



BUSINESS IN GREATER KL

DYNAMIC, DIGITAL, DIVERSE



ASIA & OCEANIA EDITION



GREATER KUALA LUMPUR

A Dynamic, Digital & Diverse City

Greater Kuala Lumpur (Greater KL) has grown to become a notable business centre that is appealing to high-impact and technology-oriented companies, in diverse sectors such as high-value services, Internet of Things (IoT) and robotics, Industry 4.0 related, consumer & industrial products, energy, engineering services and more.

The city has benefited from the concentration of capital, knowledge, talent, and enterprises that make up the vitality of the city. The city's notable ranking includes 25th in World Competitiveness Yearbook 2021, 15th among Asia Fintech Hubs, the 9th Top Asia Pacific City with the potential to be a tech innovation hub and a favoured expansion destination for ASEAN companies looking for growth opportunities in the region, according to Standard Chartered.

With talent being the key ingredient to continued success in Industry 4.0, Greater KL's young, multilingual, highly educated and highly skilled workforce represents an in-built and sustainable talent pipeline for long-term investors. Greater KL is the world's Top 20 Cities for Digital Talent while local universities continuously make their mark on the global stage.

Greater KL also boasts a high liveability factor for foreign high-skilled talents, being deemed the Best City for Expats in 2021, 32nd Safest City, while being Asia's 2nd Cheapest City for International Schools.



TRADE BETWEEN MALAYSIA AND ASIA

Malaysia and other Asian countries share an illustrious history, culture, and heritage since pre-modern times. These countries maintain a strong long-standing, broad, and multifaceted relationship through various bilateral trade, investment, and robust tourism ties, signifying stronger bonds between countries.



In 2021, Asian investors accounted for RM22.5 billion of foreign direct investment (FDI)¹ flows and RM36.3 billion of FDI income into Malaysia.



In 2021, Malaysia's trade with RCEP members accounted for **58.3% of total trade**³. Of these, China has been Malaysia's largest trading partner since 2009, accounting for 18.9% of total trade in 2021.



The 15-member **Regional Comprehensive Economic Partnership (RCEP)**² came into force for Malaysia on March 18, 2022. RCEP serves to broaden and deepen the 10 ASEAN countries' — Malaysia, Myanmar, Thailand, Indonesia, Singapore, Brunei, the Philippines, Cambodia, Laos, and Vietnam — engagement with five ASEAN-FTA partner countries: China, Japan, South Korea, Australia, and New Zealand.



Separately, Malaysia is also a signatory to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)⁴, which includes Japan, Singapore, Vietnam, Brunei, Australia, New Zealand, Canada, Mexico, Chile, and Peru.



Drawn to GKL's top talent pool, supportive infrastructure and incentives, and strong shared cultural ties, Asian MNCs have and will continue to set up regional hubs in the capital of Malaysia. Recently, Kearney's 2021 Global Services Location Index (GSLI) ranked Malaysia as the **third most competitive Global Business Services (GBS)**⁵ location in the world.

Source:

1. Statistics of Foreign Direct Investment in Malaysia, 2021. (2022, June 17). Department of Statistics Malaysia. Retrieved September 7, 2022, from <https://bit.ly/3D50y1M>
2. Malaysia's Free Trade Agreements. MITI FTA. (n.d.). Retrieved June 17, 2022, from <https://fta.miti.gov.my/index.php/pages/view/rcep>
3. Adila, F. (n.d.). RCEP ratification opens free, comprehensive multilateral trade system ... RCEP ratification opens free, comprehensive multilateral trade system, says ACCCIM. Retrieved June 17, 2022, from <https://bit.ly/3snotDf>
4. Schott, J. J. (2022, January 5). Which countries are in the CPTPP and RCEP trade agreements and which want in? PIIE. Retrieved June 17, 2022, from <https://bit.ly/3Ts3n1O>
5. The Star Online. (2022, August 28). Malaysia ranks world's third most competitive Global Business Services behind India and China. The Star. Retrieved September 7, 2022, from <https://www.thestar.com.my/aseanplus/aseanplus-news/2022/08/28/malaysia-ranks-world-039s-third-most-competitive-global-business-services-behind-india-and-china>

