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Issue

MIDA

# INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



## HIGHLIGHTS

MITI Senior Minister's Official Working Visit to Tokyo, Japan from 23 to 28 May 2022

## SPECIAL FEATURE

MIDA's One Stop Centre (OSC) and Business Travellers Centre (BTC) At KLIA

## WHY MALAYSIA SERIES

Hershey Doubles Down on Malaysia's Growth Story with New Regional R&D Hub in Johor

# From the CEO's Desk: Datuk Arham Abdul Rahman

To our distinguished friends, partners and stakeholders,

I am thrilled to share MIDA's monthly **INVEST MALAYSIA** edition for May. We have a list of enthralling articles which we believe would be of many readers' interest.

Upon the success of the Government's Trade and Investment Mission (TIM) to the United States of America, a delegation led by Prime Minister, YAB Dato' Sri Ismail Sabri Yaakob went on an official working visit to Tokyo, Japan. This visit, the first after a two-year travel hiatus due to the COVID-19 restrictions, earmarks the importance of the Malaysia-Japan relationship as both countries commemorate the 65th anniversary of diplomatic relations, and the 40th anniversary of the Look East Policy.

The six-day working visit to Japan was a significant move to further strengthen the diplomatic relations between Japan and Malaysia while establishing new areas of cooperation such as environment, energy, smart city and climate change. During the visit, the delegation met with Japanese business and corporate figures to convince them to expand investments to Malaysia. The visit also elicited an agreement with the Japanese Prime Minister, His Excellency Fumio Kishida on outpacing the bilateral relationship for agile and stable economic development.

Japan and Malaysia enjoy a close economic and strategic partnership, boosted by about 1,500 Japanese companies operating in Malaysia. Japan has been the fourth largest trading partner to Malaysia since 2015. Japan is also the third largest investor in Malaysia in terms of implemented projects in the manufacturing sector.

Through the fruitful mission, MITI finalised a Memorandum of Cooperation (MoC) related to the aerospace industry. The exchange of the MoC took place at the Kantei, or the office of the Prime Minister of Japan, and was witnessed by the Malaysian Prime Minister YAB Dato' Sri Ismail Sabri Yaakob and his Japanese counterpart His Excellency Fumio Kishida.

The MoC, is a strategic collaboration between Malaysia and Japan to strengthen aerospace activities. Among the activities that would be involved are maintenance, repair and overhaul (MRO) as well as aerospace downstream activities. The collaboration is anticipated to provide an opportunity for small and medium enterprises (SMEs) to be involved in the supply chain of the industry.

The re-opening of borders witnessed Malaysia experiencing a huge influx of international investors both potential and existing foreign investors visiting Malaysia, to either finalise new investments or to expand and diversify the existing investments.



The COVID-19 pandemic did not dampen MIDA's efforts but strive to take immediate and courageous step to further attract and facilitate investors. This time around through our **Special Features**, we would like to bring to your attention to the success story of the establishment of "**MIDA's One-Stop Centre (OSC) and Business Travellers Centre (BTC)**".

As early as 2020, the Malaysian Government had already taken steps to accelerate approval for business travellers' entry into the country to drive investments while ensuring a smooth process of facilitating foreign investors. This was a quick response by the Government during the challenging time to ensure Malaysia's competitiveness as an investment destination. We worked very closely with several strategic partners and ministries.

Throughout both facilitation from OSC and BTCs, the total investment value for the entry permission of Short-Term Business Travellers was registered amounted to RM171.82 billion as of 31 March 2022. OSC was indeed a great testament that signifies the brilliant move of the Government who was pro-business understanding the importance of creating avenues for investors to experience the ease of doing business under various circumstances. To know how MNCs benefited and their experiences, please don't miss the article in this edition!

Dear stakeholders,

Thank you for the trust and the continuous support. MIDA remains committed in facilitating the investment journey with all of you. In light of the Twelfth Malaysia Plan (12MP) and National Investment Aspirations (NIA), Malaysia will pursue attracting high-quality and sustainable investments with outstanding economic recovery, future-ready talent, self-contained business environment, advanced infrastructure and technologies.

We will continue to promote Malaysia as a preferred investment destination while accelerating the economic growth and contributing to the well-being of the society.

We soar together to greater heights with the right partner!

**DATUK ARHAM ABDUL RAHMAN**

Chief Executive Officer  
Malaysian Investment Development Authority (MIDA)

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# HIGHLIGHTS

01



23 - 28 May 2022

## MITI Senior Minister's Official Working Visit to Tokyo, Japan

From 23 to 28 May 2022, MIDA was part of an official working visit to Tokyo, Japan led by Prime Minister YAB Dato' Sri Ismail Sabri Yaakob and accompanied by Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali.

This visit to Japan signified, MIDA's continuous efforts in attracting high-value and high-tech investments into Malaysia. During the six-day visit, MIDA, led by Chief Executive Officer, Datuk Arham Abdul Rahman, held one-to-one meetings and roundtable discussions with potential investors and Tokyo business chambers, as well as meet-and-greet sessions with various industry captains.

The one-to-one meetings, and meet-and-greet sessions served to enhance the investment momentum between Malaysian and Japanese companies. During these sessions, Japanese C-suites and top management were briefed about current and future investment opportunities in Malaysia and received assurances from the

Government of Malaysia on the necessary investor support and assistance.

At the invitation of Nikkei Inc., YAB Prime Minister Dato' Sri Ismail Sabri Yaakob attended the 27th International Conference on The Future of Asia, an annual gathering of political and economic leaders and captains of industry from the Asia Pacific region. He delivered a keynote address on the theme "Redefining Asia's role in a Divided World." The conference provided a platform for Malaysian government officials and Japanese business leaders to share ideas and engage in initiatives aimed at greater economic cooperation between countries in the region.

During the official working visit, MIDA witnessed the handover of the incentive approval letter to Japanese semiconductor giant, ROHM-Wako during a private meeting with the Prime Minister.

ROHM-Wako Electronics (Malaysia) Sdn Bhd (RWEM) is expanding its electronic components facility in Kelantan. Valued at RM910 million, the

investment is expected to create high-skilled jobs for over 340 Malaysians and is RWEM's single largest investment. The facility in Kelantan is another boost to Malaysia's regional leadership position as a key hub for the semiconductor and automotive global value chains.

During the working visit, Senior Minister YB. Dato' Seri Mohamed Azmin Ali exchanged a Memorandum of Cooperation (MoC) with his Japanese counterpart, Trade and Industry Japan (METI) Minister of Economy Koichi Hagiuda. The MoC aims to strengthen, promote, and develop stronger Malaysia-Japan collaboration in the aircraft industry. The exchange ceremony was witnessed by YAB Dato' Seri Ismail Sabri Yaakob

and his counterpart, the Prime Minister of Japan, His Excellency Fumio Kishida.

As an organisation serving domestic and global stakeholders with over 50 years of experience, MIDA will continue attracting high-technology and high-quality investments as Malaysia's economy rebounds post-pandemic. The country's well-diversified economy offers an established local supply chain that is comprehensively integrated with multiple global value chains to prospective investors to grow and expand their business portfolios. Malaysia and Japan are keen to explore further trade and investment collaborations, especially as both are signatory members to the Regional Comprehensive Economic Partnership (RCEP).



▲ YAB Dato' Seri Ismail Sabri bin Yaakob, Prime Minister of Malaysia together with other Malaysian officials is in a private Business Meeting session with Japanese Companies.



▲ YAB Dato' Seri Ismail Sabri bin Yaakob, Prime Minister of Malaysia together with other Malaysian officials had a meeting with Mr. Kenichi Mizuno, Executive Vice President of Murata Manufacturing Co. Ltd.

# RM42.8 Billion of Approved Investments Recorded in The First Quarter 2022

Malaysia has attracted a total of RM42.8 billion approved investments in the manufacturing, services and primary sectors, involving 910 projects in January to March 2022. The foreign direct investments (FDI) remained the major contributor, at 65 per cent or RM27.8 billion, while investments from domestic sources contributed 35 per cent amounting to RM15 billion. The approved investments for this period will create 24,906 new jobs in the country.

