

E-NEWSLETTER
MARCH 2025 ISSUE



**MALAYSIA
MADANI**

MIDA

INVEST MALAYSIA

INDUSTRY

From Ink to Innovation:
Advancing Malaysia's
Commercial Printing Industry

SERVICES

Unlocking Wind Energy
Potential in Malaysia:
A Strategic Imperative for
Investment and Sustainable
Growth

WHY MALAYSIA SERIES

BAADER Opens New Office
and Production Site in Kuala
Lumpur

From the CEO's Desk

Dear valued partners and esteemed readers,

We welcome you to the March 2025 edition of the InvestMalaysia e-Newsletter — arriving at a pivotal juncture in Malaysia's economic journey, as we step resolutely into a new era of strategic transformation and boundless opportunity.

This month's issue captures the powerful momentum unfolding across our key sectors. It reflects a Malaysia that is not only adapting to change but shaping it — guided by the pillars of innovation, sustainability, and inclusive growth.

In our Industry section, we explore the transformative path of Malaysia's commercial printing sector, which is embracing advanced technologies to stay globally competitive. This shift from traditional methods to innovation-driven solutions highlights the nation's industrial resilience and adaptability in an evolving global market.

Sustainability is not a slogan — it is the soul of our economic agenda. Our Services section sheds light on the untapped potential of wind energy in Malaysia — a crucial step towards diversifying our renewable energy mix and attracting forward-looking investments in the green space. Complementing this is the inspiring journey of APR Electronic Services Sdn Bhd, whose global expansion is built on a foundation of sustainable practices and operational excellence.

We are honoured to welcome BAADER, a global industry leader, to Kuala Lumpur. Their presence affirms Malaysia's strategic appeal as a hub for advanced manufacturing, innovation, and talent.

The bedrock of every nation's success is its people. This month's Special Feature shines a spotlight on Kulim Advanced Technologies Sdn. Bhd. (KTECHNO) and its pioneering role in shaping a future-ready workforce through bespoke vocational programmes at Kulim Hi-Tech Park.

This month also saw MIDA's international outreach in full swing. Our Stockholm office actively participated in Vaasa EnergyWeek and deepened partnerships in Helsinki — reinforcing Malaysia's global connectivity and commitment to strategic collaborations, particularly in energy and sustainability.

At home, MIDA's CSR initiative — Amal Jariah — brought meaningful impact to the community in Kampung Cegar, Perak, reaffirming our commitment to social responsibility and inclusive development.

We are also pleased to highlight the signing of a strategic agreement between MIDA and ARM Limited, aimed at elevating Malaysia's position in the global semiconductor value chain — a timely step to boost innovation and reinforce our standing in the digital economy.

From the CEO's Desk

Lastly, this edition sheds light on the vital role of the Samalaju Industrial Park, led by RECODA, in driving infrastructure-led growth and community empowerment in Sarawak's economic corridor.

This is a story of transformation, where economic ambition meets social progress — and where no one is left behind. Each story, each milestone featured in this edition is a testament to Malaysia's pursuit of balanced, sustainable, and inclusive economic progress

We invite you to journey with us — to explore, to invest, and to be part of a Malaysia that is rising with purpose and confidence.

DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)



In this issue



From Ink to Innovation: Advancing Malaysia's Commercial Printing Industry

The evolution of digital printing technologies has revolutionised the industry, enabling faster turnarounds, greater data precision, and more flexible print plate options. Innovations in inkjet and electrophotographic (laser) printing are now delivering high-resolution images, all while reducing waste and driving cost-effective, high-quality production.

Sustainability has also emerged as a core focus, prompting the adoption of eco-friendly inks, recycled materials, and energy-efficient equipment. This shift reflects a broader movement towards sustainable practices, where Artificial Intelligence (AI)-enhanced printing processes are also playing a significant role. Small and Medium Enterprises (SMEs) are embracing environmentally conscious practices such as biodegradable inks, recycled substrates, and reduced energy consumption. Additionally, smart automation is being leveraged to streamline workflows, predict maintenance needs, and facilitate large-scale personalised printing.

The rapid growth of 3D printing continues to reshape the landscape of prototyping and additive manufacturing. Start-ups across the globe are embracing this cutting-edge technology, leveraging its capabilities to create complex, customisable products. As a result, 3D printing is steadily advancing towards transforming production methods across a variety of industries.

The Evolving Printing Market

The global commercial printing market, valued at an estimated USD316.58 billion in 2024¹, highlights the evolving dynamics of the paper, printing, and packaging industries in response to technological innovations and shifting market demands. Since the aftermath of the COVID-19 pandemic, business expansions and market growth have fuelled the rising demand for commercial printing services. This is particularly evident in sectors such as retail, healthcare, hospitality, and education, where printed materials continue to play a vital role in advertising, marketing, packaging, and communications.

The Germans, through companies such as **Heidelberger Druckmaschinen AG** and **Koenig & Bauer**, lead the production of high-quality offset printing presses. These companies have modernised the traditional inked image transfer process, where an image is first transferred ("offset") from a plate to a rubber blanket and then to the printing surface, or through the lithographic method of ink rollers applying ink to image areas on a flat planographic carrier, while water rollers coat non-image areas with a water-based film.

Operations today present advanced continuous 'web' process feeds of large reels of paper through large advanced press machines. Offset printing, best suited for economic scale, produces large volumes of high-quality prints in a manner that requires little maintenance. These presses are now

¹ Fortune Business Insights, 23 December 2024

linked to Industry 4.0 technologies and using computer-to-aluminium plate systems, replacing the older computer-to-film workflows. Key innovation includes the development of hybrid printing presses that combine offset and digital printing capabilities.

Meanwhile, the 3D printing market is expected to experience substantial growth, rising from USD23.41 billion in 2025 to USD101.74 billion by 2032, reflecting a compound annual growth rate (CAGR) of 23.4%². The United States holds a dominant position in the 3D printing market, capturing over 30% of the global market share for niche products, excelling in digital printing technologies with industry leaders such as **Stratays Ltd**, **3D Systems Corp**, and **HP Inc**.

