



INVEST MALAYSIA

INDUSTRY

Siti Khadijah: Malaysia's Modest Fashion Trailblazer Redefining the Textile Industry

SERVICES

Malaysia as a Regional OGSE Hub: Unlocking Growth, Innovation, and Energy Transformation

SERVICES

Reimagining Hospitality: A Digital and Sustainable Pathway for Visit Malaysia Year 2026

From the CEO's Desk

Dear valued partners and esteemed readers,

As we step into October, I am pleased to share the strong momentum and strategic progress achieved by MIDA alongside our readers. This month's highlights underscore a decisive period of action, where we have not only secured significant investment prospects but also solidified the critical collaborations necessary to translate these leads into tangible economic outcomes.

Our focus remains firmly anchored on driving high-value, sustainable, and transformative investments in line with the New Industrial Master Plan (NIMP) 2030. A major highlight was our success at IGEM 2025, where we secured RM7.3 billion in potential green investments, further cementing Malaysia's position as Southeast Asia's Clean Energy Hub under the policy framework of the New Industrial Master Plan 2030, the National Energy Transition Roadmap and the Green Investment Strategy.

Complementing this, our initiatives are pushing the boundaries of green technology, including the development of low-carbon, circular economy hubs in the East Coast Economic Region (ECER), featuring Carbon Capture, Utilisation, and Storage (CCUS) projects to transform "hard-to-abate" industries towards high-value specialty chemical production.

Equally vital were our efforts to deepen both domestic and international linkages. Globally, our participation at Expo 2025 Osaka culminated in a three-year cooperation framework with JETRO, yielding an impressive RM12.79 billion in Japanese investment leads across key sectors like semiconductors, advanced manufacturing, and renewable energy. This focus on global collaboration extended to Oceania, where our targeted engagements in Sydney and Auckland are aligning our national priorities with the Australia-Southeast Asia Economic Strategy, driving interest in areas like data centres, logistics, and renewable energy.

Domestically, we have forged strategic Memorandums of Understanding (MoUs) with leading financial institutions, namely Maybank and CIMB. These partnerships are crucial, as they leverage powerful regional networks to mobilise capital, accelerate cross-border connectivity, and channel financial expertise toward sustainable growth and high-impact projects.

Our commitment to strengthening vital industrial ecosystems is deeply evident this month. Beyond the ongoing work with Dunham-Bush for the data centre value chain and MEIF for machinery and engineering, we are witnessing significant growth and upskilling across other sectors.

This includes the strategic positioning of the ECER as a regional hub for high-value Specialty Chemicals, which is key to securing Malaysia's downstream industrial growth. Furthermore, ahead of Visit Malaysia Year 2026, the Hospitality sector is booming, attracting RM736.5 million in approved projects in the first half of 2025 alone, supported by MIDA's incentives to drive digital and sustainable transformation.

From the CEO's Desk

We also spotlight Malaysia's Oil and Gas Services and Equipment (OGSE) industry — a key contributor to the economy and energy transition. With over 4,000 vendors and 59,000 skilled workers, the sector reflects Malaysia's engineering excellence and regional strength. Supported by the Global Services Hub Scheme, global players such as Baker Hughes, McDermott, and Allseas continue to expand, reinforcing Malaysia's role as a premier base for high-value energy services in Asia.

We also celebrate the success of homegrown brands like Signature Market, which leveraged MIDA's Domestic Investment Accelerator Fund for ESG Adoption (DIAF-ESG) to achieve B Corp certification, demonstrating how our support not only facilitates global competitiveness in the Fast-Moving Consumer Goods (FMCG) and wellness space but also encourages Malaysian companies to lead boldly in the sustainability arena.

These achievements are not merely figures; they underscore a shared commitment to building a resilient, sustainable, and high-tech industrial future for Malaysia. We look forward to your continued partnership as we work together to accelerate the implementation of our national strategies and secure Malaysia's next wave of economic prosperity.

Best regards,

**DATUK SIKH SHAMSUL IBRAHIM
SIKH ABDUL MAJID**

Chief Executive Officer
Malaysian Investment Development Authority (MIDA)



In this issue



05

INDUSTRY

Siti Khadijah: Malaysia's Modest Fashion Trailblazer Redefining the Textile Industry



14

GOING GLOBAL SERIES

Signature Market: Elevating Lifestyle and Wellness Through Homegrown Innovation



08

SERVICES

Malaysia as a Regional OGSE Hub: Unlocking Growth, Innovation, and Energy Transformation

ECONOMIC CROSSROADS

ECER: Driving Malaysia's Rise in Specialty Chemicals Growth



16

SERVICES

Reimagining Hospitality: A Digital and Sustainable Pathway for Visit Malaysia Year 2026

NEWS FROM MIDA OVERSEAS CENTRES

Deepening Economic Symbiosis: MIDA's Strengthened Engagement Strategy with Australia and New Zealand

EVENT HIGHLIGHTS



22

MIDA and Dunham-Bush Advance Malaysia's Data Centre Value Chain...



23

MIDA and MEIF Join Forces to Future-Proof Malaysia's Machinery...



24

MIDA and JETRO Formalise Three-Year Cooperation Framework...



25

MIDA-Maybank Forge Strategic Partnership to Advance Malaysia...



26

MIDA Secures RM7.3 Billion Potential Green Investments at IGEM...



27

MIDA and CIMB Partner to Drive Sustainable Investments...



Siti Khadijah: Malaysia's Modest Fashion Trailblazer Redefining the Textile Industry

The Dynamic Landscape of Malaysia's Modest Fashion Industry

Malaysia has steadily emerged as one of the leading players in the global modest fashion industry, reflecting its unique blend of cultural diversity, craftsmanship, and innovative design. Driven by a significant Muslim population and a growing middle class seeking high-quality apparel, Malaysia has successfully nurtured a dynamic ecosystem of designers, manufacturers, and retailers who are redefining this market segment. The overall textile manufacturing sector demonstrates robust potential, with the total market projected to expand significantly to **USD 4.47 billion (RM 21.05 billion)** by 2030, fueled by strong domestic demand, increasing disposable income, and evolving consumer preferences.

Modest fashion, which encompasses both Islamic wear and universal modest trends, is rapidly gaining mainstream appeal globally. Muslim consumer spending on apparel and footwear is a powerful growth driver, projected to reach a substantial **USD 428 billion (RM 2.02 trillion)** by 2027. This segment, once a niche market, has evolved into a sophisticated, mainstream fashion line that appeals to both Muslim and non-Muslim consumers, presenting major export opportunities.

