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HIGHLIGHTS

MIDA - Building Investors’ Trust in Shaping the Nation



The Malaysian Investment Development Authority (MIDA) has been around since 1967. This was 10 years after the country first gained its independence, and about a decade after the Second World War ended. Thus, understanding the importance of MIDA's existence requires us to take a step back in time.

About half a century ago, having suffered the aftermath of two world wars, global economies were undergoing ups and downs and it was particularly affecting the commodities market in the region. The falling world price of rubber, the mainstay of the economy, was dampening Malaysia's economic outlook at the time. While any thoughts of expanding the economic base came about only after Malaysia (then known as Malaya) gained independence in 1957, the obvious expansion route was industrialisation.

The start was, as expected, in import substitution, principally for consumer products like confectionary, toiletries and apparel. Nonetheless, it was a difficult beginning for the early manufacturers to establish the marketability of their products and break through the common misperception that imported

foreign brands are far superior to locally-made items. It was also challenging to diversify the economic base and create more job opportunities as the domestic market was small. Unemployment was running high at 8%.

Something had to be done – and fast. It was then that MIDA assumed its role of helping to shape the Malaysian economy. First established as the Federal Industrial Development Authority, the agency shifted in accordance to the times and need to become the MIDA it is today.

It was first set up to promote industrialisation – mapping out the appropriate strategies, coordinate the activities of the relevant organisations in the public sector, and promote Malaysia to industrialists at home and abroad.

Right from the beginning, MIDA was very aggressive in gearing itself up to promote the establishment of industries in Malaysia. With just 13 senior officers and about 25 clerical and administrative junior officers in mid-1967 at MIDA's first building – the Police Co-operative Building in Kuala Lumpur, the agency embarked on their ambitious mission to transform the nation. The first two Malaysian investment missions were targeted at the United States and Japan. In a promotional blitz, Tan Sri Mohamed Khir Johari, who was then the Minister of Trade and Industry led the missions and covered 13 cities, met leaders of more than 50 American corporations, addressed 24 luncheon seminars and had 18 media interviews.

In a nostalgic recount of the tough early days, it was told that senior MIDA officers literally had to go knocking on doors to get a story on the Malaysian investment mission's abroad. "Malaysia, where's that?" was a common question MIDA officials had to answer in the early 70s before they could even begin to promote the country as an investment destination.

One of the early experiences was with the New York Times where a Malaysia Cabinet Minister and a senior MIDA officer had to go in search of newspaper offices and editors in downtown New York. Making their way through the floors in search of a particular editor, one of the attending journalist screamed across the room to the other saying, "Hey Smith, some Malaysians are looking for you." The so-called 'some Malaysians' were in fact, Tan Sri Khir Johari, the then Minister of Trade and Industry and also Mr. J. Jegathesan, who eventually became MIDA's Deputy Director-General. In full humility and grace, they went on to outline their promotional points about Malaysia as the editor bashed out a news story on the investment mission to the United States.

Following the US and Japan visits, interest in Malaysia began to pour in. Motorola and Robert New Furniture were one of the first few who had expressed interest in investing in Malaysia. In fact, two multinationals National Semiconductor and Matsushita Industrial Corp established their operations in Penang and Selangor respectively. MIDA's overseas missions were later expanded to include other countries such as Europe.

The fruits of MIDA's labour were directly visible in more heavy industries being established. Automobile assembly plants were mushrooming in the country. It became possible for Malaysians to buy locally assembled models of Fiat, Volvo, Volkswagen, Vauxhall, Toyota, Austin, Ford and Renault.

MIDA was also responsible for the opening up of Malaysia's Free Trade Zones (FTZ). FTZ-type facilities in the form of Licenced Manufacturing Warehouses (LMW) or Bonded Factories were also made available to attract expore-oriented industries. By 1990, MIDA had coordinated the setting up of 155 industrial sites and 12 FTZs at strategic sites throughout the country.

Today, Malaysia is in the next level of development as we gain momentum into becoming a high income nation. More than 5,000 foreign MNCs from 40 countries have chosen Malaysia as their preferred investment destination in the region. The country's economic base has expanded to include high technology, knowledge intensive, high value added and capital intensive ventures such as aerospace, medical devices and advanced chemicals.

