

GREATER KUALA LUMPUR

THE REGIONAL HEADQUARTERS FOR
MULTINATIONAL COMPANIES IN ASIA



Performance Report

2014

CONTENTS

2014 PERFORMANCE REPORT

2 HIGHLIGHTS OF THE YEAR

3 ABOUT GREATER KL & INVESTKL

8 SHAPING THE FUTURE WITH ASEAN ECONOMIC COMMUNITY

9 MESSAGE FROM THE CHAIRMAN & CEO

12 BOARD OF DIRECTORS

16 2014 MILESTONES

◆ Creating Impact for Regional Growth 18

18 Our Achievements in 2014

20 MNCs of 2014

26 Focused Areas

◆ Jobs Creation : Building a Stronger Talent Pool 31

◆ Embracing Greater KL's Vibrant Business Ecosystem 33

◆ Cultivating Partnerships and Alliances 36

◆ 2014 High Impact Events 38

40 MOVING FORWARD





HIGHLIGHTS OF THE YEAR 2014

14  **MULTINATIONAL COMPANIES**
ATTRACTED TO GREATER KL
TOTALLING TO 46 MNCS

1.8  **BILLION**
RM **IN INVESTMENTS**
TOTALLING TO RM4.3 BILLION

1406  **HIGH SKILLED REGIONAL JOBS CREATED**
TOTALLING TO 6820 JOBS



CULTIVATING:
STRATEGIC PARTNERSHIPS
With consulting firms, trade chambers, agencies & other bodies, facilitating the growth of Greater KL as a regional headquarters.

GREATER KL AND MALAYSIA'S INTERNATIONAL RANKINGS

KUALA LUMPUR **WORLD ENERGY CITY** (First in Southeast Asia) named by **WECP**

1st **MOST POPULAR EMERGING MARKET DESTINATION**
BEYOND BRIC

2nd **MOST COMPETITIVE CITY IN SOUTH EAST ASIA**
EIU'S 2025 CITY COMPETITIVENESS REPORT

2nd **EMERGING MARKET CITIES**
FDI GLOBAL CITIES OF THE FUTURE 2014/15

5th **IMD WORLD TALENT RANKING**
MALAYSIA'S POSITION 2014

15th **FDI CONFIDENCE INDEX 2014**
MALAYSIA'S RANKING IN A.T. KEARNEY'S

18th **EASE OF DOING BUSINESS 2015**
THE WORLD BANK'S REPORT ON DOING BUSINESS

90th **WORLD'S MOST EXPENSIVE CITIES**
2014 EIU COST OF LIVING REPORT (#1 MOST EXPENSIVE)

113th **WORLDWIDE COST OF LIVING**
WORLDWIDE COST OF LIVING SURVEY MERCER REPORT 2015 (#1 MOST EXPENSIVE)



GREATER KL : ASEAN'S STRATEGIC CITY

Greater Kuala Lumpur (KL), the capital of Malaysia encompassing Kuala Lumpur city and the surrounding metropolitan areas, is by all counts Malaysia's most populous, economically vibrant and commercially strategic hub. It aims to become a world-class metropolis and the top investment destination in ASEAN.

Greater KL's strength lies in the region's thriving business eco-system – one that has flourished largely due to business-friendly government policies and its world-class infrastructure, good quality of life and robust talent pool.

These attributes are a testament to the many global indices which Malaysia and Kuala Lumpur have been credited for.



“Greater KL is our natural choice in creating a regional hub for Asia-Pacific because of its strategic location, the availability of skilled manpower and its business-friendly environment.”

Vincenzo Alaimo – Head of Region, Southeast Asia
AgustaWestland

ABOUT INVESTKL

InvestKL is an agency mandated by the Malaysian Government to promote Greater KL as a potential regional base among global multinational companies (MNCs) and facilitate investments in their regional business, innovation and talent hubs in the city as part of their strategic move to grow their business in Asia.

InvestKL supports the Economic Transformation Programme (ETP) by focusing on MNCs engaged in National Key Economic Areas (NKEAs) such as oil, gas and energy, engineering services, healthcare, wholesale and retail, food processing and environmental technology.

These areas are considered priority owing to their huge knock-on impact on the economy as well as the high-income, knowledge-intensive jobs that they can potentially create.

InvestKL reports to three Ministers heading the International Trade and Industry (MITI) Ministry, Federal Territories Ministry, and the Performance Management and Delivery Unit (Pemandu) under the Prime Minister's Department.



“The initiative from InvestKL in attracting MNCs to Greater KL is of great value to the FDI inflows to the country and complementing the nation's mission of economic prowess by 2020.”

Dato' Sri Mustapa Mohamed
**Minister Of International
Trade & Industry**

“Introduction to InvestKL was really pivotal in persuading ourselves that whatever hurdles there are in any business enterprise, we have a partner that is going to help us understand what they were and help us prioritise where our efforts and energy should be.”

Jack Cummiskey - VP & Regional Manager (former),
Turner International



Dato' Sri Mustapa Mohamed
MINISTER OF INTERNATIONAL
TRADE & INDUSTRY



Datuk Seri Tengku Adnan
MINISTER OF FEDERAL TERRITORIES



Dato' Sri Idris Jala
MINISTER OF PRIME MINISTER'S
DEPARTMENT & CEO of PEMANDU



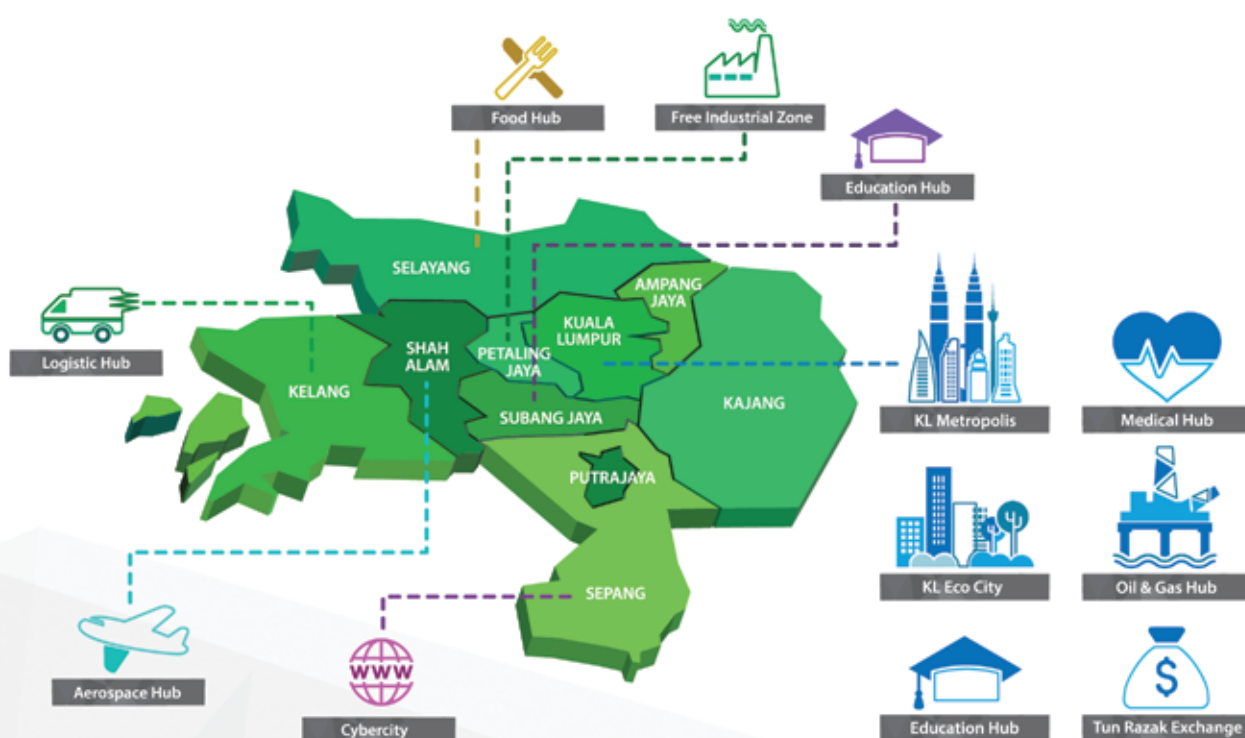


GREATER KL: THE REGIONAL HEADQUARTERS FOR MNCs IN ASIA

Greater KL, the business capital of Malaysia, is one of the world's top destinations for investment.

Its world-class infrastructure, excellent transportation network, investor-friendly business environment and attractive tax incentives make it an excellent regional base for investors and multinational companies alike.

Its central location in Asia provides companies easy access to direct and supervise all activities along their value chains from their regional base in Greater KL.