The Malaysian industrial ecosystem is highly supportive of this growth, with the Halal Industry Master Plan 2030 (HIMP) 2030 providing a strategic blueprint to position the nation as the global leader in the Halal economy, including emerging sectors like modest fashion. This involves **strengthening the Halal assurance system**, promoting ethical sourcing, and ensuring high hygiene standards across the entire supply chain, which is crucial for international credibility. Current market trends strongly emphasise digital transformation, with brands effectively leveraging e-commerce and social media to reach wider and more diverse markets. Furthermore, there is a strong institutional and consumer push towards sustainability and ESG compliance, compelling brands to adopt eco-conscious materials and transparent ethical practices. Prominent local players like Naelofar, TudungPeople, and Poplook, alongside established manufacturers, collectively underscore Malaysia's industry maturity and its strong potential for high-value export in this sector.

Siti Khadijah Dagang Sdn. Bhd. (SKD): A Pioneer in Innovation and Sustainable Growth

Within this thriving landscape, Siti Khadijah has profoundly distinguished itself as a pioneer, transforming the telekung (prayer attire) market from a niche product category into a symbol of quality and innovation. The story of Siti Khadijah is

one of determination, faith, and vision. What began as a modest, home-based effort to create practical and comfortable telekung has blossomed into a pioneering modest apparel and lifestyle brand, a household name at the forefront of Malaysia's textile industry. Born from the founder's deep desire to meet the real needs of women, Siti Khadijah grew step by step, guided by innovation, perseverance, and a strong sense of purpose, until it became the trusted name it is today.

From its early days of crafting products by hand, Siti Khadijah has steadily expanded its reach. Today, it operates 61 boutiques nationwide, alongside international outlets in Indonesia and Singapore, strengthened by a thriving online presence and significant numbers of loyal customers. Along this journey, the brand has received numerous prestigious accolades, including the Putra Brand Awards 2024 (Silver in Apparel & Accessories), the Star Outstanding Business Awards (SOBA) with Meritorious Bronze for Best Brand and Best in Retail, as well as the Malaysia Franchise Awards 2024. These recognitions reflect not only its business achievements but also its role in uplifting communities and redefining modest fashion with elegance, functionality, and comfort.

Looking to the future, Siti Khadijah is committed to elevating Malaysian modest fashion and lifestyle products onto the global stage. The company is broadening its international footprint while ensuring that sustainability remains central to its journey. At Laman Khadijah, the brand's cultural and experiential hub, solar panels have been installed to promote sustainability and strengthen support for ESG values. The adoption of eco-conscious fabrics such as bamboo and Tencel organic materials, together with the placement of recycling bins throughout the headquarters, further underscores the brand's commitment to responsible and ethical practices.

Beyond sustainability, Siti Khadijah continues to prioritise investment in people, knowledge, and innovation. The company is committed to empowering underprivileged local talent through structured training and upskilling initiatives, while driving Research & Development (R&D) to address the evolving needs of its customers. Strategic collaborations with universities and research institutions further enhance its ability to integrate tradition with technology, laying a strong foundation for future lifestyle innovations.



The journey of Siti Khadijah proves that humble beginnings can give rise to extraordinary achievements. With passion, resilience, and a spirit of innovation, the brand has grown into Malaysia's most trusted modest apparel and lifestyle brand. As it steps boldly into the future, Siti Khadijah remains steadfast in its mission: to inspire, to innovate, and to bring Malaysian modest fashion to the world.

As global demand for modest fashion continues to expand, Malaysia is well-positioned to become a hub for innovation, sustainability, and export excellence in this sector. Companies like Siti Khadijah exemplify how homegrown brands can compete internationally by prioritizing quality, operational efficiency, and customer-centric design. The inspiring journey of Siti Khadijah underscores the country's potential to lead not only in modest fashion production but also in setting global standards for ethical, sustainable, and inclusive growth in the textile industry.

MIDA Facilitation and Investment Incentives

As the principal investment promotion agency, MIDA is instrumental in guiding both foreign and domestic investment into the high-value modest textile industry. MIDA's support is structured to facilitate the industry's shift towards high-growth and high-value areas, in line with the national aspiration to increase economic complexity and promote ESG considerations under New Industrial Master Plan (NIMP) 2030.

To encourage this transformation, MIDA administers a range of competitive tax incentives for companies undertaking textile and textile products manufacturing activities.

Under the NIMP 2030, the Textile, Apparel, and Footwear subsector is one of the key areas targeted for industrial transformation in Malaysia. Effective first quarter of 2026, companies undertaking investment in this subsector will be subject to a New Investment Incentive Framework where tax incentives are tiered and based on an outcome-based approach. Achieving these incentives requires, among others, the adoption of Industrial Revolution 4.0 (IR4.0) technologies and R&D expenditures commitment.

MIDA also support R&D activities by offering Investment Tax Allowance for Contract R&D Companies and for in-house R&D, underscoring the government's commitment to innovation and value chain transformation. MIDA also provides comprehensive support and guidance to investors, from the application process to operational expansion, ensuring Malaysia remains a premier destination for Modest Fashion industry investment.

To learn more about investment opportunities in the textiles and textile products industry, please contact the MIDA Building Technology and Lifestyle Division at <https://www.mida.gov.my/staffdirectory/building-technology-lifestyle-division/>.





Malaysia as a Regional OGSE Hub: Unlocking Growth, Innovation and Energy Transformation

The Oil and Gas Services Equipment (OGSE) sector remains a key driver of Malaysia's growth, contributing between 5% and 8% to the national GDP. In 2023, the sector recorded its highest revenue at RM83.9 billion, underscoring its resilience and importance in the economy¹. The ecosystem comprises more than 4,000 vendors and employs over 59,000 skilled workers, with the majority being local SMEs. At the heart of the ecosystem is PETRONAS, whose capital and operational spending continues to shape industry dynamics, together with other long-standing upstream players in the country such as Shell and ExxonMobil. Their investments in complex upstream projects create significant opportunities for local OGSE companies as well as niche foreign service providers.

Over the years, Malaysia's oil & gas sector has seen growing participation from foreign niche service providers offering specialised subsea and well intervention services, driven by the country's need for global expertise and cutting-edge technology as well as reliable equipment to support offshore projects and revive aging oil fields. These providers help bridge gaps in local capabilities and infrastructure. As Malaysia pursues its net-zero emissions goal by 2050, this collaboration is

becoming even more critical, with the OGSE ecosystem entering a transformative era fuelled by innovation, strategic partnerships, and the global shift toward cleaner energy.

