

E-NEWSLETTER
JULY 2025 ISSUE



MALAYSIA
MADANI

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INVEST MALAYSIA

HEALTHCARE TECHNOLOGY



HIGHLIGHTS

Streamlining Entry,
Strengthening Confidence:
Malaysia's New Investor Pass

INDUSTRY

Malaysia Powers Medical
Device Supply Chains

SERVICES

AI in Education Driving
Malaysia's Future-Ready
Workforce

From the CEO's Desk

Dear valued partners and esteemed readers,

Welcome to the July issue of our e-newsletter, highlighting Malaysia's dynamic investment landscape and MIDA's commitment to building a resilient sustainable economy that benefits both investors and the rakyat.

At the core of our latest efforts is reducing barriers to make investment more seamless. We are pleased to introduce the **Investor Pass**, effective on **1 April 2025**. This landmark initiative eases entry for foreign investors. As a key measure under the **New Industrial Master Plan (NIMP) 2030**, it reflects MIDA's commitment to provide a business environment that is both efficient and welcoming.

This issue also explores Malaysia's **fast-growing medical device industry**. With a strong focus on high-growth sub-sectors and a comprehensive ecosystem—from R&D to post-sales services—Malaysia is drawing world-class players and strengthening its global hub position. Our push for supply chain resilience is also supported by **Budget 2025 incentives** and initiatives such as the **Johor-Singapore Special Economic Zone (JS-SEZ)**, which promotes cross-border cooperation and offers attractive tax benefits.

Sustainability also remains a central pillar of Malaysia's investment agenda. This addition features the **Northern Corridor's Renewable Energy Economic Zone (SREEZ@NCER)**, a future-ready model aligned with the **National Energy Transition Roadmap (NETR)**. Piloted at Kedah Rubber City (KRC), it aims for a 70% renewable energy mix by 2030 across NCER-operated industrial parks. By embedding renewable energy solutions into industrial ecosystems, Malaysia is showing how sustainability strengthens competitiveness and future-proofs the economy.

Another milestone this month was the **MIDA-Texas Instruments Malaysia (TIM) Business Matching Day**, held on 9 July 2025. The event connected 62 Malaysian vendors with TIM, boosting local participation and fostering strategic industry linkages. This reinforces MIDA's role under the **Domestic Investment Coordination Platform (DICP)** and supports the goals of **NIMP 2030** and the **National Semiconductor Strategy (NSS)** in enhancing industry competitiveness.

Together, these initiatives showcase Malaysia's proactive drive to attract quality investments, strengthen industrial capabilities, and build a sustainable future. They also align with the 13th Malaysia Plan (13MP), which charts a clear path for high-value, innovation-driven growth and resilience in the face of global disruption.

E-NEWSLETTER JULY 2025

From the CEO's Desk

We invite you to explore these opportunities and join us in shaping Malaysia's next chapter. Anchored by sound policies, we can unlock new opportunities, drive sustainable growth, and create lasting impact.

DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)



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Streamlining Entry, Strengthening Confidence: Malaysia's New Investor Pass

In a bold move to enhance Malaysia's position as an attractive investment destination, the Malaysian Investment Development Authority (MIDA) has launched a new initiative known as the **Investor Pass**, effective 1 April 2025. This initiative aims to strengthen the country's business and investment environment by streamlining entry for foreign investors.

Designed as an upgrade to the current Social Visit Pass, the **Investor Pass** offers a **six-month stay** (with an optional six-month extension), far surpassing the existing 14 to 90-day limit with a Single-Entry Visa. With the added benefit of a **Multiple Entry Visa**, investors can now travel in and out of Malaysia with ease throughout the pass' validity, making cross-border operations more seamless.

The processing time is equally attractive. Approvals are issued within **five (5) working days** by MIDA as the supporting agency and the Immigration Department of Malaysia for the final pass approval, significantly cutting delays for business travellers.