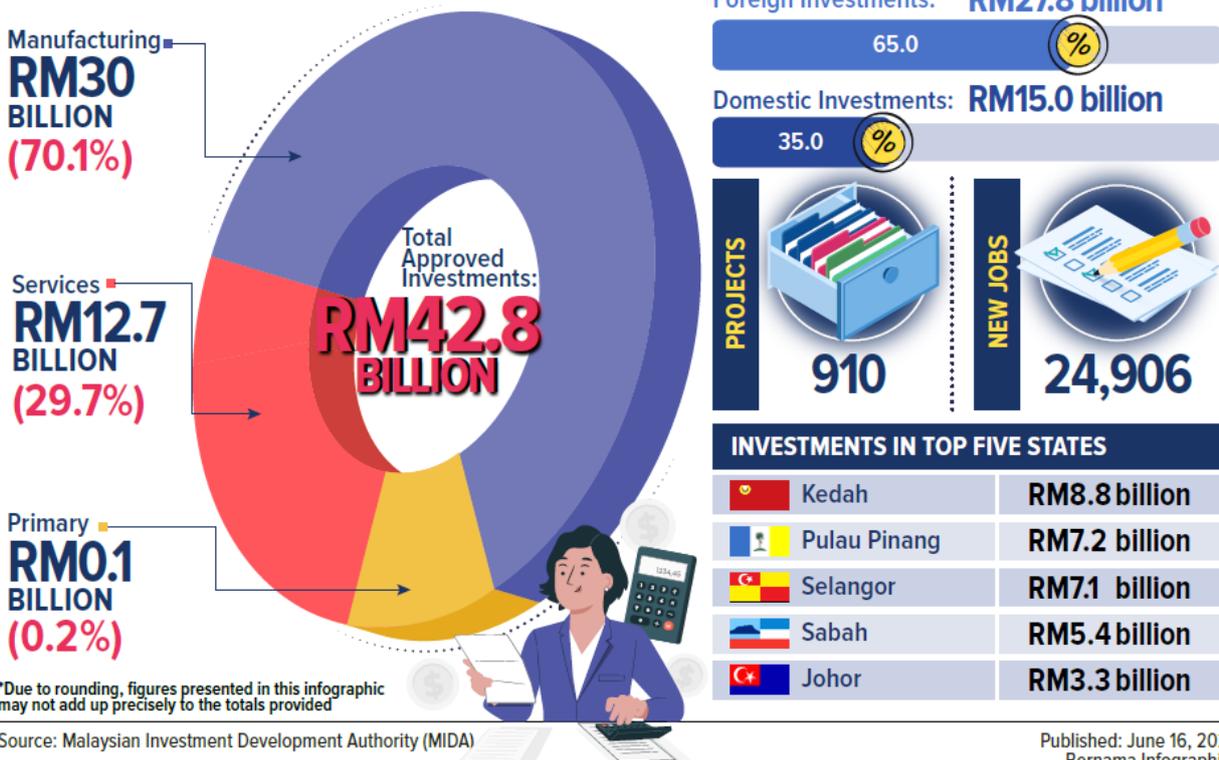
Germany dominated foreign investments for the period January to March 2022, with investments totaling RM8.9 billion, followed by Brunei RM5.1 billion, the United States of America (USA) RM3.9 billion, Hong Kong RM3.3 billion, and Japan RM3.2 billion of total approved FDI in the country.

For projects approved by state, five (5) major states, namely Kedah, Penang, Selangor, Sabah and Johor, contributed RM31.8 billion (74.3 per cent) of the total investments approved from January to March 2022.

## Manufacturing Sector

Malaysia continues to attract high quality investments in the manufacturing sector for the period January to March 2022, reflecting the country's competitiveness as a preferred location for investment in the region. The manufacturing sector contributed RM30 billion, of the total approved investments in various sectors of the economy through 184 projects.

### MALAYSIA INVESTMENT PERFORMANCE (JANUARY – MARCH 2022) MIDA



## MALAYSIA INVESTMENT PERFORMANCE (JANUARY – MARCH 2022)

### MANUFACTURING

Total Approved Investments

**RM30 BILLION**

Foreign Investments:  
**RM26.8 BILLION**

Domestic Investments:  
**RM3.2 BILLION**



**21,666 NEW JOBS**

#### TOP MANUFACTURING INDUSTRIES



Electrical and Electronics (E&E) Products  
**RM18.6 billion**



Non-metallic mineral products  
**RM1.9 billion**



Machinery and equipment  
**RM749 million**



Petroleum products (including petrochemicals)  
**RM5.1 billion**



Chemicals and Chemical Products  
**RM1.1 billion**



Food Manufacturing  
**RM711.6 million**



Paper, Printing and Publishing  
**RM311.4 million**



Textile and textile products  
**RM293 million**



TOP 5 STATES	
Kedah	<b>RM8.5 billion</b>
Pulau Pinang	<b>RM6.3 billion</b>
Sabah	<b>RM5.1 billion</b>
Selangor	<b>RM3.3 billion</b>
Melaka	<b>RM2.6 billion</b>

TOP 5 MAJOR SOURCES OF FDI	
Germany	<b>RM8.4 billion</b>
Brunei	<b>RM5.1 billion</b>
United States	<b>RM3.9 billion</b>
Hong Kong	<b>RM3.2 billion</b>
Japan	<b>RM3.0 billion</b>

\*Due to rounding, figures presented in this infographic may not add up precisely to the totals provided

Source: Malaysian Investment Development Authority (MIDA)

Published: June 16, 2022  
Bernama Infographics

Of the total approved investments in first quarter 2022, FDI amounted RM26.8 billion or 89.3 per cent, while the remaining RM3.2 billion or 10.7 per cent were from domestic sources. This testifies investors' confidence in Malaysia as a choice of location and to continue reinvestment in high-tech industries and benefit from the vibrant business environment and diversified domestic supply chain ecosystem.

A total of 21,666 job opportunities are expected to be created in the manufacturing sector, including 1,086 managerial positions and 2,562 technical professionals such as engineers in the fields of E&E, mechanical, chemical, and other disciplines, reflecting the manufacturing sector's higher value chain transition.

Notable projects approved during the period include:

TTM Technologies Malaysia Sdn. Bhd. a leading U.S. based global manufacturer of printed circuit boards (PCBs), radio frequency (RF) components and RF microwave/microelectronic assemblies is investing RM550 million in Pulau Pinang. This project will

further boost Malaysia's domestic E&E ecosystem by creating high-tech jobs for Malaysians and opportunities for local vendors.

Petroventure Energy Sdn. Bhd. (PESB), a foreign majority owned company from Brunei will be manufacturing petroleum products in Sabah. This project will help to spur Sabah's economy as the products from the refinery will create a new supply chain that will benefit many businesses. Also, the project is anticipated to create 500 potential job opportunities in the state.

## Services Sector

In the first three (3) months of 2022, a total of 720 services projects were approved with investment valued RM12.7 billion. Once implemented, these projects are expected to generate 3,219 jobs.

Based on the total approved investments for the period January to March 2022, domestic investments made up the largest portion, recording RM11.7 billion or 92.1 per cent of the total approved investments for the services sector, while the

## MALAYSIA INVESTMENT PERFORMANCE (JANUARY – MARCH 2022)

### SERVICES

Total Approved Investments

**RM12.7 BILLION**



Foreign Investments:  
**RM1.0 BILLION**

Domestic Investments:  
**RM11.7 BILLION**

**720 PROJECTS**

**3,219 NEW JOBS**

### TOP SERVICES SUB-SECTORS



Real Estate  
**RM5.9 billion**



Utilities  
**RM2.0 billion**



Hotels and Tourism  
**RM1.5 billion**



Financial Services  
**RM949.9 million**



Global Establishments  
**RM935.9 million**



Support Services  
**RM546.2 million**



Information and Communications  
**RM419.0 million**



Health Services  
**RM345.8 million**



Education Services  
**RM67.2 million**



Distributive Trade  
**RM10.6 million**



Transport Services  
**RM0.2 million**



Others  
**RM611 million**

\*Due to rounding, figures presented in this infographic may not add up precisely to the totals provided

Source: Malaysian Investment Development Authority (MIDA)

### PRIMARY

Total Approved Investments

**RM169.5 MILLION**

Foreign Investments:  
**RM17.8 MILLION**

Domestic Investments:  
**RM151.6 MILLION**



**6 PROJECTS**



**21 NEW JOBS**



### PRIMARY SUB-SECTORS



Agriculture  
**RM164.2 million**



Plantation and Commodities  
**RM5.3 million**

remaining 7.9 per cent or RM1 billion were from foreign sources.

A total of two (2) sub-sectors saw an increase in investment, namely the hotel and tourism sub-sector and other services, which saw increases of 581.7 per cent and 70.4 per cent respectively. This is in line with the Government's strategy in implementing the domestic travel bubble, which aids in the growth of the hotel and tourism industries.

## Primary Sector

The primary sector contributed RM169.5 million, of total investments approved in various sectors of the economy for the period January to March 2022 compared to RM6.2 billion approved for the same period last year.

The agriculture sub-sector has shown a significant growth in total approved investments of RM164.2 million, up 1,327.8 per cent from RM11.5 million for the same period in 2021.

Domestic investment dominated the primary sector with RM151.6 million (89.5 per cent), while foreign investments totalled RM17.8 million (10.5 per cent).

