



# THE JOURNEY TO 100

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*This book celebrates InvestKL's achievement of attracting 100 multinational companies to Greater Kuala Lumpur. It covers some of our milestones, important events as well as key people and organisations involved in our growth from the early days to our position today as a top investment promotion agency. We have also featured 100 of our favorite quotes throughout the years to remember.*

*Our mission is simple. We strive to make an impact on the economic, business and social landscape of Malaysia and Greater Kuala Lumpur. After ten years, we look to the future with renewed enthusiasm towards our journey for the next 100 and will continue to position Malaysia as a leading investment destination in Asia.*

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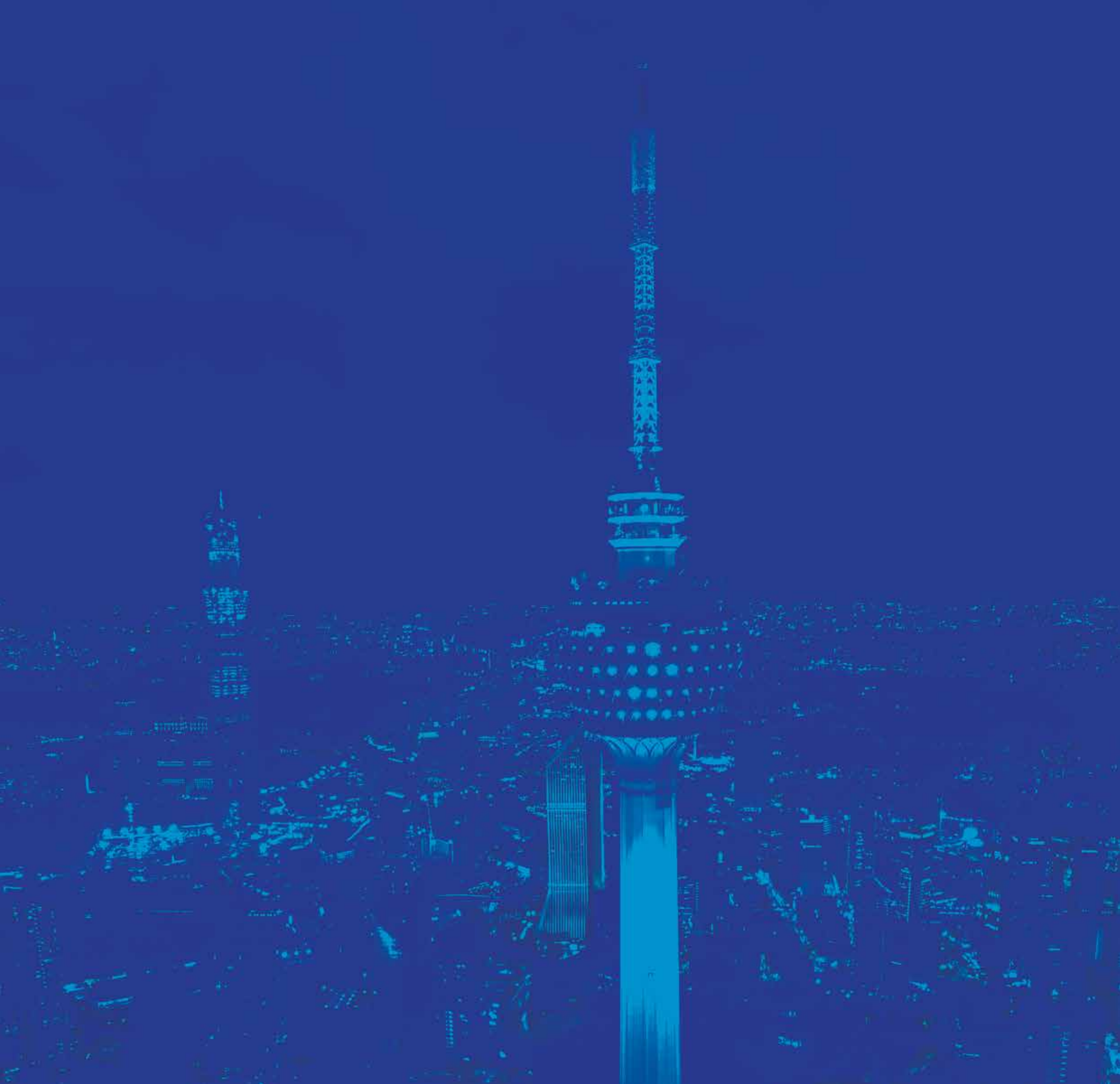


# InvestKL

Invest KL Corporation (InvestKL) is an investment promotion agency focused on attracting global multinational companies to set up regional hubs in the Greater Kuala Lumpur (Greater KL) area, one of Asia's most investor-friendly cities. Greater KL is Malaysia's centre of economic growth with its' business-friendly policies, world-class infrastructure, and quick access to fast-growing markets in the Asia Pacific region.

Established in 2011 under the purview of the Ministry of International Trade and Industry of Malaysia (MITI), InvestKL's initial goal was to attract 100 Fortune 500 and Forbes 2000 companies by 2020. The agency has consistently brought in ten or more multinational companies into Greater KL every year since then, and reached the target of 100 in October 2020, ahead of schedule.

Looking ahead, InvestKL will extend its sights on the next 100 multinationals and fast-growing companies, with a focus on high-tech, high-impact and high-value investments that will support Malaysia's path towards becoming a high-income nation.





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InvestKL celebrated its 10th anniversary on 18 August 2021, exactly ten years after its incorporation on 18 August 2011. InvestKL's mandate from the government was to attract 100 global multinational companies by 2020 to set up their regional hubs here in Greater KL.

We started from scratch with a blank canvas. A pioneering team of talented professionals came together to create a new vision and develop strategies to achieve the mandate of attracting 100 companies within ten years. As at the time of penning this foreword in April 2021, we are proud to have surpassed the goal set and secured RM15.8 billion in investments, and created more than 14,000 high value regional and skilled jobs for Malaysians.

# One From The Team

Over and above this significant accomplishment is the value add and immense spill-over economic benefits that these investments bring. They play an important role in broadening business ecosystems, boosting economic multipliers along the value chain, contributing to the growth of local supporting enterprises, transferring technology and skills, enhance management expertise, creating jobs, and forging access to new, international markets.

This success is even more pronouncedly meaningful as it has been accomplished against a decade of volatility, uncertainty, complexity and ambiguity (VUCA). It had been a decade when the world went through extraordinary challenges that included the US-China trade war, Brexit, and more recently, the unprecedented COVID-19 pandemic that closed international borders and posed serious threat to public health globally.

The *Journey to 100* is a unique opportunity to look back at a decade of success and sheer grit that has allowed InvestKL to achieve this milestone. It is also an appropriate time to look forward and consider how best we can navigate ahead to continue our quest to attract large, global multinationals in a world that is increasingly facing challenges of growth amid the fight against the COVID-19 pandemic.

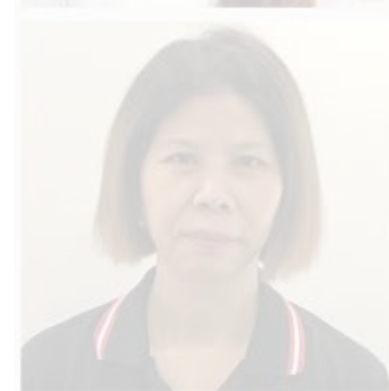
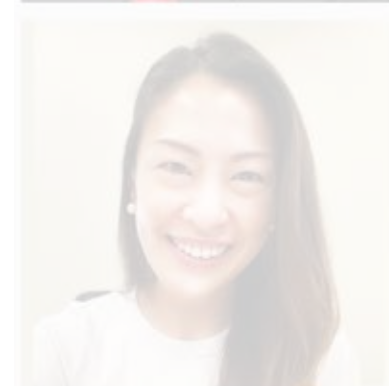
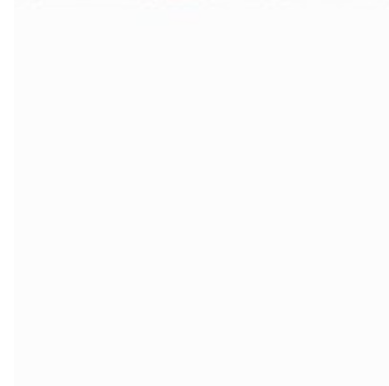
We believe the long-term growth potential that Asia has to offer remains intact and attractive. The region has advanced its economies over the years, reflected by its ongoing industrialisation and urbanisation, rising demand and productivity growth, and its dynamic corporate sector. Greater KL's central connectivity to Asia and its many pro-business advantages will remain an attractive proposition for global companies wanting to expand to this region.

