

December 2023  
Issue

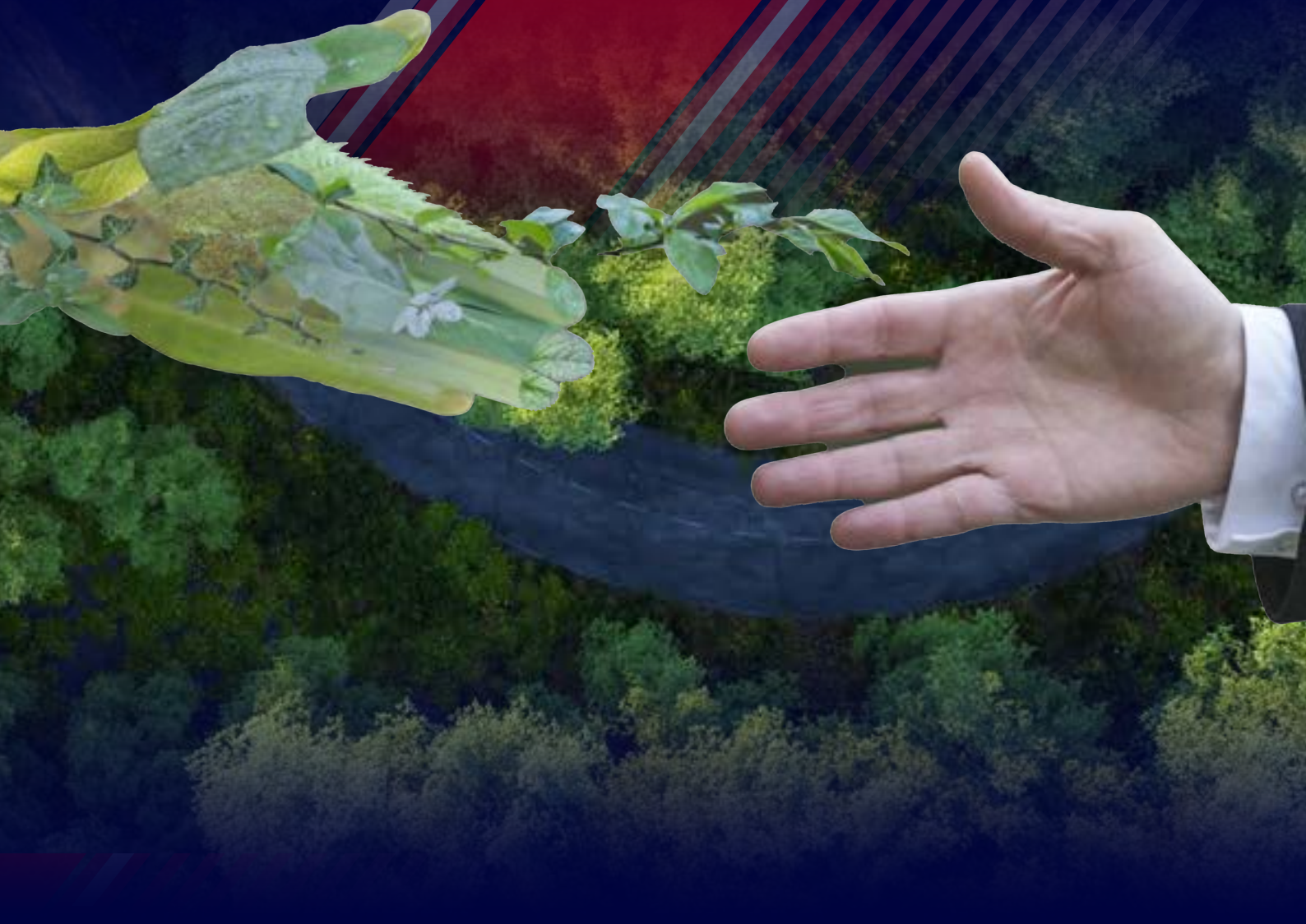


**MALAYSIA  
MADANI**

**MIDA**

# INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



## HIGHLIGHTS

National Energy Transition  
Roadmap (NETR): Charting a  
Path to a Sustainable Energy  
Landscape

## SERVICES

Energy Generation from  
Waste: Berjaya Corporation  
Berhad's Initiative Towards  
Sustainable Practices

## INDUSTRY

Chemical Industry  
Innovations Driving  
Sustainable Mobility:  
Navigating the Future of  
Electric Vehicles

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

*Dear Valued Partners and Readers,*

The December edition of INVEST MALAYSIA marks the last issue of the e-newsletter for 2023. As we say our goodbyes to 2023 with this December edition of INVEST MALAYSIA, it's a moment to pause, reflect, and look ahead with hope. This year has been quite a ride, filled with challenges and unexpected turns, but our joint spirit of resilience and commitment has been our guiding light.

In this edition, we unfold the story of Malaysia's progress across various sectors, spotlighting our nation's dedication for groundbreaking initiatives with a lasting impact. From the National Energy Transition Roadmap (NETR) guiding us towards a sustainable energy future to exciting innovations in the chemical industry and advancing sustainable mobility, Malaysia is taking steps towards a greener and more sustainable future.

Sustainability, for us, is not just a box to tick, it's an opportunity for companies to thrive and succeed. The NETR, a comprehensive strategic plan, sets ambitious targets, aiming for net-zero emissions by 2050. With six strategic energy transition levers and 10 flagship projects, Malaysia is proudly taking its place as a responsible global citizen, making a meaningful contribution to climate change mitigation.

Malaysia's economic influence continues to flourish, exemplified by the Prime Minister, YAB Dato' Seri Anwar Ibrahim's working visit to Tokyo, Japan, from 16 to 18 December 2023. This strategic move, coinciding with the ASEAN-Japan Commemorative Summit, reinforces Malaysia's commitment to international collaboration and showcases our active role on the global stage.

Within the Manufacturing Section, explore the pivotal role of the chemical industry in the electric vehicle (EV) revolution, showcasing Malaysia's strategic stance in the global green movement. Innovations in battery technologies, recycling efforts, and the development of advanced materials underscore Malaysia's active participation in shaping the future of sustainable transport.

The Services Section puts the spotlight on Berjaya Corporation Berhad's waste management initiative, showcasing Malaysia's proactive stance on environmental concerns and the promotion of sustainable waste practices. The Bukit Tagar Enviro Park's waste-to-energy project reflects a commitment to turning challenges into opportunities for green energy generation.

# From the CEO's Desk:

## Datuk Wira Arham Abdul Rahman

Embark on the success story of iHandal Energy Solutions, a Malaysian company leading in sustainable energy solutions. Their story, marked by engineering excellence and global expansion, reflects Malaysia's potential to be a key player in the growing sustainable energy landscape.

In our “Why Malaysia” segment, we share Microsoft's enduring presence in Malaysia for over 30 years, highlighting the nation's unique qualities—diversity, inclusivity, and a solid foundation for technological advancement. Microsoft's commitment to upskilling Malaysians aligns with our shared vision for an inclusive and sustainable digital economy.

As we look ahead to 2024, let's face it with renewed vigour and confidence, united as one. The future may be uncertain, but our path for resilience is clear.

Let's carry forward the lessons learned, celebrate the victories, and nurture the spirit of collaboration that defines Malaysia's unique journey. Wishing all the readers of INVEST MALAYSIA a splendid new year filled with growth, innovation, and shared success. Thank you for being an integral part of our collective story of progress.

