

E-NEWSLETTER
JANUARY 2025 ISSUE



MALAYSIA
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INVEST MALAYSIA



HIGHLIGHTS

Working Visit of the Prime Minister, YAB Dato' Seri Anwar Ibrahim to London, from 15 to 19 January 2025

INDUSTRY

Malaysia: A Promising Future for Traditional and Herbal Medicine

SERVICES

Malaysia's Transformative Vision in Logistics: The Smart Logistics Complex

From the CEO's Desk

Dear valued partners and esteemed readers,

The dawn of 2025 marks a pivotal moment in Malaysia's investment journey. MIDA embarks on an ambitious mission to reshape our nation's economic landscape, focusing on high-value, quality investments that drive sustainable growth. Our commitment to fostering innovation, technological advancement, and business excellence positions Malaysia as the premier investment destination in Southeast Asia.

Malaysia's leadership in emerging sectors takes center stage in this edition, particularly in Traditional and Herbal Medicine. Our nation's biodiversity and rich cultural heritage create unique opportunities for industry growth. Through the National Traditional and Complementary Medicine (T&CM) Blueprint, we're establishing world-class standards while offering comprehensive support through tailored incentives and expert guidance.

Recent diplomatic achievements highlight our global connectivity, exemplified by the Prime Minister, YAB Dato' Seri Anwar Ibrahim's successful working visit to London. This mission strengthened Malaysia-UK bilateral relations through multiple MoUs, fostering deeper collaboration across various sectors and enhancing people-to-people connections.

Additionally, we showcase the development of the Smart Logistics Complex, a key initiative transforming Malaysia's logistics landscape by enhancing connectivity and efficiency. MIDA is actively engaging global logistics leaders to establish regional distribution centres and smart warehouses, driving investment in automated solutions to strengthen Malaysia's position as a logistics hub.

We also feature AIN Medicare, an emerging homegrown pharmaceutical company specialising in the development and manufacturing of sterile medical devices, as an example of successful investment in this sector, highlighting the opportunities available for businesses in Malaysia. AIN Medicare's strength lies in its ability to efficiently and cost-effectively meet customer demands while maintaining the highest quality standards, where MIDA has been instrumental in supporting AIN Medicare's growth through incentives and assistance with expansion plans.

We shine a light on Iskandar Malaysia: The Cornerstone of The Johor-Singapore Special Economic Zone (JS-SEZ). JS-SEZ offers businesses and investors seamless integration into Singapore's value chain while providing cost-effective access to rapidly expanding regional and global markets. The initiative is set to roll out 50 projects in its first five years, scaling up to a total of 100 projects within a decade. This ambitious growth strategy is projected to drive economic expansion in both Malaysia and Singapore, creating 20,000 skilled job opportunities.

From the CEO's Desk

Our recent initiatives underscore MIDA's dedication to industry development:

- The Future of Supply Chains forum, co-hosted with ALP, showcased cutting-edge logistics technologies and automation solutions;
- MIDA's partnership with Infineon launched a Vendor Development Programme, enhancing capabilities of 139 Malaysian companies in the semiconductor industry; and
- Continued support for cross-border collaboration through strategic partnerships and investment facilitation

As we progress through 2025, MIDA remains your dedicated partner in investment success. Our comprehensive support system, from initial consultation to ongoing operational assistance, ensures your business thrives in Malaysia's dynamic economy.

We invite you to join us in this transformative journey. Together, we can create lasting economic value while building a sustainable future for generations to come. MIDA stands ready to support your investment ambitions and help write the next chapter of Malaysia's economic success story. Malaysia - Where Investment Meets Opportunity!

DATUK SIKH SHAMSUL IBRAHIM SIKH ABDUL MAJID

Chief Executive Officer
Malaysian Investment Development Authority (MIDA)



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Working Visit of the Prime Minister, YAB Dato' Seri Anwar Ibrahim to London, from 15 to 19 January 2025

Malaysia continues to solidify its status as a premier investment destination in ASEAN, leveraging its strong bilateral ties and historic relationship with the United Kingdom. The recent working visit by the Prime Minister, YAB Dato' Seri Anwar Ibrahim to London from 15 to 19 January 2025, at the invitation of the UK Prime Minister, the Right Honourable Sir Keir Starmer, marked a pivotal step in advancing trade, attracting high-value investments, and driving innovation.

Strengthening Economic Ties: High-Level Business Engagements

As part of the visit, the Ministry of Investment, Trade, and Industry (MITI), led by YB Senator Tengku Datuk Seri Utama Zafrul Abdul Aziz, spearheaded a comprehensive business engagement initiative aimed at strengthening economic collaboration.

High-Level Roundtable Meeting with UK Captains of Industry

A key highlight of the visit was the High-Level Roundtable Meeting in London, jointly organised by MIDA and the Malaysia External Trade Development Corporation (MATRADE), with support from the British Malaysian Chamber of Commerce (BMCC) and Standard Chartered. The meeting convened 51 industry leaders from 31 prominent UK companies including Shell, AstraZeneca, Rolls Royce, Jaguar Land Rover, and Standard Chartered, alongside a delegation of 13 Malaysian companies.

Chaired by the Prime Minister of Malaysia and moderated by the MITI Minister, the discussions centred on Malaysia's role as ASEAN Chair in 2025, the benefits of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), and opportunities in high-growth sectors such as renewable energy and semiconductors. Minister Catherine West MP reaffirmed the UK's commitment to strengthening bilateral ties, particularly through the CPTPP and the Joint Economic and Trade Committee (JETCO).

