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Issue

MIDA

INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



HIGHLIGHTS

Malaysia Records Highest
Approved Investments of
RM306.5 Billion in 2021

WHY MALAYSIA SERIES

Technip Energies Paving the
Way for Energy Transition

GOING GLOBAL SERIES

Combining Legacies of
Different Cultures Through
Halal Food

From the CEO's Desk: Datuk Arham Abdul Rahman

We usher in 2022 with new achievements and milestones unlocked in 2021. MIDA continued to grow and expanded its capabilities to invest in people and the organisation and served its partners and stakeholders better. Malaysia received the highest ranking by Milken Institute as the No.1 destination for FDI in the Southeast Asia region and this is one of the testaments to the confidence of our stakeholders and assurance of MIDA's reputation and credibility.

It is also a great pride to see Malaysia has successfully achieved RM306.5 billion of approved investments in 2021 for the manufacturing, services, and primary sectors, charting an astounding 83.1 per cent increase compared to the performance in 2020. This is a record-breaking figure as it is the highest approved investments ever for the country. Total approved FDI also saw a massive jump of 224.9 per cent to RM208.6 billion in 2021. This is in line with the National Investment Aspirations (NIA) poised to attract high impact investments in new growth areas which bring about spillover effects to the economy. The greater achievements that MIDA gained has given a renewed understanding of our purpose and aspirations to stay competitive and relevant as the government's principal investment promotion agency.

Effective communication is a prerequisite for nation branding. A clear and defined message on nation-building shapes how Malaysia is perceived globally. It brings clarity across different sectors and cuts across the intense competition in trade and investment. Innovation is centered on our core value and is part of MIDA's digital engagement strategies. We are excited to announce the launch of MIDA's brand new "Invest Malaysia e-Newsletter" to keep our partners and stakeholders better informed on MIDA's roles and milestones, industry growth, economic progress and global market outlook.

This initiative comes at an important juncture as MIDA reaffirms its commitment to position Malaysia as an ideal hub that is inclusive for companies and businesses to operate. "Invest Malaysia e-Newsletter" help us spread strategic messages without geographical constraints. The e-Newsletter provides readers with in-depth information on business trends and patterns, policies and regulations, technology advances and sustainable investment opportunities shared by industry thought leaders and MIDA's editorial team of professionals from various sectors. The digital newsletter aims to help over 36,000 readers, consisting of policymakers, diplomats, business and industry leaders, financial analysts, professionals and shareholders, make informed decisions.

MIDA has been and continue to be a strategic partner to foreign and domestic businesses, helping them seize opportunities to accelerate growth and innovation. We have increased our networks and visibility, welcomed new collaborations and highlighted Malaysia's inclusivity to remain lucrative to our investor partners and rebuild a more resilient and inclusive Malaysian economy by helping business owners establish their businesses and regional hubs here.

As we look forward amidst new challenges, we must zero in on what we can uniquely contribute to the development of Malaysia and maintain our resilience. The opportunity ahead demands us to reimagine our work done in the past to undertake new and innovative approaches that will elevate our beloved nation.

Let's build a new future together!

DATUK ARHAM ABDUL RAHMAN
Chief Executive Officer
Malaysian Investment
Development Authority (MIDA)



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HIGHLIGHTS

01

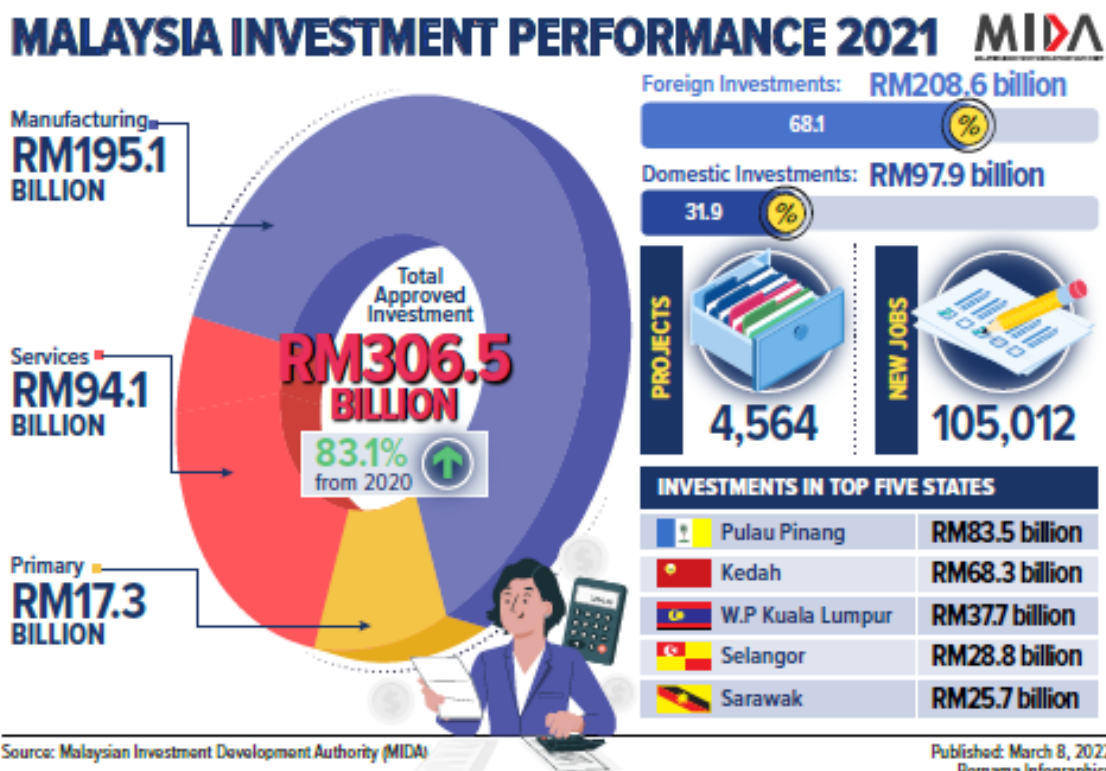


Malaysia Records Highest Approved Investments of RM306.5 Billion in 2021

Malaysia boasted stellar investment performance for the year 2021, attracting record-breaking approved investments worth RM306.5 billion in the manufacturing, services and primary sectors. The nation remained an attractive investment destination for global and regional business expansions as total Foreign Direct Investment (FDI) and Domestic Direct Investment (DDI) numbers exceeded expectations, increasing to 83.1 per cent from the achievement attained in 2020.

The manufacturing sector led the total investments approved in 2021 by recording RM195.1 billion, followed by the services sector and the primary sector at RM94.1 billion and RM17.3 billion respectively.

Malaysia's FDI of RM208.6 billion accounted for 68.1 per cent of total approved investments, with the remaining 31.9 per cent coming from DDI at RM97.9 billion.



The Netherlands (RM78 billion), Singapore (RM47.3 billion), the People's Republic of China (RM31.3 billion), Austria (RM18.9 billion) and Japan (RM9.9 billion) accounted for 88.9 per cent of total FDI approved in the various sectors.

