



Sept
2018
Issue

MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER
A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!



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MALAYSIAN TEXTILE AND FASHION ENTREPRENEURS TO LEAP TO THE NEXT LEVEL



DID YOU KNOW?

Many international fashion brands such as Brook Brothers, Armani, Victoria Secret, Marks & Spencer, GAP, Adidas, Nike, Burberry and Ralph Lauren are being made in Malaysia

Malaysia has emerged as one of the global trendsetters in textile and apparel wear. From the streets of Paris to the catwalks of New York, Malaysian designers have had the honour of creating clothing that have been worn by celebrities, members of royalty as well as heads of states. Going forward, we want to see more entrepreneurs adopting higher value-added processes and technologies. The nation wants to build a stronger and more comprehensive ecosystem, one that focuses on talent, skills and innovation.

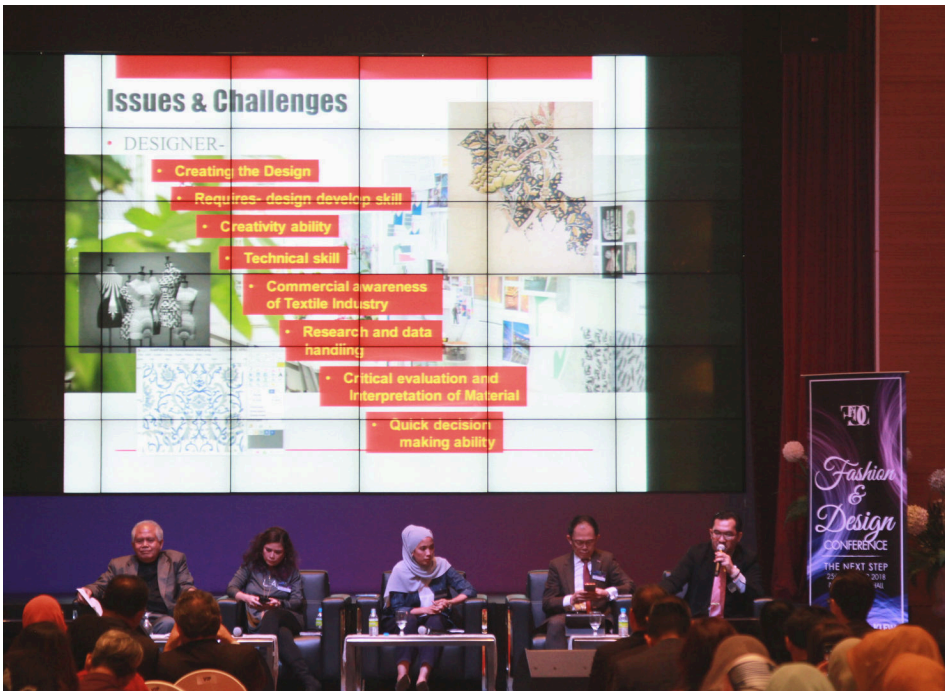
In continuing with the momentum from the Kuala Lumpur Fashion Week

(KLFW) 2018, MIDA organised an event, namely the Fashion & Design Conference 2018 held at its HQ on 25 September 2018. The conference was held to create more awareness on the availability of new technologies, facilitate exchanges of information and encourage more value added activities towards bringing Malaysia's fashion and design industry to the next level of development.

The textile and apparel industry has been a consistent contributor to the national economy in terms of investments and export earnings. In 2017, the industry was the 11th largest contributor for

exports of manufactured goods, amounting to RM15.3 billion. During the same period, MIDA has approved 12 projects with total investments of RM428.8 million, mainly in the production of primary textiles, ready to wear garments, and textile accessories sub-sectors. These projects have generated a total of 1,850 job opportunities including skilled positions such as engineers, quality controllers and highly skilled technicians.

Many international fashion brands such as Brook Brothers, Armani, Victoria Secret, Marks & Spencer, GAP, Adidas, Nike, Burberry and



Ralph Lauren are being made in Malaysia. In encouraging more Malaysian textile and fashion entrepreneurs to go international, companies are urged to take advantage of the facilities provided by MIDA such as the matching grant under the Domestic Investment Strategic Fund (DISF) and Automation Capital Allowance (ACA) incentive to increase their productivity and moreover, quality.

Datuk Isham Ishak, Secretary General of the Ministry of International Trade and Industry (MITI), in his keynote address, highlighted that the Government is promoting and supporting the fashion and design industry due to its vertical linkages. All associations related to the fashion and design industry need to come together

and form a federation towards designing a mutually beneficial future. This would enable a more effective engagement between the Government and the private sector.