Strategic One-on-One Meetings

One-on-one business meetings with key UK companies, including Standard Chartered, Raw Energy, and Yondr Group, provided an engaging platform to explore strategic collaborations:

- **Standard Chartered** expressed interest in the Johor-Singapore Special Economic Zone, recognising its potential to enhance regional trade and investment.
- **Raw Energy** reaffirmed its commitment to Malaysia's decarbonisation efforts under the National Energy Transition Roadmap (NETR), exploring advanced biofuel technologies and Sustainable Aviation Fuel (SAF).
- **Yondr Group** highlighted Malaysia's potential as a data centre hub, focusing on cutting-edge AI/ML-driven data centres, Direct-to-Chip Liquid Cooling (DCL) technology, sustainable building designs, and electro-mechanical advancements.



Landmark Malaysia-UK Joint Economic and Trade Committee (JETCO) Meeting

The inaugural ministerial-led **JETCO meeting**, co-chaired by the UK Trade Minister, Douglas Alexander MP and MITI Minister, marked a historic milestone in Malaysia-UK economic collaboration. The ministers endorsed an ambitious joint working plan to strengthen bilateral cooperation in priority areas such as legal services, education, standards and compliance assessments, agriculture, and small and medium-sized enterprises (SMEs). The discussions reinforced both nations' commitment to sustainable growth, innovation, and enhanced trade and investment opportunities.

The meeting also explored potential cooperation in other areas such as customs, Islamic finance, cooperatives, and social enterprises.

Cross-Border Investment – Product Launch

The visit celebrated the launch of three (3) landmark Malaysian projects in the UK, underscoring the capabilities of Malaysia's conglomerates to compete and secure market share in key industries while promoting cross-border investment. By accessing new markets, maintaining market share in traditional ones, and creating vital linkages to support high-technology and knowledge-based industries, cross-border investments position Malaysia for innovation and sustainable growth. These projects include:

- **YTL's Brabazon Project and Gamuda's 75 London Wall Project** – Showcasing Malaysia's expertise in revitalising historical developments, this project incorporates a mix of residential, commercial, and public spaces.
- **Tenaga Nasional Berhad's Kampana Solar Project** – A renewable energy initiative generating 35MW of clean electricity, powering approximately 14,000 households and underscoring Malaysia's commitment to green technology.



HIGHLIGHTS



Exclusive Dialogue Session with the UK Business Leaders

The MITI Minister along with the CEOs of MIDA and MATRADE, engaged in an exclusive dialogue session hosted by Standard Chartered, BMCC, and the UK-ASEAN Business Council (UKABC). Senior leaders from 18 prominent companies discussed Malaysia's economic agenda, highlighting key policies such as the New Industrial Master Plan (NIMP) 2030, the National Semiconductor Strategy (NSS), and Malaysia's ASEAN Chairmanship in 2025. Discussions focused on talent mobility, digitalisation, energy transition, and green technology, reinforcing Malaysia's position as a preferred global investment hub.

Collectively, the achievements of the working visit represent a **potential investment value of RM11 billion** and an **export potential of RM500 million over the next five years**. The successful outcomes of the working visit solidify Malaysia's role as a strategic global investment hub, strengthening its economic ties with the UK while positioning itself as a leader in sustainable development and high-value industries. These collaborations set the stage for long-term economic prosperity and mutual growth between Malaysia and the United Kingdom.





Malaysia: A Promising Future for Traditional and Herbal Medicine

Traditional and herbal medicine has been used for centuries, but its importance has become increasingly evident in recent times as the world recognises their immense potential to complement modern medicine. These medicines are derived from natural sources, including plants, animal by-products, and minerals, often used in raw form or as crude extracts. Traditional practices across various cultures have long relied on these remedies.

Herbal medicine, also known as botanical medicine, involves the therapeutic use of plants. These plants produce a wide range of chemical compounds that interact with the body, offering preventive and therapeutic benefits for various diseases. According to the World Health Organisation (WHO), about 40% of modern pharmaceutical products widely used today were derived from traditional knowledge. For example, aspirin was discovered through the extraction of the salicylic acid from willow bark, which was then synthesised as a painkiller and fever reducer.

A Booming Global Market

The global herbal medicine market is experiencing remarkable growth. In 2023, the global herbal medicine market was valued at USD216.4 billion and is projected to reach USD 437 billion by 2032, reflecting a Compound Annual Growth Rate (CAGR) of 8.17%. This remarkable growth is fuelled by:

- Increased Consumer Confidence - Natural medicines are often perceived as safer and associated with fewer side effects.
- Preventive Healthcare Trends - A growing preference for disease prevention over treatment is fueling demand.
- Rising Healthcare Cost - Escalation of expenses for conventional treatments encourage consumers to explore more affordable alternatives.
- Technological Advancements - Enhanced extraction and processing techniques are increasing the efficacy and accessibility of herbal medicines.
- Stronger Regulatory Support - Global authorities are validating herbal products, further strengthening the industry's credibility.