Pulau Pinang (RM83.5 billion) recorded the highest investments approved last year, followed by Kedah (RM68.3 billion), Wilayah Persekutuan Kuala Lumpur (RM37.7 billion), Selangor (RM28.8 billion) and Sarawak (RM25.7 billion). These five (5) states contributed 79.6 per cent of total approved investments in 2021.

Malaysia's RM97.9 billion DDI in 2021 is a signal that local industry players had grown in terms of capabilities and business capacity to be competitive on the global stage.

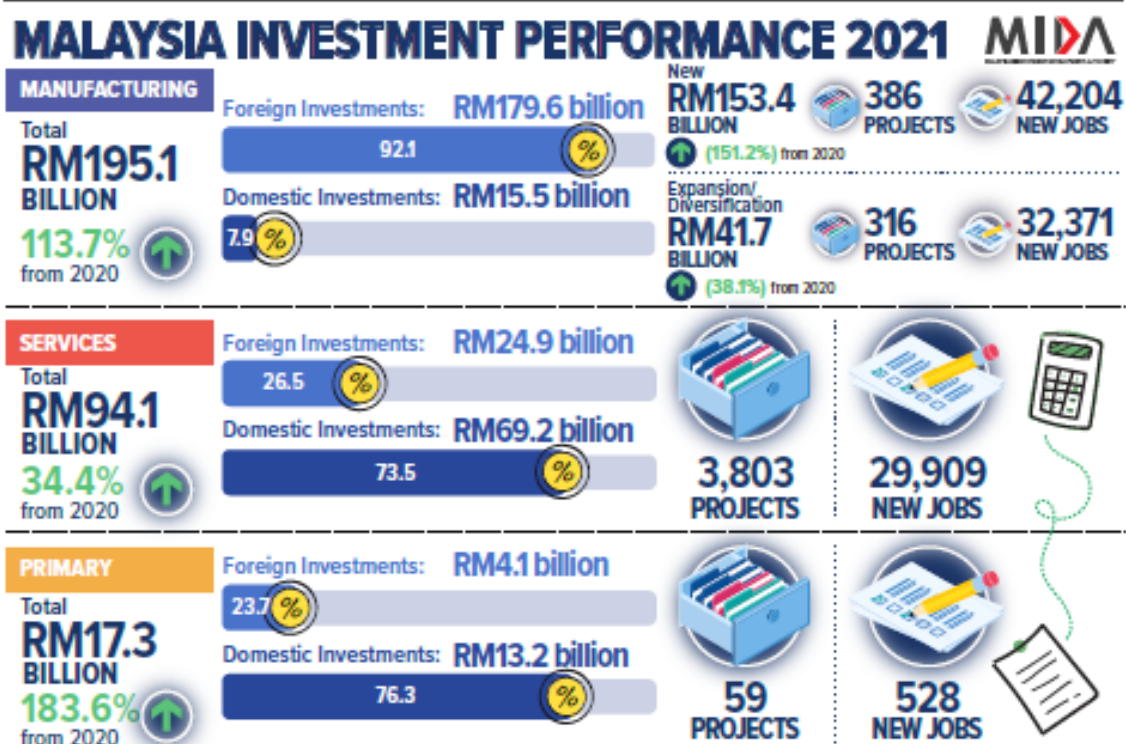


▲ YB. Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI) at the Malaysian Investment Development Authority's flagship Annual Media Conference 2022.

The announcement was made by YB. Dato' Seri Mohamed Azmin Ali, Senior Minister and Minister of International Trade and Industry (MITI) at the Malaysian Investment Development Authority's flagship Annual Media Conference (AMC) 2022 which includes the launching of the Malaysia Investment Performance Report 2021. Also present to witness the launching along the Senior Minister were YB. Senator Datuk Lim Ban Hong, Deputy Minister of MITI and YBhg. Datuk Arham Abdul Rahman, Chief Executive Officer of MIDA.

Notably, this year's AMC 2022 theme was Powering Resilience, which is very relevant as Malaysia continues to navigate through the ongoing pandemic and is powered through various measures, strategic collaborations and agile policies that are put in place to enhance the resilience of the Malaysian economy. For the first time, the event was held in hybrid format and was broadcasted live from MIDA Sentral taking into account COVID-19 mitigation measures.

YB. Dato' Seri Mohamed Azmin Ali in his speech shared, "Economic recovery is neither static nor absolute. Malaysia's robust business ecosystem has enabled us to secure strategic investments and forge new trade relationships placing us on a positive trajectory to propel our economy to greater heights as well as expedite efforts towards inclusive socio-economic growth. The easing of pandemic containment measures has allowed for

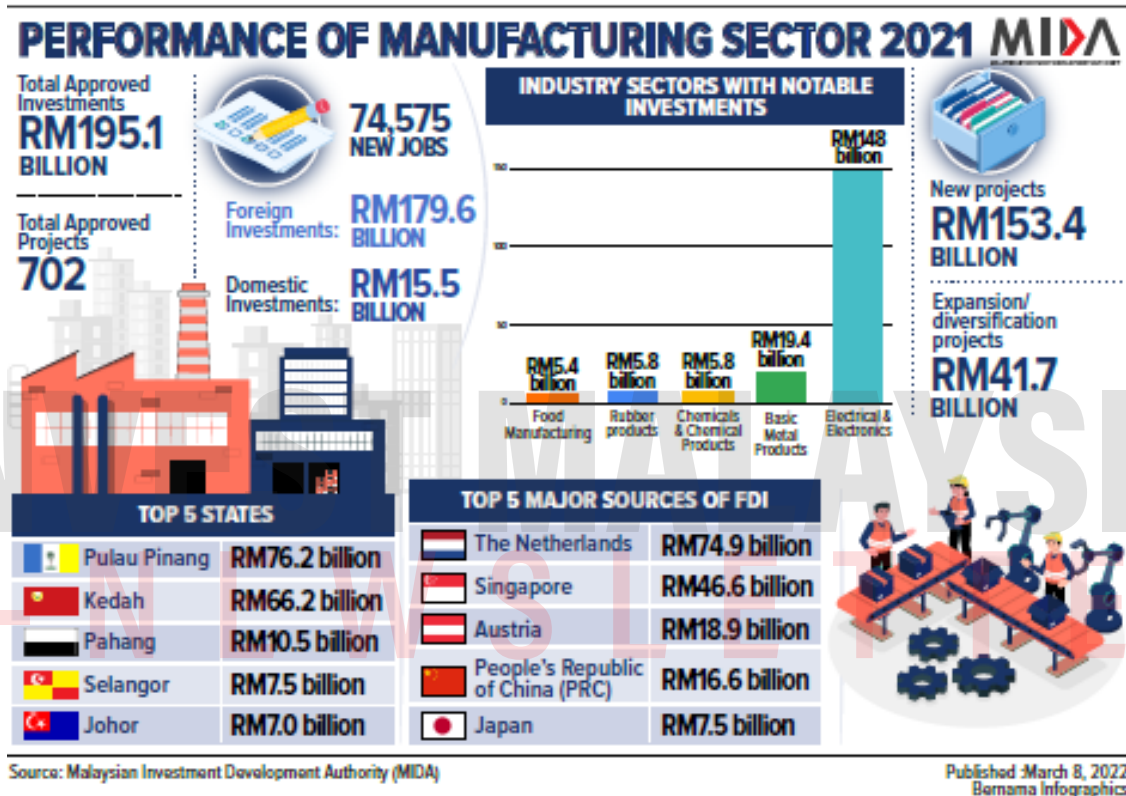


Source: Malaysian Investment Development Authority (MIDA)

Published: March 8, 2022
Bernama Infographics

the resumption of economic activities coupled with high vaccination rates among diverse industries and professionals. Further efforts were put in place to ensure that the business ecosystem remains responsive to global trends with policies and initiatives for business facilitation, talent upskilling and reskilling, digitalisation and automation. In a nutshell, these measures have successfully placed our economy on a firm and resilient footing towards the path of vibrant growth and sustainable recovery.”

