investByte
Your investment window into Malaysia
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INDUSTRY

R&D SERVICES INDUSTRY STEPS IN RIGHT DIRECTION

In order to remain competitive in the world economy, Malaysia constantly generate and establish new sources of economic growth. One of the measures is to increase the nation capability in the use and development of science, technology and innovation through R&D services.

Malaysia offers a wide range of incentives and financial assistance to attract investments in research & development (R&D) activities. R&D includes industrial design (product and process development including designing and prototyping) and research services provided by design houses, contract R&D companies, R&D companies and approved R&D institutes/ research companies.

MIDA in its research saw that Malaysia has a stronghold in the manufacturing sector especially E&E and oleo chemicals. These sectors will provide extensive opportunities for the growth of R&D within the country. Malaysia is already a world leader in oleo chemicals R&D and working hard to achieve R&D intensity (GERD) of at least 2.0% by 2020.

Various incentives such as corporate tax exemption, double deduction on expenses for the use of facilities and services of approved research institution/companies, double deductions on cash contribution to research institutions, double deduction on revenue expenditure for approved research projects and exemption on import duty and sales tax on machine/equipment materials, raw materials and components parts and samples used for R&D activities.

According to Battelle, R&D Magazine, International Monetary Fund, World Bank, CIA Fact Book (Ranking over 40 countries), Malaysia was ranked 34th place worldwide and the top five are US, China, Japan, Germany and South Korea.

Earlier in 2015's Budget, it emphasised on stimulating R&D in the information and communications technology sector and growing the creative industry is being welcomed by local experts.

Ernst and Young in its research said, the one thing that impressed the most was the special incentives given to investment projects that involve technology, innovation or are knowledge based.

"It's a measure that is allencompassing. Once you attract the right investments for innovation and technology, the whole supply chain develops and this will spur growth in the whole technology sector," it said.

It hope with the allocation of the RM1.3 billion fund for the Ministry of Science, Technology and Innovation (MOSTI) which would go towards R&D activities.

As for the creation of the Research Incentive Scheme for Enterprises (RISE), the injection of RM10million into the R&D sector will attract more players into the market.

It says that most multinational companies such as Intel and AMD had already long associated the Malaysian market as being one which offered them a competitive advantage in R&D.

"We already have R&D centres in Penang, Johor and around the Klang Valley so to have RISE as part of the fiscal policy only serves to validate this view and to attract newer players into the market. It's good news for Malaysia and sends out a great message to potential global investors," it said.

Thus, the investments into R&D will grow the technical and research workforce, bolster appointments of researchers, increase patent and design registrations and ultimately contribute to higher R&D spending in the country. iB

M&E AND ES INDUSTRIES OFFER HUGE OPPORTUNITIES

Machinery & equipment (M&E) and engineering support (ES) industries sector, play an important role in the industrial development in Malaysia, in view of its extensive linkages to major economic sectors, such as manufacturing, construction, transportation, mining and agriculture.

M&E is one of the sectors identified that will spur Malaysia as a high-technology nation, and as such, is one of major strategic importance.

The industry produces a wide variety of machinery and equipment for various uses, such as power generation, specific industry processing, metalworking and general industrial activities.

To enhance the growth and encourage investments in the M&E sector, the government offers tax incentives for the local players, import duty and sales tax exemption for machinery and equipment, spare parts and consumables and raw materials and components.

To date, Malaysia has attracted major global M&E manufacturers such as AIDA, SKF, Ismeca, Emerson, MHE Demag, Bromma, Carrier International, Cameron, etc; which are currently taking advantage of the outstanding business environment here.

Malaysia believes to be perfect location for M&E investments due to its highly skilled manpower for research and development (R&D), engineering design activities and a mature engineering supporting industry for the outsourcing of parts and components and engineering services.

It also offers attractive incentives for the manufacture and assembly of high technology and specialised M&E as a strategic gateway to the ASEAN market which has a combined population of 591 million people and total GDP of US$1.5 trillion in 2009.

Apart from that, Malaysia has well-developed infrastructures including excellent land, sea and air connectivity and integrated telecommunication systems.

The progress of exports of M&E have exceeded more than RM20 billion (US$6.7 billion) in 2011 and are expected to grow at an average annual growth rate of 6.7% to reach RM48.3 billion (US$16.1 billion) in 2020.

However, the ES industry in Malaysia has developed to be an important driving force for growth of not only the M&E industry, but also for every industry sector.

Malaysia's ES industry has earned strong international recognition for its world-class manufacturing standards.

