

E-NEWSLETTER  
JUNE 2024 ISSUE



**MALAYSIA  
MADANI**

**MIDA**

# INVEST MALAYSIA

## HIGHLIGHTS

Malaysia Remains a Beacon for Investments with RM83.7 Billion in Q1 2024

## SERVICES

Malaysia's First Flagship Medical Tourism Hospital Programme: Pioneering Excellence in Healthcare Travel

## INDUSTRY

Threads of Faith: Exploring Opportunities in Malaysia's Halal Textile

## From the CEO's Desk:

### Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid

*Dear Valued Partners and Esteemed Readers,*

Welcome to the June 2024 edition of the MIDA Invest Malaysia e-Newsletter. This month has been filled with exciting developments and achievements.

Despite global economic challenges, Malaysia has showcased remarkable resilience. In the first quarter of 2024 (Q1 2024), the country approved RM83.7 billion in investments, marking a significant 13% increase from RM74.1 billion in the same period last year. These investments span across various economic sectors, encompassing 1,257 projects and creating 29,027 new job opportunities for Malaysians.

Our nation's dedication to innovation and sustainability is also evident in the Halal textile industry. Discover how Malaysia has emerged as a global frontrunner, exemplifying our adherence to Islamic principles while championing economic growth and sustainable practices in the Industry section.

Malaysia's pioneering excellence in medical tourism is another area of pride. Our flagship medical tourism hospital programme highlights our advanced healthcare infrastructure, expert medical professionals, and renowned hospitality. This initiative positions the nation as a top destination for international patients seeking high-quality medical services at competitive prices, further enhancing our global reputation in healthcare travel. You can learn more about this in our Services section.

The electrification of mobility is gathering pace, demanding the reinvention of strategies. MODENAS, Malaysia's leading motorcycle manufacturer, is at the forefront of this revolution. With substantial investments and strategic partnerships, MODENAS is redefining the motorcycle industry and driving Malaysia's economic growth. Explore this story in our Going Global section.

As we continue to navigate the complexities of the global economy, public-private sector partnerships like the MIDA-FMM National Investment Seminar are crucial in fostering innovation and driving growth. The seminar, held on 13 June 2024, brought together industry leaders and policymakers to share insights on facilitation, incentives, and business matching opportunities in the manufacturing and services sectors, providing a platform for SMEs to gain valuable insights and connect with potential partners.

In a world where technological disruption is reshaping industries and creating new opportunities, it is essential that we harness the power of innovation to drive progress. Discover how cutting-edge technology and eco-friendly practices go hand-in-hand in the

## From the CEO's Desk:

# Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid

Special Feature Section. This vision becomes reality at SPD Tech Valley, a pioneering development by Seri Pajam Development Group. Designed to set new standards in sustainability, innovation, and operational efficiency, SPD Tech Valley offers a compelling proposition for manufacturers and technology leaders seeking to excel in a contemporary and environmentally conscious setting.

Additionally, ENERtec Asia 2024, held from June 26-28, 2024, at the Kuala Lumpur Convention Centre, made a substantial impact on Southeast Asia's energy landscape. Organised by Informa Markets and partnered with MIDA, this event positioned Malaysia as a regional leader in green technologies, aligning with our national goal of achieving net-zero emissions by 2050.

As we continue to advance and innovate, I am confident that these strategic initiatives and events will propel Malaysia towards a prosperous and sustainable future. Thank you for your continued support, and I look forward to sharing more compelling developments in our next edition.

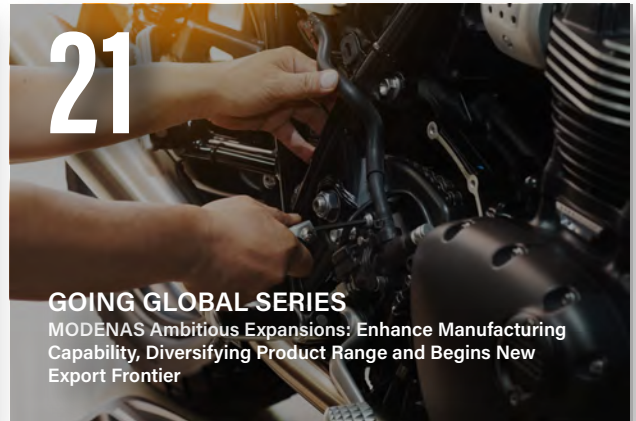
## SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer

Malaysian Investment Development Authority (MIDA)



# TABLE OF CONTENTS





**HIGHLIGHTS**

**01**

## Malaysia Remains a Beacon for Investments with RM83.7 Billion in Q1 2024

As the global economy grapples with a sharp slowdown, Malaysia emerges as a beacon of growth and investment. The country has approved RM83.7 billion in investments for the first quarter of 2024 (Q12024), marking a remarkable 13% increase from RM74.1 billion in the same period last year. These investments span across various economic sectors, encompassing 1,257 projects set to create 29,027 new job opportunities for Malaysians.



**RM83.7 billion**  
Total Approved Investments

**44 : 56**

Domestic-to-Foreign Investment Ratio



**RM47.0 billion**  
Foreign Investments (FI)



**RM36.7 billion**  
Domestic Investments (DI)



**29,027**  
New Jobs



**1,257**  
Projects

### Foreign Investments Lead the Charge

Foreign investments (FI) assume a pivotal role, contributing RM47.0 billion, which accounts for 56.2% of the total investments. Domestic investments (DI) are equally commendable at RM36.7 billion, making up the remaining 43.8%. Austria leads the pack of foreign investors with RM30.1 billion, followed by Singapore at RM5.6 billion, The Netherlands at RM3.6 billion, The People's Republic of China at RM3.4 billion, and The United States of America at RM632.8 million.

### Major Foreign Sources

Country	RM (Bil)
Austria	<b>30.1</b> Q12023 : RM3.7 Mil
Singapore	<b>5.6</b> Q12023 : RM11.8 Bil
The Netherlands	<b>3.6</b> Q12023 : RM1.3 Bil
The People's Republic of China	<b>3.4</b> Q12023 : RM6.5 Bil
United States	<b>0.6</b> Q12023 : RM1.9 Bil

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

### Approved Investments by State

Kedah takes the lead with RM31.3 billion of approved investments, followed by W.P. Kuala Lumpur (RM21.5 billion), Selangor (RM12.4 billion), Sarawak (RM4.2 billion), and Johor (RM4.1 billion). These substantial investments underscore the diverse economic landscape and regional potential across Malaysia.

### Five Major States

State	RM (Bil)	Manufacturing RM (Bil)	Services RM (Bil)	Primary RM (Bil)
Kedah	<b>31.3</b> Q12023 : RM5.3 Bil	31.0	0.3	-
W.P. Kuala Lumpur	<b>21.5</b> Q12023 : RM21.9 Bil	0.1	21.4	-
Selangor	<b>12.4</b> Q12023 : RM7.8 Bil	3.2	9.2	*
Sarawak	<b>4.2</b> Q12023 : RM6.3 Bil	1.3	1.8	1.1
Johor	<b>4.1</b> Q12023 : RM10.6 Bil	2.3	1.7	*

Note: \* Total investment less than RM50 million

Manufacturing  
**51.3%**



**RM43.0 billion**  
Q12023: RM15.6 billion  
Total Approved Investments

**RM38.2 billion**  
Q12023: RM12.6 billion  
Foreign Investments (FI)

**RM4.8 billion**  
Q12023: RM3.0 billion  
Domestic Investments (DI)

**17,991**  
Q12023: 11,915  
New Jobs

**252**  
Q12023: 192  
Projects

## Top Manufacturing Sub-Sectors



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

## Manufacturing Sector Thrives

Malaysia's manufacturing sector continues to thrive with RM43.0 billion in approved investments, a staggering 174.9% increase from Q12023. The sector boasts 252 projects, expected to generate 17,991 new jobs, with 80.8% for Malaysians. Of these, 50.6% are in management, professional, technical, supervisory, and skilled labour roles. Foreign investments dominate the sector with RM38.2 billion, while domestic investments contribute RM4.8 billion.

Key indices such as Capital Investment per Employee (CIPE) and the Managerial, Technical, and Supervisory (MTS) index have shown significant improvement. The CIPE stands at RM2.4 million, indicating higher economic complexity, and the MTS index has risen to 44.2%, reflecting the creation of higher-quality job opportunities.

The electrical and electronics (E&E) industry is a major driver, with RM34.3 billion in approved investments. Malaysia's neutral stance amidst global geopolitical uncertainties has bolstered its position in the semiconductor industry, reinforced by the National Semiconductor Strategy (NSS) aiming to attract RM500 billion in investments.

Notable projects in the manufacturing sector include:

### Infinion Technologies (Kulim) Sdn. Bhd.

RM30.1 billion investment to expand its silicon carbide power fabrication plant in Kulim, Kedah.

