

November 2022  
Issue

MIDA

# INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



## HIGHLIGHTS

ASEAN Seen as EU's  
New Port in The  
Geopolitical Storm

## GOING GLOBAL SERIES

The Malaysian Snack Attack  
That the World Can't Resist

## INDUSTRY

Outlook for the E&E  
Industry in Malaysia



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

Dear esteemed partners and stakeholders of MIDA,

Welcome to the November edition of INVEST MALAYSIA. The closing of the year nears and yet investment opportunities abound across multiple sectors for both domestic and foreign investors.

November 2022 is another exciting month as across the country many Malaysians went to the polls to let their voices be heard. At the time of publishing, Malaysia has formed a unity government that offers stability, an investment bedrock moving forward. We at MIDA, we look forward to working with the new Minister of International Trade and Industry (MITI) YB. Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz in continuing our journey to attract more high-value, sustainable, and knowledge-economy driven investments into Malaysia.

MIDA continued facilitating many interesting programmes, whereby we successfully hosted the 3rd Journalist Programme, which featured an expert panel discussion titled "Shifting the Paradigm: Enhancing Domestic Direct Investment (DDI) For Sustainable Economic Growth". The session aimed to highlight the importance of DDI in contributing towards the country's economic growth and to dispel the widespread misconception that the Government prioritises promotion to attract Foreign Direct Investment (FDI). In reality, the Government places equal importance on attracting both FDI and DDI. This followed by our collaboration with the Association of Malaysian Medical Industries (AMMI) to release the AMMI Medical Device Industry Status and Outlook 2021/2022 Report for the first time in Penang state. This year's report highlighted on Malaysia's medical device industry's remarkable resilience in the face of COVID-19 pandemic challenges.

I was also fortunate to be at Boston Scientific's Global Distribution Centre opening ceremony at Penang on 14 November 2022. The new facility is the third global distribution center for the company and the first located in Asia, shipping medical devices within Malaysia and around the world. In addition to manufacturing roles, the site will employ professionals in knowledge-intensive regional supply chain roles such as planning, logistics, customer care and equipment service repair. As such, Penang will be key to the company's global supply chain network, serving as a hub for Asia Pacific markets and supporting ongoing global business continuity and resilience.

In line with the Government's National Automotive Policy (NAP) 2020, the announcement by Ni Hsin EV Tech Sdn. Bhd., a wholly-owned subsidiary of Main Market-listed Ni Hsin Group Berhad to launch the TAILG EBIXON EV Motorcycles ("TAILG EV Motorcycles") on 22 November 2022 was very timely. The production or assembly activities of Ni Hsin reflects the competitiveness of our local company at presenting themselves as one of the innovative leaders of electric vehicles.

On 23 November 2022, MIDA was privileged to collaborate with the Malaysian Plastics Manufacturers Association (MPMA) to co-organised the MIDA-MPMA Conference on Government Assistance at MIDA headquarters. The Conference attended by 100 participants, was organised to provide an insight to participants on various government policies, facilitations and assistance for the manufacturing sector specifically the plastics industry.



On the same day, we were proud to welcome Sun Bus Tech Sdn. Bhd. to be part of Malaysia's development in the automotive industry. The investment by Sun Bus Tech is the kind of investment that Malaysia aims to attract and anchor. This investment project will create job opportunities for more than 200 jobs ranging from manufacturing front liners to managerial positions as it is set to commence in Quarter 3 2023.

On 24 November 2022, Malaysia also welcomed EVE Energy Co., Ltd. (EVE), a China-based lithium battery production company, through its subsidiary EVE Energy Malaysia Sdn. Bhd., to build a cylindrical battery production base in Malaysia to support the electric two-wheelers and power tools manufacturing enterprises in the country and across Southeast Asia. The Company's significant milestone with a projected investment amounted to USD422.3 million, will enhance its comprehensive competitiveness for the electric two-wheeled vehicle and power tool in the global market share.

We are delighted to have EVE setting up its manufacturing operation in Malaysia. The transition to electric vehicles (EV) will be one of the most significant shifts in our automotive sector in generations. The full-fledged cylindrical lithium battery ecosystem resonates well with the National Investment Aspirations (NIA) and National Automotive Policy 2020 (NAP2020), in stimulating and synergising the country's EV ecosystem specifically for EV battery production. Equipped with highly-skilled talents and proficient technology experts, Malaysia is certainly a conducive and an ideal location for the success of EVE's investment.

Dear partners and stakeholders,

With expected headwinds amid projected weaker global economic growth in 2023, MIDA is confident Malaysia is well positioned to draw investors to its business-friendly shores next year. We will continue to engage with current and potential investors, SMEs in global supply chains, MNCs looking to expand to Asia or Southeast Asia, and embassies and other country representatives, to drive this growth.

## **DATUK WIRA ARHAM ABDUL RAHMAN**

**Chief Executive Officer**

**Malaysian Investment Development Authority (MIDA)**



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# HIGHLIGHTS

# 01



# Another Outstanding Investment Performance!

## Malaysia's Jan-Sept 2022 Approved Investments Hit RM193.7b, Illustrating Its Ever Growing Appeal As An Investment Hub

Malaysia continues to be among the top global investment destinations for foreign investors and a hub for business growth, as evidenced by the recently released approved investment figures from the first nine months of 2022.

From January to September 2022, Malaysia attracted a total of RM193.7 billion worth of

approved investments in the services, manufacturing, and primary sectors involving 2,786 projects. This is a 2.5% increase from the RM188.9 billion of investments approved in the same period last year.

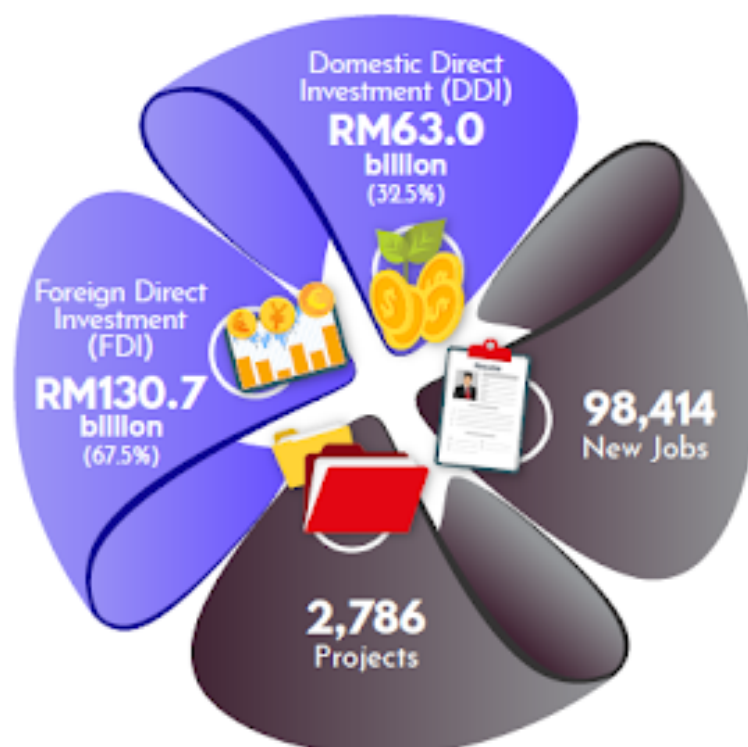
Foreign direct investments (FDI) remained the major contributor, at 67.5% or RM130.7 billion, a



### MALAYSIA INVESTMENT PERFORMANCE JANUARY - SEPTEMBER 2022

**TOTAL  
APPROVED  
INVESTMENTS**

**RM193.7  
billion**



#### FIVE STATES RECORDED HIGHEST APPROVED INVESTMENTS

	Johor	<b>RM63.9 billion</b>
	Kuala Lumpur	<b>RM26.1 billion</b>
	Selangor	<b>RM25.7 billion</b>
	Sarawak	<b>RM17.6 billion</b>
	Kedah	<b>RM12.1 billion</b>

#### FIVE MAJOR SOURCES OF FDI

	China	<b>RM49.2 billion</b>
	United States	<b>RM16.9 billion</b>
	The Netherlands	<b>RM16.5 billion</b>
	Germany	<b>RM9.2 billion</b>
	Singapore	<b>RM8.7 billion</b>

\*Note: Reporting of foreign investments is based on immediate source in line with international statistical compilation of FDI

Note: Due to rounding, figures presented in this infographics may not add up precisely to the totals approved

Source: Malaysian Investment Development Authority (MIDA)



15% increase from FDI approved in the same period last year. Meanwhile, domestic direct investments (DDI) contributed 32.5% or RM63 billion to total approved investments in January to September 2022.

## Services Sector Takes the Lead

The services sector accounted for the largest share of the total approved investments during January to September 2022, amounting to RM113.3 billion across 2,167 projects. This is a significant increase from the RM70.4 billion investments approved for the services sector in the same period of last year. These approved investments in the services sector are expected to generate 39,772 new jobs.

FDI made up the most significant portion of the approved investments in the services sector,

accounting for RM69 billion or 60.9%, while the remaining RM44.3 billion were from DDI.