## Looking Ahead

Undeniably, Malaysia continues to offer comparative advantages to potential investors. This is proven by the Global Opportunity Index 2022 by Milken Institute which ranked Malaysia first in emerging Southeast Asia as the country with the most potential to attract foreign investors.

The country's pro-business administrative continues to be prudent and pragmatic in its policies to ensure that Malaysia's investment climate remains attractive for businesses; not only to conduct business activities, but also expand and diversify existing operations.

Published: June 16, 2022  
Bernama Infographics



**INDUSTRY**

**02**

# Total Manufacturing Solution: Managing Production Effectively

With many countries witnessing rapid growth of the global outsourcing market, Malaysia needs to obtain many more total solutions or manufacturing solution providers in order to secure a larger share, especially for high technology industries. Industry players need to consolidate and realign themselves to provide total solutions to complement the growth of the manufacturing sector in Malaysia, which is moving towards high technology, capital intensive, and high value-added industries.

Production planning is a guideline for manufacturers on how to carry out the production process, dealing with basic concepts including what to produce, when to produce, and how much to produce. It is a long-term process that aims to ensure the production effectively; as such, the total manufacturing solutions trend will have a big impact on the industry, by challenging manufacturing companies to manage production more effectively.

## Key Elements of a Total Manufacturing Solution

Local companies will have to move towards providing total manufacturing solutions and to enhance their capabilities in order to support the supply chain of the ecosystems within the high technology industries such as semiconductors, aerospace, medical devices, electric vehicles and photovoltaics.

There are five key elements towards achieve these goals: Industry 4.0 (also known as the Fourth Industrial Revolution @ 4IR); High Technology; Technical Know-How; Knowledge-based Methodologies; and the Upskilling and Reskilling of the Workforce.

Industry 4.0 has changed the global landscape of manufacturing competition by reducing the relative competitive advantage of low-cost regions that rely on cheap labour. Lack of automation systems or Industry 4.0 technologies in manufacturing facilities will hinder a company's sustainability.

Nations and companies that embrace Industry 4.0 technologies and processes will gain over global competitors, as their competitiveness hinges on the ability to transform rapidly in response to market shifts and technology trends.

The impact of advancement and convergence of high technologies are increasingly underpinning global manufacturing competitiveness. Many leading manufacturing players have started to adopt and implement smart manufacturing solutions where advanced hardware is now combined with advanced software, sensors, and data analytics, a move that has resulted in smarter products, processes, and a closer connection between customers and suppliers along the firms' value chains.

Know-how of technical skills and experiences have become the prerequisite to performing specific tasks. It is this technical know-how which has indirectly strengthened diverse areas of manufacturing, which will capture more market share from global high-tech industries such as semiconductors, electronics, and pharmaceuticals in near future. Among the manufacturing areas that are strengthened include design and development; manufacturing of high precision metal fabrication components; modules and systems; specialisation of metal surface finishing (such as Black Chrome, Hard Chrome, Flash Chrome, and Anodising and Electroless Nickel plating); and servicing automation multinationals and Local Large Companies (LLCs).

It is also essential that manufacturers make use of their existing knowledge-based manufacturing methodologies to improve their processes by introducing new procedures and tools that support engineers and technologists in facilitating and speeding up their daily work. This result can also be achieved by upgrading their facilities and acquiring technologies to meet the stringent requirements of Original Equipment Manufacturers (OEMs) for parts and components, as well as for precision engineering services.

Finally, there is a need for manufacturers to upskill and reskill their workforce in order to keep up with or even outpace global competitors that have to face the new realities of the global economic environment; this means either hiring more experienced candidates or sending their existing workforce for training to cater for specific needs. The ideal worker will be one who has graduated from local universities that offer courses in Engineering Machining, or from Technical and Vocational Education and Training (TVET) Colleges/Institutes that offer Engineering Diplomas or Malaysian Skills Certificate (SKM) courses.

In fact, there are several collaboration programmes with training institutions including the Penang Skills Development Centre (PSDC), the Walta Centre of Excellence (WCOE), and ViTrox Academy that allow for trained machinists to go through TVET Certification courses that will expose them to daily hands-on experience with sophisticated Computer Numerical Control (CNC) machines and advanced programming, thus enhancing their skills and effectively transforming them into a more highly-skilled workforce.

Encouragingly, two Malaysian companies, Kobay and Penang Automation Cluster Sdn. Bhd. (PAC) have grown through facilitation by MIDA to become total manufacturing solutions providers. Kobay Technology Bhd, which deals with the aerospace, medical, semiconductor, and solar industries, in addition to related ones has effectively upgraded itself into a "One-Stop Centre" for their customers by providing end-to-end manufacturing-related services, including precision machining, surface treatment solutions, fabrication and assembly.

Similarly, specifically for the E&E industry. It did this by coming up with a bold vision to build and

manage the local supply chain ecosystem on advanced, innovative, and cost-effective engineering of sheet metal fabrication, tooling, machining, and metal finishing services with superior quality and delivery packages. The company focuses on the design, development, and manufacturing of high-precision metal fabrication components, modules, and systems.

Facilitation by the Government through MIDA has been actively involved in supporting companies to embrace Industry 4.0 and smart manufacturing technologies to upgrade their manufacturing capabilities through the provision of advice, as well as assistance via grants such as the Industry4WRD Intervention Fund (IIFC) and the Automation Capital Allowance (Automation CA), amongst many other initiatives.

Additionally, MIDA provides for and encourages the adoption of automation and Industry 4.0 technology among machinery and equipment (M&E) industry players through the utilisation of the Automation Project Initiative Platform (API). Last but not least, MIDA has established a Project Acceleration and Coordination Unit (PACU) to facilitate all necessary approvals to ensure projects are implemented in a timely manner.

It is hoped MIDA's support will result in strong total manufacturing solutions that will support the local manufacturing sector to pave the way towards enhanced productivity, job creation, innovation capacity, the emergence of a high-skilled talent pool, and ultimately economic prosperity and societal well-being. This would position Malaysia as a primary destination for smart manufacturing globally, which will attract more high-tech investments into the country.





# The Winds of Change

## HQ 2.0: The Next-Generation Command Centre

In the wake of today’s ever-changing business needs, multinational corporations (MNCs) are reconfiguring their headquarters by splitting head office functions to align more closely to where business needs are in markets outside their home territory. MNCs are dividing their corporate centre structures to offshore locations by relocating functional leadership and shared services functions that are involved in decision-making roles.

This rising trend of MNCs building a ‘second hub outside home’ to house their senior leadership team is based on the principle that having the right people is more important than where the company is located, as long as travel costs and communication between multiple sites are efficiently well-managed.

Dividing these hubs provides closer proximity to customers and supply chains, improves operational efficiency, and optimises the quality of products and services while achieving speed to market more cost-effectively. All of these factors are likely to shape not just where, but how business hubs will operate around the globe for decades to come.

MNCs are on a search for a location to build hubs that will support global operations such as sourcing

and procurement including selecting suppliers, managing terms and pricing of contracts, planning product capacity, centralising distribution of products, and consolidating shared services functions.

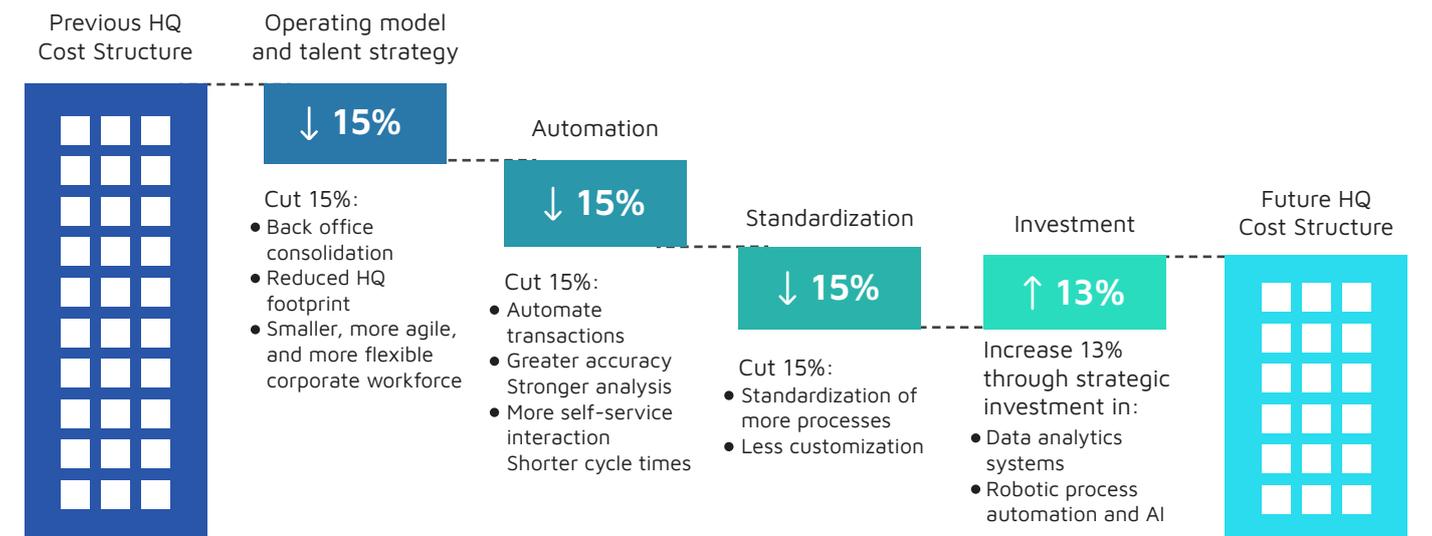
These organisations are getting more sophisticated in choosing different cities to house their various business units, each running independently. It is clear that decision-making dynamics have begun to change and that multinationals are adopting a migratory shift to bundle key support services for specific business units into one single location. Despite the stiff competition with neighbouring countries, Malaysia’s position stands out strongly in continuing to attract MNCs to set up their hubs within the ASEAN region.

