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MIDA
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

**MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY
E-NEWSLETTER**

A MONTHLY INDUSTRY UPDATE FOR GLOBAL INVESTORS AND MORE!

**MIDA TOP MANAGEMENT'S VISIT TO
THE UNITED STATES OF AMERICA,
THE REPUBLIC OF KOREA,
THE UNITED ARAB EMIRATES
& THE REPUBLIC OF TURKEY**



MIDA Top Management's visit to
The United States of America, The
Republic of Korea, The United
Arab Emirates & The Republic of
Turkey



5G Technology: Moving
Industries by Leaps and
Bounds



MIDA and CIDB Renew
Collaboration to
Promote Investments in
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Developing Future-
Ready Talent,
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Economy



Transformation of
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Cohu - World's Largest Test and
Inspection Handler Factory in Malaysia
Enabling a smarter, safer, and
more connected future



Newbillion Precision Metal's
Journey on Becoming a One-Stop
Engineering Solution Provider



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MIDA Top Management's visit to **The United States of America, The Republic of Korea, The United Arab Emirates & The Republic of Turkey**

Working visit to Los Angeles and San Jose, United States of America (17-23 November 2021)



Dato' Arham Abdul Rahman, CEO of MIDA and delegates during their visit to the United States of America

The Chief Executive Officer of MIDA, Dato' Arham Abdul Rahman has completed a seven-day working visit (17-23 November) to Los Angeles and San Jose which targeted 11 high quality and strategic companies with confirmed investment plans into Malaysia. The working visit focused on business ventures by new companies with cutting edge technology as well as expansion and diversification projects by notable existing companies in Malaysia, especially in the electrical and electronics, and medical technology industries.

The MIDA delegation also engaged with several main suppliers and customers to anchor companies such as Intel, LAM Research, Jabil, and AT&S. These supporting entities are set to be high profile leads, completing the anchor company's supply chain ecosystem in Malaysia should they decide to establish their presence in the country.

The working visit managed to shed some insight on the ever-evolving market in high-technology industries right from the heart of Silicon Valley, where giant tech companies are eager to increase their production capacities driven by the sudden boom of electronics demand post-Covid era. These companies implored MIDA to make a preemptive stand and take drastic measures

in securing high capital and high technology projects, achievable only through strategic support by the Government in closing the infrastructure gap in the industry. More focus should be placed on the development of high-quality talent with robust technical skills and market-ready capabilities to serve the companies' state-of-the-art facilities in the country.

Working visit to Republic of Korea (26-31 October 2021)

To further attract Korean investments, MIDA has recently conducted a strike force to Seoul, led by Mr. Sivasuriyamoorthy Sundara Raja, Deputy Chief Executive Officer, Investment Promotion and Facilitation. This initiative is part of the follow-up action with the potential Korean companies during the Trade and Investment Mission to the Republic of Korea (ROK) which has held on 31 March 2021. The visit involved a dialogue session with the Ministry of Trade, Industry and Energy (MOTIE), Republic of Korea, one-to-one meetings, factory visits and roundtable meetings with the potential investors.

One of the highlights was the dialogue session with the Ministry of Trade, Industry and Energy (MOTIE), Republic of Korea. During the dialogue, the Director General of MOTIE, Mr. Seo Karam said that "the initiative of MIDA's One Stop Centre (OSC) is a timely initiative during this pandemic and has successfully encouraged many Korean companies to invest in Malaysia."

"The Korean Government is fully aware of the National Investment Aspiration (NIA) policy under the 12th Malaysia Plan (12MP) which focuses on high technology, innovation-driven projects and we believe that quality Korean companies such as SK Nexilis and OCI Company Ltd. will continue to invest in Malaysia," he continued.

In response to that, Mr. Sivasuriyamoorthy Sundara Raja shared that, "The Government of Malaysia is optimistic on the economic recovery given our high vaccination rate and the lifting of more restrictions on the economic and social sectors."

Highlights >>



**Mr. Sivasuriyamoorthy Sundara Raja,
DCEO, Investment Promotion and Facilitation
during his visit to Republic of Korea**

He continued to reiterate that the Government of Malaysia is looking further in driving sustainable development efforts especially in introducing policies for the green economy to push for more renewable energy investment.

Working visit to United Arab Emirates and Turkey (13-23 November 2021)

MIDA recently concluded the working visit to United Arab Emirates (UAE) and Turkey, led by Mr. Ahmad Khairuddin Abdul Rahim, Deputy Chief Executive Officer, Investment Development. This working visit to both countries signifies MIDA's continuous effort in attracting high value and high-tech investment into Malaysia. The working visit involved one-to-one meetings, site visits and roundtable discussions with potential investors and the local business chambers in Dubai and Istanbul.

The year 2020 and 2021 are important years for the UAE as Dubai continues to be the host for Expo Dubai 2020. Despite the pandemic, the expo anticipates a total of 25 million visitors. Malaysia is among the 192 countries that are participating in this expo, officially themed 'Connecting Minds, Creating the Future'. The Malaysia Pavilion is under the stewardship of the Ministry of Science, Technology and Innovation Malaysia (MOSTI) together with Malaysian Green Technology and Climate Change Corporation (MGTC) as the implementing agency. Malaysia's participation in this expo reflects our commitment towards global cooperation and sustainable development.

The working visit to Dubai is part of MIDA's continuous effort to seek for potential investments and re-engage with potential UAE companies following the previous Trade and Investment Mission held on 26 April – 4 May 2021.

With Dubai recognised as the region's gateway to the Arab, Asian, and African markets, its transportation, logistics and retail industry has been known as important sectors for Dubai's economy. Several engagements and visits to Dubai's most prominent logistics and retail companies show that these companies are aggressively expanding their business networks and capabilities, and have selected Malaysia as their preferred global and regional hub.

UAE is undeterred by the global pandemic and aims to expand its hospitality and tourism brand into Malaysia as the global economy is moving towards the recovery phase.

The working visit in Turkey held from 17 to 22 November 2021 targeted industries with elements of high quality and technology investments. A series of meetings with the Turkish industry association, business chambers and selected Turkish companies were conducted as part of MIDA's continuous efforts to promote Malaysia as the preferred investment destination in the region.

The meeting facilitated a fruitful exchange between MIDA and members of the Turkish associations and targeted companies to share on the investment and business opportunities in Malaysia. Notably, Malaysia and Turkey are members of the D-8 Organisation for Economic Cooperation, and are committed to utilise the long-established platform to leverage and boost economic and industrial development in both nations.



**Mr. Ahmad Khairuddin Abdul Rahim,
DCEO, Investment Development
during his visit to the Republic of Turkey**

Developing Future-Ready Talent, Powering Malaysia's Economy



As more high-tech innovative companies are making Malaysia their investment destination of choice, a future-ready talent pipeline is important to be nurtured to support these growing demands. The MIDA Assessment Development Centre (MADC) HyTalent Programme is among ongoing efforts by the Government to increase high-value job opportunities for Malaysians and meet the country's workforce needs, in tandem with enhancing the overall industry's ecosystem to drive sustainable economic growth on the road to recovery post COVID-19.

The MADC HyTalent Programme is a hybrid talent development programme by MIDA in collaboration with three notable public universities – namely Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi Malaysia (UTM) and Universiti Putra Malaysia (UPM) to support the overall talent development efforts, especially in the field of the Internet of Things (IoT) and the Industrial Internet of Things (IIoT). Essentially, this is a strategic partnership between the Government, public universities and technologists from the industry to meet the country's industrial landscape demands in creating a pool of technologically ready talent coupled with soft

skills in critical thinking, problem-solving capabilities as well as the right leadership skills.

To kickstart the development of the programme, an agreement was signed by all four parties on 8 October 2021. The signing ceremony was witnessed by YB. Dato' Seri Mohamed Azmin Ali, Senior Minister, Minister of International Trade and Industry (MITI). During the signing ceremony, MIDA CEO Dato' Arham Abdul Rahman highlighted that the MADC HyTalent Programme embodies the Twelfth Malaysian Plan (12MP) roadmap to develop and equip future talent with the Fourth Industrial Revolution (4IR) skill sets.

