

E-NEWSLETTER  
JULY 2024 ISSUE



MALAYSIA  
MADANI

MIDA

# INVEST MALAYSIA



## HIGHLIGHTS

MITI Secures RM3.3 Billion in Potential Exports During Trade & Investment Mission to Vietnam

## SERVICES

Digital Inclusion: Bridging the Connectivity Divide in Malaysia

## INDUSTRY

Embracing Industry 4.0: The Evolution of Medical Devices Manufacturing in Malaysia

## From the CEO's Desk:

### Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid

*Dear Valued Partners and Esteemed Readers,*

As we approach the second half of 2024, it is with great pride that I present this July issue of the MIDA Invest Malaysia e-Newsletter. The past months have been marked by significant milestones in Malaysia's economic journey, particularly through our successful engagements in the Southeast Asian region—we've truly been hitting our stride.

A key highlight has been the RM3.3 billion in potential exports secured during our recent Trade and Investment Mission (TIM) to Vietnam, led by YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade and Industry (MITI). This achievement underscores Malaysia's expanding economic influence and our commitment to fostering strong regional partnerships.

As we move into the third quarter, our focus is on leveraging these recent gains to drive further growth and innovation. Sustainability remains a core part of our strategy, and I'm excited to report significant progress in this area. The Malaysian Government is committed to transforming the nation into a leading green investment hub in the region, with a robust policy framework and strategic plan in place.

The Government has recently unveiled the Green Investment Strategy (GIS) to attract green investments to Malaysia and catalyse sustainable socio-economic development. This strategy focuses on seven key areas, including energy efficiency, renewable energy, and circular economy.

The adoption of automation and Industry 4.0 will be key in maintaining competitiveness and achieving sustainable growth in the global market. Malaysia recognises the enormous benefit of Industry 4.0 in uplifting the Malaysian manufacturing and services sectors and has followed suit by launching the 2018 National Policy of Industry 4.0. In this edition, we discover the potential of Malaysia's medical devices industry, as the nation's role as a hub for global medical device companies makes it well-poised to adopt these technologies. This adoption can lead to several transformative changes in the value chain and the medical devices ecosystem in Malaysia.

We're also proud to feature DSR Taiko Berhad, an indigenous company that's set to establish itself as Malaysia's premier national brand for durians and durian-based products. With a mission focused on creating a leading national durian brand and paving the way for global franchising opportunities, DSR is embracing innovation across the entire durian value chain.

## From the CEO's Desk:

# Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid

As Malaysia advances towards becoming a smart manufacturing hub, OMRON is one of the key players in this ambitious strategy. We're excited to share their story in this issue of 'Why Malaysia', where OMRON lays out three key attributes - Green, Digital and Speed, in their manufacturing operations.

Finally, recognising the importance of inter-agency collaboration, MIDA and the Sarawak State Government co-organised the first installment of the 2024's MIDA Invest Series, featuring the "Land of the Hornbills", themed Sarawak: Unfolding Its Business Potential. This event highlighted the state's dynamic business landscape and presented untapped business and investment opportunities.

I'm excited about what we'll accomplish in the coming months and am confident that our shared vision will lead us to even greater successes. Here's to a productive and impactful Q3! We'll rise to the challenge, we'll seize the opportunity, we'll never falter.

## SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)



05

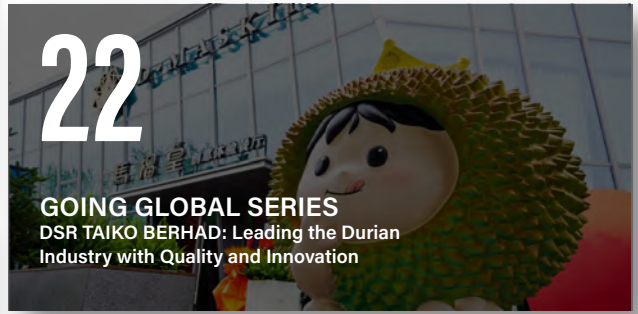


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# HIGHLIGHTS

01

## MITI Secures RM3.3 Billion in Potential Exports During Trade & Investment Mission to Vietnam

In a testament to Malaysia's expanding economic engagements within Southeast Asia, the Ministry of Investment, Trade and Industry (MITI) successfully secured RM3.3 billion in potential exports during a recent Trade and Investment Mission (TIM) to Vietnam. The mission, which spanned from 8 to 10 July 2024, strategically covered Hanoi and Ho Chi Minh City, and underscored Malaysia's commitment to deepening bilateral trade ties with Vietnam.

The mission, led by YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade and Industry (MITI), included senior representatives from MIDA and the Malaysia External Trade Development Corporation (MATRADE). This concerted effort culminated in 14 Vietnamese companies committing to source a diverse range of Malaysian products, including electrical and electronics (E&E), palm oil, chemicals and petrochemicals, iron and steel, food and beverages, and fast-moving consumer goods.

A key event was a business programme in Ho Chi Minh City on 10 July 2024, where Vietnamese industry leaders expressed interest in exploring collaborative opportunities in Malaysia.

The MITI Minister remarked, "We are pleased with the RM3.3 billion in potential exports secured from our brief mission to Vietnam. This mission acts as a catalyst for the growth and establishment of strategic business-to-business partnerships between Malaysian and Vietnamese companies while enhancing bilateral cooperation. Our next priority is to ensure that we quickly and efficiently follow through on these commitments to bolster GDP growth and create job opportunities for our people."

High-level meetings with key Vietnamese officials, including Prime Minister H.E. Phạm Minh Chính, Minister of Planning & Investment H.E. Nguyen Chi Dung, and Minister of Industry and Trade, H.E. Nguyen Hong Dien underscored the mission's success.





The Fourth Malaysia-Vietnam Joint Trade Committee Meeting (4th JTC) on 9 July 2024, facilitated discussions on enhancing trade and investment ties. Key outcomes included MOUs between Vietnam Trade Promotion Agency (VIETRADE) and MATRADE, and on agriculture cooperation. Discussions also covered the Halal industry, green economy partnerships, and support for Malaysia's ASEAN Chairmanship in 2025.

In 2023, Vietnam was Malaysia's 11th largest trading partner, while Malaysia ranked as Vietnam's 10th largest trading partner globally with bilateral trade volume reaching USD17.38 billion (RM79.42 billion).

Vietnam also remains a key investment destination for Malaysia, particularly in real estate development, utilities, financial services, and manufacturing, with Malaysia registering 717 projects in Vietnam valued at USD13.1 billion as of 2023.

This mission reinforces the strong economic relationship between Malaysia and Vietnam, setting the stage for continued collaboration and mutual growth.





# HIGHLIGHTS

01





## Malaysia's Path to Sustainable Growth

The Malaysian Government is steadfast in its commitment to transforming the nation into a leading green investment hub in the region through a robust policy framework and strategic plan. The aim is to attract substantial investments in high-growth, high-value sectors while achieving the target of net zero carbon emission by 2050, as outlined in the National Energy Transition Roadmap (NETR) and the New Industrial Master Plan (NIMP) 2030.

Malaysia's dedication to green initiatives has positioned it as a prominent destination for green investment in the region. This not only stimulates socio-economic growth but also creates new jobs and enhances skills development within the green industry.

### The Seven (7) Low-Carbon Levers to Green Investments


Seven (7) levers have been identified to accelerate investment opportunities and establish Malaysia as a prime Green Investment Hub by 2030. The Green Investment Strategy (GIS) emphasised that Malaysia needs to increase its current levels of green investment by 7.5 times, requiring approximately RM300 billion, to achieve the target. One of the key focus areas is Carbon Capture and Storage (CCS) and Carbon Capture Utilisation and Storage (CCUS), which involves collaborating with foreign emitters to develop domestic capture and utilisation in the

future, as well as developing CCUS-specific policies and regulatory framework to facilitate the implementation of CCUS projects. By prioritising CCUS, Malaysia can harness its technological capabilities to become a regional leader in carbon management, attract specialised investments, and significantly mitigate its carbon footprint.

Another important aspect is the development of the Renewable Energy (RE) sectors. In May 2023, the Government reaffirmed its commitment to unlocking economic opportunities through a low-carbon transition, setting an ambitious target to achieve 70% RE installed capacity in the power mix by 2050. Malaysia aims to reinforce this ambition and accelerate the RE rollout by scaling up solar energy through the establishment of solar parks, upgrading grid infrastructure, and addressing bottlenecks in small hydro projects.

Energy Efficiency (EE) is also a crucial lever in Malaysia's green investment strategy as it is cost effective and promotes resource optimisation. The focus is on moving up the energy service value chain and meeting the demand outlined in the Energy Efficiency Conservation Act. This will not only drive energy savings but also create new business opportunities.

Hydrogen presents itself as a versatile and future-proof source of low-carbon energy carrier. The transformative potential of a hydrogen economy not only reduces carbon footprint but also offers



new economic opportunities. This is particularly evident in Sarawak, in collaboration with Japanese and South Korean partners respectively, where projects such as H2ornbill and H2biscus have made significant strides.

In the realm of Green Mobility, Malaysia aims to continue attracting investments in the Electrical Vehicle (EV) sector and leverage its strengths in rare earth elements (REE) and semiconductors. Additionally, the country is exploring the potential for scaling up marine and aviation fuel production based on future demand.

