

E-NEWSLETTER
JUNE 2025 ISSUE



**MALAYSIA
MADANI**
SENSOR

MIDA

INVEST MALAYSIA

RADAR

HIGHLIGHTS

Malaysia's Robust Q1 2025
Investment Performance: A
Testament to Enduring
Confidence!

INDUSTRY

MIDA-Chery Alliance Drives
Forward Malaysia's
Automotive Supply Chain

SERVICES

Kuala Lumpur Levels Up:
Powering the Future of Global
Gaming Ecosystem

From the CEO's Desk

Dear valued partners and esteemed readers,

Malaysia's investment narrative continues to unfold with confidence and purpose. I am pleased to present the June 2025 edition of the InvestMalaysia e-Newsletter, which captures our continued progress in building a resilient, inclusive, and innovation-driven economy.

The first quarter of 2025 began on a high note, with RM89.8 billion in approved investments across the manufacturing, services, and primary sectors. This performance underscores the enduring strength of Malaysia's economic fundamentals and reflects the growing investor confidence enabled by the MADANI Economy Framework and the New Industrial Master Plan (NIMP) 2030. Together, these initiatives are charting a bold course for sustainable, high-impact growth.

Beyond capital inflows, the real engine of national competitiveness lies in our people. In our second highlight, we turn the spotlight on talent facilitation—a cornerstone of our investment strategy. Through the Special Taskforce – Talent Facilitation (STF-TF), MIDA is working in close collaboration with 17 strategic partners including MOHE, JPPKK, JTM, MARA, and PERKESO. These efforts are narrowing the gap between academia and industry, with companies such as Hartalega, UWC Industrial, and Base Maintenance Malaysia benefiting from streamlined graduate placement and workforce readiness programmes. These partnerships reflect a deep national commitment to cultivating industry-relevant talent for the future economy.

Our Industry Focus explores the rapidly evolving automotive ecosystem through the lens of the Chery Premier Supply Chain Programme and Synergy Day. Facilitated by MIDA in collaboration with MITI and MARII, this initiative is strengthening Malaysia's integration into the regional automotive supply chain. By fostering high-value partnerships, accelerating technology transfer, and supporting local vendor development, this collaboration paves the way for Malaysia to emerge as a Right-Hand Drive (RHD) automotive export hub within ASEAN. The forthcoming Chery Supplier Park in Lembah Beringin further solidifies this ambition.

In the Why Malaysia section, we feature Paywatch, a fast-growing fintech innovator that has chosen Malaysia as its regional headquarters. Through its flagship Earned Wage Access (EWA) platform, Paywatch is championing financial inclusion—providing over 200,000 workers across Asia with real-time, debt-free access to wages. Supported by MIDA's Seoul office and backed by global investors, the company has reinvested more than USD30 million into its Malaysian operations reinforcing Malaysia's position as a rising fintech and digital innovation hub.

A thriving economy requires an agile foundation, and in the context of logistics, Malaysia is transitioning from simply moving goods to becoming a highly precise, efficient, and globally competitive platform. That is why MIDA's renewed partnership with DHL, formalised on 25 June 2025, marks a pivotal milestone. All four DHL business divisions in Malaysia will collaborate with MIDA to enhance the logistics and supply chain network, supporting

From the CEO's Desk

Malaysia's ascent as a premier smart logistics and foreign investment hub. This strategic alliance, building on successful collaborations since 2023, will leverage digital technology and smart automation to drive significant investment outcomes across key priority sectors.

From the News from MIDA States, we cast a regional lens on the landmark Johor-Singapore Special Economic Zone (JS-SEZ)—a pioneering cross-border framework designed to foster seamless trade, investment, and innovation between two of Southeast Asia's most dynamic economies. With nine flagship zones and dedicated incentive packages, including the Forest City Special Financial Zone (FCSFZ), the JS-SEZ offers investors a truly integrated platform. The newly launched Invest Malaysia Facilitation Centre Johor (IMFC-J) has already received 439 investor enquiries since its inception—demonstrating robust interest in the region. In Q1 2025 alone, Johor recorded RM30.1 billion in approved investments, with nearly 90% linked to the JS-SEZ footprint.

Lastly, in our CSR Highlight, we are proud to feature TAPAK Urban Street Dining, a compelling example of inclusive urban revitalisation. Located on land leased by MIDA in Kuala Lumpur, TAPAK has transformed underutilised space into a thriving night economy and entrepreneurship platform—supporting over 30 food truck operators, many of whom are first-time business owners. This initiative reflects how strategic land use can empower local communities while stimulating grassroots economic activity.

Malaysia's investment journey is not only measured by capital flows, but by the quality of partnerships, the strength of its talent, and the inclusivity of its growth. As we continue to forge ahead, we remain steadfast in our mission to foster innovation, streamline facilitation, and unlock opportunities for businesses of all scales.

We invite you to explore the stories within this edition of InvestMalaysia, and discover how Malaysia is ready—not only for what's next, but for what's possible.

DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer
Malaysian Investment Development Authority (MIDA)



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CORPORATE SOCIAL RESPONSIBILITY

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Malaysia's Robust Q1 2025 Investment Performance: A Testament to Enduring Confidence!

Malaysia has commenced 2025 with a stable investment outlook, recording RM89.8 billion in approved investments across the services, manufacturing, and primary sectors—a modest 3.7% increase compared to the same period last year. These 1,556 approved projects are anticipated to generate over 33,300 jobs, many of which are expected to be in high-impact and value-added sectors.



RM89.8 billion
(Q1 2024 : RM 86.6 billion)

Total Approved Investments

33 : 67

Domestic-to-Foreign Investment Ratio



RM29.4 billion
(Q1 2024 : RM 40.4 billion)
Domestic Investments (DI)



RM60.4 billion
(Q1 2024 : RM 46.1 billion)
Foreign Investments (FI)



33,368
(Q1 2024 : 38,712)
New Jobs



1,556
(Q1 2024 : 1,586)
Projects

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

HIGHLIGHTS

Foreign Investors Reinforce Malaysia's Strategic Value

Malaysia's pro-business policies, strategic regional location, and solid economic fundamentals continued to inspire investor confidence, with foreign investments (FI) contributing RM60.4 billion (67.3%) of the total approved investments. Meanwhile, domestic investments (DI) stood strong at RM29.4 billion (32.7%), demonstrating unwavering commitment from local industry players in building the nation's future-ready economy.

Five Major States	RM (Bil)	Manufacturing RM (Bil)	Services RM (Bil)	Primary RM (Bil)	Top Five Foreign Investors*	RM (Bil)
Johor	30.1 (Q1 2024 : RM4.1 Bil)	3.0	27.1	-	Singapore	28.3 (Q1 2024 : RM1.2 Bil)
W.P. Kuala Lumpur	15.0 (Q1 2024 : RM19.4 Bil)	0.1	15.0	-	The United States of America	9.9 (Q1 2024 : RM4.7 Bil)
Sabah	10.9 (Q1 2024 : RM0.6 Bil)	7.3	2.8	0.8	The People's Republic of China	7.9 (Q1 2024 : RM2.2 Bil)
Selangor	10.2 (Q1 2024 : RM15.2 Bil)	3.7	6.5	-	British Virgin Island (BVI)	6.6 (Q1 2024 : RM0.1 Bil)
Pulau Pinang	9.2 (Q1 2024 : RM3.3 Bil)	6.7	2.5	-	Taiwan	1.7 (Q1 2024 : RM0.4 Bil)

Note*: Reporting of foreign investment is based on the ultimate source.

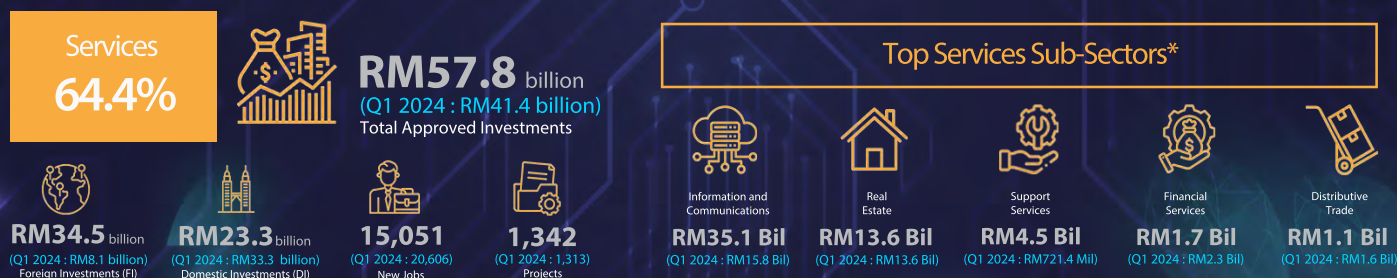
Anchored by the National Investment Aspirations (NIA)

Malaysia's strategic shift under the National Investment Aspirations (NIA) continues to guide investment direction, with RM48.0 billion (53.4%) of Q1 2025's approvals aligned with key NIA priorities such as advanced technology, green growth, digitalisation, and inclusivity. These 176 transformative projects are expected to contribute 12,510 skilled jobs, bolstering Malaysia's move up the global value chain.

