



BUSINESS IN GREATER KL

DYNAMIC, DIGITAL, DIVERSE



EUROPE 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 EUROPE

Malaysia has a long-standing relationship with the European Union (EU) and other European countries dates back to the 16th century. Today, Malaysia continues to enjoy a good relationship with the EU. The healthy partnership is reflected in the continued flow of FDI from MNCs from EU countries.



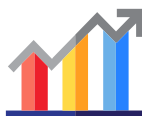
Malaysia is the European Union (EU)'s **third-largest¹** trading partner in South East Asia, with total trade between Malaysia and the EU growing by 26% in 2021 to **RM180.2 billion²**.



To enhance these economic ties, Malaysia is taking steps to resume **Malaysia-EU Free Trade Agreement (FT)⁴** talks, while undertaking negotiations on an Economic Partnership Agreement between **Malaysia and the EFTA⁵** comprising Iceland, Liechtenstein, Norway and Switzerland.



In 2021, European investors accounted for RM5.9 billion of foreign direct investment (FDI)³ flows and RM23.3 billion of FDI income into Malaysia. The U.K accounted for the majority of FDI flows at RM4.7 billion, while the Netherlands lead FDI income with RM10.6 billion invested.



As a result, Kearney's 2021 Global Services Location Index (GSLI) ranked Malaysia the **third most competitive Global Business Services (GBS) location in the world⁶**.

Source:

1. EU trade relations with Malaysia. Facts, figures and latest developments. (n.d.). Retrieved September 7, 2022, from https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/malaysia_en
2. Malaysia's trade with EU rockets to RM180b in 2021. (2020, June 10). The Malaysia Reserve. Retrieved September 7, 2022, from <https://themalaysianreserve.com/2022/06/10/malysias-trade-with-eu-rockets-to-rm180b-in-2021/>
3. Statistics of Foreign Direct Investment in Malaysia, 2021. (2022, June 17). Department of Statistics Malaysia. Retrieved September 7, 2022, from <https://bit.ly/3D50y1M>
4. Govt taking steps to resume Malaysia-EU trade negotiations. (2022, March 14). The Star. Retrieved September 7, 2022, from <https://www.thestar.com.my/business/business-news/2022/03/14/govt-taking-steps-to-resume-malaysia-eu-trade-negotiations>
5. Malaysia | European Free Trade Association. (n.d.). Retrieved September 7, 2022, from <https://www.efta.int/free-trade/ongoing-negotiations-talks/malaysia>
6. 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-world039s-third-most-competitive-global-business-services-behind-india-and-china>

