

July 2022
Issue

MIDA

INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



HIGHLIGHTS

Domestic Investment Seminar
Series 1 (Central Region) 2022

INDUSTRY

Malaysia's Seaplane
Sector is Taking Off

SERVICES

Waste to Energy (WTE):
The Preferred Approach for Waste
Management in Malaysia

From the CEO's Desk: Datuk Arham Abdul Rahman

To my esteemed and valuable partners and stakeholders

I am excited to share the INVEST MALAYSIA July edition. As always, this issue is packed with various articles that you are bound to find useful as information to facilitate your investment decisions.

Malaysia's second quarter GDP posted an 8.9 per cent growth as domestic demand continued to rise, supported by the steady recovery of labour market conditions and sustained policy support. According to Bank Negara Malaysia, the increase in the second quarter GDP growth was also a reflection of a normalising economy as Malaysia heads towards endemicity and reopened of the international borders.

The timing of this development can never be more strategic, as the Domestic Investment Seminar Series I (Central Region) 2022 held on 26 July 2022 proved fortunate as a measure of strengthening support for domestic industries. We held various insightful briefings, led by industry experts and associations on the local economic state, including highlights of all the measures and initiatives provided for businesses to leverage on. The event received an overwhelming response from the industry players. There were 800 participants attended the event, 500 attended physically while 300 attended virtually.

The highlight of the event was the luncheon talk given by Senior Minister and Minister of International Trade and Industry (MITI) YB. Dato' Seri Mohamed Azmin Ali. The National Chamber of Commerce and Industry Malaysia (NCCIM) President Tan Sri Dato' Low Kian Chuan, who is also President of the Associated Chinese Chamber of Commerce and Industry Malaysia (ACCCIM), delivered the opening remarks.

The breakout sessions proved to be effective and well received by the attendees. During the sessions, experts from various organisations shared on government assistance initiatives in technology adoption, funding and financial aid, green technology, talent development, and market access. The sessions were moderated by representatives from SME Association, the Malay Chamber of Commerce Malaysia (DPMM), the Malaysian Associated Indian Chambers of Commerce and Industry (MAICCI) and the Malaysia Technology Development Corporation (MTDC). Sensata Technologies, Tonasco Malaysia, Cyberview Sdn. Bhd., SIRIM Bhd., Federation of Malaysian Skill Development Centre (FMSDC), Universiti Teknologi Malaysia's Sustainable Industrial Revolution and Innovation (SIRI-UTM), Aerodyne, Bank Islam, United Overseas Bank (UOB), Business Financing Guarantor Company and MTDC shared their insights and experiences with the business community in their respective industries.



The Domestic Seminar is a testament towards encouraging more local players to grow as global champions in line with the Twelfth Malaysia Plan (12MP) and the National Investment Aspirations (NIA). We should move towards intensifying technology acquisition support for the Malaysian-owned companies and scaling up local companies to achieve international standards.

My fellow stakeholders and partners,

MIDA aspires to do better for our people because our reputation is found in serving businesses and investors and the only way to protect and improve our reputation is to exceed the client's expectations, meet our commitments, innovate in our business services and deliver excellence. MIDA embraces and understands our clients', vision and mission, project objectives and goal and we are resilient in building stronger and lasting relationships that will yield long term results.

Let's continue to grow together!

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

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HIGHLIGHTS

01



Domestic Investment Seminar Series 1 (Central Region) 2022

MIDA organised the Domestic Investment Seminar Series 1 (Central Region) 2022 on 26 July 2022 in Berjaya Times Square, Kuala Lumpur. Important representatives from the business community attended the event, and acquired pertinent information for their businesses. Although physical events were unable to be organised for the past two years due to the volatile situation caused by COVID-19 in the region, it is encouraging to note that such seminars were still being conducted virtually or in hybrid format. There were 800 participants in total attended the Domestic Investment Seminar, whereby 500 attended physically while 300 attended virtually.

The highlight of the event was a luncheon talk given by Senior Minister and Minister of International Trade and Industry (MITI) YB. Dato' Seri Mohamed Azmin Ali. The National Chamber of Commerce and Industry Malaysia (NCCIM) President Tan Sri Dato' Low Kian Chuan, who is also the President of the Associated Chinese Chamber of Commerce and Industry Malaysia (ACCCIM), delivered the opening remarks.

The Seminar received encouraging feedback from the business community. MIDA's briefing provided

participants with information on investment facilities offered by the government as well as initiatives to build and sustain the capabilities of domestic companies towards accelerating business recovery from the impact of the pandemic. During the breakout sessions, experts from various organisations shared insights on government assistance initiatives in technology adoption, funding and financial aid, green technology, talent development, and market access.

The sessions were moderated by representatives from SME Association, the Malay Chamber of Commerce Malaysia (DPMM), the Malaysian Associated Indian Chambers of Commerce and Industry (MAICCI) and the Malaysia Technology Development Corporation (MTDC). Sensata Technologies, Tonasco Malaysia, Cyberview Sdn. Bhd., SIRIM Bhd., Federation of Malaysian Skill Development Centre (FMSDC), Universiti Teknologi Malaysia's Sustainable Industrial Revolution and Innovation (SIRI-UTM), Aerodyne, Bank Islam, United Overseas Bank (UOB), Business Financing Guarantor Company and MTDC also shared their insights, knowledge and experiences with the business community in their respective industries.



**YB. Dato' Seri Mohamed Azmin bin Ali,
Senior Minister and Minister of International
Trade and Industry of Malaysia**

The disruptions caused by COVID-19 not only posed a threat to the reconfiguration of global supply chains but also accelerated the process of digitalisation and use of technology by companies. These include encouraging companies to use factory automation to transform brick-and-mortar hubs into "intelligent factories" to enhance flexibility and maximise efficiency and growth.

MIDA continued its initiatives this year through domestic investment virtual seminars, engagement with national associations and chambers of commerce, the running of industry linkage/supply chain programmes, and via the Domestic Investment Coordination Platform (DICP). MIDA also facilitated business-matching sessions between anchor companies (MNCs) and potential local suppliers/providers within specific industries, providing support platforms for the realisation of Government initiatives and facilitation in promoting Domestic Direct Investment (DDI).

To better serve local industry players, MIDA through the DICP coordinates and arranges networking sessions between companies and potential funders and technology providers in its aim to bridge the financial and technological gaps by establishing strategic collaborations and joint ventures among financial institutions, equity firms and technology providers.

Additionally, the SME Investment Desk in MIDA state offices facilitates local small and medium-sized enterprises (SMEs). Awareness briefings are conducted to alert SMEs on the various government facilitation and assistance programmes available in Malaysia. Through its digital platforms, MIDA also provides prospective investors with comprehensive information to assist them in the establishment of businesses in Malaysia. The i-Incentive portal for example, provides access to more than 130 investment incentives offered by various ministries and agencies.

In light of the Government's Environmental, Social and Governance (ESG) commitments, the implementation of sustainable practices will warrant a more substantive shift towards technology, particularly on automation. Moving forward, strategic measures to strengthen promotion of domestic investment under the Twelfth Malaysia Plan (12MP) and the National Investment Aspirations (NIA) include intensifying technology acquisition support for Malaysian-owned companies and scaling up local companies to achieve international standards.

For more information on the upcoming domestic seminars, please contact MIDA's Domestic Investment Division.



▲ L-R – Datuk Mohd Najib Dato Ibrahim (Cyberview MD), Datuk Arham Abdul Rahman (MIDA CEO), YB. Dato' Seri Mohamed Azmin bin Ali (YBMK MITI), Tan Sri Low (President NCCIM), Dato' Ramesh Kodammal (Council Member MAICCI), Mr. Jacob Lee Chor Kok (FMM VP), Mr. Lai Yaeh Tat (National Vice President, SME Association Malaysia).