Notably, six sub-sectors illustrated significant upward trajectory in approved investments, particularly information and communications, which skyrocketed 1,101.1%. Other services sub-sectors that performed well were: education services (up 175%), utilities (increased 15.5%), distributive trade (rose 9.7%), and financial services (up 3.2%).

Key projects approved in the services sector include data centre projects by Bridge Data Centres Malaysia III Sdn. Bhd., ByteDance System Sdn. Bhd., and YTL Power International Berhad. Such digital infrastructure projects are expected to propel Malaysia's growth towards becoming a full-fledged digital-first economy.

Another key investor in the services sector is Mamee Double Decker Distribution (M) Sdn. Bhd.

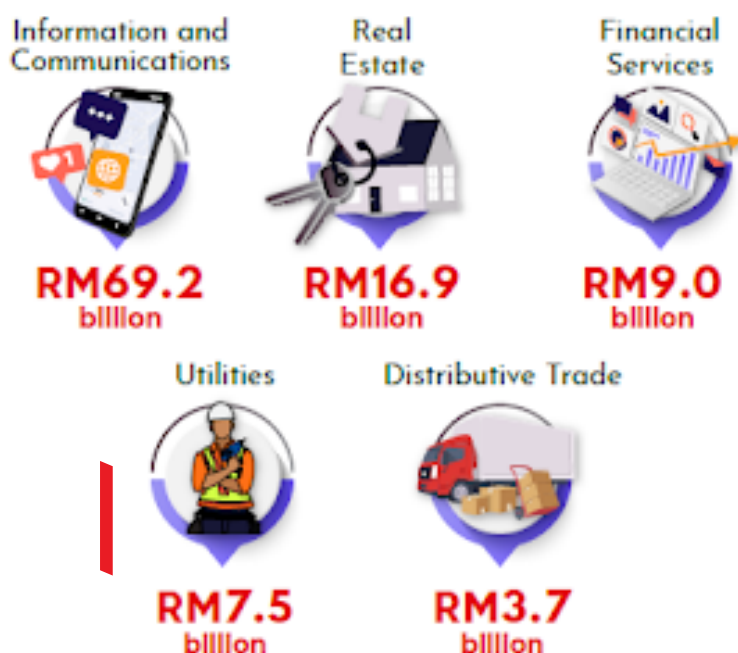


## MALAYSIA INVESTMENT PERFORMANCE JANUARY - SEPTEMBER 2022

### SERVICES SECTOR



### TOP SERVICES SUB-SECTORS



Note: Due to rounding, figures presented in this infographics may not add up precisely to the totals approved

Source: Malaysian Investment Development Authority (MIDA)



(Mamee). This homegrown investor set up its Regional Headquarter Hub to manage supply chain activities across Mamee's manufacturing facilities in the region and consolidate distribution of products to countries globally.

## Manufacturing Sector Remains Competitive

Malaysia continued to attract high-quality investments in the manufacturing sector from January to September 2022, reflecting the country's competitiveness as a preferred location for investment in the region. The manufacturing sector accounted for RM64.9 billion (33.5%) of total approved investments, spread across various economic sub-sectors.

Of the total approved manufacturing investments in the first nine months of 2022, FDI amounted to

RM50.2 billion (77.3%), while DDI contributed the remaining RM14.7 billion (22.7%).

These approved manufacturing investments are expected to create 58,141 job opportunities, of which 2,631 (4.5%) will be managerial positions, while 6,277 (10.8%) will be professional/technical and supervisory roles. The demand for these roles reflects how Malaysia's manufacturing sector is progressing on its higher value chain transition. The approved manufacturing projects will also require 12,040 (20.7%) skilled employees.

Notable projects approved in the manufacturing sector in the period of January to September 2022 include Samsung SDI Energy Malaysia Sdn. Bhd. which marked a new milestone when it opened a Phase Two electric vehicle (EV) battery cell manufacturing facility in Malaysia.

TF-AMD Microelectronics Sdn. Bhd. also announced plans to expand its manufacturing facility in



## MALAYSIA INVESTMENT PERFORMANCE JANUARY - SEPTEMBER 2022

### MANUFACTURING SECTOR

**TOTAL APPROVED INVESTMENTS** **RM64.9 billion (33.5%)**



FDI

**RM50.2 billion**



DDI

**RM14.7 billion**



New Jobs

**58,141**



Projects

**588**

### TOP MANUFACTURING INDUSTRIES

Electrical and Electronics



**RM22.6 billion**

Transport Equipment



**RM7.5 billion**

Petroleum Products (Including Petrochemicals)



**RM5.5 billion**

Non-Metallic Mineral Products



**RM5.4 billion**

Machinery and Equipment



**RM4.0 billion**

Note: Due to rounding, figures presented in this infographics may not add up precisely to the totals approved

Source: Malaysian Investment Development Authority (MIDA)

Penang with the construction of a second site at Batu Kawan Industrial Park. Separately, Ferrotec Holdings Corporation, a global supplier of materials, components, and precision system solutions, announced the establishment of a new manufacturing facility at Kulim Hi-Tech Park, Kedah to undertake electromechanical assembly and advanced material fabrication for semiconductor equipment.

FDI dominated the primary sector with investments valued at RM11.5 billion, while the remaining RM4 billion was contributed by domestic sources.

As the premier investment promotion agency of the Malaysian Government, the Malaysian Investment Development Authority (MIDA) is eager to help businesses succeed and make Malaysia the ideal place for them to reach their full potential.

In collaboration with the Ministry of International Trade and Industry (MITI), MIDA is actively working to attract investments in targeted industries from all over the globe to upgrade Malaysia's industrial ecosystem and enhance its trade landscape. These initiatives include providing the necessary business facilitation and value networking services to foreign, local, and start-up companies to ensure they can optimise operations in this dynamic market and hub for growth.

## Primary Sector Dominated by FDI

The approved primary sector investments came in at RM15.5 billion approved investments in the first nine months of 2022, up from RM14.7 billion approved investments in the same period of last year.



## MALAYSIA INVESTMENT PERFORMANCE JANUARY - SEPTEMBER 2022



### PRIMARY SECTOR

**TOTAL APPROVED INVESTMENTS** **RM15.5 billion (8.0%)**



FDI

**RM11.5 billion**



DDI

**RM4.0 billion**



New Jobs

**501**



Projects

**31**

### PRIMARY SUB-SECTORS

Mining



**RM15.3 billion**

Agriculture



**RM0.1 billion**

Plantation and  
Commodities



**RM0.1 billion**

Note: Due to rounding, figures presented in this infographics may not add up precisely to the totals approved

Source: Malaysian Investment Development Authority (MIDA)







# ASEAN Seen as EU's New Port in The Geopolitical Storm

## *MITI's Working Visit to Brussels Underscores Strengths in ASEAN-EU Trade and Investment Relationship*

YB Liew Chin Tong, Malaysia's new Deputy Minister at the Ministry of International Trade and Industry (MITI) recently had a working visit to Brussels, Belgium from 13 to 15 December 2022 in conjunction with the ASEAN-EU Business Summit.

YB Liew was invited to be a panellist during the fireside chat session of the summit, together with H.E. Valdis Dombrovskis, Executive Vice President and Trade Commissioner of the European Commission.

During the summit, panellists and participants discussed the trade and investment performance between the Association of Southeast Asian Nations (ASEAN) and the European Union (EU), as well as key challenges faced by ASEAN member states in their quest towards ASEAN integration.

The MITI Deputy Minister took the opportunity to address some of these matters during his fireside chat with H.E. Valdis Dombrovskis. YB Liew highlighted a few salient points, namely: that trade and investment have always been key pillars of the ASEAN – EU relationship and that there is room for both ASEAN and the EU to intensify efforts towards greater cooperation.

He said Malaysia welcomes initiatives by the EU to engage the Indo-Pacific region in establishing a more inclusive multipronged and robust

partnership between the EU and the region, through the 'EU Strategy for Cooperation in the Indo-Pacific'.

## **A Time for Opportunity**

Against the backdrop of ongoing geopolitical tensions such as the Russia-Ukraine war and the US-China Trade war, this is a time of great opportunity for the EU to leverage its partnership with ASEAN.

Of note is that though trade volumes between ASEAN members (intra-ASEAN trade) have increased, contrary volumes between ASEAN and non-ASEAN countries (inter-ASEAN trade) have decreased. Instead of viewing this as a gap towards ASEAN integration, the EU should see this as an opportunity, especially in building institutional capacity in the area of investment, human capital, sustainability, and technology.

YB Liew also addressed talks leading to a free trade agreement (FTA) between Malaysia and the EU. The MITI Deputy Minister acknowledged that negotiating the EU-Malaysia Free Trade Agreement is a lengthy and time-consuming effort. As a stepping stone towards a full FTA, YB Liew suggested that both parties move towards formalising a quick-win solution such as Trade In

Goods, rather than wait for a comprehensive framework that may take longer to negotiate and bring to fruition.

