



**Feb
2019
Issue**

**MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER**

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



IN THIS ISSUE



**Malaysia's Industry 4.0
Readiness Assessment**



**Malaysia's Automotive Industry:
Embracing Innovation**



**Shift Towards Industry 4.0:
Technology Trends in the
Shipbuilding Industry**

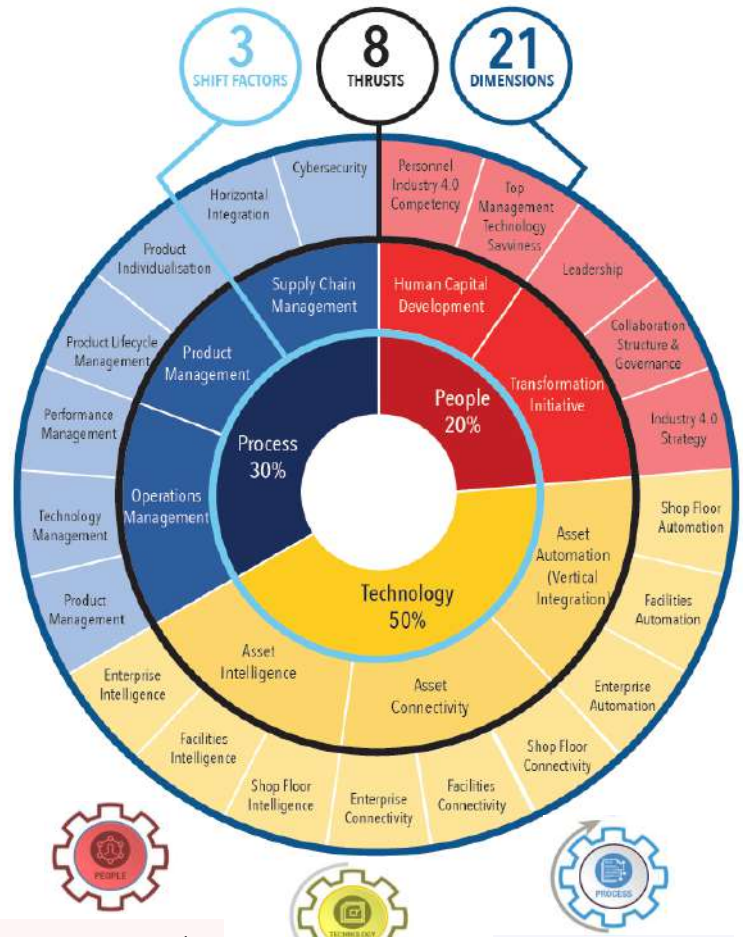
Malaysia's Industry 4.0 Readiness Assessment

Industry4WRD Readiness Assessment (RA), which was launched together with the National Policy on Industry 4.0 titled "Industry4WRD" is a comprehensive programme to help a company assess their capabilities and readiness to adopt Industry 4.0 technologies and processes. The assessment uses a pre-determined set of indicators to understand their present capabilities and gaps, which will enable the company to prepare possible strategies and plans to move towards Industry 4.0.

How it assists company in adopting Industry 4.0?

Industry4WRD-RA will help the company to:

- i. Determine their level of readiness in the adoption of Industry 4.0 technologies;
- ii. Identify the gaps and areas of improvements for Industry 4.0 adoption as well as opportunities for productivity improvement and growth; and
- iii. Develop feasible strategies and plans to perform outcome-based intervention projects.



- Focuses on people and the entire organisation.
- Emphasis on strategies towards having a right set of workforce.

- Focuses on management system in running business operations, supply chain and product life-cycle.
- Emphasis on smart and strategic public-private partnerships, security, sustainability and product co-creation.

- Focuses on the application of intelligent, connected and automated technologies.
- Measured at three different layers of the business: Shop floor, enterprise and facility.

Who will be eligible?



Companies in the manufacturing or manufacturing related services sectors.



Incorporated under Companies Act 1965 and Companies Act 2016.