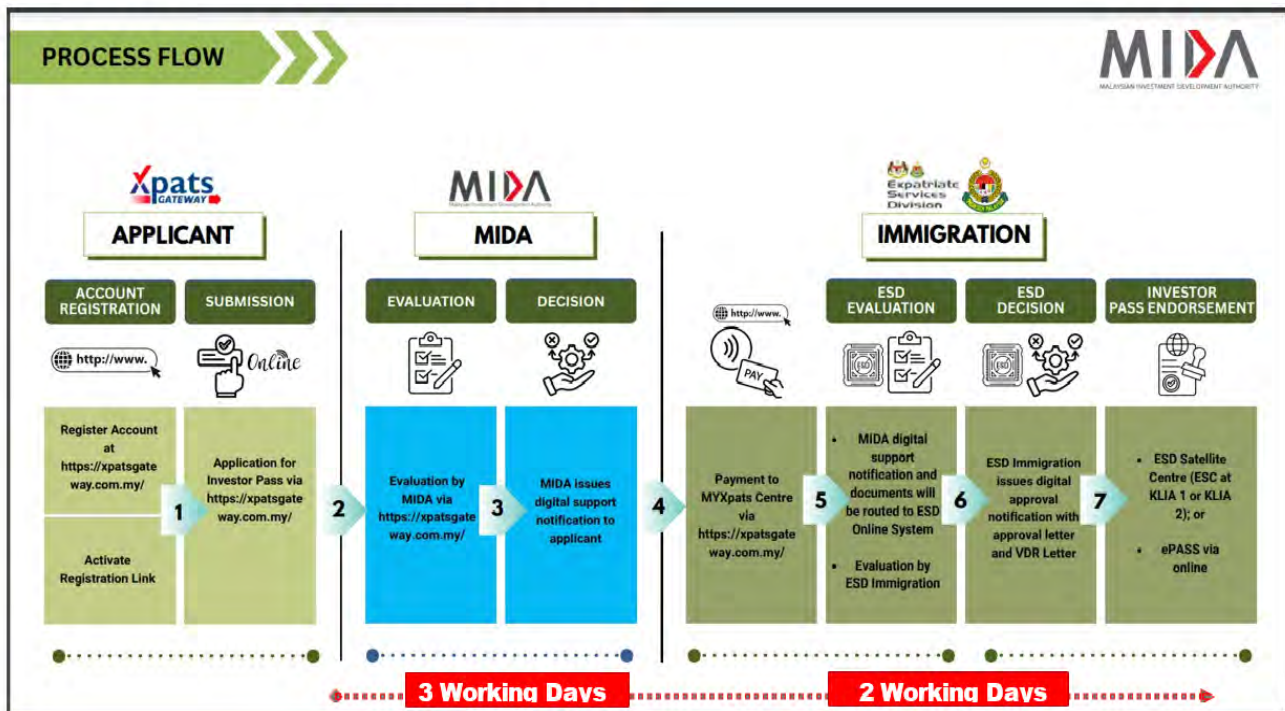
As Malaysia steps up efforts to attract investors from target sectors, it is equally crucial to **reduce bureaucracy and enhance the ease of doing business**. The Investor Pass is a strategic step in that direction. As a key milestone under the **New Industrial Master Plan 2030**, it reflects the MADANI Government's commitment to building an efficient investment framework that supports both investors and Malaysia's long-term goals.

The **Investor Pass** offers a **clear, structured entry process**, allowing investors to proceed with confidence. It targets three (3) main categories of foreign investors:

1. **New Investors** – Those considering their first investment in Malaysia.
2. **Investors in the Pipeline** – Those under consideration or in discussion with government agencies or awaiting MIDA project approvals.
3. **Existing Investors** – Those with established business ties or investments in Malaysia (excluding individuals under local employment).

	Social Visit Pass	Investor Pass
 Duration	1 – 3 months (by country)	Up to 12 months (6+6)
 No of Entry	Single Entry	Multiple Entry
 Conversion	No Investors MUST EXIT Malaysia. Must be outside the country if they wish to apply for Long-Term Pass to work in Malaysia	Yes Investors DO NOT NEED to leave Malaysia.

PROCESS FLOW (END-TO-END)