The Malaysian Investment Development Authority (MIDA), as the leading investment promotion agency of the Malaysian Government, focuses on attracting investors from the EU, backed by its MIDA Frankfurt office in Germany.

During YB Liew's working visit to Brussels, MIDA Frankfurt introduced its team to the new MITI Deputy Minister and briefed him on MIDA's roles and functions, its key promotional activities throughout 2022, and proposed programmes and activities for 2023. YB Liew expressed his excitement to meet with MIDA's top management to discuss strategies for boosting the flow of foreign direct investments (FDI) into Malaysia.

## The Power of Ports

Before returning to Kuala Lumpur, YB Liew visited the Port of Antwerp-Bruges International (PoABI). PoABI is the second largest port in Europe after the Port of Rotterdam in the Netherlands.

Strategically located between two major ports in Malaysia – Port Klang in Kuala Lumpur and Penang Port in Pulau Pinang – Lumut Port in Perak is seen by PoABI as having enormous potential to become

one of Malaysia's largest ports, driven by growing demand and growth in the logistics sector.

In October 2022, Perbadanan Kemajuan Negeri Perak (PKNP), representing the Perak state government, announced its plan to partner PoABI towards establishing the Limit Maritime Industrial City (LuMIC) in Manjung, Perak. PKNP and PoABI expect to invest around RM72 billion for the development of LuMIC over the next 25 years.

PoABI's partnership with the Perak state government is aimed at developing a sustainable port cluster, which will include port management, analysis and implementation, as well as investment and training programmes.

By end of November 2023, PoABI and the Perak state government will form a Port Development Company to kickstart Phase 1 of LuMIC. YB Liew was briefed about the agreement between PKNP and PoABI to leverage PoABI's expertise to develop an economic hub in Lumut Port in line with the Perak state government's economic aspirations.

Separately, PoABI has agreed to work together with MIDA Frankfurt to promote Malaysia as an investment destination to PoABI's existing clients. YB Liew said the presence of PoABI will increase the confidence of more investors to consider Malaysia as their next investment destination.

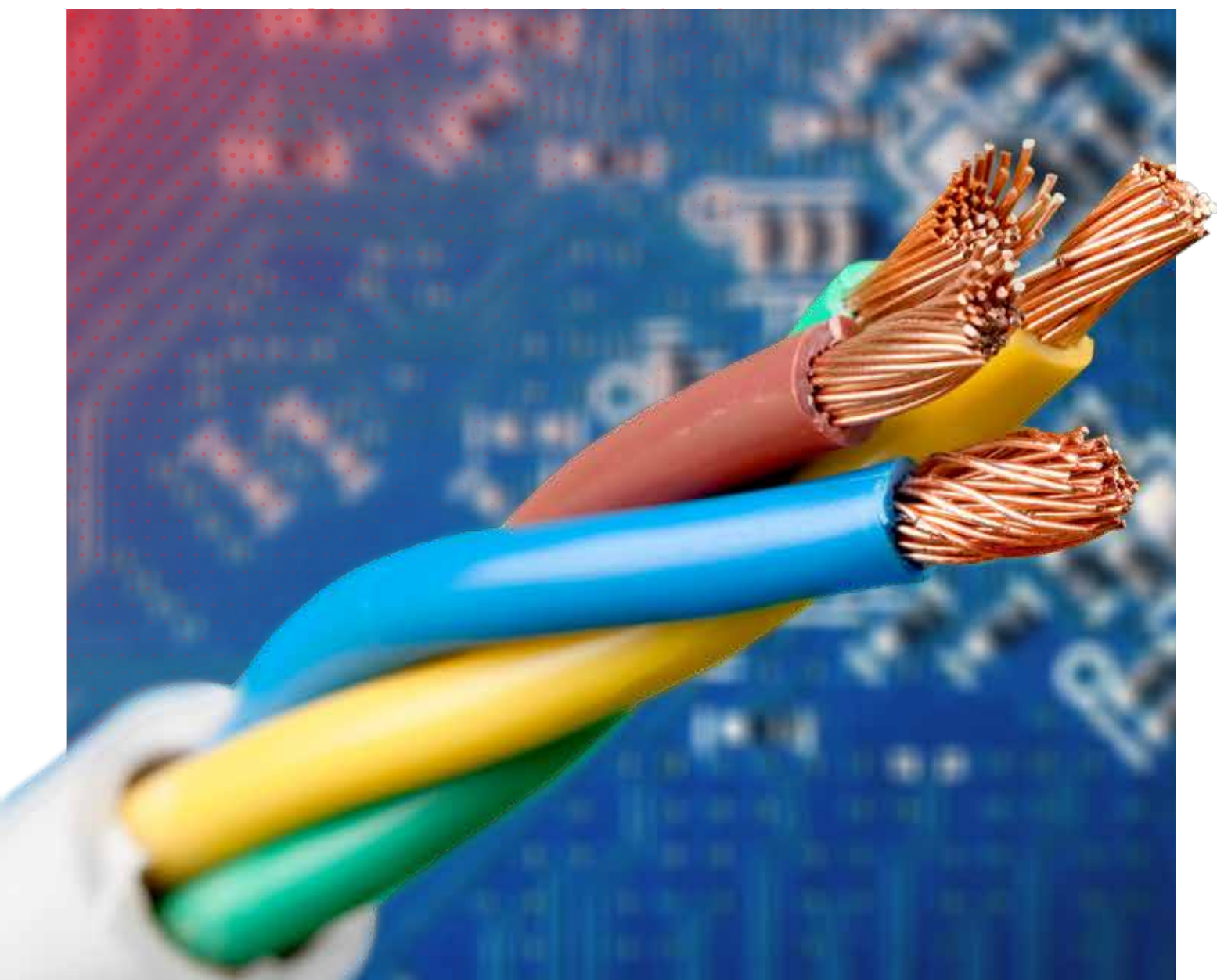


▲ YBTM highlighted on the need for a closer Asean-EU's cooperation. Amongst YBTM's points during the fire chat session at the ASEAN EU Business Summit was that the EU and Asean should work closely together to ensure that trade and investment will help creating a middle class across the region.



▲ MIDA Frankfurt took the opportunity to introduce the team and briefed the newly appointed YBTM about MIDA's role and functions, key promotional activities throughout this year and MIDA Frankfurt's proposed programmes/ activities for next year.





**INDUSTRY**

**02**

# Outlook for the E&E Industry in Malaysia

*Room for growth for local firms to fill international niches*

Malaysia is at the heart of Asia's semiconductor footprint. The country's strategic location and comprehensive infrastructure – including ports, airports, highways, logistics, and telecommunications – offer a competitive advantage in business costs. By establishing operations in Malaysia, investors will gain access to the global market of more than four billion people, through various free trade agreements (FTAs) signed with economic partners regionally and bilaterally.

The electrical and electronics (E&E) industry contributes significantly to Malaysia's Gross Domestic Product (GDP) growth, investments, export earnings, and employment, as well as continuing to play a vital role in the country's industrial development. For the past 50 years, the nation has strived to position its local marketplace as a destination for a holistic E&E ecosystem. This has enabled front-end and back-end semiconductor manufacturing operations and trade to commence at the highest level, leading many multinational companies (MNCs) to establish operations here. At the same time, local companies have not been far behind in joining the global value chain, with these firms persistently building efficiency, as well as providing products and services required by MNCs, both domestically and internationally.

## E&E Industry Performance

In 2021, the E&E industry recorded investments worth RM148 billion, of which RM146.3 billion (98.8%) was from Foreign Direct Investment (FDI) while RM1.7 billion (1.1%) came from domestic investors. The approved investments are expected to create a total of 28,362 job opportunities in the industry.

From January to September 2022, a total of 83 E&E projects with investments of RM22.5 billion were approved, of which 31 were new projects with investments of RM2.0 billion, and 52 were expansion/diversification projects with investments worth RM20.5 billion. These projects are expected to generate more than 26,668 new jobs, including highly-skilled positions such as managerial roles, engineers, and technicians. Foreign entities accounted for the bulk of the total investments at RM21.3 billion (94.7%) while domestic investments amounted to RM1.2 billion (5.3%).

For the given period above, E&E products contributed 39.8% or RM57.41 billion towards Malaysia's total exports, which amounted to RM144.31 billion. Under the Twelfth Malaysia Plan (12MP), the E&E industry is targeted to contribute RM120 billion to Malaysia's GDP in 2025, compared to RM86.1 billion in 2020.



## Still Scope for Growth

The domestic E&E industry is expected to continue maintaining its uptrend momentum, despite predictions that the industry's demand has reached its highest point. Despite factors such as inflationary concerns, recession risk, and the impact of the China lockdown, global semiconductor sales were on the uptrend, although demand for consumer products – such as smartphones and personal computers – are moderating due to those earlier factors.

Up till early of this year, the biggest challenge facing the global semiconductor industry was shortages, mainly triggered by soaring demand in electronic consumer products. Unfortunately, chipmakers are now facing growing inventory and shrinking demand. The US-China trade tensions, where the US had taken another step towards hamstringing its geopolitical rival with export bans, have caused some trepidation and could pose difficulties for some semiconductor global players and disrupt the global supply chain.