From the East, China has also made significant advancements in additive manufacturing, with companies such as **Xi'an Bright Laser Technologies (BLT)**, specialising in metal 3D printing, and **Tianjin Lim Tech Co.**, known for sand 3D printing, expanding their operations into Europe and the USA. Metal 3D printing, particularly **Selective Laser Melting (SLM)**, merges the design flexibility of 3D printing with the strength and lightweight qualities of high-performance metal alloys, enabling the creation of unique and durable parts for complex applications. Additionally, the **Binder Jetting** technology, which uses sand materials such as **Silica** and **Zircon** to create moulds and cores, is revolutionising the industry. This process builds parts layer by layer, with a binder bonding and strengthening each layer.

Japanese companies, including **Komori**, **Canon**, **Epson**, and **Ricoh**, have made significant strides in hybrid printing technologies that combine both digital and traditional printing methods. These innovations are offering the best of both worlds in terms of technology and sustainability, catering to the evolving needs of the global industry.

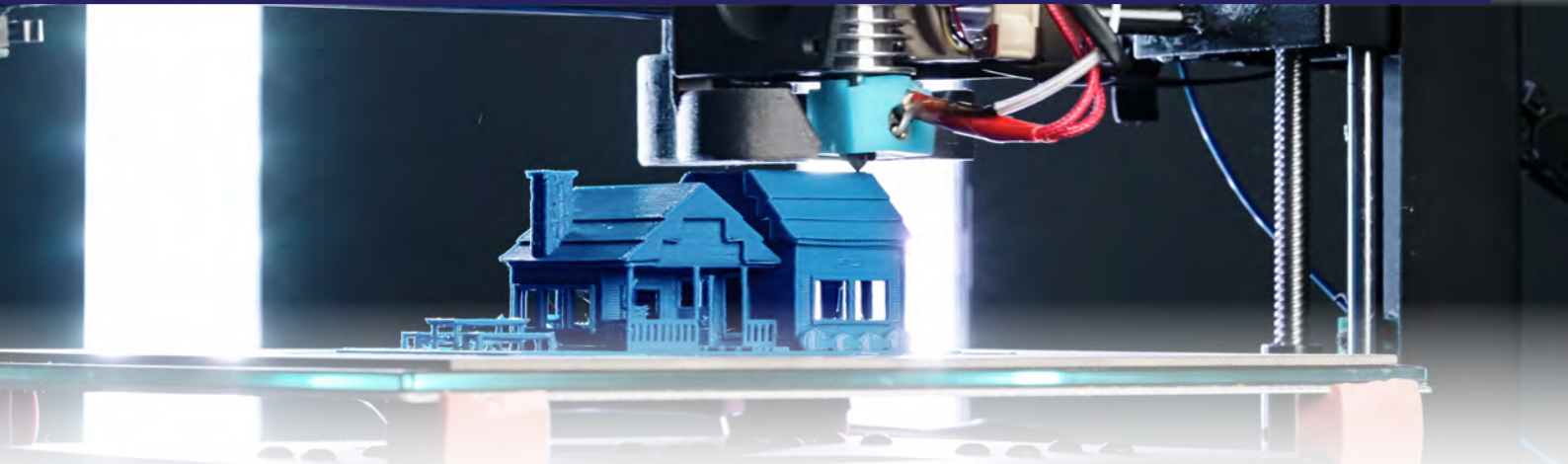
Malaysia's Printing Industry: Innovation, Sustainability, and Global Opportunities

Reflecting global trends, Malaysia's printing industry has also evolved to meet local and international demands. The country's strong economic diversification, fuelled by the rise of Industry 4.0 processes and a growing sustainability focus, continues to encourage commercial printers to invest in eco-friendly raw materials and cutting-edge technology. Such investment is enabling industry players to offer high-quality printing services across sectors such as paper, packaging, labelling, industrial products, advertising, education, retail, and e-commerce.

In line with the objectives of the New Industrial Master Plan (NIMP) 2030, the integration of the Internet-of-Things (IoT) enables printing companies to deliver differentiated, high-value solutions while enhancing real-time monitoring and predictive maintenance. Additionally, the sourcing of sustainable and certified raw materials ensures competitiveness in the global market. The workforce continues to enhance its capabilities in operating advanced machinery and adopting sustainable practices through digital and green printing technologies.

² Fortune Business Insights, 24 Jan 2025





The expansion of smart printing technologies has also sparked increased interest in 3D printing and eco-conscious practices related to energy use and raw material sourcing. New business opportunities are emerging within the supply chains of industrial products, particularly in the consumable sector.

Malaysia also offers strong export potential, especially in premium packaging and advertising solutions for global brands. Between 2019 and 2023, over 200 companies in the paper, packaging, and printing industries with total investment exceeding RM5 billion have been granted Manufacturing Licenses (ML), solidifying the presence of regional players that have established operations in Malaysia over the past 30 years. Prominent companies in the sector include well-known names such as Times Offset, GS Paper & Packaging, Thumbprints UTD, Benkert, Vivar Printing, INTERPRINT Decor, Ean Label Industry, Sanko Sangyo, Hayan Prints, Shin Nippon Industries, Federal Packages, Sanwa Screen, UPM Raflatac, Printelligence, PICO Malaysia, and Percetakan Nasional Malaysia Berhad (PNMB).

Success Stories

Vivar Printing Sdn. Bhd., a Malaysian company that has made significant progress over the past four decades, is now a trusted partner to prestigious international publishers and brands. With a market presence extending across Asia, Europe, Africa, Australia (Oceania), and the USA, the company has grown from a modest single-colour press operation into one of the largest privately-owned printing establishments in Malaysia. This growth highlights the success that can be achieved through the seamless integration of technology and technical expertise.

