

# INVEST MALAYSIA

## HIGHLIGHTS

Steady Growth Momentum As Approved Investments Reach RM254.7 Billion, Up 10.7% Year-On-Year, Generating Over 159,000 New Jobs In 9M2024

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Working Visit of The Prime Minister, YAB Dato' Seri Anwar Ibrahim to Shanghai and Beijing, The People's Republic of China

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Cosmetic Chemicals in Malaysia: The Success Story of Cidols Sdn. Bhd.

# From the CEO's Desk: Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid

*Dear Valued Partners and Esteemed Readers,*

As we approach the close of 2024, Malaysia continues to shine as a model of resilience, innovation and progress. This November issue of MIDA's E-newsletter reflects our collective achievements and the strides we've made in securing Malaysia's position as a thriving investment hub in the region.

Malaysia's approved investments reached an outstanding RM254.7 billion in the first nine months of 2024, a 10.7% increase year-on-year. This milestone reflects not only the robust confidence of global investors but also the sustained efforts of MIDA and its partners in driving impactful economic growth. The creation of over 159,000 jobs underscores the profound impact of these investments on our people, industries, and communities.

The Prime Minister's series of high-profile working visits to China, Egypt, Peru, Brazil, and the Republic of Korea have further strengthened Malaysia's global economic partnerships. These diplomatic missions opened doors to strategic collaborations, innovative projects, and shared visions for a future defined by inclusivity and sustainability. Such engagements solidify Malaysia's position on the world stage as a trusted and forward-looking partner.

This issue also shines a spotlight on CIDOLS Sdn. Bhd., a homegrown success story in Malaysia's burgeoning cosmetic chemicals industry. Their journey exemplifies how Malaysian enterprises are leading the way in innovation, sustainability, and global competitiveness.

In our "Going Global" section, we feature MILDEF, a trailblazer in the defence sector. MILDEF's remarkable achievements showcase the potential of Malaysian companies to compete on the global stage while shaping national resilience and technological advancement.

We also explore Sabah's transformation into a logistics hub, leveraging its strategic location and infrastructure development to drive regional economic growth. This initiative aligns seamlessly with Malaysia's broader vision to ensure all states contribute meaningfully to national progress.

On the path to sustainable mobility, Malaysia is making strides in electric vehicle (EV) infrastructure, accelerating the EV revolution for a greener future. MIDA's EVCON 2024 at E-Mobility Asia, highlighted in this issue, demonstrated our commitment to fostering a sustainable transportation ecosystem that aligns with the global push towards net-zero emissions.

# **From the CEO's Desk:**

## **Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid**

As Malaysia embarks on the next chapter of its development, MIDA remains committed to empowering investors, cultivating local talent, and championing sustainable growth. Thank you for your continued trust and support. Let us move forward with optimism and determination as we shape a future of shared prosperity.

**DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID**

**Chief Executive Officer**  
**Malaysian Investment Development Authority (MIDA)**



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## Steady Growth Momentum As Approved Investments Reach RM254.7 Billion, Up 10.7% Year-On-Year, Generating Over 159,000 New Jobs In 9M2024

Malaysia approved RM254.7 billion of investments for the first nine months of 2024 (9M2024), marking a steady 10.7% increase from the previous year. The strong performance reflects Malaysia's sustained economic momentum, propelled by the services, manufacturing, and primary sectors. A total of 4,753 new projects have been approved during this period, set to create 159,347 new jobs for Malaysians.



Foreign investors contributed RM106.7 billion, or 41.9% of total approved investments. This healthy ratio between robust domestic participation and strong foreign interest forms a solid foundation for Malaysia's future economic growth and resilience.

Top Foreign Investors*	RM (Bil)
Germany	<b>30.9</b>
The People's Republic of China	<b>10.8</b>
The United States of America	<b>8.4</b>
The Netherlands	<b>4.9</b>
Singapore	<b>4.4</b>

Note\*: The approved investments by MIDA encompass both the manufacturing and services sectors. Specifically, the services sector, which falls under MIDA's purview, includes Global Establishments, Support Services, Hotel and Tourism, Health Services and, Information and Communications.

### Domestic Investments Lead Malaysia's Growth with RM148.0 Billion

Domestic investments (DI) led the way in 9M2024, accounting for 58.1% of the total approved investments, valued at RM148.0 billion. The top five (5) states that have recorded significant investment value include:

Five Major States	RM (Bil)	Manufacturing RM (Bil)	Services RM (Bil)	Primary RM
Selangor	<b>66.8</b> (9M2023: RM42.1 Bil)	15.0	51.7	38.7 mil
W.P. Kuala Lumpur	<b>63.9</b> (9M2023: RM49.0 Bil)	0.3	63.6	-
Kedah	<b>34.0</b> (9M2023: RM22.6 Bil)	32.6	1.4	*
Pulau Pinang	<b>22.6</b> (9M2023: RM45.2 Bil)	12.1	10.4	*
Johor	<b>18.1</b> (9M2023: RM20.1 Bil)	8.0	10.0	0.1 bil

Note\*: Total investment less than RM250 thousand

### National Investment Aspirations Drive Transformative Growth

The National Investment Aspirations (NIA) sectors have become key catalysts for Malaysia's economic transformation, securing RM119.9 billion across 882 high-impact projects. These strategic investments are expected to create 55,892 skilled jobs for Malaysians, reflecting a seamless alignment of investment strategies and national development priorities.

Of the total approved investments, RM97.8 billion or 38.4% falls under MITI and MIDA's purview, encompassing 1,516 projects and 60,132 new job opportunities.

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**RM160.7 billion**  
(9M2023 : RM122.3 billion)  
Total Approved Investments



**RM39.2 billion**  
(9M2023: RM39.4 billion)  
Foreign Investments (FI)



**RM121.5 billion**  
(9M2023: RM82.9 billion)  
Domestic Investments (DI)



**100,914**  
(9M2023 : 41,600)  
New Jobs



**3,909**  
(9M2023 : 3,262)  
Projects

## Top Services Sub-Sectors



Information and  
Communications



Real Estate



Support Services



Distributive Trade



Utilities

**RM71.1 billion** **RM48.8 billion** **RM10.3 billion** **RM8.0 billion** **RM6.8 billion**  
(9M2023 : RM48.0 Bil) (9M2023 : RM44.4 Bil) (9M2023 : RM3.8 Bil) (9M2023 : RM9.2 Bil) (9M2023 : RM7.5 Bil)

*\*Due to rounding, figures presented in this infographic may not add up precisely to the totals provided.*

## Digital Economy Boost: ICT Investments Hit RM71.1 Billion in Malaysia

The services sector continues to drive Malaysia's economic growth, showcasing resilience and attracting significant investments. From January to September 2024, the sector led approved investments, accounting for RM160.7 billion or 63.1% of the total approvals – a strong indication of

its sustained appeal to investors. These investments are expected to create 100,914 new jobs.

One of the standout ventures is Nur Renewables Sdn. Bhd. Based in Kulim, Kedah, the company invests RM250.0 million to build, own, and operate a large-scale solar farm, supplying renewable energy to the distribution licensee. This initiative supports Malaysia's green energy goals and demonstrates the integration of advanced technologies in line with Industry 4.0 principles.

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**RM88.8 billion**  
(9M2023: RM100.0 billion)

Total Approved Investments



**RM66.9 billion**  
(9M2023: RM86.1 billion)

Foreign Investments (FI)



**RM21.9 billion**  
(9M2023: RM13.9 billion)

Domestic Investments (DI)



**58,017**  
(9M2023: 48,613)

New Jobs



**800**  
(9M2023: 613)

Projects

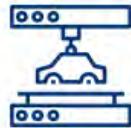
## Top Manufacturing Sub-Sectors



Electrical and  
Electronics (E&E)



Chemicals and  
Chemical Products



Transport  
Equipment



Machinery &  
Equipment



Non-Metallic  
Mineral Products

**RM47.0 billion** **RM7.0 billion** **RM7.0 billion** **RM6.3 billion** **RM4.2 billion**  
(9M2023 : RM57.3 Bil) (9M2023 : RM3.3 Bil) (9M2023 : RM5.4 Bil) (9M2023 : RM13.2 Bil) (9M2023 : RM7.0 Bil)

*\*Due to rounding, figures presented in this infographic may not add up precisely to the totals provided.*

## Malaysia's Manufacturing Sector Attracts RM88.8 Billion in Investments Over Nine Months

The manufacturing sector remains the cornerstone of Malaysia's industrial growth, attracting RM88.8 billion in approved investments in the first nine months of 2024. Foreign Investments (FI) led the way, contributing RM66.9

billion (75.4%), while Domestic Investments (DI) accounted for RM21.9 billion or 24.6%. This underscores the sector's dual ability to attract substantial foreign capital while nurturing domestic entrepreneurship.

