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Issue

MIDA

# INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



## INDUSTRY

Greener Flights for  
the Greater Good

## HIGHLIGHTS

Working Visit to Europe, Led by  
Mr. Sivasuriyamoorthy Sundara Raja  
MIDA Deputy CEO of Investment  
Promotion and Facilitation

## SERVICES

TVET for Sustainable  
Talent Development

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

Dear esteemed and valuable partners and stakeholders,

Welcome to October's edition of INVEST MALAYSIA. As we enter the fourth quarter of 2022 and scope out investments for 2023 and beyond, MIDA's programme and activities continue to ramp up. Earlier this month, MIDA Deputy Chief Executive Officer (Investment Promotion and Facilitation) Mr. Sivasuriyamoorthy Sundara Raja led a working visit to Europe, which attracted potential investments of RM849.3 million from Sweden, Belgium, Germany and Austria mainly in electrical and electronics (E&E), machinery and equipment, automotive, logistics, medical devices as well as food technology.

I am also excited to share with you some updates on the new/expansion investments we continue to attract that demonstrates Malaysia is still the choice for investors around the world. The electric vehicle (EV) segment has grown in leaps and bounds as both consumers and regulators around the globe embrace EVs as a key part of reducing carbon emissions and combating climate change. On 27 October, MIDA proudly welcomed a new investor to Malaysia—a US-based manufacturer of light electric vehicles (LEV), Thamlev USA Ltd. Thamlev chose Malaysia as its Southeast Asia manufacturing base, and will invest RM100 million to transform Malaysia into a LEV hub, with over 700 jobs opportunities expected for Malaysian. Thamlev's Malaysian hub will produce eMopeds, eMotorcycles, and eMicrocards for the global market.

Local investors have also embraced EVs. Penang-based Swift Bridge Technologies (M) Sdn. Bhd. designs, develops, and manufactures High Precision Radio Frequency (RF) Coaxial Test Cable Solutions and EV automotive wire harnesses. To mark the company's 10th anniversary, Swift Bridge opened its 10,000 square feet Centre of Excellence in Penang on 8 October. The RM10 million investment includes R&D and test lab facilities, while adding 20 RF engineers.

Meanwhile, Australia-based Cochlear Limited, the global leader in implantable hearing solutions, announced on 26 October that it would be expanding its global manufacturing facility in Kuala Lumpur. The company, which has been in Malaysia for six years, is investing an additional RM30 million. The expanded 50,000 square feet facility is staffed by over 300 employees and the entire manufacturing site is powered by 100 per cent based on renewable energy.

Communicating these and other green or sustainability-focused investments is part of MIDA's purview as the country's premier investment promotion agency. Thus, we ramped up our engagement with local media members, including a visit to The Star Media Group on 21 October 2022. Myself and 15 other MIDA personnel were on hand to exchanged insights with The Star Group CEO Mr. Alex Yeow, Managing Editor Mr. Brian Martin, Chief Business Officer Ms. Lydia Wang, and Business Editor Mr. Jagdev Singh.

We regard the media as an important partner to retain our investor partners confidence to create a positive perception among various stakeholder and communicate Malaysia's potential as a strategic investment hub in Asia to a global audience.

MIDA's support and facilitation provided to current investors has resulted in doubling down on investment efforts from long-term backers such as Indium Corporation. Indium, a US-based global materials supplier to the electronics assembly and semiconductor packaging industries opened its newly constructed 37,500 square feet manufacturing facility on 22 October in Penang. Indium has been doing business in Malaysia for 40 years, a testament to the country's strong local supply chain networks and business-friendly policies.

Down south in Johor, Nasdaq-listed Chindata Group held the grand opening of its 110MW hyperscale data centre, which spans across 38 acres. ByteDance (the parent company of TikTok) will be the anchor tenant for this data centre, adding yet another major global giant to Malaysia's list of long-term investment commitments. For this project, MIDA was pleased to collaborate with our peers from the Malaysia Digital Economy Corporation (MDEC) via the Digital Investment Office (DIO), a fully-digital collaborative platform. We hope to see more long-term, significant investors brought in via DIO in the coming years.

Dear partners and stakeholders,

The importance of continued high-quality, high-technology, and most of all, sustainable investments into Malaysia cannot be understated, particularly against the uncertainties of global economic growth. In this vein, the Government has formulated several strategic plans and one of it is the National Investment Aspirations (NIA) which serve as a roadmap for the New Investment Policy (NIP) whose overarching objective is to enhance the Domestic Direct Investment and the Foreign Direct Investment equally into the country.

As the Government of Malaysia's main investment promotion and industrial development agency, MIDA will redouble our efforts in the coming months together with colleagues in the Ministry of International Trade and Industry to secure more investments, while continuing to engage existing investors on how Malaysia can better set itself apart in the Asia Pacific.

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





# TABLE OF CONTENTS

	PAGE NO.
<b>01</b> HIGHLIGHTS	5
 Working Visit to Europe, • Led by MIDA Deputy CEO of Investment Promotion and Facilitation Mr. Sivasuriyamoorthy Sundara Raja Reform Initiatives in the • New Investment Policy	9
<b>02</b> INDUSTRY	14
 Greener Flights for the Greater Good	18
<b>03</b> SERVICES	21
 TVET for Sustainable Talent Development	25
<b>04</b> WHY MALAYSIA SERIES	41
 SGK Creating Future Power Brands in Asia	
<b>05</b> GOING GLOBAL SERIES	
 PROGUARD The Malaysian Firm With a Heads-Up on Safety	
<b>06</b> EVENTS	
 OCTOBER HIGHLIGHTS	
<b>07</b> ADD-ONS	
 ADDITIONAL INFORMATION	





# HIGHLIGHTS

# 01



# Working Visit to Europe

## Led by Mr. Sivasuriyamoorthy Sundara Raja

### MIDA Deputy CEO of Investment Promotion and Facilitation

As the world recovers from COVID-19 and is faced with regional geopolitical developments and impending inflation, Malaysia provides an attractive haven for global investors seeking to diversify their operations, including European investors in Southeast Asia.

This is attested by the recent Malaysia Business Climate Survey 2022 conducted by Team Sweden, comprising Business Sweden, the Embassy of Sweden in Kuala Lumpur, Malaysia, and the Malaysian-Sweden Business Association (MASBA). The survey indicated that Swedish-affiliated companies continue to be strongly committed to the Malaysian market and are increasingly optimistic about the economic outlook for the future, where a total of 80% of Swedish companies expect turnover to increase either slightly or significantly in the coming 12 months.

In its efforts to further drive investments into the country, the Malaysian Investment Development Authority (MIDA) organised a working visit to Europe from 1-10 October 2022. The delegation led by MIDA Deputy CEO of Investment Promotion and Facilitation Mr. Sivasuriyamoorthy Sundara Raja visited Sweden, Belgium, Germany, and Austria. The targeted industries for this working visit included electrical and electronics (E&E),

machinery and equipment, automotive, logistics, medical devices, and food technology.

Mr. Sivasuriyamoorthy led one-on-one discussions with 11 strategically-identified stakeholders on their investment plans in Malaysia, and shared how MIDA could facilitate the successful implementation onwards. In view of European companies' strengths in technology, innovation, machinery and equipment, and Industry 4.0 (IR4.0), Malaysia's approach is by welcoming these companies to explore opportunities within the country or to leverage on the nation as the base for more opportunities within the region. This includes encouraging sustainable investments in the country as a gateway to the ASEAN market, through the building of technologies and capabilities together with Malaysian counterparts.

Overall, the working visit to Europe was successful in achieving its target of reaching out to potential investors, which resulted in the nation attracting potential investments of RM849.3 million. MIDA will continue to mobilise its 21 overseas centres to intensify its promotional and facilitation efforts to boost foreign direct investments into Malaysia, thus ensuring that the country remains a competitive destination for high-value investments that can deliver sustainable and holistic economic growth.





# Reform Initiatives in the New Investment Policy

***New framework will guide Government in implementing reforms to strengthen Malaysia's investment ecosystem fundamentals***

The Government unveiled its New Investment Policy (NIP) on 6<sup>th</sup> October 2022 to continue Malaysia's move towards becoming the preferred investment destination in Southeast Asia. The NIP will serve as a forward-looking framework to ensure Malaysia remains ever-ready to cater to the changes in the global economic landscape and spur investment in future growth sectors.

Guided by the NIP, the Government will implement reforms to strengthen the fundamentals of Malaysia's investment ecosystem. Major reforms revolve around improving the ease of doing business, where the Government seeks to enhance the channels of communication with investors. The Project Acceleration and Coordination Unit (PACU) – established under MIDA earlier in 2020 to facilitate manufacturing projects approved by the National Committee on Investment (NCI) will be progressively scaled up to expand its outreach to investors across all regions in Malaysia and provide facilitation for investment projects across all sectors.