### Chery Corporate Malaysia Sdn. Bhd.

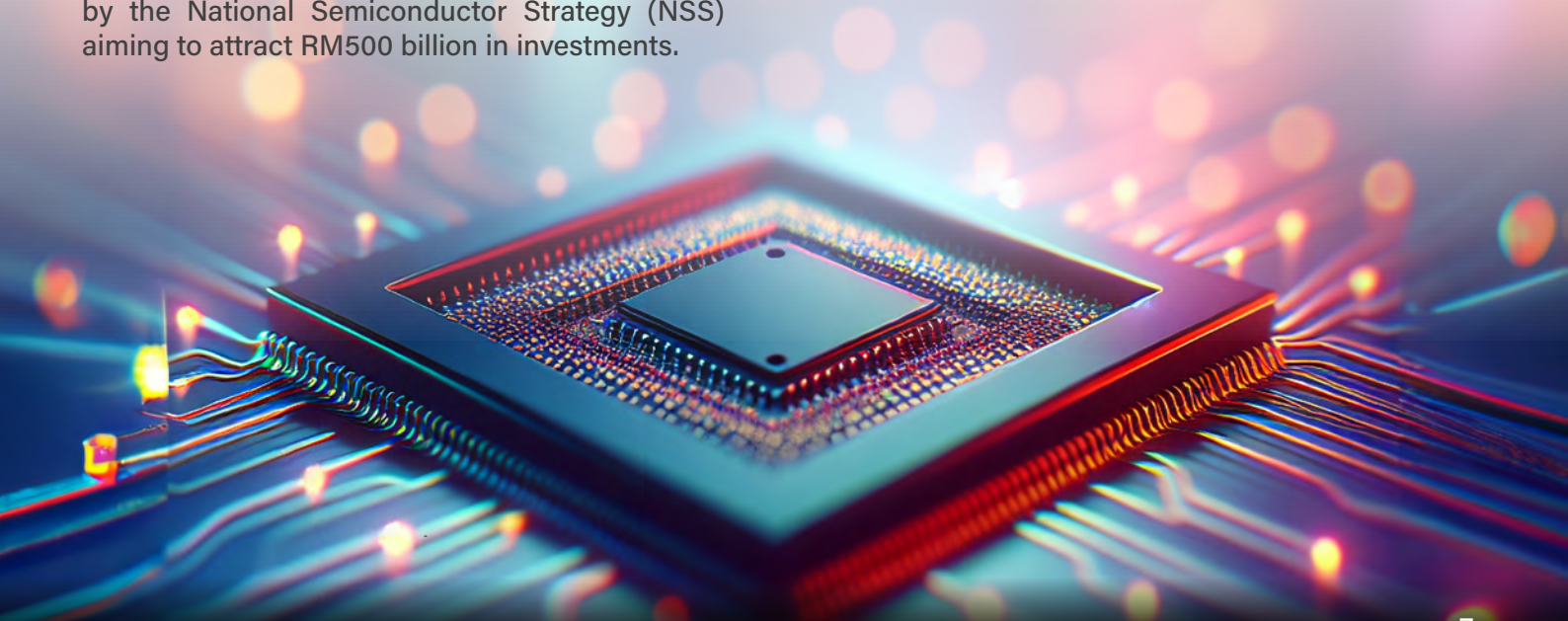
RM1.4 billion investment to boost automotive production.

### NovaAir Industrial Gases Sdn. Bhd.

RM241.4 million investment in industrial gas production.

### Industrial Concrete Products Sdn. Bhd.

RM250 million investment in a fully automated smart factory in Selangor.



Services  
**47.0%**



**RM39.3 billion**  
Q12023 : RM55.5 billion  
Total Approved Investments

## Top Services Sub-Sectors

**RM8.7 billion**  
Q12023: RM24.7 billion  
Foreign Investments (FI)

**RM30.6 billion**  
Q12023: RM30.8 billion  
Domestic Investments (DI)

**10,988**  
Q12023 : 13,382  
New Jobs

**994**  
Q12023 : 1,137  
Projects

**RM17.3 billion**  
Q12023 : RM25.8 Bil  
Information and Communications

**RM13.6 billion**  
Q12023 : RM15.5 Bil  
Real Estate

**RM3.4 billion**  
Q12023 : RM0.8 Bil  
Global Establishments

**RM2.3 billion**  
Q12023 : RM2.2 Bil  
Financial Services

**RM1.8 billion**  
Q12023 : RM1.8 Bil  
Utilities

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

## Services Sector Sees Steady Growth

Malaysia's services sector continues to demonstrate its resilience and attractiveness to investor recording RM39.3 billion in investments across 994 projects and set to create 10,988 employment opportunities. DI is notably high, accounting for RM30.6 billion (77.9%), while FI contributes RM8.7 billion (22.1%).

The substantial DI underscores the country's stable economic environment and the Government's strategic initiatives for digital transformation and infrastructure enhancement. With particular strength in the information and communications subsectors, especially data centres and cloud computing, Malaysia is integrating advanced AI technologies to drive sustainable and innovative growth.

Notable projects in the services sector include:

### Kedah Cement Sdn. Bhd.

RM120 million investment in a Waste Heat Recovery System.

### Infinity Logistics & Transport Sdn. Bhd.

RM245.5 million investment in a smart warehouse.

### Toyo Tyre Malaysia Sdn. Bhd.

RM32.8 million investment in a rooftop solar photovoltaic system.

### GC Forwarding Service Sdn. Bhd.

RM19.9 million investment in a new logistics facility.





Primary  
**1.7%**



**RM1.4** billion  
Q1 2023 : RM3.0 billion  
Total Approved Investments



**RM0.1** billion  
Q1 2023: RM0.7 billion  
Foreign Investments (FI)



**RM1.3** billion  
Q1 2023: RM2.3 billion  
Domestic Investments (DI)



**48**  
Q1 2023 : 22  
New Jobs



**11**  
Q1 2023 : 23  
Projects

## Primary Sub-Sectors



Mining  
**RM1.4** billion  
Q1 2023 : RM2.8 Bil



Plantation and  
Commodities  
**RM8.8** million  
Q1 2023 : RM108.7 Mil



Agriculture\*\*

Note\*\*: No projects approved for agriculture

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

## Primary Sector Remains Significant

The primary sector secured RM1.4 billion in approved investments across 11 projects, mainly in mining. These approved investments are expected to create 48 new jobs and are primarily driven by domestic sources, contributing RM1.3 billion, while foreign sources add RM161.1 million.

The primary sector, including agriculture and plantation, saw steady interest, focusing on resource extraction and primary processing activities.

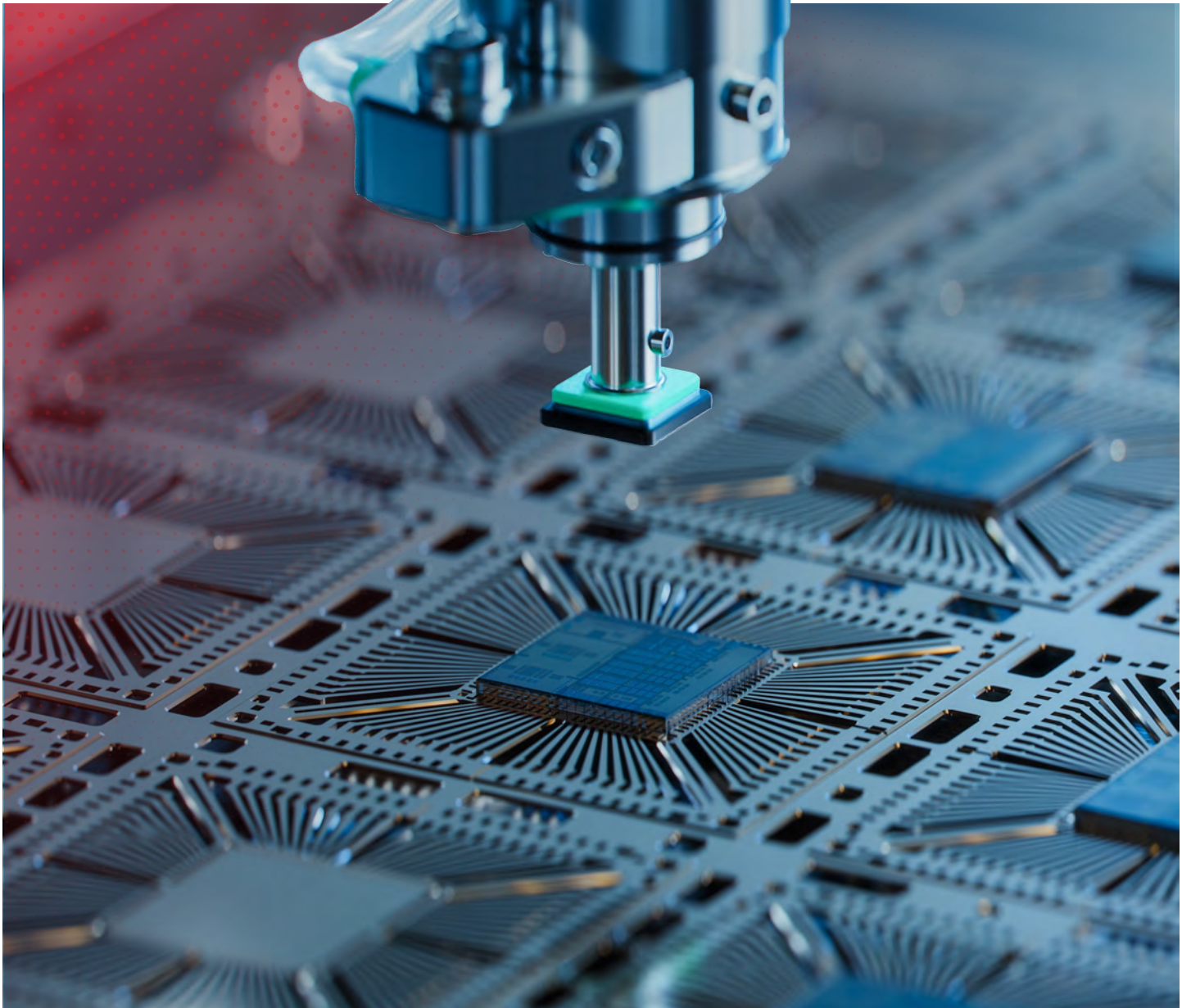
## Looking Ahead

Malaysia's investment landscape remains robust, with MITI and MIDA steering numerous high-level overseas investment missions. As of 31 May 2024, MIDA is pursuing 1,775 proposed projects worth RM68 billion, with ongoing negotiations for high-potential leads totaling RM60.4 billion.