The approved investments span 800 projects, poised to generate about 58,017 job opportunities, with 81.2% (47,112 jobs) reserved for Malaysians.

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**RM5.2 billion**  
(9M2023 : RM7.9 billion)

Total Approved Investments



**RM0.5 billion**  
(9M2023: RM2.0 billion)

Foreign Investments (FI)



**RM4.6 billion**  
(9M2023: RM5.9 billion)

Domestic Investments (DI)



**416**  
(9M2023 : 402)

New Jobs



**44**  
(9M2023 : 62)

Projects

\*Due to rounding, figures presented in this infographic may not add up precisely to the totals provided.

## Primary Sub-Sectors



**RM4.5 billion**  
(9M2023 : RM7.7 Bill)



**RM675.7 million**  
(\*9M2023)



**RM19.1 million**  
(9M2023 : RM226.1 MIL)

Note\*\*: No projects approved for agriculture

## MIDA Pursues RM62.0 Billion in New High-Value Investment Projects

The drive to attract quality and sustainable investments into Malaysia continues to span across borders. Over the first nine months of 2024, MITI and MIDA spearheaded 15 high-level overseas missions, complemented by strategic working visits led by the Prime Minister, YAB Dato' Seri Anwar Ibrahim. These initiatives have created pathways for new investment opportunities worldwide.

The outlook remains promising. As of 7 November 2024, MIDA is actively pursuing 1,477 proposed projects worth RM62.0 billion, comprising 1,413 projects in the services sector (RM48.8 billion) and 64 projects in the manufacturing sector (RM13.2 billion). Additionally, MIDA is in discussions with prospective investors for high-potential leads valued at RM70.6 billion.

The approved investments for 9M2024 align with Malaysia's impressive Q3 GDP growth of 5.3%, driven by robust investment activities. MIDA emphasises that successful project implementation will enhance the country's macroeconomic performance and create positive ripple effects for communities nationwide.





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# 第七届中国国际进口博览会暨虹桥国际经济论坛

THE SEVENTH CHINA INTERNATIONAL IMPORT EXPO AND THE HONGQIAO INTERNATIONAL ECONOMIC FORUM

2024年11月5日  
November 5<sup>th</sup>, 2024

中国·上海  
Shanghai, China



## Working Visit of The Prime Minister, YAB Dato' Seri Anwar Ibrahim to Shanghai and Beijing, The People's Republic of China

2 – 8 November 2024

Malaysia continues to solidify its reputation as a strategic investment destination in ASEAN, leveraging strong bilateral ties with its largest trading partner, The People's Republic of China. The recent working visit of the Prime Minister, YAB Dato' Seri Anwar Ibrahim to Shanghai and Beijing from 4 to 7 November 2024 marked a pivotal step towards enhancing trade, attracting high-value investments and fostering innovation-led growth.

Held in conjunction with the 7th China International Import Expo (CIIE) in Shanghai, the visit featured high-level engagements, including a bilateral meeting with the President of China, one-on-one meetings with prominent Chinese investors, and a Roundtable Meeting (RTM) with industry leaders hosted by MIDA and the Malaysia-China Business Forum.

### One-on-One Meetings with Chinese Industry Leaders

» **Jiangsu Longda Superalloy Co. Ltd.**, a renowned manufacturer from Wuxi, Jiangsu Province, specialising in high-performance superalloys for aerospace, gas turbine, and petrochemical industries, will expand its operations to Malaysia. This investment strengthens Malaysia's aerospace ecosystem, enhances the local supply chain, and is expected to create high-skilled employment opportunities.

» **SICC Co., Ltd.**, a leading semiconductor materials manufacturer, aims to leverage Malaysia's established semiconductor ecosystem to expand its production of silicon carbide (SiC) substrates, critical for next-generation semiconductor applications.

» **SEMCORP Co., Ltd.**, the world's largest producer of lithium-ion separator films, is exploring Malaysia as a strategic hub to support its Southeast Asia expansion plans.

### High-Level Roundtable Meeting with Captains of Industry

A key highlight of the visit was the high-level Roundtable Meeting in Shanghai, organised by MIDA. The event brought together 24 captains of industry from leading Chinese companies to discuss Malaysia's strategic role as a gateway to ASEAN and beyond, with its potential in sectors such as advanced materials, high-end automotive and aerospace components, medical devices, machinery, health and functional foods, and telecommunications innovation centres.

During the meeting, the Prime Minister emphasised Malaysia's business-friendly policies, strategic location and skilled workforce, reassuring industry leaders of the Government's commitment to facilitating their investments.

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## Malaysia-China Business Forum

At the Malaysia-China Business Forum in Shanghai, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, delivered a keynote address highlighting Malaysia's strength in semiconductors, electric vehicles (EVs), and renewable energy, supported by transformative roadmaps like the New Industrial Master Plan (NIMP) 2030 and the National Energy Transition Roadmap (NETR).

MIDA CEO lauded key Chinese investors such as Geely and EVE Energy for their pivotal role in enhancing Malaysia's supply chains and global

competitiveness. He also emphasised major infrastructure projects like the East Coast Rail Link (ECRL), which drives regional development and connectivity, positioning Malaysia as a preferred partner for Chinese businesses expanding into ASEAN markets.

With Malaysia set to chair ASEAN in 2025, he encouraged Chinese investors to leverage Malaysia's strategic location, skilled workforce, and pro-business environment to expand their operations and tap into the growing opportunities in Southeast Asia.



# Warmly Welcome Honorable MIDA CEO and Team to Visit ZTE Global 5G Intelligent Manufacturing Base



## MIDA CEO Visit to ZTE Corporation's 5G Intelligent Manufacturing Base

As part of the delegation, MIDA CEO also visited ZTE Corporation's 5G Intelligent Manufacturing Base in Nanjing, China — a state-of-the-art facility that is transforming the manufacturing industry with advanced 5G technology. The base utilises 5G Network for fast, reliable communication and Automation Technologies like Automated Guided Vehicles (AGVs) for efficient production. Other key features include Machine Vision Systems and 5G-enabled Inspection Robots for better quality control, and Digital Twin Technology for real-time monitoring. Additionally, the base features Autonomous Production Capabilities for a "lights-off factory" that operates with minimal human intervention. This visit underlines Malaysia's aspiration to integrate such advanced technologies into its manufacturing ecosystem.

## Conclusion

The Prime Minister's working visit to China reaffirmed Malaysia's commitment to attracting high-quality and sustainable investments through strategic partnerships. Amid global economic shifts and the ongoing US-China trade tensions, Malaysia continues to position itself as a stable, competitive destination for Chinese investors seeking to diversify and strengthen their supply chains.

MIDA remains steadfast in its strategy to attract high-quality and sustainable investments from China, with a particular focus on supply chain-approach in key sectors from the aerospace, semiconductors, chemical products, and EVs.



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## ROUNDTABLE MEETING WITH THE CAPTAINS OF INDUSTRY IN THE ARAB REPUBLIC OF EGYPT

In Conjunction with the Official Visit of  
**The Honourable Anwar Ibrahim, Prime Minister of Malaysia**  
to the Arab Republic of Egypt

10<sup>th</sup> November 2024 | St. Regis Hotel Cairo



## PMX's Working Visit to Egypt, Peru, and Brazil: Advancing Malaysia's Global Economic Partnerships

In November 2024, the Prime Minister, YAB Dato' Seri Anwar Ibrahim, led a high-profile working visit to Egypt, Peru, and Brazil, accompanied by senior ministers, government officials, and a delegation of business leaders. The mission also saw the participation of key representatives from MIDA, including Mr. Sivasuriyamoorthy Sundara Raja, Deputy Chief Executive Officer of Investment Promotion and Facilitation, as well as Mr. Mohd Hamim Hamdan Mustafa and Mr. Ahmad Najmy Hamza from MIDA San Jose, and Mr. Zaidi Asraf, from MIDA United Arab Emirates – Dubai. This strategic visit aimed to deepen Malaysia's economic ties, uncover new investment opportunities, and reinforce its standing as a global leader in pivotal sectors such as automotive, digital technology, and semiconductors.

### A New Era of Cooperation

The visit commenced in Cairo, where Malaysia's presence in the Middle East and North Africa (MENA) region was significantly enhanced. The delegation, comprising 17 leading Malaysian companies, engaged with Egyptian industry leaders in sectors such as pharmaceuticals and medical devices.

A Roundtable Meeting co-hosted by MIDA Dubai provided a platform for meaningful discussions, further strengthening ties between the two nations.

### A Milestone in Industrial Development

One of the key moments during the visit was the launch of Proton Saga's CKD plant, built in partnership with Ezz Al Arab. With an annual production capacity of 25,000 units annually, this plant aims to capture a larger share of the MENA market, marking a significant milestone of Malaysia's industrial footprint.