INTERPRINT Decor (Malaysia) Sdn. Bhd., a subsidiary of Germany's INTERPRINT GmbH, is a global leader in decorative surface design and printing, specialising in the production of high-quality printed decorative paper used for high and low-pressure laminates, melamine-faced chipboards, and medium-density fibreboards. Since its founding in 1995, the company has embraced technological advancements, notably adopting industrial digital printing to improve design precision and efficiency. Over the years, INTERPRINT Malaysia has achieved significant gains, including a 2.85% increase in net sales revenue in 2023³, underscoring its strong market presence across the Asia-Pacific region, with key markets in Australia, India, South Korea, Thailand, and Japan.

Canon MailCom Malaysia Sdn. Bhd. (CMCM), established in 1982, as part of the Canon Inc. Group, Japan, is leading business process outsourcing for integrated data and document processing solutions. Its services range from data extraction, conversion to document formatting and preparation in transaction printing for both physical and electronic distribution. Optimising technological advancements in Customer Communication Management software and related application developments, CMCM recorded net sales revenue increase of 9.35% in 2023, reflecting its strong market presence and operational efficiency in hybrid printing businesses³.

Pico International (M) Sdn. Bhd., headquartered in Singapore, has been operating in Malaysia since 1982. The company has continuously advanced, evolving from using the latest inkjet printing technology in the 1990s for static exhibition stands to integrating software design and high-tech exhibit production. Today, Pico is recognised as one of the global leaders in

³ emis.com, 31 August 2024



exhibition design, advertising, and brand activation. The company utilises cutting-edge technologies such as 3D printing, advanced 'designjet' printers, graphic design capabilities, and electro-mechanical expertise to create high-quality, integrated exhibits for global clients. Some of these exhibits are even animated in Virtual Reality environments for event promotions and trade shows.

Malaysia's Potential as a Hub for Advanced Printing

Malaysia remains at the forefront of adopting cutting-edge technologies to strengthen global partnerships. With its strategic location, well-established logistics infrastructure, and access to globally certified process providers, Malaysia offers competitive advantages for printed products, packaging, and promotional materials, especially for export markets.

The Government's ongoing support, particularly through the Automated Capital Allowance (Automation CA) programme, plays a crucial role in transforming printing processes and developing talent within the industry. MIDA is committed to assisting printing companies in upgrading to Industry 4.0-based machinery to qualify for Automation CA eligibility.

For further information on this facilitation, contact Food Technology & Resource Based Industries Division at <https://www.mida.gov.my/staffdirectory/food-technology-resource-based-industries-division/>





Unlocking Wind Energy Potential in Malaysia: A Strategic Imperative for Investment and Sustainable Growth

Malaysia's Green Energy Transition: The Case for Wind Energy

Malaysia is rapidly advancing towards a low-carbon future, guided by the National Energy Policy 2022 – 2040, National Energy Transition Roadmap (NETR) and the New Industrial Master Plan (NIMP) 2030. While solar and hydropower dominate the country's renewable energy (RE) landscape, wind energy is emerging as a viable and strategic component of Malaysia's sustainable energy mix.

The Green Investment Strategy (GIS), launched by the Ministry of Investment, Trade and Industry (MITI), highlights RE as a quick-win for the growth in the green economy and energy transition. MIDA is actively shaping the investment landscape to ensure Malaysia remains a prime destination for high-value and sustainable investments in renewable technologies, including wind power.

With global investments in clean energy exceeding USD2 trillion for the first time in 2024, Malaysia is positioning itself to tap into this momentum¹. Wind energy, long overlooked in Southeast Asia due to lower wind speeds, is now gaining traction thanks to advancements in turbine technology and policy support. Investors and industry players who recognise this shift

stand to benefit from first-mover advantages in Malaysia's growing RE ecosystem.

As the nation diversifies its RE sources to meet its Net Zero goals by 2050², wind energy complements other RE sources such as solar and hydropower, enhancing the nation's grid stability. However, the path forward demands strategic investment decisions, especially given Malaysia's low and variable wind speeds. Success will rely not only on direct capital investments but also on fostering technological advancements, localised manufacturing, and grid enhancements.

Overcoming the Low Wind Speed Challenge Through Innovation

Historically, Malaysia wind speeds—ranging from 2 to 4 meters per second (m/s)—have been considered too low for large-scale wind energy deployment. However, technological advancements in low-wind-speed turbines have dramatically shifted the outlook for wind energy in the region. Wind resource mapped by the Energy Commission and SEDA Malaysia has identified key locations—such as Mersing (Johor) and Kudat (Sabah) where speeds range from 3.5 to 6 m/s at 50-meter

hub heights³. These areas present viable opportunities for targeted wind energy in the region.

Advancements in low-wind-speed turbine design—such as larger rotor diameters, lightweight composite materials, and blade designs optimised for slow wind—are reshaping market possibilities⁴. For example, global trends show that turbines improved for low-wind conditions can achieve capacity factors between 25% and 30%⁵, comparable to higher-speed installations in other regions.

The emergence of vertical axis wind turbines (VAWTs), which operate efficiently at lower wind speeds and are less sensitive to wind direction changes, further enhances Malaysia's potential. Meanwhile, larger rotor diameters, advanced blade designs, and lightweight composite materials are key features that allow modern wind turbines to achieve capacity factors comparable to conventional high-wind-speed installations.

For visionary investors, this means targeting innovative firms that specialise in low-wind technologies. With Southeast Asia's wind energy market projected to grow at a compound annual growth rate (CAGR) of 7% to 10% between 2023 and 2030⁶, Malaysia has a window of opportunity to leverage on R&D partnerships and foster local manufacturing capabilities for turbines, blades, and associated components.

Investing in a Full-Spectrum Wind Energy Ecosystem

The global wind energy supply chain is valued at approximately USD94 billion, with Asia-Pacific accounting for 45% of total installations⁷. To capitalise on this, Malaysia must move beyond mere project deployment and develop a full-spectrum energy ecosystem. Localising component manufacturing—such as nacelles, towers, and rotor blades—could cut costs by up to 20% and generate thousands of highly skilled jobs.

With the wind turbine market projected to grow up to USD127 billion by 2027, Malaysia's strong infrastructure and industrial capabilities offer a solid foundation. Strategic investments in wind technologies can unlock export potential and position the country as a key supply chain hub in ASEAN.