Effective 1 June 2024, InvestKL has been absorbed under MIDA, streamlining functions, reducing investors confusion and enhancing investment facilitation through cumulative expertise. This strategic move aligns with the MADANI Government's commitment to optimising public resources and delivering superior services, solidifying Malaysia's position as a premier global services hub.

With forward-thinking policies and bold initiatives, Malaysia stands as a premier destination for both global and local investors, driving prosperity and innovation for the nation and *rakyat*.





**HIGHLIGHTS**

**01**



## A Glimpse into Malaysia's Semiconductor Aspirations: Bridging Partnerships, Bridging Technologies

The semiconductor industry has emerged as one of the most important sectors powering today's digital world. It underpins innovations across various fields from automotive and healthcare to artificial intelligence and 5G connectivity. Recognising chip manufacturing's vital role, Malaysia has unveiled a bold National Semiconductor Strategy (NSS) to strengthen its position internationally and advance its domestic industry ecosystem.

The comprehensive long-term NSS aims to cement Malaysia's status as a global player in this strategic field. It presents a phased roadmap over the next decade focusing on advancing the entire value chain from integrated circuit (IC) design to manufacturing and equipment. The far-reaching initiative demonstrates the country's firm commitment to propelling an entire high-tech industry and workforce to greater heights.

### Building on Solid Foundations

Malaysia has a solid semiconductor foothold spanning five decades of foreign investment and partnership. Major brands like Intel, AMD and Bosch established early operations, joined later by Infineon, Micron and many others. Malaysia has successfully developed homegrown champions such as Inari, Vitrox, Oppstar, SkyeChip and Pentamaster as part of the global value chain. Over the years, this fostered a robust local supply chain and skilled talent pool. Today, the sector represents the 6<sup>th</sup> largest exporter worldwide and 10<sup>th</sup> for electronics overall.

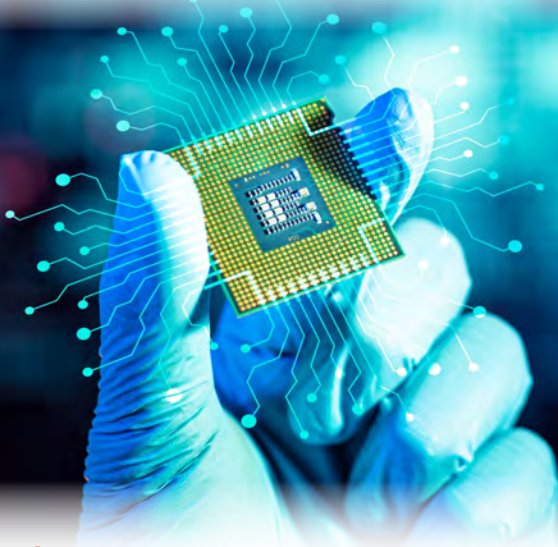
However, there remains room to ascend higher in value. The first phase of the NSS therefore aims to leverage existing capacity. Priority areas include modernising outsourced semiconductor assembly and test (OSAT) with moves towards advanced packaging and growing current chip fabrication, particularly in power semiconductors critical for technologies like electric vehicles. Local chip design companies will also be nurtured under government support programmes.

### Advancing to Cutting-Edge Frontiers

Upon completion of phase 1, attention will shift to more advanced domains in the second stage. Plans are in place to pursue leading-edge logic and memory chips design as well as fabrication and testing activities. With a strengthened value proposition, the country hopes to attract top-tier manufacturers to set up onshore facilities. Local design champions will be well-poised to plug into their networks as key partners and suppliers.

### Reinforcing Innovation and Leadership

The final phase doubles down on positioning Malaysia as a global innovation leader. This involves fostering world-class homegrown players in next-gen fields such as advanced packaging, manufacturing equipment and more. Concurrently, efforts will focus on partnering with prestigious brands at the forefront of chip technology as anchors for sophisticated fabrication operations within Malaysian shores.



## Multi-Pronged Support

To translate vision into reality, the strategy unveils aggressive quantified goals. These include attracting at least RM500 billion in total investments, cultivating 10 large local semiconductor corporations and 100 related SMEs. Training over 60,000 engineers is also on the cards to sustain industry human capital needs.

In terms of monetary allocation, RM25 billion is earmarked for incentive programmes over the coming years. Continuous engagement by a high-level task force will ensure coordinated progress across stakeholders. World-class local research consortia will support technology development work in tandem.

## Welcoming Partnerships

As a geopolitically neutral location, Malaysia welcomes both foreign and local partners to join in building Asia's most advanced chipmaking ecosystem. International firms seeking new opportunities amid regional technology decoupling trends stand to leverage the nation's strategic

location and business-friendly policies. Multinational corporations can tap local talent and tap into innovative solutions from within.

MIDA serves as the leading agency facilitating new investment and fostering synergy across industry and academia. Interested companies are encouraged to contact its representative offices worldwide to explore viable collaboration proposals. With enabling infrastructure and a culture of open collaboration, Malaysia presents an attractive value proposition to take technology cooperation to new heights.

In summarising Malaysia's aspirations, the Prime Minister, YAB Dato' Seri Anwar Ibrahim stated "Whether you are an investor, manufacturer, engineer or policymaker, you are welcome to join us in this transformative journey towards a more inclusive, resilient and impactful semiconductor future for Malaysia and the world." This inclusive spirit encapsulates the country's drive to power shared prosperity through strategic partnerships under its National Semiconductor Strategy.





**INDUSTRY**

**02**



## Threads of Faith: Exploring Opportunities in Malaysia's Halal Textile

### Dressing with Halal Fashion

Malaysia has emerged as a trailblazer and global frontrunner in the Halal industry, characterised by strategic initiatives, proactive government backing and innovative approaches. The nation has established robust Halal certification standards, internationally recognised for ensuring the authenticity and integrity of Halal products. Oversight of the Halal certification process is entrusted to the Department of Islamic Development Malaysia (JAKIM). Furthermore, Malaysia has proactively fostered the development of the Halal industry by establishing the Halal Development Corporation (HDC) in 2006.

Significant government investments in Halal parks, industrial zones, and specialised facilities have facilitated the production, processing, and distribution of Halal products. These infrastructure investments have cultivated a conducive business environment, enabling enterprises to thrive and expand their Halal-related endeavours.

In 2023, Malaysia launched the Halal Industry Master Plan (HIMP) 2030 to harness its strengths for holistic industry development. The Halal industry in Malaysia is projected to expand to USD113.2 billion by 2030, with a GDP contribution of 8.1% by 2025 through the HIMP 2030.<sup>1</sup>

Halal, derived from Islamic teachings, encompasses dietary laws, ethical, moral, and social considerations that regulate various aspects of life, including food, beverages, finance, cosmetics, and pharmaceuticals. Embraced globally, its principles are driven by a growing Muslim population and heightened awareness, fuelling demand for certified products and services.

In the realm of fashion, Halal principles extend seamlessly to textiles, ensuring fabrics adhere strictly to Islamic guidelines. Halal textiles are sourced devoid of prohibited substances like alcohol and non-Halal animals, advocating practices that uphold ethical standards and avoid cruelty. This commitment spans critical stages such as sourcing, production, design, handling, storage, packaging logistics, and retailing, all maintaining rigorous adherence to Halal standards.

Modest fashion, deeply rooted in Islamic values, forms a significant sector within the fashion industry. Tailored for a global Islamic consumer market, it integrates religious beliefs with contemporary trends, promoting both modesty and modernity. This sector resonates widely, appealing to diverse tastes while steadfastly upholding timeless Islamic values.

The profound connection between modest fashion and Halal textiles underscores their shared foundation in Islamic principles. Halal textiles serve as the cornerstone for creating modest clothing that not only meets modesty requirements but also aligns with wholesome Halal guidelines.

