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**MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY  
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A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



*Selamat Hari  
Malaysia*



**IN THIS ISSUE**



**Malaysia Continues to Attract Business Interest**



**The Semiconductor Industry: Moving Up the Value Chain**



**Fueling Oil and Gas Industry Growth Through Digitalisation**



**A Landmark Factory Unlike Any: Hotayi Electronic**



**SIRIM: Malaysia's Best Partner for Innovation**

# Malaysia Continues to Attract Business Interest

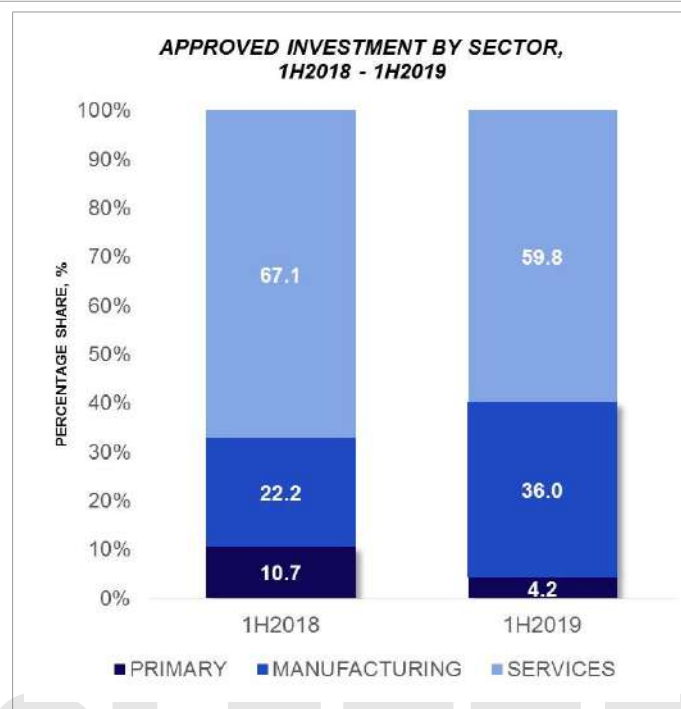
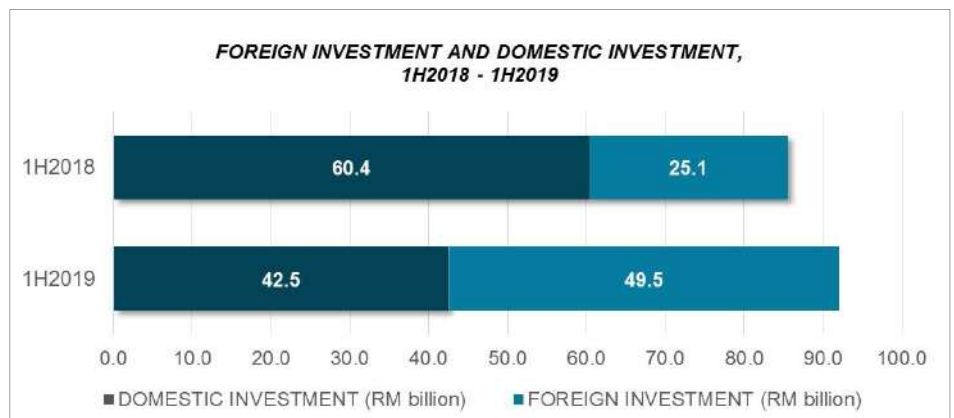


*Foreign Investments in the Manufacturing, Services and Primary Sectors Increase by 97.2% between January - June 2019*

Malaysia continues to sustain its investment growth momentum in the first half of 2019 (1H2019) despite the challenging global economic landscape and intense competition, with total investments of RM92.0 billion recorded in the services, manufacturing and primary sectors. These investments were from 2,554 projects and will potentially create 59,542 employment opportunities in the country.

During this period, foreign investments in these sectors increased by 97.2% to RM49.5 billion from RM25.1 billion recorded in the first half of 2018. This illustrates Malaysia's competitive and comparative advantages in attracting investments amid mounting global market uncertainties and trade war tensions.

Domestic investments approved in 1H2019 amounted to RM42.5 billion, contributing 46.2% to the total investments.





The **services sector** accounted for the largest share of the total with approved investments of RM55.0 billion or 59.8%. A notable services project approved in 1H2019 is the large scale solar (LSS) expansion project to be undertaken by TNB Bukit Selambau Solar in Bukit Selambau, Kedah. The LSS project with a capacity of 30 MWAC will provide renewable energy (RE) totalling 1,700MW by the year 2025.

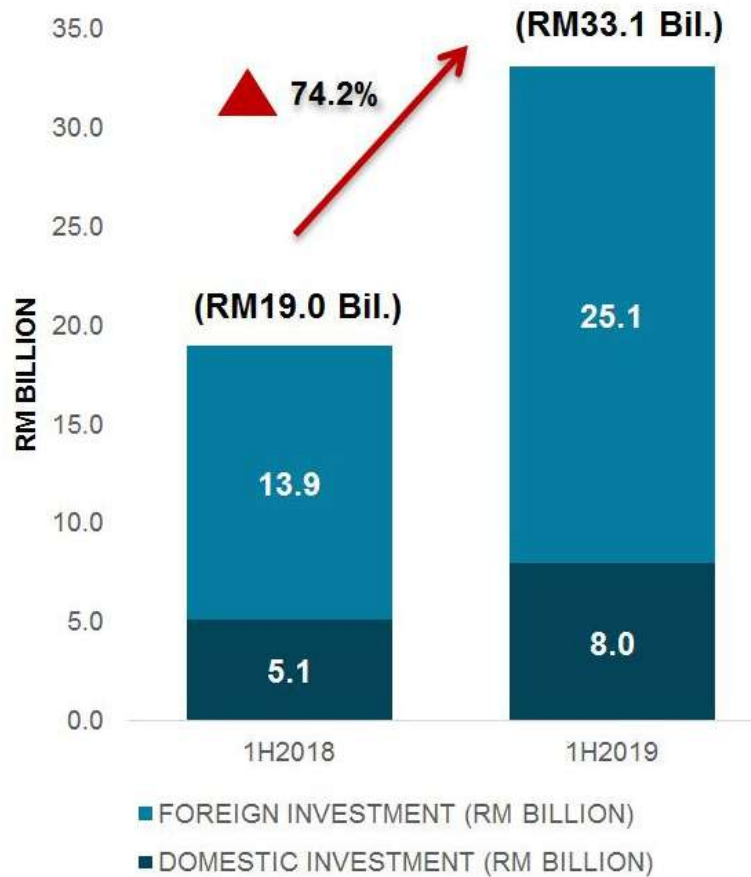
This is in line with the Government's target of achieving 20 per cent of the country's electricity to be generated from renewable sources by 2030.