Highlights >>

It is vital for graduates to keep pace with the rapid changes in technological advancement and meet industry demands.

Through this partnership, the Government anticipates a more skilled and diverse Malaysian workforce, particularly in the manufacturing sector as the programme is uniquely structured to provide trainees with an intensive leadership and technical training in the field of IoT and IIoT.

Dato' Arham Abdul Rahman reiterated, "MIDA, under the stewardship of MITI will also continue in our mandate to facilitate high-technology, knowledge-based and capital-intensive investments that

generate multiplier effects on Malaysia's economy, including generating quality jobs. We hope that this will ultimately contribute towards increasing the country's productivity, efficiency and global competitiveness as an investment destination regardless of the global economic sentiments."

The six (6) month live-in programme comprises a combination of hands-on Leadership and Technical Training. Along with the support of leading technology providers from within the industry, the MADC HyTalent Programme is expected to train up to 500 trainees within a period of 13 months.

As the principal investment promotion agency of Malaysia, MIDA has always enticed quality investment projects while keeping abreast of the latest trends in technological developments in the manufacturing and services sector. Through the MADC HyTalent Programme, MIDA believes that Malaysian graduates will be equipped to accelerate technology adoption within the manufacturing and services sectors especially in the field of IoT, IIoT, Robotics, Artificial Intelligence (AI), Big Data and Cybersecurity.

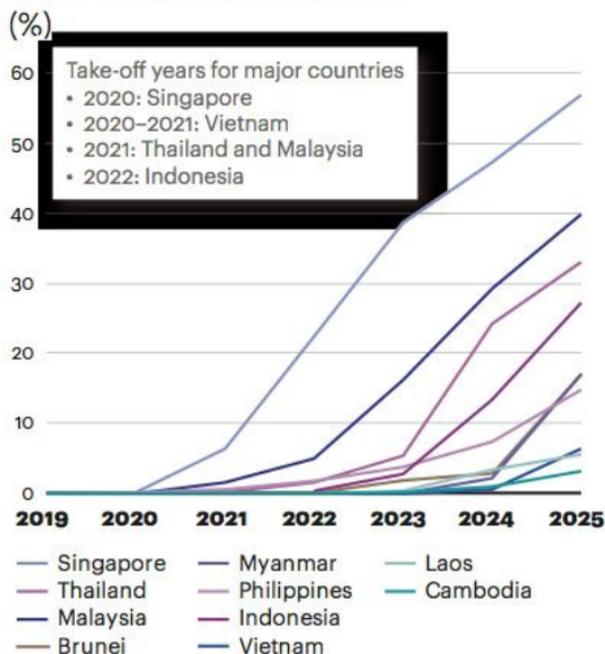
The MADC HyTalent Programme is expected to lead towards the creation of a HyTalent structured syllabus within public universities in Malaysia towards developing talents for the industries of tomorrow.



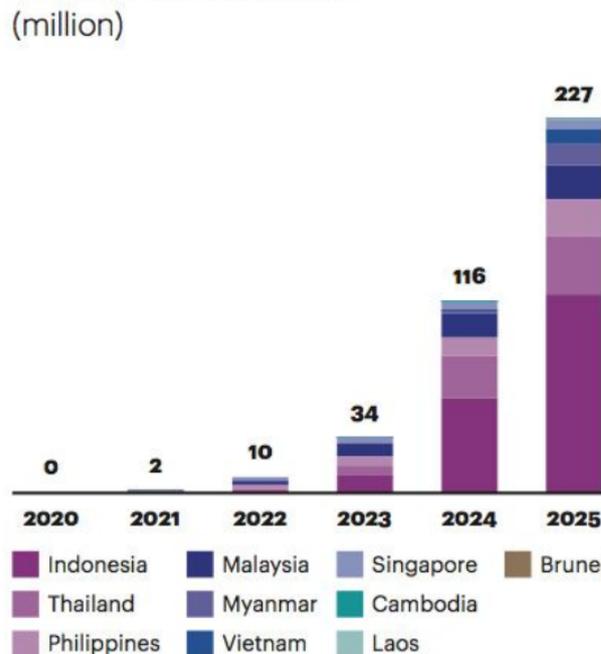
5G Technology: Moving Industries by Leaps and Bounds

ASEAN 5G subscriptions are expected to reach 200 million by 2025

Projected 5G penetration



Total 5G subscriptions



5G Penetration in ASEAN Region[2]

The advent of multiple technology categories such as the Internet of Things (IoT), Augmented Reality (AR), Virtual Reality (VR) and Artificial Intelligence (AI) are driving the wave of IR4.0. This is further accelerated by the arrival of the pandemic which has caused massive technological and economic shifts; reshaping the way modern society works. The 5G technology then becomes a unifying force to consolidate these different innovations as higher digital connectivity becomes critical in opening up opportunities for businesses and enterprises as well as countries to maintain economic growth and competitiveness.

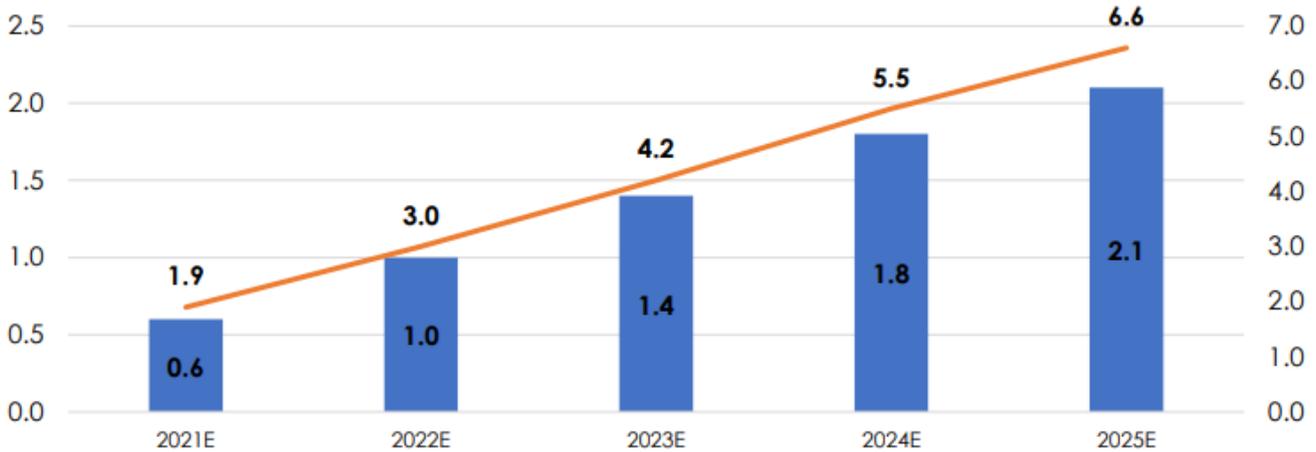
Based on reports from IHS Markit, the 5G global value chain is expected to generate US\$3.6 trillion in economic output and create 22.3 million jobs globally by 2035. With 5G deployment taking shape, consumer demand will be key for monetisation and continual expansion will be required to strengthen the 5G technology base. From 2020 to 2035, IHS Markit anticipates that the collective investment in R&D and CAPEX in the 5G global value chain will average over US\$235 billion annually [1]. Notably, 5G has stimulated growth in the telecommunication market. Ericsson's latest Mobility Report estimated that the number of 5G subscriptions will reach 1 billion globally by 2022.

In the ASEAN region, 5G penetration is projected to cover 25 to 40 per cent by 2025 reaching a total of 200 million subscribers.