Services Sector Surges as the Digital Growth Engine

The services sector led the charge with RM57.8 billion in approved investments across 1,342 projects—an impressive 39.5% year-on-year increase. This growth is propelled predominantly by data centre-related investments, which accounted for 91.7% of total services approvals, cementing Malaysia's emerging role as a digital infrastructure hub in ASEAN.

A key contributor is Speedmatrix Sdn. Bhd., a trailblazer in delivering IT Infrastructure-as-a-Service (IaaS), digital infrastructure management, and cloud support to global markets—positioning Malaysia at the forefront of next-generation digital solutions.



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HIGHLIGHTS

Manufacturing Sector: Driving High-Value, Skilled Employment

The manufacturing sector continued its transformation into a hub of high-value activity, with RM30.5 billion approved across 207 projects—83.8% of which came from foreign sources. These investments are expected to generate 18,317 jobs, many of which are high-skilled positions. Encouragingly, the Managerial, Technical, and Supervisory (MTS) index rose to 46.3% in Q1 2025, up from 44.2% a year ago. This increase signals Malaysia's ongoing success in climbing the manufacturing value chain and nurturing a knowledge-intensive workforce.

Manufacturing
33.9%



RM30.5 billion
(Q1 2024 : RM42.7 billion)
Total Approved Investments



RM25.5 billion
(Q1 2024 : RM37.9 billion)
Foreign Investments (FI)



RM5.0 billion
(Q1 2024 : RM4.8 billion)
Domestic Investments (DI)



18,317
(Q1 2024 : 17,882)
New Jobs



207
(Q1 2024 : 251)
Projects

Top Manufacturing Sub-Sectors



Basic Metal
Products

RM8.9 Bil
(Q1 2024 : RM 25.1 Mil)



Electrical and
Electronics (E&E)

RM8.6 Bil
(Q1 2024 : RM34.3 Bil)



Chemicals and
Chemical Products

RM4.2 Bil
(Q1 2024 : RM1.8 Bil)



Fabricated Metal
Products

RM2.3 Bil
(Q1 2024 : RM917.4 Mil)



Machinery &
Equipment

RM1.4 Bil
(Q1 2024 : RM688.9 Mil)

Primary Sector: Maintaining Fundamental Strength

While smaller in scale, the primary sector secured RM1.5 billion in approved investments across seven projects, primarily in mining. Domestic investments accounted for RM1.1 billion (72.1%), with foreign contributions at RM0.4 billion (27.9%), underlining continued domestic confidence in this foundational sector.

Primary
1.7%



RM1.5 billion
(Q1 2024 : RM2.4 billion)
Total Approved Investments



RM0.4 billion
(Q1 2024 : RM0.1 billion)
Foreign Investments (FI)



RM1.1 billion
(Q1 2024 : RM2.3 billion)
Domestic Investments (DI)



0
(Q1 2024 : 224)
New Jobs



7
(Q1 2024 : 22)
Projects

Primary Sub-Sectors



Mining

RM1.5 Bil
(Q1 2024 : RM1.9 Bil)



*Agriculture

(Q1 2024 : RM499.6 Mil)



*Plantation & Commodities

(Q1 2024 : RM8.8 Mil)

Note*: No projects approved for agriculture and plantation & commodities

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

HIGHLIGHTS

Realised Investments Reflect Strong Implementation Track Record

Malaysia's investment success is not just in approvals but also in delivery. From 2021 to 2024, the National Committee on Investment approved 3,494 manufacturing projects, of which an impressive 87% (3,042 projects) have advanced into various stages of implementation—including full production, construction, and equipment installation. Notably, over 90% of projects approved in 2021 and 2022 have already progressed, underscoring MIDA's proactive support and coordination across agencies. This high implementation rate is a strong vote of confidence in Malaysia's policy consistency and investor services.

Forward Outlook: Optimism Amid Global Challenges

Despite global uncertainties, Malaysia remains firmly on the radar of global and regional investors. As of 10 June 2025, MIDA is actively managing a pipeline of RM48.5 billion in proposed projects and RM59.3 billion in investment leads, signalling strong investor interest ahead.

Equally promising, 87% of manufacturing projects approved between 2021–2024 have entered various stages of implementation, reflecting the effectiveness of MIDA's facilitation and follow-through capabilities.

Positioned for Regional Leadership

Malaysia's role as Chair of ASEAN in 2025 presents a pivotal opportunity to deepen regional cooperation, attract strategic investments, and assert its leadership within the ASEAN Economic Community. With strong government support, robust infrastructure, and an investor-centric ecosystem, Malaysia continues to rise as a premier investment destination and regional economic force.

Q1 2025's performance is more than a number—it reflects Malaysia's steady course towards long-term growth, sustainable development, and global competitiveness. The future remains bright for investors who choose Malaysia as their launchpad for innovation, value creation, and strategic regional expansion.



High-Level Mission to the USA Spurs Strategies Dialogue and Investment Opportunities

The Ministry of Investment, Trade and Industry (MITI) successfully concluded its Trade and Investment Mission to the United States, which took place from 16 to 21 June 2025 in San Francisco and Washington, D.C. Led by the MITI Minister, the mission aimed to strengthen bilateral economic ties through strategic engagements with key US government agencies and business stakeholders.

One of the key highlights of the mission was high-level engagements with Ambassador Jamieson Greer from the Office of the US Trade Representative (USTR) and US Secretary of Commerce, Howard W. Lutnick. These engagements focused on critical trade issues, including the ongoing reciprocal tariff dialogue, measures to enhance supply chain resilience and identify ways to deepen investment flows between both nations. The discussions reaffirmed Malaysia's commitment to fostering a conducive trade environment and positioning itself as a reliable and strategic partner to the United States. Alongside the Government

engagements, the Minister and delegation also met with key players from US-ASEAN Business Council (US-ABC) and prospective investors to promote Malaysia's value proposition as a regional investment hub.

During the mission, the Minister met with nine (9) companies, comprising both existing investors and prospective business partners. These companies expressed strong interest in expanding or establishing operations in Malaysia, particularly in targeted sectors under the New Industrial Master Plan 2030, such as semiconductors, medical devices, manufacturing-related services and digital economy. The companies shared insights on the impact of evolving US trade policies, especially reciprocal tariffs, and emphasised the importance of Malaysia's proactive and adaptable policy environment to maintain global competitiveness. They acknowledged Malaysia's growing reputation as a preferred destination for advanced manufacturing, underpinned by a skilled workforce, solid infrastructure, and responsive Government facilitation.

HIGHLIGHTS



The mission successfully generated a significant investment valued at RM14.6 billion, to be realised over the next five years. These potential investments are expected to further cement Malaysia's role within global value chains, stimulate economic growth, and generate high-skilled employment opportunities for Malaysians.

The outcomes of the mission reaffirm Malaysia's strategic importance in the global economic landscape and underscore the government's continued efforts to attract quality investments that support Malaysia's national development goals.



HIGHLIGHTS



Powering High-Value Industries with Skilled Talent

As Malaysia accelerates its transformation into a regional hub for high-value industries, the country's talent pipeline remains a key driver of competitiveness. Recognising that skilled talent is at the heart of sustainable growth, MIDA continues to take proactive steps to align education and employment pathways, ensuring Malaysia remains attractive to investors and resilient in meeting future industry demands.

Special Taskforce-Talent Facilitation (STF-TF): Closing the Talent Gap

Since its launch on 23 March 2023, MIDA's STF-TF, has been instrumental in aligning workforce development with industry needs. The initiative brings together 17 key stakeholders – including the Department of Higher Education (JPT) and the Department of Polytechnic and Community College Education (JPPKK) under the Ministry of Higher Education (MOHE), as well as the Ministry of Education (MOE), Majlis Amanah Rakyat (MARA), the Malaysia Productivity Corporation (MPC), and several technical universities. The initiative focuses on bridging the gap between academia and

industry through career fairs, internship placements, and direct recruitment support.

Success: Industry Collaboration

Several companies have already benefited from STF-TF's efforts:

UWC Industrial Sdn. Bhd., a precision engineering firm in Penang specialising in CNC machining and sheet metal fabrication, tapped into STF-TF's ecosystem for early engagement with institutions like JPPKK, Manpower Department (JTM), and MARA. With added support from the Pertubuhan Keselamatan Sosial (PERKESO) and MPC's **Akademi Dalam Industri (ADI)** programme, UWC continues to fill crucial roles in its manufacturing operations.