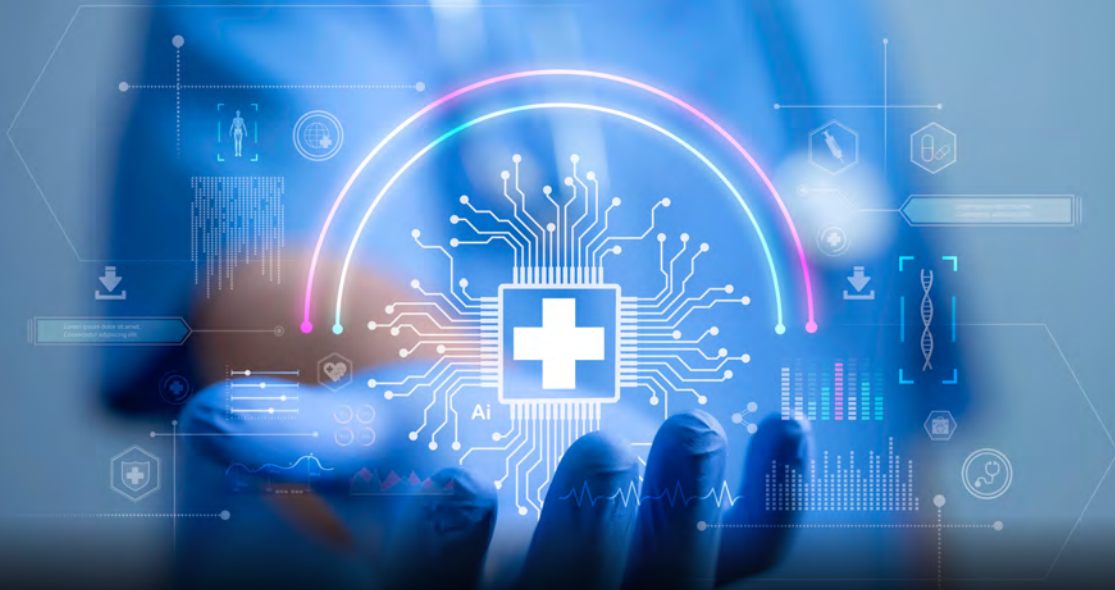
The initiative is the result of a strategic collaboration between MIDA, the Ministry of Home Affairs, the Immigration Department of Malaysia, and Talent Corporation Malaysia Berhad. MIDA oversees the evaluation and issuance of support letters, while final approval is given by the Immigration Department

Applications for the Investor Pass can be submitted through the immigration ESD portal via the Xpats Gateway System at <https://xpatsgateway.com.my>.

For further details, visit <https://www.mida.gov.my> or contact MIDA's Industry Talent Management and Expatriate Division at: <https://www.mida.gov.my/staffdirectory/industry-talent-management-and-expatriate-division/>

XPATS GATEWAY SYSTEM





Malaysia Powers Medical Device Supply Chains

The evolution of Malaysia's medical device industry shows strong growth, reflecting a mature and expanding ecosystem. For over a decade, it has strategically focused on high-growth sub-sectors such as Diagnostic and Point-of-Care, Minimally-Invasive Solutions, and Convergence Medical Technologies. This strategic move, now recognised as a National Agenda under the New Industrial Master Plan (NIMP) 2030, is supported by a robust network of linkages that attracts greater foreign investment from world-class players into Malaysia's medical device ecosystem.

A Comprehensive Ecosystem

Malaysia's comprehensive medical device ecosystem spans upstream R&D and component manufacturing (including consumables and non-consumables), midstream manufacturing assembly and related services such as sterilisation, to downstream sales, distribution and post-sales services. This ecosystem is further strengthened by supporting industries and services, various certification bodies including halal compliance, relevant testing facilities and key enablers from various government agencies. The industry structure is also supported by active associations such as the Association of Malaysian Medical Industries (AMMI) and the Malaysian Medical Device Manufacturers Association (PERANTIM), serving


a diverse user base including public and private hospitals, pharmacies and wellness centres.

Global Integration and Supply Chain Resilience

As Malaysia advances to become a significant player in the global medical device value chain, it is increasingly integrated into complex international supply chains. This integration brings inherent challenges, including global dependencies as demonstrated during the pandemic and geopolitical tensions that have limited access to raw materials and components. Ensuring continuity is now more critical than ever. To effectively address these issues, a multifaceted approach centred on agility and adaptability is key for sustaining growth.

The traditional model of globalisation is increasingly giving way to reshoring or nearshoring, enabling risk management by diversifying suppliers across regions and reducing reliance on single sources. The immense potential of data-driven forecasting, coupled with Internet of Things (IoT), is reinforcing the extensive supply chain networks.

Malaysia's strong economic fundamentals uniquely position it as a global offshore hub for medical device players. The country's robust domestic ecosystem enhances its attractiveness as a prime investment destination for global players. As of



2023, Malaysia hosts 29 companies in plastic components manufacturing, 92 in rubber component manufacturing, 28 in Electronic Manufacturing Services (EMS), and 135 in Engineering Supporting Services (ESS).