Malaysia is expected to achieve approximately 80 per cent of 5G network coverage in populated areas by the end of 2024, starting with a 10 per cent target of 5G coverage in Kuala Lumpur, Putrajaya and Cyberjaya by the end of this year. It is estimated that there will be approximately 2.1 million mobile 5G subscriptions in Malaysia by 2025, with an estimated penetration of 6.6 mobile 5G subscriptions per 100 people.



5G Subscription And Penetration



Projection of 5G Subscription and Penetration in Malaysia[3]

According to research conducted by the Malaysian Institute of Economic Research (MIER), 5G related economic activities are estimated to contribute an additional RM12.7 billion to the GDP between 2021 and 2025. In 2025 alone, the contribution of 5G to the Malaysian GDP is expected to reach RM5.3 billion in subsequent years, the share of 5G, and 5G-enabled Industry 4.0 activities in the Malaysian GDP is projected to continuously rise.

The demand for 5G will cut across numerous industries in the manufacturing sector, specifically among the semiconductor components and modules industry players, namely Outsourced Assembly and Test (OSAT) companies and Automatic Test Equipment (ATE) manufacturers. Companies such as Inari Amertron, Malaysian Pacific Industries (MPI) and Aemulus are set to be key beneficiaries, given their exposure to RF chips assembly, packaging and testing processes.

This technology also paves the way for smart manufacturing by enabling autonomous operations and remote management of production lines through the use of devices such as automated guided vehicles (AGVs) and vision quality checks involving cameras, computer vision, and machine learning.

While the benefits of 5G technology is far-reaching, the implementation of this technology's potential is not without its challenges. Significant capital expenditure is required for the 5G rollout, particularly as it may involve semiconductor applications such as IoT, AR, VR and AI. Due to the dynamic complexity of the technology, it is also crucial to ensure that 5G networks meet the requirements which include latency and high throughput as well as to provide massive connectivity. Furthermore, the recent global semiconductor chip shortage has also impacted the supply chain of 5G enabled products that could hamper the growth of 5G in the market.

Notwithstanding these setbacks, the Malaysian Government remains committed to the roll-out of 5G, placing connectivity as one of the country's priorities. In the coming years, the Government will be injecting RM11 billion to deploy the country's 5G network over the next 10 years.

Under the National Digital Network Plan (JENDELA), specific action plans and targets will lay the foundation and prepare the country for the transition to the 5G technology. This comprehensive digital infrastructure plan aims to provide greater digital connectivity and address gaps in the digital divide in the country. The focus is on facilitating availability in terms of connectivity, recipient, regulation and industry, whereby 70 per cent of the 5G deployment will be for the use of industries while the remaining 30 per cent will be among the general public.

[3] National 5G Task Force Report , <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/The-National-5G-Task-Force-Report.pdf>



Various capacity building and innovation programmes will be held to support local vendor development and participation, as well as to boost 5G adoption among the public to develop use cases in accelerating industry participation. The 5G Demonstration Project showed success, such as in the oil and gas industry when robots were used to replace engineers remotely, as well as solving two major problems for the oil and gas industry especially on the rig, namely worker safety and increasing efficiency. The tourism sector also stands to benefit from the opportunities unlocked by 5G such as offering new tour experiences using VR technology, providing immersive 360-degree views of attractions through HD video live streaming, VR lenses or LCD panels.

Various engagements with associations and the business community are currently undertaken to highlight the relevant policies, government facilitation and Industry4WRD initiatives that are available. These include industry-focused seminars, dialogues with business chambers, briefings with business associations, industry workshops and supplier conferences to create awareness and encourage the adoption of Industry 4.0 technologies.

Looking forward

5G will assume a critical role in the digital economy for the foreseeable future. Local companies must start exploring and be ready to capitalise on the opportunities of 5G once it becomes widely available nationwide. With more processes across various industries being automated or digitised, Malaysia has enormous potential to become the regional hub for advanced technology equipment and high-tech automation.

Notable incentives to promote high value-added activities	
Special Investment Tax Allowance	<ul style="list-style-type: none"> For companies in the E&E industry that have exhausted the Reinvestment Allowance in Malaysia to further reinvest in Malaysia Companies applying for this incentive can be considered for 50% on qualifying capital expenditure to be offset against 50% of Statutory Income for a period of 5 years. Applications received by MIDA from 1 January 2020 until 31 December 2021 are eligible to be considered for this incentive.
Pioneer Status	<ul style="list-style-type: none"> Manufacturing companies in the E&E industry can avail themselves to incentives of 70% – 100% Pioneer Status for 5 to 10 years subject to specified criteria or conditions Eligible activities include: <ul style="list-style-type: none"> Design and development (D&D) Integrated circuit (IC) design IC packaging design Embedded system design Test and engineering design services for E&E clusters and its connecting supply chain
Initiatives to encourage the adoption of automation and digitisation	
Industry 4WRD Intervention Fund	<ul style="list-style-type: none"> For Small and Medium Enterprise (SMEs) and Mid-Tier Companies (MTCs) in the manufacturing and related service sectors A matching grant of 70:30 on a reimbursable basis up to RM500,000 for eligible expenditure To be eligible for the fund, companies are required to undertake a Readiness Assessment (RA) with the Malaysian Productivity Corporation (MPC)
Smart Automation Grant	<ul style="list-style-type: none"> Awarded to eligible SMEs and MTCs on a matching basis or 50 per cent of total eligible expenditures, up to a maximum grant cap of RM1 million per company
Other proactive and responsive measures to improve Malaysia's competitiveness	<ul style="list-style-type: none"> Zero per cent tax rate for 10 years for new investment in the manufacturing sector with capital investment between RM300 - RM500 million Zero per cent tax rate for 15 years for new investment in the manufacturing sector with capital investment above RM500 million 100 per cent Investment Tax Allowance for 5 years for existing companies in Malaysia relocating overseas facilities in Malaysia with capital investment above RM300 million Special Reinvestment Allowance for manufacturing and selected agriculture activity, from YA 2020 to YA 2024 Enhancement of the Domestic Investment Strategic Fund

Given the Government's strong desire to bridge the connectivity gap and its emphasis on leveraging 5G networks to achieve its Digital Economy aspirations, MIDA continues to work with service providers for Industry 4.0 and link them to manufacturing firms to help implement technologies, processes and skill development towards transitioning Malaysia into a fully industrialised and

advanced nation. This is in line with the National Investment Aspirations (NIA) to propel the country's long-term growth through the flow of sustainable quality investments in new and complex growth, well beyond the current COVID-19 situation.

For companies interested to explore the opportunities arising from the 5G technology, please contact the [Electrical and Electronics Division of MIDA](#).

Transformation of Global Services Post COVID-19



In the wake of today's challenging business landscape due to COVID-19, continuous cost pressure, increasing market volatility and technology-driven disruptions are repurposing and reshaping conventional business models. More agile and strategic approaches are adopted to manage and increase the resilience of critical supply chains.

This has given rise to the emergence of Global Services (GS) hubs where multinational corporations (MNCs) scale up by incorporating multiple functions and providing higher value-added services that infuse full control in the decision-making process, budgeting and reporting as well as rendering strategic business services delivery across international operations. GS caters to a variety of business models such as principal hubs, global business services (GBS) and headquarters operations.

This new driver of growth is the main contributor of foreign direct investments (FDI) in the services sector and has been categorised as a Priority Sector under the 12th Malaysia Plan (2021-2025).

In a study conducted by the Boston Consulting Group (BCG), EY and SSON (The Future of GBS is Digital, GBS Survey 2020) on how GS organisations managed crisis, five key capabilities that needs to evolve to meet their future roles include technology enablers, advanced service offerings, new ways of working, a future oriented set-up, and responses to cost challenges. Adaptability to sudden changes in the face of the pandemic is what sets a successful Global Services apart.