Malaysia's manufacturing sector secured projects worth RM195.1 billion in 2021, compared to the RM91.3 billion it gained in 2020, a major increase of 113.7 per cent. The electrical and electronics (E&E) industry received the most approved investments worth RM148 billion. Noteworthy is Malaysia has secured 75 capital intensive projects valued at RM100 million and above each, spurring the growth of new advanced manufacturing technologies and produce a highly-skilled workforce.



Meanwhile, the services sector attracted RM94.1 billion from 3,803 approved projects. The sector's 34.4 per cent improvement in 2021 was driven by sub-sectors such as real estate (RM28.8 billion), global establishments (RM19.7 billion), financial services (RM12 billion), utilities (RM9.6 billion), and information and communications (RM8.2 billion).

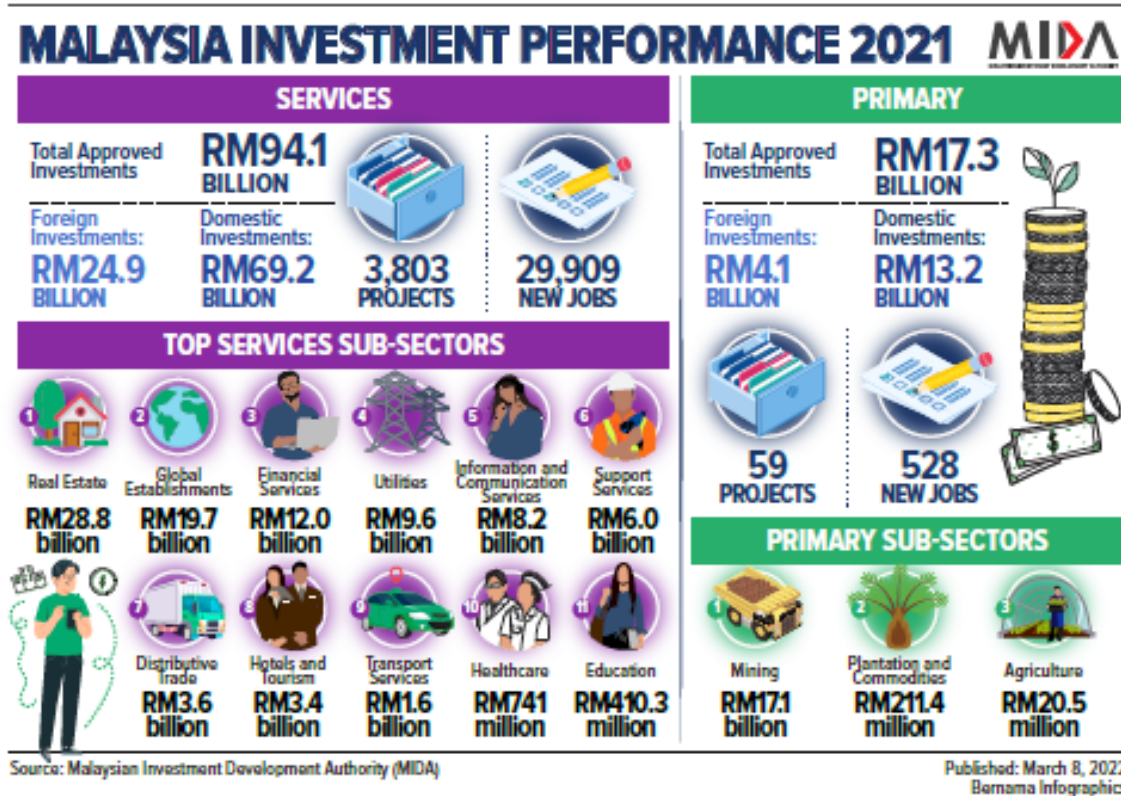
DDI accounted for RM69.2 billion in 2021 compared to RM63.5 billion in 2020 for the sector. This performance underscores the inherent strength of Malaysia's services companies that could be leveraged further for export of services.

YB. Dato' Seri Mohamed Azmin Ali iterated, "Through the innovation of Internet of Things, Artificial intelligence and the cloud network, the services sector has been redefined, having gained recognition as a major growth sector for the global

economy. The Malaysia Digital Economy Blueprint (MyDIGITAL) was formulated to drive the national transformation in line with the evolution of the global investment landscape towards digitalisation and Industry 4.0, creating unique and interesting value propositions for digital projects."

The mining industry witnessed approved investments worth RM17.1 billion, representing 98.7 per cent of the overall total investments in the primary sector driven by higher prices for crude oil and natural gas. The rest of the primary sector investments comprises the plantation and commodities and the agriculture subsectors with investment values of RM211.4 million and RM20.5 million, respectively.

Looking ahead, Malaysia will continue to move forward, strengthening resilience through strong



policies that would further enhance the positive trajectory. "The National Investment Aspirations (NIA) is poised to attract high impact investments in new growth areas which bring about bountiful spillover effects to the economy. On that note, the New Industrial Masterplan 2022-2033 will also further propel the local industries to accelerate digitalisation efforts and fully realise the benefits of transition into Industry 4.0," said YB. Dato' Seri Mohamed Azmin Ali.

As of December 2021, MIDA has identified 352 high-profile foreign investment projects, including

Fortune 500 companies in the manufacturing and services sectors, with a combined potential investment value of RM39.2 billion within the agency's purview. These projects will create more than 19,000 new job opportunities for Malaysia.

All relevant information and materials on AMC 2022 and the Malaysia Investment Performance Report 2021 can be obtained on the event virtual platform at AMC2022.mida.gov.my. This virtual site will be available until 8 April 2022, after which the information and material will be available on www.mida.gov.my.





INDUSTRY

02

Gearing Malaysia as a Rare Earth Elements (REEs) Powerhouse

For the past decade, rare earth elements (REEs) have soared in significance as interest in consumer electronics, electric vehicles, clean energy, and military equipment keep on increasing. To achieve growth in advanced technology, the development of REEs as a strategic mineral is critical to modern society.

REEs are used as a necessary component for products across a wide range of applications, especially high-tech consumer products and devices, including smart phones, digital cameras, computer hard disks, fluorescent and light-emitting-diode (LED), flat screen televisions, computer monitors, and electronic displays.