Malaysia's Unique Strength

Malaysia's rich cultural diversity and abundant biodiversity make it a natural home for traditional and herbal medicine. The country offers a unique blend of traditional Malay medicine, Islamic medical practices, traditional Chinese medicine, and traditional Indian medicine. This diversity has earned Malaysia global recognition as a medical tourism destination. To further capitalise on this strength, the Malaysian Government, through the Ministry of Health, introduced the National Traditional and Complementary Medicine (T&CM) Blueprint (2018-2027). This comprehensive plan aims to regulate and develop T&CM products and practices. The establishment of the Traditional and Complementary Medicine Division (T&CMD) in 2010 has been pivotal in drafting policies, implementing action plans, and raising awareness about T&CM regulations among practitioners and consumers.

Currently, 15 public hospitals in Malaysia offer T&CM services, including notable facilities such as Putrajaya Hospital, Port Dickson Hospital in Negeri Sembilan, and Sultanah Bahiyah Hospital in Kedah. The T&CM Unit at Putrajaya Hospital, established in 2008, provides therapies such as traditional Malay massage, acupuncture, and herbal treatments for cancer patients, as well as post-stroke rehabilitation and chronic pain management. The country boasts over 6,000 registered local T&CM practitioners, along with more than 100 foreign practitioners.

While still in its early stages for critical care and targeted therapies, T&CM offers a holistic approach to health, emphasising overall well-being and natural recovery. Furthermore, traditional medicine serves as a rich resource for drug discovery and development, a fact recognised by WHO.

A Promising Future for Malaysia's Herbal Medicine Industry

The future of Malaysia's traditional and herbal medicine sector is bright. Positive market trends, growing consumer acceptance, and

supportive government policies create ample opportunities for investment in this sector. However, the industry's long-term viability hinges on sustainable sourcing of raw materials. Efficient integration of resources, from farm to factory, at an economic scale is essential.

By adhering to these principles, Malaysia can establish itself as a global leader in the traditional and herbal medicine market, contributing significantly to national health and economic growth.

Opportunities for Investment and Incentives

Businesses interested in manufacturing traditional and herbal medicine products can benefit from government incentives, including:

- Tax Incentives
- Duty Exemptions
- Financial Assistance Programmes

For further details, contact the Life Sciences & Medical Technology Division at <https://www.mida.gov.my/staffdirectory/life-sciences-medical-technology-division/>.

1. Fortune Business Insights
2. World Health Organisation
3. National Traditional and Complementary Medicine (T&CM) Blueprint





Malaysia's Transformative Vision in Logistics: The Smart Logistics Complex

The global logistics landscape is undergoing a transformative shift, driven by advancements in technology aimed at boosting operational efficiency, reducing costs, and ensuring sustainability. As logistics operations become increasingly complex and interconnected, countries worldwide are investing in state-of-the-art infrastructure to enhance their competitive edge in global trade.

Recognising its strategic location in Southeast Asia, Malaysia is committed to elevating its logistics capabilities and positioning itself as a regional leader in this sector. A central pillar of this transformation is the development of the Smart Logistics Complex (SLC) —a cutting-edge facility integrating Internet-of-Things (IoT), artificial intelligence (AI), and automation to cater to meet modern logistics demands.

Advancing Technology: The Pillars of the Smart Logistics Complex

The SLC leverages several advanced technologies designed to optimise the logistics value chain, from warehousing to distribution, including:

Internet of Things (IoT) for Real-Time Monitoring

- A fundamental component of the SLC is IoT sensors that enable real-time tracking of goods and assets. This technology enhances inventory management by providing

continuous data, allowing businesses to maintain better control over warehouse processes and ensure timely deliveries while minimising stockouts and overstocking.

- IoT systems streamline operations and offer end-to-end visibility for clients and stakeholders, leading to improved decision-making and customer satisfaction. As the logistics industry increasingly adopts IoT, a 2023 McKinsey report found that companies using these technologies reduced operational costs by up to 15% through better asset tracking and streamlined supply chain management.

Automation and Robotics: Enhancing Efficiency

Automation in logistics has proven to be a game-changer, reducing human error, optimising workflows, and boosting productivity. The SLC integrates various automated systems, including Automated Guided Vehicles (AGVs) and robotic sorting systems. AGVs are used to transport goods seamlessly within the warehouse, while robotic sorting systems expedite the sorting and packaging process.

These technologies reduce the reliance on manual labour, speeding up operations while minimising errors. With the implementation of robotic process automation (RPA), companies

can improve throughput, reduce labour costs, and create safer working environments. A 2019 report by PwC found that automation in logistics can reduce operational costs by as much as 30%, significantly enhancing a company's profitability and sustainability. The use of robotics can also address the increasing shortage of labour in the logistics industry, particularly in high-demand sectors such as e-commerce fulfilment and last-mile delivery.

Artificial Intelligence (AI) and Predictive Analytics

AI-driven tools are central to the functioning of the SLC. AI and predictive analytics support demand forecasting, inventory optimisation, and dynamic route planning. By leveraging large datasets and historical trends, AI systems can predict demand surges and supply chain disruptions, enabling businesses to prepare in advance and avoid potential bottlenecks.

AI-powered route optimisation tools also help reduce delivery times and fuel consumption by selecting the most efficient delivery routes. This not only cuts operational costs but also contributes to reducing the carbon footprint of logistics operations, aligning with global sustainability goals. AI algorithms analyse traffic patterns, weather data, and real-time conditions, optimising route planning to minimise delays and improve delivery reliability. According to Gartner, companies that implement AI for predictive analytics in logistics have experienced up to a 20% reduction in transportation costs and a 15% improvement in delivery accuracy.