### DATUK WIRA ARHAM ABDUL RAHMAN

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)





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# THANK YOU FOR YOUR TRUST IN US



## **BEST SME BANK OF MALAYSIA 5 YEARS IN A ROW**

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[www.hlb.com.my/sme](http://www.hlb.com.my/sme)

**/// MALAYSIA'S BEST SME BANK**  
ASIAMONEY AWARDS 2019 & 2020

**/// MALAYSIA'S BEST SME BANK**  
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THE ASIAN BANKER MALAYSIA AWARDS 2021

**/// MALAYSIA'S BEST DIGITAL BANK**  
ASIAMONEY AWARDS 2019 & 2021



# HIGHLIGHTS

01

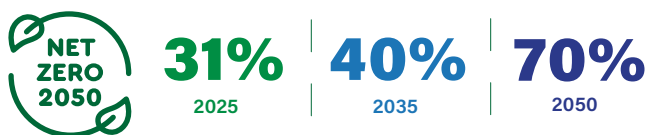


# National Energy Transition Roadmap (NETR): Charting a Path to a Sustainable Energy Landscape

## Embracing a Greener and More Sustainable Energy Future

In today's rapidly evolving global condition, the pressing need for sustainable and renewable energy sources have become increasingly evident. Acknowledging this urgency, a growing number of nations have embarked on a pursuit towards a sustainable energy landscape. In an effort to further amplify this agenda for Malaysia, the Government has launched the National Energy Transition Roadmap (NETR) as a comprehensive strategic plan to steer the energy systems away from conventional, fossil-fuel-based sources and towards cleaner, more sustainable alternatives. Designed to address the challenges posed by climate change, enhance energy security, and ensure long-term sustainability, this roadmap spans multiple sectors, encompassing electricity generation, transportation, industrial processes, and residential energy consumption.

## Malaysia's NETR: A Commitment to Sustainability



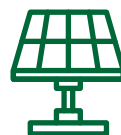
The NETR sets ambitious targets for Malaysia, aiming to achieve net-zero emissions by 2050. The plan is comprehensive and outlines a gradual increase in renewable energy shares, targeting 31% by 2025, 40% by 2035, and an impressive 70% by 2050.

## Strategic Focus on Sustainable Energy Levers

To efficiently transition towards cleaner and more sustainable energy sources, six (6) energy transition levers, namely Energy Efficiency (EE), Renewable Energy (RE), Hydrogen, Bioenergy, Green Mobility and Carbon Capture, Utilisation and Storage (CCUS), have been strategically structured into 10 flagship projects.



Energy Efficiency (EE)



Renewable Energy (RE)



Hydrogen



Bioenergy



Green Mobility



Carbon Capture, Utilisation and Storage (CCUS)

Energy transition levers

These flagship projects are expected to attract substantial investment exceeding RM25 billion, fostering the creation of 23,000 employment opportunities. Simultaneously, these initiatives are projected to reducing the greenhouse gas (GHG) emissions by over 10,000 Gg CO<sub>2</sub>eq (gigagrams carbon dioxide equivalent) per year.

## Economic Benefits of the Responsible Transition (RT) Initiative

The Responsible Transition (RT) initiative, a key component of the NETR, is poised to deliver substantial positive impacts on Malaysia's economy. By diversifying away from fossil fuels and actively nurturing growth in green mobility, renewable energy, energy storage, and other emerging energy technologies, Malaysia is positioned to enhance its competitiveness and attain significant economic gains.

Projections indicate that the RT initiative could yield investment opportunities between RM1.2 trillion to RM1.3 trillion by 2050. This trajectory foresees an additional contribution of RM220 billion to the Gross Domestic Product (GDP) and generate approximately 310,000 green growth job opportunities by 2050. Notably, these economic advantages are expected to be inclusive, benefiting medium and low-income households, and facilitating widespread societal advancement.

## Green Initiatives for a Sustainable Tomorrow

In line with its commitment to sustainability, the Malaysian Government through the National Budget 2024, lays the foundation to encourage industries to transition towards a low-carbon economy. The Green Technology incentives, namely the Green Investment Tax Allowance (GITA) and Green Income Tax Exemption (GITE) for companies undertaking qualifying green activities, which were initially set to expire on 31 December 2023, have been reviewed and enhanced in the 2024 Budget.

The enhancement of the tax incentive package will be based on a tiering approach. It also includes the introduction of new qualifying activities, namely green hydrogen, electric vehicle charging station and wind energy. Effective 1 January 2024, businesses can submit applications for the GITA Project for business purpose and GITE Solar Leasing to MIDA until 31 December 2026. Meanwhile, applications for GITA Asset for own consumption should be submitted to the Malaysian Green Technology and Climate Change Corporation (MGTC) effective 1 January 2024 until 31 December 2026.







## Malaysia's Role as a Responsible Global Citizen

Malaysia endeavours to achieve its renewable energy objectives underscores its commitment to serve as a responsible global citizen making a substantive contribution to addressing climate change. By prioritising renewable energy and reducing its reliance on fossil fuels, Malaysia can set a guiding example for other nations as they embark on their unique energy transition journeys.

## Paving the Way for a Sustainable Future

While the NETR outlines a clear trajectory for Malaysia's energy transition, it remains vital to anticipate and address the potential challenges and obstacles along the way. MIDA stands firmly

committed to assuming a pivotal role in advancing these goals, facilitating and supporting the implementation of green and renewable energy investment projects. Moreover, fostering collaborative efforts between MIDA, other Ministries and Government agencies, private sector entities, and civil society will be crucial to ensure the success of the roadmap and overcome any potential hurdles.

The successful execution of the NETR requires resolute political will, robust partnerships, and substantial investments in infrastructure and technology. This comprehensive approach represents a crucial step towards realising the goals set in international agreements such as the Paris Agreement and the United Nations Sustainable Development Goals, laying the groundwork for a more sustainable and environmentally friendly future for generations to come.







# HIGHLIGHTS

# 01

A group of ten men in dark suits are standing in a room with wood-paneled walls. In the background, the Malaysian flag and the Japanese flag are visible. The men are arranged in a line, facing the camera.

## Strengthening Bilateral Ties: YAB Dato' Seri Anwar Ibrahim, Prime Minister of Malaysia, Led a Working Visit to Tokyo, Japan

In a significant stride towards bolstering economic ties, YAB Dato' Seri Anwar Ibrahim, Prime Minister of Malaysia, led a working visit to Tokyo, Japan, from 16 to 18 December 2023, coinciding with the ASEAN-Japan Commemorative Summit. This strategic move aimed to build upon existing economic partnerships and attract potential investments.

Japan holds a significant position as Malaysia's top five investor, with a total approved investment of RM11.2 billion from January to September 2023. Notably, approved foreign investment (FI) constituted 55.9% of the total at RM125.7 billion, reflecting Japan's influential economic influence in Malaysia.

During the working visit, Prime Minister's efforts bore fruit with secured potential investments totaling RM6.56 billion, complementing the RM23 billion from the previous Malaysian delegation's visit in June 2023. The cumulative potential investments of RM29.56 billion underscore the robust economic collaboration between the two nations.

Facilitated by MIDA Tokyo, the visit, included one-on-one meetings with key Japanese companies such as Rohm Wako, NEC Corporation, and Mitsui & Co. These meetings explored opportunities for collaboration in semiconductor investment, digitalisation, subsea cable services, Carbon Capture and Storage (CCS), healthcare, and digital investments in Malaysia.







A roundtable meeting convened 25 Japanese companies from various sectors such as electrical and electronics (E&E), automotive, machinery, healthcare, green energy, trading, banking, and small and medium-sized corporations (SMEs). Mr. Taro Shimada of Toshiba Corporation, Mr. Koshiro Kudo of Asahi Kasei, Mr. Nobuhiko Murakami of Toyota Tsusho Corporation and Mr. Kunio Yamada of Rohto Pharmaceutical were among the figures who participated, with the Prime Minister shedding light on Malaysia's National Energy Transition Roadmap (NETR) and the New Industrial Master Plan (NIMP) 2030. The positive response from Japanese industry leaders reflects the allure of Malaysia as a strategic investment destination, especially given both nations' shared commitment to achieving net zero emissions by 2050.

Parallel to the official visit, the Ministry of Investment, Trade and Industry of Malaysia (MITI) organised investment meeting with Miyoshi Oil & Fat Co., Ltd., exploring their first facility outside of Japan in oleochemical-related activities. Discussions with Nichicon Corporation focused on collaboration in electric vehicle (EV) components, showcasing the diversification and depth of potential investments.