The emphasis is on embracing the digital future, nurturing local businesses to become global champions through integrating into the international supply chain, as well as to create more skilled job opportunities.



MIDA is celebrating its 50th Anniversary this year.

In conjunction with the celebration, there will be an **Open Day** held on 18 September 2017 at MIDA HQ, Kuala Lumpur Sentral.

Come and visit us!

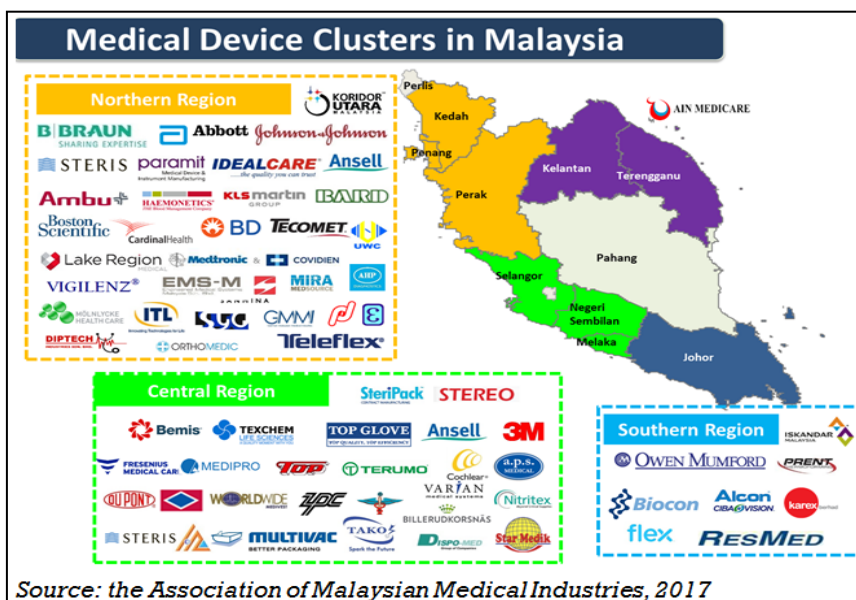
INDUSTRY

Development of Medical Device Industry in Malaysia

When we think of the medical device industry, Malaysia is usually not the first country that comes to mind. However, the current Malaysian medical device industry is growing to be an area of great promise.

Malaysia has more than 200 medical devices manufacturers with implemented investments of RM14.2 billion. More than 30 Multinational Corporations (MNCs) such as B. Braun Medical (Germany), Abbott (USA), Haemonetics (USA), Teleflex Medical (USA), CR Bard (USA), Johnson & Johnson Vision (USA), CIBA Vision (Switzerland), Ambu (Denmark), ITL BioMedical (Australia), Medipro (Japan) and Toshiba Medical Systems (Japan) have made Malaysia their home for offshore operations.

These MNCs have contributed to the development of a comprehensive local supply chain benefitting many domestic players. Most of these local companies have acquired advanced technology and knowledge to meet the requirements of international standards. These include companies providing services to MNCs such as UWC, Sin Yong Guan Industries, Epsilon, Professional Tools & Dies and Zeito Plastic Components. The medical device industry does not only strengthen the healthcare landscape of Malaysia. It also creates high income jobs, generates greater



Source: the Association of Malaysian Medical Industries, 2017

export value and reinforces our domestic supply chain ecosystem. In 2016, MIDA approved a total of 41 projects with investments of RM2.9 billion. These approved projects have created over 7,300 employment opportunities whereby the majority is in the managerial, professional, supervisory and technical positions.

While the medical device industry sees a bright future ahead, emerging challenges such as digitalisation, consumer empowerment and new competitors are fast reshaping its overall landscape. In addition, the pace of innovation in this industry will also continue to accelerate due to the country's movement towards Industry 4.0.

Industry players therefore, must be willing to shift their mindset, embrace technology, adopt R&D and keep innovating. It's now or never if they want to stay relevant and remain competitive in the marketplace. Companies in Malaysia need to emulate best practices and upgrade their capabilities, particularly by adopting Industry 4.0 concepts. MIDA stands ready to be the strategic partner to investors in providing assistance to support their businesses at the local and international stages.