Policy Support and Regional Collaboration

Malaysia continues to enhance its supply chain resilience while maintaining a strong focus on sustainable development. Strategic initiatives such as the NIMP 2030 and Industry4WRD provide a cohesive framework for national growth. Supply chain resilience is taking centre stage in Malaysia's agenda, with the government recognising the importance of building a robust local supply chain. In Budget 2025, several fiscal and non-fiscal incentives support MNCs and domestic vendors in strengthening Malaysia's supply chain ecosystem.

In light of collaboration, the recent launch of Johor-Singapore Special Economic Zone (JS-SEZ) accentuates Malaysia's intention to deepen regional partnership for a sustainable business growth in ASEAN. The JS-SEZ promotes cross-border cooperation, offering tax

incentives of up to 15 years for investments in the medical device industry, ranging from RM500 million to over RM1 billion. To encourage reinvestment by long-term investors, companies with an existing presence in Malaysia that relocate other medical device manufacturing operations into the country can qualify for a full income tax allowance on qualifying capital expenditure for a period of five years.

As the medical device industry continues to evolve, supply chain expansion will remain critical in advancing the sector and supporting Malaysia's broader strategic goals. Therefore, building a robust, integrated, and technologically advanced local supply chain is the key to enhancing Malaysia's competitiveness and resilience, especially in the high-impact growth sectors such as medical device products, ultimately positioning Malaysia as a premier investment destination in ASEAN.

To know more about the medical device industry in Malaysia, please contact Life Sciences & Medical Technology Division (<https://www.mida.gov.my/staffdirectory/life-sciences-medical-technology-division/>).



AI in Education Driving Malaysia's Future-Ready Workforce

AI in Education: A National Imperative

Malaysia is advancing digital transformation through the integration of Artificial Intelligence (AI) across its education ecosystem – from primary schools to universities and TVET institutions. With AI rapidly reshaping how students learn, how educators teach, and how institutions operate, the country is acting decisively to build a future-ready workforce and innovation-driven academic environment.

The country's progress in AI-enabled education is guided by the National Artificial Intelligence Roadmap 2021-2025, which sets out key measures to embed AI into school curricula, upskill educators, and enhance institutional capacity. Supporting this effort is the **Way Forward for Private Higher Education Institutions (2020-2025)**, a framework that advances student-focused, technology-driven, and data-based teaching approaches. Together, these policies encourage curriculum innovation, flexible learning models and teaching excellence in line with Industry 4.0.

More than a technological upgrade, this AI-led transformation reflects Malaysia's broader ambition: positioning the nation as a regional leader in digital education, and cultivating a digitally fluent, future-ready generation.

Positioning for Regional Leadership in AI-Enabled Education

The global education technology market is projected to surpass USD400 billion by 2030, fueled by the rising demand for digital and technology-enabled learning solutions. In this dynamic landscape, countries that effectively integrate forward-looking policies, innovation, and digital talent will take the lead. With a robust digital infrastructure, progressive policy environment, and a multicultural, multilingual talent pool, Malaysia is well placed to reach diverse regional markets.

Combined with affordable delivery models and a thriving edtech sector, these strengths make Malaysia a preferred destination for AI-powered education in Southeast Asia.

Pioneering Digital Education: Sekolah Anak Malaysia (SAM)

Local innovators are already shaping this future. **SAM Education Sdn. Bhd.**, a homegrown social enterprise, is leading the way with Sekolah Anak Malaysia (SAM) – the country's first digital school offering the national curriculum. SAM adopts a blended model of 80% online learning and 20% structured in-person sessions, enabling students to follow a consistent timetable while enjoying the flexibility of learning from anywhere.

SERVICES

AI lies at the core of SAM's platform, personalising pathways, tracking progress in real time, and assisting educators in delivering more engaging lessons. By reducing reliance on physical infrastructure, SAM expands access to quality education—particularly for rural and underserved students. Its model aligns with the Malaysia Education Blueprint 2013–2025, emphasising equity, quality, and technology as key drivers of transformation in education.

Technical and Vocational Education and Training (TVET) and Digital Skills

Malaysia's digital education transformation also extends to TVET institutions, which are integrating AI and other emerging technologies into training modules. Students are earning micro-credentials in high-demand fields such as automation, robotics, data analytics, and industrial systems – skills essential for Industry 4.0.

The Thirteenth Malaysia Plan (13MP) reinforces this agenda by strengthening public-private partnerships to enhance training quality. This approach keeps academic and vocational systems agile and responsive to the changing needs of the economy.