Growing importance in the digital world and autonomous vehicles will increase the demand for semiconductor and electronics products, thus global players are likely to continue to expand production capacities to meet the increasing clamour for semiconductor chips.

The Government is focused on accelerating the adoption and adaptation of advanced factory automation and digitalisation levels, to transition brick and mortar hubs into 'intelligent factories' to enhance flexibility and optimise productivity and growth.

The adoption of automation and Industry 4.0 (IR4.0) technology in the manufacturing process can reduce operating costs, eliminate its dependence on low-skilled foreign labour, eliminate human error, and reduce wastage. Automation can also significantly reduce employee turnover issues, particularly in the electronic manufacturing services (EMS) industry which is labour intensive.

As mapped out in the National Investment Aspirations (NIA), there is more space to grow. Developing new clusters and innovation in existing areas will create highly-skilled jobs, expand regional and global supply chains, and increase efforts to bring socio-economic development.

The Government's strong commitment towards advancing a green economy, business-friendly policies, and comprehensive measures aimed at solidifying bilateral cooperation with key industry partners will catalyse Malaysia's value creation in advancing the nation's competitiveness.

Sustainable investment in the E&E industry has started to receive greater recognition, as it favourably offers environmental gains, employee satisfaction, and helps society to progress. The rise in the importance of Environmental, Social, and Governance (ESG) standards comes as consumers grow more concerned about the environment and demand for products and services that align with what they believe is socially responsible. As such, local players must embrace more environmentally and ethically based approaches to remain competitive in today's global supply chain.

The electronics components subsector is being driven by the expansion activities of international



players into front-end manufacturing and also into more downstream investments in activities – such as assembly and test – by both foreign and domestic players. In the electrical products segment, the industry is seeing activities across the value chain, including LED epitaxial manufacturing, integrated solar cells and module production, and the production of domestic appliances.

On the contrary, there has been a considerable decrease in investment activities for the industrial and consumer electronics subsectors, with multiple international firms decreasing their share of production activities in Malaysia. This is due to cost pressures and global restructuring drives.

Semiconductor manufacturing is one of the largest manufacturing activities in Malaysia, and the key enabling technology for many applications including IoT, automotives, medical, industrial, transportation, aerospace, and energy applications. The ecosystem is predominantly controlled by MNCs who have a presence by growing Malaysian companies. As seen from the composition of companies across the semiconductor value chain in Malaysia, production in the country is mainly focused towards the downstream sector consisting of low value-added activities (such as back-end manufacturing and systems integration). Moving forward, many MNCs

in semiconductor operations have upgraded their facilities into integrated manufacturing centres that fuse their manufacturing activities with R&D, product Design and Development (D&D), marketing, and distribution activities. However, most local companies – particularly Small- and Medium-sized Enterprises (SMEs) – fare lower than larger corporations on productivity and technological advancement; as such, significant efforts are needed to modernise SMEs and bring them on par with the larger players in order to drive the industry further.

There are many ongoing initiatives undertaken by the Government in collaboration with the private sector and academia to enhance the contribution of the E&E industry towards regenerating economic growth and moving up the value chain under the 12MP and the New Industrial Master Plan (New IMP). These initiatives include reducing gaps between the talent produced and industry requirements; implementing internship or apprenticeship programmes by leveraging international standards and incentivising companies to participate; developing a structured programme for the continuous development and re-skilling of employees with the advent of new technologies; and building up the competency and presence of local players in joining the race to be integrated into the global value chain ecosystem.







# SERVICES

# 03



# Keeping Cool While Transporting Goods

*Cold chain logistics gaining in importance in Malaysia*



The advancement in global trade over the past few decades has shaped the supply chain industry, resulting in several innovations and evolution in business operations, equipment, and infrastructure – including those used for the storage and transportation of temperature-controlled products. The growing demand to transport temperature-sensitive products safely throughout the supply chain gave rise to the birth and development of cold chain logistics.

Cold chain logistics requires careful logistical planning as it involves safe and secure transportation methods – such as thermal and refrigerated packaging – and the usage of right material handling equipment. These methods ensure that product humidity levels are stable, which will protect the integrity and longevity of the cargo. Due to the temperature-sensitive nature of the products, cold chain logistics cover the production, storage, and end-user delivery stages while also taking into consideration that different products have different temperature requirements.

A study done by Ken Research Private Limited has indicated that the compound annual growth rate (CAGR) for the cold chain market in Malaysia from 2016 until 2021 increased at a positive rate of 6.9%, mainly due to extensive government investments in the freight and logistics industry, an increase in consumer expenses, and growth in the pharmaceutical industry. The growth of the cold chain market in Malaysia is highly driven by the demand from pre- and post-production harvests

and foods (including meat, seafood, fruits, and vegetables). At the same time, the COVID-19 pandemic has led to positive demand from the pharmaceutical and medical devices industries.

The study also highlighted that cold storage contributes to the highest revenue for the cold chain logistics market (with 70% of the market share, where the cold transportation market accounted for the remaining). Cold transportation via land makes up most of the market share for cold chain transportation in Malaysia, whereby the industry caters to the distribution of food and pharmaceutical products domestically, as well as internationally to Malaysia's neighbouring countries (including Singapore, Thailand, Laos, and Vietnam).

## Demand for halal cold chain logistics

Malaysia has established itself as a premier halal industry hub in the world, making it one of the major trading partners of halal meat and other products. According to the Halal Market Analysis Report 2020-2027, the global halal logistics market was valued at USD286.96 billion (RM1.29 trillion) in 2019, and is expected to expand at a CAGR of 8.4% from 2020 to 2027, the rise being primarily due to the growing Muslim population and the corresponding spending on halal products, as well as the growing global trade of halal food.

Hence, halal logistics has emerged as a possible growth prospect for logistics service providers. To maintain the halal assurance for halal products, utilising controlled temperature equipment and infrastructure is one of the characteristics of a halal supply chain. Temperature-controlled storage is one example of a value-added service in the halal logistics industry in Malaysia.

### A helping hand

While the cold chain industry in Malaysia is growing, it is highly fragmented. The industry is considered a niche segment in the market, as there are not many players or service providers that offer cold chain services. Some companies are only focused on distribution and transportation, while others concentrate on the storage element of the cold supply chain.

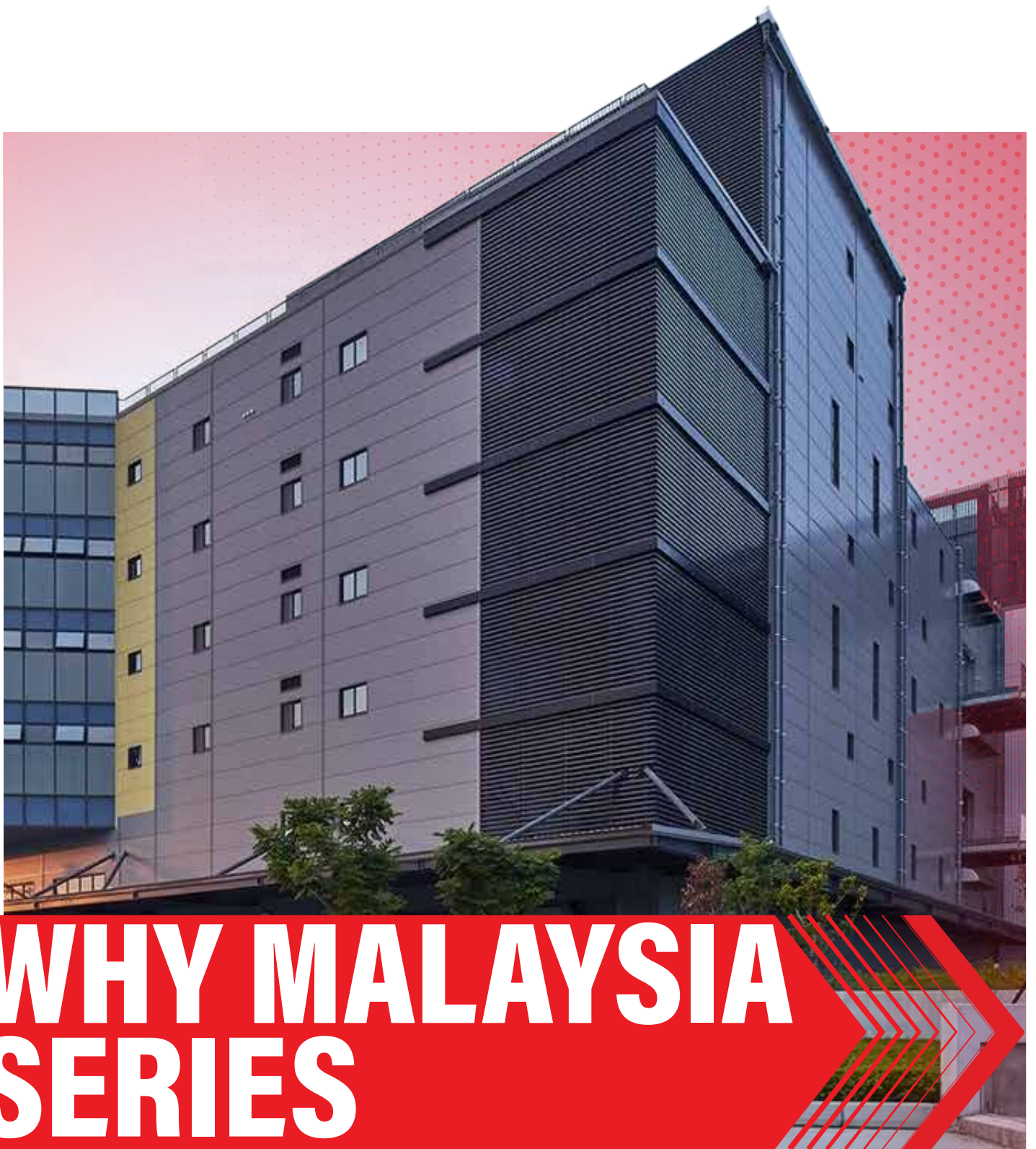
With the positive outlook of the cold chain market, conventional logistics service providers have started to venture into the cold chain market by providing cold chain logistics solutions. A few of the prominent players in Malaysia are Tasco, Integrated Cold Chain Logistics, NL Cold Chain Network, and FRIO Logistics. Rising demand, cost-cutting technological advancements, and increased profitability have led to more cold chain logistics service providers starting to establish their presence in recent years.