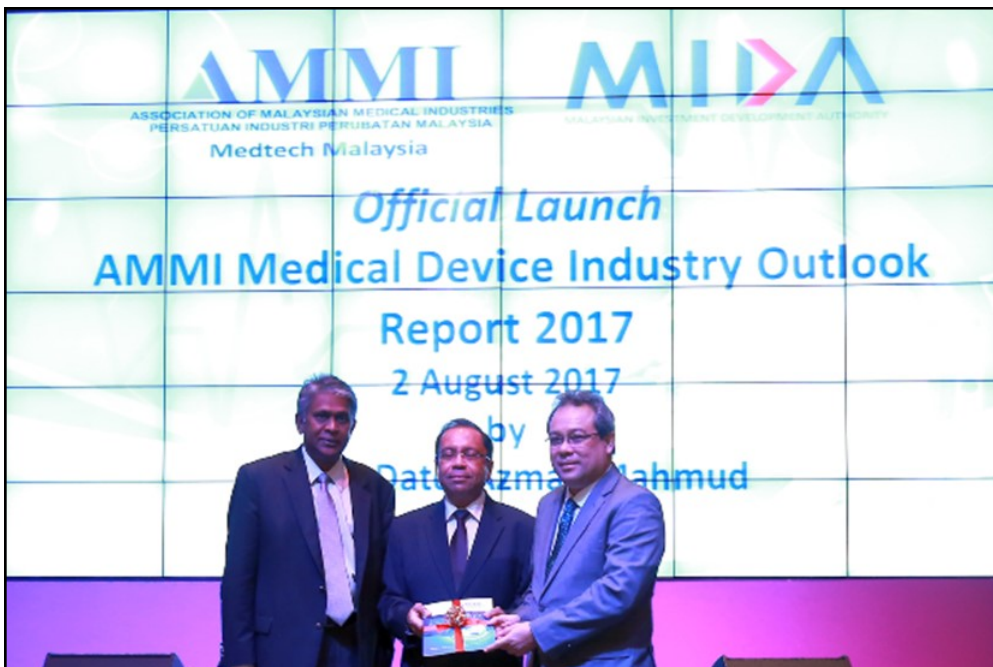
To that end, MIDA is now in the midst of undertaking a study on the future of manufacturing, focusing on the "Industry 3+2", which identifies the medical device industry as one of the high growth potential industries alongside aerospace and 3 other catalytic subsectors namely chemical, electrical & electronics and machinery & equipment. This study aims to provide a deeper analysis on issues related to technological and economic aspects of investments in Malaysia. It will then set the level of advancement as well as direction for the future roadmap and ecosystem for Malaysia as a preferred investment destination.

On talent development, MIDA has initiated a study to look into the profile of the current and future workforce within the medical device industry. The whole idea is to assist industry to bridge the talent gaps



issues. For this initiative, MIDA is collaborating with the Ministry of International Trade and Industry (MITI), Institute of Labour Market and Information Analysis (ILMIA) and the Association of Malaysian Medical Industries (AMMI).

On 2 August, AMMI launched their Medical Device Industry Outlook Report 2017 at the MIDA HQ. The report, which is based on a survey completed by over 70% of its members, highlighted an impressive value-added ratio of 57% in manufacturing medical devices in Malaysia.



The total value of cumulative investments reported stood at RM6.04 billion, as at December 2016. Going forward, an additional RM1.4 billion is expected to be invested in the country's medical device industry in 2017. This reflects the prevailing investor confidence in the country's business environment. The value of its cumulative investments grew by a 17.1% compound annual growth rate (CAGR) between 2012 and 2016.

Today, medical devices produced in Malaysia are of world-class quality and are recognised for its adherence to international standards as well as global regulatory compliance systems. This is backed by the fact that over 90% of medical devices manufactured are for export. AMMI Chairman, Hitendra Joshi stated that its members' collective exports last year rose by 17% to hit RM9.7 billion and this figure represents over half of Malaysia's total exports of medical devices in 2016. Malaysia's medical device exports is expected to reach RM17.7 billion by 2017.

