

E-NEWSLETTER  
SEPTEMBER 2024 ISSUE



**MALAYSIA  
MADANI**

**MIDA**

# INVEST MALAYSIA

## HIGHLIGHTS

Malaysia's Participation at the the 21st China-ASEAN Expo (CAEXPO) and China-ASEAN Business & Investment Summit (CABIS)

## HIGHLIGHTS

Strengthening Malaysia's Commitment to a Sustainable Future

## INDUSTRY

Feeding the Future - Evolving Forte in Food Ingredients Production

## From the CEO's Desk:

# Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid

*Dear Valued Partners and Esteemed Readers,*

In the dynamic landscape of global investment, Malaysia stands as a beacon of innovation and opportunity. As I present the September 2024 issue of the MIDA Invest Malaysia e-Newsletter, I am reminded that true leadership lies not just in our achievements, but in our ability to communicate our vision and inspire action.

Let me take you on a journey through the dynamic stories that shape Malaysia's economic narrative. We begin with a spotlight on sustainability, a cornerstone of our nation's future. Our Highlight of the month article delves into the "Strengthening Malaysia's Commitment to a Sustainable Future: The Circular Economy Policy Framework for the Manufacturing Sector." This framework embodies our proactive approach to ensuring that Malaysia remains at the forefront of the global manufacturing landscape, where sustainability and innovation converge to drive success.

Moving on, we take a closer look at Malaysia's significant role in the 21st CAEXPO and CABIS, spearheaded by our Minister of Transport. This event sparked promising partnerships with Chinese investors, particularly in tech and renewable energy. MIDA's presence at these conferences underscored Malaysia's allure as an investment hub and a gateway to ASEAN.

Switching gears to the food industry, our Industry section highlights Malaysia's crucial role in food security and sustainability. Discover why Malaysia is a hotspot for investors looking to tap into the booming demand for food and functional ingredients.

Meanwhile, in the Northern Corridor Economic Region (NCER), innovation and investment are flourishing, driven by the NCER Technology Innovation Centre (NTIC). With its state-of-the-art facilities and focus on advanced manufacturing, biotechnology, and digital technologies, NTIC provides a dynamic ecosystem for businesses to thrive.

Recognising the critical importance of public-private partnerships in navigating the complexities of the global economy, we are proud to announce a landmark collaboration between MIDA and the Malaysian Institute of Economic Research (MIER). This strategic partnership, formalised through a Memorandum of Agreement, will leverage MIDA's investment facilitation expertise and MIER's economic research capabilities, providing investors with data-driven insights and comprehensive economic analyses to support informed decision-making.

## From the CEO's Desk:

# Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid

Plus, MIDA joined forces with Alliance Bank to organise a timely workshop on the European Union's Carbon Border Adjustment Mechanism (CBAM). This initiative aimed to inform Malaysian industry leaders about the implications of CBAM, a carbon border tax on imported goods, and to explore strategies for adopting sustainable practices that will maintain their competitiveness in EU markets.

In our Why Malaysia section, meet Wiwynn, a dynamic cloud infrastructure provider that chose Malaysia as its base. Drawn by our digital infrastructure, supportive policies, and skilled workforce, Wiwynn's move highlights Malaysia's collaborative business environment. It's a story of shared values and growth, showcasing the power of partnership in economic progress.

Our MIDA Invest Series newsletter has never settled in trying to create the highest quality business, investment updates and industry news. So please don't settle by reading just this column, turn the pages and discover the many exciting stories, insights, and opportunities that await you in this issue.

Warm regards,

**DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID**

**Chief Executive Officer**

**Malaysian Investment Development Authority (MIDA)**



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**HIGHLIGHTS**

**01**



第21届中国—东盟商务与投资峰会  
2024中国—东盟国际贸易与产业投资交流对接会  
The 21<sup>st</sup> China-ASEAN Business and Investment Summit  
2024 China-ASEAN International Trade and Investment Conference

**张莉娜**  
Zalina Zainol

马来西亚投资发展局副首席执行官  
Deputy Chief Executive Officer of Malaysian Investment Development Authority (MIDA)

## Malaysia's Participation at the the 21<sup>st</sup> China-ASEAN Expo (CAEXPO) and China-ASEAN Business & Investment Summit (CABIS)

Malaysia participated in the 21<sup>st</sup> China-ASEAN Expo (CAEXPO) and China-ASEAN Business & Investment Summit (CABIS) from 22 to 25 September 2024 in Nanning, Guangxi Province, China. The Malaysian delegation, headed by YB Anthony Loke Siew Fook, Minister of Transport (MOT), included representatives from several key agencies, underscoring Malaysia's commitment to enhancing trade and investment ties with China and ASEAN.

The delegation included senior officials from the MOT, the Ministry of Investment, Trade and Industry (MITI), MATRADE, the Consulate General of Malaysia in Nanning, Tourism Malaysia, and MIDA. Our Deputy CEO of Investment Development, Ms. Zalina Zainol, led MIDA's efforts, playing a pivotal role in promoting Malaysia as a prime investment destination and facilitating discussions on enhancing bilateral relations with China.

### Roundtable Dialogue with Leading Chinese Companies

One of the main highlights was the Roundtable Dialogue between the Government of Malaysia and CEOs of leading Chinese companies, co-organised by MIDA and the CABIS Secretariat. Industry giants such as Huawei Technologies, China Energy Engineering Corporation (Energy China), Chery Automobile Group, Shenzhen Capchem Technology, and Huatai Financial Holdings Group took part in the session, which was chaired by the Minister of Transport and moderated by MIDA's Deputy CEO.

The dialogue attracted over 120 participants, including government officials and business leaders from both countries. The discussions focused on exploring collaboration opportunities in key sectors such as technology, energy, and automotive, helping to pave the way for future partnerships. Malaysia's commitment to facilitating high-impact investments and fostering industrial cooperation with Chinese companies, especially in industries aligned with future growth, was clearly demonstrated during the event.

### Investment Conference and Networking Sessions at CAEXPO and CABIS

Beyond the roundtable dialogue, the Deputy CEO of MIDA showcased MIDA's active involvement at several prominent events. She delivered insightful speeches at the China-ASEAN International Trade & Investment Conference and the ASEAN + 3 Industrial Chain & Supply Chain Partnering Conference, which collectively drew over 200 participants. These gatherings served as pivotal platforms for MIDA to underscore Malaysia's strategic positioning within ASEAN and to illustrate its vibrant investment landscape to potential Chinese investors.

MIDA Guangzhou also played a key role during CAEXPO, participating in the Roundtable Meeting on Investment Cooperation with ASEAN Investment Promotion Agencies (IPAs) and the China-Malaysia Two Countries, Twin Parks Promotion Conference.



The Deputy CEO of MIDA also attended an official banquet hosted by H.E. Liu Ning, Party Secretary of Guangxi Province, and engaged with the Malaysian Chambers of Commerce in China (MAYCHAM) during a networking session, enhancing connections with key business leaders.

