

PERFORMANCE REPORT 2018





Mandated by the Malaysian government to attract multinationals to invest in Greater Kuala Lumpur (GKL), Invest KL Corporation (InvestKL) was established in 2011 under the purview of the Ministry of International Trade and industry.

InvestKL targets Fortune 500 and Forbes 2000 companies to establish their regional hubs in GKL. In GKL, MNCs have the opportunity to tap the local pipeline of skilled talent and supply chains while leveraging Malaysia's logistical and industrial backbone as an Asian growth hub.

This is aided by GKL's infrastructure, which includes mass rail transit, airports, ports and highways as well as connectivity to other major ASEAN cities.

Since 2011, InvestKL has helped put GKL among the top 10 prospective global investment destinations for MNCs. GKL was also the 5th most cost-competitive global city and the 4th best city for expatriates in 2017.

TABLE OF CONTENTS

04	Chairman's Message
05	CEO's Message
06	Greater Kuala Lumpur
08	International Rankings
10	InvestKL Achievements
11	Our Investors
14	MNCs in Greater KL
16	Impact on the Malaysian Economy
19	2018 Media Highlights
22	Raising Greater KL's Profile

CHAIRMAN'S MESSAGE

2011 marked the founding and inception of InvestKL with the primary objective of promoting Greater Kuala Lumpur as the preferred location for regional business hubs in ASEAN. Looking back over the almost 8 years journey when InvestKL was born with only a skeleton workforce of 12 employees and a blank canvas, it has come a long way. The team can boast that InvestKL has achieved its goal in targeting and successfully attracting large global corporations especially in the high-value services and technology sector to establish their regional hubs in Greater KL and the records chalked up to date speaks for itself.

Despite the challenges encountered in 2018, InvestKL has managed to successfully secure the stretched target set for the year of 12 MNCs to locate their regional hub in Greater KL. These 12 MNCs will bring an additional RM2.3 billion in approved and committed investments in tandem with 1,340 high skilled regional jobs providing better-remunerated careers for our local talent. These 12 MNCs together with 66 others that have established their regional centres here since 2011, adds up to a total of 78 MNCs that have picked Greater KL as their regional base. Aggregated investments to date by these global MNCs totalled RM11.7 billion with more than 11,600 jobs committed to date.

Going forward, stronger headwinds is anticipated with the global growth rate projected by IMF and World Bank moderating from 3.7% in 2018 to 3.5% and 3.6% in 2019 and 2020. Malaysia's growth rate is also expected to slow down with the IMF forecast of GDP growth slowing from 5.4% in 2018 to 5.1% in 2019.

The backdrop to the economic slowdown and negative sentiment could be ascribed to global uncertainties and volatility arising from the US-Chinese trade war, Brexit in Europe, high domestic debt and asset bubble in many countries including OECD nations, nationalistic policies and greater intolerance of free trade. Malaysia as a trading nation would be impeded if these unfavourable factors and China's slowdown persists.

However, as the popular saying goes, every cloud has its silver lining. In December 2018, the World Bank had reported that Malaysia's economy remains resilient despite its growth moderating with private consumption expected to expand from the 7.2% achieved in 2018. The peaceful change of the government in May 2018 has been transformational and vindicates the outside world's perception of Malaysia as a mature and rational sovereign nation. The new administration's strive for greater transparency, the war against corruption and adherence to proper governance has brought renewed confidence not only to the local business community but also greater attention and positive interest from potential foreign direct investments.

Added to this positive view is Bank Julius Baer & Co's annual Wealth Report Asia that recently reported Kuala Lumpur as the least expensive city in Asia and the World Bank listing Malaysia as the 15th best country in the world for ease of doing business. The 2018 CG Watch report on corporate governance by the Asian Corporate Governance Association (ACGA) and CLSA has also ranked Malaysia fourth out of 12 Asia-Pacific economies in terms of market accountability and transparency.

With the recent realignment of InvestKL as part of the Ministry of International Trade and Industry, thus enabling it to harness and share the resources and network of the Ministry, I am confident that InvestKL will more than achieve its target and fulfill the aspirations originally envisaged for the organisation. We are grateful for the support and encouragement from the Minister of MITI, YB Datuk Darell Leiking, the Deputy Minister of MITI, YB Dr. Ong Kian Meng, Secretary General of MITI, Dato' Lokman Hakim Ali, and its agencies such as MIDA and MATRADE. Thanks and also to the Minister of Federal Territories YB Tuan Haji Khalid bin Abdul Samad, his KSU Datuk Seri Haji Saripuddin bin Haji Kassim, and the many stakeholders such as the various Ambassadors and representatives of chambers of commerce, Trade Associations and MNCs for assisting InvestKL to be where it is today.

Thank you.



**DATUK SERI
MICHAEL KC YAM**
SMW, DSNS

CEO'S MESSAGE

2018 has been an eventful year! We saw the first change in Government, after over 60 years; shifts in US economic policies, the China-US Trade War, Brexit continues to impact decision making in UK and uncertainty of various EU countries, just to name a few.

It has also been an exciting year for InvestKL. Top of it all was the announcement that InvestKL is now an agency under the umbrella of the Ministry of International Trade and Industry (MITI). Adding to this is that our team has successfully secured our stretch target of 12 multinational companies (MNCs) investments for 2018, bringing with it a total of RM2.27 billion approved and committed investments and 1,339 high skilled regional jobs. Overall since 2011, approved and committed investments totalling RM11.73 billion with 11,693 high-skilled regional jobs created.

Several of the MNCs InvestKL facilitated in 2018 are household or well-known names, such as Zalora, Accenture, MetLife, Electrolux, EY and Orange, setting up their regional hub for high value business services here in Greater Kuala Lumpur.

At our marquee annual Ministerial event last year, we saw the launch of the 'Malaysia Global Talent' programme. This event was attended by over 1,000 guests, including several government ministers, key stakeholders and senior management. 20 of InvestKL's MNCs showcased their innovation and technology during this ministerial event.

2 other notable events held in 2018 were the 'Merdeka Dinner', attended by the Minister of Federal Territories, YB Tuan Hj. Khalid Samad; Deputy Minister of Women, Community and Family Development, YB Hannah Yeoh and former Secretary General of MITI, Datuk Isham Ishak; and the 'Exclusive Dialogue' with the KL Chief of Police, Commissioner Datuk Mazlan Lazim with Ambassadors and High Commissioners from the various embassies, international chambers of commerce and strategic partners.

Today, the technological shifts have spread economic activities more widely, and at the same time, made cities more important as key nodes of enterprise and innovation. The Government is also driving Industry 4.0 or Industry4WRD to transform Malaysia to be an innovation-driven economy, with added focus in attracting MNCs committed with their digital and Internet of Things (IoT) initiatives to grow their global market share from Kuala Lumpur.

Hence, for 2019, our strategy besides targeting Fortune 500 MNCs, will include 'rising stars' and 'hidden champions' with innovative and industry 4.0 activities, to set-up their regional businesses in Greater KL and take advantage of Malaysia's stable ecosystem to move their business up

the value chain. These are high growth MNCs at the top of their game, leaders in their fields in sectors such as finance, business services, healthcare and e-commerce. This will provide local talent with job opportunities.

The new Malaysian government is pro-business and with Malaysia ranking 15th in the World Bank's Doing Business Report 2019, this further demonstrates Malaysia's determination to attract high value investments into Greater KL and the country. These high value investments will also create high value jobs for our very talented workforce.

InvestKL understands the need to provide assurances and higher value to our investors. As such, we collaborate with MITI and key government stakeholders to provide the 5Cs of clarity, certainty, consistency, continuity and confidence to the investors.

Growing and deepening the local ecosystem is important to grow the domestic economy. We continue to encourage our MNCs to tap into the local ecosystem and grow local businesses. Local SMEs have the capacity to support MNCs by providing the necessary services for our MNCs to grow their regional business from Malaysia. With such collaboration, the local SMEs will benefit from the expertise and transfer of knowledge that these global MNCs will share.