Additionally, investments in smart grid and hybrid renewable systems will enhance grid flexibility. Integrating wind with Malaysia's current installed solar capacity provides a diversified energy mix. This balance is crucial to reducing curtailment risks and maintaining a stable energy supply⁸. These factors also create a robust investment case for multinational corporations, technology providers, and energy developers looking to expand into wind energy markets.



Policy Support and Incentives for Wind Energy Investments

Malaysia's pro-business policies and renewable energy incentives are instrumental in making wind energy an attractive investment sector. Among the most impactful initiatives is the Green Investment Tax Allowance (GITA) – Tier 3, which provides:

- 100% Investment Tax Allowance (ITA) on Qualifying Capital Expenditure (QCE) incurred within five years incentive period; and
- Offset of up to 70% of Statutory Income (SI)

Recognising the importance of a robust local ecosystem, the Malaysian Government also offers incentives to encourage the manufacturing of wind energy equipment and components. Companies involved in the production of nacelles, towers, blades, and other crucial parts or components may be eligible for incentives such as Pioneer Status (PS) or Investment Tax Allowances (ITA). These

incentives aim to reduce reliance on imports, create local jobs opportunities, and position Malaysia as a key manufacturing hub for the wind energy sector within ASEAN.

This fiscal support is crucial for catalysing wind energy investments, ensuring long-term economic and technological growth aligned with global decarbonisation goals and Malaysia's regional competitiveness in attracting high-value, green investments.

Malaysia's green investment attracted RM20.8 billion in investments in 2024, with a growing focus on diversifying its RE sources. As Malaysia targets 70% of its renewable capacity by 2050, wind energy is set to become a core pillar of the nation's clean energy future. GITA's flexible structure ensures that investments create sustainable value by fostering long-term and employment growth rather than short-term fiscal relief.

Conclusion: A Defining Moment for Malaysia's Wind Energy Future

Malaysia stands at a pivotal moment in its RE journey. With strong government support, evolving technology, and a growing regional market, the country has the right elements to unlock wind energy's full potential. Realising this vision hinges on diligent steps: Strategically invest in low-wind-speed turbine technologies, develop localised manufacturing to enhance cost efficiency and supply chain resilience, grid modernisation to integrate wind energy into Malaysia's broader RE mix and sustain momentum through policy incentives such as GITA and targeted R&D funding.

MIDA remains committed to facilitating high-value investments that drive technological innovation, economic growth, and environmental sustainability. For more information on the incentive please visit to <https://www.mida.gov.my> or contact the Green Technology Division at <https://www.mida.gov.my/industries/services/green-technology/> and the Machinery and Metal Technology Division at <https://www.mida.gov.my/staffdirectory/machinery-metal-technology-division/>

The time to invest in wind energy is now — let MIDA help you power the future!

- 1 <https://about.bnef.com/blog/global-investment-in-the-energy-transition-exceeded-2-trillion-for-the-first-time-in-2024-according-to-bloombergnef-report/>
- 2 Markandu, D. R. (30 December, 2024). Targets: Meeting renewable energy goals. Retrieved from Institute of Strategic & International Studies (ISIS) Malaysia: <https://www.isis.org.my/2025/01/02/targets-meeting-renewable-energy-goals/>
- 3 Mohd Farizal Farhan Abd Ghafar, Lina Khalida Masri, Narina Aireen Hilmy Zaini . (2025). Wind Energy Landscape in Malaysia. Retrieved from Azmi & Associates: <https://www.azmilaw.com/insights/wind-energy-landscape-in-malaysia/>
- 4 Koons, E. (2025). Wind Energy in Malaysia – Potential for Growth. Retrieved from Energy Tracker Asia: <https://energytracker.asia/wind-energy-in-malaysia/>
- 5 New York State Energy Research and Development Authority (NYSERDA). 2011. New York Wind Energy Guidebook. Albany, NY: NYSERDA
- 6 Mandaokar, A. (2025). Global Wind Energy Market Overview. Retrieved from Market Research Future: <https://www.marketresearchfuture.com/reports/wind-energy-market-21722>
- 7 Gareth Waldeck, Latissa Kamdani. (2022). Jahani & Associates. Retrieved from Renewable Energy: Southeast Asia: <https://jahaniandassociates.com/renewable-energy-southeast-asia/>
- 8 Technavio. (2025, February 14). Wind turbine components market to grow by USD 47.7 billion from 2025 to 2029; Rapid expansion of global wind power market to boost growth, report on how AI is redefining market landscape. PR Newswire.
- 9 MDPI. (2023). Smart grid technology for wind energy integration. AIP Conference Proceedings, 2895(1), 090007
- 10 National Renewable Energy Laboratory (NREL). (2025). New York State Great Lakes Wind Energy Feasibility Study: Cost Analysis. Albany, NY: NYSERDA.
- 11 Vista International Technologies, Inc. (n.d.). Low wind speed generators. <http://vistainternational.net/low-wind-speed-generators/>





BAADER Opens New Office and Production Site in Kuala Lumpur

The globally renowned manufacturer and supplier of food processing machinery and solutions aims to strengthen its presence in Asia to better serve its local customers.

By 2050, the global population is projected to reach 9.7 billion. Concurrently, the expansion of the global middle class is driving a heightened demand for safe, nutritious, and diverse food options. Consequently, the overall demand for food is expected to rise by more than 50 percent. At BAADER, this anticipated growth is viewed as a call to action—underscoring their commitment to contributing to global food security through the provision of innovative processing and data-driven solutions.

Focusing on fish and poultry, BAADER has chosen proteins that have a good feed conversion rate while being accepted in all cultures worldwide. In fact, as it enjoys increasing popularity, poultry has become the fastest-growing animal protein in terms of consumption.

A Focus on Asia

One of BAADER's most important growth markets is Asia. With offices in Beijing and Singapore, they have been in the region for a long time already. Opening an office in Kuala Lumpur marks another milestone, as it will also include a production site. This will enable BAADER to even better cater to the needs of their customers both locally and beyond with products made in Malaysia, by Malaysians.

