

March 2022  
Issue

MIDA

# INVEST MALAYSIA E-NEWSLETTER

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



Al-Bidda Tower

## WHY MALAYSIA SERIES

How Vietnam's Largest ICT Company Helps Businesses Adapt to Industry 4.0

## HIGHLIGHTS

In Conjunction With the Malaysian Official Delegation to Qatar Led by Prime Minister of Malaysia, Dato' Sri Ismail Sabri Yaakob

## GOING GLOBAL SERIES

Fulfils The Global Microelectronics Industry's Demand For Precision Dispensing Systems

# From the CEO's Desk: Datuk Arham Abdul Rahman

Dear members, partners, and friends. Thanks for being a valuable part of Malaysia's community of investors that strives to bring impact!

The world economy is forecast to advance exponentially this year as global trade and investment activities return to pre-pandemic growth setting worldwide. As Malaysia transitions into the endemic phase, our ability to facilitate and support businesses have grown tremendously. Thanks to the unwavering support, partnerships, and synergised cooperation between MIDA and various public service departments, agencies and stakeholders; businesses and industries have been instrumental in enhancing our efforts to welcome new regional and global business establishments into Malaysia.

I am excited to introduce you MIDA's newsletter, **INVEST MALAYSIA**, which has been revamped with a new look and feel to keep our faithful readers abreast with our new aspirations in nation-building, current news and economic success stories and Malaysia's resilience in navigating through the Covid-19 pandemic in the last two years. We have put together some great highlights and things to look forward to among various local industries.

Industry 4.0 technologies were already transforming operations before the pandemic and its enormous impact has become even more critical in such precarious times. Businesses and companies have embraced the IR 4.0 Technology Revolution to operate and meet demands in new ways. You'll find featured insights and articles inside the newsletter to give you a thorough understanding of the benefits of such technological advances.

Apart from that, the E-Newsletter edition will enclose the following highlights:-

Prime Minister Dato' Sri Ismail Sabri Yaakob's delegation visited two Middle Eastern countries, namely; the UAE (Expo 2020, Dubai) and Qatar. Apart from the work visit to the Expo, his delegation's arrival in Qatar to formalise the agreement in post-pandemic travel arrangements and investments and strengthen Malaysia-Qatar bilateral relations.

This month's **Industry** section tracks the latest updates on the semiconductor industry. Readers would get an overview of how local SMEs like Infinec strive in the industry to meet growing market demand and thrive.

The highlights of the **Services** section will inspire readers with economic success stories on how the emergence of COVID-19 accelerated Malaysia's digital economy framework the growth of new companies that are powered by connectivity and digital infrastructure such as Grab Haulier that has embraced cloud computing to operate and serve their customers better.

**INVEST MALAYSIA** is also inserted with profiles of selected foreign and domestic investors among various industries and services that aspire to realise Industry 4.0 technologies in their businesses, including Grab Haulier, Infinecs, FPT Software, and NSW Automation.

MIDA has been and will continue to be a strategic partner to foreign and domestic businesses, helping them seize opportunities to accelerate growth and innovation. The **Why Malaysia Series** features an overview of company growth and how brands like FPT Software, Vietnam's largest ICT company, leveraged Malaysia's cost advantages and friendly business policies to expand its manufacturing interest in Robotic Process Automation innovations.

In the **Going Global Series**, readers will be enlightened with narratives of NSW Automation, another notable SME that is taking the global microelectronics industry by storm by harnessing the power of Artificial Intelligence (AI), Machine Learning, and Robotic Process Automation to innovate precision dispensing solutions to increase degrees of accuracy.

## My Dear Friends,

The recent reopening of Malaysian borders will further accelerate the adoption and adaptation of digitalisation and will witness the influx of foreign investors expanding their investment journey. However, SMEs and MNCs must take the same leap for Malaysia to take a giant digital leap and secure a sustainable and inclusive path to economic growth.

Being the prestigious promotional agency that attracts high-value, quality investments into the country, MIDA will continue to be a catalyst in accelerating Malaysia's economic growth to bring tangible benefits to all Malaysians. We are ever ready to facilitate and help make the journey as seamless as possible.

Let's Grow and Prosper Together!

**DATUK ARHAM ABDUL RAHMAN**  
Chief Executive Officer  
Malaysian Investment Development Authority (MIDA)



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# HIGHLIGHTS

01

# Prime Minister of Malaysia's Maiden Visit to Qatar and UAE Brought in RM4.1 Billion of Investments via Agreements

Prime Minister Dato' Sri Ismail Sabri Yaakob made his first official visit to the State of Qatar and the United Arab Emirates (UAE), accompanied by Senior Minister and Minister of International Trade and Industry (MITI) Dato' Seri Mohamed Azmin Ali from 25-31 March 2022. Also, in attendance was a delegation from MIDA that was led by the Chief Executive Officer, Datuk Arham Abdul Rahman, as well as a few other ministers.

In Qatar, the Prime Minister's itinerary included a meet and greet session with the Qatari business community, a session with Keluarga Malaysia, and meetings with potential investors, in addition to the witnessing of several Memorandums of exchange. Dato' Sri Ismail Sabri was also granted an audience with the Qatar Emir, His Highness Sheikh Tamim bin Hamad Al Thani.

As a result of this, the delegation returned with proposed new investments valued at RM4.1 billion, consisting of pledges by Agrico Agriculture Development WLL (RM1.5 billion), Baladna Food (RM2.1 billion), and the Morex Group (RM500 million).

The Prime Minister also visited the Baladna cattle farm and dairy production facility. A Memorandum of Cooperation signed in 2019 whereby Baladna enters into partnership with Felda Global Ventures (FGV) and FELCRA resulted in a strategic collaboration to develop a large-scale dairy project in Chuping, Perlis – a collaboration that is set to be finalised by June 2022.

The final leg of the visit to Qatar saw Dato' Sri Ismail Sabri visiting the Morex Group, which plans to expand their operations in Malaysia over two phases of investment proposal amounting to RM500 million. The first phase involves the setting up of resorts, business hotels, convention centres, and wellness resorts in some of the famous tourist destinations such as Langkawi, Penang, Malacca, and Kuala Lumpur; the second phase will focus on hospitality services and trading goods to cater for the tourism industry in Malaysia.

In the UAE, Dato' Sri Ismail Sabri witnessed the signing and exchange of nine (9) memorandums between Malaysian companies and their international business partners, involving five (5)



Standing left to right: Mr. Nasser Ahmed Al-Khalaf (Managing Director, Agrico Agriculture Development), Datuk Arthur Joseph Kurup (Deputy Minister of Works), Dato' Seri Azmin Ali (Senior Minister International Trade and Industry), Dato' Seri Mahdzir Khalid (Minister of Rural Development), Dato' Seri Idris Jusoh (FELDA Chairman), Dr. Fahad Saleh Ibrahim (Farm Production Director, Agrico Agriculture Development)

Seated: Dato' Seri Ismail Sabri (Prime Minister of Malaysia), Mr. Ahmed Hussain Al-Khalaf (Chairman, Agrico Agriculture Development)

Memorandums of Understanding (MoU), two (2) Memorandums of Business Exploration (MoBE), one (1) Memorandum of Agreement (MoA), and a Letter of Intent (LoI).

The MoU between Masdar and Ranhill Utilities Bhd. is for the proposed decarbonisation of Malaysia's electricity industry, while the one between Perbadanan PR1MA Malaysia and Sany Construction Industry Development (M) Sdn. Bhd. aims to deliver fast and quality affordable housing for the M40 income group, using Sany's IBS technology.

The MoU between AK International LLC and European Wellness Academie (Asia Pacific) Sdn. Bhd. aims to establish the world's first halal-based centres of excellence for biological regenerative medicine and education in Malaysia, while the one between Pharmaniaga Manufacturing Bhd. (PMB) and Prime Medical Store LLC will serve as the foundation for establishing a framework that will grant Prime Medical the exclusive rights to register, import, promote, market, sell, and distribute PMB's pharmaceutical products in the UAE.

Meanwhile, the MoU between Hortman Clinics and Covid Medicare on Support Incorporation aims to purchase and market a product called the Immuno X Booster.

The two (2) MoBEs were between UEM Edgenta Bhd and two (2) separate Dubai-based fintech startups – Byte Blanket and Disrupt-X – which are aimed in building sustainable smart cities.

For the MoA between TWL Holdings Bhd. and Tatra Investment LLC, the two companies plan to jointly form a strategic collaboration in the healthcare sector to procure, import, supply, and distribute medical pharmaceutical products in Malaysia and Southeast Asia.

Additionally, the LoI was from Abu Dhabi-based Pure Harvest to the Northern Corridor Implementation Authority (NCIA), where Pure Harvest sought assistance to facilitate its investment in Malaysia through the Northern Corridor Economic Region (NCER).

MIDA views these developments as a welcome effort in gaining high-quality foreign direct investments for Malaysia, where the investments assume an important role in local development due to a multiplier impact on the economy – particularly in the post-pandemic era.

Indeed, both Qatar and the UAE agreed to further expand trade and investment opportunities in Malaysia, as well as to intensify economic cooperation.

It is encouraging that several companies are already expressing interest to invest in Malaysia by leveraging its strategic position as a gateway to the Asia Pacific region.

Additionally, the Government – through policy reviews and targeted approaches – will ensure that Malaysia remains the preferred investment destination with a favourable environment for quality investments in Asia.



Left to right: Mr. Hairil Yahri Yaacob (Deputy Secretary General International Trade, Ministry of International Trade and Industry), Mr. Mohd Mustafa Abdul Aziz (Chief Executive Officer, MATRADE), Datuk Arham Abdul Rahman (Chief Executive Officer, MIDA), Dato' Seri Azmin Ali (Senior Minister International Trade and Industry), Mr. Sherief Maulakkiriath (Chairman & Managing Director, Morex Group), Mr. Rakesh G (Strategic Planning Director, Morex Group), Mr. Mohemmed Parvez (Business Development Manager, Morex Group)

# Enhancing Supply Chain Sustainability and Building Malaysian Global Companies



The COVID-19 pandemic posed one of the most challenging periods in recent history with the widespread reach of the virus globally leading to both health and economic crisis.

As a measure to mitigate the accelerated spread of the virus, governments globally imposed a total or partial lock-down that limited the movement of people and vehicles. This fundamentally transformed the global supply chain, with periodic shutdowns, rise of import restrictions, among governments globally, panic buying of household/critical items and unprecedented demands for medical equipment/materials, and pharmaceutical ingredients, disrupting the global value chain.

Malaysia, as one of the integral parts of the global supply chain was not spared in facing this disruption but managed to leverage the strengths of its local value chain to fortify the country's supply chain resilience in delivering critical goods.

As the national investment promotion agency of Malaysia, it is imperative for the Malaysian Investment Development Authority (MIDA) to dampen the impacts of this global disruption while reducing Malaysia's local supply chain's exposure to geopolitical or natural-disaster risk.

MIDA's theme this year, encapsulates this: "Rebuilding a sustainable economy through quality investment and strategic investment supply chain

development in 2022". In line with this theme, MIDA continues to intensify its efforts to secure sustainable investments from both domestic and foreign investors by providing comprehensive and competitive investment incentives and facilitation.

The Government of Malaysia, through MIDA, initiated the supply chain facilitation programme to assist both domestic and foreign companies to address global supply chain disruptions.

