



# INVEST MALAYSIA



## HIGHLIGHTS

Investment Promotion  
Functions Streamlined Under  
MIDA

## SERVICES

Powering the Future:  
Southeast Asia's Rise in  
Solar Energy with Malaysia  
Driving the Industry  
Forward

## INDUSTRY

Rare Earth: An Invaluable  
Element for Malaysia

# From the CEO's Desk:

## Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid

*Dear Invest Malaysia readers!*

In today's competitive landscape, Malaysia must strive to stay ahead. The Malaysian Investment Development Authority (MIDA) assumes a crucial role in this endeavour. This May issue is chock full of examples of MIDA's efforts to attract investments for the country. When the next emerging tech giant considers expanding in Asia, particularly Southeast Asia, Malaysia should be TOP of their minds. That is MIDA's GOAL!

The National Investment Council chaired by the Prime Minister of Malaysia, YAB Dato' Seri Anwar Ibrahim, has entrusted MIDA with the critical role of leading our country's investment promotion efforts. With this responsibility, MIDA is mandated to spearhead efforts to promote Malaysia as the top choice for global investors. To streamline and enhance our promotional activities, all investment and promotional marketing efforts, previously managed by regional economic corridors namely East Coast Economic Region Development Council (ECERDC), Northern Corridor Implementation Authority (NCIA) and Iskandar Regional Development Authority (IRDA), will now be unified and coordinated under MIDA.

On a bilateral level, Malaysia and Qatar share a flourishing relationship marked by recent high-level exchanges. The warmth and mutual respect between our nations were exemplified by the Prime Minister's visit to Qatar, which was perfectly timed to coincide with the Qatar Economic Forum 2024 in Doha. This visit not only underscored the strong diplomatic ties but also opened new avenues for economic collaboration. The Forum, a melting pot of global economic leaders, provided a platform for Malaysia to showcase its investment potential and strategic importance in the region.

Similarly, Malaysia and Japan have excellent relations underpinned by robust economic cooperation. The Prime Minister's successful visit to Japan from 22-24 May 2024, coinciding with the Nikkei Forum 2024 in Tokyo, secured RM1.45 billion in potential investments and RM550 million in potential exports from Japanese corporations.

Generative artificial intelligence (AI) is one of the most transformational technologies today, tackling some of humanity's most challenging problems, augmenting human performance, and maximising productivity. Malaysia is ambitiously working towards becoming a leader in AI. While China, India, Japan, and Korea are considered the leaders in AI in Asia, Malaysia has been diligently tracking the technology. We are proud to host Microsoft Chairman and CEO Satya Nadella, who announced a monumental USD2.2 billion investment to advance new cloud and AI infrastructure in Malaysia. Embrace AI to the max. AI is surely our generation's technology SUPERPOWER. Every country must harness its potential to stay ahead.

# From the CEO's Desk:

## Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid

In addition to these developments, you can equip yourself with industry knowledge. Rare Earth: An Invaluable Element for Malaysia – Rare-earth elements (REEs), crucial for various industries including technology, automotive, and healthcare, are in high demand due to their unique properties despite being geologically challenging to mine. Furthermore, Powering the Future: Southeast Asia's Rise in Solar Energy with Malaysia Driving the Industry Forward – Solar energy is emerging as a critical solution in combating climate change, projected to cut global CO2 emissions by over 4 billion tons annually by 2050.

Also featured under the 'Why Malaysia' section is éolene, a leading European EMS provider specialising in designing and manufacturing advanced electronic products in various series and integrating them into final assemblies.

In an ambitious move, the Malaysian Government unveiled its National Semiconductor Strategy (NSS), a comprehensive three-phase plan backed by RM25 billion in fiscal support and targeted incentives. This strategy is designed to transform the country into a global powerhouse in the semiconductor industry over the next decade. The initiative was unveiled at the SEMICON SEA 2024 conference held from May 28-30, 2024.

We are committed to keeping you informed with the latest news, insights, and developments around Malaysia and Asia.

Progress is impossible without change, and those who cannot change their minds cannot change anything.

Thank you for being with us on this transformative journey!

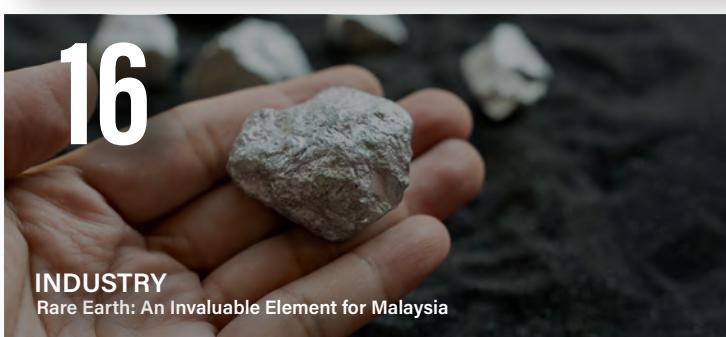
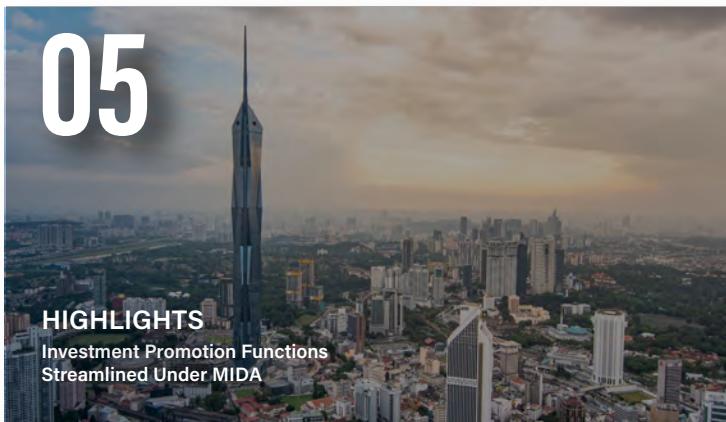
**SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID**

**Chief Executive Officer**

**Malaysian Investment Development Authority (MIDA)**



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## Investment Promotion Functions Streamlined Under MIDA

The National Investment Council, chaired by the Prime Minister, YAB Dato' Seri Anwar Ibrahim, has entrusted MIDA with a crucial role of being the main driver for investment promotion for our country. With this responsibility, MIDA is mandated to spearhead efforts to market Malaysia as the top choice for global investors. To streamline and enhance our promotional activities, all investment and promotional marketing efforts, previously managed by regional economic corridors namely East Coast Economic Region Development Council (ECERDC), Northern Corridor Implementation Authority (NCIA) and Iskandar Regional Development Authority (IRDA), will now be unified and coordinated under MIDA.

Effective from 1 June 2024, InvestKL will operate as a subsidiary under MIDA. This decision aligns with the MADANI Government's broader strategy aimed at optimising public resource utilisation and enhancing public service delivery. This is specifically aimed at eliminating duplicative and redundant functions, preventing investor's confusion as well as improving investment facilitation, while efficiently consolidating institutional expertise more effectively.

### Seamless Transition and Skill Mapping

MITI is diligently working to ensure a seamless transition of operations from InvestKL to MIDA. This process includes comprehensive mapping of existing skills and expertise within MIDA to support the efficient implementation of key policies such as the New Industrial Master Plan 2030, the Chemical Industry Roadmap 2030, and the recently announced National Semiconductor Strategy.

### Unified Investment Promotion for a Cohesive National Agenda

The transfer of InvestKL under MIDA is part of the realignment of IPAs which includes regional economic corridors namely ECERDC, NCIA and IRDA to ensure a unified approach to promoting investments into the country, crucial for advancing a cohesive National Investment Agenda. During this phase, InvestKL will continue to facilitate its existing investors and remain committed to attracting leading companies to establish their global services hubs in Greater Kuala Lumpur.

### Commitment to Excellence

As we move forward, MITI and its supporting agencies such as MIDA remain steadfast in our commitment to ensure that Malaysia remains a preferred destination for global and local investors, while building on our current resources to develop a more resilient investment, trade and industrial landscape for the prosperity of the Rakyat, SMEs and investors.



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## The Official Visit by The Malaysia Prime Minister YAB Dato' Seri Anwar Ibrahim to The State of Qatar

12<sup>th</sup> to 14<sup>th</sup> May 2024, The State of Qatar

The bilateral economic relationship between Malaysia and the State of Qatar has witnessed significant progress, highlighted by the recent visit of the Prime Minister, YAB Dato' Seri Anwar Ibrahim to Qatar from 12<sup>th</sup> to 14<sup>th</sup> May 2024. This visit enhanced diplomatic and economic ties, aiming to raise Malaysia's profile among Qatar's leadership and business community. The visit coincided with the Qatar Economic Forum 2024 in Doha, where the Prime Minister delivered the keynote address alongside other world leaders.

### Official Visit to Doha

YAB Dato' Seri Anwar Ibrahim led a fruitful official visit to Doha, accompanied by YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade and Industry (MITI), and YB Datuk Seri Utama Haji Mohamad Haji Hasan, Foreign Minister and other Malaysian senior government officials including Mr. Sikh Shamsul

Ibrahim Sikh Abdul Majid the Chief Executive Officer of MIDA. The delegation was warmly welcomed by Sheikh Tamim Bin Hamad Al Thani, the Emir of Qatar and Sheikh Mohammed Bin Abdulrahman Al Thani, the Prime Minister of Qatar.