TOTAL GLOBAL SERVICES HUBS ATTRACTED



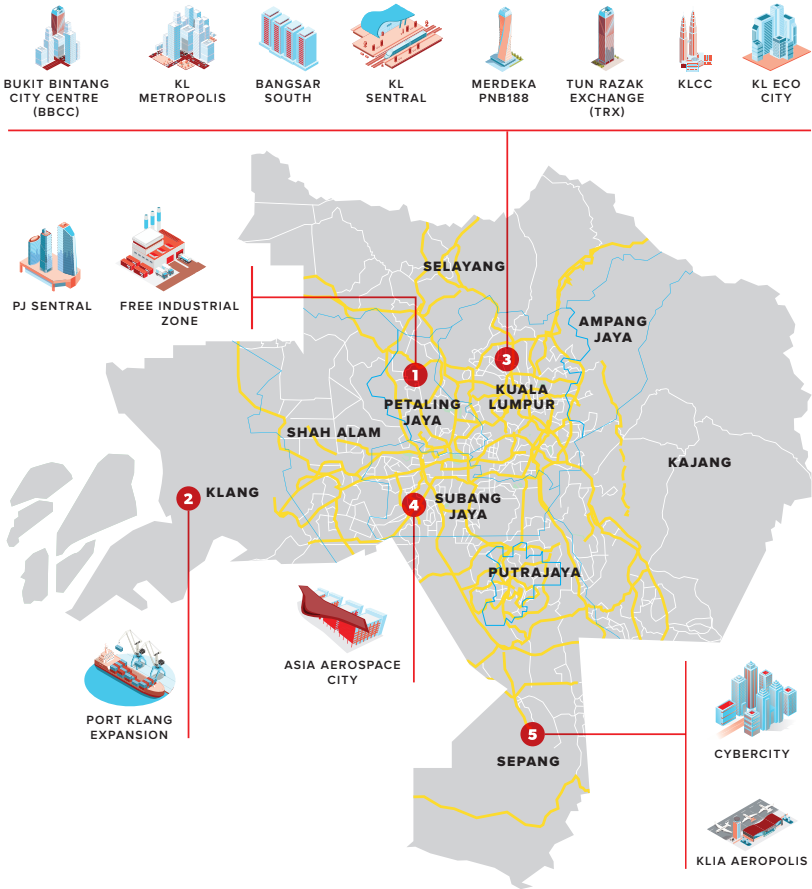
As of 30 June 2022

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

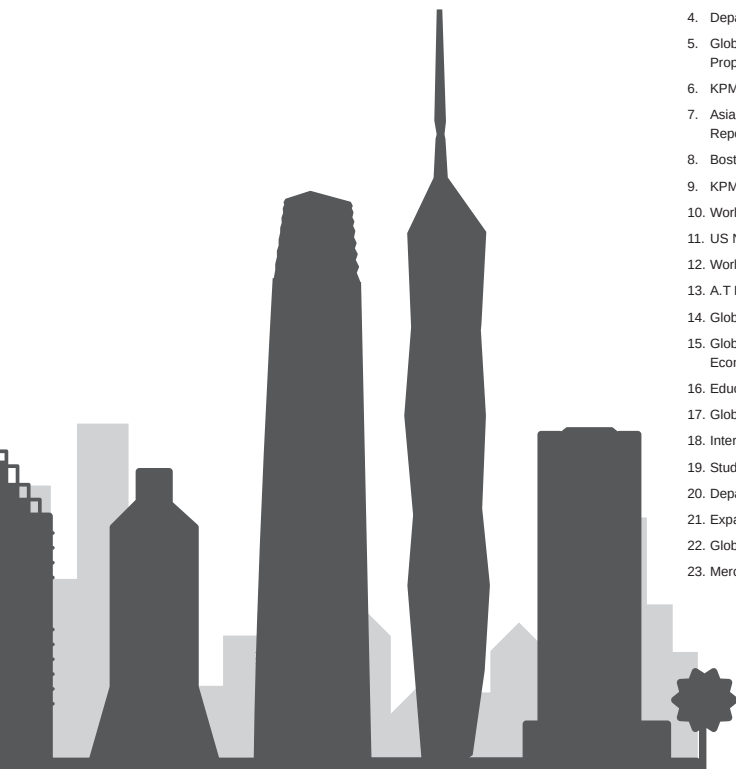
46

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 EUROPEAN COMPANIES

ABB

A leading global technology company that enables utility, industry, and transportation, ABB integrates innovation to help customers drive performance to new heights. With a history of excellence stretching back more than a century, ABB's success is driven by about 105,000 talented employees in over 100 countries.

AIR LIQUIDE

A world leader in gases, technologies and services for industry and health, Air Liquide is present in 75 countries, the company serves 3.8 million clients and patients globally.

AkzoNobel

The leading expert in coatings, AkzoNobel has been developing cutting-edge decorative paints and speciality coatings for a variety of industries. Active in 150 countries and with a heritage that goes back more than 200 years, AkzoNobel aims to become the global industry front runner in manufacturing sustainable solutions for its customers.