Policy Support: A Framework for Growth

The development of the SLC is not occurring in isolation. It aligns with Malaysia's broader strategy to strengthen its logistics sector through key national policies such as the



National Transport Policy (NTP) 2019-2030, MyDIGITAL and Industry4WRD. These initiatives promote digital integration, sustainability, and the adoption of Industry 4.0 technologies within logistics. By facilitating investment in smart infrastructure, the government aims to improve efficiency, reduce congestion, and enhance Malaysia's competitiveness in global trade.

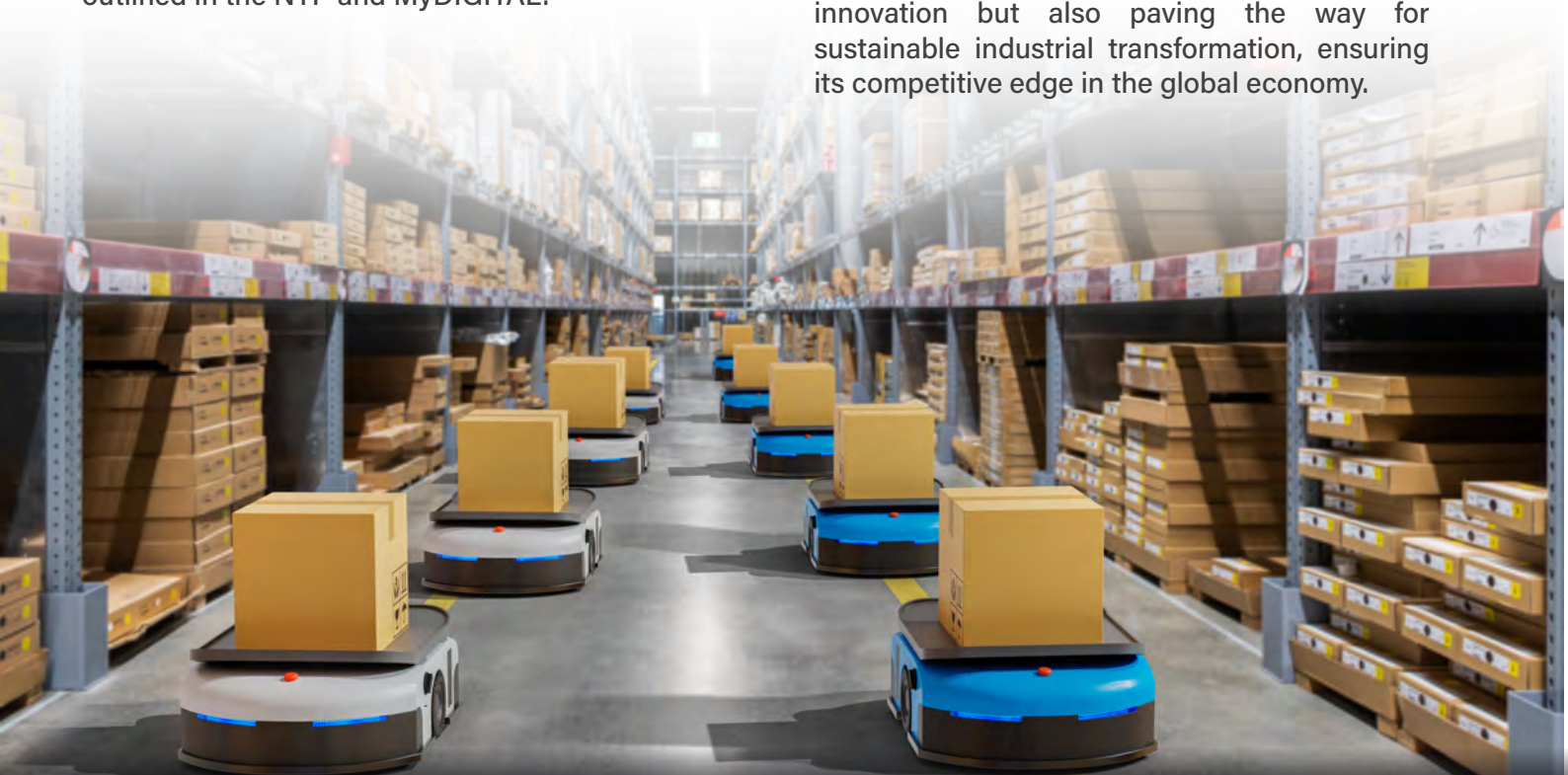
MyDIGITAL and Industry4WRD further drive Malaysia's digital transformation by encouraging the adoption of AI, IoT, and automation across industries. These policies collectively support the nation's vision of becoming a **leading smart logistics hub** in Southeast Asia, ensuring that Malaysia remains at the forefront of technological innovation and industrial efficiency.

Strategic Investment Facilitation by MIDA

MIDA assumes a crucial role in facilitating the development of the SLC by promoting investment and providing support to both local and foreign companies in the logistics sector. As the lead agency for attracting high-value investments, MIDA engages with businesses interested in constructing smart warehouses, adopting advanced technologies, and expanding logistics services. MIDA ensures that these investments are aligned with Malaysia's broader economic goals, particularly those outlined in the NTP and MyDIGITAL.

To encourage investment in smart warehouses and Industry 4.0 technologies, MIDA offers attractive tax incentives, including up to 60% tax relief on eligible capital expenditures over five years. This initiative drives the adoption of smart warehousing, positioning Malaysia as a high-tech logistics hub.