<sup>1</sup> <https://www.nst.com.my/business/2023/03/892049/halal-industry-expand-us1132b-2030-gdp-contribution-81-pct-2025-tengku>



Photo Courtesy: Ramatex Textiles Industrial Sdn. Bhd.

## Threads of Opportunity

The global Halal market, valued at over USD2 trillion, is among the fastest-growing sectors. Muslim consumers spent USD270 billion on modest fashion in 2017, projected to reach USD402 billion by 2024. The rising Muslim population and ethical fashion awareness present a golden opportunity for Malaysia to lead in Halal Modest Fashion.

In 2020, Muslim consumers spent USD279 billion on fashion, capturing 14% of the global market. Despite a temporary lull, modest fashion investments hold great potential for consolidation and growth.<sup>2</sup>

Muslim consumers spent USD270 billion on modest fashion in 2017, with the sector projected to grow 4.8 percent annually, reaching USD402 billion by 2024. This growth is driven by a Muslim population expected to reach 2.3 billion by 2023, supported by increased religious devotion, a desire to express cultural identity, and a heightened awareness of ethical and sustainable fashion. Fashion brands have responded to this trend, catering to this burgeoning global market. As a Muslim-majority country, Malaysia should capitalise on this opportunity by producing Halal Modest Fashion wearables, targeting high-value export markets in regions such as the UAE, North America, Europe, the Middle East and Africa, and Southeast Asia.<sup>3</sup>

## Fabricating Sustainable Future

Halal compliance standards mandate environmentally and socially responsible practices in the production of goods, aligning with the growing imperative of sustainability in the global economy. This necessitates companies to prioritise sustainable ecosystems alongside profitability.

In the manufacturing and processing of Halal goods, these standards not only address operational sustainability concerns but also ensure comprehensive standards of hygiene and safety across sectors such as medical, transportation, food hygiene, and home furnishings. The Halal assurance system guarantees product safety and hygiene throughout the production chain, integrating core Islamic values like animal welfare, human rights, morality, sustainability, cleanliness, fairness, environmental consciousness, and equitable trade. Embracing Halal textiles not only upholds these Islamic values but also fosters excellence across multiple industries.

## Weaving Mechanism of Halal Textiles

From a Malaysian industry standpoint, Halal certification for manufacturers of textiles, apparel, and lifestyle products ensures that all input materials used in the production process are free from any non-Halal ingredients or properties. This involves a meticulous process of acknowledging and certifying materials, tracing them throughout the production stages, and ensuring that the final products are both permissible and pure. This requirement is particularly critical for products that use leather, such as shoes, belts, purses and extends to items like couches and other home furnishings.

Halal certification should cover every stage of the supply chain, from the initial sourcing of ingredients to the final packaging, ensuring strict adherence to Halal principles until the product reaches the end consumer. Alongside sustainability, transparency and traceability are fundamental in the Halal supply chain to facilitate reliable product certification.<sup>4</sup>

<sup>2</sup> Federation of Malaysian Fashion, Textile and Apparel (FMFTA), Ramatex Textiles Industrial Sdn. Bhd.

<sup>3</sup> 2018 Report by Thomson Reuters and Dinar Standard

<sup>4</sup> Federation of Malaysian Fashion, Textile and Apparel (FMFTA), Ramatex Textiles Industrial Sdn. Bhd

## Innovation and Talent Development in Halal Textiles and Apparel

The New Industrial Master Plan (NIMP) 2030 emphasises the critical role of technology and digitalisation in advancing the Halal ecosystem. Automation plays a vital role in maintaining high cleanliness standards, essential for meeting Halal criteria and preventing contamination within facilities. Simultaneously, increased focus on research and development (R&D) within Halal requirements will drive the innovation of cutting-edge textile, apparel, and lifestyle products. Biotechnology enhancements will further streamline certification processes by improving the detection of non-Halal elements. This integration of technology and digitalisation not only ensures Halal certifications but also fosters Industry 4.0, creating significant job opportunities for local talent.

Establishing Halal certification within the textile, apparel, and lifestyle sectors not only enhances product integrity but also catalyses job creation for Malaysian graduates. Developing a robust Halal talent framework is essential to ensure the availability of skilled professionals capable of delivering top-tier services. The Halal Industry Master Plan (HIMP) 2030 outlines strategies to cultivate 'Halal Champions' within these sectors. Collaboration between the Ministry of Entrepreneur Development and Cooperatives (MEDAC), agencies like the Cooperative Commission of Malaysia (SKM), SME Corp, and Tekun Nasional is crucial for implementing Halal professional training

initiatives. Additionally, partnerships with the Malaysian Qualifications Agency (MQA) and HDC aim to establish comprehensive Halal education programs from certificate to doctoral levels. This concerted effort aims to position Malaysia as a leader in Halal textiles and apparel, driving economic growth and innovation aligned with Islamic values.

## Sealing the Seams

The development of the Halal textile industry in Malaysia could stand as a testament to the nation's commitment to innovation, sustainability, and adherence to Islamic principles. From its beginnings to its current status as a global leader, Malaysia has demonstrated remarkable resilience and foresight in nurturing this vital sector.

Through strategic initiatives, robust infrastructure, and proactive government support, Malaysia has created an ecosystem conducive to the growth and success of the Halal textile industry. As Malaysia looks towards the future, it remains poised to lead in the Halal textile industry, leveraging its strengths in tradition, innovation, and Islamic values to meet the evolving needs of consumers while contributing to the nation's economic growth and prosperity.

To learn more about investment opportunities in the textiles and textile products industry, please contact the MIDA Building Technology and Lifestyle Division at <https://www.mida.gov.my/staffdirectory/building-technology-lifestyle-division/>







# SERVICES

03

# Malaysia's First Flagship Medical Tourism Hospital Programme: Pioneering Excellence in Healthcare Travel

In recent years, the global medical tourism market has been driven by key factors such as significant cost savings, with treatments abroad often costing a fraction of those in developed countries; high-quality care in destinations which offer internationally accredited facilities and skilled professionals; reduced waiting times for treatments compared to long lists in home countries; advancements in medical technology making complex procedures more accessible and safer; and increased travel accessibility, allowing patients to conveniently seek medical care worldwide. A report by Fortune Business Insights valued the global medical tourism market at USD24.14 billion in 2023, projecting it to surge to USD137.71 billion by 2032, with a compound annual growth rate (CAGR) of 21.4% during the forecast period.<sup>1</sup>

The Asia Pacific region has emerged as a dominant force in the global medical tourism market, capturing more than 75% of the market share in 2021. This supremacy is attributed to the presence of technologically advanced medical specialists, relatively lenient government regulations and attractive destinations. Leading the charge in this region are Singapore, Malaysia, Thailand, and South Korea, which have become the top choices for healthcare travellers.

## Malaysia's Rising Prominence in Medical Tourism

Medical tourism contributes significantly to Malaysia's economy by attracting international patients who spend on medical services, accommodation, travel, and other related expenses. Malaysia has won numerous awards, including the

coveted 'Destination of the Year' title by UK-based healthcare travel authority International Medical Travel Journal (IMTJ) multiple times in recent years<sup>2</sup>, making it one of the most popular healthcare travel destinations.

### The benefits of the programme are substantial:

- » **Enhanced Healthcare Quality:** The selected hospitals will receive support to continuously improve their services, ensuring high standards of medical care.
- » **Economic Growth:** By attracting international patients, the programme will boost Malaysia's economy through increased spending on medical services, accommodation, and travel.
- » **Global Recognition:** The programme aims to elevate Malaysia's status in the global medical tourism market, enhancing its reputation as a provider of world-class healthcare.
- » **Innovation and Technology:** Hospitals will have access to advanced medical technologies and flexibility to test new concepts, fostering innovation.
- » **Patient Experience:** Focused on providing exceptional end-to-end patient experiences, the programme will enhance Malaysia's appeal to international healthcare travellers.

<sup>1</sup> Source: <https://www.fortunebusinessinsights.com>  
<sup>2</sup> Source: Malaysia Healthcare Travel Council



The top five (5) healthcare travellers (medical tourists) to Malaysia are from Indonesia, China, India, the United Kingdom and Japan. The most sought-after types of medical treatment by healthcare medical tourists are general health screening, cardiology, fertility, oncology, orthopaedics, gastroenterology, dentistry, ophthalmology, neurology and urology.

## Introducing the Flagship Medical Tourism Hospital Programme (FMTH)

In a strategic move to capitalise on the burgeoning medical tourism market, the Malaysian Government launched the Flagship Medical Tourism Hospital Programme (FMTH). This programme is an integral part of the Malaysia Healthcare Travel Industry Blueprint 2021-2025, aimed at providing the Best Malaysia Healthcare Travel Experience by 2025. The FMTH Programme aspires to establish Malaysia as a premier medical tourism destination, leveraging the country's advanced healthcare infrastructure, expert medical professionals, and renowned hospitality to attract international patients seeking high-quality medical services at competitive prices.

The FMTH Programme epitomises Malaysia's commitment to delivering exceptional end-to-end patient experiences, grounded in outcome-based medical excellence, best practices in service delivery, and robust international branding.