FACTS ON GREATER KL

Population	: 7.2 million (2014)
Size	: 2,793.27 km ² (or 4 times the size of Singapore)
Climate	: Tropical
Time zone	: GMT +8
Ethnic groups	: Malay, Chinese, Indian, indigenous and others
Languages	: Bahasa Malaysia, English, Chinese, Tamil and indigenous languages

Source: Ministry of Federal Territories

GREATER KL: "5Cs" PROPOSITION

Already home to prominent MNCs such as BMW, British American Tobacco, Citibank, Exxon Mobil, GlaxoSmithKline, HSBC, Ikea, Motorola, Nestle, Nokia, PayPal, Philip Morris, Prudential, Schlumberger, Shell, Tesco and many others, Greater KL continues to be a compelling location for a regional base.

With an impressive investment track record, we summarize through the 5 "Cs" on what makes Greater KL conducive as a base for global companies.

Centrally Located



- Greater KL lies at the centre of the high-growth and robust Asian markets, with a potential catchment of 3.6 billion people.
- Strategic location in Asia, linking the Far East to Southeast Asia, Europe and the Middle East.
- Within a 4 to 8-hour radius of the region's key business centres of Bangalore, Beijing, Dubai, Hong Kong, Seoul, Sydney, Shanghai, Taipei and Tokyo.

Credible



- Malaysia is ranked 18th among 183 economies in terms of Ease of Doing Business by the World Bank in its Report on Doing Business 2015.
- The country's Economic Transformation Programme (ETP) is spinning off enormous business and investment opportunities in its targeted 12 key sectors.
- The Government has introduced 6 Strategic Reform Initiatives (SRIs) to complement the ETP by enhancing the country's competitiveness and appeal to investors.
- Ranked 15th in both AT Kearney's FDI Confidence Index 2014 and 2013 World Competitiveness Year Book by IMD Switzerland.
- Strong FDI inflow of USD20 billion in 2014.

Cost Competitiveness



- Greater KL is one of the least expensive cities to live in, coming in at 113th place in terms of Worldwide Cost of Living in Mercer's 2015 Worldwide Cost of Living Survey covering 207 cities in 5 continents.
- Placed 90th in EIU's Cost of Living Report, with 1st being the most expensive.
- A large pool of highly skilled and high-value talent at competitive salaries. E.g. the average engineer in Malaysia earns USD1,000 to USD3,000 per month.
- The monthly prime office rent averaging USD2 per square foot is among the region's lowest compared with Singapore, Jakarta and Bangkok.

Culturally Diverse



- A large multi-racial and well-educated workforce that is fluent in English. Malaysia ranks 11th in Education First English Proficiency Test 2013, and the best in Asia.
- The Government is working jointly with the private sector and universities in initiatives to train Malaysia's future knowledge workers to meet high-value industries' growing need for talent.
- A highly rated work culture, as evidenced by the city being voted for 2nd Best Work Culture in HSBC's 2013 expat survey.

Choices Aplenty



- There is a diverse choice of hubs for businesses as well as a vibrant community that enhance Greater KL's appeal in terms of liveability.
- More than 70 international schools, with 37 in Greater KL alone. Out of the total, 6 offer International Baccalaureate (IB) programmes.
- Availability of world-class medical facilities and infrastructure that provide efficient road, rail, sea and air connectivity.
- Voted 4th best shopping destination by CNN.



SHAPING THE FUTURE WITH ASEAN ECONOMIC COMMUNITY

2015 will be a momentous year for the Malaysian economy, the ASEAN region as a whole, and at a more modest level, InvestKL.

This year, Malaysia assumes the chair of the ASEAN Economic Community (AEC), a grouping of the 10 ASEAN members which shares the common goals of creating a truly integrated ASEAN by narrowing the development gap between member countries, promoting equitable and sustainable economic growth, and enhancing connectivity.

MALAYSIA as The Chair of ASEAN 2015

The AEC will, in essence, be a single duty-free market 20 times that of Malaysia, and a vibrant region with a burgeoning middle class, a wealth of choices of manufacturing and investment bases from which to export worldwide, and an abundance of natural resources and human capital.

**GDP OF \$2.4
TRILLION**

With a combined market of 633 million people, total GDP of USD2.4 trillion and overall trade of USD2.5 trillion, the AEC offers enormous possibilities to MNCs that have set up their regional headquarters in Greater KL, as well as potential investors, to leverage on its great potential.

As regional integration deepens, regulatory as well as tariff and non-tariff barriers come down, and as more and more sectors and sub-sectors within AEC are liberalised, we are confident that investors in Greater KL would be well placed to seize the regional opportunities that may open up for investment and expansion.

**POTENTIAL
MARKET OF
633 Million**
UNDER ASEAN ECONOMIC COMMUNITY



The enhanced cooperation, trade facilitation and transparency within the AEC community will place Greater KL – with its world-class infrastructure, great connectivity and competitive cost of doing business – in an even greater position of strength vis-à-vis the region this year and beyond.

**7th
LARGEST
ECONOMY IN THE
WORLD**



“AEC will spur stronger flows of regional investments, business deals and economic growth in Southeast Asia.”

Chow Sang Hoe - Managing Partner (Advisory Services)
EY Malaysia

MESSAGE FROM THE CHAIRMAN & CEO





FROM THE CHAIRMAN'S DESK

It has been 4 years since the birth of InvestKL in June 2011. The seed of an idea born out of the Government's goal setting and performance orientated Economic Transformation Programme (ETP) and Government Transformation Programme (GTP), the journey taken by InvestKL has been challenging and unprecedented in terms of past experience. Navigating a path less travelled, the results achieved thus far have been encouraging and rewarding.

With a newly formed "scratch" team of talent that was assembled within a short time frame from the private sector complemented by a few start-up members seconded from the Government, the team had to set up goals and map out strategies to meet the aspirations of the ETP. The KPIs set for InvestKL was to attract an average of 10 multinational companies (MNC) per year to set up their regional headquarters in Greater Kuala Lumpur with at least 100 companies until 2020. The corporations targeted and given priority are those Fortune 500 and Forbes 2000 companies.

I am pleased to say that at the end of 2014, only three and a half year since the inception of InvestKL, it had successfully assisted 46 MNCs to establish their regional control towers in Greater KL that have already committed to date an initial RM4.3 billion worth of investments and resulted in 3,274 skilled and valuable jobs been filled out of a potential 6,820 new regional jobs arising out of these newly established regional headquarters.

Greater KL's strategic location in the heart of ASEAN makes it a natural gateway to the region's 633 million population. It offers investors easy reach to ASEAN's burgeoning trade worth USD2.5 trillion, state-of-the-art business infrastructure, multi-lingual and highly skilled workforce, as well as cost-competitive operating environment.

That said, there is actually more to Greater KL than its business-friendly climate. The city is also highly rated for its value system, quality of life, heritage, culture and tourism. Recently, Kuala Lumpur has been named a "World Energy City" by WECP – the first city in this region to have earned this prestigious title.

Beyond attracting and servicing MNCs, we also act as an enabler that brings together multinationals and local institutions in partnerships. These partnerships have, over the years, helped to enrich our business ecosystem, giving it more vigour and dynamism.

Given such compelling propositions on top of strong commitment from the Government and the 3 ministries overseeing InvestKL, we are confident that Greater KL has what it takes to become of a top investment destination and a regional command centre of choice among global corporations seeking to tap into ASEAN's vast potential.

I wish to thank the Board of Directors for guiding InvestKL in its mission and providing valuable viewpoints from both government entities and private businesses.

I am grateful to members of the Ambassadorial Referral Panel and the Independent Audit Committee, who in volunteering their time and expertise, help keep our feet firmly on the ground. I would also like to show my appreciation to our staff for their diligence and perseverance, without which InvestKL would not have been able to beat its annual targets every year since we started in 2011.

Finally, on behalf of the Board of Directors and the Management, I would like to thank the 3 Ministers overseeing InvestKL – YB Dato' Sri Mustapa Mohamed, YB Datuk Seri Tengku Adnan Tengku Mansor and YB Dato' Sri Idris Jala for their unwavering support and guidance. InvestKL also appreciates the support from the various government entities and agencies that we work with on a day-to-day basis, as well as our strategic partners and clients.

To our stakeholders, in particular the 46 MNCs who have invested in Greater KL up to 2014, we hope that you can share your good experience in this city with potential investors, and help propel it to the next level of growth.

Once again, thank you everyone, for your contribution to the success of InvestKL.



Datuk Seri Michael KC Yam
Chairman

A WORD FROM THE CEO



"There will be a driving force more powerful than steam, electricity, and atomic energy: the will." Albert Einstein

Once again, InvestKL has surpassed its target for 2014 by attracting 14 MNCs to invest in GreaterKL. From 2011 to 2014, we have attracted 46 multinational companies from diverse sectors that include oil, gas and energy, engineering services and business services. I am proud to say that we are nearing the half way mark to hit our target of 100 MNCs by 2020.

Our perseverance and commitment in positioning Greater KL as the regional headquarters location through the years have shown fruition as MNCs are benefiting from the city's fluid business ecosystem that is vibrant and dynamic.