In terms of military equipment application, REEs are materials included in night vision goggles, precision guided weapons, communication equipment, Global Positioning System (GPS) equipment and other defence electronics. REEs are also used for laser targeting and weapons in combat vehicles.

Additionally, REEs are also known for their usage in clean energy technologies - for example wind turbines, electric motors, catalysts and solar panels due to their strong permanent magnetic properties. As for electric vehicles, mainly two types of REEs are used; neodymium (Nd) and dysprosium (Dy). Nd is used in permanent magnet motors, which are often termed as neodymium iron boron magnets. Dy is also used in motors but in minimal amounts relative to Nd.

The strength of rare-earth magnets

One of the strongest type of permanent magnets is the rare-earth magnets made from alloys of REEs. There are two (2) types of rare-earth magnets, neodymium magnets and samarium-cobalt magnets. Both materials come in different grades of strength and have different magnetic and physical properties.

Neodymium magnets, the stronger of the two, are composed of alloys made primarily of neodymium, iron and boron. However, neodymium magnets are incredibly brittle and vulnerable to corrosion and hence they are usually nickel-plated or coated to prevent breaking, chipping, or crumbling into powder. Samarium cobalt magnets are made primarily from alloys of samarium, cobalt and iron. These magnets have moderately high operating temperatures and a strong resistance to corrosion.

Common applications of such magnets include computer hard disk drives, wind turbine generators, speakers and headphones, bicycle dynamos, magnetic resonance imaging (MRI) scanners, traction motors and integrated starter-generators in hybrid and electric vehicles.

Neodymium is considered to have the world's mightiest magnetic powers, making it essential for missile guidance systems. Lanthanum enhances the clarity of glass, particularly for high-end camera lenses, used for intelligence, surveillance, and reconnaissance missions. Phosphorescent europium warms the hues in LED lights and plasma displays, with its unique neutron-absorbing properties making it a crucial ingredient in control rods used in nuclear reactors.

Potential of rare earth materials production in Malaysia

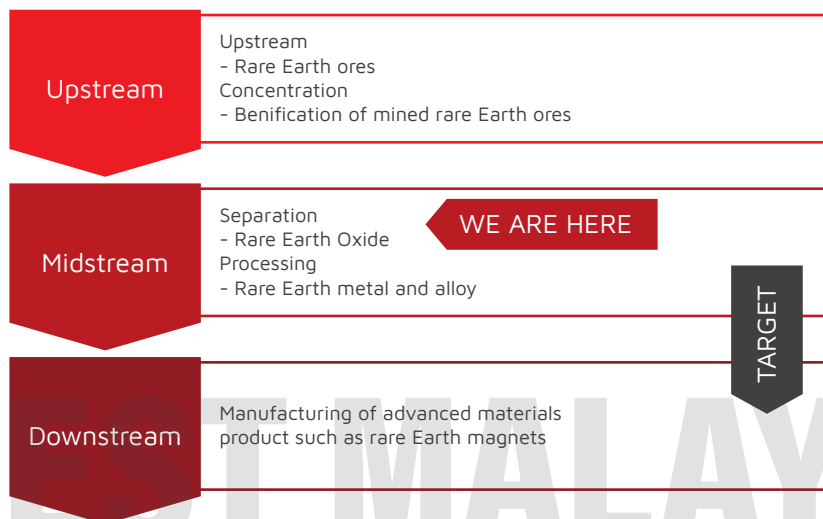
Today, the People's Republic of China (PRC), boasts from having the largest reserves of REEs at 44 million tonnes in addition to having the largest refinery controlling the market. Malaysia was able to break that monopoly with the presence of Lynas Malaysia Sdn. Bhd. (Lynas), whose operation locally since 2012 made it the first REEs refining plant outside the PRC. Malaysia is also recognised as a nation having notable production of REEs materials, among other countries such as the US, Australia, Brazil, India, Russia, Thailand, and Vietnam.

It must be noted that Japan has one of the best material sciences industries in the world, alongside being one of the top countries to produce materials such as magnets, catalysts, and electronic components. After years of suffering from a lack of steady supply for REEs, Japan has now been able to source the materials from Malaysia – which has enabled Japan to recover and increase their activities since 2013.

REEs ecosystem and opportunities for Malaysia

The REEs ecosystem is basically divided into three (3) main streams: upstream, midstream and downstream. The basic ecosystem is defined as in chart below:

The REEs Ecosystem



Source: MIDA

Currently, Lynas produces rare-earth oxides, carbonates, oxalates and chlorides in Gebeng, Pahang, with a total capacity of 22,000 tonnes per annum. The production of rare-earth oxides (REO) – particularly Nd and praseodymium (Pr), are highly in demand to produce rare-earth magnets that will be used in technological applications.

The global rare-earth magnet market was valued at US\$7.69 billion in 2020, and it is expected to reach US\$11.61 billion by the end of 2026, representing a compound annual growth rate (CAGR) of six (6) per cent from 2022-2026.

Recognising the potential of this downstream industry as well as the advantages of having REO production as raw materials in the country, the Government, through the Malaysian Investment Development Authority (MIDA), has been promoting the production of advanced materials including rare-earth magnets under the Promotion of Investment Act (PIA) 1986.

There is high potential for interested parties – either local or foreign companies to explore downstream applications to boost the industry's

economic value. Additionally, establishing a downstream ecosystem will ensure more value-added products are produced in the country, which will directly impact the total export status of Malaysia.

As such, it must be stated that the value of REEs as an important element in the downstream industry value chain should not be ignored, and that its ability to leave a mark on the nation's future technological journey should be acknowledged.

To continuously support this, MIDA will continue its collaborations with the relevant stakeholders to attract potential investors to develop the industry. The support will focus on downstream manufacturing activities, as well as integrated projects including rare-earth metals manufacturing that can convert oxides into metals. It is for these reasons that MIDA encourages potential investors to explore the business prospects of the REEs ecosystem.

For more information, please contact MIDA's Chemical and Advanced Materials Division.



SERVICES

03

Revitalising Tourism and Hospitality Under the National Tourism Policy 2020-2030



Globally, countries are still experiencing a decline in tourism expenditures. The United Nations World Tourism Organisation (UNWTO) World Tourism Barometer shows that the number of tourist arrivals recorded in 2020 was 399 million people compared to 1.47 billion people in 2019, a decrease of 74.0 per cent.¹

Domestic Tourism

Malaysia has not been exempted from this downward trend, as international borders remain partially closed. The Covid-19 pandemic resulted in a decrease of 83.4 per cent of inbound tourists in 2020. Tourist arrivals to Malaysia only came in at 4.3 million people compared to 26.1 million people in the previous year.²

Nonetheless, Malaysia is among the countries with the highest percentage of fully vaccinated individuals in the world, with 98 per cent of the country's adult population and over 78 per cent of the national population having completed their vaccination doses. This is expected to play a role in reviving the tourism industry as the willingness to travel increases.³

Local tourism resumed shortly after the country ended its multiple lockdowns indicating that the demand for domestic travel will continue to grow and will recover relatively fast because of the growing in-country spending. Seasoned vacationers who are unable to travel abroad are diverting their money locally.