In operation for at least three years in the current business line.



Possess a valid Business Licence and/or Manufacturing Licence.

What are the criteria?

The readiness criteria model consists of three interconnected layers of rings with three shift factors (the core ring). Each shift factor is then divided into thrusts (the middle ring), and each thrust is subsequently divided into dimensions (the third and outermost ring). The structure of interconnected shift factors, thrusts and dimensions are visualised in the above model.

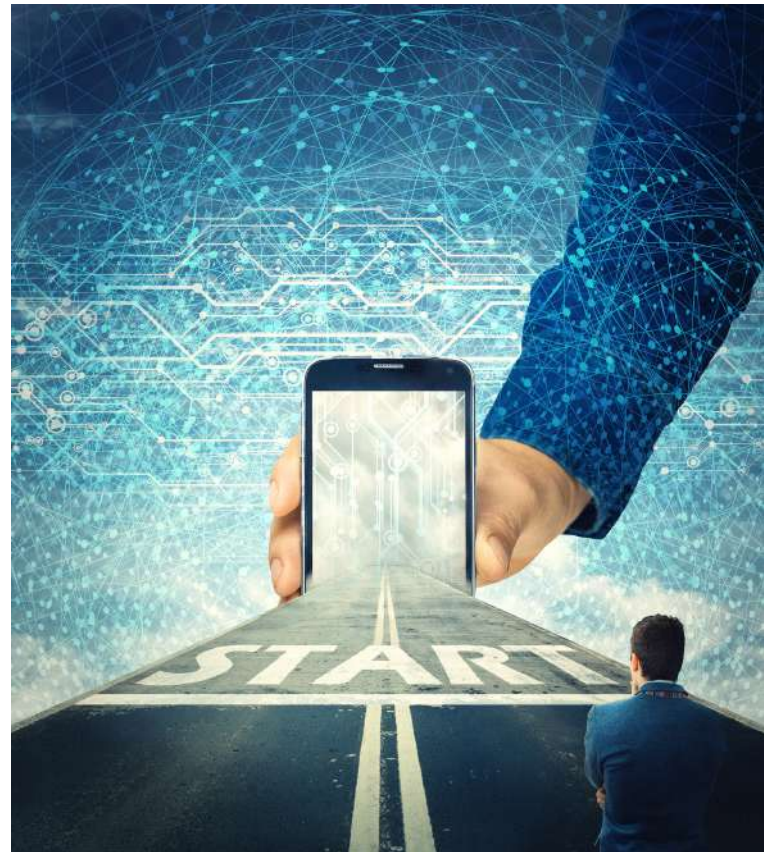
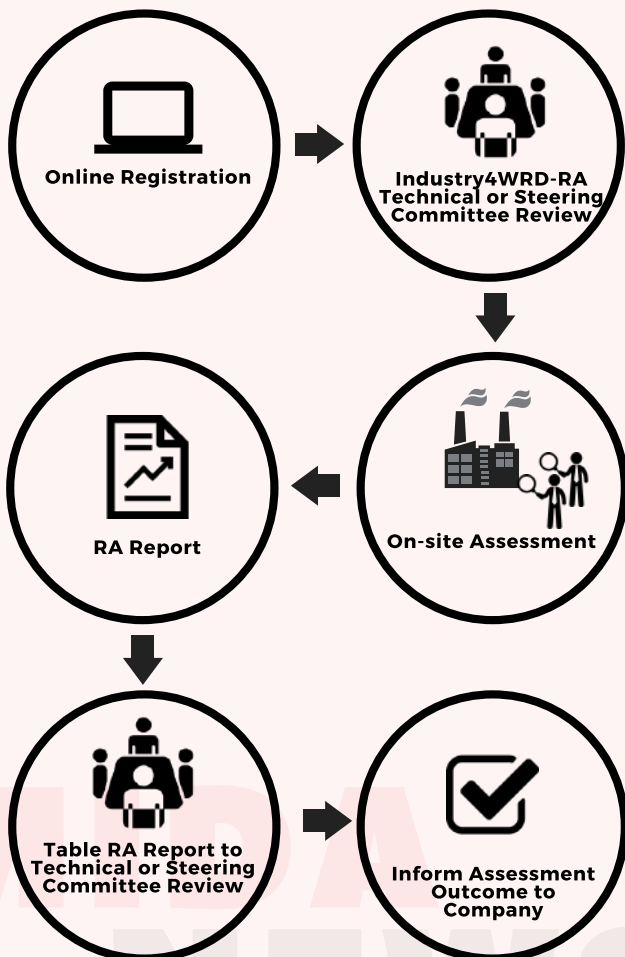


