



# BUSINESS IN GREATER KL

DYNAMIC, DIGITAL, DIVERSE



**US** 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 25<sup>th</sup> in World Competitiveness Yearbook 2021, 15<sup>th</sup> among Asia Fintech Hubs, the 9<sup>th</sup> 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, 32<sup>nd</sup> Safest City, while being Asia's 2<sup>nd</sup> Cheapest City for International Schools.



# TRADE BETWEEN MALAYSIA AND THE UNITED STATES (US)

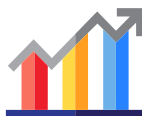
Malaysia and the United States (US) had over 60 years of relationship. Today, both countries share a diverse and expanding partnership in trade, investment, security, environmental cooperation, and educational and cultural relations.



The US is Malaysia's third-largest trading partner<sup>1</sup>, while Malaysia is the US **17<sup>th</sup> largest trade partner**, with bilateral trade valued at **US\$71.4 billion** in 2021. The US and Malaysia elevated the bilateral relationship to a Comprehensive Partnership in April 2014.



In 2021, US investors accounted for **RM15.7 billion of foreign direct investment (FDI)<sup>2</sup> flows** and **RM30.9 billion** of FDI income into Malaysia.



As a result, **Kearney's 2021 Global Services Location Index (GSLI)** ranked Malaysia the **third most competitive Global Business Services (GBS)<sup>3</sup> location in the world**.



Both countries also share membership of regional organisations such as the **Asia-Pacific Economic Cooperation** forum and the **ASEAN Regional Forum**.

## Source:

1. U.S. Relations With Malaysia. (2022, April 20). United States Department of State. Retrieved September 7, 2022, from <https://bit.ly/3QD2Vfc>.
2. Statistics of Foreign Direct Investment in Malaysia, 2021. (2022, June 17). Department of Statistics Malaysia. Retrieved September 7, 2022, from <https://bit.ly/3D50y1M>
3. 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



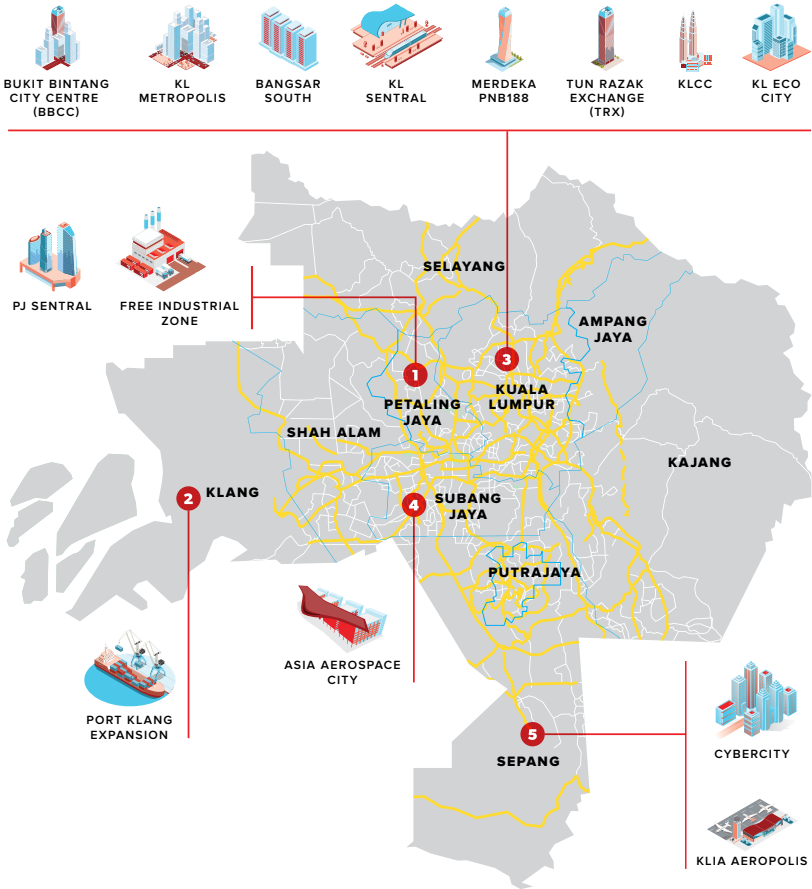
As of 30 June 2022

# GREATER KUALA LUMPUR



Scan to experience our virtual tours!