This successful visit not only cements economic ties but also sets the stage for enhanced collaboration between Malaysia and Japan, propelling both nations towards a sustainable and mutually beneficial future.





INDUSTRY

02



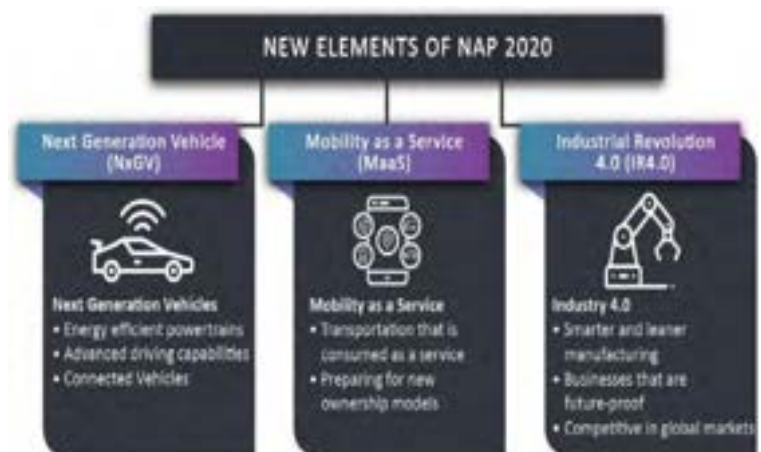
## Chemical Industry Innovations Driving Sustainable Mobility: Navigating the Future of Electric Vehicles

Over the past years, the Malaysian electric vehicle (EV) industry has emerged as a beacon of innovation, reflecting the nation's commitment to sustainable transportation and environmental conservation. Amid the ongoing global shift towards electrification in the automotive industry, Malaysia has strategically positioned itself as one of the significant participants in this whole green revolution.

According to Fortune Business Insights, the global EV market size is valued at USD388.1 billion as of 2023 and is expected to reach USD951.9 billion by 2030 with a Compound Annual Growth Rate (CAGR) of 13.7 per cent.

Malaysia is well poised towards becoming a major producer of electric vehicles in Southeast Asia with the government's proactive initiatives to foster a favourable EV ecosystem, supported by the presence of Tesla, which has a strong business commitment to the country's automotive industry, solidifying Malaysia's position at the forefront of the electric vehicle revolution in the region.

The National Automotive Policy (NAP) makes the development of the next-generation vehicle (NxGV) one of the main elements by focusing on three main strategies, namely value chain development, human capital development and safety, environment and consumerism.



### INTEGRATION OF SERVICES AND ELECTRICAL AND ELECTRONICS (E&E) SECTOR IN THE AUTOMOTIVE SECTOR

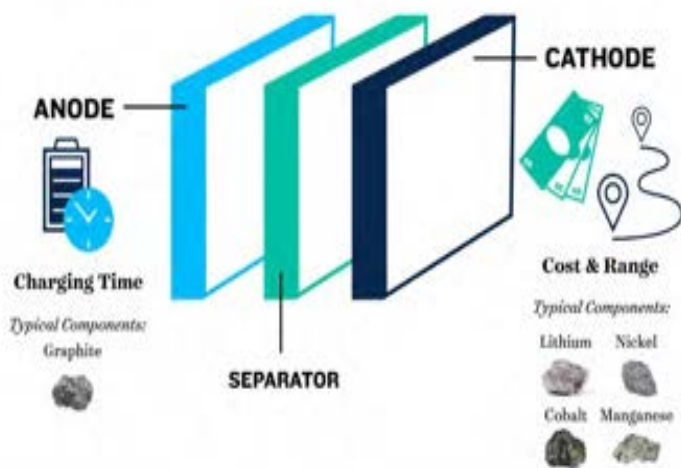
#### Integration of the Chemical Industry into the Malaysian EV Ecosystem

The chemical industry assumes a crucial role in the EV revolution, driving innovations essential for the development, efficiency, and sustainability of EVs.

The cohesiveness of the chemical industry in the realm of sustainable EVs represents a sense of synergy between innovation, responsibility, and progress. As the world pivots towards more environmentally-friendly means of transport, the chemical sector has emerged as a central force, unifying diverse elements to propel the EV revolution towards unprecedented sustainability.



## ELECTRIC VEHICLE BATTERY COMPONENTS



Electric Vehicle Battery Components | Infographic by Jessica Russo: <https://www.jessicannarusso.com/> Source image by Volkswagen: [https://www.volkswagenag.com/presence/investorrelation/publications/presentations/2021/03/2021-03-15\\_PowerDayVWGroup.pdf](https://www.volkswagenag.com/presence/investorrelation/publications/presentations/2021/03/2021-03-15_PowerDayVWGroup.pdf)

### Innovative Battery Technologies

One of the major components in every electric vehicle is its battery, as the chemical industry provides breakthroughs for this important technology. Malaysian chemical companies are involved in the research and manufacturing advanced battery materials, including cathodes, anodes, and electrolytes. Their expertise enhances battery efficiency, charging speeds, and overall lifespan, ensuring that Malaysian-made EV batteries are competitive on the global stage.

Lithium is a key component of the batteries that are used in EVs and as renewable energy (RE) storage. Based on current projections, it is estimated that the world will need around 240 million tonnes of lithium by 2030. This is more than six times the estimated current global lithium reserves. This rapid increase in demand is driven by the growing popularity of EVs and other RE initiatives.

Through cutting-edge research and development, the chemical industry players have achieved remarkable progress in enhancing the energy density, charging speed, and overall performance of lithium-ion batteries, making them more efficient and suitable for a wide range of applications, including EVs.

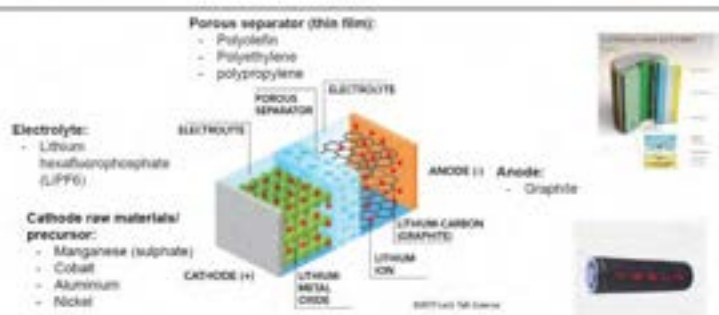
Malaysia is actively advancing towards the production of lithium-ion batteries for the EV ecosystem, with notable players like Samsung SDI, EVE and APM Automotive. These promising projects have the potential to attract significant EV-related investments into Malaysia, thereby fostering the growth of a robust and healthy EV ecosystem in the country.

The mission to establish a robust EV ecosystem in Malaysia gains further momentum with the presence of INV New Material Technology, a company under Shenzhen Senior Technology Material – one of the leading enterprises in lithium battery separator technology in China. INV is poised to assume a vital role in EVs, electrical and electronics and solar energy through advances in separator technology. INV's lithium-ion battery separator facility aligns seamlessly with Malaysia's commitment to a sustainable future, reflecting responsible business practices. This marks Malaysia as one of the largest lithium-ion battery separator producers in Southeast Asia.

The development of advanced cathode materials such as lithium iron phosphate (LiFePO<sub>4</sub>) or lithium nickel cobalt manganese oxide (NCM) through precise chemical formulations are also making headways. These materials significantly influence the energy density, voltage, and thermal stability of lithium-ion batteries. Tailoring the chemical composition of cathodes can lead to batteries with higher capacities and longer lifespans.

Graphite, silicon, and other carbon-based materials are essential components of the anode in lithium-ion batteries. Chemical treatments and coatings can enhance the conductivity and structural integrity of anodes, enabling faster charging and discharging rates. Innovations in anode materials are vital for improving the overall performance and efficiency of lithium-ion batteries in EVs.