From Egypt, the delegation proceeded to Lima, Peru, where they explored investment opportunities in key sectors such as renewable energy, food processing, and logistics. Malaysia showcased its dynamism in the digital economy through exclusive one-on-one meetings between the Prime Minister and top executives from global tech giants like TikTok and Google.

### A New Era of Economic Cooperation

The final leg of the diplomatic mission took place in Brazil, where Malaysia participated in the G20 Summit in Rio de Janeiro. Accompanied by senior ministers, government officials and representatives from 19 Malaysian companies, the delegation explored opportunities for collaboration in aerospace, semiconductors, and petrochemicals. The discussions at the summit further reinforced Malaysia's position as a strategic partner for Brazil in advancing foreign investment and cross-border collaboration. A key highlight was a roundtable

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meeting with 25 leading Brazilian companies, focused on expanding partnerships in several key sectors. The positive reception from Brazilian businesses was an encouraging sign of Malaysia's growing appeal as an investment destination. Moreover, several Memoranda of Understanding (MOUs) were signed between Malaysian and Brazilian business associations, particularly in the semiconductor sector, signalling strong prospects for future cooperation.

Overall, the working visits to Egypt, Peru, and Brazil in November 2024 were a resounding success, marking a pivotal moment in Malaysia's efforts to fortify its global economic partnerships. These high-level engagements have opened doors to new investment opportunities and fostered collaborations in vital industries. As Malaysia continues to nurture these relationships, the country's role as a global economic player is poised for growth, contributing to mutual economic prosperity, technological advancement, and sustainable development in the years ahead.





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## Prime Minister YAB Dato' Seri Anwar Ibrahim's Official Visit to The Republic of Korea

Prime Minister YAB Dato' Seri Anwar Ibrahim has undertaken an Official Visit to the Republic of Korea (ROK) from 24 to 26 November 2024. This visit, his first to South Korea since assuming office in November 2022, was accompanied by key ministers including the Minister of Foreign Affairs Dato' Seri Utama Haji Mohamad Haji Hasan; Minister of Investment, Trade and Industry Tengku Datuk Seri Utama Zafrul Tengku Aziz and other senior officials including Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid the Chief Executive Officer of MIDA.

Since the establishment of diplomatic relations in 1960, the ROK and Malaysia have worked together to establish close ties and cooperation in a wide range of areas; including politics, security, trade and investment, environment, energy, education, tourism, and, people-to-people exchanges. During a bilateral meeting at the Yongsan Presidential Office,

Prime Minister Anwar and President Yoon Suk Yeol reaffirmed their commitment to mutual growth, witnessing the signing of three critical Memoranda of Understandings (MoUs) on:

1. Cooperation in the Field of Higher Education;
2. Cooperation in the Field of Carbon Capture and Storage; and
3. Cooperation in Cooperative Approaches Under Article 6, Paragraph 2 of the Paris Agreement

A highlight of the visit was the economic engagements organised by MITI, MIDA and MATRADE, including a C-Suite Insight Meeting, Business Forum and one-on-one meeting with investors. Over 200 participants from 147 South Korean firms, representing sectors like semiconductors, EVs, and AI, explored Malaysia's vast business and investment opportunities.

Addressing the business forum, Prime Minister YAB Dato' Seri Anwar Ibrahim invited Korean investors to explore the various business and investment opportunities available in Malaysia and to collaborate in efforts to boost and achieve mutual prosperity.



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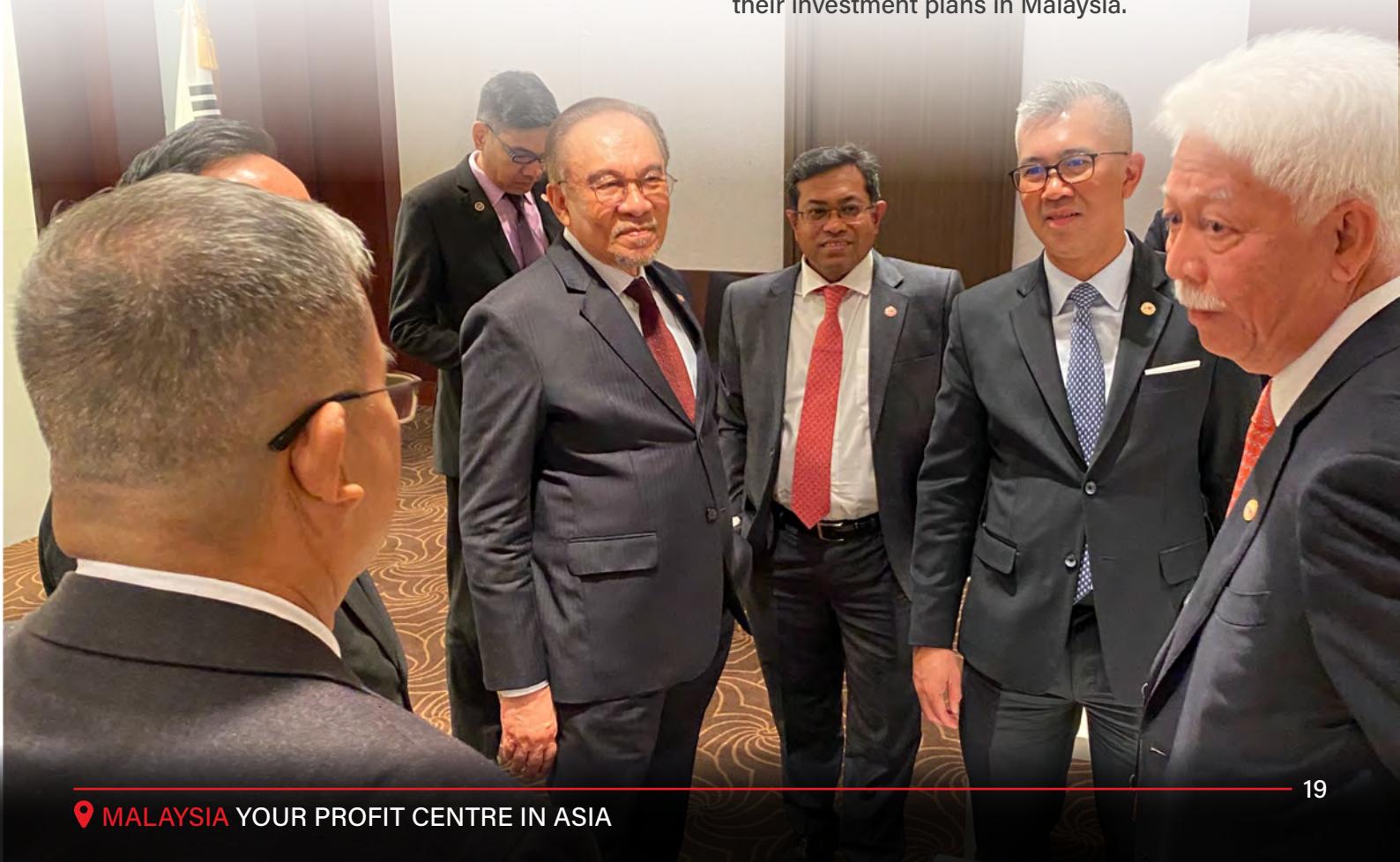


## Malaysia-South Korea Trade and Investment Snapshot

As at June 2024, a total of 392 manufacturing projects with Korean participation have been implemented with total investments worth RM43.10 billion (USD11.50 billion). In 2023, the Republic of Korea (ROK) was Malaysia's 8th largest trading partner with a value amounting to RM111.07 billion (USD24.35 billion).

Malaysia was ROK's third largest trading partner among ASEAN Member States and 12th largest globally.

The visit is expected to strengthen Malaysia-ROK relations as both nations approach 65th anniversary of diplomatic ties in 2025. MIDA is ever ready to support and assist Korean companies in executing their investment plans in Malaysia.





# INDUSTRY

02



# Cosmetic Chemicals in Malaysia: The Success Story of Cidols Sdn. Bhd.

The rise of social media has transformed the beauty industry fostering a culture where cosmetics and personal care products are not just essentials but also key components of self-expression and identity. Platforms like Instagram, TikTok, and YouTube have propelled beauty influencers and trends into the spotlight, encouraging consumers to experiment with an array of products to achieve the latest looks. This surge in visibility and accessibility has not only amplified the demand for cosmetics but has also spurred an increase in the production of cosmetics and care chemicals worldwide.

The cosmetics and care chemicals segment which features a diverse array of ingredients such as emollients (e.g., squalane), surfactants (e.g., sodium lauryl sulfate), UV filters (e.g., zinc oxide), preservatives (e.g., parabens), and colourants, is a cornerstone to the cosmetics and personal care sector. Each type of chemical plays a vital role in enhancing product texture, stabilising formulations, and providing essential protection for the skin.