To remain resilient and adaptable to changing

conditions, digitalisation, talent pool and a secure supply chain network will become pivotal in ensuring the viability of GS. In fact, the digitalisation of business models and processes is already underway in most organisations. According to the International Data Corporation (IDC) Worldwide Quarterly Cloud IT Infrastructure Tracker, vendor revenue from the sales of IT infrastructure products (server, enterprise storage, and Ethernet switch) for cloud environments, including public and private cloud, increased 34.4% year-on-year in the second quarter of 2020. This highlights that companies are investing in IT infrastructure products as they start to adopt remote work arrangements or a borderless workspace. Recognising these growing trends, the Government has introduced initiatives such as JENDELA and MyDigital under the Digital Economy Blueprint to boost the digitalisation agenda of Malaysia and enhance connectivity across the country.

The Global Services sector has also been influenced by the staggering speed of digital solutions and advanced technologies that are influencing conventional business models to converge into Digital Tech Hubs. By interconnecting technologies with key strategic services such as procurement and distribution as well as consolidation of their shared services functions, companies can gain real-time visibility, cost savings and have better control over their supply chain management activities.



The merging of conventional business models with digital solutions is especially evident in E&E companies that have set-up their global supply chain hubs in Malaysia, embarking on their 4IR journey by embracing advanced manufacturing processes such as robotics, digital twin optimisation, intelligent planning and advanced process control solutions. These operations are supported by smart supply chain systems that are equipped with predictive risk capabilities to help detect supply disruptions and mitigate risk of material availability. The supply chains are also equipped with automated shipment planning and logistic systems to optimise the best distribution routes and ensure on-time delivery.

With supply chain interruptions in recent months due to restrictions imposed during Covid-19, many businesses are looking for new sources of supply or relocating its operations closer to their domestic market to diffuse risk. Malaysia's geographical position in the heart of ASEAN and within Asia Pacific makes it a viable proposition as a

strong global distribution hub and puts the country in a vantage point when compared to other countries in this part of the region. The 'e-Mergence of e-Fulfillment Hubs' by companies exploring to establish Regional Fulfillment centers in Malaysia with the increasing adoption of technology in the country will make the supply chain process seamless and efficient.

In selecting their business location, most companies place high importance on access to talent and supportive business conditions capable of nurturing growth and innovation. Many companies compete to attract highly educated and skilled talents, and as such, many choose new cities for growth based on the potential talent pool located there. An ongoing shift towards a more knowledge-oriented economy is exacerbating this process, where human capital is increasingly playing a key role in the relative competitiveness of cities.

However, with the access to talent broadened beyond physical borders due to remote work, GS will be able to restructure its organisations and attract the best talents worldwide without being bound by location. Demand for talent with digital skills will also increase. Companies are now seeking talents that can combine traditional skills such as technical, creative, and problem-solving skills with tech savviness.

Taking cognisance of these shifts and transformation, Malaysia continues to offer a conducive and supportive ecosystem to nurture competitive GS hubs. The Government is focussed on strengthening the business environment including fostering talent development and enhancing digital infrastructure and air connectivity. Among recent initiatives are the Principal Hub 3.0 and Global Trading Hub (GTC) schemes that were introduced under the Malaysian Budget 2021. The PH 3.0 incentive aims to encourage more companies to relocate and make Malaysia its control tower to manage, control and support its key functions while the Global Trading Center aims to entice companies to use Malaysia as its international trading base for undertaking sourcing, procurement and distribution of raw materials, components and finished products to its related and unrelated companies in Malaysia and abroad.

For more information on making Malaysia your Global Services Hub, please contact the [Business Services and Regional Operations Division of MIDA](#).

Cohu - World's Largest Test and Inspection Handler Factory in Malaysia

Enabling a smarter, safer, and more connected future

Cohu Malaysia located in Melaka is Cohu's largest manufacturing operation and the world's largest test and inspection handler factory. The Melaka facility proudly celebrated its 25th Anniversary recently, and in addition, shipped its 4,000th test handler. The milestone system, a MATRIX thermal pick-and-place handler, was shipped to Infineon in Singapore for testing automotive and industrial devices.

The facility was initially established by Ismeca, which was headquartered in Switzerland. Ismeca was subsequently acquired by Cohu in 2013. The company first started in its 8,200 square feet rented building located in Taman Teknologi Cheng, Melaka with 50 employees. Today, growing organically from a customer service centre to a major manufacturing site and a global supply chain centre, Cohu Malaysia has expanded to 100,000 square feet in Ayer Keroh, Melaka with more than 650 employees.

Cohu, Inc. (NASDAQ: COHU) was founded in 1947 and is a global leader in back-end semiconductor equipment and services, delivering leading-edge solutions for the manufacturing of semiconductors. The company offers the broadest portfolio of equipment and services for back-end semiconductor manufacturing, including a one-stop shop for test and handling equipment, thermal subsystems, interface solutions, vision inspection and metrology, and MEMS test solutions.



**Mr. Laurent Zanchi, Vice President
Internal Operations, Southeast Asia
Cohu Inc.**



Cohu's enhanced product portfolio gives its customers the best possible combination of technologies to match their business and technical needs, focused on increasing yield, reducing the cost of test and accelerating time-to-market. The company has been continuously developing products to test semiconductors that enable the worldwide adoption of advancing technologies such as mobility 5G, data generation and transmission, automotive ADAS (advanced driver assistance systems), electrification and telematics.

Why Malaysia Series >>>

Most of Cohu's equipment is installed in customer facilities located in Southeast Asia. As Malaysia is conveniently located in the heart of South East Asia, Melaka is a strategic location for Cohu as many of its customers are located within a two-hour travel radius including Infineon, Texas Instruments, STMicroelectronics, NXP and Samsung.

With the country's strategic geographical location, ease of access and relatively lower operating costs, Malaysia enables Cohu to move closer to its Far East customers, who purchase most of the global semiconductor back-end equipment. Cohu's objectives are to:

- Service existing equipment with shorter reaction times
- Perform improvements and upgrades on existing equipment more efficiently and economically
- Develop new equipment in cooperation with customers, and benefit from their immediate feedback
- Serve the Asian market more effectively
- Manufacture faster and more economically

Cohu is focused on making a positive contribution to society by creating products that enable healthier lifestyles, greater longevity, and a more habitable planet. When COVID-19 arrived, the company quickly pivoted to support the manufacturing and testing of semiconductor components and technologies in the fight against the pandemic.



Cohu's test handlers, test interface solutions and semiconductor testers are now being utilised in life-saving medical devices and applications addressing point-of-care, rapid sepsis testing, and contact-less temperature biometers. Numerous handlers were manufactured and shipped from its Melaka facility for point-of-care (patient monitors, ventilators, etc.), enabling the fight against the pandemic.

Cohu's journey in Malaysia for the past decade has been supported by government agencies including MIDA. As a Pioneer and International Procurement Center status company, Cohu has steadily expanded research and development (R&D) competencies and capabilities in Malaysia, generating direct and indirect high-income technical and engineering job opportunities in Melaka. As a market leader, Cohu continues to extend its leadership in new product development, enabling a smarter, safer, and more connected future.

To find more information on how MIDA supports companies like Cohu, visit MIDA website at www.mida.gov.my.



Newbillion Precision Metal's Journey on Becoming a **One-Stop Engineering Solution Provider**

Established in Penang in 1991, Newbillion Precision Metal has transformed from a humble company casting telephone weights into an engineering solution provider by continually investing in technology, innovation, and skills.

For over a decade, Newbillion manufactured zinc die casting components such as enclosures and gadgets to supply to MNCs like Sony, Walkman and Discman. When mechanical components required CNC Precision Machining to meet precision requirements, Newbillion invested in building further capabilities in precision technology and skills to retain an edge in the market.

Driven by a customer-centric approach, Newbillion expanded to offer sub-assembly and surface finishing as value-added services for customers requiring component assembly. The company's 'Flexible Manufacturing System' is able to produce both high (i.e. mass production) and low volume (niche) components.

Today, Newbillion is a One-Stop Engineering Solution Provider specialising in zinc and aluminium casting, machining, turning and engineering plastic to stay relevant to their customers' needs. The company's enhanced capabilities enabled expansion into the automotive and medical devices sectors, as well as carving out a presence in international markets across Europe and North America.