The favourable investment growth for the 1H2019 was driven by the robust performance of the **manufacturing sector** that soared by 74.2% to RM33.1 billion compared to RM19.0 billion in 1H2018. The approved manufacturing projects will create 30,449 job opportunities, the largest potential employer in the economy.

**APPROVED INVESTMENT IN THE SERVICES SECTOR, 1H2019**



**APPROVED INVESTMENT IN MANUFACTURING SECTOR, 1H2018 - 1H2019**



The potential jobs created include 1,829 electrical and electronics engineers, 896 mechanical engineers and 211 chemical engineers. In addition, the projects will also require

about 2,886 skilled craftsmen such as plant maintenance supervisors, tools and die makers, machinists, IT personnel, quality controllers, electricians and welders.



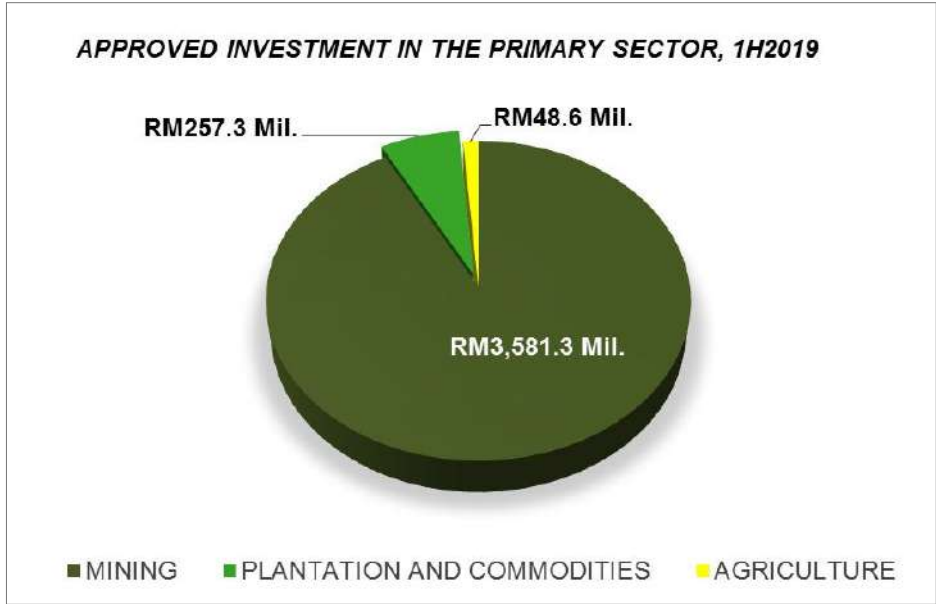


Majority of the investments in the manufacturing sector were from foreign sources, accounting 75.8% or RM25.1 billion, and the remaining 24.2% or RM8.0 billion were from domestic investments. The top foreign sources were from the United States of America (USA) with investments of RM11.7 billion, followed by China (RM4.8 billion), Singapore (RM3.1 billion), Japan (RM2.1 billion) and the British Virgin Islands (RM1.4 billion). These five countries jointly accounted for 92.0% of total foreign investments approved in the manufacturing sector for this period.

The expansion project of Longi Technology (Kuching) from China is among the notable high technology projects approved during the period January to June 2019. The company is expanding its capacity to produce monocrystalline solar cell to meet demand in overseas markets. Other approved projects include a new project from Advance Energy Industries and expansion projects by On Semiconductors and Plexus Manufacturing. These three companies are from the USA.

Malaysia has consistently pursued more capital intensive projects moving away from labour-intensive projects to high-skilled and technologically advanced projects that support the sustainable development agenda of the nation. The capital intensity, measured by capital investment per employee (CIPE) ratio of projects approved within the sector increased to RM1,088,715 in January to June 2019 from RM837,862 in the same period last year.

**APPROVED INVESTMENT IN THE PRIMARY SECTOR, 1H2019**



By value of investments, Pulau Pinang (RM9.2 billion), Kedah (RM7.7 billion), Selangor (RM6.0 billion), Johor (RM4.0 billion) and Perak (RM1.7 billion) accounted for 86.4% of the total approved investments in the manufacturing sector.

Meanwhile, the **primary sector** contributed RM3.9 billion or 4.2% to the total approved investments in the first half of 2019. The mining subsector continued to lead with approved investments of RM3.6 billion, followed by plantation and commodities with RM257.3 million and agriculture with RM48.6 million. These investments are expected to create 443 job opportunities.

Malaysia's 1H2019 investment performance is a testament of the Government's commitment to remain pro-business with prudent and pragmatic policies to ensure a conducive environment for businesses to thrive. Coupled with strategic promotions to welcome quality investments that will contribute to enhancing the country's

technological capabilities, develop the local supply chain and increase the country's export revenue, the Government is continually investing in human capital, technology and infrastructure and focusing on sharpening the country's competitive edge.

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# The Semiconductor Industry: Moving Up the Value Chain

## Understanding the Semiconductor Industry

The semiconductor industry is the primary enabling technology in every production line in the world. Semiconductor devices are essential components of electronic circuits and are made primarily from silicon. They can be found in almost every electrical device such as smartphones, computers and even coffee machines. Companies that operate in the semiconductor industry generally belong to one of these groups:

- 1. Pure Play Foundries:**  
These are companies that do not have any design capabilities as they focus only on the fabrication and testing of semiconductor products.
- 2. Integrated Device Manufacturers (IDMs):**  
IDMs are companies that design, fabricate and sell semiconductor products.
- 3. Fables:** Fabless companies are involved only in the design and sale of semiconductor products while outsourcing the fabrication to foundries.

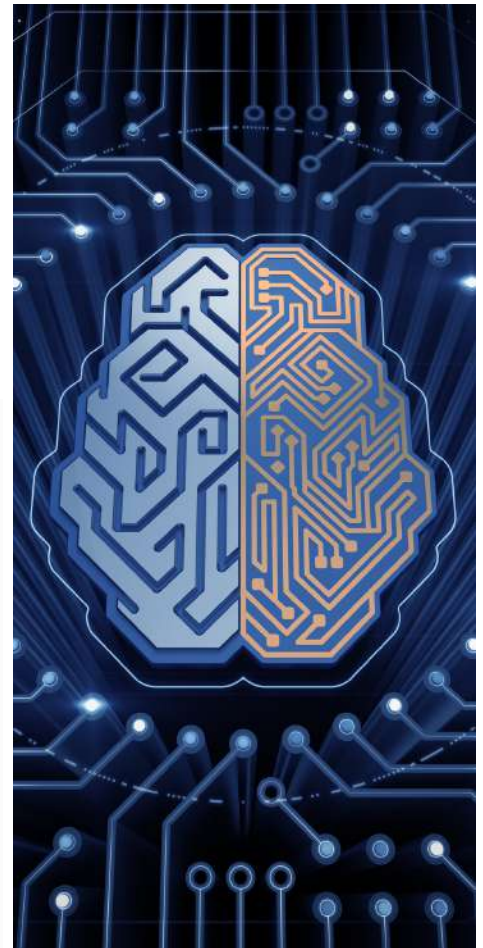
Industry forces and digital innovations are reshaping the semiconductor industry. Together, these companies design, manufacture and sell products such as memory chips, microprocessors, integrated circuits and complex systems-on-a-chip (SOC).