Datuk Zainal Amanshah
CEO

In tandem with the nation's goal of becoming a high income nation by 2020, Greater KL continues to grow into a world-class metropolis that provides the best in class in every sphere of business, innovation, talent and liveability.

In 2014, we expanded our activities along the lines of enhancing Greater KL's attractiveness as the regional headquarters for MNCs.

We will take our work to the next level by sharpening our focus on companies from the US, Europe and North Asia, focusing on attracting MNCs of above USD1 billion in value amongst the top tier Fortune 500 and Forbes 2000 companies.

Our efforts will also take a quantum leap in 2015 as the Government's incentives for Principal Hubs kick in, significantly enhancing Malaysia's competitiveness and helping MNCs to improve their operations and efficiency as well as lower costs.

By building partnerships and making Greater KL a choice location for the regional bases of multinational companies, InvestKL hopes that our efforts in cultivating innovation, exposing our people to global perspectives and spurring economic growth will contribute towards improving the quality of life for Malaysians.

We also hope that the business partnerships arising from our MNCs programmes and the use of local ancillary services and creation of jobs for local talent will benefit and enrich the local eco-system.

In closing, I am very grateful to our 3 lead Ministers and Board of Directors for their strong leadership and valuable insights, which have guided us through a fruitful 2014. I also express sincere appreciation to our team at InvestKL, who have shown great diligence and strong commitment to serve our beloved country.

I have faith that the combined strength and wisdom of all our stakeholders will hold us in good stead to meet any challenges and capitalise on all opportunities going forward.



BOARD OF DIRECTORS





BOARD OF DIRECTORS



Datuk Seri Ruslin has been in the civil service for more than 30 years, having held various positions in Kuala Lumpur City Hall, including that of Director and Director General.

When he was Lord Mayor of Kuala Lumpur from 2004 to 2006, he played an instrumental role in several key development projects around the city, including the LRT and MRT projects, as well as the SMART Tunnel.

He is a graduate in Sociology and Anthropology from Universiti Malaya and also holds an MBA from the same university.

Datuk Seri Ruslin Hasan
(Appointed in August 2012)



Datuk Seri Michael Yam had an illustrious 35-year career in the corporate and real estate sectors which includes being CEO of a renowned listed company just prior to his early retirement.

He is currently Managing Director and Founder of an Advisory Firm and sits as an Independent Director on the Board of Standard Chartered Bank Malaysia Berhad, Malaysia Airports Holding Berhad, Sunway Berhad, Paramount Berhad, Cahaya Mata Sarawak Berhad and various subsidiaries of EPF and quasi-Government agencies.

He is also a director of the British Malaysian Chamber of Commerce, the immediate Past President of the Real Estate and Housing Developers' Association of Malaysia and a trustee of Standard Chartered Foundation and until recently the Chartered Institute of Building.

A graduate in Building and Management Studies of the University of Westminster, Datuk Seri Yam is a Fellow of the Royal Institution of Chartered Surveyors and the Chartered Institute of Building and was awarded the CEO of The Year 2002 for Malaysia.

Datuk Seri Michael KC Yam
Chairman
(Appointed in June 2012)

Datuk Azman is currently the Chief Executive Officer of the Malaysian Investment Development Authority (MIDA), for which he served various leadership roles on his postings to the US, Japan and Malaysia.

An Engineering graduate from Universiti Putra Malaysia, Datuk Azman has extensive experience in international business as well as a broad understanding of the development of the manufacturing and services sectors in Malaysia.



Datuk Azman Mahmud
(Appointed in October 2013)

Datuk Seri Dr Victor Wee is a Professor at the School of Hospitality, Tourism, and Culinary Arts, Taylor's University and has gone on consultancy assignments for the United Nations World Tourism Organisation (UNWTO). He is actively engaged in formulating the Social Cultural Community Blueprint for the ASEAN Community 2015-2025.

He had a distinguished civil service career, rising to the rank of Secretary General at the Ministry of Tourism and upon retirement, he served as Chairman of Malaysia Tourism Promotion Board. In 2010, he led the Tourism Laboratory for the Economic Transformation Programme under PEMANDU to formulate the roadmap for the tourism industry for 2010-2020.

The major part of his career was spent at the Economic Planning Unit of the Prime Minister's Department, where he was involved in formulating the national development plans. His other notable roles include being an advisor to the Ministry of Finance and Deputy Head of the National Economic Action Council during the Asian Financial Crisis 1997-98, where he prepared the National Economic Recovery Plan.

He holds a Bachelor degree in Economics from University of Malaya, Master of Arts from Brown University, U.S.A. and Ph.D. in Economics from Bristol University, United Kingdom.

Datuk Seri Dr Victor Wee
(Appointed in January 2014)



Mohd Azharuddin is a Director - NKEA Greater Kuala Lumpur / Klang Valley & NKRA Urban Public Transport at PEMANDU (Performance Management & Delivery Unit) in the Prime Minister's Department.

He has held various key positions in notable companies and organisations namely; Royal Dutch/Shell, Khazanah Nasional and including his recent tenure at Microsoft as Director of Public Sector Group.

His experience involves transformation and programme management in large-scale government initiatives, strategic planning and governance of joint ventures; and implementation of best practices at corporate HQ and local level.

Encik Mohd Azharuddin
(Appointed in January 2014)



2014 MILESTONES





2014 MILESTONES

1 Creating Impact for Regional Growth

2014 ACHIEVEMENTS

In 2014, InvestKL succeeded in securing 14 multinational companies (MNCs) to set up their regional headquarters in Greater KL, beating its target of 13 MNCs.

These new investments led to the creation of 1,406 high skilled committed regional jobs and with investments amounting to RM1.8 billion. The 2014 MNCs brought the cumulative number of MNCs that have made Greater KL their regional hubs from July 2011 to December 2014 to 46, with cumulative committed investments of RM4.3 billion.

The MNCs that came on board in 2014 are investors from the US, UK, Europe and China with project including regional management hub, regional coordination centre, regional support centre, regional trading hub and supply chain management hub.

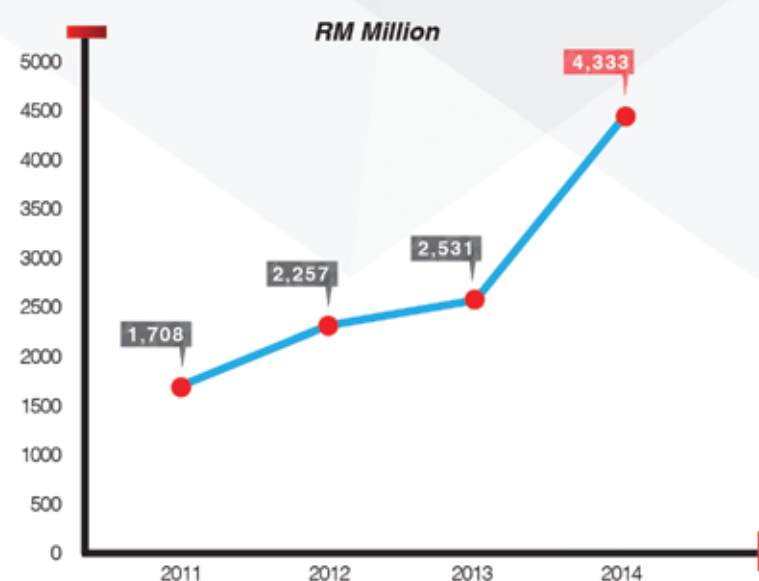


FIGURE 1
Total approved and committed investment 2011 - 2014 (Cumulative)