## Fostering New Investment Opportunities with Guangxi

An important outcome of Malaysia's participation was a one-on-one meeting facilitated by MIDA between a potential investor from Guangxi and the East Coast Economic Region Development Council (ECERDC). This engagement opened doors for potential

investments in Malaysia's east coast region, further showcasing the country's position as a gateway to ASEAN markets.

Through these activities, Malaysia showcased its strength as a gateway to the ASEAN market and promoted investment opportunities in various sectors, including manufacturing, technology, infrastructure, and supply chain management. MIDA's involvement in CAEXPO and CABIS further reinforced Malaysia's standing as a preferred investment destination and strengthened its economic partnerships with China and ASEAN countries.





# HIGHLIGHTS

# 01





## Strengthening Malaysia's Commitment to a Sustainable Future

### The Circular Economy Policy Framework for the Manufacturing Sector

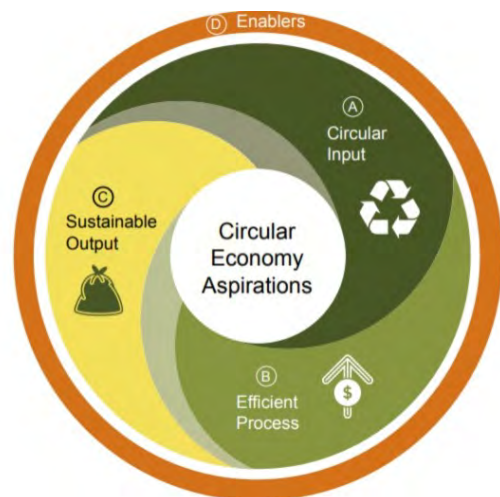
Malaysia has taken a bold step towards a more sustainable future by introducing the Circular Economy Policy Framework for the manufacturing sector. This forward-thinking framework redefines fossil-fuel-based industrial models and ignites a transition towards green growth across the entire manufacturing value chain. Aligned with the objectives of the New Industrial Master Plan (NIMP) 2030, the National Energy Transition Roadmap (NETR), the National Industry Framework for ESG (i-ESG), and the Green Investment Strategy (GIS), it underscores Malaysia's dedication to building a sustainable investment ecosystem.

### Circular Economy Transformation: A New Era for Manufacturing

The circular economy approach is all about maximising the value of resources through sharing, reusing, repairing, refurbishing, and recycling, thereby extending product lifecycles and reducing waste. From its humble beginnings as an agriculture-based economy in the 1970s, Malaysia has diversified and grown, with its manufacturing sector now contributing a significant 22.6% to the national GDP. As the second-largest sector after services, which accounts for 57.4%, the focus is on steering the manufacturing industry towards becoming a more sustainable and environmentally-friendly ecosystem.





### Circular Economy Aspirations

The Circular Economy Policy Framework (CEPF) is aligned with global best practices, setting forth aspirations across four key themes: circular input, efficient processes, sustainable output, and socio-economic impact. With clear targets benchmarked against global Circular Economy (CE) policies, Malaysia aims to achieve these goals by 2030, in tandem with the vision of the NIMP 2030.



*Circular Economy Policy Framework for the Manufacturing Sector*

To achieve these goals and objectives, the framework has outlined fourteen (14) initiatives grounded in a whole-of-government approach, involving collaboration among various ministries and agencies to foster a more sustainable manufacturing sector.

Theme	Aspiration	NIMP goals	2030 proposed targets
 <b>Circular Input</b>	<ul style="list-style-type: none"> <li>Robust local CE industry with a consistent supply of circular materials</li> <li>Closed production loops reinforced by strong supply chain linkages, including with local CE industry</li> </ul>	<ul style="list-style-type: none"> <li>Extend domestic linkages</li> <li>Develop new &amp; existing clusters</li> </ul>	<b>Circular material use rate</b> <b>4X vs. current</b> (0.3% in 2019)
 <b>Efficient Process</b>	<ul style="list-style-type: none"> <li>High-quality products produced with resource-efficient design, production &amp; distribution</li> <li>Technological excellence and productivity at the core of manufacturing companies</li> </ul>	<ul style="list-style-type: none"> <li>Increase economic complexity</li> </ul>	<b>Resource productivity</b> <b>30% increase</b> of USD generated per tonne of raw material (USD539 / tonne in 2019)
 <b>Sustainable Output</b>	<ul style="list-style-type: none"> <li>Industry-leading reduction of manufacturing waste at source through Best Environmental Practices (BEP)</li> <li>Innovative redirection of by-products for use in other manufacturing applications</li> </ul>	<ul style="list-style-type: none"> <li>Enhance ESG practice</li> <li>Extend domestic linkages</li> </ul>	<b>Industrial waste intensity</b> <b>20% reduction</b> in kg of waste per USD1k of manufacturing GDP (vs. 165 kg/USD1k in 2019)
 <b>Socio-economic Impact</b>	<ul style="list-style-type: none"> <li>Hub for innovation and entrepreneurship in CE</li> <li>Society where CE practices enhance people's quality of life through good jobs and less pollution</li> <li>Achieving a just transition towards CE</li> </ul>	<ul style="list-style-type: none"> <li>Increase economic complexity</li> <li>Create high-value job opportunities</li> </ul>	<b>Gross Value added from CE</b> <b>3X vs. current</b> (RM6.3B in 2019) <b>Jobs from CE</b> <b>2X vs. current</b> (90k jobs in 2019)

Note: Absolute targets for 2030 as follows: 1.27% Circular Material Use Rate, USD700 / tonne material for resource productivity, 135 kg/USD1k industrial waste intensity, RM 20 billion GVA, 205k jobs ; Circular material: Materials from recycling, reusing, refurbishing, and remanufacturing  
 Source: Team analysis

## MIDA's Role in Driving Circular Innovation

As the nation's investment promotion agency, MIDA is instrumental in advancing this sustainable transformation. Through initiative **D2: Support export of goods with CE requirements and attract high-value CE investment under CEPF**, MIDA will facilitate the export of goods that meet with Circular Economy (CE) standards, while initiative **D7: Promotes circular business models**. These initiatives are further supported by GIS, which identifies the circular economy as one of seven key investment levers namely **Energy Efficiency; Renewable Energy; Hydrogen; Bioenergy; Green Mobility; Carbon Capture, Utilisation and Storage (CCUS)**, and Circular Economy for the nation's future.

## Shaping Tomorrow's Manufacturing Landscape

Malaysia's commitment to embedding circular economy principles into the manufacturing sector signals a transformative shift in how the country approaches industrial growth. As the sector evolves, it will not only boost economic competitiveness but also contribute to a more sustainable global landscape. This forward-thinking approach ensures that Malaysia remains a key player in shaping the future of manufacturing, where sustainability and innovation are core drivers of success.