Government Policies and Facilitations

The Government assumes a pivotal role in driving AI adoption in education through strategic investments in infrastructure, policy reforms, and

capacity-building initiatives. MIDA actively promotes private sector participation in the education sector, particularly in TVET and Private Higher Education Institutions (PHEIs). Incentives include a 100% Investment Tax Allowance (ITA) on qualifying capital expenditure for 10 years, offsetting against 70% of statutory income. As of March 2025, 110 approved TVET and PHEI projects, worth approximately RM6 billion, have generated 8,054 local jobs.

In parallel, the Malaysia Digital Economy Corporation (MDEC) drives digital transformation through initiatives like the Malaysia Digital (MD) Tax Incentive, targeted at companies' advanced technologies, including in AI, IoT, cloud computing, and robotics.

The synergy between national policies and pioneering models like SAM demonstrates the power of public-private collaboration in reshaping Malaysia's education and digital landscapes. These combined efforts expand access to quality learning, nurture innovation, and reinforce Malaysia's aspirations to be a regional leader in the digital economy.

For more information, please contact MIDA's Healthcare, Education & Hospitality Division at <https://www.mida.gov.my/staffdirectory/health-care-education-hospitality-division>





Northern Corridor Future-Proofs Industry with Renewable Energy

Malaysia's Northern Corridor is fast emerging as a strategic hub for clean energy-driven industrial development, in line with the National Energy Transition Roadmap (NETR). At the centre of this transformation is the NCER Special Renewable Energy Economic Zone (SREEZ@NCER) — a future-ready model designed to attract high-value investments by integrating renewable energy solutions into industrial ecosystems.

Set to achieve a 70% renewable energy mix by 2030 across NCER-operated industrial parks, including Kedah Rubber City (KRC), Chuping Valley Industrial Area (CVIA), and Kedah Science & Technology Park (KSTP), the SREEZ@NCER initiative is an ambitious blueprint for green industrial development.

From Pilot to Pan-Regional Impact

Piloted at KRC, SREEZ@NCER is built around a three-part framework: (1) Effective Generation, (2) Optimised Consumption, and (3) Strategic Storage - with solar power forming the primary energy source. Through a combination of rooftop systems, land-based solar farms, and battery storage infrastructure, the model delivers a stable, cost-efficient clean energy supply tailored for manufacturers and industrial tenants.

Out of approximately 11,000 acres identified for potential inclusion under SREEZ@NCER, the pilot project at KRC represents the first step in this scalable initiative. While the long-term vision includes renewable energy development across designated areas, the initial focus on KRC will demonstrate the model's viability, with plans to expand to other industrial parks in the Northern Corridor as the framework proves successful.

This initiative stands out for its private sector-led approach. Developers and clean energy providers will be invited to invest and operate solar energy infrastructure within the region, with support from regulatory frameworks and facilitation from relevant authorities. This reduces capital strain on public resources while encouraging innovation, efficiency and best practices.

As Dato' Mohamad Haris Kader Sultan, Chief Executive of the Northern Corridor Implementation Authority (NCIA), aptly notes, "The energy transition is not just about reducing emissions. It's a strategic move to enhance our region's competitiveness, attract export-driven industries, and future-proof our economy."

The SREEZ@NCER model is expected to attract a new wave of Foreign Investment (FI) from multinational companies seeking to align with ESG targets and reduce carbon intensity within



their supply chains. Its value proposition is especially relevant for manufacturers targeting export markets like the European Union, where instruments such as the Carbon Border Adjustment Mechanism (CBAM)¹ are reshaping trade dynamics.

Economic, Environmental, and Social Gains

Beyond investor interest, SREEZ@NCER promises broader economic benefits and environmental gains for the Northern Region, including job creation, strengthened local supply chains, and green technology spillover. The project's estimated ROI is equally compelling: RM2-3 billion in Domestic Investment (DI) will flow into the region while cutting Scope 2 emissions by 76% (563 kilotonnes), with 70% renewable energy adoption demonstrating how sustainability drives competitiveness.

The model's eventual expansion across other NCER industrial parks ensures that the benefits of the clean energy transition are **inclusive, sustainable, and regionally transformative.**

As Malaysia positions itself to lead in a rapidly evolving global energy economy, SREEZ@NCER reflects a powerful convergence of strategic policy, private sector innovation, and environmental commitment that can come together to create a new blueprint for sustainable industrial development—delivering not just competitiveness, but resilience for the future of industry.

