



INVEST MALAYSIA

HIGHLIGHTS

Continued Investor Confidence
Sees Approved Investments Up
18% to RM160 Billion for
Malaysia, Generating Over
79,000 New Jobs for 1H 2024

SERVICES

Digital Inclusion: Bridging
the Connectivity Divide in
Malaysia

INDUSTRY

Electrifying Progress: A Deep
Dive Into Malaysia's
Automotive Scene and
Electric Vehicle Ecosystem

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From the CEO's Desk:

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid

Dear Valued Partners and Esteemed Readers,

As we progress through the second half of 2024, the signs of change are here, and Malaysia continues to affirm its position as a dynamic and resilient investment destination, supported by robust policies, an expanding ecosystem, and a commitment to innovation and sustainability. The achievements from the first half of the year (1H 2024) are a clear reflection of the trust that investors place in our country's potential, and I am delighted to share several exciting developments with you in this issue of our e-newsletter.

Malaysia's investment landscape has shown impressive progress, with approved investments rising by 18%, totalling RM160 billion and creating over 79,000 new jobs. This highlights not only continued investor confidence but also the strength of our economic fundamentals and strategic location, positioning Malaysia as a key hub for both regional and global operations.

Further elevating our global standing, MITI, together with MIDA and MATRADE's recent mission to India secured RM4.5 billion in potential investments and an additional RM8 billion in potential exports. These partnerships reinforce Malaysia's ability to forge strong ties with international markets and open new opportunities for growth in key sectors. With the Prime Minister's leadership, we are optimistic that these collaborative efforts will lead to significant long-term benefits for our industries and local communities alike.

While these accomplishments are a source of pride, sustaining investor confidence requires continuous engagement and support. Our post-investment facilitation efforts have been designed to ensure that investors receive the guidance and resources they need to successfully expand their operations in Malaysia. By fostering a seamless business environment, Malaysia remains an attractive destination for high-value, capital-intensive projects.

In this edition, we take a closer look into some of the exciting industry developments shaping Malaysia's future. The automotive sector, in particular, is undergoing a significant transformation with the rise of electric vehicles (EVs). EVs hold tremendous promise in addressing climate change as the automotive industry accounts for nearly a fifth of global emissions. Our feature article on EV ecosystem explores the innovations and opportunities that will drive Malaysia's progress toward becoming a leader in EV manufacturing and infrastructure development.

From the CEO's Desk:

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid

Turning to the services sector, we highlight the role of digitalisation in enhancing Malaysia's port development and logistics performance. As global supply chains become increasingly complex, digital solutions are key to ensuring that Malaysia remains competitive and capable of meeting the demands of modern commerce.

We're also proud to showcase Safran's investment in Malaysia's aerospace sector which aligns with our sustainability goals. Safran's commitment to carbon-neutral aviation and circular economy principles showcases Malaysia's potential as a hub for green innovation, in line with the MADANI Economy Framework and the New Industrial Master Plan 2030.

On the global stage, Estek Automation, a homegrown leader in semiconductor automation, is making waves with cutting-edge solutions. Their success reflects Malaysia's role in driving technological innovation and solidifies our place in the high-tech global supply chain.

Lastly, we spotlight a meaningful CSR initiative by Xinyi Energy Smart. By empowering local drivers through targeted programmes, the company is demonstrating the positive social impact that responsible corporate practices can have on our communities.

In summary, MIDA remains committed to facilitating investments aligned with Malaysia's growth aspirations. By leveraging our strong industrial base and prioritising sustainability, we are confident in our ability to attract high-quality investments that will drive long-term value.

As we move forward, we continue to look for winning ideas that will shape the future and elevate Malaysia's position on the global stage.


DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)



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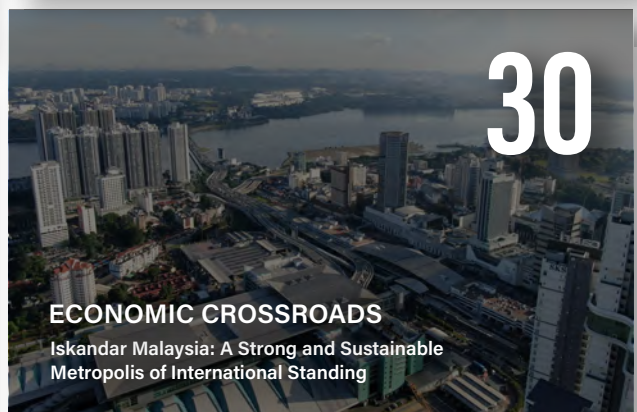
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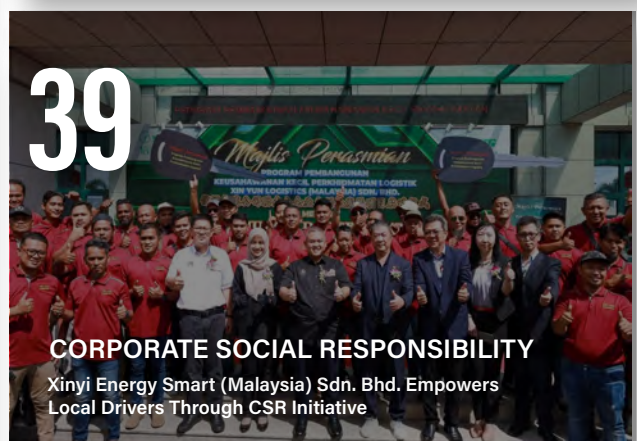
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HIGHLIGHTS

01

Continued Investor Confidence Sees Approved Investments Up 18% to RM160 Billion for Malaysia, Generating Over 79,000 New Jobs for 1H 2024

Malaysia has demonstrated its continued appeal to investors and resilience in the face of global economic uncertainty by attracting a substantial 18-per cent year-on-year increase in approved investments to RM160.0 billion across the services, manufacturing, and primary sectors from January to June 2024 (1H 2024). This surge in investment is backed by a substantial 2,948 investment projects, which is expected to create a significant 79,187 new job opportunities.

A Breakdown of Investment Success

Domestic investments (DI) have taken the lead for 1H2024, making up a significant 53.4% of the total approved investments, valued at RM85.4 billion.



The top five (5) states that have recorded significant investment value include:

Five Major States	RM (Bil)	Manufacturing RM (Bil)	Services RM (Bil)	Primary RM (Bil)
W.P. Kuala Lumpur	37.6 1H2023 : RM31.9 Bil	0.2	37.5	-
Selangor	35.0 1H2023 : RM30.2 Bil	7.3	27.6	*
Kedah	31.9 1H2023 : RM14.6 Bil	31.1	0.8	*
Pulau Pinang	13.1 1H2023 : RM8.9 Bil	5.0	8.1	*
Johor	12.9 1H2023 : RM14.2 Bil	6.0	6.9	*

Note *: Total Investment less than RM250 thousand

In contrast, foreign investments (FI) accounted for 46.6% of total approved investments, worth RM74.6 billion. The top five (5) sources of FI were:

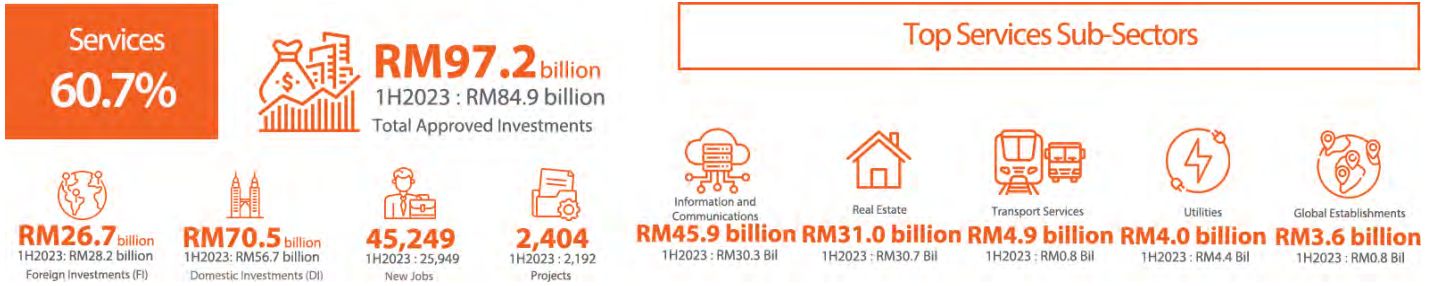
Major Foreign Sources	RM (Bil)
Austria	30.1 1H2023 : RM9.4 Mil
Singapore	16.5 1H2023 : RM14.0 Bil
The People's Republic of China	9.8 1H2023 : RM8.4 Bil
The Netherlands	4.0 1H2023 : RM9.0 Bil
Taiwan	2.4 1H2023 : RM0.1 Bil

Note: Compilation of foreign investments is based on immediate investing country

National Investment Aspirations (NIA) Sectors Drive Growth

It is significant to note that sectors aligned with the National Investment Aspirations (NIA) brought in RM81.6 billion, representing 51.0% of total approved investments from 562 projects, set to create 35,780 jobs. This reflects how clear efforts have been expended to attract NIA-aligned investments that enhance economic complexity, create high-value jobs, expand domestic linkages, foster new clusters, and promote inclusivity.