"We believe this collaboration will help showcase the success and positive impact of our efforts, while also supporting the growth and development of Malaysian talent."

Ms. Ng Sze Yen
Deputy Chief Operating Officer
UWC





Hartalega, a global nitrile glove manufacturer, successfully recruited over 190 engineers and technicians from JTM's Advanced Technology Training Centre (ADTEC) and Institut Latihan Perindustrian (ILP) with MIDA's support.

"MIDA's facilitation has significantly accelerated our recruitment process. This collaboration ensures that we have access to a skilled talent pool, which is essential for maintaining our global standards in manufacturing."

Mr. Ryan Shei
Senior Manager Talent Acquisition
Hartalega

Base Maintenance Malaysia Sdn. Bhd. (BMM), a subsidiary of SIA Engineering Company (SIAEC), offered talent development programmes for technicians and engineers through career engagements with Universiti Tun Hussein Onn Malaysia (UTHM) and PERKESO.



"The support from MIDA in facilitating talent development initiatives has strengthened our workforce pipeline. These collaborations ensure we are nurturing skilled professionals essential to the aviation industry."

Ms. Sharifah Shahirah Albar
Head of Human Resources
BMM

Special Taskforce-Talent Facilitation (STF-TF): Closing the Talent Gap

Beyond recruitment, MIDA focuses on ecosystem-wide collaboration for enduring workforce readiness:

Ministry of Youth and Sports (KBS): KBS oversees 22 Institut Latihan Kemahiran Belia dan Sukan (ILKBS) institutions, comprising 13 Institut Kemahiran Belia Negara (IKBN), 8 Institut Kemahiran Tinggi Belia Negara (IKTBN), and 1 Akademi Kemahiran Belia Golf (AKBG). In collaboration with MIDA, companies such as Hartalega and ND Papers conducted engagement sessions with engineering students from IKTBN Sepang, Dusun Tua, and Bukit Mertajam. In 2024, ND Paper Malaysia (Selangor) Sdn. Bhd. formalised its commitment through a Memorandum of Understanding (MoU) with KBS.

"Our partnership with MIDA ensures our graduates acquire industry-relevant skills aligned with Malaysia's economic priorities. This collaboration creates direct pathways from training to employment for our talented youth."

Ms. Dalila Sharingat
Director at Youth Skills Development Division
KBS





PERKESO: Through initiatives like MYFutureJobs, PERKESO offers job matching and career services that complement MIDA's STF-TF. Joint career fairs have successfully connected companies such as BMM and UWC Industrial Sdn. Bhd. with skilled candidates from across Malaysia.

"Working alongside MIDA and industry leaders in the STF-TF initiative has enhanced our efforts to cultivate skilled Malaysian talent."

Employment Services Officer
PERKESO

Malaysia Productivity Corporation (MPC): MPC's Akademi Dalam Industri (ADI) programme focuses on enhancing workforce productivity through a place and train concept. With MIDA's support, ADI has been widely promoted to help industries access a steady stream of technically skilled manpower.



"Through ADI and our strategic partnerships with MIDA, we are committed to equipping Malaysia's workforce with future-ready skills. This ensures that industries have access to the right and consistent supply of talent to drive growth and productivity."

Datuk Zahid Ismail
Director General
MPC

Department of Polytechnic and Community College Education (JPPKK): Under MOHE, JPPKK oversees 36 polytechnics and 106 community colleges, making it a critical partner in Malaysia's Technical and Vocational Education and Training (TVET) strategy. Its graduates are widely sought after for their hands-on technical skills and adaptability to industry settings.



"Polytechnic and Community College graduates possess the hands-on skills and problem-solving capabilities highly sought after by industries. Collaborating with MIDA strengthens our mission to produce graduates ready for the evolving job market."

Ts. Haji Kamaludin Daud
Deputy Director General (Governance)
JPPKK

Manpower Department (JTM): JTM administers 33 training institutions, including ILPs, ADTECs and the Japan-Malaysia Technical Institute (JMTI) under the Ministry of Human Resources. Currently, JTM is collaborating with UWC Industrial Sdn. Bhd. to address the company's manpower needs for welders and welding inspectors, an initiative facilitated by MIDA.



"Through MIDA's facilitation, partnerships with industry players have significantly benefited the industries and our 33 training institutions via ILP, ADTEC, and JMTI by better aligning with industry demands and nurturing specialised talent. As an example, the current collaboration with UWC Industrial Sdn. Bhd. is projected to engage nearly 50 graduates from ADTEC Kulim for CNC machining roles."

Ts. Hjh. Junnaina Husin Chua
Director of Planning and Research
JTM



Future-Ready Talent for New Industrial Master Plan (NIMP) 2030

As Malaysia charts its industrial transformation through the NIMP 2030, building a resilient, future-ready workforce remains a national priority. In support of this agenda, MIDA formalised a strategic collaboration with MOHE through an MoU aimed at strengthening the alignment between talent development and industry needs.

Under this partnership, several high-impact initiatives are underway:

- **Bengkel Penyelarasan Keperluan Bakat**

Two dedicated talent alignment workshops were conducted to address workforce shortages in key industries:

- One focused on the **Electrical & Electronics (E&E)** sector, supported by MOHE and Collaborative Research in Engineering, Science and Technology (CREST), aimed at upskilling talent in both technical and soft competencies.
- A second workshop targeting the **E&E and Machinery & Equipment (M&E)** sectors was held in collaboration with the **Penang Skills Development Centre (PSDC)** to strengthen workforce planning and development strategies tailored to these high-growth areas.

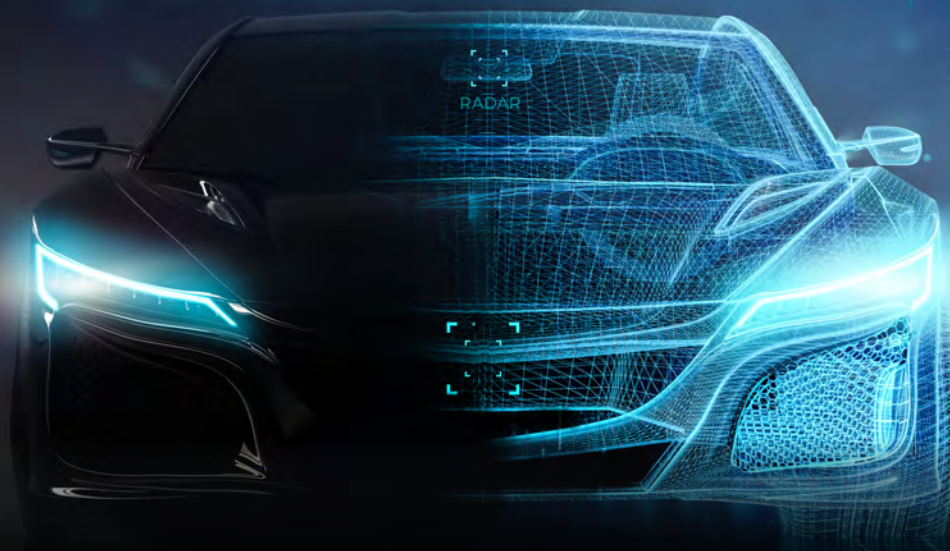
- **MoU Exchange with Malaysian Technical University Network (MTUN)**

MIDA also expanded its collaboration with UTHM, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), Universiti Teknikal Malaysia Melaka (UTeM), and Universiti Malaysia Perlis (UniMAP) through a formal MoU exchange with MTUN. This engagement focuses on enhancing TVET delivery across the manufacturing value chain – ensuring a sustainable pipeline of specialised talent for future industry demands.

MIDA remains dedicated to narrowing the gap between talent supply and industry demand. By strengthening TVET, enhancing workforce productivity, and aligning skills with national industry goals, Malaysia is building a future-ready talent base to realise the ambitions of NIMP 2030.

For more information, you may contact the **Industry Talent Management & Expatriate Division, MIDA** at <https://www.mida.gov.my/staffdirectory/industry-talent-management-and-expatriate-division/>





MIDA-Chery Alliance Drives Forward Malaysia's Automotive Supply Chain

The Malaysian automotive industry is entering a transformative phase, propelled by strategic partnerships that reinforce its position within the regional and global supply chain. At the forefront of this evolution is MIDA, which, together with Chery, has taken a bold step to establish high-impact collaborations that align with Malaysia's long-term industrial ambitions. Through key initiatives like the Chery Premier Supply Chain Programme in Wuhu, China, and the subsequent Chery Premier Supply Chain Synergy Day in Malaysia, the collaboration demonstrates a comprehensive, multi-tiered approach to strengthening critical supply chains, advancing vendor development, and catalysing investment in high-value manufacturing.