SERVICES

Premium Outlets, Making Malaysia A Shopping Haven

It is an unprecedented trend, particularly among many Asian countries, for travelers to consider the shopping aspect when choosing a certain travel destination over another. As such, shopping tourism now accounts for a considerable amount of global tourism expenditure.

According to the Ministry of Tourism and Culture Malaysia, 26.8 million people from all over the world visited Malaysia in 2016, a 5% increase compared to 25.6 million tourists in 2015. For example, tourist receipts have increased by 18.8%, contributing RM82.1 billion to the country's revenue against RM69.1 billion in 2015. Meanwhile, shopping receipts also surged totaling RM26 billion in 2016 compared to RM21.6 billion in 2015, reflecting an increase of 20.3%.



Through Malaysia's Tourism National Key Economic Area (NKEA) agenda, the Ministry of Tourism and Culture collaborates with other Government agencies and the private sector to help secure Malaysia's position as a leading tourist destination. Among the plans include having more outlet centres in the country that offers discounted luxury items to attract more tourists and increase tourist spending.

This led to the establishment of Malaysia's first premium outlet, the **Johor Premium Outlet (JPO)**. Located in Kulaijaya on 44 acres of land, the outlet is a joint venture between Genting Group and Simon Property Group and involved a total investment of RM150 million. JPO features 130 brand name outlet stores and serves consistently high volumes of international and domestic shoppers. This project has created over 3,000 job opportunities, helping Johor to develop its local talent and create economic value.

The country's second luxury outlet centre, **Mitsui Outlet Park (MOP)** was developed by MFMA Development Sdn. Bhd., which is a joint venture company between Mitsui Fudosan Co. Ltd., (Mitsui Fudosan) and Malaysia Airports Holdings Berhad (Malaysia Airports). Located 6km from KLIA in Sepang, MOP provides shuttle bus service, to and from KLIA and KLIA2 to transit passengers, flight check-in systems, flight information displays and free baggage storage services.

SERVICES

The MOP KLIA (Phase 1) launched on 29 July 2015, comprises 128 brand outlets and caters to airport users and residents within the vicinity. Upon full expansion by 2021, MOP KLIA will occupy a land area of 178,900 m² and will have the potential of being the largest outlet mall in South East Asia with approximately 250 outlets. The total investment for all three phases is projected at RM335 million.



Up north in Penang, PE Land Sdn Bhd has developed the **Penang Design Village** at Batu Kawan. Located few minutes away from the Sultan Abdul Halim Muadzam Shah Bridge (Penang Second Bridge), and five minutes from the North-South Expressway, Design Village is approximately 40km south-east of Georgetown. Featuring 150 shop lots and occupying 37,161sqm of land, Design Village is on the cards to attract shoppers in the northern region, particularly tourists holidaying in Penang as well as Indonesian tourists en route to Thailand.



In Malacca, the **Freeport A'Famosa Outlet** is a joint venture between UK- based outlet specialist Freeport Retail Ltd and Langkah Realiti Sdn Bhd, which owns the popular A'Famosa Resort. Set in an open air mall, the outlet is located just five minutes from the Alor Gajah toll on the North-South Expressway and accessible to over 9 million customers from Klang Valley, Malacca and nearby towns plus the 15 million tourists who visit Malacca every year.

Horizon Village Outlets (HVO) is set to open in mid-2018 and is a joint-venture project between US-based Horizon Group Properties and local outfit Mainstay Properties Sdn. Bhd. The premium outlet mall has a gross development value of RM400 million and is in Sime Darby Bhd's 2,370-acre township Serenia City, 10 km north of KLIA and KLIA 2. HVO depicts a European persona, enticing shoppers to look forward to its European-styled architecture concept that features a serene open-air ambience with weather-proof walkways. Also, to differentiate HVO from other premium outlet, local products such as batik, songket, wau, pewter and many more will be promoted at the Craftsville in the HVO.