Moreover, the programme accelerates digital transformation in the healthcare sector and is in line with the MyDigital blueprint that focuses on the following goals and strategies:

- Accessibility & Equity: Eliminating barriers to healthcare access, especially for rural and underserved populations.
- Patient-Centricity: Empowering patients with digital tools while providing compassionate, personalised care.
- Driven Transformation: Harnessing healthcare data for evidence-based decision-making and improved health outcomes.





## Selection of Finalist Hospitals

Four (4) shortlisted finalist hospitals for the Flagship Programme were announced in April 2023, namely the Island Hospital, Mahkota Medical Centre, National Heart Institute (Institut Jantung Negara or IJN) and Subang Jaya Medical Centre.<sup>3</sup> These hospitals offer state-of-the-art facilities, advanced medical technology, internationally accredited healthcare services, and a wide range of medical specialties including cardiology, orthopaedics, and oncology.

The finalists were carefully selected through an extensive and rigorous qualifying process in 2022 that involved data analysis and on-site assessments by international bodies, such as Joint Commission International (JCI) and IQVIA. These hospitals have advanced to the next phase, the Accelerator Programme, which runs from 2023 to 2025. During this period, they will be granted several incentives, including fast-track facilitation to support the development milestones, flexibility of testing concepts with healthcare technology sandbox, access to programme mentors/advisors to assist with programme development, progress assessment and monitoring, and Investment Tax Allowance (ITA) incentive for qualifying capital expenditures.

In the third quarter of 2025, the hospitals in the Accelerator Programme will undergo a final assessment. Based on the outcome of the final

scores, the top-scoring hospital(s) will be recognised and awarded national endorsement as Malaysia's Flagship Medical Tourism Hospital.

## Government Support and Future Prospects

The Malaysian Government, through the Malaysia Healthcare Travel Council (MHTC) and MIDA, provides unwavering support to the flagship hospitals. This support includes incentives and assistance to ensure these institutions can continuously enhance their services and attract a growing number of international patients.

In conclusion, the Flagship Medical Tourism Hospital Programme represents a strategic initiative designed to solidify Malaysia's position as a top destination for medical tourists. By offering high-quality, affordable healthcare services in a conducive environment, Malaysia is set to redefine excellence in healthcare travel, benefiting both the country's economy and the countless international patients who seek its world-class medical services.

For more information, please visit <https://www.mida.gov.my/> or reach out to <https://www.mida.gov.my/staffdirectory/healthcare-education-hospitality-division>.

<sup>3</sup> Source: Malaysia Healthcare Travel Council



# GOING GLOBAL SERIES

04



## **MODENAS Ambitious Expansions: Enhance Manufacturing Capability, Diversifying Product Range and Begins New Export Frontier**

Motosikal Dan Enjin Nasional Sdn. Bhd. (MODENAS), headquartered in Gurun, Kedah, was established in 1995 under the umbrella of DRB-HICOM Berhad, which holds 81% stake, while Kawasaki Heavy Industries (KHI) of Japan owns the remaining 19%. Since its inception, MODENAS has emerged as Malaysia's leading full-scale motorcycle manufacturer equipped with its very own R&D, aiming to redefine the country's motorcycle industry.

The journey began with the debut of its flagship model, the Modenas Kriss 110, showcased during Malaysia's National Day parade in 1996, marking the start of mass production and introducing what remains as its most iconic model to this day. Over the years, MODENAS has introduced more than 50 models, ranging from 110cc underbone motorcycles to 1000cc super bikes, all distributed through its subsidiary, Edaran Modenas Sdn. Bhd. (EMOS).

In April 2019, KAWASAKI made a strategic decision to increase its stake in MODENAS to 30%, leading to the establishment of new assembly lines dedicated to manufacturing of Kawasaki models for the expanding domestic market. To support this

initiative, MODENAS invested more than RM20 million to expand its Completely Knocked Down (CKD) assembly lines, aiming to meet the growing demands for both Modenas and Kawasaki products, not only within Malaysia but also for international market.

This long-term partnership has enabled MODENAS to adopt new technologies through knowledge transfer and enhance its global footprint by leveraging on KAWASAKI's global network. In 2023, MODENAS successfully exported products to the Middle East, ASEAN, and Europe. From March 2024, MODENAS began exporting the locally assembled Kawasaki ZX-6R to China, a key global market, and plans to introduce Modenas scooters to Philippines by July 2024, proving its commitment to meet diverse global customer preferences. Additionally, the successful expansions have managed to create numerous job opportunities that directly contribute to the local economic growth.

MODENAS now has the capability to assemble Kawasaki's 250cc to 900cc products, with plans to include models above 1000cc in the future. The company is among the select few global motorcycle manufacturers entrusted by KAWASAKI



to locally assemble its products outside its Akash-Japan factory. Recently recognised as Malaysia's "Exceptional Motorcycle Manufacturer" at the MyMAP Grand Prix 2024, MODENAS plans to further expand its product portfolio with Kawasaki leisure models such as PWC (Personal Watercraft-jet skis), RUV 4x4 (Recreational Utility Vehicle), and ATVs (All-Terrain Vehicle) in the Malaysian market. Moreover, MODENAS has also launched its EV scooters in 2023 initially targeting B2B (Business-to-Business) sectors, to show its commitment and support in providing sustainable solutions and promote cleaner transportation options for the community.

Government agencies, especially MIDA provides valuable help and incentives to streamline business operations and foster long-term success in the region such as reduce financial burdens, ensure regulatory compliance and facilitate market entry. By leveraging MIDA's support, companies can navigate regulatory landscapes more efficiently, access critical resources, and capitalise growth opportunities on the global stage.

For aspiring companies planning to do business in Malaysia, understanding local market dynamics and consumer preferences is essential for success. Investing in both local manufacturing and human capital capabilities, similar to MODENAS' approach, can significantly enhance its market presence.



Roslan Roskan  
Chief Executive Officer



# SPECIAL FEATURE

05





# Innovation & Sustainability Converge: Welcome to SPD Tech Valley

Imagine an industrial haven where cutting-edge technology and eco-friendly practices go hand-in-hand. This vision becomes reality at SPD Tech Valley, a pioneering development by Seri Pajam Development Group. Designed to set new standards in sustainability, innovation, and operational efficiency, SPD Tech Valley offers a compelling proposition for manufacturers and technology leaders seeking to excel in a contemporary and environmentally conscious setting.

Strategically positioned within the Malaysian Vision Valley 2.0 (MVV 2.0) initiative, the park unlocks exceptional advantages for forward-thinking companies. From expanding factories and high-tech giants like semiconductor and green energy firms to multinational corporations and Industry 4.0 operators seeking a sustainable ESG-focused operational environment, SPD Tech Valley caters to your needs. Whether you're looking to scale up your existing operations or establish a new base at the forefront of innovation, this park offers the perfect platform to propel your business

## A Prime Location for Growth

Nestled within the well-established Senawang industrial hub, as evidenced by the high-tech factories in Figure 1, you'll find yourself surrounded by success. Imagine an elevated enclave, just kilometres away from KLIA Airport (55km) and Port Klang (100km) for seamless logistics, naturally protected against floods.

### HIGH-TECH & INDUSTRIAL AREA

- Advance Nature Sdn Bhd
- Baerlocher (M) Sdn Bhd
- Bostik Findley (M) Sdn Bhd
- CP Malaysia
- Careplus Group Berhad
- DENSO (Malaysia) Sdn Bhd
- Deleum Berhad
- Dou Yee Enterprise (M) Sdn Bhd
- ExisTech Sdn Bhd
- Enge Plas Automation Sdn Bhd
- GFZ Group
- Hyper One Engineering Sdn Bhd
- Inmax Sdn Bhd
- Kokuyo International (Malaysia) Sdn Bhd
- Kooki Masunaga (M) Sdn Bhd
- Kiyokuni Malaysia Sdn Bhd
- Matrix Metamaterials (Malaysia) Sdn Bhd
- NXP Malaysia Sdn Bhd
- Nexperia Malaysia Sdn Bhd
- Nippon Wider Blade (NWB)
- NHK Manufacturing (M) Sdn Bhd
- ON Semiconductor (M) Sdn Bhd
- Oon Corp Resources Sdn Bhd
- Pine Horizon Sdn Bhd
- Kibing Group (M) Sdn Bhd
- Samsung Malaysia Electronics (SME) Sdn Bhd
- SPC Industrial Sdn Bhd
- Interway Transport Sdn Bhd
- Stanley Engineered Fastening Sdn Bhd
- Toyochem Specialty Chemical Sdn Bhd
- Tokopak Sdn Bhd
- TOTO Malaysia Sdn Bhd
- TROX Malaysia Sdn Bhd
- UG Healthcare Corporation Malaysia

and many more...



Figure 1 - High Tech Factories Nearby SPD Tech Valley

## A Comprehensive Ecosystem Awaits

As the first AI-powered managed industrial park in Negeri Sembilan, SPD Tech Valley boasts next-generation infrastructure designed to propel your business forward. Here, a comprehensive ecosystem awaits. From a 5,000-bed Centralised Labour Quarters (CLQ) to a state-of-the-art 1 million sq. ft. Intelligent Warehouse, every detail is meticulously planned to optimise your operations



and streamline your workflows. Uninterrupted power, advanced water treatment, and blazing-fast 5G connectivity ensure smooth running, while the option for alternative green energy reflects our commitment to a sustainable future. Multi-tier security with cutting-edge AI features guarantees a safe working environment for all.