Under the stewardship of MITI and MIDA, 42.0% of the total approved investments, valued at RM67.2 billion from 978 approved projects, will create 35,499 new job opportunities.



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

Services Sector Takes the Lead

The services sector, a cornerstone of Malaysia's economy, has not only weathered the storm but continues to thrive, underpinning the nation's economic resilience. Its dominance in approved investments from January to June 2024, accounting for a substantial RM97.2 billion or 60.7% of the total approvals, is a testament to its

enduring appeal to investors. It is expected to create 45,249 new jobs.

One of the standout ventures is Asiabina Solar Sdn. Bhd. The Malaysian company is investing RM200.4 million in a 50 MW Large Scale Solar (LSS) Project in Parit Buntar, Perak, as part of its expansion into the renewable energy sector.



Manufacturing
37.6%



RM60.1 billion
1H2023: RM44.9 billion
Total Approved Investments

Top Manufacturing Sub-Sectors

RM47.6 billion
1H2023: RM33.9 billion
Foreign Investments (FI)

RM12.5 billion
1H2023: RM11.0 billion
Domestic Investments (DI)

33,887
1H2023: 26,759
New Jobs

519
1H2023: 421
Projects



RM36.9 billion
1H2023 : RM13.0 Bil



RM4.7 billion
1H2023 : RM4.6 Bil



RM3.6 billion
1H2023 : RM4.2 Bil



RM3.1 billion
1H2023 : RM1.7 Bil



RM2.8 billion
1H2023 : RM12.8 Bil

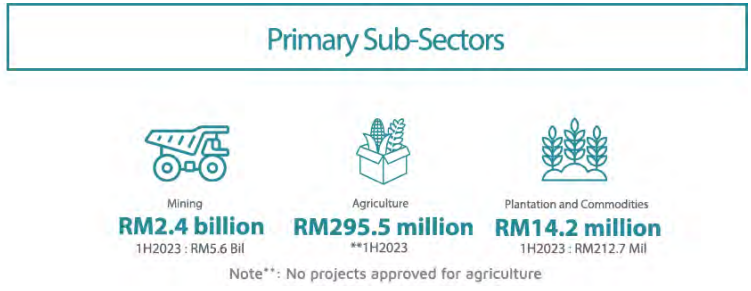
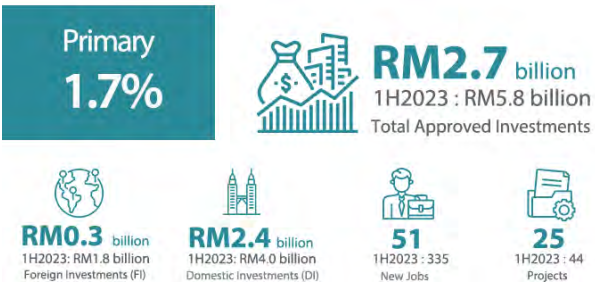
**Due to rounding, figures presented in this infographic may not add up precisely to the totals provided.*

Thriving Manufacturing Sector

Malaysia's manufacturing sector has emerged as a bright spot in the country's economic landscape, attracting RM60.1 billion in approved investments in the first half of 2024. This represents a significant 34.1% increase from the RM44.9 billion

recorded in the same period last year, indicating a strong rebound in investor confidence. The approved investments are spread across 519 projects, poised to generate an estimated 33,887 job opportunities with 80.0% of the jobs (27,121) reserved for Malaysians.





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

Primary Sector Reflects Positive Opportunities

The primary sector sees RM2.7 billion in approved investments, constituting 1.7% of the total approvals. Driven by 25 projects, it anticipates creating 51 new jobs, with a focus on mining (RM2.4 billion), and agriculture (RM0.3 billion).

Attracting High-Growth, High-Value Investments

Since beginning of the year, MITI and MIDA have executed 11 High-Level Overseas Investment Missions to key countries such as Germany, France, Australia, Italy, Singapore, India and Japan. This is in addition to the numerous official Overseas Working Visits led by the Prime Minister of Malaysia, YAB Dato' Seri Anwar Ibrahim to meet key global business leaders.

As of 31 August 2024, MIDA is actively pursuing 1,562 proposed projects worth RM54.8 billion, comprising 1,493 projects in the services sector (RM44.8 billion) and 69 projects in the manufacturing sector (RM10.1 billion). While negotiations are ongoing between MIDA and prospect investors for high-potential leads totalling RM53.8 billion.

MITI and MIDA's focus remains on ensuring that every investment contributes to a more prosperous and inclusive future for all Malaysians, forging a path towards innovation and economic resilience, further strengthening our industrial ecosystem and domestic supply chains.





HIGHLIGHTS

01



MITI Achieves Major Breakthrough with RM8 Billion in Potential Exports and RM4.5 Billion in Potential Investments During PM's Landmark Visit to India

Malaysia's economic presence in India took a significant leap forward as the Ministry of Investment, Trade and Industry (MITI) secured RM8 billion in potential exports and RM4.5 billion in potential investments during Prime Minister YAB Dato' Seri Anwar Ibrahim's inaugural visit to India. This landmark visit, held from 19 to 21 August 2025 not only marked the Prime Minister's first official engagement in India since taking office but also underscored Malaysia's strategic intent to deepen ties with one of its most important economic partners.

The Prime Minister was joined by key Government leaders, including YB Senator Tengku Datuk Seri Utama Zafrul Aziz, MITI Minister, as well as the Minister of Tourism, Arts and Culture, Dato' Sri Tiong King Sing, Minister of Digital, YB Gobind Singh Deo, and Minister of Human Resources, YB Steven Sim Chee Keong. Their participation highlighted the multi-faceted approach Malaysia is taking to strengthen bilateral relations with India.

The visit's centerpiece was a series of high-impact business engagements in New Delhi on 21 August 2024. YAB Prime Minister led one-on-one meetings with top executives from Tata Consultancy Services (TCS), Emami Agrotech Limited, and HCL Tech. Key outcomes included initiatives for talent development in Malaysia's IT sector, the establishment of an IC Design Centre, and a long-term supply deal for palm

oil to India. These engagements coordinated by MIDA Mumbai alongside MITI and MATRADE demonstrate Malaysia's commitment to fostering meaningful partnerships that drive both economic growth and innovation.

In addition to the one-on-one meetings, a high-level roundtable brought together 31 top industry executives from sectors such as information technology, pharmaceuticals, and semiconductors. Representatives from the Confederation of Indian Industries in Malaysia (CIIM) and the Indian Chemical Council (ICC) were also present, reinforcing the spirit of collaboration between the two nations. This forum served as a powerful platform for strengthening trade and investment ties, paving the way for new strategic alliances.

Reflecting on the visit's success, MITI Minister expressed, "We are delighted to be able to secure RM8 billion of potential exports and RM4.5 billion of potential investment during the inaugural official visit of Malaysia's Prime Minister to India. The positive outcome on the workforce expansion plans by TCS and HCL Technologies in Malaysia is also a welcome move, and MITI through MIDA, will do our best to facilitate their expansion. We will also continue to intensify efforts to attract quality digital investments - such as data and cloud-based technologies - to create more opportunities for our SMEs and higher-paying jobs for our people."



Malaysia's exports to India continue to thrive, with the top products being palm oil and palm oil-based products, electrical and electronic goods, metal manufactures, chemicals, and crude petroleum. Many of these exports have seen substantial growth compared to the previous year, reflecting the strong trade dynamics between the two countries.

The visit also saw the signing of seven (7) Memorandum of Understanding (MoUs) between Malaysian companies and their Indian partners. These agreements, focused on green technology, innovation, waste management, and railway infrastructure, are expected to come to fruition

within the next one to five years, further enhancing Malaysia's position as a key economic player in India.

On the investment front, as of March 2024, a total of 168 manufacturing projects involving Indian participation have been approved, amounting to RM4.6 billion (USD1.36 billion) in investments. These projects are set to create over 16,000 jobs. MITI, and its agencies particularly MIDA and MATRADE, remains committed to deepening collaboration with India, particularly in key sectors such as semiconductors, chemicals, digital economy, and renewable energy.





HIGHLIGHTS

01



Post-Investment Facilitation: Boosting Investors' Confidence in Malaysia

Malaysia continues to attract strong investment flows, with RM329.5 billion approved in 2023 across the manufacturing, services, and primary sectors. Building on this momentum, the first half of 2024 saw RM160 billion in approved investments—a remarkable 18% increase compared to the same period last year, further underscoring the country's standing as a premier investment destination.