A target has been set for Malaysia to earn RM900 million from these premium outlets by 2020 and help drive the national economy forward. To be ahead of the curve, Malaysia will continue to go the extra mile to promote premium outlets to attract more tourists to visit Malaysia. The Malaysian Investment Development Authority (MIDA) as the government's principal promotion agency will continue to assist both local and foreign companies by facilitating the implementation of their projects. The growth of these premium outlets is indeed on a roll. Going forward, Malaysia will also be focusing on developing premium outlets in other areas such as the East Coast, Sabah and Sarawak.

EVENTS

8th Asian Leadership Conference – New Leadership in the Era of Hyper-Uncertainty Towards Cooperation and Prosperity



A MIDA delegation led by YBhg. Dato' Azman Mahmud, Chief Executive Officer of Malaysian Investment Development Authority (MIDA) attended the 8th Asian Leadership Conference in Seoul from 3-4 July 2017. YBhg. Dato' Azman gave a talk during the event entitled Invest in Malaysia: Envisioning the Advanced Economy of Industry 4.0.

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23rd Lanzhou Investment & Trade Fair

MIDA CEO, Dato' Azman Mahmud joined the Ministry of Trade and Industry (MITI) delegation led by YB Dato' Seri Ong Ka Chuan to participate in the 23rd Lanzhou Investment and Trade Fair. At the event Dato' Azman met a young successful Malaysian entrepreneur, Ms Chua of Omni Mal Agencies (www.omnimal.com), that have been making quality dates at Pengkalan Chepa, Kelantan for export.



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Strong Performance in Malaysia Prompts Endress+Hauser to Expand and Launch New Customer Service and Training Facility in Malaysia



Swiss-based, Endress+Hauser has invested 4.5 million euros (RM 22.06 million) in a new customer service and training facility in Shah Alam in tandem with its strong performance over the company's history in Malaysia. The process instrumentation and automation company whose clients include Petronas, Nestle, F&N CC, BASF, Felda, IOI, Sime Darby, KL-Kepong, Mewaholeo, PGEO was awarded the best performing facility among 40 Endress+Hauser offices worldwide in 2008. The new facility demonstrates the company's commitment to the local market, and also signals Endress+Hauser's move towards digitalisation and Industrial Internet of Things (IIoT).

Officiating the event on 13 July 2017 was Yang Berbahagia Dato' Azman Mahmud, Chief Executive Officer of Malaysian Investment Development Authority (MIDA) and witnessed by His Excellency Michael Winzap, Swiss Ambassador to Malaysia, Matthias Altendorf, Chief Executive Officer of Endress+Hauser Group, Tony Jacobsen, Corporate Sales Director Asia/Pacific of Endress+Hauser Group and Chow Mun Kong, Managing Director of Endress+Hauser Malaysia.

In his speech, YBhg. Dato' Azman said, "We are pleased that Endress+Hauser which has been in Malaysia for nearly 30 years is taking another step forward by expanding their presence in the country. The new facility marks Endress+Hauser presence in Malaysia to remain competitive not only locally but for global market as well. This launch also cemented our country's position as an attractive market for process automation. The company's activities are aligned with Malaysia's goal to boost technological advances and digitalisation. This serves as a catalyst for us to further engage with more stakeholders in strategising the way forward for the industries to adopt elements of Industry 4.0."

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Japanese Firm Roland Expands Its Operations, Establishes a Principal Hub in Port Klang

Roland Corporation, a notable Japanese manufacturer of electronic musical instruments, electronic equipment and software announced the opening of its Principal Hub (PH) operation, under its subsidiary, MI Services Malaysia Sdn. Bhd. (MIS) on 14 July 2017. MIS will be fully operational in Port Klang from January 2018 as a central base for further improving global operations and expanding business.

Roland Manufacturing operations in the country has benefited over 366 Malaysians who have been employed by the company in various positions, focusing on the production of electronic pianos, guitar amplifiers and electronic drums for the global market. The company uses IT system and technologies for its material, parts handling as well as inspection processes.

YBhg Dato' Azman Mahmud, Chief Executive Officer of Malaysian Investment Development Authority (MIDA) at the opening ceremony of MIS said, "With this principal hub establishment, Malaysia is now Roland's second headquarter after Japan that will act as the Group's Global Procurement and Distribution Centre to support its sales units throughout the world. For Malaysia, this is an important vote of confidence in the country's competitive strengths as an attractive investment location for companies to locate their activities. MIS will create more high value jobs for Malaysians and more collaboration opportunities for our local companies."