TOTAL GLOBAL SERVICES HUBS ATTRACTED



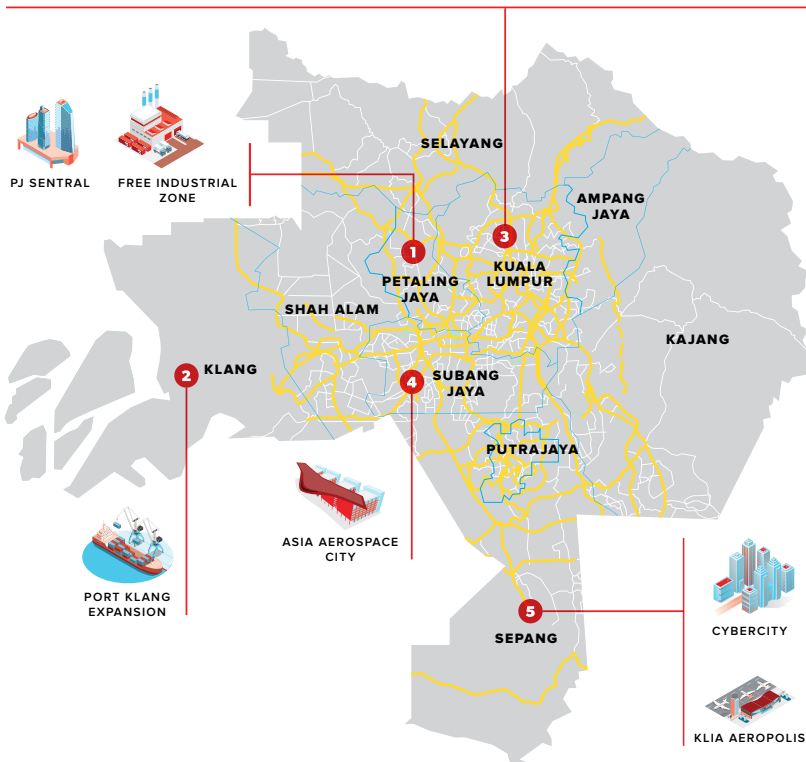
As of 30 June 2022

GREATER KUALA LUMPUR



Scan to experience our virtual tours!

Exciting Business Hubs and Major Developments



At a Glance

POPULATION 10 MILLION	SIZE 2,793 KM ²	CLIMATE TROPICAL	TIME ZONE GMT+8
LANGUAGES ENGLISH, MALAY, CANTONESE, MANDARIN, TAMIL AND INDIGENOUS		GROSS NATIONAL INCOME ESTIMATED MORE THAN 40% OF MALAYSIA'S US\$332 BIL.(RM1.342 TRILLION) GDP IN 2020	