Malaysia's Foreign Direct Investment (FDI) Inflows Rebounds Above the Pre-Pandemic Levels

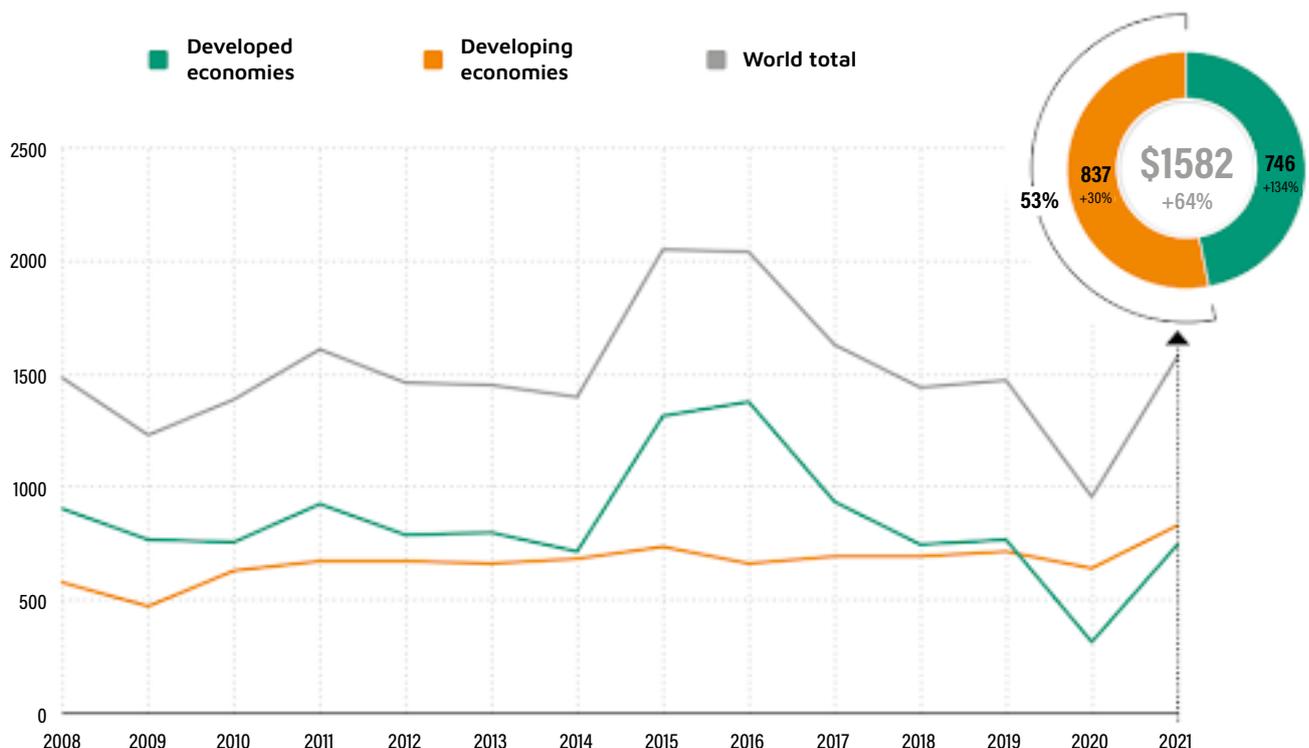
The weakening impact of the COVID-19 pandemic outbreak on global economies continued throughout 2021. The emergence of new virus variants led to the prolonging of tumultuous economic conditions, supply chain disruptions and labour issues.

Despite this, the United Nation Conference on Trade and Development (UNCTAD)'s World Investment Report 2022 shows that global FDI inflows has increased by 64% to USD1.58 trillion in 2021, spurred by the growth in mergers and acquisitions (M&A) favourable financing conditions and increased infrastructure-related fiscal stimulus packages. This exceeds the pre-pandemic levels of FDI inflows by 6.9% (2019: USD1.48 trillion).

In Southeast Asia alone, FDI inflows rebounded in 2021, skyrocketing by 43.6% to USD175.3 billion after dropping 30.2% in 2020. This was an indication of the region's continuous ability to attract global FDI, even in the face of challenging economic conditions. While developing countries like Malaysia were among the hardest hit, these nations' foreign direct investment (FDI) inflows accounted for more than half of global FDI.

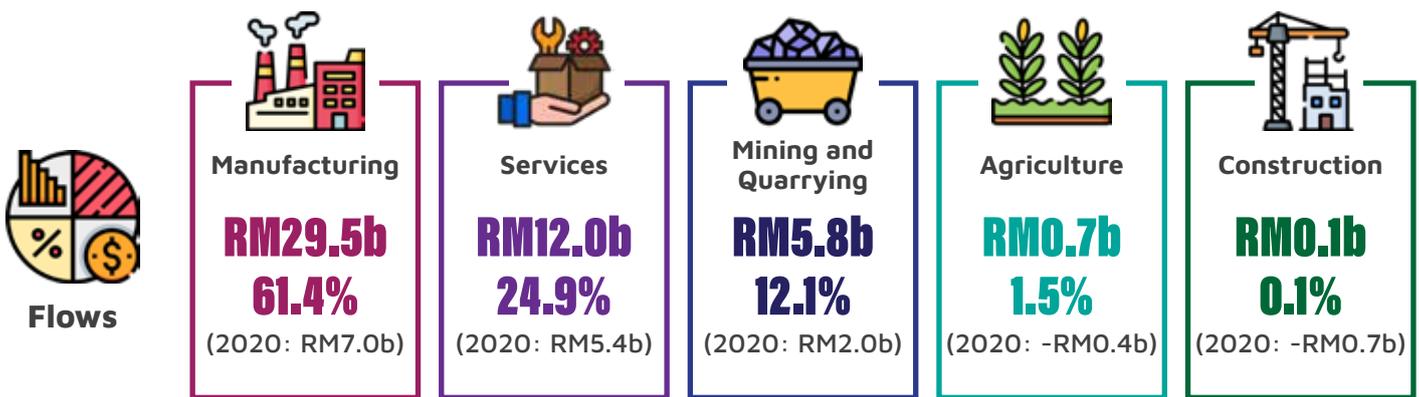
Particularly in Malaysia, higher FDI inflows were recorded in greenfield or new projects, with a massive rise (240%) in terms of investment value in 2021 contributed by large-scale investments in semiconductor projects.

FDI Inflows, Global and by Economic Grouping, 2008-2021
(Billions of dollars and per cent)



Source: UNCTAD, FDI/ MNE database (<https://unctad.org/fdistatistics>)

Value and Share of FDI by Sector, 2020-2021



Malaysia's Resilient FDI Inflows

FDI inflows represent the value of cross-border transactions related to direct investment during a given period of time, creating stable and long-lasting relationships between economies. The resilience of FDI inflows in a developing country is crucial to allow the transfer of technology, promote healthy competition in the domestic market and support human capital development.

Malaysia's FDI inflows resilience was proven when the country exceeded its pre-pandemic performance with RM48.1 billion in 2021 compared to the RM32.4 billion in 2019 (2020: RM13.3 billion), as reported by the Department of Statistics Malaysia (DOSM) in its annual Statistics of Foreign Direct Investment in Malaysia publication. The increase is primarily attributed to a larger net inflow in equities and investments fund shares. This indicates the maturity of Malaysia's monetary policy, which allows for the repatriation of capital, interest, dividends and profits.

This policy is also a prerequisite for a trading nation such as Malaysia in strengthening the country's position as a regional and global supply chain hub. The United States of America (USA), Singapore and the United Kingdom (UK) were the main countries for FDI inflows into Malaysia in 2021.

On a sectoral perspective, the manufacturing sector sustained its position as the biggest contributor to the country's FDI inflows in 2021, amounting to RM29.5 billion (61.4%), followed by other sectors, namely services with RM12.0 billion (24.9%); mining and quarrying (RM5.8 billion;

12.1%), agriculture (1.5%) and construction (0.1%). In the manufacturing sector, electrical and electronics (E&E), transport equipment and other manufacturing industries outperformed other sub-sectors accounting for 62.4% of total manufacturing FDI inflows.

Positive Momentum of Approved FDI into Malaysia

In an effort to retain the stability of the investment climate in Malaysia, the Malaysian Investment Development Authority (MIDA) – government's principal investment promotion agency under the Ministry of International Trade and Industry (MITI) continuously secured investments from foreign companies that seek to establish business hubs in a steady and well-integrated business ecosystem. This is reflected in the approved FDI performance reported by MIDA. In this context, approved FDI relates to proposed investments from foreign sources for projects which have been granted license, incentives or permit by MIDA or other ministries and agencies.

In 2021, a total of RM208.6 billion in FDI were approved in various economic sectors manufacturing, services and primary sectors, the highest FDI recorded since 2006. Approved FDI is a good lead indicator into the trend of future FDI inflows.

The electrical and electronics (E&E) industry accounted for 81.5% of approved manufacturing FDI, in line with the global technology up-cycle. MIDA approved FDI totalling RM146.3 billion in 2021 in the E&E industry, which remains the backbone of Malaysia's manufacturing sector.



This robust growth has created a diverse ecosystem for the E&E industry and its supply chain in the country. Some notable projects approved include Risen Solar Technology, Intel, and AT&S.

Strong Growth Continues into 2022

Approved investments worth RM42.8 billion from 910 projects in the primary, manufacturing and services sectors were recorded in 1Q 2022. Of these investments, more than half or 65% (RM27.8 billion) were from foreign sources, signalling continued investor confidence in doing business in Malaysia.

After a gestation period of 12 to 24 months, these approved projects will be implemented and begin contributing to realised investments in the economy. This will subsequently create more economic spillover effects, including increased

employment opportunities, a stronger supply chain and industrial ecosystem, as well as improved trade prospects.