This Fashion & Design Conference 2018, which attracted about 300 participants was organised by MIDA in collaboration with KLFW, Malaysia Design Council (MRM), UniKL, Mimpikita, Kelab Usahawan Artis Tanah Air (KUAT), Ernst & Young, Lewré Bespoke and Malaysia Textile and Apparel Centre (MATAC). It featured a talk titled 'Towards Fashion & Design Technology' by Mr Jonathan Rees from Ernst & Young; a plenary session on 'What's Next' moderated by Professor Emeritus Dato' Dr. Ahmad Zainuddin, Chairman of MRM and a

business networking session.

In efforts to promote Malaysian products and talents, there was a performance by rising Malaysian artist Ms Irene Catalina and a mini-showcase featuring products by local and multinational corporations such as KUAT, the Federation of Goldsmiths and Jewellers Associations of Malaysia, YaPEIM Gold, Noor Arfa Batik, B.U.M Equipment, Malaysian Textile Manufacturers Association (MTMA), Malaysian Garment Manufacturers Association (MGMA), Malaysian Knitting Manufacturers Association (MKMA), Malaysian Footwear Manufacturers Association (MFMA), Kraftangan Malaysia and MATAC. The showcase was also participated by industry solution providers ranging from full fledge manufacturing solution providers, 3D printing solutions and artificial intelligence. The companies include Siemens, Rockwell, Zul Design, TXMR, T.E.M. Engineering and Robopreneur.



MALAYSIAN AUTOMOTIVE INDUSTRY TO SHIFT TOWARDS E-MOBILITY

QUICK FACT

E-mobility refers to the development of electric-powered or electronic drive trains. It moves away from the traditional vehicle design that makes use of fossil fuels and oils. The classification includes electric vehicles, hybrid electric vehicles and vehicles uses hydrogen fuel.

The automotive industry in Malaysia is vital not only in terms of economic sense and employment; it also brings along the necessary technology advancement to grow other tier businesses especially in the areas of tooling, engineering services and, auto parts and components manufacturing. Over the years, the industry has shown a positive growth with the creation of Proton and Perodua, both homegrown brands that are capable of producing reliable in-house designs. Hence, the country has much potential to expand its capacities and capabilities in the automotive industry within the region and across the huge market of developing countries.

Major international players from diverse sectors such as automotive, mass transit and technology are competing to support future mobility concepts. There have been increasing efforts, particularly

from global automotive manufacturers, in producing more environment-friendly and more efficient vehicles. This has spurred the introduction of electric mobility, electro mobility or 'E-mobility' technologies.

Globally, China, the U.S. and Norway were the 3 biggest markets for electric vehicles in 2017, the new electric vehicle registrations having grown at 82%, 25% and 24% respectively. The dominance of these markets can be gauged from the fact that they accounted for 68% of all electric vehicle sales in 2017. Portugal, Japan, South Korea, and Germany witnessed the largest increase in electric vehicle sales in 2017 with growth rates of over 100% each. In terms of charging infrastructure, China again leads the pack with publicly accessible charging points, followed by the U.S, the Netherlands and Germany.



Industry players in Malaysia need to adapt and explore the possibilities of investing in E-mobility business such as connected vehicles, autonomous vehicles, and mobility as services solutions. This would involve battery producers, mobility service providers, energy suppliers and distributors, and institutions.

The production process of electric vehicle requires continuous investment in R&D to increase efficiency and reduce cost. There is a particular need to support R&D in battery technology. This includes reducing battery mass and cost to provide longer range and lower purchase cost. Research on alternative materials is also important to reduce long term dependence on rare earth, which are limited in supply.

The local development of these related technologies are main enablers towards the deployment of E-mobility in Malaysia. Domestic automotive players are particularly encouraged to establish open standard battery packs to assist the second hand market with the verification of battery status and condition when vehicles change ownership, as well as battery disposal technologies.

While the battery is a key component in E-mobility, it is also important to consider the information and communication technology aspect. Given the increasing usage of mobile devices, several smartphone applications can be used to find charging locations, manage charging times, monitor expenditure and provide real-time traffic information.

As a result, the deployment towards E-mobility requires close cooperation among different stakeholders such as automotive industries, energy suppliers



and charging service providers, authorities, and organisations representing users. In this area, the role of each organisation or institution is essential at each level to create a clear vision and a more integrated framework.