Additionally, the Investment Promotion Agencies (IPAs) helmed by MIDA in its role as the principal investment promotion and development agency will also enhance their synergies by establishing clear touchpoints for engagements throughout the investor journey, beginning from the investment promotion and advisory stages until the project implementation stages. With dedicated support from Government agencies, investors will be able to easily navigate regulatory processes and to expedite the implementation of their business projects.

Innovation is key for Malaysia to be able to seize emerging opportunities brought about by global technological developments. The NIP recommends for Malaysia to review its Intellectual Property (IP) policies and to address pertinent issues, such as "evergreening" or artificial extensions of market exclusivity which exist in sectors (such as the Pharmaceutical sector, for example). Thus, the Government seeks to strengthen its patent assessment capabilities to stimulate innovation,



while at the same time promote fair competition. The Government will also seek to improve its advisory services to assist innovators – particularly local companies and entrepreneurs – in creating and exploiting IP. It is hoped that these efforts will create a more attractive environment to attract high-technology and knowledge-intensive activities.

Given that incentives act as an added tool to attract investments, the Government will introduce more agile and forward-looking incentives – including fiscal and non-fiscal incentives – to cater to the dynamic needs of investors. The NIP recommends for the Government to grant incentives on a more sector-agnostic basis, and to open incentive opportunities for investment projects that strongly align with the National Investment Aspirations (NIA). This approach will enable Malaysia to be agile in catering to evolving technologies and global priorities. Several examples of investment projects include renewable energy, the digital economy, and research and development (R&D) activities that cut across sectors.

The Environmental, Social, and Governance (ESG) framework plays a central focus on the global economic landscape today. Governments worldwide have integrated fundamental issues such as climate change and carbon emissions, deforestation, labour standards, and supply chain transparency into their trade policies. Global investors are also increasingly applying ESG factors when making investment decisions.

Malaysia is strongly committed to stepping up its ESG efforts, and seeks to accelerate the transition of its industries and local players toward ESG adoption. In line with the recommendations of the NIP, the Government intends to establish minimum ESG reporting requirements to strengthen the accountability of industry players in improving their ESG practices. Given that companies vary in levels of maturity, less mature companies particularly local Micro, Small and Medium Enterprises (MSMEs) will face less stringent reporting requirements in the initial phases of implementation. The Ministry of International Trade and Industry (MITI) has begun consultation and engagement with local and international stakeholders to develop a National ESG Framework for the Manufacturing Sector by 2024. This framework will mainstream ESG elements for the manufacturing sector which will include four main components, namely ESG

standards, financial support and incentives, capacity-building, and market mechanisms (including carbon trading and carbon pricing). MIDA is actively engaging with MITI in the effort to develop the National ESG Framework for the Manufacturing Sector and has submitted several proposals for initiatives pertaining to ESG adoption.

The Government will also ensure that policies are positioned to ensure a steady supply of green talent for companies, which will be achieved by coordinating the academic curricula based on the needs of the business ecosystem. The existing workforce will also be trained to develop the values, knowledge, and skills needed to support industries towards becoming more sustainable and resource-efficient.

On top of all this, the Government will enhance its investment focus in green growth areas – such as hydrogen technology, bioenergy, and electric mobility – which will act as both enablers of green adoption across sectors, and as future economic engines. The use of financial and non-financial incentives will be explored to target investment in these green-growth areas.

The NIP has the potential to be a catalytic framework that will help Malaysia to sustain its investment momentum and unlock new growth opportunities. With the concerted efforts and commitment from all stakeholders among the Government, public, and private sectors, the success of the NIP can be assured to realise the aspirations of Malaysia towards becoming a high-income nation.





**INDUSTRY**

**02**

# Greener Flights for the Greater Good

## *Why Sustainable Aviation Fuel (SAF) as an industry is important for Malaysia*

The aviation industry globally has started to recover after the COVID-19 pandemic, with people continuing on with travelling since most of the countries in the world have officially opened their borders to visitors. However, there are pressing matters that arise in the aviation industry. While the world is moving towards a greener, circular, and more sustainable pathway, the aviation industry is still the major contributor to CO<sub>2</sub> emissions as more than 99% of energy consumption is met by fossil-based fuels.

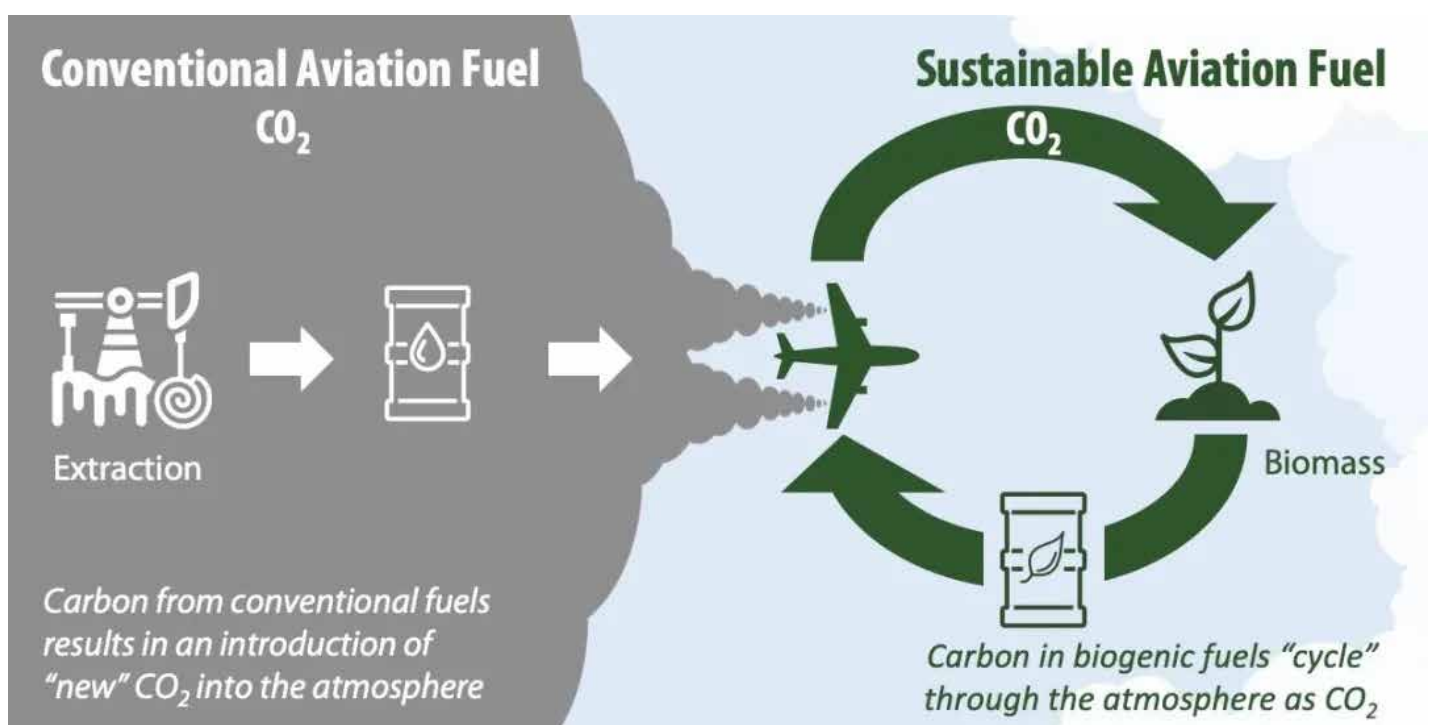
about 60% of the world's population. China is one of the largest aviation fuel markets in the region, and it is also one of the largest in terms of air passengers carried. As of the end of 2019, domestic passengers in China were the second-largest in the aviation market after the United States. As such, the demand for Sustainable Aviation Fuel (SAF) in Asia is expected to increase as the population in Asia is growing, and aviation passengers are increasing, especially from countries such as China.

## Transitioning towards Sustainable Aviation Fuels

The global aviation fuel market as of 2022 is approximately USD198.7 billion (RM941.62 billion), estimated to increase to USD252.8 billion by 2030. The aviation fuel market in the Asia Pacific alone is estimated to be around USD53.1 billion with an approximately 4.3 billion population (UNFPA),

With the aviation industry being subjected to carbon offsetting obligations under the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA) Act since January 2021, the global aviation industry has no option but to shift towards SAF as its primary decarbonisation strategy. Cleaner fuel is an alternative for aviation as it contributes to low greenhouse gas (GHG) emissions compared to conventional fossil-based jet fuels.

### An example of Conventional Aviation Fuels vs Sustainable Aviation Fuel Cycle



Source: SustainableSkies.org



## SAF Implementation in Malaysia

Indeed, there must be many questions on where we are now: How is Malaysia progressing? Is our aviation industry heading on the right pathway?