Industry Focus and In-House Capabilities

It is imperative for manufacturers, especially component manufacturers to keep abreast with the latest trends and developments across industries to fulfil the dynamic customers' requirements. With ever-changing industrial trends, products tend to become obsolete in a shorter period.



**Mr. Kenny Tan,
CEO and Managing Director,
Newbillion Precision Metal.**



In ensuring its continued survival and growth, Newbillion has set up an engineering, R&D and market analysis team to study industry trends and product requirements. This dedicated team is also tasked to innovate in-house zinc casting, aluminium casting and CNC Precision Machining processes to meet new and sophisticated product requirements.

Newbillion is currently focused on manufacturing components in high-end industries namely medical devices, electric vehicles, electrical and electronics, and communications. As early as 2014, Newbillion was among the pioneers to develop high-end surface finishing processes to manufacture components of the stethoscope, orthopaedic and surgical devices for leading healthcare companies.



The new factory will also implement smart manufacturing practices through real-time data connectivity and reporting as well as the use of ERP systems in ensuring integration of data for timely and informed decision-making, which is particularly crucial in the current challenging business environment. Newbillion foresees the new factory further enhancing the company's competitiveness as a one-stop engineering solution provider.

"Newbillion constantly strives to be a supplier of choice, quality and on-time delivery. Our goal is to grow through cost competitiveness, on-time delivery attaining customer and supplier satisfaction, long term commitment to customers and quality through continuous improvement," remarks Mr Kenny Tan, CEO and Managing Director of Newbillion.

"Newbillion believes in the 'Together We Move Forward' principle at all levels of its business interaction; with customers, suppliers, employees, the manufacturing and business community as well as the Government, as a nation in facing a dynamic and challenging economic environment post-COVID," he adds.

On aspirations and future outlook, Mr. Kenny Tan aims to join the ranks of successful companies which have transformed from a humble set-up to become a large homegrown organisation. "Although markets and new business opportunities are key contributing factors, a company must also be able and willing to invest in technology and skills, leading to innovation and transformation. Like the chicken and egg, one cannot happen without the other," he said.

MIDA, as Malaysia's principal investment promotion agency also emphasises on domestic investments by engaging and facilitating the growth and development of local champions such as Newbillion. The establishment of the Domestic Investment Coordination Platform (DICP) is to assist inventors, creators and local technopreneurs including SMEs through strategic collaborations with financial institutions, equity firms and technology providers to help them bridge or narrow their financial and technology gaps.

For more information, please contact MIDA's [Domestic Investment and Supply Chain Coordination Division](#).

Newbillion is able to meet high-end medical requirements through continuous improvement ("kaizen") and robust R&D. The company is currently applying for ISO13485, which is the quality management system for medical devices.

In 2018, Newbillion entered the automotive industry to cater for the mass production of electric vehicle components. This segment is poised to grow at least 30% per annum over the next ten years. Notably, the company achieved the IATF16949:2016 certification, which is the international standard for Automotive Quality Management System, that bears testament to its credentials and strength in the automotive industry.

Smart Manufacturing as the Way Forward

The ongoing US-China trade tension is pushing more supply chains to move out from China to Southeast Asia. With the Government through MIDA working aggressively to attract these supply chains to Malaysia, Newbillion is positioning itself to leverage on the geographical advantage of the Batu Kawan supply chain ecosystem, which is readily available within a 10-15 km radius, allowing faster lead time for customers.

Newbillion's 3.5-acre factory in Batu Kawan is expected to be completed by the second quarter of 2022. The new factory will be using solar panels for sustainable energy in its production. This aligns with the company's environmentally friendly position in addition to significant cost savings in running its operations.

MIDA And CIDB Renew Collaboration to Promote Investments in Industrialised Building System (IBS)

MIDA, and the Construction Industry Development Board Industrialised Building System (CIDB IBS) successfully organised the second CR4.0 Conference 2021 on 11 November 2021 in conjunction with the International Construction Week (ICW2021) and ASEAN Super 8 which was held from 9 to 11 November 2021.

The conference aimed to enhance the awareness of stakeholders and the construction industry players on the industry's digital transformation, in line with the Construction Revolution 4.0 Strategic Plan (2021 – 2025) and the National Construction Policy 2030.

In conjunction with the conference, a Forum on 'Revolutionising Supply Chain Ecosystem in the Manufacturing Related Construction Industries' was organised by MIDA with the objectives of:

- **Introducing digital technologies** in the design, construction and operation of projects in the manufacturing related construction industry and supply chain; infrastructure; real estate and other built assets
- **Analysing the substantial economic and social impact** on the application of the 12 elements of technologies under CR 4.0 including Building Information Modelling (BIM), Industrialised Building System (IBS), wireless sensors, Big Data, 3D printing and automation
- **Showcasing the availability of digital technology** which could transform basic construction materials to higher value-added processes by adopting more advanced technology

The CR4.0 Conference 2021 also marked a new cooperative partnership between MIDA and



MIDA CEO, Dato' Arham Abdul Rahman and CIDB Chief Executive Datuk Ir Ahmad 'Asri Abdul Hamid signed the MOU between MIDA and CIDB

CIDB with the signing of a 5-year Memorandum of Understanding (MoU) that will boost productivity and sustainability practices in the manufacturing, services and construction sectors. The first MoU between MIDA and CIDB was signed on 5 August 2016 and the partnership lasted for four years.

The Government continues to encourage the IBS implementation in Malaysia through the support of Investment Tax Allowance (ITA) of five (5) years for companies producing at least three basic components of IBS. This allowance can be offset against 70 per cent of the statutory income for each year of assessments. The ITA incentive is extended until 31 December 2025.

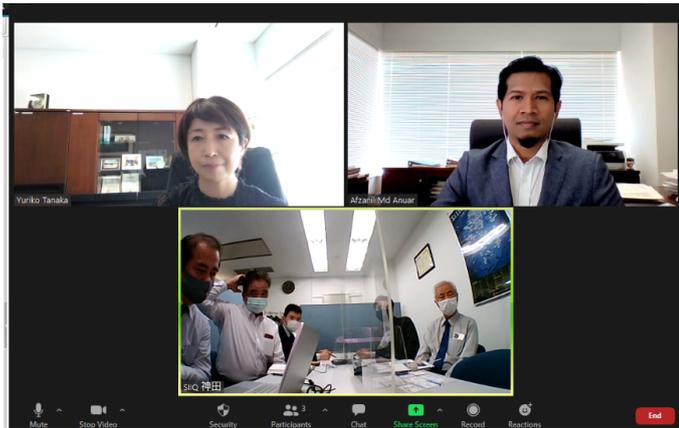
From the period of 2017 to June 2021, MIDA has approved a total of 56 industrialised building system (IBS) projects valued at RM4.5 billion in investments. The approved projects have created 4,521 employment opportunities, including skilled positions for engineers, specialised quality controllers and highly skilled technicians.

The event successfully brought together 300 attendees virtually that comprised engineers, surveyors, architects, associations, developers, industry professionals, Government representatives, regulators, manufacturers, micro enterprises, SMEs, retailers, consultants, industry experts, academia, universities and embassies.

Highlights of November >>>



On 1 November 2021, YBhg. Dato' Arham Abdul Rahman, MIDA CEO led a team for a networking session with Smith+Nephew. The discussion centered on the way forward in tackling challenges to ensure business sustainability through public and private partnerships.



On 2 November 2021, Mr. Afzanil Md Anuar, Director of MIDA Osaka, had a productive engagement and dialogue session with Kyushu Semiconductor Industries and Technology Innovation Association (SIIQ) and its industry members. The session was held to update on Malaysia's Electrical and Electronics (E&E) industry's stronghold and value proposition to 1,000 companies under SIQ's membership to set their operations in Malaysia.



