



INVEST MALAYSIA



HIGHLIGHTS

YM Tengku Datuk Seri Utama
Zafrul Tengku Abdul Aziz
Appointed as Chairman of MIDA

INDUSTRY

Unlocking Malaysia's
Potential: The Next
Automotive Powerhouse

SERVICES

Building Resilience Through
Localisation: Malaysia's Next
Chapter

From the CEO's Desk

Dear Partners and Friends,

As we enter 2026, Malaysia moves forward with a stronger sense of purpose, focused not only on attracting investments but on embedding long-term value, strengthening capabilities, and building resilience across the economy. The December 2025 edition of the InvestMalaysia e-Newsletter captures this important transition, as Malaysia prepares for the next phase of sustainable, high-impact growth.

This period of continuity and renewal is further reinforced by the appointment of **Yang Mulia Tengku Datuk Seri Utama Zafrul Aziz** as Chairman of MIDA. His leadership strengthens MIDA's strategic mandate to facilitate quality investments, deepen industrial linkages, enhance governance, and align national priorities with evolving global opportunities.

A central theme across this edition is **localisation as a key driver of resilience and competitiveness**. Our Industry feature examines Malaysia's automotive transformation, from traditional manufacturing towards higher-value, future-ready production anchored in localisation, advanced R&D, electrification, and smart manufacturing. With strong national carmakers, growing EV ambitions, and deepen collaboration between global OEMs and capable local suppliers, Malaysia is positioning itself as a significant and credible player in regional and global automotive value chains.

Complementing this, our Services segment explores Malaysia's next chapter as a leading digital hub. As investments in data centres and cloud infrastructure continue to grow, the focus has shifted towards ecosystem empowerment, strengthening domestic suppliers, integrating local value chains, developing skilled talent, and advancing sustainability. Through targeted policies and active facilitation, Malaysia is ensuring that digital growth translates into long-term economic value and national resilience.

In Why Malaysia, we highlight **Intretech (Malaysia) Sdn. Bhd.**, a China-based company whose smart manufacturing operation in Johor exemplifies how technology, talent, and localisation converge to support sophisticated, export-oriented industries. Meanwhile, our Going Global feature on **LKT Food Industries** showcases how Malaysian enterprises can successfully scale internationally by combining quality, adaptability, and strong operational foundations.

Beyond our borders, News from MIDA Overseas captures Malaysia's continued engagement with key markets—from strengthening ASEAN-German investment ties to examining the critical role of startups in shaping India's economic future. These efforts underscore Malaysia's relevance within evolving global value chains and innovation ecosystems.

We also reaffirm the importance of inclusive growth through our CSR feature, where MIDA facilitated exposure for residents and youth from Kampung Cegar to Malaysia's automotive industry at PROTON Tanjung Malim. This initiative highlights how industrial development must go hand in hand with talent nurturing and community engagement.

From the CEO's Desk

Together, the stories in this edition reflect Malaysia's steady progress, guided by strong leadership, grounded in localisation, and driven by collaboration between government, industry, and communities. As we look ahead to 2026, MIDA remains committed to facilitating impactful investments, strengthening domestic capabilities, and enabling industries to thrive in an increasingly complex global landscape.

Thank you for your continued trust and partnership. We hope this edition provides valuable insight as we move forward with confidence and purpose.

DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)



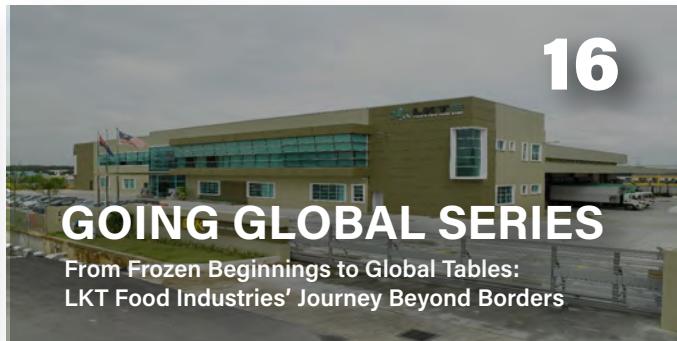
In this issue



05

HIGHLIGHTS

YM Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz Appointed as Chairman of MIDA



16

GOING GLOBAL SERIES

From Frozen Beginnings to Global Tables:
LKT Food Industries' Journey Beyond Borders



07

INDUSTRY

Unlocking Malaysia's Potential: The Next
Automotive Powerhouse



18

NEWS FROM MIDA OVERSEAS CENTRES

Strengthening ASEAN-German Investment Ties:
Highlights from the ASEAN Investment Forum in
Dortmund



10

SERVICES

Building Resilience Through Localisation:
Malaysia's Next Chapter



21

NEWS FROM MIDA OVERSEAS CENTRES

The Importance of Startups to a Nation's
Economy



13

WHY MALAYSIA SERIES

Intretech (Malaysia) Sdn. Bhd.: Enabling Smart
Manufacturing Excellence in Johor



23

CORPORATE SOCIAL RESPONSIBILITY

Connecting Communities to Industry: Kampung
Cegar Youth Visit PROTON Tanjung Malim



YM Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz Appointed as Chairman of MIDA

MIDA is honoured to welcome YM Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz as the new Chairman of MIDA, effective 3 December 2025, following the announcement by the Prime Minister, YAB Dato' Seri Anwar Ibrahim.

A respected national figure, YM Tengku Zafrul, brings with him extensive experience spanning government, financial services, and corporate leadership. During his tenure as Minister of Investment, Trade and Industry (MITI), he played a pivotal role in shaping several major national policy frameworks, including the New Industrial Master Plan (NIMP) 2030, the National Semiconductor Strategy, and initiatives supporting green growth and circular economy transitions. He also oversaw Malaysia's successful ASEAN Chairmanship in 2025, during which MITI advanced 18 priority economic initiatives to deepen regional integration in emerging sectors such as electric vehicles, artificial intelligence and the digital economy.

No stranger to MIDA, YM Tengku Zafrul previously served as a Member of MIDA's Board from 2012 to 2018, coinciding with his tenure as Group Chief Executive Officer of CIMB Group Holdings Berhad, one of ASEAN's largest banking groups. His return to MIDA brings both institutional familiarity and fresh perspectives to the organisation.

Throughout his career, YM Tengku Zafrul has been actively engaged in advancing Malaysia's economic and industrial development agenda through initiatives spanning investment promotion, trade facilitation and strategic industry development. His combined background in public policy and the private sector is expected to add depth and breadth to MIDA's leadership, particularly at a time of rapid technological change and evolving global investment trends.