Currently, Malaysia is not left far behind other developed countries. The Public-private partnerships have shown that our country is progressing swiftly towards implementing various SAF projects in Malaysia.

With the establishment of these positive Public-private partnerships and Malaysia's geographic position, several global companies and major international aviation players are currently observing Malaysia as a potential location for the deployment of their SAF value chain for Asia, where the growth and traffic of SAF demand will mostly come into this part of the world.

## Government Initiatives

In August 2022, the Malaysian Government through the Ministry of International Trade and Industry (MITI), announced the formation of a Sustainable Aviation Energy Task Force. The

objective of the Task Force is to spearhead the strategy toward reducing the carbon footprint in the aerospace industry, as well as to provide policy recommendations and coordinate the implementation of Public-private partnerships at the national level, including the production of SAF in Malaysia.

The Task Force will gather feedback on the industry's behalf to mitigate collaborations between the public and private sectors to develop and direct the national aerospace movement, including local industry players' participation. In addition, the Task Force members are looking into a total solution for SAF production and creating the supply chain ecosystem for the SAF industry aligned with the sustainability and circular agenda for Malaysia to become a carbon-neutral country by 2050.

The SAF Task Force is coordinated by the National Aerospace Industry Coordinating Office (NAICO) of MITI and other Government Agencies such as the Aerospace Malaysia Innovation Centre (AMIC) and other industry players. The initiative was aligned with Malaysia Aerospace Industry Blueprint 2030 with the focus for Malaysia to become South-East Asia's top aerospace nation by 2030, thus, emerging as an integral part of the global aerospace supply chain.

### Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA)



The Carbon Offsetting and Reduction Scheme for International Aviation also known as CORSIA is a program that was officially adopted at the ICAO assembly in 2015.

**CORSIA is a scheme to mitigate CO<sub>2</sub> emissions from the global aviation industry, whilst still allowing for growth.**



INTERNATIONAL CIVIL AVIATION ORGANIZATION

ICAO has decided to use a phased implementation for the CORSIA to accommodate the special circumstances and respective capabilities of States (SCRC), in particular developing States, while minimizing market distortion.



Pilot phase applies from 2021 through 2023 to States that have volunteered to participate in the scheme.

**List of States that intend to volunteer in CORSIA from its outset as of Jan 2021:**

Afghanistan	Estonia	Madagascar	Serbia
Albania	Finland	Malaysia	Singapore
Armenia	France	Malta	Slovakia
Australia	Gabon	Marshall Islands	Slovenia
Austria	Georgia	Mexico	Spain
Azerbaijan	Germany	Monaco	Sweden
Belgium	Ghana	Montenegro	Switzerland
Benin	Greece	Namibia	Thailand
Bosnia and Herzegovina	Guatemala	Netherlands	Turkey
Botswana	Guyana	New Zealand	Uganda
Bulgaria	Honduras	Nigeria	Ukraine
Burkina Faso	Hungary	North Macedonia	United Arab Emirates
Cameroon	Iceland	Norway	United Kingdom
Canada	Indonesia	Papua New Guinea	United Republic of Tanzania
Costa Rica	Ireland	Philippines	United States
Côte d'Ivoire	Israel	Poland	Zambia
Croatia	Italy	Portugal	
Cyprus	Jamaica	Qatar	
Czechia	Japan	Republic of Korea	
Democratic Republic of the Congo	Kazakhstan	Republic of Moldova	
Denmark	Kenya	Romania	
Dominican Republic	Latvia	Rwanda	
El Salvador	Lithuania	San Marino	
Equatorial Guinea	Luxembourg	Saudi Arabia	

Source: Verifaria - Which States are participating in CORSIA; International Civil Aviation Organization (ICAO), 2021

## Malaysia's Participation in CORSIA's Pilot Phase

CORSIA is a scheme to mitigate CO<sub>2</sub> emissions for the global aviation industry. Malaysia is participating as a volunteer in CORSIA with other 104 countries as of July 2022. Malaysia had also been involved in the effort to include the oil palm biomass as part of the CORSIA Eligible Fuel Criteria in 2021.

In September 2022, Malaysia's Ministry of Transport (MOT) and local stakeholders visited the Singapore facility of Neste – the world's leading producer of SAF and renewable diesel, and renewable feedstock solutions for various polymers and chemicals industry uses – to discuss possible SAF production opportunities whereby oil palm biomass will be accepted as feedstock for the production of SAF. This collaboration is important for Malaysia, given the rising demand for the use of alternative jet fuels worldwide.

## SAF Projects in Malaysia

There are ongoing developments of SAF projects in Malaysia. Malaysian Airlines have embarked on its first passenger flight using SAF. The production and supply of the SAF are in partnership with PETRONAS Dagangan Bhd. (PDB) and Neste, where the SAF is made of 100% renewable and sustainably-sourced waste and residue raw materials.

It is a major milestone for Malaysia in developing the SAF supply chain for the country, and this effort has also set an ambitious target toward the decarbonisation of the aviation industry; it will also attract airline operators to consider using SAF to reduce their emissions and enable their travellers to fly more sustainably.

In Sarawak, the State has embarked on various forms of SAF production, and research and development (R&D) projects. One of the significant collaborations is between the Sarawak Economic Development Corporation (SEDC) with Airbus SE and Rolls-Royce Holdings Plc to undertake R&D on green hydrogen and fuel cells as future aviation fuel for sustainable air travel, which is done through the Aerospace Malaysia Innovation Centre (AMIC).

The SAF collaboration is a venture into developing biofuels for aviation. The aviation industry has a goal of net-zero carbon emissions, where biodiesel and e-methanol could be other avenues contributing as low carbon fuels to both the aviation and marine industries. Sarawak will also cater to research for SAF and algae as a sustainable feedstock for biofuels to SAF production.

## Cleaner fuel for Clearer Skies

The aviation industry in Malaysia is transitioning towards a more sustainable business model to meet future SAF demand. SAF represents the most meaningful solution to reduce the climate impact,

▼ Malaysia Airlines's first passenger flight operated with SAF



Source: Malaysian Airlines and PETRONAS



both today and in the foreseeable future, with the Malaysian Government, policymakers, and aviation industry players moving together to realise SAF initiatives.

It is important to note, however, there is still major work ahead for the industry to show the needed impact. The decarbonisation of the aviation industry is complex, but a dedicated effort is necessary to fight climate change that is aligned with Environmental, Social, and Corporate Governance (ESG) and Sustainable Development Goals (SDGs).

For Malaysia, SAF production can be produced using approved sustainable biomass feedstock from algae, oil palm waste (empty fruit bunches @ EFBs), and agricultural and forestry residue. In addition, there is room for dedicated energy crops on marginal and degraded land in certain states.

At the moment, MIDA continues to receive inquiries on developing SAF projects from global countries – including Japan, Korea, China, and European nations – as well as from local companies. As such, we will continue to facilitate the interests of companies to develop any future SAF projects, and will keep a close watch on all these developments as opportunities for investment in the country.

There are enormous possibilities and positive impacts to be gained from the Circular Economy across industries and sectors – and in any of the proposed SAF technologies and solutions, it is almost inevitable that all must happen concurrently to decarbonise the aviation industry effectively.

For more information, please contact MIDA's Circular BioEconomy (CBE) Unit.







**SERVICES**

**03**

# TVET for Sustainable Talent Development

Education is a powerful driver of development, delivers large and consistent returns in terms of income, and is the most important factor to ensure equality of opportunity. In general, the education system in Malaysia is categorised into preschool, primary, secondary, post-secondary, and tertiary education.

## Importance of private education

For post-secondary and tertiary education, the Government is focusing on international/private schools, Technical and Vocational Education Training (TVET) institutions and private higher education institutions (PHEI) as the sectors that can stimulate industrial and services development in Malaysia, thus ensuring a sustainable talent pipeline and contributing to the country towards becoming a regional education hub of excellence.

The private education sector has made significant contributions in all these sectors by complementing the Government's efforts towards providing access to quality education. According to the Ministry of Education, private education contributed RM31.5 billion from tuition fees and living costs to the economy in 2018. This is projected to increase to RM65 billion by 2025 and RM84 billion by 2030, based on a growth rate of 5% to 6% annually.

With its high multiplier effects on the economy, private education has great growth potential for Malaysia to achieve its target of having the services

sector contribute 70% of the Gross Domestic Product (GDP). In line with this aspiration, the Government has developed a strategic plan called "The Malaysian Higher Education Blueprint 2015-2025 Higher Education" which focuses on the transformation of Malaysian higher-education institutions into world-class institutions, particularly TVET institutions.