R&D spending is a crucial metric for semiconductor companies as improvements in manufacturing processes can help to drive down production costs, which leads to higher margins for semiconductor companies. With R&D spending expected to increase, profit margins are expected to expand over the next few years.

## Trends within the Semiconductor Industry

The investment outlook in the semiconductor industry is potentially attractive given its value propositions. Estimates published by Gartner and Statista predicts semiconductor sales revenue to grow at a CAGR of 6.17% and hit USD503 billion in 2020.

The semiconductor industry is relatively consolidated,



with the top nine companies making up approximately 59% of worldwide semiconductor sales revenue. Wireless communication is the largest end-use segment for semiconductor products. Growth in this segment is expected to continue on the back of increasing smartphone penetration rates and infrastructure spending in preparation for 5G networks.

Steady increases in IoT hardware spending will be a significant source of revenue for the semiconductor industry in the future. Notable trends in the semiconductor industry include:





*Currently, wireless communication is one of the most significant end-use segments for semiconductor products. Growth in this area is heavily driven by trends such as increasing smartphone penetration rates and the demand for faster connection speeds.*

**i. Artificial Intelligent (AI)**

The growing demand for AI-based applications from other industries such as medical devices and imaging technology, life sciences and biotechnology, clean and green technology, information and communication technology as well as other fields will create new growth opportunities for semiconductor manufacturers.

**ii. Transition to More Advanced Technology Node**

The transition to smaller and more current nodes in IC

manufacturing will ensure that companies producing ICs have a competitive advantage by offering components that have increased power and performance. However, this move presents a challenge in terms of cost and resources that the semiconductor industry needs to address.

**iii. Autonomous or Electric Vehicles (EVs)**

Semiconductors will play a vital role in the growth and innovation of autonomous driving technology in the automotive industry where semiconductor components will be widely used for autonomous cars and electric vehicles. The rapidly expanding automotive market will provide ample opportunities for automotive semiconductors to improve the connectivity, battery performance in EVs, enhanced sensors, and other technologies.

**iv. Wireless Communication Products and Growth of 5G**

Wireless communication is currently one of the most significant end-use segments for semiconductor products. Growth in this area is heavily driven by trends such as increasing smartphone penetration rates and the demand for faster connection speeds. Similarly, the introduction of 5G technology, which promises to provide data transmission speeds over wireless broadband networks of up to 20Gbps, 20 times faster than 4G networks,

will also benefit the semiconductor industry. It is estimated that by 2025, 5G infrastructure spending will hit USD326 billion. Of which, nearly 80% will be spent on network infrastructure, which is essential for 5G networks to operate smoothly. 5G compliant modems, wireless devices, small cells and data centres are a few examples of the hardware required by 5G networks, which will include semiconductors as an essential component. These investments will have a positive impact on the entire semiconductor industry.

**v. Rise in Hardware Spending for IoT Applications**

Semiconductors are the bedrock of technology. These days, it is nearly impossible to find a device that doesn't rely on semiconductors. Autonomous vehicles, one of the up and coming IoT application, saw a 58% jump in semiconductor revenues from 2016 to 2017. As the IoT continues to materialise, other applications such as cloud-based computing and artificial intelligence (AI) will also see an increase in hardware spending, thus leading to an additional demand for semiconductors. Gartner estimates that there will be 20.4 billion smart devices in 2020. Hardware equipment such as smart devices is estimated to account for 35% of the total IoT market in 2020.



## Challenges Ahead

Challenges are inevitable in any industry but recognising them is the crucial stepping stone to enable industry stakeholders to effectively map out strategies to overcome them.

The semiconductor industry is challenged with concerns driven by innovation and technological developments moving at a drastic pace. The industry needs to continuously inject new innovations in enhancing the value chain of the industry. It is crucial for the local semiconductor industry to develop a pool of product design talents and address issues such as intellectual property protection, licensing and research and development (R&D) spending.

Not forgetting, the ability for Malaysia to adapt and adopt new technology efficiently will pose as challenge whilst determining Malaysia's competitiveness in the global value chain. As the global technological trends led by top semiconductor and technology nations will affect and shape the local industries, Malaysia can no longer be playing catch-up but must actively strive to build its expertise and niche.

## Gearing up the Future

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 continues to encourage companies to undertake design and development (D&D) activities in the E&E industry. These activities are eligible for incentives of 70% - 100% Pioneer Status for 5 to 10 years subject to

specified criteria or conditions. Other eligible activities for the incentives include D&D and services of:

- a) Integrated circuit (IC) design;
- b) IC packaging design;
- c) Embedded system design;
- d) Test and engineering design services for E&E clusters and its connecting supply chain ecosystem.

Any queries and applications for the above activities can be submitted to E&E Industry Division of MIDA: (<https://bit.ly/2Z7ZdUY>).

**PROMOTION OF D&D ACTIVITIES**

IC PACKAGING DESIGN    IC DESIGN    EMBEDDED SYSTEM DESIGN    TEST & ENGINEERING DESIGN SERVICES

ELIGIBLE FOR CONSIDERATION OF:

**70%-100% PIONEER STATUS FOR 5 TO 10 YEARS**  
SUBJECT TO SPECIFIC CRITERIA/CONDITION

Applications for the above activities can be submitted to

**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY  
E&E Industry Division

# Fueling Oil and Gas Industry Growth Through Digitalisation



Active use of technology to capture new frontiers and drive productivity is not new to the oil and gas industry. The upstream sub-sector for example, has been at the forefront of several significant technological advances in the past, from supercomputing techniques for reservoir modeling to seismic and 3D imaging for drilling and project developments; while refineries have been pursuing digitalisation for more than 30 years, with technologies like advanced process control (APC) being part of the operational mix of many operators.

What is different today is how fast technology transformation is accelerating. Today's global oil and gas industry is operating in a unique environment of a high degree of volatility and risk. Diminishing returns, coupled with forecasts for continued volatile prices have heightened the urgent need for business transformation.