MIDA's supply chain programme aims to create opportunities for domestic companies, narrow gaps in the supply chain caused by the pandemic, support multinational companies (MNCs) and Limited Liability Companies (LLCs) in outsourcing their manufacturing activities to domestic companies, develop and upgrade the domestic companies for the growth of domestic investments and encourage the adoption of automation and 4IR by MNCs, LLCs and their vendors.

Through the **local sourcing facilitation**, MIDA assists MNCs and industry players by connecting anchor companies to local suppliers and potential vendors through business-matching sessions. Some of the notable MNCs that have benefited from this facilitation by MIDA include II-VI Incorporated (formerly known as Finisar), Bromma Malaysia, Jabil Circuit, Hovid Bhd, Camel Power (M), Smiths Detection Malaysia, Sternmaid Asia Pacific, Molex Malaysia, Dexcom (Malaysia) and Ultimate Machining Solutions (M).

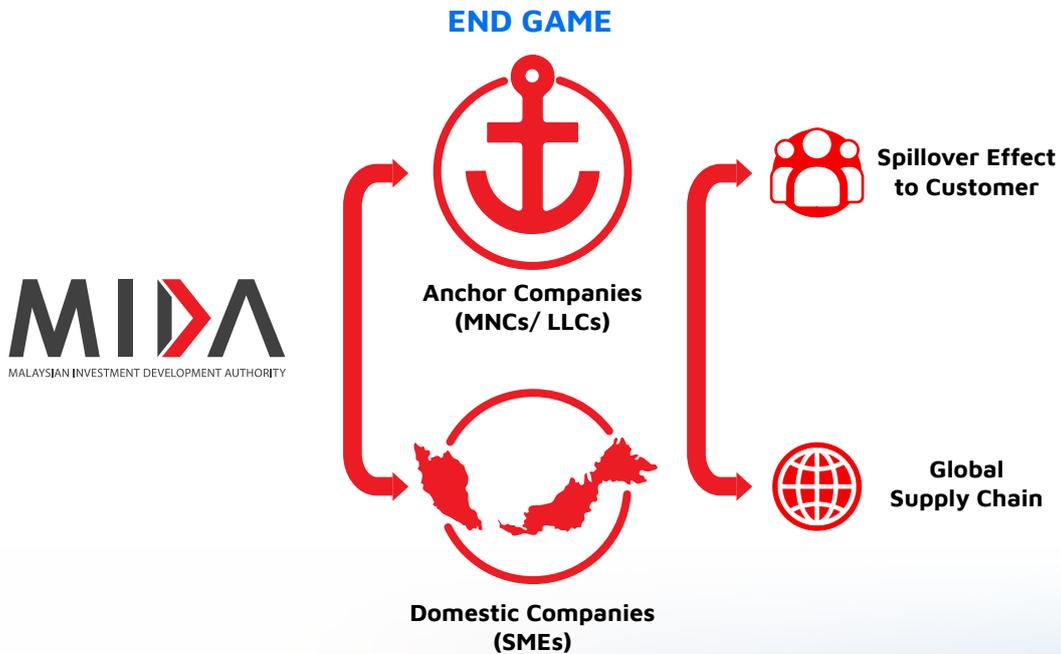
# HIGHLIGHTS

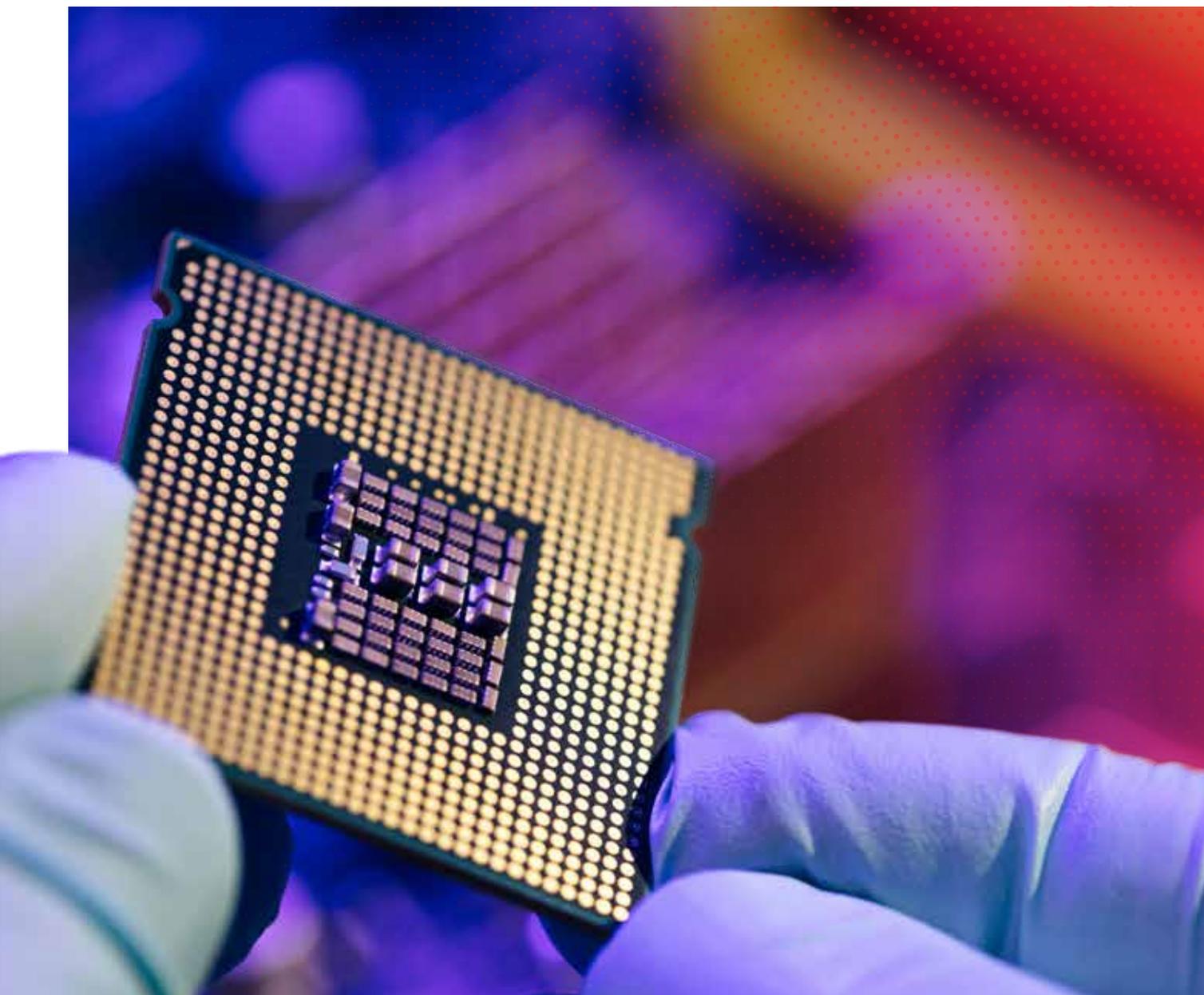
To further accelerate the development of Malaysia's local value chain, MIDA proactively engages with the MNCs/LLCs anchor companies to assist them in upgrading their local vendors via talent upskilling, technology adoption, incentives, and other financial assistance through MIDA's **vendor facilitation programme**. Anchor companies that have benefited from MIDA's vendor facilitation programme include Perodua, BASF Malaysia, and First Solar.

Additionally, MIDA periodically organises MNCs/LLCs and domestic companies by organising **supply chain conference** with selected anchor companies (among 2022 anchors include: AT&S and VAT Manufacturing Malaysia). The purpose of this conference is to create greater spillover benefits from MNCs and LLCs to the local business community.

These initiatives augur well with the Twelfth Malaysia Plan or 12MP (2021 – 2025) that seeks to enhance supply chain sustainability towards ensuring uninterrupted supply of goods and services. Ultimately, MIDA's initiatives will contribute towards building the capabilities of Malaysian companies to be part of the global supply chain, which aligns with the National Investment Aspirations (NIA) have focuses on extending domestic linkages.

Companies that are interested to participate in MIDA's various supply chain facilitation initiatives are welcome to touch base with the supply chain team from Domestic Investment Division of MIDA.





**INDUSTRY**

**02**

# Infinecs Systems

## The Premier Provider of Silicon to Systems Design Services and Solutions

Malaysia is a major global manufacturing hub for the E&E industry, produces semiconductors, electronic equipment for industries and electronic products for customers worldwide. This industry has been well-known as the **largest contributor to export of Malaysia, 36.4% (RM405.83 billion) of total export** in **2021**. (Source: MATRADE)

Semiconductor production ecosystem incorporates Research and Development (R&D) / Design and Development (D&D), wafer fabrication and testing, which is known as the front activities before continuing with the back-end activities such as assembly & test and packaging of the chip.

Integrated circuit (IC) design is a critical front-end manufacturing related services activity that needs to be groomed to link to the global semiconductor value chain. IC design is a very competitive global business. It relies heavily on knowledge-driven initiatives and requires extensive R&D. The level of technology involved in an IC design is very high as this activity, within the semiconductor value chain, has the highest value-added component. This will undoubtedly pave the way for Malaysia to become a high value-added semiconductor producing country by incorporating all the activities along the value chain, namely IC design, wafer fabrication, assembly & test and technical marketing.

In Malaysia, we have local IC design players such as Infinecs, Oppstar, Symmid and SkyeChip that are serving the global value chain. The existence of

such companies in strongly helps to grow and strengthen the local semiconductor ecosystem.

### Infinecs: IC Design Pioneer

Even though Infinecs has been Malaysia's 50-year leadership and contributions in the global E&E arena, they can't afford to be complacent.

Businesses need to keep up with accelerating technological changes and address competition from other countries. Additionally, the local E&E market needs to reduce its reliance on multinational companies (MNCs) particularly in the high-value Research, Design, and Development spaces.

Overcoming these hurdles requires Malaysian companies to move up the value chain by migrating into new fields, such as System-On-Chip (SOC) design and embedded hardware development. As Malaysia moves towards embracing Industry 4.0 and the knowledge economy, there is a need to continuously invest in developing local technical talent to reduce dependency on highly-skilled and expensive foreign talents.

When Infinecs Systems was established at the end of 2016, its founders were acutely aware of these ecosystem challenges but also recognised the inherent growth potential if skill and technical gaps in the E&E industry were addressed.

Infinecs Systems is the brainchild of several industry veterans from Intel and Motorola. Together, these founders and company leaders have a cumulative experience of more than 150 years designing, developing, and leading projects teams in semiconductor products.

The company has grown from just over 10 engineers in 2016 to more than 100 employees today, while recording growth since inception. Infinecs intends to accelerate its growth and expects to double its revenue in the coming years.



Infinecs's Annual Dinner

## Global Clients, Global Ambitions

Infinecs' rapid growth is due to a key strategy of tapping into strong demand for SOC design outsourcing from MNCs operating in the ASEAN and Asia Pacific regions.

In the years since, Infinecs has grown in tandem with their MNC customers' needs, expanding to the US and India, where Infinecs has a design team. Moving forward, the company is not resting on its laurels. Infinecs is planning to establish design centers in Vietnam, the Philippines, and Europe.

Infinecs boasts clients from the US, Europe and Asia, which includes global top 10 semiconductor companies such as Intel, AMD, Microchip, Infineon, Starfive and Qualcomm. Infinecs continues to expand outside ASEAN and is actively pursuing clients in the US, Europe, Japan and China.