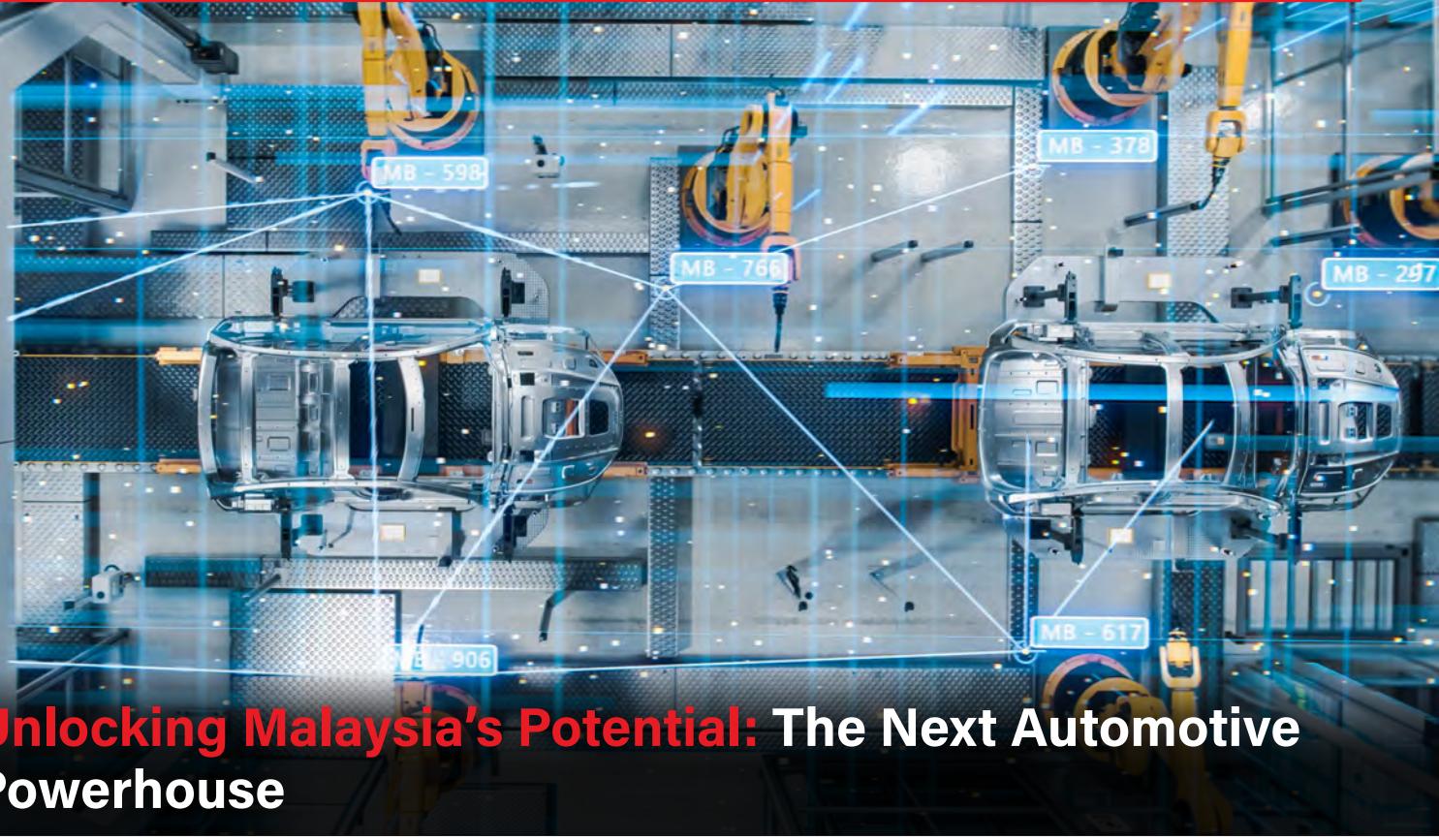
HIGHLIGHTS



YM Tengku Zafrul holds a Bachelor of Science (Honours) in Economics and Accounting from the University of Bristol, a Master's degree from the University of Exeter, and an Executive MBA from Tsinghua University's People's Bank of China School of Finance. He is also a Fellow Chartered Banker with the Asian Institute of Chartered Bankers.

His appointment is expected to further strengthen MIDA's role in driving Malaysia's investment aspirations, accelerating high-quality and sustainable investments, and reinforcing Malaysia's position as a destination of choice for both domestic and foreign investors.





Unlocking Malaysia's Potential: The Next Automotive Powerhouse

Malaysia stands on the brink of a transformative leap in its automotive journey. With strategic policies, rising technological capabilities, and a maturing industrial ecosystem, the nation is positioning itself not only as a regional player but as a global automotive powerhouse. The shift is deliberate, innovation-driven, and firmly anchored in long-term national aspirations.

Malaysia's strategic geographic location, strong manufacturing base, and established automotive ecosystem make it an ideal export hub. Over the years, the country has built extensive networks of automotive suppliers, skilled talent, and logistics infrastructure. These strengths now serve as the foundation for expanding Malaysia's presence in international markets. The focus is to move beyond domestic demand and empower local industry players to become competitive regional and global exporters.

To drive sustainable growth, Malaysia is shifting its automotive focus toward greater localisation, advanced research and development (R&D), and stronger export orientation. Localisation not only reduces dependency on imported components but also enhances supply chain resilience, encourages knowledge transfer, and strengthens domestic vendors. Increased R&D investment, particularly in electric mobility, energy storage, and smart

manufacturing, creates positive spill over to the broader Malaysian economy. This includes job creation, advancement of technical capabilities, and the rise of new supporting industries such as electronics, software engineering, and green technologies.

Driving the Shift Towards High-Value, Future-Ready Automotive Manufacturing

Malaysia is undergoing a significant transformation in its automotive landscape. The country is actively targeting high-value investments and strategic projects that align with global industry trends such as electrification, automation, and sustainability. These investments are carefully curated to support long-term industrial growth and strengthen Malaysia's role in future mobility. This transformation signals a decisive move from traditional manufacturing toward advanced, technology-driven automotive production capable of serving both regional and global markets.

As international automotive vendors explore opportunities in Southeast Asia, Malaysia is encouraging them to form partnerships and joint ventures with capable local suppliers. Such collaborations accelerate technology transfer,



enhance local competencies, and elevate the entire industry's standards. These partnerships ensure that Malaysian vendors gain exposure to global best practices, access new technologies, and integrate seamlessly into international supply chains. Ultimately, this positions Malaysia as a more attractive destination for high-value investments.

For Malaysia to become a top-tier automotive hub, the emphasis must be on genuine value-added activities rather than simple "pass-through" or assembly-only operations. This means nurturing capabilities in engineering, design, testing, component innovation, and advanced manufacturing processes. By embedding more sophisticated stages of the value chain domestically, Malaysia strengthens its industrial depth and global competitiveness.

Malaysia's national carmakers, namely Proton and Perodua, are positioned to play a crucial role in the country's electric vehicle (EV) transition. As they introduce EV models, they generate

demand for local components, new technologies, and specialised suppliers. Their shift towards electrification is vital in uplifting local vendors, enabling deeper participation in the EV value chain, and attracting other global original equipment manufacturers (OEMs) to Malaysia. The success of Proton and Perodua in EV development will help establish Malaysia as a competitive EV hub in ASEAN.