### Designed for Innovation

At SPD Tech Valley, they are future-focused. They understand the Malaysian Government's push towards a digital economy and smart cities, and their meticulously planned park caters to the needs of high-tech industries and innovation-driven enterprises. Here, you'll find an environment that fosters growth and empowers you to stay ahead of the innovation curve. The park is set up for the demands of Industry 4.0, featuring advanced technologies and infrastructure that support automation, data exchange, and connectivity.

### Sustainability at Our Core

But SPD Tech Valley is more than just infrastructure. They are aiming to be Southeast Asia's industrial park to receive LEED Gold Certification for City & Communities, a testament to our dedication to green practices. The park's ESG-focused facilities are built with a focus on environmental, social, and governance principles. This includes using sustainable materials, implementing energy-efficient systems, and ensuring that operations support social and environmental responsibilities.

GreenRE-certified facilities and forward-thinking initiatives like solar farming, rainwater harvesting, and EV charging stations paint a picture of a park actively working towards a greener future. We even promote active commutes through designated bicycle paths, fostering a healthy work environment. SPD Tech Valley's commitment extends beyond the park itself. Designed in line with UNIDO standards, Sustainable Development Goals (SDG), ESG principles, NETR and NIMP 2030, the park ensures responsible development that aligns with national and international guidelines.

### Your One-Stop Solution Partner

SPD Tech Valley is designed with the operator in mind. We offer world-class infrastructure, including ample electricity, water, gas, and road access, with green energy solutions tailored to the specific needs of advanced industries. Choose from ready-built detached factories with a gross built-up of 26,000 sq.ft or customise your space with SPD Tech Valley's built-to-suit medium and heavy industrial land options.

As a managed industrial park, SPD Tech Valley handle most services and management tasks, allowing businesses to focus entirely on their production and core activities. In addition to the CLQ mentioned earlier, the park boasts a Centre of Excellence (COE) specialising in Technical and Vocational Education and Training (TVET), ensuring a skilled and qualified workforce. A dedicated Business Support Centre and Leisure Centre caters to your business needs and employee well-being, while the Sustainable Recreational Park provides a healthy and green environment. SPD Tech Valley is your one-stop solution for all business needs, ensuring smooth and efficient operations. Their services include design-to-built services, incorporation consultation, and green energy solutions.

For a more comprehensive overview of SPD Tech Valley's offerings, such as infrastructure, facilities, and sustainability initiatives. Visit <https://www.spdtechvalley.com.my/> or browse their media gallery at <https://www.spdtechvalley.com.my/media> for a deeper visual immersion.



EVENTS

06

# MIDA-FMM National Investment Seminar: Boosting Domestic Investment and Innovation



MIDA, in collaboration with the Federation of Malaysian Manufacturers (FMM) and its strategic partner, Malaysian Industrial Development Finance Berhad (MIDF), successfully hosted the National Investment Seminar: Re-Energising Domestic Investment on 13 June 2024 at the Mandarin Oriental Hotel, Kuala Lumpur. The seminar served as a transformative platform, especially for SMEs, providing crucial insights on facilitation, incentives, and business matching opportunities in the manufacturing and services sectors.

Over 300 participants attended, including industry leaders, business associations, senior management from various sectors, entrepreneurs, government-linked investment companies (GLICs), banks, private equity firms, venture capitalists, academicians, and government officials.

Deputy Minister of Investment, Trade and Industry (MITI), YB Liew Chin Tong, emphasised the importance of resilient supply chains in his luncheon address, highlighting the government's ambitious agenda to grow and modernise industries. Notable attendees included Tan Sri Dato' Seri Dr. Sulaiman Mahbob, Chairman of MIDA; Mr. Jacob Lee, Vice President of FMM; Mr. Fad-zlan Abu Bakar, Head of Marketing, Grant and Factoring Management at MIDF; and Dr. Anthony Dass, Executive Director of the Malaysian Institute of Economic Research (MIER).



## ENERtec Asia 2024: Transforming Southeast Asia's Energy Landscape



ENERtec Asia 2024, organised by Informa Markets, made a significant impact on Southeast Asia's energy landscape from June 26-28, 2024, at the Kuala Lumpur Convention Centre (KLCC). Partnering with MIDA the event positioned Malaysia as a regional leader in green technologies, aligning with the nation's goal of achieving net-zero emissions by 2050.

The event showcased advancements in energy transformation and battery technology, featuring The Battery Show and the Electric & Hybrid Vehicle Technology Expo. Key highlights included:

- A live podcast with Mr. Sivasuriyamorthy Sundara Raja, MIDA Deputy Chief Executive Officer of Investment Promotion and Facilitation, on BERNAMA Radio.
- A Tech Talk on business opportunities, investment policies, and Malaysia's energy outlook by Mr. David Hew, Senior Assistant Director of the Green Technology Division at MIDA.
- A session titled "Charging Forward: Assessing Malaysia's EV Battery Infrastructure and Sustainability Initiatives," moderated by Mr. Mohd Riduan Abd. Rahman, Director of the Transportation Technology Division.
- Experts from the Malaysia Automotive, Robotics and IoT Institute (MARii), Thailand Energy Storage Technology Association (TESTA), NanoMalaysia, and Malaysia Zero Emission Vehicle Association (MyZEVA) underscored the importance of sustainability through integrated research, policy, and operational strategies. The session emphasised regional collaboration, knowledge sharing, and consumer education to promote EV adoption, paving the way for a sustainable and innovative future.

ENERtec Asia 2024 culminated in dynamic B2B sessions led by MIDA, focusing on renewable energy solutions and global green tech collaborations, fostering crucial discussions with potential investors and paving the way for a sustainable future.





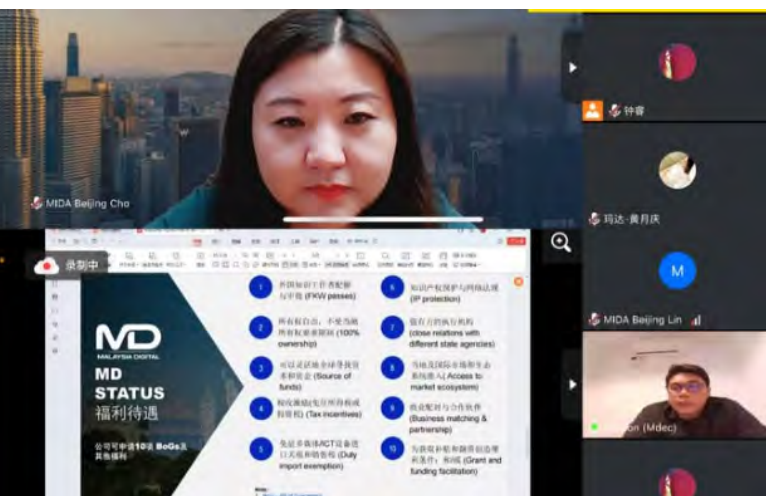
5 June 2024

MIDA Melaka, in collaboration with Malaysian Industrial Development Finance (MIDF) Southern Region, hosted the successful SME Desk 2024 programme. The event, welcomed by Mr. Sukri Abu Bakar, Director of the Domestic Investment Division, MIDA, featured expert insights from SME Corp, MIDF, and MBSB on funding opportunities. Over 100 small and medium-sized enterprises (SMEs) and entrepreneurs attended, gaining crucial knowledge to fuel their business growth.



6 June 2024

The Domestic Investment Division of MIDA, led by Deputy CEO of Investment Promotion and Facilitation, Mr. Sivasuriyamoorthy Sundara Raja (seventh from right), visited Top Glove in Klang, Selangor. The delegation, including representatives from the Life Sciences and Medical Technology Division and MIDA Selangor, focused on exploring opportunities to support Top Glove's projects. This visit reinforced MIDA's commitment to enhancing investor experiences in Malaysia.



7 June 2024

MIDA Beijing's Deputy Director, Ms. Teo Cho Cheng, spoke at the "Invest in Malaysia" Webinar, part of the Internet Society of China's series celebrating the 50th Anniversary of Malaysia-China Diplomatic Relations. She shared insights on Malaysia's investment environment and policies. The event, featuring Malaysia Digital Economy Corporation (MDEC) guidelines and success stories from Lazada Malaysia and Sangfor Malaysia, was attended by nearly 80 participants.



10-11 June 2024

Ms. Zabidah Daud, Director of MIDA Post Investment Division (front, fifth from right), led a working and facilitation visit to Melaka. The visit began with an Invest Malaysia Facilitation Centre (IMFC) and Project Implementation and Facilitation Office (TRACK) Engagement session attended by 50 industry representatives and officials. She also chaired a meeting with Unit Perancang Ekonomi Negeri (UPEN) Melaka and local councils to discuss 2024 infrastructure projects. The programme continued with facilitation and factory visits to Koa Denko (Malaysia) Sdn. Bhd. and Peps JV (Melaka) Sdn. Bhd.