As of 7 June 2022, MIDA has a total of 268 projects with proposed investments of RM14.4 billion in the pipeline for the manufacturing and services sectors. This positive trajectory further complements the 2022 Milken Institute Global Opportunity Index where Malaysia was ranked No. 1 in emerging Southeast Asia as the country with the most potential to attract foreign investors. Taking cognizance of this optimistic outlook, MIDA will double its effort in attracting more of these FDIs which are essentially the nation's economic transformation agent particularly in high-technology sectors.

For more information on Malaysia's investment performance, please contact MIDA's Investment Statistics Division.





INDUSTRY

02

Malaysia's Seaplane Sector is Taking Off

An aircraft that can take off and land on both land and water is known as a seaplane. These aircraft have a variety of civil and military uses. Certain seaplanes are capable of carrying out military, specialised missions, freight and passenger operations, firefighting, marine zone patrolling, environmental monitoring, and search-and-rescue missions.

Fortune Business Insights report on the Amphibious Aircraft Market 2021-2028 put the global market value of seaplanes at USD159 million (RM707.6 million) in 2020. The report projects that the global amphibious aircraft market size will reach USD358 million by 2028 with a compound annual growth rate (CAGR) of 11.7% between 2021 and 2028. Market demand will be supported by a rising need for these aircraft for commercial use and the rising popularity of lightweight seaplanes.

Asia Pacific's Seaplane Market Soars

In Asia Pacific, the market for amphibious aircraft has been growing significantly. Manufacturers of utility aircraft perceive a wide range of market potential for their products in the region, performing a wide range of civil, governmental,

and military operations. Due to the anticipated increase in demand, international aircraft manufacturers are planning to invest in the production of unpressurized and amphibious aircraft.

Textron Aviation is eyeing the Asia Pacific market for its new Cessna 408 SkyCourier. The aircraft will be used for civilian purposes in amphibious situations.

Meanwhile, India has been working on enhancing its amphibious aircraft services. The Indian Civil Aviation Ministry and the Indian Ministry of Waterways have signed a Memorandum of Understanding (MoU) to expand seaplane services across the nation. The ministries said that the necessary water aerodromes will be built by 2024 after 28 routes were selected for this purpose under the Ude Desh ka Aam Naagrik (UDAN) programme, which aims to connect small and medium cities with big cities through air service.

2021: Malaysia's Very First Seaplane Manufacturing Project

In 2021, Malaysian company Delta Aerospace signed an MoU with NPO AeroVolga LLC and Aeronautique Design & Service Bureau (ADSB), Switzerland. All of the three companies are involved in the manufacturing of seaplanes. The MoU outlines terms of transfer technology and intellectual property necessary to produce the light amphibious aircraft known as the LA-8 Seaplane in Malaysia.



Delta Aerospace Sdn. Bhd. was incorporated in 2005, and is the first seaplane company in Malaysia. As an aviation-conversant organisation, Delta has identified a “true seaplane” as a solution. The company first started out by identifying an appropriate aircraft which led to a full analysis of available seaplane manufacturers in operation, narrowing it down to aircraft that could be operated effectively in an international environment and not be limited to only operating in perfect weather and smooth water.

The result of this detailed search was the LA-8 aircraft, an eight-seater amphibious aircraft. The company aims to operate in full term mode developing what is initially a final assembly, marketing, sale, and distribution, single aircraft product programme, into a multi-phase, multi-product within the next two years.

In 2021, Delta worked closely with the Civil Aviation Authority of Malaysia (CAAM) and submitted the application for Validation of Type Certificate and Design Organisation Approval. Once approved, Delta will be eligible to apply for the Federal Aviation Authority (FAA) approval in the U.S.A through the Bilateral Air Safety Agreement (BASA) set between CAAM and FAA. The certification will enable bilateral cooperation in a variety of aviation areas, including maintenance, flight operations, and environmental certification.

Delta’s first LA-8 aircraft arrived in Senai Port, Johor in March 2022. Delta’s team worked with the engineers from ADSB on training and assembling the aircraft. Delta is also bringing in a second seaplane: the Borey, a two-seater aircraft. The Borey is expected to arrive in Senai Port by August 2022.

In May 2022, Delta conducted a private viewing of its LA-8 amphibious aircraft for selected aviation enthusiasts in Johor. During the viewing, Delta inked several MoUs in aerospace technical training and maintenance, management, engineering support, and flight training.

In seaplane manufacturing, an MoU was signed to build an integrated seaplane manufacturing site in Linggi, Negeri Sembilan. On the marketing side, an MoU was signed to establish an air operator business in Malaysia and Singapore.

12MP Boost Malaysia's Aerospace Players

With the support of the Malaysian Government, through MIDA, Delta will strengthen its position as a leading seaplane player in the region. Seaplanes will open new markets within the aviation business, intensify tourism, escalate accessibility and mobility, as well as contribute to Malaysia’s social and economic growth and enable increased connectivity around the region.

The aerospace industry is identified as one of the strategic industries propelling Malaysia into a high-technology trajectory. Under the Twelfth Malaysia Plan (12MP), this industry is projected to generate RM30 billion in revenue and 30,000 job opportunities by 2025.

The Government is strategising its policies and initiatives to be aligned with the National Investment Inspirations (NIA) framework with a focus on improving industry capabilities and global competitiveness. MIDA will continue to be the strategic partner for new growth areas of businesses, seizing opportunities arising from the technologically revolution in this era.





SERVICES

03

Waste to Energy (WTE): The Preferred Approach for Waste Management in Malaysia



Waste management is one of the environmental pain points affecting every country worldwide. According to the World Bank's "What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050" report, waste generation across the world is expected to grow roughly by 3.4 billion tonnes per year by 2050.

This growing concern has sparked extensive discussions on the various aspects of waste management namely: characterisation, minimisation, collection, separation, treatment, and disposal of waste, for the sustainable development of the global economy, environment and society.

Sources of waste can be broadly classified into four types: industrial, commercial, domestic, and agricultural. The amount of waste generated is directly determined by economic activity, consumption and population growth. Unfortunately, the economic development and rising living standards in Malaysia have led to the increase in the quantity and complexity of generated waste. Moreover, industrial diversification and the provision of expanded healthcare facilities have added substantial quantities of industrial hazardous waste and biomedical waste into the waste stream.

In 2021, a total of 13.95 million tonnes of municipal solid waste was generated per annum in Malaysia, equivalent to 38,207 tonnes generated per day by household, institutional, commercial, industrial (excluding scheduled waste) and construction establishments. This showed an increase from previous years as municipal solid waste amounted to 13.91 million tonnes and 13.88 million tonnes in

2020 and 2019 respectively. This waste typically ends up at a landfill site if it is not recycled or reused, thereby requiring more landfill usage and expansions. The limited land and high cost of landfill facilitation operations have intensified environmental and financial concerns for the Government.

Supportive Policies Toward a Zero-Waste Future

As Malaysia moves towards zero-waste, the Government is actively playing a pivotal role in strengthening waste management and transforming environmental governance to enable better management of the environment and natural resources, including reducing its economic impacts. These initiatives have been highlighted in the Twelfth Malaysia Plan, 2021-2025 (12MP) as part of Malaysia's commitment to achieving a net-zero carbon emission country by 2050. Under 12MP, the Government has set out to achieve a National Recycling Rate (NRR) of 40 per cent by 2025. The NRR reached 31.52 per cent in 2021, a promising increase as compared to 30.67 per cent in 2020.

The 12MP also highlights the importance of establishing a circular economy where businesses are encouraged to adopt this concept in the design, production, logistics, consumption and waste management of their products and services.

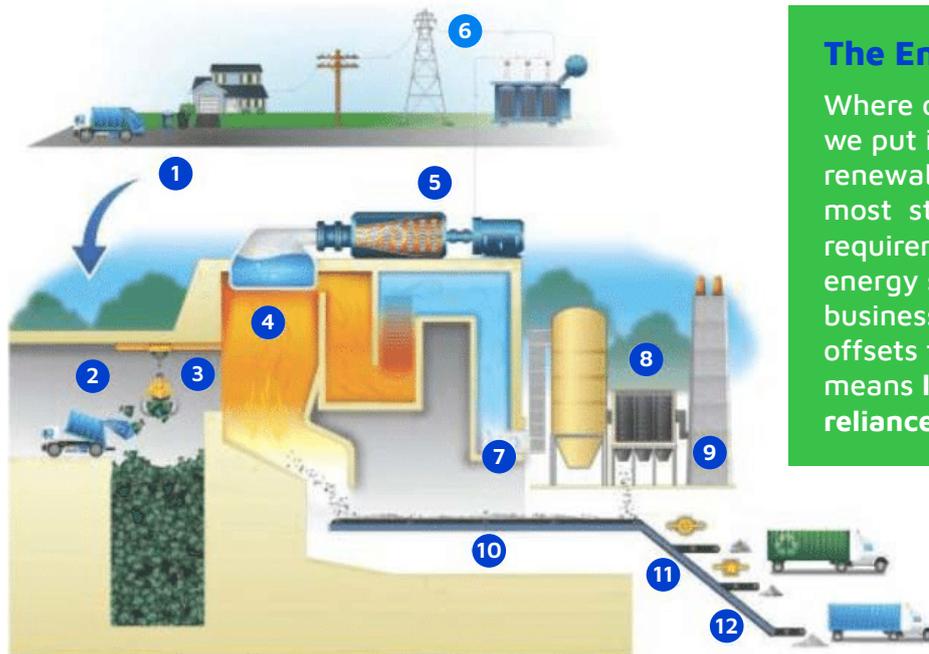
The involvement of the private sector has great potential to enhance the effectiveness of waste management in Malaysia. The Government encourages more integrated waste treatment

facilities (IWTFs) to be constructed. An integrated approach incorporates a material recovery facility to sort and separate waste; a treatment facility, including an anaerobic digester, compostor and incinerator; as well as a sanitary landfill.