With the long-standing presence of various MNCs within the country, the industry possesses the expertise and experience to supply products and services that are globally competitive in quality, value and delivery time.

There are over one thousand engineering support and services companies in Malaysia which include integrated or total solution providers. These companies have advanced themselves to supply low volume and high mix types of parts and modules to cater for the outsourcing and procurement needs of high technology industries.

Malaysia has much to offer to companies searching for a strategic and cost effective engineering supporting outsourcing destination.

With its ideal location in the heart of Southeast Asia, a mature and stable economy backed by an integrated infrastructure, it is of little surprise that foreign interest has been growing. There is also the added benefit of government-backed investment incentives.

The key to considering Malaysia as the region's engineering supporting outsourcing hub of choice is the concept of value and quality.

As a result, many of foreign firms have chosen to remain in Malaysia and more are looking for joint ventures or seeking to bring business to the country simply because they enjoy promising rates of return.

Malaysia makes for an extremely competitive destination for regional outsourcing of engineering supporting services and the nation looks forward to welcoming future investors.

The global oleochemicals is forecast to gain some 6% to 18.1 million tonnes by 2108 - growth that the local oleochemical industry is eager to tap.

"The global demand for oleochemicals has grown rapidly over the years with increasing demand from developed countries such as US, the Europe and Japan," says Malaysian Investment Development Authority's (MIDA) CEO Datuk Azman Mahmud.

"It is foreseeable that there will be a greater demand growth from other developing countries in the Asian region," he says. He was speaking at the seminar on Oleochemical Industry in Malaysia Downstream Expansion and Sustainability, held in Kuala Lumpur recently.

TAPPING GLOBAL GROWTH IN OLEOCHEMICALS

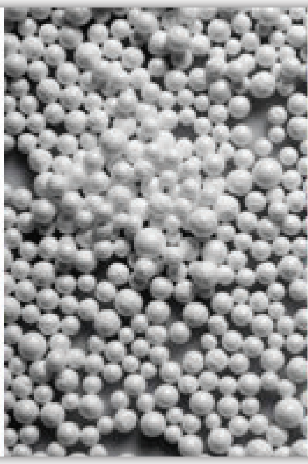
Malaysian companies are posed to tap and take advantage of the growing demand for oleochemicals.

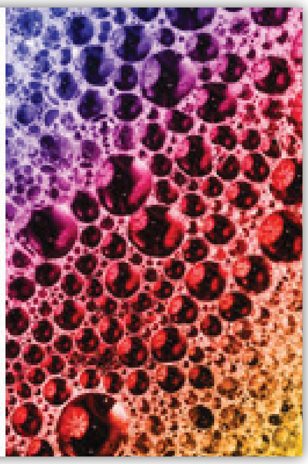
Azman said, "The ample supply of raw materials has spurred many global players such as Kao Corp (Japan), Emery Oleochemicals (Thailand), Procter Gamble Co (USA) and Iffo Group (UAEI) to establish a foothold in Malaysia.

Home-grown names in this sector include Kuala Lumpur Kepong Bhd, IOI Group, Genting Plantation Bhd and Sime Darby Bhd.

Oleochemicals are derived from natural oil and fats, whether from animal marine or vegetable sources.

The most common application of oleochemicals is biodiesel production. Fatty acids are esterified with an alcohol, commonly methanol to form methyl esters. Another common application is in the production of detergents.





Lauric acid is used to produce sodium lauryl sulfate, the main ingredient in many personal care products. Other applications include the production of lubricants, green solvents, and bioplastics.

In 2013, palm and palm kernel oil – which Malaysia has in abundance – made up the largest portion – 33% - of the world's total oil and fat production.

The global product of palm oil last year was 50.47 million tones, 19.22 million tones or 38% of which was harvested in Malaysia, the second largest producer of palm oil behind Indonesia, which contributed 24.62 million tones or 48.8%.

This year, The Malaysian Palm Oil Board (MPOB), forecast Malaysia's production to grow 1.6% to 19.52 million tones.

"The industry accounted for RM482 million or 20% of the total approved investment within the palm oil industry in 2013. Most of these investment were from domestic sources, amounting to RM333 million or 69%, while foreign investment came to RM149 million or 31%," said Azman.

The value if investment has grown substantially in the first five months of this year with investment amounting to RM2 billion. Meanwhile, exports grew 5.6% to RM11.46 billion in 2013. Major export destinations include the European Union, The US, China, Japan and India.

But while the industry showing good growth trajectory, it is struggling to attract players down-stream due to the relatively thin margin compared with upstream operations.