This has pushed operators across the oil and gas industry to adopt digital technologies, not only to ensure efficient operations and sustainability but also to address safety and environment requirements.

The World Economic Forum, recognising digital transformation as an emerging driver of sweeping change in the world, launched the Digital Transformation of Industries (DTI) project in 2015 to better understand and prepare for new opportunities and themes arising from latest developments and trends from the digitalisation of business and society. The DTI analysis of the oil and gas industry in 2016 focused on four issues central to the industry over the next decade: digital asset life cycle management, circular collaborative ecosystem, beyond the barrel and energising new energies.

As such, developments in technologies such as cloud

computing, the Internet of Things (IoT), mobility, artificial intelligence (AI), virtual reality (VR) as well as big data analytics have been significant contributors driving digitalisation trends in the industry. The DTI analysis further expounded that combining technologies in innovative ways could magnify their capabilities exponentially, far beyond their effectiveness if deployed separately. This is also echoed by McKinsey's Commentary on "The Next Frontier for Digital Technologies in Oil and Gas (August 2016)", which estimates that the capital expenditure in the oil and gas industry can be reduced by up to 20% with effective use of digital technologies. It also forecasts that total cash flows will improve by USD11 per barrel across the offshore oil and gas value chain, adding USD300 billion a year by 2025.





**MIDA trusts that adoption of digitalisation within the industry will further enable competitive and economic advantages to the domestic oil and gas industry players.**

Looking at Malaysia's very own home-grown oil and gas industry players, PETRONAS has embarked on driving the digital transformation of the oil and gas industry within the country. This includes them digitally transforming their procurement function to a flexible, cloud-native and open platform. With this transformation, PETRONAS is able to better predict demand for categories of spend, enabling them to provide more accurate signals to their vendors and suppliers by leveraging AI, big data, blockchain, and IoT to achieve transformative business outcomes. This has resulted in a win-win gain for PETRONAS, their vendors and their clients alike.

**Case in point:** Sky Futures (M) Sdn. Bhd., a Malaysian owned company that provides end-to-end drone-based industrial inspection services using round-breaking software, sensor and technology solutions. The company's inspection services are 85% more cost-effective than conventional inspection techniques. This is attributed by reduced shutdowns and the faster, safer and accurate high-quality data sets obtained by Sky Futures' inspection drones for their clients to

make a smarter decision in regards to their operations.

Moving forward, digital transformation will undoubtedly continue to be a focus across the oil and gas industry. The government, through various agencies, including MIDA, will continue to support the adoption of digital transformation undertakings within the industry by providing the necessary assistance and facilitation for industry players to thrive.

Some notable incentives and grants offered by MIDA include grants for research and design training, modernisation and upgrading of equipment and acquiring new technologies, as well as incentives and facilitation relating to the adoption of automation or Industry 4.0 technologies.

MIDA trusts that adoption of digitalisation within the industry will further enable competitive and economic advantages to the domestic oil and gas industry players.

## Digital themes

Four themes are central to the digital transformation of Oil and Gas over the next decade:



**Digital asset life cycle management.** New digital technologies combined with data-driven insights can transform operations, boosting agility and strategic decision-making, and resulting in new business models.



**Circular collaborative ecosystem.** Applying integrated digital platforms enhances collaboration among ecosystem participants, helping to fast-track innovation, reduce costs and provide operational transparency.



**Beyond the barrel.** Innovative customer engagement models offer flexibility and a personalised experience, opening up new revenue opportunities for Oil and Gas operators, and new services for customers.



**Energising new energies.** The digitalisation of energy systems promotes new energy sources and carriers, and supports innovative models for optimising and marketing energy. To remain relevant to customers, the Oil and Gas industry must understand the full impact of these changes on the broader energy system.

*Source: White Paper: Digital Transformation Initiative Oil and Gas Industry, World Economic Forum, January 2017*

# A Landmark Factory Unlike Any: Hotayi Electronic

## Hotayi Reinvests in Malaysia

Hotayi Electronic is a leading Global Electronics Manufacturing Services (EMS) company that provides a wide range of value-added manufacturing solutions and services such as PCB assembly till box build. Founded in 1992, this Taiwanese-owned company has achieved remarkable international milestones under the leadership of its chairman, Dato' Lee Hung Lung. For the past 27 years, Hotayi has been continuously striving for operational excellence and continuous improvement. This has become part of Hotayi's culture, which enables the company to continue to gain trust in customer partnership over the years.

In 2018, after just 10 months of construction, the state-of-art 350,000 sqft Hotayi Batu Kawan facility was completed in time to cater to the customer's global strategic plans to increase capacity in South East Asia. The availability of highly-skilled, multi-lingual



Dato' Lee Hung Lung,  
Chairman,  
Hotayi Electronic (M) Sdn. Bhd

labour force and the efficiency of the electronics supply chain made Penang the Silicon Valley of South East Asia. In addition, Malaysia, being a politically stable country with the government adopting policies to ensure an efficient, responsible and pro-business environment was undoubtedly the first choice to establish Hotayi's new state-of-the-art facility. Hotayi has invested heavily in this new facility which include three major elements namely Smart, Green and Nature. Talents from all over the world were called together to accomplish this landmark factory.

Technologies like car plate recognition, facial recognition, building management systems, and more than 500 sensors were installed and implemented into this smart factory. These technologies improve the quality of the working environment and take the employees to a new level of work-life.



# HOTAYI





## Talent is at the Heart of Hotayi

Hotayi recognises that talent is at the heart of the company. Over the years, Hotayi has been able to meet all customers' demands and requirements and attributes these successes to the strong teamwork within the employees. Hotayi strives to create a platform where talents from all areas can gather, work together, learn together, grow together, and accomplish the impossible as a team.

As an IATF16949, ISO 9001 and ISO 14001 certified company, Hotayi's customer-base consists of reputable multinational original equipment manufacturer companies that cover diversified markets with products ranging from automotive, consumer, storage devices, commercial, public safety and industrial equipment. "To be able to support world-class customers, Hotayi needs to be a world-class company as well. To be a world-class company, Hotayi needs to have world-class employees," explains Dato' Lee, Chairman of Hotayi.

Hence, Hotayi has been working closely with higher learning institutions to prepare and

equip students with the necessary tools and skills in the industrial sector. The latest collaboration being an MoU signed with Tunku Abdul Rahman University College (TAR UC).

This MoU paves the way for TAR UC and Hotayi to collaborate on actual industrial matters amongst others internship and opportunities as well as scholarships for students in the fields of engineering, microelectronics, ICT and applied science.