The Chery Premier Supply Chain Programme, held in Wuhu, People's Republic of China, from 2nd to 5th December 2024, was a carefully structured initiative between MIDA and Chery, working in close collaboration with the Ministry of Investment, Trade and Industry (MITI) and the Malaysia Automotive Robotics & IoT Institute (MARii). This programme aims to strengthen ties between Malaysian automotive vendors and Chery Technology Group (CTG), advancing Malaysia's integration into the ASEAN automotive supply chain and boosting local vendors' global competitiveness.

Building on the foundations laid in Wuhu, MIDA and Chery Corporate Malaysia hosted the Chery Premier Supply Chain Synergy Day on 14 May 2025 to transform initial discussions into long-term partnerships, driving growth, innovation, and added value in Malaysia's automotive sector.

Gearing Malaysia-China Collaboration: The Chery Premier Supply Chain Programme

The Chery Premier Supply Chain Programme held in Wuhu, featured a comprehensive agenda that included strategically focused conferences, in-depth factory visits to Chery facilities, and highly productive one-on-one business matching sessions.

The supply chain sessions proved highly impactful, enabling targeted engagement between over 30 Malaysian automotive vendors, Chery Technology Group, and 19 leading Chinese suppliers to explore joint ventures and supply opportunities. The event attracted over 130 participants—including key industry leaders like YB Lee Chean Chung, Chairman of the Malaysia-China Technology Promotion Association and Mr. Zhang Guibing, Chery International President — highlighting its strategic significance and strong interest from both the public and private sectors. MITI and MARii delegates were also present during the event.

The programme aims to enhance Malaysian automotive vendors' capabilities through exposure to China's advanced Industry 4.0 technologies, promote strategic collaboration with Chery in supply chain and capacity building, and share best practices in efficient supply chain management. It also seeks to inform stakeholders of current investment opportunities, incentives, and policies to support industry growth and attract greater foreign investment.

Tangible Outcomes: MIDA's Pivotal Role in Driving Investment and Forging Strategic Partnerships

The collaborative outcomes of the Wuhu programme are already materialising. MIDA's facilitation led to the formalisation of strategic partnerships aimed at strengthening Malaysia's automotive value chain:

- **Feytech Sdn. Bhd.**, a local seating systems specialist, and **Wuhu Ruitai Auto Parts Co. Ltd.**, a core vendor within Chery's supply network, signed a Memorandum of Understanding (MoU) to co-develop, manufacture and assemble high-quality automotive seat components. This partnership will enhance Feytech's production capabilities and its access to both regional and international markets.

- **Multi-Code Electronics Industries (M) Berhad**, a leading Malaysian electronics manufacturer, initiated collaboration discussions with **Wuhu Atech/Bitech Automotive Electronics Co., Ltd.** in areas including Body Control Modules (BCM), Advanced Driver-Assistance Systems (ADAS), and intelligent automotive instrumentation. Such collaborations are key to positioning Malaysia at the forefront of smart vehicle innovation.

These developments reflect MIDA's active role in investment facilitation, capacity building, and supply chain integration—all crucial to fostering a competitive, innovation-driven ecosystem in line with Malaysia's national industrial policy goals.

MIDA and Chery's Continued Vision: The Chery Premier Supply Chain Synergy Day

MIDA and Chery's commitment to advancing Malaysia's automotive industry was reaffirmed through the successful hosting of the Chery Premier Supply Chain Synergy Day in MIDA, KL Sentral. Building on the momentum of the Wuhu programme, the event served as a platform to formalise partnerships through the signing of multiple Memoranda of Understanding (MoUs)

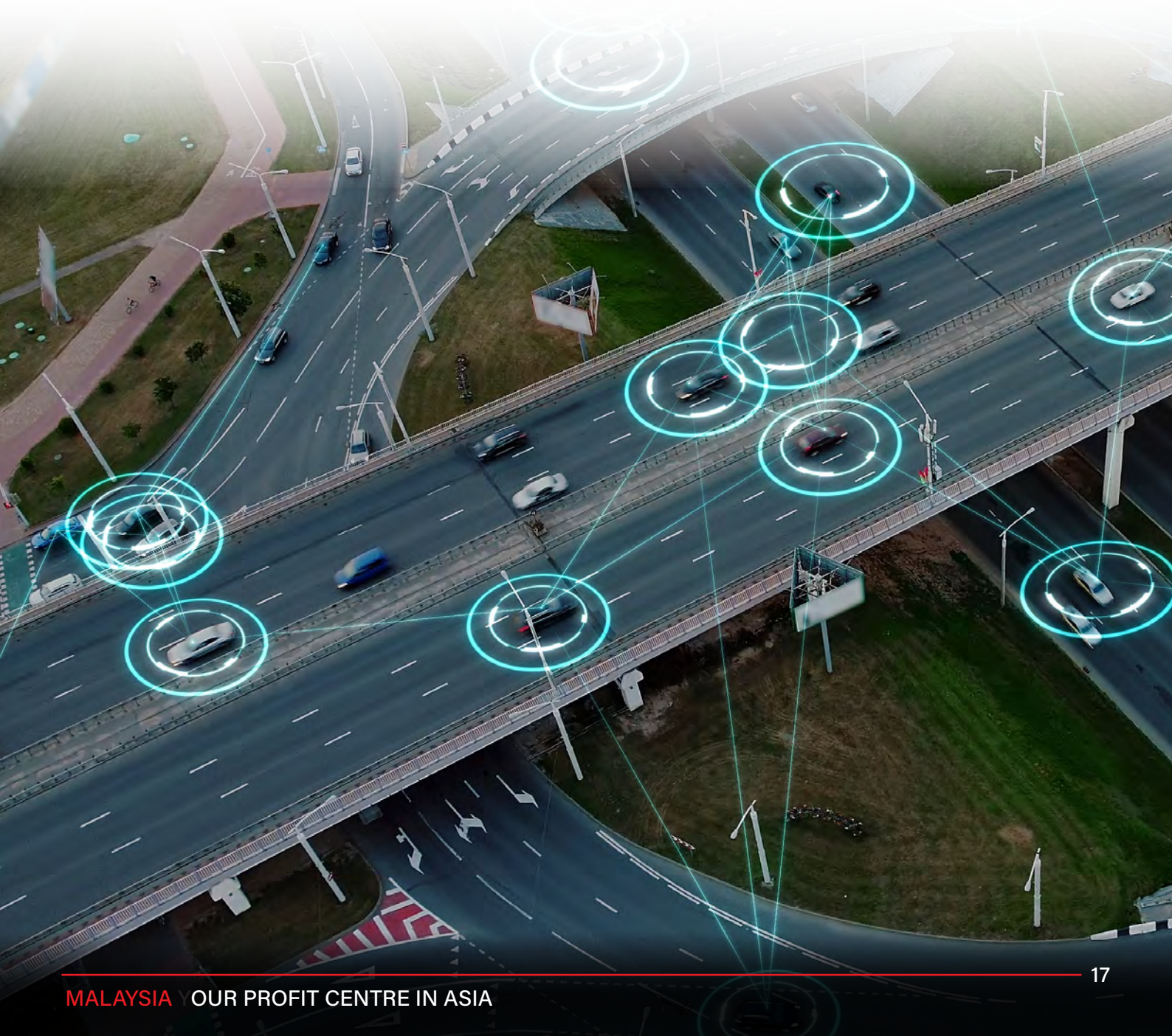


between Malaysian vendors and key Chery suppliers from China. It also marked a deepening collaboration between Chery Technology and Chery Corporate Malaysia, highlighting their shared vision for sustainable industry growth.

Key objectives included translating exploratory discussions into actionable partnerships, facilitating technology and knowledge transfer, and unveiling the Chery Supplier Park in Lembah Beringin, Selangor—a major investment that promises to enhance local vendor participation and attract further foreign investment. The Synergy Day also reaffirmed Chery's role in positioning Malaysia as a regional Right-Hand Drive (RHD) export hub and a centre for advanced R&D under the National Automotive Policy (NAP) 2020 and the New Industrial Master Plan (NIMP) 2030.

Together, MIDA and Chery are laying the foundation for a competitive and innovation-driven automotive ecosystem in Malaysia. Their strategic alignment, supported by tangible outcomes such as vendor linkages, supply chain integration, and industrial capacity building, reinforces Malaysia's trajectory as a leading player in the regional and global automotive supply chain.

