

E-NEWSLETTER  
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MALAYSIA  
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# INVEST MALAYSIA

## HIGHLIGHTS

Malaysia's New Incentive Framework: From Strategic Approval to Measurable Outcomes

## INDUSTRY

Where Nature Meets Innovation: Unlocking the Future of Traditional and Herbal Medicine

## SERVICES

From Scale to Purpose: Malaysia Strengthening ASEAN's Digital Backbone

# From the CEO's Desk

Steering Malaysia Towards an Outcome-Driven, High-Growth Future

*Dear Valued Partners and Esteemed Stakeholders,*

Welcome to the first edition of our 2026 e-newsletter. As we usher into a new year, MIDA remains unwavering in its mission to position Malaysia as a premier global investment destination—driven by a bold, outcome-driven strategy that prioritises high-quality, sustainable and future-ready growth.

To set a strong foundation for the year, MIDA kicked off 2026 by engaging our media partners through the **Media Appreciation High-Tea & Networking Session**. This engagement underscored our commitment to strengthening Malaysia's investment narrative and narrowing the domestic perception gap. It also highlighted the evolving global competition for quality investments. MIDA's leadership emphasised that true success is not defined by approval numbers alone, but by how investments materialise into real projects, quality jobs and resilient supply chains that uplift Malaysian communities.

This year represents a transformative leap for Malaysia's investment landscape. Pursuant to the announcement made by the Ministry of Investment, Trade and Industry (MITI) on 29 January 2026, MIDA stands ready to operationalise the **New Incentive Framework (NIF) from 1 March 2026**, marking a shift towards an outcome-based, value-driven investment approach in Malaysia. By emphasising tangible outcomes such as high-value job creation, technology transfer and stronger environmental stewardship, we ensure that every ringgit invested delivers enduring benefits to Malaysian industries and society.

Malaysia is rapidly emerging as the region's digital backbone. In the first 9 months of 2025 alone, we secured RM285.2 billion in approved investments, with RM85.4 billion channelled into data centre-related projects. Today, we are progressing from **"Data Centre 1.0" to "Data Centre 2.0"**—purpose-built facilities designed for AI, cloud-native systems and edge technologies. Through initiatives such as the Data Centre Nexus 2025, we are strengthening linkages between global operators and Malaysian vendors, building a resilient high-value digital ecosystem that enhances manufacturing competitiveness and positions Malaysia at the forefront of regional digitalisation.

Malaysia is also forging new pathways by bringing together heritage and science in the **traditional and herbal medicine sector**. With the global market projected to reach USD500 billion by 2030, our country—strengthened by rich biodiversity and guided by the National T&CM Blueprint (2018–2027)—is well placed to lead. Under the NIF, the pharmaceutical and halal pharmaceutical subsectors will receive strategic focus, rewarding companies that deliver high-value outcomes and accelerate the commercialisation of this high-potential industry.

Malaysia's strength is reflected not only in the investments we attract, but in the global success of our homegrown companies. K-One Technology Berhad exemplifies Malaysia's global competitiveness. With design and manufacturing hubs in Petaling Jaya and Ipoh, the EMS provider exports over 90% of its products to Europe, the US, and North Asia, delivering end-to-end solutions while strengthening local supply chains—proving that Malaysian innovation can thrive on the world stage.

# From the CEO's Desk

Our commitment to nurturing a future-oriented economy was further demonstrated through our recent strategic engagement with **BEYOND4**. A thriving start-up ecosystem is essential for building the industries of tomorrow. By convening key players and strengthening support structures, we are cultivating an environment where innovation thrives and local entrepreneurs can scale globally with confidence.

MIDA, together with our partners from the Federal Territories and the state governments of Selangor, Negeri Sembilan, and Melaka, is driving the **Central Region Programme** to deepen supply chain integration, strengthen regional linkages, and empower local industries to climb the value chain. The initiative provides a collaborative platform to attract quality investments, foster innovation, and reinforce Malaysia's position as a competitive and sustainable investment hub in ASEAN.

As we advance into 2026, MIDA's focus remains resolute: **we are pursuing investments that truly matter**. Through our strengthened outcome-driven approach, the rollout of the NIF and our growing leadership in transformative sectors—from **traditional and herbal medicine to digital infrastructure**—we are paving the way for a resilient, technologically advanced and inclusive Malaysian economy.

I invite you to explore this issue and discover the initiatives and success stories shaping Malaysia's industrial future.

Kind regards,

**DATUK SIKH SHAMSUL IBRAHIM**  
**SIKH ABDUL MAJID**

Chief Executive Officer  
Malaysian Investment Development Authority (MIDA)



# In this issue



**05**

## HIGHLIGHTS

Malaysia's New Incentive Framework: From Strategic Approval to Measurable Outcomes



**16**

## GOING GLOBAL SERIES

K-One Technology Berhad: Driving Innovation Beyond Borders



**07**

## INDUSTRY

Where Nature Meets Innovation: Unlocking the Future of Traditional and Herbal Medicine



**18**

## ECONOMIC CROSSROADS

Central Region Industrial Clusters: Powering an Integrated Production Ecosystem



**10**

## SERVICES

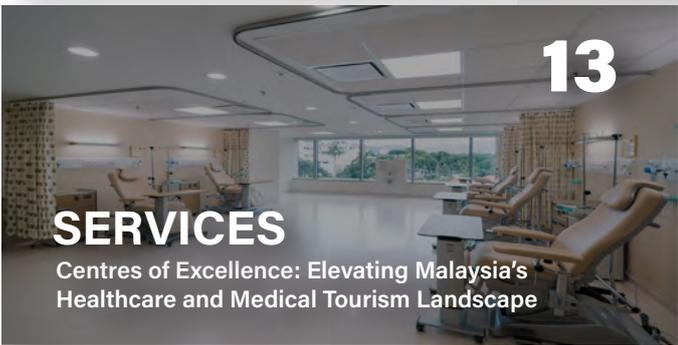
From Scale to Purpose: Malaysia Strengthening ASEAN's Digital Backbone



**21**

## EVENT HIGHLIGHTS

MIDA Strengthens Media Partnerships to Drive Outcome-Focused Investments in 2026



**13**

## SERVICES

Centres of Excellence: Elevating Malaysia's Healthcare and Medical Tourism Landscape



**22**

## EVENT HIGHLIGHTS

MIDA and Beyond4 Deepen Malaysia's Start-Up Ecosystem



## Malaysia's New Incentive Framework: From Strategic Approval to Measurable Outcomes

Malaysia is undertaking a significant transformation in its investment landscape through the Government's introduction of the **New Incentive Framework (NIF)**. This initiative marks a major policy reform shift, transitioning from a traditional product/activity-based tax incentives structure to a **tiered and outcome-based incentive model** that rewards investors based on measurable contributions to the nation's economic and strategic objectives.