How will I know my company readiness in terms of adopting Industry 4.0?

The company readiness in adopting Industry 4.0 is based on the percentage scored, as shown in the following table:

Readiness Profile	Percentage Scored	General Description
Conventional	0% to 20%	Operation remains “as is” with no intention or initiative to move into Industry 4.0 adoption.
Newcomer	21% to 40%	Has interest to pursue Industry 4.0 but with none or very minimal efforts or initiatives.
Leaner	41% to 60%	Has interest to pursue pilot line Industry 4.0 adoption in operation, with the existence of planning and strategies, efforts or simple and patches of initiatives being implemented. Ready for some system adoption.
Experienced	61% to 90%	Has pursued small to medium scale Industry 4.0 adoption initiatives in operation, horizontal integration and ready for large scale system adoption.
Leader	91% to 100%	Has implemented large scale Industry 4.0 adoption initiatives (company-wide) and system integration.

How is the Readiness Assessment process being conducted?





Type of Incentives	Eligible Applicants	
Government-funded for the Readiness Assessment (RA) fees	Small and Medium Enterprises (SMEs)	
	Manufacturing sector	Manufacturing-related services sector
	Sales turnover from RM300,000 to not more than RM50 Million and/or employee from 5 to not more than 200	Sales turnover from RM300,000 to not more than RM20 Million and/or employee from 5 to not more than 75
Tax Deduction for the expenditure of Readiness Assessment (RA) fees of up to RM27,000	Open to all companies that are not funded by the Government	

Will there be any incentives provided by the Government for Readiness Assessment?

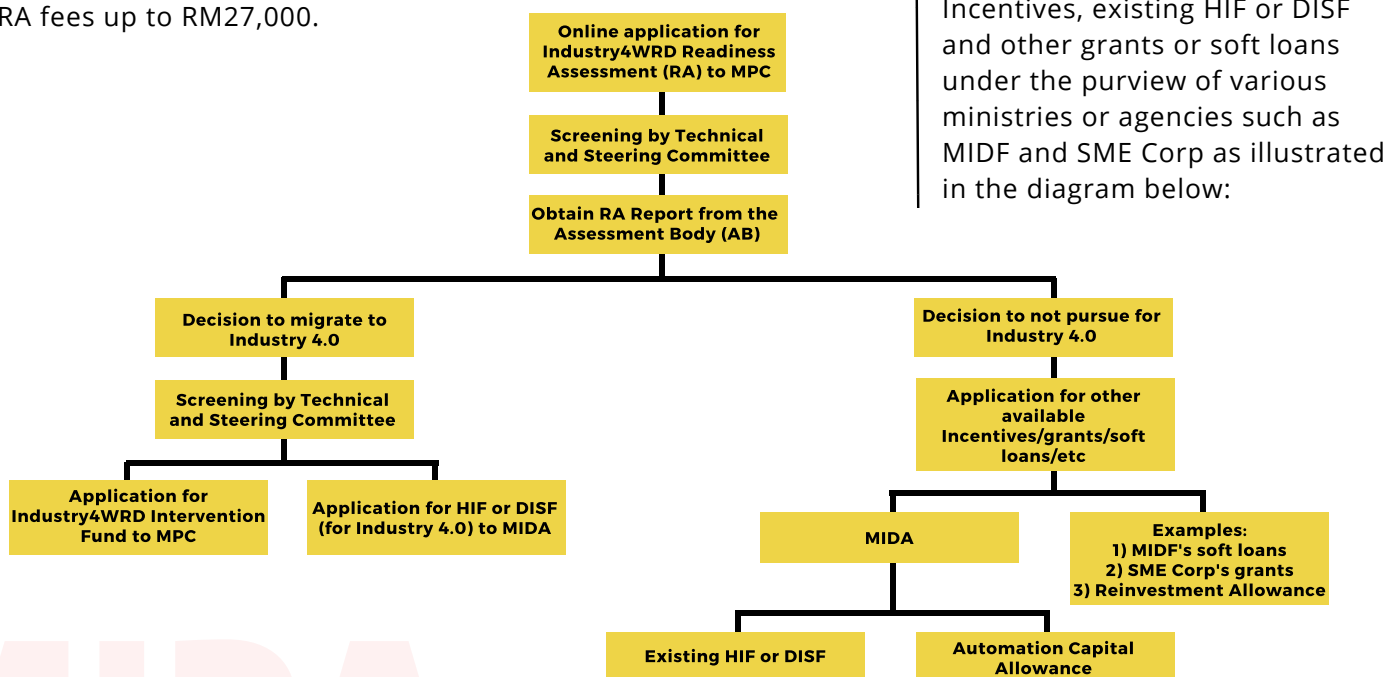
With a budget of RM15 million allocated under the Budget 2019, about 500 SMEs from the manufacturing and manufacturing-related services (MRS) sector will be fully subsidised by the Government to undertake the RA programme. Other companies are eligible to claim for the tax deduction on RA fees up to RM27,000.