Over the years, accumulated technical expertise and experiences in manufacturing core strengths have helped to establish Hotayi as a leading-edge solution manufacturing provider that is able to meet and exceed customer needs in term of quality, cost and delivery requirements. Hotayi uses its core competency in information technology to integrate innovative automation solutions into its manufacturing processes and business workflow to provide superior quality control, high process efficiency, optimised capacity planning, end-to-end product traceability and timely delivery.





# SIRIM: Malaysia's Best Partner for Innovation

SIRIM Berhad (SIRIM), formerly known as the Standard and Industrial Research Institute of Malaysia, wholly-owned by the Minister of Finance Incorporated is a premier research and technology organisation in Malaysia. As an organisation that came into operation on 1 September 1996 through a corporatisation scheme of standards and industrial research institute, SIRIM ensures timely and focused research and innovative technologies that bring about improvements to enhance the competitiveness of the local industry. It is now entrusted as an agency under the Ministry of International Trade and Industry (MITI) since 22 October 2018.

Being the national champion of quality, SIRIM is nation's machinery for research and technology development and plays a major role in the development of the private sector in Malaysia. Tapping into SIRIM's expertise and knowledge of over forty years, it focusses on developing new technologies and improvements in the manufacturing, technology and services sectors. SIRIM also nurtures small and medium enterprises (SMEs) growth with solutions for technology penetration and upgrading, making it an ideal technology partner for SMEs.

Given SIRIM's various roles, mandates and activities, categorising its functions into development, commercial and statutory areas will allow stakeholders to better understand and utilise the organisation's existing services.

### DEVELOPMENT

#### SIRIM Industrial Research

SIRIM Industrial Research plays a major role in promoting technology upgrading for

Malaysian SMEs within the manufacturing sector. Its core activities include undertaking market driven research, providing consultancy and contracting research by collaborating with industry especially SMEs, academia and government agencies to ensure industries are ready for global competitiveness and achieve socio-economic growth.

The SIRIM Industrial Research consists of Industrial Centres of Innovation (IC-Innovation) and Technology Centres that focus on specific areas, driving product and process development beginning from concept to design, engineering as well as prototyping services in its allocated segments. Its end goal is to support the local industrial innovation ecosystem through research and development and new technology innovations that develop and sustain businesses and industries, especially SMEs.

SIRIM's IC-Innovation areas include Nanotechnology, Sensor, BioMedical, Smart Manufacturing, Bio-Natural Gas and Energy Management. SIRIM also has dedicated Technology Centres for Machinery Technology, Environmental Technology and Industrial Biotechnology.

#### *SIRIM - Fraunhofer Programme*

In line with the Government's initiative to embrace technology in catalysing the growth of SMEs and boosting industrial productivity through technology penetration and upgrading, the SIRIM-Fraunhofer programme was inceptioned in 2015. The programme is based on two significant features – enhancing innovation services and strengthening networks with strategic partners.

By leveraging on the Fraunhofer Model's experience in spearheading innovation and technology development in German industries, the programme comprises of four main activities:

- i) Implementation of Innovation Management/ Technology Audit
- ii) Technology Uptake
- iii) Nurture Growth of Small Micro Enterprises
- iv) Cross-cutting Programmes



## Technology Audit

Technology Audit is among the initiatives introduced and jointly developed for Malaysian SMEs by SIRIM and the Fraunhofer Institute of Germany. The audit provides the management of participating companies with an understanding of their strengths and weaknesses as well as potential points for improvement. Participating companies will have the opportunity to work with SIRIM in upgrading their technology capabilities, exploring potential improvements through mechanisation, automation and upscaling. These companies will be assessed on their readiness to undertake R&D and to identify relevant areas of R&D that will benefit the company in the long term.

The outcome of this audit will ultimately help the participating companies to set up actionable plans to enhance productivity, improve technology management capabilities and move up the value chain.

Follow-up activities are also provided to participating companies to further enhance their efforts to become more competitive, innovative and productive and to make their products more accessible to the market.

## SME Development and Technology Application

To enable SMEs to increase their productivity and improve their products through technology applications and quality initiatives,

SIRIM Development and Technology Application continuously engage with SMEs to assist in the field of product and process enhancement through programmes such as:

- Entrepreneurship Development Programme – training, consultancy, coaching and hand-holding
- Services Gap Analysis Audit/Pre-application Audit
- Quality Enhancement Programme
- Product Development Programme
- Productivity Improvement and Optimisation Programmes
- Certification Programme e.g. Halal, GMP, HACCP
- Export Ready Consultancy Programme
- Incubator Services Consultancy

## COMMERCIAL

### SIRIM Standards Technology Sdn. Bhd.

is a one-stop centre backed by years of experience and professional technical staff comprising engineers and technologists. It offers comprehensive and diverse range of calibration and measurement services, Failure Analysis as well as Non-Destructive Testing (NDT) services at its well-equipped laboratories.

The ISO 17025 accreditation was awarded to all SIRIM Standards Technology's laboratories in recognition of its competence and leadership in laboratory management and operations. With laboratories and personnel located in Shah Alam, Pulau Pinang, Johor, Kuching and Kuantan, SIRIM Standards Technology is well-situated to serve customers and fully meet their expectations.

### Calibration Services

A subsidiary of SIRIM Berhad, **SIRIM Measurements Technology Sdn. Bhd. (SMT)** focuses on providing measurement instrumentation solutions, as well as technical services such as product start-up assistance and support, training, consultation, test system development and integration, calibration and repair of multi-vendor measurement products for scientists, engineers and researchers.

SMT provides a wide spectrum of technologies and solutions ranging from electronics to life sciences and chemical analysis, which enable discoveries and pushes frontiers of science. Headquartered in Kuala Lumpur, the company has an office in Permatang Pauh, Penang.

This is in addition to the function of the SIRIM's Calibration and Repair Lab as follows:

- Provision of calibration services for all power, electrical and radio – Frequency RF instrumentation
- Complete ONE - Stop Lab for test and measurement instrumentation
- Fully equipped lab with ISO 17025 certification
- Capability in servicing multi-vendor measurement product (MVP) for scientists, engineers and researchers
- Technical outsourcing, instrumentation maintenance and customise services.

## Malaysian Standards and Industry Standards Development, Training and Consulting

Serving as a national enquiry point on technical barriers to trade as well as supporting knowledge expenditure in technical areas through its Technical Library and training, SIRIM STS is the leading one-stop resource centre for services relating to the development of Malaysian Standards (MS) and SIRIM Industry Standards. SIRIM STS aspires to assist organisations towards implementing excellent business culture by associating quality, technology and best practices in their daily work demands.