### Roundtable Meeting with Captains of Industry in Doha

A key highlight of the visit was the roundtable meeting held at The Ritz Carlton Hotel, Doha on 13<sup>th</sup> May 2024. Organised by MIDA and MATRADE, with support from the Malaysian Embassy in Doha, the meeting attracted 42 representatives from 36 prominent Qatari companies. This platform allowed direct interaction with the Prime Minister, facilitating an exchange of ideas and updates on Malaysia's economic agenda and development.

Key participants included leaders from Qatar Airways, Al Faisali Holding, Agrico, Qatari Diar, Esthimaar Holding and more.



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Moderated by the MITI Minister, the roundtable presented the Prime Minister an opportunity to share his economic vision and aspiration, highlighting the New Industrial Master Plan (NIMP) 2030, the National Energy Transfer Roadmap (NETR), both integral to the MADANI Economy Framework. Attendees were briefed on the Malaysian Government's ongoing efforts to attract foreign investors by reducing red tape, minimising bureaucracy and continuously improving the ease of doing business. The session highlighted Malaysia's appeal as an investment destination, chosen by multinational companies such as Tesla, Infineon and Microsoft due to their confidence in Malaysia's stability and business-friendly policies.

The Prime Minister also announced the establishment of the Invest Malaysia Facilitation Centre (IMFC), the Malaysian Government's initiative aimed at enhancing the investor experience by providing seamless business facilitation for potential investors implementing their plans in Malaysia.

## Conclusion: Strengthening Malaysia - Qatar Relations

The Prime Minister's impactful visit to Doha underscored Malaysia's strong commitment to attract foreign investments. His economic direction under the MADANI Economy Framework resonated well with the Qatari leadership and business community. MIDA is ready to support and assist companies in executing their investment plans in Malaysia.

Positive feedback from Qatari business leaders reaffirmed Malaysia's status as a progressive and attractive investment hub in Southeast Asia. This visit not only strengthened diplomatic and economic ties but also showcased Malaysia's proactive approach to creating a conducive environment for foreign investors, promising a bright future for Malaysia-Qatar relations.





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## MITI and Agencies Secures RM1.45 Billion in Potential Investments and RM550 Million in Exports from Japan

During a high-stake visit to Japan from 22 to 24 May 2024, led by the Prime Minister YAB Dato' Seri Anwar Ibrahim, for the Nikkei Forum 2024, the Ministry of Investment, Trade, and Industry (MITI) and agencies, namely MIDA and MATRADE, secured a significant RM1.45 billion in potential investments and RM550 million in potential exports.

Accompanied by MITI Minister YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, the Prime Minister engaged with leading Japanese corporations, including IHI Corporation, The Nissin Oillio Group, Tokuyama Corporation, Sumitomo Corporation, ENEOS Holdings, Mitsubishi Corporation, and Tokyo Gas.

The MITI Minister, a panellist at the Nikkei Forum 2024 in Tokyo, themed "Circular Economy to Support Asian Growth", highlighted Malaysia's commitment to regional economic sustainability and growth. He expressed his satisfaction with the outcomes, stating, "We are pleased to have secured RM1.45

billion in potential investments and RM550 million in potential exports from this short but fruitful trip. We welcome the expansion projects announced by existing Japanese investors across various strategic sectors, including semiconductors, chemicals and petrochemicals, renewable energy, oil and gas, as well as palm oil and palm oil-based products. These projects reflect the continued confidence of Japanese investors in Malaysia's industrial landscape, which is undergoing significant transformation as outlined in the New Industrial Master Plan (NIMP) 2030 and the National Energy Transition Roadmap (NETR)."

Following the fruitful engagements, a series of projects are poised to unfold over the next three years, promising substantial advancements in Malaysia's semiconductor, renewable energy, and green technology sectors. These initiatives mark significant strides towards Malaysia's ambitious aim of attaining carbon neutrality by 2050, a commitment underscored in the Twelfth Malaysian Plan (12MP).

アジアの未来  
FUTURE OF ASIA





Japan maintains its pivotal role as a key partner for Malaysia, solidifying its position as the fourth-largest trading partner and a significant investor in the manufacturing sector as of 2023. Presently, Malaysia has successfully implemented 2,810 manufacturing projects with Japanese participation, amounting to RM102.11 billion (USD29.67 billion) in investments and generating 344,120 job opportunities.

MITI and MIDA are dedicated to nurturing sustainable development and advancing high-end manufacturing endeavours. The focus remains on attracting Japanese investments, particularly in sectors like semiconductors, aerospace, chemicals and petrochemicals, the digital economy, electrical and electronics (E&E), pharmaceuticals, green technology, and renewable energy.





# HIGHLIGHTS

01

# National AI Leadership Forum



## Unleashing AI's Full Potential: The Next Catalyst for Digital Growth

Malaysia's emergence as the next Artificial Intelligence (AI) hub in the region is gaining significant momentum, driven by increasing interest from major global tech players. **Microsoft's recent pledge to invest USD2.2 billion** over the next four years to support Malaysia's digital transformation marks the single largest investment in the country's 32-year history. This announcement coincided with the visit of Microsoft's Chairman and CEO, Mr. Satya Nadella, to Kuala Lumpur on 2 May 2024 for the National AI Leadership Forum, part of his Southeast Asia tour to promote generative AI technology.

Microsoft's investment includes building cloud and AI infrastructure, creating AI skilling opportunities for 200,000 Malaysians, and establishing a national AI Centre of Excellence. It will also enhance the nation's cybersecurity capabilities. This investment underscores Microsoft's dedication to positioning Malaysia as a hub for cloud computing and other advanced technologies, including generative AI. These initiatives will bolster the nation's productivity, competitiveness, resilience, and economic growth.

YTL Power International's recent partnership with NVIDIA, utilising the latest GB200 Grace Blackwell Superchip on DGX Cloud unveiled during the GTC

2024 Conference on 18 March 2024 in San Jose, marks another significant leap forward in positioning Malaysia as the next AI Generative Hub. This AI Infrastructure will provide the foundation for scientific research and the development of AI innovative solutions and applications, such as Malaysia's very own Large Language Model (LLM) which will drive the country's next wave of generative AI.

Transformative technologies such as machine learning, natural language processing, and predictive analytics, powered by cloud and AI services, have the potential to empower businesses of all sizes, including start-ups and micro, small, and medium enterprises (MSMEs). These technologies can drive differentiation and market competitiveness.

Investments in digital infrastructure and skills development are critical for narrowing the digital gap and empowering Malaysian businesses, communities, and developers to leverage the latest technology. This will foster inclusive economic growth and drive innovation throughout the country. Offering training and skill development programmes in digital technology to Malaysians can enhance accessibility to digital training resources, and

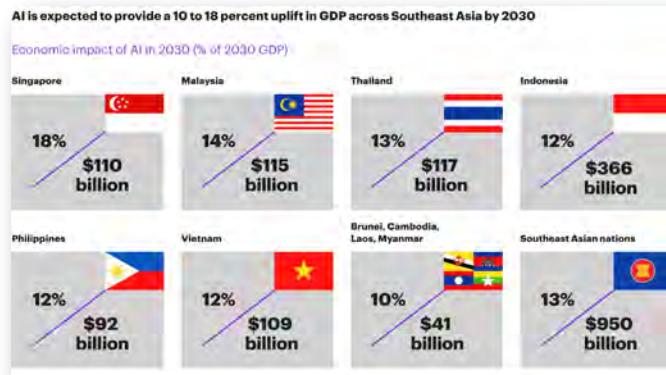
# HIGHLIGHTS

provide opportunities for hands-on experience in digital technology. These efforts can bolster Malaysia's competitiveness in the global economy while simultaneously generating new jobs and avenues for Malaysians.

Investments in technology translate into the creation of numerous high-value positions that require specialised skills. Beyond roles like data scientists, data analysts, and data engineers, there is a growing demand for AI specialists, machine learning specialists, and AI hardware developers. Additionally, these investments will help foster indirect job growth within the ecosystem, attract highly skilled talent and catalyse entrepreneurship, resulting in the emergence of specialised roles and the growth of start-ups within the digital economy.

The investments made by tech giants not only signify confidence in Malaysia's growth potential but also align with the national agenda to emerge as a regional leader in the digital economy. This is integral to Malaysia's MADANI Economy Framework, aiming to establish a prosperous, inclusive society where technology bridges opportunities, education, and empowerment for all Malaysians. Malaysia aims to become a market leader in the Generative AI market and strengthen the country's position in the regional and global markets by developing local AI companies, as stated in the New Industrial Master Plan (NIMP) 2030, to establish Malaysia as a hub for Generative AI.

According to research by AT Kearney, AI has the potential to contribute almost USD1 trillion to Southeast Asia's gross domestic product (GDP) by 2030, with Malaysia positioned to capture USD115 billion of this total.



Source: AT Kearney Report: Racing toward the future: artificial intelligence in Southeast Asia

Government support is crucial in fostering the digital ecosystem, which includes providing fiscal incentives like the Digital Ecosystem Acceleration (DESAC) Scheme introduced in Budget 2022. This scheme aims to attract high-quality digital infrastructure projects powered by technology, such as data centres, submarine cables, and cloud infrastructure, to invest in Malaysia.