Malaysia serves as a strategic location, as it reflects the diversity of Southeast Asia and China while also being an important industrial

centre. One of the key functions of BAADER's new office will be sourcing suppliers for their local production, as well as for their other production sites in Europe and the US. Complementing BAADER's presence in Malaysia, Singapore remains its principal hub in Asia, leveraging its excellent trade connectivity. It will remain the central location for the operations of the Poultry Unit, the Fish Unit, and the Refiner Series for further processing.

Feeding the World

Through its advanced processing solutions for fish, poultry, and further processing, BAADER aims to support its customers in professionalising their operations. In doing so, the company contributes meaningfully to global food security and strives to make animal protein more accessible to all. Optimising processing processes means increasing throughput and hygienic standards while creating a safe work environment. At the same time, providing high-quality animal proteins allow more people to afford a balanced diet, which leads to healthier living standards.

BAADER's portfolio encompasses the entire food processing value chain, ensuring intelligent, safe, efficient, and sustainable operations from the handling of live animals to the production of food products. With more than a century of experience, BAADER is committed to enhancing quality, efficiency, traceability, profitability, and sustainability in food processing.



Making Every Gram Count

By focusing on harvesting every gram of edible meat and maximising its value, BAADER demonstrates its deep respect for resources while simultaneously making sound business decisions. To achieve this for poultry processing, in particular, BAADER is developing monitoring and reporting systems that enable its customers to enhance their production performance throughout the processing chain. Real-time performance monitoring allows deviations to be immediately detected and quickly corrected.

By integrating these solutions, BAADER aims to help poultry processors maximise yield, reduce labour dependence through automation, and maintain high standards of food safety and animal welfare.

Committed to Customer Care

BAADER's global presence ensures localised support and expertise tailored to meet specific processing requirements. With the opening of their office in Kuala Lumpur, BAADER is underlining its commitment to be an important partner in the region in the best interest of its customers worldwide.

Mr. Cheou Wan Kwai
Managing Director,
BAADER Food Systems Asia Sdn. Bhd.





APR Electronic Services Sdn Bhd
Making IT gadget green & affordable for the world !

The Sustainable Journey of APR Electronic Services Sdn Bhd: Expanding Globally

Pioneering Sustainability in the IT Industry

APR Electronic Services Sdn. Bhd., headquartered in Subang, Selangor, is at the forefront in the refurbished IT industry. By transforming electronic waste into cost-effective, eco-friendly solutions, APR bridges the gap between sustainability and affordability. The company specialises in refurbishing laptops, PCs, and smartphones, reducing environmental impact while meeting the growing demand for accessible technology.

Innovative Operations and Environmental Commitment

Operating from a state-of-the-art facility in Malaysia, APR gives retired IT assets a second life. As an officially appointed e-waste collection centre by the Department of Environment (Jabatan Alam Sekitar), the company ensures that electronic waste is handled securely and ethically. Through corporate partnerships, APR promotes responsible IT assets disposal, supporting Malaysia's green agenda and contributing to a cleaner, more sustainable planet.

Beyond technology, APR invests in human capital by creating jobs and fostering technical expertise. With Malaysia's strong infrastructure, skilled workforce, and

pro-business environment, APR continues to strengthen its position as a hub for innovation in Southeast Asia.

Strategic Global Expansion

APR's vision extends beyond the borders of Malaysia, as evidenced by its strategic global expansion. Recognising the vast potential within the refurbished electronics sector, the company has formed strategic alliances with investors in Estonia, Singapore, and China. These collaborations allow APR to set new benchmarks in e-waste innovation, ensuring scalable and efficient solutions across global markets.

Key Achievements and International Impact

APR's industry leadership is marked by significant milestones, including:

- **Leadership in Green Technology:** Strategic partnerships with international investors, including Chinafix, have reinforced APR's position as a pioneer in the e-waste sector.
- **Sustainability Advocacy:** As a leading e-waste collection centre, APR empowers businesses to adopt greener practices.
- **Community Development:** Initiatives such as workshops with the Ministry of Education and PJ Up provide training in IT repair and sustainability, equipping youth with valuable skills.



Government and Institutional Support

The successful expansion of APR has been bolstered by the support of MIDA. This key partnership has facilitated navigation through regulatory landscapes and strengthened industry connections, proving essential to APR's growth trajectory and international outreach. Such institutional backing not only lends credibility to APR's operations but also reinforces the importance of government support in fostering sustainable business practices.

Guidance for Businesses Exploring the Refurbished Electronics Market

For companies looking to enter the refurbished electronics industry and expand globally, APR emphasises leveraging Malaysia's robust supply chain, green technology incentives, and commitment to sustainability. The country's dynamic ecosystem fosters innovation, making it an attractive destination for forward-thinking

businesses. APR's journey exemplifies how sustainability and profitability can go hand in hand, paving the way for long-term success.

A Vision for a Sustainable Future

Looking ahead, APR aims to deepen international collaborations, advancing scalable e-waste solutions and sustainable business practices. By working alongside educational institutions such as Southampton University Malaysia and New Era University, APR is actively shaping a future-ready workforce skilled in IT repair and e-waste management.

Join the Sustainable Movement

For trusted e-waste solutions and meaningful collaborations, connect with APR Electronic Services and be part of a greener future.

Contact: danny@apr-es.com

Our ESG Vision & Slogan: Making IT gadgets green & affordable for the world!





Driving Growth Through Infrastructure, Facilitation, and Community Empowerment: Recoda's Commitment to Samalaju Industrial Park

Advancing Industrial Excellence in Sarawak

The Regional Corridor Development Authority (RECODA) is spearheading various key infrastructure development projects, facilitation initiatives, and community empowerment efforts to support the continuous growth and operational efficiency of Samalaju Industrial Park (SIP), solidifying its position as a leading industrial hub in Malaysia's largest state.