## One-Stop Centre For Electronics Systems

**To set itself apart from stiff global competition,** Infinecs has focused on being a one-stop center for Electronics Systems Design and Development services. The company has a solid reputation in semiconductor product development, especially in IC/SOC design, and has experience working on advanced semiconductor manufacturing nodes, including cutting-edge sub-10 nanometre (nm) finFET technology at both 7nm and 5nm.

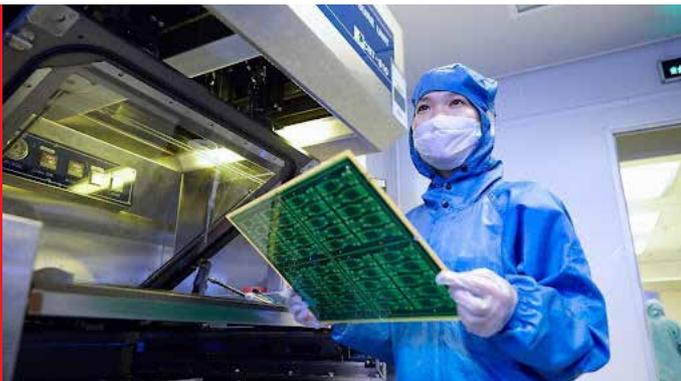
Besides semiconductor design services, Infinecs provides full-scale Embedded Systems Designs and Development services. It is also an R&D partner for firms undertaking new product development.

Infinecs is currently spearheading intellectual property development in next-generation technologies such as RISC-V Architecture, Artificial Intelligence (AI)/ Machine Learning, Security Networking, Wireless Communication, High-Speed Serial Communication, Sensors, and Zephyr, which is an open-source real-time operating system.

In the half-decade of its existence, Infinecs has been granted **"Approved Global Supplier"** status by major technology companies, while establishing Offshore Design Centers in multiple countries, and serving as a source of reference for companies planning to set up design operations in the region.

It continues to strive towards greater heights, taking to heart the words of technology visionary Steve Jobs: "Stay hungry. Stay foolish."

Despite the ups and downs of recent years, the company remains committed to its vision to be the "Premier Provider of Silicon to Systems Design Services and Solutions."



## Agile and Responsive to Client Needs

To remain balanced and flexible in this fast-paced, constant, and unpredictable world facing the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) challenges, Infinecs grows its business to cover time-and-material to long-term turnkey projects that optimise its ever-decreasing product development time and adapting to fast-changing market requirements.

Infinecs has carved out a niche in helping fast-track competencies and capability building in new technology areas, in addition to catering design and development costs for clients' needs. At the same time, it enables clients' move to new technology areas by providing expertise with the optimal technical backgrounds and exposure.

In line with this objective, Infinecs management has always prioritised developing a pipeline of local talents through internship programmes and intensive in-house training. Today, Infinecs boasts an extensive in-house curriculum for talent development.

Infinecs collaborates with local research institutes and academia to spur the development of new talent, especially in semiconductor design.

## Post-Pandemic Impact Innovation

Infinecs has been working closely with Malaysian government agencies and local research institutions to provide solutions and ease the transition towards post-pandemic technology innovation.

Recently, the company received a funding certificate for the TÜBITAK-MIGHT Call for COVID-19 Proposals on Post Pandemic Impact from MIGHT. This project focuses on radio frequency energy harvesting for wearable devices that aid in healthcare monitoring during the pandemic and post-pandemic. Infinecs has also co-developed a COVID-19 screening and monitoring mobile device that monitors human respiration and detects and classifies respiratory-related symptoms using AI. The portable device is equipped with a screen that displays respiratory features and enables self-health monitoring via smartphone.

These are part of Infinecs ongoing efforts to shock-proof itself against unpredictable events, while part of its long-term goal to move up in the value chain by continually innovating to stay competitive and grow.

## Government's Support in IC Design Growth

Recognising the importance of innovation and design activities to further spur the growth of the industry in Malaysia for coexistence with global technology transformation trends, MIDA is aggressively promoting knowledge-intensive design activities under the E&E industry which include broad range of manufacturing related services activities especially IC design, IC packaging design, Embedded system design and Test and engineering design services. From cost and infrastructure perspective, Malaysia has a lot to offer, including the tax incentive and relevant facilitations from the government. Companies undertaking such activities are eligible to enjoy income tax exemption for 5 or up to 10 years and other facilitations to encourage further interest of the stakeholders to drive more intensive R&D, D&D and crucial manufacturing related services in Malaysia. With these facilitations, Malaysia aims to nurture and expand the pool of local companies in these activities in providing services to the MNCs and be part of the global service value chain.

For more information on how local E&E players can make their own transition up the value chain and embrace Industry 4.0 technologies, please contact the Electrical & Electronics Division of MIDA.



MIGHT has conferred Infinecs Systems with the certificate of funding for the TÜBITAK-MIGHT call for Covid-19 proposals on post pandemic impact.



**SERVICES**

**03**



# Enhancing Malaysia's Smart Logistics Ecosystem

The rise in e-commerce and the digital economy due to the increase of digital users during the pandemic has accelerated the pressures on an already overwhelmed logistics sector to support both foreign and domestic demand for transport/import-export purposes.

Google's e-Economy SEA 2021 report found that the pandemic's effect has led to 81 per cent of Malaysian internet users consuming digital services today, while 43 per cent of Malaysian merchants would not have survived strict lockdowns if not for e-commerce marketplaces. Even though production and social capacities have returned mainly to 100 per cent as Malaysia enters the endemic phase, both digital merchants and users are likely to maintain buying and selling online.

As a result of the increased digital service use, Malaysia's internet economy was valued at US\$21 billion (RM88.8 billion) in 2021, and is projected to reach US\$35 billion by 2025.

The logistics industry, which has long served as a backbone for the growth of Malaysia's industrial landscape is seeing a large influx of orders for both domestic and foreign demand, leveraging Malaysia as a key transshipment hub for large marketplaces such as Alibaba through the Digital Free Trade Zone.

Businesses depend immensely on the logistics infrastructure to be efficient and uninterrupted in reaching their consumers, thus raising the expectations of the logistics industry to keep expanding and evolving to stay ahead of the competition.

On the policy side, the Government of Malaysia views logistics as a priority industry with several initiatives introduced such as the Third Industrial Master Plan 2006-2020, the Logistics and Trade Facilitation Masterplan 2015-2020, and the National Transport Policy 2019-2030.

However, in the Logistics Performance Index 2018 released by the World Bank, Malaysia ranked 41st out of 160 countries, behind ASEAN peers such as Singapore, Thailand and Vietnam. The Organisation for Economic Co-operation and Development (OECD) noted that timeliness is the most challenging issue for Malaysia, as consumers are willing to pay premium prices for faster deliveries.

The growth of the logistics ecosystem in Malaysia has traditionally been hindered by the lack of transparency, slow communication, and manual processes. With the dawn of Industry 4.0 and increased trust in digital services such as analytics, cloud and marketing, merchants, transshippers, warehouses, and ports authorities are increasingly exploring digital transformation to stay ahead of the regional and global logistics competition while keeping costs low.

The explosive growth of e-commerce encourages logistic companies in Malaysia to go through a series of digital evolution in their operations to form seamless e-fulfilment hubs in the country to efficiently serve global supply chain activities. Since establishing the National E-Commerce Strategic Roadmap, a total of 11 e-fulfilment projects were approved until 2020.

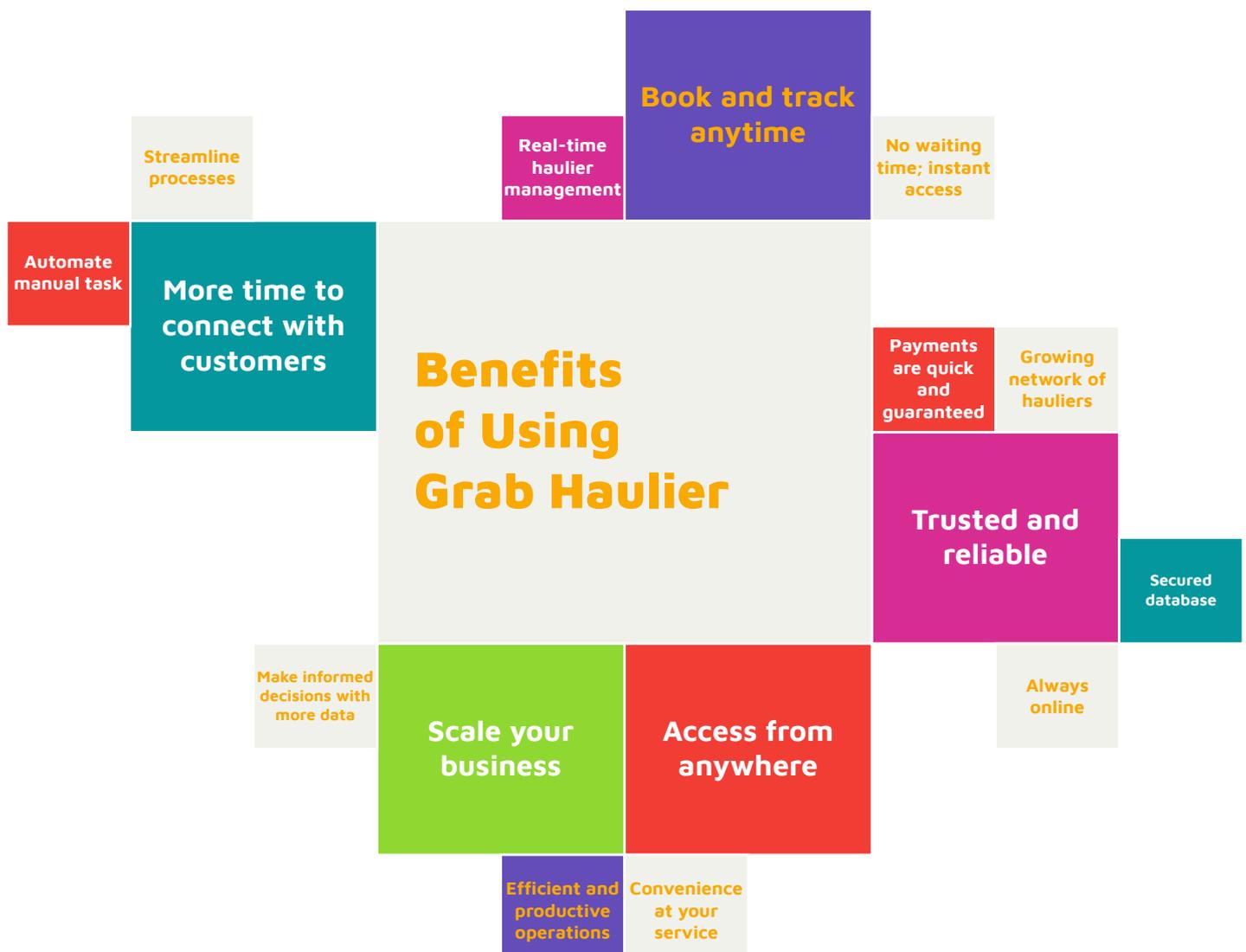
# Total Logistics Solution Provider

Established in 2017, Grab Haulier Sdn. Bhd. is a new entrant to the local logistics space, inspired by the sharing economy to connect customers with the right logistics services by digitising the logistics supply chain. With an in-house team of researchers and developers, the Grab Haulier digital freight matching platform was finally launched in December 2019, the first of its kind in Malaysia.