Not only have Malaysia's national carmakers advanced the industry, but several prominent global OEMs have also strengthened their presence in the country. Chery, for instance, has established an assembly facility in Malaysia with aspirations to develop the nation into a regional R&D hub. Porsche has begun assembling plug-in hybrid electric vehicles (PHEVs) locally, with exports already reaching Thailand. Other international OEMs are similarly expanding their production and innovation activities in Malaysia. These developments further reinforce Malaysia's position as a rising centre for advanced automotive manufacturing and technology.





MIDA's Role in Connecting and Shaping the Automotive Landscape

MIDA assumes a pivotal role in orchestrating Malaysia's automotive progress. As a bridge between industry, government, and global investors, MIDA focuses on:

- Connecting local suppliers with international OEMs
- Encouraging localisation of components and technology
- Facilitating high-value projects within Malaysia
- Shaping automotive policies aligned to the New Industrial Master Plan (NIMP) 2030 and green mobility agenda

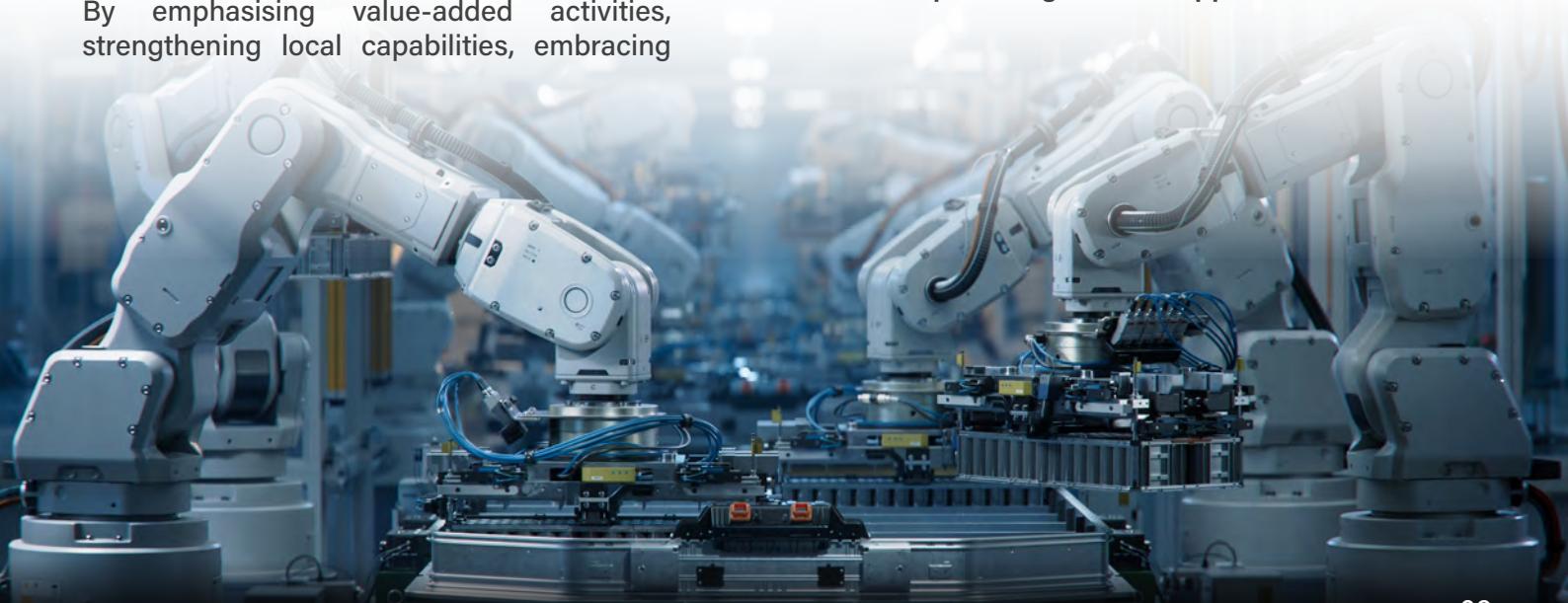
Through active engagement and long-term strategic planning, MIDA ensures that Malaysia's automotive development remains aligned with national aspirations and global trends. Malaysia's journey to becoming the next automotive powerhouse is driven by strategic partnerships, a strong national agenda, and the collective drive to innovate. By emphasising value-added activities, strengthening local capabilities, embracing

electrification, and attracting high-value investments, the country is charting a clear path toward global competitiveness.

MIDA actively organises high impact programmes to connect global Tier-1 suppliers and OEMs with local Malaysian vendors, facilitating technology transfer and joint ventures. In 2025, MIDA collaborated with PROTON/Geely, Chery, Jetour, Hyundai and Great Wall Motor through supply chain programmes and business matching sessions to address the localisation gap and move Malaysia up the automotive value chain.

With coordinated efforts from industry leaders and government agencies like MIDA, Malaysia is not only unlocking its automotive potential but is also shaping the future of mobility in Southeast Asia and beyond.

For more information, please contact The Transportation Technology Division, MIDA at <https://www.mida.gov.my/staffdirectory/transportation-technology-division/> for expert insights and support.





Building Resilience Through Localisation: Malaysia's Next Chapter

Malaysia's rise as a leading digital hub in Southeast Asia is powered by AI-driven demand and visionary national blueprints such as MyDIGITAL and the New Industrial Master Plan 2030 (NIMP 2030)¹. Between 2021 and mid-2025, MIDA approved RM144.4 billion in data centre and cloud computing investments², a strong signal of investor confidence and policy consistency.

Today, Malaysia is entering its next phase of growth: strengthening local capabilities to build a more resilient, sustainable, and value-added digital ecosystem. Localisation enables Malaysia to capture greater economic value, nurture local talent and innovation and reduce exposure to global supply chain disruptions.

By strengthening domestic manufacturing, services, and talent, Malaysia is building a supply chain that is faster, greener, and more resilient. This focus on localisation ensures that every ringgit invested in the digital economy translates into high-quality jobs, meaningful technology transfer, and sustainable industrial growth.

Through these efforts, Malaysia is not only advancing its digital transformation but also empowering local industries to compete and thrive within the global value chain. By

strengthening domestic players, Malaysia is laying the foundation for a digital economy that deliver values to both investors and citizens, reinforcing the nation's position as a dynamic hub for technology and innovation.

Three (3) pillars powering the transformation:

1. Stronger Domestic Capabilities

Malaysia is nurturing homegrown suppliers in critical areas such as precision cooling, power infrastructure, and engineering services, enabling local companies to integrate into global digital supply chains. These efforts enhance domestic competitiveness while allowing Malaysian companies to capture higher value within the data centre ecosystem.