To explore investment opportunities, please contact the Transportation Technology Division, MIDA at <https://www.mida.gov.my/staffdirectory/industry-transportation-technology-division/>





Kuala Lumpur Levels Up: Powering the Future of Global Gaming Ecosystem

The global gaming industry has transformed into a multi-billion-dollar juggernaut—one that now extends far beyond entertainment into sectors such as education, healthcare, and enterprise solutions. Fuelled by rapid technological innovation and an ever-expanding user base, gaming has become one of the most dynamic pillars of the digital economy. Within this evolving landscape, Southeast Asia is fast gaining recognition as a key growth region, and Malaysia—particularly its capital city, Kuala Lumpur—is emerging at the forefront, not just as a consumer market, Kuala Lumpur but as a strategic hub for game development, talent cultivation, and digital content innovation.

This momentum is underpinned by robust government support, targeted policy initiatives, and investment incentives aimed at nurturing the creative digital industry. In parallel, the city is witnessing the rise of a vibrant ecosystem of local and international developers, studios, and platforms. Complementing this is a strong pipeline of skilled graduates from local institutions, ready to fuel the sector's continued growth. With its strategic location, multilingual talent pool, and commitment to digital transformation, Kuala Lumpur is poised to play a pivotal role on the global gaming stage—where creativity meets commerce and innovation drives impact.

Global and Regional Market Landscape

The gaming industry has become one of the largest and fastest-growing sectors in digital entertainment, valued globally at **USD221.4 billion in 2023** and projected to exceed **USD300 billion by 2027**. The Asia-Pacific region accounts for nearly **49%** of global gaming revenues, driven by major markets such as China, Japan, and South Korea, while **Southeast Asia** stands out as the **fastest-growing region** due to high mobile penetration, rising disposable income, and the increasing popularity of **e-sports and mobile-first games**. Within this dynamic landscape, Malaysia is carving out a strong presence, with its gaming industry generating an estimated **USD802 million (RM3.8 billion)** in revenue in 2023 and expected to grow at a **CAGR of 8.7% through 2027**. The country also boasts a vibrant gaming community, with over **20 million active gamers**, more than **60%** of the total population, according to the Malaysia Communications and Multimedia Commission (MCMC).

A Strong and Evolving Talent Pool

Malaysia's universities and technical institutions are actively shaping the next generation of game developers and digital creators. The nation's **top universities**, such as the University of Malaya (UM), UTeM, Asia

Pacific University (APU), Multimedia University (MMU), Universiti Tunku Abdul Rahman (UTAR), and Sunway University, offer specialised programmes in software engineering, multimedia computing, and game development. Industry-focused academies like The One Academy, Claz'room College, and UOW Malaysia KDU College supply creative talent in game art, design, and animation, while polytechnics and TVET providers such as Politeknik Ungku Omar and University College TATI contribute hands-on talent for production roles.

Together, this ecosystem supports a growing pool of industry-ready graduates for both local studios and global tech companies across the gaming, simulation, and immersive technology sectors.

From Kuala Lumpur to the World: How Virtuos is Shaping the Future of Game Development

With Malaysia ranked 22nd globally in game revenues and supported by an online population of 32 million, Virtuos—one of the world's largest independent video game development companies with a portfolio of over 1,500 titles and partnerships with 23 of the top 25 global gaming companies—chose to establish its studio in Bangsar South in 2022, underscoring Kuala Lumpur's strategic importance in the global gaming landscape.

Virtuos Kuala Lumpur is playing a transformative role by nurturing local talent and delivering AAA game titles to the global market. The studio provides full-cycle game development services while investing heavily in upskilling Malaysian youth through structured training programmes,

educational partnerships, and hands-on exposure to real projects. In just three years, the team has contributed to major international titles, proving that Malaysia's talent can meet the demands of high-quality game production.

The studio's presence aligns with the country's broader digital transformation agenda, positioning Kuala Lumpur as an attractive hub for innovation, talent, and investment in game development. Kuala Lumpur's competitive advantages, sustained government support and global collaborations, the city is well-positioned to evolve into a regional gaming hub that powers both local innovation and international success. The selection of Kuala Lumpur as the location for Virtuos to set up its operation exemplifies the city's growing role as a potential gaming hub—one that attracts and nurtures world-class games and talent. With the right blend of skilled professionals, strategic vision, and supportive infrastructure, Kuala Lumpur is well-positioned to emerge as a regional leader in the global game development industry.

Policy Alignment Driving Industry Growth

Malaysia's gaming industry is backed by strong national policies under the Malaysia Digital Economy Blueprint (MyDIGITAL) and the New Industrial Master Plan (NIMP) 2030, which aim to position the country as a regional digital economy leader by 2030. MyDIGITAL recognises creative and digital content, including gaming as a strategic sector, with incentives for startups, IP development, and digital infrastructure. MyDIGITAL sets bold targets such as increasing the digital economy's contribution to GDP to 22.6% by 2025, creating 500,000 digital jobs, and achieving full 4G coverage alongside the nationwide rollout of 5G.



Complementing this, NIMP 2030 targets high-value, tech-driven industries under missions such as **Advance Economic Complexity and Tech-Up for a digitally vibrant nation**. These national priorities align closely with the game development ecosystem's role in IP creation, AI integration, and the adoption of immersive technologies. Together, MyDIGITAL and NIMP 2030 are paving the path for Kuala Lumpur to rise as a global hub for gaming and digital innovation.

Strategic Advantages of Kuala Lumpur

Kuala Lumpur offers a range of strategic advantages that position it as an emerging hub for the gaming industry. The city boasts robust digital infrastructure, with high-speed broadband and mobile internet penetration exceeding 95%, enabling seamless connectivity for developers and gamers alike. It also offers a cost-competitive environment, with lower development costs compared to regional peers such as Singapore and South Korea, making it attractive for both start-ups and established studios. Kuala Lumpur's multilingual population, fluent in English, Malay, Tamil, and various Chinese dialects, has further enhanced its appeal for game localisation and regional engagement. Strategically located in the heart of Southeast Asia, the city serves as a gateway to the over 600 million-strong ASEAN consumer base. Coupled with a thriving digital culture, these attributes make Kuala Lumpur an ideal location for regional publishing operations, esports events, and the export of creative digital content.

Opportunities and Challenges Ahead

While Malaysia's gaming industry is on a strong growth trajectory, several challenges remain that need to be addressed to unlock its full potential. Independent developers often face limited access to funding, making it difficult to scale projects or bring original ideas to market. There is also a need for more robust and scalable intellectual property protection frameworks to safeguard creative assets. Additionally, expanding training and mentorship opportunities is essential to nurture emerging talent and ensure industry readiness. Greater public-private collaboration will also be key to accelerating ecosystem development. These challenges, however, present valuable opportunities for targeted policy interventions, increased investor engagement, and strategic industry partnerships to sustain long-term growth.

Conclusion

Kuala Lumpur is fast becoming a serious contender on the global stage for gaming and interactive technology. Fuelled by a vibrant gamer ecosystem, a growing pipeline of specialised talent, advanced digital infrastructure, and strong policy support through initiatives like MyDIGITAL and NIMP 2030, the city offers a compelling, future-proof destination for game developers, tech innovators, and investors alike.





Paywatch: Championing Fair Financial Access in Southeast Asia

Paywatch is a multi-product neo-fintech (NeoFI) company championing fair financial access for underserved workers across Southeast Asia. Its flagship - Earned Wage Access (EWA) solution is the largest in the market, enabling over 200,000 employees to access their earned wages in real time—debt-free—while promoting financial inclusion and resilience for workers throughout the region.

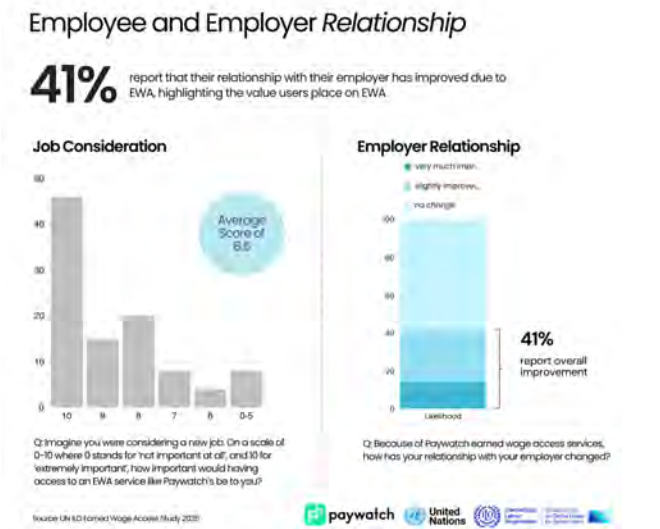
Reducing Turnover, Boosting Productivity: The Data Behind EWA

With over USD150 million in EWA transactions processed, Paywatch is now Southeast Asia's leading EWA provider by volume and reach. The company is backed by top-tier banks such as Citi, OCBC, HSBC and CIMB, and is trusted by Global Fortune 500 companies including Genting Group, CP Group (Lotus's), DFI Retail (Guardian), Wilmar, TELUS, and Shangri-La Hotels. Headquartered in Malaysia, the company has grown quickly to operate in the Philippines, Indonesia, South Korea, Singapore and Hong Kong—demonstrating the scalability and impact of its inclusive fintech model.