### A Seismic Shift in How Hubs Diverge

Interestingly, what has become more evident in the last couple of years is the ‘divergence of hub structures’ is being streamlined more and more by infusing digital technology.

	HQ 1.0	HQ 2.0
Size + Role of HQ	<ul style="list-style-type: none"> <li>• Command Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Collaboration hub</li> </ul>
Expertise	<ul style="list-style-type: none"> <li>• Process expertise</li> <li>• Formal, process-oriented training</li> </ul>	<ul style="list-style-type: none"> <li>• Digital expertise</li> <li>• Interactive learning experiences</li> </ul>
Organisation	<ul style="list-style-type: none"> <li>• Oriented around functions</li> <li>• Work in the office</li> </ul>	<ul style="list-style-type: none"> <li>• Oriented around cross-functional project teams and capabilities</li> <li>• Work anywhere</li> </ul>
Talent	<ul style="list-style-type: none"> <li>• Employee moves to where employers are located, often in suburbs or small cities</li> <li>• Lavish row of executive offices, cubicles in the center</li> </ul>	<ul style="list-style-type: none"> <li>• Employee moves to where employers are located, in urban centers</li> <li>• Flexible, modular work spaces with smart technology</li> </ul>

Source: *The exciting future of the corporate headquarters* | Red Thread  
<https://www.red-thread.com/blog/future-corporate-headquarters/>



Source: *It's Time to Move Beyond Digital* by PwC | Strategy&

1: *It's Time to Move Beyond Digital* by PwC, <https://www.strategyand.pwc.com/gx/en/insights/books/beyond-digital-transformation.html>

New forces of change are bringing about “leaner” hub structures that are focused on essential strategic and innovative business functions. Instead of operating a command centre, the new breed of headquarters will serve as a dynamic collaboration hub, connecting professionals from cross-functional departments. Instead of solely focusing on process expertise, hubs will now emphasise digital expertise and interactive solutions.

Although headquarter hubs will continue to provide centralised functional support, it will be a smaller and leaner unit composed of truly critical and strategic services. Automation will strip away transactional work, leaving behind only strategic work functions that leaders have long aspired to deliver.

By incorporating new digital tools, such as Robotic Process Automation (RPA), natural language processing, and cognitive computing, hubs will become more productive and easily scalable. Thus, as the volume of transactional work shrinks, these traditional command centres will either be upgraded or repurposed to perform higher-value work.

In tandem with more work being automated, PwC estimates that the cost of headquarter hubs will shrink by 25 per cent to 40 per cent within the next five years. Although this will require additional investments in IT, these costs can still be offset by reduced complexity and staff numbers.

## Digital Talents are Hub Catalysts

For most MNCs, C-Suites have always been at the heart of command centres. Though the role of C-Suites will continue to evolve, there will be a greater emphasis on strategic planning.

Rather than merely exerting control over business units, the C-Suite’s focus will shift to attracting, retaining, and developing the right talent while transitioning lower-value work away from the HQ. In addition, there is an increasing concentration on driving strategy towards capabilities that differentiate the company from its competitors such as leveraging data to make informed decisions, and using Artificial Intelligence (AI) and automation to increase innovation and efficiency.

This transformation of the role of the headquarters and its scope of work will create a major shift in the recruitment, development, and deployment of talent, where the most critical skills will be digital, analytical, and communication-oriented.

Whereas past strategies concentrated on recruiting an army of basic functional talents. MNCs are now increasingly on the lookout for specialised experts with know-how of relevant digital technologies, such as data scientists, digital engineers, and analytics experts.

## Introducing HQ 2.0

Headquarters 2.0 (HQ2.0) are hubs that apply digital advances such as RPA and AI, which make new types of automated activities possible, thus eliminating a large portion of the work that these business units perform by simplifying fast work processes, utilising robust tools and technology, adopting flexibility and collaboration, which will allow the new generation of talent to work from anywhere.

The combination of new digital Industry 4.0-style platforms, robotics, intelligent machines, and advanced analytics is allowing MNCs to harness the explosion of data and fundamentally alter how and where work gets done.

Malaysia's value proposition in the heart of Southeast Asia puts the country in a viable position to play the role of host for MNCs to house their digital headquarters in this part of the region.



**Edwards**

American medical technology company Edwards Lifesciences (Edwards), which is a global leader in patient-focused innovations for structural heart disease and critical care monitoring, recently set up an analytics Centre of Excellence in Kuala Lumpur to attract employees with expertise in AI

and machine learning, data management, and big data analytics (BDA) to better serve their Japan and the Asia Pacific (JAPAC) markets.



**HUAWEI**

Another recent example is Huawei, a major tech giant which has invested and made significant contributions to the growth in Malaysia's ICT industry over the past 20 years.

Having initially established its operations in 2001 to provide training and technical support services, Huawei has since expanded its investments in the country through the establishment of its Global Operational Headquarters (GOHQ) which leads the strategic direction of the Group's business in the Asia Pacific region and beyond.

In 2021, Huawei further expanded its GOHQ's functions with additional business activities including the establishment of the Cloud and AI Business Group to undertake their Digital Infrastructure Hub, Digital Talent Hub, and Digital Ecosystem Hub initiatives.

This project will also involve the evolution of the GOHQ as a Regional 5G Capability Centre, preparing for the deployment of 5G in Malaysia that is expected to be ready by 2022.

In 2021, MIDA introduced the Principal Hub 3.0 (PH3.0) Tax Incentive Scheme, which aim to support companies to set up or expand their international and regional headquarter activities within Malaysia.

Similarly, another newly announced scheme under Budget 2021 to attract more MNCs to set up their global trading hubs in Malaysia is the Global Trading Center (GTC) Tax Incentive Scheme, which is targeted at bringing in more procurement and distribution hubs to further support global supply chains.

Both the PH3.0 and GTC offer attractive tax breaks of up to 10 years, and are available for companies that submit their applications to MIDA by 31 December 2022.

Businesses that are keen to make the move here are encouraged to explore these business incentives offered by the Malaysian Government.

MIDA is ever ready to assist businesses which are looking to enter and/or expand in Southeast Asia, and that are looking to establish business hubs in Malaysia. More information on how we can further assist can be obtained by reaching out to the **Business Services and Regional Operations Division of MIDA.**



# WHY MALAYSIA SERIES

04

# HERSHEY'S Doubles Down on Malaysia's Growth Story with New Regional R&D Hub in Johor



Research and Development (R&D) plays a critical role in the long term success of companies which in turn, translates to the growth of their respective economies. At the same time, the rise of R&D investments and activities by foreign investors in the country led to the formulation of several key government policies.

In 2020, the National Policy on Science, Technology and Innovation (NPSTI) 2021-2030, was launched to promote the importance of connecting the available science, technology and innovation (STI) facilities and capacities to the overall economy in Malaysia.

A total of ten (10) Science, Technology, Innovation and Economy (STIE) leap programmes have been formulated under this plan with the aim to achieve the GERD (gross domestic expenditure on R&D) goal of 3.5% by 2030.

With the rise of Industry 4.0 technologies and smart manufacturing, even global brand names are finding new ways to win the R&D war. Industry players are prioritising innovation or R&D led-growth models to be resilient in the long term.

## Customising R&D for regional tastes

Headquartered in Pennsylvania, USA, The Hershey Company (Hershey) is one of the world's largest chocolate manufacturers with approximately 19,000 employees and 100 brand names across 80 countries around the globe.

The candy champion brings in more than USD8.9 billion (RM39 billion) in annual revenue and markets iconic brand names as Hershey's, Reese's, and Ice Breakers. However, Hershey refuses to rest on its laurels and continues to invest in R&D to drive international growth through innovation.