2. Integrated Value Chains

MIDA is fostering closer collaboration between international data centre operators and Malaysian manufacturers and service providers. Through strategic partnerships, local companies gain access to advanced technologies, global best practices, and new business opportunities - strengthening local sourcing and research and development.

3. Skilled Talent and Sustainability

A highly skilled workforce underpins Malaysia's digital ambitions. Through targeted training programmes and education initiatives, Malaysia

¹ Howard, F. F. (2025, September). Data Centres, The Asia-Pacific Report. Knight Frank.

² Bernama. (2025, October 1). MIDA, Dunham-Bush drive green cooling solutions for Malaysia's data centre.



is developing talent capable of meeting the evolving demands of the digital economy. In parallel, expanded access to renewable energy ensures that the country's digital growth is sustainable and environmentally responsible. Together, these initiatives align Malaysia's technological progress with its Net-Zero 2050 ambitions, fostering a future-ready ecosystem that balances economic growth, environmental stewardship, and human capital development.

MIDA's Localisation Drive: Policies with Purpose

At the core of this transformation is MIDA's **Digital Ecosystem Acceleration (DESAC) Scheme³**, introduced under **Budget 2022** by the Malaysian Government. The scheme promotes quality investments and inclusive growth through:

- **Attractive fiscal incentives**, including Investment Tax Allowances or Special Tax Rates;
- **Local Vendor Development Programmes (LVDP)**, encouraging global investors to partner with Malaysian suppliers;

- **High-value job creation** to build a skilled, future-ready workforce; and
- **Sustainability standards** that advance green technologies and Industry 4.0 practices.

Beyond policy, MIDA assumes an active role as an **ecosystem builder**, engaging directly with data centre operators, connecting them with local suppliers, and supporting technology transfer through platforms like the **Data Centre Nexus 2025⁴** hosted by MIDA in May 2025.

Homegrown Champions Leading the Way

Malaysia's localisation journey is already producing success stories. **Dunham-Bush Industries Sdn. Bhd.**, a Malaysian manufacturer of precision cooling systems, exemplifies how world-class solutions can be designed and built locally.

At MIDA's "Keep Your DC Cool" seminar held on 1 October 2025⁵, industry leaders saw first-hand the potential of domestic innovation in meeting



³ Malaysian Investment Development Authority (MIDA). (2024). Guidelines and Procedures for the Application of Digital Ecosystem Acceleration (DESAC) Scheme.

⁴ Malaysian Investment Development Authority (MIDA). (2025). MIDA Powers Up Malaysia's Digital Future at Data Centre Nexus.

⁵ Bernama. (2025, October 1). MIDA and Dunham-Bush drive Malaysia's data centre value chain with sustainable cooling solutions



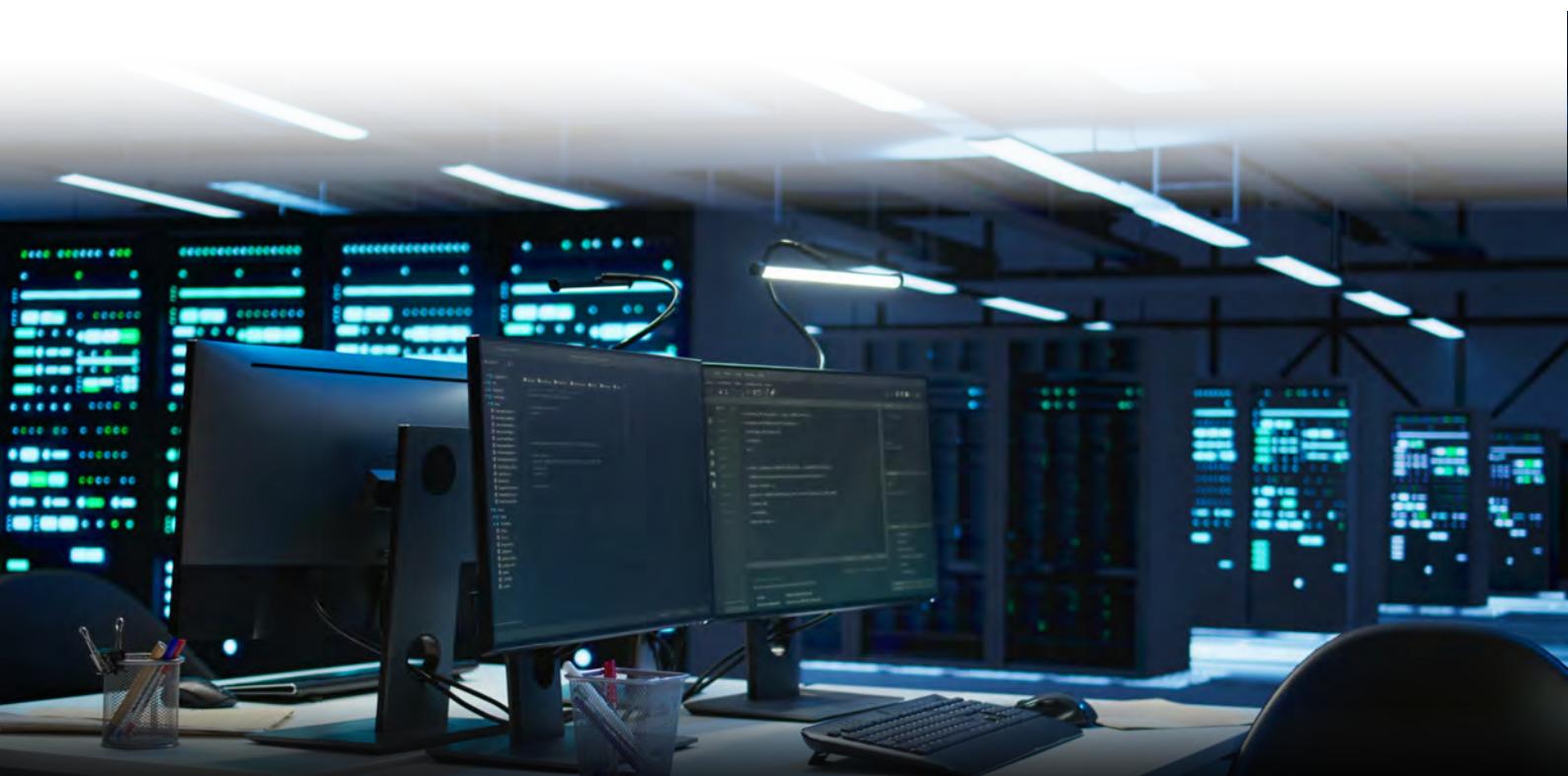
the demanding needs of global data centres. Similar partnerships are now expanding across sectors — from electrical equipment to engineering services, proving that Malaysian expertise can anchor a robust and competitive supply chain.