As part of the product development and innovation process, SIRIM undertakes Standards Research and Development initiatives on existing local and international standards to find one that is suitable to industries' needs. If no standard exists, SIRIM develops new standards to nurture product ecosystems and encourage industrial collaboration. As such, SIRIM's expertise includes:

- Researching available local and international standards

- Developing new national and proprietary standards
- Developing standards and technical specifications for industry
- Developing guidance documents for quality assurance and product testing

Apart from standardisation activities, SIRIM STS also aims to upgrade the technological skills and capabilities of local industries. Backed by a pool of experienced team of specific industry trainers and consultants, the objective is realised through the provision of public courses, seminars, workshops, conferences, in-house, packaged training programmes and consultancy services.

## Technology Transfer and Commercialisation

In driving commercialisation of promising innovations from a broad range of technology sectors, **SIRIM Tech Venture Sdn. Bhd (STV)** focuses not only on SIRIM's developed technology but also explores strategic collaborations with technology partners on commercialisation. Currently, STV focuses on Micro Precision Grinding and Filament Winding Technology.

## Case in Point: Granulab (M) Sdn Bhd (Granulab)

A wholly-owned subsidiary of SIRIM Tech Venture Sdn Bhd (STV), Granulab (M) Sdn Bhd (Granulab) was established in 2006 and is the sole bone graft manufacturer in Southeast Asia. Granulab produces high-quality bone substitute materials for Orthopaedic and Oral Maxillofacial surgery through bone grafting procedures. The main product, GranuMaS® is the first of its kind bone graft material certified CE by BSI and Halal by JAKIM. To meet surgeons' needs, Granulab also produces Synthetic Bone Construct (SBC) which is custom-made for specific applications, giving rise to its warm reception six months into its release.

## Conformity Assessment

With certification, inspection and testing services accredited and recognised under



numerous bodies, including the National Accreditation Body, the Department of Standards Malaysia, the United Kingdom Accreditation Service (UKAS) and the International Certification Network (IQNet) among others, **SIRIM QAS** is a wholly-owned subsidiary of the SIRIM Group established in March 1997 with local and international customers from a wide cross-section of the economy. Customers enjoy all the benefits of a recognised world-class certification, inspection and testing body, demonstrate SIRIM QAS' high degree of competency, impartially and credibility in the area of conformity assessment. SIRIM QAS offers the following services:

- Management System Certification
- Testing Services
- Product Certification
- Inspection Services
- Personnel Certification

### Packaging and Security Design

Focusing on continuous innovation and improvement in the area of packaging and security design services, the **SIRIM Packaging and Security Design Centre** strives to groom and nurture new entrepreneurs who are interested to grow their businesses to a higher level from beginning to export-ready through services as follows:

- Innovative Packaging
- Consultancy and Training
  - Biz Transformation Programme
  - Biz Quality Programme
  - Green Pack Programme
- Green Blue Packaging
  - Green Blue Packaging fosters a transition from conventional packaging to be a more environmental-friendly packaging and sustainable.

Similarly, the **SIRIM Security Services Design Centre** specialises in a variety of security solutions that protect businesses from brand counterfeiting as well as product piracy and tampering. The techniques and technology utilised to ensure their customers' success involve Security Printing Techniques, Security Materials and Packaging and Track and Trace Technologies.

## STATUTORY

As part of SIRIM's mandate in developing standards, the Measurement Standards Laboratory (MSL) was established in 1975 and thereafter grew into the **National Metrology Institute of Malaysia (NMIM)** in 1978. The NMIM represents Malaysia at many notable international memberships such as the Metre Convention/General Conference of Weights and Measures (CGPM), International Committee of Weights and Measures: Mutual Recognition Arrangement (CIPM-MRA), Asia Pacific Metrology Programme (APMP), International Organisation of Legal Metrology (OIML), Asia Pacific Legal Metrology Forum (APLMF), ASEAN Consultative Committee on Standards and Quality (ACCSQ) and the National Conference of Standards Laboratories International (NCSLI).

NMIM also undertakes initiatives to strengthen technical expertise in measurements capabilities to meet the requirements of calibration laboratories domestically and internationally. Through the development of national capabilities and promotion of the implementation of metrology legislations in-line with international best practices, it ensures traceability of measurements to SI, the competitiveness of Malaysian products and services and the quality of life of Malaysian citizen and the world at large.



# Innovation Pitch and Business Matching 2019 - Companies to Intensify Innovation through Strategic Collaborations in R&D Activities to Remain Competitive and Sustainable

Themed 'Innovation for the Future of Malaysia', MIDA in collaboration with the Universiti Malaysia Perlis (UniMAP) and the Malaysian Technology Development Corporation (MTDC) organised the Innovation Pitch and Business Matching (IPBM) 2019 event at MIDA Sentral on 5 August 2019. The event was a platform for technologists, scientists and researchers from universities to promote their inventions, innovations and research outputs to potential investors and industry players.

"It is more crucial now than ever for companies to reassess and realign their business strategies to adapt to the current challenges of doing business. Intensifying innovation through strategic collaborations in R&D activities is one of the critical components that would enable businesses to remain competitive and sustainable," said Dato' Azman Mahmud, Chief Executive Officer of MIDA in his remarks during the event.



He also highlighted MIDA's role in assisting local companies in marketing their R&D services to clients and developing the R&D ecosystem within the country. "We have been encouraging companies to conduct R&D activities since the early '90s through the introduction of various R&D incentives. These incentives include R&D Status, R&D Company, Contract R&D Company and In-house R&D.

"Incentives available are in terms of Investment Tax Allowance (ITA) or Pioneer Status (PS). To spur R&D activities, clients to the companies which have been approved with the R&D Status are eligible to claim double deduction directly to the Inland Revenue Board (IRB) on the payment made for the use of their services," said Dato' Azman.

Prof. Ir. Ts. Dr. R. Badlishah Ahmad, Vice-Chancellor of UniMAP in his speech shared that IPBM 2019 was part of the engagements spearheaded by UniMAP's Centre for Intellectual Property and Commercialisation (CIPC) to facilitate the process of bringing research developments to market, in addition to CIPC's role to administer the Intellectual Property (IP) application process.

"I hope that through IPBM 2019, industry players can explore numerous potential research outputs and innovations that may impact and revolutionise their industries. Moreover, for the researchers, I hope they will gain the ability to do research or inventions that will meet the needs of the industries and societies," he said.

The IPBM 2019, attended by over 250 participants, included pitching presentation and business matching sessions as well as a presentation of Letter of Interest for Future Collaboration from industries.

Investors that conferred Letter of Interest for Future Collaboration to selected research and innovation outputs will proceed with possible collaborations with the universities for production, intellectual property licensing; or for future research that would potentially lead to the creation or advancing existing technologies.