"Malaysia's continued competitiveness in now dependent on strengthening the manufacturing and services sectors and accelerating shift to value-added, high technology, knowledge-intensive and innovation-based industries," he said.

Examples of high value-added derivatives include surfactants, agrochemicals, biolubricants and glycerol derivatives.

Soap producer Evyap Sabun Malaysia Sdn Bhd for one, is investing US$200million in an integrated oleochemical and personal care complex in Tanjung Langsat, Johor. It is set to be largest oleochemical complex in Malaysia with an annual capacity of 400, 000 tonnes.

Its parent company, Evyap Inc, which was established in Turkey in 1927, is a veteran in the business. From soap production, its portfolio now extends to shower gels, shampoo, shaving products, fragrances, baby diapers and toothpaste, among others.

"Malaysia has well-developed infrastructure and sound transparency in administration. As a 100% foreign direct investor, we feel safe with our investment in Malaysia," said managing director Tanuj Roy.

Southeast Asia in general he said, provided huge unexplored opportunities, but on the local front, he believes the government could incentives the oloechemical sector and ensures a controlled price mechanism for the supply of raw material.

"My advice to new entrants is to go downstream value addition and superior technology to have cost advantages."

Downstream margin, Tanuj notes, depends on multiple factors such as operating cost and product basket, among other things.

"Broadly, going downstream into fast-moving consumer goods, one can expect 40% to 50% gross margin."

MIDA too is placing its focus on the downstream sector. "This is where the value is, besides our revenue from palm oil," said MIDA Director of Chemical and Advanced Materials Division, Umarani Muniandy.

"Today, we are one of the largest basic oleochemical producers with 20% of global production. By 2020, we hope to be the hub of oleochemical derivatives in the region," she said.

There are opportunities aplenty in the oleochemical sector, she believed due to the rising cost of doing business and raw materials in Europe, alongside the high demand for sustainable and biodegradable goods.

MALAYSIAN AEROSPACE INDUSTRY DEVELOPS POSITIVELY

Minister of International Trade and Industry (MITI), Dato' Sri Mustapa Mohamed, has recently chaired a dialogue session with aerospace companies operating in Malaysia.

The dialogue discusses on the purpose of two keys topics; updates on the participation by Malaysian aerospace companies at the recent Farnborough International Airshow (FIA) 2014 in Hampshire, England and updates on the revised aerospace industry blueprint by Malaysia Industry-Government Group for High Technology (MIGHT).

Hosted by the Malaysian Investment Development Authority (MIDA), the dialogue attracted Malaysian aerospace companies such as Airbus Customer Services Sdn Bhd, CTRM, Sepang Aircraft Engineering, SME Aerospace, and Spirit Aerosystems.

The Farnborough International Airshow (FIA) 2014 was held from 14th to 20th July recently, combining a major trade exhibition for the aerospace and defense industries, with a public airshow.

FIA 2014 attracted more than 1,500 exhibiting companies, including industry leaders such as Airbus, Boeing, Bombardier, Embraer, Lockheed Martin, and Rolls-Royce; that recorded an impressive confirmed orders and commitment valued at USD115 billion. 18 national pavilions including Malaysia, Thailand, France, Mexico, and Japan were part of the trade exhibition.

The main objective of Malaysia's participation at FIA 2014 was to position Malaysia as the investment destination for the aerospace industry in Asia Pacific.

Both MIDA and MATRADE (Malaysia External Trade Development Corporation) conducted seminars and B2B sessions that generated approximately RM3 billion worth of business in the form of potential investment (into Malaysia) and export opportunities of Malaysian aerospace products and services.

Currently, Malaysia hosts several major foreign companies such as GE Engine Services, Eurocopter, Honeywell Aerospace Services, Hamilton Sundstrand, Agusta Westland, and Messier-Bugatti-Dowty.

MITI and its agencies, including MIDA, MATRADE and SME Corp will lead in coordinating MRO industry development, specifically as investment, trade and SME capacity development are key for the growth of this sector.

The Malaysian Aerospace Industry Blueprint was first launched in 1997 "to transform Malaysia into a nation with regional and international aerospace industry capabilities by 2015".

To date, more than 70% of the initiatives identified have been implemented, and the economic impact has been encouraging. For instance, the industry generated total revenue of more than RM32 billion in 2013, compared to RM8 billion in 1998. This has been supported by the creation of an additional 35,000 jobs in 2013, on top of 30,000 existing jobs available in 1998.