The disruption in demand caused overall internal tourism consumption in 2020 to plummet by 71.2 per cent compared to a growth of 6.8 per cent in

the previous year. However, domestic tourism continues to play a significant role contributing 73.8 per cent to internal tourism consumption.⁴

2022 a Turning Point for Inbound Tourism

According to the UNWTO Panel of Experts, 61 per cent of tourism professionals see better prospects for 2022. While 58 per cent expect a rebound in 2022, (mostly during the third quarter), only 42 per cent foresee a potential rebound in 2023. Most experts (64 per cent) now expect international arrivals to return to pre-pandemic levels in 2024 or later, up from 45 per cent in an earlier survey.⁶

As domestic travel is keeping the Malaysian travel sector afloat, the industry needs to reinvent itself while waiting for international tourism to resume. Therefore, it is timely for the government to introduce new policies to revive the industry.

National Tourism Policy 2020-2030

In response, the Government launched the National Tourism Policy (NTP) 2020-2030 on 23 December 2020 to ensure the continuity of the country's tourism industry, while targeting to make Malaysia a global top 10 tourism destination in both arrivals and receipts.

Key approaches in achieving the NTP's agenda are harnessing public-private sector partnerships and embracing digitalisation to drive innovation and

competitiveness towards sustainable and inclusive development in line with the Twelfth Malaysia Plan (12MP), National Ecotourism Plan 2.0 and the 17 United Nations Sustainable Development Goals (UNSDGs).

The policy would be implemented through six (6) main strategic thrusts, including the transformation of governance, creating an inclusive tourism investment zone, and intensifying digitisation in the tourism sector.

In addition, the core thrusts involve enriching tourists' experience and satisfaction, strengthening commitment to sustainable tourism and increasing human capital capacity in all tourism sub-sectors.⁷

6 TRANSFORMATION STRATEGIES



01

Strengthen Governance Capacity



02

Create Special Tourism Investment Zones



03

Embrace Smart Tourism



04

Enhance Demand Sophistication



05

Practise Sustainable and Responsible Tourism



06

Upskill Human Capital

Special Tourism Investment Zone (STIZ)

To ensure that the strategic thrusts can be implemented objectively and effectively, six (6) sub-committees have been established. MIDA has been appointed to lead the Investment Sub-Committee.

One of the key objectives of the *Jawatankuasa Kecil Pelaburan* (JKP) is to develop Special Tourism Investment Zones (STIZ) through public-private partnerships and formulate strategies to attract local and international investors to STIZs which have been identified for the promotion of high-value tourism development. Currently, MIDA and the Ministry of Tourism, Arts and Culture Malaysia (MoTAC) are conducting roadshows to engage stakeholders and authorities throughout Malaysia in identifying potential STIZs.

Essentially, the STIZs aim to enhance Malaysia's tourism ecosystem. Beyond offering accommodation facilities, other required facilities in STIZs include banking, commercial, logistics, hospitals, and retirement homes.

Public-private partnerships are crucial in transforming Malaysia's tourism industry and the designation of STIZs will create a pro-investment environment while sending welcoming signals to international and homegrown investors.

The strategy of designating certain areas as special zones to induce private investments is not new and has been used by the Government before. This policy has been highly successful in increasing foreign direct investment, employment and industrial capacity in Malaysia's manufacturing sector.

Likewise, STIZs will function similarly to existing special manufacturing zones, but focus specifically on the tourism sector. The introduction of STIZs aims to encourage high quality investment in Malaysia's tourism sector, in line with the transformation strategies of the NTP.

^{1&2}https://www.dosm.gov.my/v1/index.php/index.php?r=column/cthemeByCat&cat=111&bul_id=5Xp2ZUF0TGx2OTU0YXo2YXZ1QUYdz09&menu_id=TE5CRUZCblh4ZTZMODZlbmk2aWRRTQT09

³<https://www.theedgemarkets.com/article/nrc-proposes-reopening-malaysias-borders-early-march-withoutcompulsory-quarantine>

⁴https://www.dosm.gov.my/v1/index.php/index.php?r=column/cthemeByCat&cat=111&bul_id=5Xp2ZUF0TGx2OTU0YXo2YXZ1QUYdz09&menu_id=TE5CRUZCblh4ZTZMODZlbmk2aWRRTQT09

⁵<https://www.unwto.org/news/tourism-grows-4-in-2021-but-remains-far-below-pre-pandemic-levels>

⁷National Tourism Policy 2020-2030, Executive Summary

⁸<https://www.tourism.gov.my/media/view/tourism-malaysia-promotes-ecotourism-at-expo-2020-dubai#:~:text=Promoting%20Malaysia%20as%20the%20next,of%20sustainable%20and%20responsible%20tourism>

⁹National Tourism Policy 2020-2030, Executive Summary

¹⁰<https://www.thestar.com.my/news/nation/2020/12/23/pm-covid-19-caused-over-rm100bil-in-tourism-losses>

¹¹https://www.mida.gov.my/wp-content/uploads/2021/03/MIDA-IPR-2020_FINAL_March4.pdf

Practising Sustainable and Responsible Tourism

Promoting Malaysia as the next 'Top of the Mind Ecotourism Destination in the World', NTP incorporates elements of the UNSDGs.⁸ The UNSDGs are benchmarks for the sustainable growth of Malaysia's tourism industry, tourism's role in promoting inclusive development, and responsible consumption and practices.⁹

In practising good governance, it is important to ensure a balance between development, protection and preservation of the country's treasures including the environment, culture and heritage.¹⁰ The involvement of the private sector in providing infrastructure and facilities without compromising Environmental, Social and Governance (ESG) concerns is important in developing STIZs.

In the long term, the tourism and hospitality sectors will need to look at structural changes that support the transition to low-carbon practices and sustainability.¹¹ Preparing for alignment with the UNSDG and ESG aspects will encourage hotel and tourism project operators to make more sustainable investments, particularly in clean or green technology.

Embracing Smart Tourism

The Government has pushed for the adoption of digitalisation and innovation among hospitality players to gain a better competitive edge. These include creating virtual experiences, providing flexible cancellation policies and rolling out campaigns that encourage advance trip planning or booking.

Under the NTP, MoTAC in close consultation with industry associations has formulated and implemented the Tourism Recovery Plan (TRP). Through the TRP, MoTAC aims to revitalise domestic tourism by offering more creative and attractive travel packages through digital platforms, as well as incentives and promotions in the form of rebate vouchers, e-vouchers, and cashback through e-wallets and discounts.

Another recovery strategy under the TRP is embracing technologies such as cashless payment, online booking, contactless transaction, and contactless check-in to deliver a secure, seamless and contactless travel experience for tourists in the post-pandemic era.

To support technology-related investments in this industry, MIDA encourages companies to tap onto the Automation Capital Allowance incentive which aims to promote the quick adoption of automation specifically for labour-intensive industries and to spur automation initiatives.