Bioenergy assumes a significant role in enhancing economic growth and fostering synergies between power operators and feedstock suppliers. By consolidating efforts in this sector, Malaysia can tap into its sizeable local supply base and drive sustainable energy production. NETR aims to capitalise Malaysia's strong bioenergy potential, with focus on two key segments, namely agriculture-related bioenergy and non-agriculture waste such as used cooking oil (UCO) and municipal solid waste (MSW).

Lastly, Malaysia is committed to promoting the Circular Economy by tracking waste and focusing on the remanufacturing sector. This approach encourages resource efficiency, reduces waste generation, and creates opportunities for local

businesses. Malaysia's efforts in green investment have been recognised by the Energy Transition Index June 2023, which ranked Malaysia first in the region for energy transition. This recognition validates the country's system performance and preparedness to attract global investments in clean technology and products.

These initiatives are part of Malaysia's broader vision to achieve the objectives of the MADANI Economy Framework, which aims to position the country among the world's top 30 largest economies and the top 12 in terms of global competitiveness within 10 years. By focusing on regionalisation, competitiveness, and value chain enhancement, Malaysia is committed to sustainable investments that benefit future generations as it stands as a testament to its commitment to future generations, acting as responsible stewards of the planet while promoting socio-economic goals for a better and more sustainable tomorrow.

MIDA observes the current and future trends of green investments, which commit to the Environmental, Social, and Governance (ESG) agenda. To learn more about investment opportunities in the green technology industry, please get in touch with the **Green Technology Division, MIDA**, at <https://www.mida.gov.my/staffdirectory/green-technology-division/>



**INDUSTRY**

**02**



## Embracing Industry 4.0: The Evolution of Medical Devices Manufacturing in Malaysia

The evolution of Malaysia's medical devices industry is marked by significant milestones that reflect its growth, well-supported by a diverse ecosystem. In the early 1980s, the industry focused on rubber-based products, driven by the global demand surge, during which Malaysia leveraged its position as a major producer of natural rubber. The 1990s saw the industry diversifying into consumable products such as syringes, catheters, infusion tubing, autoinjectors and wound management products. These activities were identified as high value-added under the Third Industrial Master Plan (IMP3), with Malaysian companies striving to become key exporters. The medical devices industry took an advantageous shift in the 2010s, embarking into advanced medical device products namely surgical implants, pacemakers and angioplasty balloons reinforced by the Eleventh Malaysia Plan (11MP) and the New Industrial Master Plan (NIMP) 2030 as a high growth and developing sector.

### Emergence of Industry 4.0

Before 2014, the term "Industry 4.0" was practically non-existent through internet searches (McKinsey & Company, 2022). However, the term gained popularity in 2018 following the launch of the global Lighthouse Network by the World Economic Forum. This game-changing technology is rapidly shaping the industry landscape through disruptive technologies, namely connectivity, analytics and intelligence, human-machine interaction, and additive manufacturing. Malaysia recognises the enormous benefit of Industry 4.0 in uplifting the

Malaysian manufacturing and services sectors and has followed suit by launching the 2018 National Policy of Industry 4.0.

Smart manufacturing and the implementation of industrial IoT networks and robotics have increased the demand for highly skilled and knowledge workers. Employment of data scientists, data analysts, IoT and robotics engineers, technicians, and cybersecurity specialists are now essential, creating more high-income jobs with the necessary skill sets to foster positive economic growth. This transformation helps reduce dependency on low-skilled and foreign labour, increases higher-level automation, and enhances skills among the local workforce, aligning with the national frameworks. This strategy also supports Malaysia's international commitment to achieving the global goals set under Environmental, Social, and Governance (ESG) and the United Nations' Sustainable Development Goals (SDGs) initiatives.

In the medical device sector, the readiness to embrace Industry 4.0 varies widely by region and company, with some making significant strides while others are still in the early stages of adopting Industry 4.0 technologies. Malaysia's role as a hub for global medical device companies makes it well-poised to adopt these technologies. This adoption can lead to several transformative changes in the value chain and the medical device ecosystem in Malaysia. For instance, in the point-of-care devices segments, there is a paradigm shift towards integrating Industry 4.0 to allow remote-based monitoring applications. This method fosters patient



engagement and self-testing, encouraging individuals to take an active role in their healthcare by providing access to health information, self-management tools, and personalised health tracking, ultimately promoting a healthier lifestyle. The introduction of technologically advanced products such as an insulin management pod integrated with Bluetooth capabilities provides wearers with continuous real-time glucose monitoring through their smart devices and signals insulin delivery on demand when required.

## Government Support and Incentives

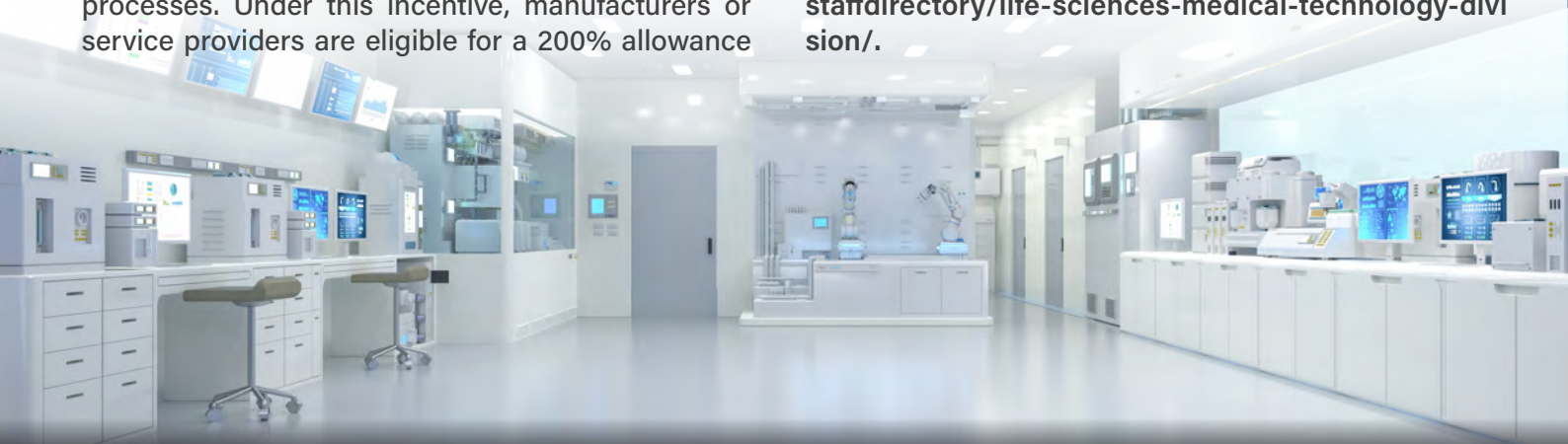
Looking ahead, there is a clarion call for the manufacturing sector to shift to higher value-added processes, advanced manufacturing technologies and efficient resource utilisation to drive competitiveness moving forward. Manufacturers of innovative medical devices incorporating Industry 4.0 elements and undergoing digital transformation to commercialise new products are supported by the Malaysian Government via schemes such as the Industry4WRD Intervention Fund grant and Automation Capital Allowance (Automation CA) incentives. These schemes have helped address labour shortages and increase process automation. The Automation CA incentive, introduced in the National Budget 2015 and further extended in the National Budget 2024, encourages higher-level automation including Industry 4.0. in manufacturing processes. Under this incentive, manufacturers or service providers are eligible for a 200% allowance