### **MIDA Invest Series: Unfolding Selangor's Business Potential**

MIDA organised its ninth briefing of MIDA Invest Series: Unfolding States' Business Potential at its headquarters on 7 August 2019.

Mr. Arham Abdul Rahman, Deputy Chief Executive Officer (DCEO) of MIDA during his opening remarks said that Selangor is indeed one of the most preferred investment locations for manufacturing activities. Continued interest by investors had enabled Selangor to register a remarkable level of reinvestments by local and foreign companies, whereby reinvestments in the manufacturing sector constituted 40.3% of total investments in the sector for the state.

The strong presence of multinational corporations (MNCs) and large local corporations (LLCs) in the state such as Spirit AeroSystems, Nestle, IKEA, Panasonic, Q-Cells, KL-Kepong Oleomas, Nippon Electric Glass, Perodua Global Manufacturing, Proton, Top Glove and Hartalega hold much promise for business collaborations and opportunities.

The beginning of Selangor as an industrialised state dates back to the late 1970s where significant changes were made to its economic policy with preference given to industrial, housing and recreational development. As of March 2019, a total of 9,097 manufacturing projects with investments of RM218.4 billion in Selangor were approved by MIDA, creating more than 802,000 employment opportunities. Majority of the employment was in the electrical and electronics (196,158) followed by transport equipment (91,752), rubber products (82,055) and machinery and equipment (52,620) industries.

The event, which was well attended by over 200 participants from various fields featured a panel discussion with a broad range of speakers representing government agencies (Invest Selangor Berhad, Selangor Human Resource Development Centre, Selangor Maritime Gateway), developer (Smart Selangor (M) Sdn. Bhd.) and Government-Linked Corporation (Smart Selangor Delivery Unit).

Also present were Dato' Hasan Azhari, CEO of Invest Selangor Berhad and Mr Tan Beng Teong, CEO of Selangor Human Resource Development Centre (SHRDC).





## Highlights of August >>>



On 1 August 2019, MIDA organised a media briefing on Automation Capital Allowance incentive at its headquarters. The event aimed to update media stakeholders on the automation incentive facility offered by the government through MIDA.



MIDA, in collaboration with the Malaysian Indian Network of Entrepreneurs (1MINE) organised a briefing and networking session on 2 August 2019 to increase awareness of local companies on latest updates on government policies, incentives, facilities and support services available. The half-day seminar brought together 250 participants from the value chain of the manufacturing and services sectors.



The Director of MIDA Pulau Pinang was invited as one of the speakers at the Seminar on Industry4WRD and incentives organised by the Penang Chinese Chamber of Commerce on 2 August 2019. The event attracted over 100 participants.



On 3 August 2019, the Director of MIDA Pulau Pinang attended the official Groundbreaking Ceremony of NextGlass Technologies Sdn. Bhd. at Batu Kawan, Penang. According to Mr John Park, the CEO in his remarks during the event said "MIDA is the reason why we are here in Malaysia".



MIDA kick-started its series of Business Financing Opportunities Forum on 8 August 2019. Aptly themed 'Equity Investment for Business Growth', the Forum provided an accessible avenue for businesses to obtain information to enhance their competitiveness and capacity through equity participation.



Mr S. Siva, Executive Director of Investment Promotion, MIDA participated in the panel discussion on Investment Opportunities for Chinese investors at the Malaysia-China Belt and Road Economic Cooperation Forum 2019 on 8 August 2019. The session was moderated by Dato' Abdul Majid Ahmad Khan, Chairman of MIDA.



YB Lim Guan Eng, Minister of Finance and YB Dr Ong Kian Ming, Deputy Minister of MITI led the engagement with Chinese investors at the Roundtable Meeting held in Shenzhen, China on 15 August 2019. The event, which was held in partnership with the United Overseas Bank, was moderated by Ms Lim Bee Vian, Executive Director, Strategic Planning (Services) of MIDA.



On 16 August 2019, MIDA, led by Dato' Azman Mahmud, CEO of MIDA was invited to join Halliburton to celebrate its 100th Anniversary. Halliburton and Malaysia shared a long-standing partnership since 1995 with the establishment of its operational headquarters, followed by the inception of Halliburton's state-of-the-art manufacturing plant in Senai, Johor in 2008.





Mr S. Siva, Executive Director, Investment Promotion of MIDA was one of the speakers at the International Electronics Elite Forum 2019, held on 16 August 2019. The forum was organised by Shenzhen Terminal Electronics Manufacture Association, in collaboration with Invest Penang and supported by MIDA.



On 21 August 2019, MIDA organised a Workshop on Investment Opportunities in Food and Resource-Based Industries and Automation Capital Allowance at Grand Dormani Rajah Court Hotel in Kuching, Sarawak. The event also featured Business Clinic sessions and SME Desk with participation by related government agencies to assist investors inquiries.



The Briefing/Dialogue session on green technology incentives held in Seremban, Negeri Sembilan on 21 August 2019 was well attended by 150 participants.



On 21 August 2019, MIDA hosted a networking luncheon in conjunction with the US-ASEAN Business Council 2019 Malaysia Business Mission, from 19 to 22 August 2019. Mr Alexander Feldman, the CEO and President of US-ASEAN Business Council, led the delegation, which consists of 46 participants from various US companies.





MIDA in collaboration with MITI and Invest Selangor organised the Selangor Investment Seminar 2019 on 22 August 2019, at Dorsett Grand Subang Hotel in Subang Jaya, Selangor. More than 500 participants from various industries attended the event.



Mr S. Siva, Executive Director of Investment Promotion, MIDA led a three-day visit to the Northern Region from 21 to 23 August 2019. The programme aimed to engage existing manufacturers, park developers and state governments to discuss future economic development and challenges as well as to strengthen business networks between MIDA and relevant stakeholders in the region.



The Machinery and Metals Division of MIDA organised the Smart Manufacturing Symposium 2019, focusing on executing the vision of smart manufacturing and government facilitation to support the adoption of smart manufacturing technology in Malaysia. The event was held on 27 August 2019 at MIDA headquarters.



Mr Zabidi Mahbar, Deputy CEO MIDA participated in the meeting with Malaysian companies in Vietnam in conjunction with the official visit of YAB Tun Dr Mahathir Mohamad, Prime Minister of Malaysia to Hanoi, Vietnam from 26 to 28 August 2019.



MIDA, led by Mr S. Siva, Executive Director, Investment Promotion, shared about the exciting investment opportunities in Malaysia with participants of the Malaysia-China Smart Silk Road Forum 2019, held on 29 August 2019.