This RA programme will be available for manufacturing-related services (MRS) by the second quarter of 2019.

Companies which have undergone Industry4WRD-RA programme will receive a report (prepared by the Assessment Body) on their readiness and recommendations by the programme to migrate to Industry 4.0.

With the report, companies will be eligible to apply incentives such as the Intervention Fund, High Impact Fund (HIF) or Domestic Investment Strategic Fund (DISF) for their investments related to Industry 4.0.

Companies who do not wish to pursue Industry 4.0 are still eligible to apply for other available incentives such as the Automation Capital Allowance Incentives, existing HIF or DISF and other grants or soft loans under the purview of various ministries or agencies such as MIDF and SME Corp as illustrated in the diagram below:



How can I apply for the Industry4WRD Readiness Assessment?

The online application is now available at: <https://www.miti.gov.my/index.php/pages/forms/form/90>
 For further question or clarification, please email to industry4 wrd@mpc.gov.my

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Malaysia's **Automotive Industry:** Embracing Innovation



The convergence of various technologies and industries with the automotive space is changing the automotive landscape. Trendsetting technologies such as autonomous driving, electrification, connectivity, smart infotainment, digitalisation, cost saving, safety and diverse mobility lead to the creation of new business opportunities in the automotive industry. This underscores the need for traditional business models to be ready for a change by adopting new technologies.

This leads automotive companies to prioritise growth strategies to differentiate themselves in the future and align with the increasingly dynamic ecosystem of the automotive industry. Global leading automotive companies such as Audi acquired Silvercar Inc., a mobility company in its plan towards mobility-services activities; Daimler acquired CINTEO GmbH, a Germany based digital services company; Geely and Volvo Cars bought Lynk & Co, a technology company that develops the platform for electric vehicles.

Malaysia is not far behind from this technological development, as these emerging technologies are also creating a new experience for the automotive industry in the country. The emerging of e-hailing and car sharing services platform have changed the automotive industry business model. These companies are utilising e-hailing solutions and telematics devices to automate the locking system, start and stop the engine and provide real-time GPS including data on consumer behavior.



Some notable local companies and universities have initiated several development projects related to autonomous vehicles and its related technologies. For example, home grown company, REKA, has started developing its own self-driving or autonomous car technology since September 2016. The Universiti Teknologi Malaysia (UTM), has also been conducting research & development (R&D) activities on developing a fully automated vehicle since 2017. An AV prototype was developed through collaboration with Moovita Pte Ltd. The prototype is based on a 7-seater vehicle and it made its debut to the public in January 2018.