Recognised globally, Paywatch has been featured in studies backed by the UN's International Labour Organisation and Gates Foundation. It has also collaborated with the UN Capital Development Fund (UNCDF) as a financial inclusion champion, was named among Forbes' Top 100 to Watch in 2024 and

won the Top ESG award in the 2023 Fintech Frontier Awards.

Recent implementation studies reveal compelling HR benefits when companies deploy Paywatch's EWA as an employee benefit. The data shows that 41% of users experienced improved relationships with their employers after gaining access to earned wages. Perhaps even more significantly, 46% of employees indicated they would actively seek employers offering EWA benefits when considering future job opportunities, underscoring its value as a powerful retention and recruitment tool.



Beyond Salary Access: A Strategic Financial Wellness Platform

Paywatch's platform has expanded beyond its core EWA solution to offer a comprehensive financial wellness ecosystem. It now includes bill payments, employee rewards, savings,

WHY MALAYSIA SERIES

global money movement, and insurance features—tools that holistically promote healthier financial habits. Users can stay on top of their bills, including daily necessities such as mobile data and water. Also, car insurance payment plans are available for employees to pay directly with their EWA balance.

The transformative impact of these solutions has been validated by a landmark study conducted by 60 Decibels in partnership with the International Labour Organisation (ILO), a United Nations agency. Their research found that responsible EWA solutions like Paywatch's demonstrably enhance financial well-being, with 80% of users reporting measurable improvements in their overall quality of life. These findings confirm EWA's critical role in building financial resilience while simultaneously driving workplace satisfaction and productivity.

Quality of Life Improvement

Top insight: User cited improvement in quality of life, financial management and reduced financial stress since using Paywatch



Why Malaysia? Paywatch's Strategic Growth Hub

The choice to headquarter in Malaysia wasn't accidental. With its vibrant fintech ecosystem and a national vision for digital innovation, Malaysia offered fertile ground for Paywatch's bold ambitions. In fact, the company's journey was catalysed by an invitation from the Malaysia Digital Economy Corporation (MDEC) in 2020, following the Financial Innovation Gig Economy Challenge.

Founder and CEO Richard Kim reflects on the company's mission, stating, "Paywatch is revolutionising how workers access their wages, bridging financial gaps while promoting responsible financial habits. For workers, EWA is

becoming a crucial factor in job decisions, while for employers, it strengthens workplace offerings and demonstrates commitment to employee well-being."

MIDA Seoul's Strategic Role in Paywatch Malaysia's Expansion

While Paywatch now operates across Southeast Asia, its rapid growth in Malaysia was supported by MIDA – particularly through its Seoul office's proactive support, reflecting Malaysia's strong commitment to nurturing high-impact, innovation-driven investments and was instrumental in positioning Paywatch as a regional fintech leader.

Expanding Across Asia: What's Next for Paywatch

Paywatch has attracted over USD30 million in capital investment from global investors outside of Malaysia, including from the US, South Korea, Hong Kong, Singapore and more. As Malaysia is their headquarters, the lion's share of the USD30 million has been reinvested into the employees, operations and technology developed in Malaysia.

Since then, Paywatch has created over 50 skilled jobs in Kuala Lumpur and is looking to double that number as it builds AI capabilities to serve companies in Penang and Johor with new office branches in plan to open in the future.

As Paywatch continues to innovate, it plans to expand its service offerings and increase its presence in key markets. Currently operating in Malaysia, the Philippines, Indonesia, South Korea, and Hong Kong, the company plans to expand to Vietnam in due course.

Mr. Richard Kim
Founder & CEO
Paywatch





Realising Investment Approvals

While the Johor-Singapore Special Economic Zone (JS-SEZ) sets the stage for transformative regional integration, its momentum on the ground is being driven by the Invest Malaysia Facilitation Centre Johor (IMFC-J). Officially launched in February 2025, IMFC-J is more than a one-stop centre—it's the operational engine that ensures the JS-SEZ vision translates into tangible results, offering streamlined, high-touch support at every stage of the investor journey.

Jointly led by the Iskandar Regional Development Authority (IRDA), Invest Johor, and MIDA, IMFC-J is strategically located in Iskandar, Johor. It acts as a unified platform for both domestic and international investors, facilitating entry into one of Southeast Asia's most promising cross-border economic zones.

From Policy to Implementation

The JS-SEZ targets 50 high-impact investments within its first five years, scaling up to 100 in a decade. Yet even before the full strategic blueprint is finalised, IMFC-J is already at work, offering consultations, handling regulatory hurdles, setting up infrastructure coordination, and providing post-approval support. It's proactive governance at its most refined.

Backed by over 30 key agencies spanning Malaysian federal ministries, state and local authorities, Singaporean counterparts, and relevant private-sector entities, it ensures coordinated execution that investors can trust.

Strategic Promotion, Seamless Support

MIDA and Invest Johor co-lead investor outreach and sector promotion, providing sector-specific guidance and linking businesses to customised incentive packages, particularly for manufacturing activities. In parallel, the Securities Commission provides advisory and approval services for wealth management and family office set-ups under the Forest City Special Financial Zone (FCSFZ).

On Singapore's side, the Ministry of Trade and Industry (MTI), Economic Development Board (EDB), and Enterprise Singapore jointly operate the JS-SEZ Project Office, offering complementary assistance to Singapore-based investors seeking to expand into the JS-SEZ.

Integrated Coordination on Land and Talent

Among IMFC-J's most investor-relevant features is its dedicated Land Taskforce—a cross-agency mechanism that consolidates land-related processes such as title registration, alienation,



amalgamation, foreign ownership consent, and development approvals, including Building Plan, Earthwork, and Landscape submissions. This reduces the need for fragmented engagement with multiple authorities, streamlining timelines and improving certainty.

On the talent mobility front, IMFC-J manages the Malaysia Automated Clearance System (MACS) and Expatriate Services (XPATNOVA), which fast-track immigration passes for eligible professionals.

Strong Traction Reflects Investor Confidence

Since its official opening, IMFC-J has received more than 300 investment-related enquiries, with 100 focused on wealth management and family office set-up under the FCSFZ. This early momentum signals growing market confidence in Johor as a viable, well-supported investment destination within the JS-SEZ framework.

Anchoring Confidence in the JS-SEZ Ecosystem

IMFC-J is more than a facilitation centre—it's the connective tissue linking strategic intent to actionable delivery. It is designed to evolve in tandem with the JS-SEZ blueprint, continuously adapting to investor needs across sectors like advanced manufacturing, logistics, digital services, fintech, and wealth management.

Whether you're a multinational, a regional leader, or an emerging enterprise, IMFC-J provides the guidance, coordination, and certainty you need to establish and expand your footprint in Iskandar, Johor, Malaysia.

For more information or to begin your investment journey, contact IMFC-J at +603 233 3000 or email info@imfc-j.com.my. Visit us at www.imfc-j.com.my.



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



MTI
MINISTRY OF TRADE
AND INDUSTRY
SINGAPORE

Unlocking the JS-SEZ Opportunities: Driving Investment and Shaping a Future-Ready Region



Powering Regional Growth: The Johor-Singapore SEZ in Action

MIDA Johor

A bold new chapter in ASEAN's economic future is unfolding. The Johor-Singapore Special Economic Zone (JS-SEZ) is not just another policy initiative, it is a transformative framework for cross-border integration, poised to reshape trade, investment, and innovation between two of Southeast Asia's most dynamic economies.

Johor and Singapore, historically interlinked by geography and commerce, are now converging through policy. The JS-SEZ serves as a visionary model, where Malaysia's vast industrial potential meets Singapore's global capital and technological prowess to create a borderless ecosystem that powers the next wave of high-value growth in the region.

From Ambition to Action: The Birth of JS-SEZ

The JS-SEZ officially took flight with the signing of the formal agreement on 8 January 2025, following the earlier Memorandum of Understanding (MoU) signed in January 2024. This agreement laid the foundation for real, executable reforms, driven by aligned incentives, institutional coordination, and clear implementation goals.