In achieving the objectives of NTP, MIDA welcomes quality investments that involve high value and innovative tourism products and services that align with Malaysia's environmental policies and legal requirements. MIDA also encourages companies to invest in modern and higher standard infrastructure and facilities to build up the resilience and long term competitiveness of the tourism sector. This is in line with MIDA's theme for this year, "Rebuilding a sustainable economy through quality investment and strategic investment supply chain development in 2022".

For more information on the Automation Capital Allowance and other MIDA initiatives under NTP, contact MIDA's Healthcare, Education and Hospitality Division.





WHY MALAYSIA SERIES

04

Technip Energies

Paving the Way for Energy Transition

▲ Technip Energies built the world's first Floating Liquefied Natural Gas (LNG) facility for Petronas.

Technip Energies is a pioneer, global energy player with solid foundations built over 60 years of successful operations. In early 2021, the French MNC opened a new chapter with the vision of accelerating the energy transition for a better tomorrow by supporting its clients to achieve carbon neutrality by 2050.

This new approach addresses energy transition through four pillars:

First, the **decarbonisation** of traditional markets, spanning from energy efficiency to carbon capture solutions and blue hydrogen.

Second, **Liquefied Natural Gas (LNG)** and low-carbon LNG, through which the MNC leverages its market leadership to deliver the necessary infrastructure for this critical fuel in a low-carbon society.

Third, **sustainable chemistry** where Technip Energies offers various technologies, processes, and services in biofuels, biochemicals, and the circular economy. These offerings are enhanced with the company's experience in technology development, integration, engineering, and licensing proficiency.

Fourth, **carbon-free energy solutions**, such as carbon-free or green hydrogen produced from renewable energy.

ENERGY TRANSITION IS OUR BUSINESS



▲ Technip Energies' four pillars of energy transition.

Stepping into net-zero with Malaysia

Through the years, Technip Energies has been on hand to build Malaysia's growth and economic ambitions driven by the country's energy reserves and skilled energy industry talent pool. Having been a part of Malaysia's energy industry for 40 years, Technip Energies has delivered many firsts for the nation, region and the world. At the same time, the company seeks to cater to the rising demand for affordable and reliable energy that reduces the carbon footprint.

In the past decade, Technip Energies has built Petronas' FLNG (PFLNG) Satu, the first floating LNG facility in the world. The PFLNG Satu plays an important role in Petronas' efforts to unlock gas reserves in Malaysia's remote and stranded fields.

Technip Energies also played a key role in executing the Petronas Refinery and Petrochemical Integrated Development (RAPID) project in Johor, where it is both management consultant for the RAPID Project as well as the EPCM (Engineering, Procurement and Construction Management) contractor for its utilities, offsite and interconnecting facilities. RAPID is a world-scale

complex aiming to answer the growing need for differentiated and speciality chemicals and to meet future demands in the Asia Pacific region.

Within the region, the MNC was also tasked with expanding a Neste - largest producer of renewable diesel and jet fuel in the world - renewable fuel plant in Singapore. In 2022, Technip Energies followed these initiatives up with a memorandum of understanding (MOU) with Transborder Energy, an Australian LNG company to materialise the concept of injecting carbon dioxide back into gas reservoirs in the Asia Pacific region.

Valentina Gabriel, Technip Energies Senior Vice President for the Asia-Pacific Business Unit, said, "Malaysia, where our regional headquarters has been since 1982, is very close to our heart. Needless to say, we'd like to support Petronas' 2050 zero-carbon emission target and bring Malaysia forward into the future of energy transition."

Technip Energies fully integrates its vision for a better tomorrow throughout its company, and that means in addition to its business model, Technip Energies places sustainability at the centre of its operations.



▲ Technip Energies has adopted five (5) schools under the SHINE Pintar Program. The program aims to foster academic and non-academic excellence for students in under-served communities.

"As Malaysia's high-growth ambitions evolved into embracing sustainability and carbon neutrality, so too has Technip Energies evolved. Throughout our decades of evolving together, MIDA has been a key touchpoint for Technip Energies to better serve Malaysia's energy needs - whether directly with incentives and investment opportunities, or via industry associations such as the Malaysian French Chamber of Commerce and Industry.

"Today, Malaysia continues to be an important investment destination for Technip Energies. Having one of the major energy reserves in the Asia Pacific in a well-established industry backed by a strong talent pool and a robust supply chain, Malaysia remains a key location for our operations in the region," said Gabriel.

With 2,000 personnel in the region and 15,000 talented professionals worldwide, Technip Energies strives to act responsibly with consideration towards the environment, people, and communities where it lives and works, as the company further pushes boundaries to create the world of tomorrow.

Energy transition to clean energy is the future, and the future is here. For more information on how MIDA helps investors in the energy sector set up hubs in Malaysia, contact MIDA's Oil and Gas, Maritime and Logistics Services Division.



▲ In collaboration with Universiti Teknologi PETRONAS (UTP), Technip Energies SHINE Scholarship Program drives competency development and capability building within homegrown talents.

INVEST MALAYSIA E-NEWSLETTER

Valentina Gabriel, ▶
Senior Vice President Asia Pacific,
Technip Energies





**GOING GLOBAL
SERIES**

05

Xinn Holdings Berhad

Combining Legacies of Different Cultures Through Halal Food

Established in 2005 as a frozen food and appetiser supplier, Xinn Holdings Berhad (Xinn) unearthed an opportunity and pivoted its focus to the Halal food manufacturing industry in 2017. Backed by its culinary experience and expertise in Oriental cuisine, and coupled with Malaysians' love for food from diverse cultures, Xinn successfully developed a range of Halal certified Dim Sum that retains the authentic taste profile of Oriental delicacies while also achieving the high standards of Malaysian Halal criteria.

Building upon the successes of the company's Halal recipes innovation, Xinn established a Research and Development (R&D) arm "Xinn Ventures", which primarily services the

ever-growing market demand on Food and Beverage (F&B) product formulations, till date this division had successfully created more than 100 unique recipes for Oriental Dim Sum. In 2022, Xinn Ventures also kickstarted a project to deep dive into the Plant-based Protein F&B industry to forge a new path into Environmental, Social and Governance (ESG) compliant manufacturing standards so as to futureproof the company's corporate direction to cater to global standards and demands.

Xinn also partnered up with renown industry movers such as Dato' Sri Syed Zainal Abidin Syed Mohamed Tahir (Chairman of Xinn Global) to venture into F&B mobile kiosk industry via brands



like “Dim Sum Boi”. Besides retail kiosks, Dim Sum Boi can be seen in places like UiTM and Yayasan Hijrah Selangor as part of their academic module under entrepreneurship programme. Additionally, the company also kickstarted “Xinnature.asia” to serve the B2C e-commerce platform which flourished especially during the Movement Control Order (MCO) period.

In the near future, Xinn will be positioning itself to cater to global export markets such as Singapore and Indonesia. Currently, Xinn is supplying to PappaRich Singapore, a business partnership, which started Xinn’s maiden voyage into international exports. Supported by interest from various international bodies and aided by Malaysia’s strategic geographical advantage as a hub for Halal food supplies, Xinn identified the need to expand and streamline its production capacity from shop lot-based to a light industrial factory-based manufacturer. The factory expansion plan which was launched in November 2021 is presently being setup to be operationally functional by June 2022.