On 2 November 2021, Mr. Nelson Samuel Wilson, Director of MIDA New York, together with Consul General of Malaysia New York visited the Indium Corporation HQ based in Clinton and Utica in New York State, a global market leader in the assembly of electronic materials including solder paste, pre-forms and other related products. The visit was part of the continuous engagements with investors.



On 2 November 2021, Ms. Noraisyah Nordin, Director of MIDA Sydney, gave a briefing on the investment performance and programmes undertaken and planned by MIDA in Australia to H.E. Dato' Roslan Tan Sri Abdul Rahman, the newly appointed High Commissioner of Malaysia to Australia.

Highlights of November >>>



On 3 November 2021, in conjunction with the T-Messe 2021 Toyama General Manufacturing Industry Trade Fair, Mr. Mohd Riduan Abd Rahman, Director of MIDA Tokyo, presented on Malaysia's attractiveness as the preferred manufacturing hub and launchpad for market expansion to Toyoma's Electrical and Electronics (E&E) and Pharmaceuticals companies. The virtual exhibition was held from 28 October to 30 November 2021.



On 3 November 2021, the Investment Statistics Division, MIDA, launched the InvestMalaysia Business Intelligence (BI) Tools and released its first module on Approved Investments under MIDA's Purview. More than 50 participants attended the event to understand the Business Intelligence Tools as a platform to complement InvestMalaysia Portal in generating statistical reports which consists of creative and interactive dashboards for a variety purposes.



On 4 November 2021, Mr. Steven Cheng Seng Hock, Director of MIDA Shanghai, visited Shanghai TCab Technology Co. Ltd. to discuss business opportunities in urban air mobility services and assembly of eVTOL aircraft (electric vertical take-off and landing aircraft) in Malaysia.



On 8 November 2021, Ms. Syakella Zakaria, Director of MIDA Taipei, presented on investment opportunities in Malaysia's semiconductor industry during a working visit to United Microelectronics Corporation.

Highlights of November >>>



On 8 and 9 November 2021, Mr. Shahzul Jayawirawan Mohd Yunus, Director of MIDA Johor, together with Ms. Surayu Susah, Director of Chemical and Advanced Material Division, led the MIDA team in engagement sessions with Hiroyuki, Hydroemission and SDP Global to discuss current operations, way forward and diversification possibilities of these companies in the chemical industry.



On 9 November 2021, YBhg. Dato' Arham Abdul Rahman, MIDA CEO paid a courtesy visit to Tan Sri Mohd Khairul Adib Bin Abd Rahman, Director General of Jabatan Perkhidmatan Awam to provide updates on MIDA's latest organisational structure. The discussion also entailed human capital development plans to drive MIDA's growth.



On 9 November 2021, Mr. Sikh Shamsul Ibrahim Bin Sikh Abdul Majid, Executive Director, Manufacturing Development (Non-Resource), MIDA, was invited to witness the handover of Malaysia's first production moment of an inboard wing flap for the new Airbus A321XLR (Xtra Long Range) in an event hosted by Spirit AeroSystems Malaysia.

VIRTUAL NORTHERN REGION COMPANY ENGAGEMENT

TIME: 9:30 AM - 1:00 PM | DATE: 10 NOVEMBER 2021

This half-day collaborative program between UTP Centre For Student Development (CSD), Malaysian Investment Development Authority (MIDA) will focus on promoting and sharing potential collaborations on employment and internship opportunities, career related programs as well as on incentives provided by government to companies and networking session between academia-industry.

9.30 am
SPEECH BY PENANG MIDA DIRECTOR
Mr. Muhammad Ghaddaffi Sardar Mohamed

9.35 am
OFFICIATING SPEECH BY UTP VICE CHANCELLOR
Y. Bhg. Prof. Ts. Dr Mohamed Ibrahim Abdul Mutalib

9.45 am
OVERVIEW OF UTP AND COLLABORATION OPPORTUNITIES BY SENIOR DIRECTOR CENTER FOR STUDENT DEVELOPMENT
Assoc. Prof. Dr. Nurlidia Bt Mansor





On 10 November 2021, Mr. Muhammad Ghaddaffi Sardar Mohamed, Director of MIDA Penang, jointly organised a Virtual Northern Region Company Engagement with the Centre for Student Development, Universiti Teknologi Petronas. The collaborative programme highlighted potential collaborations on employment opportunities, student industrial internship, career related programmes and incentives by the Government for companies.

Highlights of November >>>



On 10 November 2021, Mr. Jaibalan Harirajan, Director of MIDA Melaka, together with representatives from the Green Technology Division, MIDA, engaged Texas Instruments Electronics Sdn Bhd, Sun Power Malaysia Manufacturing Sdn Bhd, Givaudan Flavours and Fragrance Malaysia Sdn Bhd, WEO Optronics Sdn Bhd and Dominant Opto Technologies Sdn Bhd through a Virtual Domestic Specific Mission (eDSPM) on green project initiatives including renewable energy, energy conservation and green building.



On 10 November 2021, Mr. Afzanil Md Anuar, Director of MIDA Osaka, briefed the Japan Electronics and Information Technology Industries Association (JEITA), Kansai on investment opportunities and the vibrant landscape of the Electrical and Electronics (E&E) industry in Malaysia.



On 11 November 2021, MIDA co-organised a forum entitled 'Revolutionising Supply Chain Ecosystem in the Manufacturing Related Construction Industries' with the Construction Industry Development Board (CIDB) Malaysia during the CR 4.0 Conference 2021.



On 11 November 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, was invited as a panelist for the Strategy Talk on 'Demystifying the Impacts of Industry 4.0 – How Businesses Can Transform for a Sustainable and Efficient Future'. He emphasised Industry4WRD initiatives in Malaysia. The event was held in conjunction with the Schneider Electric Innovation Summit Singapore and Malaysia 2021.

Highlights of November >>>



On 8 until 12 November 2021, Mr. Sukri Abu Bakar, Director of Domestic Investment and Supply Chain Coordination Division, MIDA, together with the Ministry of Foreign Affairs (MOFA) and Japan International Cooperation Agency (JICA), jointly organised the Third Country Training Programme (TCTP) for African Countries 2021, on Investment Promotion Initiatives. The programme was attended by 29 participants from Cameroon, Gabon, Ghana, Senegal and Uganda. YBhg. Dato' Arham Abdul Rahman, Chief Executive Officer, MIDA, officiated the closing ceremony of the programme.



On 13 November 2021, Mr. Norhizam Ibrahim, Director of Advanced Technology and Research and Development Division, MIDA, presented 'MIDA Insight: Roaring to the Next Level' during the Iskandar Global Innovation and Technology Exchange (IGNITE) 2021 summit. The event was held to promote Iskandar Investment Berhad (IIB)'s Iskandar NEXT campaign to establish Medini Iskandar as an ideal regional innovation and technology hub.



On 13 November 2021, Ms. Wahida Abdul Rahman, Director of Healthcare, Education and Hospitality Division, MIDA, presented 'Malaysia Smart Healthcare Market: Market Entry Regulation and Strategy', highlighting on the healthcare and medical facility opportunities in Malaysia during the Malaysia-Taiwan Business Exchange-Smart Healthcare webinar. The webinar was organised by the Ministry of Entrepreneur Development and Cooperatives (MEDAC) and Small and Medium Enterprise Administration (SMEA) Taiwan to promote SME collaboration opportunities and business networking in the field of Smart Healthcare.



On 13 November 2021, Ms. Rosedalina Ramlan, Director of Business Services and Regional Operations Division, MIDA, was invited as a panelist for a session on "The Future of Cities as Investment Hub" during the Iskandar Global Innovation and Technology Exchange (IGNITE) 2021. Among the points highlighted are the initiatives of the Digital Ecosystem Acceleration scheme under Budget 2022 and the role of the Digital Investment Office.

Highlights of November ➡



On 13 November 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, delivered a congratulatory speech at the Commencement Ceremony of NI Malaysia's expansion project in Penang, witnessed by YAB Mr. Chow Kon Yeow, Chief Minister of Penang. MIDA applauded NI Malaysia for donating RM830K to Penang Science Cluster's talent programme.