At a time when the whole international community contends with a challenging environment, Malaysia's message is very clear. We are open for business, and are committed to supporting global growth with open trade.

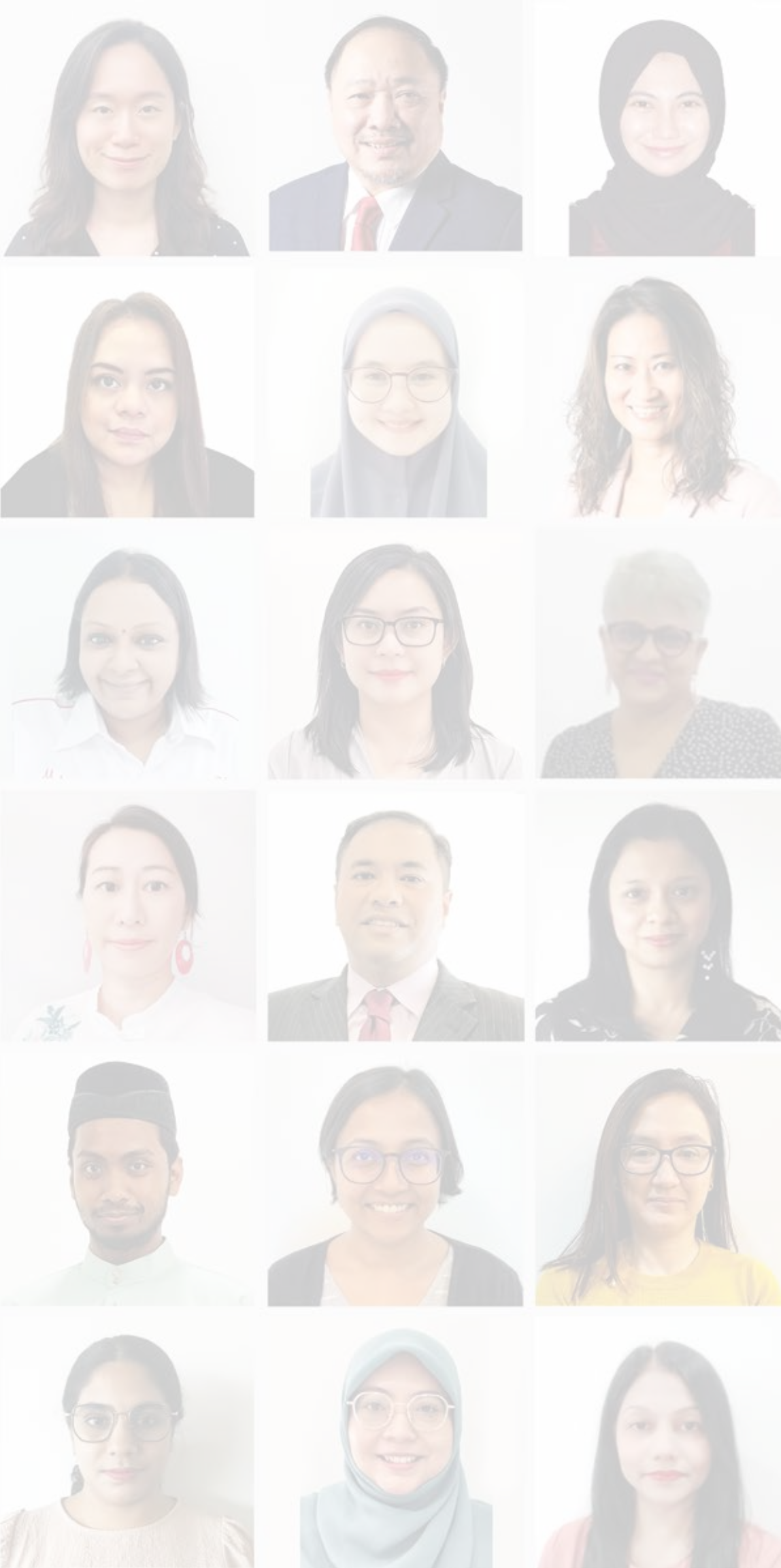
InvestKL will tirelessly continue its mandate to expand the breadth and depth of investments into Greater KL, leveraging on the country's strengths of its skilled workforce, cost-competitive environment for doing business, and access to Southeast Asia. These are some of the key reasons why Malaysia remains a country of choice for global companies wishing to establish their regional innovation, research and development, management and distribution, centres of excellence, as well as service and maintenance hubs.

All of us at InvestKL stand ready for the next decade of opportunities.

**InvestKL Team**







“



As we celebrate and commemorate the 10th Anniversary of the founding of InvestKL with this coffee

book, of greater significance is the commendable achievement of InvestKL meeting the target of attracting 100 MNCs into Greater KL, a goal envisioned in 2011.

As I reflect on my 9-year journey as its Chairman, I rejoice with the InvestKL team, both past and present who had contributed to this momentous milestone. I commend the efforts made by them in developing forward thinking and innovative solutions to deal with the ever-changing business, geo-political and investment landscape.

The significance and the role played by the 100 MNCs which have chosen Greater KL as its regional hubs cannot be underestimated. Apart from the financial investments committed, they have provided opportunities for higher skilled and better paying jobs with regional responsibilities for Malaysian talent. The gradual handover of top management positions to local with the added benefit of transfer of knowledge, technology, and innovation with accompanying boosting of the economic multiplier effect is also a process that has come to pass. Additionally, the positive effect of the MNCs adding colour, diversity and enrichment to the ecosystem and fabric of Kuala Lumpur's community and cosmopolitan city life is immeasurable. I am deeply appreciative of this contribution that the MNCs has made and for their confidence in choosing Greater KL as their regional base.

In looking forward to the next decade of InvestKL's growth and continuing role in its contribution to the country's economy and ecosystem, I will be remiss if I do not acknowledge the invaluable support and collaborative efforts extended by many government ministries, agencies and other stakeholders that have led to the success of InvestKL culminating in the production of this aptly titled The Journey to 100.

— **Datuk Seri (Dr) Michael K C Yam**, SMW, DSNS, D.Univ (Heriot-Watt)  
Chairman, InvestKL Corporation (2021)



# InvestKL

## Hits The 100 Mark



Scan QR code to listen to our partner's congratulatory messages.