The government introduced the cold chain incentive scheme back in 2001 with the aspiration to encourage independent service providers to venture into the cold chain market and provide logistical cold chain solutions, including cold storage and reefer transportation for local harvest producers. Over the years, many new and existing independent service providers as well as logistics companies in Malaysia have utilised this incentive package for the expansion and diversification of their business operations. Throughout the years, MIDA has approved 19 projects under this incentive scheme. Among them are local providers such as ILM Logistics (M) Sdn. Bhd., SK Cold Chain Solutions Sdn. Bhd., Integrated Cold Chain Logistics Sdn. Bhd., and Saddam Resources Sdn. Bhd.

As the need increases, the mismatch between demand and supply makes a good case for investment in cold chain logistics. MIDA continues to encourage quality investment in cold chain infrastructure and equipment, supporting facilities and integrated cold chain projects covering the point of origin to the point of consumption. For more information, please contact MIDA's Oil and Gas, Maritime and Logistics Services Division.







# WHY MALAYSIA SERIES

04



# Taiwanese Smart Warehouses Solution Provider to **Accelerate Malaysian Logistics' Digital Transformation**

ALP



***Ally Logistic Property unveils international-scale smart warehouse in Bukit Raja, Selangor***

Ally Logistic Property (ALP) is Taiwan's largest institutional logistics property developer, focused on smart warehousing solutions to digitise the labour-intensive logistics space. Established in 2014, ALP provides cutting-edge smart warehousing solutions, including warehousing property, automation system integration, and warehousing operation planning and optimisation.

With six logistics parks and 14 logistics hubs in Taiwan, ALP now manages more than 570,000 square metres of warehouses and over USD800 million (RM3.5 billion) in assets, while having more than 480,000 square metres of warehouses and over USD650 million assets in its construction pipeline.

By integrating the resources and talents of diverse backgrounds, ALP solves the most complicated logistics processes for its clients and provides them with simpler, smarter, more sustainable solutions through its smart warehouses.

Taiwan, which has long been a global benchmark for technology advancements in the hardware space, was a prime market for which ALP could test and improve its solutions. At the same time, the country's role as a trading hub made the local logistics space a perfect petri dish for ALP's solutions to accelerate the digitalisation of labour-intensive supply chains and logistics.

## **Malaysia as an OMeiga launchpad for regional aspirations**

Having successfully redefined Taiwan's logistics sector, ALP began its Southeast Asia market expansion in 2019. That same year, the smart warehousing company set up its first subsidiary office in Malaysia. This will be followed by in other neighbouring countries including Vietnam, Thailand, Philippines, and Indonesia.

Its expansion into Malaysia culminated recently with the October 13 launch of ALP's first OMega international-scale smart warehouse in Bukit Raja, Selangor. OMega is expected to set new standards and inspiration for smart logistics infrastructure.

Charlie Chang, Co-Founder and Chief Executive Officer (CEO) of ALP, said ALP has seen increasing demands for its innovative and future-proof products and services in Southeast Asia.

"With the official announcement and start of construction on this new warehouse facility in Malaysia, ALP is committed to continue driving its effort to spur growth for the industry while empowering local brands in their digital transformation journey to reach new markets and unlock wealth," he said during the OMega launch ceremony in Bukit Raja.

Also present was ALP Malaysia Managing Director Keren Liu, who believes that the efforts of ALP will revolutionise Malaysia's warehousing infrastructure through the cutting-edge, integrated use of automation and robotics supporting the 'Specialised Warehouse and Logistics 4.0' initiative.

Liu said, "With OMega set to be completed in Q3 2024, it will bolster Malaysia's logistics and warehousing industry to support growing demand for multinational brand owners and retailers looking to establish their regional distribution centres in Selangor and Malaysia."

## OMega supports Malaysia's 'Smart Selangor' and 'Logistics 4.0' initiatives

While Southeast Asian countries have not faced serious labour shortages, in Malaysia, workers from various neighbouring countries are used to fill the gap, and this can lead to language barriers and miscommunication causing inefficiency and management difficulties in the warehouse.

Therefore, the logistics industry needs to be upgraded, to improve working environments through implementing automation equipment, systematic workflows, and to reduce dependency on human labour.

The strategic location and design of ALP Bukit Raja OMega makes it stand out from the other facilities. It has also partnered with major investors such as Malaysia's largest pension fund, the Employees Provident Fund (EPF), and attracted multinational brands and retailers.

These significant efforts are in line with the state's nation's ambition for Selangor to be a truly Smart State by 2025.

## OMega introduces the 'shared warehouse' concept

OMega is a multi-storey, automation built-in, and technology-integrated warehouse. Inspired by the futuristic concept, OMega introduces a 'shared warehouse' structure to offer a flexible rental plan to accommodate industry clients' business expansion.

It has a world-class shared Automated Storage and Retrieval Systems (AS/RS) at its heart, and separates clients and functions by floors. OMega creates an industry-specific cluster of suppliers and retailers in response to Malaysia's fast-growing warehousing needs and vigorous development of digitalisation.

OMega will feature 1.8 million square feet in total floor area with an additional 100,000 pallets in the shared automated storage and retrieval system (AS/RS) zone, making it an ideal destination for FMCG, retailers, and e-commerce platforms. A shared warehouse model enables clients with limited resources to afford a customised solution, reduce reliance on human labour, improve operational efficiency, shorten lead time and eliminate human-related errors.

OMega will be able to regulate and reduce the capacity differences between off-season and peak-season of multiple industries, and fully utilise equipment usage and labour force planning to reach maximum economic efficiency.

## OMega's brain ALPOS improves supply chain agility

The brain of OMega is ALPOS, an operating system developed by ALP. ALPOS seamlessly integrates

with the client's warehouse management software (WMS) and manages all the automation within OMega. It not only manages the pallet storage area, but it can also integrate with handling systems for picking, sortation systems, and many others. ALPOS also manages advanced functions such as moving products between clients, termed 'digital transport.'

ALPOS also features a full reporting suite, allowing operators and management to see exactly what is going on in their operations. The automation solution supports the transformation of labour-intensive supply chains and helps companies tackle the complexity of warehouse management to optimise business processes, gain time and improve cost-efficiency.

Greater focus on analytics provides core competence for retailers, as supply chain agility is the prerequisite for long-term success in the logistics industry.

ALP Executive Vice President (Group Operations Excellence and Regional Business Development) Chris Lower noted, "Whether corporations have an internal logistics department or outsource their logistics, they are increasing their focus on operational flexibility, accuracy, and agility.

"ALP expects corporations will need larger logistics facilities with dense storage to integrate business-to-business (B2B), business-to-consumer (B2C), and multiple retail channel demand, taking advantage of automated equipment and systems

to reduce reliance on manpower, improving resilience when facing emergencies, and providing higher service levels to end consumers," Lower said.

## Charting Malaysia's logistics sector's path to sustainable development

According to the Malaysia Retail Industry Report published in September 2022, in Q2 2022, the industry recorded an all-time high growth rate of 62.5% in retail sales, compared to Q2 2021.

The retail market is expected to build on this to average 61.7% growth in Q3 2022, proving its great potential and resilience. As the retail market is embracing omnichannel strategies, Malaysia's logistics players will increasingly require large-scale logistics facilities with flexibility, accuracy, and agility to meet increasing customer demand and future expansions.

The traditional logistics industry lacked long-term and complete solutions resulting in unnecessary waste in the supply chain process. With ALP changing the landscape of the logistics industry in Taiwan and abroad, Malaysian logistics players can remain competitive while accelerating their digital transformations and establishing an upgraded, sustainable business model with the help of groundbreaking smart logistics solutions.