For further details, please get in touch with MIDA's Business Services and Regional Operations Division at <https://www.mida.gov.my/staffdirectory/business-services-and-regional-operations-division/>



FREEHOLD

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# INDUSTRY



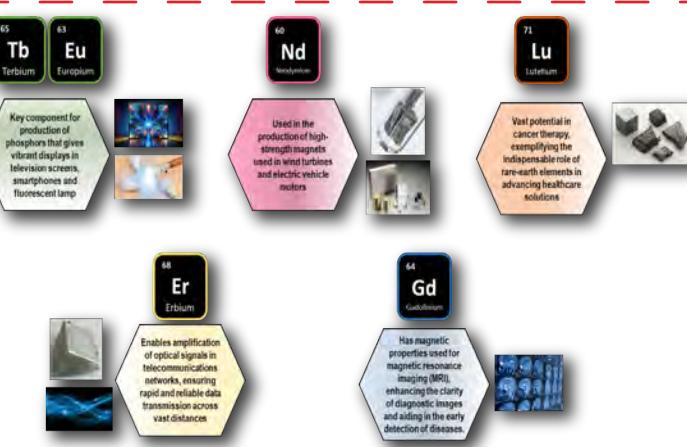
02



## Rare Earth: An Invaluable Element for Malaysia

Rare-earth elements (REEs) are a group of 17 chemical elements of lanthanide series within the periodic table. Despite their abundance in the earth's crust, their geochemical properties lead to low concentrations, making mining less viable. Nevertheless, despite the challenge in harvesting these materials, one may wonder why industry players flock towards such rare elements. This article aims to shed light on how REE is viewed to be a strategic material in Malaysia.

REEs commonly categorised as light rare earth metals and heavy rare earth metals, have gained immense popularity for its usage in various segments as illustrated below. In a nutshell, REE's demand boom is attributed to emerging technologies and advancement in the medical, automotive, electronics, healthcare and clean sectors.



As REEs are not geologically found in their isolated element form, separation and purification are required. This is typically performed on rare earth oxides through extensive and resource-intensive processing involving mechanical, flotation, chemical, and thermal steps.

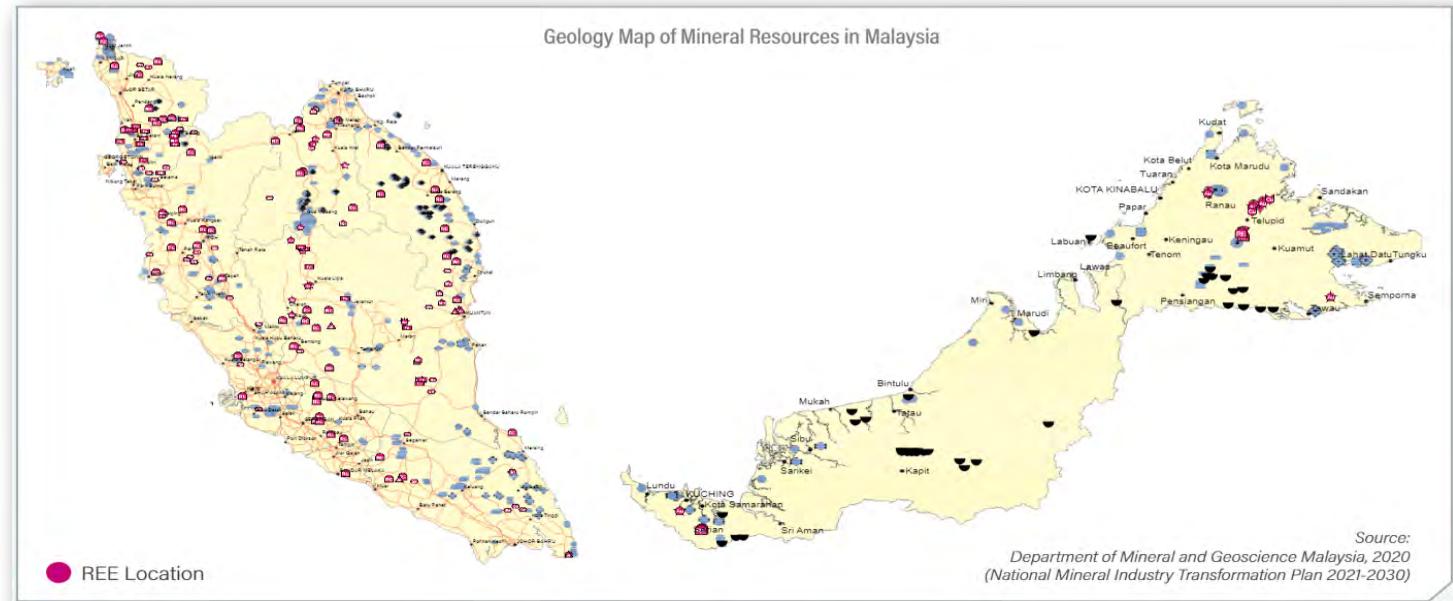
There are two primary methods for extracting REEs:

- » **IAC-REE Extraction:** This method is easier and has a lesser environmental impact compared to deep excavation. It involves chemical reactions to extract REEs physically adsorbed to clay minerals.
- » **Mineral-Based REE Mining:** This involves deep excavation to extract rocks containing REEs.

Estimated to reach USD9.38 billion by year 2028 with a CAGR of 5.4%, the Asia Pacific region is observed to continue to lead the market share. The REE supply chain which is currently dominated by the People's Republic of China (PRC) accounting to approximately 85% of the global supply followed by Australia has a fairly straight forward value chain. The value chain consists of upstream which involves mining and cracking, midstream and downstream which becomes integral building blocks of super magnets used in smartphones and electric vehicles.

Malaysia, home to the largest single light rare separation facility in the world through Lynas, records significant exports recognised globally.

# INDUSTRY

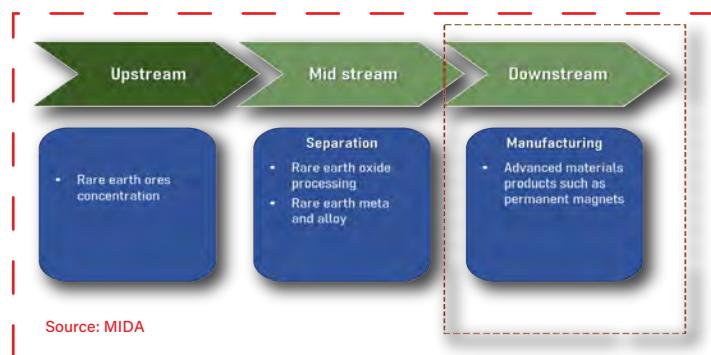


Recently, Malaysia has gained more prominence due to its REE reserves. Malaysia's domestic rare earth minerals is seen to be a step forward as the world seeks to reduce reliance on China. The abundance of medium and heavy REE in ion adsorption clay ores makes this resource particularly attractive<sup>2</sup>. IAC<sup>3</sup> is supposed to have a high REE content but with lower percentages of radioactive elements like Thorium (Th) and Uranium (U). The country's reserves, particularly found in Terengganu, Kelantan, Pahang, Perak, and Kedah are home to valuable deposits of rare-earth minerals such as Neodymium (Nd), Dysprosium (Dy), and Praseodymium (Pr). These elements are vital components in the manufacturing of powerful magnets, essential for renewable energy technologies and electric vehicle motors.

The vast usage along with continuous research on optimisation of sustainable extraction, provides promising opportunities for Malaysia's IAC-REEs. The New Industrial Master Plan (NIMP) 2030 has identified the potential of Rare Earth Elements (REE) and aims to tap into its 18.2 million tonnes of non-radioactive RE reserves by 2030. This is valued at RM747.2 billion and has the potential to attract RM100 billion worth of investments, creating 4,000 job opportunities<sup>4</sup>.

While it may seem with these opportunities, Malaysia has made headway, there are however mammoth of challenges that have posed limitations for the country from gaining its grounds. The country has an arduous task in identifying players with technology that can ensure safe and sustainable mining. Identifying the right players while ensuring the nation's natural resources are not overexploited is a daunting balancing act creating an obvious void in the upstream segment of the value chain.

A different scenario compared to the upstream segment, the mid-stream has been thriving in Malaysia. The country's capability in the midstream section of the REEs value chain, coupled with its matured manufacturing sectors, opens prospects into the downstream section which focuses in manufacturing of advanced materials. This prospect, specifically the manufacturing of super magnets, links aptly with the ASEAN region's EV ecosystem which indirectly bolsters Malaysia's position as ASEAN's base for a complete supply chain for EV.



Recognising REEs as a game changer for Advanced Materials Industry, the Government of Malaysia has outlined long-term strategies for a sustainable development increasing competitiveness and resilience. However, these strategies are only possible with active participation by the private sector, including both foreign and domestic investors. MIDA, as the Government's principal investment promotion agency is committed to facilitate investments in REE and its downstream advanced materials.