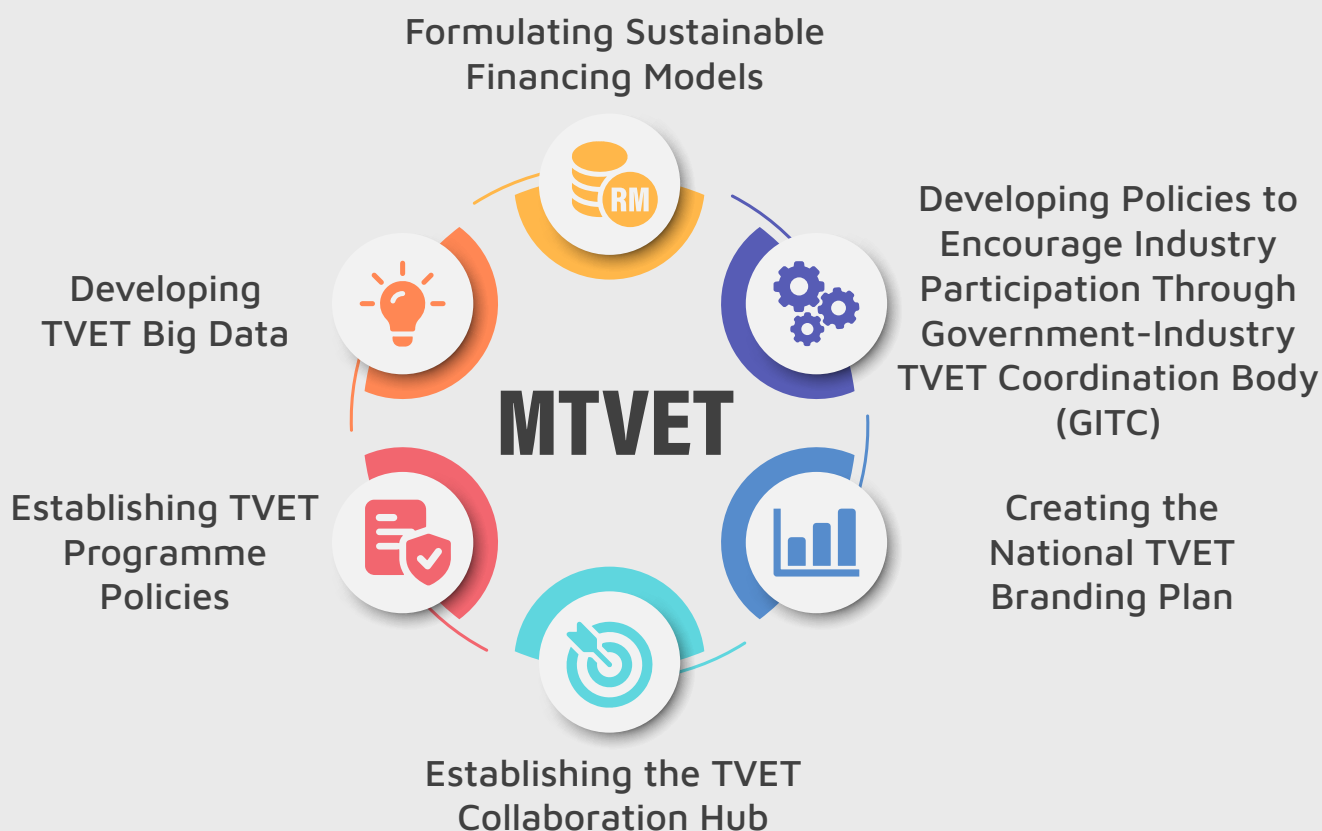
## Transforming TVET in Malaysia

Under the Vocational Education Transformation Plan introduced in 2012 and the Twelfth Malaysia Plan (12MP), the Government recognises TVET as part of the mainstream education in the country. For Malaysia to become a fully-industrialised developed country, more skilled and future-resilient TVET graduates are required to join the local workforce. In 2021, the Government allocated RM6 billion to support TVET.

To improve coordination within the Malaysian TVET ecosystem, the National TVET Council (MTVET) was established in December 2020. The council serves as a bridge to increase synergy between the Government and key industry players, as well as to elevate the image of TVET as a strategic career choice. Six key initiatives have been presented to set the direction of the TVET empowerment agenda:

Among these initiatives, the GITC stands out. For the first time, an industry-led body will be directly involved in the development of the country's TVET

## 6 Key Initiatives under the TVET Empowerment Agenda



Source: National TVET Council, (MTVET): Established in December 2020

human capital. This collaborative platform will steer the national TVET agenda, particularly in the areas of expertise, equipment and technology. Stakeholders involved are the centres of excellence and TVET institutes, regional economic authorities, and industries.

A total of 12 hubs were identified, including automotive, semiconductor, marine, aerospace, robotics, telecommunications, hospitality, and tourism. This initiative will be able to better produce graduates who fulfill the needs of the industry, improve the quality of TVET institutes, and ensure that the programmes offered are industry-oriented and relevant to the advancement of the industry.

With the TVET education transformation plan, the employability rate of Malaysian vocational college graduates has continued to increase from 97.6% in 2017 to 98.7% in 2019. Vocational colleges have become the largest provider of skilled workers in the country because of their strong emphasis on hands-on skills.

## Promoting and nurturing the TVET ecosystem

In line with the Government's aspiration to promote high-quality education, the Government through MIDA offers an Investment Tax Allowance of 100% of the qualifying capital expenditure incurred within a period of 10 years, and which can be offset against 70% of statutory income for each year of assessment. New and existing companies providing sciences, technical and vocational courses/training that undertake new investments, or upgrade their training equipment and/or expand their training capacity are eligible to apply for the incentive. As of 2021, MIDA has approved 31 projects with incentives amounting to RM1.9 billion in total investment since the incentive was introduced in 2013.

To date, there are more than 1,000 institutions that provide TVET education via public and private institutions. The Ministry of Education (MOE) has played an important role in nurturing local talents in TVET to meet global standards. Strategic



partnerships have been forged with key local and international industry players such as Shell Bhd., Sime Darby Bhd., IBM Malaysia, Honda Malaysia, Beijing International Technology College, and ASEAN Chambers of Commerce to facilitate training programmes.

Among the private TVET institutions established in Malaysia are Penang Skills Development Centre (PSDC), Aviation Management College (AMC), TOC Automotive College, and Young Aces Technical College.

PSDC is an exemplary TVET institution. It is the first tripartite, industry-led skills training and education centre that has trained more than 247,000 participants through more than 12,000 courses over 33 years, with a student employability rate of 99%. In 2016, the centre executed its Industry 4.0 (IR4.0) initiative, with a strategy to support the new phase of the industrial revolution in Malaysia. This strategy has helped in sourcing local talent to match the demands of existing and new industries, especially in the northern area of Peninsular Malaysia. A key success factor for PSDC is its strategic collaborations with government agencies/institutions, local large companies and MNCs in Penang, and the industries from the neighbouring states of Penang.

## TVET is the way forward

Malaysia is moving towards becoming a developed country. Both traditional academic and TVET pathways must be equally valued and cultivated to ensure sustainable talent development in the country. TVET, in particular, plays an important role in bridging the talent gap within the industrial sector.

The Department of Statistics (DOSM), Malaysia reported that for the second quarter of 2022, the number of jobs in the semi-skilled category remained dominant in the labour market (at 62.2%), followed by highly-skilled jobs (24.9%), and unskilled jobs (12.9%). For Malaysia to remain competitive, it needs to increase the number of highly-skilled workers to more than 45% by 2030.

Initiatives that enhanced local students to major in TVET and science, technology, engineering, and mathematics (STEM) courses continue to be highly enhanced, as the country seeks to produce skilled workers that are able to capitalise on the opportunities created by IR4.0.





# WHY MALAYSIA SERIES

04





# Creating Future Power Brands in Asia

Digital transformation has accelerated, nowhere more so than in APAC, the world's most digital-first region. To help brands merge physical and digital touchpoints at scale and speed, SGK brings creative, strategy, consultancy, content production, and volume transcreation teams under one roof – creating extraordinary brand experience and packaging solutions worldwide.

Operating over 30 years in the region, the SGK office in Penang works across a broad spectrum of Fortune 500 brands, including Colgate-Palmolive, Procter & Gamble, Johnson & Johnson, Diageo, and Beiersdorf – to help clients enhance the customer purchase journey.

"The marketing landscape is more complex than ever before. To cut through the clutter, not only do you need to create brand moments that matter, you need to create them at the speed of culture on – all channels," says Kathryn Sloane, SGK's Managing Director, EMEA.

As consumers become more invested and proactive in their purchasing decisions and choice of brands, shifting the marketing approach from a product-led interaction to a consumer-centric experience is essential.