These IWTFs will be optimised to manage different types of waste and can treat about 95 per cent of waste, leaving the remaining 5 per cent to be disposed of at sanitary landfills.

Effective Waste Management with Waste-to-Energy

An IWTF that includes WTE components is proven to treat solid waste more effectively than the use of landfill. WTE can be defined as energy recovery from waste where non-recyclable waste materials can be converted into usable heat, electricity, or fuel through a variety of processes. These include combustion, gasification, pyrolysis, anaerobic digestion, and landfill gas recovery.



The Energy-from-Waste Process

Where others would simply bury waste, we put it to good by recovering reliable, renewable energy while meeting the most stringent pollution control requirements. Using this renewable energy source to power homes and businesses in the communities we serve offsets the need for fossil fuels. That means **less mining, less drilling and less reliance on foreign imports.**

- 1 Post-recycled municipal solid waste is picked up at your home or business.
- 2 Waste is delivered and temporarily stored in a bunker. We maintain the building around the tipping and bunker area under negative pressure and use this air in the combustion process to control odor.
- 3 The waste is fed into a combustion chamber and burned at extremely high temperatures in a self-sustaining process.
- 4 Heat from combustion boils water to create steam.
- 5 The steam turns a turbine-driven generator to produce electricity, or may sometimes be used directly for heating or industrial processes.
- 6 Electricity is distributed to the grid and used to power homes and businesses.
- 7 State-of-the-art air pollution control equipment is used to cool, collect, and clean combustion gases. This equipment operates under the stringent state and federal standards.
- 8 We control emissions of particulate matter primarily through a baghouse (fabric filter).
- 9 Emissions and other operating criteria are continuously monitored to ensure compliance with state and federal standards.
- 10 Residual material from the combustion process is collected for processing and metals extraction.
- 11 Ferrous and non-ferrous metals are extracted for recycling.
- 12 Remaining residual materials are beneficially reused or disposed of in a landfill.

Source: *Waste to Energy in the Age of the Circular Economy: Best Practice Handbook*, ADB, 2020

WTE facilities can substantially contribute toward Malaysia becoming a zero-waste nation due to its hygienisation process of waste. This process prevents the waste recycling cycle from the risk of contamination by polluted waste and diverts non-recyclable waste from landfills, dumpsites and open fires. Moreover, the energy generated creates spillover benefits by supplying electricity to neighbouring residential, commercial and industrial establishments. This energy generation is more sustainable and less dependent on fossil fuel. The material recovery through WTE facilities is especially beneficial to the metal industry, as great amounts of materials can be recovered from the bottom ashes, including minerals and other precious metals.

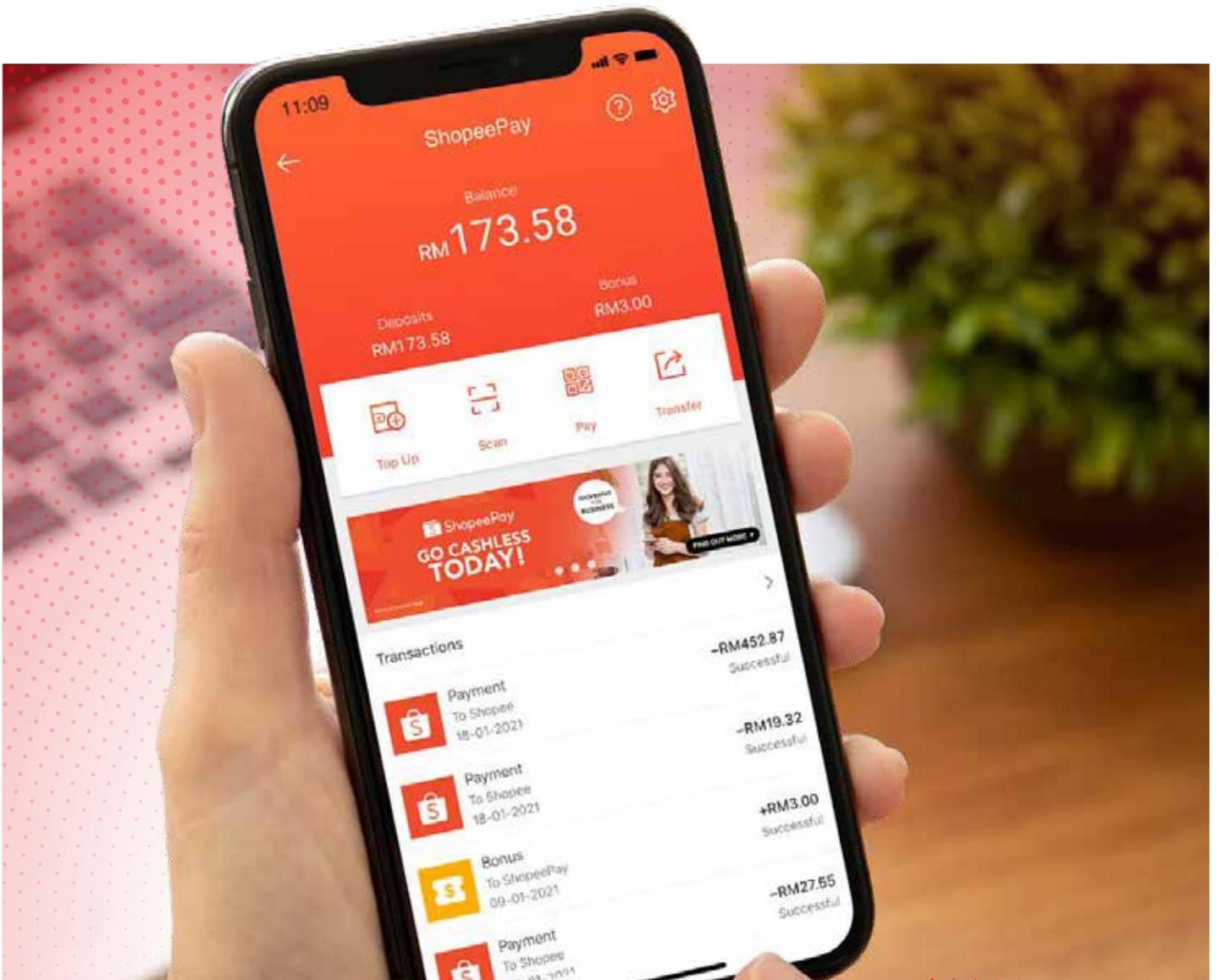
To accelerate the transition of solid waste management from a linear economy to a circular economy, Malaysia is banking on WTE solutions. The Ministry of Housing and Local Government (KPKT) is planning to establish six (6) WTE plants across Malaysia by 2025.

WTE solutions are now recognised as a preferred waste treatment option for residual waste and a sustainable waste management approach in the country. Additionally, the establishment of waste eco-parks, development of waste management technologies and closure of all open landfills are encouraged to achieve Malaysia's commitment to become a net-zero carbon emission country by 2050.

MIDA has been promoting environmental management through recycling since the 1980s as well as green technology projects and services since 2014. The facilitation offered by the Government include Investment Tax Allowance for companies that intend to undertake WTE projects and integrated waste management projects.

MIDA also continues to intensify its efforts to assist both local and foreign investors by formulating policies, incentives and providing facilities as well as support services for the green technology industry towards further strengthening Malaysia's green ecosystem, building climate resilience and achieving global sustainable development goals.





WHY MALAYSIA SERIES

04



▲ (Second from Right) YB. Dato Sri Alexander Nanta Linggi, Minister of Domestic Trade and Consumer Affairs with the ShopeePay team at the launch of ReDI, Pulau Pangkor.