A Resilient Future, Made in Malaysia

Malaysia's data centre industry is entering a new era, one defined not just by investment figures, but by local strength, innovation, and resilience. Through strategic policies like DESAC and proactive collaboration between government,

industry, and local enterprises, Malaysia is building an ecosystem that is globally connected yet proudly homegrown. In doing so, Malaysia is not only powering the region's digital future but ensuring that the growth of tomorrow is secure, sustainable, and made in Malaysia.

For further details, visit <https://www.mida.gov.my> or contact MIDA's Business Services & Regional Operations Division at: <https://www.mida.gov.my/staffdirectory/business-services-and-regional-operations-division/>





Intretech (Malaysia) Sdn. Bhd.: Enabling Smart Manufacturing Excellence in Johor

Intretech (Malaysia) Sdn. Bhd. is a subsidiary of **Intretech Inc.**, a global smart manufacturing leader headquartered in Xiamen, China. Established in 2011, Intretech has grown into a trusted partner for leading global brands, providing end-to-end manufacturing solutions across diverse sectors, including consumer electronics, automotive, home appliances, environmental technologies, medical devices, and many more.

The company's mission is to drive innovation through vertically integrated manufacturing, uniting precision engineering, advanced automation, and digital intelligence to deliver products of the highest quality and reliability. Intretech operates in accordance with globally recognised standards - including ISO 9001 (Quality Management), ISO 14001 (Environmental Management), and IATF 16949 (Automotive Quality Management) - ensuring excellence at every stage of production.

By integrating design, engineering, and manufacturing within a single, data-driven ecosystem, the company maintains full traceability, upholds ethical supply-chain practices, and guarantees consistent quality across its worldwide operations.

Project and Operations in Malaysia

Established in 2016, Intretech Malaysia is strategically located in Senai, Johor, a region renowned for its robust industrial infrastructure and unmatched accessibility to regional and global supply chains.

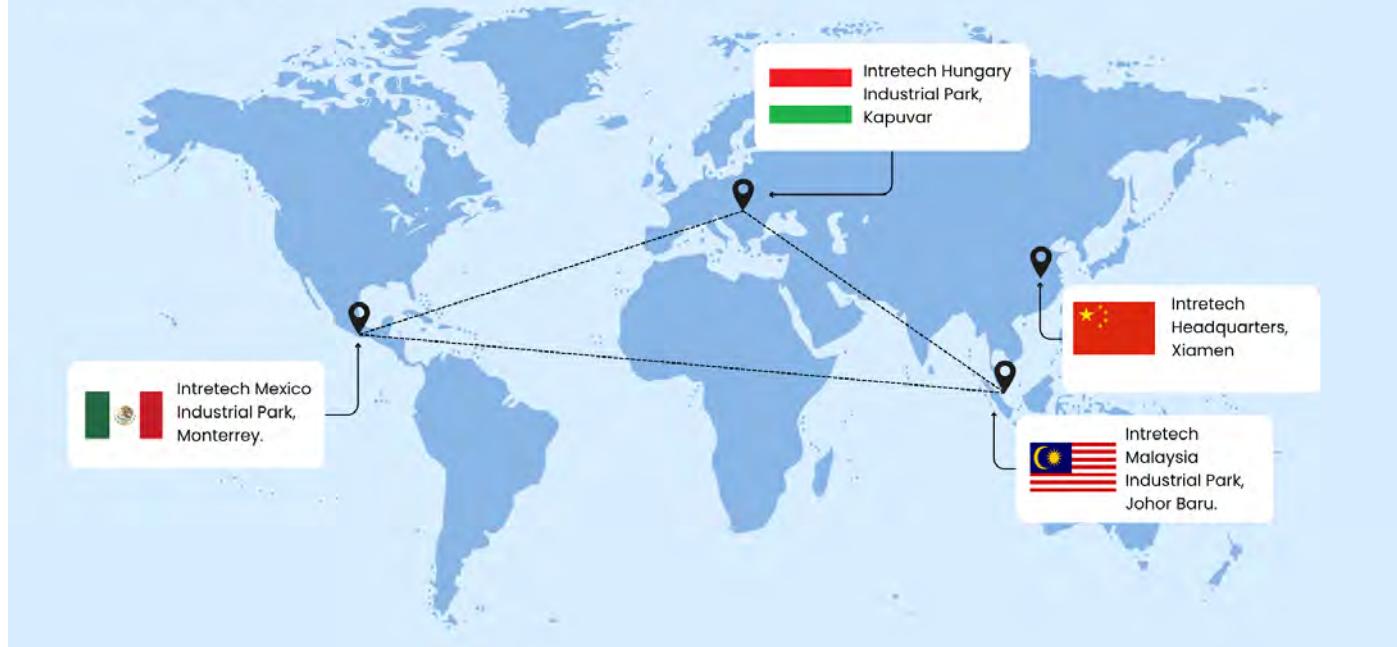
The Senai facility, spanning over 210,000 square metres, serves as one of Intretech's largest global manufacturing hubs. The site houses advanced production capabilities, including:

- Injection moulding and precision tooling
- Surface-mount technology (SMT) assembly lines
- Clean-room manufacturing for high-sensitivity products
- Tool & die casting and secondary assembly operations

Driving innovation from the heart of Southeast Asia

Our Global Innovation Hubs

A world map highlighting key manufacturing destinations (Big Triangle)



The company's Malaysian operations employ over 4,000 skilled professionals, supporting both local and international clients across multiple industries. Beyond manufacturing, the site also focuses on process innovation, quality control, and lean operations to enhance global competitiveness.

Why Malaysia

Intretech's decision to establish its operations in Malaysia forms a key pillar of its "Big Triangle" global strategy - a framework designed to create a balanced, resilient manufacturing network across Asia, Europe, and the Americas.

In an era of accelerating globalisation, Malaysia stands out as a hub for international trade and advanced manufacturing. Its strategic location in Southeast Asia provides seamless connectivity to major markets, while its industrial maturity and government support make it an ideal base for high-value production. Key factors influencing Intretech's decision include:

- **Skilled Workforce:** Malaysia's strong pool of technically trained professionals provides the foundation for consistent product quality and operational excellence.
- **Infrastructure and Connectivity:** Johor's mature industrial ecosystem and its proximity to major ports enable efficient logistics and access to regional markets.

- **Business Environment:** Malaysia's pro-investment policies, ease-of-doing business, and stable regulatory environment make it an ideal base for long-term growth.
- **Strategic Diversification:** As part of Intretech's Big Triangle strategy, Malaysia offers a robust and diversified manufacturing base within Southeast Asia - perfectly complementing the company's facilities in China, Hungary, and Mexico.

Experience and Outlook

Since commencing operations, Intretech Malaysia has become a cornerstone of the company's global supply chain. The site has achieved steady growth in output, technical capability, and employment, while contributing to Malaysia's broader goal of becoming a regional hub for high-value manufacturing.