There is an improvement in public buy-in and awareness on future mobility, energy efficiency and vehicle safety. Energy Efficient Vehicles (EEV) penetration in Malaysia reached 62 per cent in 2018 as compared to 52 per cent in 2017 signifying public interest in fuel saving and carbon emission reduction.

The automotive industry is one of Malaysia's major industries due to its impact towards the nation's economic growth and source of employment but also the technology advancement it brings as well as business opportunities in the areas of engineering services and manufacturing of auto parts including components.

In 2018, the total industry volume (TIV) and total production volume (TPV) were increased to 598,714 units and 564,971 units as compared in 2017 with 576,635 units and 499,639 units respectively.

Industry players need to persevere and continue to strive to ensure their survival by adopting and responding to the constant change of customer needs. Those needs are low cost efficient transportation, shared mobility model for taxi's type services and customers, investing in fully electric vehicles and autonomous driving. Successfully in doing so will enable them to tap into significant growth and market share opportunities.

As the world moves towards the adoption of Industry 4.0, the Government is hard at work to transition industry players towards the adoption of automation and smart manufacturing concepts and technologies. In line with the effort and to stimulate the development of the industry, both domestic and foreign companies are encouraged to explore the new growth areas with MIDA in terms of available incentives and facilitation.

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Shift Towards Industry 4.0: Technology Trends in the Shipbuilding Industry

Technology trends, especially Industry 4.0 are shifting business models in many industries, including the shipbuilding and ship repair (SBSR) industry. It is driving this industry to become more competitive in the global markets by optimising opportunities and reducing risks. For example, ship designing, an integral part of the shipbuilding industry has evolved through technological advancement – transforming all aspects of the designing process.

Generally, the development of a new ship design is carried out in three stages; initial or concept design, basic design, and detail design – whereby the early stages is considered as the most important part of a designing process.

Design processes can be fully digitalised and connected in a network which enables self-gathering and analysis of information such as the estimation of real weights and the exact positioning of the main equipment. The most advanced approach used by shipbuilders worldwide in design processes is the 3D design system. It encompasses a combination of techniques and tools such as Computer-Aided Design (CAD), Simulation-Based Design (SBD) and Computational Fluid Dynamic (CFD). This design system enables ships to be built in a shorter period of time, with flexibility to accommodate changes in environmental regulation, maritime securities and seaborne trade.



Industry 4.0 is rapidly gaining momentum worldwide and is set to change the way businesses are conducted. Global initiative towards industry 4.0 will set new policies and standardisation for various industry players to harness the benefits of industry 4.0 adoption.

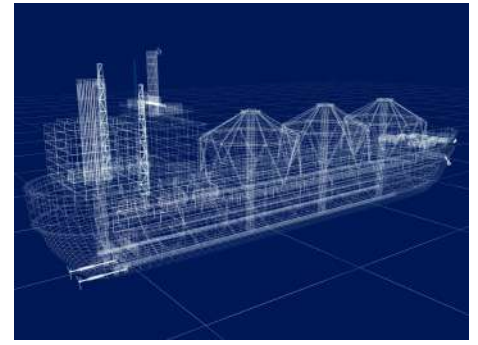
In Malaysia, local design house such as MTCMS Design Sdn. Bhd. is leveraging on the 3D design system to offer the best design solutions for shipyards. This enables the company to provide an accurate cost estimate for material procurement for yards, reduce production time, man hours and wastages of materials, and improve delivery schedule with significant cost savings to its customers.



Countries namely Germany, the USA, China, Japan, Korea, Spain and Australia are the leading countries investing in these frontier technologies. In ASEAN, countries such as Vietnam, Thailand and Singapore are underway in adopting industry 4.0. Similarly, companies in Malaysia are moving towards adopting these technologies to benefit from the competitive advantages that it provides.