26 Sept 2024 | 09.45 am – 10.00 am  
 Ballroom 1, East Wing, Level 3, KLCC



**INDUSTRY**

**02**



# Feeding the Future - Evolving Forte in Food Ingredients Production

In the past decade, food security has emerged as a critical global issue, driven by the looming effects of climate change and rapid population growth. The need for cost-effective food production methods, without compromising food safety standards, has been on the rise. Meanwhile, lifestyle changes – many influenced by social media – are reshaping the essence, appearance, nutritional values, microbiological safety and shelf life of food. These changes are propelling advancements in agro-food and oleochemical research and innovation, leading to groundbreaking milestones in global food production.

A major segment of food production involves food ingredients and additives. Food ingredients are substances added to food to achieve a desired effect<sup>1</sup> while food additives, although not consumed on their own, are crucial components within the food ingredient chain. While food ingredients help maintain quality, freshness and appearance along with delivering nutrition, food additives functions as intentional additions in food produced on an international scale for technological (including organoleptic) purposes.

## Classification of Food Additives

<b>ACIDITY REGULATOR</b> Controls the acidity or alkalinity of a food.	<b>COLOUR RETENTION AGENT</b> Stabilizes, retains or intensifies the colour of a food.	<b>HUMECTANT</b> Prevents food from drying out by counteracting the effect of a dry atmosphere.
<b>ANTICAKING AGENT</b> Reduces the tendency of particles of food to adhere to one another.	<b>EMULSIFIER</b> Forms or maintains a uniform emulsion of two or more phases in a food.	<b>PACKAGING GAS</b> Introduced into a container before, during or after filling with food with the intention to protect the food, for example, from oxidation or spoilage.
<b>ANTI-FOAMING AGENT</b> Prevents or reduces foaming.	<b>EMULSIFYING SALT</b> Rearranges proteins in order to prevent fat separation.	<b>PRESERVATIVE</b> Prolongs the shelf-life of a food by protecting against deterioration caused by microorganisms.
<b>ANTIOXIDANT</b> Prolongs the shelf-life of foods by protecting against deterioration caused by oxidation.	<b>FIRMING AGENT</b> Keeps tissues of fruit or vegetables firm and crisp, or interacts with gelling agents to produce or strengthen a gel.	<b>PROPELLANT</b> Expels a food from a container.
<b>BLEACHING AGENT</b> Decolourise food. Bleaching agents do not include pigments.	<b>FLAVOUR ENHANCER</b> Enhances the existing taste and/or odour of a food.	<b>RAISING AGENT</b> Liberate gas and thereby increase the volume of a dough or batter.
<b>BULKING AGENT</b> Contributes to the bulk of a food without contributing significantly to its available energy value.	<b>FLOUR TREATMENT AGENT</b> Improve its baking quality or colour.	<b>SEQUESTERANT</b> Controls the availability of a cation.
<b>CARBONATING AGENT</b> Provide carbonation in a food.	<b>FOAMING AGENT</b> Make it possible to form or maintain a uniform dispersion of a gaseous phase in a liquid or solid food.	<b>STABILISER</b> Maintain a uniform dispersion of two or more components.
<b>CARRIER</b> Dissolve, dilute, disperse or otherwise physically modify a food additive or nutrient without altering its function (and without exerting any technological effect itself) in order to facilitate its handling, application or use of the food additive or nutrient.	<b>GELLING AGENT</b> Give a food texture through formation of a gel.	<b>SWEETENER</b> Imparts a sweet taste to a food.
<b>COLOUR</b> Adds or restores colour in a food.	<b>GLAZING AGENT</b> Imparts a shiny appearance or provides a protective coating.	<b>THICKENER</b> Increases the viscosity of a food.

Source: FAO<sup>3</sup>



Photo Credit Markaids

### A Recipe for Food Sustainability – Embracing Organic and Smart Processes

To ensure food security and sustainability, advancements in production technology have made significant strides. Trending developments in food ingredients, especially, have led producers to explore precision fermentation, utilising genetically engineered microorganisms to deliver proteins, flavours and vitamins. In parallel, nanotechnology has perfected flavour encapsulation techniques, which coat flavour compounds within materials, allowing for controlled release under specific conditions. Prolonged shelf life, without compromising nutrition, has also advanced through freeze-drying sublimation technology. Moreover, the production of functional food ingredients has benefited from various critical extraction technologies such as CO<sub>2</sub> fluid extraction, low-polarity-based extraction, membrane-based and molecular distillation. These innovative technologies, optimised by automation in the manufacturing processes, increase efficiency, precision, hygiene and most importantly cost-effectiveness.

### Capturing Resources and Market

As of December 2023, MIDA has recorded over 50 companies undertaking food ingredients manufacturing projects, with a total investment implemented exceeding RM2.3 billion. The presence of global leaders in the food production sector attests to Malaysia's capability as a gateway to global markets. For instance, Kerry Ingredients (M) Sdn. Bhd., which operates five (5) production facilities in Malaysia, taps into the country's rich

palm oil resources to produce palm oil-based fats products, food additives and functional ingredients.

As a leading multinational company, Swiss-based is renowned for shaping the future of food by empowering customers to create exceptional food experiences with the right flavour, taste and wellness. In Malaysia, Givaudan has not only established a strong manufacturing presence but has also expanded its operations by creating a regional business services hub, supporting markets across the Asia Pacific region.

From the Nordics, **Palsgaard Malaysia Sdn. Bhd.** specialises in emulsifiers and stabilisers, utilising Malaysia's palm oil resources as its feedstock. Other global players, including **Scantium (Malaysia) Sdn. Bhd.** and **Monin Asia (KL) Sdn. Bhd.** have ventured into the halal market, producing integrated halal-certified flavour solutions to cater to global demand.

Homegrown food ingredient players are also gaining momentum in research and development, successfully diversifying their markets. **Markaids (Malaysia) Sdn. Bhd.**'s commitment to R&D in specialty ingredients, formulation and innovative custom food solutions has enabled them to serve a wide network of food manufacturers in Malaysia and Singapore, offering optimal food presentation and finishing. **Bapas Food Products Sdn. Bhd.**, another pride of Malaysia's small medium enterprise (SME), is gaining recognition for its in-house expertise in food ingredients technology. Equipped with a state-of-the-art cold room, production facilities and an R&D laboratory, this company, supported by its recently listed holding company, **Agricore CS Holdings Berhad**, has successfully reached markets in China and Vietnam.