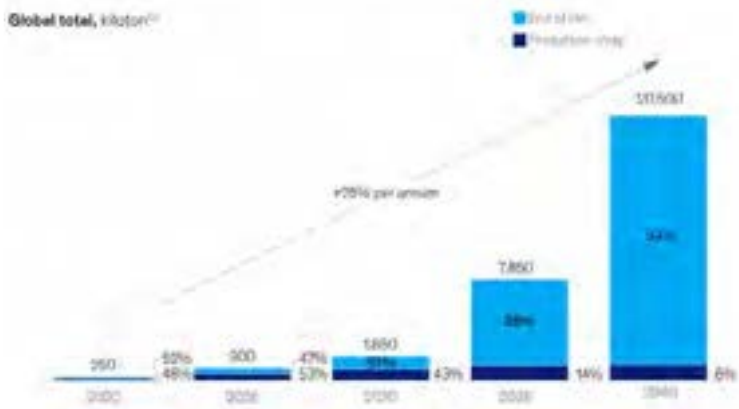
### OPPORTUNITY IN LITHIUM-ION BATTERY



### Recycling of Batteries towards Sustainability of Electric Vehicles Industry

In China, Europe, and the United States, where substantial transitions to EVs are underway, the primary source of recyclable battery materials still stems largely from consumer electronics cells found in items like laptops and household devices. Additionally, a considerable portion comes from cell manufacturing scrap, typically originating from faulty batteries that do not meet quality control standards. It is important to acknowledge that manufacturing scrap will constitute a notable component when a new battery factory

The global supply of EV batteries for recycling is steadily increasing, driven primarily by production scrap before 2030 and end-of-life batteries after 2030.



<sup>1</sup>Numbers are rounded.  
<sup>2</sup>2023 Q1.  
 Source: McKinsey Battery Insights

commences operations, creating a substantial volume available for recycling. This trend becomes increasingly significant in markets experiencing a surge in EV battery manufacturing.

End-of-life EV batteries constitute a significant volume in markets like China, where EV adoption has been widespread for a considerable period. However, on a global scale, production scrap is expected to continue being the main source of battery materials for recycling until 2030. It is projected that by that time, the volume of end-of-life EV batteries will have expanded to the extent of surpassing production scrap in terms of recycling potential.

Creating a sustainable battery industry for EVs necessitates a comprehensive approach spanning various aspects of production, usage, and disposal. One critical avenue is efficient battery recycling and reuse infrastructure, enabling the recovery of valuable materials and promoting a circular economy. By establishing widespread recycling facilities and incentivising proper disposal, the industry can

significantly reduce its environmental footprint. Material innovation assumes a pivotal role, focusing on reducing dependence on rare and environmentally sensitive elements such as cobalt while exploring sustainable alternatives. Additionally, promoting responsibly sourced materials, especially lithium, from ethical mining practices contributes to sustainable material sourcing.

## Energising the Future: Accelerating Malaysia's EV Battery Industry

Malaysia is currently in the early stages of lithium-ion battery production. Despite this, the country is making significant progress through comprehensive supply chain integration efforts. These efforts involve various steps such as manufacturing battery cells and assembling battery packs and promoting more industry players in the supply chain ecosystem. With these initiatives, Malaysia is on track to becoming a key player in the EV battery manufacturing industry.

In line with the Malaysian Government's vision of heading towards a sustainable future by reducing its carbon footprints as well as elevating the EV industry, various forms of incentives and grant packages are available to promote the invention of robust batteries as well as a circular economy involved throughout the ecosystem.

MIDA, as the Government's principal investment promotion and development agency, recognises the potential development of batteries in completing the ecosystem of the EV industry in Malaysia. Thus, we encourage investors to explore further the business prospects of this new growth area by engaging with the dedicated team at the **Chemical and Advanced Material Division** at <https://www.mida.gov.my/staffdirectory/chemical-and-advanced-material/>







SERVICES

03



## Energy Generation from Waste: Berjaya Corporation Berhad's Initiative Towards Sustainable Practices

Malaysia has proactively engaged in integrated waste management initiatives to address environmental concerns and promote sustainable waste practices. Despite the nation's various strategies and programmes, the increase in population and economic growth has posed a significant challenge to waste management.

Solid waste in Malaysia spans various categories, including household, public, commercial, industrial, imported, construction, and institutional waste. Food waste originating from households and commercial activities constitutes the largest portion, accounting for 44 per cent of the total daily solid waste in Malaysia. This is followed by plastic, paper, mixed organics, and wood.<sup>1</sup> According to the 2021 statistics from Malaysia's Ministry of Housing and Local Government (KPKT), Selangor leads in solid waste generation with an estimated 7,670 tons per day, followed by Sabah (4,485 tons/day) and Johor (4,439 tons/day).

Solid waste management involves a spectrum of activities, such as separation, storage, collection, transportation, transfer, processing, recycling, treatment, and disposal. Municipal Solid Waste (MSW) is considered a valuable source of bioenergy and can be utilised as feedstock for power generation or Waste-to-Energy (WtE) projects. According to KPKT, the Government of Malaysia plans to implement WtE projects in several locations throughout Peninsular Malaysia by having at least seven (7) WtE projects built nationwide by 2025.

Bukit Tagar Enviro Park (BTEP) is one of Malaysia's largest sanitary landfills, developed and managed by Berjaya EnviroParks Sdn. Bhd. (BEP), a subsidiary of Berjaya Group - a conglomerate listed on the Malaysian stock exchange board.<sup>2</sup> BEP operates the sanitary landfill at the BTEP, which has an airspace capacity of 120 million tons, sufficient for the disposal of solid waste generated from Kuala Lumpur, Selangor, and Putrajaya over 50 years.



Berjaya Energies Sdn. Bhd.'s Waste Management Solutions

BTEP harnesses methane gas produced during waste decomposition to generate electricity. Utilising seven gas engines with a combined 12.4-megawatt capacity, BTEP converts this methane-rich biogas into green energy. This electricity is seamlessly

<sup>1</sup> [https://www.kpkt.gov.my/kpkt/resources/user\\_1/GALERI/PDF\\_PENERBITAN/PERANGKAAAN%20TERPILIH/STATISTIK\\_TAHUNAN\\_KPKT\\_2021\\_19012023.pdf](https://www.kpkt.gov.my/kpkt/resources/user_1/GALERI/PDF_PENERBITAN/PERANGKAAAN%20TERPILIH/STATISTIK_TAHUNAN_KPKT_2021_19012023.pdf)  
<sup>2</sup> <https://www.berjayaenviroparks.com.my/ms/laman-utama/>

integrated into the National Grid through the Feed-In Tariff scheme, making BTEP one of Malaysia's largest WtE plants. BTEP is also the first sanitary landfill in Malaysia to receive Carbon Credits units from the United Nations Framework Convention on Climate Change (UNFCCC). The project aligns with the National Energy Transition Roadmap (NETR), which outlines the increase of biogas power generation capacity to 1.4 gigawatt by 2050.

Under the Berjaya Group, J&T Berjaya Alam Murni manages sustainable scheduled waste treatment, handling more than 70 types of scheduled wastes categorised under the Department of Environment's codes. The types of waste are clinical, toxic and hazardous from various industries all over Malaysia including the medical, small, medium and heavy industries. Another subsidiary, Amita Berjaya, focuses on recycling scheduled waste, converting it into Alternative Raw Material (ARM) and Alternative Fuel (AF) for use in cement plants. This activity aligns with the "Cradle-to-Cradle" principle, ensuring safe processing without residues.

Malaysia's solid waste, rich in organic content and moisture, presents a promising opportunity for energy recovery through WtE facilities. Besides generating energy, WtE facilities will reduce up to 85 per cent of wastes disposed at landfills, increasing the lifespan of landfills and reducing methane and greenhouse gas (GHG) emissions. The Government's initiative to construct WtE incinerators in each state within the next two years, facilitated by open tenders, signals an appealing investment opportunity.

As of 30 September 2023, MIDA has approved 12 integrated waste management projects worth RM940.4 million. Domestic investment dominated the industry, bringing in RM927.4 million and is expected to provide 1,030 job opportunities.