Grab Haulier is a one-stop cloud-based platform that seamlessly connects key components of the logistics supply chain such as freight forwarders, hauliers, shippers and consignees. It optimises transportation operations, and streamlines the entire process by standardising and digitalising the workflow.

This essentially puts an end to time-consuming back-and-forth enquiries and negotiations through instant communication and information, live updates and transparent listing of prices and business ethics. The digital platform also enables real-time quotations and consignment tracking, and flexible execution of broker deals, allowing the tasks to be done anytime and anywhere.

The company leverages the latest technology to match customers with the right service provider, similar to e-hailing services.



		TRADITIONAL LOGISTICS SERVICE PROVIDER
Freight Booking Services	✓	✓
Custom Declaration & Clearance Services	✓	✓
Marine Insurance	✓	✓
Haulage Delivery Services	✓	✓
Direct Rebate from Hauliers & No Middleman Cost	✓	✗
Big Pool of Quality Hauliers	✓	✗
Transparent Pricing without Surprise Surcharges	✓	✗
Instant Quotation & Invoice	✓	✗
Clear Communication with Requirements Outlined & Full Chronology Report	✓	✗
Access & Track Bookings Anytime Anywhere	✓	✗
Real-Time Update	✓	✗
Structure, Store and Safeguard Your Bookings and Documents	✓	✗

Source: [grabhaulier.com](http://grabhaulier.com)

Customers can post their upcoming cargo transportation requests, then access a pool of hauliers that meet their requirements and get instant quotations via the platform.

This service extends to shippers as well, as Grab Haulier provides customs clearance, marine insurance and freight services, in addition to the usual haulage and trucking services.

Big transporters such as DHL are leveraging the Internet of Things (IoT) to offer smart shipment services. Meanwhile, well-funded unicorns such as Flash Express, Ninjavan, LELEExpress, and Lalamove are cornering the quick delivery space. Hence, SME transporters must evolve digitally or risk extinction in the race to adopt and adapt to Industry 4.0 technologies.

Customer expectations on service levels, timeliness and pricing have risen accordingly, making it even harder for independent hauliers to compete with the big brands.

Hauliers also often work with skeleton crews and thus may not be able to spare additional staff to supervise digital platforms. The Grab Haulier platform makes this easy for both customers and

hauliers, giving them a birds' eyes view of all jobs on its user-friendly web portal.

The web portal serves as a one-stop portal for customers to post their jobs for freight forwarding and haulage services, monitor and track job progress, and improve overall operational efficiency through the data filtered and extracted from the platform.

## End-to-End Integration Across the Logistics Supply Chain

The Grab Haulier platform is offered to the market as free-to-use with zero subscription fees and has so far recruited more than 50 hauliers. To build on the smart logistics suite of services, Grab Haulier plans to invest in expanding the logistic supply chains in Penang and Johor. Pipeline plans include integrating other related ecosystems such as ports, depots, warehouses, and other associated areas into one system.

Ultimately, the goal is to lead the digital transformation of the logistics industry by providing end-to-end solutions that can improve the productivity and efficiency of the entire supply chain infrastructure and help industry players gain better access to global markets.

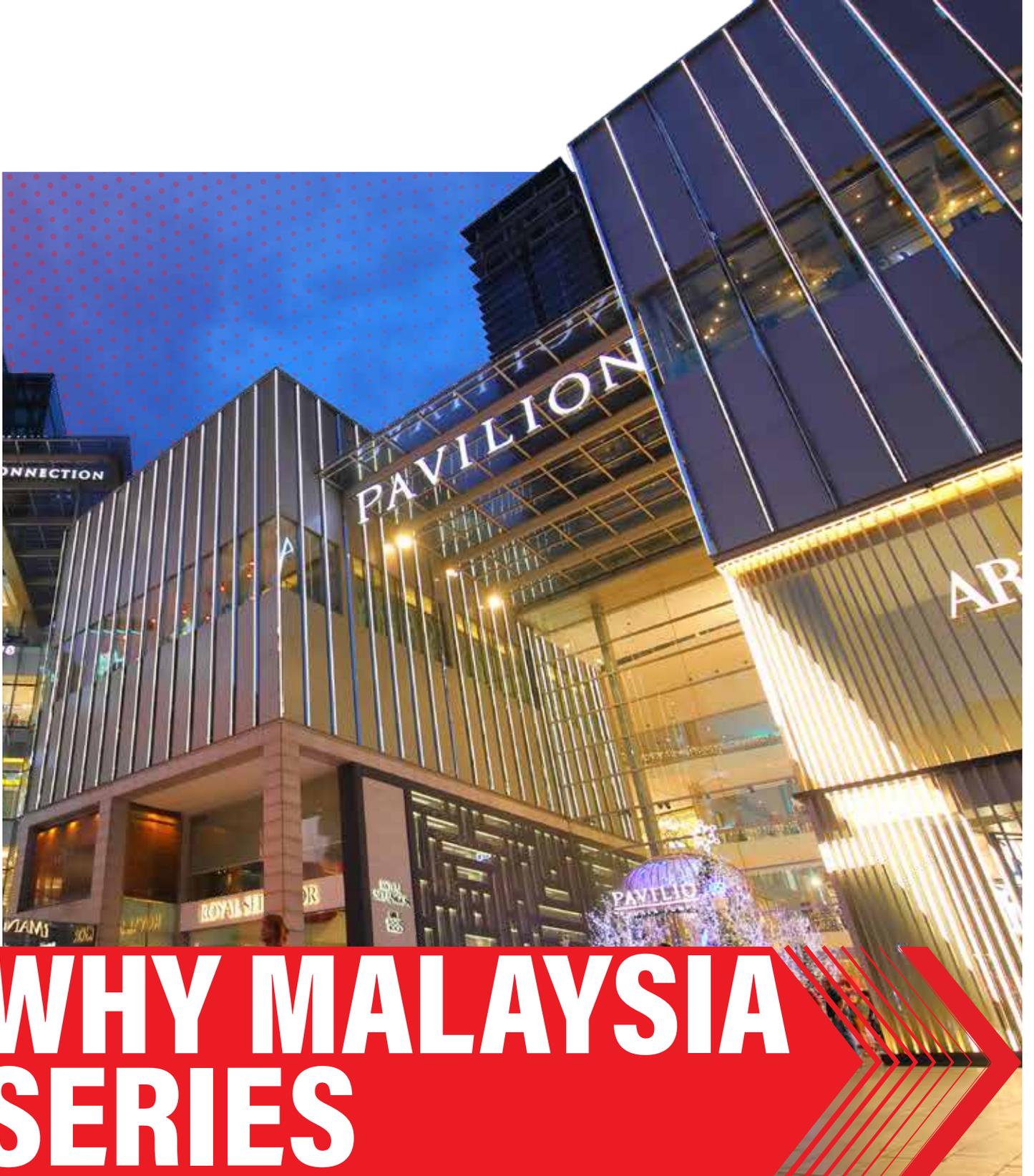
MIDA welcomes this increasing trend of companies adopting digital solutions to make businesses more efficient and increase the country's competitiveness.

MIDA supports the growth of companies undertaking integrated logistics services (ILS) by offering the ILS incentive and International ILS (IILS) status. As of 2021, MIDA had approved over 100 ILS projects, of which the majority of the applicants were Malaysian-based companies.

ILS incentives include the Pioneer Status incentive on statutory income of five (5) years and 60 per cent investment tax allowance on qualifying capital expenditure incurred within five years, which can be offset against 70 per cent of the investor's statutory income for each assessment year.

To learn more about smart logistics, e-fulfillment hubs, and other logistics 4.0 efforts, contact the Oil and Gas, Maritime and Logistics Services Division of MIDA.





# WHY MALAYSIA SERIES

04



# FPT Software

## How Vietnam's Largest ICT Company Helps Businesses Adapt to Industry 4.0

The rise of digitalisation and Industry 4.0 technologies such as blockchain, artificial intelligence (AI), Internet of Things (IoT), machine learning, cloud computing and robotics has exacerbated by the spread of COVID-19 in the last two years. Technology application is widely seen as the driving force behind global economic recovery as businesses rally to get back on their feet.

In Southeast Asia, Vietnam's largest ICT company FPT Software has affirmed its position as a trusted partner for companies in these unprecedented times.

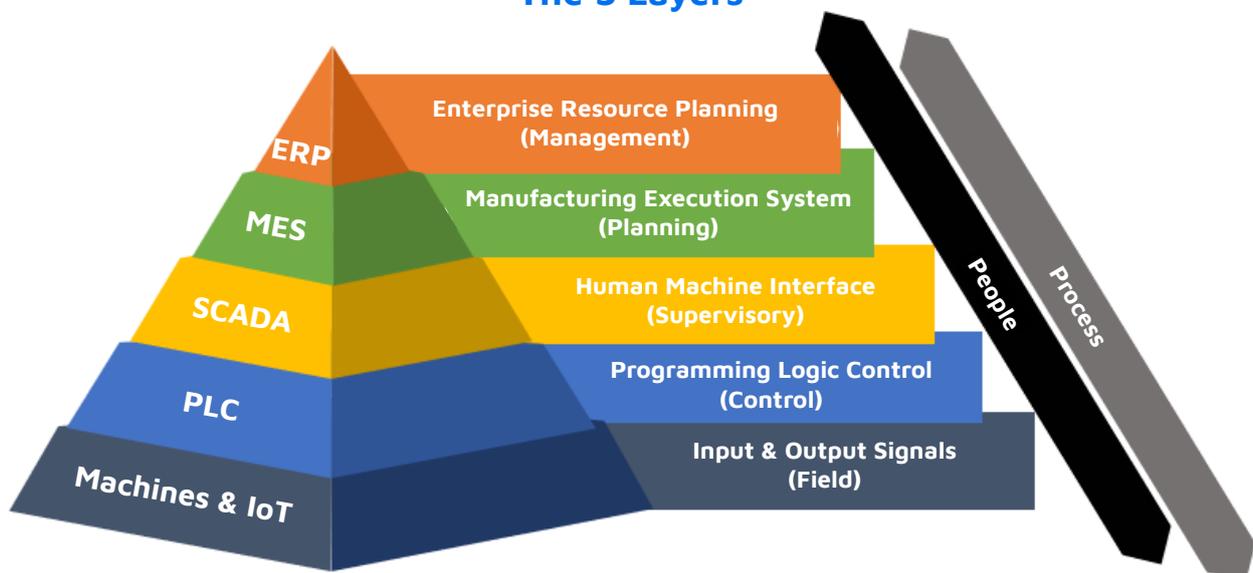
FPT Software is a global technology and IT services provider headquartered in Vietnam, with more than US\$513 million (RM2.17 billion) in revenue and 20,000 employees in 26 countries. As a pioneer in

digital transformation, the company delivers world-class services in smart factories, digital platforms, robotic process automation (RPA), AI, IoT, cloud, augmented reality/virtual reality, business process outsourcing, and more.

To date, FPT Software has served over 700 customers worldwide, of which 100 are Fortune Global 500 companies in automotive, banking and finance, logistics and transportation, and utilities industries.

Established in 2008, FPT Software Malaysia is the local subsidiary of FPT Software. FPT Software embraces the "follow the sun" strategy i.e. having on-site experts to support its customers whenever and wherever they are.

### The 5 Layers



Last year, despite the challenges posed by COVID-19, FPT Software Malaysia recorded US\$27 million in revenue and raised its headcount to 500 in preparation for the plans to extend its services to more customers in the ASEAN region. The company also received the lauded Multimedia Super Corridor (MSC) status from the Government of Malaysia, a testament to its strong value proposition and best-in-class ICT services and solutions.