Malaysia has the potential to grow and expand its capacities and capabilities within the SEA region, and across developing countries around the world by leveraging on industry 4.0 and the technologies disrupting the automotive industry. Currently, MIDA has approved more than 25 companies with Manufacturing License to undertake the assembly manufacturing and contract assembly (including composite body sport cars) of motor vehicles in the country with installed production capacity of approximately 800,000 units per year. In addition, 9 companies were approved for Manufacturing License to undertake the assembly, manufacturing of motorcycles and scooters that were mainly contributed by Japanese brands with market share over 70% of the total local sales.

Going forward, a new transformation is critical to move the industry beyond. An innovative and adaptive strategy for policy – a strategy of small steps and rapid adjustment to real time developments will enable the industry to achieve a giant leap towards E-mobility.

E&E INDUSTRY PLAYERS TO LEVERAGE ON PRINCIPAL HUB SCHEME

**PROMOTES HIGH VALUE JOB
CREATION**

QUICK FACT

Since the introduction of the Principal Hub incentive in May 2015, a total of 32 Principal Hub projects involving an investment of RM32.1 billion and creation of 2,590 high value jobs has been approved by MIDA, with E&E companies being among the major investment contributors.

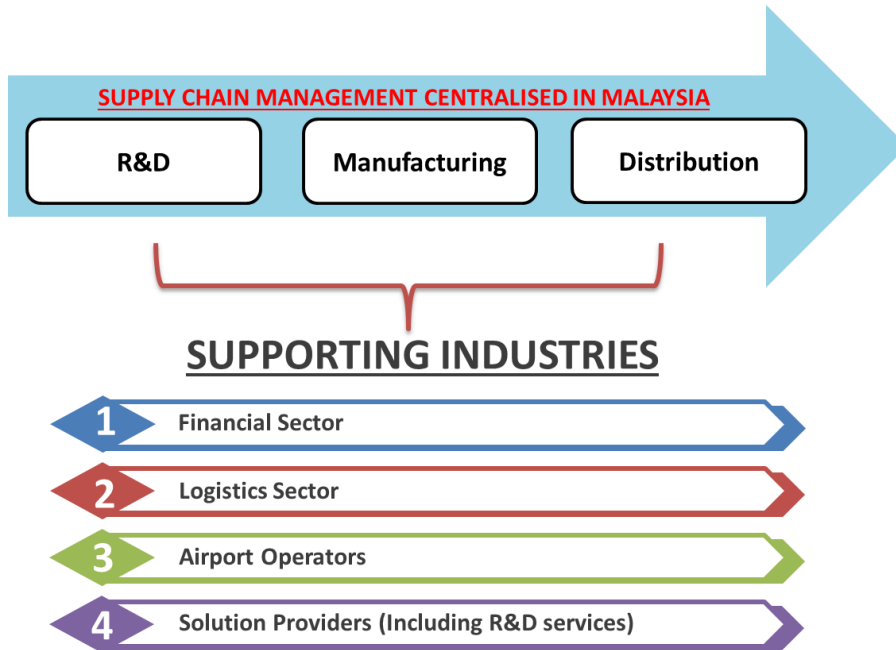
The Electrical & Electronics (E&E) industry continues to be a catalytic sector for Malaysia, leading as the country's largest export earner with an export contribution of RM343 billion in 2017. The establishment of Malaysia's E&E industry can be attributed to the presence of major MNCs such as Intel, Infineon, Texas Instruments, NXP Semiconductors, and local companies such as Silterra, Carsem, Globetronics, and Inari. These companies have strengthened the industry's ecosystem linkages, spurred technology advancements and developed local talents.

Many MNCs and local companies continue to expand their manufacturing capacity and venture into high value-added services such as front-end research and development (R&D) and supply chain management. Some of these companies have also leveraged on the Government's Principal Hub scheme to establish their regional and global operations in the country. This has created positive spin-off effects for the country's E&E industry, particularly by transferring technology know-how in new areas and expanding business opportunities for local companies.

Since the introduction of the Principal Hub scheme in May 2015, a total of 32 Principal Hub projects involving an investment of RM32.1 billion and creation of 2,590 high value jobs has been approved by MIDA, with E&E companies being among the major investment contributors. To encourage the development of Principle Hub, the scheme was extended until the year 2020 under the Budget 2018 announcement.