The Kuala Lumpur we know is a melting pot of cultures with a friendly, well-educated and multilingual workforce. The high standard of living is supported by excellent and efficient infrastructure and utilities, great schools and universities and state-of-the-art hospitals. The city also offers a myriad of options for entertainment, food and adventure; all this is connected to the world via three international airports.

Finally, I would like to thank the Ministry of International Trade and Industry, Ministry of Federal Territories, DBKL, MIDA, MDEC and the various other government ministries and agencies, our Board of Directors, key stakeholders, alliance and strategic partners for working with us and continuing to make Greater KL and Malaysia a great place to do business.

Thank you.

DATUK ZAINAL
AMANSHAH



GREATER KUALA LUMPUR

The Epicentre of ASEAN

Greater Kuala Lumpur (GKL), Malaysia's business city, is home to Asia Pacific's fastest-growing hubs of business, finance and technology. Asia Pacific has accounted for more than 30% of global foreign direct investment in recent years, more than any other region. In addition, GKL has been named among the top 10 Asia-Pacific Cities of the Future by investment monitor fDi Markets.

CONNECTIVITY & INFRASTRUCTURE

Cognisant of the demands of fast-growing businesses and skilled labour, the Malaysian government sought to ensure GKL stands out as a regional hub and has ramped up investments in connectivity and infrastructure since 2009.

These include several rail networks, increased highway and port connectivity, and multiple broadband expansion projects to connect GKL's various industrial and logistics suburbs with the city's financial districts.

GKL is also home to the ever-expanding Port Klang, now the 11th busiest container terminal in the world and the fastest-growing port globally outside of China in 2016.

To further entrench GKL's position as an Asian hub, there are many upcoming projects including the 100 sq km KLIA Aeropolis, centred around the key clusters of air cargo and logistics, aerospace and aviation parks, events, and leisure.

TALENT & POPULATION

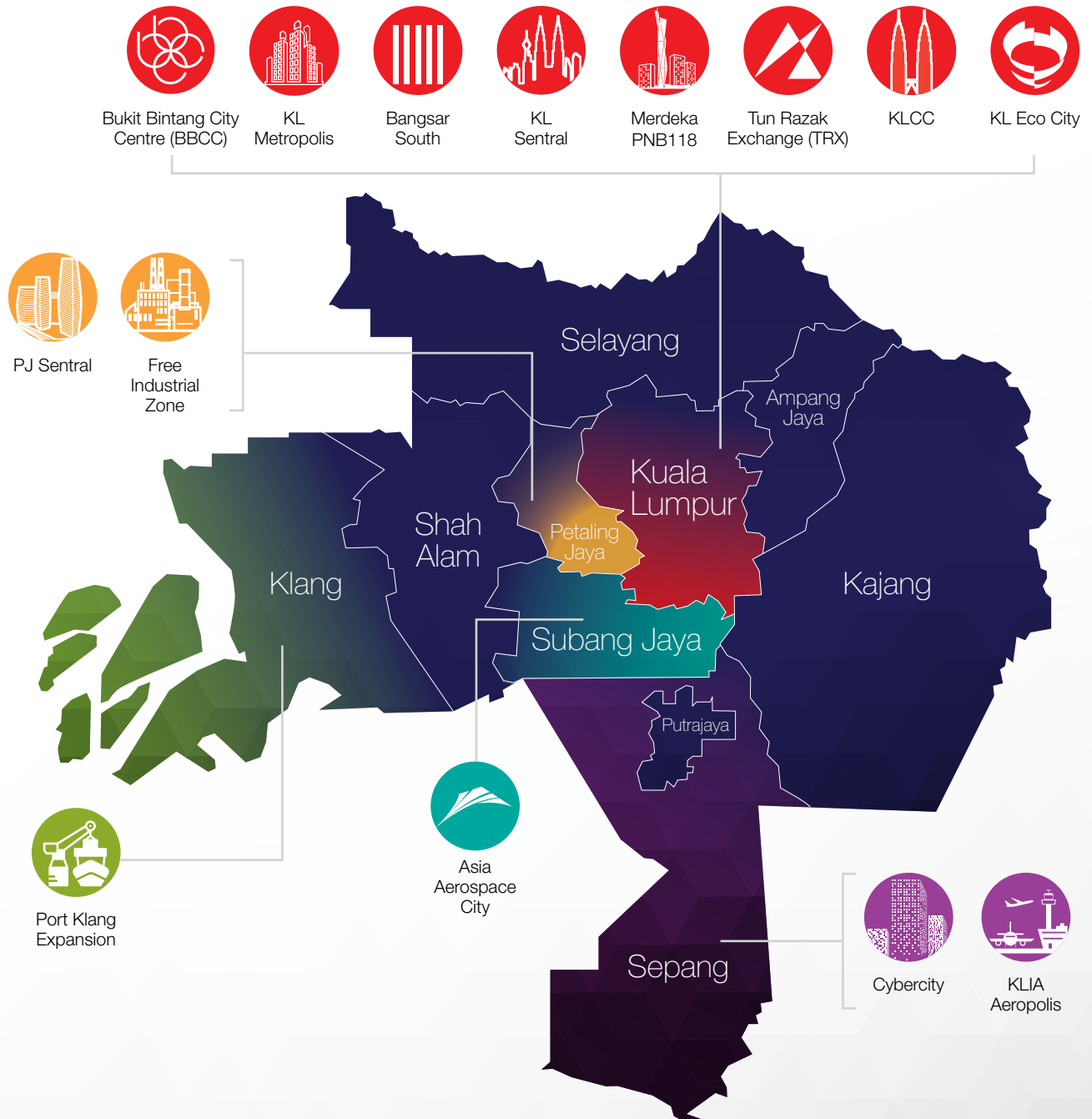
Greater KL's multicultural 7.2 million population translates to a highly urbanised, culturally adaptable, educated and diverse talent pool.

As a result, Kuala Lumpur has consistently ranked among the top 5 Asian cities in human capital indices including: IMD World Talent Ranking 2016 (3rd), WEF Human Capital Index 2016 (4th), Taylor Wessing Global Intellectual Property Index 2016 (3rd), INSEAD Adecco and HCL Global Talent Competitiveness Index 2015-16 (3rd), and the Bloomberg Innovation Index (5th).

With an affordable cost of doing business in GKL, it remains the Asian profit centre for global investors seeking to reap gains from the fast-growing region.

GREATER KUALA LUMPUR

Exciting Business Hubs and Major Developments



AT A GLANCE

Population 10 million by 2020	Size 2,793 km ²	Climate Tropical	Time Zone GMT+8
Languages English, Malay, Cantonese, Mandarin, Tamil and Indigenous		Gross National Income US\$184billion (RM650billion) estimated contribution of Greater KL to Malaysia's GNI by 2020	

Source: InvestKL, JLL

INTERNATIONAL RANKINGS

1st

Recognised 1st in
Southeast Asia as a World
Energy City
(Source: WECP)

2nd

Ranked 2nd in Southeast
Asia for Ease of Doing
Business
(Source: World Bank)

3rd

Global Services
Location Index
(Source: AT Kearney 2017)

BUSINESS POTENTIAL



3.2 Bil

Global middle-class market
rising in Asia by 2020
(OECD Observer)



US\$1 Tri

In oil & gas upstream investment
over next 2 years
(Wood Mackenzie Ltd report, 2016)



US\$8 Tri

Of new infrastructure in Asia
by 2020
(Asian Development Bank)



33.8 Mil

Malaysia's Population by 2020
- up 40%
(Department of Statistics Malaysia)



US\$2.77 Tri

ASEAN GDP
641 Mil people - ASEAN Population
Ministry of International Trade and
Industry (MITI)

EXCELLENT ECOSYSTEM

3rd

In Asia for English
Proficiency Index 2018
(Education First)

255,099

Total Graduates in
Malaysia for 2017

74

Double Tax Agreement
Offered in Malaysia
(Inland Revenue Board
Malaysia)

15th

in Asia and

44th

Worldwide for World
Best Airport
(Skytrax 2018)