Operating in a developed and competitive marketplace, FPT Software Malaysia has gradually built trust and established strategic partnerships with many well-known companies in different sectors by helping them solve their business challenges and unlock new values. Its notable customers include the national oil and gas company, the fast-moving consumer goods giant, large banking groups, leading transportation and logistics players, MITI's agencies, and Healthcare brands.

FPT Software Malaysia has helped these leading industry players digitise their operations, including but not limited to software development, system integration, as well as managed services by integrating next-gen technologies like RPA, AI, IoT, and blockchain.

Vietnamese Trade Counsellor in Malaysia Pham Quoc Anh said, "Through its product quality and support capability, FPT Software Malaysia has fortified a reputation as a solid digitisation partner of large Malaysian enterprises and has won many competitive bids. FPT Malaysia's many successes affirm its position and build trust with Malaysian customers, a mark of pride for FPT Software and Vietnam."

## Contribution to Industry 4WRD

Malaysia's Industry4WRD policy, a national policy which aims to digitally transform the manufacturing sector and related services from 2018 to 2025 has enabled the comprehensive transformation of businesses in terms of people, process and technology.

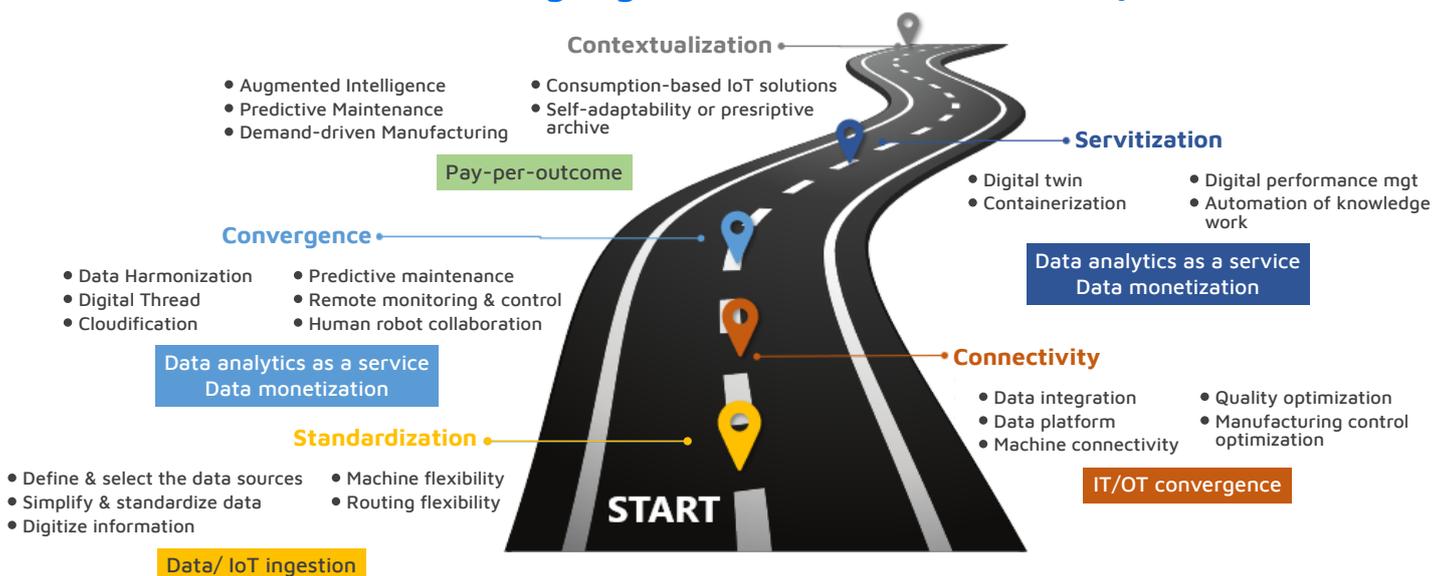
As a pioneer in digital transformation, FPT Software Malaysia is contributing to the execution of the Industry4WRD policy by having their subject-matter experts in digital transformation, automation, and AI share knowledge with businesses that need help building out their own digital roadmaps.

Embracing Industry 4.0 is not simply the purview of large enterprises. SMEs can also leverage on the Industry4WRD Readiness Assessment (Industry4WRD-RA) programme to assess their capabilities and readiness in adopting Industry 4.0 technology and processes.

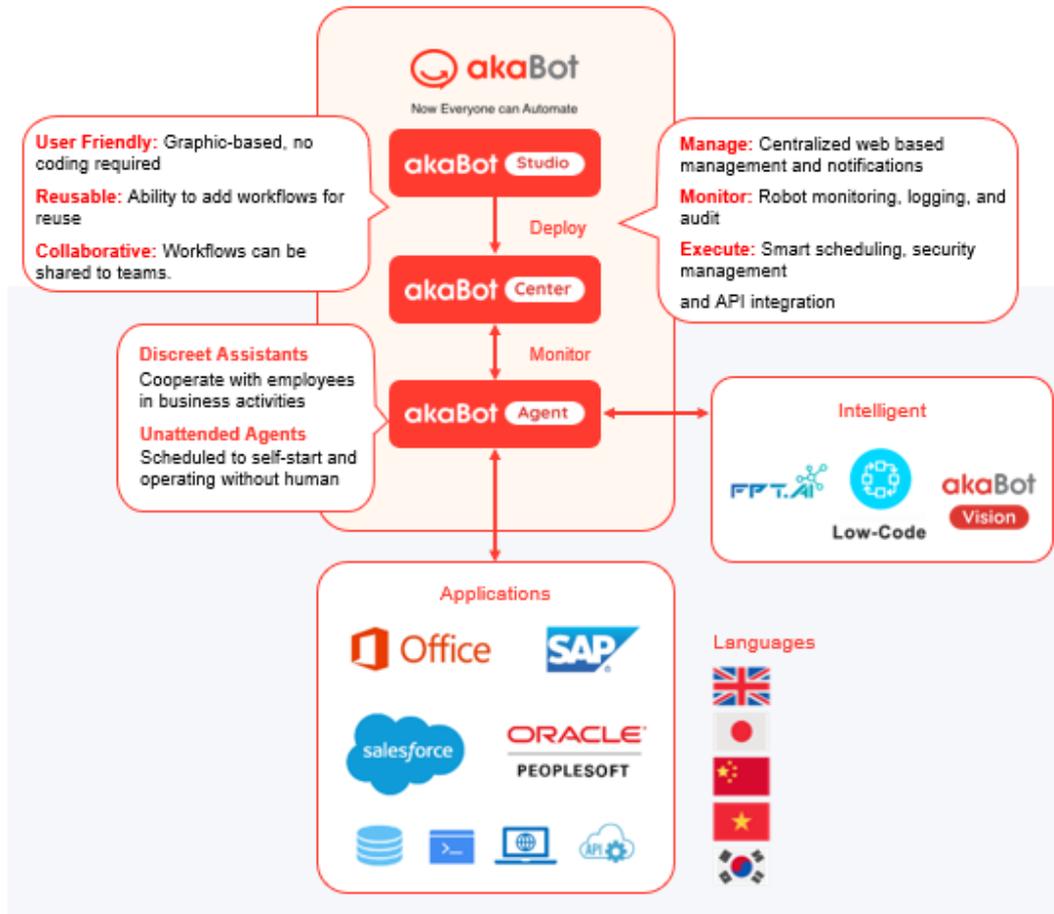
The Industry4WRD-RA helps firms to determine their state of readiness in the adoption of Industry 4.0 technologies, identify the gaps and areas of improvement for Industry 4.0 adoption as well as opportunities for productivity improvement and growth, and develop feasible strategies and plans to perform outcome-based intervention projects.

Through a series of webinars co-hosted by Malaysian Industrial Development Finance Bhd, the Federation of Malaysian Manufacturers, and the SME Association of Malaysia, Malaysian businesses

### Manufacturing Digital Transformation Journey



## akaBot Introduction



were introduced to FPT Software’s cutting-edge technology solutions that can help them gear up for Industry 4.0. These include: [akaMES](#) – a smart manufacturing ecosystem for streamlining production processes and boosting productivity, [akaBot](#) – a comprehensive RPA solution for shaping the future workplace, and [USEE](#), a software-as-a-service based demand forecasting solution for optimising sales and operations planning processes, supply chain management and customer experience.

Those solutions are cherry-picked from [akaSuite](#) – FPT Software’s integrated suite of innovative digital tools built to turbo charge digital transformation. Each tool is designed based on deep industry knowledge and can be tailored to specific business needs and challenges.

FPT Software Malaysia CEO Tran Hong Chung said, “Building on the proven expertise and deep understanding of the market, FPT Software Malaysia will continue its commitment in contributing to the execution and support of Industry 4WRD as a subject-matter expert and as a pioneer service provider to clients in the Asia Pacific region”. Given the current positive business outcomes, FPT Software and FPT Software Malaysia have planned for the inauguration of the second office in the East of Malaysia by 2023”,

The Government has set out the Malaysia Digital Economy Blueprint with a vision to transform the country into a digitally-driven, high income nation, and a regional leader in the digital economy.

## 11 key offerings in akaSuite portfolio today

Products are designed to be cloud native, readily customizable, easy to implement with proven ROI

1

### UNLOCK NEW VALUE POOLS

Create new revenue streams, unlock value from non-traditional assets or disrupt traditional value chains to unlock value



**akaminds**

Container platform that fast-tracks transformation



**akaChain**

Shortcut To Your Blockchain Future

2

### ACHIEVING OPERATIONAL EXCELLENCE

Derive both, productivity and efficiency benefits in core (e.g. Technology operations, factory operations) and non-core area (e.g. regional marketing) efficiently & effortlessly



**akaBot**

Now Everyone Can Automate



**akaWork**

Keep your DevOps on Point



**akaTrans**

Translate Smart. Gain More.



**akaMES**

Your Bespoke MOM Solution



**akaDev**

Ideas To Apps, Effortlessly

3

### REIMAGINE EXPERIENCES

Reimagine and redefine experiences to drive higher engagement and adoption across internal & external stakeholders



**akaDrive**

Drive Your Way To The Future



**akaCoola**

Smart Up Your AC



**akaLink**

Employee Engagement Platform



**akaInsights**

Customer Data Platform

"FPT Software Malaysia, with our business planning and vision, will proudly contribute to the success of Malaysia as a digital economy leader in the region," Chung added.