The Government has introduced green incentives for the industrial and commercial sectors since 2001. These incentives have been well received and have positively impacted the adoption of green technology in the country. In Budget 2024, the government further extended the incentives and introduced a tiered and outcome-based approach to attract high-growth and high-value sectors. Under the enhanced green technology incentives, qualifying activities now include green hydrogen, electric vehicle (EV) charging stations, wind energy and enhanced incentives for integrated waste management projects.<sup>3</sup>

Malaysia's recent recognition as the best country in Southeast Asia in the Energy Transition Index by the World Economic Forum (WEF) is a testament to the nation's commitment to a fast, safe, and affordable energy transition. The strategic location of Malaysia, its diverse renewable energy sources (RES), and skilled workforce position the country to become a regional leader in the global energy transition journey.

To learn more about investment opportunities in the Waste-to-energy and green technology industry, please contact the **Green Technology Division, MIDA** at <https://www.mida.gov.my/staffdirectory/green-technology-division/>

<sup>3</sup> <https://www.mida.gov.my/mida-news/malaysia-ranked-first-place-in-s-e-asia-in-wef-energy-transition-index/>







# WHY MALAYSIA SERIES

04





## Microsoft in Malaysia

Microsoft started its operations in Malaysia in July 1992 – more than 30 years ago. Today, Microsoft employs more than 200 employees across its offices in Kuala Lumpur and Penang. Their company's mission is to create technology to empower every person and every organisation on the planet to achieve more. In Malaysia, Microsoft works closely with governments, non-government organisations, enterprises, communities, and individuals to deliver its mission and support the nation's digital aspirations.

Malaysia's diversity of races, religions, and cultures is our unique proposition. This presents inclusive perspectives and opportunities—and is what sets us apart and makes us competitive. The Malaysia MADANI visionary approach also extends beyond economic growth – championing inclusive and sustainable development. Coupled with Malaysia's strategic location, a highly diversified economy, and a supportive labour market, this overall robust foundation is what continues to draw Microsoft to invest in and partner with Malaysia.

As more people and organisations in Malaysia look to innovative technology to drive growth, overcome challenges, and build resilience, Microsoft's goal is to be the trusted technology partner, in empowering people and organisations to take the leap to digital transformation, with AI.

### Leading the Era of AI

AI is fast evolving in 2023, we saw the rise of Generative AI – a form of AI that can generate new output, be it text, imagery, or code, just by prompting it using everyday, natural language.

Examples range from helping people draft speeches or write programming codes, to enabling customer service departments build virtual agents in minutes. But that's not all, we have seen the transformational power of applying generative AI in our day-to-day work too.

A recent study in collaboration with the Malaysia Centre4IR and Access Partnership found that generative AI has the potential to unlock USD113.4 billion of productive capacity for Malaysia, equivalent to 28% of the nation's GDP in 2022. This highlights the transformative role that AI can play in driving economic growth and innovation.

In fact, new data from a Microsoft study also shows that across the globe, early users of Copilot for Microsoft 365, which introduces generative AI capabilities to support activities such as writing, creating presentations and administrative tasks, experience real productivity gains at work; making them more productive and creative, whilst helping them save time.

Customers in Malaysia are starting to see the benefits of using the Copilot too, from the likes of AmBank Group, Permodalan Nasional Berhad, and PETRONAS.

### Microsoft's Approach to AI

At Microsoft, the belief is that AI is the defining technology of our time, and they are optimistic about what it can do to help people, industries, and society. Understanding its transformative capability. Microsoft is cognisant that this technology will undoubtedly play a part in reshaping how people work.



## The three key takeaways

70% of Copilot users said that they were more productive and 68% said it improved the quality of their work.

Overall, users were 29% faster in a series of tasks (searching, writing, and summarising).

77% of users said once they used Copilot, they didn't want to give it up.

It may change the nature of some jobs, allowing people to focus on the more valuable, meaningful and enjoyable parts of their work, and may also lead to the creation of new jobs that did not exist before. In line with the aim to democratise AI breakthroughs, Microsoft is committed to help prepare Malaysians for this future.

As part of the **Bersama Malaysia** initiative to empower the country's inclusive and sustainable digital economy, Microsoft pledged to upskill an additional 1 million Malaysians by the end of 2023 to ensure every person has an equal opportunity to

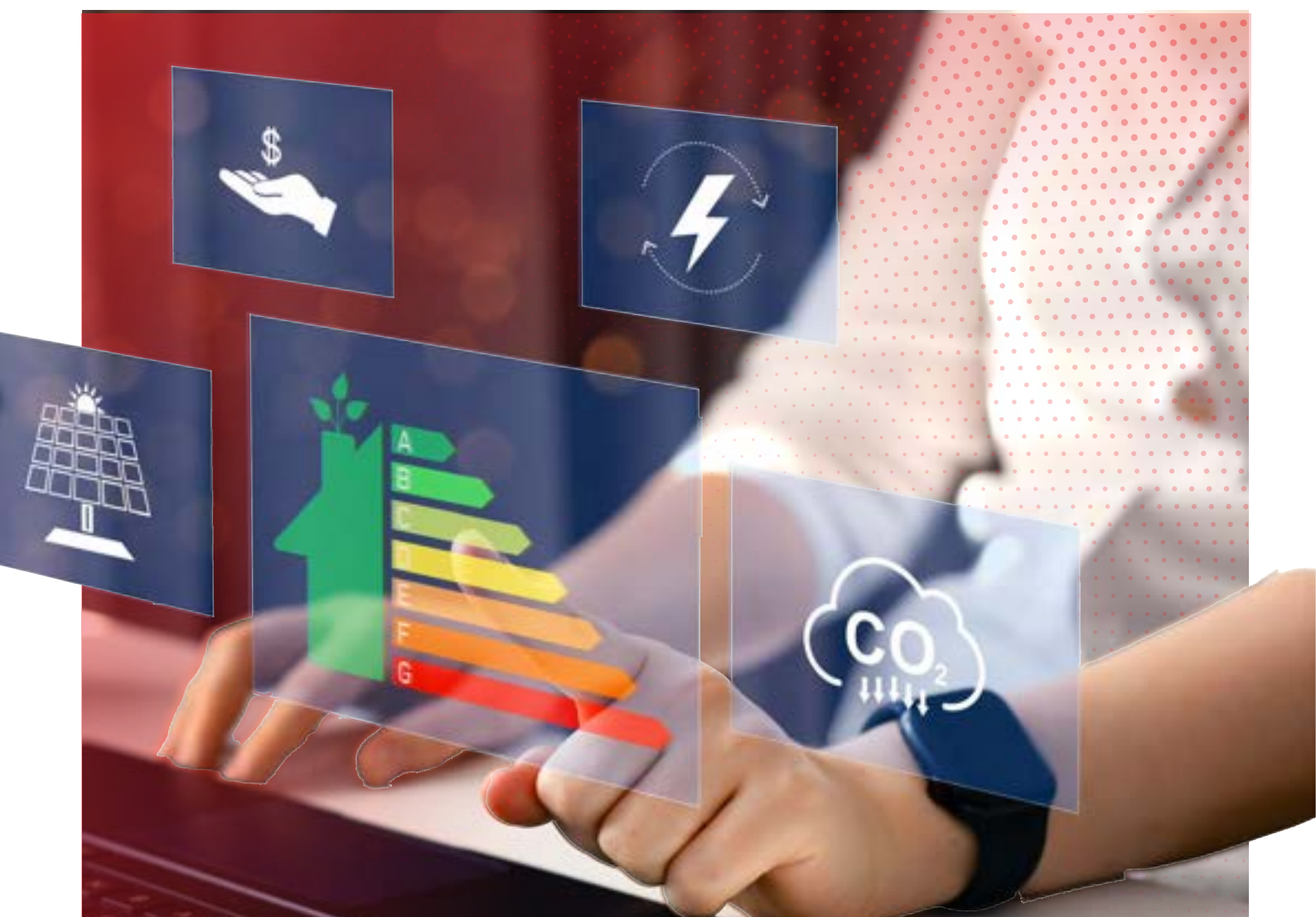
thrive in the digital era. To realise this, Microsoft works closely with **government agencies, non-profit organisations, corporates, and educational institutions**, among others. With their support, company have achieved more than 90% of its target as of November 2023 and looks forward to sharing its latest achievements soon.