To know more, please contact the Chemical and Advanced Material Industries Division at <https://www.mida.gov.my/staffdirectory/chemical-and-advanced-material/>

<sup>2</sup> Balancing economic growth and environmental protection: A sustainable approach to Malaysia's rare-earth industry, Eli Syafiqah Aziman, Aznan Fazli Ismail, Muhammad Abdullah Rahmat

<sup>3</sup> Ionic absorption clay deposits are abundantly found in regions such as Perak and Pahang

<sup>4</sup> National Advanced Materials Technology Roadmap 2021-2030, MOSTI



# SERVICES

03



## Powering the Future: Southeast Asia's Rise in Solar Energy with Malaysia Driving the Industry Forward

### Glowing Look at the Global Solar Energy Outlook

The earth is warming faster than at any point in recorded history, drastically altering the earth's climate into extreme weather and massive natural disasters. Solar energy emerges as a crucial solution to reduce greenhouse gas emissions by displacing fossil fuel energy. It is projected that solar energy could cut global CO<sub>2</sub> emissions by over 4 billion tons annually by 2050<sup>1</sup>.

The implementation of the Carbon Border Adjustment Mechanism (CBAM) from October 2023 further underscores the global shift towards sustainable practices, compelling companies worldwide to adopt green technologies and carbon pricing policies.

The global solar energy sector continues its robust growth trajectory, poised as the fastest-growing renewable energy (RE) source. Declining costs, technological advancements, and supportive government policies worldwide are driving this expansion.

According to the International Energy Agency (IEA), solar energy capacity additions have consistently increased and is expanding rapidly, with over 150 GW of solar capacity added in 2020 alone, and projections suggest this could rise to over 200 GW annually by 2025. This growth is attributed to both

spans of large-scale solar farms and distributed solar project installations, including residential and commercial rooftop installations. Corporations and investors increasingly view solar energy as a strategic investment aligned with the environmental, social, and governance (ESG) criteria and Sustainable Development Goals (SDGs).

**Declining Costs:** Over the past decade, the cost of solar energy has dramatically decreased. The Levelised Cost of Energy (LCOE) for utility-scale solar energy has dropped by more than 80%, making it one of the most affordable sources of electricity. In 2020, the global weighted average LCOE of utility-scale solar energy was \$0.068 per kWh, down significantly from \$0.378 per kWh in 2010. This huge cost reduction is driven by economies of scale, improvements in manufacturing processes, and ongoing technological advancements in solar cell efficiency.

**Technological Advancements:** Innovations in solar technology are continuously enhancing the performance and affordability of solar energy systems. Advances include the development of abundant in high-efficiency solar cells, such as perovskite and tandem cells, which promise greater energy conversion efficiency. Additionally, bifacial solar panels, which capture sunlight on both sides and advanced sun-trajectory tracking systems that follow the sun's path, significantly increase energy yield and continue to enhance solar efficiency and affordability.

<sup>1</sup> Solar Energy and Climate Change Mitigation," Intergovernmental Panel on Climate Change (IPCC), 2018.



**Energy Storage Integration:** To mitigate the intermittent nature of solar power, integrating energy storage systems is becoming increasingly important. Battery Energy Storage Systems (BESS) are crucial for storing excess solar energy during peak production times and discharging it during periods of low sunlight. Innovations in lithium-ion batteries and the emergence of solid-state batteries are enhancing storage capacities, reducing costs, and extending the lifespan of storage solutions which are crucial in addressing solar generation intermittency, integrating energy storage systems like BESS.

**Government Policies and Incentives:** Government policies play a pivotal role in the adoption and expansion of solar energy. Many countries have implemented supportive policies, such as starting with feed-in tariffs (FIT) then large-scale solar (LSS), tax incentives, and RE targets, to encourage the development of solar projects. International agreements, such as the Paris Agreement, also drive national commitments to increase renewable energy capacity and reduce greenhouse gas emissions.

The solar energy sector also brings significant economic benefits, notably in job creation. In 2022, the International Renewable Energy Agency (IRENA) reported 4.9 million jobs in the solar photovoltaic (PV) industry, making it the fastest-growing sector among RE technologies. Importantly, 40% of these jobs are held by women, underscoring the industry's role in promoting economic empowerment.

## Renewable Energy Progress in ASEAN

Southeast Asia, guided by the ASEAN Plan for a Low-Carbon Future targeting a 23% increase in RE capacity by 2025, is experiencing a surge in solar adoption. Countries like Thailand, Vietnam, the Philippines, and Singapore are at the forefront. Thailand's Alternative Energy Development Plan (AEDP) aims for 30% RE by 2037, with solar playing a pivotal role. Vietnam, leveraging its abundant sunlight and favourable policies, targets an impressive 12GW of solar capacity by 2030. The Philippines is actively expanding its solar potential through government initiatives and private sector participation. Even land-scarce Singapore boasts the region's largest Energy Storage System for efficient solar integration and explores innovative approaches like regional power grids and green hydrogen.





## Solar Energy Projects in Malaysia and New Horizons of Innovation

Malaysia's solar industry is a rapidly growing sector. Located near the equator, Malaysia enjoys consistent solar radiance, making it ideal for solar energy projects. The National Energy Transition Roadmap (NETR) aimed for net-zero emissions by 2050 sets a comprehensive plan and ambitious goals for reshaping Malaysia's energy landscape. Programmes like the Net Energy Metering (NEM) scheme and Large-Scale Solar (LSS) initiatives provide incentives for residential and commercial solar generations, accelerating development.

MIDA has been at the forefront of promoting green technology investments by introducing targeted incentives through Budget 2024, designed to empower investors towards global leadership in energy and carbon efficiency standards, aiming for net-zero goals. In 2023, MIDA approved 565 green technology projects worth RM3.2 billion, with 94% being solar projects.

The Solar Synergistics Conference 2024, co-organised by MIDA and LONGi, marked a significant event in Kuala Lumpur. Coinciding with the 50th anniversary of Malaysia-China relations, the conference brought together over 200 participants, including key stakeholders from the Energy Commission, Sustainable Energy Development Authority (SEDA), Tenaga Nasional Berhad (TNB), and financial institutions, to discuss advancing Malaysia's solar ecosystem.

Recent initiatives that highlight Malaysia's energy transition progress:

- **Large-Scale Solar (LSS) Programme:** The 5th LSS, 'LSS-Peralihan Tenaga SuRia' or 'LSS PETRA', offers 2,000MW for bidding, doubling the previous capacity. These solar plants are scheduled to commence operations in 2026<sup>2</sup>.

- **Floating Solar Projects:** Leveraging abundant water bodies, Malaysia develops floating solar farms, such as TNB's hybrid hydro-floating solar (HHFS) project at hydro dam reservoirs. This follows the success of its pilot project in the ash pond of the Stesen Janakuasa Sultan Azlan Shah (SJSAS) in Manjung, Perak. Powering the national grid, these projects could significantly boost clean power by up to 2500MW<sup>3</sup>.

Future RE programmes are set to accelerate the development of solar projects in Malaysia, aligning with the country's energy transition goals. Companies investing in Malaysia's solar sector can benefit from Southeast Asia's expanding renewable energy market, accessing a reliable and cost-effective source of green energy. The government's supportive framework, including tax incentives, enhances these opportunities. By investing in Malaysia's solar industry, businesses can play a direct role in promoting sustainable growth and fostering a cleaner future for future generations. MIDA is ready to partner with forward-thinking companies to harness the potential of Malaysia's solar energy sector, fostering a cleaner and more sustainable future.

To learn more, please contact the Green Technology Division, MIDA at <https://www.mida.gov.my/staffdirectory/green-technology-division/>

<sup>2</sup> <https://www.thestar.com.my/business/business-news/2024/04/01/energy-commission-opens-bidding-for-lss5-programme>

<sup>3</sup> [https://www.tnb.com.my/assets/press\\_releases/2024022206\\_ENG.pdf](https://www.tnb.com.my/assets/press_releases/2024022206_ENG.pdf)

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**Wide and Spacious 100ft Roads**