Global OGSE companies: A case in point

Global OGSE companies such as Baker Hughes, McDermott, and Allseas assume complementary and strategic roles in supporting Malaysia's upstream oil and gas sector. Each brings specialised expertise that enhances the country's technical capacity and operational excellence:

- **Baker Hughes** has supported Malaysia's energy sector for over 50 years, delivering advanced technologies across exploration, production, and digital transformation. Its Oilfield Services & Equipment segment enhances efficiency and safety for PETRONAS and other operators, while its Industrial & Energy Technology segment provides integrated gas solutions—turbomachinery, compression systems, and AI-driven platforms—to optimise performance and cut emissions.
- The company is a key player in Malaysia's energy transition, notably through the Kasawari CCS project, and strengthens local capabilities via maintenance partnerships and its Global Sustainability Solutions Center in

¹ Source: National OGSE Industry Blueprint 2021–2030, MPRC

Kuala Lumpur. Beyond technology, Baker Hughes drives ESG leadership and community impact through volunteer programs and inclusion initiatives, combining innovation with sustainability to support progress across Malaysia and the Asia-Pacific region.

- **McDermott** specialises in complex offshore engineering, procurement, construction, installation and commissioning (EPCIC). Its operational strength is evident in the successful and expedited completion of complex deepwater projects such as the Kikeh field in Sabah. McDermott is also a frontrunner in large-scale decarbonisation projects, as highlighted by its contract for the Kasawari CCS project. The company's well-established engineering centre in Kuala Lumpur further underscores its technical expertise and capacity for sophisticated project execution.
- **Allseas** specialises in heavy-lift, pipelay, and subsea installation operations across the globe. Its first pipelaying projects in Malaysia demonstrated outstanding efficiency and set new offshore construction records. The company's main strength lies in its advanced vessel operations and capability to deliver complex, high-performance offshore projects, especially for critical natural gas infrastructure.

Companies such as McDermott and Baker Hughes, which have established a longstanding presence in Malaysia, are among the growing number of multinational corporations (MNCs) in

the oil and gas services equipment (OGSE) sector that have chosen the country as their preferred location to establish a strategic hub to coordinate high-value regional operations.

These companies are progressively transforming their global business models to more efficiently oversee and support networks of subsidiaries and affiliates across multiple countries. This positions Malaysia as a prime launch pad into the Asia-Pacific (APAC) region and beyond. This trend aligns well with the Government's aspirations under the Twelfth Malaysia Plan, which aims to transition the nation towards a knowledge-based economy by promoting the export of higher value-added services by positioning Malaysia in competition with traditional headquarter hub jurisdictions such as Singapore and Hong Kong.

Exploring the Global Services (GS) Hub Scheme

Further supporting this development, the Malaysian Government introduced the Global Services Hub (GS-Hub) Tax Incentive Scheme under Budget 2024. This scheme was designed to entice MNCs that use Malaysia as a base for high-value services such as risk management and strategic decision-making to serve their network of subsidiaries in the region or beyond. The GS-Hub scheme adopts an outcome-based approach, offering tax exemptions on qualifying service and trading income, along with a





preferential tax rate for up to 10 years. Additionally, non-citizen individuals holding C-suite positions may benefit from a reduced personal income tax rate for three consecutive years.

Conclusion

Malaysia's oil and gas sector remains a cornerstone of the national economy, with the OGSE ecosystem playing a vital role in supporting upstream development, advancing energy transition efforts, and driving innovation. The active participation of global players reflects sustained investor confidence in Malaysia's strategic position, infrastructure, and talent. Through supportive initiatives like the GS Hub

Scheme, the country continues to strengthen its role as a regional base for high-value services and complex energy operations. As Malaysia progresses toward its 2050 net-zero target, ongoing collaboration between local and international OGSE stakeholders will be essential in shaping a resilient, future-ready energy landscape.

For more information on Global Services (GS) Hub Scheme, contact Business Services and Regional Operations Division at <https://www.mida.gov.my/staffdirectory/business-services-and-regional-operations-division/>





Reimagining Hospitality: A Digital and Sustainable Pathway for Visit Malaysia Year 2026

As Malaysia prepares for Visit Malaysia Year (VMY) 2026, the nation is poised to mark a major milestone in its tourism industry. With an ambitious target of attracting 47 million tourists and achieving RM147.1 billion in tourism receipts, VMY 2026 signals Malaysia's determination to elevate itself as a premier global destination.

For the hospitality sector, particularly hotels, this presents a pivotal opportunity not just to tap into tourist demand, but also to accelerate digitalisation and sustainability — two powerful forces reshaping the structure of the global tourism landscape.

Rising Demand, Shifting Expectations

Malaysia's tourism industry is experiencing strong momentum, with tourist arrivals jumping over 20% from January to May 2025¹. This increase is driven by effective government strategies, including the Visa Liberalisation Plan and technology-enabled and airline-led promotional campaigns. The country recorded 16.9 million international tourist arrivals during this period², a significant increase from the 14.1 million arrivals in the same period the previous year³.

Travellers today seek experiences that go far beyond traditional comfort — they expect personalisation, seamless technology integration, and strong

environmental responsibility. A World Economic Forum survey shows 86% of travellers aged 25-34 prefer sustainable travel options⁴. Meanwhile, AI, big data, and smart systems are rapidly redefining how hotels operate, compete and connect with guests.

In 2024, Malaysia ranked behind Singapore and Thailand in the World Economic Forum's Travel & Tourism Development Index (TTDI)⁵, especially in categories like sustainability, digital readiness, and environmental health. To move up in global competitiveness, Malaysia's hospitality sector must advance decisively - not gradually - in both digital transformation and green innovation.

Digitalisation as a Competitive Edge

Digitalisation is transforming every touchpoint of the guest journey. From AI-powered chatbots managing reservations to predictive analytics anticipating guest preferences, technology is no longer optional—it is essential. Hotels that embrace digitalisation unlock multiple competitive advantages, including:

- **Personalised guest experiences** – Tailored room settings, dining recommendations, and curated itineraries based on past behaviour.
- **Operational efficiency** – Automation in booking, check-in/check-out, and resource management reduces manual workload and enables staff to focus on higher-value services.

¹ <https://www.reuters.com/world/asia-pacific/malaysias-tourist-arrivals-up-20-jan-may-ministry-says-2025-07-22/>

² <https://www.reuters.com/world/asia-pacific/malaysias-tourist-arrivals-up-20-jan-may-ministry-says-2025-07-22/>

³ <https://www.nst.com.my/news/nation/2025/07/1248380/malaysias-foreign-tourist-arrivals-204pct-jan-may-year>

⁴ https://reports.weforum.org/docs/WEF_Future_of_Travel_and_Tourism_2025.pdf

⁵ https://www3.weforum.org/docs/WEF_Travel_and_Tourism_Development_Index_2024.pdf

- **Data-driven insights** - Analytics improve forecasting, accuracy, strengthen revenue optimisation, and deepen customer engagement.