## Redefine the customer journey

In the era of e-commerce, Asia accounts for over 50% of the world's e-commerce sales. This means

retailers must have a robust digital identity, which requires building assets to connect consumers to the products with more engaging content across different platforms.

To keep up with the dynamic nature of the digital world, agile production and effective e-content helps brands remix the asset to flex across various platforms – from the digital marketplace to social sites.

With an in-house 3D team backed by production artwork and transcreation team, SGK Penang drives the company's ambitions of being Asia's next powerhouse, producing over 200,000 deliverables annually to satisfy today's needs of content intake.

## An integrated network

As brands continue to invest in product innovation to meet consumer demands, marketing ecosystems need to be more agile for continuous brand growth.

In Asia, the heart of global economy, there's no other better place than Malaysia to develop and nurture a strong infrastructure for digital technologies.

Through data-driven technological tools, SGK and its partners collaborate to view data flow in real-time and progress seamlessly while production is automated to reduce errors significantly.



The production hub hosts 500 employees, of which 75% are Malaysians, who represents the essence of good workflow removing complexity, providing good insights, and creating a solid workflow pattern to support the project.

With a strong team helming the marketing supply chain, including production art, pre-press and print technical solutions, SGK helps client meet the speed-to-market of products and campaigns.

"The smooth operation of the workflow would not be possible if not for our strong pool of talent in Malaysia backing the system tirelessly. We thank MIDA for the support to obtain local licenses and talent acquisition required for continued operations within Malaysia," commended Anthony Wyatt, Managing Director, SGK Penang.



**Anthony Wyatt**  
Managing Director  
SGK Penang

## Sustainability at the forefront

Beyond collaborating with clients, the SGK team in Penang has taken a comprehensive, inside-out approach to minimise the environmental impact and build a better Malaysian economy.

Internally, the company has set comprehensive standards, goals, and metrics while empowering governance and champions at both regional and local levels. From installing hot water solar in the buildings to partnering with a recycling company, the Penang office has long-term plans to fit solar panel roofs to offset 176 tons of carbon dioxide per year.

As part of social empowerment, the team collaborates with local universities, offering career coaching, scholarship funding, an apprenticeship program for students, and moulding the country's future generation.

Diversity and inclusion are also priorities in every aspect of the business. SGK is committed to building a culture where employees – of all backgrounds, genders, identities, and experiences – have a voice and a sense of belonging and are encouraged to succeed through various programs.

SGK has been recognised as 2022's ACES Top Sustainability Advocate in Asia. The company will receive the award in Malaysia, where the sustainable committee will honour the company with a trophy and press recognition.





# GOING GLOBAL SERIES

05



**PROGUARD®**  
Your Ultimate Partner In Safety®

# The Malaysian Firm With a Heads-Up on Safety

*Proguard Safety Manufacturing internationally recognised as a lead PPE manufacturer for more than 25 years*

The production process within any factory or operation consists of a system of actions that generally result in products or services that have value to the general public. Many factors govern the set-up of this process – and one important aspect includes the implementation of what is known as Occupational Health and Safety (OHS) issues, which is concerned with the safety, health, and welfare of the people who work in the process.

It means that first and foremost, workers must be kept safe while engaging in their employment, whether it comes in the form of knowledge of their skills and training or safety equipment. The recent COVID-19 pandemic where frontliners were issued with Personal Protective Equipment (PPE) on a frightening scale brought that message close to home.

Fortunately for Malaysia, there is a company that is completely dedicated to manufacturing a broad range of head protection gear with more than a quarter century's worth of experience. Proguard Safety Manufacturing Sdn. Bhd. is internationally recognised as one of the leading

independent Malaysian PPE manufacturers that offers services covering various types of business models including Original Equipment Manufacturing (OEM), Original Design Manufacturing (ODM), and Original Brand Manufacturing (OBM).

While Proguard's core business is manufacturing a full range of PPE under OEM basics, they are specialists in protective gear for the head, face, and hearing, where their products have managed to combine optimal protection with comfort and style. As such, the company prides itself on being able to offer world-class products as well as all-in-one business solutions for the international markets, where it currently manufactures in 38 countries globally.

## Firm foundation to ensure head safety

Proguard was first founded as Meta-Alliance Industries (M) Sdn. Bhd. in 1996 by the husband-and-wife team of Dato' Lee Ngai Mun and Datin Cindy Choh Yem Mei. With a vision towards





▲ The latest double injection machines and vertical injection machines.

becoming the market leader for safety PPE, the founders saw innovation as the main one-stop solution to fulfil global market needs, on top of their own all-embracing need to create a zero-accident workplace environment as much as possible.

Within its first decade of operation, the firm went from strength to strength, winning the Malaysia Good Design Award consecutively from 2001 to 2003 before starting its international expansion in 2004. The year 2008 saw the firm establish a business relationship with the Würth Group, the first of its international collaborations. As a result of these cooperative ventures, the company was able to innovate and create new products, including the Advanrim full brim helmets, the Advanlite lightweight helmets, and the AlpinPLUS mountain climbing-inspired helmets.

By the time it reached its 21st year in 2017, Meta-Alliance Industries (M) Sdn. Bhd. has decided to move onwards and officially changed its name to Proguard Safety Manufacturing Sdn. Bhd. This change saw the firm upgrade its production area with double injection machines and vertical injection machines – a game-changing strategy that has resulted in the creation of the Hydra line of double injection safety eyewear and the Momentum line of high-impact tested helmets.

### ! Cadex makes its own impact

Proguard made a conscious decision to establish and maintain its own in-house design team and tooling department which specialises in designing

and producing moulding for its customers. In addition to allowing for unique and customisable product designs that are exclusive to each country's target market, it ensures that the designs are of the finest quality in terms of strength and attention to detail.

The firm's testing lab utilises a rigorous quality assurance (QA) method that conforms to many international test standards, thus ensuring that their products meet as many world standards as possible. Specifically, Proguard prides itself on being the only company in the Southeast Asian region that owns a Cadex impact machine and produces test reports that allow for an accurate and precise representation of impact data.

The testing machine is scheduled for daily calibration before conducting tests, with two different types of impactors used for specific types of testing methods: the shock absorption test, and the penetration test. This is ably supported by software that has been pre-set to every testing standard the company complies within a bid to reduce human error.

### ! Heading into the future

As with the rest of the world, Proguard was severely affected by the pandemic in terms of the cost of materials, products, labour, and supply disruptions. In order to continue to be relevant in the market, the firm decided to step up the diversification of its business model of offering medical PPEs by obtaining recognition by the Ministry of Health's Medical Device Authority (MDA)



▲ The Cadex impact testing machine

as a Manufacturer and Authorised Representative, Distributor, and Importer – covering their full range of medical PPEs from head to toe (including face shields, disposable medical coveralls, medical grade surgical face masks, and isolation gowns).

In response to the labour shortage, Proguard began to adopt Industry 4.0 (IR4.0) solutions and initiatives. This includes identifying gaps in the use of IR4.0 systems for production output data as well as recording the breakdown data of their machinery. On the management side, the firm is also setting up and improving relevant key performance indicators (KPIs), dashboards, and reports to track and demonstrate tangible improvements that can be implemented within their company ecosystem.

MIDA is proud to partner with a local champion that is looking to adopt and adapt IR4.0 technologies to offer significant opportunities for improving both operational and production output. The implementation of these technologies will not only help Proguard to meet the increasingly complex expectations of its customers and increase its efficiency and agility, but it will also help push the Malaysian manufacturing landscape in the right direction for the nation to be viewed as a worthy investment target.

**Dato' Lee Ngai Mun**  
Founder

◀ **Datin Cindy Choh**  
Founder





# EVENTS

# 06





## MITI DAY 2022

Memacu Ekonomi Lestari  
Teguh dan Makmur

**16 Oktober 2022**

**7.30 pagi - 6.30 petang**

**Tapak Pasar Tani, Taman Melawati  
(Pekarangan Melawati Mall)**



\*Model dan pilihan warna kereta  
tertakluk kepada stok sedia ada.

### #KASIGEGARMITIDAY22

**PAMERAN**  
MITI DAN AGENSI  
USAHAWAN PKS  
USAHAWAN SELEBRITI  
OTOMOTIF  
RAJYA

**KARNIVAL KEJAYA**  
SARINGAN KESIHATAN  
LUBUK EMAS  
FORUM BISNES  
CARUTAN BERTUAH

**PENAMPILAN ARTIS**  
AZZA ELITE  
ZIZAN AZAK  
DATUK AMY SEARCH  
MARK ADAM  
CHEF YANG JAMIL  
DAN RAMAI LAGI

**FUN RIDE &  
FUN RUN**  
TEMUDUGA  
TERBUKA

**SESI  
PERMAINAN**  
MOBILE LEGENDS &  
FIFA 23  
PERCUMA



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## MIDA Career Fair a Hit at MITI Day 2022!