Mr. Herjit Bhalla  
Managing Director &  
Vice President -  
India and AEMEA



On 11 May 2022, Hershey, which already operates a chocolate factory in Johor, opened its new R&D Centre in Senai, Johor. The facility serves as the multinational confectioner's AEMEA (Asia Pacific including India and China, Europe, Middle East, and Africa) hub for innovation and technology.

The 10,400 square-foot facility houses R&D laboratories, a packaging development facility, and a sensory area, which will enable the company to partner with various innovation teams to taste, test and shortlist iconic products known and loved by consumers across the globe.

Malaysia was chosen as the regional hub in an effort to enable Hershey to quickly develop, test, and launch new products, customised based on the tastes of consumers across the region, and will become one of Hershey's largest R&D facilities outside of The U.S.

Mr. Herjit Bhalla, Managing Director and Vice President - India and AEMEA said, "The facility will act as a central hub for the company's operations across the AEMEA region within countries in the Asia Pacific including India and China, Europe, the Middle East, and Africa. Our new R&D Centre reflects our ongoing commitment to understanding the preferences of consumers across the markets."

## Capitalising on APAC demand

Asia's continuously growing middle-class represents a USD10 trillion consumption growth opportunity over the next decade. McKinsey projects that by 2030, three billion people, or 70% of Asia's total population, may be part of the consuming class.

Members of the consuming class are expected to attain higher income levels than ever before, and thus in the next decade, 80% of Asia's consumption growth could come from higher-income consumers.

Retailers like Hershey are paying more attention to the continent and crafting products that better suit regional customers. This also calls for increased local expertise and R&D professionals who better understand the lay of the land.

This latest R&D investment is not Hershey's first in Malaysia. In 2013 the company invested USD250 million to build a manufacturing plant in Johor, its biggest investment in Asia. The company chose Malaysia due to its strategic location providing Hershey easy distribution and access to more than 30 markets across Asia.



Official opening of Hershey's new R&D Centre. From left to right: Sashman Naidu Vengataraman - Director Manufacturing Malaysia; William Pritchett - Vice President of International Finance and Commercial; Herjit Bhalla - Vice President, AEMEA & India; and Sudhakar Singh - R and D Director, AEMEA & India

Malaysia also offers a well-educated workforce, a stable political environment, a strong supply chain infrastructure, and globally recognised Halal food manufacturing certification, an advantage for products sold in the region.

### Malaysia's burgeoning R&D ecosystem

As the leading investment promotion agency in Malaysia, MIDA brings together Malaysia's various strengths and enhances it with incentives and policies that encourage investors to continuously embrace research, development, commercialisation and innovation (R&D&C&I).

MIDA's efforts to nurture the R&D ecosystem in the country have made an impact as Malaysia has moved up two spots to rank 33 overall in the Global Innovation Index (GII) 2020 report, released by the World Intellectual Property Organisation.

Within Asia, Malaysia ranks 8th among 17 economies thanks to its world-class tertiary education system, sophisticated capital market and robust private sector, particularly excelling in high-technology exports and creative goods exports. Excitingly, Malaysia ranks second among upper middle-income innovation economies.

Malaysia continually supports companies in a wide spectrum of industries to achieve their R&D aspirations through various incentives and financial assistance, which covers the value chain of innovation, from ideation to commercialisation. The main R&D incentives include R&D Status, Contract R&D Company, R&D Company and In-House R&D.

Please contact respective **Industry Divisions of MIDA** to know more on the In-House R&D establishments or the **Advanced Technology and Research & Development Division of MIDA** for R&D Service establishments.





# GOING GLOBAL SERIES

05

# Presenting **Delicious and Health-Conscious** Malaysian Foods to the World

The onset of the pandemic and the rise of consumer concerns about how their food is being made or where it originates from, has spurred the already growing movement for healthy foods. The increasingly popular vegetarian and vegan cuisine movements gathered steam and this has benefitted long-time specialist food manufacturers in these segments.

According to a study, it shows that globally, alternative protein investments grew 60 per cent from 2020 to 2021 to a new record-breaking with a total of USD5 billion (RM22 billion). Within Asia Pacific, alternative proteins skyrocketed 92% from USD162 million in 2020 to USD312 million in 2021.

Whilst pricey competitors are adapting Western cuisines quickly for vegetarians and vegans, the Asian and Malaysian's strength in this sector due to religious adherences, is becoming a boon for Malaysian vegetarian food exporters such as Beneras Sdn. Bhd.

Established in 2001 in Sungai Petani, Kedah, Beneras Sdn. Bhd. is a food manufacturing company where it produces vegetarian food

products based on soy and mushroom. Beneras provides ready-to-cook (RTC) and ready-to-eat (RTE) services as well as producing herbal beverages under the brand of G'Herbs. Beneras is also committed to maintaining a leading position in the soy and mushroom based pure vegetarian manufacturing.

To keep its frozen food products competitively priced, Beneras has expanded to soy and mushroom-rich countries like India, Indonesia and China, allowing for local sourcing with the added benefit of smaller carbon footprints.

"The purpose of a BUSINESS is to create customers who create CUSTOMERS", said the Beneras Sdn. Bhd.'s CEO, Mr. Gunasegaran. He also added, "Over the two decades we have been in this operation, we've carved our niche in the vegetarian food market. Recently, we are seeing large interest to stock more of our Samsara frozen food products as customers in Malaysia and across the globe look to eat healthier without burning a hole in their pockets."

"We're proud of our growth and look forward to adding more products to our offerings, with over



130 so far. This is to keep pace with competition from European or American alternative meats or alternative protein producers that are entering Asian supermarkets," he said.

The frozen food produced by Beneras are under its very own brand called SAMSARA, which is incredibly diverse, allowing Beneras to cater to all sorts of consumer's demands. These include vegetarian chicken, vegetarian mutton, vegetarian fish, vegetarian burgers and sausages, vegetarian satay and even vegetarian paneer options. Samsara line of frozen food vegetarian products are popular in India. A key to cracking the massive yet competitive Indian food market is Beneras partnership with the Mutaiya Group of Companies, which is also based in Sungai Petani.

Beneras also has its own beverage line under the G'Herbs brand, where it exports products such as 3-in-1 slimming coffee, herbs, juices, teas, and coffees.

Beneras HQ and manufacturing facility in Kedah incorporates both ISO(currently 22000: 2018) and

the HACCP food safety management system—these systems have been introduced and implemented since the operations began in 2001.

In addition, its in-house quality management system ensures product safety through certifications such as Good Manufacturing Practice (GMP), JAKIM halal certification (134 products), and the Industry Responsibility Safe Food Certification Scheme (MeSTI).

While the vegetarian food producer is in the process of applying the Smart Automation Grant from MIDA, Beneras has also obtained certification approval from MIDA for manufacturing companies exempted from manufacturing licenses under the Industrial Coordination Act, 1975 (ACT 156).

To learn more about how your company can benefit from similar grants and incentives and drive your food export ambitions, contact the **Food Technology and Resource Based Industries Division of MIDA.**



Mr. Gunasegaran, Chief Executive Officer, Beneras Sdn. Bhd.



**SPECIAL  
FEATURE**

**06**

# MIDA'S One Stop Centre (OSC) and Business Travellers Centre (BTC) At KLIA



The reopening of the Malaysian borders for international travellers on 1 April 2022 saw a huge influx of potential and current foreign investors keen to visit in person: either to finalise new investments or double down on current projects.

However, even as early as 2020, the Malaysian Government had already taken steps to accelerate approval for business travellers' entry into the country to drive investments. The Malaysian Government established One Stop Centre (OSC) and Business Travellers Centre (BTC) in October 2020 and March 2021 respectively, to smoothen and accelerate the travel, health, and other bureaucratic requirements for potential investors.

## One Stop Centre (OSC) for Business Travellers

The OSC predated Malaysia's border reopening by 18 months, as it was established by the Malaysian Government on 2 October 2020 to facilitate the movement of business travellers following the gradual opening of the local economy post Movement Control Order (MCO) period. The MCO

was phased out effective 1 April 2022 when borders fully reopened.

OSC eased the movement of business travellers by expediting the approval of their entry into Malaysia. This decision was made by the Economic Action Council Meeting on 14th September 2020 which was chaired by then Prime Minister YAB Tan Sri Muhyiddin Yassin.

The initiatives were a quick response by the Government during a trying time globally to ensure Malaysia's competitiveness and attractiveness as an investment destination were not compromised and that the country remained open for business despite the national health emergency.

OSC consists of three (3) components: the OSC Committee managed by the Malaysian Investment Development Authority (MIDA) to evaluate and approve applications for business travellers on daily basis; BTC to facilitate incoming Short Term Business Travellers at the Kuala Lumpur International Airport (KLIA); and the Safe Travel portal which contains information and advisory services as well as an online system application for business travellers.