The Industry4WRD Readiness Assessment Intervention Programme (Industry4WRD Intervention Fund) is a financial support facility for Malaysian SMEs in the manufacturing and related services sectors to embrace Industry 4.0. This Fund is eligible for all SMEs which have completed the Industry4WRD-RA programme. The Malaysian Ministry of International Trade and Industry has

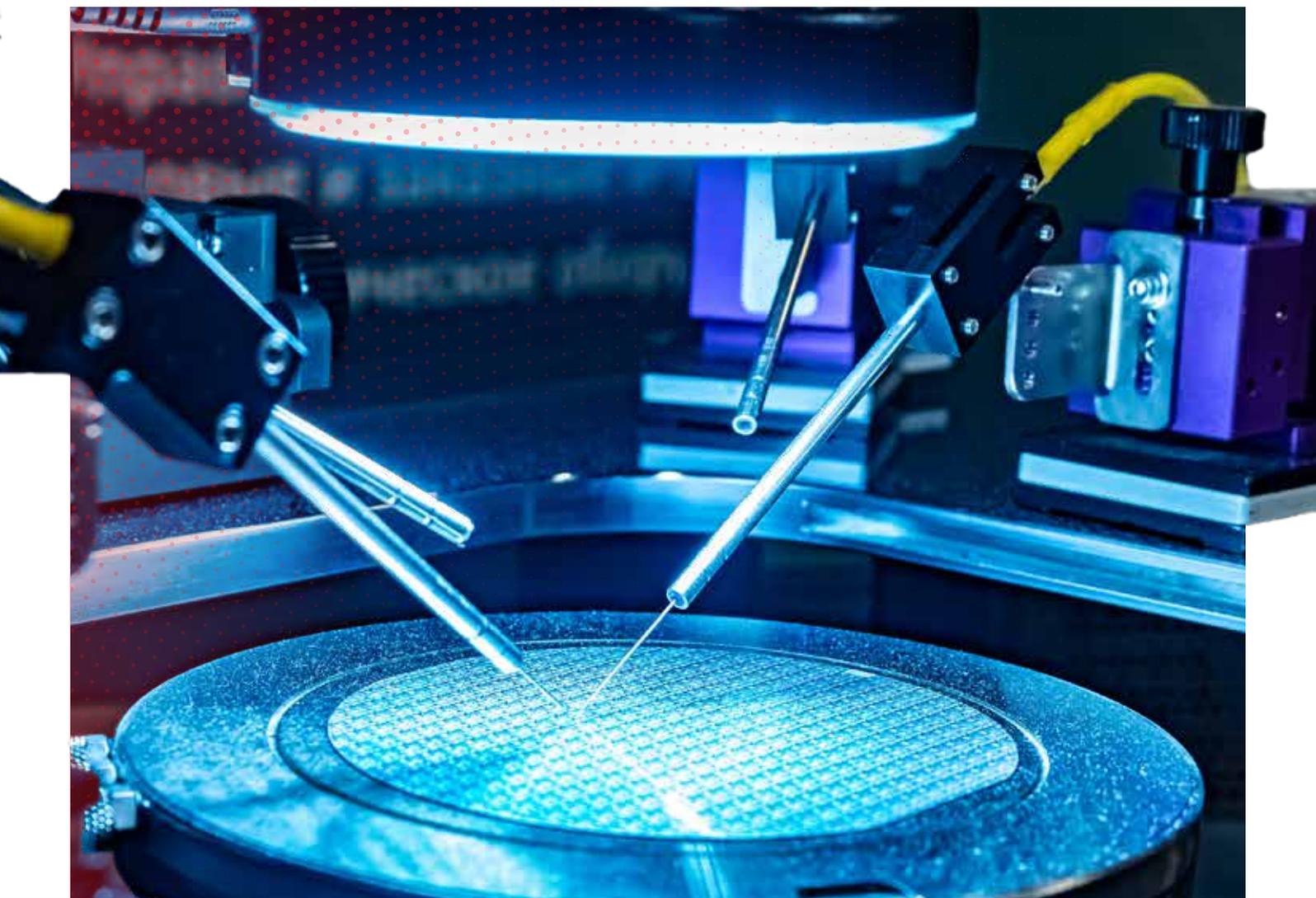
appointed MIDA as the Implementing Agency for the Industry4WRD Intervention Fund.

The fund will be provided on matching basis (70:30) based on eligible expenditures, up to a maximum grant of RM500,000. A maximum 30 per cent of the matching amount (70 per cent of total grant) will be provided upfront to the companies, with the balance of the remaining grant will be on reimbursable basis.

To learn more about Industry 4RWD incentives, please visit to [www.mida.gov.my](http://www.mida.gov.my).



◀ **Mr. Tran Hong Chung,**  
Chief Executive Officer,  
FPT Software Malaysia



**GOING GLOBAL  
SERIES**

**05**

# NSW Automation

## Fulfils The Global Microelectronics Industry's Demand For Precision Dispensing Systems

Penang-based NSW Automation (NSW), established in 2004, is a Malaysian company that has become one of the world's leading providers for precision dispensing systems in today's global microelectronics and semiconductors industries.

The standard machinery of the pre-2000s era, coupled with the many manufacturing needs, were not enough to push forward the ideal desired outputs. This changed in 2007, when NSW provided the next step: the first generation of precision dispensing machines. Since its establishment, NSW founder and Managing Director Mr. Boo Kiang Ngee has been leading his team to solve the headaches and challenges of customised automation and machinery.

The company provides solder paste micro-dispensing solutions to achieve

remarkably tiny, dispensed dots or lines sizes from as small as 80 micrometres ( $\mu\text{m}$  or one millionth of a metre). There is a great demand for this solution in today's microelectronics packaging industry, including Electric Vehicle (EV) components, 5G devices, micro-electromechanical systems (MEMS), system in a package (SiP), or Package on a package (PoP), as well as active and passive components in Hybrid Surface-Mount Technology (SMT) assembly processes.

Aside from solder paste, NSW micro-dispensing solution is also applicable for various materials including as conductive silver epoxies, UV adhesives, silicone gel, and epoxies amongst other uses.

NSW has expanded its business footprints around the world with professional sales and technical



service offices and representatives in the US, China, Taiwan, South Korea, the Southeast Asian region, SEA countries, Germany, and Russia.

With almost two (2) decades of experience in the advanced dispensing industry, NSW remains committed to delivering high-performance and reliable precision liquid dispensing solutions to support its customers' automated dispensing needs, serving industries and functions such as EVs, semiconductor miniaturisation, green energy, aerospace, consumer, and wearable devices as well as 5G photonics.

With the ever-increasing dependency on electronics, manufacturers struggle to miniaturise the components to fit more features and function into the same or smaller device footprints. Conventional solder stencil printing can only be applied to flat Printed Circuit Boards (PCBs) and only down to 0.3mm sizes, which limits the end size of devices. NSW inventions are able to dispense solders through the dispensing process with "Synchro-Pulse" technology, which allows solder size to be created to a minimum of 0.08mm.

Its "Clog-Free" patent pending invention with the capability to dispense World Smallest Diameter consistently and reliably was announced in a White Paper in collaboration with Indium Corporation in Surface Mount Technology Association International (SMTAI) convention in Illinois USA, under the title of 'Achieving Ultra-Fine-Solder Dispensing'. This redefines the industrial standards of PCB manufacturing to a new; making miniature component design feasible.

This innovation was employed in NSW SD1 to meet PCB design for its components miniaturizing trends with high productive demand. NSW Dual Fully Independent three axis T-Arms was designed to boost yield with smaller foot-print size saving up to 48 per cent with its double capacity.

In order to meet Industry 4.0 standards, the company's products uses vision systems and, state-of-the-art spectrometry distance measurement sensors to collect and analyse information. Smart Artificial Intelligence (AI) algorithms that are able to self-calibrate, self-diagnose, self-verify, and self-compensate, are then used to deliver users seamless automated productivity.

More manufacturers today are demanding micron-level precision fluid dispensing systems, which is why NSW offers a broad range of solutions for precision dispensing needs and strives to deliver highly innovative solutions, always with the focus on microelectronics miniaturisation and heterogeneous integration, which is a highly-challenging application in the emerging market nowadays.

Equipped with NSW's traditional strong performance in the precision dispensing process and experience in the market, NSW has invested a total of RM3 millions in R&D in year 2020 to develop new products and improve the capabilities of existing products to close the gap of market demands. NSW dedicated over 10 per cent of our annual revenue to increase the crucial capability of assembling more components into smaller volumes accurately. Since 2020, NSW has shipped over 12 systems, amounting to over RM12 million to Research Facilities of Multinationals as an early adopter of the solutions, defining the manufacturing packaging future.

W12 features a Linear Motor Drive Technology drive system with accuracy of up to 5µm and repeatability of up to 3µm to providing fast and accurate stage translation. Employing a Direct Mount Technology, the assembly of driving components are direct mounted to granite table as base to guarantee rigidity support and stability during operation.

NSW equipment can support a wide range of manufacturing materials including solder paste, phosphor, Galinstan, and adhesives, as well as supporting UV glue, TiO<sub>2</sub>, silver epoxy, and silicone gel.

NSW dispensing pump products are driven by the demand for a higher level of precision in dispensing and necessitated by new requirements in dispensing processes applied in the manufacturing of modern products and devices, where the miniaturisation of devices is the key consideration in the design of end products. To pack more components in smaller volumes, manufacturing is challenged with the need for precision and accuracy.

Industrial Revolution 4.0 (4IR) focuses heavily on interconnectivity, automation, machine learning, and real-time data. NSW dispensing systems are equipped with various types of sensors that allow

machine learning technology to correspond with disparity and variations automatically as well as to smartly implement compensation of flaws and imprecisions on dispensing applications.

The combination technologies and innovation within this system allows stringent manufacturing to be feasible, and to-date. NSW is thus able to aid in the delivery of solutions for the latest automotive head lamp technology to the world's largest electric car maker.

With the assistance offered by the Malaysian Investment Development Authority (MIDA) under the Industry 4WRD Intervention Fund, the company has successfully embarked on an automation system that has improved resource management by 80 per cent. This will lead to more efficient company productivity and will accelerate the company's business growth through adoption of Industry 4.0 technologies and processes.

NSW has plans to reach 7 per cent of the global market by assessing external opportunities and realising gains in a profitable market segment.

Moving forward, NSW will continue utilising current methods to deliver good results and head for

higher heights, as well as adopt new strategies to move forward with stronger steps. Additionally, the company will invest in extended market surveys, and Research and Development in order to create additional products in response to consumer needs.

Managing Director Boo Kiang Ngee said, "We seek to keep the art of automated dispensing at the heart of what we do, to help our customers meet the ever-increasing demands for speed and quality in today's microelectronics market."

"Although there are a lot of adhesive dispensing systems in the market, our next-level nano-automated dispensing tech sets NSW apart. Our machines are highly stable in producing extremely fine volumes of fluid and microdots exactly and precisely – at all times, while our NSW liquid dispensing systems are easy to use and get the tough jobs done effectively," he added.

For more information on Industry 4.0 (Industry4WRD) incentives such as the Industry4WRD Intervention Fund, a financial support facility for Malaysian SMEs in the manufacturing and related services sectors to embrace Industry 4.0. Please contact Domestic Investment Division of MIDA.



**Mr. Boo Kiang Ngee,**  
Founder and Managing Director,  
NSW Automation



**EVENTS**

**06**



**9 March 2022**

MIDA's Food Technology and Resource Based Industries Division Director, Ms. Manjit Kaur Balkar Singh (bottom left – right side) together with MIDA Dubai, the Ministry of Agriculture and Food Industry (MAFI), and Halal Islamic Selangor (HIS) organised a Hybrid Seminar on Malaysia's Food Industry at the Expo Dubai 2020. The seminar focused on current business and investment opportunities in Malaysia, the Government facilitation and assistance, and the halal industry landscape.



**10 March 2022**

MIDA and Bank Islam inked a Memorandum of Understanding (MoU) to form a partnership to provide a financial platform and seamless end-to-end banking services by Bank Islam to new and existing investors in Malaysia, both domestic and foreign.



**10 March 2022**

MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (second from left), attended the Grand Opening Ceremony of Applied Engineering Technology (M) Sdn. Bhd. (AETM)'s in Batu Kawan Industrial Park, Pulau Pinang. AET is a joint venture company between the US-based Applied Engineering and QES Manufacturing Sdn. Bhd. in Malaysia.