BUSINESS



6th
Most Business Friendly Country

Baseline Probability Index (BPI)
2015



25th
Most Competitive Country

World Economic Forum Global
Competitiveness Report (2018)



5th
Most Attractive Destination

EY - Capital Confidence Barometer
(Southeast Asia) 2016



15th
Ease of Doing Business Ranking

World Bank's Doing Business Report
2019



3rd
Best Global Offshoring Location

A.T Kearney Global Services
Location Index 2017



15th
For Financial System Market

(World Economic Forum Global
Competitiveness Index 4.0 2018)

LIFESTYLE FRIENDLY



88th
Least Expensive City

Worldwide Cost of Living Survey
2019
The Economist Intelligence Unit



76
International Schools in GKL

International Schools Database



145th
Least Expensive City

Mercer Cost of Living Survey 2018
Most Expensive = 1



68
Public and Private Universities in GKL

Education Guide Malaysia
(15th edition)



15th
Best Expat Destination

HSBC Expat Explorer 2018



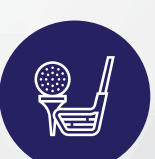
46
Museums and Art Galleries

IKL



5th
Best Shopping Destination Worldwide

Expedia, 2016



24
World Class Golf Courses

Golfasian

INVESTKL ACHIEVEMENTS

Since Inception in 2011

78

Multinational
Companies Attracted to
Greater KL

**RM11.7
Billion**

Investments
Approved/Committed

11,693

Regional High
Skilled Jobs Created

HIGHLIGHTS OF THE YEAR 2018 *

12

Multinational
Companies Secured

RM2.3 B

Approved/
Committed Investment

1,339

High Skilled
Regional Jobs

"InvestKL engaged PwC Malaysia, an independent professional services firm, to conduct certain Agreed-Upou-Procedures - specific tests and procedures to review reported results for the achievements announced."

MILESTONES WITH OUR MNCS

OUR INVESTORS

Selected Investors from 2011–2017



2018 Investors

ZALORA



Giulio Xiloyannis
Chief Operating Officer
Zalora Group

REGIONAL HUB FOR SEA

Throughout 2018 ZALORA moved a significant portion of its teams to its KL HQ Hub, in particular now we centralize in Greater KL:

- Warehousing for 70% of Group Inventory - Logistics Management for 6 markets - Returns Management for 6 markets - Human Resources HQ for all markets - Marketing HQ for all markets - Marketplace HQ for all markets - Finance SSC for all markets.
- ZALORA's COO, CTO, CMO, Head of HR and CCO are based in Greater KL.
- Kuala Lumpur was the natural choice for this move due to the Governmental support received from institutions such as InvestKL, the depth and width of the local talent pool and Malaysia being one of ZALORA's strongest demand markets.
- ZALORA looks forward to Malaysia further strengthening its position and legislative framework as an ecommerce hub for the export of products to the whole of APAC.



Azwan Baharuddin
Country Managing Director
Accenture (Malaysia)

REGIONAL DELIVERY CENTRE FOR APAC

LEADING GLOBAL MANAGEMENT CONSULTING AND PROFESSIONAL SERVICES FIRM

Accenture has three Intelligent Operations Centres in Greater KL and supports clients worldwide. Our offerings include Marketing, Finance & Accounting and Sourcing & Procurement services. The work we do requires a wide range of language and cultural knowledge as our clients come from ASEAN and beyond. KL is rich in its language diversity, with its native population fluent in at least 2-3 languages relevant to this region. In addition, KL's strategic location makes it easier to attract workers from regional nations. With this diversity, we are currently supporting 23 languages. KL's urbanised population is also highly educated and this enables us to help our clients leverage intelligent operations to unlock trapped value from their business. Underlying this is how the centres complements our end-to-end business transformation work for clients and our continuous focus to help them pivot to Intelligent Operations and prepare for the future.



Tan Chong Ming
Head of Asia Competency Centre
Orange Business Services (Network) Sdn Bhd

CENTRE OF EXCELLENCE FOR DIGITAL TRANSFORMATION FOR APAC

Orange Business Services has invested significantly in Malaysia's local infrastructure and talent to deliver our services directly to enterprises across all key cities. While serving over 300 multinational customers from KL, Malaysia also houses the Orange Business Services' Asia Competency Centre (ACC) which functions as one of the business operations hubs supporting full end-to-end service delivery across ASEAN, Australasia, mainland China, Hong Kong, India, Japan and Korea.

Orange Business Services picked Kuala Lumpur to establish our Asia Pacific Centre of Excellence as the country has an excellent pool of IT skills, an international customer-oriented culture and strong international language capabilities, and an established reputation as a skilled and cost-effective regional hub for MNCs.



Dennis Jiang
Managing Director, Asia Pacific Region
United Imaging Healthcare (Malaysia) Sdn Bhd

ASIA PACIFIC HEADQUARTERS

Great Kuala Lumpur offers a friendly international business environment for foreign investors. It is the geographic centre point of Asia Pacific with convenient passenger transportation and extensive sea and airfreight capacity within the region. Its multilingual and highly skilled talents form a solid foundation of business and services. A fusion of Asian cultures eases and strengthens the cooperation in the region. Invest in KL – a truly smart choice!



Dato' Abdul Rauf Rashid
Malaysia Managing Partner
Ernst & Young

APAC TAX TECHNOLOGY & TRANSFORMATION NEARSHORE CENTRE

The EY Asia-Pacific Tax Technology and Transformation Center of Excellence supports our Tax teams regionally in providing tax technology services to assist companies in transforming their tax function in a cost-effective manner and drive the required change for the digital age.

Greater KL was selected as one of the EY Asia Pacific digital hubs based on several factors. The incentives offered by the Malaysian Government to MNCs looking to establish regional hubs are attractive. It has world-class infrastructure in place and agencies like InvestKL to help interested companies set up their hubs quickly and smoothly. Furthermore, Malaysia has a large pool of multi-lingual talent skilled in Information Technology, making them great candidates to work with our markets in Asia-Pacific.

PicklesAuctions



Joey Caisse
General Manager
Pickles Asia Sdn Bhd

REGIONAL CENTRE OF EXCELLENCE FOR KNOWLEDGE DATA & INFORMATION AND SOFTWARE DEVELOPMENT

Pickles Auctions regional services include software development, marketing, data science and analysis, and regional expansion of our motor, salvage, and industrial auction services into new markets. Kuala Lumpur offers us a seat in the heart of ASEAN as well as english speaking, educated, and friendly staff to join our team. The growing technology ecosystem, friendly business climate, enforceable commonwealth laws, helpful government assistance programmes (like InvestKL), as well as a Malaysian "boleh" attitude to try new things made establishing our regional HQ easier in Kuala Lumpur.

CPCG Holdings Sdn Bhd

Subsidiary of China Pacific Construction Group (CPCG)



Yan Jiehe
Founder of The China Pacific Construction Group (CPCG)

REGIONAL TECHNICAL COMPETENCY CENTER FOR ASEAN

We are open to increasing our investments in Malaysia, especially in federal projects that will benefit the people. With our track record of having successfully delivered complicated construction projects in China, we are confident that, in collaboration with local partners, we will be able to do the same in Malaysia.

The country's fundamentals are strong. You have excellent infrastructure, a robust ecosystem and a big pool of trilingual talents. Kuala Lumpur is thus a strategic launch pad for our expansion into Asia-Pacific.

Within the next five years, we plan to employ 150 highly-skilled professionals, of which more than half will be Malaysians, as we position China Pacific Construction Group -CPCG as a major player across the Asia-Pacific. These trilingual local talents will be invaluable to work in the group's projects worldwide.