**Prime Highway Frontage**



**Reliable Infrastructure**



*Artist's impression only*

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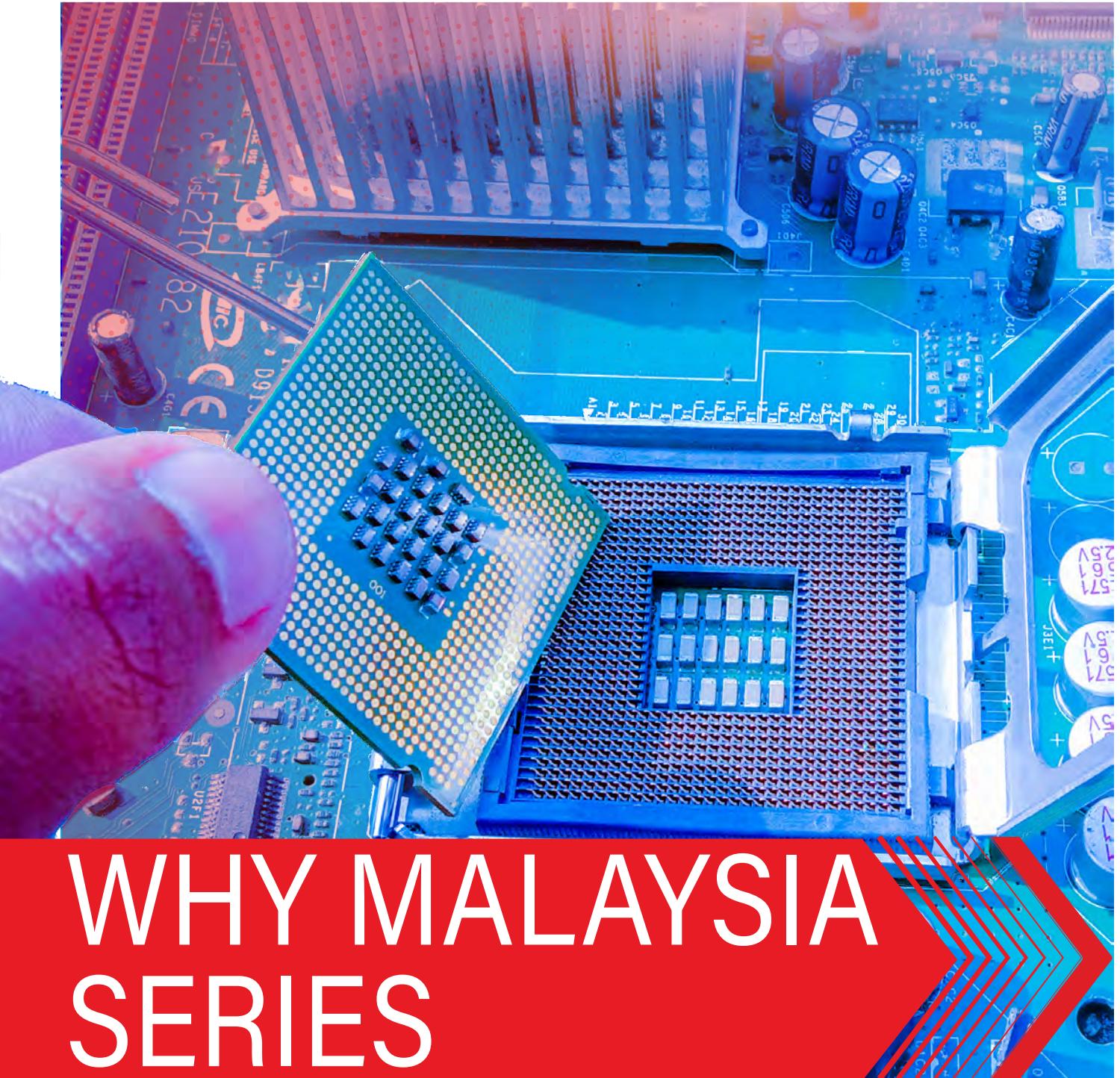
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# WHY MALAYSIA SERIES

04



## éolane: Your Strategic Partner in Electronic Design and Manufacturing

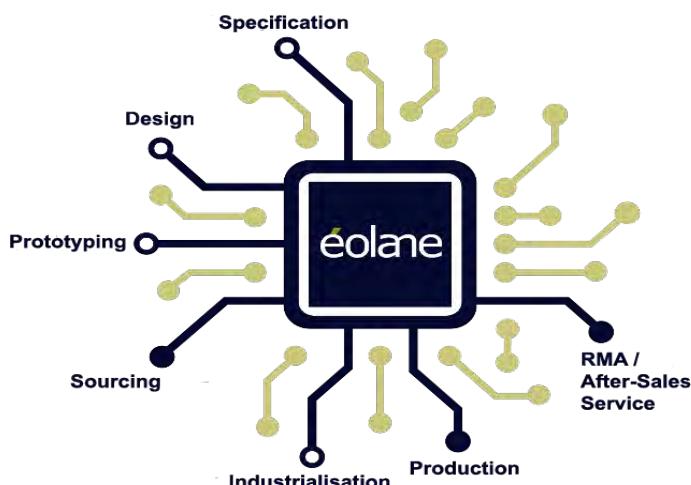
éolane, is a leading European electronic manufacturing service (EMS) provider that specialises in designing advanced electronic products produced in small, medium, and large series, and integrating them into final box build. As an EMS provider, éolane offers comprehensive services including design, manufacturing, and maintenance of electronic assemblies and sub-assemblies. They have also developed expertise as an ODM (Original Design Manufacturer) and CDM (Contract Design Manufacturer).

éolane's goal is to become the essential industrial services platform, helping their clients specify, design, source, industrialise, prototype, produce, maintain, and manage the obsolescence of their products.

éolane is agile, intimate, expert, and committed, with each of their factories globally utilising specific qualifications and certifications necessary for compliance with respective market standards. Operating on three continents, in France, China, Estonia, Germany, Morocco, and now in Malaysia, their 2,400 employees respond locally and uniquely to the needs of each country's sovereign industries, international key accounts and local players.

To support its strong growth in Asia, the Group has invested in a new factory in Malaysia, incorporating the Malaysia entity in February 2023 and obtaining a manufacturing licence later in July 2023.

Oliver Clement, Chairman of éolane said, "We are beyond excited and thrilled about the opening of our new plant here in Kulim, Kedah. This is a significant milestone for éolane, as it is part of our transformative journey towards becoming a World Class Manufacturing leader in electronic manufacturing for our clients. We have chosen Kulim Hi-Tech Park, Kedah as the new location of our plant, as we believe the state has the right infrastructure, talent, and capabilities to meet the demands of the manufacturing industry. With the addition of this new facility in our pipeline, we are confident that we would be able to capture and capitalise on the industry's demand, not only in Kedah or Malaysia but in the Asian region in general."





Designed from the outset to be at the cutting edge of technology, this new plant adopts Industry 4.0 principle. All equipment is connected, enabling real-time data collection and effective supervision through MES (Manufacturing Execution System) and MOM (Manufacturing Operation Management) systems. Additionally, artificial intelligence solutions are integrated to improve the efficiency and quality of manufacturing processes.

In their continuous effort to achieve the highest industry standards, the éolane site in Malaysia aspires to obtain the prestigious World Class Manufacturing (JIPM) standard by 2028, awarded by the Japan Institute of Plant Maintenance. Alongside this

ambitious goal, the site is committed to obtaining relevant sector certifications, including medical (ISO 13485), automotive (IATF 16949 - ISO 26262), rail (ISO TS 22163), and aerospace (AS 9100D), as well as quality and environmental management (ISO 9001 - ISO 45001 - ISO 14001 - ISO 14064 - ISO 8000 - 5001).

With this new plant, éolane plans to create approximately 150 new jobs in phase 1. The Group is committed to economic and social growth in the region while consolidating its position as a world leader in the electronics manufacturing sector.

# Olivier CLEMENT

*Chairman*





# EVENTS

05

# Advancing Malaysia's Biomass Sector Towards Sustainability



On 2 May 2024, Malaysia took a significant step forward in its commitment to sustainable energy with a focus on palm-based biomass, following the National Biomass Action Plan 2023-2030. The Biomass Roundtable 2024, held at MIDA Sentral, brought together key stakeholders to foster high-value investments and support Malaysia's goal of net-zero carbon emissions by 2050.

The guest of honour, Deputy Minister of Investment, Trade and Industry (MITI), YB Liew Chin Tong, emphasised the transformative potential of biomass, encouraging its use as a crucial feedstock for advanced fuels and green industries. This aligns with the New Industrial Master Plan (NIMP) 2030, which aims to foster economic growth through innovative technologies.

Insightful presentations on "Overall Biomass Investment and Prospects" and "Palm-Based Biomass Market Trends" unveiled exciting opportunities in biogas and biofuels, showcasing Malaysia's potential leadership in renewable energy sector.

This roundtable underscored Malaysia's proactive approach to promoting sustainable investments, crucial for achieving its Net-Zero Target by 2050 as outlined in the Paris Agreement 2016.



# Strategic KPT-MIDA Partnership Boosts Local Talent for E&E Industry Competitiveness



In line with the MADANI Economy aspirations and the New Industrial Master Plan (NIMP) 2030, a Memorandum of Understanding (MOU) between the Ministry of Higher Education (MoHE) and MIDA was signed on 7 May 2024 at MIDA HQ. This initiative aims to create skilled graduates to position Malaysia among the world's top 30 economies by 2033.

The event also launched the MoHE Research and Industry-Infused Incubator (MRI3) portal, involving 19 public universities and 27 companies in the electrical and electronics (E&E) industry. The MRI3 portal allows companies to advertise training opportunities while students can apply and upload resumes.

These initiatives address the skills mismatch between the workforce and industry needs. MIDA and MoHE will continue to collaborate to meet industry demands.

The event featured MOUs on workforce development with Micron Memory Malaysia, Stellantis Gurun, and Inari Technology, enhancing graduate employability and boosting Malaysia's industrial competitiveness.



# Highlights from The Solar Synergistics Conference 2024

The Solar Synergistics Conference 2024, a collaborative effort between MIDA and LONGi held at MIDA Sentral on 9 May 2024, was a game-changer for solar investors. Celebrating Malaysia-China relations on their 50<sup>th</sup> bilateral relations anniversary, the event attracted over 200 participants, including key stakeholders from the Energy Commission, SEDA, TNB, and financial institutions.