Source: InvestKL, JLL

INTERNATIONAL RANKINGS

GATEWAY TO ASIA

3.2 BIL

global middle-class population
rising in Asia by 2030¹

US\$8 TRI

worth of new
Infrastructure in Asia²

US\$3.11 TRI

ASEAN GDP³

662.16 mil

million population in ASEAN

41.5 mil

Malaysia's population by 2030⁴

DIGITAL & INNOVATION

3rd

most Innovative Upper
Middle-income Economy⁵

9th

top city in the Asia Pacific as a
Leading Technology Innovation Hub⁶

15th

among top 20 Asia Fintech Hubs⁷

16th

most attractive city in the world
for digital talent⁸

ENHANCED COMPETITIVENESS

1st

in Southeast Asia for
Cost of Doing Business⁹

2nd

in Southeast Asia for Ease
of Doing Business¹⁰

5th

among the Best Countries to
Start a Business¹¹

25th

for Global Competitiveness¹²

A BUSINESS LOCATION

3rd

Best Global Digital Hub Location¹³

5th

Best Digital Legal Framework¹⁴

15th

for Financial System Market¹⁵



FUTURE READY TALENT

3rd

in Asia for English Proficiency Index¹⁷

6th

in Southeast Asia group for Global Talent Competitiveness¹⁸

93rd

International Schools in Greater KL¹⁹

61

Public and Private Universities²⁰

226,400

total graduates in Malaysia in 2020²¹

LIFESTYLE FRIENDLY

4th

Best Place for Expats²²

23rd

Most Peaceful Country in the World²³

152nd

Least Expensive City²⁴

46

Art Museums and Art Galleries

17

World Class Golf Courses

1. OECD Observer
2. Asian Development Bank
3. Statista
4. Department of Statistics Malaysia
5. Global Innovation Index by World Intellectual Property Organization, 2021
6. KPMG Global Technology Industry Survey, 2021
7. Asia Pacific Fintech Rankings: Bridging Divides Report, 2021
8. Boston Consulting Group and The Network, 2021
9. KPMG CoDB Index 2020
10. World Bank 2020
11. US News and World Report, 2021
12. World Competitiveness Yearbook, 2021
13. A.T Kearney Global Services Location Index 2021
14. Global Competitiveness Report SE 2020
15. Global Competitiveness Index 4.0 2019 World Economic Forum
16. Education First, 2021
17. Global Talent Competitiveness Index 2021 rankings
18. International Schools Database, 2021
19. Study Malaysia 2020
20. Department of Statistics Malaysia
21. Expat Destinations 2021
22. Global Peace Index 2021
23. Mercer Cost of Living Survey 2021

HOME TO LEADING ASIA COMPANIES

Arnott's Group

Arnott's Group is Australia's largest producer of biscuits and the second-largest supplier of snack food. Founded in 1865, the group is home to some of Australia's iconic and beloved brands such as Tim Tam, Tiny Teddy, and Shapes. The Arnott's Group recently launched its Asia hub in Kuala Lumpur in line with its expansion plans to become the regional powerhouse.

DonDon Donki

A leading Japanese retail chain store, DonDon Donki carries a wide range of products, from home electrical appliances, basic groceries, ready-to-eat meals, skincare to beauty products. It has over 160 locations throughout Japan, Singapore, Hong Kong, Thailand, Hawaii, Malaysia, Taiwan and Macau.

FWD Group

Founded in 2013, FWD Group spans Hong Kong SAR & Macau SAR, Thailand, Indonesia, the Philippines, Singapore, Vietnam, Japan, Malaysia and Cambodia. The group offers life and medical insurance, general insurance, employee benefits, Shariah and family takaful products across a number of markets. FWD Group invests in new digital technology that empowers customers to take charge of their insurance.

GoMechanic

GoMechanic is a one-stop car servicing platform. The company consists of a network of multi-brand, technology-enabled workshops, offering a seamless car service experience at the convenience of a mobile app. Its platform offers services such as denting and painting exterior and interior car care, washing services, and cashless insurance repairs, enabling users to service their cars in a hassle-free manner.

HONOR

Established in 2013, HONOR is a leading global provider of smart devices. The company is committed to developing technology that empowers people across the globe to go beyond through its rigorous R&D capabilities and forward-looking technology as well as creating a new intelligent world for everyone with its portfolio of innovative products and offerings.





Kadokawa Group

A leading Japanese media conglomerate, Kadokawa Group offers a wide range of products, including print and digital publications, merchandise, video, game, and web service.

Ricoh

A world's leading provider of workplace technology and innovative solutions, Ricoh empowers digital workplaces by providing innovative solutions and services such as printers, and copiers, visual communications systems that can transform the way customers work and collaborate across the globe. Headquartered in Tokyo, Japan, Ricoh operates in over 200 countries and regions.

Samsung

Ranked as one of the Top 10 brands in the world, Samsung has been recognised globally as an industry leader in technology for its electronic businesses. The company is committed to constantly reinventing the future through innovative products and offerings.

SOCAR

South Korea's largest car-sharing start-up, SOCAR aims to bring impact to a greener society by minimising car ownership through accessible mobility. It provides services such as car-sharing, car-hailing, electric bicycle rental, parking, vehicle management and maintenance. The company launched SOCAR Malaysia in 2020, and to-date manages and maintains over 2,000 cars across the country.

Tsutaya Books

Tsutaya Books is Japan's largest bookstore chain. Founded in Osaka in 1983, Tsutaya Books boasts Japan's rich culture and heritage through books, lifestyle café, stationery and decorative goods. Its Pavilion Bukit Jalil outlet is the first-ever outlet in Southeast Asia takes up to 31,000 sq ft with floor-to-ceiling shelves line with over 240,000 books, making it the largest bookstore in Malaysia.