*495 candidates interviewed for nearly 3,000 job opportunities*

On 16 October 2022, the MIDA Career Fair brought together 27 leading companies from various industries – including electrical and electronics, automotive, mechanical and engineering, and information technology – that offered nearly 3,000 job opportunities which promised good prospects for the applicants.

Among the participating multinational corporations included Austrian high-end printed circuit board and semiconductor substrates designer and manufacturer Austria Technologie & Systemtechnik Aktiengesellschaft (AT&S); industrial conglomerate Panasonic Holdings Corporation; copper foil manufacturer SK Nexilis Co. Ltd; semiconductor giant Lam Research Corporation; multinational corporation and technology company STMicroelectronics N.V.; electronics manufacturer Wistron Corporation; and cloud services server and Hyperscale Data Center giant Wiyynn Corp. Local

companies – namely Proton Holdings Bhd; YTL Data Center Holdings Pte Ltd; UMW Corporation Sdn. Bhd.; Unisem (M) Bhd; and Pentamaster Corp – also participated in the career fair to fill pertinent positions for their operations. The jobs offered comprised of engineer positions (33%) and



technician roles (28%), followed by operators (16%), executives (12%), internships (8%), and managerial (3%) roles.

These participating companies also conducted open interviews, resulting in 495 candidates being interviewed during the event, with 420 candidates (85%) selected for a second round of interviews.

The MIDA Career Fair was held in conjunction with MITI Day 2022 at Tapak Pasar Juadah in Taman Melawati, Gombak, and was officiated by Senior Minister and Minister of International Trade and Industry YB. Dato' Seri Mohamed Azmin Ali.

This programme, led by MIDA's Industry Talent Management and Expatriate Division, is part of the agency's efforts to provide a platform to facilitate talent matching and supply for industrial development, particularly for investment projects approved within the manufacturing and selected services sectors. This is, of course, concurrent to directly promoting available employment opportunities for local graduates and job seekers in Malaysia.

As anticipated, university graduates were the highest category of job seekers who participated in the event, followed by polytechnic graduates, college students, and school leavers, where a majority of them were from engineering and business administration backgrounds.

A discussion panel entitled "Bual Kerjaya: Ayuh Kita Sertai Industri!" was also organised to share industry insights and career development opportunities to job seekers. Famous local host Mr. Fahrin Ahmad moderated the session, where representatives from Lam Research, UWM, and YTL DC South shared their valuable knowledge, insights and experiences. The programme successfully garnered candid interaction between the speakers and the audience, especially during the Q&A session that covered everything from how to secure jobs to planning one's career.

Without a doubt, the MIDA Career Fair was a success! It was a necessary and appropriate platform for both industry players and job seekers, which created awareness on MIDA's efforts in matching our stakeholders' requirements – particularly on the area of talent – and aligned with Malaysia's industrial development needs.



▲ Career Talk by leading industries expert, moderated by popular celebrity Fahrin Ahmad. Seated from L-R, Kenny Khoo, CEO YTL Data Centers South Sdn. Bhd., Che Abdullah Kadir Abdullah, Head of Operations, UMW Training Academy, UMW Holdings Berhad and Zaiem Meah, Human Resources Director, LAM Research.




**1-10 October 2022**

MIDA Deputy Chief Executive Officer (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (second from left) led a working visit to Europe to discuss with several notable companies on their current operations and future plans in Malaysia. It was a productive working visit, as Malaysia continues to remain as a profit centre for global MNCs looking to expand their footprints in Asia and beyond.


**3-7 October 2022**

MIDA concluded a five-day Third Country Training Programme (TCTP) on Investment Promotion for African Countries 2022, co-organised and supported by the Malaysian Technical Cooperation Program (MTCP), Ministry of Foreign Affairs, Malaysia and Japan International Cooperation Agency (JICA).

The programme was officiated by MIDA Senior Executive Director, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid while the closing remarks was delivered by the Chief Representative of JICA Malaysia, Mr. Masahiko Takizawa.

The programme was attended by 12 participants from four African countries, namely Kenya, Tanzania, Zambia and Nigeria. This was an excellent programme for participants from different countries to learn and better understand Malaysia's economic journey, industrial development and transformation over the years into becoming a preferred investment hub in the region.


**4 October 2022**

MIDA and Halal Development Corporation Berhad (HDC) signed a Memorandum of Understanding (MOU) to form a partnership in boosting the Malaysia's Halal industry. This strategic partnership will allow HDC in leveraging the end-to-end facilitation by MIDA, to further assist and enhance the industry's capability and capacity; subsequently propelling our economic growth.

The MOU was signed by MIDA Executive Director (Investment Facilitation), Ms. Jasbir Kaur Bachan Singh (front row, left) and HDC Chief Commercial Officer, Tuan Haji Adly Mohamed (front row, right); and witnessed by MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (standing, left) and HDC Chief Executive Officer, Mr. Hairol Ariffein Sahari (standing, right).





5 October 2022

MIDA Cross-Border Investment (CBI) Unit under the Domestic Investment Division, led by the Director, Mr. Sukri Abu Bakar (second from right) paid a courtesy visit to the Economic and Commercial Office of Embassy of Spain to discuss on areas of potential collaboration in cross-border investments between Malaysia and Spain.



6 October 2022

MIDA Executive Director, Investment Policy Advocacy (Manufacturing), Ms. Masni Muhammad (centre) participated in a forum entitled 'The Rise of a Competitive Nation Through Sustainable Quality Investments' in conjunction with the launch of the National Investment Aspirations (NIA) held at the Ministry of International Trade and Industry (MITI).

The NIA acts as a roadmap for the New Investment Policy (NIP), with the primary goal of increasing both domestic and foreign direct investments.



6 October 2022

The National Investment Aspirations (NIA) was launched by the Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali (centre), and witnessed by Deputy Minister, Senator Datuk Lim Ban Hong (third from left), MITI Secretary General, Datuk Lokman Hakim Ali (second from right), MITI Deputy Secretary General (Investment), Datuk Bahria Mohd Tamil (left), MITI Deputy Secretary General (Industry), Dato' Sri Norazman Ayob (right) and MIDA CEO, Datuk Wira Arham Abdul Rahman (second from left).

The NIA serves as a roadmap for the New Investment Policy (NIP) whose overarching objective is to enhance Domestic Direct Investment as well as Foreign Direct Investment. MIDA applauded the NIP, aimed at achieving sustainable economic growth, provide high-quality and high-tech employment opportunities and improve people's lives and livelihoods as well as securing shared prosperity.


**6 October 2022**

MIDA, represented by the Healthcare, Education and Tourism Division, was invited by the Ministry of Youth and Sports to participate in the Ekspo Industri Sukan Kuala Lumpur 2022 (EISKL2022). Sport emerges as an important component of a country's socioeconomic development, in addition to improving communities' healthy lifestyles and productivity.


**6 October 2022**

MIDA Johor Director, Mr. Shahzul Jayawirawan Mohd Yunus (second from left) and the Industry Talent Management and Expatriate Division, led by the Director, Ms. Azrina Hashim (second from right) attended the launching ceremony of Sankyu Technical Academy graced by Menteri Besar of Johor, YAB Dato Onn Hafiz Ghazi. The academy includes vocational training and interactive classroom to nurture the student's professional skills and competencies.


**7 October 2022**

MIDA Team prepared for the Budget 2023 Announcement by the Finance Minister, YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz.

Under the stewardship of the Ministry of International Trade and Industry (MITI), MIDA will continue to empower the government's initiatives to strengthen the country's economy, particularly in developing industry and ecosystem, increasing international trade, and attracting high-quality and sustainable investments in line with National Investment Policy and Environmental, Social, and Governance standards (ESG) principles.



MIDA Green Technology Division Senior Deputy Director, Ms. Yusni Md. Yusof (right), delivered a presentation on the national green agenda and the targeted incentives to facilitate companies become amongst the best-in-class globally in terms of energy and carbon efficiency.



This 3-day event consists of 27 booths from various Ministries and 100 SMEs' exhibitors sharing their latest programs and products.



This is also an effort to increase awareness and usage of i-Incentives portal. This platform serves as a one-stop centre that provides information about incentives being offered by the government for businesses in Malaysia.





8 October 2022

Swift Bridge Technologies (M) Sdn. Bhd. (Swift Bridge Technologies), a Malaysian-based company focusing on designing, developing and manufacturing of High Precision Radio Frequency (RF) Coaxial Test Cable Solutions and electric vehicle (EV) automotive wire harness, announced the establishment of its new Centre of Excellence (CoE) in Penang in conjunction with the company's 10th Anniversary this year.

The establishment of the new CoE aimed to expand the company's existing business to other potential new markets such as Germany and is expected to recruit an additional of 20 RF Engineers within the state.