MIDA has taken a proactive approach by engaging with global logistics leaders to establish regional distribution centres and smart warehouses in Malaysia. With the rising demand for efficient, automated logistics solutions, MIDA's facilitation of investments in smart warehousing plays a pivotal role in transforming Malaysia's logistics sector. One prominent example is YCH Fusionaris Sdn. Bhd., which recently announced plans to develop a state-of-the-art SMART Warehouse for Integrated Logistics Services and an e-Fulfillment Hub spanning 53,880 m² in Malaysia. This investment highlights the nation's increasing appeal as a logistics hub and underscores its readiness to support advanced, automated infrastructure. Through such initiatives, Malaysia is not only fostering innovation but also paving the way for sustainable industrial transformation, ensuring its competitive edge in the global economy.





Furthermore, MIDA's collaboration with key stakeholders such as the Ministry of Transport (MoT) and Malaysia Digital Economy Corporation (MDEC) ensures that Malaysia remains competitive in the regional logistics landscape, driving the adoption of Industry 4.0 technologies across the country's supply chain.

Malaysia's Competitive Edge in Logistics

The SLC represents a transformative leap in Malaysia's logistics sector. With its emphasis on advanced technologies such as AI, IoT, and automation, coupled with strategic policy support and attractive investment incentives, it sets the stage for Malaysia to become a dominant player in the Southeast Asian logistics industry.

By embracing digital transformation and fostering a sustainable logistics ecosystem, Malaysia is laying the groundwork for the future of logistics—one that is more efficient, cost-effective, and environmentally responsible. The SLC is not just a physical space, but a catalyst for innovation, economic growth, and regional competitiveness.

For more information, please contact the Oil and Gas, Maritime and Logistics Services Division at <https://www.mida.gov.my/staffdirectory/oil-and-gas-maritime-and-logistics-services-division/>

1. McKinsey & Company. (2023). "The Future of Logistics: How IoT is Revolutionising the Supply Chain."
2. PwC. (2019). "Logistics 4.0: The Impact of Automation and Robotics."
3. Gartner. (2021). "AI and Predictive Analytics in Logistics: Opportunities and Challenges."

Ain Medicare – An Emerging Homegrown Pharmaceutical Giant

A local manufacturer of pharmaceutical products in Malaysia, Ain Medicare Sdn. Bhd. (AIN MEDICARE) is synonymous with producing sterile and non-sterile products, ranging from Intravenous Infusions, Antimicrobial Infusions, Small Volume Injections, Irrigation Solutions, Haemodialysis Concentrates, and Peritoneal Dialysis Solutions.

Established in 1994 as Malaysia's sole manufacturer, AIN MEDICARE began with only 80 personnel, and an initial investment of RM20 million, laying a solid foundation that adhered to stringent Good Manufacturing Practice (GMP) standards. Over 30 years, the company has transformed into an industry giant with 1,300 employees and a cumulative Direct Domestic Investment of RM450 million.

Overcoming Challenges

In its early days, AIN MEDICARE faced significant challenges, including limited financial capacity and scepticism from medical professionals toward products from a new homegrown company. Convincing banking institutions to provide financial assistance proved equally difficult, given the company's status as an emerging industry player.

Operating from a single block that housed the office, laboratory, production area, and raw materials storage, AIN MEDICARE had to rent a nearby warehouse to store finished goods. Despite these hurdles, the company's resilience and commitment to quality fuelled its

exponential growth. Today, AIN MEDICARE operates from six state-of-the-art buildings, a testament to its ability to adapt, expand, and meet ever-increasing demand while remaining a trusted name in the pharmaceutical industry.

A certified current Good Manufacturing Practice (cGMP) company since 1994, AIN MEDICARE was also selected as a facility to be audited for certification by the National Pharmaceutical Regulatory Agency (NPRA) and admission of Malaysia as a member of PIC/s. The company is also certified for Medical Device – Quality Management Systems (EN ISO 13485: 2016) issued by TUV SUD, Quality Management System (ISO 9001:2015) issued by Det Norske Veritas, Laboratory Management System (MS ISO/IEC17025) issued by Department of Standards Malaysia, and Environment Management System (ISO 14001:2015).

Patience and perseverance have successfully steered the company towards numerous remarkable achievements. AIN MEDICARE products have gained international acceptance and are used by both private and public health providers in Malaysia and abroad. AIN MEDICARE is significantly expanding its export network across diverse countries, including countries in the Caribbean, South America, Middle East and Southeast Asia. The company was also recently awarded the Fastest Growing Export Revenue (2019-2023) under the category of less than RM50 million by the Malaysian



Organisation of Pharmaceutical Industries (MOPI) at their Pharma Industry Awards 2024 held in September 2024.

Penetrating the Halal Market

Having carved a niche in Malaysia and the region, Ain Medicare has taken a step further in promoting halal pharmaceutical products, as part of its added value to the customers. On 21st April 2014, the company successfully became the first company to be certified halal for Intravenous Solution products by the Department of Islamic Development Malaysia (JAKIM). Since then, more products have successfully been certified in the pipeline. Additionally, AIN MEDICARE was recently honoured with the Halal Pharmaceutical Excellence Award at the 2023 World Halal Excellence Awards, organised by the Halal Development Corporation (HDC) in Melaka.