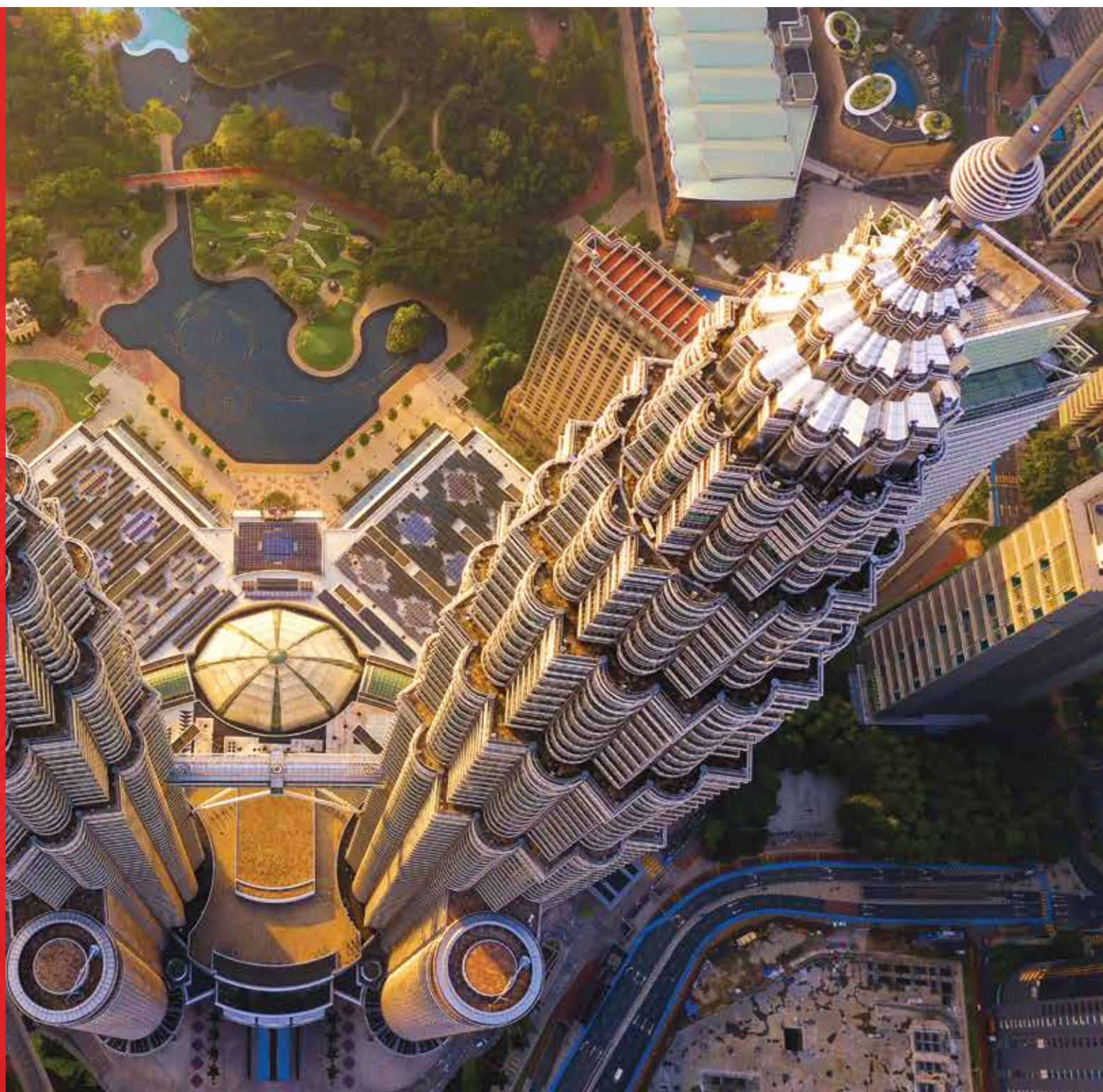
We extend our heartfelt appreciation to our partners on their congratulatory messages. It is through your advocacy and support for InvestKL that enabled us to accomplish this feat. Thank you for your valuable support.



Kuala Lumpur is well-known as an international commercial and financial center with many MNCs choosing to locate their centers of operations in the city.

— Sng Seow Wah, Group CEO, Alliance Bank Malaysia Berhad (2013)

QUOTE 02







“

InvestKL represents an essential stakeholder in the promotion of major investments in the Kuala Lumpur area and I look forward, together with all the staff of the Embassy of Italy, the Italian Trade Commission and the Italy-Malaysia Business Association, to further deepening our collaboration to strengthen the investment and commercial ties between Italy and Malaysia.

— H.E. Cristiano Maggipinto, Ambassador of Italy to Malaysia (2020)

QUOTE 03

“

Singapore and Malaysia enjoy robust and long-standing economic ties, underpinned by geographical proximity and symbiotic exchanges. We look forward to continuing our partnership with InvestKL to identify opportunities for Singapore companies’ expansion in the Greater KL area.

— H.E. Vanu Gopala Menon, High Commissioner of the Republic of Singapore to Malaysia (2020)

QUOTE 04

“

My sincere wishes and congratulations to InvestKL for achieving the target to attract 100 multinational companies into Greater KL by 2020. We really hope that InvestKL will attract more foreign companies and contribute more to the Malaysian economy in the future.

— Kang Youngjin, Director General, KOTRA Kuala Lumpur (2020)

QUOTE 05

“

The UK is proud to be a strong contributor to the evergreen and increasing diversity of multinational companies that have chosen Malaysia as a strategic base in the region. We’re already working together with you for the next 100!

— H.E. Charles Hay, British High Commissioner to Malaysia (2020)

QUOTE 06

“

Congratulations to InvestKL for attaining the incredible milestone of attracting 100 multinational companies into Greater KL! This is an especially notable accomplishment as it places Greater KL in the global spotlight.

— Yee Wing Peng, CEO, Deloitte Malaysia (2020)

QUOTE 07

“

We at Knight Frank Malaysia are honoured to have journeyed with you in making Kuala Lumpur the regional hub of multinational companies in Asia. We are proud to witness your achievement and are excited to strive along with you to achieve your next milestone.

— Sarkunan Subramaniam, Managing Director, Knight Frank Malaysia (2020)

QUOTE 08

# The 10-Year Timeline

2011

## The Set Up

InvestKL was established in 2011 to attract Fortune 500 and Forbes 2000 multinational companies to establish their regional headquarters in Greater KL by 2020.

2012

## A Strong Business Proposition

Anchored by the Tenth Malaysia Plan (10MP), the team laid the groundwork and developed a compelling go-to-market strategy to attract quality investments by building strategic alliances, identifying key industries, reviewing the region and its opportunities.



2016

## The Rise of a Modern City

Major development projects were undertaken to improve urban mobility and elevate Greater KL's status as a dynamic modern metropolis.

2017

## Creating Headlines for Impactful Outcomes

InvestKL continued to showcase Greater KL's business story on the international stage. Kuala Lumpur was named among the top 10 Asia-Pacific Cities of the Future by investment monitor fDi Markets.



2013

Greater KL as a Hub for Business, Innovation and Talent

The 12 National Key Economic Areas (NKEAs) under the 10MP were identified as great industry potential to generate high income for the nation. Greater KL is the only NKEA in Malaysia’s Economic Transformation Programme (ETP) that is not an industry sector and recognised as a driver of economic growth.

2014

Creating an Impact Through Collaborations

InvestKL played a role in strengthening the flourishing business ecosystem that encourages collaborations between foreign and local, fostering innovation and developing new capabilities.

2015

Introducing a Game Changing Incentive

The Principal Hub Incentive was introduced to enhance Greater KL’s competitiveness as a regional base and dynamic business destination to attract more high-value investments.



2018

Nurturing Home Grown Talent

InvestKL launched its first Talent Development Initiative to produce future Malaysian corporate leaders through job opportunities and transfer of knowledge.

2019

Investments for the Future

Attracting high-tech, high-value, and high-impact investments to support the Industry 4.0 aspiration and propel the Shared Prosperity Vision 2030.

2020

Hitting the 100 Mark!

InvestKL achieved its 100 multinational companies milestone in October, securing a total of 103 companies, exceeding its target for the year 2020.