Swift Bridge Technologies' CoE was inaugurated by the Chief Minister of Penang, YAB Tuan Chow Kon Yeow (fourth from right). The ceremony was also attended by the Swift Bridge Technologies Group Managing Director, Mr. SK Chong (fifth from right), EXCO for Trade and Industry, Entrepreneur Development, Y.B. Dato Haji Abdul Halim Haji Hussain (third from right), General Malaysia Productivity Corporation (MPC) Director, Dato Abdul Latif Hj Abu Seman (left), MIDA Penang Director, Mr. Muhammad Ghaddaffi Sardar Mohamed (third from left), MATRADE Penang Director, Ms. Saudah Mat Isa, SME Corp Penang Director, Ms. Nurul Zahirah Ayob, MSIA President, Dato Seri Wong Siew Hai (fifth from left), and 88Captains Chairman, Dato Seri Dr. Ooi Eng Hock (second from left).



8 October 2022

MIDA Industry Talent Management and Expatriate Division Director, Ms. Azrina Hashim was invited to present on MIDA's role and initiatives for talent programme organised by InvestSelangor. Also present in the event was Menteri Besar of Selangor (Incorporated) (MBI), Talent Corporation Malaysia Berhad (Talent Corp), Selangor Technical Skills Development Centre (STDC) and Selangor Human Resource Development Centre (SHRDC).



11 October 2022

Project Acceleration and Coordination Unit (PACU), Post Investment Division, in collaboration with Domestic Investment Division and MIDA Sarawak has successfully conducted the PACU Engagement Session in Sarawak at Borneo Convention Centre Kuching (BCKK).

The session was well received with participation from 21 individual representing companies, associations and local authorities including Ministry of International Trade, Industry and Investment Sarawak (MINTRED).

MIDA Post Investment Division Director, Ms. Zabidah Daud (first row, fourth from left) delivered her welcoming remarks and the division's Senior Assistant Director, Ms. Masriah Marsidi (second row, second from right) presented the PACU Facilitation. In addition, Domestic Investment Division Director, Mr. Sukri Abu Bakar (first row, centre) explained the assistance provided by the Division and emphasised on the supply chain programme during the Question and Answer (Q&A) session.


**12-14 October 2022**

MIDA Green Technology Division participated in the International Greentech and Eco Products Exhibition and Conference Malaysia 2022 (IGEM 2022).

IGEM served as an ideal platform for solution providers and green energy businesses to tap into the fast-expanding ASEAN market by showcasing the latest innovations to policy makers, government organisations, investors and public.

More than 200 people visited MIDA's booth at IGEM 2022. The Regent of Pahang, Duli Yang Maha Mulia Tengku Hassanal Ibrahim Alam Shah Ibni Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah, was among the distinguished guests, accompanied by the Secretary General of the Ministry of Environment and Water (KASA), YBhg. Dato' Seri Ir. Dr. Zaini Ujang.


**12 October 2022**

MIDA Perak Director, Mr. Mohd Fairuz Iqbal Mohd Akhbar (first row, fifth from right) attended a dinner organised by the Malaysian International Chamber of Commerce and Industry (MICCI) Perak branch. The event was organised to celebrate the appointment of the new MICCI Perak Chairman, Mr. Jean-Francois Chaveriot, and to express his appreciation to the previous former Chairman, Dato' Lim Si Bun, who has contributed a lot to the association and its members.


**13 October 2022**

MIDA Selangor Director, Ms. Noor Aini Samoon (second from left) was invited to the launch and Ground-Breaking ceremony of ALP Omega at Kawasan Perindustrian Bukit Raja, Selangor.

The project aimed to build a sophisticated and technology-focused warehouse designed to improve the performance of the country's logistics industry. It is expected to complete in the third quarter of 2024.




**13 October 2022**

MIDA Pahang Director, Ms. Nadia Zam Zam (second from left) participated at Hong Leong Bank Road Show at AC Marriott Hotel, Kuantan. MIDA was invited as one of the speakers and briefed participants on government assistance and facilitation. The event was attended by 75 participants from Temerloh, Kuantan, Mentakab and Jerantut.


**13 October 2022**

MIDA Dubai led by the Director, Mr. Abd Mukti Abu Bakar (centre), in collaboration with Malaysian Business Council United Arab Emirates (UAE) had an interactive engagement with the Captains of Industries from Oil and Gas sector in UAE.


**17 October 2022**

MIDA Strategic Planning and Policy Advocacy (Manufacturing) Division participated in the 17th MEXPA Seminar on Government Grants and Financial Assistance for Malaysian Companies and its Application Procedures, organised by Malaysian Exporters Association (MEXPA) and Malaysian Export Academy in MATRADE Exhibition and Convention Centre (MECC). MIDA Strategic Planning and Policy Advocacy (Manufacturing) Division Director, Ms. Surayu Susah was invited as one of the speakers and briefed participants on government assistance and facilitation. The event attended by participants from various industries and services sectors.


**17 October 2022**

MIDA, in collaboration with the Japanese Chamber of Trade and Industry Malaysia (JACTIM) organised a briefing and round-table discussion session to update on the investment opportunities in Malaysia and as a platform to address the frequent issues faced by Japanese companies in Malaysia such as tariff matters, foreign workers and expatriate matters. The briefing session was chaired by MIDA Deputy Chief Executive Officer (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja.


**17-22 October 2022**

MIDA Seoul along with the Chemical and Advanced Material Division led by the Director, Ms. Siti Halimatun Mohd Rejab (centre) had ten (10) fruitful meetings with major Korean chemical companies during the Specific Mission Project to the Republic of Korea. The mission is part of MIDA's initiative in profiling Malaysia as the preferred investment destination in Asia. MIDA stands ready to facilitate and provide the necessary supports to companies to realising their investment plans in the country.


**18 October 2022**

MIDA's Incentives Coordination and Collaboration Office (ICCO) Unit under the Strategic Planning and Policy Advocacy (Services) Division paid a courtesy visit to MRANTI as part of MIDA's efforts to share the latest development of the i-Incentives portal.

It is also a collaborative effort to increase cross-agency visibility and transparency of incentives provided. MIDA pleased to welcome MRANTI as this platform will serve as a one-stop centre that will provide information about various financial incentives that the Malaysian government is providing for local businesses.


**19 October 2022**

MIDA Paris together with the Advanced Technology and Research and Development (ATRD) Division led by the Director, Mr. Syed Kamal Muzaffa Syed Hassan Sagaff (second from left) paid a visit to CETIM Innovation Campus in Senlis and CETIM R&D Center in Saint -Etienne, France.

The discussion between MIDA and their Chief Research Officer, Mr. Philippe Lubineau, centered on the strategies adopted by the French Government and industry players in promoting the national coordination to excel in the technology front at the international level.

In line with the Government's aspiration to adopt the Triple Helix Model (University-Industry-Government), the engagement is also part of ATRD's efforts to encourage the R&D collaborations between CETIM, Malaysia's higher learning institutions and industry players, particularly on the new technologies such as hydrogen, e-mobility, circular economy and decarbonisation as well as digital transition.





20 October 2022

Bridge Data Centres (BDC) (Chindata Group-NASDAQ: CD), a leading data centre provider across Malaysia, India and Thailand together with ByteDance, celebrate a significant milestone with the grand opening of BDC's first phase hyperscale data centre (MY06) in Sedenak, Johor. Phase 1 covers the first of the three buildings in the 110MW hyperscale data centre project which spans across 38 acres of land area.

The grand opening was graced by the Chief Minister of Johor, YAB Datuk Onn Hafiz (fifth from right) and other dignitaries to mark the success of Malaysia as a competitive nation in attracting data centre investment. It also aligns with the country's aim to attract RM70 billion investments in digitalisation under the MyDIGITAL initiative. Also present to witness the event was MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (second from right).



20 October 2022

MIDA CEO, Datuk Wira Arham Abdul Rahman (right) witnessed the ground breaking of SPC Group's world-renowned bakery chain Paris Baguette's first Halal manufacturing facility in Nusajaya Tech Park, Johor.

Also present in the event was the Chief Minister of Johor, YAB Datuk Onn Hafiz Ghazi (centre) and President of SPC Group, Mr. Hur Jin Soo (third from right).



20 October 2022

MIDA Deputy Chief Executive Officer (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (second from left) received a courtesy visit from 25 Startups (Malaysia) and Bcombinator (Spain) after formalising their Memorandum of Understanding (MoU) partnership. The team was briefed on Malaysia's startup landscape and the expanding opportunities available here.