Discussions at the conference ranged from industry-leading EPCC firms to policymakers, focusing on strategic solar energy initiatives. These initiatives align with Malaysia's recent launches of renewable energy programmes and enhanced green tax incentives, highlighting the nation's commitment to sustainable energy solutions.

Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, praised LONGi's contributions to technological innovation and sustainable development. He underscored Malaysia's ambitious goals for emissions reduction, positioning the country as a global leader in environmental stewardship.

The Solar Synergistics Conference 2024 not only showcased Malaysia's dedication to combating climate change but also catalysed industry collaboration and innovation. It played a crucial role in fostering partnerships and advancing sustainable energy solutions, reinforcing Malaysia's position in the global green economy.



# SEMICON SEA 2024



The 29<sup>th</sup> Edition of SEMICON Southeast Asia (SEA) 2024, held from 28 to 30 May 2024 at MITEC, Kuala Lumpur, marked a significant milestone for the electrical and electronics (E&E) industry. Organised by SEMI in collaboration with MITI, MIDA, MATRADE, and Invest Selangor, SEMICON SEA continues to drive robust industry growth and support complementary sectors.

### Major Highlights:

A highlight of the event was the unveiling of the National Semiconductor Strategy (NSS) by the Prime Minister of Malaysia, YAB Dato' Seri Anwar Ibrahim. This visionary strategy aims to attract RM500 billion in investments across the semiconductor value chain, positioning Malaysia as a global leader in technological advancement.



## SEMICON SEA 2024

### Specialised Forums:

Smart MedTech Forum: Mr. Sivasuriyamoorthy Sundara Raja, Deputy CEO (Investment Promotion and Facilitation) of MIDA inaugurated this forum with insightful opening remarks, leading discussions on the fusion of medical technology and semiconductor innovations. The forum underscored Malaysia's pivotal role in revolutionising healthcare through technological advancements.

Smart Mobility Forum: Led by Mr. Riduan Abd. Rahman, Director of Transportation Technology Division, this forum explored the future of smart mobility. Discussions centred on how cutting-edge technologies are transforming the industry to meet global demands.

Additionally, Ms. Noor Suziyanti Saad, Director of Electrical & Electronics (E&E) Division, was a panellist for a roundtable discussion on COLLABORATE@ Southeast Asia. This session brought together government agencies to explore collaborative efforts aimed at enhancing the region's global value chain position.

SEMICON SEA 2024 not only showcased Malaysia's strategic significance in the E&E industry but also provided a platform for industry leaders, policymakers, and stakeholders to explore opportunities, foster partnerships, and drive innovation.



# EVENTS



2 May 2024

Ms. Zabidah Daud, Director of Post Investment Division (fifth from left) led a working and facilitation visit to Aik Cheong Coffee Roaster Sdn. Bhd. and Aik Cheong Beverages Industries Sdn. Bhd.

The visit included a comprehensive briefing on duty excise by Customs Melaka (Caw Unit Eksais dan Levi) to Aik Cheong, followed by a site visit and meeting at Aik Cheong's premises. Joined by MIDA Melaka and Puan Nor Mardziah Osman, Customs representative at Invest Malaysia Facilitation Centre (IMFC), the visit aimed to provide support and guidance to the companies.



4 May 2024

MIDA Chairman, Tan Sri Dato' Seri Dr. Sulaiman Mahbob delivered the keynote address at the HELP University Annual Convocation 23<sup>rd</sup> Strategy Seminar at the Shangri-La Hotel. The event was attended by 300 exclusively invited guests comprising academicians, technologists, industry experts, lawyers and business owners.

The seminar, themed "ESG: Challenges and Opportunities" echoed the prestigious format of the World Economic Forum, featuring five panel discussion sessions and an esteemed lineup of 21 panel speakers from Malaysia and abroad.

Notable panelists included Dr. Stephen Moss (Chairman DAI Capital), Prof. Mak Yuen Teen (National University of Singapore), Datuk Shireen Ann Zaharah (Founder Corston-Smith), Professor Phillip C. Zerrillo (Thammasat University, Thailand), Dato' TS. Dr. Amirudin Abd Wahab (CEO CyberSecurity, Malaysia), Professor Dali Kaafar (Macquarie University, Australia), Mr. KK Looi (Advisor, Ako Lab, Singapore), Dr Matthew Dearth (Nanyang Technological University, Singapore), Mr. Dmitry Volkow (CEO & Co-founder Group IB) as well as Mr. Syed Kamal Muzaffa (Director of Sustainability Division, MIDA).



7 May 2024

Mr. Vinothan Tulisinathzan, Director of MIDA Singapore (third from right), was invited by the Singapore International Chamber of Commerce to speak and share insights on the investment landscape and what foreign businesses should consider when planning expansion into Malaysia. He presented an overview of MIDA's functions and the latest developments in government policies and roadmaps that support new economic growth. This includes initiatives to position Malaysia as a Global Services Hub for MNCs based in Singapore and various government initiatives to ease doing business.

With over 40 attendees from MNCs across various sectors, the event showcased MIDA's instrumental role not only in attracting high quality projects from Singapore but also in facilitating the implementation of these projects within the stipulated time frame.

# EVENTS



9 May 2024

Ms. Manjit Kaur Balkar Singh, Director of Food Technology and Resource-Based Division (fourth from left) along with Investment Compliance Divisions, led and engaged with Intercontinental Specialty Fats Sdn. Bhd. (ISF), specialising in producing refined palm olein, stearin, and specialty fats and oils. The meeting aimed to provide insights into the company's regulatory updates and advancements over the past four decades. In addition to facilitating investments, we work with Malaysia's existing companies to transform their operations and boost productivity.



9 May 2024

MIDA Post Investment Division was invited by PlanMalaysia to participate in a briefing session held in Seremban. The purpose of the event was to provide information on the Invest Malaysia Facilitation Centre (IMFC) and the TRACK project tracking mechanism to all PlanMalaysia State Directors.

Mr. Mohd Fairuz Iqbal, Deputy Director of Post Investment Division, presented the roles and functions of the IMFC and the project tracking mechanism to the meeting attendees. The goal was to ensure the successful implementation of all approved projects.

After the briefing session, the division visited Metropoly Packaging Sdn. Bhd. in Mantin to assist the company with issues related to internet connectivity.



12 May 2024

MIDA Kelantan and MIDA Terengganu, in collaboration with MIDF Wilayah Timur, successfully hosted a briefing session for furniture manufacturers in the states of Kelantan and Terengganu. Mr. Sukri Abu Bakar, Director of Domestic Investment Division (top left), provided insights into Malaysia's timber industry and MIDA's efforts to support investments, primarily in aiding SMEs. Representatives from MTIB, SME Corp, MATRADE, MIDF, and CGC also attended, highlighting the industry's need to overcome significant challenges to maintain long-term competitiveness and sustainability.

# EVENTS



13 May 2024

Mr. Sivasuriyamoorthy Sundara Raja, MIDA Deputy CEO (Investment Promotion and Facilitation) (sixth from right), along with representatives from the Domestic Investment and Foreign Investment Divisions, met with Maybank Group CEO, Dato Khairussaleh Ramli (middle), and his management team. The meeting focused on Maybank's understanding of MIDA's role in achieving the NIMP 2030 goals, particularly in attracting FDI, key focus areas within the NIMP 2030, and collaboration between Maybank and MIDA overseas. MIDA also emphasised the importance of integrating SMEs into the supply chains of larger MNCs.

The discussions concluded with exploring how Maybank could support MIDA in fulfilling the NIMP 2030 goals, aiming to foster sustainable and impactful economic development aligned with Malaysia's investment aspirations.



13-16 May 2024

The Green Technology Division organised a Domestic Specific Project Mission (DSPM) in collaboration with MIDA Penang and MIDA Kedah, targeting the Northern region. This initiative coincided with the Malaysian Photovoltaic Industry Association Roadshow in Penang, focusing on advancing Malaysia's green agenda. The DSPM aimed to connect with potential investors and share insights on green investment policies and opportunities. Key discussions included companies like Dragon Alliance, Eclipse Automation, and Risen Solar Technology. This mission aligns with the NIMP 2030 and NETR, driving sustainable growth and attracting green investments for a resilient future.



14 May 2024

Mr. Nelson Samuel, Director of Green Technology Division, delivered an insightful presentation titled Leading Malaysia's Energy Transition Plan Towards Net-Zero at the Malaysian Photovoltaic Industry Association (MPIA) Roadshow held at the Eastin Hotel, Penang. He provided a comprehensive overview of Malaysia's investment policies, incentives, renewable energy initiatives, and recent advancements in the green technology sector.

The event attracted over 200 participants and featured speakers from various companies, including Alliance Bank Malaysia Berhad, Astronergy, Cenergi SEA, Pekat Group Berhad, Tenaga Nasional Berhad (TNB), Bursa Malaysia, Solarvest Holdings Berhad, and Hopewind Electric Co., Ltd.

# EVENTS



14 May 2024

Led by Mr. Sivasuriyamoorthy Sundara Raja, Deputy CEO (Investment Promotion and Facilitation) (ninth from left), MIDA had a productive meeting with Sime Darby Plantation Berhad to discuss the development plan for the Kerian Integrated Green Industrial Park (KIGIP). The discussion focused on supporting E&E, semiconductor, and high-tech industries in Penang and Kulim, ensuring alignment with NIMP 2030, and addressing infrastructure needs. MIDA, PNB, and Sime Darby will explore attracting potential investors, including other sovereign wealth funds.