Malaysia now stands as the global heart when it comes to Halal food manufacturing and exports due to our internationally recognised halal certification. Furthermore, the uniqueness of Malaysians’ heritage as a multicultural nation shines through in the form of its culinary experience a highly sought-after trait which give Malaysian F&B entrepreneurs an edge over the rest of the world.

MIDA sees greater heights being achieved for both investors and related industry players alike. Coupled with the Government’s initiatives, the agency’s support can lead to tremendous growth in the industry that can possibly put Malaysia in the forefront internationally.

For more information, please contact MIDA’s Food Technology and Resource Based Industries Division.

INVEST MALAYSIA E-NEWSLETTER

Xinn
HOLDINGS BHD

◀ Mr. Cheam Chong Leng,
Chief Executive Officer,
Xinn Holdings Berhad



EVENTS

06



Cultivating Malaysian Talents with Simmtech

On 22 February 2022, MIDA Seoul in collaboration with the Education and Training Office, Public Service Department (JPA) Seoul, and Simmtech Co. Ltd. organised a briefing session with Malaysian students in the Republic of Korea. The objective of the briefing was to provide exposure to the students for internship and global recruitment programmes.

This is in line with MIDA's efforts to enhance the employability of Malaysian overseas graduates, as well as the Government's aspiration to ensure that companies investing in Malaysia can secure knowledgeable talents with practical experience.

Simmtech Co. Ltd. has established a large-scale semiconductor factory in Batu Kawan, Penang to manufacture substrates for DRAM/ NAND memory chips and High-Density Interconnect (HDI) PCB for memory modules/ Solid State Drive (SSD) devices to increase capacity for their major customers in the region.



With the support from the Government of Malaysia, through MIDA, the Penang facility will be completed in April 2022, creating more than 1,000 high-skilled jobs.

Managing Director of the Malaysian subsidiary, Sustio Sdn. Bhd., Mr. Kim Min Chul, expressed his heartfelt gratitude to Malaysian students who attended the session and emphasised the importance of local employees' contributions to the development of the Simmtech Co. Ltd. plant in Batu Kawan. He also urged the students to leverage on Simmtech Co. Ltd. as their strategic partner to develop talent capabilities in the future.

MIDA Seoul Goes the Extra Mile to **Secure Internships** for Malaysian Students in The Republic of Korea



E-NEWSLETTER



On 23 February 2022, MIDA Seoul in collaboration with the Education and Training Office, Public Service Department (JPA), Seoul attended the SK Nexilis Global Internship Programme Closing Ceremony. The ceremony commemorated the beginning of a successful collaboration between SK Nexilis, MIDA Seoul and JPA Seoul. The Global Internship Programme aimed to provide Malaysian

students with the opportunity and experience of working with SK Nexilis Korea. A total of ten (10) students were shortlisted to participate in the six-month programme, which started in July 2021.

During the ceremony, SK Nexilis CEO, Mr. Yi Jae Hong expressed his appreciation for the internship students' exceptional commitment over the past six (6) months. During the ceremony, seven (7) students were accepted for permanent positions at SK Nexilis Malaysia with an average monthly salary of RM6,000.

Mr. Mohamad Reduan Mohd Zabri, Director of MIDA Seoul, emphasised that this project is a good example of how Korean investment can provide high quality jobs for Malaysians. MIDA and Education and Training Office, JPA Seoul will continue to support the development of Malaysian students into high quality talents who will grow alongside other Korean companies planning to expand their operations in Malaysia.



7 February 2022

MIDA Deputy CEO Investment Promotion and Facilitation, Mr. Sivasuriyamoorthy Sundara Raja (seated on the second row) accompanied by Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali (seated on the first row) to visit STMicroelectronics' facility, in Muar, Johor. STMicroelectronics is one of Europe's largest semiconductor chip makers.



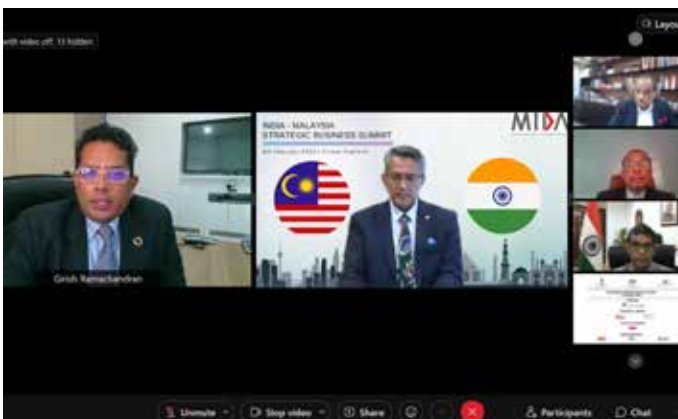
8 February 2022

MIDA Deputy CEO Investment Promotion and Facilitation, Mr. Sivasuriyamoorthy Sundara Raja represented MIDA at the breakfast meeting hosted by the UK High Commissioner, His Excellency Charles Hay, at the British High Commissioner's Residence in Kuala Lumpur.



8 February 2022

MIDA CEO, Datuk Arham Abdul Rahman (left) together with the Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali (right) led an industry visit to Genetec Technology Berhad. Genetec Technology Berhad is a company that produces smart factory automation systems and related modules, specifically for autonomous vehicles and electric vehicles.



8 February 2022

MIDA Deputy CEO Investment Development (now retired), Mr. Ahmad Khairuddin Abdul Rahim (centre) delivered his remarks during the virtual India-Malaysia Strategic Business Summit. The summit was organised by The Confederation of Indian Industry (CII), in partnership with the Malaysia India Business Council (MIBC), MIDA, and the Malaysia External Trade Development Corporation (MATRADE), with support from the High Commission of India to Malaysia and the High Commission of Malaysia to India. MIDA Mumbai Director, Mr. Roswaidin Mohd Zain (right row, second from top) presented Malaysia as a Regional Hub for Business to the summit's 300 participants.



11 February 2022

MIDA Sarawak Director, Mr. Jona anak Kerani (right) paid a courtesy visit to the Deputy Chief Minister of Sarawak, YB. Datuk Amar Douglas Uggah Embas. Mr Jona briefed Datuk Amar on MIDA's functions, roles and investment facilitation and initiatives into Malaysia, particularly within Sarawak.



11 February 2022

MIDA's Chemical and Advanced Material Division participated in an online briefing titled "COVID-19 Stimulus Packages and Support Programmes Available for the Rubber Industry," organised by the Malaysian Rubber Council. A total of 80 participants benefited from MIDA's presentation on the "Government's Role in Spearheading Investment Agenda for the Rubber Products Industry in Malaysia".



11 February 2022

MIDA's Foreign Investment Division hosted a workshop titled "Representative Office and Regional Office (RE/RO) - Policy, Guidelines and Procedures" to address recurring concerns involving regional establishments, entities, and expatriates in Malaysia.