## Exciting Business Hubs and Major Developments



## At a Glance

<b>POPULATION</b> MILLION 10	<b>SIZE</b> KM <sup>2</sup> 2,793	<b>CLIMATE</b> TROPICAL	<b>TIME ZONE</b> GMT+8
<b>LANGUAGES</b> ,ENGLISH, MALAY, CANTONESE, MANDARIN TAMIL AND INDIGENOUS		<b>GROSS NATIONAL INCOME</b> 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 2030<sup>1</sup>

**US\$8 TRI**

worth of new Infrastructure in Asia<sup>2</sup>

**US\$3.11 TRI**

ASEAN GDP<sup>3</sup>

**662.16 mil**

million population in ASEAN

**41.5 mil**

Malaysia's population by 2030<sup>4</sup>

## DIGITAL & INNOVATION

**3<sup>rd</sup>**

most Innovative Upper Middle-income Economy<sup>5</sup>

**9<sup>th</sup>**

top city in the Asia Pacific as a Leading Technology Innovation Hub<sup>6</sup>

**15<sup>th</sup>**

among top 20 Asia Fintech Hubs<sup>7</sup>

**16<sup>th</sup>**

most attractive city in the world for digital talent<sup>8</sup>

## ENHANCED COMPETITIVENESS

**1<sup>st</sup>**

in Southeast Asia for Cost of Doing Business<sup>9</sup>

**2<sup>nd</sup>**

in Southeast Asia for Ease of Doing Business<sup>10</sup>

**5<sup>th</sup>**

among the Best Countries to Start a Business<sup>11</sup>

**25<sup>th</sup>**

for Global Competitiveness<sup>12</sup>

## A BUSINESS LOCATION

**3<sup>rd</sup>**

Best Global Digital Hub Location<sup>13</sup>

**5<sup>th</sup>**

Best Digital Legal Framework<sup>14</sup>

**15<sup>th</sup>**

for Financial System Market<sup>15</sup>



## FUTURE READY TALENT

**3<sup>rd</sup>**

in Asia for English Proficiency Index<sup>17</sup>

**6<sup>th</sup>**

in Southeast Asia group for Global Talent Competitiveness<sup>18</sup>

**93<sup>rd</sup>**

International Schools in Greater KL<sup>19</sup>

**61**

Public and Private Universities<sup>20</sup>

**226,400**

total graduates in Malaysia in 2020<sup>21</sup>

## LIFESTYLE FRIENDLY

**4<sup>th</sup>**

Best Place for Expats<sup>22</sup>

**23<sup>rd</sup>**

Most Peaceful Country in the World<sup>23</sup>

**152<sup>nd</sup>**

Least Expensive City<sup>24</sup>

**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 US COMPANIES

## Amazon.com, Inc

Amazon is one of the world's leading technology companies that focuses on e-commerce, cloud computing, digital streaming, and AI. Through its Amazon Web Services (AWS) in Malaysia, Amazon offers over 200 fully featured services from data centres globally.

## Baxter International

Baxter is a global MedTech leader that develops, manufactures and markets products and technologies for acute, nutritional, renal, hospital, and surgical care around the world.

## Boeing

The world's largest aerospace company and leading manufacturer of commercial jetliners and defence, space and security systems, Boeing develops, manufactures and services commercial aeroplanes, defense products and space systems for customers in more than 150 countries. Boeing's presence in Malaysia dates back to 1947.

## eBay Inc

eBay is a global e-commerce that connects and facilitates consumer-to-consumer and business-to-consumer sales through its platform in more than 190 markets across the globe.

## Google

The world's leading internet search engine, Google offers a huge suite of internet products and services including online advertising, cloud computing and artificial intelligence.