14 May 2024

MIDA CEO, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid (third from right), proudly joined the Sandvik Mining and Rock Solutions Factory Opening Ceremony in Sendayan, Negeri Sembilan. Officiated by YAB Menteri Besar of Negeri Sembilan, this milestone event marked the launch of Malaysia's first facility dedicated to producing both battery-electric and conventional underground mining loaders, along with battery packs for underground mining equipment. This new factory underscores Sandvik's commitment to pioneering sustainable and innovative mining solutions, continuing their four-decade legacy in mine electrification.



14 May 2024

Ms. Ruhaizan Mohamad Ibrahim, Deputy Director of Business Services and Regional Operations Division (top, middle), was one of the speakers in the panel discussions titled "Roadmap for Transforming Malaysia into an Emerging Digital Infrastructure Hub" as part of the Data Centre & Cloud Infrastructure Summit (DCCI 2024). The session featured speakers including the Head of the Data Centre at TM Global, the Chairman of Malaysia IoT Association and the Head of the Digital Infrastructure Department, Digital Enablers Division of Malaysia of Digital Economy Corporation (MDEC).

Discussions focused on advancing Malaysia's digital infrastructures to drive inclusive digital transformation, introducing incentives to attract local and foreign investment in digital infrastructure projects, and strategies for accelerating the nation's digital economy while bridging digital divides within the country.

The two-day event brought together over 500 global and local experts, policymakers, industry leaders, and stakeholders in data centre and cloud infrastructure. The summit provided a vital platform for exchanging ideas, sharing best practices, and fostering collaborations to enhance Malaysia's data centre and cloud infrastructure ecosystem. Additionally, the event featured 30 exhibition booths showcasing the latest technologies and developments in the industry.

# EVENTS



15 May 2024

Domestic Investment Division, in collaboration with Foreign Investment Division, organised a briefing session by PETRONAS Energy and Gas Trading Sdn. Bhd. (PEGT) for divisions across MIDA HQ, Oversea Centres and State Offices. The primary objective of this briefing was to provide the latest updates on gas pricing, market outlook, challenges and opportunities.

Led by Mr. M Iskandar Ismail, General Manager (Gas Marketing), the session delivered crucial insights into gas pricing dynamics, current market trends and investment opportunities in Malaysia. Engaging and interactive, the briefing reflected MIDA's commitment to fostering informed investment decisions.



15-19 May 2024

MIDA Istanbul participated in two business events in conjunction with the official visit by Prime Minister of Malaysia to Kazakhstan and Uzbekistan. In Astana, a Kazakhstan-Malaysia investment round table meeting convened, fostering discussions on partnership opportunities across sectors. The Kazakhstan government invited Malaysian businessmen to jointly explore new opportunities to strengthen partnerships in services, manufacturing, finance, education, agriculture and construction sectors.

Meanwhile, the Uzbekistan-Malaysia High-Level Business Forum in Samarkand saw participation from key Malaysian entities like Khazanah, PETRONAS, and EPF, aiming to enhance collaboration with Uzbek counterparts.



16 May 2024

MIDA Pahang and Post Investment Division conducted facilitation visits to Alliance Steel (M) Sdn. Bhd. and Camel Power (M) Sdn. Bhd. Key discussions focused on pertinent issues such as the moratorium on the steel industry and battery recycling activities, duty exemption, and compliance with incentive conditions. Mr. Muhammad Sawaddee Islamuddin, Deputy Director of Post Investment Division (third from right), also briefed the companies about TRACK and IMFC to ensure that companies are well-informed.



16 May 2024

Following the Biomass Roundtable Meeting hosted by MIDA Sustainability Division, MIDA engaged with Mitsui & Co. (Malaysia) Sdn. Bhd. to explore their contribution to the biomass industry. Led by Mr. Hiromitsu Narukama, the Managing Director and CEO (sixth from right), along with Mr. Ravindren Selva (Senior VP) (fifth from left) and Mr. Mitsuyoshi Okita (General Manager) (fourth from right), the meeting discussed Mitsui's impactful business development strategies. Chaired by our MIDA CEO, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid (sixth from left), the session saw fruitful discussions on the future directions of Mitsui's business development.



16 May 2024

The Strategic Planning and Policy Advocacy (Manufacturing) Division organised a workshop with MITI and the Regional IPA Corridors (IRDA, NCIA and ECERDC) at the Banquet Hall, MIDA. The workshop was officiated by MIDA CEO, Mr. Sikh Shamsul Ibrahim. The objective of the workshop was to focus on streamlining the KPIs and facilitation process at the pre-investment and post-investment phases as part of the initiative for IPA Rationalisation.

The valuable insights gathered will drive the creation of new guidelines and SOPs, defining the roles of MIDA and the Regional IPA Corridors throughout the investor journey.



17 May 2024

A courtesy meeting was convened to explore collaboration opportunities for promoting investment in Tun Razak Exchange as Kuala Lumpur's new Central Business District (CBD) and enhancing the ease of doing business in TRX as an International Financial Centre.

Mr. Sivasuriyamoorthy Sundara Raja, MIDA Deputy CEO (Investment Promotion and Facilitation) (middle), along with the Business Services and Regional Operations Division and Domestic Investment Division, presented MIDA's initiatives driving the nation's investment agenda and fostering the growth of global services and digital investment.

# EVENTS

TENPOWER

## 天鵬电源馬來西亞壹期封頂儀式

TENPOWER MALAYSIA SDN. BHD. Phase 1 Topping-out Ceremony

2024.5.21



21 May 2024

Tenpower Malaysia Sdn. Bhd., a branch of Jiangsu Azure Corporation, celebrated a significant milestone with the topping-up ceremony of their cutting-edge cylindrical lithium-ion battery manufacturing plant in Banting Industrial City, Selangor. Representing MIDA, Ms. Lim Bee Vian, Deputy CEO (Investment Development) (third from right), highlighted Malaysia's appealing stability and supportive business and investment policies. These attributes make Malaysia an attractive hub for multinational corporations, as evidenced by Tenpower's confidence in the nation's thriving electrical and electronics (E&E) ecosystem. With a robust network of industry players, comprehensive infrastructure, and a conducive business environment, Malaysia remains a prime destination for business growth and development.

EQUINIX

## Equinix Future Next Malaysia

Equinix Malaysia Inauguration

Opening | 27 May



27 May 2024

MIDA, represented by the Business Services and Regional Operations Division, witnessed the grand opening of Equinix JH1 International Business Exchange (IBX) in Nusajaya Tech Park, Iskandar Puteri, Johor. The event was graced by YB Tuan Lee Ting Han, Johor State Executive Council and Chairman of Investment, Trade, and Consumer Affairs (third from left), alongside YBhg. Datuk Hanafi Sakri, Deputy Secretary General (Industry) MITI (third from right), Ir. Wan Murdani Wan Mohamed, Head of Digital Acceleration of MDEC (second from right), and Ms. Noorzita Mohamad Nor, Director Business Services and Regional Operations Division, MIDA (second from right).

Equinix, a leading global data center co-location provider headquartered in the US, extends its data center and interconnection services to enterprises and multinational corporations. With its presence in Johor, complementing the previously launched data center in Kuala Lumpur (KL1), Equinix serves as a vital gateway for Malaysian enterprises looking to expand globally and multinationals pursuing innovation within the country.

**MIDA**

MALAYSIAN  
INVESTMENT  
DEVELOPMENT  
AGENCY



28 May 2024

Mr. Sivasuriyamoorthy Sundara Raja, MIDA Deputy CEO (Investment Promotion and Facilitation) (second from right), engaged in a highly productive session with Mr. Jan Noether, the new Executive Director of the Malaysian-German Chamber of Commerce and Industry (MGCC) (middle). The meeting showcased MIDA's innovative ecosystem approach and highlighted Malaysia's robust industry network as key advantages in attracting top-tier investments. Exciting potential collaborations were discussed, setting the stage for future mutual benefits and solidifying Malaysia as a premier investment destination.



28 May 2024

MIDA CEO, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid (fifth from right) chaired a productive meeting with a senior delegation from Amazon Web Services, led by their VP for Global Public Policy, Mr. Michael Punke (fifth from left), at MIDA HQ. Joined by the Business Services and Regional Operations Division, the discussion focused on strengthening our partnership to pave the way for innovative solutions and technological advancements, propelling us towards a brighter digital future.



28 May 2024

Ms. Zabidah Daud, Director of Post Investment Division led a working and facilitation visit to Terengganu. The Division organised an engaging session with IMFC and Track, alongside MIDA Terengganu and UPEN, attended by 90 participants from state agencies, associations, and industry players at Wisma Darul Iman, Kuala Terengganu.

Highlights included briefings on IMFC and On-Track by Mr. Mohd Fairuz Iqbal Mohd Akhbar, Monitoring and Compliance of Post Approval by Mr. Mohammad Farhan Mansor, and insights on streamlining electricity connection experience by Mr. Ir. Mohd Fairuz Abdul Kadir from TNB.

The visit also included a facilitation meeting/visit to Tesac (Malaysia) Sdn. Bhd. and a post-audit visit to project infrastructures at Gong Badak Industrial Estate.