The OSC Committee evaluates both Long Term Business Travellers (who hold valid passes and intend to stay in the country for more than 14 days) and Short Term Business Travellers (intended stay in the country is for 14 days or less).

While Long Term Business Travellers were subject to a mandatory quarantine as per Ministry of Health (MOH)'s guidelines, Short Term Business Travellers were considered for quarantine exemption subject to approval from the OSC Committee and adherence to strict standard operating procedures.

OSC was a collaboration between several ministries and agencies, namely the Ministry of International Trade and Industry (MITI), MIDA, MOH and the Immigration Department of Malaysia (IMI) to ensure the legitimacy and health status of business travellers before they enter Malaysia.

Strategic partners include Ministry of Foreign Affairs, Ministry of Transport (MoT), Malaysia Airports Holdings Berhad (MAHB), Malaysia Airlines Berhad (MAB), Talent Corporation Malaysia Berhad and University Malaya Medical Centre (UMMC).

## Business Travellers Centre (BTC)

One of the OSC initiatives was the establishment of BTCs at Gate C36 Satellite Building at KLIA. A collaboration with MAHB, the centre welcomed its first Short Term Business Travellers on 14 March 2021. This continued throughout the entire year before borders fully reopened.

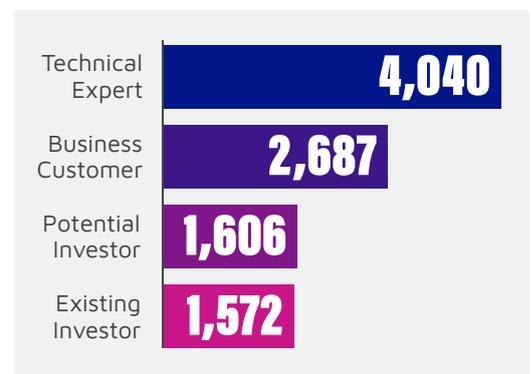
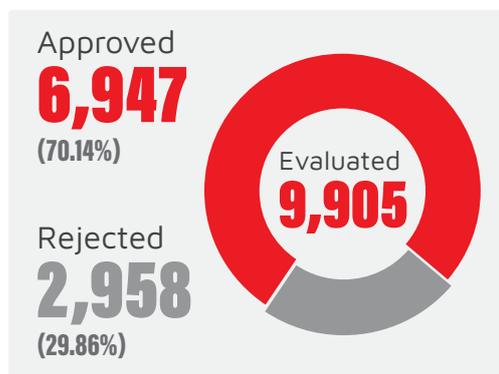
BTC operate 24/7 to facilitate the seamless arrival of approved Short Term Business Travellers. The BTC's services include PCR COVID-19 laboratory tests that produce result within three hours; business lounge featuring packed and served food and beverages, as well as free Wi-Fi for travellers as while waiting for the PCR result; and dedicated government-appointed/ Duty or Liaison Officers (DO/LO) provided by MAB.

BTC also involved important stakeholders such as Danapuri Sdn. Bhd. (construction and day-to-day management of BTC operations), Pantai Premier Pathology Sdn. Bhd. (MOH-accredited medical diagnostics laboratory conducting PCR COVID-19 tests at BTCs); Menara Medical Clinic (MOH-approved clinic whose certified medical personnel performed PCR swab tests following MOH procedure and precautions).

## OSC PERFORMANCE

(as at 31 March 2022)

### Statistics of Evaluation



## OSC and BTCs' Performances

In the drive to attract investments amidst the pandemic, MIDA identified investments in potential leads and in the pipeline which require the assistance of the BTC. These potential investments required business movements by mission-critical executives and key personnel to enter Malaysia to evaluate and advance investment opportunities.

As at 12 January 2022, the OSC approved 21,680 (90.4%) applications for Long Term Business Travellers. Of these approved travellers, 49.3% were technical experts for machine and equipment installation and 50.7% were employment pass holders. However, the Malaysia Government through the IMI decided that effective 13 January 2022, Long Term Business Travellers who hold valid passes, can enter the country without entry permission and thus, did not require OSC application.

As at 31 March 2022, the OSC Committee had evaluated 9,905 applications for Short Term Business Travellers. Of these, 6,947 (70.14%) applications were approved and 2,958 (29.68%) applications were rejected.

As of 31 March 2022, the total investment value of companies facilitated by OSC and BTC for the entry permission of Short Term Business Travellers were valued at RM171.82 billion.

## Positive and Encouraging Investor Feedback

The establishment of OSC and opening of BTCs were a major milestone in the Government's mission to revive Malaysia's economy from the COVID-19 pandemic, paving the way for the economic rebound in 2021 and beyond by enabling business travellers' movement to do their business in Malaysia.

Multiple investors have lauded both initiatives, as both OSC and BTCs facilitated multiple new and recurring investments.

**“ My coworker and I were the first passengers arriving at KLIA using the MIDA short-term travel process. This does not require you to quarantine but you have to do a pre-departure COVID-19 test and one upon arrival. You also get a MIDA liaison to escort you during your visit. The arrival process was very well organised and everybody was super friendly. We got to hang out at the lounge area that was equipped with internet and TV. We were also served food while waiting for the results. Great job Malaysian government! ”**

Email

Christian Lamparts,

Managing Director of Schott AG Germany

Another happy business traveller, who enthused:

**“ Thank you! Really smooth process, now we are eager to invest! ”**

Erik Thomaeus,

CEO of SIBS AB Sweden

(Scandinavian IBS Sdn. Bhd.)

As a testament to the success of these twin initiatives, key investments secured thanks to the OSC and BTCs include: Dubai-based Bin Zayed International and Widad's RM40 billion mixed development; Austrian tech manufacturer AT&S' RM8.5 billion plant; South Korean copper foil manufacturer SK Nexilis' RM2.3 billion plant; wafer fabrication equipment company Lam Research's RM1 billion plant; and French aircraft manufacturer Dassault Aviation's RM100 million service centre for business jets.

“ Good service rendered by the MIDA officer. Special thanks to the MIDA team for organising this initiative ”

LinkedIn  
Ms Vimala Munusamy,  
Associate Human Resources Sunpower  
Malaysia Manufacturing Sdn. Bhd.

“ Thanks for this great initiative. It has greatly assisted us in all our projects during this tough period ”

LinkedIn  
Rizal Jailan,  
Managing Director of  
Inokom Corporation Group  
(note: The initiative has led to the  
realisation of establishment Porsche  
assembly plant in Kulim)