InvestKL
IS NEARING THE HALFWAY MARK
IN ACHIEVING
ITS GOAL OF
100 MNCs
BY YEAR
2020
IN THREE-&-A-HALF YEARS

ATTRACTED
14 MNCs
EXCEEDING
ITS TARGET OF
13 IN 2014
TO 100 REGIONAL
HEADQUARTERS IN
Greater KL

TOTAL APPROVED &
COMMITTED
INVESTMENTS
RM
4.3
BILLION
31 DEC 2014

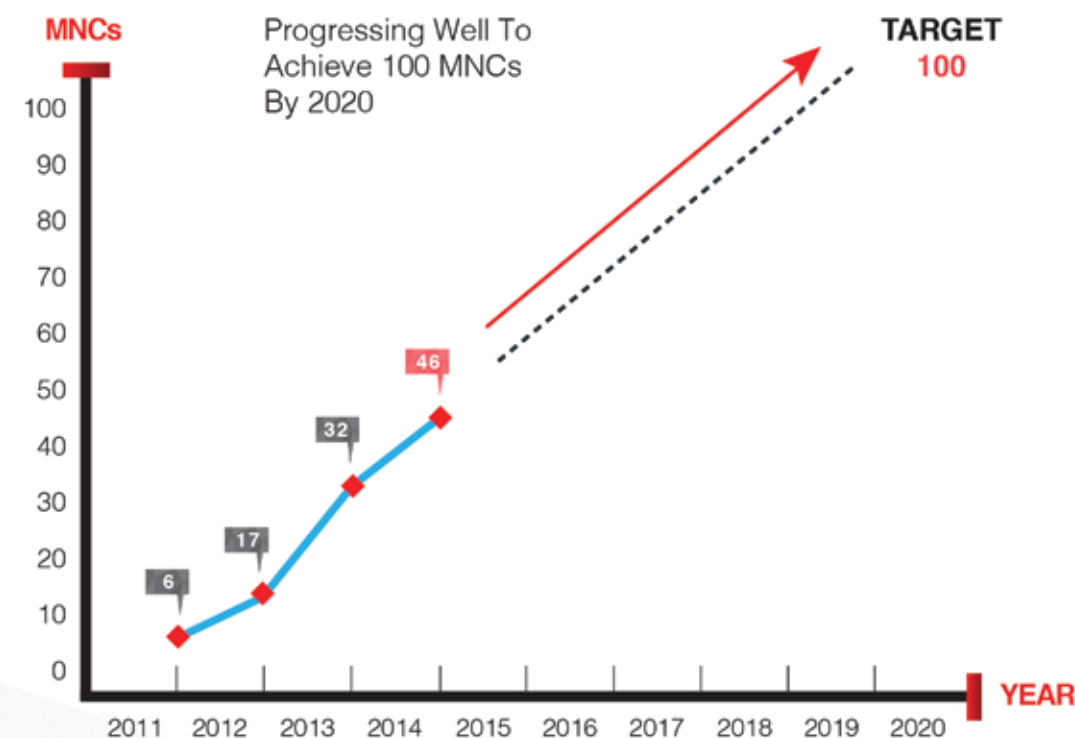


FIGURE 2
InvestKL's progress in attracting MNCs to Greater KL as at 31 December 2014 (Cumulative)

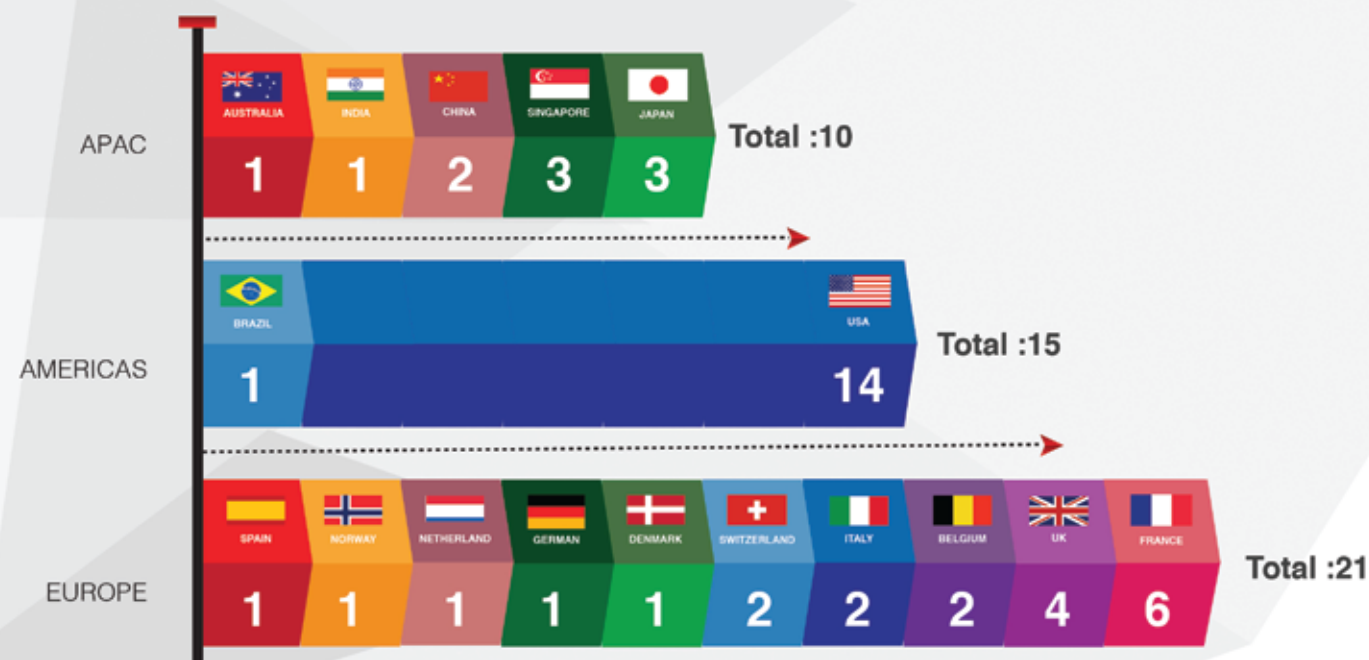


FIGURE 3
MNCs in Greater KL by country from 2011 - 2014

Greater KL continues to attract an array of investors from all over the world with the European companies being the most investments in the city. This is followed by MNCs from Americas and Asia Pacific who have set up regional bases in Greater KL since 2011 until 2014 to leverage on the city's strategic location, business ecosystem and the abundance business opportunities.

2014 SELECTED REFERENCES OF MNCs

In 2014, most of the multinationals attracted to Greater KL are newcomers to the city, adding on to the various MNCs that have already established their regional headquarters in Greater KL.



Cameron International Corporate, a Global Fortune 500 provider to the global oil, gas and process industries, moved its Cameron Process Systems Regional Head Office for Asia Pacific and Middle East from Singapore to Greater KL in April 2014.

The regional hub centralizes its highly-skilled employees, including Chemical Engineers, Electrical Engineers, Process Engineers and Health & Safety Managers, provides regional support in Process Engineering Project Engineering and Management, After-market Sales and Support, Tendering and Bidding, and Tax and Human Resource Support.

Greater KL's proximity to the Asia region, a supportive and pro-business government and the capability, stability, and availability of the local workforce are the reasons Cameron cited for turning the scales in Malaysia's favour.



“We relocated our execution centre here from Singapore as we felt that Greater KL was the right place for us at this time. It's for the access to local talent at a competitive cost, proximity to clients and engineering companies and the people we do work with, and the central location – we can get to anywhere and serve the entire Asia Pacific and even Middle East market with great ease.”

Aric Carlisle - Asia-Pacific General Manager
Cameron



Saipem, one of the worldwide leaders in the oil & gas contracting services sector, has relocated its headquarters in Singapore to Greater KL to cover its Asia Pacific operations, including East of India and Eastern Russia as its reorganisation plan in this region.

The business functions carried out at this regional centre include general management, business and commercial development, bid and tendering management, consulting, procurement, and project management and execution.

Saipem, a specialist in deepwater, harsh environments and remote areas, has plans to continually increase its manpower resources in its Greater KL office up to 2019, mostly comprising management and senior management as well as senior technical positions.

“Greater KL provides access to a talented pool of experienced professionals, an efficient network to access the regional markets, as well as a large local customer base. On top of that Greater KL provides world class accommodation and great logistics and recreational facilities and a sound legislative framework. We know we made the right choice in making Greater KL our regional hub.”

Max Bellotti - Managing Director
Saipem Asia



Wilhelmsen Ships Service is part of Wilhelmsen Maritime Services, which comes under the umbrella of the Wilh. Wilhelmsen group. It has the world's largest maritime services network servicing 2,400 ports in 125 countries.

The company has decided to set up its Global Business Centre in Greater KL to consolidate processes and provide value added services to business enterprise from one central location. The company's focus is to ensure that vessels operate smoothly at sea and cut down the turnaround time in ports.

Wilhelmsen Ships Service supplies maritime products and services with specialization in safety products and services, *Unitor* products, *Unitor* and *Nal fleet* marine chemicals, as well as maritime logistics and ships agency.



Zurich's Greater KL Regional Headquarters is an in-house captive regional center supporting Zurich Group's Life and General Insurance operations globally, predominately in the Asia Pacific region initially.

The hub's activities include Actuarial Services, Audit, Motor Claims, Finance Transformation, Finance Operations, Investment Accounting & Reporting and Corporate Real Estate & Facilities Management.

The group has been in Malaysia since 1980 and has committed to creating 43 managerial and executive positions with monthly salaries of between RM3,000 and more than RM10,000 by end-2018 with the new regional operational headquarters. Its investment is projected to generate a Gross National Income of RM29.40 million for Malaysia.

Zurich Insurance Group is Switzerland's biggest insurer and a leading multi-line insurance provider with a global network of subsidiaries and offices. As of 2013, it was listed as the world's 75th largest public company in Forbes' Global 2000s.



Worldline, a global player and European leader in business and payments transactional services, is enhancing the role of its Malaysian subsidiary from being a delivery center to being Asia Pacific's Innovation and Management hubs.

It decided on locating its regional headquarters in Greater KL after considering competing bids from Singapore and Hong Kong.

The group is the leading POS terminal provider in the Netherlands, e-commerce payment provider in France, POS acceptance platform in Germany, and issuing solution provider in Asia.