Bertling



C. Nazmi Shah C. Yusof
Country Manager
F.H. Bertling Projects Logistics Sdn Bhd

REGIONAL CENTRE OF CHEMICAL LOGISTICS FOR APAC

Chemical Industry In Malaysia is one of the most developed chemical industries of the world. The industry is not only capable of fulfilling the nation's requirement of Chemical Products but also exports to global market. The chemical industry is an essential area of business for all of industry requires chemical speciality logistics provider to support the supply chain activities. Setting up Regional Centre of Chemicals Logistics for Asia Pacific in Kuala Lumpur is to serve chemicals industry needs with the affordable cost, business friendly environment, logistics infrastructure in this country is established and reliable.

PERSOLKELLY CONSULTING

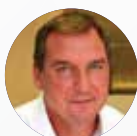


Anthony Raja Devadoss
Managing Director & Business Head
Persolkelly Consulting Sdn Bhd

APAC REGIONAL HEADQUARTERS & CENTRE OF COMPETENCE

PERSOLKELLY Consulting offers human resources consulting, analytics and technology via innovative talent development, management advisory, organisational effectiveness and insights-driven solutions to achieve optimal results for our clients in Asia Pacific. Greater KL serves as the most competitive regional operations base for us with access to agile talent and extensive business ecosystem.

wood.



Roderick MacDonald
Senior Vice President, South East & East Asia
Wood Group

SOUTH EAST & EAST ASIAN REGIONAL HUB

Wood provides engineering design, Operations support, business development, finance and other functional support to our regional activities in the Oil & Gas and industrial sectors. Greater KL was selected primarily for the talented pool of professionals available and secondly for the transport and communications infrastructure required to support a Regional business.