ShopeePay's Mission to Empower Malaysia's MSMEs Via **Cashless Payments**

Malaysia's digital economy was estimated at USD21 billion (RM88.41 billion) in gross merchandise value (GMV) in 2021, according to the e-Economy SEA 2021 report by Google Inc, Temasek Holdings Ltd and Bain & Co. Malaysia's 2021 GMV is projected to hit USD35 billion by 2025 with an 85% permanent shift in digital adoption to utilise digital services.

The nation has seen a surge in digital adoption among businesses and consumers which was driven by the pandemic, which, in turn led to growth of both digital payments for goods and services, especially for e-commerce transactions.

From June 2020 to June 2021, the e-wallet transactions increased 89% to RM468 million, and online banking has improved 36% with RM12.1 billion payments made over the same period. For businesses, registrations for QR payment facilities jumped 57%, with one million sign-ups over the period.

Digital Financing and MSMEs

Digital financing is able to serve businesses and the underserved, given its ability to lower transaction costs, and increase speed, transparency and availability of financial services. This will allow greater participation of micro, small, and medium enterprises (MSMEs) into the digital ecosystem.

The Department of Statistics Malaysia revealed that there were altogether 1,226,494 MSMEs in 2021 which accounts for 97.4% of all businesses in Malaysia. Of over 1.2 million MSMEs, more than 489,000 MSMEs adopted e-commerce while 378,000 SMEs were trained in e-commerce as of the end of 2020.

The Government via policies such as the Malaysia Digital Economy Blueprint (MyDIGITAL) – launched in February 2021 – is putting in place key

infrastructure and governance support systems to ensure this rise in digital payments use is not a pandemic flash-in-the-pan, but continuous to build sustainably in the coming decade.

Among MyDIGITAL's key targets are: digitalising 875,000 MSMEs via e-commerce by 2025; the digital economy contributing 22.6% of Malaysia's GDP by 2030; attracting RM70 billion in international and domestic digital investments by 2030.



▲ (L-R) Alain Yee, Head of ShopeePay Malaysia with Hardaz Burger Bistro & Coffee, Pulau Pangkor owners.

ShopeePay Takes Digital Merchants to Greater Heights

With strong government support, a digitally savvy merchant base, and the convenience of the Central Bank of Malaysia (BNM)'s unified QR code DuitNow (enabling users to make payments from several e-wallet operators and banks), Malaysia has become fertile ground for tech unicorns and major brands such as Singapore's Sea Ltd, which operates e-commerce marketplace Shopee.

Its payments arm, SeaMoney was established in 2014, and is now a leading digital payments and financial services provider in Southeast Asia. SeaMoney's offerings include mobile wallet services, payment processing, credit, and related digital financial services and products. These services and products are offered under ShopeePay, SPayLater, and other brands in the region.

Shopee launched in Malaysia in 2015, followed by ShopeePay in 2019. This positioned the payments provider to reap the benefits of pandemic-aided

digital payments surge across Malaysia and Southeast Asia.

Alain Yee, Head of Shopee Pay, said: "ShopeePay aims to empower the business community by helping those in need to benefit from technology and the digital economy in line with objectives outlined in MyDIGITAL.

ShopeePay is committed to supporting the digitalisation of MSMEs by onboarding micro merchants who have been accustomed to traditional or offline methods of operating their business to go online. Besides helping MSMEs to go online, ShopeePay also facilitates acceptance of e-wallets offline through partnerships with DuitNow QR.

We also have features on the app like ShopeePay Near Me, an online-to-offline feature that uses location-based services to help users discover ShopeePay vouchers from nearby merchants including bazaar stalls, cafes, restaurants, and services," Yee added.

Inclusive Digitalisation Initiatives with B40 Merchants

In the past three years, ShopeePay has worked with various government agencies on collaborations to enable more B40 (bottom 40%) micro-traders to be a part of the digital economy.

This includes the ShopeePay Pushcart Initiative in 2021 to help B40 food and beverage micro merchants impacted by the pandemic to adopt mobile payments for their businesses.



▲ (L-R) 2nd from left Alain Yee, Head of ShopeePay Malaysia handing over ShopeePay push carts aimed to help B40 micro traders post pandemic

Through the programme, ShopeePay helped to digitalise 120 micro vendors across five states. ShopeePay's contribution to participating traders: 0% transaction fee (Merchant Discount Rate) until January 31, 2022; exclusive ShopeePay vouchers; and vendors' brands to be featured on the ShopeePay Near Me microsite.

This year ShopeePay onboarded 263 vendors to adopt e-wallets via the Retail Sector Digitalisation Initiative Programme (ReDI) organised by the Ministry of Domestic Trade and Consumer Affairs in Pulau Pangkor and Sandakan.

"Digital payment is now a critical component for all business sizes, types and functions. Through our partnerships with ministries, state offices, and government agencies, ShopeePay is committed to improving access to digital payment services for MSMEs and also micro-traders," Yee said.

Training the Next Generation of Merchants

Thus far, ShopeePay has worked with the Malaysian Communications and Multimedia Commission (MCMC) to train and empower more than 10,000 rural e-commerce sellers via Shopee University classes at MCMC's rural internet centres.

The e-wallet brand also participated in the Shop Malaysia Online and Go-eCommerce campaigns in 2020 and 2021 with the Ministry of Finance and

the Malaysia Digital Economy Corporation to spur the domestic economy, digitise MSMEs, and help Malaysian sellers export overseas. Cumulatively, these campaigns have assisted over 220,000 sellers.

ShopeePay partnered with the Ministry of Higher Education in Siswa Mall, an initiative that helps to educate and train graduates of higher institutions of learning, polytechnic and community colleges nationwide on e-commerce aspects as well as business skills. The initiative expects to benefit over 12,000 graduates.

Separately, together with Universiti Teknologi MARA (UiTM), ShopeePay launched the UiTM E-Mall to help, educate, and train UiTM students to become online entrepreneurs. Currently, there are more than 800 UiTM E-Mall sellers, of which 52 sellers are entirely new to e-commerce.

"Moving forward, we want to continue empowering MSMEs and the underserved communities in Malaysia via our peer-to-peer transfer service within ShopeePay that allows users to transfer, pay, and request money from another ShopeePay user upon verification.

This is a convenient and secure solution for users to transfer money between one another, while assisting in digitalising micro traders who wish to start accepting e-wallets as a form of payment," Yee said.



Alain Yee, ▶
Head of
ShopeePay Malaysia





GOING GLOBAL SERIES

05



Fire Fighter's Mission of Fireproofing



Fire Fighter Industry Sdn. Bhd. was established in 1974 by Mr. Jeffrey Soo, with the goal of making fire safety more accessible to the public and fireproofing Malaysia through its products and services. As one of the oldest fire safety companies in Malaysia, Fire Fighter is a one stop center for all things fire safety.

Apart from being one of the few approved manufacturers of fire extinguishers in Malaysia, Fire Fighter also designs, installs and maintains full-fledged fire protection systems for businesses.



Michelle Hah
Managing Director

Focus on certification and quality

In 1994, Michelle Hah joined the company as Executive Director. With close to 20 years in the real estate industry, Michelle brought in her knowledge from the corporate world to a thriving small and medium enterprise (SME). Her contributions led to Fire Fighter being the first company to achieve both ISO 9001 and ISO 14001 for fire protection systems.

Jeffrey Soo recalled, “We started as a trading company, where we focused on all things fire safety. Over time, we realised that we were selling a significant amount of fire extinguishers to the public. Fire extinguishers are the most common required item when it comes to fire safety for businesses (and now consumers as well).

“In 1996, our first manufacturing plant was established in Subang Jaya, making us one of the few companies in Malaysia to manufacture fire extinguishers. By having our plant in Malaysia, it made communication and costing more efficient compared to having it situated outside of Malaysia. We also embarked on achieving our ISO certification. Dealing with safety products, we believe that it is important to have our processes documented and followed through stringent processes, so ISO helps the production team,” he said.



Jeffrey Soo
Managing Director

The Malaysian fire safety industry is heavily regulated, with products requiring certification by both SIRIM and Bomba to ensure that they work all the time, every time.