Its core business segments are Merchant Services and Terminals, comprising 33% of its business, eMobility and eTransactional Services (32%) and Financial Processing (35%).



worldline
e-payment services

ZURICH



indra

Madrid-based IT solutions and consultancy services provider Indra, which reports annual revenue of about EURO 3 billion and has 43,000 professionals in 138 countries, has decided to locate its regional hub for infrastructure, financial services and new markets in Greater KL.

The group makes Greater KL a principal services hub that pools together its technical engineers and functional consultants for deployment to projects globally and in the region.

This office will also be its financial services hub for Islamic finance (takaful) as a platform and proof of concept for expansion to the Middle East. A leader in the Spain and Latin America markets, Indra also has a presence in India, Malaysia, Philippines, Cambodia, Indonesia, Vietnam, Myanmar, China and Australia.

Indra plans to employ highly skilled system, electrical, mechanical, rail, software and civil engineers, as well in as finance and legal staff. The projected headcount Malaysia is 250 employees ranging from senior management to support staff.



codemasters

Award winning games developer and publisher Codemasters – Europe's largest independent games company and holder of exclusive worldwide video game rights to Formula One – is upgrading its Kuala Lumpur Art Studio. This is Codemasters' first studio out of its Homebase in UK which will serve international and regional work.

This move up the value chain will see the group's staff strength in Malaysia increase by 50% by 2020 in knowledge-intensive jobs, out of which 20% would be managerial/lead positions with salaries exceeding RM10,000.

The functions of this new unit will include mobile/console games, programming, coding and design, the development of new IPs and pursuing new opportunities with its parent company, Reliance Entertainment, a part of the Reliance Group.



HOBSONS

Hobsons, an education information and services company under UK based Daily Mail General Trust (DMGT), is setting up its Asia Pacific Operations Hub in Greater KL to complement its regional headquarters in Melbourne.

The group aims to penetrate the relatively untapped Asian market in the next 5 years to bolster a double digit growth in its topline. It currently has 845 employees operating in 10 countries.

The regional hub will undertake regional activities such as business development, client management, sales & marketing and service outsourcing.



Toprich

Toprich Sources International, an importer and exporter of base metals and metals for recycling, aims to expand in the Southeast Asia region by relocating its trading arm from Hong Kong to Greater KL.

The office will handle Toprich's contract management, commercial, consulting, as well as procurement and banking and finance activities in China, Hong Kong, Belgium, Chile, Germany, Italy, US and Canada.

The group is one of the top 10 largest metal traders in Guangdong, China and a leader in the investment and management of China's renewable resource industry. Its parent company, Shouming Energy, employs more than 2,000 professionals in 8 countries, generating revenue estimated at USD3.2 billion for 2014.



The availability of new credit facilities, the fact that Malaysia is the preferred meeting location of some Middle East suppliers and is also a large producer as well as consumer of fertilisers have swung Wilson International's decision to locate its second regional trading hub in Greater KL.

Over the next 3 years, Wilson International hub in Greater KL is projected to post total trading turnover of USD409 million, of which USD123 million will be recorded in 2014, USD136 million in 2015 and USD150 million in 2016.

The Greater KL office will be Wilson's regional trading hub for fertilisers for Middle East market, but the MNC plans to expand its role to being a hub for its regional structured trade finance activities and a logistics hub acquiring ships to carry its cargos.



valmont

Valmont is an international leader in engineered products and services for infrastructure and water-conserving irrigation equipment in the field of agriculture with a presence in 23 developed and developing countries.

Valmont is locating its first IT and Internal Audit shared services centre (IT/IA-SSC) outside the US in Greater KL to serve the Asia Pacific region as well as its headquarters.

The centre will create at least 50 high skilled jobs by the end of the 5th year, with the headcount estimated to increase over time. Valmont is also keen to explore financial accounting, taxation and treasury centres in the near future should the IT/IA-SSC meet its targets.





GREATER KL's FOCUS AREAS



In 2014, the MNCs that set up their regional base in Greater KL represented a range of business activities that is even more diverse than that in 2013.



This is a testament to Greater KL's growing appeal as a strategic regional centre with a conducive eco-system for MNCs to manage their operations in other regions.

The companies that InvestKL signed up in 2014 are involved in the provision of high value services to the Oil, Gas & Energy sector, IT solutions and consultancy, maritime services, pharmaceutical engineering, e-payment services, trading, supply chain and games development.

By country, the biggest investor is the United States, followed by France, United Kingdom, Japan and Singapore, but by region, the biggest grouping is Europe.

Going by investment trends and the dynamic growth in the Asia region, the 3 areas that InvestKL sees offering MNCs the best opportunities going forward will be the Oil & Gas and Engineering Services sectors, supply chain activities, and including using Greater KL as a Principal Hub.

GREATER KL as a Principal Hub



Given the enriching eco-system in Greater KL and the impending liberalisation and opening of a potential market of 633 million people under the ASEAN Economic Community (AEC), InvestKL is now taking its efforts a step further by encouraging investors and MNCs to make Greater KL a Principal Hub.

MNCs establish Principal Hubs as their key strategic centre for the region to streamline operations across several countries and better optimise resources, capabilities and cost from Greater KL.

The Principal Hub incentives, announced in April 2015, are poised to take investing in Greater KL to new heights. The Malaysian Government is offering companies that make Greater KL their Principal Hubs an attractive 3-tier tax scheme whereby they only pay tax rates of 0%, 5% and 10% over 10-year periods. The incentive requirements include high-skilled job creation, regional functions and activities and minimum business spend.

An MNC's Principal Hub is required to serve and control network companies in at least 3 countries outside Malaysia, and carry out at least 3 qualifying services specified under the incentive scheme, of which one must be strategic services.

The 3 categories of qualifying services are Strategic Services, Business Services and Shared Services. Among the 21 services specified are regional P&L, business unit management, research & development and innovation, logistics, corporate training and IT services.

✓ **STRATEGIC SERVICES**

✓ **BUSINESS SERVICES**

✓ **SHARED SERVICES**

The Government has also relaxed the guidelines on equity ownership whereby Principal Hub companies will not be subject to local equity or ownership conditions and flexibility in foreign exchange administration and custom duty on shipments.

From their Principal Hubs in Greater KL, MNCs can actively manage, control and support key functions including risk, decision making, strategic business activities, global financial, legal as well as consolidate their management services across the region.

With the generous government incentives and eventual cost savings arising from a more effective sharing of resources and services in applying this business model, MNCs stand to derive great cost benefit and efficiency from their Principal Hubs in Greater KL.

“The Principal Hub incentive is a game changer and would attract higher levels of FDI in the country. We are tailoring initiatives for the benefit of the MNCs and Malaysia.”

Dato Sri Mustapa Mohamed
Minister Of International Trade & Industry



Oil, Gas and Energy

Malaysia is home to more than 4,400 oil & gas companies, most of which have operations in Greater KL. Among the giants that have settled in Greater KL is Technip Group, whose regional headquarters in KL has 2,500 workers managing its operations in Southeast Asia, China and Australia.

With big names like Baker Hughes, Halliburton, AkerSolutions, Linde, SBM Offshore and Worley Parsons having planted roots here, it is no wonder that Greater KL – the first Southeast Asian city to be named World Energy City by WECP – has literally become a hotbed for oil, gas and energy activities.

Energy analysts Infield Systems Ltd expects offshore projects that Malaysia will see the largest equivalent largest increase in capital expenditure in the region, ahead of China and India. Wood Mackenzie, meanwhile, said Malaysia's upstream business contributed 72% of Asia's exploration discoveries, producing 1.5 billion barrels of oil equivalent in 2013.

The Oil, Gas and Energy sector constitutes about 20% of Malaysia's economy, with much of this being in exploration and production (E&P) activities. This sector is targeted to generate Gross National Income (GNI) of RM131 billion and create 52,300 jobs by 2020.

InvestKL's goal is for Malaysia to become the leading oil and gas hub in the Asia Pacific, propelled by Greater KL as its engine.

To boost efforts to transform Malaysia into an oil, gas and energy hub, the Government offers generous tax incentives such as pioneer status and various investment tax allowances to investors.

131
RM BILLION
GROSS NATIONAL
INCOME



Engineering Services

In its Industrial Dynamism Barometer 2014 report on Asia, the Economist Intelligence Unit calls Asia Pacific "the most exciting in the world" for engineering services, fuelled by high growth in the economies in the region.

The report said a reflection of how engineering service providers have benefited from Asia's economic dynamism is the enormous growth in the number of companies in the region that have gone public, increasing to 124 in 2011 from 94 in 2005.

It identified the opportunities for engineering services in Asia as those relating to power, transport and IT infrastructure, energy, manufacturing of high-end industrial equipment and components, state-of-the-art research and development and aviation.