AI is poised to deliver significant benefits and it is a great time for Microsoft to work together to ensure that these can be enjoyed by all, to enable inclusive economic growth to be truly achieved.

K Raman  
Managing Director,  
Microsoft in Malaysia







# GOING GLOBAL SERIES

05



# Innovating Sustainability: iHandal Energy Solutions' Success Story in Sustainable Energy Solutions

iHandal Energy Solutions, a leading Malaysian company specialising in energy efficiency solutions for the hospitality and manufacturing industry, has emerged as one of the key players in the growing sustainable energy landscape.

Established in 2009, iHandal Energy Solutions is renowned for its engineering excellence, particularly with its patented heat recovery system, HeatFuse. This innovative system is designed, manufactured, and commissioned from the company's facility in Shah Alam, Selangor.

iHandal's proprietary heat recovery system, HeatFuse, has been utilised in over 200 hotels across Malaysia, Singapore, Indonesia, Vietnam, Thailand, and the Philippines. By recovering wasted heat from air and liquid sources, establishments using HeatFuse can achieve up to 70% savings on thermal energy operating costs (heating and cooling). Simultaneously, they contribute to reducing Scope 1 and 2 emissions, aligning with their environmental and sustainability targets.

## MIDA's Green Investment Tax Allowance as a positive catalyst

Rising utility costs have driven companies to enhance the energy efficiency of their facilities. While technologies like HeatFuse typically deliver payback within 2 to 4 years, the initial capital investment can be a barrier. Fortunately, MIDA's Green Investment Tax Allowance, covering 100% of the capital expenditure for three years, has made HeatFuse more financially accessible, fostering increased adoption of this energy-efficient technology.

This supportive environment not only facilitates such remarkable results but also aligns seamlessly with Malaysia's long-term goal of achieving net zero emissions by 2050. MIDA's commitment in facilitating sustainable development programme is an indispensable part of this work, as collectively, iHandal's customers are making a significant impact by reducing more than 60,000 tonnes of CO2 emissions annually. This collaborative effort is a crucial step toward realising Malaysia's ambitious targets for a sustainable and environmentally friendly future.



## Start local, go global

iHandal's decision to establish operation in Malaysia was driven by the nation's strategic advantages, including a skilled workforce, a supportive business environment, and favourable trade relations with neighbouring countries. With a dedicated assembly and manufacturing facility, iHandal is now expanding globally, strategically tapping into international markets, diversifying its portfolio, and contributing to the global sustainability agenda.

Having already secured 20% of its customers outside Malaysia, iHandal aims to solidify its foothold in the Southeast Asia region, positioning itself as a leader in heat recovery systems for the hospitality, healthcare, and manufacturing industries.

## iHandal's inspirational journey

iHandal's journey in Malaysia serves as a beacon for success in the sustainable energy sector. This milestone not only underscores iHandal's commitment but also highlights the robust support provided by the government agencies like MIDA in assisting companies to identify and implement proven and certified green technology from credible, homegrown entrepreneurs. As we continue to grow, we encourage other companies to explore the vast opportunities that Malaysia offers in promoting sustainable practices and consider it as a strategic hub for their global ambitions.



Aaron Patel  
Chief Executive Officer



**SPECIAL  
FEATURE**

**06**



SMΣ  
MALAYSIA

HongLeong Bank



## MEMORANDUM OF UNDERSTANDING SIGNING CEREMONY

"Cooperation and Banking Financial Services Advisory Assistance

Between

SME Association of Malaysia and Hong Leong Bank (Cambodia) Plc



# Driving Growth Across Borders: How Hong Leong Bank Can Assist Businesses in Regional Expansion

Expanding business operations regionally has become a crucial strategy for companies seeking growth. With increased connectivity and advancements in technology, the world has become a global marketplace, and businesses are now able to explore opportunities in new regions in a much faster and more efficient way.

Expansion offers numerous advantages to companies. Firstly, it allows businesses to tap into new markets and diversify their customer base. By expanding across borders, companies can reduce their reliance on a single market and mitigate risks associated with economic downturns or political instability in one country. Additionally, regional expansion provides access to a wider pool of talent, resources, and expertise, enabling businesses to enhance their competitiveness and innovation capabilities.

## Key Factors to Consider When Expanding Regionally

Expanding regionally demands meticulous planning and consideration of various factors. One crucial aspect is market analysis. Businesses must assess the potential demand for their products or services in the target market and evaluate the competitive landscape. Understanding cultural nuances, local regulations, and consumer preferences is vital to tailoring business strategies effectively. Moreover, companies must evaluate the scalability of their operations and ensure that their resources and infrastructure can support the expansion.

Another critical factor is establishing strong partnerships and networks in the target region. Building relationships with local suppliers, distributors, and industry associations can facilitate market entry and enhance operational efficiency. Additionally, having a deep understanding of the legal and regulatory frameworks in each country is essential to ensure compliance and mitigate legal risks.

## Challenges and Risks of Regional Business Expansion

While regional business expansion presents significant opportunities, it also comes with its fair share of challenges and risks. One challenge is navigating through cultural and language barriers that businesses may encounter. Each region has its unique cultural norms and business practices necessitating adaptable strategies. Language barriers can also hinder effective communications and relationship-building, making it essential for businesses to invest in language training and localisation efforts.

Another substantial risk associated with regional expansion is the uncertainty of political and economic conditions in each country. Shifts in government policies, trade regulations, or economic downturns can exert considerable influence impact on business operations and profitability. Additionally, the volatility of currency fluctuations and exchange rate risks can affect the financial performance of companies operating in multiple countries. It is crucial for businesses to assess and mitigate these risks through proper risk management strategies and financial hedging techniques.

## Hong Leong Bank's Approach to Supporting Businesses in Expanding Regionally

Hong Leong Bank, a leading financial institution based in Malaysia, has been at the forefront of supporting businesses in their regional expansion pursuits. The bank recognises the importance of tailoring financial solutions and provide comprehensive advisory services to assist companies in navigating the complexities of operating in different markets. Hong Leong Bank's extensive network across the region, including branches in Singapore, Vietnam, Cambodia, China, and Hong Kong, positions it as a strategic partner for businesses expanding regionally.

When businesses partner with Hong Leong Bank, they gain access to a wide range of financial products and services designed specifically to support regional business expansion. The bank offers customised financing solutions, such as trade financing, working capital loans, and project financing, to meet the unique needs of companies venturing into new markets. Moreover, Hong Leong Bank goes beyond financial support by offering expert advice, networking opportunities and market insights to help businesses identify growth opportunities and mitigate risks associated with regional expansion.







A prime example of Hong Leong Bank's commitment to facilitating cross border business expansion is the MoU signed between Hong Leong Bank (Cambodia) and SME Association of Malaysia. This strategic alliance is geared towards supporting the growth of SMEs in both Malaysia and Cambodia. The partnership aims to establish a platform for knowledge sharing, offer valuable advisory services, and foster business matching opportunities between SMEs in Cambodia and Malaysia.

### How Hong Leong Bank Mitigates the Challenges and Risks for Businesses

Hong Leong Bank understands the complexities and risks involved in regional business expansion and has developed comprehensive solutions to help businesses mitigate these challenges. The bank's team of experienced professionals provides advisory services to businesses, helping them navigate cultural, regulatory, and language barriers. By leveraging their extensive network and expertise, Hong Leong Bank facilitates strategic partnerships and connections for businesses in the target region, enabling smoother market entry and operational efficiency.