Innovating fire safety

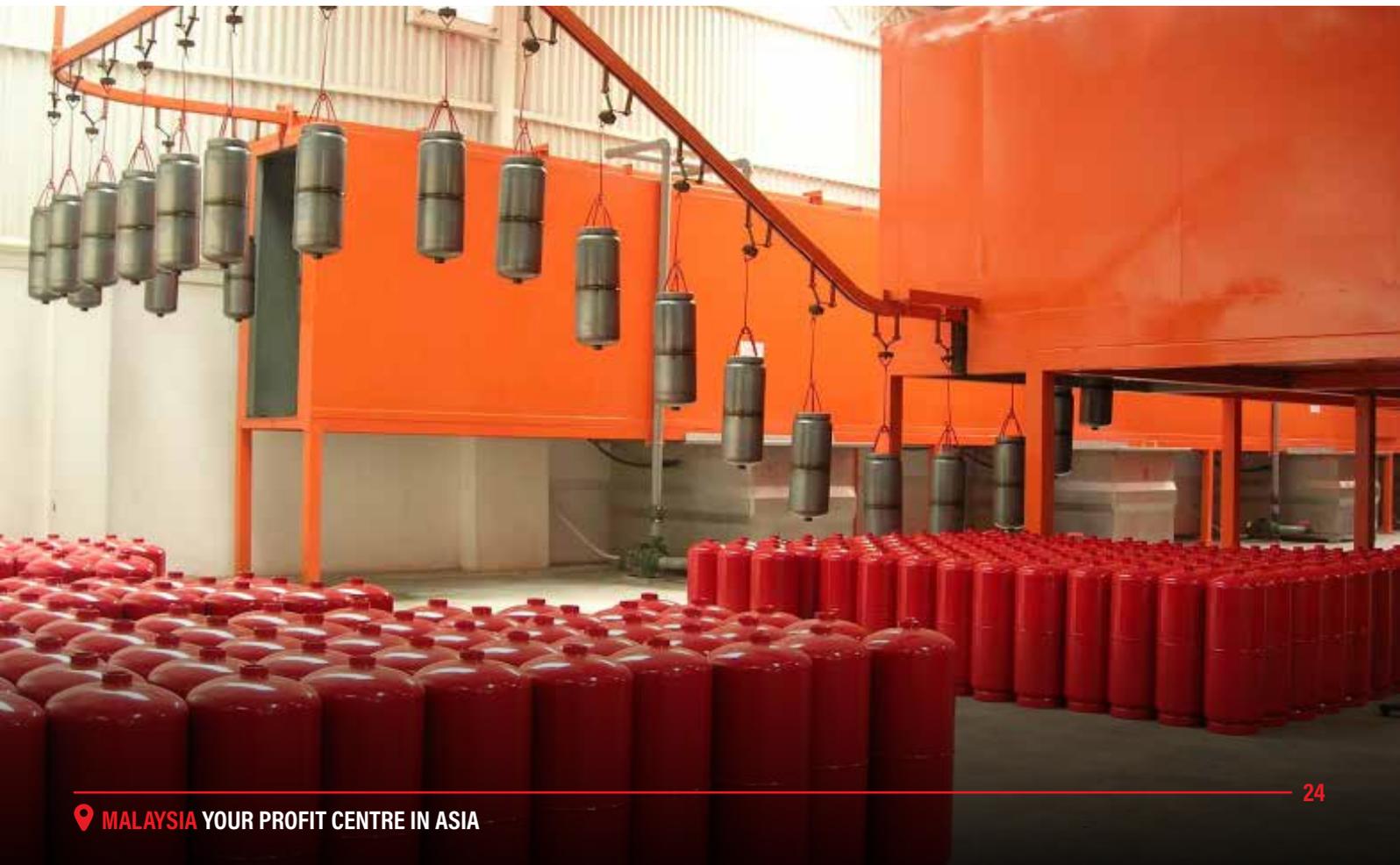
In 2019, Brian Soo - a second generation member of the company's ownership - joined Fire Fighter, and established an in-house Innovations Team that focuses on digitalisation as well as growth aspirations.



Brian Soo
Chief Innovation Officer

Brian brought with him his years of experience working in Silicon Valley, the technology capital of the world to his family-owned business. Since then, Fire Fighter has been the leading fire safety company in the digital space - being the first company in Malaysia to sell fire safety equipment and services online.

On the branding side, Fire Fighter has collaborated with e-hailing companies, acted as the Official Fire Safety Company for the Sepang International Circuit, thereby solidifying its position as the leading consumer-facing fire safety company in Malaysia.





With Brian's addition, the company's mission of fireproofing Malaysia has become more attainable with the introduction of innovative marketing strategies, including a larger presence on social media platforms.

Today, Fire Fighter boasts more than four million views on Tik Tok, and is the most followed and most reviewed fire safety company in Malaysia on all social media platforms.

Market expansion, industry ties

Recently, Fire Fighter completed the installation of a fire protection system for a data centre in Cyberjaya. With its current initiative to push for Industry 4.0 in factories, the company is looking to expand its market presence to the rest of the Southeast Asia region.

The company's ownership is also recognisable faces among the movers and shakers of Malaysia's manufacturing industry. Michelle Hah is the current chairperson of the Federation of Malaysian Manufacturers (FMM)'s for Selangor chapter, while Brian Soo is the Youth Chairperson for FMM Headquarters.

Fire Fighter is thus well aware of the technological advances within the manufacturing industry, and is currently investing heavily in digitalisation via

Industry 4.0 technologies as well as customer relationship management (CRM) and enterprise resource planning (ERP) softwares in the company. These technologies will increase the efficiencies throughout Fire Fighter's operations, to enable it to handle the growing list of customers from their marketing efforts.

Fire Fighter also aims to upskill its current and future workforce to focus on higher technology ventures, Brian Soo said.

"We believe that investments within the company should not be focused only on one aspect but should be multifaceted. Software is as important as hardware, and talent is as important as technology in today's world".

"With the help of MIDA, we are in the midst of the Industry4Wrd initiative to convert our current manufacturing plant to implement Industry 4.0 technologies. With this, we are able to move towards smart manufacturing which helps increase our total production output significantly. Communication between our manufacturing plant with our headquarters in Petaling Jaya will also be expected to increase with the implementation of live dashboards and Internet of Things devices".

"Being in FMM, we believe that MIDA's efforts have helped not just us but the manufacturing industry as a whole to push Malaysian manufacturers to be more competitive in the region," Brian Soo said.



EVENTS

06



11-25 June 2022

MIDA Machinery and Metals Technology (MMT) Division, led by the Director, Ms. Zakiah Sajidan (centre) organised a Specific Project Mission (SPM) on Robotics, Automation, Specialised Machinery and Equipment and Metals Industries to Europe (Italy, Switzerland, Liechtenstein, Germany) and Turkey.

The Division visited 14 companies during the mission and attended two (2) Round Table Meetings, with Turin Chamber of Commerce in Italy and SWISSMEM in Switzerland to promote Malaysia as the preferred investment destination.



1 July 2022

The Advanced Technology and Research and Development Division represented MIDA at the Memorandum of Understanding (MOU) signing ceremony on academic cooperation between Western Digital Technology and Regional Center (Malaysia) and Universiti Malaya.

The MOU was signed by Deputy Vice Chancellor (Academic and Institution) of Universiti Malaya, Professor Dr. Yatimah Alias and Managing Director of Western Digital Technology and Regional Center (Malaysia), Mr. Raghu Bathamenadan at Western Digital's KL Center of Excellence in Petaling Jaya.

The MOU is aimed to provide opportunities to both parties to create breakthrough innovation through research and development, which is in line with MIDA's effort in promoting academia-industry collaboration for tangible economic benefits to the Malaysian economy.



4 July 2022

The Eastern Branch of the Federation of Malaysian Manufacturers (FMM) invited MIDA Pahang Director Ms. Nadia Zam Zam to deliver a presentation on the Industry4Ward Intervention Fund which was launched by the Government to help Malaysian SME manufacturers and service providers in adopting Industry 4.0.

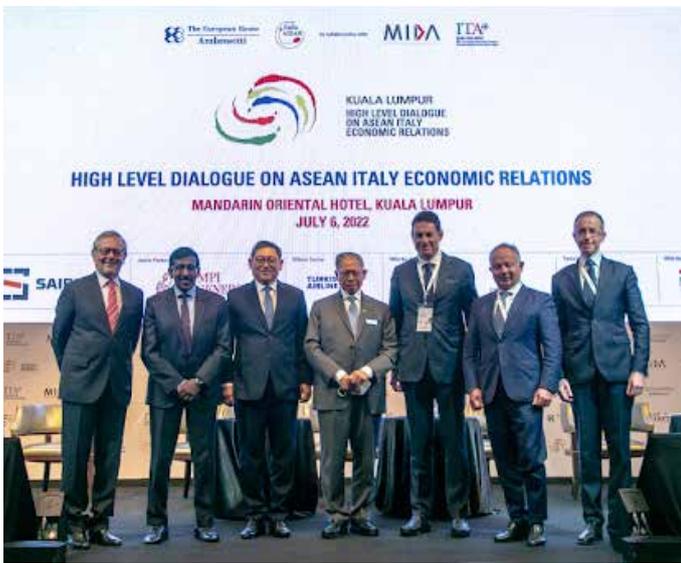
The event was attended by 35 members of the FMM Eastern Branch, including MIDA Terengganu. Fellow speakers in attendance were representatives from Majlis Bandaraya Kuantan, Jabatan Tenaga Kerja Negeri Pahang, Aras Mercu Sdn. Bhd., Phoenix International Sdn. Bhd., Baseera Engineering Sdn. Bhd., Gading Senggara Sdn. Bhd. and Potaglas Malaysia Sdn. Bhd.