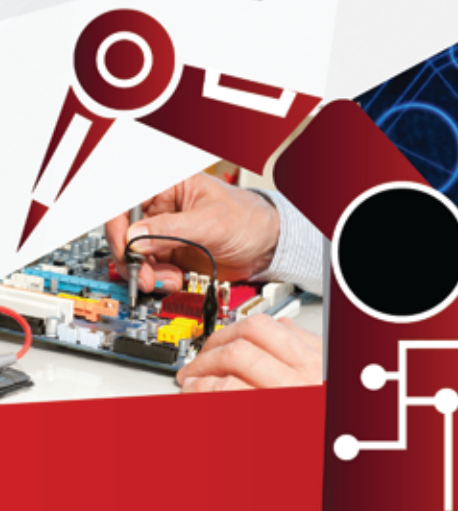
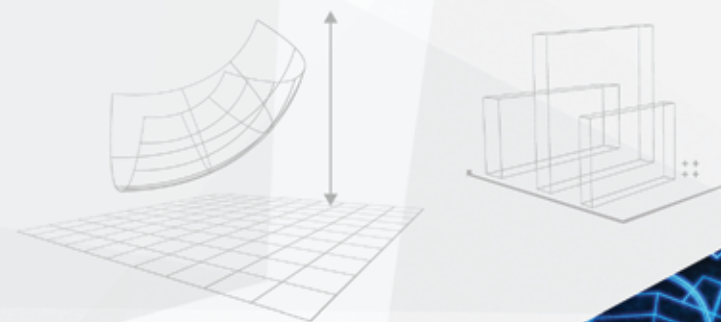
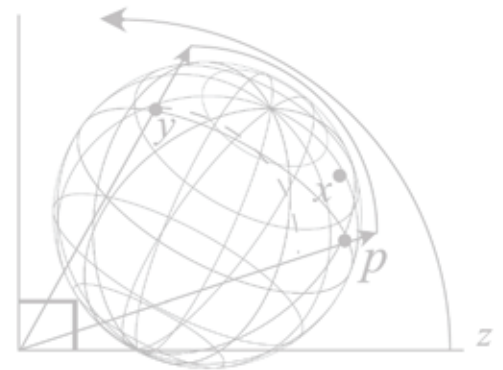
In 2014, Malaysia's GDP grew 6% and is forecast to grow 4.5-5.5% in 2015. The economy is largely driven by the Services, Manufacturing and Construction sectors, which together contribute more than 80% of the country's GDP and almost 90% of employment.

As the country's manufacturing sector moves up the technological and value chain, the demand for more sophisticated engineering services will rise in tandem. This will benefit the engineering services sector, which covers industries ranging from aerospace to energy, construction, automotive, electronics and software.

Another catalyst for this sector is the RM75 billion the Government has allocated in Budget 2015 for infrastructure that will spin off a large number of projects that require engineering services.



75
RM BILLION
BUDGET ALLOCATED
FOR INFRASTRUCTURE
DEVELOPMENTS





2014 MILESTONES

Supply Chain

South East Asia has one of the fastest growing consumer markets in the world with a total population of over 630 million people. In the next decade, ASEAN will gain an extra 55 million people into the labour force with middle income bracket growing at an average rate of 10.9% p.a and high-income bracket at 15.3% p.a.

The growth in regional consumption will be driven by a young workforce and sustainable GDP growth of over 5% outpacing most economies in the world.

ASEAN's Intra-regional trade currently at 24%, is set to rise with progress of AEC objectives paving the way for greater freedom in flow of goods in the next 10 years. To cater for this trend, governments as well as private logistics players are investing heavily in supply chain infrastructure.

150  **LARGEST TRANSPORT INFRASTRUCTURE PROJECTS IN ASEAN**

150 largest transport infrastructure projects in ASEAN community have a combined value of USD 433 billion involving with over USD 200 billion in rail, USD100 billion in road, USD34 billion in air, and USD35 billion in ports.



Malaysia with a total population of 29.3 million, trade value of USD439 billion and FDI inflows of USD20 billion in 2014 provides a platform for strategic supply chain management in the region.

The investment in transport equipment, electrical machinery, has been the primary engine for growth in the country representing 40% of FDI from 2009 to 2013.

It is a known hub for aerospace manufacturing with foreign investors such as Honeywell, JMI Aerospace, Spirit Aerosystems establishing plants here.

With the new Principal Hub incentive, it will further enhance supply chain activities and provide multinational companies greater avenue to locate their supply chain management in Greater KL.

2 Jobs Creation: Building A Stronger Talent Pool

One of Greater KL's biggest draws is its rich talent pool and an environment that encourages innovation and collaborative research between academia and amongst the private sector, an aspect that enable MNCs to maintain a competitive edge.

Malaysia, which has a literacy rate of 94%, produces a well-educated and highly skilled workforce. Every year, about 150,000 graduate from Greater KL's 39 public and private universities with degrees in fields that include social science, engineering, economics, business and finance, law, science and mathematics, and computer studies

ENRICHING JOBS

In 2014, the 14 MNCs that invested in Greater KL with committed investments of RM1.8 billion have committed to create 1,406 highly skilled jobs. This adds to the existing pool of jobs creation, totalling to 6,820 committed regional jobs to date, from all 46 MNCs that have decided to make Greater KL as their regional headquarters since 2011.

Out of 6,820 committed jobs, 3,274 jobs (48%) have been filled and on payroll. Of this number, more than 86% are filled by local talent and have benefitted 2,825 Malaysians to date with jobs opportunities in the fields of engineering, finance, ICT, science, trading and business services.

The majority of the jobs created consist of high-skilled and high-salary jobs with 30% Senior Executive/Specialist positions drawing salaries of RM10,000 to RM50,000 while 27% Executive/Technician posts with salaries of RM5,000 to RM10,000.

The creation of high-value and high-skilled jobs together with the transfer of knowledge from MNCs to locals through regional jobs is instrumental in helping achieve the country's objective of becoming a knowledge economy with a high-income population by 2020.

86% OF JOBS ARE ON PAYROLL FILLED BY LOCAL TALENTS

 **6,820**
HIGH SKILLED
JOBS COMMITTED
31DEC2014

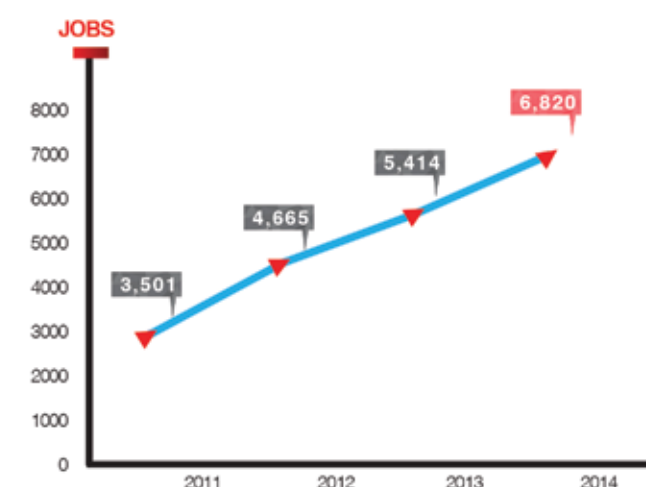


Figure 4
Jobs created by 46 MNCs via InvestKL
as of 31 Dec 2014



2014 MILESTONES

COMPETITIVE TALENT

Greater KL, named the 'second most competitive global city in Southeast Asia' by the Economist Intelligence Unit's report, Hot Spots 2025: Benchmarking the future competitiveness of cities, is a magnet that attracts more than a third of the country's fresh graduates to the area.

This is complementary to Malaysia's 14 million-strong workforce is multi-lingual and highly proficient in English – an achievement reaffirmed by Education First's acknowledgement of Malaysia's 11th place (out of 60 countries) in its English Proficiency Index 2013, as well as being the best in Asia.

Another noteworthy recognition is IMD's ranking as the "Most Talent-Competitive Country in Asia" in its World Talent Report 2014.

InvestKL also works with institutions of higher learning and agencies to nurture, develop and upskill the local talent supply and availability. The multiple local universities in the city ensure the abundance supply of fresh graduates that meets the requirements of the MNCs' operations in Greater KL and agencies such as TalentCorp and Agensi Inovasi Malaysia, which attain Malaysian expertise from overseas and drive innovation, aimed to fulfil the nation's economic plans.