Presently, Malaysia's incentive framework is governed by two key legislations: the Promotion of Investments Act 1986 (PIA) and the Income Tax Act 1967 (ITA). Both primarily offer Pioneer Status (PS) or Income Tax Exemption (ITE) and Investment Tax Allowance (ITA) to projects within the listed promoted products or activities. Under this structure, incentives were largely granted based on sector-based qualification.

The NIF represents a fundamental shift. Incentives are now limited to **specific, quantifiable outcomes** aligned with two key national strategies: The **National Investment Aspirations (NIA)** and the **New Industrial Master Plan 2030 (NIMP 2030)**. Through this outcome-based approach, the NIF differentiates incentive levels according to a company's demonstrated commitment to generating economic spillovers, advancing technology, fostering social inclusivity and promoting sustainability.

Furthermore, the NIF underscores Malaysia's strong commitment to foster a competitive, resilient and forward-looking investment environment. At the same time, the NIF is expected to offer a more **transparent incentive regime** by introducing a new dedicated incentive assessment tool. Moving forward, incentives will no longer be awarded based on certain sectors but for investments that deliver tangible benefits for Malaysia.

**The NIF will be implemented on a phased basis**, as announced by MITI on **29 January 2026**, commencing with the **manufacturing sector effective 1 March 2026**, followed by the **services sector in the second quarter of 2026**. All incentive applications for the manufacturing sector received by MIDA from 1 March 2026 onwards will be evaluated under the NIF. Manufacturing companies with existing approvals will not be affected, and their incentives will continue under the approved terms and conditions.

MITI, in collaboration with MIDA, successfully hosted strategic engagement sessions throughout January and February 2026 to facilitate a seamless transition to the new framework. These sessions served as a key platform for our key stakeholders, including domestic and foreign associations, business chambers, State Governments and State Investment entities, to align on the operational

## ELIGIBLE ACTIVITIES

Under the NIF, companies undertaking manufacturing activities within the following **fifteen (15) subsectors** are eligible to apply, subject to fulfilling the incentive eligibility and criteria:



Electrical and Electronics (E&E)



Chemicals and Chemical Products



Pharmaceuticals



Medical Devices



Aerospace



Machinery and Equipment (M&E)



Automotive



Petroleum Products and Petrochemicals



Oleochemicals and their derivatives



Food Production and Processing



Wood, Paper and Furniture



Textile, Apparel and Footwear



Strategic minerals-based products



Rubber-based Products



Metal

framework of the NIF. MITI and MIDA continue to prioritise transparent communication and collaboration, ensuring the investment community is well-supported throughout this transition.

As Malaysia's principal agency for investment promotion and facilitation, MIDA plays a pivotal role in implementing the NIF. It supports investors in navigating the new framework while overseeing post-approval commitments to ensure pledged outcomes are fulfilled. Through

the NIF, Malaysia is strengthening its position as a preferred and regionally competitive investment destination, poised to attract the next generation of high-quality, future-ready investments.

Further information on the NIF implementation guidelines, assessment criteria, and Frequently Asked Questions (FAQs) is available via **MIDA's official media release at: <https://www.mida.gov.my/media-release/new-incentive-framework-nif/>**



## Where Nature Meets Innovation: Unlocking the Future of Traditional and Herbal Medicine

For centuries, traditional and herbal medicine have supported human health across cultures and civilisations. Today, as the global healthcare landscape evolves, these age-old remedies are gaining renewed relevance — not as alternatives, but as valuable complements to modern medicine.

Derived from nature's own pharmacy — plants, minerals and select animal-based sources — traditional and herbal medicines have long been used in raw or minimally processed forms. What was once passed down through generations is now increasingly validated by science, regulation and growing global demand.

Herbal medicine, also known as botanical medicine, harnesses the therapeutic properties of plants and their naturally occurring chemical compounds. These compounds interact with the human body to support prevention, healing and overall wellness. In fact, the World Health Organisation (WHO) estimates that approximately 40% of modern pharmaceutical products in use today originated from traditional knowledge. One of the most cited examples is aspirin, which traces its roots to salicylic acid extracted from willow bark before being synthesised into a widely used pain and fever medication.

### A Booming Global Market

The global herbal medicine industry is experiencing unprecedented momentum. Valued at USD251.24 billion in 2025, the market is projected to double to USD500 billion by early 2030, registering a robust Compound Annual Growth Rate (CAGR) of 8.3%<sup>1</sup>.

This rapid expansion is driven by several converging trends:

- Rising consumer confidence in natural therapies perceived as safer with fewer side effects
- A growing emphasis on preventive healthcare, prioritising wellness over treatment
- Escalating healthcare costs, prompting demand for more affordable and accessible solutions
- Technological advancements in extraction, formulation and quality control
- Stronger regulatory frameworks, enhancing product credibility and market trust

Together, these trends are reshaping global healthcare preferences — and opening new commercial frontiers.

<sup>1</sup> <https://www.fortunebusinessinsights.com/herbal-medicine-market-106320>



## Malaysia's Natural Advantage

Malaysia stands uniquely positioned at the crossroads of tradition, biodiversity and innovation. Its rich cultural tapestry encompasses traditional Malay medicine, Islamic medical practices, Traditional Chinese Medicine (TCM) and Traditional Indian Medicine, offering a holistic ecosystem rarely found elsewhere.

Coupled with one of the world's most biodiverse nations, this has helped position Malaysia as a destination for alternative treatment, further boosting medical tourism. Recognising this potential, the Government introduced the National Traditional and Complementary Medicine (T&CM) Blueprint (2018-2027) providing a structured pathway to regulate, professionalise and commercialise the sector.

Today, 15 public hospitals nationwide offer T&CM services, including Putrajaya Hospital, Port Dickson Hospital in Negeri Sembilan and Sultanah Bahiyah Hospital in Kedah. These services include traditional Malay massage for post-stroke rehabilitation and chronic pain management, as well as acupuncture and herbal therapies.

Malaysia is also home to over 6,000 registered local T&CM practitioners, complemented by more than 100 foreign practitioners, reflecting a growing and regulated professional base.

Registration of companies undertaking the production of T&CM or other pharmaceutical products is under the purview of the National Pharmaceutical Regulatory Agency (NPRA). According to NPRA's Annual Report for 2024, a



total of 713 natural products (traditional medicines, herbal products, homeopathic medicines and natural products with therapeutic claim) were registered, the highest among other categories under their purview. The sheer volume of T&CM products that have entered the domestic market reflects the strength of the local supply chain from manufacturing to distribution.