The most valuable asset of any company is the people – the human capital. The 1,300 personnel are the core back bone of AIN MEDICARE and

they take pride in training them consistently to improve their knowledge and skills. AIN MEDICARE also nurtures future talents through industrial internship and protégé programmes. It is an investment to unlock their untapped talent. Those who excel and are competent will be given support and recognition for career enhancement.

Giving Back

AIN MEDICARE's success is shared with other local entrepreneurs where they provide support to the small and medium enterprises (SMEs) through their Vendor Development Programme. This is a cumulative effort in boosting the nation's economy while providing a platform for the small businesses to grow. A total of 104 local SME businesses have been developed involving logistics, primary and secondary packaging, component and engineering-based services, a testament of their commitment in nation building.





Government Support

MIDA has assumed a key role in AIN MEDICARE's success by providing grants for modernisation, helping them meet international standards, and expand their products and markets. With support from MITI, MIDA and

other government agencies, AIN MEDICARE has overcome obstacles and achieved growth, offering high-quality products comparable to imported drugs. They are optimistic about future growth and expansion.





Iskandar Malaysia: The Cornerstone of The Johor-Singapore Special Economic Zone

On 7 January 2025, the Malaysian and Singapore governments signed an agreement to officially form the Johor-Singapore Special Economic Zone or JS-SEZ envisioned to be dynamic and competitive, with a vibrant and empowered private sector, elevating the economic potential of both Malaysia and Singapore as a global hub alongside one of the world's busiest shipping routes.

JS-SEZ offers businesses and investors seamless integration into Singapore's value chain while providing cost-effective access to rapidly expanding regional and global markets. The initiative is set to roll out 50 projects in its first five years, scaling up to a total of 100 projects within a decade. This ambitious growth strategy is projected to drive economic expansion in both Malaysia and Singapore, creating 20,000 skilled job opportunities.

Spanning 11 key economic sectors, JS-SEZ provides special incentives for industries such as Logistics, Manufacturing, Financial Services, Business Services, Digital Economy, Tourism, Food Security, Education, Health, Energy and the Green Economy

With such a unique proposition and ambitious plan, it is not surprising that the whole of Iskandar Malaysia, together with the Pengerang municipality, has been included in JS-SEZ's 3,588 km² area to quickly capitalise on Iskandar Malaysia's strong and trusted brand, robust infrastructure and excellent connectivity and ease of doing business.

Key Economic Flagship Zones

JS-SEZ comprises nine flagship zones, each with its own strategic focus namely, Johor Bahru Waterfront, Iskandar Puteri, Tanjung Pelepas, Tanjung Langsat - Kong-kong, Senai-Skudai, Kulai - Sedenak, Desaru - Penawar, Forest City, and Pengerang.



A combination of Iskandar Malaysia (2,300 km²) and Pengerang (1,288 km²) areas – 3,588 km²

Flagship Areas

- | | | |
|--|--|--|
| A Johor Bahru Waterfront
Business Services
Global Services Hub | B Iskandar Puteri
Business Services
Global Services Hub | C Tanjung Pelepas
Logistics
Smart Logistics Complex |
| D Tanjung Langsat - Kong Kong
Manufacturing
Downstream Speciality Chemicals | E Senai - Skudai
Manufacturing
Aerospace & MRO Services | F Sedenak |
| G Desaru - Penawar
Tourism
Integrated Tourism Project | | |

Local Authorities

Johor Bahru City Council (MBJB)
Iskandar Puteri City Council (MBIP)
Pasir Gudang City Council (MBPG)
Kulai Municipal Council (MPKu)
Pontian Municipal Council (MPPn)
Pengerang Municipal Council (MPP)

International Connectivity

Senai International Airport
Johor Port
Port of Tanjung Pelepas
Port of Tanjung Langsat
Johor Bahru-Singapore Rapid Transit System (RTS)

Leveraging Iskandar Malaysia's Strengths

The integration of Iskandar Malaysia into JS-SEZ provides immediate strategic advantages, capitalising on its established reputation as a premier investment destination. This is reflected by the value of the committed investment recorded by the end of 2024, surpassing the initial target of RM383 billion as stipulated in the Iskandar Malaysia Comprehensive Development Plan (CDP), coming from global economic powerhouses such as the United States, China, Germany, Japan, the UK and Singapore.

Key economic sectors within JS-SEZ are already off to a good start with Iskandar Malaysia having recorded Manufacturing, Financial & Business Services, Logistics, Tourism, Healthcare and Education as its top contributors since 2006 until today. The Forest City Special Financial Zone which is an integral part of Iskandar Malaysia is poised to significantly enhance the JS-SEZ's financial services sector. This strategic development is expected to attract international investors and position the region as a competitive hub for financial innovation.

Strengthening Connectivity & Infrastructure

Iskandar Malaysia boasts world-class connectivity, with three international seaports and one international airport. Several infrastructure enhancements are set to further strengthen its logistics and connectivity landscape, including:

- Rapid Transit System (RTS) Link between Woodlands (Singapore) and Bukit Chagar (Johor Bahru) – Completion by end-2026
- Gemas – Johor Bahru Electrified Double Track (EDT) – Launching in April 2025
- Senai Utara to Yong Peng Utara highway expansion – Upgrading to a three-lane configuration by January 2028

Additionally, Iskandar Malaysia is home to over 100 industrial parks developed under the managed industrial park concept, driving industrial growth and economic expansion. Prominent parks include i-Park @ Indahpura, i-Park @ Senai Airport City, i-TechValley, Tanjung Langsat Industrial Complex, Sedenak Tech Park, and Nusajaya Tech Park. These parks offer cutting-edge facilities and strategic locations, making them ideal investment destinations.