# Top Global Multinationals in Greater KL

Selected Investors from 2011-2020







# Greater KL Over The Years



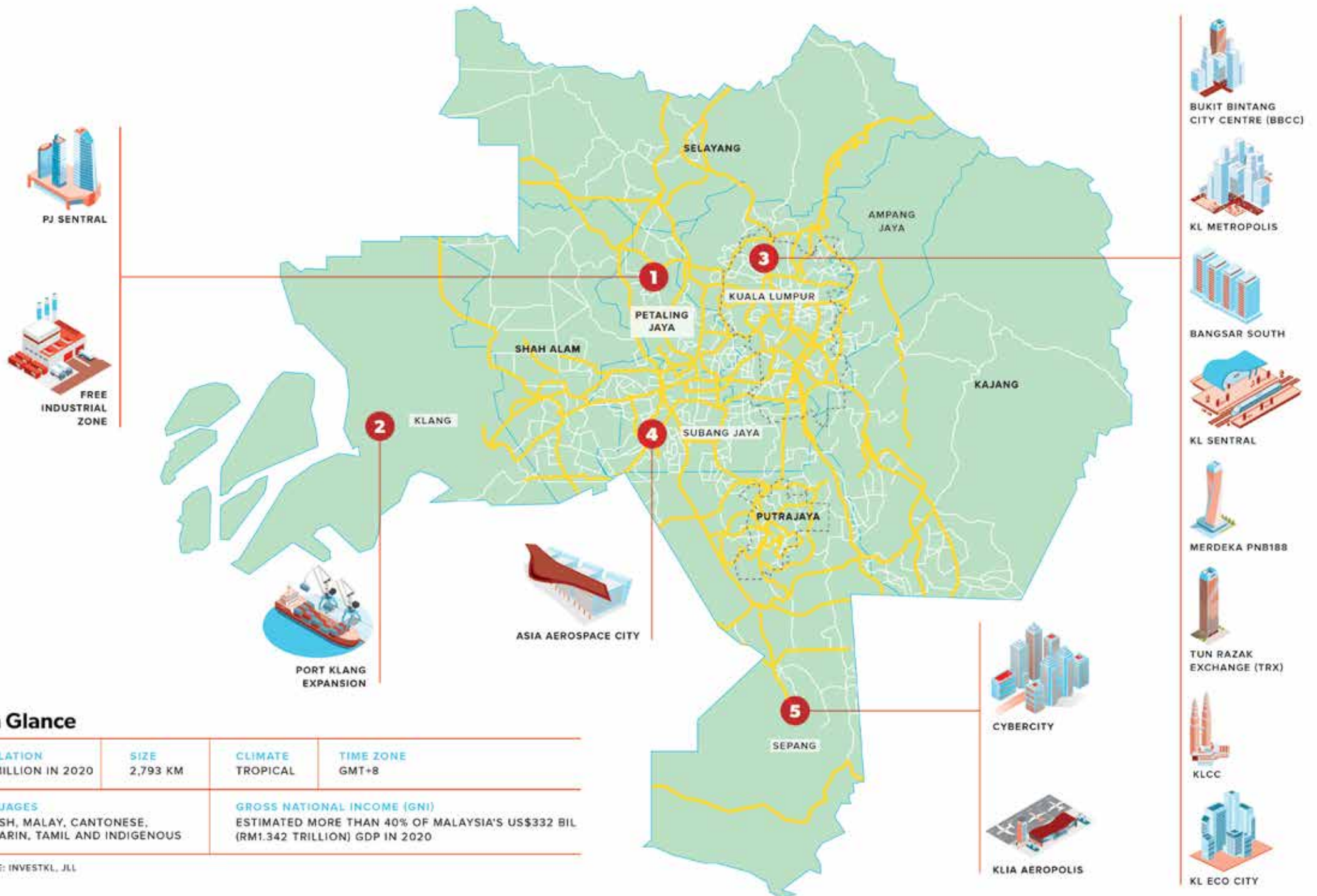
Being at the heart of Asia, the largest and fastest economic region in the world, makes Malaysia all the more compelling as a business destination as many investors and multinational companies see Malaysia becoming a more integral part of Asia's growth story.

— Dr. Raymond Madden, CEO, Asian Institute of Finance (2013)



# Greater KL

## Exciting Business Hubs and Major Developments







“

Malaysia is a booming economy, a developing country. Turning Kuala Lumpur into a “greener” city is definitely a plus point that meets the essential requirements of businesses today that seek elements of conservation and sustainability.

— **Prakash Chandran**, CEO & President, Siemens Malaysia (2013)

QUOTE 10

“

Malaysia has it all – the climate, the beautiful nature, the cultural and religious diversity, which is a true asset of the country, the food and the quality of life. From day one, we were received with friendliness, warmth and hospitality.

— **H.E. Karin Mossenlechner**, Ambassador of the Netherlands to Malaysia (2019)

QUOTE 11





The reason why Leonardo decided to establish our presence here in Malaysia ten years ago was mainly due to the fact that we enjoy good connectivity, good mix between cost of living and cost of manpower and also a good base of skilled manpower in the aviation field.

— **Vincenzo Alaimo**, Vice President, Asia Pacific Global Sales, Leonardo (2018)

QUOTE 12

# Transforming A Nation

**T**he economic and social transformation of Malaysia has been nothing short of fascinating. With a population of just 32.7 million in 2020, Malaysia may be a relatively small country but its open, diverse and resilient economy make it a favourable long-term investment prospect for foreign companies choosing to establish their presence in Southeast Asia.

Over the years, Malaysia has successfully diversified its economy from agriculture and commodity-based to manufacturing and business services and now, towards a knowledge-based economy. Growth has been driven by a series of structural and market-driven reforms since the 1970s, leveraging its favourable geographical location for export-oriented global trade routes and its relatively open policy to trade and investment.

International trade is an important contributor to Malaysia's economic growth and development. Malaysia's resilient record of political and economic stability, coupled with its developed infrastructure and quality workforce, have always made Malaysia an attractive location for foreign investors and global multinational companies.

Decades of industrial growth have made the country one of Southeast Asia's most vibrant and prosperous economies. These have been key factors that have attracted investments globally into Malaysia since the early 1970s. The inflow of foreign capital into Malaysia is an essential catalytic factor as it increases exports and facilitates knowledge transfer.

Malaysia's successful economic development and social equity transition were mainly due to the forward-looking policies and economic transformation programmes that emphasised export-orientation, trade liberalisation and economic diversification. The policies, framework and economic programmes put in place over the years aimed to propel the country towards transitioning from an upper-middle-income economy to a multi-sector high-income economy.

Notwithstanding the current global pandemic that has the world in its grip, the Malaysian economy has made monumental strides in just the last decade, guided by its ongoing five-yearly economic development Malaysia Plan, first introduced in 1966, as well as economic transformation initiatives that outline comprehensive policies and strategies for Malaysia's development.

**GOVERNMENT  
TRANSFORMATION  
PROGRAMME (2010)**

The Government Transformation Programme (GTP) aims to transform the government to be more effective in its delivery of services and accountable for outcomes that matter most to the *rakyat*; and to move Malaysia forward to become an advanced, united, and just society with high standards of living for all, in line with achieving Vision 2020.

**ECONOMIC  
TRANSFORMATION  
PROGRAMME (2010)**

The Economic Transformation Programme (ETP) is a comprehensive effort that aims to transform Malaysia into a high-income nation by 2020, looking at a shift towards a service-based economy that can create new jobs across the urban and rural areas which aims to boost middle and high-income salary brackets. Greater KL/Klang Valley will be transformed into a world-class city with growth to be achieved in a sustainable manner.

**TENTH MALAYSIA PLAN  
(2011-2015)**

The Tenth Malaysia Plan (10MP) houses the aspirations of both the Government Transformation Programme and the New Economic Model, premised on high income, inclusiveness and sustainability. It charts the nation's development for the next five years (2011 to 2015), anchored on delivering the desired outcomes for all Malaysians. The 10MP sets the stage for a major structural transformation that a high-income economy requires. The Plan contains new policy directions, strategies and programmes that enable the country to emerge as a high-income nation.