MetLife

ASIA PACIFIC CENTRE OF EXCELLENCE

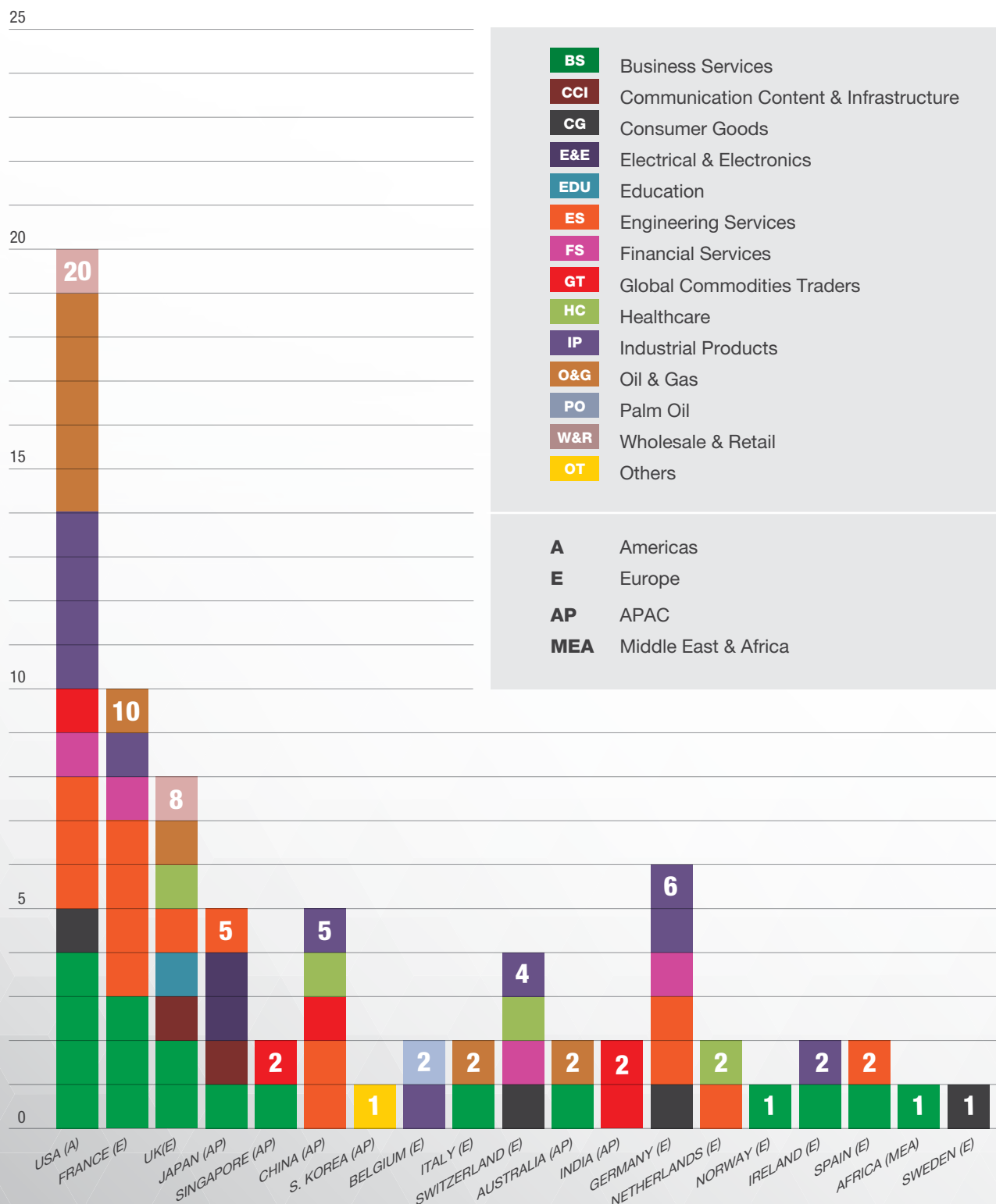
Electrolux

APAC CENTRE OF EXCELLENCE FOR DIGITAL TRANSFORMATION

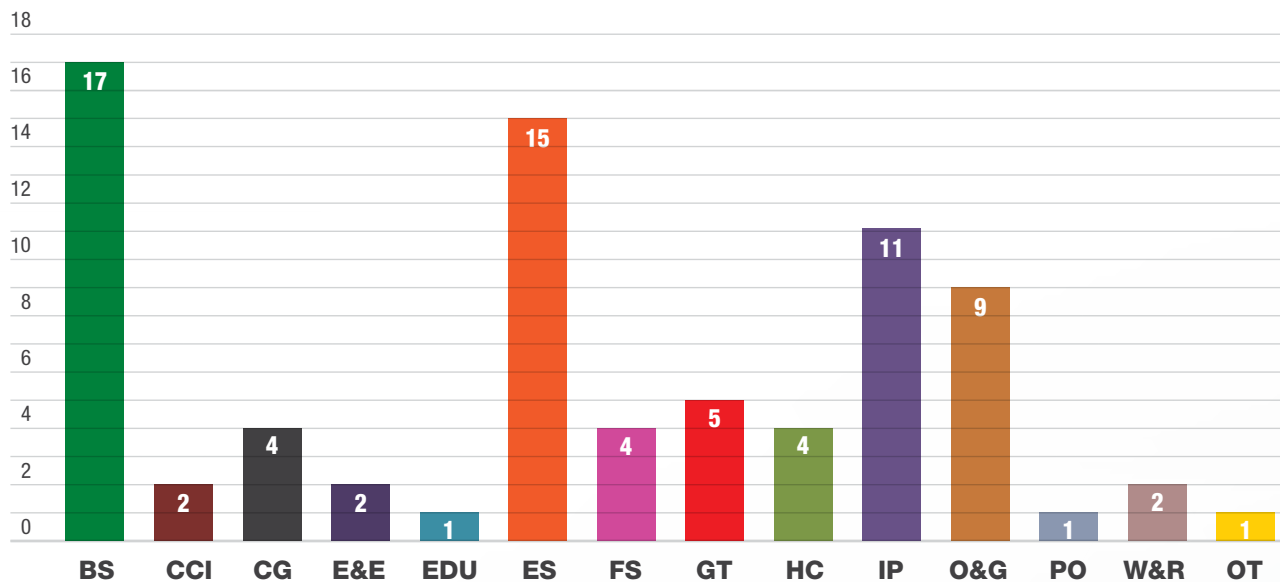
MNCs IN GREATER KL

Profiles of MNCs under InvestKL as of
31st December 2018

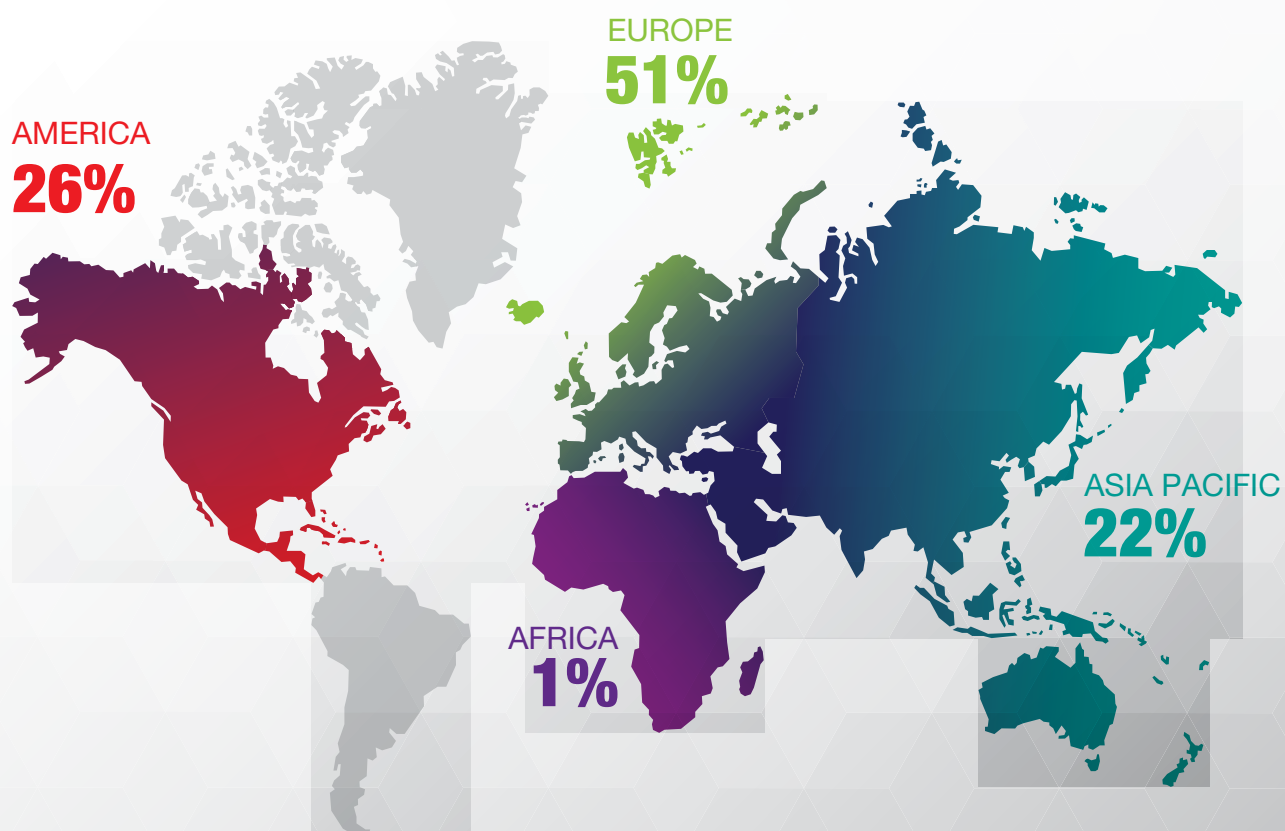
BY COUNTRY



BY SECTOR



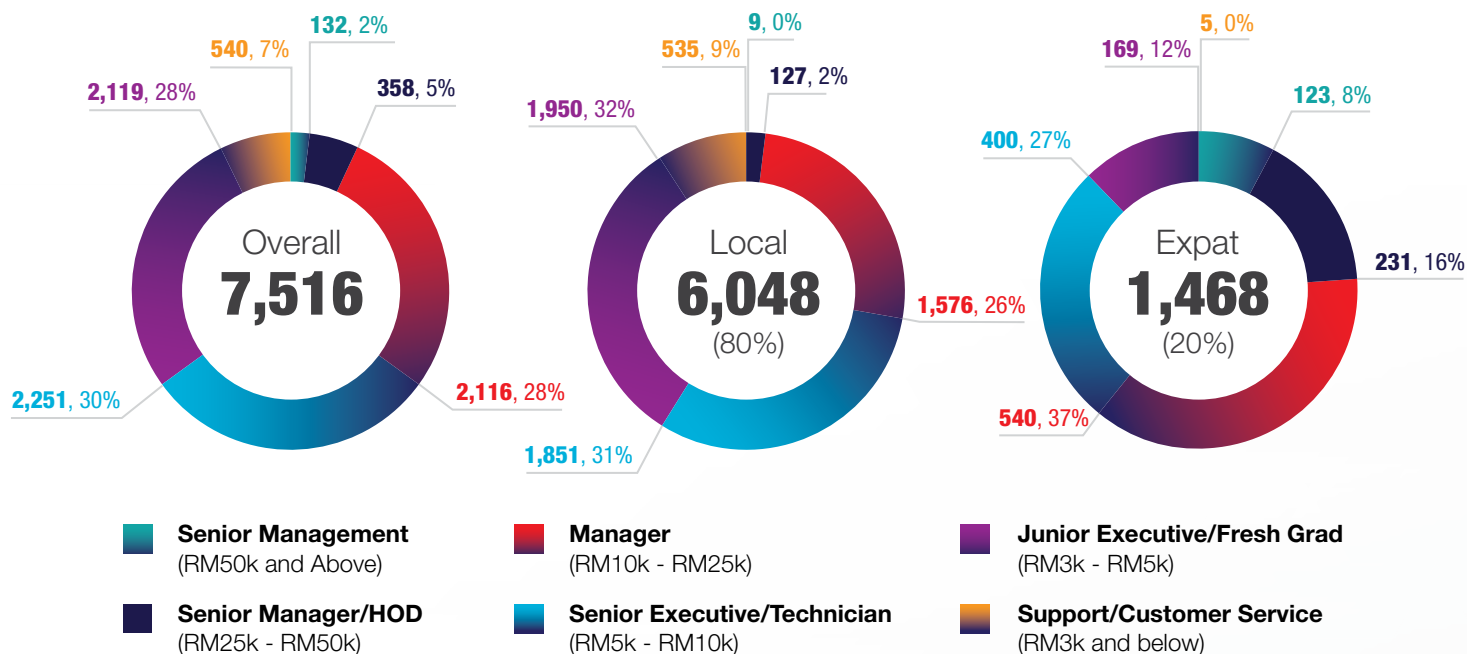
BY REGIONS



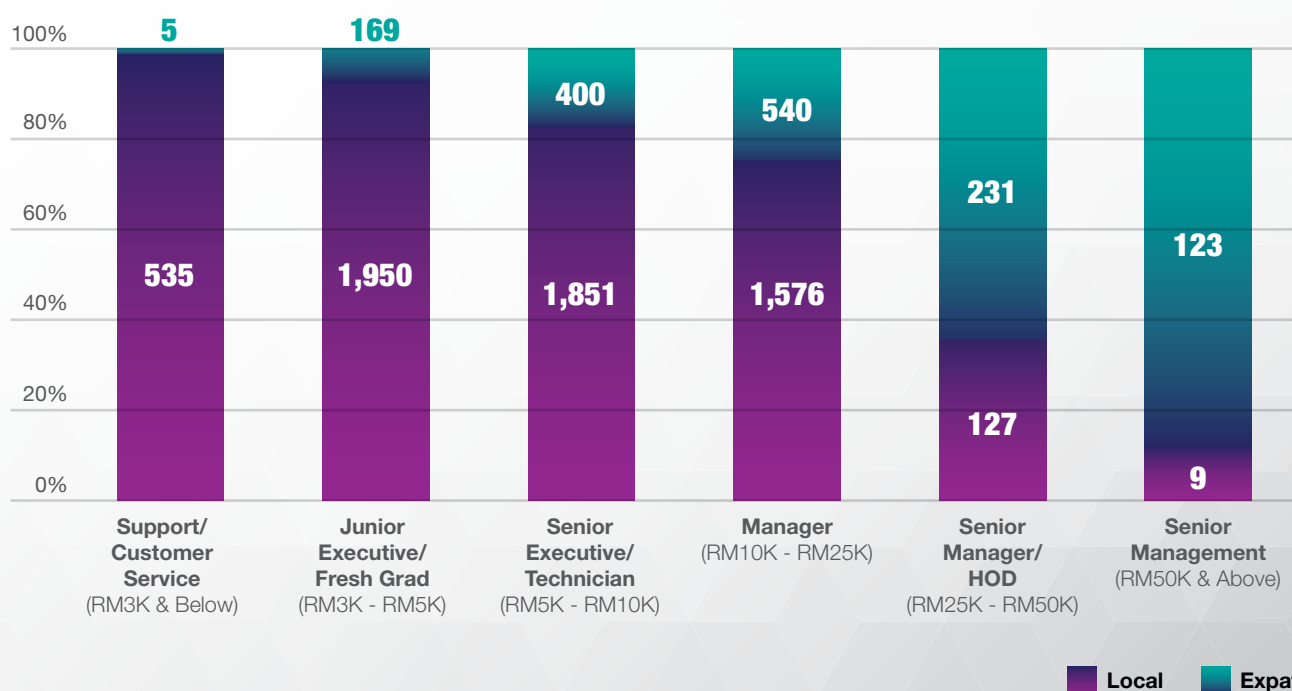
IMPACT ON THE
**MALAYSIAN
ECONOMY**

REGIONAL JOBS REALISED

Salary Analysis (31 December 2018)

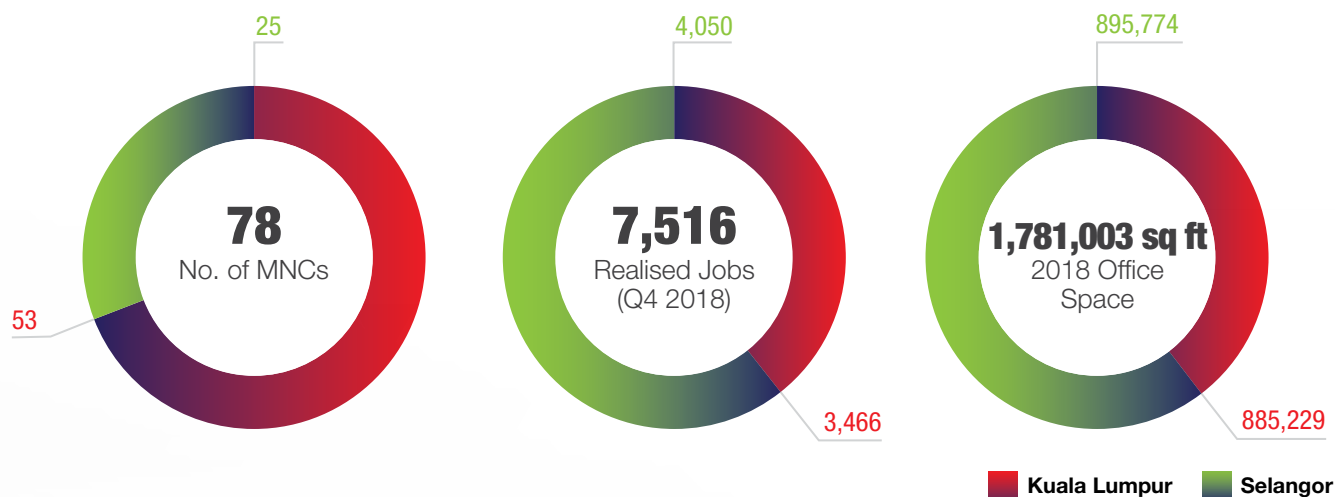


Locals vs Expats (Salary Scale)

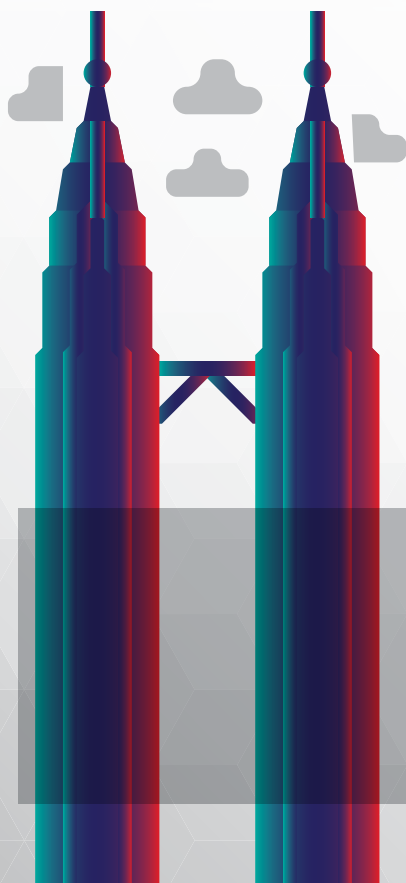


SPILOVER TO LOCAL ECONOMY

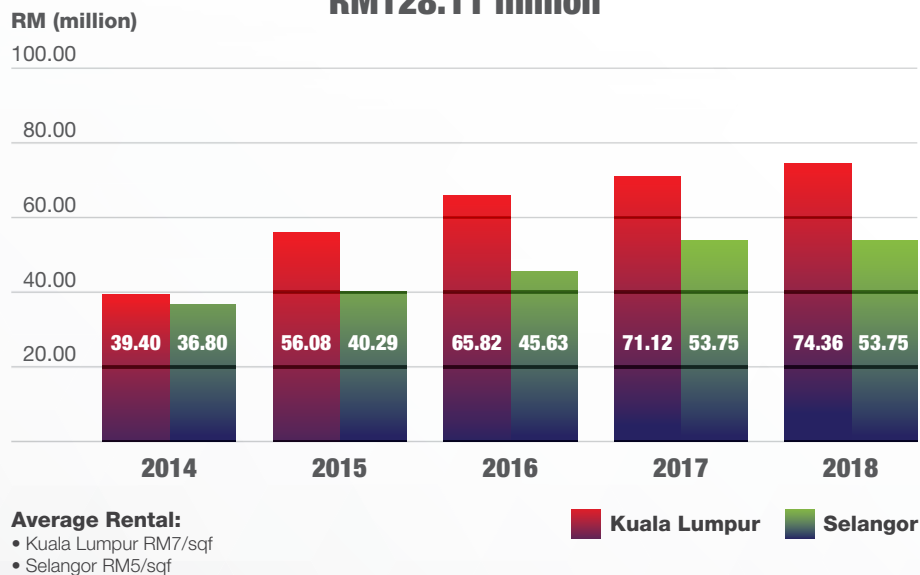
Space Utilisation Analysis



New Office Space
99 floors
@ Petronas Twin Towers



Estimated Annual Rental (2018)
RM128.11 million



The **78 MNCs** would occupy **99 floors** of both Petronas Twin Towers

*KLCC average NLA/
floor-18,000 sqf

2018

MEDIA HIGHLIGHTS

THE EDGE MARKETS
REAL ESTATE BUSINESS

Home Corporate Sectors The Edge TV Online EdgeProperty

THE EDGE MARKETS
Investment Real Estate

EDGE WEEKLY
InvestKL gains traction in East Asia

Where Investors Advent? The Edge Malaysia
April 5, 2018 9:00 am 128

Global Launch on 3rd November
1-800-666-8888

This article was prepared for The Edge Malaysia (Print) on April 5, 2018. April 5, 2018

Zainal (the proposition is not to follow people in the MNCs to give them very high bonuses this year, plus that point)

INVEST KL Corporation (InvestKL), a growing investment in growing investments from East Asia as it aims for another 10 multinational corporations (MNCs) to set up shop in Greater Kuala Lumpur this year.

While the 73 MNCs that InvestKL attracted between 2011 and last year were mostly from the US and Europe, the prospects are promising where China and Japan are concerned.