However, attracting investments is just the beginning. To ensure these investments evolve into successful and sustainable operations, post-investment facilitation plays a crucial role. This phase is vital for ensuring that companies not only establish themselves smoothly but also thrive and expand their operations effectively.

MIDA's TRACK and IMFC: An Unwavering Commitment to Investors

Recognising the importance of seamless project implementation, MIDA introduced the Project Implementation and Facilitation Office (TRACK) in June 2020. TRACK was designed to monitor investment progress and provide hands-on support to address challenges during both the setup and early operational phases.

Aligned with the broader goals of the Ministry of Investment, Trade, and Industry (MITI), these initiatives also support the National Investment Aspirations (NIA) and the New Industrial Master Plan (NIMP) 2030, ensuring that Malaysia remains

globally competitive. Building on this foundation, MIDA launched the Invest Malaysia Facilitation Centre (IMFC) - a One-Stop Center (OSC) for end-to-end facilitation throughout the entire investment lifecycle. With ten (10) representatives from various agencies such as the Ministry of Foreign Affairs and Inland Revenue Board, IMFC provides investors with comprehensive centralised support.

This ongoing evolution of MIDA's facilitation services reflects its steadfast commitment to maintaining Malaysia's attractiveness and reliability as an investment destination.

Measurable Impact: A Remarkable Rise in Successful Project Implementation

The impact of MIDA's proactive initiatives is evident in the significant improvements seen across various metrics. Since the introduction of TRACK and the subsequent launch of IMFC, the project implementation success rate for manufacturing projects approved in Malaysia from 2016 to July 2024 has surged from 60% to an impressive 86.33%. This achievement is driven by MIDA's dynamic and responsive approach to resolving investor-related issues, coupled with increased interaction between MIDA and its stakeholders.

The facilitation efforts led by TRACK and IMFC have experienced exponential growth, rising from 72 engagements in December 2023 to an astounding 1,941 by June 2024. This sharp increase illustrates

MIDA's commitment to ensuring investors receive the support they need at every step of their investment journey. Of the facilitation requests received during this period, more than 98.0% have been facilitated, further reinforcing Malaysia's status as a trusted and investor-friendly destination. With this level of dedicated support, MIDA ensures investors can operate with confidence, contributing to the country's sustained economic growth.

Broadening Our Impact

MIDA extended access to the Project Implementation, Tracking, and Monitoring System (On-Track) to the Economic Development Corridors (ECERDC, NCER, IRDA, RECODA, and SEDIA), State Economic Development Division/Unit (BPEN/UPEN), and State Investment Promotion Agencies. This expansion aims to enhance MIDA's reach, enabling the identification and facilitation of issues at the ground level. This allows the needs of investors to be addressed comprehensively and efficiently across all regions.

Strengthening Malaysia's Investment Landscape

Through the establishment of TRACK and the enhanced facilitation efforts with IMFC, MIDA has demonstrated its ability to adapt and respond to the evolving demands of the global economic landscape. These initiatives reflect MIDA's commitment to the effective and timely delivery of services, thereby confirming that Malaysia remains competitive and attractive to investors. By proactively addressing challenges and supporting

investors throughout their journey, MIDA not only bolsters current investment projects but also aligns with the broader objectives of the NIA and NIMP. These efforts underscore Malaysia's strategic focus on fostering sustainable economic growth and maintaining its position as a leading investment destination.

Success Stories

MIDA's proactive facilitation through TRACK and IMFC has significantly shortened project implementation timelines by swiftly resolving key investor concerns. Key issues facilitated include matters related to Customs, power supply, local authority approvals through OSC and Immigration.

Between December 2023 and August 2024, IMFC recorded a total of 7,554 facilitation issues. Impressively, 7,507 of these issues (99.4%) have been successfully resolved, demonstrating MIDA's efficiency in supporting investors and ensuring smooth project execution.

The establishment of IMFC reflects Malaysia's commitment to streamlining investment processes, eliminating administrative complexities, and accelerating approval timelines, fostering a more supportive business environment.

Building on the success of TRACK and IMFC, MITI and MIDA pledge to enhance Malaysia's investment implementation processes, offering comprehensive consultation and advisory services to ensure investors' continued confidence in Malaysia.





INDUSTRY

02

Electrifying Progress: A Deep Dive into Malaysia's Automotive Scene and Electric Vehicle Ecosystem

The Global Push for Electric Vehicles: A Climate Imperative

Transportation is currently the fastest-growing source of greenhouse emissions worldwide, accounting for 17% of global greenhouse gas emissions. In response, the global ecosystem for electric vehicles (EVs) is rapidly expanding as governments and the transportation industry realise that switching from fossil fuel-powered transportation to EVs can help cut carbon emissions and slow down global warming. EVs have the potential to reduce these emissions by up to 30%, with even higher percentages possible if the vehicles run on renewable energy.

Malaysia's Ambitious Goals for Electric Mobility

As part of its commitment to reach net zero emissions by 2050, Malaysia is leveraging the benefits of electric mobility to meet its emission target and expedite the nation's energy transformation. The National Energy Transition Roadmap (NETR) emphasised the goal of EVs to account for 80% of the total industrial volume (TIV) by 2050. This ambitious target builds upon the objectives previously established by the National Energy Policy 2022-2040 (NEP) and the Low Carbon Mobility Blueprint 2021-2023 (LCMB).

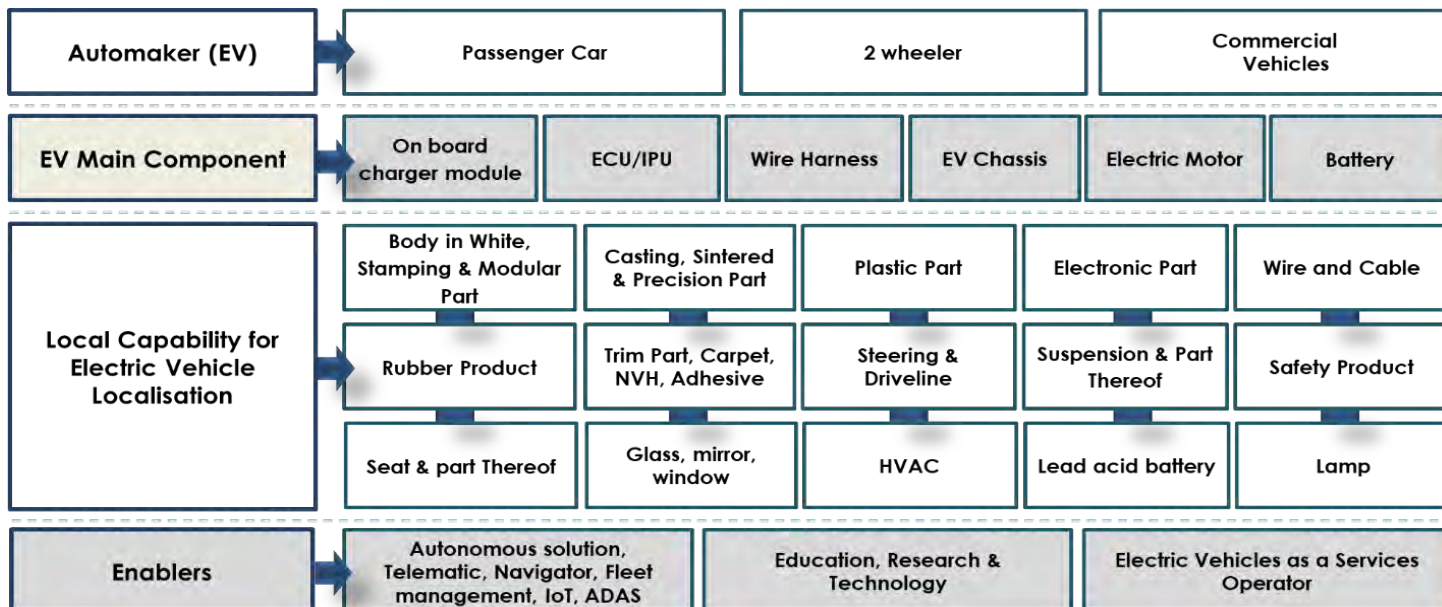
As highlighted in the New Industrial Master Plan (NIMP) 2030, Malaysia is adopting a mission-based approach to drive the industry transformation, acting as a lever to strengthen capabilities in line with the

strategic investment and industrial goals under the National Investment Aspirations (NIA). As part of this mission-based strategy, Perusahaan Otomobil Kedua Sendirian Berhad (Perodua) has been chosen as the local champion for locally manufactured EV to lead the national EV innovation.