<sup>1</sup> <https://www.foodingredientfacts.org/facts-on-food-ingredients/what-are-food-additives/>

<sup>2</sup> FAO: Codex Alimentarius Procedural Manual

<sup>3</sup> Food additive classification <https://www.fao.org/gsaonline/reference/techfuncs.html>

## Malaysia - Halal Food Hub

With decades of expertise in the halal market segment, Malaysia has positioned itself as a preferred hub for halal food production. The country's abundance of agricultural-commodity resources has attracted global food producers to leverage their R&D findings to provide B2B customised solutions catering to specific market needs, in addition to offering essential raw material options. To further stimulate investment in this sector, the Malaysian Government has aligned strategies and action plans for the food processing industry in the New Industrial Master Plan (NIMP) 2030.

Malaysia offers a platter of advantages for investors in the food and functional ingredients value chain. The country's prominent food processing sub-segments include livestock products, dairies, cocoa, cereal and flour, spices and palm oil-based products. With Malaysia's strategic trade agreements, companies enjoy a competitive edge in accessing the global food markets from a well-established platform.

The global halal market remains largely untapped, creating immense opportunities for global and domestic food companies venturing into halal

ingredients production. Companies setting up operations in Malaysia for the halal segment will receive support and facilitation in meeting halal requirements, focusing on smart technology, high value-added processes and halal-compliant materials in their production facilities.

**Food Ingredients** are considered promoted products under the category of 'Processing of Agricultural Produce - Additives, Flavours, Colouring and Functional Ingredients' and Palm Oil-based food ingredients. As such, these products are eligible for consideration of Pioneer Status / Investment Tax Allowance under the Promotion of Investment Act, 1986. MIDA welcomes high-value food products projects that incorporate the latest production and food safety technologies, including those geared towards halal production, which will further strengthen Malaysia's status as a global halal hub.

To explore investment opportunities, please contact the **Food Technology & Resource Based Industry Division, MIDA**, <https://www.mida.gov.my/staffdirectory/food-technology-resource-based-industries-division/>



Photo Credit Bapas Food Products



# WHY MALAYSIA SERIES

03



## An Introduction to Wiwynn Corporation

Wiwynn is a fast-growing cloud infrastructure provider specialising in high-density computing, storage products, and comprehensive rack solutions for leading data centres. As a cloud-enabling service company, Wiwynn delivers end-to-end integrated solutions empowering enterprises to build, distribute, or resell cloud services to their clients.

A trusted name in the cloud IT infrastructure space, Wiwynn is a leading provider for hyperscale data centres. As a platinum member of the Open Compute Project (OCP), the company remains at the forefront of next-generation technologies focusing on Cloud, AI, Advanced Connectivity, and Edge Computing to deliver optimal Total Cost of Ownership (TCO) and workload efficiency.

Headquartered in Taiwan with global business offices and manufacturing facilities, Wiwynn ensures seamless product delivery to data centres across the US, Europe, Asia and beyond.

### Strategic Decisions Behind Setting Up Operations in Malaysia

Wiwynn's move to establish operations in Malaysia is driven by several key factors:

- **Strategic Location:** Easy access to key markets in the Asia-Pacific region.
- **Skilled Workforce:** Malaysia's talent pool supports high standards of production and innovation.
- **Business Environment:** Government incentives, robust infrastructure, and a supportive ecosystem make Malaysia an attractive investment destination.

These factors collectively enable Wiwynn to optimise its operational efficiency and enhance its competitive edge in the global market.

### Current and Proposed Projects in Malaysia

Wiwynn's strategic expansion in Malaysia marks a pivotal move in the company's global growth. The new facility in Senai Airport City (SAC), Johor, enhances Wiwynn's global manufacturing capabilities, specifically for hyperscale data centres. This expansion brings several key benefits to the local economy:

- **Phase I:** Completed in December 2021, focusing on server rack integration.
- **Phase II:** To be completed in 2024, expanding services to Printed Circuit Board Assembly (PCBA) and rack integration.
- **Employment:** Creating significant number of jobs and contributing to Malaysia's growing technology sector.

This plant will serve as a one-stop shop for the Asia-Pacific region, meeting the growing demands of cloud infrastructure and data centres.

### Investment Insights and Company Experiences in Malaysia

Wiwynn's experience in Malaysia has been overwhelmingly positive. The country's supportive business ecosystem has facilitated smooth operations and growth. The company's significant investments in local infrastructure and workforce development underscore its commitment to the region. Wiwynn also benefited from Malaysia's



## REFORESTATION COLLABORATION SIGNING CEREMONY

July 4, 2023



strong supply chain network, which is crucial for the seamless production and delivery of their high-tech products.

### Advice to Prospective Investors in Malaysia

Investing in Malaysia can be a rewarding venture due to its strategic location, diverse economy, and business-friendly environment. Wiwynn's successful expansion into Malaysia offers valuable insights for other companies considering investment in the region.

- **Conduct Market Research:** Understanding the local business environment and regulations is essential.
- **Build Local Partnerships:** Establishing relationships with local stakeholders can facilitate smoother operations and integration.

- **Invest in Workforce Development:** Leveraging local talent and continuous training enhances productivity and innovation.
- **Utilise Government Support:** Undertaking due diligence of government incentives and support programmes to reduce operational costs and gain a competitive edge.
- **Agility:** Be adaptable to navigate the dynamic business landscape effectively.

In conclusion, Wiwynn's new plant in Senai Airport City is a testament to the company's commitment to innovation, excellence and sustainability. As Wiwynn continues to grow its global footprint, its strategic decision to invest in Malaysia is paving the way for future success in the rapidly evolving cloud infrastructure market.





# ECONOMIC CROSSROADS

04



## NCER Technology Innovation Centre (NTIC): Driving Innovation and Investment in the Northern Corridor

The Northern Corridor Economic Region (NCER) is a key region in Malaysia, positioned to drive industrial and economic growth. At the heart of NCER's development is the NCER Technology Innovation Centre (NTIC), a modern hub designed to spark innovation, support key industries, and create an environment that attracts global investments.

NTIC boosts business growth, fosters partnerships, and aligns with national strategies. Investors and industry players will find NTIC not only offers top-notch facilities but also plays a major role in developing talent, ensuring that the Northern Corridor remains a prime destination for high-tech investments.

### Vision and Mission of NTIC

NTIC aims to position NCER as a leading innovation hub by fostering sustainable, tech-driven growth through collaboration among industry leaders, universities, and investors. A key part of its strategy is developing a skilled workforce with medium- to high-level expertise, ensuring businesses in NCER have access to the talent needed for rapidly changing industries, which strengthens the region's high-tech status and future success.

### World-Class Facilities and Industry Focus

NTIC offers an array of advanced facilities, including research labs, prototyping centres, testing facilities, and business incubators. These are tailored to assist local startups, SMEs, and established companies in transitioning ideas into market-ready innovations. Since its inception, NTIC has supported over 43 local companies and contributed RM21.9 million of investment in innovative activities such as R&D, digitalisation, automation adoption, and more.



NTIC provides companies with the expertise, resources and access to specialised equipment that enhance their R&D efforts, helping them remain competitive in the global market.