**12 March 2022**

The Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali (fourth from right) together with MIDA CEO, Datuk Arham Abdul Rahman (second from right) attended the Groundbreaking Ceremony of ROHM-Wako Electronics (Malaysia) Sdn. Bhd. in Kota Bharu, Kelantan. ROHM-Wako will expand its electronic components facility due to growing demands and anticipated to unlock over 340 new job opportunities for Malaysians.



**15 March 2022**

MIDA CEO, Datuk Arham Abdul Rahman (centre) officiated the Launching Ceremony of Xin Hwa Holdings Bhd.'s E-Fulfillment Centre in Shah Alam, Selangor. Together with him were Xin Hwa's Managing Director, Mr. Ng Aik Chuan and Executive Director, Mr. Kok Poh Fui.

Xin Hwa is a domestic integrated logistics service provider that offers a complete range of services. These include land transportation; warehousing and distribution; freight forwarding and customs brokerage; manufacturing and fabrication of trailers; and container haulage services.



**15 March 2022**

The Raja of Perlis DYMM Tuanku Syed Sirajuddin ibni Almarhum Tuanku Syed Putra Jamalullail and the Raja Muda of Perlis DTYM Tuanku Syed Faizuddin Putra ibni Tuanku Syed Sirajuddin Jamalullail graced the launch of the Perlis Inland Port (PIP), at which MIDA representatives were also in attendance (from left, MIDA's Oil and Gas, Maritime and Logistics Services Division Director, Ms. Habibah Enok, MIDA Kedah Assistant Director, Ms. Rohani Saad, Executive Director (Service Development), Ms. Zuaida Abdullah, three representatives from the Northern Corridor Economic Region (NCER) Malaysia and MIDA Kedah Director, Mr. Mohd Harun Elik).

PIP was established to serve as a catalyst for logistics development in Perlis and to facilitate cross-border trade between Malaysia and Thailand.



**18 March 2022**

The Senior Minister and Minister of International Trade and Industry (MITI), YB. Dato' Seri Mohamed Azmin Ali (left) attended the launching ceremony of Volvo Car Malaysia Sdn. Bhd.'s Electrification Plan. Volvo Car Malaysia announced the company's plan to produce its first assembled electric vehicle (EV) and manufacture the Complete Knocked Down (CKD) unit of electric vehicle (EV) at its manufacturing facility in Shah Alam, Selangor.

MIDA led by Executive Director (Manufacturing Development (Non-Resource)), Ms. Najihah Abas, together with representatives from Transportation Technology Division were also in attendance for the event.



**21 March 2022**

MIDA Deputy CEO (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (first row, third from right) attended a networking dinner hosted by the British Malaysian Chamber of Commerce (BMCC) Chairman Abrar Anwar. The dinner was one of the BMCC's engagement opportunities and privileges for C-level Sterling Members to network and engage in business discussions.



**23 March 2022**

MIDA Penang in collaboration with the Seberang Perai SME Association held an engagement session with over 200 SMEs to brief them on the Industry4WRD Intervention Fund. This fund is a financial support facility for Malaysian SMEs in the manufacturing and related services sectors to embrace Industry 4.0. It is open for all SMEs that have completed the government-funded Industry4WRD Readiness Assessment (RA) programme.



**23 March 2022**

MIDA CEO, Datuk Arham Abdul Rahman (centre - with red tie) officiated the Groundbreaking Ceremony of Sensata Technologies Malaysia (Sensata), a major electrical and electronics (E&E) player in Malaysia since 1974. The ceremony marked another significant milestone for Sensata with the launch of its new Green Certified building in Malaysia.

The expansion will create more than 500 new job opportunities and open up avenues for deeper integration throughout the supply chain via Sensata's collaboration with local SMEs on state-of-the-art sensor assembly operations.



**23 March 2022**

MIDA Deputy CEO (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (left) visited the representative office of SK Telecom to discuss the company's future plans with regards to tapping into the growing business and investment opportunities in the Asian market.



**24 March 2022**

MIDA Terengganu Director, Ms. Mimi Izura Mohamed Iqbal (right) together with the Ministry of International Trade and Industry (MITI), as well as other relevant agencies and associations jointly organised the “Outreach: The Road Ahead with Industry4WRD” programme in Terengganu. The coaching sessions aided local participating companies access and understand the Readiness Assessment (RA) report, as well as transformative initiatives to upskill employees.



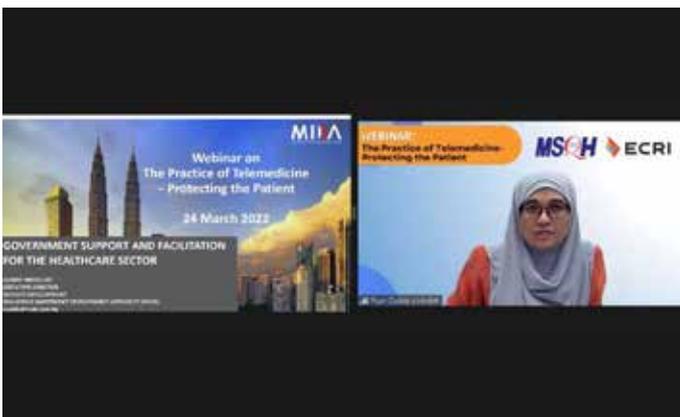
**24 March 2022**

MIDA CEO, Datuk Arham Abdul Rahman (right) was a panellist at the Offshore Technology Conference (OTC) Asia 2022’s Malaysia Country Session. He spoke on Malaysia’s oil and gas industry investment performance, MIDA’s initiatives to attract sustainable and quality investments that align with the country’s sustainability agenda, and the future role of the oil and gas industry in attracting investments into Malaysia.



**24 March 2022**

MIDA Deputy CEO (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja (first row, left) led a networking session with the newly appointed Malaysian International Chamber of Commerce and Industry (MICCI) President, Ms. Christina Tee (first row, centre), and committee members. MIDA shared its insights with MICCI on Malaysia’s economic performance, initiatives, and strategies in facilitating local companies and attracting innovative and high-quality investments into the country.



**24 March 2022**

MIDA Executive Director (Services Development), Ms. Zuaida Abdullah spoke at “The Practice of Telemedicine - Protecting the Patient” webinar, which was co-hosted by the Malaysian Society for Quality in Health (MSQH) and the Emergency Care Research Institute (ECRI). The webinar also featured speakers from ECRI, Malaysia’s Ministry of Health (MOH) and Sunway Medical Centre. Approximately 100 participants tuned in to the webinar and benefited from her presentation on “Government Support and Facilitation for the Healthcare Sector”.



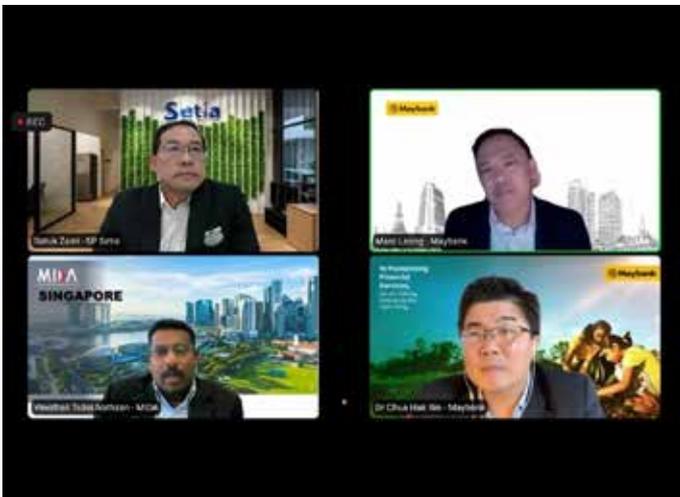
**25 March 2022**

MIDA's Food Technology and Resource Based Industries Division Deputy Director, Mr. Nurul Shams Rusli (second from left) briefed members of the Persatuan Pengusaha Kayu-Kayan dan Perabot Bumiputera (PEKA) on the MIDA Smart Automation Grant. The Malaysian Timber Council (MTC) organised the event, which received a resounding response from participants.



**28 March 2022**

MIDA CEO, Datuk Arham Abdul Rahman (centre, with red tie) led a networking session with the newly formed Federation of Malaysian Business Associations (FMBA), along with its Chairman, Datuk Abdul Malik Abdullah (sixth from right), and members of the FMBA committee. MIDA shared insights on Malaysia's economic performance, initiatives, and strategies for facilitating local businesses, attracting innovative and quality investments into the country, and engaging with the associations on their queries.



**28 March 2022**

MIDA Singapore Director, Mr. Vinothan Tulisi Nathzan (bottom left) spoke at the "Malaysia Economic and Business Policies Updates: What's next for businesses?" webinar, organised by the Singapore Chinese Chamber of Commerce and Industry (SCCCI) in partnership with MIDA Singapore and Maybank Singapore.

The webinar focused on Malaysia's economic outlook for 2022, business opportunities, investment policies, and the most recent commercial and industrial property trends and regulations. More than 150 participants were given up-to-date information on business initiatives and insights, especially on the Twelfth Malaysia Plan (12MP) and the Malaysia Digital Economy Blueprint (MyDIGITAL).



**28 March 2022**

The Hon. Chief Minister of Johor, Datuk Onn Hafiz Ghazi (seated, centre wearing black) paid a visit to Sedenak Tech Park (STeP), alongside MIDA's Business Services and Regional Operations Division Director, Ms. Rosedalina Ramlan (standing on the right) and MIDA Johor. STeP is a 745-acre site dedicated to data centres, cloud computing, and support services that serve and support digital industries, smart manufacturing, and Industry 4.0 in Sedenak Technology Valley and the Iskandar Region.



**28 March 2022**

The Raja Muda of Kedah, Duli Yang Teramat Mulia Tengku Sarafudin Badlishah Ibni Al Aminul Karim Sultan Sallehuddin (centre) officiated the Launching Ceremony of the first assembly facility for Porsche vehicles outside of Europe at Sime Darby's motor vehicle production and assembly facility in Kulim, Kedah with the Chief Minister of Kedah, Yang Amat Berhormat Dato' Seri Haji Muhammad Sanusi Md Nor (second from left), along with members of the Board and Management of Sime Darby Berhad, and members of the Executive Board and Management of Porsche AG and Porsche Asia Pacific. MIDA led by Deputy CEO (Investment Development), Ms. Lim Bee Vian, together with Executive Director (Manufacturing Development (Non-Resource)), Ms. Najihah Abas and representatives from Transportation Technology Division and Foreign Investment Division were also in attendance for the event.

The local assembly facility underscores Porsche's commitment to Malaysia as well as the ASEAN region and demonstrates Sime Darby's dedication to expanding its high value assembly capabilities as a critical element for growth for its Motors' business.



**28-30 March 2022**

MIDA Sabah participated in an exhibition at the Sabah International Convention Centre to commemorate the first anniversary of the Sabah development blueprint 'Hala Tuju Sabah Maju Jaya'. The expo featured 28 exhibitors including ministries, departments, state and federal agencies, investment firms, and oil and gas firms all of which presented their 'Hala Tuju Sabah Maju Jaya' achievements.



**28-30 March 2022**

MIDA Deputy CEO (Investment Promotion and Facilitation), Mr. Sivasuriyamoorthy Sundara Raja led a working visit to Sarawak to engage with stakeholders and existing investors.



**30 March 2022**

MIDA's Transport Technology Division Director, Mr. Nazuki Abdullah attended Honda Malaysia's celebration of its production of one-millionth automobile at its factory in Pegoh Industrial Park, Melaka. The ceremony was officiated by the Chief Minister of Melaka, Datuk Seri Utama Sulaiman Md Ali (centre).