ALD Automotive

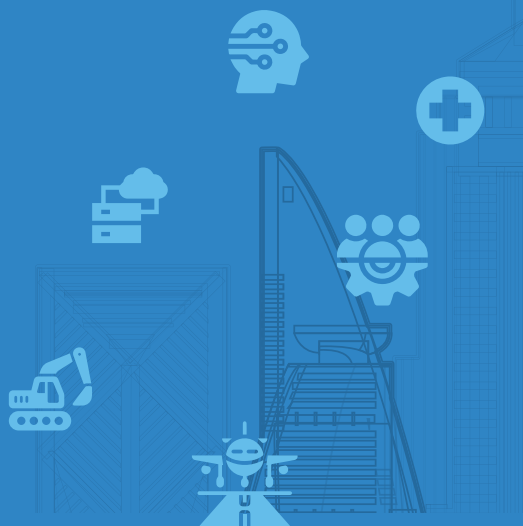
ALD Automotive is a global leader in mobility solutions, offering full services leasing and fleet management services across 43 countries and managing 1.70 million vehicles worldwide. Through its vast international network, the company provides personalised solutions to all fleets sizes, ranging from large corporates, SMEs, professionals, and private individuals.

AstraZeneca

A global, science-led biopharmaceutical company, AstraZeneca focuses on the discovery, development and commercialisation of prescription medicines. The company provides accessible and innovative medicine for millions of patients worldwide.

CMA CGM

A global leader in sea, land, air, and logistics solutions, CMA CGM designs, and implement innovative solutions to transport cargo across the supply chain. The company operates in over 160 countries through 755 agencies.





Commerzbank

Commerzbank is the leading bank for the German *Mittlestand* and a strategic partner for around 28,000 corporate client groups and around 1.1 million private and small-business customers in Germany. Commerzbank is present internationally in almost 40 countries in the corporate clients' business.

Electrolux

Electrolux is a leading global appliance company that has shaped living for more than a century. The company reinvent taste, care, and well-being experience for millions of customers, always striving to be at the forefront of sustainability through its innovative solution and smart operations. Electrolux sells approximately 60 million household products in approximately 120 markets every year, worldwide.

Endava

Endava is a British public technology company, with over 20 years of experience working with some of the world's prominent brands, ranging from payments, financial services, telecommunications, media and much more. The company has 11,001 employees and is located in more than 20 countries worldwide.

EY

EY is one of the largest professional services networks in the world. The company provides integrated service lines – consulting, assurance, tax, and transaction to help clients capitalise on new opportunities and evaluate and manage risk to deliver responsible growth. EY has 312,250 employees in over 700 offices, in more than 150 countries worldwide.

Givaudan

Givaudan is a global industry leader in fragrance & beauty, and taste & wellbeing. The company provides products to global, regional, and local food beverage, consumer goods, fragrance and cosmetics companies. Givaudan has more than

16,800 employees worldwide, operating in 185 sites, in 52 countries. The company commands a 25 per cent market share of the global consumer staples industry.

ZALORA

Part of Global Fashion Group, ZALORA is Asia's leading online fashion, beauty and lifestyle destination. As one of the region's pioneers of large-scale e-commerce platforms, ZALORA, particularly in Southeast Asia, Hong Kong, and Taiwan, with over 50 million monthly visits.

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 EUROPEAN MNCS IN GREATER KL

COMMERZBANK

Following nine years of impactful experiences in the Malaysian market, Commerzbank, the leading bank for the German Mittlestand and a strategic partner for around 28,000 corporate client groups and around 1.1 million private and small-business customers in Germany, identified Greater KL as the ideal location to increase its global footprint

Established in 2012, the GBS is vital in the bank's centralisation of various support functions across its global franchise, as well as contributing to its cost-saving efforts worldwide.