**GOING GLOBAL  
SERIES**

**05**



# The Malaysian Snack Attack That the World Can't Resist

*Mister Potato is on the ball with its latest brand ambassador, Brazilian football sensation, Neymar Jr*

Advertising and promotion are such a fundamental part of running a business that it is impossible to ignore or completely forgo – and this is true regardless of whether economic times are booming, or challenging in the face of global disasters and epidemics. Especially during the best of times, the global market is flooded with countless shiny brands from every corner – so it takes an exceptional icon to not only make a mark on the world stage but to blossom.

Malaysia has such an iconic brand: Mister Potato! That's right: Malaysia's favourite potato chip brand since it was introduced in 1992 is not only popular back home, it is sold in more than 80 countries, including top markets such as Indonesia, Thailand, the Middle East, East Asia, and the Maldives. The latest venture for the popular potato chip involves a big name for a big event: a partnership with NR Sports and Neymar da Silva Santos Júnior as the latest face of the brand in conjunction of 2022 World Cup.

## Root Vegetables, Local Soil

It all began in 1971, when Datuk Pang Chin Hin entered the food manufacturing business by

Pacific Food Products. Although the company did not meet much success early on, they struck gold in 1974 with what became their signature product: the Mamee Monster instant noodle snack.

And just like their addictive snacks, the Malaysian public couldn't get enough, leading Pang to expand further into the snack business, which eventually led to the introduction of the Double Decker crackers in 1980 and Mister Potato snacks in 1992. Their success soon saw the company being renamed to Mamee-Double Decker (M) Bhd., where the firm was listed on the Kuala Lumpur Stock Exchange's main board on March 18, 1992 until it was taken private by the family in 2012.

Pang remained as founder and executive chairman of Mamee-Double Decker (M) Sdn. Bhd. until his death recently on November 5, 2022. His son Tan Sri Pang Tee Chew still serves as Executive Chairman while his other son Datuk Seri Pang Tee Nam is Vice-Executive Chairman, and his grandson Pierre Pang serves as the current Group Chief Executive Officer.

Mamee-Double Decker has since included more items into its offerings like Mamee Chef instant noodles, Corntoz and Tora including joint ventures



with Shinsegae Food and Hausboom for Korean and beverage product range respectively. The company has won various awards including back to back Deloitte Best Managed Companies Award (2021 & 2022), the Frost & Sullivan for Best-Home Grown Packages Food Company and the Putra Brand Award under the Foodstuff Category where Mamee Chef was listed as the Top 10 best instant noodles in the world.

### Delicious Deals for the Cup of Life

The partnership – known Mister Potato x NR Sports – is part of Mister Potato's 30th anniversary celebration and collaboration with celebrities, where the first phase started earlier this year. The prizes up for grabs are as tasty as the snacks themselves: the chance to win a trip to Qatar, PUMA merchandise, and cash prizes worth more than RM138,000.

Neymar Jr – who is considered one of this generation's most talented footballers, and has been named South American Footballer of The Year twice – said: "I'm very happy to be Mister Potato's new ambassador, even more so in an important year in my career. I had a lot of fun doing the campaign and I'm really enjoying the products."



▲ Neymar Jr. as Mister Potato, regional brand ambassador



▲ Current Group Chief Executive Officer, Mr. Pierre Pang (2<sup>nd</sup> from right) during Mister Potato x Manchester United global partnership launching ceremony at Old Trafford, Manchester in 2011.



▲ **Muhammad Anas (on wheelchair) together with whole Manchester United squad at Carrington Training Centre, Manchester in 2011.**

This is certainly not the first time that Mister Potato has been dishing out crispy collaborations; the brand became a Global Snack Partner for football team, Manchester United from 2011 to 2014, where they brought Muhammad Anas Sadiq Aminuddin – an underprivileged child from Muar, Johor who was diagnosed with Duchenne Muscular Syndrome – to Manchester in 2011 to fulfil his dream of meeting the whole Manchester United squad and to attend a match at Old Trafford stadium. It was a hit campaign that still wins praise – for although Muhammad Anas Sadiq sadly passed away a few years later, the country never forgot what Mister Potato did for him.

Earlier in the year, Mister Potato revealed a campaign that generated many screams: the appointment of South Korean K-pop artist Cha Eun-Woo as their newest brand ambassador. The star – who is a member of K-pop boy band Astro – had his name and image featured on the brand’s packaging for its crisps and chips, point-of-sale material, and trade displays in Malaysia, Singapore, Philippines, Indonesia, and Thailand, along with the release of limited-edition merchandise.

Mamee-Double Decker Group Chief Executive Officer Pierre Pang said that the Mister Potato 30th anniversary was a reminder of the fun and exciting years the brand has experienced to date. “...we are grateful to our consumers for their loyalty and support throughout this time. We remain committed to being bold and innovative – and we have more exciting plans in the pipeline,” he added.

As the Government’s principal agency to oversee and drive investment into the manufacturing and services sectors in Malaysia, MIDA is thrilled to see that a local powerhouse brand is able to entice the world as easily as it did the local market. The thought of collaborating with a famous snack brand which is part of a popular food empire’s stable will surely leave investors licking their lips.







# EVENTS

# 06




**1 November 2022**

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (second from right) paid a visit to Efinix Technology (M) Sdn. Bhd.'s facility in Bayan Lepas, Penang.

The US-based company, which manufactures field programming gate array (FPGA) integrated circuits (ICs) and FPGA intellectual property (IP) licensing, has established its footprint in Malaysia for a decade now, leveraging on the country's strong ecosystem and providing high paying jobs for Malaysians.


**1 November 2022**

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (second from right) and Special Investment Advisor to Penang Chief Minister, Dato' Seri Lee Kah Choon (third from right) celebrated the grand opening of NI Malaysia Sdn. Bhd.'s newly completed Global Supply Chain Distribution Hub in Bayan Lepas, Pulau Pinang.

The presence of NI in Malaysia will positively provide an avenue for the company to explore more high value-added activities with domestic players for mutually beneficial outcomes, as well as strengthening Malaysia's presence in the semiconductor industry.


**1 November 2022**

MIDA, led by Chief Executive Officer, Datuk Wira Arham Abdul Rahman (first row, second from right) visited LAM Research International Sdn. Bhd., a global leader in wafer fabrication equipment and services since 1980. LAM Research established its latest and largest manufacturing facility in Batu Kawan, Penang in 2021, where its workforce is almost 100% Malaysian.

The US-based company has created positive spillovers for Malaysians, including the creation of high-tech jobs, strategic local vendor development initiatives, and strategic initiatives in training local talent.


**1-4 November 2022**

MIDA Deputy Chief Executive Officer (Investment Development), Ms. Lim Bee Vian (centre) led a strike force mission to the United States of America. The strike force team consists of MIDA's Machinery and Metal Technology Division, as well as MIDA San Jose and MIDA Chicago.

The team met with Ferrotec USA Corporation, Applied Engineering Inc., Comet Technologies USA Inc., Lam Research Inc., Super Micro Computer Inc., Ultra Clean Holdings Inc., and Tesla.

This mission's objective was to meet and follow up with potential companies in the machinery and equipment, semiconductor, electric vehicle, and electrical and electronics industries in Silicon Valley, United States.


**3 November 2022**

MIDA Singapore Director, Mr. Vinothan Tulisi Nathzan was invited as one of the key speakers for a business talk on Greater Opportunities Post Pandemic organised by UMLand Iskandar Industrial Park, in partnership with MIDA Singapore, Invest Johor, and IRDA.

The event aimed to provide the latest updates on Malaysia's business landscape as well as the most recent developments in Iskandar Malaysia for potential Singapore investors looking to explore new opportunities since the reopening of borders. MIDA Singapore presented on "Investment Opportunities in Malaysia", covering tax incentives, the support system provided by MIDA, and facilitation rendered to companies in implementing projects through the Project Acceleration and Coordination Unit (PACU).


**4 November 2022**

MIDA's Transportation Technology Division hosted a networking session with the Malaysian Automotive Association (MAA), chaired by MIDA Executive Director (Investment Promotion) Ms. Najihah Abas. More than 30 MAA members were present led by President, Datuk Aishah Ahmad.

MIDA provided an update on the latest developments and facilitation by the Government, as well as addressed some issues/concerns by MAA regarding the new incentive mechanism for the automotive industry, localisation, customs, importation, and the electric vehicle ecosystem.


**8 November 2022**

MIDA hosted the 3rd Journalist Programme, which featured an expert panel discussion titled "Shifting the Paradigm: Enhancing Domestic Direct Investment (DDI) For Sustainable Economic Growth".

The purpose of the session was to emphasise the importance of DDI in contributing to the country's economic growth and to dispel the widespread misconception that the Government prioritises promotion to attract Foreign Direct Investment (FDI). In reality, the Government places equal importance in attracting both FDI and DDI.