Meanwhile, another Malaysian company, Boustead Heavy Industries Corporation (BHIC) has developed the first Malaysian-designed Offshore Support Vessel using the latest technology in CFD and advanced model testing.

Although there are many challenges for the industry to adopt industry 4.0 technologies, there are also exciting opportunities for shipyards and ship owners such as labour productivity, efficiency in operation, enhanced business performance, technological improvement and higher returns of investment.



MIDA stands ready to facilitate investment projects in Malaysia by providing assistance to eligible local players in targeted services industry, especially in design and development, research and development, and architectural or engineering services for high-value added, high technology, knowledge-intensive and innovation-based industries.



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Indian Investors to Capitalise on Business Opportunities in Malaysia

“Despite the favourable account of Indian investments in Malaysia, MIDA believes that there is much more room for Indian investors to increase their footprints in the Malaysian economy. We have been intensifying our investment promotion efforts, which include identifying specific projects looking for foreign investors as well as leveraging on strategic partnerships with business associations. Today, we are happy to renew our partnership with the Confederation of Indian Industry (CII) through the signing of a Memorandum of Understanding (MOU). This will strengthen our engagements in providing rewarding exchanges to both our business communities, especially with CII’s 9,000 members including SMEs and MNCs in various areas,” said Dato’ Azman Mahmud, CEO of the Malaysian Investment Development Authority.

The MOU was signed by Mr. Arham Abdul Rahman, Deputy CEO of MIDA and Dr. Noushad Forbes, Chairman, International



Council of CII at the MITI Tower, in conjunction with the 8th Malaysia-India CEO Forum (MICEOF) on 14 February 2019.

Previously, MIDA has signed the MOU with CII back in 2000 and since then, both parties have undertaken many collaboration and programmes to strengthen Malaysia-India business opportunities. Among them include the CII Partnership Summit in 2014 and India-Malaysia Business Forum in 2017, as well as various networking and business matching sessions with Indian companies organised by MIDA and CII.

[READ MORE . . .](#)



Highlights of February



On 4 February, MIDA in collaboration with the Czech Embassy organised a visit programme for the Czech Republic's business delegation from 28 January to 1 February. The programme included factory visits in Ipoh, a courtesy call to the Crown Prince of Kedah and discussion at MIDA HQ.



On 4 February, Malaysian Students' Association in France (MASAF) collaborated with MIDA and the Malaysian French Chamber of Commerce and Industry to organise the MASAF CV Workshop and Industrial Insights 2019. The workshop was successfully held and connected 9 French companies with 50 Malaysian students in France.



Datuk N. Gopalakrishnan and the Malaysian Associated Indian Chambers of Commerce and Industry team visited MIDA on 12 February.



On 13 February, MIDA Paris had a good bonding with the new Chairman of France-Malaysia Business Council, Mr. Jean-Marc Chery who is also the President of ST Microelectronics, at MEDEF International.



On 15 February, MIDA gave a briefing to 150 students from the University of Malaya Economics Society in conjunction with the National Young Economist Summit (NYES) 2019.



Mr. Kamel Benloukil, Investment Officer of MIDA Paris, together with Mr. Shamsul Amir from MIDA HQ had a fruitful discussion with the Ambassador of France in Malaysia, HE Mr Frédéric Laplanche, and Business France Malaysia, Mr Nicolas Vassitch on strengthening business collaborations between France and Malaysia on 20 February.



➔ On 21 February, MIDA gave a briefing to over 250 participants on the investment facilitation and opportunities at the Industry4WRD Seminar held in Ipoh. The event was graced by YB Dr Ong Kian Ming, Deputy Minister of MITI.