DIGITAL ACTIVITIES ON THE RISE IN GREATER KL

REGIONAL HUB STRUCTURES IN GREATER KL STRUCTURES THAT CATER TO YOUR REGIONAL NEEDS

Supported by Enabling Technologies



Artificial Intelligence (AI)



Cloud Computing



Internet-of-Everything (IoE)



Big Data



Cybersecurity



Robotic Process Automation (RPA)



INNOVATION

Innovation & Ideation Lab

- Product Innovation
- Experiential Lab
- Live Lab
- ESG Product Innovation



OPTIMISATION

Control Tower/ Command Centre

- Remote Monitoring & Management
- Real-time Operations & Diagnostic
- Collective Intelligence & Analysis
- ESG Transformation



EFFICIENCY

Smart Manufacturing

- Automation & Robotics
- Systems Integration
- Additive Manufacturing



COMPETENCY

(COE)

- Design & Technical Support
- Research & Development
- Best Practices in ESG
- Training
- Global Business Services



GROW & EXPAND

Regional Headquarters

- Market Penetration
- Sales & Marketing
- Business Development
- Legal & Regulatory
- Senior Level Talent Management
- Climate Risk Reporting & Management
- Carbon Management
- Sustainable Procurement



GKL LIVE LAB

Under this initiative, foreign companies can bring their ideas to life while collaborating with local players to create high-value and future-ready jobs, as well as deepen the local ecosystem with sophisticated and complex activities.

SUCCESS STORIES OF ASIAN AND OCEANIA MNCS IN GREATER KL

THE ARNOTT'S GROUP

Makers of much-loved Australian and local brands such as Tim Tam, Prego, and Kimball. The Arnott's Group identifies Greater KL as its location of choice to scale up its expansion plan to become the regional powerhouse.

The company targets double-digit growth over the next five years in the region, a market that is home to some 60 per cent of the world's population. Asia is expected to double its annual food spending from US\$4 trillion to \$US 8 trillion by 2030. To achieve its ambitious goals, the company chooses Greater KL as its Asia Hub as the city is strategically located and is a natural springboard into Asian markets, its dynamic talent pool, and supportive government policies.

Founded in 1865, the company's Asia Hub is instrumental to the company's future success as the Asian market contributes to a quarter of the company's total annual turnover.

Halal food exports in global markets are expected to reach US\$3 trillion within the next five years from US\$2 trillion currently. As Malaysia is the world's leading Halal hub, The Arnott's Group sees significant opportunities and values in leveraging Malaysia's globally Halal certification.

The Asia Hub also serves as a major transshipment base and provides easy access to a wide network of local suppliers who are closely connected to food producers across the region. In addition, it has a centralised leadership team who is responsible for unifying operations across Asia.

For The Arnott's Group, its strategic partnership with InvestKL will strengthen its foothold in the region as it creates delicious moments for consumers across Asia.



We chose KL as our Hub as the city is strategically located and is a natural springboard into Asia markets, the availability of skilled talent, as well as supportive government policies.

May Lim,
Managing Director - Asia,
The Arnott's Group



Greater KL is a great place to increase our operations functions. It is an ideal location for companies to achieve their sustainability goals and ESG agenda as it offers ample greening opportunities.

Joji Tokunaga
Regional Managing
Director,
Ricoh Malaysia

RICOH

In achieving greater success and work satisfaction, a comprehensive set of capabilities to bring people, facilities, and technologies together are critical to a great workplace experience. The global COVID-19 pandemic has forever revolutionised how people work. It has accelerated the widespread technology adoption amongst employers and employees worldwide and contributed to the increased demand for total workplace solutions. Undoubtedly, the distinct technological advancements have contributed to employees' productivity.

Recognising new opportunities in this new reality, Ricoh, the world's leading provider of workplace technology and innovative solutions¹, step up by offering innovative and total workplace solutions. In its efforts to achieve this ambitious plan, the company identifies Greater KL as its location of choice to ramp up its expansion and growth strategies in the region as it has expanded its products and services beyond printers and copiers.

Founded in 1963², Tokyo-based Ricoh³ is one of the most recognisable imaging and electronic brands in the world. As the company embarked on a transformation journey in reducing dependency on its traditional business model, and to be sustainable, Ricoh seeks an ideal location for its growth and expansion. The country's strategic location, ease of doing business, seamless connectivity, robust infrastructure, vibrant ecosystem, and experienced and skilled talent pool are some factors that attracted the company to set up its shop in Greater KL.

Recently, the company launched its exclusive Smart and Hybrid Workplace in Shah Alam, Selangor based on the 'green objectives' aim of implementing environmental best practices in the workplace. The new headquarters integrates ESG goals to support a climate-safe future as well as nurture and encourage an office digital culture that embraces sustainability⁴.

The establishment of its headquarters in Greater KL is focused on achieving growth through rigorous R&D and innovations as the company is starting to retool itself into a services-led company.

For Ricoh, the continued support and facilitation provided by InvestKL have been instrumental in the company's continued efforts in reimagining the workforce and empowering digital workplaces.