The company continues to invest in automation, sustainability initiatives, and workforce development to strengthen operational efficiency and align with evolving customer expectations. Intretech's experience in Malaysia reflects the advantages of combining local talent with global expertise - a model that continues to deliver measurable success.

Built to meet
global
standards.



Advice to Future Investors

Drawing from its own journey, Intretech encourages other international companies to view Malaysia not only as a cost-competitive destination, but as a strategic partner for innovation and growth.

Investors entering Malaysia's manufacturing landscape are advised to:

- Build a long-term commitment to workforce training and local capability development.

- Leverage the country's industrial clusters and support ecosystems to accelerate setup and scale.
- Embrace technology-driven operations that enhance quality and sustainability.
- Foster collaboration and partnerships: Work closely with local stakeholders, industry associations, and business communities to ensure mutual growth and shared success.





From Frozen Beginnings to Global Tables: LKT Food Industries' Journey Beyond Borders

From modest beginnings as an Original Equipment Manufacturer (OEM), LKT Food Industries Sdn. Bhd. has grown into a respected name in the global halal frozen food industry. Its journey reflects the potential of Malaysian enterprises to scale internationally through innovation, product quality, and a strong commitment to sustainability and good governance.

Operating within Malaysia's vibrant food manufacturing ecosystem, LKT has steadily transformed itself into a leading producer of frozen pastries and ice cream for both domestic and international markets. Guided by a clear mission to deliver tasty, healthy, affordable, and high-quality products, the company has expanded its footprint while remaining anchored to its core values of excellence and integrity.

LKT's operational strength is supported by its strategically located 60,000 sq. ft. manufacturing facility in Johor, close to Johor Port, Pasir Gudang, and the Port of Singapore. This advantageous location enables efficient cold-chain logistics, a critical necessity for frozen food exports. Complementing its infrastructure is the company's unwavering commitment to quality assurance, reinforced by internationally recognised certifications such as JAKIM Halal, KKM HACCP, VHM, and the Malaysia Brand. These credentials have strengthened consumer confidence and unlocked access to halal-sensitive global markets, reinforcing Malaysia's reputation as a trusted halal hub.



Global Reach and ESG Initiatives

International exposure has been another key driver of growth. Through active participation in international trade fairs and exhibitions in Singapore, China, Thailand, Japan, Timor Leste, and Indonesia, LKT has built strong distribution networks and forged meaningful partnerships. Today, its products reach consumers in China, Singapore, the Philippines, Brunei, the Middle East, Australia, New Zealand, and Canada. The company's ability to offer OEM and private-label solutions has proven essential in meeting diverse market requirements while sustaining long-term global collaborations.

At the heart of LKT's long-term strategy is the integration of Environmental, Social, and Governance (ESG) principles, now a business necessity rather than an option. Environmentally, the company has invested in solar power systems and energy-efficient production lines for cleaner logistics. Socially, LKT places strong emphasis on employee welfare, workplace safety, skills development, and community engagement through charity initiatives, food aid, and educational sponsorships. These efforts are reinforced by strong governance practices, supported by clear Standard Operating Procedures (SOPs) that ensure transparency, compliance, and ethical conduct.



Like many exporters, LKT faces ongoing challenges, including complex international regulations, logistics constraints, foreign exchange volatility, and intense global competition. However, through strategic partnerships, operational efficiency, and continuous innovation, the company has built resilience and a solid reputation as a trusted Malaysian food manufacturer.

LKT's experience offers valuable insights for aspiring exporters. Its journey highlights the necessity of maintaining uncompromising product quality, securing internationally recognised certifications, and building efficient logistics and reliable partnerships. Equally important is the ability to innovate in branding, market positioning, and digital engagement, while embedding ESG values into core business strategies. LKT demonstrates that sustainability and profitability can go hand in hand.

Essential Government Support

This success has been further supported by Malaysia's pro-business ecosystem, particularly through facilitation by MIDA. Targeted incentives, including tax allowances and import duty exemptions on machinery and equipment, alongside strategic engagement to enhance ESG practices, have enabled LKT to improve productivity, upgrade technology, and meet growing global demand.

Looking ahead, LKT remains focused on entering new export markets while deepening its sustainability agenda. By continuing to align innovation, operational excellence, and ESG-driven growth, the company is well positioned to contribute to Malaysia's ambition of becoming a global halal and sustainable food powerhouse.

"By embedding ESG values and maintaining a global mindset, LKT proves that sustainability and profitability can go hand in hand."





Strengthening ASEAN-German Investment Ties: Highlights from the ASEAN Investment Forum in Dortmund, Germany

MIDA Frankfurt

The ASEAN Investment Forum 2025 in Dortmund, Germany brought together nearly 100 business leaders, policymakers, and investors from Germany and Southeast Asia. The forum provided a platform to explore new investment opportunities, strengthen business relations, and advance sustainable industrial collaboration between the two regions.

Aligned with Malaysia's ASEAN Chairmanship 2025, the event was co-organised by MIDA Frankfurt, together with investment promotion agencies from Indonesia (IIPC), Singapore (EDB), and Thailand (BOI)¹. Hosted at WILO, a globally recognised leader in pump systems and building technology, the forum highlighted ASEAN's growing importance as a strategic partner for Europe's industrial ecosystem.

A Platform for Strategic Dialogue and Partnership

Discussions throughout the forum showcased ASEAN's significance across sectors such as **machinery and equipment, chemicals, electrical & electronics, and green energy**, reflecting the region's capacity to support supply chain diversification and sustainable growth.

Mr. Georg Weber, Executive Board Member and CTO of WILO, shared the company's global sustainability initiatives in water management and food security, noting Southeast Asia as a critical growth region where WILO operates in all

four ASEAN co-organiser countries. North Rhine-Westphalia (NRW) State Secretary Mr. Paul Höller emphasised ASEAN's resilience and innovation, and its strategic position within the Indo-Pacific, positioning the region as a natural partner for Germany's outward-looking industrial agenda.

Showcasing ASEAN's Investment Opportunities

A key highlight of the forum was the pitching session, where the four ASEAN investment promotion agencies presented their respective value propositions to German business leaders. Representing Malaysia, Mr. Asrulnizam Addrus, Director of MIDA Frankfurt, outlined Malaysia's investment ecosystem, highlighting government support mechanisms for foreign investors and sharing examples of successful German investment projects across multiple industries. The presentation illustrated how Malaysia continues to position itself as a competitive, reliable, and business-friendly destination within ASEAN.

Beyond the forum itself, MIDA Frankfurt assumes an active facilitation role in supporting German and European companies seeking to better understand Malaysia's investment landscape. Through continuous engagement, sector-specific briefings, and tailored investor support, the office serves as a bridge between initial investor interest and informed, long-term investment decisions in Malaysia.

¹ Respective investment promotion agencies of each countries aforementioned: Indonesia Investment Promotion Centre (IIPC), Singapore Economic Development Board (EDB) and Thailand Board of Investment (BOI)



Collectively, the pitching session reinforced ASEAN's collective strength as a unified market with differentiated advantages—well-positioned to support Germany's and Europe's sustainability-driven growth ambitions.