**SHARED PROSPERITY  
VISION 2030**

The Shared Prosperity Vision 2030 aims to make Malaysia a nation that achieves sustainable growth along with fair and equitable distribution, across income groups, ethnicities, regions and supply chains. The commitment aims to strengthen political stability, enhance the nation's prosperity, and ensure that the *rakyat* is united while celebrating ethnic and cultural diversity as the foundation of the nation-state.

**ELEVENTH MALAYSIA  
PLAN (2016-2020)**

The Eleventh Malaysia Plan (11MP) reaffirms the Government's commitment to realising Vision 2020 that is anchored on the prosperity and wellbeing of its *rakyat*. The Eleventh Plan is premised on a progressive and united *Bangsa* Malaysia that shares a common commitment towards building a better Malaysia for all Malaysians.



Malaysia is vast, really a hub in Southeast Asia. Out of all the locations we could have possibly picked, Malaysia was the most attractive. In terms of living cost, availability of talent, availability of infrastructure, the ability to attract international talent, Malaysia is just so far ahead of most other countries in our opinion here.

— Andre Stiegler, Studio Manager, Codemasters (2018)




These roadmaps have provided Malaysia with clear direction in transforming itself towards being a progressive economy and a prosperous nation. The success of these policies have been reflected by the stable foreign and domestic investment, which encouraged the development of new industrial clusters, especially those focused on production for foreign markets, and generated significant job opportunities.


Foreign direct investment (FDI) has been an essential catalyst in Malaysia’s development, creating an economic multiplier effect and spurring greater pace of development and knowledge transfer into high-value economic sectors. Malaysia’s Policy Review by the World Trade Organisation in February 2018 noted its measures to institute incentives to encourage investment as well as a number of agencies to guide prospective investors. Beyond attracting investment, Malaysia had made measurable progress on reforms to facilitate increased commercial activity.

Over the last decade, liberalisation and pro-business measures have led to steady FDI, which has created jobs and businesses while fuelling Malaysia’s export-oriented growth strategy. Global multinational companies in Malaysia have spurred multiple benefits including lowering transaction costs and encouraging growth of local small and medium-sized enterprises (SMEs), access to new technology and capital. The strengthening of local SMEs has, in turn, led to spillovers to the rest of the economy.


The contribution of SMEs to the Malaysian economy’s Gross Domestic Product (GDP), exports and employment expanded in 2019 despite a challenging domestic and global environment, reasserting SMEs’ role as the backbone of the Malaysian economy providing jobs and growth opportunities.




**2nd** in ASEAN on digital readiness by CISCO Global Digital Readiness Index 2019




**3rd** most attractive global destination for GBS by AT Kearney 2019 Global Services Location Index




**6th** in Asia Pacific on digital transformation – Asia Digital Transformation Index 2018




**12th** in the DHL Global Connectedness Index 2019



Malaysia ranked **26th** worldwide and **2nd** among ASEAN countries in Bloomberg’s 2019 Innovation Index



Up two spots to the **26th** position in the Global Talent Competitiveness Index 2020



**27th** in World Economic Forum’s Global Competitiveness Index 2019

The successes achieved come alongside its fair share of challenges. Throughout the decade, Malaysia has faced many challenges but it has exhibited its steely resilience amid external turbulence. As a small and open economy, it has had to move faster than most.

Malaysia continues with efforts to strengthen its macroprudential policies and targeted intervention measures necessary to reinforce resilience for stable economic growth while ensuring health priorities are met. The country’s strong fundamentals remain intact, including its pro-business philosophies that are key in providing certainty in the business community, making Malaysia an attractive destination for FDI in the long run.

With an eye on future sustainability, Malaysia has started integrating digital technologies into key areas of its economy to support the country’s aims to attract high-tech, high-value and high-impact investments. These include investments in high technology and research and development, focusing on artificial intelligence, Internet of Things (IoT), device design and manufacturing, smart cities, electric vehicles, automation of the manufacturing industry, telecommunications infrastructure, and other catalytic sub-sectors such as aerospace.

Moving forward, Malaysia’s resolve towards being a thriving economy is set to transform the nation further, and set a positive momentum for its future growth.



Kuala Lumpur has definitely exceeded our expectations and we are very pleased with the performance of the Centre of Excellence.

— Enrique Patrickson, CFO, Electrolux Asia-Pacific, Middle East & Africa (2020)

QUOTE 14

# Building A World Class City

**K**uala Lumpur has evolved over the decades to become the dynamic, global city-state that it is today. Kuala Lumpur's rich history and heritage have been built upon the shoulders of visionaries and entrepreneurs. The founding of Kuala Lumpur (which literally means 'muddy confluence') in 1857, grew following the discovery of tin mining which became a key economic contributor, not just for Kuala Lumpur but for the whole country. Today, 150 years later, the capital has indeed grown from a humble tin miner's town into a thriving, progressive commercial centre.

Malaysia has always been an outward-looking and open economy. Greater KL has benefited from the concentration of capital, knowledge, talent, and enterprises that make up the vitality of the city. Through the expansion of trade, Malaysians have been able to experience the positive spill-over effects in the form of job creation, knowledge transfer and the growth of local businesses that serve as part of the ecosystem in the enterprise value chain in the city.

## Competitive City

Urbanisation plays an increasingly important role as a driver of economic growth. Malaysia's development strategy recognises the role of its capital city as the nexus for economic prosperity. Greater KL forms one of the rapidly advancing economies of the region as a leading commercial and financial centre, leveraging on its well-regulated and conducive business environment, supportive multi-sector business ecosystem, world-class infrastructure, skilled and multilingual local talent, and growing digital and innovative industries.

Industrialisation in the 1970s and 1980s has seen the city's rapid progress and development, which considerably raised the living standards of the residents. The introduction of strategic reforms such as market liberalisation, improved liquidity in the capital markets and talent development have been driving competition, attracting multinationals and investments from across the world.

Malaysia has been named the world's best country to invest in or do business for 2019 by CEO World Magazine. In a recent joint study by KPMG and the Manufacturing Institute in the US entitled "Cost of manufacturing operations around the globe", Malaysia took the fourth position in an assessment on the economy's competitiveness, outperforming others in the region such as China, Japan, Vietnam and India. Malaysia's competitive labour costs and lower cost of living – ranked first among ASEAN countries in Mercer's 2020 Cost of Living Survey – make it an ideal location for international businesses.



An artist impression of Greater KL by 2020. (drawn in 2014)





Kuala Lumpur serves as the most competitive regional operations base with access to agile talent and extensive business ecosystem.

— **Anthony Raja Devadoss**, Managing Director & Business Head, PERSOLKELLY Consulting Asia Pacific (2019)

QUOTE 15



Malaysia is a stable economy with flexible, attractive regulations and is business-friendly. That holds promising opportunities in our fields of expertise. For that reason, after many years of executing projects in the country, it has become the hub for our Asia Pacific Transport Business Unit.

— **Gabriel Moyano Vazquez**, Managing Director, Indra (2019)

QUOTE 16

## Business-Friendly City

Malaysia is a pro-business, pro-trade and pro-investment country. The Malaysian government continues to foster an ecosystem that enables businesses to thrive and make it an attractive investment destination. This is all the more important following the economic fallout that the world is reeling from due to the worst health crisis of the century, COVID-19.

Malaysia is cognisant of the importance of stable macro-economic conditions for sustaining progress and continues to ensure that its policies are facilitative for business and economic growth. Greater KL's investment climate and policies remain supportive of foreign investors that use the city as a hub for their regional operations and activities, supported by investor-friendly policies, a flexible tax regime, and incentives such as Malaysia's Pioneer Status, Investment Tax Allowance and the Principal Hub Incentive 2.0. Foreign investors could hold 100% of the equity in all investments in new projects, as well as investments in expansion and diversification projects by existing companies irrespective of the level of exports and without excluding any product or activity.