To operationalise this vision, Malaysia has introduced a comprehensive incentive package across nine flagship development zones:

- i. Flagship A (Johor Bahru Waterfront)
- ii. Flagship B (Iskandar Puteri)

- iii. Flagship C (Tanjung Pelepas)
- iv. Flagship D (Tanjung Langsat – Kong Kong)
- v. Flagship E (Senai – Skudai)
- vi. Flagship F (Kulai – Sedenak)
- vii. Flagship G (Desaru – Penawar)

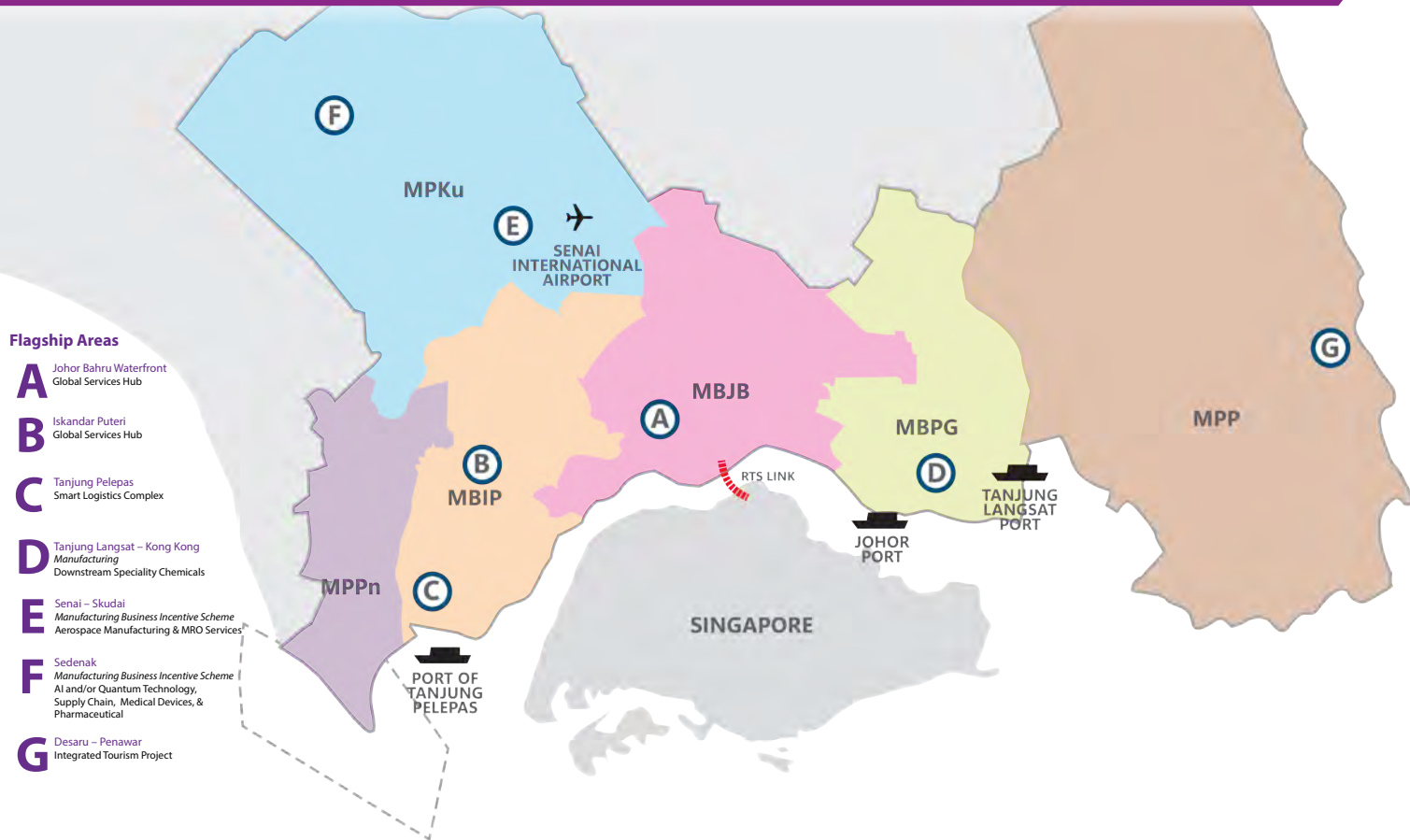
Additional strategic nodes include:

- viii. Flagship H: Pengerang Integrated Petroleum Complex (PIPC) – Covered under the 2024 National Budget, this zone offers incentives for industrial park developers and petrochemical manufacturers.
- ix. Flagship I: Forest City Special Financial Zone (FCSFZ) – Launched with a dedicated incentive package for companies and individuals operating within the FCSFZ. This strategic zone is designed to attract financial institutions, multinational corporations, and high-net-worth individuals, aiming to become a premier hub for wealth management, fintech, and global business services.

Together, these zones span industries from advanced manufacturing and specialty chemicals to digital services, logistics, medical devices, AI, and sustainable tourism, establishing the JS-SEZ as a multisectoral magnet for global capital.

The JS-SEZ is divided into different flagships, economic sectors and activities, which include Global Services Hub, Smart Logistics Complex, Manufacturing – Downstream Specialty Chemicals, Manufacturing Business Incentive Scheme and Integrated Tourism Projects.

NEWS FROM MIDA STATE OFFICES



JS-SEZ Incentives by Flagship, Economic Sector & Activities

Flagship A&B

Global Services Hub

- Regional Profit & Loss (P&L); and
- Strategic Business Planning; and
- Corporate Development; and
- Regional or Global Treasury and Fund Management conducting cash pooling activities via onshore intermediaries; and
- A minimum of two (2) other qualifying services of either strategic services, business services or shared services.

Flagship C

Smart Logistics Complex

- Smart logistic operator who invests in development of smart logistics and carry out any of the eligible logistic activities;
- Qualifying logistics services/activities:
 - Regional Distribution Hub; (and/or)
 - Integrated Logistics Services; (and/or)
 - Dangerous Goods Storage; (and/or)
 - Cold Chain Facilities

Flagship D

Manufacturing – Downstream Specialty Chemicals:

- Base chemical – methanol, ethylene, propylene, benzene, aromatics;
- Organics intermediates – C1 to C6;
- Specialty chemical;
- Fertilisers;
- Polymers/plastics; or
- Oleochemical/ biochemical

Flagship E & F

Manufacturing Business Incentive Scheme:

- AI; and/or Quantum Technology Supply Chain
- Medical Devices; Pharmaceutical; or
- Aerospace Manufacturing and MRO Services

Flagship G

Integrated Tourism Project

For JS-SEZ incentive details, visit:

https://www.mida.gov.my/wp-content/uploads/2025/02/03.02.25_Snapshot-JSSEZ-for-Publication_MIDA_IRDA_.pdf

For FCSFZ incentive details, visit:

https://www.mida.gov.my/wp-content/uploads/2025/04/Guideline_FCSFZ.pdf

NEWS FROM MIDA STATE OFFICES

JOHOR-SINGAPORE SPECIAL ECONOMIC ZONE (JS-SEZ)

Joint Business and Investment Forum

BRIDGING ECONOMIES, STRENGTHENING SUPPLY CHAINS.
Business · Investment · Services · Trade.

PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE, JOHOR BAHRU, JOHOR, MALAYSIA



IMFC-J: A Seamless Gateway for Investors

Driving the seamless investor experience is the Invest Malaysia Facilitation Centre Johor (IMFC-J), launched in February 2025. Strategically located at Cernelian Tower, Forest City, this one-stop centre delivers what investors need most: **speed, certainty, and coordination.**

Launched by His Royal Highness Tunku Ismail Ibni Sultan Ibrahim, the Regent of Johor, the IMFC-J is jointly led by the Iskandar Regional Development Authority (IRDA), Invest Johor, and MIDA, with inter-agency linkages to multiple federal entities. It is purpose-built to resolve bottlenecks, fast-track approvals, and ensure projects hit the ground running, regardless of changes in administration or bureaucracy.

The Early Wins: Investor Confidence Soars

In Q1 2025, Johor registered a record-breaking **RM30.1 billion in approved investments**, a significant leap from Q1 2024. Nearly 90% of

these inflows are within the JS-SEZ footprint, a resounding endorsement of the zone's relevance and readiness.

Investments are pouring into advanced manufacturing, logistics, renewable energy, digital finance, and high-value services, with increasing participation from global multinationals and regional giants alike.

Why the JS-SEZ Matters - Regionally and Globally

The JS-SEZ represents a paradigm shift in how countries can collaborate for mutual economic gain, serving as a template for next-generation economic zones. It offers:

- **Bilateral policy alignment** – not just tax perks, but strategic coordination at the highest level.
- **Cross-border talent & goods mobility** – facilitated by fast-track immigration and digital clearance systems.
- **Integrated infrastructure & digital linkages** – including smart logistics, fintech services, and shared utilities.
- **Unified investor support** – via IMFC-J, combining federal agility and state-level responsiveness.





The JS-SEZ positions Johor at the heart of ASEAN's growth map. With its industrial heritage, robust infrastructure, growing talent pool, and proximity to global markets via Singapore, Johor is ready to ascend, not just as a manufacturing hub, but as a regional capital for innovation, trade, and sustainable growth.