In light of this, the Malaysian Government is committed to growing and advancing the EV sector. As a result, the National EV Steering Committee (NEVSC) and National EV Task Force (NEVTF) was established and chaired by the Deputy Prime Minister II / Minister of Energy Transition and Water Transition and Minister of Investment, Trade and Industry (MITI) respectively, with MIDA serving as co-secretariat. Other members include the Ministry of Finance (MOF), Ministry of Transport (MOT), Ministry of Science, Technology, and Innovation (MOSTI), among others, to spearhead the strategic initiative towards EV development and deployment in Malaysia.

Building a Comprehensive EV Ecosystem

Malaysia has a remarkably comprehensive EV ecosystem. For instance, Malaysia has extensive local capabilities in automotive manufacturing to support EV localisation, with the EV automakers as the driving force. The impressive growth of players in EV main components and EV industry enablers in education, research and technology, service operators and autonomous solutions propels the development of Malaysia's EV ecosystem.



Significant Investments and Collaborations

Malaysia's prominence in the global automotive scene is evident through significant investments and collaborations with prominent automotive industry players, which have laid a strong foundation for the country's automotive landscape today.

One noteworthy example, the Malaysian national brand, Perusahaan Otomobil Nasional Sdn. Bhd. (Proton), in partnership with Geely, has announced its entry into the EV market with the introduction of its first-ever EV, the e-MAS, scheduled for launch in December 2024.

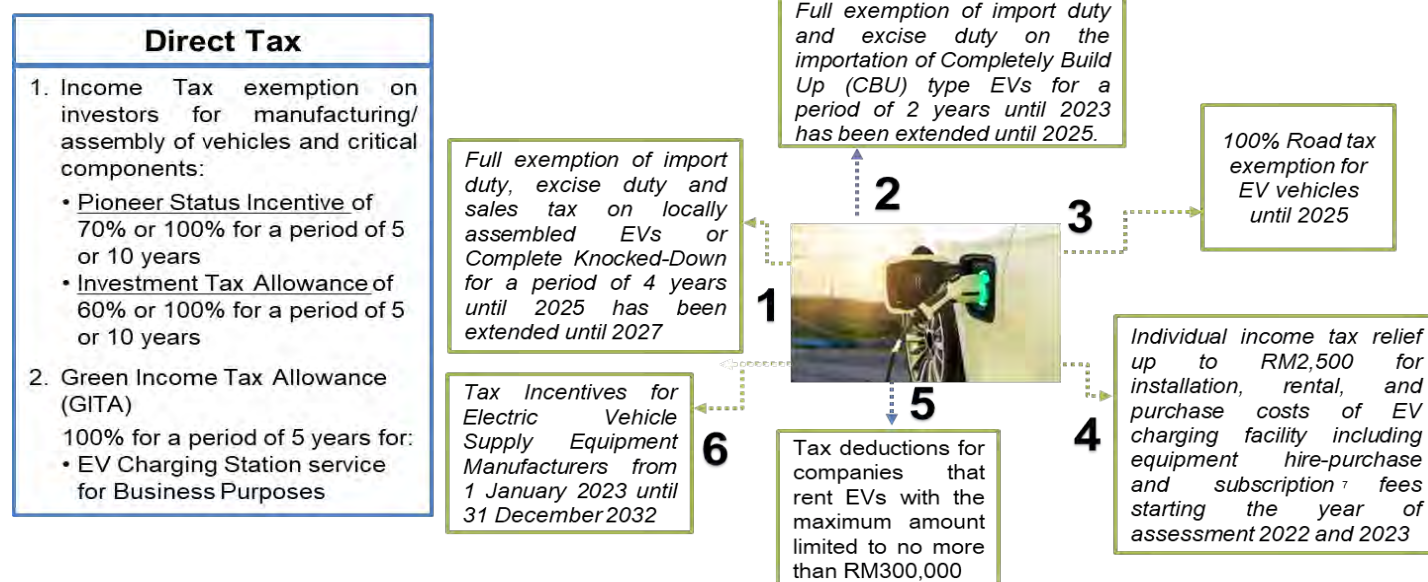
Similarly, Chery, a leading Chinese automotive manufacturer, has chosen Malaysia as a strategic destination for its expansion, introducing its EVs to the Malaysian market this year. Top battery producer from China, EVE Energy Sdn. Bhd., has also set up a production base in Malaysia to manufacture cylindrical lithium-ion batteries for electrical two-wheelers and power tools.

Government Incentives and Measures

These achievements that have contributed to Malaysia's growing development in the EV industry are very much being assisted by the Government's proactive measures such as incentives to promote EVs in the country. The Government has introduced direct and indirect tax reliefs to stimulate supply and demand, including incentives for the assembly or manufacturing of EVs, component parts and the development of EV ecosystems such as charging facilities.

Challenges and Future Directions

Despite the aggressive initiatives that are being introduced by the Government, challenges remain, such as insufficient EV charging infrastructure. Currently, Malaysia has about 2,300 EV charging bays which are inadequate to cater to a broad EV market. Other challenges include high costs of EV battery, shortages of parts, lack of EV experts and skills programmes, electricity grid challenges and inconsistencies in EV charging standards and installation guidelines.





Nonetheless, recognising the gaps, the government is urgently addressing these issues, revising and introducing new policies and initiatives to ensure a mature EV sector, thereby attracting more EV investments into the country.

To date, MIDA has approved 68 projects totalling RM30 billion in the EV and its related ecosystem from 2018 to 2023. The approved investment consists of the assembly of EVs, manufacturing of EV parts and components and its charging components, aligned with the NIA.

In conclusion, Malaysia's commitment to developing a robust EV ecosystem reflects its broader ambition to achieve net-zero emissions by 2050. Strategic initiatives, substantial investments, and proactive government measures highlight the nation's resolve to

transform its automotive industry. Despite facing challenges such as insufficient EV charging infrastructure and high costs, Malaysia is making significant strides toward creating a sustainable and innovative EV landscape. With continuous efforts to address these obstacles and attract further investments, Malaysia is well-positioned to become a leader in the global EV market, paving the way for a greener and more sustainable future.

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





SERVICES

03



Navigating the Future: Enhancing Malaysia's Port Development and Logistics Performance with Digitalisation

Maritime trade is crucial for Malaysia's economy, with approximately 98 percent of the country's trade transported by sea. Strategically located along key shipping routes, the ports in Malaysia are integral to its economic framework, facilitating trade and boosting logistics capabilities. In recent years, the country has made significant strides in improving its logistics performance. In the World Bank's Logistics Performance Index (LPI) 2023, Malaysia ranked 26th globally, up from the previous ranking which was 41st in 2022. This leap has positioned Malaysia as the second-best performing ASEAN country after Singapore, a reflection of its growing stature in global trade logistics.

The LPI ranks 139 countries based on six (6) core components of logistics performance: customs efficiency, infrastructure quality, ease of arranging shipments, competence and quality of logistics services, tracking and tracing, and timeliness of shipments. Malaysia's rise in the LPI highlights the country's focus on enhancing these key components, driven by improvements in its port infrastructure and the digital transformation of its logistics operations.

Additionally, Malaysia's strategic location makes it a prime access point for MNCs like IKEA, Intel and Samsung to manage their global supply chains. IKEA uses Malaysia as a logistics hub to distribute its

flat-pack furniture products across Southeast Asia, benefiting from the country's well-developed port facilities and logistics infrastructure. Meanwhile, Intel relies on Malaysia's strong infrastructure to support its manufacturing and distribution of semiconductor components and products. On the other hand, Samsung leverages Malaysia's logistics network for the distribution of its electronic products throughout Southeast Asia.

A global leader in shipping services, A.P. Moller-Maersk has signed a Memorandum of Understanding (MOU) with MIDA to drive high-quality investments into Malaysia as their regional logistics hub in ASEAN.¹

Overall, Malaysia's combination of strategic location, infrastructure, and favourable business environment makes it an attractive logistics hub for these multinational companies.

Port Klang: The Heart of Malaysian Logistics

A key driver behind Malaysia's improved logistics performance is Port Klang, the country's largest port. According to the World Shipping Council, Port Klang ranked 12th globally in terms of container throughput in 2023, a testament to its pivotal role as a hub for maritime trade. Port Klang consists of three major ports: South Port, North Port, and West Port, all of which are managed by the Port Klang Authority (PKA).