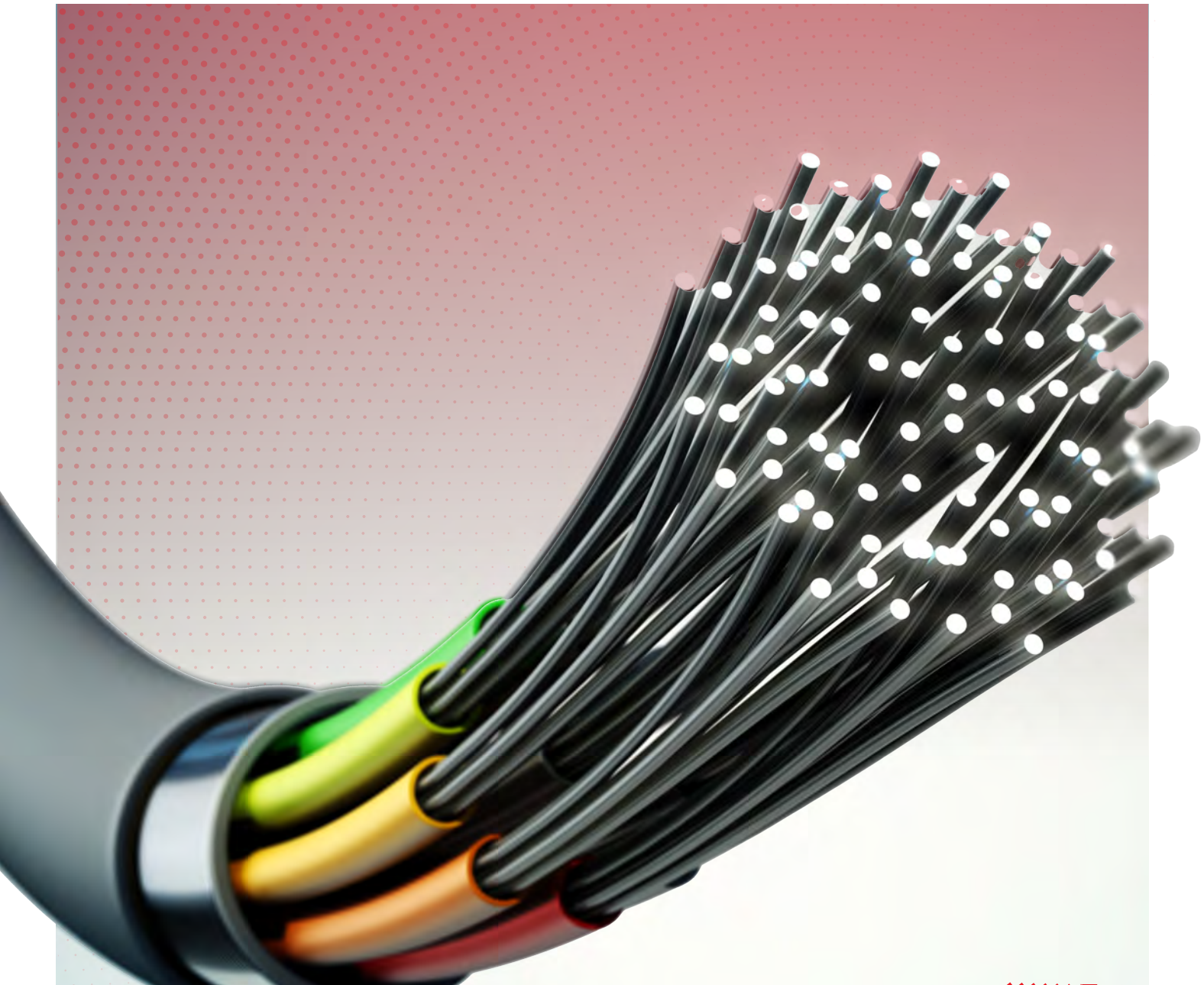
on the first RM10 million of expenditure incurred in the year of assessment from 2023 and 2027. Meanwhile, previously the Industry4WRD Intervention Fund grant announced in the National Budget 2019 has benefited 401 companies including eight (8) medical devices players. These companies have upgraded their production facilities by integrating connectivity through industrial Internet-of-Things (IoT) and deploying Manufacturing Execution Systems (MES) and Enterprise Resource Planning (ERP).

## Future Outlook

As the medical devices industry continues to evolve, the adoption of automation and Industry 4.0 will be key in maintaining competitiveness and achieving sustainable growth in the global market. A robust technological infrastructure, sound financial resources, availability of skilled workforce, efficient cybersecurity, collaborative ecosystem and strong regulatory environment are key factors that will ensure a successful Industry 4.0 journey for manufacturers. This dynamic manufacturing sector, bolstered by the adoption of Industry 4.0 would further position Malaysia as a major player and a primary destination for smart manufacturing globally and attract more high-tech investments.

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





SERVICES

03



# Digital Inclusion: Bridging the Connectivity Divide in Malaysia

In today's digitally driven world, the demand for high-speed, reliable data transmission has reached unprecedented levels. Submarine cables, often overlooked, are the backbone of global connectivity and the internet's infrastructure. These undersea marvels are vital for supporting data centres that underpin modern digital services. Remarkably, almost 97% of international data is transmitted through submarine communication cables laid on the ocean floor, enabling faster and large-scale data sharing across the globe<sup>1</sup>.

The telecommunications industry landscape is evolving, with Over-The-Top (OTT) providers like Google, Meta, Microsoft and Amazon leading the charge. These tech giants, recognising the increasing demand for bandwidth to support their platforms, have shifted from merely purchasing capacity to actually owning submarine cables. As of February 2024, Google and Meta had invested in 29 and 15 submarine cable systems, respectively. This move highlights new opportunities for growth in the submarine cable market as these companies work to meet the ever-growing demands of a connected world.

## Malaysia's Connectivity Infrastructure

Malaysia is at the forefront of enhancing internet connectivity, with 29 submarine cable networks, including those under construction, and six (6) cable landing stations significantly improving the nation's digital infrastructure. This robust network is critical

for the development of cutting-edge digital services like cloud computing, big data analytics, and the Internet-of-Things (IoT). Increasing the number of submarine cable landings will reduce latency, improve bandwidth, and enhance the overall quality of internet service in the country.

## Policy Changes and Their Impact

Regular maintenance is crucial for ensuring the reliability and efficiency of submarine cables. Historically, cabotage policy, which reserves maritime and shipping activities for its citizens<sup>2</sup>, created complexities for foreign vessels performing specialised tasks such as the installation, maintenance, and repair of submarine cables.

However, starting on 1 June 2024, Malaysia's Ministry of Transport (MOT) announced an exemption from the cabotage policy for foreign vessels engaged in these activities. This exemption allows foreign ships to obtain a Domestic Shipping License (DSL) within three (3) working days, down from the previous ten (10) working days<sup>3</sup>, thereby reducing bureaucratic delays, improving investor sentiment, and boosting network infrastructure investment in Malaysia.

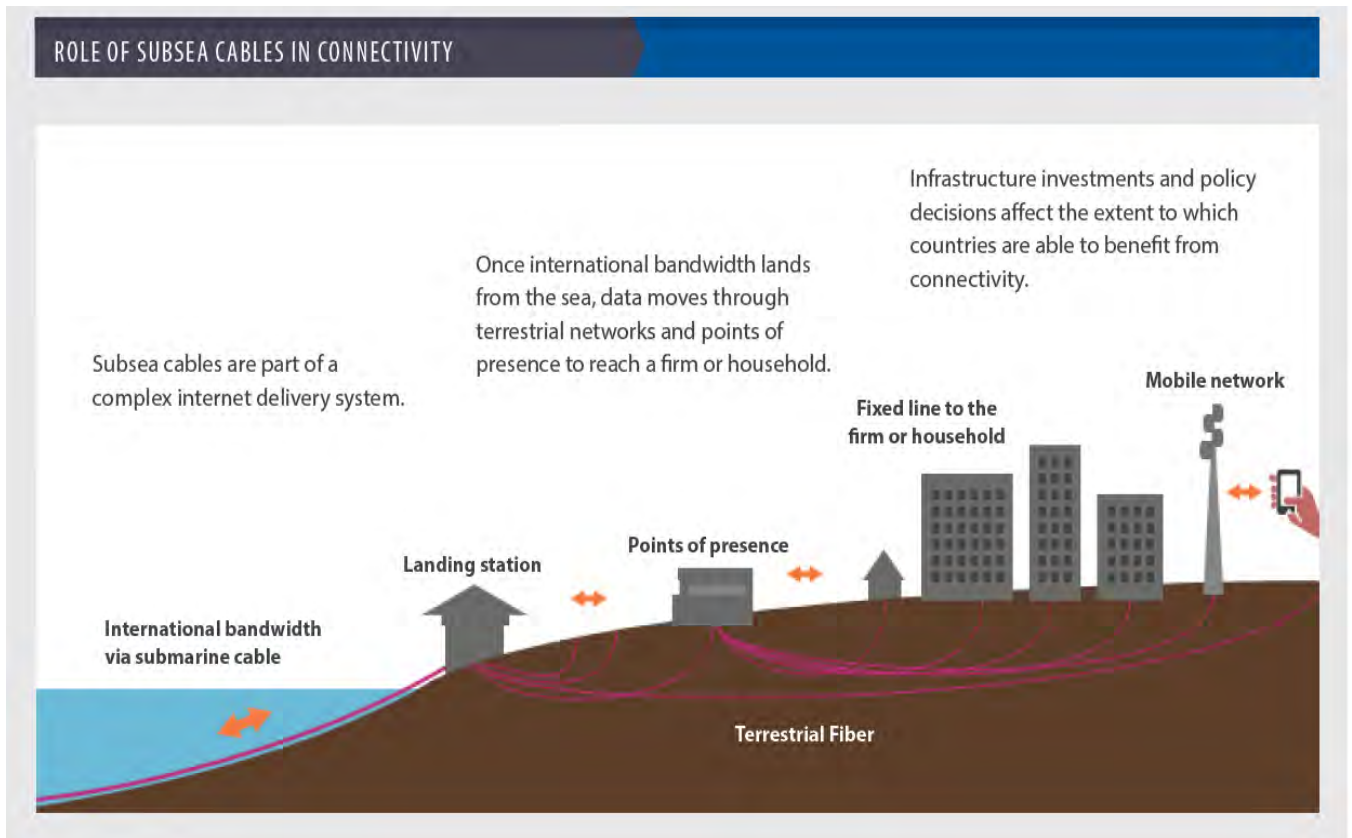
## Strategic Goals and Economic Impact

Aligned with the MyDIGITAL Blueprint, Malaysia aims to have the highest number of submarine cables landing in Southeast Asia by 2025. Reinstating the cabotage exemption is a step towards achieving Malaysia's digital economy

<sup>1</sup> Economic Impact of Submarine Cable Disruptions APEC Policy Support Unit. (2012). [https://www.apec.org/docs/default-source/Publications/2013/2/Economic-Impact-of-Submarine-Cable-Disruptions/2013\\_psu\\_-\\_Submarine-Cables.pdf](https://www.apec.org/docs/default-source/Publications/2013/2/Economic-Impact-of-Submarine-Cable-Disruptions/2013_psu_-_Submarine-Cables.pdf)

<sup>2</sup> Seafarers; Rights International. (2018). Cabotage Laws of the World. Seafarers; Rights International. Retrieved from <http://ftp.elabor8.co.uk/sri/cabotage/flipbook/mobile/index.html>

<sup>3</sup> Ministry of Transport. (2024). eDSL. Ministry of Transport. <https://edsl.mot.gov.my/edsl/public/user-guide>



Source: O'Connor, A., Anderson, B., Brower, A., & Lawrence, S. (2020). Economic Impacts of Submarine Fiber Optic Cables and Broadband Connectivity in Malaysia. <https://www.rti.org/publication/economic-impacts-submarine-fiber-optic-cables-and-broadband-connectivity-malaysia/fulltext.pdf>

aspirations. By providing the necessary connectivity infrastructure, these cables help foster economic development and integration in Malaysia.