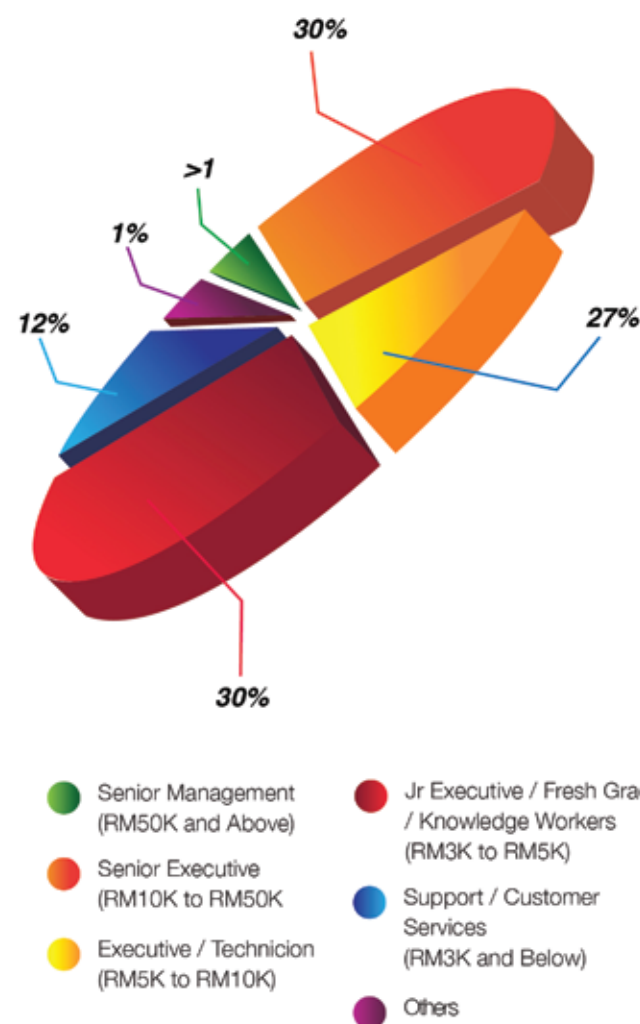


FIGURE 5

Actual jobs creation (monthly salary bracket) as of 31 December 2014 by 46 MNCs via InvestKL

“Talent is one of the reasons we decided to come to Greater KL and to locate our global shared services here. Malaysia's been identified by numerous companies for that reason.”

Steve Jorgensen - VP Accounting Shared Services & Internal Control
Huntsman

3 Embracing Greater KL's Vibrant Business Ecosystem



A PRO-BUSINESS ENVIRONMENT WITH EASE OF DOING BUSINESS

Greater KL is committed to make businesses flourish in the city and is constantly pushing higher standards for business facilitation. Its business friendly environment makes it easy for MNCs to operate in the city, and enhanced government regulations contribute to Greater KL's competitive, connected and efficient business ecosystem.

This formula has earned Malaysia as the 1st among emerging economies in East Asia for Ease of Doing Business and ranked 18th in "Doing Business 2015" amongst 183 economies worldwide by The World Bank Group Report 2015.

The same report ranked Malaysia 3rd for "Getting Credit", "Investor Protection", and "Trading Across Borders" respectively in East Asia and the Asia Pacific region.

“The ease of doing business in Malaysia is a reality and it really makes a difference compared to its neighbouring countries.”

Richard Fostier - President & Chief Executive Officer
Colas Rail



INFRASTRUCTURE ENHANCEMENT FOR THE FUTURE

Greater KL already boasts of world-class rail, road, sea and air infrastructure, investor-friendly policies, a well-workforce and political stability, yet the Government is continuously investing to enhance infrastructure.

It is currently rolling out the 51-km MRT Line 1, which by 2017 will greatly improve Greater KL's rail-based public transport network.

The Government is also finalising the details on Line 2 and Line 3 which together with Line 1 form the backbone of the Greater KL/Klang Valley transport system. This network will be supplemented by the Bus Rapid Transit system (BRT), with the Sunway Line starting its operation this year.



◆ CONNECTIVITY ACROSS THE REGION

Strategically located in the centre of ASEAN, Greater KL is a natural gateway to the 633 million populations and easy access to other growing markets such as China, India and the Middle East.

The city is also easily accessible from most parts of the world by air, surface and sea links – a feature crucial in terms of speed and cost in doing business. Over 60 international airlines fly to Malaysia, which is served by KLIA, one of the busiest airports in ASEAN and KLIA2 which is the busiest low cost terminal in

Greater KL is also home to Port Klang, the top 13th container port in the world with links to more than 600 ports in 180 countries. To further enhance connectivity, plans are underway to construct a high-speed rail link that cuts travel time from Greater KL to Singapore to 90 minutes by 2020.

◆ A VIBRANT AND HIGHLY LIVEABLE CITY

Greater KL is a vibrant, multi-cultural city that is recognised as one of the world's most liveable cities. The city is rated as the "second most liveable city in Southeast Asia" by EIU in its 2025 City Competitiveness report, and is one of only two Southeast Asian cities to have made it to the world's top 100.

The area has an abundance of dining and leisure options, a thriving artistic scene and a vibrant nightlife. Its wide array of shopping malls and vibrant retail scene have earned it CNN's vote as the "fourth best shopping in the world".

It also has excellent healthcare services, 37 international schools, 15 world-class golf courses, and expatriate associations that help newcomers and their families settle in smoothly.

Going forward, several major projects under the ETP are expected to make Greater KL a cleaner, greener and better-connected place to live in over the coming years.

“It's quite easy living here simply because most Malaysians already speak English. Greater KL is a fast developing city and it manages to nicely balance the modern with the traditional, which is one of its great appeals for me.”

Martin Thacker - Head Of Finance, Malaysia, Brunei & Philippines
Rentokil Initial

◆ COLLABORATIONS WITH LOCAL BUSINESSES

MNCs in Greater KL is able to gain access to various business ventures and opportunities that the city has to offer.

Such collaborations enhance the local businesses and provides a platform for innovation and expansion.

Red Lobster – a unit of US-based Darden Restaurants Inc. – is working together with local restaurant chain, Secret Recipe, to set up its Red Lobster outlets in Malaysia and Southeast Asia.

Operating from its Asia regional headquarters in Greater KL, the American company is opening outlets in Greater KL as well as Singapore and Indonesia.

This venture will eventually lead to more business opportunities that will generate new jobs and the transfer of knowledge.

Collaborations between MNCs and universities also encourage a culture of innovation and transfer of knowledge to locals.

One such tie-up is the University of Malaya (UM)-Oleon Sdn Bhd (Oleon) joint project, now in its second year, which is researching on ester based bio lubricants for refrigerant applications.

This R&D collaboration creates innovation and intellectual proprietary which enhances the local talent and skills.

“Greater KL's strategic location and good infrastructure facilities support our group's distribution network in the most strategic and cost-effective way.”

Dr. Chin Kuen Keong - Managing Director
Epson Precision



The opening of Red Lobster's first restaurant in Malaysia and South East Asia.

2014 MILESTONES

4 Cultivating Partnerships & Alliances

In 2014, InvestKL continued with the efforts it started in 2013 to engage in strategic partnerships with local and international banks as well as the Big Four consulting companies by leveraging on their close links with MNCs.

InvestKL works closely with EY, Pricewaterhouse Coopers, Deloitte and KPMG through jointly organised conferences, roundtable discussions, and meetings that provided the platform for networking and keeping informed on the activities of MNCs and their regional operations.

During the year, KPMG released its Investing in Malaysia guide entitled, "Greater KL: Striking the Right Balance", while Ernst & Young updated its "KL Calling – The Rise of KL as an Investment Destination" report.

These publications add to the wealth of reports published in previous years including Deloitte's "Kuala Lumpur, Malaysia: Southeast Asia's Rising Star" and "Greater KL, ASEAN's rising hub for talent and innovation", followed by Pricewaterhouse Cooper's "Kuala Lumpur, Malaysia: Launchpad to Southeast Asia".

InvestKL also works with the Economist Intelligence Unit to publish a series of industrial dynamism barometer named, "Asia Rising" that focus on the engineering services, oil and gas, wholesale and retail, healthcare, environmental technology and food processing sectors. These reports provide detailed insights toward these particular sectors in Asia.

InvestKL continues to maintain close relationships with the international and national trade chambers that operate in Greater KL, namely the American Malaysian Chamber of Commerce (Amcham), British Malaysia Chamber of Commerce (BMCC), Malaysian French Chamber of Commerce and Industry (MFCCI), Japanese Chamber of Trade and Industry Malaysia (Jactim), Malaysian Dutch Business Council (MDBC), Malaysia-China Chamber of Commerce (MCCC) and Malaysia-German Chamber of Commerce and Industry (MGCC).

These ties allow InvestKL to reach a broad spectrum of organisations that have networks with investors, thus allowing it to pitch Greater KL's value propositions to a wider audience.

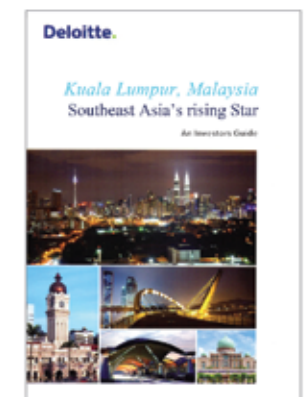
Besides liaising closely with the Ministry of International Trade and Industry, Federal Territories and Urban Wellbeing Ministry, as well as the Finance Ministry and Agriculture Ministry, InvestKL also has close coordination with other government agencies.

These are PEMANDU, the Economic Planning Unit (EPU), Malaysian Investment Development Authority (MIDA), Multimedia Development Corridor (MDec), Immigration Department, Royal Customs Department, Inland Revenue Board, as well as regional and sectorial development agencies to scout for business opportunities and potential investors to access those opportunities.