¹ [https://www.maersk.com/news/articles/2022/08/29/mida-and-maersk-enter-into-strategic-partnership-to-promote-investments-in-malaysia#:~:text=Moller%2DMaersk%20\(Maersk\)%20has,contributing%20to%20the%20growth%20and](https://www.maersk.com/news/articles/2022/08/29/mida-and-maersk-enter-into-strategic-partnership-to-promote-investments-in-malaysia#:~:text=Moller%2DMaersk%20(Maersk)%20has,contributing%20to%20the%20growth%20and)
<https://www.mida.gov.my/mida-news/westports-phase-2-expansion-to-commence-in-q3-2024-says-exco/#:~:text=The%20expansion%20of%20Westports%20aims,terminals%2C%20designated%20CT10%20to%20CT17>



In 2022, Port Klang handled 30.3 million freight weight tonnes of conventional cargo, marking a 13 percent increase from the 26.8 million tonnes recorded in 2021. This growth in cargo volume underscores the port's role in driving Malaysia's trade and logistics activities. To accommodate this increasing volume and to prepare for future growth, West Port is undergoing a major expansion plan that will see the construction of an additional 4.8 km wharf. This expansion will double the port's capacity from the current 14 million twenty-foot equivalent units (TEUs) to nearly 28 million TEUs, ensuring that Port Klang remains competitive on the global stage. This expansion aligns with the goals set out in the Twelfth Malaysia Plan (2021-2025) or 12MP, which prioritises the development of transport and logistics infrastructure, including ports. The 12MP recognises that efficient and modern port infrastructure is crucial to Malaysia's ambition of becoming a leading maritime hub in Southeast Asia. To achieve this, the Malaysian Government is committed to enhancing port capacities, modernising operations, and improving connectivity with key trade partners.

Digitalisation: The Future of Malaysian Ports

As the world continues to embrace digital transformation, Malaysia's ports are also following suit. Digitalisation is seen as a key enabler of efficiency, accountability, and sustainability in port operations. One of the most significant digital advancements in Malaysian ports is the Remote Physical Check System (RPS), an in-house initiative

developed by Port Klang. The RPS uses video analytic cameras installed on quay cranes at the wharf to verify every container being loaded or unloaded from vessels. This system not only reduces the need for manual inspections but also enhances accuracy, accountability, and the speed of operations.

Beyond the RPS, Port Klang is exploring other digital tools such as blockchain technology for improved tracking and tracing of shipments, automated port management systems to optimise resource allocation, and artificial intelligence to predict and manage cargo flow. These digital innovations are designed to ensure that Malaysian ports remain at the forefront of global logistics, while also contributing to broader environmental, social, and governance (ESG) goals by reducing emissions, improving energy efficiency, and minimising operational waste.

Port Klang is not alone in its digital transformation journey. The Port of Tanjung Pelepas (PTP), another of Malaysia's major ports, has also embarked on a digital makeover. By adopting advanced technologies such as big data analytics, Internet of Things (IoT), and machine learning, PTP aims to optimise its operations, reduce costs, and improve service reliability. These initiatives are part of Malaysia's broader effort to embrace Industry 4.0, ensuring that its ports are equipped to meet the demands of an increasingly complex and competitive global logistics landscape.



Supporting SMEs and Mid-Tier Companies in Logistics

Digitalisation and port expansion efforts are not only focused on large ports; small and medium enterprises (SMEs) and mid-tier companies (MTCs) within the logistics sector are also encouraged to adopt new technologies and upgrade their capabilities. MIDA offers a range of financial and tax incentives to support local businesses in this transition. These incentives are aligned with Malaysia's commitment to fostering innovation, automation, and digitalisation across all sectors of the economy. MIDA also supports businesses that invest in digitalisation by offering incentives like Automation Capital Allowances (Automation CA). This helps logistics companies to integrate advanced technologies into their operations such as cloud computing, Automated warehousing systems, Robotics for sorting and handling, Advanced inventory management systems and Automated order processing systems.

One such incentive is the Domestic Investment Accelerator Fund (DIAF) - ESG Adoption, which was introduced to help SMEs and MTCs transition into ESG practices. This fund supports businesses in adopting sustainable practices that align with global ESG standards, thereby enhancing their competitiveness in international markets. Additionally, MIDA offers Integrated Logistics Services (ILS) incentives and International Integrated Logistics Services (IILS) Status to companies that provide integrated and seamless logistics services along the supply chain. These incentives are designed to encourage Malaysian companies to expand their scope of operations and compete on a regional or global scale. As of 2023, MIDA has recorded a total investment of RM2.6 billion for Logistics Services with 123 projects approved and 848 total job opportunities.



Malaysia's Competitive Edge in Global Maritime Logistics

Malaysia's significant progress in the LPI and the global rankings of its ports reflects the country's dedication to becoming a leading maritime and logistics hub. The expansion of Port Klang and the digital transformation of its operations, coupled with government support for SMEs and MTCs, illustrate a comprehensive and robust framework for growth and innovation in the logistics sector.

In this evolving landscape, companies operating within Malaysia's logistics sector must prioritise sustainability as part of their business strategies. As global trade increasingly values environmental responsibility, businesses that adopt green practices will have a competitive advantage. Embracing green logistics—through energy-efficient technologies, waste reduction, and the adoption of renewable energy sources—can help companies reduce their carbon footprint and align with Malaysia's net-zero emissions goals. The Malaysian Government actively promotes various RE initiatives such as the Feed-in Tariff (FiT), New Enhanced Dispatched Arrangement (NEDA), Large Scale Solar (LSS), Green Electricity Tariff (GET), Net Energy Metering (NEM), Self-Consumption (SelCo) and Corporate Green Power Programme (CGPP). The Government will

also introduce the Corporate Renewable Energy Supply Scheme (CRESS) starting in September 2024 to enhance corporate access to green electricity. Through the open grid access concept, third parties (Third Party Access-TPA) will be allowed to supply (sell) or procure (buy) electricity through the national grid system with a set system access fee.

Looking ahead, Malaysia is poised to continue its rise as a major player in global maritime logistics. By continuing to invest in port infrastructure, embrace digitalisation, and support local businesses through facilitation and incentives, Malaysia can enhance its competitive edge and secure its place as a vital player in international trade.

With ongoing efforts to improve logistics efficiency, infrastructure quality, and sustainability, Malaysia is well-positioned to become a global top-tier logistics hub, contributing significantly to the global maritime economy. The development of Malaysia's ports and the emphasis on digitalisation underscore the country's ambition to strengthen its logistics sector. Through government support, strategic planning, and a focus on innovation, Malaysia is on track to achieve its goal of becoming a premier maritime hub in the region, ensuring continued economic growth and competitiveness in the years to come.





AEROSPACE

WHY MALAYSIA SERIES

04



Leading the Charge in Green Aerospace Solutions

The global aerospace industry has faced significant economic challenges in recent years, especially within the aviation sector. Despite these obstacles, Malaysia's aviation industry has demonstrated resilience and charted a course for robust growth, thanks to the steadfast support of industry leaders. With over 230 Malaysian companies engaged in key sectors like maintenance, repair, and overhaul (MRO), as well as aviation manufacturing and advanced training, the country is poised to become a leading aerospace hub in Southeast Asia by 2030, while integrating sustainable practices into its strategy.

Safran, a globally recognised leader in defence, aviation, and space, has been a key player in this ambitious vision. With a presence in Malaysia spanning more than 50 years, Safran's commitment to operational excellence, innovation, and environmental sustainability positions it at the forefront of the industry's green transformation. The company's decision to establish a carbon brake production site in Sendayan, Negeri Sembilan, underscores Malaysia's appeal as an investment destination, driven by its competitive energy resources, skilled workforce, and robust support from MIDA.

Safran's strategic investment in Malaysia aligns with its global commitment to achieving carbon-neutral aviation by 2050. By investing in low-carbon technologies and sustainable production processes, Safran is meeting the growing demand for carbon brakes in a manner that prioritises environmental

stewardship. Since establishing its cutting-edge facility in Sendayan, Negeri Sembilan in partnership with Malaysia's Ministry of Investment, Trade and Industry (MITI) and MIDA, Safran has solidified its presence, providing advanced aerospace solutions to industry giants such as Airbus, ATR, and Boeing, with a dedicated workforce of over 140 highly skilled professionals.

At the heart of Safran's operations in Malaysia is a commitment to circularity, an approach that ensures resources are reused, recycled, and minimised throughout the production cycle. Their innovative 2-for-1 remanufacturing solution exemplifies this philosophy, creating new carbon brakes from used discs and recycling components that can no longer be remanufactured into oven tooling. This pioneering approach not only reduces waste but also sets a new standard for sustainable practices within the aerospace industry, reinforcing Safran's role as a leader in industry circularity and environmental responsibility.

Safran Landing Systems Malaysia has already achieved a remarkable 27% net reduction in carbon emissions compared to 2018 levels. This achievement is driven by innovative technologies such as on-site electricity generation from waste gas and solar panels, alongside enhanced utility management systems. Moreover, Safran is on the cusp of introducing an innovation that will further reduce its gas consumption and consequently its CO² emissions. Associated with 100% green electricity, this process will be a major step in SLS' journey towards zero emission.