Source:

1. <https://www.ricoh.com.my/>
2. <https://www.ricoh.com/about/history/logo/index.html>
3. <https://en.wikipedia.org/wiki/Ricoh>
4. <http://entrepreneurinsight.com.my/ricoh-embraces-esg-with-new-smart-office-concept/>

HONOR

The International Data Corporation's (IDC) Quarterly Mobile Phone Tracker reported Malaysia's smartphone market closed in 2021 with over 12 million units¹. The aggressive shipments during the first half of 2021 fuelled this growth. A government subsidy programme rolled out to provide the rakyat with affordable access to smartphones and uninterrupted logistics compared to neighbouring ASEAN countries was also pivotal in the surge in demand for smartphones in the Malaysian market.

Recognising the golden opportunities presented, HONOR, the leading global provider of smart devices, leveraged these key factors by partnering with major telecommunications service providers and expanding its businesses in Greater KL through this channel.

Established in 2013², HONOR capitalises on its wide range of all-scenario products and a reasonable price with ultimate user experience, to penetrate the region's market and address the increasing demand for smartphones.

Malaysia is considered to be one of the key countries in HONOR's global marketing strategies. The company is committed to bringing in the best innovation, quality, and service through its cutting-edge R&D capabilities, and top-notch technologies to the country. In 2022, HONOR strengthens its Malaysian focus by introducing over 20 products³.

HONOR has long identified Malaysia as the country of choice outside of China to launch its much-acclaimed products⁴. As such, Malaysians have the privilege to witness and experience HONOR's finest products before many other countries do. The HONOR 50 is a prime example, with Malaysia being the first country to get hold of HONOR 50 outside China, signifying the country's strong industry ecosystem for emerging smartphone technologies. Boasts with a versatile selfie camera, bright display, and long-lasting battery life⁵, Malaysians are surely given priority for any future HONOR launch.

The strategic collaboration between HONOR and InvestKL has been one of the fundamental factors in the brand's growth and success in Greater KL in achieving its vision and mission to enable a smart life across all scenarios, and all channels, available to anyone from all walks of life.



The robust economy, supportive government, educated workforce, and developed infrastructure of the Greater KL made Malaysia one of the key countries in HONOR's global marketing strategies

Justin Li
CEO
Honor Malaysia

Source:

1. <https://www.idc.com/getdoc.jsp?containerId=prAP48986922>
2. <https://www.hihonor.com/my/brand/>
3. <https://www.zulyusmar.com/2022/05/honor-malaysia-ceo-confirms-arrival-of.html>
4. <https://technave.com/gadget/Malaysia-will-be-the-first-country-to-launch-the-HONOR-50-series-globally-26996.html>
5. <https://www.techradar.com/reviews/honor-50-review>



We're excited to bring FWD's innovative, digitally-enabled, and customer-led capabilities to benefit more people in Malaysia and continue changing the way people feel about takaful.

Salim Majid Zain
Chief Executive Officer,
FWD Takaful



Malaysia is a priority market for FWD and we look forward to playing our part in driving further innovation and development across the sector.

Amitabh Verma
Director & Head of
FWD Technology and
Innovation Malaysia
(TIM) Sdn Bhd

FWD

FWD Insurance is a pan-Asian life insurance business with approximately 10 million customers across 10 markets, including some of the fastest growing insurance markets in the world. Established in 2013, the company is focused on making the insurance journey simpler, faster and smoother with innovative propositions and easy-to-understand products, supported by digital technology.

FWD entered the Malaysian takaful market in March 2019 as a provider of family takaful products, including term life, critical illness, cancer, hospital cash benefit and medical protection. FWD's customer-led approach, underpinned by technology led to steady growth of its Malaysia business as gross written premiums (GWP) grew by approximately 173 per cent from 2020 to 2021¹. This is in comparison to the industry GWP in Malaysia, which grew by approximately 9 per cent over the same period, according to NMG.

The market in Malaysia is significantly underpenetrated, with an estimated annualised premium equivalent (APE) health and mortality protection gap of US\$12 billion². FWD believes that financial literacy forms an important part of closing this protection gap and partnered with a leading social enterprise in Malaysia to develop Fun(d) for Life, a financial literacy programme that supported over 4,200 individuals as of 30 September 2022.