In short, digitalisation enables hotels to deliver seamless, memorable experiences while optimising costs and strengthening competitiveness.

Sustainable Success: Malaysia's Competitive Advantage

Alongside digitalisation, sustainability has emerged as a defining trend in tourism. Guests increasingly make booking decisions based on a hotel's environmental commitments. Sustainable investments yield long-term benefits for both the environment and the bottom line, through:

- **Energy and Water Conservation:** Investing in renewable energy sources like solar panels and water-saving technologies can significantly lower utility costs over time.
- **Waste Management:** Composting food waste, recycling, and reducing single-use plastics can lower disposal costs and create new revenue streams.
- **Enhancing Brand Reputation and Market Reach Attracting Eco-Conscious Travellers:** A growing number of tourists actively seek out sustainable accommodations and experiences. By demonstrating a commitment to the environment, tourism businesses can attract this high-value and increasingly discerning market segment.
- **Protecting Natural Assets:** For destinations reliant on natural beauty, protecting ecosystems ensures long-term viability, such as a diving resort investing in coral reef restoration to sustain both the environment and its appeal.

The Malaysian Association of Hotels (MAH), in partnership with other organisations, has launched a new ESG Certification for hotels and resorts. This initiative provides a measurable checklist for properties to align with Malaysia's 2030 vision for sustainable tourism.

Catalysing Investments for VMY 2026

Malaysia's forward-looking New Investment Policy centres around ESG, in line with the nation's commitment to carbon-neutrality by 2050 at the earliest. The Government has also strengthened its renewable energy agenda, targeting a 70% share of renewable energy in the electricity generation capacity mix by 2050.

The tourism sector in Malaysia is already drawing strong investor interest. Between January and June 2025, approved hotel and tourism projects totalled RM736.5 million across 15 projects, creating 1,354 potential jobs —representing a 31% increase from RM560.2 million recorded in the same period of the previous year. These figures underscore investor confidence and the sector's growth potential ahead of VMY 2026.

To support this momentum, the Government offers a wide range of incentives for hospitality players, including:

- **Pioneer Status (PS) or Investment Tax Allowance (ITA)** to encourage new 1-3-star hotel projects and expansion / modernisation / refurbishment projects in hospitality.
- **Automation Capital Allowance** to support adoption of Industry 4.0 technologies and automation.
- **Green Technology Tax Incentives**, expanded to cover projects such as renewable energy and electric vehicle charging infrastructure.



⁶ <https://www.hotels.org.my/press/35717-mah-and-partners-launched-new-esg-certification-for-hotels-and-resorts>
⁷ <https://ekonomi.gov.my/sites/default/files/2023-08/National%20Energy%20Transition%20Roadmap.pdf>
⁸ <https://www.mida.gov.my/why-malaysia/investment-statistics/>



- Domestic Investment Accelerator Fund (DIAF) to support Malaysian-owned Small and Medium Enterprises (SMEs) and Mid-Tier Companies for ESG adoption.

These measures ensure that investments in digitalisation and sustainability are not just visionary but also financially viable.

Building the Next Normal for Malaysian Hospitality

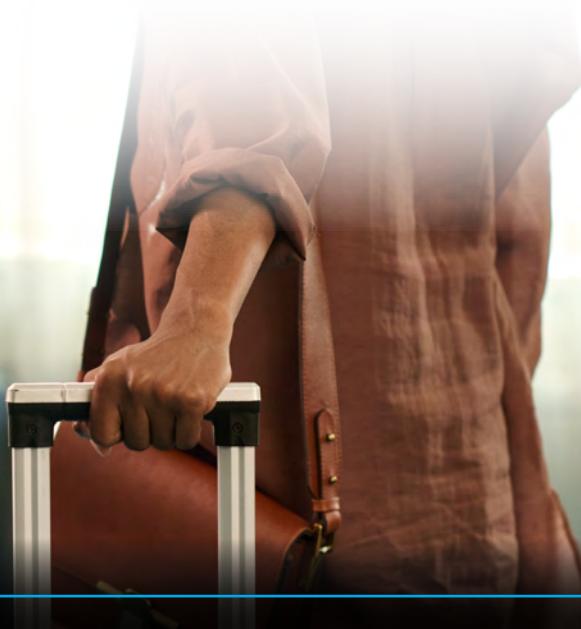
VMY 2026 is more than a campaign; it is a strategic platform to redefine Malaysia's hospitality sector for the next decade. By embracing digitalisation and sustainability, hotels will position themselves as leaders in innovation while delivering the kind of experiences that modern travellers expect. Beyond immediate gains, these investments will enhance resilience, reduce long-term operating costs, and strengthen Malaysia's reputation as a world-class, future-ready destination.

As Chairman for ASEAN, Malaysia's recent hosting of World Tourism Day 2025 and the 7th World Tourism Conference in Melaka, themed

"Tourism and Sustainable Transformation", underscored the nation's commitment to ESG-driven growth. The selection of Melaka, a UNESCO World Heritage Site, highlights Malaysia's unique blend of history, culture, and innovation, making it an ideal location to champion sustainable tourism practices.

The future of tourism is being shaped today. Hotels that act decisively to adopt digital and green solutions will not only capture the wave of demand in 2026 but will also future-proof their businesses in the face of evolving global trends. Visit Malaysia Year 2026 offers the hotel industry a golden opportunity to showcase Malaysia's readiness for the future of hospitality. The time to act is now because the hotels that move boldly today will shape the future of Malaysia's tourism tomorrow.

To learn more, please reach out to the Healthcare, Education and Hospitality Division at <https://www.mida.gov.my/staffdirectory/health-care-education-hospitality-division/>





Signature Market: Elevating Lifestyle and Wellness Through Homegrown Innovation

Founded in 2014, Signature Market began with a vision to transform healthy living by making wellness products more accessible and affordable to the Malaysian community. From its early days as Signature Snack, the company has transformed into a lifestyle-focused, Fast-Moving Consumer Goods (FMCG) brand that now caters to a growing market both locally and regionally. Anchored in the belief that true happiness stems from physical, mental and spiritual wellbeing, the brand continues to champion conscious living through its diverse range of food and lifestyle offerings.

Expanding Operational Infrastructure and Employment Opportunities

The company's core business spans the manufacturing and distribution of healthy snacks, wellness essentials and aromatherapy products under its in-house label, Plant Origins. Headquartered in Kuala Lumpur, the company currently operates two major warehouses, one in Peninsular Malaysia and another in Sarawak. These warehouses serve as pivotal distribution points for e-commerce and retail activities. The expansion of both facilities has contributed to increased operational capacity and created additional employment opportunities within logistics, packaging and fulfilment.