Spanning 8,000 hectares, SIP is the largest industrial park in Borneo and a crucial growth node under the Sarawak Corridor of Renewable Energy (SCORE). To date, SIP has attracted RM57.2 billion in total approved investments, with RM24.7 billion already realised, generating 9,182 jobs and projecting up to 20,074 positions. These achievements align with Sarawak's Socio-Economic Development Plan (SEDP), driving industrial growth, fostering high-value employment, and generating economic benefits for small and medium enterprises (SMEs).

Home to Southeast Asia's first integrated polysilicon factory, the region's first aluminium smelting plant, and ferroalloy production facilities, SIP continues to set the benchmark for industrial excellence, driving economic expansion while fostering sustainable development.

Infrastructure Development in SIP

As the key authority driving industrial development under SCORE, RECODA is actively overseeing infrastructure enhancements to accommodate increasing investor demand. Major ongoing projects include:

- **Road Connectivity:** A 6km dual carriageway (R5 standard) is under construction to improve logistics efficiency, reduce transportation costs, and enhance accessibility for industrial tenants.
- **Water Supply Expansion:** Phase 2 of the water supply infrastructure upgrade is in the design stage, increasing capacity from 80 million-liter-per-day (MLD) to 200 MLD to support long-term industrial growth.

A Thriving Ecosystem of Industry Leaders

Currently, SIP is home to nine major investors across aluminium, ferroalloy, polysilicon, and industrial gas production industries, including:

- OCI TerraSus Sdn. Bhd.
- Pertama Ferroalloys Sdn. Bhd.
- OM Materials (Sarawak) Sdn. Bhd.
- Iwatani-SIG Industrial Gases Sdn. Bhd.
- Press Metal Bintulu Sdn. Bhd.
- Sakura Ferroalloys Sdn. Bhd.
- PMB Silicon Sdn. Bhd.
- Elkem Carbon Malaysia Sdn. Bhd.
- Samalaju Downstream Sdn. Bhd.



Corporate Social Responsibility (CSR) and Community Empowerment

Beyond infrastructure development and investment incentives, Samalaju Industrial Park (SIP) remains committed to sustainability and social impact, in line with the MADANI Economy Framework and the Post COVID-19 Development Strategy (PCDS) 2030's vision for inclusive and equitable growth.

In collaboration with key investors such as Press Metal, Sakura Ferroalloys, and Pertama Ferroalloys, RECODA executes strategic CSR initiatives across their regional areas to uplift local communities, underscoring their commitment to responsible, inclusive industrial development, ensuring that

economic progress delivers meaningful benefits to both businesses and surrounding communities.

Enhancing Investor Confidence and Workforce Well-being

To strengthen investor confidence, RECODA actively engages in facilitation and collaboration with government agencies and investors through strategic stakeholder initiatives. This includes annual engagement sessions that provide a platform for key agencies and industrial partners to address challenges, align on key development priorities, and enhance investment support mechanisms.





RECODA offers continuous facilitation services such as regulatory advisory, infrastructure coordination, reinvestment support, and aftercare engagement. Additionally, RECODA works closely with training providers and industry players to implement talent development programmes aimed at upskilling the local workforce, ensuring a steady pipeline of competent talent to meet evolving industry demands.

Shaping the Future of Industrial Growth in Sarawak

As investments continue to rise and technology-driven solutions take centre stage, SIP is not only a catalyst for Sarawak's industrial

expansion but also a key player in shaping the future of energy-intensive industries in the region. Through innovation, investment, and sustainable development, SIP is driving long-term economic growth while fostering resilient and empowered communities.

For more information on investment opportunities, visit RECODA's website or contact at +60-82-551199 | +60-82-551189 or via email at contact@recoda.gov.my | investment@recoda.gov.my



Disclaimer: All figures in this article are under the purview of RECODA and are for informational purposes only. For specific details regarding investments and initiatives, please refer to RECODA's Communications and Corporate Reputation Section.

KTECHNO: A Key Talent Pool Provider For Industries In KHTP

Kulim Advanced Technologies Sdn. Bhd. (KTechno) operates as a subsidiary of Kulim Technology Park Corporation Sdn. Bhd. in Kulim, Kedah. Dedicated to fostering workforce development, KTechno actively contributes to the training sector, serving as a catalyst for skill enhancement within Kulim Hi-Tech Park (KHTP).

The KHTP Skills Centre, managed entirely by KTechno, was officially launched by the Deputy Prime Minister 1 in 2024.

KTechno's core mission is to provide top-tier vocational and non-vocational training, fostering a highly skilled workforce that meets the evolving demands of industry and society.

Beyond training, KTechno is committed to assisting trainees in securing employment upon programme completion. Graduates or trainees

are placed in relevant job roles within industries around KHTP, the northern region and across Malaysia, depending on market demand. This job placement initiative helps bridge the gap between skilled talent and industry needs, fostering growth for both employees and businesses.

With a focus on developing industry-ready professionals, Itizam Skills offers four specialised training programmes: CNC Machinist, Industrial Automation & Robotics, Manufacturing Technology, and Quality Assurance & Quality Control (QAQC). These programmes address the rising demand for skilled workers in the machining and manufacturing sectors. Designed for SPM graduates, the modules provide a solid foundation, ensuring participants gain the necessary technical knowledge and practical experience to excel in their careers.





The Professional skills training programme is tailored for Diploma and Degree graduates seeking to enhance their qualifications through additional professional certifications. This specialised training focuses on two core areas:

- System Integration; and
- Quality Control Using CMM Machine (QCUC).

Participants gain in-depth, hands-on expertise that gives them a distinct competitive edge in industries where precision and advanced skills are essential.