On 14 November 2021, Mr. Shahzul Jayawirawan Mohd Yunus, Director of MIDA Johor and Ms. Surayu Susah, Director of Chemical and Advanced Material Division, MIDA, joined the Signing Ceremony between Hiroyuki Industries (M) Sdn Bhd and Starlinger, Austria on new production lines to produce food grade recycled PET resin. The event was officiated and witnessed by YB Dato' Sri Dr. Adham Baba, Ministry of Science, Technology and Innovation (MOSTI) and Mr. Reinhart Zimmermann, Commercial Counsellor of the Austrian Embassy.



On 15 November 2021, Mr. Shahzul Jayawirawan Mohd Yunus, Director of MIDA Johor, and Ms. Surayu Susah, Director of Chemical and Advanced Material Division, MIDA, visited Heng Hiap Industries Sdn Bhd to explore opportunities in advanced recycling technology and automation.



On 16 November 2021, Mr. Norhizam Ibrahim, Director of Advanced Technology and Research and Development Division, MIDA, led a team to moderate and participate in the National 4IR Policy (D4IRN) Initiatives Coordination Meeting under the economic cluster.

Highlights of November >>>



On 17 November 2021, Mr. Syed Kamal Muzaffa Syed Hassan Sagaff, Senior Deputy Director of the Domestic Investment and Supply Chain Coordination Division, MIDA, coordinated an outreach programme to Combi-pack, Invest NS and VNI Scientific to promote the Domestic Investment Coordination Platform (DICP) and future collaboration with companies and agencies in Negeri Sembilan.



On 17 November 2021, Ms. Noraisyah Nordin, Director of MIDA Sydney, co-organised a virtual promotional and networking hybrid event with the Australia Malaysia Business Chamber Western Australia (AMBCWA). The event was organised to promote business and investment opportunities in the food and agriculture industries in Malaysia.



On 17 November 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, led the working visits to Schmidt + Clements, Johnson Matthey and Novugen to understand the companies' operations in Malaysia. They also discussed possible future business expansion plan in Malaysia.

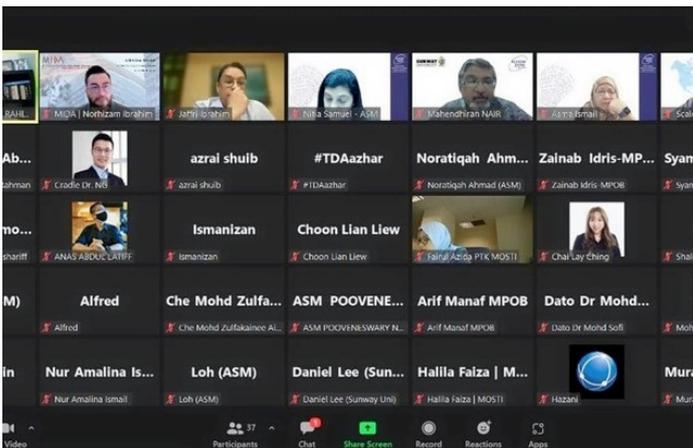


On 17 and 18 November 2021, Ms. Aizah Abdullah, Director of Industry Talent Management and Expatriate Division together with Airfoil Services Sdn Bhd and UNIKL jointly organised a Door-2-Door internship interview programme to address manpower issues. A total of 38 students were selected to undertake an internship program with the company.

Highlights of November >>>



On 18 November 2021, Ms. Noor Aini Samoon, Director of MIDA Selangor, participated in the launching ceremony of Selangor International Business Summit 2021 graced by HRH Raja Muda Selangor.



On 19 November 2021, Mr. Norhizam Ibrahim, Director of Advanced Technology and Research and Development Division, MIDA, joined a workshop organised by Academy of Sciences Malaysia to formulate a roadmap study on research and development, commercialisation, innovation and economy. The workshop discussed the significance of the research and development ecosystem in attracting quality investment.



On 20 November 2021, Mr. Syed Kamal Muzaffa Syed Hassan Sagaff, Senior Deputy Director of the Domestic Investment and Supply Chain Coordination Division, MIDA, jointly organised a working visit to Melaka to promote the Domestic Investment Coordination Platform to SME Association members and manufacturing companies in Melaka. The event was also joined by Bursa Malaysia Bhd to highlight opportunities in the ACE and LEAP markets.



On 22 November 2021, Ms. Najihah Abas, Executive Director, Manufacturing Development (Non-Resource), MIDA, led a meeting with Safety Glass Processor Association of Malaysia (SGPAM) to discuss the pre- and post-MCO challenges. The engagement was also participated by SIRIM QAS International, CIDB, Suruhanjaya Tenaga Malaysia and Department of Standards Malaysia.

Highlights of November >>>



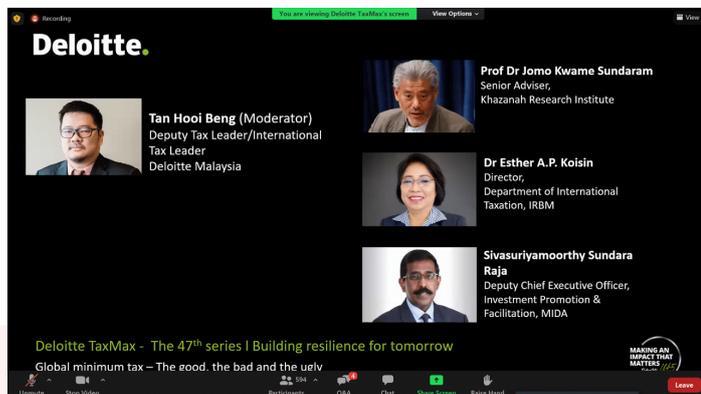
On 23 November 2021, Mr. Pravinganesha Rajoo, Director of MIDA Paris, accompanied H.E. Akmal Che Mustafa, Ambassador of Malaysia to Spain to engage with ICEX, an agency of the Spanish Ministry of Industry, Tourism and Trade (Ministerio de Industria, Turismo y Comercio), Norel S.A., a Spanish Biotech company and Acerinox, a stainless-steel manufacturing conglomerate group in Madrid. The sharing session highlights the Malaysian Government's pro-active facilitation to Spanish businesses and investors.



On 22 - 23 November 2021, Mr. Muhammad Ghaddaffi Sardar Mohamed, Director of MIDA Penang, together with Mr. Nik Nasri Nik Ahmad, Deputy Director of Investment Compliance Division, MIDA, engaged with Edelteq Technologies, Vie Technologies and PPH Plaza in Pulau Pinang. The discussion entailed the companies' current operations and verification for incentive compliance.



On 24 November 2021, Ms. Jasbir Kaur Bachan Singh, Executive Director, Investment Facilitation and Post Investment Division, MIDA, led an engagement session with Halal Development Corporation Berhad (HDC). The engagement session aimed to strengthen the collaboration between MIDA and HDC in attracting quality investments into Malaysia, as well as leveraging on Project Acceleration and Coordination Unit (PACU) to speed up project implementation projects in Halal industry.



On 24 November 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, was invited as a panelist for the Deloitte Malaysia TaxMax - The 47th series webinar, highlighting on 'The Global Minimum Tax: The Good, The Bad and the Ugly'.

Highlights of November >>>



On 25 November 2021, Ms. Zuaida Abdullah, Director of Strategic Planning and Policy Advocacy (Services) Division, MIDA, made a presentation on 'Incentives and Facilities for Investments in Malaysia' during the National Tax Conference 2021 organised by Malaysian Association of Tax Accountants (MATA). A total of 350 participants joined and benefited from the programme.

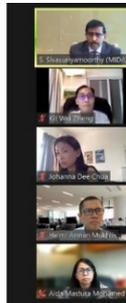
On 26 November 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, was invited as a panellist for a virtual conference in StarBiz Summit 2021, Rebuilding the Nation's Economy in the Digital Reality of 2022, organised by the Star Media Group. He shared his valuable insights on the session of 'Manufacturing and Construction: The Revolution of Industrial Economy'.