MIGHT is currently developing the new Aerospace Industry Blueprint for 2015-2030 through consultation with industry stakeholders. iB

EMERY OLEOCHEMICALS DELIVERS INNOVATIVE SOLUTIONS

Emery Oleochemicals (M) Sdn Bhd, operates in the production of chemicals predominantly made from natural oils and fats such as palm kernel oil and tallow.

The company is a 50:50 joint venture between PTT Chemical International and Sime Darby Plantation, was founded in 1980 and based in Shah Alam, Selangor.

Group chief executive officer Dr Kongkrapan Intarajang said through a global operation that spans three regions: Asia Pacific, Europe and North America; it provides customers with best-in-class renewable solutions recognised for its ability to improve processing efficiencies, deliver outstanding technical performance and enhance environmental safety.

"From commodity chemicals to semi-specialty to specialty chemicals, we are able to meet specific demand in many high-growth sectors such as home and personal care, construction, automotive, lubricants, packaging, food and beverage, pharmaceutical, textiles, electrical and electronics, and agriculture," he said.

Additionally, through its focus in research and technological advancements, the company poised to provide differentiated, customisable and innovative solutions.

"Backed by our regional Technical Development Centres, Emery Oleochemicals is in the position to further support both exclusive and joint solutions development efforts. We aim to bring our business closer to the high-growth marketplace, leveraging our pipeline of renewable resources, global operations, market insights and oleo basics capabilities."

To date, Emery Oleochemicals' solutions portfolio spans six business units, with over 3,000 products and a growing base product brands.

"Today, our expanded portfolio includes products that are Roundtable for Sustainable Palm Oil (RSPO) Supply Chain System Certified for Segregated (SG) and Mass Balance (MB)," he said.

Internally, Emery Chemicals is preparing to conduct awareness training on sustainability, in general, and specifically on RSPO.

"Externally, we are working with stakeholders like the Malaysian Palm Oil Board (MPOB) to look into matters like the life cycle analysis of our oleobasic products like fatty acids, fatty alcohol, etc. which is related closely to sustainability and RSPO. We are also involved in conferences (PIPOC, POC, etc) by giving papers promoting sustainability as well as, specifically RSPO."

"We aim to bring our business closer to the high-growth marketplace, leveraging our pipeline of renewable resources, global operations, market insights and oleo basics capabilities."

– Dr Kongkrapan Intarajang

CLICK HERE FOR MORE INFORMATION ON THE EMERY OLEOCHEMICALS.

TIM TO AUSTRALIA ACCOMPLISHES MISSIONS

Minister of International Trade and Industry (MITI) Dato' Sri Mustapa Mohamed, has led a Trade and Investment Mission (TIM) to Sydney, Melbourne and Adelaide, Australia from 8 – 16 August 2014.

Headed by Mustapa as a business delegation and comprising representatives from tourism, healthcare, agribusiness, automotive, oil and gas, and professional services sectors.

The objectives of the mission are to:

- strengthen Malaysia-Australia bilateral ties;
- intensify business-to-business as well as government-to-business linkages between Malaysia and Australia;
- enhance the presence of Malaysian products and services in the Australian market;
- encourage and promote investments from Australia into high technology and knowledge-intensive sectors in Malaysia;
- promote collaboration in business sectors of mutual interest; and
- leverage upon the collaborative network of representatives from Malaysia–Australia Business Council (MABC) and Australia–Malaysia Business Council (AMBC) to further strengthen existing linkages

Mustapa delivered the keynote addresses at the "Seminar on Business Opportunities in Malaysia" in both Sydney and Melbourne. These seminars were attended by Australian business communities with a keen interest in trade and investment opportunities in Malaysia.

In addition to interacting with major Australian companies, Mustapa has also met Australia's Minister of Trade and Investment, Hon. Andrew Robb and Deputy Premier of New South Wales, Hon. Andrew John.

While in Melbourne, Mustapa Mohamed co-chaired the 17th Australia-Malaysia Joint Trade Committee (JTC) meeting with Hon. Andrew Robb. The JTC Meeting held was to undertake discussions on a number of trade matters of mutual interest, including issues related to the implementation of the Malaysia-Australia FTA.

Final day of TIM, Mustapa has met with several business leaders in Adelaide.

During the visit, the minister was accompanied by officials from MITI, Malaysian Investment Development Authority (MIDA), Malaysian External Trade Development Corporation (MATRADE) and investment promotion agencies.