Improved connectivity is projected to significantly impact Malaysia's economic growth with a 6.9% increase in GDP per capita due to submarine cable connectivity improvements. The new exemptions are expected to further boost economic growth<sup>4</sup>. The global submarine cable systems market is forecasted to grow at a Compound Annual Growth Rate (CAGR) of 9.2% from 2019 to 2027, reaching USD30.4 billion by 2027<sup>5</sup>.

This efficiency is vital to making Malaysia an attractive destination for tech companies, fostering a more robust digital economy, and boosting Malaysia's workforce capabilities in high-tech and specialised maritime services by transferring technical knowledge to local professionals. Data indicates a likely 3.6% increase in service sector job

opportunities following subsea cable installations, a trend that is expected to accelerate with the new exemptions<sup>6</sup>.

## Investments and Future Prospects

From 2021 to March 2024, Malaysia approved nearly RM162 billion in digital investments, with data centres and cloud computing accounting for a substantial 76% or RM123.5 billion<sup>7</sup>. This includes notable projects by companies such as Microsoft, Amazon, GDS and YTL, which have generated over 3,693 new direct job opportunities.

The adoption of cloud and AI-based services has significantly increased the demand for submarine cable systems. As businesses rely heavily on cloud computing for data storage and processing and AI services for tasks like machine learning and analytics, the need for robust and secure connections between data centres and users has grown.

<sup>2</sup> Seafarers; Rights International. (2018). Cabotage Laws of the World. Seafarers; Rights International. Retrieved from <http://ftp.elabor8.co.uk/sri/cabotage/flipbook/mobile/index.html>

<sup>3</sup> Ministry of Transport. (2024). eDSL. Ministry of Transport. <https://edsl.mot.gov.my/edsl/public/user-guide>

<sup>4</sup> The Insight Partners. (2020). Subsea Cable Market Size Report, Share and Trends 2030. The Insight Partners. <https://www.theinsightpartners.com/reports/subsea-cable-market>

<sup>5</sup> The Insight Partners. (2020). Subsea Cable Market Size Report, Share and Trends 2030. The Insight Partners. <https://www.theinsightpartners.com/reports/subsea-cable-market>

<sup>6</sup> O'Connor, A., Anderson, B., Brower, A., & Lawrence, S. (2020). Economic Impacts of Submarine Fiber Optic Cables and Broadband Connectivity in Malaysia. <https://www.rti.org/publication/economic-impacts-submarine-fiber-optic-cables-and-broadband-connectivity-malaysia/fulltext.pdf>

<sup>7</sup> The Edge. (2024, July 18). Data centres account for 76% of Malaysia's RM162b digital investments between 2021 and 1Q2024. The Edge Malaysia. <https://theedgemaalaysia.com/node/719499>

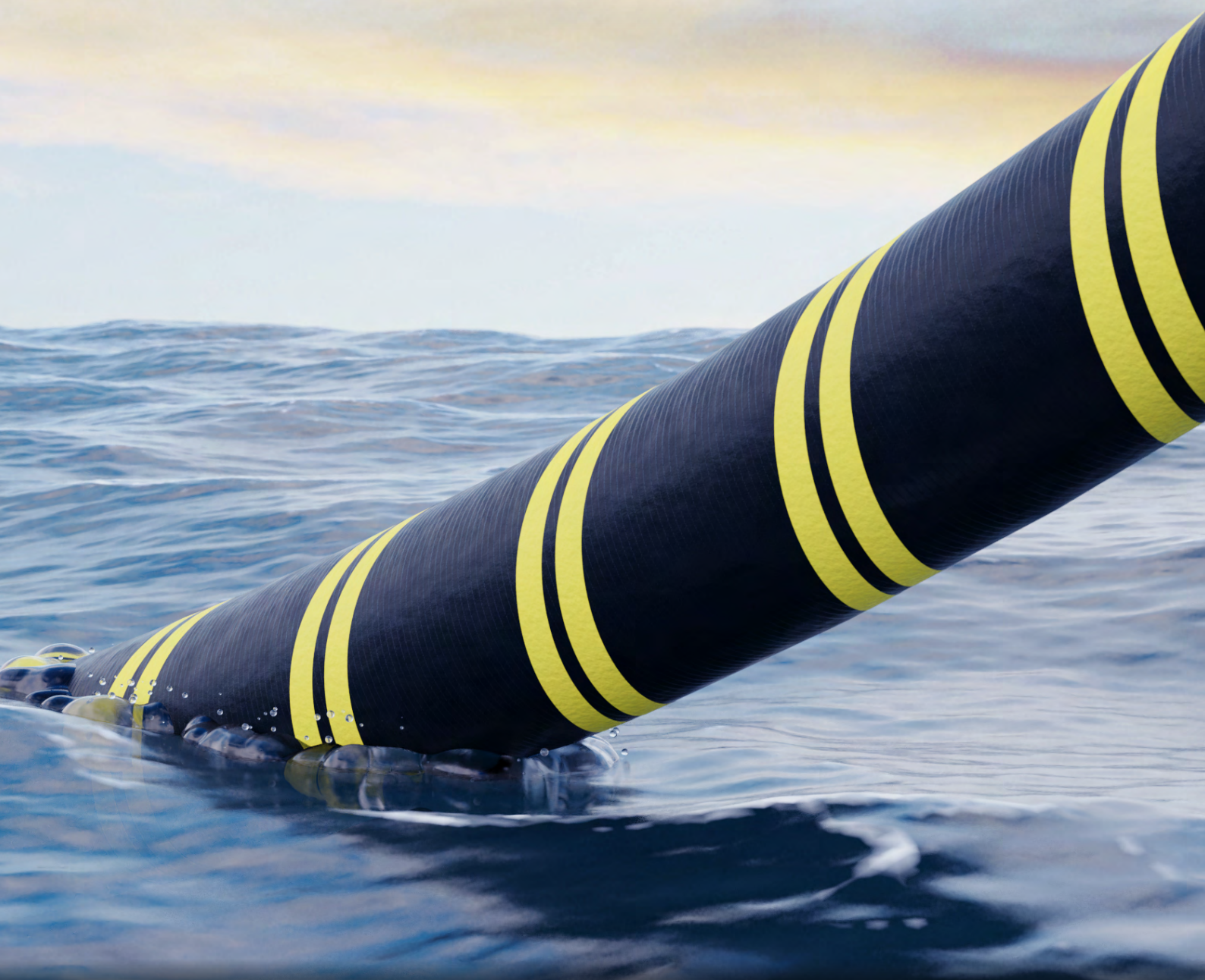


## Government Initiatives and Incentives

The Digital Ecosystem Acceleration (DESAC) scheme, launched under Budget 2022, aims to fortify Malaysia's digital infrastructure and attract high-quality investments by offering tax incentives to companies investing in digital projects. This tax incentive is pivotal in nurturing high-income job opportunities and strengthening the local digital economy value chain. Through DESAC, Malaysia strives to position itself as a leading player in the regional digital economy, fostering a conducive environment for digital transformation and attracting more foreign investments in digital sectors, including submarine cable projects.

As the principal investment promotion agency of the country, MIDA assumes an integral role in promoting essential investments crucial for the nation's economic progress. Facilitating exemptions from the cabotage policy for submarine cables aligns with the MADANI Government's commitment to accelerating digital transformation across all sectors and advancing toward a high-income economy. These concerted efforts underscore Malaysia's dedication to driving innovation, fostering economic growth, and positioning itself as a digital hub in the region.

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





# WHY MALAYSIA SERIES

04



## OMRON Manufacturing Malaysia: Pioneering Innovation and Sustainability in Southeast Asia

Established in 1933, OMRON Corporation has become a global leader in automation, leveraging its core competencies in *Sensing & Control + Think* technology. With a mission to enhance lives and contribute to a better society, OMRON's expansive portfolio spans industrial automation, healthcare, social systems, device and module solutions and data solutions. The company provides products and services in over 130 countries worldwide.