This has seen Greater KL grow to become a notable business centre that is appealing to high-quality and high-impact companies that have set up operations here, and helped drive growth and development in the city. Notable global multinationals that have established their presence over the years include the likes of Nestle, HP, ORACLE, Samsung Electronics, and Microsoft. Thanks to the efforts of InvestKL over the past ten years, 100 global companies have benefited from having a presence in the city.





An artist impression of Greater KL by 2020. (drawn in 2014)

“

The city has all the right ingredients: readily available talent at competitive costs, doing business was easy and infrastructure was good, coupled with strong air connectivity.

— **Silke Weber**, Vice President for Regional Operations, Orange Business Services Asia Pacific (2018)

QUOTE 17





## Connected City

The expanded surrounding areas that make up metropolitan Greater KL lie strategically at the heart of the high-growth and thriving Asian markets. Since the early days of history, its strategic location at the centre of the route between China and India contributed to Kuala Lumpur’s attractiveness as a sought-after trade and business destination. It is ranked the second-highest in Southeast Asia and 12th out of 169 countries for trade connectivity according to the DHL Global Connectedness Index (GCI) report 2019.

Greater KL is well-connected by a strong network of roads and highways, rail and air transport networks, and ports that connect trade and travel between intracity, interstate and internationally.

With its strong global linkages, this city capital facilitates access to Southeast Asia’s 670 million-strong consumer market, making the city an optimal location for global companies looking to set up regional headquarters. Greater KL is only a short-haul flight away from major Asian business centres such as Tokyo, Hong Kong, Beijing, Shanghai and Seoul, as well as frontier markets such as Jakarta, Bangkok, Manila and Hanoi.

Initiatives to upgrade and increase connectivity between the capital and throughout Malaysia continue progressively and are a testament to the country’s overarching ambition to be more connected for greater competitiveness.

## Forward-Focused City

Malaysia is on a journey to become a high-income, sustainable and modern economy by diversifying and reducing reliance on low-value services and focusing on higher-value and knowledge-based industries.

Greater KL’s transformation on this path is to enable a facilitative ecosystem that aligns with Industry 4.0 aspirations towards next-generation industries. Industries in this city have expanded to include digital e-platforms, Internet of Things (IoT), robotics, advanced medical technologies through to high-value Global Business Services (GBS).

Bloomberg’s 2019 Innovation Index, which analyses over 200 countries on several aspects, including research and development spending, manufacturing capability, and concentration of high-tech public companies, ranks Malaysia 26th worldwide and 2nd among ASEAN countries.

Greater KL continues to enhance its attractiveness as an investment destination to be home to the regional headquarters of high value, high tech and high impact Fortune 500 and Forbes 2000 multinational companies. The city is progressively seeing a strengthening of knowledge-intensive sectors such as biopharmaceuticals, information technology, halal advancements and digital economy sectors.

As a result of collaboration between multinational companies, small companies, start-ups, academia and the public sector, Malaysian talent and industries are benefiting from knowledge and technology transfer, building towards high-skilled, English-proficient and multi-lingual talents that can cater to the skill and language needs of Asia.

Greater KL has long been the pillar and economic driver of Malaysia. Its progress and growth aspirations will continue to propel this global city as Malaysia’s economic driver, in pursuit of its commitment to be a destination of choice for dynamic global enterprises.



Malaysia and ASEAN are key markets for majority of our clients. The International SOS group’s operations in Malaysia are critical to serve these clients.

— David Ng, General Manager, International SOS (2017)

QUOTE 18





There are many international financial services in Greater KL and due to favourable factors of doing business in Malaysia, the country now hosts the largest number of payment solution companies in Southeast Asia.

— Tee Kee Ming, CEO, Worldline Asia Pacific (2015)

QUOTE 19



Kadokawa’s decision to invest in Greater KL was largely driven by synergistic opportunities in the creative industry. Apart from advantages such as strategic location, business-friendly policies, the city also offers the right infrastructure, ecosystem, and a wide talent pool to establish its creative content hub.

— Chris Yew, CEO, Kadokawa Gempak Starz (2016)

QUOTE 20



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# A City For Today & Tomorrow



Scan QR code to  
find out what makes  
Greater KL a top  
livable city!

**G**reater KL is a city of diversity. The city has evolved over the past decade to be one of the more thriving economic-centres in the Asian region for domestic, regional and international trade. The vision of Greater KL as an up and coming global city and the epicentre of the nation's economic growth is fast becoming a reality as it rapidly expands on its finance, insurance, trade, transportation, communications, real estate and other types of industries.

Kuala Lumpur offers a distinctive and high-quality lifestyle that is relatively low in cost of living, supported by a comprehensive transportation system, renowned healthcare, top-notch education standards, and green spaces.

It is no surprise then that Kuala Lumpur has been recognised as one of the top 10 livable cities in Asia by both Global Finance and Mercer. Malaysia holds the 8th spot in Global Finance's best cities ranking 2020 which looks at economic strength, research and development, cultural interaction, livability, environment, accessibility, gross domestic product (GDP) per capita (nominal in USD), and COVID-19 deaths per million for the country. In the Mercer Quality of Living City Ranking 2019 that surveys cities that offer attractive environments in which to do business, Malaysia was 10th among Asian countries.

According to the UNDP Human Development Index 2020 Report, Malaysia is one of the few countries which scored "very high" in the human development category, coming in 62nd out of 189 countries and territories. Malaysia's high scores are attributed to its efforts to improve its average life expectancy and gross national income (GNI) per capita, charting a 26% improvement over the past 29 years – all efforts towards improving quality of life.



The infrastructure is good, the government is very encouraging and supportive, and above all the people are very hospitable. Any new start up should find it pretty easy setting up their business in Kuala Lumpur.

— **Ramesh Alwan**, Leader, IBM Client Innovation Center Malaysia (2015)

QUOTE 21

A City of Contrast and Diversity

Greater KL is a melting pot of cultural and ethnic diversity, giving rise to different languages, celebrations, traditions and food. It is this mix of contrast and diversity that gives the city a vibrant and colorful feel.

The anecdote of Malaysian life revolving around food is not far-fetched. Kuala Lumpur boasts a wide range of cuisine to tempt even the most discerning foodie, from Michelin star fine dining to hawker street food.

The city’s landscape exemplifies a complex mix of architectural elements which include Islamic design, colonial influence, Asian traditions and gleaming skyscrapers including the iconic Petronas Twin Towers and Menara Kuala Lumpur – the latter two of which are proudly embodied in the InvestKL logo.

This city’s diversity has been attractive to travellers and business people from countries around the world, as it fosters a sense of uniqueness tempered with comfort and familiarity of home. Education and healthcare are of high quality in Malaysia, with ongoing development initiatives by the Malaysian government to constantly elevate standards.

A City in Good Progress

Digitalisation is rapidly changing the way people interact, transact, connect and collaborate, at work, at home and with the community around them. As the economic centre of the country, Greater KL’s digital connectivity is a vital enabler in facilitating business and daily activities.

Malaysia is among 13 countries that exceed the expected digital quality of life by providing higher levels of electronic-infrastructure (e-infrastructure) and e-government than expected of their GDP levels in the Digital Quality of Life Index 2020 - a study by Cyprus-based Surfshark Ltd. The country ranks in the 41st position for digital quality of life in 2020.

The Malaysian government continues to uphold the digital agenda as a priority to build greater and comprehensive digital connectivity as a critical enabler for the country’s economy. Efforts continue in strengthening the country’s digital infrastructure to further enhance coverage, quality and level of capability. The JENDELA action plan, which is part of the 12th Malaysia Plan (2021-2025), aims to lay the foundation for comprehensive and high-quality broadband coverage as well as prepare the country for the transition to 5G technology.