## General Electronic (GE)

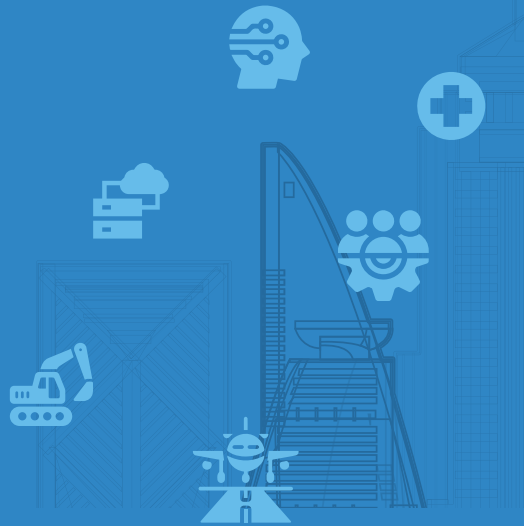
GE's presence in Malaysia back to 1975 with a sales and service centre. Today, GE Malaysia offers software-defined machines and solutions for aviation, healthcare, and power.

## Intel Corporation

Intel is the world's leader in the design and manufacturing of semiconductors and essential technologies that power most of the world's electronic devices.

## IBM

IBM Malaysia was established in June 1961, as a sales and services branch office. Now, the company serves customers worldwide by providing solutions and applications in management, communications, AI, the Internet of IoT, and security software solutions.







# 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 AMERICAN MNCS IN GREATER KL

## MCDERMOTT

The leading global solutions provider of engineering and construction to the energy industry, McDermott International chooses Greater KL to set up its Asia Pacific headquarters.

Malaysia's aspiration to be a leader in integrated oil and gas service hub in the region aligned with McDermott's growth and expansion plan

Malaysia's supportive government policies, robust infrastructure, vibrant business ecosystem and access to future-ready talent led McDermott to pursue its ambitious growth across Asia from Greater KL.

The company found Malaysia has a very good talent pool for the oil and gas industry and is impressed with the capabilities displayed by their local employees. The company says the professional, trained and experienced workforce in Malaysia's oil and gas industry to be advantageous to the company's expansion strategies.

Since the relocation from Singapore, the company has grown to over 870 employees and brings immense spillover benefits such as the transfer of knowledge, technology and industry partnership.

McDermott credits its growth in Malaysia would not have been possible with the valuable role played by InvestKL.



Greater KL's central location makes it a strategic investment destination for a regional headquarters. This complements by the country's maturing oil and gas industry. McDermott presence in Malaysia allows the company to be closer to our clients and suppliers and gain access to an established workforce and matured supply chain network.

**Mahesh Swaminathan**  
Senior Vice-President,  
Subsea and Floating Facilities,  
McDermott

“  
Malaysia will play a critical role in the strategic growth of our iconic brand by helping our organisation shape into one that can support a more nimble, efficient and effective Tupperware in the future.

**Patricio Cuesta**  
President,  
Commercial Worldwide,  
Tupperware Brands

## TUPPERWARE BRANDS

For Tupperware Brands, Greater KL was the obvious location of choice when the company decided to set up its Global Business Services (GBS).

The producer of a much-loved line of plastic containers for food storing and preparation amongst Malaysian household, the establishment of the office in Malaysia will focus on building the brand's focus on customer-centricity and digital processes across the Asia Pacific region. The office will also house regional corporate functions such as Marketing, IT, Finance, Legal and Customer Care.

The expanded presence in Greater KL is expected to create approximately 70 jobs.

Tupperware's strategy of expanding the capabilities of the Malaysia hub office is to set the foundation of a new way to strengthen the business with a modern and innovative approach to accountability, productivity, service delivery and business continuity.

Tupperware thanks InvestKL's assistance and facilitation efforts with helping the company set up a new shop in Greater KL.

## ORACLE

First incorporated in Malaysia in 1988, Oracle Malaysia has served the ever-growing need of its Malaysian clients ranging from banking and finance, manufacturing, telecommunications, hospitality, public services, utilities, and oil & gas for over 30 years.

The recent surge of online transactions amongst Malaysians during the Movement Control Order (MCO) compelled businesses to adapt to changes in consumers' behaviour, trends and uncertainties. The retail industry leverages on technology and cloud storage to cater to the fast-growing demands of customers.