"I believe we are gaining traction among companies in China and Japan, so it is picking up," InvestKL CEO Denis Zaidi Associates tells The Edge.

Setting up a regional hub is a more logical proposition for American and European companies, given the geographical distance, but the idea may seem counter-intuitive to Chinese and Japanese MNCs, which are not that far away.

"But they are beginning to realise that to setting up a hub in Asia, by getting closer to their customers and having an island pool and its capability, it can be a strategic advantage for them," says Zaidi.

Last year, InvestKL drew 12 MNCs with total approved and committed investments of RM2.2 billion. In 2018, it attracted 13 MNCs that brought in RM2 billion of committed investments.

"Last year was good, we set a target of 30 while our board asked higher for 12, and we managed to achieve that," says Zaidi.

Acknowledging that last year's investment value was lower, he says it is not just the spread investments that are important to InvestKL, but also whether the MNCs will stick around for the long haul.

Last year's committed MNCs brought the total number that InvestKL has attracted since 2011 to 73. They have committed to invest RM2.97 billion, more RM4.6 billion of which has since been realised.

According to Zaidi, the 73 are from among the hundreds of global MNCs that InvestKL assessed through a rigorous multi-stage filtering system. The overall committed investments thus far will create 10,077 jobs, says InvestKL. Of these, 5,381 are already on the payroll with 4,618 of the jobs held by Malaysians who are earning an average of RM24,674 a year.

InvestKL's mandate is to bring in 300 MNCs by 2020 to invest in Greater Kuala Lumpur, including Selangor. The organisation says it is on track to fulfil that mandate.

When asked about the overlap with the Selangor development, Invest Selangor Ltd, Zaidi says InvestKL focuses on large MNCs involved in services. It cooperates with Invest Selangor on other types of opportunities, he adds. For example, InvestKL, passive or manufacturing centre MNCs to Invest Selangor or the Malaysian Investment Development Authority to pursue.

"It's a good understanding and when we work together, we get a lot done," says Zaidi.

But the competition is intense as other Southeast Asian countries are also seeking to attract foreign investment. Some of Malaysia's neighbours have similar competitive offerings, such as an English-speaking population and supportive government policies.

"We can't win them all, let's be realistic," Zaidi admits, but adds that the key attraction of Kuala Lumpur is "value for money".

So far, Malaysia's sweet spot has been in banking for MNCs setting up regional hubs, such as up to 200 employees, who are typically high skilled, multilingual and have good analytical abilities, he says.

This means Malaysia has seen call centre type of investments go to the Philippines, for example, and similarly, IT hubs in India where the headcount requirement goes into the thousands, Zaidi explains. "Our proposition is not to throw money at the MNCs or to give them very high bonuses. We can't play that game."

Last week, InvestKL launched the Malaysian Global Talent (MGT) programme — a collaboration with Talent Corp Ltd to grow high level Malaysian corporate professionals and leaders.

The MGT programme will see local professionals placed in participating MNCs with mentorship and leadership to place. The goal is to develop local talent who can fill high ranking regional or even global roles of these MNCs, Zaidi explains.

"So, from executive level, you can move up to management level and then to senior management level. That is our true north. This programme is aimed at creating more leaders of the future," he says, adding that the current target is to produce 5,500 such leaders over the next five years.

"It will take time, it's not going to be overnight because it will get these talents hooked up with the MNCs, they need to be groomed, they need to be placed on them, they need to go through the exposure and training and so on."

InvestKL conversations
by DENISE KENNEDY

Why Is Greater KL Asia's Best Expat City?

Kuala Lumpur is increasingly making itself known as a top choice for expats in Southeast Asia. When taking everything from livability to leisure opportunities to cost of living into account, the city that consistently rises to the top is the one you already know.

Millions of people have discovered Kuala Lumpur's travel appeal. The Malaysian capital receives thousands of visitors on a daily basis, and the city is an ideal base for tourists wishing to explore the country. But when it comes to living somewhere, or setting up a company, people tend to look at different things. Sure, some factors are the same — whether you're a visitor or a resident, you probably look for good housing, shopping, and dining opportunities, and it's safe to say that Greater Kuala Lumpur excels for the purposes we all enjoy the city is renowned for its culture offerings, ranging from busy street food to numerous fine dining options, the shopping is legitimately world-class, and there's always plenty to see and do. But when you look at a city and consider it a place to call home, a lot more comes into play.

So how does Greater KL stand up when it comes to residing here? We considered a number of factors that impact residents of any city, for better or worse, and look at how Malaysia's capital city delivers.

1. LIVABILITY

What makes a city livable? Part of it falls on the things we already mentioned — those pros that residents and visitors alike look for. Things to do, places to visit, restaurants and cinema, parks and natural elements, and it really works here. And, with its tropical climate and year-round freedom from any natural disasters, Greater KL offers residents great livability. Year-round warm weather, located in an expansive valley ringed by forested mountain ranges, KL is as pretty as it is pleasant. It's a big city, and has those elements, too — loads of concrete, steel and glass. But it's awash in greenery with tropical trees and plants seemingly at every turn. The city's skyline is beautiful, and it's easy to feel a sense of civic pride when looking out on the many skyscrapers and buildings from a good vantage point. A modern network of roads and highways attract a lot of traffic, but they also serve to make transportation smooth and convenient. The culinary scene in Greater KL has grown tremendously in recent years, with the city attracting more and more top chefs and diverse restaurants. Modern, well-stocked Western-style grocery stores and bakeries, modern more traditional shops and wet markets, and when it comes to retail therapy, few cities in the world can compete with KL, in fact, CNN Travel named KL the fourth-best shopping city in the world, based only on global hubs New York, London, and Tokyo. There are also scores of leisurely eating and cultural pursuits on offer, from urban parks and forest areas to cultural pursuits like museums, live theatre, symphony orchestra, and a city opera.

2. EDUCATION

Malaysia in general has made enormous strides in both tertiary and tertiary education in the last decade, and now it's the most recently listed in Greater KL. With dozens of international schools — among them some of the most well-acclaimed and highly rated in the region — and numerous institutions of higher learning, expats can be confident their children will have access to a world-class education, all while enjoying exposure to a healthy dose of multiculturalism. With over 180 international schools currently serving more than 75,000 students in Malaysia, some of the top curricula offered include British, American, and Australian, with some schools even offering specialised instruction in French or Japanese. Indeed, Malaysia's approach to international education over the last decade has yielded such impressive results, other countries in the region are measuring Malaysia's efforts.

3. HEALTHCARE

If education in Malaysia has made amazing strides in recent years, its expanded perhaps only by the huge leaps made in the field of healthcare. With renowned hospitals and medical centres easily at hand, Greater KL offers its residents access to a high standard of medical care. In fact, from 2015 to 2017, Malaysia earned the prestigious "Destination of the Year" by the International Travel Journal for three consecutive years. In that same period, the country was also recognised for three years in a row by International Living as the country with the "best Healthcare System in the World". Healthcare in Greater KL is not only outstanding, but it's affordable and accessible, too, which is why the city — and indeed the whole of Malaysia — is getting so much positive attention on the global medical travel stage. And with Malaysia setting a goal of exceeding RM2.8 billion in medical travel revenue by 2020, the potential for Greater KL as the Asian hub for healthcare tourism is only set to grow.