5 July 2022

MIDA Manufacturing Development (Non-Resource) Executive Director, Ms. Najihah Abas (second from left) together with the MIDA Electrical and Electronics Division Director, Ms. Noor Suziyanti Saad (second from right) attended the opening ceremony of Infineon Technologies AG's new building Tower in Melaka.

The memorable event was graced by Melaka Chief Minister, YAB Datuk Seri Utama Haji Sulaiman Md Ali.



6 July 2022

The European House – Ambrosetti, together with Associazione Italia – ASEAN, collaborated with MIDA and the Italian Trade Agency (ITA), to organise the 6th High Level Dialogue on ASEAN Italy Economic Relations. The keynote address was delivered by YB. Dato' Sri Mustapa Mohamed (middle), Minister in the Prime Minister's Department (Economy) The convention was chaired by former Italian Prime Minister Romano Prodi and endorsed by the Italian Ministry of Foreign Affairs and International Cooperation and Confindustria (General Confederation of Italian Industry).

The High Level Dialogue on ASEAN Italy Economic Relations is the reference event in the ASEAN region for strengthening economic and strategic ties between ASEAN member countries and Italy.



6 July 2022

MIDA Deputy CEO (Investment Promotion and Facilitation) Mr. Sivasuriyamoorthy Sundara Raja (left) was a panellist at the 6th High Level Dialogue on ASEAN Italy Economic Relations at the Mandarin Oriental, Kuala Lumpur.

His presentation titled "Malaysia as the Gateway to ASEAN and Beyond", highlighted Malaysia as a country that has proven time and time again to be ripe for attracting high technology and sustainable investments in many areas.



7 July 2022

Infineon marked a momentous milestone in the construction of a new state-of-the-art wafer fab module in Kulim, Malaysia. The foundation stone laying ceremony at Infineon Technologies (Kulim) Sdn. Bhd., was officiated by Kedah Chief Minister, YAB. Dato' Seri Haji Muhammad Sanusi Md Nor (centre), accompanied by Infineon Technologies (Kulim) Senior Vice President and Managing Director, Mr. Ng Kok Tiong (second from right), MIDA Deputy CEO (Investment Development) Ms. Lim Bee Vian (second from left), Infineon Technologies (Kulim) Chief Financial Officer, Ms. Kam Ai Mei (left) and Vice President of Technology, Dr. Raj Kumar (right).

The third module will add significant manufacturing capacity in power semiconductors, particularly wide bandgap technology based on silicon carbide and gallium nitride. Construction is expected to be completed by the third quarter of 2024.



7 July 2022

MIDA Advanced Technology and Research and Development Division Director, Mr. Syed Kamal Muzaffa Syed Hassan Sagaff (third from right) and Food Technology Division Director, Ms. Manjit Kaur (third from left) held a fruitful meeting with a local company, Xinn Food, to facilitate the company in embarking on plant-based meat and future research and development investment in cultivated/lab meat.



7 July 2022

MIDA Deputy CEO (Investment Promotion and Facilitation) Mr. Sivasuriyamorthy Sundara Raja witnessed the launching of ALTY Orthopaedic Hospital (ALTY), one of Malaysia's first specialist orthopaedic hospitals in Kuala Lumpur.

The hospital was officially launched by Yang di-Pertuan Besar Negeri Sembilan, DYMM Tuanku Muhriz Ibni Almarhum Tuanku Munawir; Tunku Besar Seri Menanti of Negeri Sembilan, YAM Tunku Ali Redhauddin Tuanku Muhriz; Chairman of ALTY Orthopaedic Hospital, Assoc. Prof. (C) Dr. G Ruslan Nazaruddin Simanjuntak; and orthopaedic surgeon of ALTY Orthopaedic Hospital, Dr. K.S. Sivananthan.

ALTY is equipped with advanced medical equipment, surgical technologies and laminar flow operating theaters. All operating theatres are designed to meet and exceed the requirements of international standards. The overall aim is to allow the surgical team to deliver safe and effective surgical care.



13 July 2022

MIDA Chief Executive Officer, Datuk Arham Abdul Rahman (fourth from left) held a meeting with the East Coast Economic Region Development Council (ECERDC) and Malaysia Rail Link (MRL) to determine the best course of action and strategies to improve their collaboration on the creation of the Economic Accelerator Projects (EAPs).

To attract trade and investments along the East Coast Rail Link (ECRL) corridor, the EAPs propose the development of an industrial park on both the East and West Coasts of Peninsular Malaysia. As part of the ECRL project, logistics hubs will be established at transport interchanges to facilitate connectivity and the transport of goods.



13 July 2022

MIDA Sabah Director, Mr. Wong Tiang Sing (third from right) was invited by the Malaysia Productivity Corporation (MPC) to speak at an outreach programme called 'The Road Ahead with Industry4WRD'. This initiative underscores the importance of keeping abreast and embracing the innovations and technological advancement that are sweeping across various businesses and industries.

The event was attended by 80 participants from various SMEs in Sabah. Fellow speakers in attendance were representatives from the Ministry of International Trade and Industry (MITI), MPC, SIRIM Bhd., technology consultant Aresys Industries Sdn. Bhd., and Green Borneo Sdn. Bhd.



13 July 2022

MIDA Advanced Technology and Research and Development Division Director, Mr. Syed Kamal Muzaffa Syed Hassan Sagaff (fourth from right) together with MIDA Circular Bioeconomy Unit Senior Deputy Director, Mr. Timothy Ong Wye Ern (third from right) had an engagement session with Leave a Nest Group and Euglena in securing investment from Japan for research and development on microalgae as one of the emerging technologies for energy and food products.



18 July 2022

MIDA Chief Executive Officer, Datuk Arham Abdul Rahman (fourth from left) received a courtesy call from Risen Energy Co. Ltd. President, Mr. Sun Yue Mao (third from left) who gave an update on the company's project progress and development in Kulim Hi-Tech Park.

The company expressed gratitude to MIDA and the Immigration Department of Malaysia for the assistance and support rendered. MIDA assured Risen Energy of its continued engagement, facilitation and support towards the company's plans for future expansion and growth.



19 July 2022

MIDA Incentives Coordination and Collaboration Office (ICCO), in collaboration with Cyberview Sdn. Bhd. organised the region's i-Incentives Seminar 2022, with the theme "Malaysia: Your Global Tech Hub."

More than 80 MNCs, SMEs, and start-up businesses attended the conference, which gave the participating ministries and agencies of ICCO a platform to present their incentive programmes.

MIDA Executive Director Investment Policy Advocacy (Services), Mr. Jeyasigan Narayanan Nair (third from right) delivered the opening remarks while the Strategic Planning and Policy Advocacy (Services) Division Deputy Director Ms. Ruhaizan Mohamad Ibrahim (second from right) presented on "Investment Opportunities in Malaysia." The Managing Director of Cyberview, YBhg. Datuk Mohd Najib Dato' Ibrahim (third from left), was also present at the event.



19-21 July 2022

MIDA Executive Director Investment Promotion, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid (third from right) led a working visit to Johor to engage and follow-up with existing foreign companies that are planning to expand or diversify operations in Malaysia.

MIDA delegates met with ATT Tanjung Bin Sdn. Bhd. (Netherlands), W&S Plastic Sdn. Bhd. (Australia), Mathevon Group (France), and Beeantah Industrial Co. Ltd (Taiwan) to understand the companies' operations in Malaysia and discuss possible expansions in the coming years.



20 July 2022

World class optical sensor producers Leuze Electronic had the opening ceremony of their first production plant in Southeast Asia which is in Melaka. The event was officiated by the Melaka Chief Minister, YAB Datuk Seri Utama Haji Sulaiman Md Ali.

MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (fourth from left), expressed delight at Leuze's involvement in Malaysia's thriving electrical and electronics (E&E) ecosystem and in providing frontier sensor goods with its cutting-edge technology.



20 July 2022

MIDA Machinery and Metals Technology Division (MMT) visited Maschinenfabrik Gerd Mosca Sdn. Bhd. (Mosca) a reputable German-owned strapping machinery producer based in Johor, as a follow up from MMT's Specific Project Mission to Europe in June 2022.

Mosca briefed MMT on its current operations and future plans to localise its activities for the operation in Malaysia.



21 July 2022

MIDA's Advanced Technology and Research and Development Division joined officials from Inter-Pacific Securities Sdn. Bhd., a participating organisation of Bursa Malaysia Securities Berhad to meet with Swift Bridge Technologies to discuss the company's plans for business expansion, including its intention to offer initial public offerings (IPOs) and R&D services in Malaysia.



21 July 2022

Samsung SDI Energy Malaysia Sdn. Bhd. opened Phase Two EV of its battery cell manufacturing facility in Seremban. The cumulative investment is injected by the company in opening its first production location in Southeast Asia and the first EV battery cell facility in Malaysia.