PERODUA ROLLS OUT FIRST EEV

Perusahaan Otomobil Kedua Sdn Bhd (Perodua), has rolled out the country's first energy-efficient vehicle (EEV), the Axia, from its new RM790 million plant located next to its existing facilities in Rawang, Selangor.

The Axia, which is also Perodua's 10th model, is scheduled to be officially launched next month. The development cost of the new model at RM300 million is some 30% lower than the company's other models.

Speaking at the Axia's media test drive in Serdang last recently, Perodua President and Chief Executive Officer, Datuk Aminar Rashid Salleh said the company would focus on the domestic market with plans for subsequent export.

The new model, which is said to be Perodua's most fuel-efficient vehicle, has the potential to travel up to 21.6km per litre of petrol.

RB O&G OPENS NEW YARD

RB Oil &Gas (O&G), a unit of the RB Group, launched its new RM5 million fabrication and maintenance yard facility in Kerteh, Terengganu has plans to set up similar facilities at Petroliam Nasional Bhd's (Petronas) Integrated Petrochemical Complex in Pengerang, Johor.

RB Group Executive Vice Chairman, Datuk Ahmad Fadzil Mohamad said the company expects to finalise the land deal near the Rapid project by next year, adding that the company would ensure that its fabrication and maintenance yard would be ready before Petronas' Rapid project comes on stream by 2019.

Explaining that the company's business serves a specialised market for maintenance and turnaround process, which are mandatory to ensure that plants are operating efficiently under the safest operation, he expects growth to be as high as 400% based on the demand in the coming years.

Prior to the opening of the new facility, the company has undertaken the fabrication and maintenance jobs through sub-contracts.

The company is represented by five wholly-owned Bumiputera Petronas-licensed companies-RB Solutions Sdn Bhd, RB Plant Services Sdn Bhd, RM Greentech Sdn. Bhd, RB Materials Sdn Bhd and RB Oilfield Services Sdn Bhd.

WELLCALL INVESTS IN THIRD FACTORY

Wellcall Holdings Bhd has allocated up to US$45 million, its biggest investment to-date, to build a third manufacturing facility in Ipoh, Perak.

Its Co-Founder and Executive Director, Alex Chew Chee Chek said the first phase of the third factory, located one km from its existing plant, had started with piling works at end-June and is expected to be commissioned by April next year. The new plant would raise its production of its mandrel hose, the group's core product, by 50% to 38,000 tonnes a year. The group's other product is extrusion hose.

The first two phases of the third factory will increase its total installed capacity by 70% from the current 33,000 tonnes to 35,000 tonnes a year, with phase 2 expected to commence as early as six to eight months after phase 1 has kicked off. The new plant will have 18 mandrel production lines.

The group is also exploring the option of adding a spiral production line in Factory 3, which is capable of producing higher volumes compared with a mandrel line.

To enhance its productivity and raise its competitiveness, Wellcall upgraded its manufacturing process by installing a RM4 million locally refurbished semi-automated mandrel line at its second factory.

MERCEDES-BENZ EXPANDS PAINT SHOP IN MALAYSIA

Mercedes-Benz Malaysia Sdn Bhd, which has a strong 10-year track record at its assembly plant in Pekan, Pahang, is investing some RM200 million to expand its paint shop.

Speaking at a media conference in conjunction with the 10th anniversary celebration of its assembly plant in Pekan recently, its President and Chief Executive Officer, Roland Folger said construction work is scheduled to commence next month.

The German automaker would continue to invest not only at its Pekan plant, but also in their business in Malaysia as a whole, according to Folger.

The Pekan plant is one of six Mercedes-Benz passenger car CKD plants worldwide, he said, adding that the company is also looking at increasing the production lines at the plant as well as exploring the assembly of the C-Class model here, noting that Malaysia is an important market for Mercedes-Benz and Daimler.

The Pekan plant with 1,079 Malaysian workers and two foreign specialists rolled out 4,083 passenger cars and 2,892 commercial vehicles last year, comprising E-Class, S-Class, and 20 commercial vehicles, including Mitsubishi FUSO which was brought under Mercedes-Benz.

Mercedes-Benz Malaysia posted an 11% increase in sales of passenger cars and 14% for commercial vehicles, and Folger expects the trend to continue.

MIDA Worldwide Network

The Malaysian Investment Development Authority (MIDA) is the government's principal agency for the promotion of the manufacturing and services sectors in Malaysia. MIDA assists companies intending to invest in the manufacturing and services sectors, as well as facilitates the implementation of their projects. The wide range of services provided by MIDA include providing information on the opportunities for investments, as well as facilitating companies which are looking for joint venture partners.

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