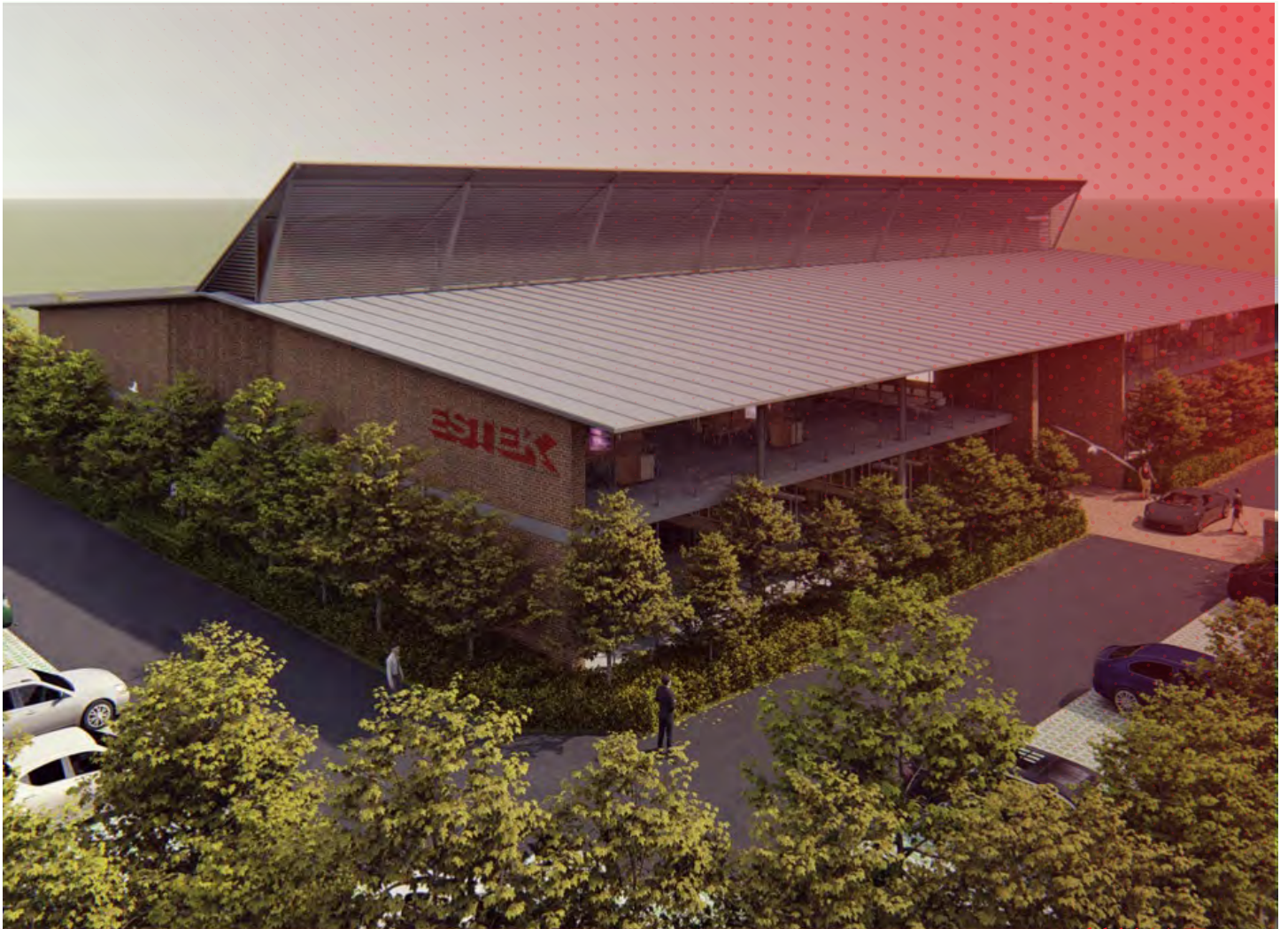
This strategic investment by Safran is not just about enhancing its operational capacity; it also reflects Malaysia's alignment with global and national objectives. Malaysia's economic strategies, as outlined in the MADANI Economy Framework and the New Industrial Master Plan 2030 (NIMP 2030), emphasise the importance of sustainability, innovation, and high-tech industry development. By choosing Malaysia, Safran is tapping into a supportive environment that is committed to advancing sustainable development and driving high-quality, capital-intensive projects that are critical to the country's long-term growth.

In alignment with Malaysia's National Energy Transition Roadmap (NETR), Safran announced in 2023 the first phase of a capacity increase at its Sendayan plant. This expansion reflects not only the company's confidence in Malaysia as a strategic partner but also the potential for further investment as renewable energy sources become more available, enabling sustainable production growth.

As Malaysia continues to expand its aerospace manufacturing capabilities, the integration of sustainable practices not only enhances its competitiveness on the global stage but also underscores its commitment to a greener future. MIDA remains pivotal in promoting high-quality, capital-intensive projects that align with Malaysia's sustainable development agenda, ensuring that the aerospace sector continues to grow while preserving environmental integrity.

This strategic alignment between Malaysia's national goals and the forward-thinking investments of companies like Safran illustrates the country's ability to attract and retain world-class investors who are committed to innovation, sustainability, and growth. Together, we are charting a path toward a more resilient and environmentally sustainable aerospace industry, solidifying Malaysia's position as a leader in the region and a beacon for green aerospace solutions.





GOING GLOBAL SERIES

05

Estek Automation Sdn. Bhd.: Leading Innovation in Semiconductor Automation

In a rapidly evolving landscape of technological innovation, one company has emerged as a pioneer in the field of semiconductor automation: Estek Automation Sdn. Bhd. Since its inception in 2016, Estek has made significant strides across various industries, including medical, photonics, communication, and automotive with its headquarters in Penang. Estek's innovative solutions, such as wafer inspection, flexible chip sorting, 2D/3D wire bond inspection, CIS inspection, and AI-driven process optimisation, have set new benchmarks in high-tech automation.

A Strategic Decision in Malaysia

Estek Automation's decision to base its operations in Malaysia was a masterstroke that has propelled the company to global success. Malaysia's favourable business environment, characterised by a highly skilled workforce, robust supply chain ecosystem, and supportive government policies, has provided Estek with the perfect springboard for growth. The company's success in Malaysia has been instrumental in its global expansion, enabling it to navigate competitive pressures and scale its operations effectively.

Today, Estek's global presence spans several key markets, including Singapore, Thailand, Korea, China, Taiwan, Philippines, Germany, Portugal, Pennsylvania, Ireland and USA. This international footprint has been critical in establishing the company as a global player and enhancing its ability to serve diverse industry needs.

Collaborating for Growth

Estek's growth has been significantly bolstered by a series of strategic collaborations with key government agencies, including MIDA, Malaysia Digital Economy Corporation (MDEC), and the Northern Corridor Economic Region (NCER). These partnerships have enabled the company to drive

Jacky Lee
Chief Executive Officer

innovation and expansion, with a focus on product development and facility growth. Government-backed exhibition programmes have also helped Estek expand its global reach, showcasing its products and services to a wider audience. Furthermore, Government-led upskilling programmes have ensured that Estek's engineers remain at the forefront of technological advancements, equipped to tackle complex challenges and drive business success.

Embracing Future Opportunities

As a pioneer in the semiconductor industry, Estek is poised to continue its trajectory of growth and innovation. Driven by the Malaysian Government's strategic initiatives, established manufacturing ecosystem, and focus on emerging technologies, the company is well-positioned as a key player in the global high-tech arena.

Looking ahead, Estek invites fellow companies and investors to explore the rich opportunities that Malaysia offers. By leveraging the country's advantageous business environment, stakeholders can contribute to technological advancements and realise their global ambitions. Estek is eager to collaborate with partners who share a vision of pushing the boundaries of innovation and achieving shared success in the evolving high-tech landscape.



ECONOMIC CROSSROADS

06



Iskandar Malaysia: A Strong and Sustainable Metropolis of International Standing

Investment Made Easy by the Iskandar Malaysia Investment Service Centre (IMISC)

Established in 2006, Iskandar Malaysia is the first economic region established in Malaysia and has experienced rapid growth since its inception. It leverages its strategic position within Johor, Malaysia's southernmost state, which boasts abundant land, natural resources, and a strong, sustainable living environment.

Guided by The Comprehensive Development Plan (CDPiii) 2022 - 2030, Iskandar Malaysia continues to focus on resilience and inclusiveness with four (4) key areas; High-Value Economy, Productive Society, Climate Resilience and Carbon Neutral Region, and Integrated and Liveable City.

Its generous land area, strategic location and well-developed infrastructure support nine (9) promoted sectors which are:

- Electrical and electronics (E&E);
- Petrochemical and oleochemical;
- Food and agro-processing;
- Logistics;

- Tourism;
- Creative industries;
- Healthcare services;
- Education services; and
- Financial and business services.