Malaysia's Economic Growth

The Malaysian economy continue to benefit from strong external demand and recovery in domestic conditions, and growth is projected to improve further in 2022



- Malaysia's GDP is on track to achieve growth of between 3% and 4% in 2021, and further expand between 5.5% and 6.2% in 2022, in line with projections by the IMF and World Bank at 4.0% and 5.8%, respectively.
- For 2021, the gross domestic product (GDP) growth of 2% to 4% represents a rebound from the economic contraction in 2020, which saw it contract 5.4% due to the Covid-19 pandemic.
- The domestic economy expanded 7.1% in the first half of 2021. The economic growth is expected to continue especially in the fourth quarter with the reopening of more economic and social sectors.
- The growth trajectory in 2022 is based on expectations of further expansion in global and domestic activities, fuelled by broader vaccine coverage and a further improvement in goods trade amid a slower recovery in services trade.

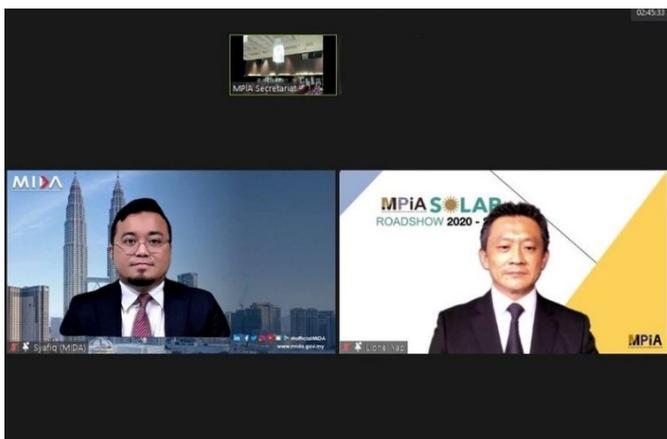


On 29 November 2021, Mr. Sivasuriyamoorthy Sundara Raja, DCEO, Investment Promotion and Facilitation, MIDA, presented Malaysia's current economic growth and initiatives in promoting and attracting quality foreign direct investment to potential investors during a webinar hosted by Citi Bank Research, Singapore.



On 30 November 2021, Mr. Nik Mohd Faizal Nik Kamarudin, Director of MIDA Kelantan, together with Ms. Normawati Kusairi, Head of Tariff Section and SME Bank, successfully held a briefing session with over 40 participants from SMEs manufacturing companies. The session aimed to disseminate information on current initiatives and facilitation programmes by the Government.

Highlights of November >>>



On 30 November 2021, Mr. Ahmad Syafiq Mohd Daron, Assistant Director of Green Technology Division, MIDA, delivered a presentation on policy updates and initiatives in the Solar Photovoltaic industry. A total of 85 participants from various sectors attended the seminar which was held in conjunction with the Malaysian Photovoltaic Industry Association (MPIA) Solar Roadshow 2021.

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- [AI for Universities Programme to bridge gap between industry needs and talent supply](#)

ECONOMY NEWS

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- [Malaysia, US ink joint statement to enhance collaboration in trade, investment — Azmin Ali](#)
- [Malaysia, US aim to sign supply chain-linked memorandum of cooperation in early 2022](#)
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- [Quality regulations will boost Malaysia's position as preferred investment destination – Azmin](#)
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- [MITI urges plastics industry players to undertake initiatives under Industry4WRD](#)
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- [Iconic Medicare completes RM200m PPE manufacturing facility in Batu Kawan Industrial Park](#)
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- [Porsche confirms Cayenne will be locally assembled in Kulim](#)
- [Malaysia plays significant role in semiconductor supply Chain — Onsemi VP](#)

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With more than 70,000 average visits per month, our website provides useful and relevant information, which serves as a reference for potential investors in doing business in Malaysia.

E-NEWSLETTER

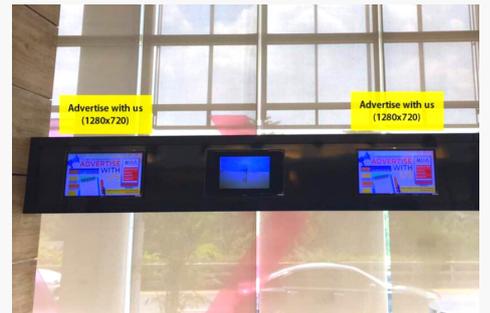


With more than 70,000 registered subscribers and growing, our monthly English e-Newsletter contains the latest industry and services updates as well as activities held throughout the month.

DIGITAL SIGNAGES



One of our video wall at MIDA lobby.



Some of our LCD TVs at MIDA lobby

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.

OUR ADVERTISING RATES

MIDA WEBSITE

HomepageRM 1,500.00 per week

E-NEWSLETTER

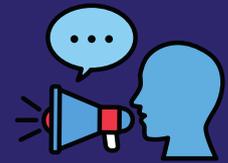
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Half pageRM 3,000.00 per issue
Quarter page...RM 2,000.00 per issue

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HALL

RATES

HALL TYPES		GOVERNMENT	PRIVATE
Perdana Hall (230 pax)	Inclusive of: <ul style="list-style-type: none"> VIP Holding Room PC Room Basic AV System 	RM 5,000	RM 6,000
Banquet Hall (230 pax)	Inclusive of: <ul style="list-style-type: none"> Basic AV System 	RM 3,000	RM 3,500
Perdana + Banquet Hall	Inclusive of: <ul style="list-style-type: none"> VIP Holding Room PC Room Basic AV System 	RM 7,500	RM 9,000
F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: <ul style="list-style-type: none"> Refreshment Tea Break Lunch Hi-Tea 	From RM 100 / pax	
B	Inclusive of: <ul style="list-style-type: none"> Refreshment Tea Break Hi-Tea 	From RM 80 / pax	
C	Inclusive of: <ul style="list-style-type: none"> Refreshment Tea Break/Hi-Tea 	From RM 50 / pax	

PRIVATE MEETING ROOM

RATES

ROOM TYPES		GOVERNMENT	PRIVATE
Board Room (30 pax)	Inclusive of: <ul style="list-style-type: none"> VIP Holding Room VIP Lounge AV System 	RM 2,000	RM 2,500
USA Room (25 pax)	Inclusive of: <ul style="list-style-type: none"> Basic AV System 	RM 1,500	RM 1,850
Japan Room (50 pax)	Inclusive of: <ul style="list-style-type: none"> Basic AV System 	RM 1,500	RM 1,850
F&B PACKAGES		GOVERNMENT	PRIVATE
A	Inclusive of: <ul style="list-style-type: none"> Refreshment Tea Break Lunch Hi-Tea 	From RM 100 / pax	
B	Inclusive of: <ul style="list-style-type: none"> Refreshment Tea Break Hi-Tea 	From RM 80 / pax	
C	Inclusive of: <ul style="list-style-type: none"> Refreshment Tea Break/Hi-Tea 	From RM 50 / pax	

TRAINING ROOM

RATES

ROOM TYPES		GOVERNMENT	PRIVATE
Sigma/ Gamma Room (40 pax)	Inclusive of: <ul style="list-style-type: none"> Basic AV System 1 Flipchart 2 Mahjong Paper 2 Marker Pens 	RM 850	RM 950
F&B PACKAGES		GOVERNMENT	PRIVATE
Inclusive of: <ul style="list-style-type: none"> Refreshment Lunch Tea Break 		RM 60 / pax	

***All rates are exclusive of:**

- SST (6%)
- Service Staff, linen, dome, logistic (RM 200)

***F&B by MIDA's panel caterers**

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ABOUT MIDA

MIDA is the government's principal investment promotion and development agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 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 Twitter, Instagram and Facebook, LinkedIn and Youtube channel.

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

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