OMRON's Device and Module Solutions (DMS) business, guided by the vision, "With Our Connecting and Switching Technologies, Resolve Social Issues with Customers", develops solutions to address societal challenges. Offering a diverse range of relays, switches, sensors, connectors and modules, DMS serves industries such as DC Drive devices, DC Infrastructure devices, High-Frequency Devices and Remote/VR Devices. This business operates a global production system with six facilities in Japan and five outside, including one in Malaysia.

### OMRON Manufacturing Malaysia

OMRON Manufacturing Malaysia Sdn. Bhd., established in 1973 and located in Petaling Jaya, Malaysia, is a cornerstone of OMRON's manufacturing operations in Southeast Asia. This 50-year-old facility specialises in producing a wide range of relays, relay parts, dies and sockets, serving

industries such as home appliances, industrial applications and building automation. Its full manufacturing capabilities and strategic location make it a vital supplier in the electronic components and automation sectors.

### Commitment to "Shaping the Future 2030"

Aligned with OMRON's long-term vision "Shaping the Future 2030", the company is dedicated to solving social issues through business and achieving decarbonisation and environmental sustainability. OMRON Manufacturing Malaysia actively contributes to these goals by collaborating with customers to deliver innovative device and module solutions while minimising the environmental impact of its operations.

### Sustainability and Inclusivity

Recognising the urgency of global environmental issues, the factory has implemented advanced production technologies to reduce CO2 emissions and improve energy efficiency. Innovations such as improved hot runners, automatic recycling systems and reduced Volatile Organic Compounds (VOCs) in the parts cleaning process have resulted in a significant reduction of 515 tonnes of CO2 emissions. This achievement was honoured with the Malaysia Management Excellence Award in 2023.



Employing around 1,000 people, OMRON Manufacturing Malaysia is committed to generating social value through various community initiatives. These include employing physically disabled individuals, organising blood donations, participating in beach cleaning activities and supporting the underprivileged.

## Strategic Presence in Malaysia

OMRON established its Malaysian manufacturing base to strengthen its supply chain in Southeast Asia, catering to the growing demand for its products in the Asia-Pacific region. Malaysia's skilled workforce, favourable business environment and proximity to key markets make it an ideal location. This move aligns with OMRON's commitment to sustainability and innovation, fostering a carbon-neutral and digitalised society.

## Addressing Climate Change and Economic Disparities

OMRON recognises climate change and economic disparities as critical social issues. The Malaysian facility contributes to these areas by advancing battery technologies for new energy utilisation (such as EV mobility and solar power) and empowering the semiconductor industry with high-quality inspection solutions. These efforts aim to reduce CO2 emissions, enhance safety and comfort, and mitigate economic disparities.

To address social issues more effectively and drive business growth, OMRON is focusing on four key domains - namely devices for DC drive; DC infrastructure; high-frequency devices and remote/VR devices. These domains leverage OMRON's strengths and capitalise on societal changes and opportunities.





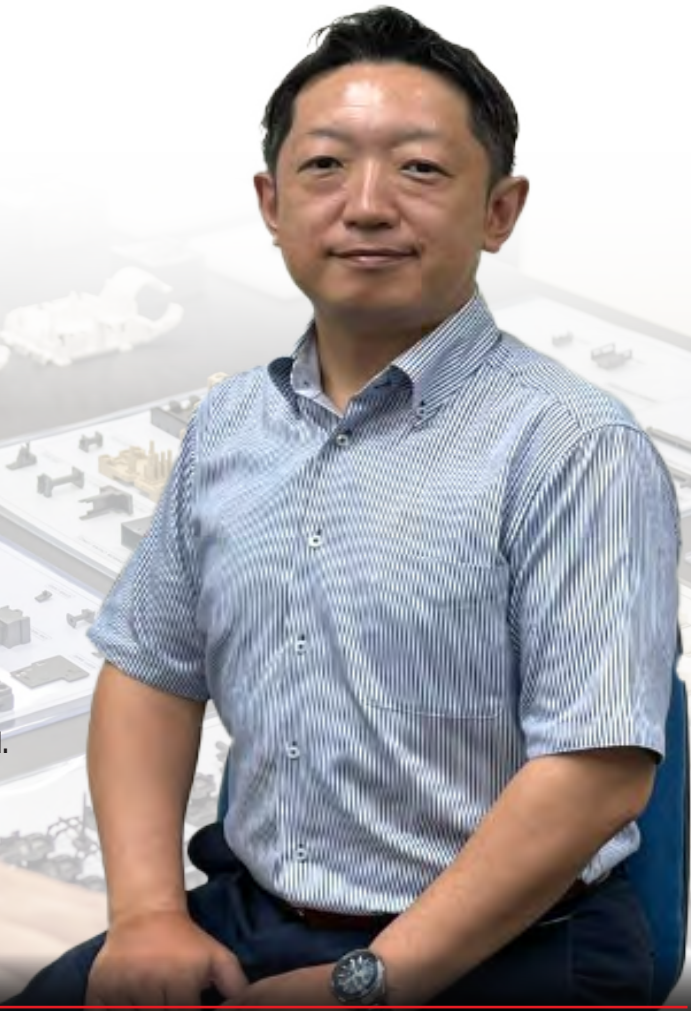
Emphasising three key attributes – i.e. Green, Digital and Speed – OMRON aims to reduce CO2 emissions, convert design and production data into value and enhance speed for improving supply chain management ensuring timely delivery and reduced development lead time. The company aims to transition from a customer-oriented to a social-oriented approach, proposing products that address and resolve social issues.

OMRON Manufacturing Malaysia is a testament to the potential for success and growth in Malaysia's business landscape. With its focus on innovation, sustainability and social responsibility, OMRON continues to enhance its contributions to society and the environment, positioning itself as a leader in the electronic components and automation industry.

## Malaysia: A Conducive Environment for Innovation

Malaysia's robust electronics industry and favourable investment climate make it a strategic location for manufacturers. Companies looking to invest in electronic components manufacturing can benefit from Malaysia's mature industry background, comprehensive Government support, commitment to innovation and sustainability and initiatives to cultivate local talent.

Ryota Goto  
Managing Director  
OMRON Manufacturing Malaysia Sdn. Bhd.





# GOING GLOBAL SERIES

05



## DSR TAIKO BERHAD: Leading the Durian Industry with Quality and Innovation

Nestled amidst the lush orchards of Raub, Pahang, DSR Taiko Berhad embodies the essence of "Durian Sudah Runtuh (DSR)" - windfall earnings symbolising the bountiful harvest of Malaysia's prized Musang King durians. What began in 2017 as a modest 3.4-acre orchard has flourished into a sprawling plantation housing over 4,800 Musang King durian trees, including 800 aged over 25 years. This rapid growth underscores DSR's dedicated commitment to producing the highest quality durians Malaysia has to offer.

From its inception, DSR set forth a vision to establish itself as Malaysia's premier national brand for durians and durian-based products. With a mission focused on creating a leading national durian brand and paving the way for global franchising opportunities, DSR embraces innovation across the entire durian value chain.

### Technological Innovations

DSR, an indigenous integrated company spanning the entire durian industry value chain from cultivation to distribution, emphasises quality through its House of Authenticity®. At the core of this commitment is the Origin Matters Seamless Apps (OMSA)®, developed by subsidiary DSR-JCIB. The OMSA® app integrates cutting-edge technologies including the Internet-of-Things (IoT), Artificial Intelligence (AI), Big Data, and Radio Frequency Identification (RFID) and mobile connectivity. This integration ensures that every durian bearing the DSR name meets stringent standards of authenticity and quality. It also

facilitates efficient supply management and secure global distribution, supporting DSR's mission to deliver premium Musang King durians worldwide.

### Achieving MS Certification

DSR is proud to have obtained the Malaysia Standard (MS) certification for their Musang King Durian and its downstream products. This certification, granted by SIRIM QAS International, assures that their products conform to the stringent requirements of the DSR01:2022 DSR Musang King Durian Standards. The journey to achieve this certification took significant time and investment, underscoring DSR's dedication to quality.



**SIRIM**  
Certified to: DSR 01:2022  
Certification No.: PC013632

### Global Reach - Promoting Malaysian Excellence

In March 2023, DSR marked a significant milestone with the opening of its first international outlet opened in Phnom Penh, Cambodia. This outlet has been pivotal in promoting Malaysian culture and products, especially during events like Malaysia's Independence Day celebrations.



Building on this success, DSR launched its second D. Masking outlet in Zhejiang, China, offering privileged customers exclusive culinary and cultural tours, including visits to its Pahang orchards and top attraction destinations in Malaysia.

DSR has also been working closely with MATRADE as well Tourism Pahang Malaysia in going global by participating in the upcoming China-Asean Expo (CAEXPO, September 2024) and Malaysia International Tourism Expo (MIT Pahang, October 2024) respectively. These efforts are geared towards going global, promoting brand awareness and the importance of quality, standardisation and certifications for the durian industry.

## National Collaboration

DSR has forged strategic partnerships to enhance brand visibility domestically, including a collaboration with Petronas' Kedai Mesra. This collaboration brings Musang King Durian products, such as Gelato and Mini Cheesecakes, to Kedai

Mesra stores nationwide, further promoting Malaysian agricultural excellence.