## The Global Cosmetic Chemicals Market

Globally, the cosmetic chemicals market is estimated to grow at a compound annual growth rate (CAGR) of 5.11%, potentially reaching over USD20.28 billion by 2029. Factors driving this growth include the rising demand for premium personal care products, clean beauty, and ingredient transparency, particularly in regions like North America, Europe, and the Asia-Pacific. The global downstream care market, on the other hand, is projected to grow by 80% by 2030, fueled by key megatrends such as the expanding middle class and increasing consumer

awareness of health and beauty. Asia will lead significant demand for growth, securing a third of the global market. Key trends in personal care, as well as a shift towards natural and sustainable products, will assume a pivotal role in shaping the future of the cosmetic chemicals industry.

The positive outlook is set to benefit Malaysia, a leading oleochemical producer. Malaysia stands to capitalise on the increasing demand for sustainable and natural ingredients with its eco-friendly and high value chemical products to meet the evolving needs of consumers worldwide. Malaysia produces approximately 19 million metric tons of palm oil annually, supplying a steady stream of sustainable raw materials for oleochemicals, which are widely used as base ingredients in cosmetics. Local companies have made significant strides by refining oleochemicals to create high-quality, export-ready products that meet international standards. The Malaysian oleochemical industry contributed around USD2.4 billion to the country's exports in 2022, highlighting its impact on the economy and the potential for growth within the cosmetic chemicals sector.

## An Emerging Local Chemical Giant

Local Malaysian companies with its expertise in the oleochemical sector stand a chance to reap the benefit of the care chemical boom. However, to stay competitive, Malaysian companies are encouraged to strengthen partnerships with academic institutions and government agencies, fostering a collaborative approach to innovation. Additionally, investments in refining technology and enhancing supply chain transparency will be crucial for sustaining growth and attracting global beauty brands.

One prominent local champion that helped to position Malaysia as a global competitor in the field of specialised natural-based fatty esters is Cidols Sdn. Bhd. This local small and medium enterprise (SME) is a true success story of Malaysia that reflects how innovation and call for sustainability enabled this local enterprise to penetrate the saturated cosmetics chemical segment and compete with the Goliaths of the industry. Cidols, in 2023, inaugurated a pioneering plant specialised in producing niche and tailor-made fatty esters stamping its role in Malaysia's downstream oleochemicals industry.

The company's journey to success is through its efforts in strategic investments, sustainability focuses and the ability to adapt in response to global trends which is gravitating towards bio-based products. Cidols made a bold move in investing and leveraging on advanced technology to produce high purity specialty esters and through this technology, the company diversified its production of esters such as Glyceryl Mono Caprylate, Glyceryl Mono Oleate, Isoamyl Laurate, and Isostearic esters enabling it to expand into high-performance downstream products derived from glycerin.

Today, Cidols has expanded its market presence supplying over 30 countries, including Japan, South Korea, China, South Asia, Southeast Asia and the Middle East. While this success continues, the commitment of the company to invest in a sustainable future has not been shelved. Cidols has broadened its optics into bio-based chemicals leaping into the development of palm-based

lubricant, free from mineral oil hydrocarbons. This strategic shift designed to mitigate mineral oil contamination in palm oil products, creates new opportunities for Cidols in targeting new customer segments in high-demand cosmetics and personal care industries.

## The Chemical Industry Roadmap (CIR) 2030

Recognising the abundant opportunities within the cosmetics and personal care industry and Malaysia's potential in it, the **Chemical Industry Roadmap 2030 (CIR)** for Malaysia sets a vision to establish the country as a leading hub for chemical solutions, particularly in the Care Chemicals segment. With the global market for Care Chemicals projected to reach approximately USD102.0 billion by 2025, Malaysia's emphasis on this sector aligns seamlessly with the rising global demand. The CIR outlines key strategies for growth, including **promoting sustainability, supporting research and development, and enhancing regulatory frameworks**. This comprehensive roadmap aims to cultivate a thriving Care Chemicals sector by leveraging Malaysia's strengths in production and innovation.

Specialty care chemicals which involve high complexity as well as oleochemicals are promoted products for consideration of Pioneer Status or Investment Tax Allowance under the Promotion of Investment Act, 1986. To know more about how MIDA is able to facilitate your investment in the care chemicals segment, please contact the **Chemical and Advanced Materials Division, MIDA**, at <https://www.mida.gov.my/staffdirectory/chemical-and-advanced-material/>

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# GOING GLOBAL SERIES

03



## MILDEF: Shaping the Future of Malaysian Defence Industry

Since its establishment in November 2005, Mildef International Technologies Sdn. Bhd. (MILDEF) has become a cornerstone of Malaysia's defence industry. Founded by visionary Managing Director, Dato' Sri Mohd Nizam bin Kasa, the company has grown into a trusted partner in defence technology, boasting a workforce of 140 dedicated professionals. With 66% of its team engaged in technical roles, MILDEF's capabilities span Maintenance, Repair, and Overhaul (MRO), vehicle modification, refurbishment, and cutting-edge Research and Development (R&D).

MILDEF specialises in designing and manufacturing specialised and armoured vehicles, solidifying its reputation as a reliable partner for the Malaysian Armed Forces.

Its expertise in restoring and upgrading Type A (Combat) and Type B (Logistics Support) vehicles is evident in its successful work on iconic vehicles like the MIFV, ADNAN, VAMTAC, PENDEKAR PT91-M, SIBMAS 6X6, and CONDOR 4X4. Additionally, MILDEF supplies spare parts and components for armoured vehicles, ensuring the operational readiness of Malaysia's defence and security forces.

### Commitment to Excellence and Global Standards

As a registered member and recognised by the Malaysian Industry Council for Defence, Enforcement, and Security (MIDES), MILDEF adheres to rigorous international standards, solidifying its standing as a reputable player in the international defence arena.

MILDEF's foray into vehicle development has produced groundbreaking results. In collaboration with the Science & Technology Research Institute for Defence (STRIDE), MILDEF developed the Tarantula 4x4 wheeled armoured vehicle, celebrated for its versatility as an armoured personnel carrier and fire support vehicle. Other key products include the Rentaka (2022) and the recently launched High Mobility Light Tactical Vehicle (HMLTV) in 2024. These innovations showcase MILDEF's commitment to advancing Malaysia's defence technology while catering to diverse operational needs.

MILDEF's modernisation of the ACV-300 Adnan is another highlight, extending the vehicle's service life while enhancing its operational capabilities. Such projects demonstrate MILDEF's ability to balance innovation with practicality, ensuring sustainable solutions for its clients.

# GOING GLOBAL SERIES



RBAF Expo 2024, Brunei

## Strategic Expansion and Global Aspirations

MILDEF has strategically expanded its operations with a new headquarters in Sendayan, Negeri Sembilan. This state-of-the-art facility enables the company to meet growing domestic and international demand efficiently. It is equipped with advanced machinery, paving the way for increased production capacity and enhanced operational excellence.

At the Vietnam International Defence Expo 2024 already taken place 19th - 22nd December, MILDEF will showcase its innovations to a global audience, reinforcing its presence in the ASEAN defence market. Such events provide invaluable opportunities to establish partnerships and demonstrate MILDEF's capabilities to potential international clients.

## Building International Bridges

MILDEF's ambitions extend far beyond Malaysia's borders. The company has actively participated in leading defence exhibitions in Thailand, the UAE, Vietnam, France, the Philippines, and Indonesia, with plans to debut in Russia soon. These events

have helped MILDEF build a strong global network, fostering collaborations with countries such as Brunei, Pakistan, and the Philippines.

MIDA has been instrumental in MILDEF's global journey, providing support and guidance for international events. MIDA's efforts have helped MILDEF navigate the complexities of global markets, cementing its status as a key player in the international defence arena.

## Sustaining Growth Through Innovation

In alignment with the UN Global Compact principles, MILDEF incorporates sustainability into its operations, ensuring its growth is socially and environmentally responsible. By prioritising sustainable practices and fostering local talent, MILDEF continues to strengthen Malaysia's defence ecosystem.

Venturing into international markets is not without challenges. Fluctuating global markets and varying regulatory standards require Malaysian companies like MILDEF to remain adaptable and proactive. However, the Malaysian Government's support—ranging from financial aid to consultancy services—has been vital in mitigating risks and enabling companies to seize global opportunities.

Mildef International Technologies Vehicles





DSA and NATSEC Asia 2024

## A Vision for the Future

Under the leadership of Dato' Sri Mohd Nizam, MILDEF has transformed from a modest facility in Kajang to a global player in the defence industry. By investing in R&D, building strategic partnerships, and showcasing its products on the international stage, MILDEF is well-positioned to become a leader in defence innovation.

MILDEF's journey is a testament to Malaysia's potential in the global defence market. As the company continues to expand its reach and refine its offerings, it solidifies not only its own future but also Malaysia's reputation as a hub for advanced defence technologies.