The city has all the ingredients for successful development in terms of railway and infrastructure perspectives. With the demography, urbanization and strong economic growth, there is a rising need for urban and inter-urban railway and general connectivity in Greater KL. The ease of doing business in Malaysia is a reality and it really makes a difference compared to its neighbouring countries.

— Richard Fostier, President & CEO, Colas Rail Asia (2015)

Kuala Lumpur  
Structure Plan 2040

City for All

6 Goals

- Innovative and productive
- Inclusive and equitable
- Healthy and vibrant
- Climate smart and low carbon
- Efficient and environmentally friendly mobility
- Integrated and sustainable development

21 Strategic Direction

71 Actions







13 individuals converged in a meagre 10-seater boardroom table in a then-underutilised information centre. In that tiny boardroom, InvestKL birthed to life.

It did not matter that neither of us had our own work desks nor the luxury of an office pantry or even stationeries. All that mattered was that we had a blank canvas and each other to bring our ideas to life in transforming Greater KL and the nation. It was up to us to paint the masterpiece. And so, we did!

10 years later and with a team of 40-strong, we over-accomplished our milestones. Change is the only constant. The sky is the limit!

— Yam Hui Min, Senior Manager, Advisory & Ideation, InvestKL (2021)

QUOTE 23



InvestKL has assisted and supported the company to increase our visibility among the stakeholders and directing us to the preferred stakeholders to achieve our target as the biggest healthcare multinational company in Malaysia.

— Dr Sanjeev Panchal, Country President & Managing Director, AstraZeneca (2019)

QUOTE 24

## A City of Life

There is a great need to maintain the sustainability of Greater KL to ensure that the quality of life of urban dwellers is preserved, especially in terms of the environment. Malaysia aims to balance the rapid development in the city with environmental goals in mind. One of the main projects is the River of Life – an urban river restoration project that aims to revive river habitat and ecological processes that will enhance the quality of the human experience and add resilience to local economies.

The River of Life encompasses the restoration and transformation of the Klang and Gombak Rivers and their banks into waterfront areas, with economic and commercial values through river cleaning. This mega initiative looks to restore the river along a 110km stretch in the Klang River basin, which also covers Gombak River and eight tributaries, and transform into a vibrant and liveable waterfront with high economic value. The project not only focuses on cleaning up the riverbanks but also ensuring the rivers' water quality remains at acceptable standards.

The River of Life initiative has received the accolade as one of the top ten waterfront districts in the world by the United Kingdom's Independent news portal.

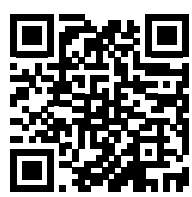
## A City For All

Kuala Lumpur is on a path to be a world-class city of the future, one that fosters sustainability, inclusivity and liveability. It plays a key role as a driver of national economic and social development.

The Kuala Lumpur Structure Plan 2040 has been put in place to oversee the strategic development of the city for the next 20 years, with the aim to make Kuala Lumpur a smart and intelligent city by 2040. The Plan embeds the goals of ensuring social, economic and environmental change for the benefit of the future generations.



# Rise Of A Regional Hub



Discover Greater KL virtually! Scan QR code to start your tour.

## KL Sentral

Kuala Lumpur Sentral is an urban centre built around Malaysia’s largest transit hub that seamlessly links all urban, suburban residential, commercial and industrial areas; offering global connectivity, excellent investment opportunities, business convenience and an international lifestyle.

## Merdeka 118/PNB 118

The mega tall Merdeka 118 is a sustainable, geometrically intricate 118-storey tower featuring 83 floors of premium office space and a luxury hotel on the top. With a completed height of more than 635 meters, PNB 118 is dubbed at the world’s second-tallest building.

## Tun Razak Exchange (TRX)

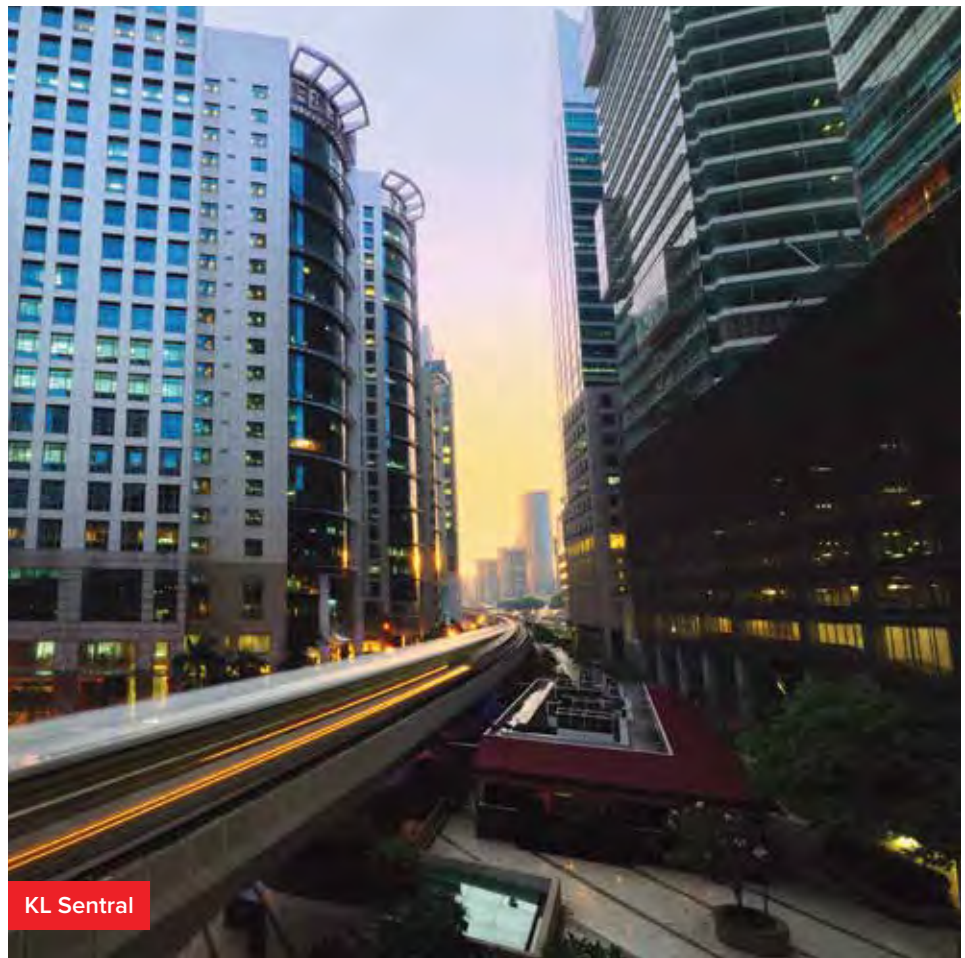
TRX is Kuala Lumpur’s new, future-ready central business district spanning across 70-acres in Bukit Bintang. Excellent connectivity, iconic public realms with smart and sustainably-designed office spaces come together to create Malaysia’s first international financial district.



KL’s international port, Port Klang and other Malaysian ports are located in the best route connecting the Pacific Ocean and the Indian Ocean. Beyond ASEAN, Malaysia’s central location also provides connectivity to Asia-Pacific.