11 February 2022

MIDA's Industry Talent Management and Expatriate Division introduced the management of Sekolah Tunas Bakti (STB) under the Department of Social Welfare to Panasonic Manufacturing Malaysia Sdn. Bhd. to facilitate the placement programme for STB students. The collaboration between STB and Panasonic is aimed at enhancing the learning process and development of STB students, ultimately reducing the industry's reliance on foreign workers.



15-18 February 2022

MIDA Deputy CEO Investment Development (now retired), Mr. Ahmad Khairuddin Abdul Rahim led the Healthcare, Education and Hospitality Division for a Domestic Specific Project Mission to Sabah. The team visited five (5) companies in Sabah namely, Chantek Borneo Sdn. Bhd., Desa Cattle Sdn. Bhd., Desa Tea Sdn. Bhd., Korrich Holdings Sdn. Bhd., and Sinyi Realty Group. The visit aimed to create awareness on the business opportunities for projects in healthcare, education and hospitality industry.



16-18 February 2022

MIDA Executive Director Manufacturing Development (Non-Resource), Ms. Najihah Abas (third from left) led the team for a working visit to electrical and electronics companies in Penang, namely, Flextronics, Skyechip, Oppstar, and CG Global. The visits aimed to better understand companies' business operations while continuously encouraging and facilitating businesses to further expand and diversify operations in Malaysia.



17 February 2022

MIDA Deputy CEO Investment Promotion and Facilitation, Mr. Sivasuriyamoorthy Sundara Raja (left) led a working visit to II-VI Malaysia Advance Mfg Center Sdn. Bhd. in Ipoh to better understand the company's operations and future plans.



18 February 2022

MIDA's Business Services and Regional Operations Division represented MIDA CEO as the guest of honour at ExxonMobil Malaysia's Kuala Lumpur Technology Center (KLTC's) 10th Anniversary Celebration. MIDA facilitated ExxonMobil to establish the KLTC, which provides engineering support services to ExxonMobil's affiliates and subsidiaries across the region and beyond. KLTC has progressed from only 11 engineers in 2011 to over 600 engineers today.



18 February 2022

MIDA Stockholm Director, Ms. Navena Thambirajah (bottom row, centre) presented on "Malaysia's Route to Recovery and the Business Potential for Finnish Companies in Malaysia" at the ASEAN FIN Cham webinar.



23 February 2022

MIDA Executive Director Manufacturing Development (Resource), Ms. Umarani Muniandy presented on "The Chemical Manufacturing Industry: Its Environmental & Social Risks & Opportunities" at Hong Leong Bank's Sustainability Roundtable. The roundtable was aimed at increasing awareness in promoting environmental and social standards in the chemical manufacturing industry, as well as the advantages of its spin offs.



24 February 2022

MIDA chaired the meeting between delegates from Germany's Caravaning Industrie Verband e.V or Caravaning Industry Association (CIVD), with relevant ministries and agencies to explore the recreational vehicle (RV) industry in Malaysia and the region.



24 February 2022

MIDA Taipei Director, Ms. Syakella Zakaria (second from right) together with the President of Malaysian Friendship and Trade Centre (MFTC) Ms. Sharon Ho Swee Peng (centre) held a meeting with the Taipei Investors' Association in Malaysia (TIAM) to discuss issues and challenges faced by Taiwanese investors in Malaysia and future collaborations to attract more investors from Taiwan to Malaysia.



24 February 2022

MIDA Deputy CEO Investment Promotion and Facilitation, Mr. Sivasuriyamoorthy Sundara Raja (third from right) led a working visit to Micromechanics (M) Sdn. Bhd.'s facility in Ipoh, Perak to discuss and better understand the company's future plans in Malaysia.



25 February 2022

MIDA Beijing Director, Mr. David Khor Tark Wei presented on "Investment Opportunities in Malaysia" to the business community at the 'Invest-Invest Malaysia' Seminar co-organised by MIDA Beijing, MayCham China, and Tropicana Corporation. More than 20 participants benefited from the seminar.



28 February - 2 March 2022

MIDA Deputy CEO Investment Promotion and Facilitation, Mr. Sivasuriyamoorthy Sundara Raja (third from left) led a working visit to Pahang to discuss with several companies on their future expansion and diversification activities. During the visit, MIDA briefed the companies on the assistance and facilitation for future business plans.



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07

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

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Half page: RM3,000 per issue

Quarter page: RM2,000 per issue



One of our video wall at MIDA lobby



Some of our LCD TVs at MIDA lobby

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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.

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BANQUET HALL (230 PAX)	Inclusive of: <ul style="list-style-type: none">• Basic AV System	RM3,000	RM3,500
PERDANA + BANQUET HALL	Inclusive of: <ul style="list-style-type: none">• VIP Holding Room• PC Room• Basic AV System	RM7,500	RM9,000
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A	Inclusive of: <ul style="list-style-type: none">• Refreshment• Tea Break• Lunch• Hi-Tea	From RM100 / Pax	
B	Inclusive of: <ul style="list-style-type: none">• Refreshment• Tea Break• Hi-Tea	From RM80 / Pax	
C	Inclusive of: <ul style="list-style-type: none">• Refreshment• Tea Break/Hi-Tea	From RM50 / Pax	

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ROOM TYPES		GOVERNMENT	PRIVATE
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USA ROOM (25 PAX)	Inclusive of: <ul style="list-style-type: none">• Basic AV System	RM1,500	RM1,850
JAPAN ROOM (50PAX)	Inclusive of: <ul style="list-style-type: none">• Basic AV System	RM1,500	RM1,850
F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: <ul style="list-style-type: none">• Refreshment• Tea Break• Lunch• Hi-Tea	From RM100 / Pax	
B	Inclusive of: <ul style="list-style-type: none">• Refreshment• Tea Break• Hi-Tea	From RM80 / Pax	
C	Inclusive of: <ul style="list-style-type: none">• Refreshment• Tea Break/Hi-Tea	From RM50 / Pax	

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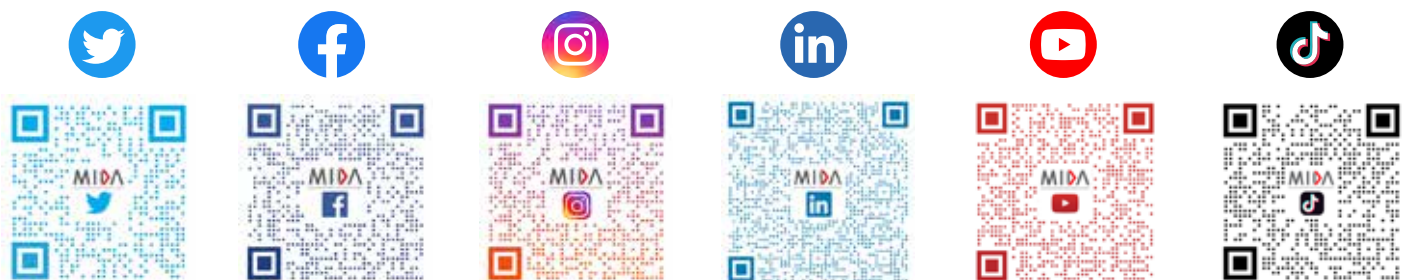
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