Prof. Dato' Dr. Mohd Amin Bin Jalaludin of University of Malaya and Mr James De Caluwe of Oleon shake hands during the MOA ceremony at University of Malaya.

Photo taken from www.oleon.com





2014 MILESTONES

5 2014 High Impact Events

2014 was a busy year for InvestKL in raising its profile internationally and in the nation via major international events and engagements with investors, partners and media.

Greater KL gained awareness as the regional headquarters location for multinationals via multiple international platforms on 1st tier media such as Bloomberg, BBC, Forbes, WSJ and Nikkei.

InvestKL attended and organised high impact events with the Prime Minister of Malaysia and the Minister of International Trade Industry to address foreign MNCs expansion plans in Asia and making Greater KL as the regional operation hub.



Datuk Zainal Amanshah speaking to guests at the InvestKL media night.



InvestKL, PEMANDU and DBKL teams at the media tour with Mayor of Kuala Lumpur.



Datuk Zainal Amanshah and Dato' Sri Abdul Wahid with Mr Michael Golden of New York Times.



Datuk Zainal Amanshah being interviewed on BFM Radio.



Datuk Zainal Amanshah addressing the French MNCs on Greater KL's investment opportunities in Paris.



Guests at the InvestKL three Ministers and media briefing event.



In conversation with Malaysia's Ministry International Trade and Industry, Dato Seri Mustapha Mohd with PwC partners in Davos.



Olefin Plant Opening with Princess Greater KL. InvestKL MNCs receiving momentos of appreciation from our three Ministers.

23 January 2014
In Conversation with Malaysia's Ministry of International Trade and Industry, Davos



An exclusive event with a group of MNCs' CEOs with interest to expand in Asia. Topics were focused on supply chain, latest trends impacting global operations and how these are driving their assets footprint decisions.

20 March 2014
ASLI Greater KL and Smart City Conference



Datuk Zainal Amanshah speaks on the Greater KL EPP and the various projects that will enhance the transformation for Malaysia.

20 March 2014
Memorandum of Understanding Signing Ceremony for establishment of the Greater KL Sustainability Centre at Sasana Kijang, Bank Negara.



Datuk Zainal Amanshah, Mr. Daniel Teng with Rt Hon Sir John Major KG CH, Chairman of AECOM Global Advisory Board during the event.

22 May 2014
Nikkei's 20th International Conference - Future of Asia in Tokyo, Japan.



Datuk Zainal Amanshah greets the Malaysian Prime Minister, Najib Razak at the conference which brings together political leaders, head of governments, and top business executives to discuss the future of Asia-Pacific nations and how development in the region stands to impact the global economy.

13 August 2014
Bloomberg TV, First Up



Datuk Zainal Amanshah discussed the state of the Malaysian economy on Bloomberg TV with Haslinda Amin in Singapore.

27 August 2014
BFM Breakfast Grille



Datuk Zainal Amanshah discussed the advantages of locating in Greater KL and its effect to the business ecosystem in the city.

1 October 2014
GreaterKL-Innovating for growth in Asia, Paris



Le MOCI jointly organized a half day event with InvestKL & MIDA in Paris in front of a panel of selected listed companies on business and investment opportunities in Greater KL. Datuk Zainal Amanshah speaks at the event which was attended by 70 people from different industry sectors.

3 October 2014
Asia Carousel, The Hague



Attended by 90 delegates from various Dutch industry sectors, the Asia Carousel was organized by MDBC in the Hague. The event was attended by Dutch Ambassador to Malaysia, MIDA, InvestKL and EY Amsterdam.

2 December 2014
ASEAN Business Summit in Bangkok



Datuk Zainal Amanshah as a panellist on the session "The view from global investors - Is ASEAN important for business" on Bloomberg's first two-day conference which convenes ASEAN leaders across business, finance and government to discuss topics around ASEAN's economic development.

16 December 2014
Linde's Regional Remote Operating Centre Opening, Greater KL



Dato Sri Mustapa, Minister of International Trade and Industry inaugurated the high-tech remote operating centre in Greater KL where it manages industrial gases operations for 55 plants in 10 Asian countries.

2014 JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

12 February 2014
InvestKL's In Conversation with The Three Ministers



Annual networking event with the MNCs who have chosen Greater KL as its regional headquarters with our Three Ministers, partners, alliances and the media.

13 February 2014
Edelman Trust Barometer 2014



Datuk Zainal Amanshah on the panel on how trust matters in business, particularly given his role at the intersection of business and government.

12 June 2014
Update Series with the Royal Malaysian Customs Department (RMCD)



The Goods and Services Tax implementation update series had the largest number of attendees in 2014.

17 June 2014
Greater KL media tour with Mayor of KL



Themed Greater KL on track to becoming a world class capital city, the media event was a collaborative effort by InvestKL, DBKL and PEMANDU to showcase the city's initiatives and developments. The Mayor of Kuala Lumpur, Tan Sri Ahmad Phasal Talib hosted the bus tour which was attended by both local and international media titles.

14 September 2014
PWC & MNCs Roundtable, New York



InvestKL partnered with PWC in New York to engage with the global partners and clients on why Greater KL is the ideal location for a regional headquarters.

23 & 26 September 2014
Visits to Forbes and International New York Times, New York



Datuk Zainal Amanshah and Dato' Sri Abdul Wahid Omar, Minister in the Prime Minister's Department met with Kip Forbes of Forbes and Michael Golden of International New York Times offices in New York, sharing insights on Malaysia's Transformation Programme.

September - December 2014
The InvestKL Conversation series on BFM



The InvestKL Conversation series on BFM lays out how and why Greater KL is poised to be the next great global city. Khoo Hui Chuang spoke to MNCs, partners and agencies on the business, innovation, talent and liveability factors of Greater KL.

25 November 2014



Oleon with United Plantations Bhd, hosted Her Royal Highness Princess Astrid of Belgium and YB Datuk Amar Douglas Uggas Embas, the Minister of Plantations Industries and Commodities of Malaysia for the inauguration of the plant.

18 November 2014
Media Night, Greater KL



In appreciation of the media promoting and featuring Greater KL as a world class-city, InvestKL hosted the local and international media at the first Red Lobster Restaurant in South East Asia with an update on IKL's progress.

18 November 2014
Huntsman Inauguration, Greater KL



Huntsman has chosen Greater KL to locate its global IT hub to complement its existing one in Texas. Huntsman Corporate Office Inauguration Ceremony was held at the Pinnacle in Bandar Sunway reinforcing confidence in Malaysia's economic vision and standing.

24 February 2014
The Update Series With ICLIF



An interactive event organized by InvestKL to provide industry updates, trends and pressing topics to our investors. The first update series with ICLIF focused on leadership and talent development.

MOVING FORWARD

Onward to a New Playing Field

In creating a bigger impact for 2015, two major events will provide added impetus to investments in Greater KL, marking a milestone for the city in particular and Malaysia as a whole.

Malaysia's chairmanship of ASEAN in 2015 will spearhead the launch of the ASEAN Economic Community in 2016 and the Government is committed to see ASEAN becoming a dynamic economic hub.

Subsequently, the Malaysian Government unveiled the new game changing Principal Hub incentive to attract high value investments and further enhance Greater KL as a the regional centre for ASEAN.

Although the combination of these events imbues InvestKL with optimism that it would be able to achieve its target of securing 15 MNCs to Greater KL in 2015, this target is being set against a backdrop of a challenging outlook for the year.

Oil prices remain subdued, the ringgit is weaker that it was in 2014, growth in the major economies are slowing, while domestic consumer sentiment is expected to soften after the Goods and Services Tax is imposed in April.

However, these are not necessarily cause for gloom as conditions could not be more conducive than now for investors to set their business footprint in Malaysia. The weaker ringgit exchange rate against many currencies may work in the favour of foreign investors, potentially translating into significantly lower business related costs.

As Malaysia offers one of the region's lowest office rental rates and a low cost of living, an educated workforce, excellent infrastructure and connectivity, investors would find the current environment one that offers the best proposition in terms of cost.

These work in unison to create a vibrant ecosystem in Greater KL that InvestKL is confident will produce good return on investment, as has been the case for MNCs that have made their home here.

MNCs may find a lot of low hanging fruit in Greater KL's investment playing field in 2015. This is the time for MNCs to capitalise on the exciting opportunities available in Greater KL whether it's for the first time or expansion purposes. As InvestKL welcomes you with open arms, and pledge to walk you through what our city has to offer as your facilitating agency, providing all the assistance that you require to leverage on our strengths and most importantly, as a catalyst for your growth in Greater KL and Asia.





Invest KL Corporation

16th Floor, Menara SSM@Sentral, No 7,
Jalan Stesen Sentral 5, Kuala Lumpur,
Malaysia

Tel: +603 2260 2270 Fax: +603 2260 2292
Email: info@investkl.gov.my www.investkl.com.my