With this plan in mind, a strategic partnership has been forged between the bank and InvestKL. The collaboration is instrumental to Commerzbank in executing its new strategies and plans accordingly from Greater KL, in addition to the expansion of the services the GBS will provide in the future. The expanded presence in Greater KL is expected to create around 250 job opportunities by 2024 across various functions such as banking operations, market operations, treasury operations, trade finance, KYC, compliance, and finance in addition to numerous it-related services.

Greater KL's strategic location, its large young and talented workforce, language diversity, robust infrastructure and vibrant ecosystem draw Commerzbank to sustain its growth and success in Greater KL.

For Commerzbank, the partnership with InvestKL will fortify its foothold in the region as it transforms into a more customer-oriented, digitisation, sustainable and profitable banking institution.



The cooperation with InvestKL increases our visibility and underlines our commitment to Malaysia in general and Greater Kuala Lumpur in particular. We believe we have a lot of opportunities to offer and InvestKL can help us combine our offerings and demands with that of the local talent and labour market.

Arne Graeber
CEO,
Commerzbank Malaysia

ASTRAZENECA

The global, science-led biopharmaceutical company, AstraZeneca turns to Greater KL as their investment destination, as the company charts their growth strategies across the region.

The establishment of its regional headquarters in Malaysia is heavily focused on achieving growth through a science-led innovation strategy, with an aim to make a difference in the lives of patients and healthcare professionals in Malaysia and worldwide.

AstraZeneca is steadfast in bringing innovation by expanding its foothold in Malaysia. The company invested more than RM500 million over the next five years for a new headquarters in Greater KL and to launch its new robotic and cognitive technology. The investment also supports the company's strategic segments of its businesses including medical, financial, clinical studies, and commercial.

In addition to the country's strategic location, ease of doing business seamless connectivity, robust infrastructure and vibrant economy, Malaysia's best and most diverse talent pool is the key consideration that appeals to AstraZeneca the most when deciding to set up its hub in Greater KL. Therefore, the company is committed to boosting its employees' skills through various upskilling and development programmes.

The company also joined forces with leading local healthcare partners and higher education institutions to broaden and improve access to healthcare for all. For AstraZeneca, this is made possible with the continued facilitation by InvestKL. The agency has been invaluable in helping AstraZeneca in exploring new opportunities and possibilities in Greater KL.



With this expansion, we hope to broaden patients' access to innovative medical advancement. It aligns with our ambition to create a robust healthcare ecosystem that promotes early diagnosis in reducing the disease burden and improving accessibility to screenings and treatments.

Dr Sanjeev Panchal
Country President and
Managing Director,
AstraZeneca Malaysia

ABB

The setting up of ABB's first robotics Digital Operations Centre in Greater KL shows that Greater KL continues to attract investments in technology and digital sectors. The centre is set to unlock the full potential of digital manufacturing and industrial robotics in the region. It enables a supportive ecosystem to advance Malaysia's adoption of Industry 4.0.

The state-of-the-art centre offers all the benefits of the ABB Ability™ cross-industry digital platform, which enables customers to securely integrate and aggregate their data, combine it with a wider industry data, apply big data and predictive analytics, and generate valuable insights that will improve their performance and productivity.

The global leader in digital technology, ABB chose Greater KL for its strategic location in Southeast Asia, accessibility, economic diversity, excellent infrastructure and a growing talent pool. It reaffirms the company's commitment to supporting the country's growing digital ecosystem.

Headquartered in Zurich Switzerland, employee development is key to ABB's success. The company is proactively developing local engineering capabilities to deliver excellent responses to drive ABB's leadership in digital technologies for industries in the region.

To strengthen its footprint in the region, ABB partners with InvestKL in advancing Malaysia's progress as a technologically advanced economy, by shaping a stronger collaboration with local SMEs and supporting the company's growth journey in building its talent pipeline. For ABB, InvestKL continued support and efforts have helped cement the company's positioning as one of the preferred technology solutions providers.



ABB's decision to host our Regional Digital Operations Centre in Greater KL reaffirms our commitment to supporting Malaysia's growing digital ecosystem.