The ground-breaking ceremony was graced by Malaysian Prime Minister, YAB Dato' Sri Ismail Sabri Yaakob, Negeri Sembilan Chief Minister, YAB Dato' Seri Haji Aminuddin Harun (fifth from right) and Ambassador of the Republic of Korea to Malaysia, His Excellency Lee Chi Beom (fourth from left). Also in attendance were MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (second from right), and President and CEO of Samsung SDI Co. Ltd. (South Korea), Mr. Choi Yoon Ho (fifth from left).



21 July 2022

MIDA Business Services and Regional Operations Division Director, Ms. Rosedalina Ramlan (second from left) led the Digital Investment Office (DIO) delegation to meet Melaka State Government agencies i.e. Invest Melaka, UPEN Melaka and Melaka ICT (MICTH) together with MIDA Melaka as part of the DIO initiatives to strengthen and streamline digital investment efforts as a One Nation approach.

During the meeting, the DIO team discussed and exchange ideas on focus areas of digital investment in a way to attract more digital investment towards achieving the National Digital Investment Agenda.



22 July 2022

Malaysian Health Minister, YB Khairy Jamaluddin officiated Hematogenix®, the first central oncology laboratory for clinical trials in Malaysia. Also present were MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (left), Clinical Research Malaysia (CRM) CEO, Dr. Akhmal Yusof (right) and President and CEO of Hematogenix, Dr. Hytham Al-Masri, (second from right).



26 July 2022

MIDA Singapore Director, Mr. Vinodhan Tulsi Nathzan together with Citi Commercial Bank, Wong & Partners, and CompAsia Group organised a webinar called "Going ASEAN | Malaysia: Your Next Business Destination".

The webinar is a part of a series offered by Citi Commercial Bank to highlight the benefits and market potential of each ASEAN nation. Mr. Vinodhan was invited to speak as one of the panelists on the subject of what companies and investors should anticipate when choosing Malaysia as their next investment destination, including tax benefits, MIDA support, and investment prospects.

The webinar also covered Malaysia's macroeconomic prospects, as well as tax and legal issues, providing participants with a comprehensive understanding of what to expect when doing business in Malaysia as well as offers an overview of Malaysia's developing industries and how MIDA has assisted businesses in implementing their initiatives through the Project Acceleration and Coordination Unit (PACU).



28 July 2022

MIDA coordinated a visit to Selangor Human Resource Development Center (SHRDC) to observe the implementation of training programme and job placement, as a follow-up to the Ministry of the Ministry of International Trade and Industry (MITI) and Agency Upskilling and Reskilling Calibration Workshop.

The visit was led by MITI Secretary-General, Dato' Sri Lokman Hakim Ali and accompanied by MIDA Executive Director Investment Facilitation, Ms. Jasbir Kaur Bachan Singh (left).

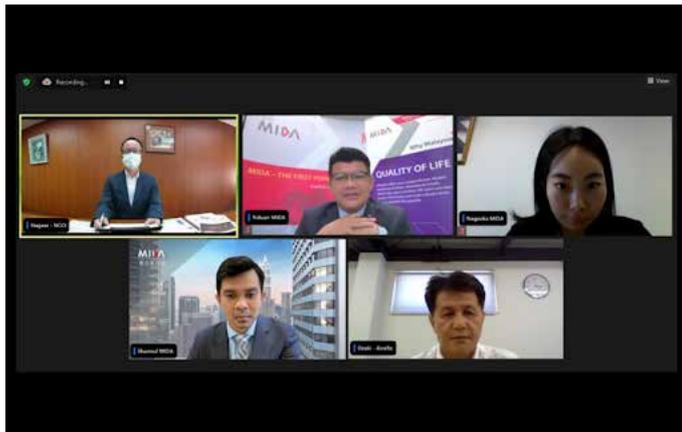


28 July 2022

MIDA Deputy CEO (Investment Promotion and Facilitation) Mr. Sivasuriyamorthy Sundara Raja (fifth from left) delivered his speech on Supply Chain Resilience: A Key Differentiator for Malaysia at the "Empower Malaysia" National Supply Chain Resilience Through AI-Driven Automation Event by Seeloz Inc. at Aloft, KL Sentral.

A Memorandum of Understanding (MOU) was signed between Seeloz Inc., CREST, University Malaya (UM), Science University of Malaysia (USM), University Malaysia of Computer Science and Engineering (UNIMY), and Taylor's University to upskill 30,000 Malaysians in Supply

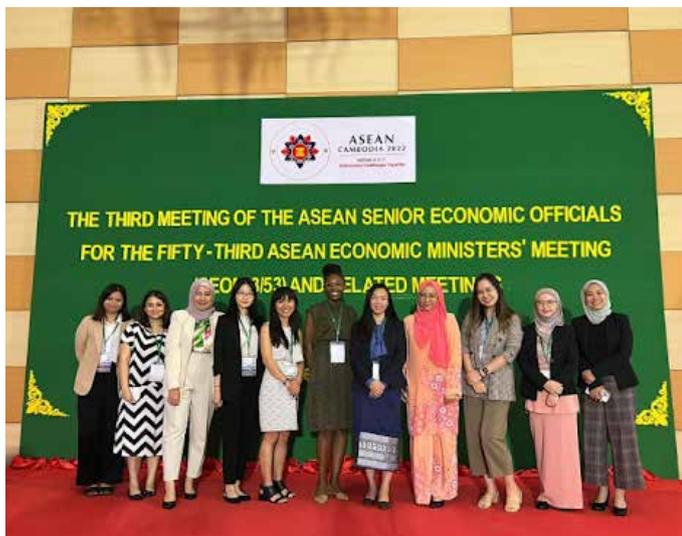
Chain Automation over the next three years and to leverage AI-Driven Supply Chain Automation to boost supply chain resilience and transform two major types of value chains of national importance to the Malaysian economy.



28 July 2022

MIDA Tokyo Director, Mr. Mohd Riduan Abd Rahman (top row, centre) and Nagoya Chamber of Commerce and Industry (NCCI) organised an "Investment Opportunities in Malaysia" seminar to attract Nagoya and Greater Nagoya-based companies to invest in Malaysia.

About 90 firms from this region have made investments or conducted business in Malaysia, giving the nation a strong sense of their presence. Some notable companies that are thriving in the Malaysian ecosystem includes Toyota, Aicello, Denso, Daido, Dynapac, Asahi Aero, NGK, Nippon Menard and Maruwa.



31 July - 4 August 2022

MIDA alongside delegates led by the Ministry of International Trade and Industry (MITI), represented Malaysia in the 9th upgrade negotiation of the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA), which was held in conjunction with the 3rd meeting of the ASEAN Senior Economic Officials for the 53rd ASEAN Economic Ministers' meeting (SEOM 3/53) and related meetings in Siem Reap, Cambodia.

The upgrade of the AANZFTA will strengthen economic cooperation among the 12 signatories to provide a more liberal and facilitative trade and investment regimes, thereby increasing opportunities for approximately 663 million people in the ASEAN-Australia-New Zealand region.

MIDA's Strategic Planning and Policy Advocacy (Manufacturing) Division Deputy Director, Ms. A Hafinaz Rashid (third from left) and Assistant Director, Mr. Mohamad Firdaus Rahmatullah, served as advisors to the AANZFTA Investment Chapter.

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Homepage: RM1,500 per week

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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.

Full page: RM6,000 per issue

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

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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www.mida.gov.my

ABOUT MIDA



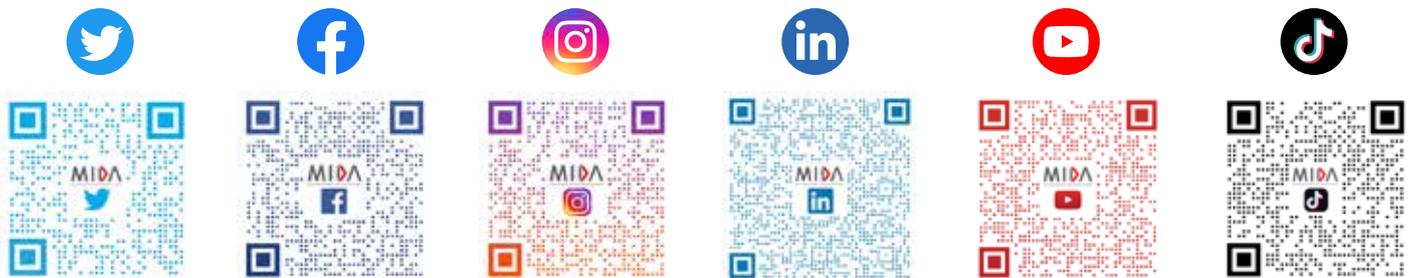
MIDA is the government's principal investment promotion and development agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 overseas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

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