In 2023, Signature Market opened its first retail outlet at IOI City Mall in Putrajaya. This marked a significant milestone as the company

transitioned from a fully online business into a robust omnichannel brand. The outlet introduced a modern shopping experience with mobile-enabled features, including electronic shelf labels and app integration for seamless purchasing. As of July 2025, Signature Market operates nine retail outlets across Malaysia, with two more scheduled to open by the end of the year. This physical presence has enhanced brand recognition and expanded access to a wider customer base.

The decision to expand globally was driven by increasing regional demand for health-conscious lifestyle products. To capture this growth, Signature Market has been strengthening its presence in the Southeast Asian market. Since 2019, the company has been delivering directly to Singapore, cultivating a loyal cross-border customer base. The opening of its Mid Valley Southkey outlet in Johor in 2025 further reinforced this connection, offering Singaporean customers an accessible retail touchpoint. Building on this foundation, Signature Market is now exploring additional cross-border opportunities within the region. Looking ahead, potential international expansion may target markets with strong consumer alignment, such as China.

Accelerating Growth Through Recognition, Innovation and ESG Support

Recognition for the company's efforts has come in the form of several accolades. Signature



Market was listed as one of Asia's Top 100 Startups by e27.co and was a finalist in the Alliance Bank BizSmart SME Innovation Challenge. These achievements reflect the company's emphasis on innovation, digital-driven operations and sustainable business practices.

Government support has also played a role. Through MIDA, its subsidiary Signature Snack Sdn. Bhd. secured a matching grant under the **Domestic Investment Accelerator Fund for ESG Adoption (DIAF-ESG)**. This funding supported the company's successful bid for B Corp certification in October 2024 — an achievement that validates its commitment to high standards of social and environmental performance. With a B Impact Score of 80.1, Signature Market now stands among a global network of businesses dedicated to creating positive change.

Looking Ahead

The journey of Signature Market serves as an encouraging example for other companies aiming to explore investment opportunities within the wellness and FMCG industries. Strong values, a customer-focused business model and a commitment to sustainability have allowed the brand to build trust both locally and abroad. Companies considering global expansion are encouraged to build a resilient foundation, adopt innovative models and fully utilise available support from government agencies.

Moving forward, Signature Market remains committed to strengthening its presence across borders. With a focus on community wellbeing and conscious living, the company continues to grow while contributing to Malaysia's reputation as a hub for high-potential lifestyle and wellness brands.



Mr. Edwin Wang
CEO & Co-Founder
Signature Market



ECER: Driving Malaysia's Rise in Specialty Chemicals Growth

Powering today's high-tech revolution specialty chemicals are the hidden enablers of innovation. Unlike bulk chemicals produced in large volumes for general use, specialty chemicals are precision-engineered to deliver specific performance outcomes. Leveraging its abundant feedstock and investment-ready infrastructure, the East Coast Economic Region (ECER) is accelerating its move into this high-value segment, positioning itself as a regional hub for specialty chemicals production, innovation, and sustainable industrial growth.

A Market on the Rise

Globally, the specialty chemicals sector is gaining strong momentum, driven by rapid technological transformation and the push towards sustainability imperatives. Industries are increasingly demanding advanced materials for healthcare, agriculture, electronics, and electric vehicles alongside bio-based and environmentally responsible solutions.

ECER's wealth of natural and industrial resources fuels the region's growing industrial ecosystem. Petrochemical inputs are sourced from the Kerteh Integrated Petrochemical Complex (KIPC) and

Gebeng Industrial Park, while palm oil derivatives from Pahang and Terengganu form the foundation for the region's thriving oleochemical industries. Additional feedstocks such as biomass and natural gas continue to diversify the region's resource base.

This integrated supply chain not only ensures a reliable feedstock ecosystem for investors but also enables ECER to scale production efficiently for ASEAN and global markets. The region has already drawn marquee investors such as **BASF PETRONAS Chemicals Sdn. Bhd.**, **Arkema's** specialty chemicals facility at **Kerteh Biopolymer Park (KBP)**, and **CJ Bio Malaysia Sdn. Bhd.**'s bio-based chemical plant in Terengganu. These investments reflect ECER's growing prominence as a hub for next-generation chemical innovation.

Where Chemistry Meets Opportunity

Building on this strong foundation, ECERDC has developed a network of specialised industrial clusters to support targeted investment. KBP is dedicated to bio-based and specialty chemicals, while Gebeng Industrial Park and the Malaysia-China Kuantan Industrial Park 3 (MCKIP 3) create further opportunities for downstream industries.