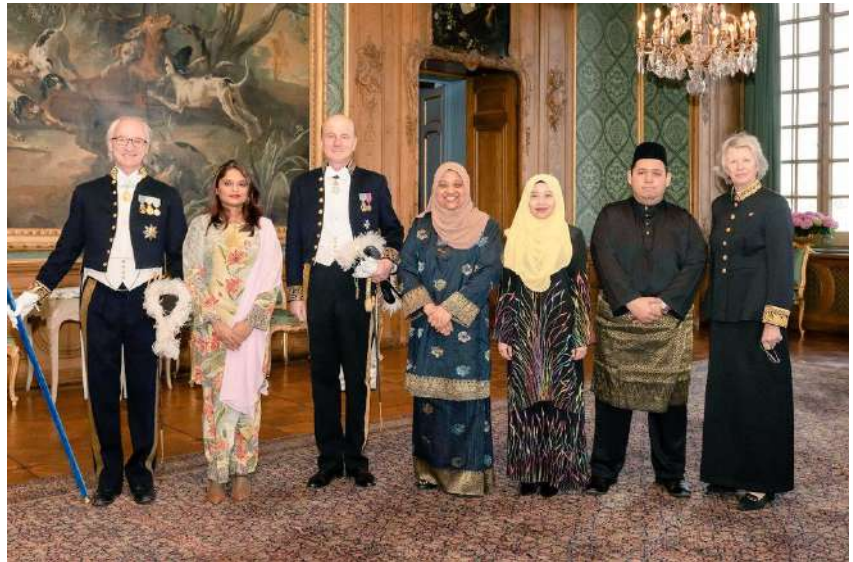
◀ SAM Engineering and Equipment officially opened its RM140mil plant on 21 February. This facility will supply aerospace components to Airbus commercial aircrafts and provide 200 highly skilled job opportunities.

➔ On 22 February, MIDA's team led by Mr. S. Siva, the Executive Director Investment Promotion had a fruitful meeting with the Iskandar Investment Berhad in Johor. The team also met few companies in the state to discuss on further future collaborations.





The Director of MIDA Stockholm, Ms. Sunita Navaratnam together with the officials from the Embassy of Malaysia accompanied HE Ambassador Nur Ashikin Mohd Taib who presented the credentials to the King of Sweden on 22 February.



A networking session with French Business Community in Fraser Place Puteri Harbour Johor was held on 21 February organised by Malaysian French Chamber of Commerce and Industry (MFCCI). The networking session was officiated by HE Frederic Laplanche, Ambassador of France to Malaysia and participated by MIDA team (Mr. S. Siva, Executive Director Investment Promotion, Mr. Nelson, Director of Foreign Investment Promotion, Mr Shamsul Amir and Mr Kamel Benloukil, Investment Officer of MIDA Paris).



On 25 February, MIDA participated in the Familiarisation Session, organised by AMCHAM for its members in Penang. The MIDA team was led by Mr. S. Siva, the Executive Director Investment Promotion.



MALAYSIA RANKING

- Malaysia ranks 1st in world's best healthcare category
- Malaysia best in network survey
- Malaysia ranks 2nd in S-E Asia intellectual property index

ECONOMY NEWS

- Malaysia set to buck global FDI trend
- International investors confident in Malaysia's economic potential — Guan Eng
- Malaysia can post 4.8-4.9% GDP growth for 2018: Ong Kian Ming
- Best time to invest here
- India to remain an important FDI source for Malaysia — MIDA
- FDI records larger net inflow of 12.9 bln in 4Q18
- New Japanese investments coming in, re-investments to be stepped up — Darell
- BNM: Malaysian economy expected to see positive growth in 2019
- Expert: More investments to flow in from Saudi Arabia following crown prince's visit
- Growth beats expectations

INDUSTRY NEWS

- BSL shifts focus to IBS production
- MISC was top Malaysian O&G company in 2017 — MPRC
- CCM Duopharma Biotech gets approval for new drug
- Oil and gas sector remains in Malaysia's focus
- O&G sector set to be next star
- Factory output growth faster than expected
- Pheim bullish on technology and semiconductor sectors
- Automotive players urged to procure more electronic components locally
- Our goal to be No. 1 aerospace nation in SE-Asia
- SAM Engineering plant to supply parts to Airbus
- Metrod aims to double sales in next 3 years with expansion of manufacturing capacity
- Vitrox plans to invest up to RM300mil on Batu Kawan facility
- YKGI expanding to Peninsular Malaysia
- Looking to technology to reduce cost
- Metrod invests RM1.1b in plant
- O&G sector on track for cyclical recovery this year