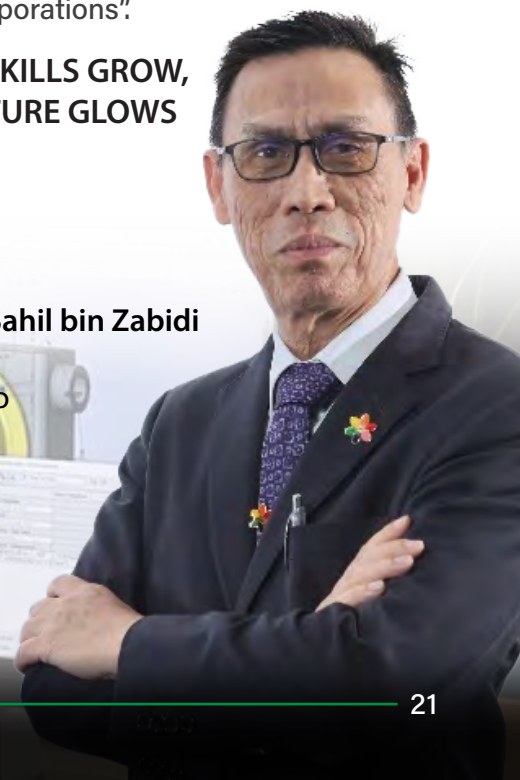
KTechno serves as a comprehensive hub for upskilling and reskilling training, catering especially for industries in Kulim Hi- Tech Park and Northern Region. Their customised training programmes are designed to meet industry-specific needs, including CAD/CAM for industries, Data Science and Analytics, Industrial Automation, and Robot Troubleshooting.

"KTechno prioritises hands-on learning by offering trainees access to top-tier, modern machinery that reflects real-world industry settings. This investment in advanced equipment, by the holding company (KTPC), creates an immersive training experience, allowing trainees to develop essential skills and confidence before entering the workforce. By utilising the latest technology, KTechno ensures that its graduates are job-ready and capable of meeting industry expectations.

In addition, with the growing demand of industrial land and potential high technology investors from around the world, KTechno's offering for Iltizam and Professional Skills, strengthen KHTP's eco-system in attracting high value investment from local and foreign multinational corporations".

WHERE YOUR SKILLS GROW, AND YOUR FUTURE GLOWS

Dato' Haji Mohd Sahil bin Zabidi
CEO KTPC
Chairman KTechno





MIDA Stockholm Showcases Opportunities at Vaasa EnergyWeek and Deepens Partnerships in Helsinki

Vaasa EnergyWeek 2025

17-19 March 2025, Vaasa, Finland

MIDA Stockholm participated in Vaasa EnergyWeek 2025, the Nordic region's foremost energy industry gathering, to showcase Malaysia's green investment potential and explore new collaboration opportunities. Held annually in Vaasa, Finland – the Energy Capital of the Nordics – the 2025 edition attracted a record-breaking 9,000 participants from 52 countries, offering a dynamic platform for clean energy collaboration.

Organised across several thematic days covering Energy and Climate, Wind and Renewable Energy, Energy Storage, and Gas Energy, the event featured expert-led sessions on hydrogen development, green financing, digitalisation of energy systems, and circular economy strategies. With over 160 energy technology companies and a strong culture of industry-academia collaboration, Vaasa reinforced its role as a strategic hub for global energy transition and climate resilience.

Malaysia's Green Vision on the Global Stage

As part of the week's agenda, MIDA Stockholm co-organised a side seminar titled "Embracing the Future of Energy", in collaboration with the British and Commonwealth Chamber of Commerce in Finland, and supported by the Embassy of Malaysia in Finland.

Speaking at the session, Mr. Khairul Azhar Amil Hamzah, Deputy Director of MIDA Stockholm presented "Green Investment Opportunities in Malaysia". The session outlined Malaysia's bold green transition, underscored by national frameworks such as the National Energy Transition Roadmap (NETR) and the New Industrial Master Plan (NIMP) 2030. Both strategies position Malaysia as a regional green economy leader, with ambitions to achieve net-zero emissions by 2050.





Engaging with Nordic Energy Innovators

Building on this momentum, MIDA Stockholm also conducted strategic visits to three (3) energy companies in Vaasa

- **VEO** - A leader in power distribution and energy automation, VEO supports renewable energy integration into modern grid systems—closely aligned with Malaysia's goals to modernise its energy infrastructure.
- **VILPE** - Specialising in sustainable and IoT-enabled ventilation systems, VILPE offers innovative solutions for climate-resilient and energy-efficient urban development.
- **Hitachi Energy** - As a global leader in power grid technologies, Hitachi's Vaasa site plays a key role in transformer manufacturing for energy transition applications. Its expertise presents strategic collaboration opportunities for Malaysia's grid enhancement efforts.

Advancing Strategic Green Partnerships in Helsinki

20-21 March 2025 | Helsinki, Finland

Following the successful engagements in Vaasa, MIDA Stockholm extended its outreach to Finland's capital, engaging top-tier players in the semiconductor and electric vehicle (EV) sectors.

Highlights included:

- **PiBond Oy**: A Finnish advanced materials company specialising in high-performance solutions for the semiconductor, optoelectronics and microelectronics industries.
- **Virta Global**: Europe's leading EV charging platform, where discussions focused on its advanced Vehicle-to-Grid (V2G) technology and how it could support Malaysia's green mobility ambitions.
- **E-Mobility Finland**: Malaysia's EV ecosystem synergies were explored, opening doors to knowledge exchange and collaboration.
- **Business Finland (HW Tech Division)**: Conversations focused on Malaysia's National Semiconductor Strategy (NSS) and recent MoUs, such as with ARM Limited, inviting deeper Finnish tech participation.
- To cap off the Helsinki mission, MIDA Stockholm and the Embassy of Malaysia in Finland joined a podcast hosted by **Frends iPaaS**, spotlighting Malaysia as a pro-business, innovation-ready gateway to ASEAN.





MALAYSIA'S SILICON VISION

Launching Ceremony

Strategic Collaboration in Semiconductor Industry

5 MARCH 2025

SHANGRI-LA KUALA LUMPUR



MIDA and ARM Limited Forge Agreement to Boost Malaysia's Semiconductor Industry

MIDA signed a historic agreement with ARM Limited on 5 March 2025, marking the first-ever national-level partnership with the tech giant. This four-year collaboration will significantly elevate Malaysia's semiconductor design capabilities and align with the New Industrial Master Plan 2030 (NIMP) and National Semiconductor Strategy (NSS).