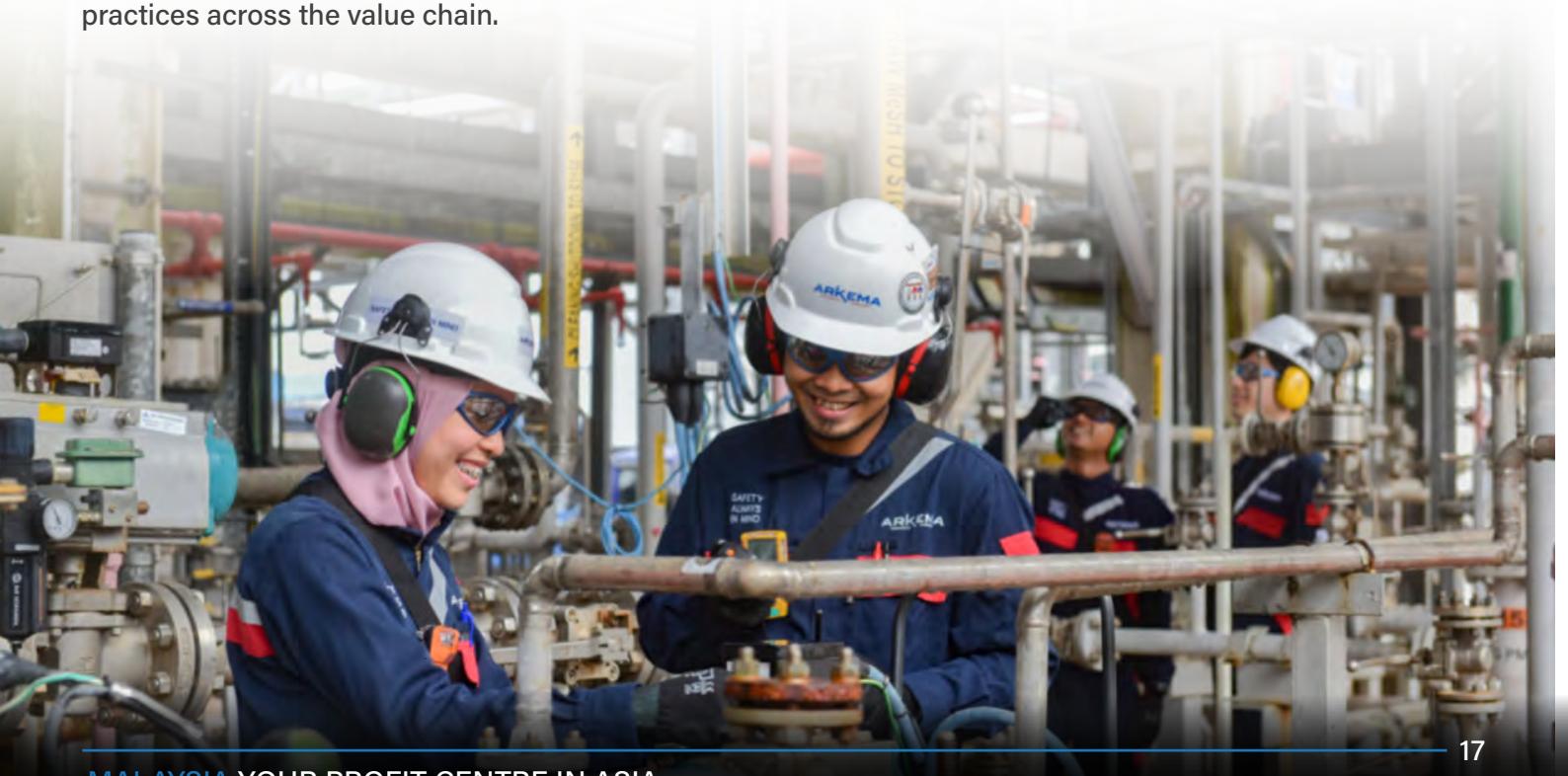


Proximity to KIPC provides a cost-competitive feedstock supply, enabling seamless integration along the chemical value chain. Within this ecosystem, ECERDC continues to attract high-value niches aligned with global megatrends—battery chemicals for electric mobility, advanced polymers and engineered plastics for electronics and automotive, and halal-certified surfactants and excipients for pharmaceuticals and personal care.

The development of ECER's specialty chemicals ecosystem aligns directly with Malaysia's New Industrial Master Plan (NIMP) 2030 and the Chemical Industry Roadmap (CIR) 2030, both of which prioritise high-value manufacturing, technological upgrading, and sustainable practices across the value chain.

The region is also championing the growth of green, bio-based solutions such as bio-lubricants, green solvents, agro-biologicals, and controlled-release fertilisers—supporting sustainability and food security. Anchored by the region's strong oleochemical base, these opportunities offer investors access to a fast-growing market in halal-certified and environmentally sustainable products.

ECER's ongoing expansion into bio-based and advanced materials complements national efforts to strengthen domestic supply chains, enhance export competitiveness, and position Malaysia as a regional hub for specialty and performance chemicals.



ECER Positioned for Regional Integration

Strategically located on Malaysia's east coast, ECER is backed by strong infrastructure and connectivity. **Kuantan Port**, a major deep-water facility, anchors the region as a gateway to ASEAN and China. The upcoming **East Coast Rail Link (ECRL)** will further strengthen connectivity, reducing transport time and logistics costs, making ECER one of the most cost-efficient export hubs in the region. Coupled with abundant feedstock, this ecosystem ensures specialty chemical products from ECER can be delivered seamlessly into ASEAN and international markets, supporting industry growth beyond Malaysia.

Malaysia's strong petrochemical base, rising global appetite for halal-certified and green products, and firm government commitment to industrial transformation provide ECER with a unique competitive advantage. These strengths align with national policy priorities under the **MADANI Economy Framework** and **NIMP 2030**, ensuring that the region's specialty chemicals sector remains globally relevant and future-ready.

Under the **ECER Development Plan (EDP) 2026–2030**, the region is advancing low-carbon, circular economy initiatives including carbon

capture, utilisation and storage (CCUS) hubs in Kuantan and Kertih, renewable energy integration, and ESG-compliant manufacturing practices. By transforming carbon and waste into valuable resources, ECER is redefining the pathway for "hard-to-abate" industries toward green, high-value chemical production.

Riding the Wave of Global Demand

According to BCC Research, the global specialty chemicals market was valued at USD1.3 trillion in 2023 and is projected to reach USD1.7 trillion by 2029, reflecting an annual growth rate of about 5%.¹

With its strategic location, abundant resources, and integrated ecosystem, ECER is uniquely positioned to anchor Malaysia's specialty chemicals value chain and capture the next wave of global demand.

Invest in a region that blends resource strength, innovation, and global connectivity. Discover exclusive investment opportunities in specialty chemicals today.

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

¹ Global Information Inc. (BCC Research). 2024. Specialty Chemicals Integrated Across Multiple Vertical Applications: Global Markets. July 19, 2024. <https://www.giiresearch.com/report/bc1517509-specialty-chemicals-integrated-across-multiple.html>



Deepening Economic Symbiosis: MIDA's Strengthened Engagement Strategy with Australia

MIDA Sydney

MIDA is dedicated to bolstering Malaysia's appeal as a prime destination for high-quality and sustainable investments from Australia and New Zealand. Through targeted engagements, strategic collaborations, and closer policy alignment, MIDA is advancing initiatives that deepen economic ties and foster shared prosperity—anchored in Malaysia's national industrial transformation agenda and the evolving investment priorities of Australia and New Zealand.

Aligning with Malaysia's Industrial Transformation Agenda

In line with the New Industrial Master Plan (NIMP) 2030, the National Energy Transition Roadmap (NETR), and Twelfth and Thirteenth Malaysia Plans (12MP & 13MP), MIDA is committed to attracting investments that accelerate high value-added, technology-driven, and sustainability-oriented growth.

By highlighting Malaysia's strategic conduit to ASEAN markets, MIDA actively promotes emerging opportunities across advanced manufacturing, aerospace, digital economy, medical devices, food technology, green energy, and advanced materials. These efforts reinforce Malaysia's aspiration to build a resilient, inclusive, and innovation-led industrial ecosystem that supports sustainable regional growth.

Fostering Collaboration and Business Engagements

From Sydney to Auckland, MIDA continues to intensify its investment promotion and outreach activities across key cities in Australia and New Zealand—including Melbourne, Perth, Adelaide, Darwin, Auckland, and Wellington. These engagements aim to strengthen bilateral partnerships, attract quality investments, and position Malaysia as a trusted partner in regional economic growth.