Companies that have established their Principal Hub in Malaysia include Integrated Device Technology (Malaysia) Sdn. Bhd. (IDT). Traditionally a semiconductor solutions provider in the communications and computing segments, IDT has helped diversify Malaysia's E&E industry by consolidating the supply chain management for its newly acquired automotive semiconductor business, Zentrum Mikroelektronik Dresden AG (ZMDI) in the country. With the establishment of a new Advanced Automotive Technology Centre, IDT will transfer its automotive testing operations from Germany to Malaysia and collaborate with local companies to develop new technologies such as wireless charging and smart sensors.

IMPACT OF PRINCIPAL HUB OPERATIONS ON THE E&E ECOSYSTEM



A supply chain management centralised in Malaysia provides significant business opportunities for supporting industries

Broadcom Inc. (formerly known as Avago Technologies), another major company, has also consolidated its supply chain management in Malaysia after acquiring Broadcom Corporation, a leader in the communication chips sector. Broadcom will develop the capability of its local partners such as Inari and ASE Electronics in undertaking testing operations for its communication chips. Broadcom's communication chips are highly sophisticated and are used to transmit 99% of the world's data traffic.

In line with the Government's agenda to promote high value job creation, E&E companies with the Principal Hub scheme employs Malaysians in more diversified and strategic areas such as R&D, supply chain control and IP management. E&E companies have shown commitment to hire Malaysians and develop their capabilities to meet international standards. For example, Roland, a global producer of electronic

musical instruments, provides internship opportunities for Malaysian engineering students, who are trained in R&D in Japan for 2 years before being hired at the company's Principal Hub in Malaysia.

These companies also create indirect jobs in supporting industries such as the logistics, finance and IT industries, creating a more comprehensive E&E ecosystem.

The local logistics industry, in particular, has been positively impacted by the establishment of Global Distribution Hubs by many renowned E&E companies, such as IDT, Broadcom, Daikin, eASIC and Roland under their Principal Hub operations. MIDA looks forward to more E&E companies to follow the successes of these existing companies by taking advantage of MIDA's Principal Hub scheme.

7 MoUs Inked at Malaysia-Taiwan Industrial Collaboration Summit Encouraging Collaborations and Increasing Business Opportunities

Seven (7) Memorandums of Understanding (MoUs) were signed between Malaysian and Taiwanese firms across various fields, namely food, pharmaceuticals, cosmetics, textile, IT services, healthcare and traffic solutions during the Malaysia-Taiwan Industrial Collaboration Summit held at the headquarters of the Malaysian Investment Development Authority (MIDA) on 19 September 2018.



Among the MoUs signed include a collaboration between B.U.M. Equipment (Malaysia) and Taiwan's Wonderful Power Co. Ltd. to develop functional fabric. With the MoU, both companies will not only involve in the exchange of information and market expansion, but will also explore innovative applications in the fashion industry supply chain.



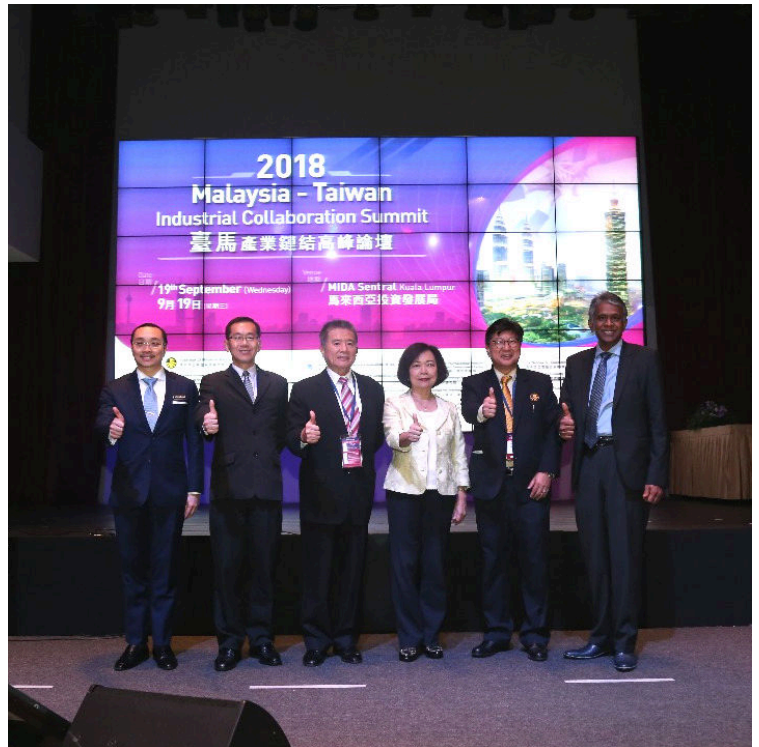
The full day event featured sub-forums and business matching sessions with focus areas on textile, food, pharmaceutical, cosmetics, smart city solutions and IT services. There was also a sharing session by representatives of YSP Malaysia, Logic Art, Willowglen and Asli Mechanical.