ECONOMIC CROSSROADS



A Game-Changer: The Invest Malaysia Facilitation Centre Johor (IMFC-J)

The most important game changer brought by Iskandar Malaysia to JS-SEZ is the Iskandar Malaysia Investment Service Centre (IMISC) which has been upgraded to the Invest Malaysia Facilitation Centre Johor (IMFC-J), a centre that facilitates and coordinates the end-to-end-investment-related process, which includes applications and approvals, investment facilitation, and aftercare and reinvestment for investments within the JS-SEZ.

To ensure seamless investment facilitation, IMFC-J is jointly led and operated by Iskandar Regional Development Authority (IRDA), Invest Johor, and MIDA. The centre's strength lies in its sanctioned connections with federal, state, and local agencies, as well as key private-sector entities. MIDA, as Malaysia's leading investment promotion agency, is committed to driving investments to the JS-SEZ across key sectors to support the nation's economic development.

A Tailored Approach to Infrastructure Development

JS-SEZ is transforming infrastructure development by shifting away from the conventional approach of building first and attracting investors later. Instead, infrastructure projects will be tailored to the specific needs of businesses, ensuring optimal resource allocation while fostering a business-friendly environment.

With its strategic location, advanced infrastructure, and pro-business policies, Iskandar Malaysia, and Pengerang are positioned to play a central role in JS-SEZ's success. This initiative not only reinforces Malaysia and Singapore's standing as global economic powerhouses but also paves the way for sustained regional growth and prosperity.

For more information on investment opportunities, visit IRDA's website or contact at +607 2333000 or via email at enquiries@irda.com.my.



EVENT HIGHLIGHTS



Future of Supply Chains: Malaysia's Strategic Move Toward Logistics Innovation

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Malaysia's proactive approach, including tax incentives for Smart Logistics Complexes and funding support for SMEs through the Domestic Investment Accelerator Fund (DIAF), fosters Industry 4.0 adoption in warehousing and logistics.”

Mrs. Zalina Zainol, MIDA's Deputy CEO

The Future of Supply Chains forum, co-hosted by MIDA and Ally Logistic Property (ALP) on 16 January 2025, gathered over 150 industry leaders to explore the future of logistics through digitalisation and automation. Industry experts from SPX Express, 7-Eleven Malaysia, Ninja Van, and more shared insights on supply chain optimisation and automation, discussing strategies such as cross-border tracking, AI-driven inventory management, and robotics integration. The forum also featured live demonstrations of cutting-edge logistics technologies, offering participants a glimpse into the transformative potential of Industry 4.0. With strong government and industry collaboration, Malaysia is accelerating toward a smarter, more efficient supply chain ecosystem.



EVENT HIGHLIGHTS



139 Malaysian Companies to Benefit from MIDA And Infineon's Vendor Development Programme, Creating A More Resilient Semiconductor Ecosystem in Malaysia

On 15 January 2025, MIDA and Infineon Technologies (Kulim) Sdn. Bhd. jointly curated a Local Vendor Development Programme, aimed at enhancing the capabilities of local companies to support the growing semiconductor industry in Malaysia. The programme is designed to provide opportunities and support to local suppliers, developing their capabilities and ultimately contributing to a more sustainable and resilient semiconductor ecosystem in Malaysia.

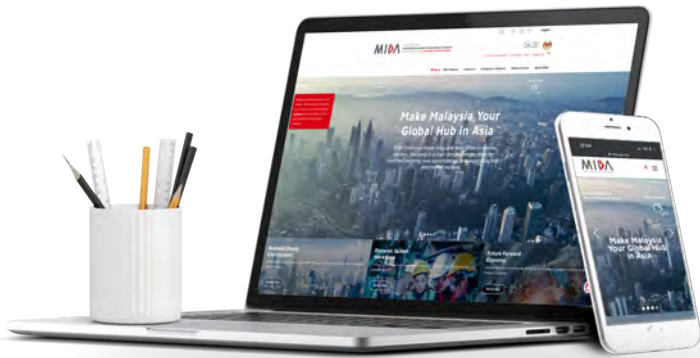
Infineon's Senior VP, Mr. Ng Kok Tiong, emphasised the importance of sustainable vendor development to support the company's expansion in Malaysia, particularly following the launch of its 200mm silicon carbide (SiC) power fab in Kulim. MIDA CEO, Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid, highlighted MIDA's commitment to equipping local vendors with the skills and technology needed to remain competitive in the global semiconductor supply chain. This initiative reflects Malaysia's ongoing efforts to create a robust and future-ready industrial ecosystem.



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MIDA WEBSITE

With more than 60,000 average visits per month, our website provides useful and relevant information, serving as a reference for potential investors in doing business in Malaysia.

E-NEWSLETTER

With more than 40,000 registered subscribers and growing, our monthly English e-Newsletter contains the latest industry and services updates, as well as activities held throughout the month.



DIGITAL SIGNAGES

Our digital signages are situated within our HQ building. Located in the heart of Kuala Lumpur, MIDA's headquarters sees hundreds of visitors through its lobby every day.