In collaboration with prominent business councils such as the Australia Malaysia Business Council (AMBC), Malaysia New Zealand Chamber of Commerce (MNZCC), and the ASEAN New Zealand Business Council (ANZBC), MIDA Sydney has actively organised Roundtable Meetings (RTMs) and business seminars focused on strategic sectors, including data centres, logistics, renewable energy, and food manufacturing.

A notable achievement was the RTM series held on 22 and 25 September 2025 in Sydney and Auckland, respectively. This event was led by Dato' Sivasuriyamoorthy Sundara Raja, Deputy CEO (Promotion and Investment Facilitation) of MIDA. These sessions successfully convened investors from both manufacturing and services sectors to discuss expansion opportunities, strategic partnerships, and supply chain integration in Malaysia.



Complementing these efforts were One-on-One meetings between the YAB Prime Minister and prominent Australian companies during the Special Australia-ASEAN Summit held in Melbourne last year, which reaffirmed Malaysia's commitment to facilitating strategic investments and deepening economic cooperation.

MIDA's participation as a panellist at the ASEAN-Australia Trade and Investment Forum in Perth, and in joint business seminars with various chambers of commerce, further reinforced Malaysia's readiness to leverage its ASEAN Chairmanship 2025. These platforms are vital in promoting ESG-aligned growth under NIMP 2030 and highlighting new opportunities in the Johor-Singapore Special Economic Zone (JS-SEZ).

Strengthening Investment Linkages and Industrial Collaboration

MIDA's activities are strategically aligned with the Australia-Southeast Asia Economic Strategy to 2040, which aims to deepen trade and investment between Australia and ASEAN. As a key ASEAN partner, Malaysia plays a pivotal role in driving cooperation in clean energy, advanced manufacturing, food security, and the digital economy.

Through MIDA's active facilitation, major Australian companies—including AirTrunk, NextDC, Lynas, Arnott's, and Bluescope—along with leading universities such as Monash University, Swinburne University, Curtin University and the University of Wollongong, have expanded their presence in Malaysia. These investments support high-impact areas such as technology transfer, talent development, and supply chain integration.





Meanwhile, increased outreach in New Zealand has strengthened interest in food technology, healthcare, and green innovation. Industry discussions have revealed strong potential for collaborations in manufacturing, R&D, and regional distribution—building on Malaysia's established industrial ecosystem and ASEAN connectivity.

Driving Forward Shared Growth

As Malaysia advances its economic transformation agenda, MIDA's collaboration with Australian and New Zealand stakeholders will continue to play a critical role. With Malaysia concluding its role as the Chair for ASEAN in 2025, MIDA remains committed to fostering deeper regional integration and positioning Malaysia as a competitive, strategic, and sustainable hub for investments in the Asia-Pacific region.



EVENT HIGHLIGHTS



MIDA and Dunham-Bush Advance Malaysia's Data Centre Value Chain with Sustainable Cooling Solutions

Dunham-Bush Industries Sdn. Bhd., in collaboration with the Malaysian Investment Development Authority (MIDA), hosted the "Keep Your DC Cool" seminar at its Kuala Lumpur manufacturing facility on 1 October 2025. The event brought together over 60 industry players and government stakeholders to discuss the growing importance of precision cooling in ensuring high data centre uptime, resilience, and energy efficiency.

MIDA CEO Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid highlighted Malaysia's strong investment momentum, with RM144.4 billion in approved data centre and cloud projects from 2021 to June 2025, reinforcing the sector's significant downstream impact for local suppliers

and talent. Dunham-Bush Managing Director Mr. Yu Baoshuang emphasised the company's commitment to advancing energy-efficient, locally manufactured cooling solutions that support the expanding data centre industry.

The seminar is aligned with MIDA's Data Centre Nexus initiative and demonstrates Malaysia's strategic focus on building a competitive, sustainable and future-ready digital infrastructure ecosystem. Through continued government-industry collaboration, Malaysia continues to strengthen supply chain resilience and position itself as a regional leader in advanced climate and data centre technologies.





MIDA YOUR FIRST POINT OF CONTACT

for investment in the manufacturing and services sectors in Malaysia



MIDA and MEIF Join Forces to Future-Proof Malaysia's Machinery & Engineering Ecosystem

Malaysia has taken a strategic step toward advancing its industrial transformation through a new strategic partnership between MIDA and the Machinery & Engineering Industries Federation (MEIF). Formalised through a Memorandum of Understanding (MoU), the collaboration positions the machinery and machinery & engineering (M&E) sector as a key pillar in advancing the New Industrial Master Plan (NIMP) 2030 and driving domestic investment.

The collaboration tackles what matters most: ecosystem development, technology adoption, sustainability, investment facilitation, and stronger linkages between industry, government, and research institutions.

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, sees clear opportunities ahead for Malaysian SMEs to embrace advanced technologies and compete in high-value global supply chains. Mr. Mac Ngan Boon, MEIF President, echoed this vision, emphasising the role of local supply chains and innovation in driving real industrial transformation.

By fostering innovation-driven cooperation, the MIDA-MEIF partnership strengthens Malaysia's trajectory toward a globally competitive and future-ready M&E ecosystem.





MIDA and JETRO Formalise Three-Year Cooperation Framework as Expo 2025 Osaka Yields RM12.79B in Investment Leads

MIDA and the Japan External Trade Organisation (JETRO) concluded Expo 2025 Osaka with a major milestone: the signing of a three-year Memorandum of Cooperation (MoC) aimed at strengthening bilateral investment promotion and accelerating high-value projects between both countries.

The MoC comes at an opportune time. Over the six-month expo, MIDA generated RM12.79 billion in Japanese-led investment leads across semiconductors, renewable energy, medical devices, and advanced manufacturing – sectors aligned closely with Malaysia's NIMP 2030 and Japan's Green Transformation and Digital Transformation initiatives. The framework now establishes a structured channel to convert this interest into tangible, investment-ready outcomes.

Speaking at the signing, MIDA CEO Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid highlighted the strong policy alignment driving the success of Expo 2025. He noted that Malaysia's NIMP 2030, Green Investment Strategy, and National Semiconductor Strategy complement Japan's push for supply chain diversification and clean energy, enabling deeper collaboration between businesses in both countries.

Japan remains one of Malaysia's most important investment partners, with more than RM107 billion in cumulative approved investments in manufacturing sector. The new cooperation framework will be driven through MIDA's Tokyo and Osaka offices and JETRO's Kuala Lumpur office, ensuring continuity and stronger facilitation for companies exploring opportunities in each market.