## Building a Strong Foundation

DSR's strategy is encapsulated in their maxim:

- **Transforming:** From commodity to value-added downstream products.
- **Branding:** Shifting from trading to branding.
- **Global Reach:** Moving from local to global markets.

## Government Support

MIDA, through its Domestic Investment Coordination Platform (DICP) platform, has been instrumental in DSR's journey, facilitating collaborations with SIRIM Tech Venture Sdn. Bhd., a subsidiary of SIRIM Berhad for the Musang King Integrated Tracking System (MKITS) project and assisting in the development of DSR01:2022 DSR Musang King Durian Standards. Moreover, MIDA has connected with prominent fund managers through initiatives like the National Investment Seminar, opening doors to further investment opportunities.





# 马榴皇创意体验餐厅开业典礼活动

Malaysia DSR's Zhejiang Ma Liu Wang Catering Management Co., Ltd. Ma Liu Huang Creative Experience Restaurant Opening Ceremony Event



## Advice for Industry Investment and Global Expansion

1. **Quality Assurance:** Build a strong foundation with scalable business models.
2. **Technology Adoption:** Harness technologies like MKITS, Big Data, and IoT for traceability and efficiency.
3. **Standards Compliance:** Adhere to national and international standards for credibility and market access.
4. **Certification:** Obtain certifications to affirm product quality and build consumer trust.
5. **Sourcing:** Ensure sustainable and ethical practices in sourcing to maintain product integrity and market competitiveness.

## Conclusion

DSR Taiko Berhad is committed to leading the durian industry with quality, authenticity, and innovation. From its humble beginnings to global prominence, DSR's commitment to excellence, strategic partnerships and Government support continues to set new benchmarks in the industry. As DSR expands its global presence, it remains dedicated to delivering the finest Musang King durians worldwide.



Dato Ng Lian Poh  
Chief Executive Officer



# ECONOMIC CROSSROADS

06



## Discover the Untapped Potential of the East Coast Economic Region (ECER)

Discover a region with untapped potential and abundant investment opportunities. The East Coast Economic Region (ECER) of Malaysia is that hidden gem waiting to be discovered. Spanning across Kelantan, Terengganu, Pahang, and the districts of Mersing and Segamat in Johor, ECER offers a unique blend of strategic advantages, incentives, and infrastructure that makes it an attractive destination for investors.

### Closer Than You Think

ECER's excellent accessibility dispels any perception of remoteness. Kuantan, the capital of Pahang, is just a two-and-a-half-hour drive from Kuala Lumpur via the East Coast Expressway (LPT). Other cities in the ECER are similarly well-connected by highways and alternative routes, and the Central Spine Road has further enhanced regional connectivity to the main economic centres.

The ECER offers unparalleled access to global markets due its proximity to major shipping routes

and logistic hubs. Kuantan Port, now expanded into a deepwater port, is a pivotal hub facing the South China Sea, capable of handling over 52 million tonnes of cargo annually. The East Coast Rail Link (ECRL), a 640-kilometer railway, will further boost connectivity, linking Port Klang on the west coast to Kuantan Port and to Kota Bharu near the Thailand border.

This ECRL corridor provides direct connectivity between the South China Sea and the Strait of Malacca, reducing travel time and costs, and spurring economic activity by offering multiple export routes to APAC via Kuantan Port, and to the Middle East and Europe via Port Klang.

Air travel offers efficient alternatives, with multiple daily flights from Kuala Lumpur to Kuala Terengganu, and Kota Bharu, making ECER easily reachable for business and leisure travellers. The World Bank's Logistics Performance Index (LPI) 2023 ranks Malaysia 26th globally for trade logistics.



## Emerging Industrial Clusters

ECER is home to several industrial clusters and special economic zones, including the ECER Special Economic Zone (SEZ), which has transformed the region into a vibrant and competitive economic hub.

The region offers a well-established ecosystem, especially for the manufacturing, oil, gas, and petrochemical sectors. Industrial parks such as the Malaysia-China Kuantan Industrial Park (MCKIP), Pahang Technology Park (PTP), Pekan Automotive Park (PAP), Gambang Halal Park (GHP), Kerteh Biopolymer Park (KBP) and Pasir Mas Halal Park (PMHP) in the ECER are attracting investments from around the world.

## Enablers of Future Growth

KBP, ECER's bio economy and specialty chemicals hub in Terengganu, has also attracted significant investments, with both Phase 1 and Phase 2 fully occupied. KBP has vast potential for growth, with generous space allocated for future expansion. Investors in KBP benefit from logistical advantages, with feedstock sourced from some of the world's leading petrochemical companies operating at the nearby Kertih Integrated Petrochemical Complex.

Additionally, the Pekan Automotive Park (PAP) in Pahang has established itself as a national and regional hub for car assembly, auto parts manufacturing, and automotive research and development (R&D). Prominent automotive brands





such as Mercedes-Benz, Volkswagen, Isuzu, and Mitsubishi have leveraged PAP's strategic location, and its well-developed infrastructure. Through MIDA, the government has introduced enhanced auto-industry incentives, open until December 2025, to encourage local expansion in car development and manufacturing, as well as to improve performance and efficiency in the parts sector.

A skilled workforce is one of the key factors driving economic growth and sustainable development in the country. To strengthen the talent ecosystem, there are 4 public universities and over 130 public Technical and Vocational Education and Training (TVET) institutions in the East Coast Economic Region offering industry-related courses, that are always ready with upskilling and reskilling

programmes to develop a skilled workforce and provide learning opportunities that adapting to technological advancements.

## Conclusion

The East Coast Economic Region (ECER) of Malaysia is an attractive investment destination, offering strategic market advantages, excellent accessibility, and robust infrastructure. We invite you to explore the opportunities that ECER presents and to be part of its dynamic growth story.

For more information on investment opportunities, visit our website <https://www.ecerdc.com.my/> or contact us at +603 8885 0038 or via email at [im\\_secretariat@ecerdc.com.my](mailto:im_secretariat@ecerdc.com.my).





# EVENTS

07

# MCMC and MIDA Forge Strategic Partnership to Propel 5G Adoption in Malaysia

A landmark MoU was signed between the Malaysian Communications and Multimedia Commission (MCMC) and MIDA on 4 July 2024, establishing a foundation to strengthen 5G technology in Malaysia. The MoU outlines initiatives to expand 5G access and infrastructure, with MCMC providing technical support and training, while MIDA will promote awareness and adoption of 5G's benefits within industries.

Minister of Investment, Trade and Industry (MITI), YB Senator Tengku Datuk Seri Utama Zafrul Abdul Aziz emphasised that this collaboration supports small and medium enterprises (SMEs) in Malaysia's industries. The use of 5G to improve operational alignment, reduce costs, and enhance product quality will create greater opportunities for SMEs to compete in the global market.

MIDA CEO, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, noted that MIDA is committed to creating a conducive environment, particularly in ensuring 5G coverage is available in industrial areas. The integration of 5G technology will not only boost productivity in the manufacturing and services sectors but also position Malaysia as a leader in digital innovation in the region, driving economic growth and enhancing the country's global competitiveness.

As of May 2024, Malaysia's 5G coverage has reached 81.7%, with 14.1 million subscriptions, reflecting a strong push towards a digitally advanced economy.



# MIDA and Sarawak State Government Unveil Landmark Investment Opportunities at MIDA Invest Series Event

On 17 July 2024, MIDA and the Sarawak State Government co-hosted the first installment of the MIDA Invest Series – Sarawak: Unfolding Its Business Potential. This event aimed to highlight Sarawak’s dynamic business landscape, presenting untapped business and investment opportunities, and facilitating engagement with key state agencies and stakeholders.

The event, held at MIDA Sentral in Kuala Lumpur, attracted over 200 participants, including industry leaders, government officials, entrepreneurs, and senior management from various sectors.

Graced by YAB Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari Tun Datuk Abang Haji Openg, Premier of Sarawak, he emphasised the state’s commitment to clean energy, highlighting opportunities in solar, bioenergy, and other renewable technologies. YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade, and Industry (MITI), underscored the alignment of Sarawak’s green energy agenda with Malaysia’s national Green Investment Strategy (GIS), aiming to attract significant green investments.

The event featured sessions on Sarawak’s strategic initiatives, sustainable port infrastructure, and digital economy, underscoring the state’s role as a key investment destination. Sarawak’s investment success in 2023, with RM7.8 billion in approved investments, sets a positive outlook for 2024.





# Selangor Unfolding Its Business Potential At MIDA Invest Series 2024

On 25 July 2024, MIDA and Invest Selangor Berhad (ISB) hosted the MIDA Invest Series – Selangor: Unfolding Its Business Potential at the Kuala Lumpur Convention Centre. The event attracted 200 participants, showcasing Selangor’s investment landscape to local and international industry leaders, government representatives, and entrepreneurs.

Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, welcomed attendees, followed by remarks from YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Investment, Trade, and Industry, who highlighted Selangor’s critical role in Malaysia’s ambition to become a regional manufacturing and services hub.