DATO' SRI MOHD NIZAM BIN KASA  
Managing Director



# ECONOMIC CROSSROADS

04



## Transforming Sabah Into a Logistics Hub: Leveraging Strategic Location and Infrastructure Development

Nestled on the island of Borneo, Sabah, one of Malaysia's picturesque states, is set to become a prominent logistics hub in Southeast Asia. With its strategic geographical position, rapidly advancing infrastructure, and strong government backing, Sabah is primed for growth, offering investors unparalleled opportunities to capitalise on the region's burgeoning logistics market.

### Strategic Location: The Heart of ASEAN

Sabah's advantageous location at the northern tip of Borneo places it at the crossroads of major international shipping routes in the South China Sea. This makes it a prime transhipment hub, linking the ASEAN region with global markets. With its proximity to key ASEAN economies, Sabah stands as an indispensable gateway for goods moving between Asia and the wider world. The state's deep-water ports, including the strategically located Sapangar Bay Container Port (SBCP), play a central role in Sabah's logistics network, enabling efficient import and export activities.

### Robust Infrastructure Development: The Foundations for Growth

The Sabah State Government, in close collaboration with federal agencies, has committed to a series of bold infrastructure projects that will shape the future of the state's logistics sector. These investments in modern port facilities, roads, and airports are designed to enhance Sabah's connectivity and streamline the movement of goods, reduce transit times, and lower costs. Key developments include:

- **Sapangar Bay Container Port (SBCP):** One of the state's flagship projects, SBCP is undergoing significant upgrades to increase its capacity and operational efficiency. With a target capacity increase from 500,000 to 875,000 twenty-foot equivalent units (TEUs), this expansion will solidify the port's position as a pivotal logistics hub in Southeast Asia.
- **Sabah Ports Sdn. Bhd. (SPSB)** has formally entrusted the management and operations of Sapangar Bay Container Port (SBCP) to DP World, a global leader in supply chain logistics, with the aim of transforming SBCP into a premier regional trade hub. This strategic partnership aims to transform SBCP into a premier regional trade hub, enhancing Sabah's connectivity within the global supply chain and reinforcing its position within the Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA).



- **Pan Borneo Highway:** The completion of the Pan Borneo Highway—spanning 5,324 kilometers—will further enhance Sabah's connectivity within the ASEAN region. This vital infrastructure project links Sabah to Sarawak, Indonesia's Kalimantan, and Brunei, while improving road networks within Sabah. The first phase of the Sabah Pan Borneo Highway (LPB) covers an impressive 706 kilometers, with 78% of the work already completed and an expected finish by the first quarter of 2026. This connectivity boost will reduce transit times, lower logistics costs, and increase the ease of moving goods across borders.
- **Kota Kinabalu International Airport (KKIA):** As part of its commitment to enhancing logistics capabilities, Sabah is expanding the Kota Kinabalu International Airport (KKIA), particularly its air cargo handling capacity. Malaysia Airports Holdings Berhad (MAHB) is spearheading efforts to increase capacity while diversifying its revenue streams through enhanced retail and commercial offerings. The expansion reflects a strategic approach to airport management, drawing inspiration from successful frameworks in countries like Singapore, Australia, and Canada.

## Government Support and Incentives

In line with its vision to establish Sabah as a logistics hub, the state government, in collaboration with federal agencies, has implemented several key initiatives to attract investments in the sector. These include:

- **Tax Incentives:** To promote growth in logistics, particularly cold chain logistics, the state and federal governments offer various tax incentives and financial breaks, helping reduce operational costs for investors.
- **Free Trade Zones and Industrial Parks:** Sabah is home to several industrial parks strategically located near key logistics infrastructure, such as the Kota Kinabalu Industrial Park (KKIP), Sawit Kinabalu Sandakan Industrial Park, and POIC Lahad Datu. These parks offer ready-to-use industrial areas, complete with utilities and access to transportation networks, making it easier for businesses to set up operations.
- **Streamlined Business Processes:** Through the Sabah Economic Development and Investment Authority (SEDIA), the state offers simplified regulatory processes, helping businesses navigate the setup and operational stages with ease.





## Embracing Technological Advancements

Sabah is at the forefront of integrating cutting-edge technologies to enhance its logistics sector. The adoption of digital tools, such as blockchain for secure supply chain management, the Internet-of-Things (IoT) for real-time tracking, and artificial intelligence (AI) for predictive analytics, is revolutionising the logistics landscape. These technologies are driving operational efficiency, reducing costs, and providing businesses with a competitive edge in the increasingly complex global supply chain.

## A Thriving Economic Ecosystem

Sabah's logistics sector is further supported by its diverse and vibrant economic ecosystem. The state's rich natural resources—palm oil, rubber, timber, and oil and gas—generate significant trade volumes, creating a strong demand for efficient logistics solutions. Additionally, Sabah's growing tourism sector, coupled with its status as an educational and healthcare hub, further propels the need for seamless logistics and supply chain services.

## SABAH: Your Next Investment Destination

Sabah is on the cusp of transformation, poised to become a leading logistics hub in Southeast Asia. With its strategic location, robust infrastructure development, government incentives, and adoption of technological innovations, the state offers investors a wealth of opportunities in the logistics sector. The proactive approach to enhancing logistics capabilities makes Sabah an attractive destination for those looking to tap into the dynamic ASEAN market.

Now is the ideal moment to invest in Sabah and become an integral part of its exciting transformation into the logistics hub of Southeast Asia. Together, we can create a future of seamless connectivity, robust growth, and lasting prosperity.

For any investment-related inquiries, please contact SEDIA for assistance. To learn more about SEDIA and explore other investment opportunities, visit our website at [www.sedia.com.my](http://www.sedia.com.my).





EVENTS

05

# Driving Towards a Sustainable Future: MIDA's EVCON 2024 at E-Mobility Asia

The Transportation Technology Division of MIDA, in partnership with the Malaysia Automotive Robotics and IoT Institute (MARii), successfully hosted the second edition of the Electric Vehicle Conference (EVCON) 2024 during E-Mobility Asia (EMA) 2024. Held at the Kuala Lumpur Convention Centre (KLCC) from 12-13 November 2024, the event showcased Malaysia's dedication to sustainable electromobility and its transition toward a net-zero carbon future.

Officiated by YB Liew Chin Tong, Deputy Minister of MITI, and Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, the conference emphasised collaboration and innovation to position Malaysia as a competitive hub for EV investments.

*“ Together, we are steering towards a sustainable, competitive future in electromobility.*

**EVCON 2024 featured thought-provoking discussions and key industry insights, including:**

- Ms. Wan Hashimah Wan Salleh, Executive Director of MIDA Manufacturing Development (Non-Resource), delivered opening remarks, highlighting Malaysia's potential as a preferred destination for sustainable investments and a leader in green automotive technology.
- Mr. Yusri Jamal, Senior Deputy Director of MIDA Transportation Technology Division, presented on "Policy and Regulatory Frameworks: Accelerating EV Adoption and Growth," detailing Malaysia's EV ecosystem and investment facilitation strategies.
- Ms. Azrina Hashim, Director of MIDA Industry Talent Management and Expatriate Division, moderated a session on "Empowering the Workforce and Skills for the Automotive Sector," addressing the need for a future-ready workforce in the automotive industry.

INVESTMENT DEVELOPMENT AUTHORITY (MIDA) P414



# EVENTS



6 November 2024

Mr. Faizal Jalaludin, MIDA Executive Director of Investment Promotion (right), participated in a dynamic panel at the Malaysian-German Chamber of Commerce & Industry (MGCC) Industry 4.0 Conference at Le Meridien PJ. He shared insights on the challenges Malaysian companies face in adopting Industry 4.0 and discussed the government's support initiatives. The event highlighted transformative technologies and the future of smart production in Malaysia, marking a pivotal moment in our journey toward Industry 4.0.

6 November 2024

Ms. Zalina Zainol, MIDA Deputy CEO of Investment Development, inaugurated the International Semiconductor Executive Summit Southeast (ISES) Asia 2024 in Penang. With over 200 participants, including C-level executives, government officials, and experts, the summit facilitated impactful discussions on semiconductor innovation and sustainable growth. Following the event, Ms. Zalina visited Mi Equipment (M) Sdn. Bhd. to explore their expansion plans. Mi Equipment, a leader in semiconductor solutions, also pioneers AI-enabled vision inspection technology.



6 November 2024

Mr. Khairul Azhar Amil Hamzah, Deputy Director of MIDA Stockholm (second from left) was invited to speak at the 'Success Stories in Malaysia' event in Helsinki, hosted by the Finland-Southeast Asia Business Association. The event opened with remarks from Ambassador Anne Vasara, Finland's newly appointed Ambassador to Malaysia, and Mr. Ariff Ali, Chargé d'Affaires of the Malaysian Embassy in Helsinki.

Representatives from two (2) companies, Sandvik and Peikko—VO Kataja and Jake Vaataja, shared how MIDA's facilitation has been pivotal in supporting their operations, particularly for newly established companies in Malaysia.