In November 2019, FWD decided to establish its Regional Technology and Innovation Hub in Kuala Lumpur, with a focus on delivering best-in-class technology and highly specialised services in the insurance domain (actuarial, product proposition and finance) and innovation across the whole of FWD's business. The innovation hub is also playing a key role in fostering the growth of the technology ecosystem in Malaysia. In March 2021, it launched the FWD Start-Up Studio to build a new talent pool for insurance technology; and in December 2022, it launched TIM Ventures, a RM45 million fund, to invest in emerging fintech start-ups and provide early-stage entrepreneurs in Malaysia with the financing, networks and expertise they need to succeed.

FWD's strategic collaboration with InvestKL has been one of the fundamental factors to the company's success in Malaysia and achieving its vision of changing the way people feel about takaful and insurance.

Source:

1. NMG
2. Based on Swiss Re's 2021 published life and health protection gaps, with additional NMG estimates overlaid

TAKING ESG TO THE NEXT LEVEL FROM GREATER KL



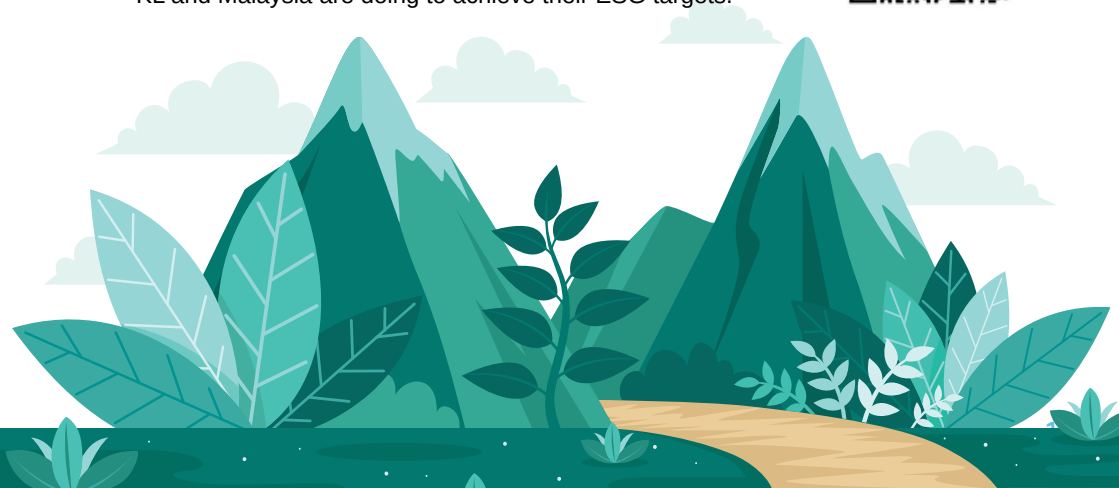
Environmental, social, and governance (ESG) principles have shifted the world, transforming business landscapes and influencing decisions, and is now marked as a prudent investment practice. Malaysia has committed to one of the region's most ambitious carbon neutrality pledges in the 12th Malaysia Plan.

Underpinning the government's overall economic development framework is its New Investment Policy, which aims to strengthen the country's investment ecosystem through key pillars of the National Investment Aspirations to develop high-value sectors, while promoting inclusive growth and enhancing ESG practices.

Greater KL is stepping up on its sustainability efforts to align with the government's goals. Many leading GKL-based global companies are also committed to similar emissions reduction pledges, resulting in a business environment of mutual collaboration around sustainability. This conducive environment is part of many reasons why hundreds of leading global companies have chosen GKL as their regional hub.

In a report developed in collaboration with MIT Technology Review Insights, explore what global companies in Greater KL and Malaysia are doing to achieve their ESG targets.

Scan QR Code
to learn more or
click here





About InvestKL

InvestKL is the investment agency for Greater KL under the Ministry of International Trade and Industry. Guided by the National Investment Aspirations framework, InvestKL is focused to attract and facilitate the establishment of global services hubs by the world's leading companies. As a partner in early project implementation to post-investment services, InvestKL aims to complement Malaysia's plans toward a technology-driven green nation through quality investments, transfer of knowledge, and creation of high-skilled executive jobs for Malaysians.

Start your investment journey with us.

InvestKL Corporation (957672-K)

16th Floor, Menara SSM@Sentral
No.7, Jalan Stesen Sentral 5
Kuala Lumpur Sentral 50623
Kuala Lumpur, Malaysia

T: +603 2260 2270

F: +603 2260 2292

E: info@investkl.gov.my

W: www.investkl.gov.my