In his keynote address, YAB Dato’ Seri Amirudin Bin Shari, Chief Minister of Selangor, focused on the state’s strategic initiatives, including the SPARK 2024 Expo, which runs concurrently with the MIDA Invest Series.

Three dynamic sessions followed, each spotlighting Selangor’s remarkable success stories, aspirations from key leaders at MIDA and Invest Selangor, and the future of industrial park development in the state. Esteemed speakers from relevant state agencies led these sessions, providing invaluable insights.





3 July 2024

MIDA Business Services and Regional Operations Division, led by Ms. Zuaida Abdullah, Executive Director (Services Development) of MIDA (third from left), paid a courtesy visit to PLANMalaysia Johor (PMJ). They were warmly welcomed by the Director of PMJ, TPr Saidin bin Lateh (middle), who shared PMJ's pivotal role in urban and rural planning, including the planning of industrial areas and data centre parks for the State Government, Local Planning Authorities (PBPT) and related agencies.

MIDA commended PMJ's efforts in formulating the Johor State Data Centre Development Planning Guidelines to coordinate and monitor data centre development planning. As a member of the Johor State Data Centre Development Coordination Committee (JPPDNJ), MIDA remains steadfast in playing a critical role in facilitating data centre investments into the country.



10 July 2024

Mr. Sivasuriyamoorthy Sundara Raja, MIDA Deputy CEO (Investment Promotion and Facilitation) (right), attended the grand opening of Melexis' new plant in Sama Jaya Free Industrial Zones, officiated by The Right Honourable Premier of Sarawak, YAB Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari (fourth from left). Melexis now boasts the world's largest wafer testing site. Following the event, MIDA visited SMD Semiconductors in Kota Samarahan, a microelectronics design company supported by Melexis and the Sarawak Government. The team also visited Lestari H2Gaas in Demak Laut, a joint venture with SEDC Energy, which manufactures electrolyzers for hydrogen production, and toured their hydrogen refueling facility.



10 July 2024

Ms. Zalina Zainol, MIDA Deputy CEO (Investment Development), delivered the opening remarks at the Brazil-Malaysia Energy and Investment Forum 2024, held at the Mandarin Hotel in KL. The esteemed gathering included His Excellency Ary Norton de Murat Quintella, Ambassador of Brazil to Malaysia, and Mr. Rodrigo Gedeon, Head of Asia and Pacific at ApexBrasil, as well as industry leaders and diplomats. The forum, themed "Collaboration for Sustainable Energy Futures," focused on strengthening bilateral partnerships to achieve global energy security and environmental sustainability. The event showcased successful collaborations between Enauta, Yinson, and Sapura, highlighting major trends and opportunities in Brazil-Malaysia business and investment.



10-11 July 2024

MIDA Sabah and Post Investment Division led by Mr. Muhammad Sawaddee Islamuddin, Deputy Director (second from left), conducted a 3-day working visit to Sabah. The programme aimed to increase project implementation rates in Sabah by raising awareness of the roles and functions of OnTrack and IMFC. The session, attended by 60 participants from various companies and stakeholders, covered topics such as IMFC and OnTrack, state connectivity by MCMC, and duty exemption by the Tariff Division. The team also met with Kwantas Oleochemicals, Lancar Syabas, and Yun Fook Resources to address concerns and provide support.



11 July 2024

MIDA Negeri Sembilan together with representatives from Domestic Investment Division, Ms. Fauzul Hamizah and Mr. Mohd Rezauddin Hamzah attended the official launching of the Sikamat Industrial Park (SIP). The event was Launched by Negeri Sembilan's Industrial and Non-Muslim Affairs EXCO, YB Teo Kok Seong.

SIP aims to be a leading industrial hub in Malaysia, fostering international collaboration. This state-of-the-art industrial complex supports seamless cross-border business operations, leveraging robust infrastructure and strategic support to facilitate the flow of Southeast Asian products, especially into China.

Developed by GD Holdings Group, SIP spans over 100 acres, comprising ready-built semi-d factories, land plots as well as CLQ with over 100 acres focusing on light and medium projects.



11 July 2024

Mr. Sikh Shamsul Ibrahim, MIDA CEO (third from left), paid a courtesy call to YAB Datuk Seri Utama Ab Rauf Yusoh, the Chief Minister of Melaka. During the meeting, the Chief Minister expressed his gratitude for MIDA's continuous support in attracting high-quality investments to the state. The discussion also highlighted key projects such as the German Technology Park (GTP), MCORP High Technology Park, Sea Port Development, and several others under their purview.



12 July 2024

Ms. Zalina Zainol, MIDA Deputy CEO (Investment Development) (first row, second from right) and MIDA Kedah, joined the "Turun Padang Programme" in Sungai Petani, Kedah, led by YB Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, MITI Minister (first row, middle). Visits to Ideal Health Care Sdn. Bhd. and SMT Technologies Sdn. Bhd. showcased their expansions in medical devices and electronics manufacturing. This initiative under NIMP 2030 aims to support local companies' growth through MITI's collaborative approach. The day concluded with a briefing by Kulim Technology Park Corporation (KTPC) on Kulim Hi Tech Park (KHTP) developments.



16 July 2024

Mr. Afzanil Md. Anuar, Deputy Director of MIDA Green Technology Division, delivered an engaging presentation on the government's role in Malaysia's energy transition through green technologies at the MPIA Solar Roadshow 2024 at the Zenith Hotel Kuantan, Pahang.

Over 100 participants from industry, green tech services, developers, and government agencies attended. The positive response highlighted the potential of these incentives to drive green growth and boost Malaysia's global competitiveness.

The "Liberalisation of the Grid" theme brought experts together to discuss solar energy, grid readiness, battery storage, and EV infrastructure, offering key market insights.



17 July 2024

MIDA Tokyo, led by Mr. Izran Abdullah, Director of MIDA Tokyo, and Mizuho Bank of Japan co-organised the hybrid seminar "Invest in Malaysia: High-Technology and Semiconductor Hub." The seminar highlighted Malaysia's latest semiconductor developments, including the National Semiconductor Strategy (NSS). Denso shared their investment experience in Malaysia, while Gamuda Berhad presented their Penang Silicon Island project, a new industrial location for investors. About 120 participants joined the event, both physically and virtually.



23 July 2024

Ms. Zuaida Abdullah, MIDA Executive Director of Services Development (third from left), and Ms. Habibah Enok, Director of Oil & Gas Maritime and Logistic Services (second from left) had a productive meeting with YBhg. Dato' Dr Mohamed Amin Mohd Kassim FCILT, Deputy President of the Chartered Institute of Logistics and Transport (CILT) Malaysia (third from right).

The objective was to obtain the latest updates on Malaysia's logistics industry, particularly regarding the Digitalisation System, challenges faced by logistics players, and development in the rail industry. They also explored how CILT can support MIDA in gaining deeper insights into the logistics ecosystem.

CILT is a globally recognised professional body for individuals and organisations involved in logistics, transport, and supply chain management. Established to promote and encourage the art and science of logistics and transport, CILT offers a range of services, including professional qualifications, training, networking opportunities, and industry insights.



23 July 2024

Ms. Masni Muhammad, MIDA Executive Director of Investment Policy Advocacy (Manufacturing) (second from right), joined a distinguished panel of experts at the National Tax Conference (NTC) 2024. The event, co-organised by the Lembaga Hasil Dalam Negeri Malaysia (LHDNM) and the Chartered Tax Institute of Malaysia (CTIM), took place at the KL Convention Centre.

The panel discussion, moderated by Mr. Anil Kumar Puri (EY), explored the implications of the Global Minimum Tax (GMT) on tax incentives. Ms. Masni shared MIDA's collaborative efforts with the Ministry of Finance (MOF) and LHDNM to prepare for GMT implementation, ensuring Malaysia remains a competitive investment destination.

Key initiatives highlighted by Ms. Masni included a survey for companies within the Pillar 2 scope, active participation in the Task Force on Incentive Review (TFIR), and the development of new incentives aligned with the New Industrial Master Plan (NIMP) 2030.

The NTC 2024 attracted a total of 1500 in-person attendees and approximately 500 online participants, making it a premier event for tax professionals and industry experts.



23 July 2024

MIDA Singapore participated in a high-level discussion with high-net-worth individuals, pension funds, and other institutional investors at Morgan Stanley's office, which was hosted at the Capital Tower, Singapore.

MIDA Singapore Director, Mr. Vinothan Tulisathzan presented on Malaysia's vibrant economic landscape, particularly the business opportunities for the foreign investors. He highlighted key initiatives such as Malaysia's New Industrial Master Plan 2030, the New Energy Transition Roadmap, and Malaysia's emergence as the data centre hub for ASEAN. He also pointed out the advantage of a young, trainable workforce that is ready to contribute to the growth of investments.



23-25 July 2024

The Healthcare, Education, and Hospitality Division of MIDA led by the Director, Ms. Wahida Abdul Rahman, successfully completed a Domestic Specific Project Mission (DSPM) to Pahang and Terengganu. In collaboration with MIDA Pahang, MIDA Terengganu, ECER, and MOTAC, the mission aimed to engage with potential investors and share information about incentives available for the hospitality sector.