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2017 Taiwan-ASEAN Strategic Investment Partnership Forum

Representing Malaysia at the 2017 Taiwan-ASEAN Strategic Investment Partnership Forum on 14 July 2017 was MIDA's Deputy Chief Executive Officer, YBhg. Datuk N. Rajendran.

The event, held at Kaohsiung Exhibition Center, Taiwan featured a panel discussion with Datuk Rajendran among the panellist, together with Ms Nora K. Terrado, Undersecretary of the Department of Trade and Industry Philippines; Ms. Duangjai Asawachint Achit, Deputy Secretary General, Office of the Board of Investment, Thailand; Mr. Azhar Lubis, Deputy Chairman for Investment Controlling and Implementation, Badan Koordinasi Penanaman Modal (BKPM), Indonesia; Mr. Chok Yi Da, Director of Singapore Economic Development Board in Taiwan; and Mr. Oudet Souvannavong, Chairman, Lao National Chamber of Commerce and Industry.



“We share Taiwan’s view that the best way to face global economic headwinds is through creating mutually beneficial and sustainable growth as well as increased cooperation in trade and investment. It is notable that around 16,000 Malaysian students are studying in Taiwan and as to date, 60,000 students have graduated from Taiwan. Taiwan’s New Southbound Policy (NSP), which lists Malaysia among their targeted countries, is in line with our focus areas such as human capital development, medical care, technology, agriculture and development of small and medium-sized enterprises. As Taiwanese companies continue to expand their businesses abroad, Malaysia can become an important hub for them to manage their subsidiaries and other related operations in the ASEAN region,” said Datuk Rajendran during the panel discussion.

MIDA Holds Supply Chain Conference in Northern Region, Boosting Strategic Partnerships Between MNCs and SMEs

“This conference will be a good opportunity for all of us to network and build stronger supply chains in the northern region. With more than 40 years of experience in the manufacturing sector since the establishment of globally renowned corporations here in the early 70s, industry players in this region are well positioned to be at the heart of the digital transformation happening today,” said YB Dato’ Seri Ong Ka Chuan, second Minister of International Trade and Industry (MITI) during his keynote address at the Malaysian Investment Development Authority (MIDA)’s Northern Regional Supply Chain Conference held at the Penang Skills Development Centre (PSDC) on 24 July 2017.

In his welcoming remarks, Datuk Phang Ah Tong, Deputy Chief Executive Officer of MIDA said, “With the theme ‘Accelerating the Adoption of Industry 4.0’, the Northern Region was chosen to host MIDA’s second Regional Supply Chain Conference as this region is synonymous with being the semiconductor and electrical & electronics hub of Malaysia. The strong presence of many multinational companies located here and the very fact that some of the big names here such as First Solar, Infineon, Osram, B. Braun, Bosch and Inari in Kedah and Penang have already migrated to Industry 4.0, hold much promise for business collaboration and opportunities within this region.”



This one day event, which attracted over 300 participants, featured a panel discussion with key speakers from Broadcom, B. Braun, Inari and Siemens, and was moderated by PSDC's Industry 4.0 expert, Mr Azhar Md. Nayan. There were business matching sessions with 28 MNCs participating in this conference. The meetings provided immense opportunities for deeper commercial collaboration between large and small companies across the board. Participating anchor companies include Jabil Circuits, Vitrox, Boston Scientific, Teleflex Medical, St Jude Medical, Jinko Solar, GE Malaysia, Bosch and Continental.

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Digitalisation of Manufacturing in South East Asia

Representing MIDA at the Industry Sharing Seminar on Digitalisation of Manufacturing in South East Asia, a joint collaboration between the Singapore Manufacturing Federation and Johor Bahru Chinese Chamber of Commerce and Industry (JBCCCI) was Mr N. Jeyasigan, Director of MIDA's Advanced Technology and R&D Division.