**30-31 March 2022**

MIDA Deputy CEO (Investment Development), Ms. Lim Bee Vian (centre) along with MIDA's Business Services and Regional Operations Division attended the Malaysia Digital Investment States Summit 2022. The summit's primary objective was to share and coordinate the National Digital Investment Strategy with each state's Investment Promotion Agency (IPA) in order to strengthen and attract digital investments to Malaysia.

Ms. Lim spoke about the "Digital Investment Office (DIO) – One Nation Approach" and was on the panel for the "Fireside Chat: Championing Malaysia Digital with National Investment Strategy" discussion.



**30-31 March 2022**

MIDA and the Ministry of Tourism, Arts, and Culture (MOTAC) held engagement sessions on the Special Tourism Investment Zone (STIZ) with the State Governments of Melaka and Negeri Sembilan. MIDA Executive Director (Services Development) Ms. Zuaida Abdullah (third from right) led the team to meet with Leptech Engineering Sdn. Bhd., KAJ Development Sdn. Bhd. and Ehsan Seaview Hotel. During the visit, the team was briefed on the progress and development of the companies' current projects and future business plans.



**ADD-ONS**

**07**



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- [MIDA inks MoU with Bank Islam towards the development of domestic investment ecosystem](#)
- [MIDA's OSC for business travellers to be phased out from April 1](#)
- [Menicon Announces Largest Global Manufacturing Facility In Malaysia](#)
- [Malaysia's Economy Continues To Soar To Greater Heights](#)
- [AETM's Confidence In Malaysia Results In The Setting Up Of A 20,000 Square Feet Manufacturing Facility In Pulau Pinang](#)
- [MIDA Inks MOU With Bank Islam Towards The Development of The Domestic Investment Ecosystem](#)
- [ROHM-Wako to Increase Production Capacity In RM910 Million New Kelantan Facility](#)
- [Xin Hwa, a Domestic Integrated Logistics Service Provider Invested Approximately Rm100 Million to Establish an E-Fulfilment Centre in Shah Alam](#)
- [JF Technology Announced the Establishment of Test Contacting Centre of Excellence in Selangor, With an Investment of RM40 million](#)
- [Volvo Car Malaysia Announced To Produce Its First Assembled Electric Vehicle \(EV\) In Malaysia](#)
- [Sensata Technologies Expands Manufacturing Presence in Malaysia With a New Green Certified Building](#)
- [Sime Darby and Porsche roll-out first locally assembled Cayenne at launch of first assembly facility outside Europe](#)
- [The Closure of the One Stop Centre \(OSC\) for Business Travellers](#)

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- [FMM: Transition to endemic phase set to bolster businesses, economy](#)
- [Dubai-based Bin Zayed International to bring in FDI worth RM100 bln into Malaysia](#)
- [Japan, Malaysia expand cooperation beyond bilateral relations, says ex-PM Abe](#)
- [Malaysia, Japan to step up joint efforts to tackle global supply chain issues](#)
- [Melaka Chief Minister invites investors to M-WEZ](#)
- [RCEP comes into force for Malaysia on March 18, 2022 – MITI](#)
- [RCEP: Businesses need to embrace change to seize opportunities](#)
- [MITI committed to ensuring robust trade, investment ties with Vietnam – Mohamed Azmin](#)

- [Malaysia-Qatar bilateral ties, economic cooperation to be further strengthened with PM's visit](#)
- [Melaka ready to help existing investors remain in the state, says CM](#)
- [Most Japanese companies in Malaysia record operating profit in 2021](#)

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- [State govt to ensure Muar becomes O&G hub – Johor MB](#)
- [Upcoming Batu Kawan flagship factory vital for future growth, says ams OSRAM](#)
- [Global semiconductor investments offer opportunities to local players](#)
- [Penang's 2021 manufacturing investment surges to RM76.2b](#)
- [Azmin: MITI, Health Ministry in talks to set up Covid-19 booster dose programme in manufacturing sector](#)
- [MRT3 a boon for Malaysian locomotive design & manufacturing specialists](#)
- [Japan's ROHM-Wako in RM910mil expansion in Malaysia](#)
- [Sabah govt seals RM2b investment from SBH Kibing](#)
- [Volvo Car Malaysia to assemble EVs in Shah Alam facility](#)
- [DRB-Hicom investing RM32b to develop Automotive High-Technology Valley — PM](#)
- [US company commits to invest RM1 billion in Bintulu, says Abang Johari](#)
- [242 factories in KK Industrial Park generated RM1.68 bln investments as of Feb 2022 — Joachim](#)
- [Unisem's new plant in Gopeng to double existing production capacity](#)
- [AT&S plans to explore collaborations in new products, technologies in Malaysia](#)
- [Sensata Technologies expands operations in Malaysia](#)
- [Widad Business Group collaborates with China-based SANY Group a joint IBS manufacturing facility setup in Kedah](#)
- [Malaysia, Japan collaborate in smart manufacturing](#)
- [Azmin: Malaysia-Qatar deal comes to fruition with development of large-scale dairy project in Perlis](#)
- [First Porsche assembly facility outside Europe launched in Kulim](#)
- [Malaysia's E&E exports to perform well despite Covid challenges, chip supply shortage risks](#)
- [Turkish Aerospace eyes Malaysia as design and build hub](#)
- [NS Corp, Havelsan collaborate for NS Aerospace Valley and UVV development](#)

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- [Expansion of Sepang Bay Container Port set to generate nine ICP initiatives](#)



- [Samaiden partners Tokyo engineering firm to explore RE sector in Malaysia, overseas markets](#)
- [MIMOS, Maxis, Huawei set up 5G, AI innovation hub to boost technology adoption](#)
- [Digital Investment Office records RM3.4 bln in digital projects in 2021 – Mustapa](#)
- [Sustainability: Powering smart buildings with IoT](#)
- [Xin Hwa sets up RM100 mil e-fulfilment centre in Shah Alam](#)
- [JF Technology sets up RM40m test contacting centre of excellence in Kota Damansara](#)
- [Proton unveils solar power facility at Tanjung Malim](#)
- [Petronas, Schlumberger explore opportunities in sustainability, digital, IoT, R&D](#)
- [KL Wellness unveils RM11 bln GDV healthcare-based sustainable development](#)
- [RE contributes to a competent, credible local energy industry: Takiyuddin](#)
- [Penang to transform into green city to boost competitive edge](#)
- [Titijaya, DHL to develop semiconductor logistic facility](#)

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## »» GLOBAL NEWS

- [Four technologies driving digital transformation in the next five years](#)

# ADVERTISE WITH US

GET YOUR BUSINESS NOTICED

## OUR COMMUNICATION TOOLS



### MIDA WEBSITE

With more than 70,000 average visits per month, our website provides useful & relevant information, which serves as a reference for potential investors in doing business in Malaysia.

**Homepage: RM1,500 per week**

### E-NEWSLETTER

With more than 70,000 registered subscribers & growing, our monthly English e-Newsletter contains the latest industry & services updates as well as activities held throughout the month.

**Full page: RM6,000 per issue**

**Half page: RM3,000 per issue**

**Quarter page: RM2,000 per issue**



One of our video wall at MIDA lobby



Some of our LCD TVs at MIDA lobby

### 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.

**Video wall: RM6,000 per month**

**LCD TV: RM3,000 per month**

# HOST WITH US

FIND THE RIGHT VENUE FOR YOUR CORPORATE EVENT



HALL			
HALL TYPES		GOVERNMENT	PRIVATE
PERDANA HALL (230 PAX)	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	<b>RM5,000</b>	<b>RM5,000</b>
BANQUET HALL (230 PAX)	Inclusive of: • Basic AV System	<b>RM3,000</b>	<b>RM3,500</b>
PERDANA + BANQUET HALL	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	<b>RM7,500</b>	<b>RM9,000</b>
F&B PACKAGES		GOVERNMENT	PRIVATE
<b>A</b>	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	<b>From RM100 / Pax</b>	
<b>B</b>	Inclusive of: • Refreshment • Tea Break • Hi-Tea	<b>From RM80 / Pax</b>	
<b>C</b>	Inclusive of: • Refreshment • Tea Break/Hi-Tea	<b>From RM50 / Pax</b>	

PRIVATE MEETING ROOM			
ROOM TYPES		GOVERNMENT	PRIVATE
BOARD ROOM (30 PAX)	Inclusive of: • VIP Holding Room • VIP Lounge • AV System	<b>RM2,000</b>	<b>RM2,500</b>
USA ROOM (25 PAX)	Inclusive of: • Basic AV System	<b>RM1,500</b>	<b>RM1,850</b>
JAPAN ROOM (50PAX)	Inclusive of: • Basic AV System	<b>RM1,500</b>	<b>RM1,850</b>
F&B PACKAGES		GOVERNMENT	PRIVATE
<b>A</b>	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	<b>From RM100 / Pax</b>	
<b>B</b>	Inclusive of: • Refreshment • Tea Break • Hi-Tea	<b>From RM80 / Pax</b>	
<b>C</b>	Inclusive of: • Refreshment • Tea Break/Hi-Tea	<b>From RM50 / Pax</b>	

TRAINING ROOM			
ROOM TYPES		GOVERNMENT	PRIVATE
SIGMA\ GAMMA ROOM (40PAX)	Inclusive of: • Basic AV System • 1 Flipchart • 2 Mahjong Paper • 2 Marker Pens	<b>RM850</b>	<b>RM950</b>
F&B PACKAGES		GOVERNMENT	PRIVATE
Inclusive of: • Refreshment • Tea Break • Hi-Tea		<b>RM60 / Pax</b>	

\*All rates are exclusive of :  
 • **SST (6%)**  
 • **Service Staff, linen, dome, logistic (RM200)**  
 \*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 International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 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 Twitter, Instagram and Facebook, LinkedIn 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**

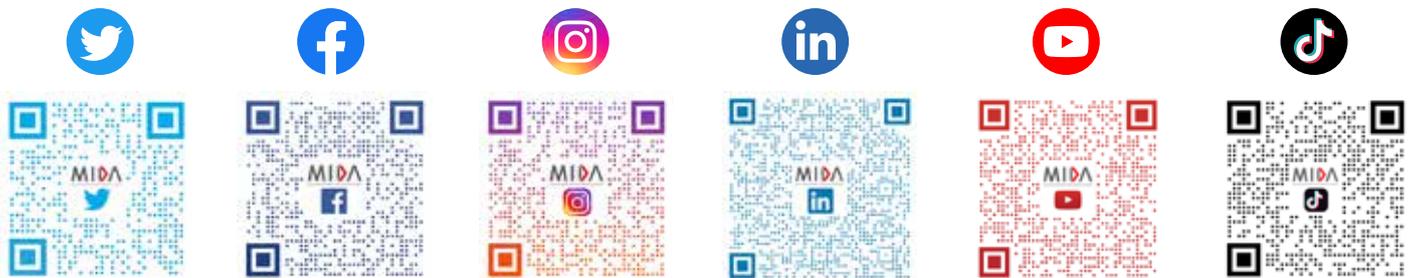
**Fax: +603 2274 7970**

**E-mail: [investmalaysia@mida.gov.my](mailto:investmalaysia@mida.gov.my)**

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

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



[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 / 2263 2555 / 2263 2549  
E-mail: [investmalaysia@mida.gov.my](mailto:investmalaysia@mida.gov.my)