Also present was Mr Ching-Ching Yang, Deputy Director General of the Industrial Development Bureau (IDB); Mr Lin Min-Ju, Vice Chairman of the Chinese National Federation of Industries (CNFI); Datuk N. Rajendran, Deputy Chief Executive Officer of MIDA; Dato' Soh Thian Lai, President of the Federation of Malaysian Manufacturers (FMM); and Ms Anne Hung, representative of Taipei Economic and Cultural Office (TECO) in Malaysia.

The event, which was jointly organised by CNFI and FMM, attracted over 300 participants ranging from the Taiwanese and Malaysian business community as well as government representatives.

Read More:

<http://www.mida.gov.my/home/7015/news/7-mous-inked-at-malaysia-taiwan-industrial-collaboration-summit/>





YB Darell Leiking, Minister of MITI and Dato' Azman Mahmud, CEO of MIDA delivered speeches at MITI & Agencies Monthly Assembly, hosted by MIDA on 3 Sept. YB Darell and Dato' Azman both spoke about the importance of MIDA being the gateway to investments into Malaysia and in driving the nation's investment agenda forward.

What stood out during the Assembly was the patriotic gimmick by MIDA choir team whose performance featured some fresh arrangements into MITI & MIDA's corporate songs and unique dance moves inspired from Sabah.



On 10 Sept, Director of Food Technology & Recourse Based Division joined in the ribbon cutting ceremony of SternMaid Asia Pacific, a German-based company at Nusajaya Techpark, Johor. This marks another milestone for Malaysia in the high value-added food segment as the country is now the company's base for the production of vitamin, micronutrient and enzyme blends as well as flour and bakery improvers.



En Ishak (in red), who participated in MIDA-Siemen Seminar on Digital Transformation in the F&B Industry last July has engaged Siemens to propose the relevant technology for digitalisation and automation for his J*FlsH project in Pahang.





▲ Synthomer, the world leader in the manufacturing and supply of nitrile latex, officially opened its latest nitrile latex facility at Pasir Gudang on 19 September 2018. Deputy CEO II of MIDA, Mr Arham Abdul Rahman who was present at the event said that the expansion is expected to enhance the network of the downstream industries including the healthcare sector, hence cementing Malaysia's position as a global leader in the Nitrile rubber gloves market.



▲ Mr Ng Kheng Joo, Technical Director and Founder of Novetec Innovation gave an insightful sharing at MIDA's #TechTarik Session on Collaborative Robots. Around 50 participants from local companies, universities and industry associations attended the session titled 'Why and how collaborative robots will revolutionise the manufacturing practices?'. #TechTarik Session is an on-going series initiated by MIDA aimed at providing awareness on Industry 4.0.



MIDA had a good meeting with Honourable Gnounka Diouf, Minister in charge of Economic Affairs from the office of the Presidency of the Republic of Senegal and the Senegal delegation on 21 Sept.



The Malaysian Tax Incentives Booklet, a guide for oil and gas services and equipment sector was launched at the 4th Malaysia Oil and Gas Services Exhibition and Conference (MOGSEC 2018) on 26 Sept. The guidebook was a collaborative efforts between MIDA, Petronas and MITI.



MALAYSIA RANKING

- Malaysians ranked 7th in the world (Q2 Global Consumer Confidence Survey)
- 2 firms make it into Fab 50 list
- Family owned firms excel

ECONOMY NEWS

- Leiking: Foreign investors eye Borneo
- Malaysia banks on pragmatic foreign policy to attract investments — Deputy Minister of Foreign Affairs
- Chinese companies express interest to relocate to Malaysia
- 'Malaysia can weather impact'
- More foreign investors turning to Malaysia due to trade war
- Policies to boost competitiveness to be unveiled next month
- Malaysia, Uzbekistan set for good bilateral cooperation
- Venezuela seeks opportunities with new Malaysian government - Foreign vice-minister
- Use Malaysia as gateway into Asean, Minister tells China investors
- Two Chinese investors keen to set-up operations in Malaysia-China Kuantan Industrial Park
- Foreign investors still view Malaysia as a lucrative market
- GDP growth seen healthy this year