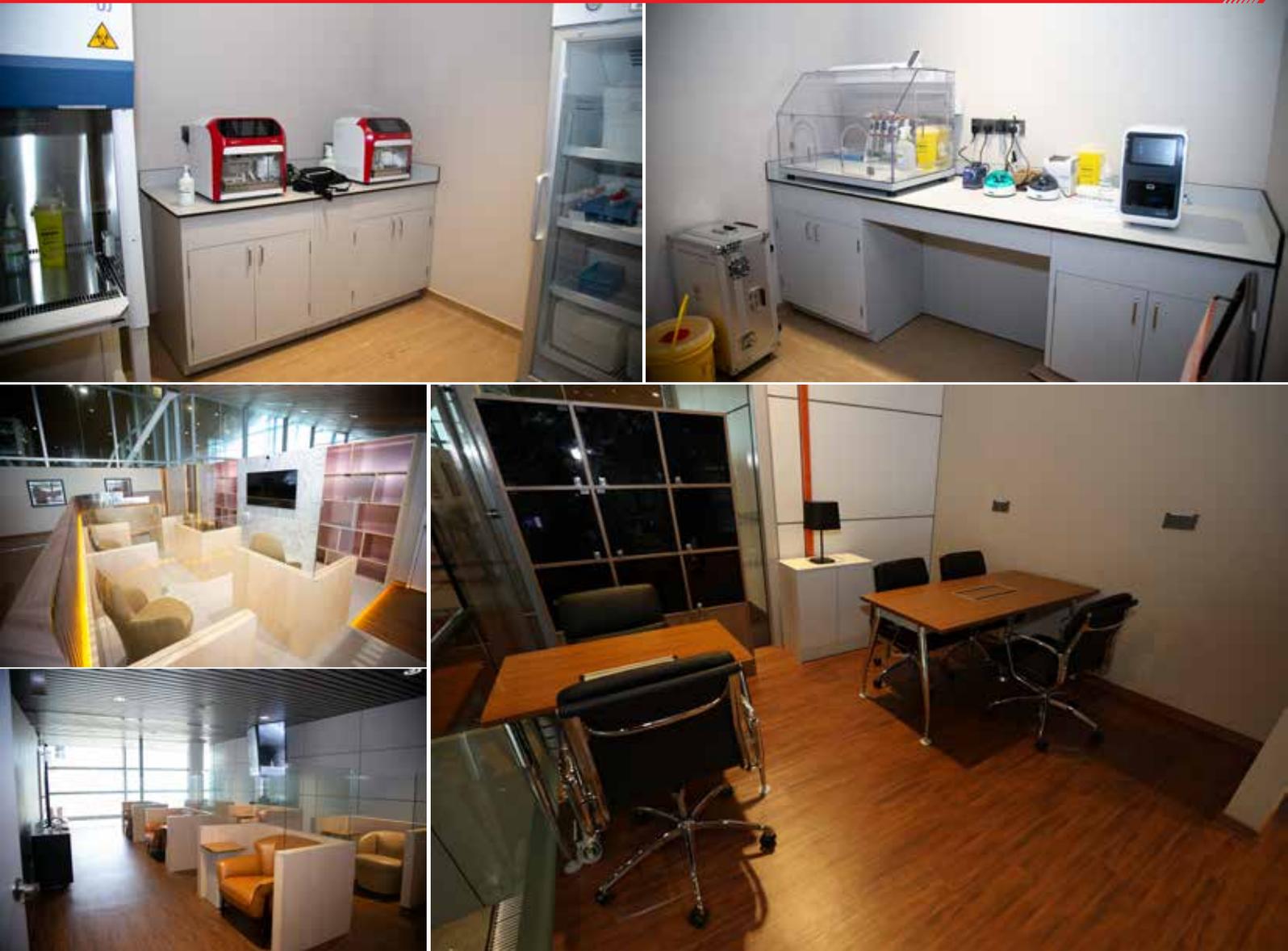


“ Every single guest we had come through the One Stop Centre commented on how efficient it was. Thanks to the MIDA team for organising this initiative ”

LinkedIn  
Gilbert von der Aue,  
Managing Director,  
Melchers Malaysia

“ Truly innovative approach in helping companies managing through the Pandemic. This was by far a game changer for business travellers the whole of 2021 ”

LinkedIn  
Balan Krishnan,  
HR Senior Director Global Operations  
and Head of HR Dexcom Malaysia



**“ I would like to express our gratitude for your effort preceding our business visit to Malaysia. As we had been trapped within the system due to the series of misunderstandings the visit would have not had a chance to happen without your support. We are very glad that our hectic plan was preserved and I can proudly state that we are frantically continue towards our ultimate goal, setting company footprint in your wonderful country and establishing joint venture with our partner, Alpine Integrated Technologies Sdn. Bhd. It is necessary to say that we were very well welcomed in KLIA by MIDA officials. We enjoyed also hospitality of MIDA lounge while waiting for the process of entering the country. Outstanding approach. Thank you ”**

**Email**

**František Máčalík,**

**International Business Development Manager,**

**OKsystem**



**EVENTS**

**07**



9 May 2022

SIMMTECH, a South Korea-based global leader in semiconductor packaging substrates and High Density Interconnect Printed Circuit Boards (PCBs), celebrated the grand opening ceremony of its Malaysian subsidiary, SUSTIO Sdn. Bhd. in Batu Kawan Industrial Park, Penang. This will be SIMMTECH's first advanced manufacturing facility in Southeast Asia, as well as the group's eighth factory, joining operations in South Korea, China and Japan.

Ms. Lim Bee Vian (second from left), Deputy CEO MIDA (Investment Development), attended the event and congratulated SUSTIO, noting that the new factory in Batu Kawan demonstrates Malaysia's competitive edge and reputation as an ideal destination for MNCs global and regional business expansions.



11 May 2022

Indium Corporation, a US-based global materials supplier to the electronics assembly and semiconductor packaging industries, announced the investment of a new manufacturing facility in Penang for its advanced solder paste and engineered solder products.

This announcement coincided with the Trade and Investment Mission (TIM) to the USA led by the Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali, which included a meeting with Indium Corporation representatives in Washington D.C.



12 May 2022

MIDA Sabah Director, Mr. Wong Tiang Sing (centre) co-organised a briefing and networking session with the Malaysian Plastics Manufacturers Association (MPMA)'s Sabah branch. The session's aimed was to keep companies up to-date on current government policies, incentives, and investment support. This engagement benefited a total of 12 businesses.



12-13 May 2022

MIDA officials attended the Environmental, Social, and Governance (ESG) Masterclass 2022 at MRANTI Park, Bukit Jalil. For this masterclass, four MIDA divisions collaborated: Strategic Planning and Policy Advocacy (Services), Strategic Planning and Policy Advocacy (Manufacturing), Investment Statistics, and Advanced Technology Research Development.

The two-day training was designed to provide basic information on the areas required to execute, communicate, and embed ESG and sustainability-related practices in investor strategy and operations in order to build a sustainable future for Malaysia.



17 May 2022

MIDA, led by Deputy CEO (Investment Development), Ms. Lim Bee Vian (second from right) hosted a dialogue with the Chemical Industries Council of Malaysia (CICM). The discussion focused on the increased costs of doing business due to increased energy and logistic costs, the growing obligations to comply with international standards, and the sustainability criterion for trade and market access.



17-19 May 2022

MIDA Services Development Executive Director, Ms. Zuaida Abdullah (first row, seventh from right) led the MIDA Green Technology Division's Domestic Specific Project Mission (DSPM) delegation to three states: Kelantan, Terengganu, and Pahang.

During the mission, MIDA discussed green technology adoption within businesses, with the new potential investors and existing manufacturers, as well as service providers.

Mini briefings, factory visits, and meetings with the states exco, state government agencies, local authorities, the Sustainable Energy Development Authority (SEDA), and various business associations resulted in fruitful engagement and discussion.



18 May 2022

Ferrotec Holdings Corporation, a global supplier of materials, components, and precision system solutions, announced the opening of a new manufacturing facility at Kulim Hi-Tech Park, Kedah.

The new investment, facilitated by MIDA, will include electromechanical assembly and advanced material fabrication for semiconductor equipment to meet Ferrotec's customer needs while expanding the Group's business globally.



18-19 May 2022

MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (right), led a delegation from the Digital Investment Office (DIO) to visit Investment Promotion Agencies (IPAs) in Penang and Perak as part of the DIO's efforts to strengthen and streamline digital investment efforts. The DIO team met with the Northern Corridor Implementation Authority (NCIA), InvestPenang, Digital Penang, and InvestPerak to identify digital investment target areas and exchange ideas on how to attract more digital investment towards reaching the National Digital Investment Agenda.



19 May 2022

MIDA Manufacturing Development (Resource) Executive Director, Ms. Umarani Muniandy (sixth from right), led a discussion with the Malaysian Oleochemical Manufacturers Group (MOMG). Among the topics discussed were the stiff competition from Indonesia (especially with their recent export duty structure) the U.S. ban on imports of palm oil by FGV and Sime Darby eroding the competitiveness of the oleochemical supply chain, compliance with regulatory requirements, and standards imposed by export markets.



19 May 2022

MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (third from right), led MIDA's Business Services and Regional Operations Division and MIDA Penang to the groundbreaking ceremony of Universiti Sains Malaysia's Angkasa-X Earth Station and Space Technology Centre. The cutting-edge facility will be utilised for satellite research and development, as well as assembly, integration, and testing (AIT).



20 May 2022

MIDA Stockholm Director, Ms. Navena Thambirajah organised a networking session for fintech players in Stockholm in partnership with FINDEC, Sweden's Fintech Hub to raise awareness about Malaysia as a fintech hub.



20 May 2022

MIDA Manufacturing Development (Non-Resource) Executive Director, Ms. Najihah Abas (fourth from left) led MIDA Transport Division, on a visit to the Spirit Aerosystems Malaysia factory in Subang. Spirit Aerosystems is a Tier-1 aerostructure components supplier for major aircraft companies including Boeing and Airbus. The company plans to cultivate more local suppliers, while exploring potential new products and expansion.



23 May 2022

MIDA Machinery and Metal Technology Division organised a factory visit to Surtreat Solutions (M) Sdn. Bhd., a reputable local engineering supporting company, to discuss investment facilitation. Surtreat Solutions has made significant investments in fully automated machines for their production line in order to improve its global competitiveness.

The Division also met with Morimatsu Technology and Service Company, a major manufacturer and provider of integrated pressure equipment solutions to discuss the company's new proposed project in Malaysia, which aims to meet global market demand and supply chains by providing a one-stop engineering and fabrication centre.