11 June 2024

Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid, MIDA CEO (fifth from left), welcomed a courtesy visit from Princeton Digital Group (PDG). Mr. Asher Ling, Group Chief Technology Officer of PDG (fourth from left), shared updates on PDG's investment progress and insights into Malaysia's digital ecosystem. MIDA commended PDG's initiatives, highlighting the critical role of AI infrastructure in driving Malaysia's digital growth and technological advancement.



12 June 2024

MIDA, represented by Mr. Wong Tiang Sing, Director of MIDA Beijing, participated as a speaker at the "Investment Opportunities in Malaysia's Manufacturing Sector" Webinar organised by EcoWorld Malaysia. The seminar aimed to educate Chinese companies on Malaysia's investment environment and the advantages of Eco Business Park. Other speakers included representatives from EcoWorld Malaysia, UOB, and Messrs Halim Hong & Quek (HHQ).



12-14 June 2024

The 2<sup>nd</sup> Annual Ministerial Dialogue (AMD) in Singapore was co-chaired by YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of MITI, and H.E. Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry, Singapore (MTI). The Malaysian delegation, led by MIDA CEO and MATRADE CEO, emphasised bilateral economic cooperation, focusing on trade, investment, and advancements in Digital and Green Economies. Ms. Surayu Susah, Director of MIDA Strategic Planning and Policy Advocacy (Manufacturing) Division, presented updates on the Joint Investment Promotion Strategy and the reinstated Malaysia – Singapore Business Development Fund.



13 June 2024

Mr. Jeyasigan Narayanan Nair, Senior Executive Director of Investment Policy Advocacy at MIDA (tenth from right), spoke at the Malaysian Technical Cooperation Programme (MTCP) organised by the Institute of Diplomacy and Foreign Relations (IDFR). His presentation, titled "Diplomacy and Lobbying in Negotiation: MIDA's Perspectives (Investment)", emphasised effective strategies in investment negotiations.



20 June 2024

Ms. Herni Hamzah, Assistant Director of MIDA Strategic Planning Division, presented on "Navigating Malaysia as an Investment Destination" at the ESCAP-ASEAN Investment Promotion and Attraction Workshop in Bangkok, Thailand. The session highlighted Malaysia's facilitation efforts in securing investments and was attended by ASEAN Investment Promotion Agencies and the ASEAN Secretariat.





23 June 2024

Mr. Vinothan Tulisathzan, Director of MIDA Singapore, delivered a keynote presentation at the 1<sup>st</sup> Global Summit of Chinese Enterprises Going Overseas and the 2024 Mid-Year Industry Summit at the National University of Singapore. The Summit, organised by Hangzhou Bajiuling Culture and Innovation Co Ltd and Wu Xiaobo Channel, convened over 500 representatives from academia, industry, and government to discuss challenges in overseas expansion for Chinese companies.



24 June 2024

MIDA CEO, Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid (middle) met with the delegation from Chambre de Commerce et d'Industrie France Maurice (CCIFM) led by Datuk Zainal Amanshah, Honorary Chairman. Discussions centred on promoting TVET/STEM awareness among French companies in Malaysia, enhancing ESG standards, and exploring new economic opportunities. The session highlighted the productive collaboration between MIDA and CCIFM, with updates on upcoming programs and potential collaborations for mutual benefit.



25 June 2024

MIDA and Mantasoft Sdn. Bhd. co-hosted the KASE Community Workshop 2024, attended by government agencies and organisations. The event commenced with inspiring remarks from MIDA CEO, highlighting 'Knowledge Sharing and Learning for Continuous Improvement.' Knowledge Management (KM) speakers shared insights and implementation journeys, while the knowledge market showcased KM consultants' solutions, receiving positive feedback for enhancing intellectual capital in organisations.



26 June 2024

MIDA CEO Mr. Sikh Shamsul Ibrahim Sikh Abdul Majid joined YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of MITI, at Google Cloud Day Malaysia. The event gathered approximately 500 participants from public and private sectors to explore Cloud and AI technology's transformative potential. Google's landmark commitment of RM9.4 billion (USD2 billion) to establish a data centre and cloud region in Malaysia was a highlight of the event.



26 June 2024

Ms. Rozita Ibrahim, Director of MIDA Building Technology and Lifestyle Division, spoke at the Asian Design Sharing Seminar 2024 in Langkawi, Kedah. Organised by the Malaysia Design Council (MRM), the seminar focused on 'Empowering ESG Through Design', highlighting sustainable practices with eco-friendly materials and technologies. Ms. Rozita emphasised MIDA's initiatives to align investments with ESG principles and integrate innovative materials in design frameworks. The event attracted 50 design organisations and players from Malaysia, South Korea, Thailand, Indonesia, and the Philippines.



26 June 2024

Mr. Vinothan Tulisathzan, Director of MIDA Singapore, presented Malaysia's business landscape and government initiatives at the China International Capital Corporation (CICC) Southeast Asia Forum. The forum, attended by over 100 participants from corporations, investment institutions, government agencies, and business associations, focused on the ASEAN perspective in the fourth wave of Chinese globalisation and business expansion.



ADD-ONS

10

## »» MIDA IN THE NEWS

- [MIDA to create robust, sustainable economic environment to attract investments](#)
- [Malaysia records RM83.7 bln approved investments in 1Q 2024](#)
- [MIDA: Malaysia approved RM83.7b investments for January-March period, a 13pct jump from last year](#)
- [MIDA, MPMA collaborate in plastic recycling efforts](#)
- [MIDA: RM162b in digital investments approved as of March 2024](#)
- [MIDA – MPMA Conference on Government Facilitation and Assistance for Circular and Low Carbon Economy](#)
- [Q12024 Approved Investments Increased by 13 Per Cent to RM83.7 Billion, Creating 29,000 New Jobs for Malaysians](#)
- [MIDA-FMM National Investment Seminar Aims to Boost Domestic Investment, Supply Chain Resilience and Foster Innovation](#)
- [MKS Instruments Set To Build A Super Center Factory In Malaysia](#)
- [ENERtec Asia 2024 Ignites Southeast Asia’s Battery and EV Tech Revolution](#)

## »» MALAYSIA RANKING

- [Malaysia’s AI readiness 2nd in Asean, 23rd globally: Cybersecurity Malaysia](#)
- [Malaysia’s position in IMD Competitiveness Ranking 2025 set to improve – Tengku Zafrul](#)
- [Govt taking appropriate action to enhance Malaysia’s competitiveness ranking – PM](#)

## »» ECONOMY NEWS

- [Malaysia, UAE to sign extensive FTA this year: Tengku Zafrul](#)
- [Use Malaysia as gateway to export to EU and US, China companies urged](#)
- [Selangor a haven for investors, with skilled workers, robust infrastructure – MB](#)
- [South Korea to beef up supply chain resilience by tapping Malaysia and Asean](#)
- [Malaysia invites investors to participate in Johor-Singapore Special Economic Zone](#)
- [Malaysia-Singapore Special Economic Zone able to become global high-tech hub: Analyst](#)
- [NIMP 2030 offers significant opportunities for banks, capital market – Tengku Zafrul](#)
- [Chinese companies eager to learn from Malaysia’s halal industry](#)
- [Govt agrees to speed up NIMP, NETR, HETR to achieve net zero carbon emission by 2050](#)
- [Tengku Zafrul says Malaysia is open to joining Brics](#)
- [Favourable FDI destination](#)
- [ECRL, a game changer for Malaysia, reaches 67% completion](#)
- [Malaysia-China to continue boosting economic, trade cooperation – MITI](#)
- [China to work with Malaysia to boost synergy of development strategies: Premier Li Qiang](#)
- [Analysts: BRICS could increase FDIs, strengthen M’sia’s global voice](#)



## » ECONOMY NEWS

- [China eyes plan to connect Southeast Asian rail links, including ECRL](#)
- [14 MoUs/MoAs exchanged between Malaysia and China](#)
- [Malaysia-China partnership to bolster supply chains, services trade — Tengku Zafrul](#)
- [MITI facilitates RM13.2 bln in potential investments from China Premier's visit](#)
- [Malaysia eyes RM13b potential investments, exports at World Expo 2025 in Osaka](#)
- [Sabah has lots to offer Japanese investors in green energy and chipmaking, says minister](#)
- [Malaysia expects Investment growth momentum to continue in 2024](#)
- [Joining BRICS right thing to do for Malaysia](#)
- [Malaysia's proactive measures enhance its position in global FDI landscape — UN report](#)
- [Malaysia has potential to become 'economic giant' in region – PM Anwar](#)
- [Strong investment pipeline expected in Malaysia for 2024, says Tengku Zafrul](#)
- [Google's investment testament to Malaysia's competitiveness — Tengku Zafrul](#)
- [Malaysia's FDI inflow at RM40.4b DIA outflow at RM40.6b in 2023](#)
- [Malaysia's 2024 approved investment growth should at least match its GDP growth after 1Q's 13% jump](#)
- [Kedah tops Q1 2024 with RM31.3 billion in approved investments](#)