To address the risks associated with political and economic uncertainties, Hong Leong Bank offers risk management solutions and financial hedging

options. Businesses can hedge against currency fluctuations and interest rate risks through various financial instruments provided by the bank. Additionally, Hong Leong Bank's team of economists and analysts continuously monitor market trends, providing businesses with valuable insights and guidance to make informed decisions.

### The Future of Regional Business Expansion and the Role of Hong Leong Bank

The future of regional business expansion looks promising as companies continue to seek growth opportunities in new markets. The ongoing digital transformation and increasing connectivity will further facilitate cross-border business operations. Hong Leong Bank is well-positioned to play a pivotal role in supporting businesses in this journey. By leveraging the bank's expertise and market insights, companies can capitalise on growth opportunities and navigate the complexities of operating across borders successfully.

Embrace regional business expansion with Hong Leong Bank as your strategic partner and unlock the full potential of global growth!





# EVENTS

# 07





1 December 2023

MIDA, led by Mr. Sivasuriyamoorthy Sundara Raja, Deputy CEO (Investment Promotion and Facilitation) (left), held a briefing involving key government bodies – Inland Revenue Board of Malaysia, Royal Malaysian Customs Department, Malaysian Immigration Department, Labour Department, Tenaga Nasional Berhad, and Telekom Malaysia. Focused on the Invest Malaysia Facilitation Centre (IMFC), the session emphasised its pivotal role in improving Malaysia's investment landscape. IMFC fast-tracks approvals, offers advisory services, and streamlines public procedures, aligning with NIMP 2030's objectives to enhance efficiency in investment facilitation, that would foster better efficiency in facilitating investment further strengthening as a top investment hub.



1 December 2023

MIDA, led by Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, Senior Executive Director (Investment Policy Advocacy) (front row, middle), collaborated with Technology Depository Agency Berhad to identify high-potential pilot projects in manufacturing. This session went beyond identification, fostering a dynamic platform for sharing expertise. It aimed to solidify an alliance between TDA and MIDA, driving innovation and growth in Malaysia's manufacturing sector. This marks a significant stride towards partnership in excellence.



4 December 2023

Ms. Noorzita Mohamad Nor, MIDA Senior Deputy Director of Machinery and Metal Technology Division, took centre stage at the ASEAN Engineers Mobility Forum during 'Hari Profesion Teknikal Negara 2023' in Putrajaya. Her insights on 'Catalysing Engineering Growth: Opportunities for Investors in Malaysia' attracted more than 500 attendees and 1,000 online participants, comprising representatives from industry leaders, academics, STEM enthusiasts, and government reps from across ASEAN.



4-6 December 2023

MIDA, led by Ms. Zuaida Abdullah, MIDA Executive Director, Services Development (front row, middle) spearheaded the Bengkel Pasukan Kerja Khas (PKK) Galakan Cukai Teknologi Hijau, at the request of the Ministry of Finance, Malaysia. This workshop was designed to streamline the evaluation process for pending green technology applications, cultivating a synergistic collaboration among key stakeholders, including representatives from MITI, IRBM, and MGTC.



6 December 2023

Mr. Wong Tiang Sing, Director of MIDA Beijing had the honour of being a keynote speaker at a webinar hosted by Fangda Partners, a law firm in China. Centered on investment prospects in Malaysia and the Philippines, the session provided invaluable insights to potential Chinese investors. Spotlighting Malaysia's contemporary investment policies, business opportunities and a resilient supporting industry ecosystem, the event drew 90 participants, comprising industrial stakeholders and key business players. A dynamic dialogue unfolded, shaping the trajectory of future investments.



6 December 2023

Ms. Noraisyah Nordin, Director of MIDA Sydney, was honoured to showcase Malaysia's investment potential and offer insights into latest government-driven investment initiatives. The event, organised by the Australia Malaysia Business Council (AMBC), New South Wales Chapter, drew in an engaged audience from the business community. MIDA Sydney is thrilled to have shared perspectives and built connections that lay the foundation for promising collaborations.





7 December 2023

Mr. Nik Masrul Hisyam, MIDA Deputy Director of Advanced Technology and Sustainability Division, outlined MIDA's support for the biomass industry. Speaking at the National Biomass Conference 2023, he highlighted MIDA's commitment to facilitation, incentives, and grants. The event, hosted by the Ministry of Plantation and Commodities, witnessed the unveiling of the National Biomass Action Plan 2023-2030 (PTBN2030) by the Deputy Prime Minister YAB Dato' Haji Fadillah bin Haji Yusof.



7 December 2023

Mr. Sivasuriyamoorthy Sundara Raja, MIDA Deputy CEO (Investment Promotion and Facilitation) (third from left) together with the Life Sciences and Medical Technology Division visited Cochlear's factory in Bangsar South. The visit was aimed to introduce Mr. Matt Sheedy, Cochlear's Vice President of Global Manufacturing, who is based in Sydney, to MIDA's management team. During the visit, the company expressed interest in expanding its manufacturing capacity to produce a new range of sound processor.



14 December 2023

MIDA participated in the Halal Logistics Seminar by Halal Development Corporation Berhad in Shah Alam. Ms. Habibah Enok, Director of Oil as Gas, Maritime and Logistic Services (right), received an esteemed invitation as a distinguished panelist, delving into crucial topics surrounding the growth and prospects within Malaysia's Halal logistics ecosystem.



19 December 2023

Post Investment Division and MIDA Pahang conducted a working visit to Elektrisola (Malaysia) Sdn. Bhd., led by Mr Sivasuriyamoorthy Sundara Raja, MIDA Deputy CEO (Investment Promotion and Facilitation) (fifth from left). The visit included inspections of landslides affecting the road access for 40-foot containers and a survey of the proposed new access road. The team also toured the company's worker facilities and the copper wire production line. The visit concluded with a discussion on challenges faced by the company and how MIDA can support its future expansion diversification plans.



# ADD-ONS

# 08





## » MIDA IN THE NEWS

- [MIDA: RM54.7b green investments approved, mainly in renewable energy](#)
- [Malaysia records RM225 bln approved investments from January to September](#)
- [MIDA emphasises technology adoption, ESG practices for sustainable investment ecosystem](#)
- [25 Japanese industry players express interest in investing in Malaysia, participate in MIDA roundtable meeting](#)
- [INV Breaks Ground its RM3.2 Billion Phase 1 Lithium Batteries Separator Project in Penang](#)
- [Novugen Becomes Malaysia's First and Southeast Asia's Only with USFDA Approved Oncology Manufacturing Facility to Produce Drugs Locally for the U.S.](#)
- [Malaysia Creates Almost 90,000 Jobs from RM225.0 Billion Approved Investments For 9M2023, Exceeding Full-Year Annual Target](#)
- [Oliver Healthcare Packaging Reaffirms Commitment to Malaysia's Pharmaceutical and Medical Devices Ecosystem with 122,000-Square Foot Manufacturing Facility](#)

## » ECONOMIC NEWS

- [Norway optimistic FTA with Malaysia will foster more business opportunities](#)
- ['ESG goals the way forward'](#)
- [Sabah hopes to see more high-impact investment from China and developed countries](#)
- [Pahang records committed investments of RM10.4 bln in first half of 2023](#)
- [MB: Manufacturing and services sectors under focus to attract investments to N. Sembilan](#)
- [Govt must enact clear policies to attract, retain investors — PM](#)
- [Approved investments for Jan-Sept 2023 among top achievements over past decade](#)
- [MITI: Malaysia needs paradigm shift in productivity, higher wages](#)
- [Malaysia in the limelight for FDIs](#)
- [Investments on rising trend](#)
- [Domestic investors show growing confidence in Malaysia — Tengku Zafrul](#)
- [Attracting more FDI can lead to higher wages: Liew](#)
- [One year at MITI: A journey to elevate Malaysia's economy — Tengku Zafrul Abdul Aziz](#)
- [80% of RM225b approved investments to be implemented within 18-24 months](#)
- [PM Anwar wants Malaysia's investment landscape, ecosystem to be more creative and investor-friendly](#)
- [Many companies still not benefitting from CPTPP, RCEP import duty reduction – MITI](#)
- [Blue Economy exploration with foreign investors – CM](#)
- [Malaysia wants to boost economic, investment cooperation with Japan](#)
- [Malaysia-Japan agree to further enhance cooperation in five areas](#)
- [PM Anwar tells Japanese investors Malaysia has clear policies to forge ahead](#)
- [Sabah records RM10.2bil in investments till Q3, says Hajiji](#)
- [WTCKL: Malaysia-China must capitalise RCEP to strengthen ties](#)
- [PM's visit to Japan attracts RM6.56b in potential investments](#)
- [Malaysia the most favourable location for businesses worldwide: Mercator report](#)