21 October 2022

MIDA Deputy Chief Executive Officer (Investment Development), Ms. Lim Bee Vian (fourth from left) was invited to participate in a sharing session hosted by the Malaysia-China Chamber of Commerce (MCCC). Also attended the session was the Women Entrepreneurs Committee of MCCC and its female members from various states including Sabah, Sarawak, Johor, and Selangor.

Ms. Lim presented the investment and business opportunities in Malaysia and MIDA's facilitation to encourage women entrepreneurship. This is consistent with the government's aim of encouraging more women entrepreneurs and increasing their economic participation.



21 October 2022

MIDA delegation led by the CEO, Datuk Wira Arham Abdul Rahman (right), had a courtesy visit to The Star Media Group. Aiming to establishing a deeper relationship between the two organisations, MIDA was briefed on the group's day-to-day operations followed by tours around the workplace.



22 October 2022

MIDA CEO, Datuk Wira Arham Abdul Rahman (fifth from right) led a working visit to Greotech Integration (M) Sdn. Bhd. in Batu Kawan, Pulau Pinang. The home-grown Malaysian company offers cutting edge automation solutions in various industries including electrical and electronics (E&E), semiconductor, solar panel and lithium-ion battery.

As an export-oriented company, Greotech has expanded its horizons by supplying to multinational companies (MNCs) with operations across China, Vietnam, Singapore, Thailand, the United States, the United Kingdom and a few European Union countries.




**22 October 2022**

Indium Corporation, a US-based global materials supplier to the electronics assembly and semiconductor packaging industries organised a grand opening for its new 37,500-square-foot manufacturing facility with a special ceremony in Penang.

The ceremony celebrated the new facility with a ribbon cutting, lion dance, and comments from company officials, as well as community and industry leaders including the Chief Minister of Penang, YAB Tuan Chow Kon Yeow (third from left), MIDA CEO, Datuk Wira Arham Abdul Rahman (fourth from right), Chairman of Penang State Trade Industry and Entrepreneur Development Committee, YB Dato' Haji Abdul Halim Haji Hussain (fourth from left), and InvestPenang Chief Executive Officer, Dato' Loo Lee Lian (right). The ceremony closed with a cultural performance and site tour of the new facility.


**22 October 2022**

MIDA, led by the CEO, Datuk Wira Arham Abdul Rahman (third from left) met with Federal Oats Mills (FOM), the largest oats mill in Southeast Asia. With over 50 years of operations, the company's products are widely available across Asia, the Middle East and parts of Africa. The company continues to grow forward by adopting innovation, technology and ESG principles.


**26 October 2022**

Cochlear Limited (ASX: COH), the global leader in implantable hearing solutions, announced the expansion of its global manufacturing facility in Kuala Lumpur, elevating Malaysia as one of the global powerhouses in the manufacture and maintenance of hearing implant sound processors.

The new expansion aims to support the company's growing demand for cochlear and acoustic hearing implants in Malaysia as well as more than 180 other countries around the world. It will also include the company's global logistics, supply chain, and information technology services.

MIDA CEO, Datuk Wira Arham Abdul Rahman (second from right) delivered his welcome address during the event.


**27 October 2022**

Thamlev USA Ltd., a US-based company headquartered in Arkansas announced Malaysia as its manufacturing base in Southeast Asia for the production of electric bikes outside the United States. This new site will expand upon Thamlev's existing manufacturing capacity and will help raising the profile and development of the electric vehicle (EV) sector in Malaysia.


**27 October 2022**

Maersk Area Managing Director for Thailand, Malaysia, Singapore, Mr. Rupesh Jain (third from left), and Maersk Managing Director in Malaysia, Mr. Goh Hean Chun (third from right) paid a courtesy visit to MIDA CEO, Datuk Wira Arham Abdul Rahman (centre). The discussion centred on Maersk's high-level plans in Malaysia, as well as the possibility of a win-win collaboration between MIDA and Maersk in light of the recently signed MOU.

Earlier, on 29 September 2022, MIDA formalised partnership with Maersk to further drive high-quality investments into Malaysia. This includes strategic collaborations in efforts to attract more targeted global investments, particularly those with high value, high

technology, and high impact from key priority sectors such as electrical and electronics (E&E), machinery and equipment, medical devices, aerospace, renewable energy, and consumer technology.



إِنَّا لِلّٰهِ وَإِنَّا إِلَيْهِ رَاجِعُونَ

❖ *Al-Fatihah* ❖



On the passing of

**AIZAH BINTI MOHD ZAINI**  
**Senior Assistant Director**

A dedicated soul who was very passionate in her career during her entire 27 years of services in MIDA and will continue to be an inspiration to all. She was knowledgeable, efficient, and was a beloved friend to everyone. She received the Special Service Award in 2002 and 2006, and Outstanding Service Award in 2008.

*In Loving Memory*

"Our thoughts and prayers are with you"



# ADD-ONS

07





## » MIDA IN THE NEWS

- [Malaysia continues to be an attractive investment destination](#)
- [MIDA, HDC inks MoU to boost Malaysia's halal industry](#)
- [Malaysia still most desirable location for data centre hubs in the region — MIDA](#)
- [GE15 will not have impact on FDI: MIDA](#)
- [Malaysia as a Regional Digital Economy Hub](#)
- [MIDA and HDC Ink MoU To Woo Foreign and Domestic Investments Into Halmas Halal Parks](#)
- [Swift Bridge Technologies Launches Its New Centre of Excellence In Conjunction With 10th Anniversary](#)
- [Bridge Data Centres And Bytedance Celebrate Grand Opening Of The First Phase Hyperscale Data Centre \(My06\) In Johor, Malaysia](#)
- [Indium Corporation Celebrates Grand Opening of Its New Manufacturing Facility In Malaysia](#)
- [Cochlear Expands Global Operations And Manufacturing In Malaysia Helping Thousands To Hear Better](#)
- [Thamlev Chooses Malaysia As Its Manufacturing Base Outside USA For the Production of Light Electric Vehicle \(LEV\)](#)

## » ECONOMY NEWS

- [Govt strives to improve foreign investor sentiment: Tengku Zafrul](#)
- [Malaysia ratifies the CPTPP](#)
- [FMM: Implementation of CPTPP is timely for Malaysian businesses to recover](#)
- [Investor expectations of ESG investing](#)
- [Malaysia needs 45% high-skilled workers to compete globally](#)
- [CPTPP will come into effect for Malaysia on Nov 29, says Azmin](#)
- [Selangor optimistic of achieving RM10bil inward investment target](#)
- [MITI expects Malaysia to maintain investment performance momentum](#)
- [Malaysia's CPTPP ratification shows continuity of trade-friendly policy, says AMCHAM](#)
- [Malaysia's 2023 Economic Outlook remains favourable despite global headwinds](#)
- [Govt to introduce minimum effective tax base to widen tax base, attract FDI — Tengku Zafrul](#)
- [CPTPP ratification to boost Malaysia's economic recovery post-pandemic: MIER](#)
- [Tax cuts will boost economy, provide multiplier impact — Tengku Zafrul](#)
- [RM1.4 bln allocations to invigorate the country's five main corridor regions](#)
- [Govt committed to achieve standing as the world's top 10 most competitive country – MOF](#)
- [Budget 2023: MITI continues to revitalise nation's economy through a competitive strategy](#)
- [Fiscal plan attracts investments in right areas, says tax expert](#)
- [Malaysia, Japan agree to upgrade relations to comprehensive strategic partnership, says Saifuddin](#)
- [Malaysia can outperform many larger economies in 2023 — Juwai IQI](#)



- [Tengku Zafrul: Malaysia expects to implement two-pillar taxation approach in 2024](#)
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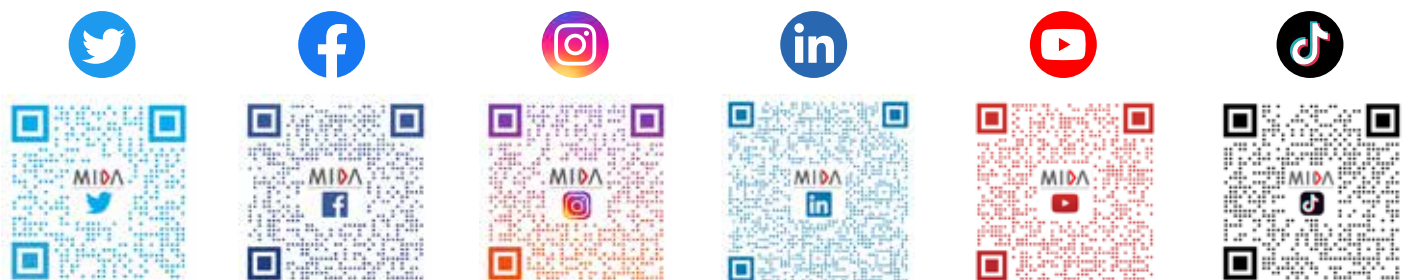
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