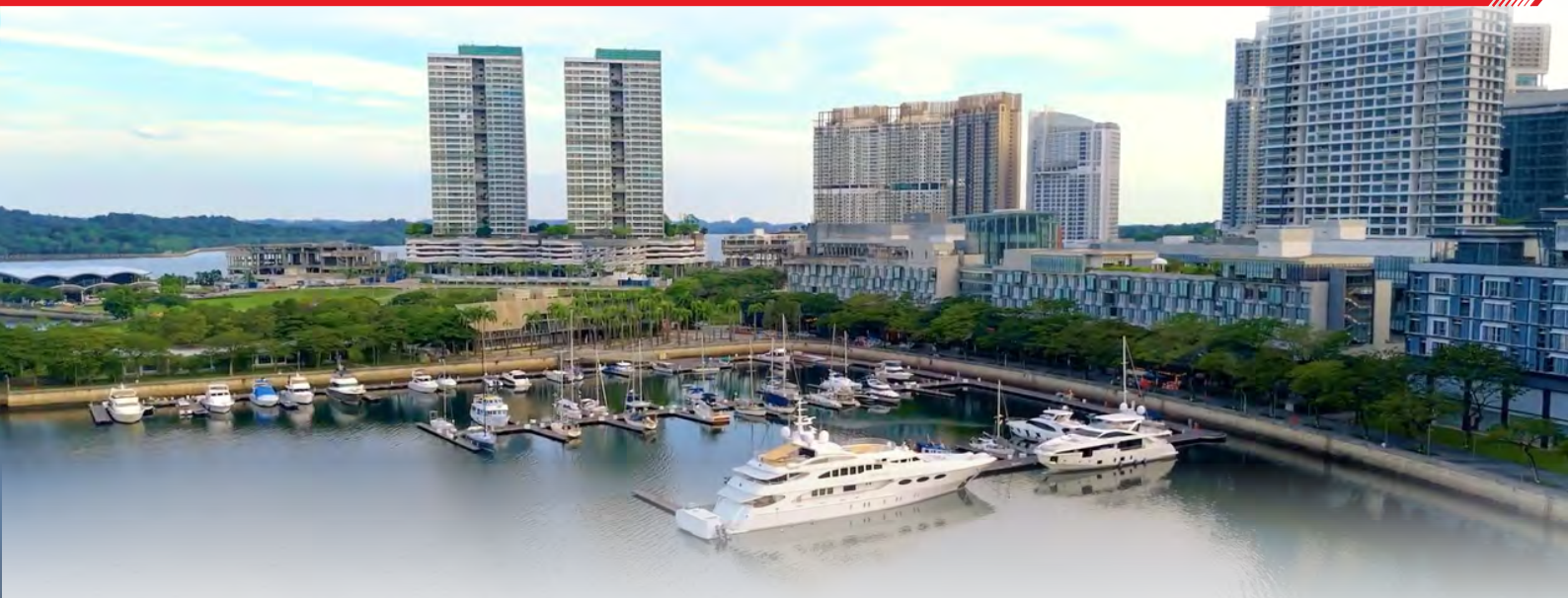
The region is home to many international and multinational brands, a testament to its attractiveness as an economic corridor.

Iskandar Malaysia also boasts 107 industrial parks and is well-connected logistically with Senai International Airport and three (3) international seaports: Port of Tanjung Pelepas, Johor Port and Port of Tanjung Langsat.

Impressive Investment Milestones

From 2006 to December 2023, Iskandar Malaysia recorded a total cumulative investment of RM413.1 billion, surpassing the RM383 billion target set for the end of 2025. Out of this, RM291.4 billion, or 70%, has been realised¹.

¹ The data presented is directly sourced from IRDA and employs their established methodology.



Top foreign investors include the People's Republic of China, Singapore, the Netherlands, Japan, the USA and the Republic of Korea with total investment reaching RM186.2 billion from 2006 to December 2023.

In collaboration with Federal and State agencies, Iskandar Malaysia aims to achieve an investment target of RM636 billion by 2030. To achieve this, the region focused on nurturing high-value and innovation-driven sectors like E&E, aerospace, medical devices, modern farming, electric vehicles (EV), renewable energy (RE) and information and communication technologies (ICT) which include artificial intelligence (AI) data centres and related industries like healthcare and life sciences, financial and business services and digital creative industry. This aligns with national aspirations outlined in the New Industrial Master Plan (NIMP) 2030 and the National Energy Transition Roadmap (NETR).

Iskandar Malaysia is proposed to be part of the Johor-Singapore Special Economic Zone (JS-SEZ). The Special Financial Zone in Forest City is also located within Iskandar Malaysia area.

Investing in Iskandar Malaysia is streamlined through the Iskandar Malaysia Investment Service Centre (IMISC), an integral part of the Invest Malaysia Facilitation Centre Johor's (IMFC-J) operation, focusing on investments in the JS-SEZ.

Iskandar Malaysia Investment Service Centre (IMISC)

IMISC is a centre that coordinates and facilitates investment-related services, ensuring investments in Iskandar Malaysia are realised quickly and efficiently.





Operating under the Iskandar Regional Development Authority (IRDA), IMISC's strength lies in its connections with various federal and Johor state agencies. Through these relationships, investors can engage solely with IMISC for all their investment needs.

IMISC services are divided into (4) areas, namely Investment Facilitation, Land and Development, Expatriate Services and Investment Incentives.

Iskandar Regional Development Authority (IRDA)

IRDA is a Malaysian Federal Government statutory body responsible for coordinating stakeholders in the public and private sectors for planning, facilitating and positioning Iskandar Malaysia's development.

IRDA complements the Malaysian Investment Development Authority (MIDA) and Invest Johor by facilitating incoming investments through IMISC. It also advises and facilitates the implementation of social and environmental initiatives by investors and other stakeholders.

IRDA is currently under the purview of the Ministry of Economy, with its Members of Authority (MoA) co-chaired by the Prime Minister of Malaysia and the Chief Minister of Johor.

Invest, work, live and play in Iskandar Malaysia. We welcome you with Malaysian hospitality and a business-friendly environment.





EVENTS

07



1 August 2024

MIDA's Transportation Technology Division participated in Automechanika Kuala Lumpur 2024, hosted by Messe Frankfurt Hong Kong. During the Networking Luncheon, Mr. Riduan Abd. Rahman, Director of Transportation Technology Division, highlighted MIDA's role and Malaysia's automotive ecosystem, while Senior Deputy Director, Mr. Yusri Jamal shared insights on the electric vehicle (EV) ecosystem and investment incentives for EV projects, underscoring Malaysia's commitment to the automotive industry.



5 August 2024

Ms. Masni Muhammad (right), MIDA Executive Director of Investment Policy Advocacy (Manufacturing), participated as a panelist at the 31st Senior Management Programme (SMP), organised by the High Commission of Singapore in Kuala Lumpur. Moderated by Mr. Bhargav Sriganesh (left), the session discussed Malaysia's economic policies, investment strategies, and focus on high-growth industries. The SMP prepares Singapore's Public Service Directors for senior leadership roles.



6 August 2024

MIDA welcomed GDS IDC Services, a leading Asia-Pacific data centre developer, for a courtesy visit. MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid (fifth from right) and GDS Founder and CEO, Mr. William Huang, discussed creating a cohesive data centre ecosystem in Malaysia by integrating infrastructure providers, manufacturers, cloud services, and public sector users. This holistic strategy aims to attract investments, enhance technological capabilities, and position Malaysia as a leading digital hub.



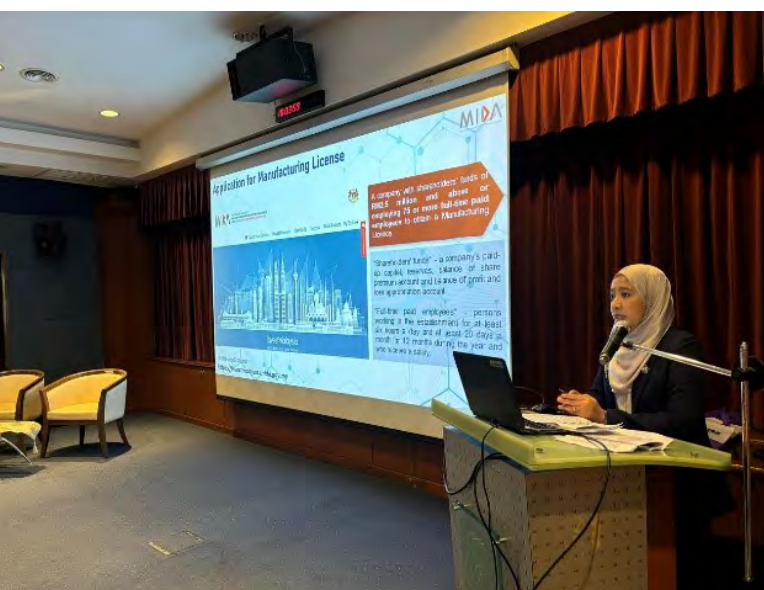
7 August 2024

PETRONAS' Carbon Management Division, led by Mr. Emry Hisham (front row, second from right), briefed MIDA Management on their groundbreaking Carbon Capture, Utilisation and Storage (CCUS) projects. This initiative is a pivotal part of the Government's Net-Zero Target 2050. The session chaired by Tan Sri Dato' Seri Dr Sulaiman Mahbob (front row, third from right), MIDA Chairman, provided valuable insights and helped identify key opportunities for promoting investments in the CCUS ecosystem.