Ready to Explore the Opportunities?

MIDA Johor and MIDA Singapore are proactively working together to facilitate cross-border investment and ensure seamless support for investors exploring opportunities within the JS-SEZ.

The JS-SEZ reflects a powerful commitment by Malaysia and Singapore to build a high-performing, cross-border economic ecosystem, one that transcends policy silos and accelerates tangible results. With diverse opportunities across its flagship zones, including the thriving Forest City Special Financial Zone (FCSFZ), Johor is truly where your future begins.

**Be where Southeast Asia is heading.
Be part of the Johor-Singapore SEZ.**





DHL and MIDA Extend Strategic Partnership to Accelerate Foreign Investments into Malaysia

MIDA and DHL have renewed their strategic partnership through a new Memorandum of Understanding (MOU) signed on 25 June 2025. The collaboration reinforces efforts to position Malaysia as a leading regional logistics hub by enhancing the country's supply chain capabilities to better support foreign investors.

All four DHL business divisions operating in Malaysia — DHL Express, DHL Supply Chain, DHL Global Forwarding, and DHL eCommerce — will continue working with MIDA to attract investments in key sectors such as electronics, pharmaceuticals, aerospace, and chemicals.

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, said the partnership is a strategic step towards building a smart logistics ecosystem, supported by innovations such as AI, automation, and robotics. DHL leaders also affirmed their commitment to Malaysia, citing expanded infrastructure and comprehensive end-to-end logistics solutions that enable faster market access for global companies.

The renewed MOU supports the goals of Malaysia's New Industrial Master Plan 2030 and reflects growing investor confidence, bolstered by Malaysia's improved global rankings in connectivity and competitiveness.



Inspiring Career Pathways

Empowering Youth for the Future Workforce

In line with MIDA's commitment to youth development under the **SANTUNI MADANI Programme**, the Corporate Management Division and the Industry Talent Management and Expatriate Division of MIDA organised the **Career Pathways Programme** at SMK Syeikh Abdul Ghani, Bidor, Perak, on 30 June 2025.

This programme was designed with clear and purposeful objectives:

- Guide students in choosing educational pathways, including matriculation, diploma, foundation studies, Technical and Vocational Education and Training (TVET), or direct entry into the workforce;
- Increase students' awareness of current labour market demands;
- Develop essential soft skills such as communications, leadership, and time management; and
- Provide a platform for interaction with educational institutions, government agencies, industry representatives, and alumni.

The programme featured insightful sharing sessions by distinguished professionals, including Dr. Shah Jahan Assanarkutty from the Ministry of Education (MOE) and Mr. Joe Hanni Mohamad from the National Higher Education Fund Corporation (PTPTN), who shared their valuable experiences and guidance on navigating education and career pathways.

The programme successfully fulfilled its mission of strengthening career awareness among students and reinforcing partnerships between schools, government bodies, and the broader community. It served as a testament to the collective effort in nurturing Malaysia's future workforce.

This initiative reflects MIDA's ongoing commitment to empowering future generations, in line with the MADANI values of compassion, inclusivity, and progress.



Street Eats, Big Dreams How a MIDA-Leased Plot Became a Hub for Small Business Revival

At first glance, the lot along Jalan Ampang—just a stone's throw from the iconic KLCC skyline—may appear to be a typical urban space. But by nightfall, it transforms into something extraordinary: a vibrant street-dining park powered not by restaurants or corporations, but by food trucks – locals, mostly young entrepreneurs. Dozens of them selling sumptuous Malaysian fusion foods.

This is TAPAK Urban Street Dining (TAPAK), located on land leased from MIDA, has become a quietly powerful success story in community-based entrepreneurship.

A Strategic Use of Land, A Social Impact by Design

MIDA's decision to lease the land at Jalan Ampang to TAPAK was more than a real estate transaction. Rather than leaving the lot idle or outsourcing it to large developers, the land was entrusted to a local startup with a simple idea: use food trucks to empower micro-entrepreneurs. It worked!

Since setting up at this prime location, TAPAK has grown into a nightly marketplace with over 30 food trucks, drawing office workers,

tourists, and KL residents looking for local flavour and urban authenticity. The space thrives on high footfall, but its real story lives behind the counters of those trucks.

Small Businesses, Big Breaks

Most of TAPAK vendors aren't seasoned restaurateurs. They're former delivery riders, home cooks, and first-time business owners who would never qualify for a commercial shop lot.

But here, they can operate under clear permits, at an affordable cost, and with a built-in customer base. That's business made accessible.

"Before TAPAK, I sold nasi lemak from my home kitchen. Now I serve over 200 plates a night. It's changed everything for my family," says Smoke MOJO.

"TAPAK has made business easier by managing all the facilities and marketing. We can focus more on providing better quality to our customers," says Faiz FANADA.

For MIDA, this is economic development at the grassroots level, creating real pathways for income generation, testing innovation in the F&B sector, and stimulating night economy—all from a plot of land.



From Pop-Up to Platform

Since launching in 2016, TAPAK has expanded to six branches- Stadium KL, Subang, Cyberjaya, PJ, Shah Alam, and of course, the landmark site at Jalan Ampang near KLCC. Yet this Jalan Ampang location holds symbolic value.

“TAPAK has developed its own booking app to ensure seamless growth and expansion. This allows transparency in all payments and bookings while keeping all records manageable. Entrepreneurs will grow as TAPAK grows,” says Syed Izmir, Managing Director of TAPAK.

By offering its land to the right kind of partner, MIDA has enabled a model of development that fits squarely into its CSR vision—supporting local innovation, youth entrepreneurship, and SME growth in one fell swoop.

A CSR Model That Tastes Like Home

The impact doesn't end with vendors. TAPAK's eco-conscious efforts—such as waste segregation, community cleanliness, and security—keep the space family-friendly. Meanwhile, the rotating lineup of food trucks ensures diversity and keeps young entrepreneurs in motion.

What was once a quiet, undeveloped lot has become a case study of how a simple lease can power complex outcomes—community engagement, economic stimulation, and social upliftment.



You're invited to our inaugural event!

ECONOMIC & MARKET DEVELOPMENT CONFERENCE 2025

**28 AUGUST 2025,
THURSDAY**

Time:

8.30am - 5.15pm

Venue:

Kulim Golf Club,
Kulim Hi-Tech Park

Organised by::

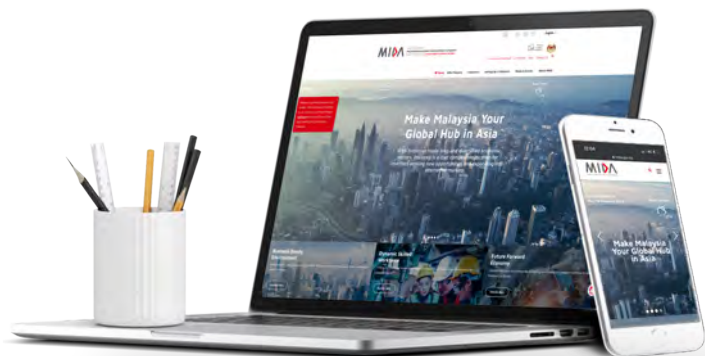
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OUR COMMUNICATION TOOLS



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

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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

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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 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

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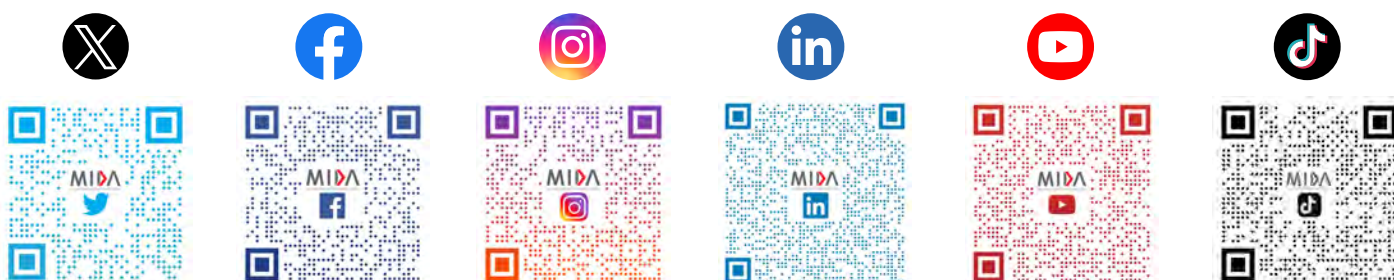
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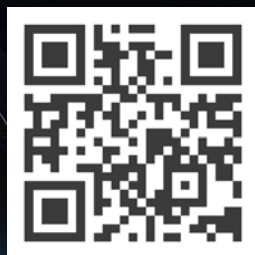
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