Key initiatives include training 10,000 Malaysian engineers in integrated circuit (IC) design, granting select Malaysian companies access to ARM's cutting-edge IP portfolio, and enabling the local development of advanced semiconductor products, which will pave the way for the country

to produce Malaysian-made chips that meet global standards. This strategic alliance reinforces Malaysia's position as Asia's emerging IC design hub.

The collaboration follows Malaysia's record RM378.5 billion in approved investments in 2024—driven largely by the E&E sector with RM55.8 billion—affirming the nation's attractiveness as a high-tech investment destination.

With this partnership, MIDA and ARM are shaping a vibrant, innovation-driven future for Malaysia's semiconductor ecosystem.

MALAYSIA'S SILICON VISION

Launching Ceremony

Strategic Collaboration in Semiconductor Industry

5 MARCH 2025

SHANGRI-LA KUALA LUMPUR



Amal Jariah in Kampung Cegar, Bidor, Perak



In the spirit of compassion and community, MIDA, through its *Jawatankuasa Kerohanian, Kebajikan dan Sahsiah (JAKKAS)*, carried out a heartfelt Corporate Social Responsibility (CSR) initiative themed *Amal Jariah* at Kampung Cegar, Bidor, Perak from 22 to 23 March 2025.

The initiative is part of MIDA's commitment under the MADANI Adopted Village Programme, with Kampung Cegar being the agency's officially adopted village. The programme was made possible in close collaboration with the Village Development and Security Committee (JPKK) and the Al-Ikhlasiah Surau Committee of Kampung Cegar.

As part of the programme, 30 families received essential food items such as rice, cooking oil, sugar, coffee, milk, canned sardines, and more. Each family also received approximately RM500 zakat contributions, generously sourced from MIDA staff donations and the *Pusat Pungutan Zakat*, Federal Territories Islamic Religious Council (MAIWP).

The highlight of the visit was a warm and welcoming *Majlis Berbuka Puasa (Iftar)* held at Surau Al-Ikhlasiah, where MIDA staff broke fast together with the recipients, local committee members, and villagers. Around 150 guests attended the evening gathering — a meaningful moment of unity and reflection during the blessed month of Ramadan.

The programme was held successfully by MIDA and was represented by a total of 21 staff from both MIDA headquarters and the MIDA Perak Office. Their involvement not only delivered aid to those in need but also offered a valuable opportunity to connect and engage with rural communities, as well as share the joy and spiritual significance of the holy month.

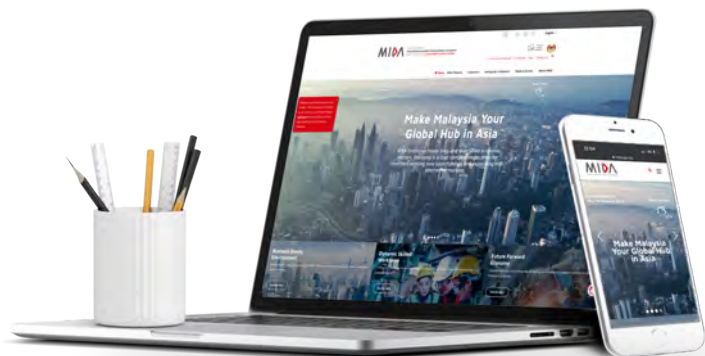
This initiative stands as a testament to MIDA's continued efforts in fostering empathy, social responsibility, and stronger bonds with local communities — values that are deeply rooted in the MADANI spirit.



Advertise With Us

Get Your Business Noticed

OUR COMMUNICATION TOOLS



MIDA WEBSITE

With more than 60,000 average visits per month, our website provides useful and relevant information, serving as a reference for potential investors in doing business in Malaysia.

E-NEWSLETTER

With more than 40,000 registered subscribers and growing, our monthly English e-Newsletter contains the latest industry and services updates, as well as activities held throughout the month.



DIGITAL SIGNAGES

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

Location

1. MIDA Lobby, Ground Floor
2. Business Information Centre (BIC), Level 2
3. Perdana Hall, Level 10
4. Corporate Reception Floor, Level 18



Refer next page for the price >>>

Advertisement

Package

BRONZE PACKAGE

E-NEWSLETTER

- » 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

ADD-ONS

- » Editorial only: from RM500
- » Artwork resizing: from RM500

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

Advertise With Us

Get Your Business Noticed

HALL

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

*All rates are exclusive of :

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

*F&B by MIDA's panel caterers

VISIT US NOW



MIDA Sentral, No. 5, Jalan Stesen Sentral 5
KL Sentral, 50470 Kuala Lumpur, Malaysia



Tel : +603 2267 3633



www.mida.gov.my

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 and follow us on X, Instagram and Facebook, LinkedIn, TikTok and YouTube channel.

MIDA, your first point of contact for Investments In Malaysia.

Malaysian Investment Development Authority

MIDA Sentral

No. 5, Jalan Stesen Sentral 5

KL Sentral

50470 Kuala Lumpur

Tel: +603 2267 3633

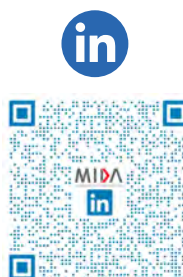
Fax: +603 2274 7970

E-mail: investment@mida.gov.my

Website: www.mida.gov.my

Tell us what you think of our newsletter. Your feedback will help us improve our services to you.

This email was automatically generated for you, please do not reply. You're receiving this newsletter because your email is registered with the MIDA website at www.mida.gov.my. Please add info@mida.gov.my to your address book so that our emails get to your inbox.

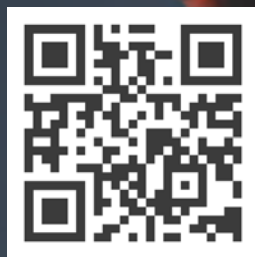


SCAN TO CONNECT WITH US



MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

www.mida.gov.my



www.mida.gov.my



MIDA Sentral, No. 5, Jalan Stesen Sentral 5, KL Sentral,
50470 Kuala Lumpur, Malaysia
Tel: +603 2267 3633
E-mail: investment@mida.gov.my