\* Artificial Intelligence (AI), Internet of Things (IoT), robotics, and Advanced Packaging



## **A Collaborative Innovation Ecosystem**

NTIC stands out for its integrated ecosystem, uniting government agencies, private sector players, research institutions, and investors to accelerate technology development, innovation commercialisation, and idea scaling. Its partnership model fosters collaboration, sharing expertise and resources to drive industry-specific innovation and regional growth. Successful partnerships between large corporations and startups, such as NTIC's support for Elliance Sdn. Bhd. in innovating edge AIoT systems, highlight its impact in sectors like Agritech and Advanced Manufacturing.

Moreover, NTIC's partnerships with universities such as USM, UniKL, UniMAP and Technical and Vocational Education and Training (TVET) institutions ensure the local workforce is equipped with the skills needed for Industry 4.0. These partnerships address the growing skills gap, helping industries remain competitive in an evolving technological landscape.

## **Investment Opportunities at NTIC**

NTIC offers exciting investment opportunities for both local and international players. The Malaysian Government, through NCI, provides a range of incentives, including tax breaks, R&D grants, and access to government-backed funding schemes. Investors can also benefit from talent development incentives, which reduce the cost of training local workers to meet specific industry needs.

NTIC's strategic location within NCER, with its proximity to key industrial hubs, excellent infrastructure, and access to a skilled labour pool, makes it an attractive destination for investment. This, combined with the Government's commitment to fostering innovation and technology, creates an ideal environment for businesses looking to expand in a dynamic market.





## NTIC's Role in NCER's Growth

NTIC plays an essential role in NCER's growth strategy, contributing to large-scale projects such as Kedah Rubber City (KRC), Chuping Valley Industrial Area (CVIA), and Perlis Inland Port (PIP). These projects are expected to attract billions in investments and create thousands of jobs, with NTIC ensuring these industries have the technological edge and skilled talent to thrive.

NTIC's focus on job creation and talent development is already paying off. By upskilling the local workforce, particularly in high-tech sectors, NTIC is preparing NCER for long-term growth and ensuring it remains a key player in Malaysia's industrial ecosystem. The centre is aligned with Malaysia's New Industrial Master Plan (NIMP) 2030, which emphasises the importance of digitalisation, sustainability, and a future-ready workforce to enhance the nation's competitiveness globally.

## Future Prospects and NTIC's Vision for Growth

Looking ahead, NTIC is set to expand its offerings and strengthen its partnerships with global companies and investors. With a strategic focus on sustainability, green technology, AI, and digital manufacturing, NTIC aims to foster international collaborations and create new pathways for sustainable growth. The centre is also enhancing its talent development programmes, ensuring NCER stays ahead of industry demands and continues attracting world-class companies.

## Conclusion

NTIC is a key driver of NCER's growth and Malaysia's industrial development vision. With state-of-the-art facilities, a collaborative innovation ecosystem, and a focus on talent development, NTIC supports businesses and investors tapping into the NCER's potential. As it evolves, NTIC provides the tools and support for businesses to thrive in Southeast Asia's dynamic region.



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



NEWS FROM MIDA  
STATE OFFICES /  
OVERSEA CENTRES

05



Mr. Asrulnizam Addrus  
Director

# MIDA Frankfurt's Visit to the Netherlands: Fostering New Collaborations in the Semiconductor Sector

17-20 September 2024, The Netherlands

## MIDA FRANKFURT

MIDA Frankfurt had the pleasure to facilitate the visit from the Malaysian Semiconductor Industry Association (MSIA) delegation led by its President Dato' Seri Wong Siew Hai, on a four-day visit to the Netherlands. This strategic visit aimed to forge new collaboration between the semiconductor industries of both countries, leveraging the Netherlands' position as a global technology hub and Malaysia's role as a growing leader in semiconductor manufacturing.

### Unlocking New Opportunities for Collaboration

A key highlight of the trip was the delegation's visit and business matching session at the Brainport Industry Campus (BIC) in Eindhoven, a thriving center for high-tech industries and advanced manufacturing. Both countries recognised the immense potential for collaboration, as Dutch innovation complements Malaysia's strengths in semiconductor manufacturing. The business matching session which was attended by ten (10) companies from the Eindhoven region, provided an invaluable opportunity for the Malaysian companies to connect directly with potential Dutch partners, further enhancing prospects for collaboration.



The delegation's tour to Neways, a leader in electronics manufacturing, provided a first-hand look at cutting-edge practices that could be applied in Malaysia's own industry. Neways, which has just recently established its facility in Malaysia, shared the advantages of doing business in Malaysia, their motivations for choosing Malaysia as their investment destination, and underscored the importance of a robust local supply chain to bolster their operational capabilities.





## High Level Meetings with Industry Leaders

The visit's success was further underscored by high-level meetings with key players in the semiconductor industry, including NXP Semiconductor and ASML. Both companies expressed a strong interest in exploring partnerships with Malaysian firms, particularly in areas such as research and development, technology exchange, and supply chain resilience.



The signing of a Letter of Intent (LOI) between Brabant Development Agency (BOM) and MSIA marked a significant milestone in the visit. This agreement sets the stage for deeper cooperation in ecosystem development, market access, and talent exchange, which will enhance Malaysia's position as a competitive player in the global semiconductor supply chain.

The delegation's visit concluded on a high note with a tour of Hittech Group's state-of-the-art facility in The Hague. With an existing presence in Malaysia, Hittech showcased how Dutch companies are leveraging Malaysia's manufacturing capabilities to enhance their global operations.



## Strengthening Bilateral Industry Ties

The collaboration between MIDA Frankfurt and MSIA, coupled with the support rendered by the Malaysian Embassy in The Hague as well as MATRADE Rotterdam towards this trip, proved to be a resounding success. Through a series of insightful company visits, strategic meetings, and networking events, the delegation was able to explore numerous collaboration opportunities that will undoubtedly benefit both nations' semiconductor industries. Malaysia's position as a growing semiconductor hub was well-received by the Dutch companies, and the delegation's interactions have set the foundation for future partnerships that promise to enhance technological innovation, strengthen supply chains, and foster economic growth in both countries.

MIDA Frankfurt remains committed to facilitating such collaborative efforts, ensuring that Malaysia continues to be a key player in the global semiconductor industry while simultaneously strengthening its relationships with leading technology nations like the Netherlands.





EVENTS

06

## THE LAUNCHING OF MIDA-MIER MONTHLY BUSINESS CONDITIONS SURVEY REPORT

19 September 2024 (Thursday) | 2.00 pm – 4.00 pm  
MIDA Sentral



## MIDA and MIER Forge Strategic Partnership to Strengthen Malaysia's Investment Climate Through Research Collaboration

On 19 September 2024, MIDA and the Malaysian Institute of Economic Research (MIER) solidified a strategic partnership aimed at strengthening Malaysia's economic and investment environment. The partnership, formalised through a Memorandum of Agreement (MOA), was signed by Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA, and Dr. Anthony Dass, Executive Director of MIER.