During the event that was held on 25 July 2017 in Johor, Mr Jeyasigan shared on the Government's role in paving the way for Industry 4.0 in Malaysia. Other topics that were discussed during the event were Industry 4.0 and Singapore Manufacturing, Surface Engineering: Technology & Applications, and Business Plan – Maximise the Opportunity to Embrace Manufacturers to the Digital World. The half day seminar also featured a panel discussion on Smart Manufacturing Adoption Across National Borders with the aim to improve productivity and create more business opportunities for the manufacturing community.



MIDA received the Security Protection Special Award 2016

Towards promoting a security management culture at all government agencies to ensure integrity in the nation's civil service, the Security Protection Special Award or *Anugerah Khas Keselamatan Perlindungan* was introduced in 2013 by the Chief Government Security Office of the Prime Minister's Department.

From a total of 185 government agencies including ministries, government departments and federal statutory bodies, state-government departments, only 45 agencies including six ministries were awarded with 'five stars'.

MIDA was the only statutory body at the Federal level that was recognised to have received a trophy and certificate of excellence for the best security protection management in 2016.



During his speech at the Excellence in Security Awards Ceremony held at the Prime Minister's office on 25 July 2017, the Chief Secretary to the Government, Tan Sri Dr Ali Hamsa said, "Ministries and government agencies must always be prepared to face and manage security risk in the current era of dynamic changes and challenges. Besides making sure that civil servants abide to security processes and procedures, security management is important in making sure safety and effectiveness in service delivery and communication is deterred such as cyber threats like spamware and malware."

EVENTS

Dialogue Session with Investors and Stakeholders

On 28 July 2017, MIDA held a Dialogue Session with Investors and Stakeholders with the theme 'Connecting Investors with Local Service Providers' at the MIDA HQ. Given the importance of the services sector as one of the main pillars of Malaysia's economic growth, MIDA seeks to obtain inputs on issues and recommendations from companies in the services sub-sectors, relevant associations and chambers of commerce on ways to reduce services trade deficit through investment.



NEWSLINK

MALAYSIA RANKING

Seven Malaysian varsities make it to QS world ranking

ECONOMY NEWS

Ringgit in recovery mode

OCBC Bank upgrades growth outlook to 4.8pc

Asia tech-producing economies shine

Economy projected to expand above 5pc

Business optimism remains strong in Malaysia

Government allots RM5.88b for SMEs

Preparing for 4th Industrial Revolution

More targeted tax breaks for 2018 budget

Credit Suisse more upbeat on Malaysia

GDP forecast lifted to 4.8pc

IMF praises Malaysia's policies
Improving economy, rising ringgit woo investors
Malaysia on the right growth course
FDI inflows to create high-value jobs
2016 GDP value expands to RM1.23tril

INDUSTRY NEWS

Major boost for furniture makers
Easy does it for assembly line maker
Synthomer boost output capacity
SCGM plans to set up factory in Klang
Sunzen buys 70pc stake in Ecolite
Careplus an emerging force in rubber glove sector
Exco: China firm to set up RM300mil plant in Pekan Nanas
Reimagining scaffolding
Furniture exports keep growing
DRB-HICOM unveils new paint shop
Petronas, PTT plan natural gas JV
US boarding school to open in Forest City
Positive construction outlook
Continuous investments show Finisar's confidence in Malaysia
Linde to expand production capacity
Top Glove allocates RM 75m for condom plant
Mieco buys SYF Resources' chipboard maker to expand capacity
Government sets 280,000 car target from Proton-Geely venture

SERVICES NEWS

Convergence may lead to mergers
McDonald's bullish on outlook
MylX to finalise deal with Netflix next month
Old stuff may be the new thing in S-E Asia
Ranhill relocates corporate HQ to Johor
Lower cost of doing business
Johor ports on track to meet target
E&E sector remains key catalyst

Prestariang to invest up to RM1bil in Skin project

Digital hub shows government support for startups, SMEs

REV Asia sees 'important role' in KLIC

Sapura's aviation unit to establish MRO unit with Lufthansa

Ikhasas, Marriot ink partnership

MMC plans tie-up with Japanese consortium

Digital economy contribution to exceed 20% target

CROSS BORDER NEWS

Get Apec card for smoother travel

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 that want to take advantage 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 e-mail us at investmalaysia@mida.gov.my.

MIDA, your first point of contact for investments in Malaysia.



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