Location

1. MIDA Lobby, Ground Floor
2. Business Information Centre (BIC), Level 2
3. Perdana Hall, Level 10
4. Corporate Reception Floor, Level 18



Refer next page for the price >>>

Advertisement

Package

BRONZE PACKAGE

E-NEWSLETTER

- » Full page: RM8,000 per issue
- » Half page: RM6,000 per issue
- » Quarter page: RM3,500 per issue

MIDA WEBSITE

- » Homepage: RM1,500 per week

DIGITAL SIGNAGES

- » LCD TV: RM3,000 per month

ADD-ONS

- » Editorial only: from RM500
- » Artwork resizing: from RM500

SILVER PACKAGE

Branded Content to be published in Invest Malaysia e-Newsletter, and amplified on MIDA digital platforms:

- » 1 Full Page Full Colour (Advertorial/Editorial) x 1 insertion (estimated between 250-300 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the article:

- » Ads web banner on MIDA Website Home Page (4 weeks)
- » 2 x Postings on Facebook, X, LinkedIn, Instagram

RM18,000

Duration: 4 weeks

GOLD PACKAGE

Branded Content to be published in Invest Malaysia e-Newsletter, and MIDA digital platforms:

- » 2 Full Page Full Colour (Advertorial/Editorial) x 1 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

- » Ads web banner on MIDA Website Home Page (4 weeks)
- » 4 x Postings on Facebook, X, LinkedIn, Instagram

RM24,000

Duration: 4 weeks

PLATINUM PACKAGE

Branded Content to be published in Invest Malaysia e-Newsletter, and MIDA digital platforms:

- » 2 Full Page Full Colour (Advertorial/Editorial) x 2 Insertion (estimated between 500-600 words; content brief to be provided by client)
- » An exclusive landing page in MIDA website for the advertorial/ editorial
- » Advertisement on MIDA digital signages - MIDA Sentral

Traffic drivers to the articles:

- » Ads web banner on MIDA Website Home Page (8 weeks)
- » 8 x Postings on Facebook, X, LinkedIn, Instagram

RM42,000

Duration: 8 weeks

Please contact us for more information

ads@mida.gov.my

Advertise With Us

Get Your Business Noticed

HALL

HALL TYPES		GOVERNMENT	PRIVATE
PERDANA HALL (230 PAX)	Inclusive of: •VIP Holding Room •PC Room •Basic AV System	RM6,500	RM7,800
BANQUET HALL (230 PAX)	Inclusive of: •Basic AV System	RM3,900	RM4,600
PERDANA + BANQUET HALL	Inclusive of: •VIP Holding Room •PC Room •Basic AV System	RM9,800	RM11,700

F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
B	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
C	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

PRIVATE MEETING ROOM

ROOM TYPES		GOVERNMENT	PRIVATE
BOARD ROOM (30 PAX)	Inclusive of: •VIP Holding Room •VIP Lounge •AV System	RM2,600	RM3,300
USA ROOM (25 PAX)	Inclusive of: •Basic AV System	RM1,950	RM2,450
JAPAN ROOM (50PAX)	Inclusive of: •Basic AV System	RM1,950	RM2,450

F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: •Refreshment •Tea Break •Lunch •Hi-Tea	From RM130 / Pax	
B	Inclusive of: •Refreshment •Tea Break •Lunch	From RM110 / Pax	
C	Inclusive of: •Refreshment •Tea Break/Hi-Tea	From RM70 / Pax	

TRAINING ROOM

ROOM TYPES		GOVERNMENT	PRIVATE
SIGMA \ GAMMA ROOM (40PAX)	Inclusive of: •Basic AV System •1 Flipchart •2 Mahjong Paper •2 Marker Pens	RM1,150	RM1,250
F&B PACKAGES		GOVERNMENT	PRIVATE
Inclusive of: •Refreshment •Lunch •Tea Break		RM80 / Pax	

*All rates are exclusive of :

- GST (0%)
Service Staff, linen,
dome, logistic (RM300)

*F&B by MIDA's panel caterers

VISIT US NOW



MIDA Sentral, No. 5, Jalan Stesen Sentral 5
KL Sentral, 50470 Kuala Lumpur, Malaysia



Tel : +603 2267 3633



www.mida.gov.my

About MIDA

MIDA is the Government's principal investment promotion and development agency under the Ministry of Investment, Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff, MIDA has grown to become a strong and dynamic organisation of over 700 employees. Headquartered in Kuala Lumpur Sentral, MIDA today has 12 regional and 21 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit www.mida.gov.my and follow us on X, Instagram and Facebook, LinkedIn, TikTok and YouTube channel.

MIDA, your first point of contact for Investments In Malaysia.

Malaysian Investment Development Authority

MIDA Sentral

No. 5, Jalan Stesen Sentral 5

KL Sentral

50470 Kuala Lumpur

Tel: +603 2267 3633

Fax: +603 2274 7970

E-mail: investment@mida.gov.my

Website: www.mida.gov.my

Tell us what you think of our newsletter. Your feedback will help us improve our services to you.

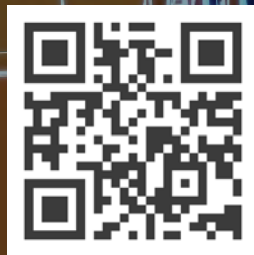
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MIDA Sentral, No. 5, Jalan Stesen Sentral 5, KL Sentral,
50470 Kuala Lumpur, Malaysia
Tel: +603 2267 3633
E-mail: investment@mida.gov.my