Oracle saw the opportunity by providing enhanced comprehensive solutions for businesses through its Oracle Digital Hub. Established in 2016, the hub's growth has been very rapid.

Availability of a large talent pool, language diversity, robust infrastructure and vibrant economy attracts Oracle to expand its growth and operations in Malaysia and ultimately to become a leading cloud provider in this region.

The company thanks InvestKL for the tremendous support and effort to fortify its presence in Malaysia.



The availability of a large talent pool, language diversity, robust infrastructure, and the competitive cost of doing business are factors that make Greater KL an ideal destination for Oracle's growth and expansion.

**Fitri Abdullah**  
Managing Director,  
Oracle Malaysia

## QUANTUM

Quantum Corporation, a global player in cloud-based data solutions, storage and management identified Greater KL as the ideal city to set up its hub.

In line with the company's aspiration towards creating integrated data protection and management solutions, Quantum was first established as a call centre to support the company's multilingual operations across the Asia Pacific. This call centre evolved into a Centre of Excellence in 2018.

Professional, trained and experienced Malaysian workforce attracted Quantum to establish its presence in Greater KL. The local talent pool has a lot of diversity, and this bodes well with the ever-growing data storage industry. It reflects in its Centre of Excellence and Executive Briefing Centre which is fully operated by local employees.

Its strategic geographic location, supportive government policies, robust infrastructure, and vibrant business ecosystem are also among other factors that led Quantum to expand its growth in Greater KL.

Bringing the company to greater heights, Quantum is also part of Greater Kuala Lumpur (GKL) Live Lab initiative introduced by InvestKL. Through this initiative, the company aims to develop a new algorithm that predicts if components need replacement before their end-of-life cycle.

For Quantum, its growth in Greater KL is made possible with the help and support of InvestKL.



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**Jim Simon,**  
General Manager,  
Quantum Corporation Sdn Bhd

# TAKING ESG TO THE NEXT LEVEL FROM GREATER KL



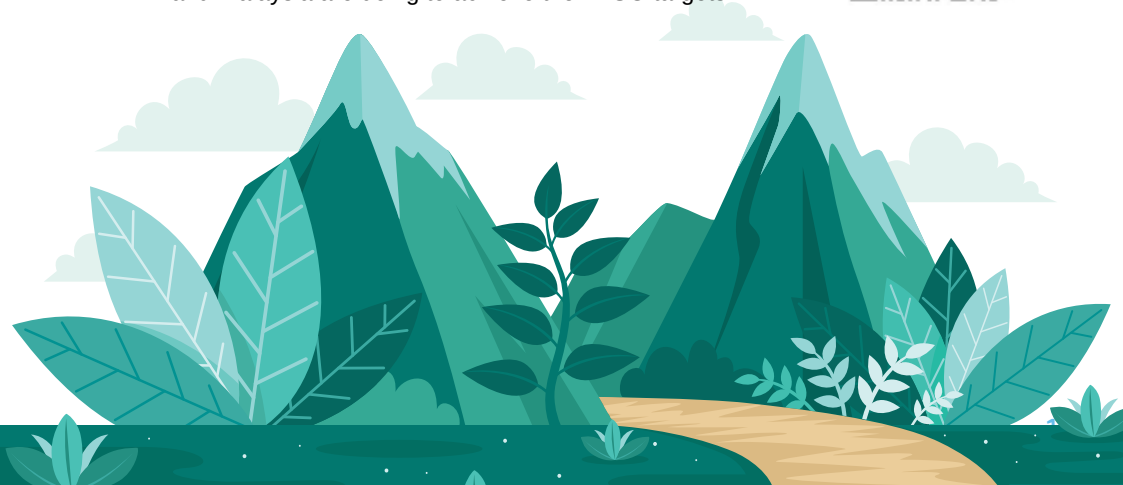
Environmental, social, and governance (ESG) principles have shifted the world, transforming business landscapes and influencing decisions, and is now marked as a prudent investment practice. Malaysia has committed to one of the region's most ambitious carbon neutrality pledges in the 12<sup>th</sup>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