MIDA-Maybank Forge Strategic Partnership to Advance Malaysia as a Global Investment Hub

MIDA and Maybank have formalised a strategic partnership through a Memorandum of Understanding (MOU) exchanged during IGEM 2025 at the Kuala Lumpur Convention Centre, marking a significant step in strengthening Malaysia's position as a preferred global investment destination. The collaboration brings together MIDA's investment facilitation expertise and Maybank's financial advisory capabilities and strong regional presence across ASEAN.

Together, both organisations will roll out targeted promotional initiatives, including investment missions, business roundtables, and strategic marketing campaigns – to attract high-value and transformative investments. Priority sectors under this collaboration include electrical and electronics (E&E), the digital economy, electric vehicle (EV) ecosystems, healthcare, and petrochemicals.

These efforts are closely aligned with national development agendas including New Industrial Master Plan 2030, National Energy Transition Roadmap, National Semiconductor Strategy, Green Investment Strategy and New Investment Incentive Framework, as well as state-level priorities such as the Johor-Singapore Special Economic Zone, ensuring a coordinated approach to driving Malaysia's next phase of sustainable, innovation-led growth.

Both MIDA and Maybank highlighted the importance of aligning policy facilitation with financial solutions to position Malaysia as a launchpad for regional growth. The partnership also aims to strengthen the domestic ecosystem, including opportunities in the global Halal economy, sustainability sectors, and the emerging AI-driven new economy. This MOU underscores a shared commitment to enhancing Malaysia's investment competitiveness and supporting ASEAN's broader economic resilience and sustainable growth.





MIDA Secures RM7.3 Billion Potential Green Investments at IGEM 2025, Positioning Malaysia As Southeast Asia's Clean Energy Hub

Malaysia delivered a strong showing at IGEM 2025 with MIDA securing RM7.3 billion in potential green investments through 38 high-impact business-matching sessions, reinforcing the nation's position as a rising clean energy hub in Southeast Asia.

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, MIDA CEO, said: "IGEM 2025 marks a pivotal moment for Malaysia's green transformation. These investments reflect global confidence in our sustainable industrial ecosystem, aligned with the MADANI Economy Framework, the New Industrial Master Plan 2030, the National Energy Transition Roadmap and the Green Investment Strategy (GIS)."

A key highlight was the strategic MoU between MIDA and Maybank, which opens new pathways for green financing and strengthens support for high-value sustainable projects. This collaboration

enhances investor access to capital for renewable energy, energy efficiency and ESG-driven technologies.

MIDA's Biz Bridge initiative, co-organised with the Malaysian Photovoltaic and Sustainable Energy Industry Association (MPSEA), connected global data centres, renewable energy players and sustainable manufacturers.

Mr. Ir. Justin Sim, MPSEA President, emphasised that collaboration remains crucial, adding that Biz Bridge strengthens industry linkages, speeds up the adoption of green technologies, and further elevates Malaysia's role as an emerging clean energy hub in ASEAN.

By showcasing Malaysia's GIS and incentives such as GITA and GITE, MIDA reaffirmed the message: Malaysia is open for high-value, sustainable investment.





MIDA and CIMB Partner to Drive Sustainable Investments and Malaysia's Next Growth Wave

MIDA and CIMB Bank Berhad formalised a strategic partnership on 23 October 2025 to accelerate high-value, sustainable investments and strengthen Malaysia's competitiveness. Through the MoU, both organisations will jointly develop investment-focused programmes that provide tailored financing, cross-border advisory, and sustainable financial solutions to support technology adoption, supply chain resilience, and regional business expansion.

Leveraging CIMB's regional banking network and MIDA's sector expertise, the collaboration aims to help Malaysian companies, particularly SMEs, to scale into regional value chains, integrate into high-impact sectors, and meet ESG and

green-transition goals. The partnership also includes data insights, knowledge-sharing, and coordinated outreach to enhance investor engagement and reinforce Malaysia's position as a trusted, forward-looking investment destination.

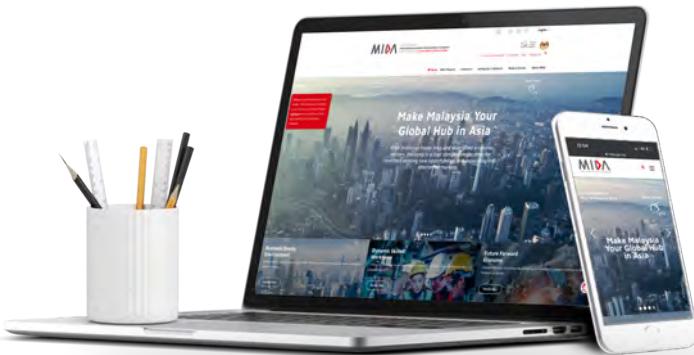
MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid highlighted the MoU as a decisive step in mobilising quality investments that deepen industrial ecosystems and empower local enterprises. While, CIMB Malaysia CEO Gurdeep Singh Sidhu emphasised the bank's commitment to catalysing cross-border connectivity and delivering strategic investments that drive long-term growth, innovation, and resilience.



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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.



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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- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

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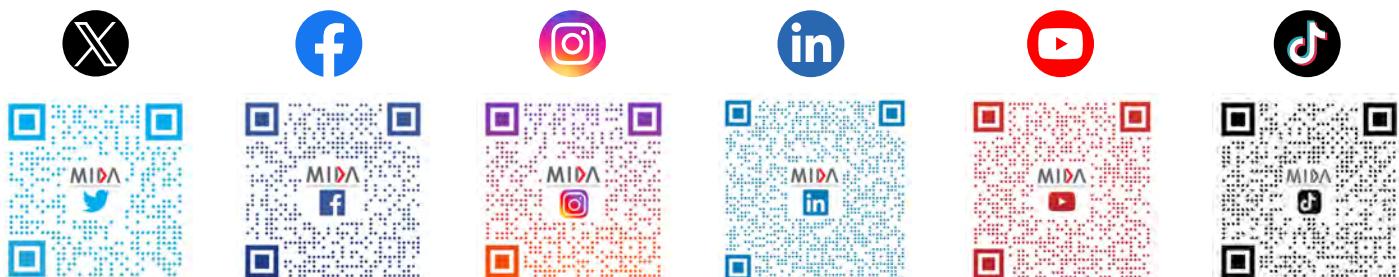
MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff, 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.

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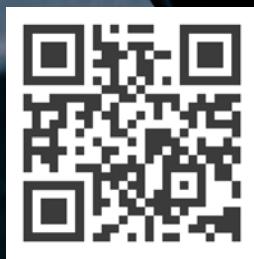
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