The interactive session was moderated by AmBank Research Group Chief Economist and Head, Dr. Anthony Dass (left), and joined by panellists MIDA Senior Executive Director (Investment Policy Advocacy, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid (third from right); MIDF Research Director, Mr. Imran Yassin Md. Yusof (second from left); CG Global Profastex Manufacturing Sdn. Bhd. Founder and Managing Director, Ms. Siti Padillah Abdul Wahab (second from right); and ViTrox Corp Sdn. Bhd. Strategic Advisor, Mr. Wei Yee (right).





**8 November 2022**

150 people attended the Program Jelajah Halal Malaysia Sarawak 2022 at Kompleks Islam Sarawak, where MIDA Sarawak Director, Mr. Jona Anak Kerani was one of the speakers.

The programme was co-organised by Halal Development Corporation Bhd. (HDC), the State Government of Sarawak, and Majlis Islam Sarawak. MIDA Sarawak discussed the commercial potential for halal and Malaysia's food industry.



**11 November 2022**

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (third from left) received a courtesy visit from Mizuho Bank. The delegation was led by Mizuho Bank Asia and Oceania Managing Executive Officer and Mizuho Financial Group Executive Director, Mr. Yasuhiro Kubota (third from right).

The meeting focused on the global economic outlook for 2023; business initiatives toward the Environmental, Social, and Governance (ESG) agenda; and the continuation of the joint strategic collaboration centred on business and investment promotion activities.



**11 November 2022**

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (sixth from right) led a visit to the PETRONAS Research Facility in Bangi to understand about ongoing sustainable projects in new frontier area such as green hydrogen, renewable oil from algae, and bio-monoethylene glycol (BioMEG). These initiatives are part of PETRONAS's decarbonisation and transition strategy, which aims to achieve net zero carbon emissions by 2050.



**11 November 2022**

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (fourth from left) received a courtesy visit from CETIM Asia Pacific Advisor, Mr. Milko P. Papazaoff (fourth from right), and CETIM Asia Pacific Managing Director, Mr. Jean Francois Atge (third from left), as a follow up to the initial engagement made by MIDA's Advanced Technology and Research and Development Division during the Specific Project Mission to France in October 2022.

The meeting discussed potential collaborations between MIDA and CETIM, particularly in strengthening the technology ecosystem, through Center of Excellence, and R&D and talent development to support the Government's Science, Technology and Innovation (STI) agenda in line with the National Investment Aspirations (NIA) and the Environmental, Social and Governance (ESG) principles.




**14 November 2022**

MIDA announced the opening of Boston Scientific's Global Distribution Center in Batu Kawan, Penang. Penang Chief Minister Mr. Chow Kon Yeow (right) was accompanied by MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (second from right) during the launching event.

For more than 40 years, Boston Scientific has been a global leader in medical devices technology. The med-tech giant has developed a wide range of innovative products that uses advanced technologies to deliver unsurpassed clinical and economic value. The facility allows them to streamline their business, and to ensure the supply of high-quality products.


**14 November 2022**

MIDA and the Association of Malaysian Medical Industries (AMMI) released the inaugural AMMI Medical Device Industry Status and Outlook 2021/2022 Report in Penang.

This year's report highlights Malaysia's medical device industry's remarkable resilience in the face of the COVID-19 pandemic's challenges. The report also includes an in-depth analysis of the industry, predictions of its growth trajectory, and key insights for those looking to enter or expand their footprint within this dynamic field. This report will serve as a valuable tool for reference for decision makers in this industry.


**14-16 November 2022**

MIDA Green Technology Division Senior Deputy Director, Ms. Yusni Md. Yusop (centre) and MIDA Singapore Director, Mr. Vinothan Tulisi Nathzan (left) had an insightful discussion with Singapore's Ministry of Sustainability and the Environment, as part of the Specific Project Mission (SPM) and benchmarking visit to the island nation.

The discussion aimed to strengthen collaboration and to leverage the strengths of both organisations towards achieving the Net Zero Greenhouse Gases (GHG) emission target by 2050. The team was also privileged to meet with semiconductor and electronics test solutions provider, AEM Singapore to discuss future business endeavours.



15 November 2022

MIDA Green Technology Division Senior Deputy Director, Ms. Yusni Md. Yusop (centre) and MIDA Singapore Director Mr. Vinothan Tulisi Nathzan (right) paid a visit to Wah & Hua Pte. Ltd. in Singapore to discuss the company's investment plans to expand into Malaysia.

The company, which was established in 1978, aspires to lead the waste management industry in Asia with the latest cutting-edge products and services. The company is actively seeking partners in Malaysia to establish waste management-related projects.

The team was also delighted to meet Ms. Sabine Herold (left), the owner and Managing Partner of DELO, a German-based world-leading manufacturer of industrial adhesives. For more than 50 years, DELO has been developing custom-made special adhesives and application technologies for high-tech industries such as automotive, aviation, optoelectronics, and electronics.



16 November 2022

MIDA Oil and Gas, Maritime and Logistics Services Division Senior Deputy Director, Mr. Masri Zohaini Idris was one of the speakers at UOB Malaysia's third Smart Logistics Webinar Series, entitled "Levelling Up: The Logistics Strategy for SMEs in Malaysia".

This initiative aimed to unlock business opportunities, as well as to uncover and nurture talent to its full potential within local industry players.



16 November 2022

MIDA donated nine (9) pieces of lab equipment to Teluk Intan Hospital as part of its corporate social responsibility.

Initially, the laboratory tools were provided for MIDA Business Travelers Center (BTC), which was located at Gates C36 and C37 at Kuala Lumpur International Airport (KLIA). They were designed to assist short-term international business travellers who planned to do business in the country during the pandemic. The BTC was operational from 1 April 2021 to 1 April 2022.

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman (right) said that the donated equipment would help Teluk Intan Hospital to provide the best and beneficial health services to Malaysians.





17 November 2022

MIDA Mumbai Director, Mr. Shazri Hidayat Abd Shukor (left) met with Maharashtra Chamber of Commerce, Industry and Agriculture (MACCIA) President, Mr. Lalit Gandhi (right) to discuss future collaborations between Malaysian agencies in Mumbai and MACCIA. MACCIA is a prestigious organisation that has long been at the forefront of industry in Maharashtra, the biggest commercial and industrial state in India.



17 November 2022

MIDA Melaka Director, Mr. Jaibalan Harirajan (third from right) together with MIDA Transportation Technology Division facilitated a meeting between Composites Technology Research Malaysia Sdn. Bhd. (CTRM); Ministry of Economy, Trade and Industry, Japan (METI); and the Embassy of Japan in Malaysia to discuss the potential business collaborations with Japanese aerospace industries. Further research will be done by CTRM and METI on the proposal related to composite materials for aeroplanes.



22 November 2022

Ni Hsin EV Tech Sdn. Bhd. (NH EV Tech) – a wholly-owned subsidiary of Main Market-listed Ni Hsin Group Bhd. – launched its TAILG EBIXON EV Motorcycles.

The company unveiled two models of its TAILG EV Motorcycles in the personal and commercial categories: the TAILG EBIXON BOLD, and TAILG EBIXON TORQ. These motorcycles are imported and assembled at the company's manufacturing facilities in Seri Kembangan, Selangor.



22-25 November 2022

MIDA Business Services and Regional Operations Division Director, Ms. Rosedalina Ramlan (third from left) and MIDA Singapore Director, Mr. Vitnothan Tulisi Nathzan (second from left) had eight (8) productive meetings with potential investors during the recently concluded Specific Project Mission to Singapore. The mission's primary goal was to finalise a number of possible investments, particularly in the field of data centres.


**23 November 2022**

MIDA Healthcare, Education and Hospitality Division (KPH) and MIDA Kedah/Perlis organised a mini seminar on Government Facilitation and Investment Opportunities in the Hospitality Industry at Langkawi, Kedah.

Chief Executive Officer of Langkawi Development Authority (LADA), Mr. Nasaruddin Abdul Muttalib (seated, centre) deliver the opening remarks, followed by MIDA Executive Director (Services Development), Ms. Zuaida Abdullah (seated, left). The Chief Operating Officer (COO)

of Invest Kedah, Mr. Noor Ikhsan Abdul Aziz (seated, second from left) and Deputy Chief Executive Officer of LADA, Mr. Wan Kamarul Faisal Wan Kamardin (seated, second from right) were also guests of honour.

Over 30 Kedah hoteliers, including Widad, Panorama Langkawi, and Tradewinds, attended the seminar to learn about post-pandemic government facilitation and investment opportunities.

Following the seminar, there was a meeting with the Kedah State Government on the Special Tourism Investment Zone (STIZ).


**23 November 2022**

MIDA and the Malaysian Plastics Manufacturers Association (MPMA) co-organised the MIDA-MPMA Conference on Government Assistance at MIDA's headquarters. The conference was organised to provide an insight to participants on various government policies, facilitation, and assistance for the manufacturing sector specifically the plastics industry and was attended by 100 participants.

MIDA Chief Executive Officer, Datuk Wira Arham Abdul Rahman delivered the keynote address during the event.