**One prominent local company, J.B. Pharmacy Group Sdn. Bhd.** under the brand name Hurix's, has flourished under the umbrella of Jin Bin Group, incorporated since 1979. Fast-forward to today, the group has established multiple business arms covering the entire manufacturing ecosystem with full GMP compliance – from R&D to after-sales services and even obtaining Halal certification for their finished products – fully catering to the needs of the majority Malaysian-Muslim population

To further spur the growth of Malaysia's T&CM ecosystem, the Government is set to roll out the New Incentive Framework (NIF) by March 2026 with focus on pharmaceutical and halal pharmaceuticals subsectors. The flexibility of the NIF, being tiered and outcome-based, ensures that fiscal support is awarded based on the commitment level that a company achieves in respect to each financial year.

## **A Promising Future for Malaysia's Herbal Medicine Industry**

With strong global demand, increasing consumer acceptance and clear policy support, Malaysia's traditional and herbal medicine sector presents compelling growth prospects. The key to long-term success lies in **sustainable sourcing, quality assurance and efficient integration across the value chain** – from cultivation and harvesting to processing and manufacturing at scale.

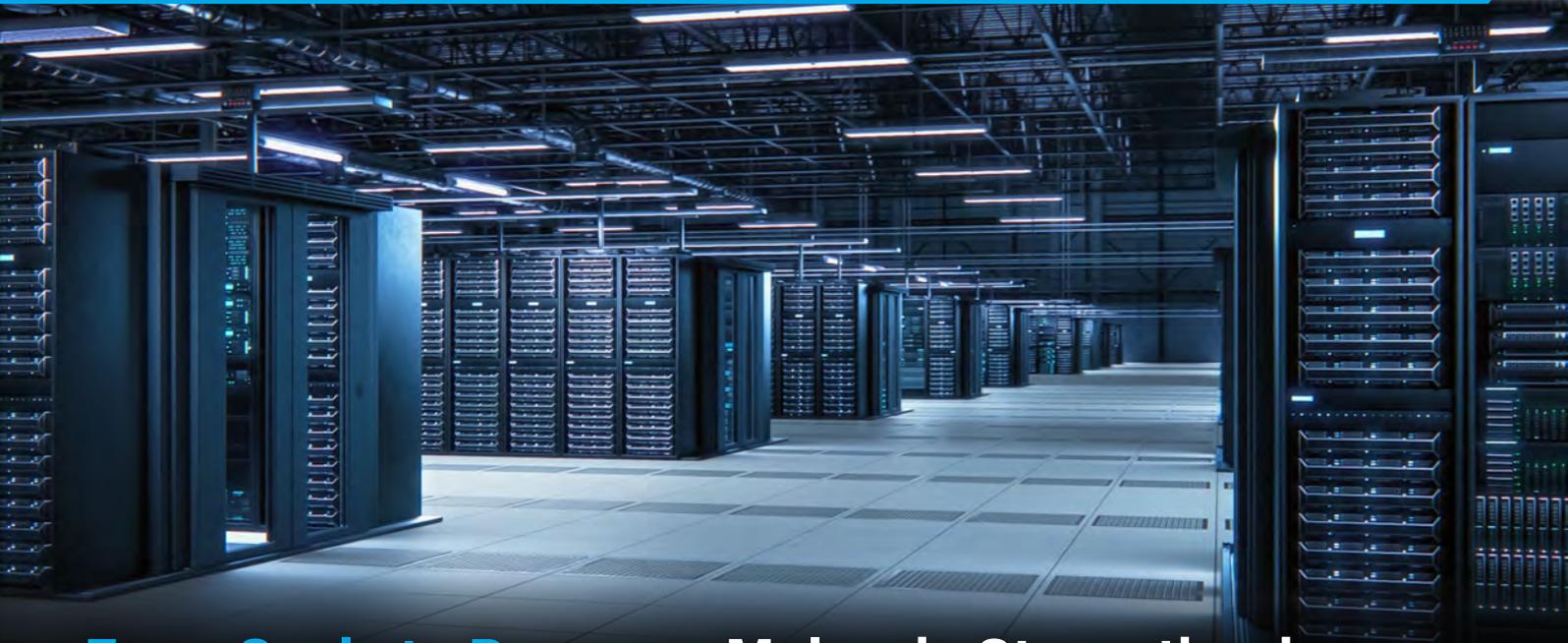
By strengthening this ecosystem, Malaysia has the opportunity to position itself as a **global leader in traditional and herbal medicine**, delivering impact not only to public health, but also to national economic growth and high-value investments.

As global healthcare shifts towards prevention, wellness and sustainability, Malaysia invites investors and industry players to be part of a sector where **heritage meets innovation** – and nature powers the future of medicine.

*Published on Nanyang Siang Pau on 13 February 2026 in Mandarin.*

For more information, please connect with our Life Sciences & Medical Technology Division at <https://www.mida.gov.my/staffdirectory/life-sciences-medical-technology-division/>





## From Scale to Purpose: Malaysia Strengthening ASEAN's Digital Backbone

Malaysia is the land of strategic geography and sustainable growth – of connectivity corridors and cross-border dynamism, of natural resilience and technological ambition. This emerging identity extends to its digital infrastructure. Where once the country was known for palm oil and semiconductors, it is becoming ASEAN's essential digital backbone not merely through scale, but through an intelligent blend of location, sustainability and purpose-built ecosystems that global technology players increasingly recognise and value.

The evidence is clear. In recent years, data-centre projects worth more than USD16 billion have been announced by global tech giants such as Amazon, Google, Microsoft, NVIDIA, Oracle and ByteDance. Much of this capital is flowing into Johor, the state adjoining Singapore. While some of this reflects the city-state's constraints in space and power, the broader picture is of Malaysia's strategic shift into what policymakers call "Data Centre 2.0": facilities conceived for resilience, efficiency and the intense demands of artificial intelligence (AI).

"We are not merely offering land for machines," says Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, Chief Executive Officer of MIDA. "Our mission is to propel the nation forward by creating a high-value, future-ready digital ecosystem.

"We are shifting from hosting data to mastering sophisticated computing – embracing AI, cloud architecture and edge technologies to catalyse deep innovation," he said. "Our ambition is to build a future where advanced digital transformation and sustainable energy are intrinsically linked. Data centre projects are now the accelerant, fundamentally transforming our manufacturing sector and boosting our global competitiveness through pervasive digital economy adoption.

"If data is the new global currency, then Malaysia is positioning itself as both the digital powerhouse that mints it and the innovation engine that transforms it into the prosperity of a high-income nation."

The timing is propitious. Southeast Asia's digital economy is expanding at breakneck speed, with data consumption growing 30% annually. In this landscape, Malaysia is engineering the region's new digital spine for the AI era, where the difference between success and obsolescence will be measured in milliseconds of latency and megawatts of renewable power.

Investment flows show the strategy gaining traction. In the first nine months of 2025, Malaysia attracted RM285.2 billion of approved investments, with RM99.8 billion going to information and communications, of which 85.6%

(RM85.4 billion) was related to data centre projects. Since 2021, the Digital Investment Office under MIDA and the Malaysia Digital Economy Corporation (MDEC) has facilitated RM373.8 billion in digital investments, creating well over 110,000 new jobs in high-demand fields such as AI, cloud and cybersecurity - clear proof that global players believe in Malaysia's next chapter.