This landmark collaboration merges MIDA's expertise in investment facilitation with MIER's economic research to enhance Malaysia's global competitiveness. The partnership aligns with Malaysia's New Industrial Master Plan (NIMP) 2030, aiming to attract and retain both domestic and foreign investments through data-driven insights.

A key initiative under this agreement is the launch of the MIDA-MIER Monthly Business Conditions Survey Report, which provides timely insights into the manufacturing sector. Together with MIER's Monthly Economic Review, these reports will guide strategic investment decisions and foster sustainable economic growth.

This partnership is set to play a critical role in positioning Malaysia as a premier investment destination amid global economic challenges.





## Navigating the EU's Carbon Border Policy MIDA and Alliance Bank Host CBAM Workshop for Malaysian Businesses

On 18 September 2024, MIDA and Alliance Bank Malaysia Berhad held the inaugural workshop on the Carbon Border Adjustment Mechanism (CBAM) in Kuala Lumpur. This event brought together industry leaders and environmental experts from Riverstone Environmental Sdn. Bhd. to explore the impact of CBAM on Malaysia's industries and sustainable practices.

CBAM is a carbon border tax implemented by the European Union (EU) aimed at preventing carbon leakage by levying a price on carbon emissions for carbon-intensive goods entering EU markets. Datuk Bahria Mohd Tamil, Deputy Secretary General (Investment and Management) of the Ministry of Investment, Trade and Industry (MITI), emphasised the dual challenge and opportunity this transition presents for Malaysia's businesses.



While, MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid urged stakeholders in the supply chain to understand CBAM requirements thoroughly, highlighting that proactive measures are essential for maintaining competitiveness. He reaffirmed MIDA's commitment to supporting Malaysian businesses in navigating these new regulations.

The workshop provided insights on CBAM's impact, compliance strategies, and the incentives available to assist businesses in adapting the demanding environment. Alliance Bank also showcased its green financing options to support the transition to sustainable practices, underscoring the importance of resilience for local manufacturers and exporters impacted by the new policy.





2 September 2024

The inaugural Malaysia-Indonesia Investment Cooperation Working Group (MIIC-WG) Meeting took place in Jakarta, marking a new era in bilateral investment ties. Co-hosted by MIDA and the Ministry of Investment/ Indonesian Investment Coordinating Board (BKPM), this meeting gathered influential stakeholders from both nations to explore strategic collaborations and investment opportunities.

Led by Mr. Riyatno, Deputy Minister for Investment Climate Development, BKPM, and Datuk Sikh Shamsul Sikh Abdul Majid, CEO of MIDA (third from right), the discussions highlighted mutual goals of fostering economic growth and shared prosperity. Presentations were delivered by MIDA's representatives, namely Ms. Noor Suziyanti Saad, Director of E&E Division and Ms. Yusni Yusop, Senior Deputy Director of Life Sciences and Medical Technology Division, focusing on opportunities in their respective sectors.

The meeting underscored the importance of strengthening investment cooperation, tackling market challenges, and unlocking new opportunities. Both nations reaffirmed their dedication to deepening ties and creating a favorable environment for cross-border investments. This collaborative effort is set to drive future growth and innovation in key sectors across Malaysia and Indonesia.



3 September 2024

MIDA, led by Ms. Zuaida Abdullah, Executive Director (Services Development) (third from left) and the Business Services and Regional Operations Division, 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.



3 September 2024

MIDA's Building Technology and Lifestyle Division participated in the 2024 Malaysia-Taiwan Industrial Collaboration Summit, an annual event organised by the Chinese National Federation of Industries (CNFI) and the Federation of Malaysian Manufacturers (FMM). The Textile Sub-Forum, in collaboration with the Building Technology and Lifestyle Division, MIDA, Federation of Malaysian Fashion Textile and Apparels (FMFTA) and Taiwan Textile Research Institute (TTRI) has gathered over 80 industry leaders, government agencies, and associations from both countries.

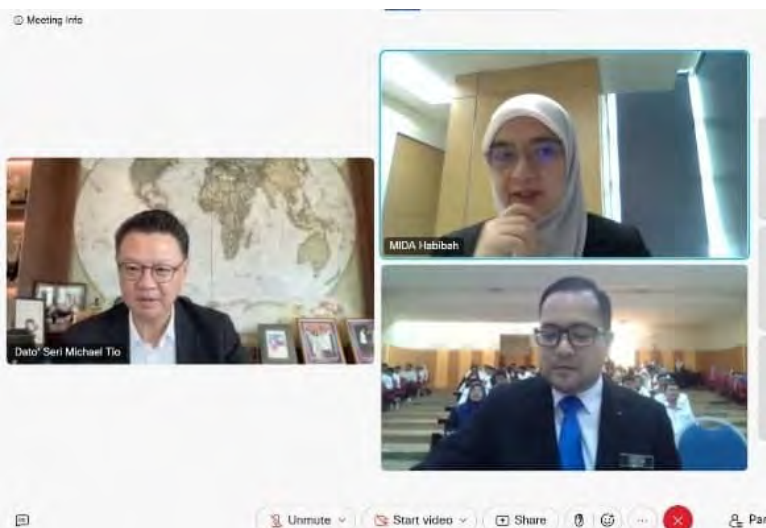
Ms. Rozita Ibrahim, Director (third from left), and Mr. Abd Mukti Abu Bakar, Senior Deputy Director shared their insights on the textile industry landscape in Malaysia, highlighting investment promotion strategies and growth opportunities available to industry players.

The forum highlighted the importance of cross-border collaboration in advancing sustainable and innovative practices within the textile sector, reinforcing Malaysia's commitment to fostering growth and innovation.



5 September 2024

MIDA, led by Mr. Sivasuriyamoorthy Sundara Raja, Deputy CEO of Investment Promotion and Facilitation (fourth from left), participated in an insightful Breakfast Briefing hosted by BMCC. The event provided an excellent platform to share strategic updates on Malaysia's investment landscape, including MIDA's latest initiatives—such as the establishment of representative & regional offices, advancements in green technology, strategic talent development, digital infrastructure investments, and progress on the Johor-Singapore Special Economic Zone (JS-SEZ). MIDA looks forward to strengthening our partnership with BMCC and driving increased investment from UK businesses into Malaysia.



11 September 2024

Ms. Habibah Enok, MIDA's Director of MIDA Oil and Gas, Maritime and Logistics Services Division, participated as a panel expert at the Dialogue Session on 'East Coast as a New Regional Hub'. Hosted by Politeknik Sultan Haji Ahmad Shah as part of the MyFutureJobs POLYCC 2024 Carnival, the event attracted over 200 attendees, including students and industry professionals.

Dato' Seri Michael Teoh from PKT Logistics was also among the expert panellists sharing insights on the opportunities and challenges in this thriving region.