The team held productive discussions with key players in the industry, including Megagood Hotel Sdn. Bhd. and Pantai Selamat Hotel in Pahang, as well as SP Chong Holding Sdn. Bhd., Ikkhas Land Transit Sdn. Bhd., YTYI Sdn. Bhd., and Redang Pelangi Resort Tour & Travel Sdn. Bhd. in Terengganu. These engagements are set to boost growth and collaboration in Malaysia's vibrant hospitality sector.



24-25 July 2024

Mr Abd Mukti Abu Bakar, Senior Deputy Director of Building Technology and Lifestyle Division, MIDA (third from left) led a promotional and familiarisation visit to Ramatex Textile Industrial Sdn. Bhd., Kibing Group Sdn. Bhd. and Mediceram Sdn. Bhd. in Johor and Negeri Sembilan together with MIDA Johor.

Ramatex Textile Industrial Sdn. Bhd. and Kibing Group Sdn. Bhd. are undertaking significant expansion projects, showcasing their dedication to driving substantial investment and advancing growth and innovation. This visit aimed to address any challenges these companies might face, ensuring a smoother and more efficient journey for investors. Through this initiative, we explored new investment opportunities, evaluated potential business prospects, and reinforced connections with key stakeholders.



25 July 2024

MIDA Green Technology Division, represented by Mr. Afzanil Md Anuar, Deputy Director, shared insights on MIDA's role in Malaysia's energy transition and efforts to achieve net-zero goals at Daikin Malaysia's Supplier Conference in Sungai Buloh.

This annual conference by Daikin Malaysia was well attended by over 170 participants, mainly suppliers and vendors.



25 July 2024

MIDA Singapore and MIDA Johor joined esteemed guests at the Groundbreaking Ceremony of TM and Nxera, Singtel's Digital InfraCo unit, in Johor. This 64MW sustainable, hyper-connected, AI-ready data centre campus marks a significant step in enhancing Malaysia's digital infrastructure and supports the government's vision for a thriving digital economy.

Distinguished guests included Malaysia's Digital Minister YB Tuan Gobind Singh Deo, Singapore's Senior Minister of State Low Yen Ling, and Johor's YB Lee Ting Han. This project is expected to drive growth, create jobs, and position Malaysia as a hub for digital innovation.



27 July 2024

Mr. Ruzlisham Mat Diah, Deputy Director of MIDA Oil and Gas, Maritime and Logistics Services Division, MIDA delivered an impactful talk titled "Exploring Malaysia's Logistics Sector: Key Investment Insights from MIDA" at Invest Selangor's event held at the Kuala Lumpur Convention Centre. He shared valuable insights into Malaysia's thriving logistics sector, highlighting its pivotal role in the booming eCommerce industry and the facilitation and incentives provided by MIDA to drive investment.



29 July 2024

MIDA Investment Statistics Division, Strategic Planning & Policy Advocacy (Services) Division, and Green Technology Division engaged with the Malaysian Green Technology and Climate Change Corporation (MGTC) to share best practices in investment data compilation.

MIDA's experts presented the methodology to gather approved investment data and introduced InvestMalaysia - Private Investment Module, a digital tool for seamless data submission. MGTC shared insights into their green technology initiatives, including the Green Investment Tax Allowance (GITA) Asset and Green Technology Financing

Scheme (GTFS) 4.0. The session also highlighted the roles and functions of the Incentive Coordination and Collaboration Office (ICCO).

This knowledge-sharing session is a significant step towards a collaborative effort to drive green technology investment in Malaysia.



29 July 2024

MIDA Oil and Gas, Maritime and Logistics Services Division had the honour of visiting Lumut Naval Shipyard (LUNAS). The team was led by Ms. Habibah Enok, Director (middle) and was welcomed by LUNAS COO, Cdr. (R) Jal Shazidi Bassari (fifth from left) and team.

LUNAS was previously known as Boustead Naval Shipyard before it was recently acquired by MOF Inc. earlier this year. LUNAS is responsible for managing Shipbuilding and Ship Repair activities mostly for the Malaysian Navy and defence. Their current project includes the construction Littoral Combat Ship (LCS) that holds the latest state-of-the-art most advanced technology yet in the local navy industry.



30 July 2024

Mr. Mohamad Reduan Mohd Zabri, Director of MIDA Johor (right) attended the Launch of AirTrunk JHB1 Data Centre in Johor Bahru.

This cutting-edge facility is set to kick off with over 50MW of capacity, spanning an impressive 10.3 hectares. Strategically located to serve a crucial cloud availability zone, JHB1 offers robust domestic and international connectivity, including seamless links to Singapore.

The launch ceremony was graced by notable figures, including YB Tuan Liew Chin Tong, Deputy Minister of Investment, Trade and Industry (MITI), YB Tuan Lee Ting Han, Chairman of the Johor State Investment, Trade, and Consumer Affairs Committee, and HE Danielle Heinecke, Australia's High Commissioner to Malaysia.

This milestone not only elevates Johor's data centre industry but also reinforces our commitment to driving innovation in the region.





# CORPORATE SOCIAL RESPONSIBILITY

08



## MIDA's Commitment to Community Engagement and Support

On 8 July 2024, MIDA organised a CSR programme at Maahad Tahfiz Ummul Qura' in Kg. Tebuk Mufrad, reflecting our dedication to social responsibility and community support. This initiative aimed to demonstrate MIDA's contributions to the community by distributing zakat funds to those in need.

The programme provided MIDA participants with an eye-opening experience, offering insights into rural life while fostering a deeper sense of gratefulness, empathy and compassion. The zakat funds were used to provide financial assistance to the school, with a focus on improving its water system and installing three new water tanks. Additionally, school supplies were donated to 130 students, ensuring they are equipped with the necessary tools to ease their studies with the hope to motivate them to pursue their education.

This programme underscores MIDA's ongoing commitment to community service and social responsibility, highlighting our core values and dedication to making a positive impact on the society.





# ADD-ONS

09



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- [Manufacturing sector under MITI, MIDA records RM194.8 bln approved investments in 15 months](#)
- [MIDA's Invest Sarawak showcases Sarawak's potential in clean energy generation sector](#)
- [Investment opportunities in Sarawak highlighted at MIDA investment series event](#)
- [MIDA: Sarawak Petchem's RM7b complex to reinforce country's status as top methanol producer in APAC](#)
- [MIDA Invest Series Showcases Selangor's Business Potential](#)
- [Plexus Breaks Ground on Sixth Manufacturing Facility, Part of RM1-Billion Expansion in Malaysia](#)
- [Selangor Unfolding Its Business Potential At MIDA Invest Series 2024](#)
- [MIDA Congratulates Launch Of Sarawak Petchem's Rm7 Billion Methanol Complex, Catalysing Bintulu's Rise As A Petrochemical Hub](#)
- [MIDA and Sarawak State Government Unveil Landmark Investment Opportunities at MIDA Invest Series](#)
- [Melexis Opens Its Largest Wafer Testing Site Worldwide in Malaysia, Marking Strategic Expansion](#)

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- [MITI maintains investment growth projection at 5.0 % for 2024 – Tengku Zafrul](#)
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- [MITI reviewing Countervailing and Anti-Dumping Duties Act 1993](#)
- [Malaysia has made great progress in attracting tech investments: 500 Global head](#)
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- [Sabah has big investment potential – Zafrul](#)
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- [Awang Tengah: Sarawak records total approved investment of RM10.4b in H1 2024](#)

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- [Microelectronics company Melexis opens its largest wafer testing site in the world in Kuching, Sarawak](#)

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- [Belgium's Melexis opens its largest wafer testing site worldwide in Kuching](#)
- [Sabah-based steel products manufacturer Colform Group files for ACE Market IPO](#)
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- [Kedah records highest foreign investment activity in industrial sector in 1Q2024, says Knight Frank](#)
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- [Govt backs move for more locally-assembled EV models – MITI](#)
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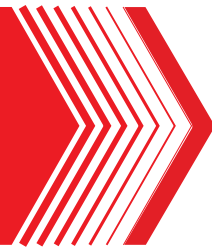
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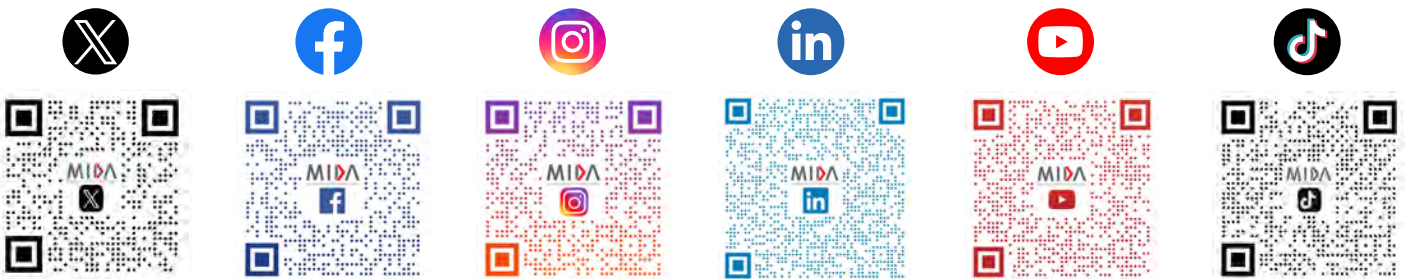
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