## Silicon Valley's Eastern Anchor

Beyond the headline investment figures, the depth of commitment from these tech giants reveals Malaysia's strategic importance.

Microsoft announced a USD2.2 billion cloud and AI investment in Malaysia in 2024, and launched its first Malaysian cloud region in 2025.

"Malaysia offers the right balance of scale, policy support and talent," said Dr. Jasmine Begum, regional director, legal and government affairs, Microsoft ASEAN. "The government's efforts in developing Malaysia as the region's premier hub for digital assets gives us the confidence to make long-term commitments here — not only to accelerate the country's AI-driven transformation but to also support regional digital and AI economic growth.

"We also see strong potential for Malaysia to serve as a trusted digital embassy and a secure hub for regional data and digital collaboration," she added.

Meanwhile, AirTrunk has opened Malaysia's first AI-ready hyperscale data centre, JHB1, in Johor, setting a new benchmark for sustainable digital infrastructure in the region. The company also announced a second data centre, JHB2, confirming its confidence in the market and taking its Malaysia platform to over 420 megawatts of capacity for leading global technology companies.

"Malaysia has all the components needed to scale AI-ready digital infrastructure: market proximity, skilled talent and a growing digital ecosystem advancing sustainable data centre innovation," said Pei Jet Lim, head of AirTrunk's operations in Malaysia. "Johor's rise as a digital precinct - supported by forward-looking policies and investment - is powering next-generation digital infrastructure.

"The environment enables continuous innovation, including the advanced liquid cooling deployment and rooftop solar at our Johor data centres plus water and energy solutions, including Malaysia's largest recycled water supply scheme for data centres and the first renewable virtual PPA for a data centre," Lim added.

## Built by Malaysia: Local Supply Chain, Global Payoff

Malaysia's "Made by Malaysian" ethos, a core pillar in the Thirteenth Malaysia Plan's vision to accelerate economic complexity through high-value products and services, extends naturally into the data centre industry<sup>1</sup>. The vision is clear: to build an ecosystem where dynamic Malaysian firms and world-class talent partner with global players, enabling Malaysia to compete both regionally and globally.

In this role, Malaysia will act as a bridge, connecting today's digital infrastructure with tomorrow's technologies, while ensuring supply chain security and resilience.

The country already provides solid foundations in precision engineering, electrical and electronics (E&E) manufacturing and renewable energy integration. Local firms are advancing their capabilities in modular construction and advanced electrical systems, ensuring the delivery

<sup>1</sup> [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://rmk13.ekonomi.gov.my/wp-content/uploads/2025/09/Executive\\_Summary\\_Thirteenth\\_Malaysia\\_Plan.pdf](https://chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://rmk13.ekonomi.gov.my/wp-content/uploads/2025/09/Executive_Summary_Thirteenth_Malaysia_Plan.pdf)

of infrastructure at speed and scale. To propel the ecosystem further, Malaysia seeks global partners in advanced cooling, smart grid solutions, and high-end equipment manufacturing, the very frontiers that will define the next generation of data centres.

The Data Centre Nexus 2025 initiative put this into action, connecting eight global operators with 16 Malaysian vendors. For investors, this translates into faster project execution, dependable local partners and smoother operations, all backed by a government committed to building ecosystems where global and local players thrive together.

The payoff is clear: shorter timelines, lower costs and reduced risk. This ecosystem is supported by competitive incentives and long-term policies, such as the Digital Ecosystem Acceleration Scheme, Malaysia Digital (MD) status and the New Incentive Framework (NIF), which combine to deliver predictability for the next generation of digital infrastructure investment.

"Malaysia's strength lies not only in attracting world-class investors, but in building ecosystems that help them thrive," added Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid. "By linking global operators with capable local partners, we are ensuring every investment here has the scale, resilience and support to succeed for the long term."

## Investing for the AI Era

Infrastructure is only half the story; talent completes it. Malaysia is cultivating a digitally fluent workforce through initiatives like the Microsoft National AI Innovation Hub, the Bina AI Malaysia program and Universiti Teknologi

Malaysia's new AI faculty under the AI Talent Roadmap 2024–2033. These efforts equip local talent with the necessary skills in AI, cloud and cybersecurity, while helping small and medium-sized enterprises (SMEs) integrate into global value chains.

Johor, meanwhile, is emerging as a cross-border catalyst. The Johor–Singapore Special Economic Zone (JS-SEZ), launched in January 2025, is expected to attract 100 projects within a decade and create 20,000 skilled jobs. Together with the Johor Bahru–Singapore Rapid Transit System, scheduled to begin operations in January 2027<sup>2</sup>, it promises to accelerate the movement of talent, goods and services, creating a powerful dual-hub dynamic with Singapore.

## The Inflection Point

Malaysia's data centre story has reached a turning point. By leveraging its strategic geography, global validation, a robust local ecosystem and a forward-looking workforce, the country is no longer just a contender but a leader. Data Centre 2.0 is Malaysia's blueprint for smarter, greener and more inclusive growth. The message to global investors is clear: ASEAN's digital backbone is taking shape here, and the time to connect is now.

*Published on Reuters on 21 November 2026:*

<https://www.reuters.com/plus/from-scale-to-purpose-malaysia-redefines-aseans-digital-backbone>

For more information, connect with our **Business Services and Regional Operations Division** at <https://www.mida.gov.my/staffdirectory/business-services-and-regional-operations-division/>



<sup>2</sup> <https://theedgemalaysia.com/node/768169>



## Centres of Excellence: Elevating Malaysia's Healthcare and Medical Tourism Landscape

Healthcare is emerging as one of the fastest-growing segments of the global services economy with medical tourism becoming an increasingly important driver of cross-border healthcare demand. The global medical tourism market is projected to exceed USD107 billion by 2030, driven by rising healthcare costs in developed economies, ageing populations, and increasing demand for specialised treatments across borders<sup>1</sup>.

Malaysia is strategically positioned within this expanding landscape. With internationally accredited hospitals, a highly skilled medical workforce, competitive treatment costs, and strong regulatory governance, the country has further strengthened its standing as a preferred destination for quality healthcare services in the region.

At the centre of this progress is the development of Centres of Excellence (CoEs) — specialised hubs designed to deliver advanced, multidisciplinary, and outcomes-driven care. Beyond clinical capability, CoEs function as strategic healthcare infrastructure that anchors Malaysia's ambitions in high-value services and medical tourism.

### Centres of Excellence as Strategic Healthcare Infrastructure

Studies indicate that hospitals performing high procedural volumes — a hallmark of CoEs — have demonstrated significantly improved clinical outcomes, with studies indicating complication reductions of up to 30 percent<sup>2</sup>. Concentrated expertise, structured clinical pathways, and coordinated care models collectively contribute to these improvements.

