIDA Taipei, was a panelist for the hybrid seminar, ‘Medical Device Industry Development and Trend in New Southbound Countries Symposium’, jointly organised by Health, Welfare & Environment Foundation and Health, Welfare & Environment Caucus of Legislative Yuan of Taiwan. The session explored on ‘Post Epidemic Strategies and Challenges of Taiwan Medical Device Industry in New Southbound Countries’.

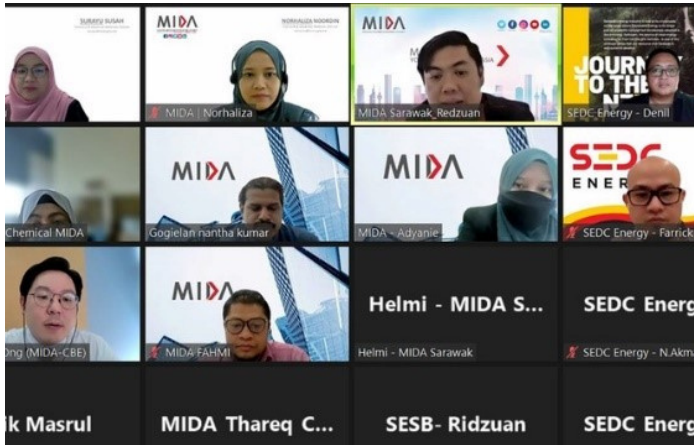


MIDA pledged its support for the Malaysia Climate Action Week, an event jointly organised by The British Malaysian Chamber of Commerce and British High Commission in Kuala Lumpur, in conjunction with the 26th UN Climate Change Conference of the Parties (CoP26). A series of webinars commencing on 25 to 29 October 2021, featured prominent business leaders sharing their thoughts and insights on climate action challenges and the way forward.



On 26 October 2021, Mr. Jaibalan Harirajan, Director of MIDA Melaka, had a successful engagement with Universiti Teknikal Malaysia Melaka (UTEM) to explore collaboration in organising talent and industry development programmes in Melaka.

Highlights of October >>>



On 26 October 2021, Chemical and Advanced Materials Division and MIDA Sarawak led an engagement session with SEDC Energy Sdn Bhd to discuss on their feasibility study on renewable energy projects such as green and blue hydrogen, multi-fuel refueling stations including EV charging services and hydrogen dispenser, fuel cells and EV development in Sarawak. The session was also participated by other officials from MIDA's CBE Unit, Green Technology and Transport Divisions.



On 27 October 2021, Mr. Jaibalan Harirajan, Director of MIDA Melaka, led a visit to Leuze Electronics Malaysia's construction site. The visit was also joined by Invest Melaka and Custom Melaka. More than 250 skilled jobs for the operation will be created for locals next year.



On 27 October 2021, Mr. Awangku Fiarulnazri, Director of MIDA Milan, presented on Malaysia's business and investment opportunities to the Italian Parliamentarian Committee. They also explored on potential collaborations with Italian industry players to promote investments from Italy to Malaysia.

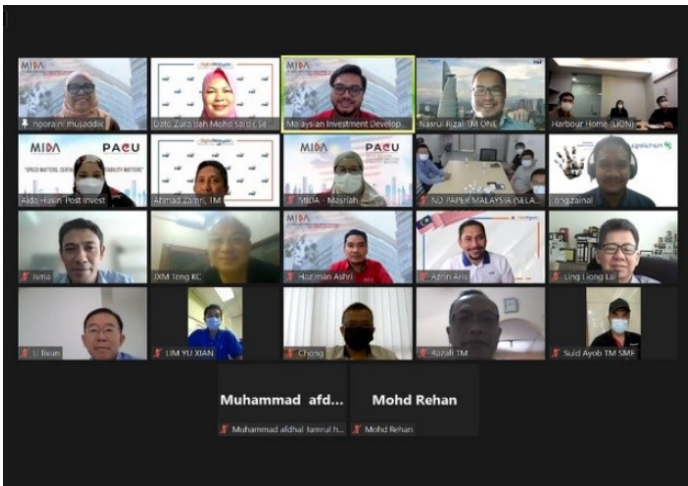


On 27 October 2021, Ms. Navena Thambirajah, Director of MIDA Stockholm, briefed on Malaysia's investment progress in 2020 and the rebound in 1H2021 as well as the government's support and facilitation to foreign investors in Malaysia. The briefing was given during the introductory meeting with H.E John K. Samuel, Ambassador of Malaysia to Finland.