## » ECONOMIC NEWS

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- [Experts say Malaysia can learn a lot when it includes China in its Look East Policy](#)
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- [Investment momentum stays strong for Malaysia](#)
- [PM Anwar tells GLICs, GLCs to increase investments, expand markets to support national aspirations to empower the people](#)
- [China inclusion in Look East Policy will boost trade, investment — Economist](#)
- [PM Anwar: Potential RM6.56b Japanese investments a strong vote of confidence in Malaysia's future](#)
- [FTA, strategic partnership to take S Korea-Malaysia ties to greater heights — Envoy](#)
- [Malaysia's FDI grows by RM14.9 bil in 3Q with the help of CPTPP — Tengku Zafrul](#)
- [UOB boosts Malaysia's 2023 investment forecast to RM300b](#)
- [Strong economic ties key foundation of US-Malaysia comprehensive partnership](#)
- [Comprehensive strategic partnership enhances Malaysia-Japan relations](#)
- [Malaysia-China ties at 'best moment in history', says business chamber](#)

## » INDUSTRY NEWS

- [INV inaugurates RM3.2 billion phase 1 lithium battery separator project in Penang](#)
- [Novugen is Malaysia's first & Southeast Asia's only USFDA-approved oncology plant to produce drugs for US market](#)
- [Allowing import of CBU cars with small engine capacity will hurt local industry – MITI](#)
- [Abang Johari: RM11.4 billion worth of investments in manufacturing sector approved this year](#)
- [MVV Industrial Park project in Negeri Sembilan poised to achieve RM2.8 bil GDV](#)
- [Better manufacturing capacity to bolster UMediC](#)
- [Tengku Zafrul: Govt committed to increasing public acceptance of EV](#)
- [Saitama Prefecture keen to invest in halal food, machinery industries in Malaysia](#)
- [PM Anwar hopes DRB-Hicom, Geely JV project will help local talents, businesses](#)
- [Penang records RM34.6 bln 3Q investment inflows in manufacturing sector](#)
- [Nvidia CEO: Malaysia can be hub for AI 'manufacturing'](#)
- [Tengku Zafrul: Malaysia sees exponential growth in EV sales, positive momentum to continue](#)
- [RM6bil battery factory coming up](#)
- [Lattice Semiconductor to expand Penang operations](#)
- [Saarani: RM40b AHTV project on track to start next year](#)
- [GoAuto-Careplus joint venture firm to build EV plant in Negeri Sembilan](#)
- [Chinese firms look to Malaysia for assembly of high-end chips, sources say](#)
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  - [Malakoff partners Dubai-based Masdar to explore opportunities related to solar PV power plant](#)
  - [Tengku Zafrul: Service sector received over half of all FDI this year; the Netherlands leads in investment here](#)
  - [Perak records RM589m green technology investments since 2015, state assembly told](#)
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  - [YTL Power confirms AI data centre deal with Nvidia; shares hit record high with YTL Corp](#)
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  - [Nefin targets 100MW of solar power projects in Southeast Asia next year](#)
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With more than 59,000 average visits per month, our website provides useful and relevant information, serving as a reference for potential investors in doing business in Malaysia.

#### E-NEWSLETTER

With more than 36,000 registered subscribers and growing, our monthly English e-Newsletter contains the latest industry and services updates, as well as activities held throughout the month.



#### DIGITAL SIGNAGES

Our digital signages are situated within our HQ building. Located in the heart of Kuala Lumpur, MIDA's headquarters sees hundreds of visitors through its lobby every day.

##### Location

1. MIDA Lobby, Ground Floor
2. Business Information Centre (BIC), Level 2
3. Corporate Reception Floor, Level 18
4. CEO's Office, Level 30



Refer next page for the price >>>



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- » Back cover: RM10,000 per issue
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- » Half page: RM6,000 per issue
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**Branded Content** to be published in Invest Malaysia e-Newsletter, and amplified on MIDA digital platforms:

- » 1 Full Page Full Colour (Advertorial/Editorial) x 1 insertion (estimated between 250-300 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

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**RM18,000**

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# ABOUT MIDA



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PERDANA HALL (230 PAX)	Inclusive of: •VIP Holding Room •PC Room •Basic AV System	RM6,500	RM7,800
BANQUET HALL (230 PAX)	Inclusive of: •Basic AV System	RM3,900	RM4,600
PERDANA + BANQUET HALL	Inclusive of: •VIP Holding Room •PC Room •Basic AV System	RM9,800	RM11,700
F&B PACKAGES		GOVERNMENT	PRIVATE
<b>A</b>	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
<b>B</b>	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
<b>C</b>	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

PRIVATE MEETING ROOM			
ROOM TYPES		GOVERNMENT	PRIVATE
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USA ROOM (25 PAX)	Inclusive of: •Basic AV System	RM1,950	RM2,450
JAPAN ROOM (50PAX)	Inclusive of: •Basic AV System	RM1,950	RM2,450
F&B PACKAGES		GOVERNMENT	PRIVATE
<b>A</b>	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
<b>B</b>	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
<b>C</b>	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

TRAINING ROOM			
ROOM TYPES		GOVERNMENT	PRIVATE
SIGMA \ GAMMA ROOM (40PAX)	Inclusive of: •Basic AV System •1 Flipchart •2 Mahjong Paper •2 Marker Pens	RM1,150	RM1,250
F&B PACKAGES		GOVERNMENT	PRIVATE
Inclusive of: •Refreshment •Lunch •Tea Break		RM80 / Pax	

\*All rates are exclusive of :

- GST (0%)  
Service Staff, linen,  
dome, logistic (RM300)

\*F&B by MIDA's panel caterers

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MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff, MIDA has grown to become a strong and dynamic organisation of over 700 employees. Headquartered in Kuala Lumpur Sentral, MIDA today has 12 regional and 21 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit [www.mida.gov.my](http://www.mida.gov.my) and follow us on X, Instagram and Facebook, LinkedIn, TikTok and YouTube channel.

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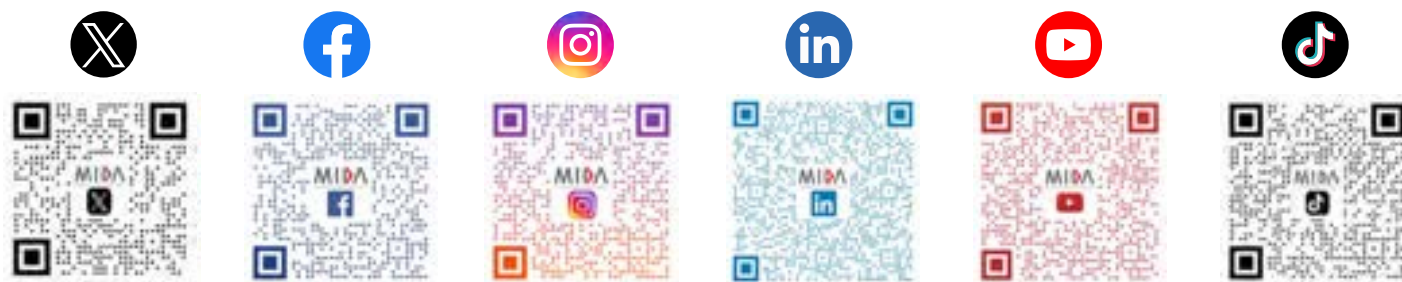
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