SERVICES NEWS

- Aspen-Ikea JV invests RM2.6b in world-class metropolis in Penang
- JCorp president: R&D at new centre will help increase FFB output
- Daiso to set up regional distribution centre in Malaysia
- Healthifyme to grow Malaysia presence
- Hock Seng Lee gets Sarawak Energy power plant projects
- Malaysians need to upskill to face digitalization
- Melaka to build 'waste-to-energy' station by end of 2020
- Ikea to open first outlet in northern part of peninsula on March 14
- YTL rolls out first terragraph trial
- Northport in tie-up to build halal value chain
- Bio Osmo eyes Langkawi for expansion
- Digital economy policy is being formulated – Gobind

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Website

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Sample of MIDA's homepage at 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

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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

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Perdana + Banquet Hall	Inclusive of: • VIP Holding Room • PC Room • Basic AV System	7,500	9,000
F&B Packages*		G	P
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/pax	
B	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/pax	
C	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

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Sigma/Gamma Room (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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G = Government
P = Private



Perdana Hall



PC Room



Boardroom



Japan Room

Room Types		Rates (RM)	
		G	P
Board Room (30 pax)	Inclusive of: • VIP Holding Room • VIP Lounge • AV System	2,000	2,500
USA Room (25 pax)	Inclusive of: • Basic AV System	1,500	1,850
Japan Room (50 pax)	Inclusive of: • Basic AV System	1,500	1,850
F&B Packages*		G	P
A	Inclusive of: • Refreshment • Tea Break • Lunch • Hi-Tea	From RM100/pax	
B	Inclusive of: • Refreshment • Tea Break • Lunch	From RM80/pax	
C	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

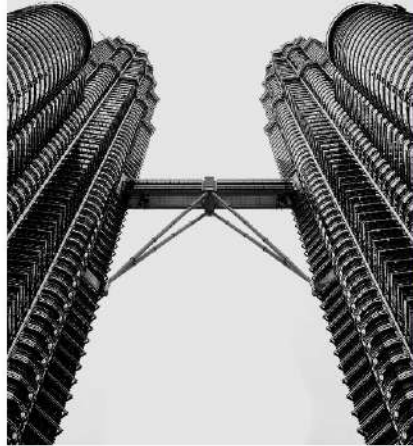
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THE PRICE

1

Macro-overview of Malaysia's economic sector

Despite cautious economic forecasts, the Malaysian economy proved robust in 2017, charting steady growth. With a transformative course laid out for the nation, eyes turn to the future to assess what coming years are likely to bring.

2

Highlights on success stories

An overview of how the local industries within the manufacturing sector fared in 2017. As the leading industries proved their mettle and stood tall, the rest strode on to keep pace.

3

Access to full investments statistics

An overview of the investments in the services sector, which was mainly coloured by the digital race that continues to raise the bar for innovation, research and development in these rapidly evolving times.

Launched on 6 March 2018 at MIDA, the Investment Performance Report 2017 highlights the approved investments of each industry and sub-sectors in Malaysia's manufacturing, services and primary sectors.



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 - Contractors
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- Section 3 : The Ministries & Government Agencies**
- Section 4 : The Banks & Financial Institutions**
- Section 5 : The Universities, Public & Private Education Institutions**
- Section 6 : The Associations & Chambers**

ABOUT THE DIRECTORY

Launched on 15 November 2017 at MIDA, the Industrialised Building Systems (IBS) and Building Materials Supply Chain 2017/2018 Directory was co-developed by MIDA and CIDB, which acts as a comprehensive point of reference for the construction industry particularly in the area of IBS and building materials.

The Directory details industry players in the local building materials space, including those of manufacturers, suppliers, contractors, as well relevant stakeholders.

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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 or email us at investmalaysia@mida.gov.my.

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