In Malaysia, CoEs integrate specialists across disciplines — including surgery, oncology, radiology, rehabilitation, and supportive care — to ensure comprehensive and patient-centric treatment. This multidisciplinary model enhances clinical decision-making while improving operational efficiency and patient experience.

Importantly, CoEs justify sustained capital investment in advanced medical technologies and digital health systems. By consolidating complex care within specialised facilities, they optimise resource utilisation, attract high-skilled professionals, and strengthen Malaysia's value proposition in specialised healthcare delivery.

### Quality Assurance and Global Benchmarking

International accreditation remains a cornerstone of Malaysia's healthcare credibility. Many Malaysian hospitals achieve CoE status for

<sup>1</sup> <https://www.gminsights.com/pressrelease/medical-tourism-market>

<sup>2</sup> <https://www.sciencedirect.com/science/article/pii/S1936879820323086>

<sup>3</sup> <https://www.jointcommission.org/en>

<sup>4</sup> <https://www.achsi.org/about-us/background/why-achsi>

specific services including Oncology, Cardiology and Gastroenterology, by meeting the demanding standards of international accreditation bodies such as Joint Commission International (JCI)<sup>3</sup> and Australian Council on Healthcare Standards International (ACHSI)<sup>4</sup>.

These certifications require rigorous performance measurement, benchmarking against global standards, and continuous improvement mechanisms. Achieving and maintaining such accreditation enhances institutional reputation, strengthens patient confidence, and supports Malaysia's competitiveness in international healthcare tourism. This emphasis on measurable outcomes and global alignment reinforces Malaysia's positioning as a trusted provider of safe, high-quality specialised care.

## Strengthening Malaysia's Medical Tourism Ecosystem

For the healthcare system, CoEs efficiency of consolidating complex care in one location, allows for strategic use of specialised equipment and personnel. Offering not only the significant advantages to patients, healthcare providers, and the healthcare ecosystem, COEs also serve as essential training and research hubs, generating new knowledge and helping to diffuse best practices throughout the region.

This commitment continues to demonstrate Malaysia as a competitive destination for specialised healthcare services. According to the Malaysia Healthcare Travel Council (MHTC), the country recorded over 1.5 million healthcare traveller arrivals in 2024, generating approximately RM2.7 billion in healthcare travel revenue. Demand is particularly strong in oncology, cardiology, fertility treatment, and

orthopaedics — areas commonly structured under Centres of Excellence<sup>5</sup>.

The rising global incidence of non-communicable diseases further reinforces this demand. Data from the International Agency for Research on Cancer (IARC) projects that global cancer cases will increase by nearly 60 percent over the next two decades, underscoring the growing need for specialised, technology-enabled treatment centres.

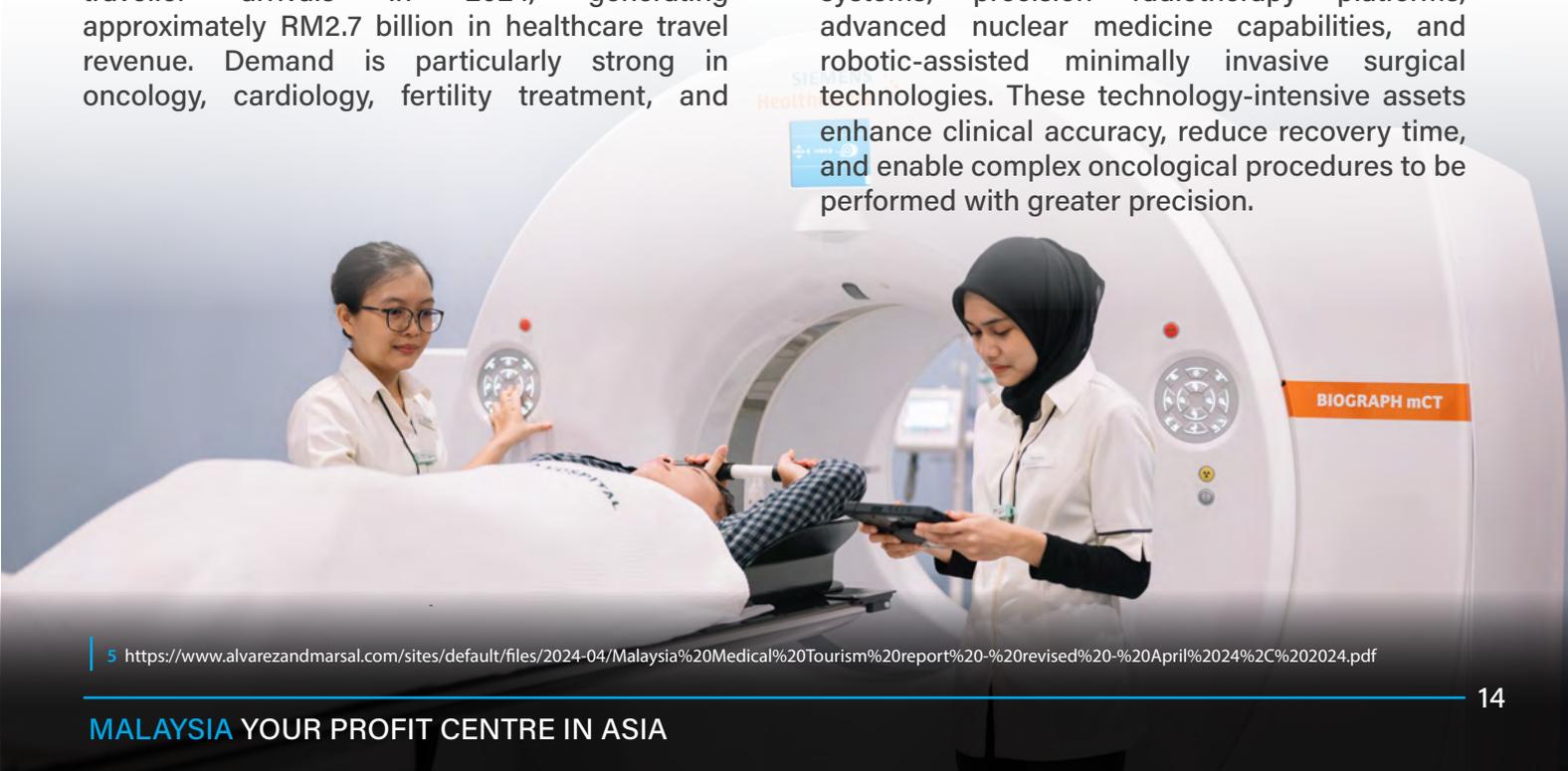
For Malaysia, this represents both a healthcare imperative and a strategic economic opportunity as the country strengthens its position in high-value healthcare services.