Additionally, MIDA Stockholm met with the Chairman and Executive Director of the British and Commonwealth Chamber in Finland to discuss potential collaborations and programmes aimed at promoting investment opportunities in Malaysia.

# EVENTS



6 November 2024

Ms. Masni Muhammad, Executive Director of Investment Policy Advocacy (Manufacturing) at MIDA, participated as a panelist in "Workshop 2: ESG Through the Lens of the Authorities" at the KPMG Tax and Business Summit 2024, hosted by KPMG. The workshop explored the critical role of government in driving the adoption of ESG practices, particularly among SMEs, while addressing the implications of global ESG-related regulations on Malaysia's economy.

During the session, MIDA introduced the Domestic Investment Accelerator Fund for ESG Adoption, a key initiative designed to support SMEs and MTCs in transitioning toward ESG-compliant business processes. This fund aims to enhance their competitiveness and integration into the Global Value Chain, reflecting Malaysia's commitment to sustainable economic growth.

7 November 2024

MIDA, represented by Ms. Zuaida Abdullah, Executive Director of Services Development, celebrated the launch of Mercedes-Benz Parts Logistics Asia Pacific Sdn. Bhd's Regional Logistics Center at Senai Airport, officiated by the Menteri Besar of Johor, YAB Dato' Onn Hafiz Ghazi.

Spanning over 1 million square feet, this cutting-edge facility is a beacon of logistics excellence, equipped with state-of-the-art systems designed to enhance material handling, flexibility, and workflow efficiency. Beyond serving as a distribution hub for spare parts and accessories, it also houses Mercedes-Benz's Asia Pacific supply chain management operations.



The evolution of Mercedes-Benz services activities in Malaysia is also aligned with the Government's aspirations under the Twelfth Malaysia Plan(12MP) to transform the country into a Global Services Hub by 2025. This investment therefore represents a key win for Malaysia in not just attracting high quality investments but also creating high skilled job opportunities, particularly for Malaysians.

## Insights Forum™



7 November 2024

Mr. Vinothan Tulisinathzan, Director of MIDA Singapore spoke at the International Fintech Forum 2024, held at Marina Bay Sands in Singapore. The forum provided a platform for candid conversations between public and private stakeholders, fostering innovation and consensus in Fintech and Sustainability.

Mr. Vinothan shared insights into Malaysia's dynamic business environment and the strong support systems available for investors. He also discussed the New Energy Transition Roadmap (NETR) and highlighted green incentives such as the Green Investment Tax Allowance (GITA), Green Income Tax Exemption (GITE) and Bank Negara

Malaysia's (BNM) Fintech Regulatory Sandbox, which allows fintech startups to test new technologies in a controlled environment.

These initiatives are paving the way for innovation and accelerating the adoption of digital financial services.

# EVENTS

**Warmly Welcome Honorable MIDA CEO and Team to Visit ZTE Global 5G Intelligent Manufacturing Base**



**8 November 2024**

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA (right), visited ZTE Corporation's 5G Intelligent Manufacturing Base in Nanjing, China—a state-of-the-art facility that's transforming the manufacturing landscape with advanced 5G technology. The facility leverages 5G networks to enable ultra-fast, reliable communication, integrating Automated Guided Vehicles (AGVs) for efficient production flows.

With AGVs, machine vision systems, and digital twin technology, the facility enables efficient, precise, and autonomous production, highlighting how 5G is revolutionising intelligent manufacturing with minimal human intervention in "lights-off factory" environments.

**12 November 2024**

MIDA Penang attended Thirupathi Group's significant milestone event, marking the groundbreaking of its ENS Centralised Labour Quarters (CLQ) and the unveiling of its Sustainability and GHG Emissions Report 2023.

The event featured a tour of the advanced Integrated Environmental Sound Management (ESM) Plant, showcasing Thirupathi's ongoing commitment to environmental stewardship, workforce and community enhancement. The CLQ project, designed to provide safe and comfortable accommodations for workers, aligns with Penang's vision of fostering conducive and quality living conditions for workers, setting a new ethical standard for the region's industrial sector.

Penang's Chief Minister, YAB Tuan Chow Kon Yeow, highlighted the importance of worker accommodations, emphasising that "sustainable progress must consider the well-being of all workers who contribute to our economy."



**12 November 2024**

MIDA's Strategic Planning and Policy Advocacy (Manufacturing) Division, led by Ms. Surayu Susah, Director, participated in the 2024 National Tax Conference, organised by the Malaysian Association of Tax Accountants (M.A.T.A) at Sunway Putra Hotel.

Addressing approximately 350 attendees, including tax consultants, business owners, academicians, and researchers, she emphasised MIDA's commitment to supporting SMEs investing in Malaysia through tax incentives, grants, and other facilitative measures. She also

shared insights into the New Investment Incentive Framework, designed to transform Malaysia's tax incentive landscape, and highlighted business-focused initiatives announced in Budget 2025, aimed at empowering SMEs.

The event served as an excellent platform to engage industry professionals, promoting awareness of MIDA's initiatives and fostering collaboration toward strengthening Malaysia's investment ecosystem.



# EVENTS



12 November 2024

Mr. Afzanil Md. Anuar, Deputy Director of MIDA Green Technology Division spoke at the Yingli Solar Techspark Workshop, sharing insights on "Driving Malaysia's Energy Transition Through Green Technology Investments".

Organised by Yingli Energy Development Co. Ltd. (Yingli Solar, Beijing-based) the workshop brought together around 60 participants from the renewable energy (RE) sector, including potential developers, reflecting Malaysia's commitment to a sustainable energy future.

12 November 2024

Mr. Vinothan Tulisinathzan, Director of MIDA Singapore (right) joined the High Commissioner of Malaysia to Singapore at the SMF Asia Pacific Economic Forum 2024, held at One Farrer Hotel, Singapore.

TYT Dato' Indera delivered the keynote speech during the Malaysia Chapter session, emphasising the importance of regional collaboration to position the Asia Pacific as a leading trade and investment hub.

During the discussion, the Mr.Vinothan highlighted Malaysia's vibrant investment ecosystem, shared updates on the Johor-Singapore Special Economic Zone (JS-SEZ), and reaffirmed Malaysia's aspirations for this pivotal bilateral initiative.



13 November 2024

Malaysia is positioning itself as a resilient global supply chain hub, with a strong emphasis on the electronics industry.

At the Electronics Supplier Summit in Johor Bahru, Mr. Mohd Mazlan Mokhtar, Director of MIDA Electrical and Electronics Division (middle), and Mr. Mohamad Reduan Mohd Zabri, Director of MIDA Johor (second from right), emphasised how innovation and R&D in the EMS sector can drive growth and attract investment to Malaysia and Johor.

The discussion centred on key strengths such as Malaysia's resilient ecosystem, skilled workforce, advanced infrastructure, and business-friendly environment — critical elements for fostering sustainable growth and global competitiveness.



# EVENTS



13 November 2024

MIDA Penang hosted a benchmarking visit by the Lusaka South Multi-Facility Economic Zone Limited, Zambia. The session highlighted MIDA's role in fostering investments and Penang's industrial growth. The delegation, led by Board Chairman Mr. Boster Chiyaba, also engaged with the Penang Development Corporation (PDC) to exchange success stories and strategies for sustainable economic development. This collaboration underscores the importance of global partnerships in driving mutual progress.

13 November 2024

Ms. Zuaida Abdullah, Executive Director of MIDA Services Development (seventh from right), and the OGML Division hosted a productive networking session with Persatuan Pengusaha Logistik Bumiputera (PPLB).

The session, led by Acting President Mr. Mohd Faiz Hakim (seventh from left), aimed to strengthen relationships, share updates on MIDA's new Smart Logistics Complex (SLC) incentive under Budget 2025, and gather feedback on challenges faced by Bumiputera logistics companies.



13 November 2024

Ms. Wan Hashimah Wan Salleh, Executive Director of Manufacturing Development (Non-Resource) (second from right), represented MIDA at an insightful programme organised by Maxis Business and The Star Media Group. As a distinguished panellist, she shared an overview of MIDA's assistance programmes, including incentives and grants, aimed at fostering Industry 4.0 adoption among entrepreneurs. She highlighted the transformative benefits of integrating advanced technologies into business operations, empowering industries to thrive in the digital age.

13 November 2024

MIDA Singapore office was invited to the roundtable session organised by OCBC at the Kempinski Hotel, Singapore. The session provided OCBC customers with the latest updates on investment opportunities in Malaysia, showcasing how MIDA supports investors in navigating and establishing their businesses in Malaysia.



# EVENTS



14 November 2024

Mr. Mohammed Syafiq Mohd Shokri, Deputy Director of MIDA Singapore was given the opportunity to present at the Asia Pacific Textile Expo 2024, organised by the Malaysian Textile Industry Association (MTIB) at the Sands Expo and Convention Center, Singapore.