4. COST OF LIVING

It's great to have access to good education, top-notch healthcare, and plenty of activities to enjoy along the way. But if it costs a fortune, it diminishes the overall appeal. Fortunately, Greater KL offers plenty of the most affordable costs of living in the region. It's usually not good to come in 42nd place out of 562 cities, but when it's a ranking of cost of living, the lower down the list you are, the better! Indeed, Kuala Lumpur ranked the 42nd place in the Numbeo 2018 Cost of Living Index for 562 cities. The cheapest index for 2018 using New York as 100 as the benchmark. For regional comparison, Singapore scored 131.26 on the index, while Hong Kong came in at 174.06. Even Bangkok came in with a higher cost of living than Kuala Lumpur. The

6. SUSTAINABILITY

Greater KL has taken significant steps towards improving its long-term sustainability as a city of the future, not least of which is the huge urban improvement programme that began a few years ago and will be completed by the end of 2020. The most lines are planned, with the first of these under construction now. The government has repeatedly backed up its desire to increase public transportation (ideally). A massive line-planning campaign in Kuala Lumpur was also initiated as part of Malaysia's Economic Transformation Programme, with the aim of planting tens of thousands of new trees citywide by 2020. The initiative exceeded its long-term goals within the first few years, with hundreds of trees even bearing RPD tags so their health and progress can be monitored. The ambitious flow of life project, which will transform the city's Klang and Gombak waterways into a rich, vibrant waterfront, is well underway, and more initiatives are coming online every year to ensure Greater KL has a cleaner, greener future.

Telaid by the Malaysian government to attract and facilitate large global multinationals to set up their regional bases in Greater Kuala Lumpur and strategically grow their business in Asia. InvestKL works with other government ministries, entities, and agencies to formulate attractive policy packages and help corporations identify business opportunities while strengthening their competitiveness regionally and globally.

Orange launches Asia Competency Centre in Kuala Lumpur to serve Asia-Pacific

With Orange's commitment to digital transformation, the company has established a new Asia Competency Centre in Kuala Lumpur to serve the Asia-Pacific region. The centre will focus on providing digital solutions and services to businesses in the region, leveraging Orange's expertise in digital transformation and its extensive network of partners and clients.

The centre will be led by a local executive, who will be responsible for managing the centre's operations and ensuring that it meets the needs of the Asia-Pacific market. The centre will also be responsible for developing and implementing digital transformation strategies for businesses in the region.

Orange's commitment to digital transformation is a key driver of its success in the Asia-Pacific region. The company has invested heavily in digital technologies and has a strong track record of delivering digital solutions to its clients. The new Asia Competency Centre is a testament to Orange's commitment to digital transformation and its dedication to serving the Asia-Pacific market.

SOCAR gains foothold in Southeast Asia through Greater KL

SOCAR, the state-owned oil company of Azerbaijan, has established a foothold in Southeast Asia through its partnership with Greater Kuala Lumpur. The company has invested in infrastructure and services in the region, leveraging its expertise in oil and gas to support the economic growth of the area.

The partnership with Greater KL is a key part of SOCAR's strategy to expand its operations in Southeast Asia. The company has established a strong relationship with the local government and has been able to secure various projects and investments in the region.

SOCAR's commitment to infrastructure and services is a key factor in its success in Southeast Asia. The company has invested heavily in infrastructure projects, including roads, bridges, and ports, and has also provided various services to the local population. The partnership with Greater KL is a testament to SOCAR's commitment to infrastructure and services and its dedication to supporting the economic growth of the region.

InvestKL tarik 73 firma multinasional dengan pelaburan RM11.07 bilion

InvestKL, a growing investment in growing investments from East Asia as it aims for another 10 multinational corporations (MNCs) to set up shop in Greater Kuala Lumpur this year. The company has attracted 73 multinational firms with a total investment of RM11.07 billion.

The investment is a significant boost for the local economy and will create thousands of jobs. The companies involved in the investment are from various countries, including the United States, Europe, and Asia.

InvestKL's success in attracting multinational firms is a testament to its commitment to infrastructure and services and its dedication to supporting the economic growth of the region. The company has established a strong relationship with the local government and has been able to secure various projects and investments in the region.

Miti: Chinese companies keen to relocate to Malaysia amid US trade war

Miti, a growing investment in growing investments from East Asia as it aims for another 10 multinational corporations (MNCs) to set up shop in Greater Kuala Lumpur this year. The company has attracted Chinese companies to relocate to Malaysia amid the US trade war.

The investment is a significant boost for the local economy and will create thousands of jobs. The companies involved in the investment are from various countries, including the United States, Europe, and Asia.

Miti's success in attracting Chinese companies is a testament to its commitment to infrastructure and services and its dedication to supporting the economic growth of the region. The company has established a strong relationship with the local government and has been able to secure various projects and investments in the region.

RAISING GREATER KL'S PROFILE

High Impact Engagements in 2018

JANUARY



AIR LIQUIDE LAUNCHES SMART INNOVATIVE OPERATIONS CENTRE IN KL

The SIO Center located in Kuala Lumpur enables remote management of production for 18 Air Liquide units spanning eight countries across the SEA region.



INVEST MALAYSIA PANEL – INVESTKL CEO: MALAYSIA CONTINUES TO BE ATTRACTIVE INVESTMENT DESTINATION

InvestKL CEO Datuk Zainal Amanshah believes Malaysia will remain as an attractive investment destination. He emphasized on the importance of attracting high quality investments at the Invest Malaysia panel session.



GLOBAL INSURER AXA LAUNCHES SHARED SERVICES CENTRE IN GREATER KL

The new Shared Service Centre in Greater KL will become the IT hub for AXA in Asia, and later to Japan and when required, globally across the AXA Group.

FEBRUARY



'CYCLING KUALA LUMPUR' INITIATIVE LAUNCHED IN CONJUNCTION WITH WUF9

To support the sustainable agenda, bicycle lanes were recently introduced in Kuala Lumpur city centre, aimed at promoting a healthier lifestyle among city folks.



MGT ROUNDTABLE

InvestKL held the first Malaysia Global Talent (MGT) Roundtable with MoE, TalentCorp and universities to create more future global leaders in Malaysia.



KL CHIEF POLICE OFFICER EXCLUSIVE BREAKFAST DIALOGUE WITH AMBASSADORS

More than 50 representatives from the Foreign Embassies and Chambers, government stakeholders, and the Kuala Lumpur police force attended at the interactive dialogue session with the Kuala Lumpur Chief Police Officer to discuss the vision for KL to be a safe and secure city.



IMPACTING MALAYSIAN LIVES – ANNUAL MINISTERIAL NETWORKING

More than 1,000 guests from multinationals, foreign embassies, government, stakeholders and universities visited the innovation showcase featuring 20 selected InvestKL MNCs. The event also saw the launch of the Malaysia Global Talent (MGT) programme by InvestKL and TalentCorp (supported by Ministry of Higher Education) to produce future Malaysian global corporate leaders.

JULY



DIMENSION DATA HYBRID CLOUD LAUNCH

Dimension Data moves up the value chain with enterprise-grade hybrid cloud platform launch.



INVESTKL AND HONEYWELL HOSTS MEMBERS OF PARLIMENT VISIT

InvestKL team partnered with Honeywell to host Members of Parliament (MPs) at Bangsar South, Kerinchi today. They were briefed on InvestKL's background, Honeywell's initiatives and the subsequent impact to Malaysians.

AUGUST



EXCLUSIVE INVESTKL LUNCHEON WITH MITI MINISTER YB DATUK DARELL LEIKING IN SINGAPORE

InvestKL hosted an exclusive luncheon with the MITI Malaysia Minister Datuk Darell Leiking in Singapore. The luncheon was attended by 25 guests, comprising of InvestKL partners and MNCs.

SEPTEMBER



MERDEKA DINNER 2018

InvestKL Merdeka Dinner 2018 was an opportunity for young Malaysian talents and MNC guests to network with the Malaysian government and exchange perspectives on making Kuala Lumpur greater.

OCTOBER



WORLD ENERGY CITIES PARTNERSHIP (WECP) FORUM

KL Mayor's track panel session moderated by InvestKL Chairman, Datuk Seri Michael Yam on 'Best Practices of Smart Sustainable Cities towards A Vibrant Green Economy and Industry 4.0 in Cities.

NOVEMBER



UNITED IMAGING VISIT IN SHANGHAI WITH MITI MINISTER

InvestKL organized a visit to United Imaging HQ in Shanghai with MITI Minister Datuk Darell Leiking. United Imaging Healthcare develops and produces advanced medical products in imaging diagnosis and treatment and offers innovative medical IT solutions.



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