## Case Study: Island Hospital's Centre of Excellence

Island Hospital in Penang provides a strong example of Malaysia's CoE model in practice. As one of the largest private hospitals in northern Malaysia, it has established specialised centres supported by international accreditation and a structured multidisciplinary care framework.

Operating under continuous performance measurement aligned with global standards, its Cancer Centre of Excellence integrates surgical, medical, and radiation oncology alongside pathology, radiology, nursing, rehabilitation, and supportive services to ensure coordinated and evidence-based treatment planning.

The centre is supported by substantial capital investment in high-end diagnostic imaging systems, precision radiotherapy platforms, advanced nuclear medicine capabilities, and robotic-assisted minimally invasive surgical technologies. These technology-intensive assets enhance clinical accuracy, reduce recovery time, and enable complex oncological procedures to be performed with greater precision.



<sup>5</sup> <https://www.alvarezandmarsal.com/sites/default/files/2024-04/Malaysia%20Medical%20Tourism%20report%20-%20revised%20-%20April%2024%2C%202024.pdf>

# SERVICES

The scale of these investments highlights the capital-intensive nature of specialised healthcare development. Beyond improving patient outcomes, they strengthen Malaysia's ecosystem for high-skilled employment, clinical research collaboration, and medical technology adoption – reinforcing the country's position in high-value healthcare services.

## Government Facilitation and Investment Support

The continued growth of Centres of Excellence in Malaysia is supported by proactive government facilitation and policy alignment.

As the Government's principal investment promotion agency, Malaysian Investment Development Authority (MIDA) actively facilitates investments in the services sector, including private healthcare and medical tourism infrastructure.

In collaboration with the Malaysia Healthcare Travel Council, MIDA supports hospitals undertaking strategic expansion and technology upgrading initiatives. Incentives such as the Automation Capital Allowance (ACA) encourage the adoption of advanced medical technologies and digital healthcare systems, enhancing productivity and service quality.

Programmes such as the Flagship Medical Tourism Hospital initiative further strengthen

Malaysia's international branding and ecosystem coordination, reinforcing investor confidence in the sector.

Through facilitation, fiscal incentives, and policy alignment, Malaysia offers a conducive environment for the development of specialised healthcare facilities that meet global standards.

## Driving Long-Term Value Through Specialised Healthcare

Centres of Excellence represent strategic infrastructure within modern healthcare systems. Integration of specialised expertise, advanced technologies, and globally aligned standards improves clinical outcomes while reinforcing Malaysia's competitiveness in medical tourism.

Growing demand for complex treatments will continue to reshape healthcare delivery. Malaysia's focus on high-value, technology-intensive services positions the country as a regional hub for specialised, innovation-driven care. Sustained government support and strong private sector participation will continue to strengthen the ecosystem, delivering world-class services while generating long-term economic and social value for Malaysia and the wider region.

For more information, get in touch with our Healthcare, Education & Hospitality Division at <https://www.mida.gov.my/staffdirectory/healthcare-education-hospitality-division/>





# K-One Technology Berhad: Driving Innovation Beyond Borders

With its Design & Development Centre and Headquarters in Petaling Jaya, Selangor, while its manufacturing hub located in Ipoh, K-One Technology Berhad (K-One) is a progressive Electronics Manufacturing Services (EMS) provider listed on the ACE Market of Bursa Malaysia Securities Berhad. Over the past 25 years, K-One has built a sterling reputation for innovation and reliability. With over 90% of its products and design services consistently exported to Europe, the United States, and North Asia, K-One stands as a testament to Malaysia's capability to compete — and excel — on the global stage.

### A Vision Beyond Borders

Guided by its vision “to be an extraordinary technology innovator”, K-One has consistently pushed the boundaries of creativity and engineering. Its expertise spans the design and development of medical/healthcare devices, consumer electronics, industrial equipment, data centre ancillaries and Internet of Things (IoT) gadgets. By serving renowned global brands, K-One delivers end-to-end solutions from conceptual product design to turnkey manufacturing. This seamless integration ensures that innovation conceived in Malaysia can be transformed into industrial realities across the world.

### Global Standards, Global Trust

To sustain its international presence, K-One adheres to global certifications and standards, including ISO 9001, 13485, 14001, 45001, ISO TS 16949, ATEX, OHSAS 18001, GDPMD and cGMP, while also maintaining registrations with both the FDA and MDA. Beyond compliance, the company demonstrates its commitment to ethical and sustainable practices by registering with SEDEX (Supplier Ethical Data Exchange) and passing rigorous audits. Since 2011, K-One has also been a member of the United Nations Global Compact, aligning its operations with principles of sustainability, human rights and corporate responsibility. The fact that many of its multinational customers have engaged K-One for more than 15 years is a testimonial of K-One's prowess in serving the strict requirements of each customer.

### Strengthening Local Ties, Driving Mutual Growth

K-One's global success is firmly anchored in collaboration. Over the years, the company has established a robust network of local and international supply chain, comprising primarily enterprises that specialise in producing plastic parts, SMT assemblies, stamped parts, packaging materials, etc. K-One conducts annual audit of its supply chain partners and provide appropriate training and advisory



support to help them close gaps in meeting international ISO standards and stringent requirements of global customers. This proactive approach not only strengthens compliance but also nurtures mutual growth and shared prosperity, empowering especially local enterprises to rise alongside K-One. In doing so, the company reinforces Malaysia's industrial ecosystem while simultaneously expanding its global footprint.

### Recognition of Excellence

Since its inception, K-One has won many accolades, such as the Deloitte Asia Pacific Fast 500 Award, Technology Business Review ASEAN Award, MITI Export Excellence Merit Award, Star

Media Group's Export Excellence Award, among others. These accolades underscore the company's achievements and highlight its stature as a Malaysian EMS provider with a truly global footprint.

### Beyond Manufacturing: A Global Innovator

Through its vision and perseverance, K-One demonstrates that innovation knows no borders. The company has designed and developed a wide range of products for global players across the medical and healthcare, industrial, consumer electronics, telecommunications and computer sectors — enhancing comfort, connectivity and care in everyday life, fully aligned with its mission.





## Central Region Industrial Clusters: Powering an Integrated Production Ecosystem

The Central Region is not merely Malaysia's industrial heartland — it is the engine room of the nation's next phase of industrial transformation. Comprising the Federal Territories, Selangor, Negeri Sembilan and Melaka, the region has long anchored Malaysia's manufacturing depth, logistics connectivity and institutional capacity.

Today, it is moving beyond scale toward integration through a coordinated industrial cluster strategy designed to build a seamless and technology-driven production ecosystem.

This initiative represents a structural evolution in industrial development. Rather than treating investments as isolated projects within individual states, the cluster approach aligns capabilities across locations, supply chains and institutions. The focus is clear: strengthen linkages, enhance productivity and position the Central Region as a globally competitive hub for high-value industries.