Gaining unique perspectives directly from the investor community

The programme then moved into a panel discussion featuring four company representatives, each invited by the respective ASEAN co-organisers, to share first-hand perspectives on investing in the region. The session offered practical insights into market entry considerations, operational realities, and long-term growth experiences across ASEAN markets.

Representing Malaysia, Mr. Roland Mauss, Chief Financial Officer of Oryx Stainless AG—a global leader in circular economy solutions for stainless steel—shared his company's investment journey and operational experience in the region. His perspective reinforced ASEAN's role as a viable and strategic base for sustainable, high-value industrial activities.

The event concluded with a networking lunch, providing participants with an informal setting to deepen engagements, exchange views, and explore potential collaborations beyond the formal agenda.





Collectively, the pitching session reinforced ASEAN's collective strength as a unified market with differentiated advantages—well-positioned to support Germany's and Europe's sustainability-driven growth ambitions.

Gaining unique perspectives directly from the investor community

The programme then moved into a panel discussion featuring four company representatives, each invited by the respective ASEAN co-organisers, to share first-hand perspectives on investing in the region. The session offered practical insights into market entry considerations, operational realities, and long-term growth experiences across ASEAN markets.

Representing Malaysia, Mr. Roland Mauss, Chief

As Malaysia's investment promotion presence in Germany, MIDA Frankfurt continues to support and facilitate German, Belgian, Dutch, Luxembourg, Austrian, Hungarian and Czech Republic-based companies exploring investment opportunities in Malaysia. Through platforms such as the ASEAN Investment Forum and ongoing investor engagement, the office guides businesses in understanding Malaysia's investment landscape, identifying sectoral opportunities, and navigating national policy frameworks—helping to turn interest into long-term partnerships.

Companies interested in learning more about investing in Malaysia may connect with MIDA Frankfurt via frankfurt@mida.gov.my





The Importance of Startups to a Nation's Economy

MIDA Mumbai

Before the global startup wave took off, most national economies were shaped by traditional trade activities, manufacturing-focused MSMEs, and inflows of foreign direct investment (FDI). These sectors largely determined the investment landscape and export contributions within a country's GDP.

The 1990s marked a turning point. The rapid rise of the internet gave birth to a new type of enterprise—the modern startup. Unlike conventional corporations, startups are built on innovation, bold risk-taking, rapid experimentation, and agile organisational structures. While entrepreneurship itself is not new, this technology-driven startup ecosystem first gained prominence in global hubs such as Silicon Valley, reshaping how economies create value and compete internationally.

Against this global shift, investment promotion agencies have taken on an expanded role, moving beyond traditional facilitation to actively connecting innovation-driven enterprises with new growth markets. Through its overseas offices, MIDA assumes a key role in positioning Malaysia as a strategic base for startups seeking regional expansion, scale, and access to Southeast Asia's digital economy.

Today, startups are more than just businesses, they are catalysts for national progress. They drive GDP growth through innovation, attract high-value investments, create new jobs, and push industries toward greater competitiveness. By introducing new technologies and business models, startups help build dynamic, future-ready economies and uplift overall living standards.



India exemplifies this transformation. Recognising the strategic importance of startups, the country launched the Startup India initiative in January 2016 through the Department for Promotion of Industry and Internal Trade (DPIIT). The programme simplified regulatory processes and expanded access to funding, helping to shift India from a job-seeking to a job-creating economy. Today, the initiative has recognised more than 159,000 startups and produced over 100 unicorns, with major hubs such as Bengaluru and Delhi-NCR positioning India as the world's third-largest startup ecosystem.

Malaysia's Strategic Step Forward, Enabled Through MIDA's Global Network

In Malaysia, proactive measures, facilitated through MIDA's international outreach, are underway to energise the nation's innovation landscape. In February 2025, MIDA, as Malaysia's lead investment promotion agency, signed a Memorandum of Understanding (MoU) with Beyond4 Sdn. Bhd., a homegrown startup accelerator. This collaboration is designed to propel high-growth SMEs, strengthen talent development, and align Malaysia with its aspiration to become a regional hub for digital innovation and entrepreneurship.

Through this partnership, local businesses will gain support in transitioning toward tech-driven models, scaling their operations, and equipping the workforce with future-ready skills. The initiative also strengthens Malaysia's value proposition as a destination for innovation-led investments, particularly within Southeast Asia's rapidly growing digital economy.

Strengthening Malaysia-India Startup Collaboration

Building on this momentum, MIDA Mumbai has assumed an active role in strengthening startup linkages between Malaysia and India. In collaboration with Beyond4, multiple webinars were organised to introduce Indian startups to Malaysia's growing startup ecosystem. The response was highly encouraging, with many Indian startups expressing strong interest in establishing operations in Malaysia.

This engagement was further strengthened through bilateral initiatives held from 17-18 November 2025 involving MIDA Mumbai, MITI Delhi, Beyond4, the Malaysia-India Business Council (MIBC), and the India ASEAN Tech Association (IATA). Over two days, the Malaysian delegation engaged with key Indian stakeholders, including major industry chambers, Meity Startup Hub, Digital India, Startup India, Invest India, and the Foundation for Innovation and Technology Transfer (FITT) at IIT Delhi. MIDA Mumbai also facilitated industry-level discussions between the India Electronics & Semiconductor Association (IESA) and Beyond4.

These engagements mark an important step toward deeper, mutually beneficial startup collaboration between Malaysia and India. By enabling cross-border expansion, technology partnerships, and innovation-driven investments, MIDA's overseas facilitation efforts continue to strengthen Malaysia's position as a preferred destination for high-growth startups seeking regional and global scale.

MIDA Mumbai continues to facilitate Indian startups and companies interested in exploring Malaysia as a regional investment base. As both nations deepen their innovation partnerships, the opportunities for collaboration across technology, talent, and market access will only continue to expand. For further information, please contact mumbai@mida.gov.my.





Connecting Communities to Industry: Kampung Cegar Youth Visit PROTON Tanjung Malim

Residents and youth from Kampung Cegar, Bidor were recently given a first-hand look at Malaysia's high-tech automotive industry through a Corporate Social Responsibility (CSR) visit organised by MIDA to PROTON's advanced manufacturing facility in Tanjung Malim, Perak.

The visit, led by Mr. Zainal Abdul Rahman, Director of MIDA's Corporate Management Division, together with MIDA staff, involved 20 participants from the kampung angkat community. The programme aimed to expose young people, in particular, to modern industrial environments and broaden their understanding of career opportunities within the manufacturing sector.





During guided tours and briefings, participants observed advanced production processes, automation systems and Industry 4.0 practices in action. They gained insights into how robotics, digital quality control and smart manufacturing technologies are applied across PROTON's integrated production lines.