He highlighted Malaysia's textile industry, showcasing government initiatives to preserve its heritage while transforming it into a sustainable and high-impact sector. Emphasis was placed on efforts to align the industry with national goals for sustainability and carbon neutrality.

16 November 2024

Mr. Nelson Samuel Wilson, Director of the MIDA Green Technology Division, took the stage at the Penang International Green Conference & Exhibition 2024 held at SPICE Convention Center, Penang organised by Penang Green Council (PGC).

During his session, Mr. Nelson highlighted opportunities and available incentives in green investments, attracting interest from 150 participants. He was joined by esteemed speakers, Ms. Salmah Bee Mohd Mydin, Executive Director, Securities Commission Malaysia (SC) and Ms. Arina Kok, Partner, EY Malaysia.

The conference, officiated by YAB Tuan Chow Kon Yeow, Chief Minister of Penang, showcased cutting-edge innovations from 47 exhibitors, further cementing Penang's position as a leader in the green economy.

MIDA's Green Technology Division also engaged with companies exploring solar projects and other green initiatives to drive Malaysia's sustainable development.



18 November 2024

Invited by the Spanish Embassy in Singapore, the Director of MIDA Singapore, Mr. Vinothan Tulisinathzan shared insights with a business delegation from Spain on Malaysia's manufacturing and food technology sector.

He shed light on Malaysia's thriving food production and technology industry, highlighting opportunities for Spanish companies, particularly in the Halal production sector, a globally significant and fast-growing market.



# EVENTS

19 November 2024

Mr. Vinothan Tulisinathzan, Director of MIDA Singapore (second from right) delivered a keynote speech at the Beyond4 Launchpad Series 2.0, held at the SBF Center in Singapore.

In his address, he emphasised Singapore's strategic role as a key trade and business partner for Malaysia in the region. He also encouraged Singaporean investors to explore new opportunities and expand their business presence in Malaysia.



19 November 2024

Mr. Vinothan Tulisinathzan, Director of MIDA Singapore, participated as a presenter at the Process Innovation Asia Pacific 2024 program held at the Singapore EXPO.

He highlighted investment opportunities in Malaysia and the government's efforts to drive innovation in the manufacturing sector. He also discussed Malaysia's commitment to achieving carbon neutrality by 2050.



21 November 2024

MIDA Singapore welcomed a courtesy visit from the Johor Port delegation.

During the visit, Johor Port shared updates on their ongoing initiatives to develop and revitalize the port area, particularly Pasir Gudang Port. These efforts are part of Johor Port's strategy to attract high-quality, high-impact projects to the state of Johor.



# EVENTS



22 November 2024

MIDA Tokyo, in collaboration with the Nagoya Chamber of Commerce & Industry (NCCI), co-organised a Mini Seminar to promote Malaysia as a high-technology investment hub. The event, held in Nagoya, was attended by 30 high-level representatives from companies across various sectors, including automotive, logistics, and electrical & electronics.

His Excellency Dato' Shahril Effendi Abdul Ghany, Ambassador of Malaysia to Japan, and Mr. Hiroyasu Saito, Vice President of NCCI and President of Rinnai Corporation, delivered remarks during the seminar. Also present was Mr. Yoshihiko Uchida, President of NCCI.

As the third-largest economic city in Japan, Nagoya plays a significant role in fostering investment opportunities. MIDA Tokyo remains committed to promoting Malaysia as a premier investment destination in Southeast Asia.

22 November 2024

MIDA Singapore had the privilege of representing TYT Dato' Indera at the Muslim-Owned Enterprise Launch Event 2024, held at Wisma Geylang Serai, Singapore.

Organised by the Singapore Malay Chamber of Commerce & Industry (SMCCI), the event celebrated the achievements of Muslim entrepreneurs in Singapore across various sectors, including food, retail, services, and manufacturing.

During the event, SMCCI also announced the launch of the Muslim-Owned Establishment 2.0 (MOE 2.0) programme, which provides opportunities for Muslim entrepreneurs to obtain halal recognition and certification from the Islamic Religious Council of Singapore (MUIS).



29 November 2024

MIDA Penang, led by Mr. Muhammad Ghaddaffi Sardar Mohamed (middle), attended the grand opening ceremony of MRT Solutions Sdn. Bhd.'s new branch in Penang. Strategically located to support foreign investors, this new branch aims to provide one-stop solutions for those eyeing Batu Kawan as a thriving industrial hub. It is set to enhance collaboration between investors and industry leaders, fostering impactful partnerships that will drive growth and development in the region.



# CORPORATE SOCIAL RESPONSIBILITY

06



## MIDA Volunteers Extend Helping Hand to Flood Victims in Negeri Sembilan

From 6 to 8 December 2024, a dedicated team of MIDA volunteers joined Skuad Kasih MITI in a CSR initiative to aid flood-affected communities in Negeri Sembilan. Led by the Minister of Investment, Trade and Industry (MITI), YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, the mission delivered essential supplies to over 500 families across Jelai, Gemencheh, Tampin, and Kuala Pilah.

Representing MIDA were Ahmad Hafeez Hamdan (Senior Assistant Director, Investment Compliance Division), Mr. Saiful Ikmal Rusli (Assistant Director, Integrity & Governance Unit) and Mohamad Mazuan Mazolam (Executive Assistant, Human Resources Management), who joined forces with colleagues from other MITI agencies to bring relief and hope to those in need.

This initiative underscores MIDA's steadfast commitment to social responsibility and supporting communities in challenging times.

**"A big thank you to our volunteers for their compassion and dedication!"**





# ADD-ONS

07

## » MIDA IN THE NEWS

- [Govt introduces DIAF, FIAF to support businesses and attract FDI — MITI](#)
- [MCMC, MIDA launches survey to gauge industries' readiness for 5G](#)
- [MIDA identifies 12 Egyptian companies interested in investing in Malaysia – Tengku Zafrul](#)
- [New Keyto My plant to advance Malaysia's high-tech industry – MIDA](#)
- [Agro Snow's Groundbreaking Ceremony Marks a Major Step Towards a Sustainable Future with...](#)
- [JETCO and MIDA Collaborate in Electronics Supplier Summit, Forging Innovation and A World-Class...](#)
- [Keyto MY Boosts Malaysia's High-Tech Manufacturing with New Advanced Fluid Facility](#)
- [CKD Corporation Inaugurates State-of-the-Art Manufacturing Plant in Malaysia](#)
- [BMW Group Malaysia Expands Regional Parts Distribution Centre in Johor, Marking 20 Years of Growth...](#)

## » CROSS BORDER NEWS

- [PM Anwar launches operation of Proton assembly factory in Egypt](#)
- [Proton expands global presence with new CKD plant in Egypt](#)

## » ECONOMY NEWS

- [Sweden-Malaysia economic ties flourish, FDI soars and semiconductor sector emerges as key growth area](#)
- [New incentives in Forest City set to draw top talent and investors](#)
- [Influx of MNCs boost Kuala Lumpur's office market competitiveness: Knight Frank](#)
- [Anwar highlights Malaysia's strategic role as investment hub with Chinese investors](#)
- [Anwar sees rising interest in Malaysia among China investors, firms](#)
- [United States to remain top trading partner, largest investor in Malaysia – Tengku Zafrul](#)
- [Meetings with companies in Shanghai an opportunity to attract quality investments — PM](#)
- ['BRICS set to bring more opportunities and competition'](#)
- [Malaysia poised to gain as companies shift production from China amid Trump's tariff threat](#)
- [Johor targets high-growth sectors to drive economic expansion](#)
- [Malaysia, Egypt to work towards elevating bilateral relations to strategic partnership level](#)
- [CECCM: Supportive policies, favourable investment climate attracting Chinese companies to Malaysia](#)
- [Investment inflows, strong business confidence to support Malaysia's GDP growth for 2024, 2025](#)
- [Apec to boost Malaysia's economic ties](#)
- [PM Anwar: Malaysia to host inaugural coordination meeting with Saudi Arabia, with focus on trade...](#)
- [Sarawak approved FDI worth RM31.8 bln for high-technology industry from 2019-2023](#)
- [Malaysia, Egypt have opportunities to access markets in ASEAN, the Middle East, and Africa...](#)
- [Malaysian businesses urged to prioritise ESG compliance to compete in US market](#)
- [German companies in Malaysia optimistic about prospects in 2025, survey shows](#)
- [Zahid to boost bilateral ties with UAE through trade, investment, AI, green tech](#)