Highlights of October >>>



On 27 October 2021, Mr. Mohd Fairuz Iqbal Mohd Akhbar, Director of MIDA Perak, together with Invest Perak had a fruitful engagement with Kamaya Electric (M) Sdn Bhd to discuss on the company's expansion progress and development.



On 27 October 2021, Ms. Noor Aini Samoon, Director of MIDA Selangor, facilitated a meaningful meeting between top investors in Selangor located at Banting Industrial City (BIC), namely ND Paper Malaysia (Selangor) Sdn Bhd, Jingxing Holdings (M) Sdn Bhd and Hartalega NGC Sdn Bhd with Telekom Malaysia Berhad. The meeting was held to discuss on the progress of each project at BIC and obtain feedback on the internet infrastructure readiness in the area.



On 27 October 2021, the 2nd Virtual Artificial Intelligence for SMEs Enhanced Programme was successfully organised by MIDA in collaboration with Malaysia Productivity Corporation (MPC) and Intel Malaysia. AI Starter Kits and additional support packs were awarded to 100 selected companies to jump-start their Artificial Intelligence and Industrial Revolution 4.0 journey.



On 28 October 2021, Mr. Ahmad Khairuddin Abdul Rahim, DCEO, Investment Development, MIDA, officiated the hybrid seminar on 'Revitalise the Halal Economy with Negeri Sembilan'. During the seminar, he emphasised on the government's investment facilitation to companies as well as potential investors in the food industry.

Highlights of October >>>



On 28 October 2021, Mr. Shahzul Jayawirawan Mohd Yunus, Director of MIDA Johor, jointly organised an information sharing session with Sime Darby Property. The session highlighted on government's support and facilitation for Small Medium Enterprises (SMEs) and was well-attended by 53 Johorean homegrown companies from various sectors.



On 28 October 2021, Mr. Abd Mukti Abu Bakar, Director of MIDA Dubai, together with Green Technology Division and Sustainable Energy Development Authority (SEDA) Malaysia, presented to the international communities at the sidelines of Expo Dubai 2020. MIDA briefed the participants on 'Investment Opportunities in the Green Technology Industry in Malaysia' as well as available facilitation by MIDA.



On 28 October 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, led a meeting with Korean companies in Seoul, Korea during the investor engagement visit to South Korea. The meetings were held to affirm MIDA's support and facilitation to investors from the Republic of Korea.



On 28 October 2021, South Korean Ministry of Trade, Industry and Energy (MOTIE), conveyed its appreciation to the Malaysian Government, through MIDA for the facilitation and support to Korean companies in Malaysia, during a meeting led by Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA. The meeting was held in conjunction with MIDA Management's Working Visit to Seoul, Republic of Korea.

Highlights of October >>>



On 29 October 2021, Tariff Division, MIDA, organised a visit to Melaka to deliver a briefing on the procedures and guidelines for applying duty and sales tax exemption via the InvestMalaysia portal; verification on machinery, equipment or raw materials; and matters related to the Custom Department. The briefing was participated by companies namely, Pacific Food Sdn Bhd (Mamee), Honda Malaysia Sdn Bhd, YF Packaging Sdn Bhd, Sanjet Malaysia, Daibochi Sdn Bhd and Hexachase Packaging Sdn Bhd.