Laurent Maillefer
Vice-President of Robotics
and Discrete Automation,
ABB Malaysia

ELECTROLUX

Electrolux took things to new heights with the launch of its full fledged Centre of Excellence (CoE) in Greater KL. What was a shared service centre for standardising finance processes, the CoE not only supports the entire Asia-Pacific accounting functions but also IT-related expertise, robotic processes automation (RPA), SAP projects, and financial analysis.

A leading global appliance company, the centre represents a key regional investment for the Swedish appliance maker. CoE will develop best practices and optimise efficiencies internally to better deliver to its customer and partners across the region. Its range of cutting-edge technologies and capabilities drive digitalisation in the wider Greater KL ecosystem and enable Electrolux to be at the forefront of digital transformation in the industry.

The choice of location and what the location has to offer is critical for Electrolux in order to ensure the success of CoE. Among other key criteria that Electrolux had emphasised are access to the best talent pool, strong language capabilities, and access to its major offices in the region.

For Electrolux, its people are the most valuable assets to the company and fundamental to the success of its operations. The bulk of the investment in Greater KL was – will continue to be – in developing and upskilling its employees.

The Electrolux CoE is one of many success stories for InvestKL. The agency plays a vital role in guiding the company through the investment process, ranging from identifying the attractive location and suitable office spaces to navigating the local legal framework.



We decided on Greater KL as the most ideal location, as it offers a great mix of highly skilled talent, and it is not easy to find a good combination of IT, accounting, languages and a mentality of understanding customers in remote locations.

Enrique Patrickson
Chief Financial Officer,
Electrolux Asia Pacific,
Middle East and Africa

TAKING ESG TO THE NEXT LEVEL FROM GREATER KL



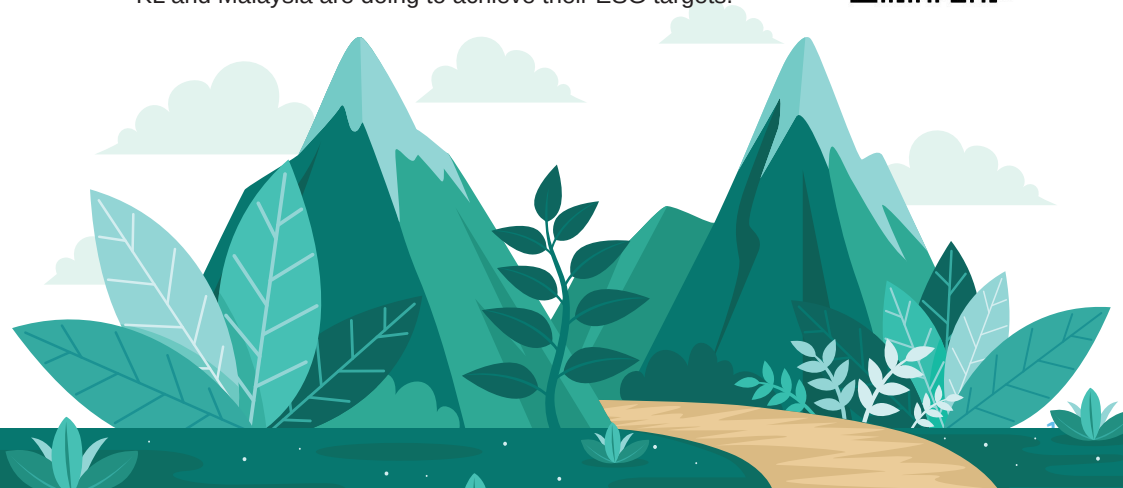
Environmental, social, and governance (ESG) principles have shifted the world, transforming business landscapes and influencing decisions, and is now marked as a prudent investment practice. Malaysia has committed to one of the region's most ambitious carbon neutrality pledges in the 12th Malaysia Plan.

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





MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY



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.

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