On 30 August 2019, MIDA, led by Mr Mohamad Ismail, Executive Director Manufacturing Development (Resource), attended Baerlocher's grand official opening of its expansion and new office building in Seremban. Baerlocher is one of the leading global additives manufacturers. This showcases that Malaysia is well-positioned to meet the growth of Baerlocher in the Asia-Pacific region.



## Upcoming Events >>>

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## MIDA IN THE NEWS

- MIDA calls for manufacturing companies to utilise automation CA incentive
- MIDA consistent in assisting SMEs embrace Industry 4.0
- MIDA crowned Top Asia Pacific's Investment Promotion Agency by international publication
- Equity investment a viable funding option for business expansion - MIDA

## MALAYSIA RANKING

- Malaysian firms on Forbes 'Best Over A Billion' list

## ECONOMY NEWS

- Pahang to receive RM1.134b investments from Singapore
- Chinese companies relocating operations to Malaysia amid trade war
- Malaysia to set up special channel to facilitate more Chinese investments
- Deputy minister: Incentives, matching grants under Budget 2020 to boost DDI
- Malaysia to focus on economic integration, inclusivity & sustainability at APEC 2020
- 'GDP growth seen picking up in Q2'
- Malaysia's growth set to revive as trade war clouds gather
- Investments up by 7.6pc
- GDP grows 4.9pc in Q2
- Malaysia remains attractive to foreign investors - Lim
- Fitch raises Malaysia 2019 GDP growth forecast to 4.6%
- MoF: Increase in Fitch GDP growth projection due to steady rise in FDI
- Penang targets RM10b in total investments in 2019
- Malaysia to woo foreign investors even beyond US-China trade war
- Malaysia to see healthy investment inflow from Chinese firms in H2 - Ong
- UOB Malaysia expects total investments to reach RM195 bln

## INDUSTRY NEWS

- Many opportunities for Singapore companies in Pahang - SMF
- Biotek Dinamik invests RM350m in bio-CNG JV
- Strategy paper for aerospace industry to be developed — Azmin
- Ukraine aircraft manufacturer receives offer to operate in Kedah
- Tashin plans new factory
- SWS to buy 52pc of Mata Aerotech
- Sedco, CIS mull clinker plant
- Airbus opens copter hub
- Don't forget manufacture, export of locally-made vehicle parts - Darell
- Toyo Tyre needs local highly skilled workers
- Pestech inks MoU with Chinese firm to explore floating solar system solutions



## INDUSTRY NEWS (CONT')

- MITI: Automotive parts and components exports on track to meet 2019 targets
- Reinvestment constitutes 40.3% of total investment in manufacturing in Selangor
- Hong Kong company invests RM23.77 million to open manufacturing plant in Melaka
- Major industry players need to tailor technology shift
- Malaysia appoints DreamEDGE as anchor company for new national car project with advanced tech support by Daihatsu
- Rubber glove industry targets RM20 bln revenue this year
- SCIB ramping up production
- Globetronics bullish despite tough times
- Green light for RM2b bunker island
- Ajinomoto to invest RM355mil in new plant and corporate office
- Miti optimistic of aerospace industry growing 10-15% this year
- Ecosystem: SilTerra enables SMEs to develop new tech
- Poised for solid growth
- Top Glove set to boost R&D spending
- LONGi invests additional RM500mil
- Manufacturers brace for slowdown after sluggish 1H
- Ta Win in expansion mode
- Sarawak will start research on algae to produce biofuel
- Sime Darby sets aside over RM1b for capex
- Malaysia aims to be preferred destination for high-tech investment

## SERVICES NEWS

- Kota Perdana logistics hub to be ready in two years — Mukhriz
- Malaysia services sector up 6.5 per cent 2Q19, revenue RM441.3 bln
- Thailand eyes Sabah potential in medical tourism
- MARii extends collaboration with Swinburne to establish industry 4.0 training academy
- Avisena plans to open three more hospitals in five years
- KPJ Pasir Gudang allocates RM10 million for upgrades
- Malaysia taps digital technology in tourism development - Mahathir
- Special zones to attract tech investments in tourism

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**1**

**Website**

With more than 28,000 unique visitors each month, our website provides useful and relevant information, which serves as a reference for anyone interested in doing business in Malaysia.



Sample of MIDA's homepage at [www.mida.gov.my](http://www.mida.gov.my)

**2**

**E-Newsletter**

With more than 18,000 registered subscribers and growing, our monthly English E-Newsletter contains the latest industry and services updates as well as activities held throughout the month.



Sample of MIDA's E-Newsletter

**OUR  
 COMMUNICATION  
 TOOLS**


**3**

**Digital Signages**

Our digital signages are situated within our HQ building in KL Sentral, which receives heavy number of visitors daily



One of our video walls at MIDA lobby.



Some of our LCD TVs at MIDA lobby

**OUR  
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**MIDA's Website**

Homepage ..... RM1,500 per week  
 Second Page ..... RM1,000 per week/slot

**E-Newsletter**

Full page ..... RM6,000 per issue  
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<b>Banquet Hall</b> (230 pax)	Inclusive of: • Basic AV System	3,000	3,500
<b>Perdana + Banquet Hall</b>	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	7,500	9,000
F&B Packages*		G	P
<b>A</b>	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/ pax	
<b>B</b>	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/ pax	
<b>C</b>	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50/ pax	

\*Exclusive of:  
GST (0%)  
Service staff, linen, dome, logistic (RM200)  
\*F&B by MIDA's panel caterers

G = Government  
P = Private

Room Types		Rates (RM)	
		G	P
<b>Sigma/Gamma Room</b> (40 pax)	Inclusive of: • Basic AV System • 1 Flipchart • 2 Mahjong Paper • 2 Marker Pens	850	950
F&B Packages		G	P
Inclusive of: • Refreshment • Lunch • Tea Break		RM60/pax	

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Perdana Hall



PC Room



Boardroom



Japan Room

Room Types		Rates (RM)	
		G	P
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<b>USA Room</b> (25 pax)	Inclusive of: • Basic AV System	1,500	1,850
<b>Japan Room</b> (50 pax)	Inclusive of: • Basic AV System	1,500	1,850
F&B Packages*		G	P
<b>A</b>	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/ pax	
<b>B</b>	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/ pax	
<b>C</b>	Inclusive of: • Refreshment • Tea Break/Hi-Tea	From RM50/ pax	

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### ABOUT MIDA

The Malaysian Investment Development Authority (MIDA) is the Government's principal promotion agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967, MIDA is the first point of contact for investors who want to take advantages of Malaysia's vibrant economy, world-class infrastructure and business-friendly environment to set up their profit centre in Asia. For more information, visit [www.mida.gov.my](http://www.mida.gov.my) or email us at [investmalaysia@mida.gov.my](mailto:investmalaysia@mida.gov.my).

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