On 29 October 2021, Dato' Arham Abdul Rahman, Chief Executive Officer, MIDA, had a successful engagement with the Management of TF AMD Microelectronics Sdn. Bhd. in Penang. The discussion highlighted on the company's expansion at Bayan Lepas. TF AMD Microelectronics Sdn. Bhd. was established since 1972, and currently produces Wafer Level Chip Scale Packaging (WLCSP).



On 30 October 2021, YB Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI), and YAB Tuan Haji Muhammad Sanusi Md Nor, Chief Minister of Kedah, jointly officiated the Groundbreaking Ceremony of AT&S Austria Technologie & Systemtechnik (Malaysia) Sdn Bhd's new Integrated Circuit (IC) Substrates manufacturing facility in Kulim High-Technology Park, Malaysia. The ceremony was indeed a success and MIDA, led by Dato' Arham Abdul Rahman, Chief Executive Officer, applauds AT&S, another key global players of electrical and electronics (E&E) industry, leveraging Malaysia as their the profit centre in Asia.



On 30 October 2021, Dato' Arham Abdul Rahman, Chief Executive Officer, MIDA, led a team to visit Fuji Electric's operation in Kulim, Kedah to discuss about the company's expansion plan in Malaysia.

Highlights of October >>>



On 30 October 2021, MIDA, led by Dato' Arham Abdul Rahman, Chief Executive Officer, visited Osram's operation in Kulim, Kedah to discuss about the company's operations in Malaysia.

In Memoriam

إِنَّا لِلّٰهِ وَإِنَّا إِلَيْهِ رَاجِعُونَ

Al-Fatihah



NORLILY BINTI ABDUL RAUF

Senior Executive Assistant

A friendly soul who was very dedicated in her role during her entire 31 years of service in MIDA.
She was a joyful, caring and respectful soul who would be dearly missed by her colleagues.
She received the Outstanding Service Award in 2000 and the Special Service Award in 2005.

We extend our deepest condolences to the family of the dearly departed

"Our thoughts and prayers are with you."

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- [MIDA's one-stop centre eases entry permission for companies and business travellers with RM121.37b investment value](#)
- [MIDA, MEDEF sign MoU to promote investments](#)
- [MIDA, Intel team up to boost AI knowledge of future workforce, SMEs](#)
- [MIDA encourages batik manufacturers to automate, modernise industry](#)

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- [Malaysia ranks 31st worldwide for digital quality of life](#)

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- [Linde starts up new capacity in Kuching to support growth of electronics, renewable energy](#)
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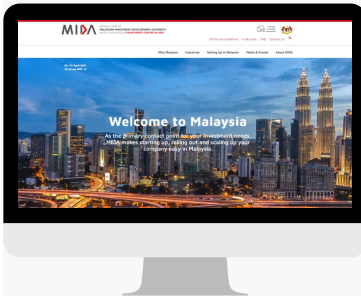
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GET YOUR BUSINESS NOTICED



OUR COMMUNICATION TOOLS

MIDA 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 WEBSITE

HomepageRM 1,500.00 per week

E-NEWSLETTER

Full pageRM 6,000.00 per issue

Half pageRM 3,000.00 per issue

Quarter page...RM 2,000.00 per issue

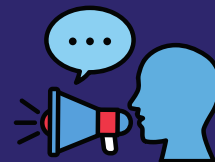
DIGITAL SIGNAGES

Video wallRM 6,000.00 per month

LCD TVRM 3,000.00 per month



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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	

PRIVATE MEETING ROOM

➤ RATES

ROOM TYPES		GOVERNMENT	PRIVATE
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	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	

TRAINING ROOM

➤ RATES

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

***All rates are exclusive of:**

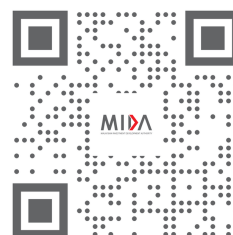
- SST (6%)
- Service Staff, linen, dome, logistic (RM 200)

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

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ABOUT MIDA

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

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

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