17 September 2024

CEO of MIDA, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, accompanied by Ms. Zuaida Abdullah (MIDA's Executive Director, Services Development), Ms. Habibah Enok (MIDA's Director, OGML Division), and the team, had the privilege of visiting DHL Express' state-of-the-art distribution facility in Sepang.

DHL's management team showcased their cutting-edge infrastructure, featuring Malaysia's first-of-its-kind conveyor system, a smart distribution network, advanced security and monitoring systems, dedicated aircraft, and a highly skilled workforce.

During the visit, DHL expressed its commitment to expanding operations in Malaysia and emphasised the potential for deeper collaboration with MIDA. The success of past engagements was highlighted, with DHL reaffirming its intent to continue partnering with MIDA to support both new and existing foreign and local companies through innovative distribution solutions.



19 September 2024

Mr. Gogielan Nantha Kumar, Deputy Director of MIDA's Green Technology Division, was a featured speaker at the Malaysian Photovoltaic Industry Association (MPIA) Solar Final Roadshow for 2024 at AVANTE Hotel, Petaling Jaya, Selangor. His session focused on strategies for fostering a resilient economy with a focus on green investment opportunities.

The event, which attracted over 180 participants, was officiated by Dato' Mohamad Razif bin Haji Abd Mubin, Deputy Secretary General (Energy) of PETRA.

MIDA is proud to be a strategic partner of the MPIA Solar Roadshow 2024, which has been successfully held across key locations in Kuala Lumpur, Johor, Pulau Pinang, and Pahang.



24 September 2024

Ms. Masni Muhammad, MIDA's Executive Director of Investment Policy Advocacy (Manufacturing), participated in the 'Pre-Budget Dialogue Session: Greater Competitiveness and Higher Value-Added Activities' organised by the Malaysian Institute of Economic Research (MIER). She shared insights on Malaysia's investment landscape, highlighting investment promotion strategies, and the focus on high-growth, high-value industries to position the country as an innovation-driven manufacturing hub.

The session gathered key stakeholders, including MATRADE, PERDASAMA, and The Association of Banks in Malaysia, to discuss ways to enhance Malaysia's global competitiveness through innovation and value-added activities.



24 September 2024

MIDA attended the AWS Appreciation Dinner, which also celebrated the launch of the AWS Region in Malaysia. Led by MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid (fifth from left), MIDA had the privilege of witnessing YAB Prime Minister of Malaysia unveil the AWS Economic Impact Study (EIS) during this special event.

The establishment of the AWS Region in Malaysia is a significant milestone in strengthening the country's digital economy, furthering our vision of making Malaysia a thriving hub for data centers and cloud services. Valued at RM29.2 billion, the AWS Region is anticipated to generate over 3,500 jobs and contribute RM57.3 billion to Malaysia's GDP between 2024 and 2038. MIDA looks forward to continued collaboration and growth in this exciting journey!



26 September 2024

Led by Ms. Habibah Enok (front row, fifth from left) MIDA's Director of Oil & Gas, Maritime, and Logistics Services Division, in collaboration with MIDA Sabah, hosted a fruitful Roundtable Meeting on Logistics. During the session, Mr. Ruzlisham, Deputy Director (front row, third from left), delivered an insightful presentation titled "Exploring Malaysia's Logistics Sector: Key Investment Insights from MIDA."

Key members of the Sabah Freight Forwarders and Logistics Association (SABFFLA) gathered to discuss the challenges and opportunities within the logistics sector in Sabah, paving the way for strategic partnerships and growth.

Together, we're shaping the future of logistics in Sabah by fostering collaboration and driving solutions for industry progress.



# CORPORATE SOCIAL RESPONSIBILITY

07



# Mini MITI Day: Empowering Communities, Bridging the Gaps, and Enhancing Competitiveness

On 10 August 2024, Mini MITI Day was held at Kampung Tebuk Mufrad, Sabak Bernam uniting MIDA and other agencies under MITI. The event was officiated by YB Minister Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz and attended by heads of agencies under MITI, including Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, CEO of MIDA.

Kampung Tebuk Mufrad has been designated as MITI's Kampung Angkat MADANI, reflecting the initiative introduced by Prime Minister Datuk Seri Anwar Ibrahim during Budget 2024 announcement.

The highlight of the day was the groundbreaking ceremony for an Open Multi-Purpose Hall, a key

project led by MITI to enhance the local community's well-being. Designed to serve as a space both leisure and sports, the hall will feature courts for futsal, volleyball, badminton, sepak takraw, and basketball as well as function as a central venue for community and entertainment events.

Throughout the event, talks, presentations, and services were provided to the local community. MIDA's Chemical and Advanced Materials Division, in collaboration with All Cosmos Industries Sdn. Bhd., a local company, donated one metric ton of fertilizer further supporting sustainable agricultural efforts in the area.





## Boosting Competitiveness and Attracting Opportunities

While Kampung Tebuk Mufrad maintains its strong agricultural foundation, these new initiatives are strategically implemented to enhance the village competitiveness. The development of the Open Multi-Purpose Hall, along with other community-focused projects, is expected to attract both tourists and businesses to the area. These efforts are part of a broader strategy to stimulate gradual economic development and align with ESG (Environmental, Social, Governance) principles.

### MIDA ESG Focus

MIDA's active involvement in Mini MITI Day showcases our dedication to ESG principles.

The donation by All Cosmos Industries Sdn. Bhd., of environmentally friendly fertilisers promotes sustainable agriculture and reduces environmental impact, addressing the environmental aspect of ESG. The Open Multi-Purpose Hall enhances social well-being by providing as space for community interaction and recreation. MIDA's transparent and collaborative approach — working alongside other agencies and engaging with the local community — reflects strong governance practices.

By empowering communities, building a sustainable future, and fostering economic growth, MIDA is setting a positive example of responsible corporate citizenship.