# ADD-ONS

07

## » MIDA IN THE NEWS

- [MIDA generates high value investment in circular bio-econ for palm-based biomass](#)
- [Microsoft's new investment highlights Malaysia's appeal as digital investment hub — MIDA](#)
- [MIDA's strategic cooperation with Higher Education Ministry to accelerate local industrial growth — Tengku Zafrul](#)
- [MIDA, LONGi organise conference to advance solar power ecosystem](#)
- [Spate of investments in semiconductor signals Malaysia's shift to high-end manufacturing: Sulaiman Mahbob](#)
- [MCMC, MIDA to ink deal helping entrepreneurs adopt 5G — Fahmi](#)
- [Malaysia stands out as prime destination for investors to capitalise on E&E industry — MIDA](#)
- [MITI: InvestKL to be parked under MIDA from June 1](#)
- [MIDA Propagates High Value Investment in Circular Bio-Economy for The Palm-Based Biomass in Malaysia](#)
- [MIDA Applauds Microsoft's Establishment of Cutting-Edge Cloud and AI Infrastructure, Propelling Malaysia Ahead of The Curve in Digital Transformation](#)
- [Smart Asia Chemical Berhad Opens Its New RM100 Mil Manufacturing Plant in Perak, Malaysia](#)
- [MIDA and LONGi Driving the Solar Ecosystem Forward at The Solar Synergistics Conference 2024](#)
- [Sandvik Celebrates Inauguration of New Load And Haul Factory in Malaysia](#)
- [US-Based Panduit Elevates Manufacturing Landscape With New State-Of-The-Art Plant in Johor Bahru, Malaysia](#)
- [SPIL Breaks Ground on New RM6-Billion Semiconductor Packaging And Testing Facility](#)
- [SEMICON Southeast Asia 2024 to Drive Investment Opportunities for Malaysia](#)

## » MALAYSIA RANKING

- [KL rated second most outstanding city in Southeast Asia](#)
- [Malaysia ranked the 43rd prosperous nation globally: Legatum Institute](#)

## » ECONOMY NEWS

- [PM encourages Japan, Qatar to explore investment in Kelantan](#)
- [ECRL project progress in four states at 65 pct — Minister](#)
- [Anwar calls for enhanced efficiency to attract investors](#)
- [MITI urges local firms to form investment ties with Saudi Arabia](#)
- [Malaysia poised to attract more US investments following Microsoft's RM10.5bil investment](#)
- [Malaysia anticipates deeper collaboration with China in five key sectors — DPM](#)
- [More German companies will invest in Malaysia — Chang](#)
- [Global supply chain shift sparks competition for FDI](#)
- [Making ESG accessible to all companies](#)

## » ECONOMY NEWS

- [Maybank IB: Johor-Singapore SEZ has competitive advantage in attracting fresh FDI](#)
- [Anwar's visit strengthens Malaysia-Qatar ties, explores new investment horizons](#)
- [Tax incentive plan to attract investors to Forest City SFZ ready by month-end](#)
- [Malaysia, Qatar to enhance investment cooperation in the coming years – PM Anwar](#)
- [Qatar 'big guns' of industries attend roundtable meeting with PM Anwar](#)
- [US investment in Malaysia on the rise thanks to strong bilateral ties, says ambassador](#)
- [Promising developments to enhance FDI benefits for various sectors in Malaysia](#)
- [Malaysia to woo investors at Qatar Economic forum](#)
- [New Singapore Prime Minister will strengthen Malaysia-Singapore bilateral relations – Tengku Zafrul](#)
- [Tengku Zafrul: Anwar's meeting in Qatar secures RM700mil export commitment](#)
- [Malaysia, Kyrgyz Republic affirm commitment to increasing bilateral cooperation](#)
- [Sarawak records RM22.8b in 2023 approved investments](#)
- [Johor records RM43b in 2023 investments](#)
- [United States tariff hike will benefit Malaysia](#)
- [Zafrul: Malaysia sees Kazakhstan as strategic partner in bridging Central, SE Asia](#)
- [Sabah govt sets various plans, initiatives to attract investors](#)
- [US-China trade war opens opportunities for Malaysia — HLIB](#)
- [Madani govt's policies to drive job creation, income growth, say industry experts](#)
- [Trade and investment key to bolstering Malaysia-China relations](#)
- [Malaysia gateway to attract Swedish companies, says ambassador Joachim Bergstrom](#)
- [Malaysia can benefit from trade diversions, increase in investments](#)
- [Country's investment record to jump further this year – PM Anwar](#)
- [China's investments in Sarawak reach RM19.4 billion, creating over 10,000 jobs – Abang Johari](#)
- [Anwar, Japanese business leaders discuss investment opportunities](#)
- [PM: Malaysia a safe haven for investors](#)
- [PM to meet chiefs of top firms in Japan](#)
- [MITI secures RM1.45b potential investments, RM550m potential exports from Japan](#)
- [Semiconductor, renewable energy investments to drive Malaysia-Japan trade surge in 2024](#)
- [PM Anwar's brief visit to Japan strengthens relations for trade, investment](#)
- [Minister: Sabah poised to attract Japanese investors](#)
- [Tengku Zafrul: Malaysia-China to mark golden jubilee, boost trade, diplomatic relations via MoUs](#)
- [Anwar vows full govt support in ensuring foreign investments proceed smoothly](#)
- [MITI Minister proposes halal category for FDI and DDI](#)
- [Malaysia attracts US\\$3.4 bln FDI from China, HK in 2023 — OCBC economist](#)

## » INDUSTRY NEWS

- [Penang focusing on international hub for electronics and semiconductors, says Kon Yeow](#)
- [Dassault Aviation's MRO unit ExecuJet expands in Malaysia with new facility at Subang Airport](#)
- [Timely for Malaysia to see biomass as feedstock for advance fuels, says Liew](#)
- [Semiconductor hub in Bukit Beruntung to boost state GDP](#)
- [Penang unveils 1 million sq ft integrated circuit design and digital park plan](#)
- [Penang focuses on high-impact sectors, diversifying investment inflows – CM](#)
- [Over 98% of manufacturing projects approved in 2023 implemented, or are in planning stage](#)
- [Malaysia should venture into aerospace manufacturing, says Turkish Aerospace chief](#)
- [F&N peaks at five year high as future investments on track](#)
- [EP Manufacturing targets 6,000 units by year-end at Melaka plant](#)
- [Sarawak's biomass industry attracts interest of Singapore, China, Japan investors, says deputy minister](#)
- [Armoured vehicle plant to be built in Lipis – MB](#)
- [Volkswagen to establish Malaysia as export hub – Tengku Zafrul](#)
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- [Developing an ESG-compliant industrial park in Negeri Sembilan](#)
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- [Dutch Lady inaugurates new RM540mil manufacturing facility in Bandar Enstek](#)
- [Taiwan semiconductor players confident on business prospects in Malaysia](#)

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- [MITI, HR Ministry finalising incentives to bring home local talent, says Tengku Zafrul](#)
- [Economist: Google's US\\$2 billion investment set to elevate Malaysia's appeal as data centre hub in region](#)
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- [Google to invest RM9.4 bln in Malaysia, develop data centre, cloud region](#)
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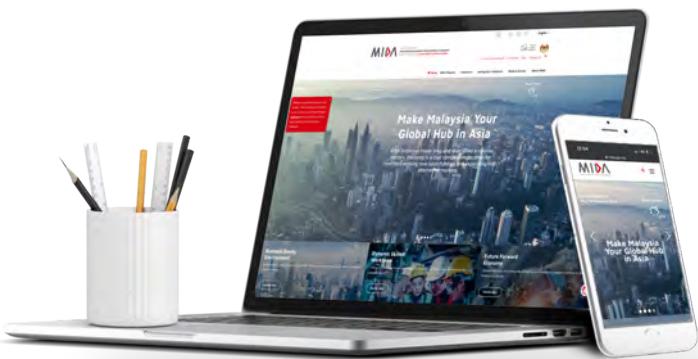
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### OUR COMMUNICATION TOOLS



#### 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.

#### MIDA WEBSITE

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.



#### 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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## BRONZE PACKAGE

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- » Back cover: RM10,000 per issue
- » Full page: RM8,000 per issue
- » Half page: RM6,000 per issue
- » Quarter page: RM3,500 per issue

### MIDA WEBSITE

- » Homepage: RM1,500 per week

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### EDITORIAL ONLY

- » Copywriting, Editing and Proofreading (500 words): RM1,000

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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

**Traffic drivers** to the article:

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Duration: 4 weeks

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**Branded Content** to be published in Invest Malaysia e-Newsletter, and MIDA digital platforms:

- » 2 Full Page Full Colour (Advertorial/Editorial) x 1 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
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- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

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BANQUET HALL (230 PAX)	Inclusive of: •Basic AV System	RM3,900	RM4,600
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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	
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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	

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- GST (0%)
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# ABOUT MIDA

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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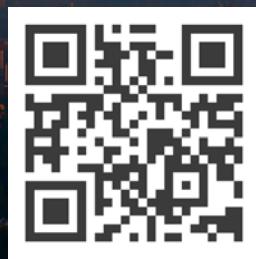
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