As one of Southeast Asia's most advanced automotive manufacturing facilities, PROTON Tanjung Malim showcased Malaysia's growing industrial capabilities while highlighting

diverse career pathways in technical, engineering and skilled production roles. The experience also sought to spark interest in Technical and Vocational Education and Training (TVET) and engineering fields aligned with the nation's future industrial needs.

The initiative reflects MIDA's commitment to inclusive growth under the MADANI Economy Framework, ensuring that communities are meaningfully connected to industry and future-ready opportunities.



MVV
TechValley

THE FIRST INTEGRATED TOWNSHIP INDUSTRIAL PARK

in Malaysia Vision Valley



Artist's impression



N9 MATRIX DEVELOPMENT SDN BHD

202201017340 (1463037-P)

Matrix Concepts Holdings Berhad.
Wisma Matrix, No. 57, Jalan Tun Dr. Ismail.
70200 Seremban, Negeri Sembilan.

[f](https://www.facebook.com/matrixconcepts) [i](https://www.instagram.com/matrixconcepts/) [y](https://www.youtube.com/matrixconcepts) [l](https://www.linkedin.com/company/matrixconcepts/) [matrixconcepts](http://matrixconcepts.com)

1800-88-8282

mvvtechvalley.com.my



Scan the QR code
to find out more

All renderings contained in this advertisement are artist's impressions only. The information contained herein is subject to change without notification as may be required by the relevant authorities or developer's project consultant. Whilst every care is taken in providing this information, the owner, developer and manager cannot be held responsible for any variations. For avoidance of doubt on the specifications and development status, please always refer to the Sale and Purchase Agreement.

THE FIRST INTEGRATED TOWNSHIP INDUSTRIAL PARK

in Malaysia Vision Valley



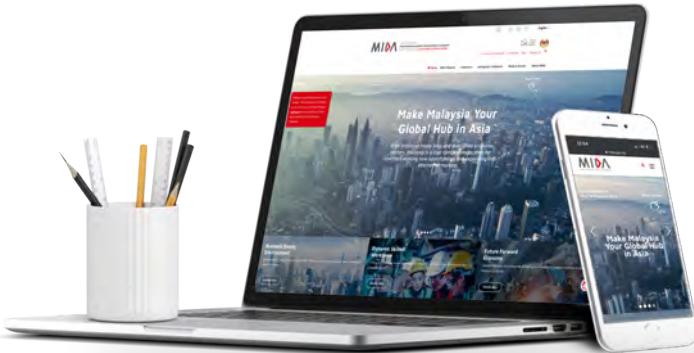
Artist's Impression



Advertise With Us

Get Your Business Noticed

OUR COMMUNICATION TOOLS



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.

MIDA WEBSITE

With more than 70,000 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

Refer next page for the price »»

Advertisement Package

BRONZE PACKAGE

E-NEWSLETTER

- » Full page: RM10,000 per issue
- » Half page: RM6,000 per issue
- » Quarter page: RM3,500 per issue

MIDA WEBSITE

- » Homepage: RM1,500 per week

DIGITAL SIGNAGES

- » LCD TV: RM3,000 per month

ADD-ONS

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

SILVER PACKAGE

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

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

Traffic drivers to the article:

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

RM18,000

Duration: 4 weeks

GOLD PACKAGE

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

- » 2 Full Page Full Colour (Advertorial/Editorial) x 1 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

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

RM24,000

Duration: 4 weeks

PLATINUM PACKAGE

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

- » 2 Full Page Full Colour (Advertorial/Editorial) x 2 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

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

RM42,000

Duration: 8 weeks

Please contact us for more information

ads@mida.gov.my

Advertise With Us

Get Your Business Noticed

HALL

HALL TYPES	GOVERNMENT	PRIVATE
PERDANA HALL (230 PAX)	Inclusive of: •VIP Holding Room •PC Room •Basic AV System RM6,500	RM7,800
BANQUET HALL (230 PAX)	Inclusive of: •Basic AV System RM3,900	RM4,600
PERDANA + BANQUET HALL	Inclusive of: •VIP Holding Room •PC Room •Basic AV System RM9,800	RM11,700
F&B PACKAGES	GOVERNMENT	PRIVATE
A Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
B Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
C Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

PRIVATE MEETING ROOM

ROOM TYPES	GOVERNMENT	PRIVATE
BOARD ROOM (30 PAX)	Inclusive of: •VIP Holding Room •VIP Lounge •AV System RM2,600	RM3,300
USA ROOM (25 PAX)	Inclusive of: •Basic AV System RM1,950	RM2,450
JAPAN ROOM (50PAX)	Inclusive of: •Basic AV System RM1,950	RM2,450
F&B PACKAGES	GOVERNMENT	PRIVATE
A Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
B Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
C Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

TRAINING ROOM

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

*All rates are exclusive of :

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

*F&B by MIDA's panel caterers

VISIT US NOW



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



Tel : +603 2267 3633



www.mida.gov.my

About MIDA

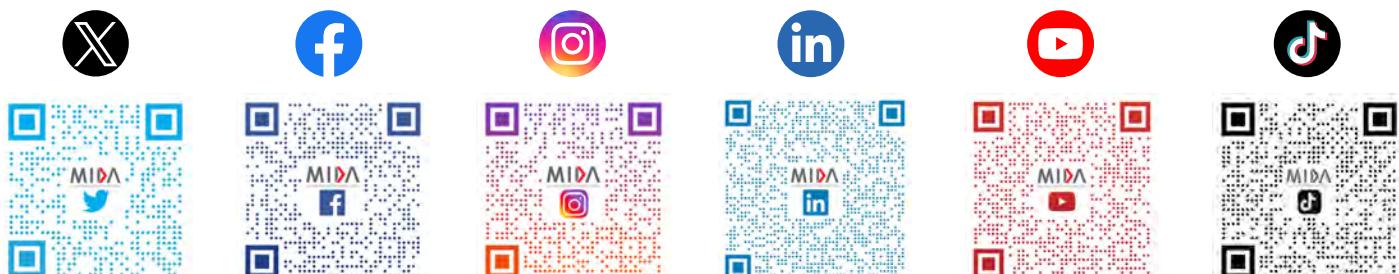
MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff, MIDA has grown to become a strong and dynamic organisation of over 700 employees. Headquartered in Kuala Lumpur Sentral, MIDA today has 12 regional and 21 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit www.mida.gov.my and follow us on X, Instagram and Facebook, LinkedIn, TikTok and YouTube channel.

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

Malaysian Investment Development Authority
MIDA Sentral
No. 5, Jalan Stesen Sentral 5
KL Sentral
50470 Kuala Lumpur
Tel: +603 2267 3633
Fax: +603 2274 7970
E-mail: investment@mida.gov.my
Website: www.mida.gov.my

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

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



SCAN TO CONNECT WITH US



www.mida.gov.my



www.mida.gov.my



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