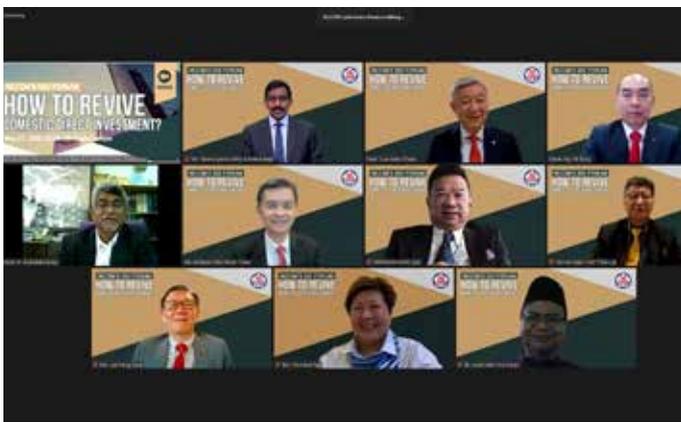


27 May 2022

MIDA Investment Promotion Executive Director, Mr. Sikh Shamsul Ibrahim (second from right) and the Domestic Investment Division paid a two-day working visit to Kelantan in conjunction with the Majlis Tindakan Pembangunan Negeri Kelantan or State Development Action Council (MTPNg) conference.

MIDA also paid a courtesy call to Perbadanan Kemajuan Iktisad Negeri Kelantan (Kelantan State Economic Development Corporation) Chief Executive Mr. Ab Aziz Yunus. The team met with Kelantan's top three investors at a networking dinner, presented a paper at the MTPN

meeting, and visited a local machining company, Limpahan Engineering, to brief them on the latest investment policies and facilitation initiatives.



27 May 2022

MIDA Deputy CEO (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (top row, left) was invited to speak at the National Chamber of Commerce and Industry of Malaysia's (NCCIM) forum entitled "How to Revive Domestic Direct Investment". The presentation focused on Malaysia's economic outlook for 2022, business opportunities, and investment policies for local companies, as well as government facilitation to assist domestic companies in building the nation's industry ecosystem.



30 May 2022

MIDA Terengganu Director, Ms. Mimi Izura Mohamed Iqbal (fourth from right) hosted the visit of Deputy Minister of International Trade and Industry (MITI), Senator Datuk Lim Ban Hong (centre) to Terengganu.

The visit started in Kertih Biopolymer Park with a stop at Encompass Industries Bhd. a manufacturer of examination gloves. The Deputy Minister also met with Terengganu Chambers of Commerce and Industry and highlighted recent developments on government policies, incentives, and investment assistance. These are part of MIDA's constant endeavours to boost the local investment climate.



30 May 2022

The Malaysia Semiconductor Industry Association (MSIA), supported by MIDA and the Malaysia Productivity Corporation (MPC), organised a Gala Celebration to commemorate the 50th anniversary of the Malaysian Electrical and Electronics (E&E) industry.

The Guest of Honour was the Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali (second from left). The event was also graced by Minister in the Prime Minister's Department (Economy), Dato' Sri Mustapa Mohamed (right), MITI Deputy Minister, Senator Datuk Lim Ban Hong (left) and MIDA CEO, Datuk Arham Abdul Rahman (second from right). The Gala Celebration's 300 guests included E&E

industry captains, key government agencies and ambassadors from various countries.



30 May 2022

MIDA Investment Promotion Executive Director, Mr. Sikh Shamsul Ibrahim (left) led the Supply Chain Coordination Programme, an initiative by MIDA's Domestic Investment Division to Johor to introduce the programmes continuous facilitation for MNCs' establishment and expansion activities within Malaysia.

In Johor, MIDA representatives met with Highly Marelli (Malaysia) Sdn. Bhd. to discuss the agency's strategic collaboration initiatives and plans to connect domestic companies with multinational corporations, financial institutions, and technology providers.



30 May 2022

MIDA Deputy CEO (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (second from left) attended the Groundbreaking Ceremony of the Skyline Luge Activity Park, an investment by New Zealand-based Skyline Enterprises' at Gamuda Gardens in Rawang, Selangor.

The ceremony was officiated by (from left): Gamuda Land Chief Operating Officer, Chu Wai Lune, Mr. Sivasuriyamoorthy, Gamuda Land CEO, Mr. Ngan Chee Meng, Skyline Enterprises CEO, Geoff McDonald, New Zealand High Commissioner H.E. Pam Dunn, and Skyline Luge Kuala Lumpur Malaysian Director, Dato' Aria Yogesvaran. Also present was New Zealand Trade Commissioner Ms. Catherine Rusby.

Set to open by end-2023, Skyline Luge will feature the world's first multi-cornered zipline as well as the country's first ski lift ride. The park is expected to boost economic growth in the Klang Valley by attracting large crowds looking for exciting recreational activities.



**ADD-ONS**

**08**



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- [Cyberview, Les' Copaque team up to develop Upin & Ipin theme park in Cyberjaya](#)



- [Petronas in talks with companies in Japan to develop green tech – Azmin](#)
  - [Alibaba to continue to provide best-in-class cloud infrastructure in Malaysia](#)
- 

## »» GLOBAL NEWS

- [US investments in SEA countries creates better economic interaction – analyst](#)
  - [Digital trade, technology could aid Southeast Asia’s recovery from the pandemic, says ADB](#)
-

# ADVERTISE WITH US

## GET YOUR BUSINESS NOTICED

### OUR COMMUNICATION TOOLS



#### E-NEWSLETTER

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.

Full page: RM6,000 per issue

Half page: RM3,000 per issue

Quarter page: RM2,000 per issue

#### MIDA WEBSITE

With more than 70,000 average visits per month, our website provides useful & relevant information, which serves as a reference for potential investors in doing business in Malaysia.

Homepage: RM1,500 per week



One of our video wall at MIDA lobby



Some of our LCD TVs at MIDA lobby

#### DIGITAL SIGNAGES

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.

Video wall: RM6,000 per month

LCD TV: RM3,000 per month

# HOST WITH US

FIND THE RIGHT VENUE FOR YOUR CORPORATE EVENT



## HALL

HALL TYPES		GOVERNMENT	PRIVATE
PERDANA HALL (230 PAX)	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	RM5,000	RM5,000
BANQUET HALL (230 PAX)	Inclusive of: • Basic AV System	RM3,000	RM3,500
PERDANA + BANQUET HALL	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	RM7,500	RM9,000
F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100 / Pax	
B	Inclusive of: • Refreshment • Tea Break • Hi-Tea	From RM80 / Pax	
C	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50 / Pax	

## PRIVATE MEETING ROOM

ROOM TYPES		GOVERNMENT	PRIVATE
BOARD ROOM (30 PAX)	Inclusive of: • VIP Holding Room • VIP Lounge • AV System	RM2,000	RM2,500
USA ROOM (25 PAX)	Inclusive of: • Basic AV System	RM1,500	RM1,850
JAPAN ROOM (50PAX)	Inclusive of: • Basic AV System	RM1,500	RM1,850
F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100 / Pax	
B	Inclusive of: • Refreshment • Tea Break • Hi-Tea	From RM80 / Pax	
C	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50 / Pax	

## TRAINING ROOM

ROOM TYPES		GOVERNMENT	PRIVATE
SIGMA\ GAMMA ROOM (40PAX)	Inclusive of: • Basic AV System • 1 Flipchart • 2 Mahjong Paper • 2 Marker Pens	RM850	RM950
F&B PACKAGES		GOVERNMENT	PRIVATE
Inclusive of: • Refreshment • Tea Break • Hi-Tea		RM60 / Pax	

\*All rates are exclusive of :

- SST (6%)
- Service Staff, linen, dome, logistic (RM200)

\*F&B by MIDA's panel caterers

VISIT US NOW



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KL Sentral, 50470 Kuala Lumpur, Malaysia



Tel : +603 2267 3633



www.mida.gov.my

# ABOUT MIDA



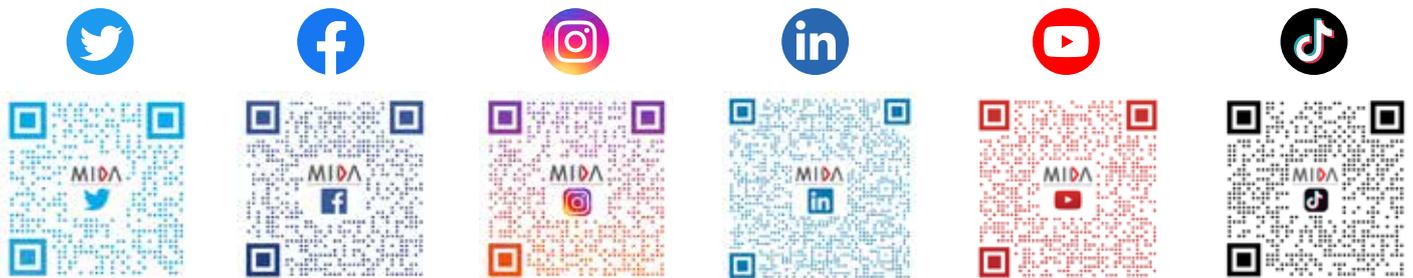
MIDA is the government's principal investment promotion and development agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 overseas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

MIDA, your first point of contact for Investments In Malaysia.

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