INDUSTRY NEWS

- Lotte Chemical says polypropylene plant commenced operations on Sept 1
- MOF aims to increase FDI for E&E, IT industries — Deputy Minister
- Singapore's Dymon invests in THMC
- PBB to spend RM600m on expansion
- Dr M: Continue research to raise global rubber use
- PIP targets RM15b investments
- Petrochemical sector set to grow
- 'Profit boost for local chipmakers'
- GE strengthens Malaysia presence
- Silterra Malaysia to expand into life science sector
- Automotive sector's contribution to GDP to more than double
- Innovation key to Top Glove's success
- HeveaBoard to triple production of king oyster mushrooms
- Perak to ink MoUs with Chinese auto parts manufacturers
- Mi Equipment positive on the sector despite US-China trade war

- Synthomer to invest RM35mil in R&D near Pasir Gudang
- Malaysia remains a key market for Scania in Southeast Asia
- Bagless vacuum inventor Dyson may invest more in Malaysia says Dr M
- Amlex Sees Demand For Its Products From Auto Sector
- Plastics firms urged to shift to biodegradable, eco-friendly products

SERVICES NEWS

- Hengyuan invests in clean air project
- HK firms keen to invest in Malaysia
- Swettenham pier terminal upgrade
- Sunway Penang Medical Centre set for completion by Q4 2020
- Malakoff signs deal with Concord to develop RE projects
- TCC to invest in TRX?
- SEDC and China company ink MoU for three hydrogen fuel cell buses
- Bioesm invests RM2 mln to open health centre in Malaysia
- Government upbeat on achieving 20pc R.E. goal
- Alibaba's City Brain to be implemented in other parts of Malaysia
- Liberalisation of power industry provides great opportunities for Malaysia
- Rehabilitation hospital launched in Petaling Jaya
- Each State to have at least one incinerator within two years
- Nestlé says to implement 100% satellite monitoring of palm oil supply chains
- Trina Solar upbeat to grow its solar energy solutions in Malaysia
- 28 tax incentives available for Malaysian OGSE companies

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**EVERY
BUSINESS
HAS A
STORY TO
TELL.**
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OUR COMMUNICATION TOOLS

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

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.



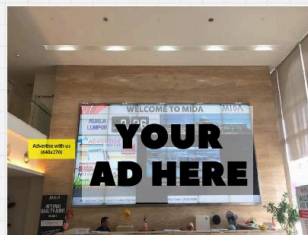
Sample of MIDA's E-Newsletter

OUR COMMUNICATION TOOLS

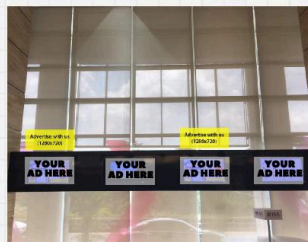
3

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 ADVERTISING RATES

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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Quarter page RM2,000 per issue

Digital Signages

Video Walls RM320 per month
LCD TV RM400 per month

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Banquet Hall (230 pax)	Inclusive of: • Basic AV System	3,000	3,500
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

TRAINING ROOM

		Rates (RM)	
Room Types		G	P
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	

Perdana Hall

PC Room

Boardroom

Japan Room

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

G = Government
P = Private

MEETING ROOM

		Rates (RM)	
Room Types		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*			
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

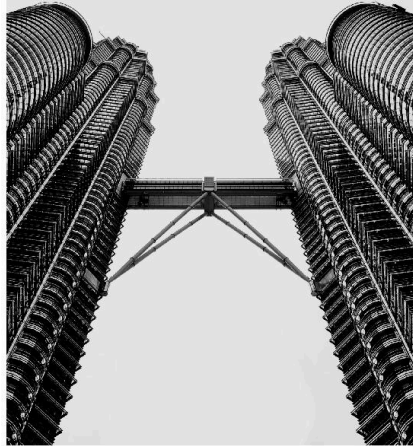
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WHAT'S INSIDE

- 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.

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IBS AND BUILDING MATERIALS SUPPLY CHAIN 2017/2018 DIRECTORY

WHAT'S INSIDE

- ● ●
- Section 1 : The Manufacturers

 - IBS Manufacturers
 - Building Materials Manufacturers
- Section 2 : The Supply Chain

 - Developers
 - Consultants / Professionals
 - Contractors
 - Certified Companies
 - Construction Equipment & Services
- 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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