## » ECONOMY NEWS

- [Tengku Zafrul: Malaysia committed to regional integration including for halal industry](#)
- [Malaysia stands ready to align policies to match new demands, industries – PM Anwar](#)
- [Malaysia, New Zealand committed on having ‘scoping exercise’ to strengthen FTA](#)
- [Malaysia-Japan bilateral meeting touches on ASEAN, look east policy – PM Anwar](#)
- [Strong ASEAN-APEC cooperation key to sustainable development, economic integration – Tengku Zafrul](#)
- [Malaysia’s strategic position in shaping regional economic collaboration](#)
- [US-China trade war can boost Malaysia’s chances to be multinational investment destination – MITI](#)
- [Malaysia’s record FDI solidifies position as key economic player in ASEAN – Forbes](#)
- [Selangor records RM90.21 bln investment in manufacturing and services sectors](#)
- [PM positions Malaysia as prime entry point into Southeast Asia – report](#)
- [Sarawak secured investments worth RM10.43b across 212 projects in 3Q2024, expects to create 5,400 jobs](#)
- [Malaysia’s investment landscape improving despite global turmoil](#)
- [Sabah continues to attract more Chinese investments](#)
- [Sabah keen on Chinese investment in Blue Economy sector, says Hajiji](#)
- [Malaysia, South Korea to foster ESG investments, technological collaborations](#)
- [PM Anwar encourages South Korean investors to explore opportunities in Malaysia](#)
- [Negeri Sembilan tipped for industrial development to boost state revenue](#)
- [Perak has potential to be good contributor to national economy – Rafizi](#)
- [Malaysia secures RM32.8bil in potential investments from South Korea](#)
- [Anwar meets South Korea’s business tycoons, eyes more investments](#)
- [Knight Frank: Malaysia among APAC’s leading lifestyle and investment hotspots](#)
- [Johor eyes RM850m boost with South Korean investment potential in clean energy, halal sectors...](#)
- [Opportunity for Malaysia to strengthen investor confidence in ASEAN – PM Anwar](#)

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## » INDUSTRY NEWS

- [Agro Snow set to transform plant-based food industry](#)
- [Government to leverage Sabah’s strengths, capabilities to attract high-tech manufacturing investors...](#)
- [Anwar invites Jiangsu Longda to expand business into Malaysia](#)
- [Penang remains focused on maintaining tech, industrial excellence](#)
- [EVs the way forward to green transition, reduces petrol dependence](#)
- [Micron nurtures talent in Malaysia’s semiconductor ecosystem](#)
- [Malaysia has great potential in downstream REE industry, supporting EV manufacturing – Nik Nazmi](#)
- [Govt expands collaboration with global semiconductor players – MITI](#)
- [RM141.7b worth of digital investments approved in 2024, 41,078 jobs created, and 10 data centres...](#)
- [Dexcom opens Penang manufacturing facility with RM2.83b investment](#)

## » INDUSTRY NEWS

- [Malaysia poised to become Asean's regional hub for EV manufacturing, says Liew Chin Tong](#)
- [Pentamaster to shift focus to high-growth segments](#)
- [SBH Kibing inks RM7.2 billion deal for solar glass plant in Kimanis](#)
- [Kulim Hi-Tech Park eyes expansion, doubling its area to 12,000 acres](#)
- [Pioneering car chip design](#)
- [Petronas pumps RM7.5b into Pengerang complex for solar energy project, bio-refinery development...](#)
- [Malaysia set to become SE Asia's packaging for manufacturing hub: Reed Exhibitions](#)
- [Selangor ready to work with industry players to leverage AI benefits – Amirudin](#)
- [Selangor MB: Second Malaysia Semiconductor IC Design Park to be launched early next year](#)
- [Tengku Zafrul: Semicon collab with Brazil poised to make Malaysia a regional industrial gateway](#)
- [MITI: Govt provides incentives for EV charging infrastructure development](#)
- [Govt offers various initiatives, incentives to drive local automotive industry, says MITI](#)
- [Malaysia-Brazil partnership holds huge promise for E&E, semiconductor industry – PM Anwar](#)
- [Tengku Zafrul: Malaysia-Brazil semiconductor collaboration to drive regional industry](#)
- [KK Industrial Park generates RM11.2 billion investment, over 14,000 jobs](#)
- [Brazil at sweet spot for Malaysian semiconductor industry to de-risk supply chain – Tengku Zafrul](#)
- [Pakistani investors show interest in Malaysian chip sector](#)
- [Govt targets front-end R&D to drive semiconductor industry growth – MITI](#)
- [CKD opens new manufacturing facility in Kulim Hi-Tech Park](#)
- [Tesla using components from local suppliers, involved in technology transfer – MITI](#)
- [10 aerospace-related projects worth over RM500m approved until 2023 – MITI](#)
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- [BMW on an EV high](#)
- [Elevating the chip industry](#)
- [Hyundai to invest RM2.16 bil in Malaysia through strategic partnership with Inokom](#)
- [Govt optimistic National Semiconductor Strategy investment target can be achieved](#)

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- [Navigating the challenges and opportunities of the data centre industry](#)
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- [Selangor eyes global logistics hub role amid ASEAN summit spotlight](#)
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- [Malaysia eyes even closer TVET partnerships with China](#)

# Explore Insights on Malaysia's Manufacturing Sector

We are pleased to announce that the MIDA-MIER Monthly Business Conditions Survey (BCS) Report is now available on MIDA's E-Stats Portal.

This comprehensive report provides valuable insights into the resilience of Malaysia's manufacturing sector, highlighting potential challenges and future growth prospects. In conjunction with the MIER Monthly Economic Review, it offers a thorough analysis of both global and domestic economic trends that are essential for informed decision-making.

We encourage you to access the report and leverage the insights to guide your business strategies effectively.

Access the full report here:

<https://e-statsdata.mida.gov.my/statsdata/>

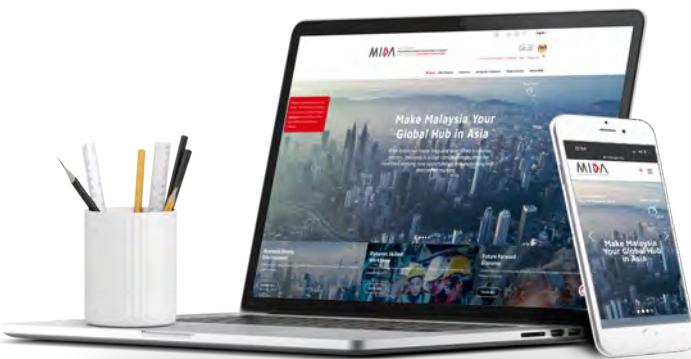


# ADVERTISE WITH US

## GET YOUR BUSINESS NOTICED



### 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

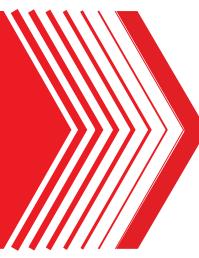
Our digital signages are situated within our HQ building. Located in the heart of Kuala Lumpur, MIDA's headquarters sees hundreds of visitors through its lobby every day.

##### 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 ➞

# ADVERTISEMENT PACKAGES



## BRONZE PACKAGE

### E-NEWSLETTER

- » 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

### DIGITAL SIGNAGES

- » LCD TV: RM3,000 per month

### EDITORIAL ONLY

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

## SILVER PACKAGE

**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:

- » Ads web banner on MIDA Website Home Page (4 weeks)
- » 2 x Postings on Facebook, X, LinkedIn, Instagram

**RM18,000**

Duration: 4 weeks

## GOLD PACKAGE

**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
- » Advertisement on MIDA digital signages - MIDA Sentral

**Traffic drivers** to the articles:

- » Ads web banner on MIDA Website Home Page (4 weeks)
- » 4 x Postings on Facebook, X, LinkedIn, Instagram

**RM24,000**

Duration: 4 weeks

## PLATINUM PACKAGE

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

- » 2 Full Page Full Colour (Advertorial/Editorial) x 2 Insertion (estimated between 500-600 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 articles:

- » Ads web banner on MIDA Website Home Page (8 weeks)
- » 8 x Postings on Facebook, X, LinkedIn, Instagram

**RM42,000**

Duration: 8 weeks

Please contact us for more information

[ads@mida.gov.my](mailto:ads@mida.gov.my)

# ADVERTISE WITH US

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HALL TYPES	GOVERNMENT	PRIVATE	
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	
A	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
B	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
C	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

### PRIVATE MEETING ROOM

ROOM TYPES	GOVERNMENT	PRIVATE	
BOARD ROOM (30 PAX)	Inclusive of: •VIP Holding Room •VIP Lounge •AV System	RM2,600	RM3,300
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	
A	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
B	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
C	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

### TRAINING ROOM

ROOM TYPES	GOVERNMENT	PRIVATE	
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F&B PACKAGES	GOVERNMENT	PRIVATE	
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- GST (0%)
- Service Staff, linen, dome, logistic (RM300)

\*F&B by MIDA's panel caterers

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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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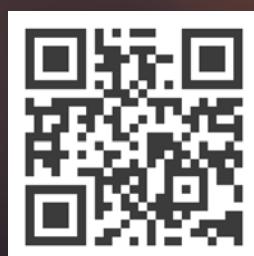
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