---

## » INDUSTRY NEWS

- [With robust E&E ecosystem, Penang anticipates more high-impact investment from China](#)
- [Industry players poised for growth under National Semiconductor Strategy](#)
- [Meticulous planning completes Tg Malim as the national automotive city](#)
- [New lithium-ion battery factory in Banting to create jobs for locals](#)
- [Sabah GLC to lead establishment of state's green technology park](#)
- [ENERtec Asia 2024 enhances focus on BESS by introducing battery and EV tech segment](#)
- [South Korea-based automation firm eyes Penang's thriving semiconductor ecosystem](#)
- [Manufacturing sector needs paradigm shift to attract locals, says Liew Chin Tong](#)
- [Mamee stands strong after 5 decades](#)
- [US-based MKS Instruments to build a factory in Penang](#)
- [Another big semiconductor push](#)
- [Malaysia has five- to 10-year window to seize opportunity from global supply chain reorganisation](#)
- [Sustainable design should be manufacturing industry's main agenda – Tengku Zafrul](#)
- [New Zealand pharma firm to invest RM300 million in Negeri Sembilan – Aminuddin](#)
- [Investment in hydrogen to generate spillover into Sarawak's economy, say industry players](#)
- [Perodua plans East Coast spare parts hub](#)
- [KIGIP a strategic initiative, says prominent economist](#)



## » INDUSTRY NEWS

- [A-Park Batu Kawan Phase 1 achieves 90% take-up](#)
- [Green Pharma Project in Perlis to be completed by 2029](#)
- [Chery-Jaecoo's first local assembly plant creates 500 jobs, primed for export potential](#)
- [Tengku Zafrul: Chery's localisation move refutes claim that Malaysia's auto supply chain not cost effective](#)
- [Malaysia's aerospace ecosystem robust, strong but faces challenges: Tusas CEO](#)
- [Tusas plans to expand operations in Malaysia in big way](#)
- [Malaysia to benefit from electronics sector recovery in second half of 2024: ICAEW](#)
- [Selangor remains dynamic hub as Chery opens first Asean factory in Shah Alam](#)
- [Proton e.MAS — Proton's foray into the EVs market](#)
- [All eyes on Malaysia amid global chip war](#)
- [Taiwan-based Elite Material invests RM900 mil in Penang manufacturing facility](#)
- [National Semiconductor Strategy to guide industry up value chain](#)
- [Joining BRICS will not affect research and development for E&E sector says Chang](#)
- ['Malaysia must move upstream vertically, horizontally to grow semiconductor exports'](#)
- [MITI, MOT to mull bolstering airport infrastructure for semiconductor exports – Tengku Zafrul](#)
- [NexV Manufacturing inks agreements on new energy vehicle manufacturing](#)
- [Initiative to move up value chain will put Malaysia at forefront of semicon industry: Tengku Zafrul](#)
- [How digitalisation drives green manufacturing](#)
- [Positioning Sarawak as semiconductor hub](#)
- [MITI minister urges broader industry support for local talent development](#)

---

## » SERVICES NEWS

- [Premier: Sarawak identifies areas for UAE's Masdar to invest in state](#)
- [Jakel invests in data centre project worth RM1.2 bil](#)
- [Japan's services sector to raise investments](#)
- [PM Anwar discusses investment plans with Fujifilm](#)
- [Optimistic outlook for logistics space in Malaysia, says Knight Frank Malaysia](#)
- [Global data centre players to show strong interest in Gerbang Nusajaya: RHB](#)
- [JLL Malaysia anticipates more data centre developments across Malaysia due to rising demand](#)
- [Tasco to invest additional RM400m to expand warehouse capacity over next two years](#)
- [Sarawak to forge ahead in green technology with new high-tech facility, says Premier](#)
- [ByteDance plans RM10 bln investment in AI, to make Malaysia regional hub](#)
- [Sarawak step closer to becoming hydrogen hub](#)
- [Sarawak has competitive edge in green hydrogen business, say experts](#)

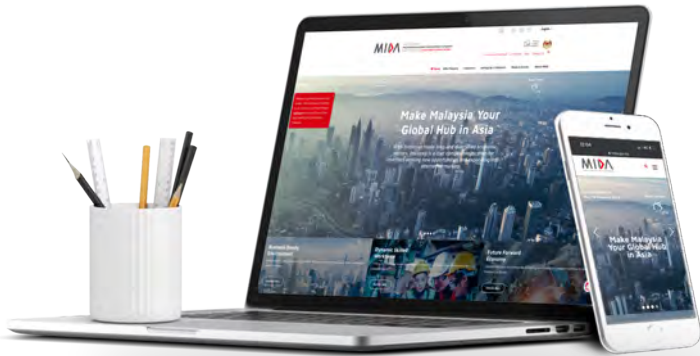
## » SERVICES NEWS

- [Mah Sing launches Mah Sing DC Hub@ Southville City with Bridge Data Centres](#)
- [Levelling the IR4.0 playing field](#)
- [MITI to develop special incentives for AI data centres, says Zafrul](#)
- [Avisena Specialist Hospital Unveils Major Expansion — Elevating Healthcare Services in Shah Alam and the Klang Valley](#)
- [Port of Tanjung Pelepas now fifth most efficient container port in the world](#)
- [Malaysia approved RM114.7 bln investments in data centres, cloud services from 2021 to 2023](#)
- [Equinix continues expansion plan, unveils new data centre](#)
- [Singtel in talks to build data centre in Johor — sources](#)
- [Tiong Nam confident of better times ahead as warehouse rental rates soar](#)
- [TH Plantations to work with Cenergi SEA for 1.2MW biogas power plant in Kluang, Johor](#)
- [TM, Singtel's Nxera form joint venture to develop next-gen data centres](#)
- [Nine data centres in Johor completed, six others in progress, says exco rep](#)
- [Johor emerges as data centre hub powerhouse in Southeast Asia](#)
- [Premier: Batang Ai to be first in M'sia to produce 158 MW energy after completion of floating solar farm](#)
- [Hasni: Johor keen to work with Sarawak on green energy initiatives](#)
- [LTX-Credence's RM71m investment in Asia Design Centre to generate economic value, jobs](#)
- [Demand boom, resources make Johor fit as data centre hub](#)
- [QL Resources's unit Axrail unveils Southeast Asia's first generative AI lab in Malaysia](#)
- [Embrace AI to achieve significant productivity improvements – Tengku Zafrul](#)
- [Microsoft investment sets benchmark for industry players to drive national innovation](#)
- [NETR projects investment, initiatives at over RM60 bln — Deputy minister](#)
- [Over 5,000 firms granted Malaysia Digital status as of March 31](#)
- [German TVET, RM1.2b NSS funding to address industrial, semiconductor talent crunch, says Tengku Zafrul](#)
- [Zafrul: Invest in cloud infrastructure, adopt digital mindset](#)
- [IJM likely to win more data centre jobs](#)
- [Data centre appeal](#)
- [ATPC eyes Sabah's solar farming](#)
- [Investor-friendly policy a catalyst of green energy industry in Sabah](#)

# 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



## 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](mailto: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
<b>A</b>	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
<b>B</b>	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
<b>C</b>	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

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

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

\*All rates are exclusive of :  
• GST (0%)  
Service Staff, linen,  
dome, logistic (RM300)

\*F&B by MIDA's panel caterers

VISIT US NOW



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



Tel : +603 2267 3633



www.mida.gov.my

# ABOUT MIDA



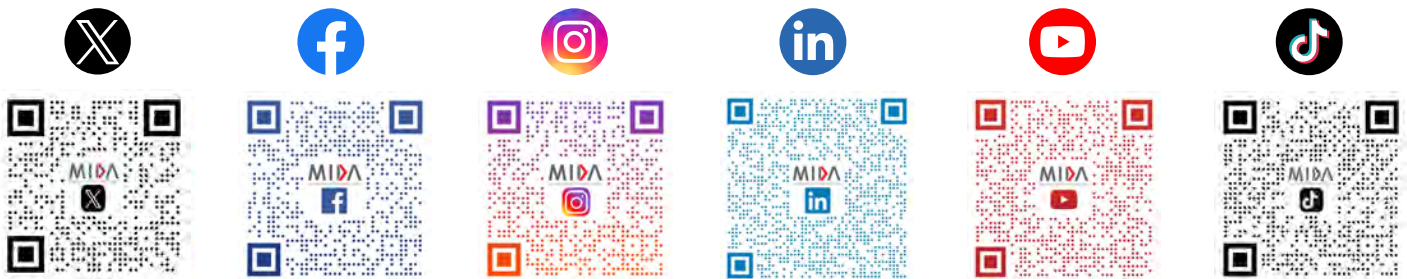
MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff,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

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

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

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

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



SCAN TO CONNECT WITH US



[www.mida.gov.my](http://www.mida.gov.my)

The MIDA logo features the letters 'MIDA' in a bold, white, sans-serif font. A red arrow-like shape is integrated into the letter 'A', pointing to the right. Below the logo, the text 'MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY' is written in a smaller, white, sans-serif font.

**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY



[www.mida.gov.my](http://www.mida.gov.my)



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