### From Industrial Strength to Ecosystem Advantage

The Central Region already hosts well-established capabilities in Electrical and Electronics (E&E), aerospace, pharmaceuticals and medical technology, as well as food manufacturing and the halal economy. These sectors are supported by dense networks of engineering services, precision tooling firms, testing laboratories, logistics providers, financial institutions and research universities.

What distinguishes the cluster development initiative is its focus on integration. Infrastructure, talent development, regulatory facilitation and supplier ecosystems are aligned to ensure industries do not operate in silos. Instead, multinational corporations, domestic champions and small and medium enterprises function within interconnected value chains that enable scale, innovation and resilience.

This transition from industrial presence to ecosystem advantage allows companies to move faster, reduce operational friction and embed more deeply within Malaysia's manufacturing landscape.

### Strategic Corridors, Functional Specialisation

Clustering is reinforced by geographical proximity and complementary specialisation. The KLIA-Subang-Serendah corridor for instance, exemplifies how coordinated development can accelerate productivity. Within a compact radius, aerospace maintenance, repair and overhaul (MRO), advanced manufacturing, precision engineering and technical training facilities operate in close alignment.

Such spatial concentration shortens supply chains, reduces logistics risks and facilitates rapid knowledge transfer. When suppliers, manufacturers and research institutions are located within accessible distance, innovation cycles accelerate and collaboration becomes more organic.

# ECONOMIC CROSSROADS

This model demonstrates how physical connectivity and industrial coordination combine to create efficiency gains that extend beyond individual firms— strengthening the competitiveness of the entire ecosystem.

## Anchored in National Transformation

The Central Region industrial cluster strategy is aligned with Malaysia's broader transformation agenda under the New Industrial Master Plan 2030 (NIMP 2030), alongside complementary national frameworks focused on semiconductor advancement and green investment.

Alignment with these national priorities ensures coherence in infrastructure planning, investment facilitation, technology adoption and sustainability standards. Federal and state initiatives are structured to complement one another, enabling coordinated execution rather than fragmented development.

This policy consistency provides investors with clarity and predictability — essential foundations for long-term capital commitments in advanced manufacturing and high-technology sectors.

## Deepening Supply Chains, Elevating Local Capability

A defining feature of the ecosystem-driven approach is the deliberate strengthening of domestic supply chains. Industrial clusters

create structured pathways for local enterprises to integrate into higher-value segments of global production networks, particularly in specialised engineering, machinery, tooling, maintenance services and digital-enabled processes.

Through coordinated engagement between industry, academia and technical institutions, capabilities are continuously upgraded to meet evolving global standards. This ensures that local suppliers remain competitive in areas requiring precision, speed and advanced technological integration.

The emphasis on ecosystem certainty — encompassing reliable infrastructure, regulatory clarity, skilled talent and supplier depth — enhances investor confidence while supporting upward mobility for the domestic workforce.

## Coordinated Facilitation for Sustainable Growth

Effective cluster development depends not only on infrastructure, but on institutional coordination. The Central Region benefits from strong collaboration between federal and state governments, industrial park operators, logistics providers, universities and industry associations.

As Malaysia's principal investment promotion agency, MIDA assumes a central facilitative role in connecting investors with local ecosystems.

## FLAGSHIP INVESTMENT SEMINAR THE INDUSTRIAL CLUSTER INITIATIVE IN THE CENTRAL REGION



**Fireside Chat Session:**

**Collaborating for Impact:** Central Region as the Hub of Growth and Opportunities



MODERATOR

**YB Liew Chin Tong**

Deputy Minister of Investment,  
Trade and Industry (MITI)



PANELIST

**YAB Dato' Seri Amirudin Shari**

Dato' Menteri Besar Selangor



PANELIST

**YAB Dato' Seri Utama  
Hj. Aminuddin Harun**

Menteri Besar Negeri Sembilan



PANELIST

**YAB Datuk Seri Utama  
Ab Rauf Yusoh**

Chief Minister of Melaka



PANELIST

**YB Datuk Seri Dr. Zaliha Mustafa**

Minister in the Prime Minister's  
Department (Federal Territories)



Engagement between foreign and domestic firms is actively supported, while ecosystem gaps are identified and addressed through targeted initiatives.

This reflects a broader shift in industrial development — from approving individual projects to cultivating interconnected industrial systems capable of sustaining innovation and long-term competitiveness.

## Redefining Industrial Competitiveness

As global supply chains become more complex and technology cycles accelerate, competitive advantage increasingly depends on ecosystem depth rather than standalone capacity. The Central Region's industrial cluster initiative recognises this reality by embedding collaboration, specialisation and sustainability into its development model.

By integrating advanced manufacturing, digital infrastructure, engineering services and

institutional partnerships, the region is positioning itself as truly a seamless production ecosystem — one that supports innovation, attracts high-quality investment and enables enterprises to scale with resilience.

Through coordinated execution and sustained partnership, the Central Region reinforces Malaysia's ambition to move up global value chains while ensuring industrial growth remains inclusive, future-ready and strategically aligned with national priorities.

Discover investment opportunities in the Central Region. Connect with MIDA's Domestic Investment Division at <https://www.mida.gov.my/staffdirectory/domestic-investment-division/> to explore how your business can be part of Malaysia's integrated industrial ecosystem.





### **MIDA Strengthens Media Partnerships to Drive Outcome-Driven Investments in 2026**

MIDA commenced 2026 with its Media Appreciation High-Tea & Networking Session, held at Aloft Kuala Lumpur Sentral on 13 January 2026, bringing together close to 60 senior editors, bureau chiefs and journalists from major news organisations.

The session provided an opportunity to outline MIDA's investment priorities for the year ahead, with addresses by Chairman YM Tengku Datuk Seri Utama Zafrul Abdul Aziz and Chief Executive Officer Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid. An economic outlook briefing by Dr. Anthony Dass further contextualised the increasingly competitive global investment landscape.

A key message shared during the engagement was the shift towards outcome-driven investments in 2026 — focusing not only on approvals, but on project implementation, productive capacity, quality employment and stronger domestic supply chains.

With domestic investors accounting for 55% of approved investments in the first nine months of 2025, MIDA reaffirmed its commitment to strengthening support for Malaysian businesses and enhancing awareness of facilitation mechanisms available.

Looking ahead, MIDA will continue advancing key initiatives including the Invest Malaysia Facilitation Centre (IMFC), the phased implementation of the New Incentive Framework (NIF), expanded regional engagement, the #InvestLokal initiative, and the development of a One-Stop Portal to streamline investor approvals.

The engagement underscores MIDA's commitment to ensuring Malaysia's investment narrative remains competitive, inclusive and firmly focused on delivering tangible economic outcomes.





## MIDA and Beyond4 Deepen Malaysia's Start-Up Ecosystem

MIDA, in collaboration with BEYOND4, convened the Strategic Engagement Session 2026 on Malaysia's Start-Up Ecosystem at MIDA Sentral, bringing together ecosystem partners, industry leaders, and founders to chart the next phase of Malaysia's innovation growth.

MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, emphasised MIDA's evolving role beyond investment promotion, positioning the agency as an ecosystem connector linking start-ups with corporates, investors, research institutions and government agencies. He highlighted that structured support, enhanced visibility, and stronger industry linkages are critical to helping high-potential ventures scale regionally.

The half-day programme featured a Start-Up Sharing Session and a panel discussion with representatives from Cradle Fund, Iskandar Investment Berhad, Universiti Kebangsaan Malaysia and Qarbotech, focusing on commercialisation pathways, talent pipelines, and ecosystem connectivity.

In conjunction with the session, Yayasan Pahang launched the Pahang Startup Blueprint 2030, developed with contributions from MIDA and Beyond4, signalling strengthened federal-state collaboration to nurture innovation.

The engagement underscores MIDA's commitment to enabling entrepreneurship, fostering partnerships, and positioning Malaysia as a competitive regional hub for high-growth start-ups.



# SEMICON SOUTHEAST ASIA 2026

5-7 May 2026

Malaysia International Trade and Exhibition Centre (MITEC)  
Kuala Lumpur

## MIDA invites you to Semicon SEA 2026!

MIDA, your trusted partner in industrial development, proudly presents an exclusive opportunity at SEMICON SEA 2026!

### MIDA EXCLUSIVE OFFERING ●●●

- Premium space at the dedicated MIDA Pavilion
- Direct access to MIDA's comprehensive support services
- Enhanced visibility through MIDA's strategic positioning

### WHY PARTNER WITH MIDA?

- Leverage MIDA's 56+ years of investment expertise
- Access our extensive network of industry connections
- Benefit from MIDA's strategic government partnerships
- Tap into Malaysia's thriving semiconductor ecosystem

### EXCLUSIVE OPPORTUNITY ●●●

Selected companies are invited to showcase their capabilities alongside MIDA, Malaysia's principal investment promotion agency, positioning your business at the forefront of Southeast Asia's semiconductor industry.

### LIMITED TIME OFFER ●●●

Register by **30 March 2026**, to secure your position at the prestigious MIDA Pavilion. Join MIDA in shaping the future of Southeast Asia's semiconductor landscape!

**Our dedicated Electrical & Electronics team is ready to assist you.  
Direct your enquiry to:**

[sunita@mida.gov.my](mailto:sunita@mida.gov.my) | [shahrulridzwan@mida.gov.my](mailto:shahrulridzwan@mida.gov.my) | [nurathirah@mida.gov.my](mailto:nurathirah@mida.gov.my) | [thivya@mida.gov.my](mailto:thivya@mida.gov.my)

## THE FIRST INTEGRATED TOWNSHIP INDUSTRIAL PARK in Malaysia Vision Valley



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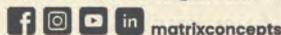
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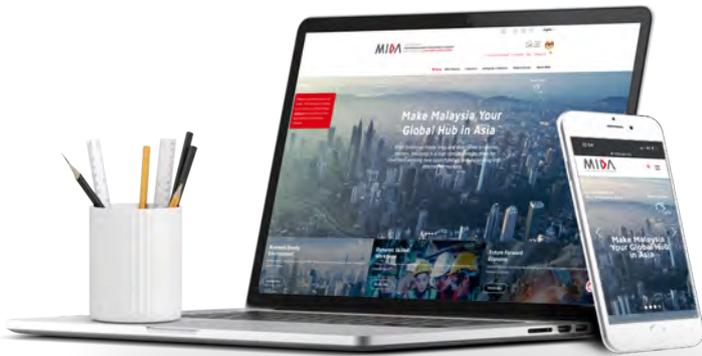


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# Advertise With Us

Get Your Business Noticed

## OUR COMMUNICATION TOOLS



### 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.

### E-NEWSLETTER

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



### DIGITAL SIGNAGES

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

Location

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



Refer next page for the price >>>

# Advertisement Package

## BRONZE PACKAGE

### E-NEWSLETTER

- » Full page: 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

- » Video wall, digital standee & 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) x 1 insertion (estimated between 250-300 words)
- » Ads web banner on MIDA website home page (4 weeks)
- » Advertisement on MIDA digital signages (4 weeks)

### Visibility:

- » An exclusive landing page in MIDA Website for the advertorial
- » Social media amplifications on MIDA Facebook, X, LinkedIn, Instagram (2 x Postings)

**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) x 1 insertion (estimated between 500-600 words);
- » Ads web banner on MIDA website home page (4 weeks)
- » Advertisement on MIDA digital signages (4 weeks)

### Visibility:

- » An exclusive landing page in MIDA Website for the advertorial
- » Social media amplifications on MIDA Facebook, X, LinkedIn, Instagram (4 x Postings)

**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) x 2 insertion (estimated between 500-600 words);
- » Ads web banner on MIDA website home page (8 weeks)
- » Advertisement on MIDA digital signages (8 weeks)

### Traffic drivers to the articles:

- » An exclusive landing page in MIDA Website for the advertorial
- » Social media amplifications on MIDA Facebook, X, LinkedIn, Instagram (8 x Postings)

**RM42,000**

Duration: 8 weeks

Please contact us for more information

[ads@mida.gov.my](mailto:ads@mida.gov.my)

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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
<b>A</b>	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
<b>B</b>	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
<b>C</b>	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
<b>A</b>	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
<b>B</b>	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
<b>C</b>	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%)  
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dome, logistic (RM300)

\*F&B by MIDA's panel caterers

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# About MIDA

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

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

Malaysian Investment Development Authority

MIDA Sentral

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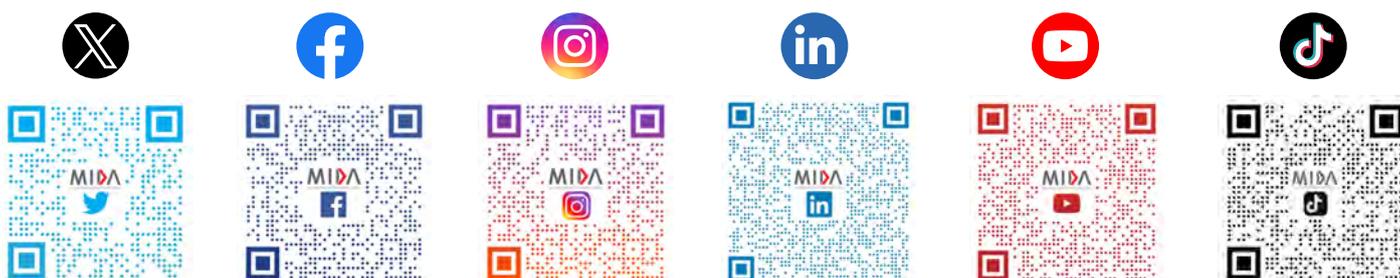
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