8 August 2024

Mr. Sivasuriyamorthy Sundara Raja (third from right), MIDA Deputy CEO (Investment Promotion and Facilitation), attended the grand opening of Enovix's first high-volume manufacturing facility ("Fab2") in Malaysia. This state-of-the-art facility has already commenced the production of high-energy density batteries and is currently hosting visits from leading global customers. Enovix plans to invest a total of USD1.2 billion (RM5.8 billion) in Malaysia over the next 15 years.



15 August 2024

Ms. Fazliyana Mohd Ali, Senior Assistant Director of Chemical and Advanced Materials Division, participated as a panellist in the Chemical Industry Dialogue organised by the National Metrology Institute of Malaysia (NMIM). She highlighted the exciting investment opportunities in Malaysia's chemicals sector, focusing on green investment prospects and emerging growth areas.



21 August 2024

Mr. Vinothan Tulisathzan (left), Director of MIDA Singapore, participated in the World Opportunities Forum (WOF) at the Fullerton Hotel, Singapore. The event focused on Malaysia's healthcare sector, featuring insights from KPJ Healthcare Berhad's Ms. Sherene Azli and OCBC Malaysia's Mr. Ho Wai Khee. The panel discussed Malaysia's potential to become ASEAN's top medical tourism and medical device manufacturing hub, emphasising its cost-effective healthcare, skilled professionals, and strong government support.



27 August 2024

Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid (fourth from right), CEO of MIDA, had a courtesy call with Mr. Mohd Yazid Ja'afar, President/CEO of Malaysia Petroleum Resources Corporation (MPRC), and his team. The meeting focused on exploring existing and new initiatives to enhance collaboration between MIDA and MPRC, reinforcing the partnership between both agencies in the OGSE sector. Key discussions centred around advancing the objectives and sustainability ambitions of the National OGSE Blueprint, paving the way for a stronger, more resilient industry.



27 August 2024

Mr. Sherulanuar Abd Karim (fifth from left), Director of MIDA Selangor, and Ms. Habibah Enok (fourth from right), Director of Oil and Gas, Maritime and Logistics Services Division, met with representatives from NCT Smart Industrial Park, led by Dato' Sri Yap Ngan Choy, Executive Chairman and Group Managing Director of NCT Group of Companies. The meeting emphasised Malaysia's position as a logistics hub with strong connectivity, a skilled workforce, and supportive policies, marking a key step in strengthening Malaysia's appeal as a premier destination for logistics investments.



28 August 2024

Mr. Sivasuriyamoorthy Sundara Raja (second from right), MIDA Deputy CEO (Investment Promotion and Facilitation), participated as a panelist at KWAP's event on "Investment Opportunities and Challenges in Malaysia's Data Centre Market." He highlighted Malaysia's strategic position as a leading digital investment hub, emphasising its robust digital policies, strategic location, extensive submarine cable network, and the growing demand for hyperscale data centres driven by AI and machine learning adoption.



28 August 2024

MIDA successfully conducted a Pre-Posting Course for Heads of Mission, with 25 participants, including 11 Heads of Mission, nine (9) MIDA representatives, and five (5) from the Institute of Diplomacy and Foreign Relations. The session offered key insights into Malaysia's evolving investment landscape, strategic initiatives, and technological advancements. Kicking off with remarks by MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid (seventh from left), the half-day course equipped delegates with the knowledge to represent Malaysia effectively on the global stage.



29 August 2024

Ms. Zuaida Abdullah, MIDA Executive Director of Services Development, delivered a keynote address at the "5G ENTERPRISES CONNECT: Boosting Productivity by Leveraging 5G for Operational Efficiency" webinar. She highlighted how 5G can enhance productivity, streamline operations, and unlock growth opportunities, helping SMEs remain competitive. With nearly 200 companies in attendance, the event stressed the importance of integrating 5G for continuous innovation.



29 August 2024

Tan Sri Dato' Seri Dr. Sulaiman Mahbob (third from right), MIDA Chairman, attended the relaunch of Boeing's manufacturing facility, now proudly renamed Boeing Composites Malaysia. This facility, Boeing's first wholly-owned manufacturing site in Southeast Asia, produces composite products and subassemblies for all Boeing commercial airplane models, including the 737 MAX and 787 Dreamliner. With an all-Malaysian workforce of approximately 1,000 skilled professionals, this facility underscores Malaysia's growing prominence in the global aerospace industry.



CORPORATE SOCIAL RESPONSIBILITY

08



Xinyi Energy Smart (Malaysia) Sdn. Bhd. Empowers Local Drivers Through CSR Initiative

Xinyi Energy Smart (Malaysia) Sdn. Bhd., through its subsidiary Xin Yun Logistics (Malaysia) Sdn. Bhd. is demonstrating a strong commitment to community development with a meaningful Corporate Social Responsibility (CSR) initiative. On 30 May, they contributed 50 trucks to local lorry drivers as part of their Small Business Development Programme of the Logistics Service (Program Pembangunan Keusahawanan Kecil Perkhidmatan Logistik). This initiative not only empowers drivers to become self-employed but also offers the stability of five-year contracts to transport silica sand.

By creating sustainable business opportunities and ensuring a reliable supply chain, Xinyi Energy Smart (Malaysia) Sdn. Bhd. is setting a commendable example of CSR. Looking ahead, the company plans to expand the programme by purchasing more trucks in Q4 2024, reaffirming their dedication to creating shared value for both their business and the community.





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09

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MIDA WEBSITE

With more than 59,000 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 36,000 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. Corporate Reception Floor, Level 18
4. CEO's Office, Level 30

Refer next page for the price >>>



ADVERTISEMENT PACKAGES



BRONZE PACKAGE

E-NEWSLETTER

- » Back cover: RM10,000 per issue
- » Full page: RM8,000 per issue
- » Half page: RM6,000 per issue
- » Quarter page: RM3,500 per issue

MIDA WEBSITE

- » Homepage: RM1,500 per week

DIGITAL SIGNAGES

- » LCD TV: RM3,000 per month

EDITORIAL ONLY

- » Copywriting, Editing and Proofreading (500 words): RM1,000

SILVER PACKAGE

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

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

Traffic drivers to the article:

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

RM18,000

Duration: 4 weeks

GOLD PACKAGE

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

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

Traffic drivers to the articles:

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

RM24,000

Duration: 4 weeks

PLATINUM PACKAGE

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

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

Traffic drivers to the articles:

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

RM42,000

Duration: 8 weeks

Please contact us for more information

ads@mida.gov.my

ADVERTISE WITH US

GET YOUR BUSINESS NOTICED



HALL

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

PRIVATE MEETING ROOM

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

TRAINING ROOM

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

*All rates are exclusive of :

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

*F&B by MIDA's panel caterers

VISIT US NOW



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



Tel : +603 2267 3633



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ABOUT MIDA



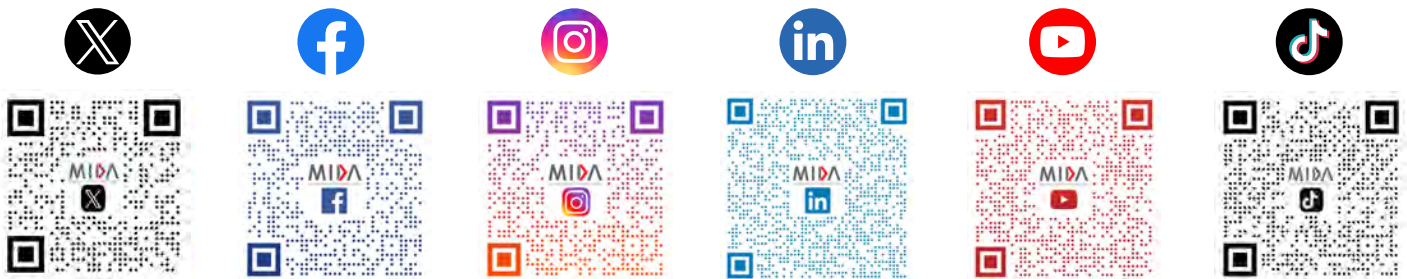
MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff,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

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

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