The conference also featured sessions by speakers from

MIDA; the Inland Revenue Board of Malaysia (LHDN); Malaysian Industrial Development Finance Bhd. (MIDF); Malaysia External Trade Development Corporation (MATRADE); the Ministry of Science, Technology, and Innovation (MOSTI); United Overseas Bank Limited; and TalentCorp Malaysia.


**23 November 2022**

Sun Bus Tech Sdn. Bhd., a bus and bus body manufacturing company owned by the Sun Wah Group, officially established its headquarters at its first bus body manufacturing and assembly facility in a grand groundbreaking ceremony held at Senai Airport City, Johor. The event was attended by Sun Bus Tech Director, Mr. Peter Phang Jyh Siong (left); Sun Bus Tech Chief Executive Officer, Ms. Shyan Phang (second from left); Kulai Municipal Council President, Mr. Natazha Hariss (third from left); Johor State Investment, Trade and Consumer Affairs Committee Chairman, Mr. Lee Ting Han (centre); Sun Bus Tech Sdn. Bhd. Founder and Chairman,

Mr. Phang Sun Wah (third from right); MIDA Deputy Chief Executive Officer (Investment Development), Ms. Lim Bee Vian (second from right); and Affin Bank Bhd. Southern Region Enterprise Banking Senior Regional Director, Mr. Mohd Razali Saadon (right).

The project aims to provide high technology and quality economical services and products in the public transportation industry, while stepping up its efforts to realise sustainable and fuel-efficient vehicles.





**24 November 2022**

EVE Energy Co., Ltd. (EVE), a China-based lithium battery production company, through its subsidiary EVE Energy Malaysia Sdn. Bhd., announced its plans to build a cylindrical battery production base in Malaysia to support electric two-wheelers and power tools manufacturing enterprises in the country and across Southeast Asia.

The Company's significant milestone will enhance its comprehensive competitiveness for electric two-wheeled vehicles and power tools share of the global market. The project will be constructed in phases with a construction period to be completed within three (3) years.



**25 November 2022**

MIDA Executive Director (Investment Facilitation), Ms. Jasbir Kaur Bachan Singh (first row, fifth from left) led a team from MIDA's Post Investment Division, MIDA's Strategic Planning Manufacturing Division, and MIDA Perak for an engagement with Taiping Municipal Council President, Mr. Khairul Amir Mohamad Zubir and Ipoh City Council to discuss the Upgrading Infrastructure Fund for existing Industrial Areas in Kamunting and the Jelapang Free Industrial Zone (FIZ) in Perak.



**27 November 2022**

The Closing Ceremony of the Mandarin Class Intermediate Level was attended by MIDA officers who completed the course. The event was organised by the Chinese Embassy in Malaysia and the Han Culture Center Malaysia.



29 November 2022

MIDA Negeri Sembilan Director, Mr. Azizul Hakim Abu Haniffa (first row, centre) and SIRIM Negeri Sembilan organised a Roundtable Discussion Session for a number of MNCs in the state, including Samsung SDI, Nexperia, OnSemi, Alpine, and TDK. It was an informative session where participants were briefed on MIDA's facilitation, SIRIM's calibration programme activities as well as testing, certification, and inspection services.

14:00-14:10 開会挨拶

MIDA 東京事務所 Mr.Riduan Rahman

○第1部

14:10-14:35 「マレーシアの投資政策について」

講師：長岡 里奈氏 MIDA 投資アナリスト



○第2部

14:35-15:00

「マレーシアの魅力と課題」

講師：北栄 和弥氏 マレーシア日本人商工会議所上席調整責任者



○第3部

15:00-15:25

「マレーシアの自動車産業について」

講師：Mr.Akbar Danial DRB-HICOM 自動車部門最高責任者

15:25-15:30 閉会挨拶



29 November 2022

MIDA Tokyo Director, Mohd Riduan Abd Rahman in collaboration with Hyakugo Bank, hosted a webinar promoting Malaysia as the Investment Destination for Automotive Sector.

Mr. Riduan shared on investment opportunities in Malaysia. Mr. Akkbar Danial, Chief Executive Officer of Automotive Distribution, DRB-HICOM Bhd. focused on overview of the automotive landscape in Malaysia and Mr. Kazuya Kitae of JACTIM shared salient information on Malaysia's investment landscape particularly in the automotive sector.



30 November 2022

MIDA, led by Executive Director (Investment Promotion), Ms. Najihah Abas (first row, fourth from right) briefed the delegation from the General Confederation of Enterprises of Côte d'Ivoire (CGECI) on MIDA's role and functions as well as the promotional programmes undertaken in positioning Malaysia as the preferred investment destination in the region.

With the latest mandate to facilitate Cross Border Investment, MIDA is committed to identify new investment opportunities for domestic players to penetrate the overseas market. As emphasised during the meeting, the new role will create more economic spin-offs in the country and have a significant impact in facilitating local players to expand their business horizons beyond Malaysia.




**30 November 2022**

MIDA is honoured to be one of the recipients for the Recognition Award (under the Government Agencies category) at the Motorola Solutions Malaysia 50th Anniversary Dinner. The momentous event was attended by MIDA Penang and MIDA Regional Operation and Business Services Division Director, Ms. Rosedalina Ramli (middle).


**30 November 2022**

MIDA Tokyo Assistant Director, Mr. Shamsul Amir (top row, right) shared Malaysia's value proposition in a webinar co-organised with the ASEAN-Japan Centre (AJC) with the theme "Electrical and Electronics Industry and its Supporting Ecosystem in Malaysia". Malaysia has attracted numerous high-value and high-quality investments in the semiconductor industry and we welcome more Japanese companies to be part of the Malaysia's robust E&E ecosystem.



# ADD-ONS

# 07



## » MIDA IN THE NEWS

- [MIDA calls for more domestic direct investment to sustain economic growth](#)
- [Value of approved domestic investments alone not the full picture — MIDA](#)
- [Approved investments in 2022 to match pre-pandemic level of over RM200 billion yearly – MIDA](#)
- [Mamee collaborates with MIDA to explore, expand markets abroad](#)
- [Malaysian plastics industry remains resilient with steady growth — MIDA](#)
- [MIDA Emphasises the Importance of DDI and Its Aggressive Facilitation to Domestic Players to Create Sustainable Economic Growth](#)
- [MIDA and AMMI Launch Medical Device Industry Status & Outlook 2021-2022 Report – Malaysia Dazzles as a World Leader in Medical Devices](#)
- [Boston Scientific Expands Operations In Penang](#)
- [Ni Hsin Launches Electric Motorcycles in Malaysia](#)
- [MIDA and MPMA Co-Organises Conference to Highlight Various Government Facilitations For The Plastic Industry](#)
- [Sun Bus Tech Chooses Johor To Establish Its Headquarters, The First Ever Bus Body Manufacturing & Assembly Facility](#)
- [EVE Energy Announces Plans to Build A Cylindrical Battery Production Base in Malaysia](#)

## » MALAYSIA'S RANKING

- [KLIA and Langkawi are world's best in Q3 2022 airport survey](#)

## » ECONOMIC NEWS

- [Malacca expects to attract RM5b investments this year](#)
- [Malaysia-China diplomatic relations going strong](#)
- [Malaysia-UK to elevate committee on trade and investment to ministerial level](#)
- [Enhanced Malaysian-Türkiye ties offer more opportunities for investments: Envoy](#)
- [Global halal economy expected to reach RM22.34t by 2030](#)
- [Awang Tengah: Lawas set to be economic, industrial hub with better connectivity](#)
- [US-China rift spells opportunity for Taiwanese tech firms to explore Malaysia](#)
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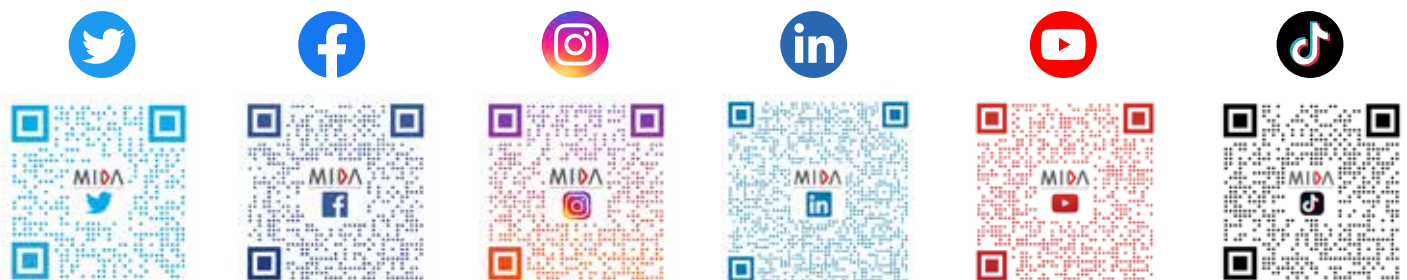
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Malaysian Investment Development Authority  
MIDA Sentral  
No. 5, Jalan Stesen Sentral 5  
KL Sentral  
50470 Kuala Lumpur  
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Fax: +603 2274 7970  
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