**MIDA INVESTMENT FACILITATION**

MIDA assists investors in the manufacturing and services activities on:

- Matters pertaining to government policies
- Tax incentives
- Joint-venture partners
- Applications for manufacturing licences and expatriate posts
- Duty exemptions on raw materials, components and machinery





# ADD-ONS

08

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- [MIDA, Alliance Bank host workshop to help exporters navigate EU carbon border policy](#)
- [MIDA partners MIER to strengthen Malaysia's investment climate](#)
- [Sulaiman Mahbob: Steering MIDA through economic crossroads](#)
- [MCMC, MIDA collaborate to develop 5G readiness assessment framework for SMEs](#)
- [Schott's new factory in Kedah strengthens country's position as global manufacturing hub — MIDA](#)
- [Continued Investor Confidence Sees Approved Investments Up 18% To RM160 Billion for Malaysia...](#)
- [PSA ELNA Inaugurates New PCB Manufacturing Facility in Penang, Representing Over RM1 Bil...](#)
- [Benchmark Celebrates Grand Opening of New Facility In Penang](#)
- [Navigating the EU's Carbon Border Policy MIDA and Alliance Bank Host CBAM Workshop for Malaysian...](#)
- [MIDA and MIER Forge Strategic Partnership to Strengthen Malaysia's Investment Climate Through...](#)
- [SCHOTT Celebrates Completion of New Production Facility in Kulim, Malaysia, Offering 400 Jobs](#)

## »» MALAYSIA RANKING

- [Malaysia 33rd out of 133 countries in 2024 Global Innovation Index, highest since 2016](#)

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- [Malaysia on track to bring in more than RM50b in FDI by 2030 – UOB Research](#)
- [Malaysia's major economic transformation since 1957](#)
- [Anwar: Approved investment inflows into Malaysia up 18% to RM160b from Jan-June 2024](#)
- ['Annual FDI set to hit RM50B by 2030'](#)
- [Malaysia's clear policies led to RM160bil in approved investments in first half of 2024: Tengku Zafrul](#)
- [New Zealand PM hails Malaysia's potential, strengthens NZ-Malaysia relations](#)
- [Services, manufacturing contribute bulk of RM160 billion investments in first half of 2024 – Tengku Zafrul](#)
- [RM31.38bil invested in Penang in six months](#)
- [Liew: Malaysia to continue boosting economic cooperation with Brazil, particularly in semicon...](#)
- [PM Anwar's working visit to Vladivostok a major boost to Malaysia- Russia ties](#)
- ['US investors keen on Malaysia despite Gaza war views'](#)
- [Sabah determined to push investment momentum from China – CM](#)
- [Malaysia enjoys better international recognition now due to strategic cooperation with China, Russia...](#)
- [WCEC expected to drive increased trade, investment- Tengku Zafrul](#)
- [Anwar: Malaysia open to learn from China on fostering investments](#)
- [Govt open to constructive input on investment, innovation policies, says PM](#)
- [Malaysia to get RM4b in potential halal industry investments from China — Ahmad Zahid](#)
- [Malaysia in 'sweet spot' for FDIs, says Chinese chamber president](#)



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- [China’s direct investment in Malaysia soars 28.8pc, trade climbs 10.8pc in first seven months of 2024](#)
- [German SMEs keen on exploring collaboration with Malaysia](#)
- [Mexico, Malaysia have cooperation potential in various technology areas – Envoy](#)
- [Investments in Malaysia soar 18% in July as international partnerships pay off](#)
- [Robust 1H 2024 domestic investments show country not dependent on foreign investments – MIER](#)
- [Malaysia, Palestine to boost bilateral cooperation in sectors including trade and investment – MITI](#)
- [Malaysia, like other asean countries, will continue to be neutral and attract investments to region](#)
- [Malaysia, African nations pledge to boost trade and investment cooperation](#)
- [Forest City’s SFZ to propel Johor as premier investment hub](#)
- [Malaysia, GCC to sign free trade deal, boost investment ties](#)
- [Malaysia more selective in choosing foreign investment for country’s greater benefit – PM Anwar](#)
- [Sabah attracts Chinese investors, tourists](#)
- [PM: Johor’s economic incentives poised to attract global investors](#)
- [Local, international companies to offer 2,600 jobs at MITI Day 2024](#)

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- [Malaysia is stepping up its game in semiconductor industry – Tengku Zafrul](#)
- [US praises Malaysian cooperation in facilitating Boeing’s investment](#)
- [Malaysia needs to foster new champions in the E&E sector, says Miti minister](#)
- [Taiwan-based Elna PCB opens RM1b manufacturing plant in Penang, expects to create 1,000 more jobs](#)
- [Securing Malaysia’s position in the global semiconductor supply chain](#)
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- [Google's data alchemy for Malaysia](#)
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- [Malaysia eyes global AI hub status with AWS RM29.2 bln investment – Anwar](#)
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# Explore Insights on Malaysia's Manufacturing Sector

We are pleased to announce that the MIDA-MIER Monthly Business Conditions Survey (BCS) Report is now available on MIDA's E-Stats Portal.

This comprehensive report provides valuable insights into the resilience of Malaysia's manufacturing sector, highlighting potential challenges and future growth prospects. In conjunction with the MIER Monthly Economic Review, it offers a thorough analysis of both global and domestic economic trends that are essential for informed decision-making.

We encourage you to access the report and leverage the insights to guide your business strategies effectively.

Access the full report here:  
<https://e-statsdata.mida.gov.my/statsdata/>



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# ADVERTISE WITH US

## GET YOUR BUSINESS NOTICED

### OUR COMMUNICATION TOOLS



#### 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



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- » 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

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**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
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**Traffic drivers** to the article:

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

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Duration: 4 weeks

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

**Traffic drivers** to the articles:

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- » 8 x Postings on Facebook, X, LinkedIn, Instagram

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BANQUET HALL (230 PAX)	Inclusive of: •Basic AV System	RM3,900	RM4,600
PERDANA + BANQUET HALL	Inclusive of: •VIP Holding Room •PC Room •Basic AV System	RM9,800	RM11,700
F&B PACKAGES		GOVERNMENT	PRIVATE
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	

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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	

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\*All rates are exclusive of :

- GST (0%)  
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# ABOUT MIDA



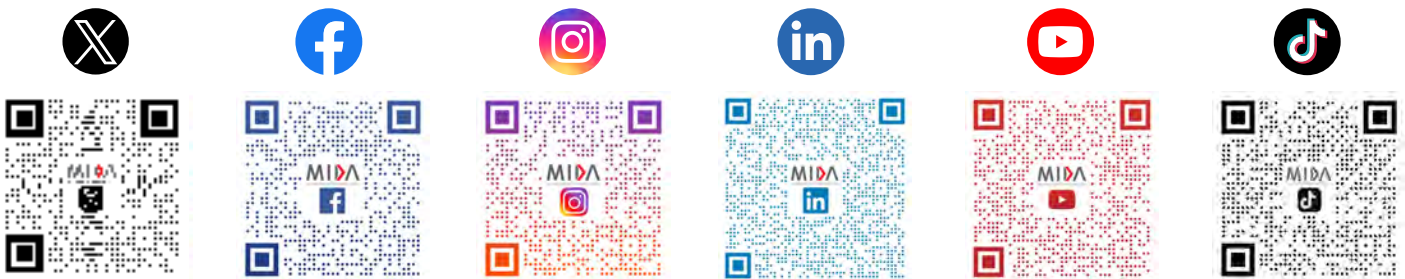
MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff,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

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

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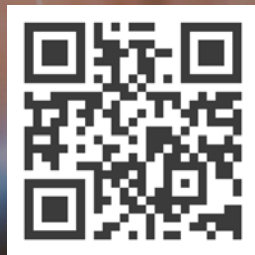
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