For more information on investment opportunities, visit NCER's website or contact at +604 502 0708 or via email at sce@ncer.com.my

¹ The EU's Carbon Border Adjustment Mechanism (CBAM), effective since October 2023, places a carbon price on selected imports (e.g. iron and steel, aluminium, cement, fertilisers, electricity, hydrogen, and chemicals) to align with the EU's domestic Emissions Trading System (ETS). In its transitional phase (2023–2025), importers must report embedded emissions; from 2026, they must purchase CBAM certificates. For Malaysian exporters, especially in emissions-intensive sectors, transitioning to renewable energy and improving emissions tracking is key to maintaining EU market access.



Disclaimer: All figures in this article are under the purview of NCER and are for informational purposes only. For specific details regarding investments and initiatives, please refer to official NCER communications.

Selangor and Negeri Sembilan Strengthen High-Tech Partnership in the Netherlands

MIDA Frankfurt

MIDA Frankfurt recently facilitated two high level investment missions to the Netherlands led by the Chief Minister of Selangor and Negeri Sembilan held in June and July 2025, these back-to-back efforts to deepen global partnerships and attract high-value investments in advanced technology, semiconductor, and manufacturing.

Both missions engaged with prominent Dutch stakeholders in Eindhoven, Tilburg, and Nijmegen - among Europe's most renowned innovation

hubs. The discussions reinforced Malaysia's strong position as a regional gateway for global companies seeking to access ASEAN's fast growing technology of manufacturing markets.

By serving as a strategic facilitator, MIDA Frankfurt continues to assume a vital role in connecting Malaysian states with European Industry leaders, ensuring Malaysia remains competitive and future-ready in the global investment landscape.





MIDA and Texas Instruments Malaysia Strengthen Supply Chain Linkages

MIDA, through its Supply Chain Unit under the Domestic Investment Division, co-organised the MIDA-Texas Instruments Malaysia (TIM) Business Matching Day on 9 July 2025. Themed “Bridging Opportunities to Empower Malaysia’s Supply Chain”, the initiative underscored ongoing collaboration with TIM to deepen local vendor participation and foster strategic industry linkages.

The programme brought together 62 selected Malaysian vendors across sub-sectors, including automation, test and assembly, fabrication, packaging, logistics, and talent development. Participants gained direct exposure to TIM’s supplier expectations, covering areas such as procurement practices, logistics compliance, environmental and safety standards, and quality requirements.

These insights were complemented by a dedicated business matching session, which enabled direct engagements between TIM and local companies including UWC Berhad, Flexlink Engineering, TT Vision Technologies, NielsenIQ, and Exyte Malaysia.

This initiative reinforces MIDA’s facilitation role under the Domestic Investment Coordination Platform (DICP), while supporting the New Industrial Master Plan 2030 (NIMP 2030) and the National Semiconductor Strategy (NSS). Moving forward, MIDA aims to expand similar collaborations with leading multinational companies like TIM to further strengthen Malaysia’s supply chain ecosystem and enhance local industry competitiveness.

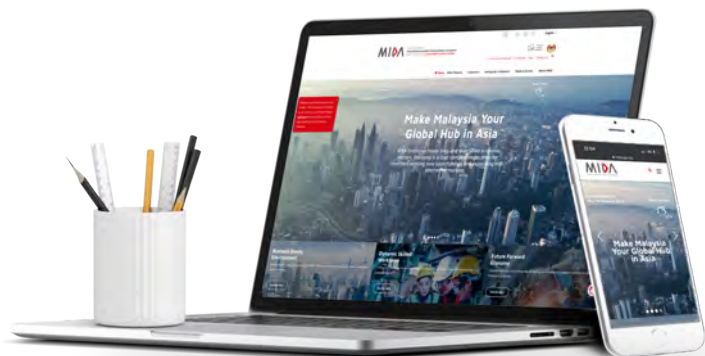
MIDA-TIM BUSINESS MATCHING DAY



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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



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

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

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

- » 2 Full Page Full Colour (Advertorial/Editorial) x 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

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Duration: 8 weeks

Please contact us for more information

ads@mida.gov.my

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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



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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.

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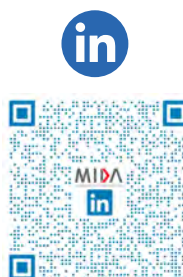
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