— **Xu Jian**, Managing Director, United Imaging Healthcare Asia-Pacific (2020)

QUOTE 25



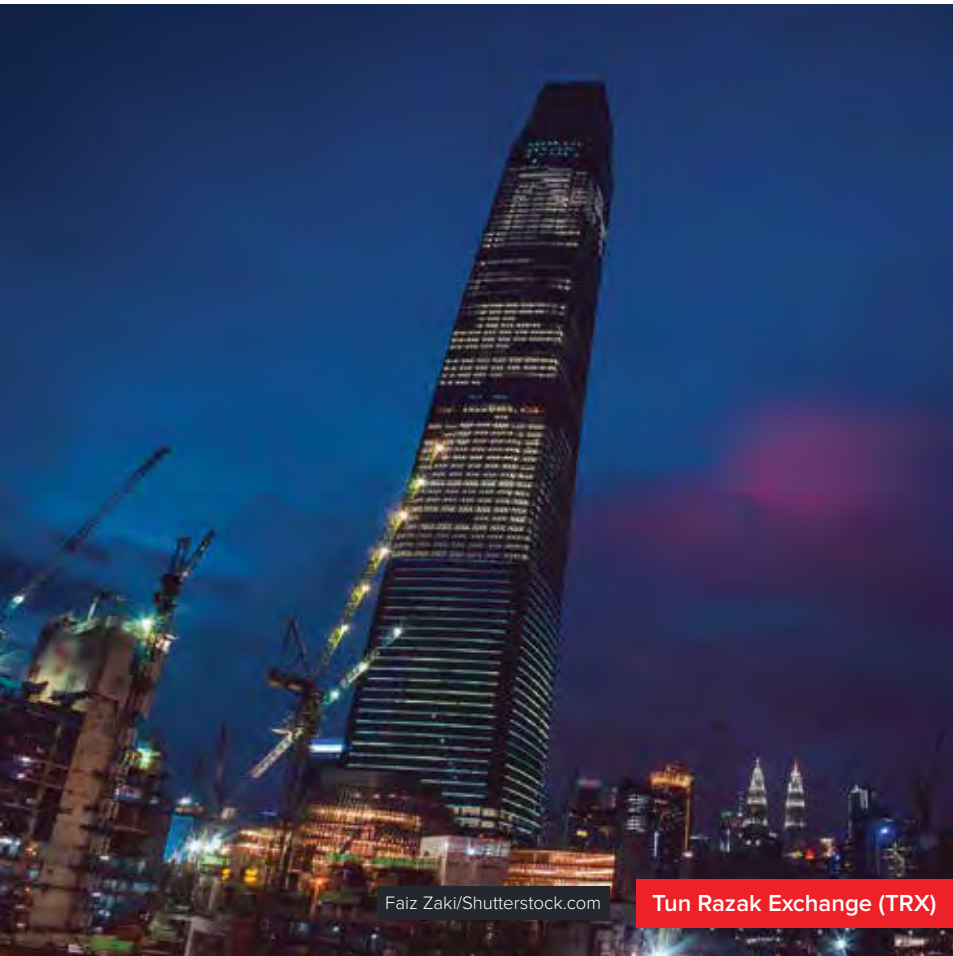
KL Sentral



Merdeka 118/PNB 118

Kelvin Shutter/Shutterstock.com





Faiz Zaki/Shutterstock.com

Tun Razak Exchange (TRX)



Hafiz Johari/Shutterstock.com

Bangsar South



©hafizjohari/123RF.COM

KL Eco City

“

Greater KL was chosen as the location for our regional distribution centre (RDC) due to the city’s global and regional connectivity, political stability and cost competitiveness.

— Dr. Chin Kuen Keong, Managing Director, Epson Precision Malaysia (2014)

QUOTE 26

### Bangsar South

Bangsar South is an integrated property development project in Kuala Lumpur located near Menara Telekom and Mid Valley Megamall surrounded by existing affordable residences in the immediate vicinity. The project features several modern office towers, mid-to-high-end condominiums, as well as retail and commercial spaces.

### KL Eco City

KL Eco City, a 25-acre integrated mixed-use development, is situated along Jalan Bangsar, next to Mid Valley City and surrounded by established commercial precincts. This integrated mixed-use and transit-oriented development is anchored by commercial offices, luxury residential towers, lifestyle retail outlets and a chic business class hotel.



“

We've been very fortunate to have had such ease of setting up. We have had great ease communicating with the locals. The lingual flexibility of our local hires has enabled us to communicate well and support the eight locations under our portfolio.

— **Alexandre de Aquino Pereira**, Regional Finance General Manager, ValeServe Malaysia (2014)

QUOTE 27

“

I spent ten years at InvestKL leading a team to craft a message that would appeal to foreign investors across the globe. It was a rewarding challenge, not easy, and today, we have successfully put Greater KL on the map as a leading investment destination.

Over the years, I have been in many work situation where I've thought 'Wow, this is special' and these represented what I cherish and truly appreciated about my role. I had the opportunity to meet many inspiring people and work with a talented team of professionals. This is what I'll remember most.

It's fascinating to see how far we've come as an agency, earning several awards for our dedication and motivation towards reaching our goal and most importantly playing our part in Greater KL's transformation – all for the good of Malaysia and the rakyat.

— **Tim Saw**, Director of Strategic Communications & Partnerships (2021)

QUOTE 28







Port Klang

## Kuala Lumpur City Centre (KLCC)

KLCC is a multipurpose development area in Kuala Lumpur. Designed to be a city within a city, KLCC holds an entertainment, commercial and business focal point. The 100-acre site hosts the tallest twin buildings in the world, a shopping mall, office buildings and several hotels, spanning across Jalan Ampang, Jalan P. Ramlee, Jalan Binjai, Jalan Kia Peng and Jalan Pinang.

## Port Klang Expansion

Malaysia's principal port, Port Klang is strategically situated on the west coast of Peninsular Malaysia, about 40 km from the capital city, Kuala Lumpur. With many load centring and hubbing strategies pursued since 1993, the facilities and services in Port Klang stand tall among world-class ports. The port has trade connections with over 120 countries and dealings with more than 500 ports around the world. Its ideal geographical location makes it the first port of call for ships on the eastbound leg and the last port of call on the westbound leg of the Far East-Europe trade route.

“

Foreign investors are attracted to Greater KL due to its connectedness and strategic location, at the centre of Asia. Greater KL offers a business friendly environment and a cost competitive location to operate as a regional base.

— **Dato' Mohammad Faiz Azmi**, Executive Chairman, PwC Malaysia (2017)

QUOTE 29



Deloitte sees Greater KL as the ideal base for companies seeking to extend their operations not only into Malaysia itself, but also throughout the entire region.

— **Tan Theng Hooi**, Country Managing Partner, Deloitte Malaysia (2013)

QUOTE 30

# The Journey



to 100

“

We've worked with InvestKL for three years. They were instrumental in why Signify brought its **ASEAN** headquarters to Kuala Lumpur and that has provided us with a platform and a deeper understanding of the Malaysian needs, ecosystem, strategies and regulations.

— **Alok Ghose**, CEO, Signify ASEAN (2020)



“

Kuala Lumpur has many of the conveniences of a modern city including international schools that provide quality education in various curricula as well as international universities. Expatriate families are able to settle down seamlessly into the city.

— **J. Hunter Faris**, Chairman, ExxonMobil Subsidiaries Malaysia (2013)

QUOTE 32

“

Malaysia is a good spot if you want to avoid natural catastrophes. Also, the quality of the infrastructure in Malaysia is very good. We had received assistance from InvestKL in doing everything, such as the legal aspects, getting a tax exemption, the agreements and certificates, as well as prioritised system for foreigners (to obtain working permits).

— **Pierre Rullier**, CEO, AXA Shared Service Center Kuala Lumpur (2019)

QUOTE 33





# The Beginning Of A Journey

InvestKL really proved itself. The numbers speak for themselves.

When we first began engaging with potential investors, I remember being surprised when they asked where Kuala Lumpur was located. Many of these investors that we spoke to knew of Malaysia but not of Greater KL investment opportunities. This led us to really finetune the Greater KL story – what the city stood for, its aspirations, and the potential benefits it could offer investors. So yes, it was a challenge to start from ‘scratch’ to a certain extent, but it forged a path of better awareness of what the city has to offer as a regional investment destination.

Through our engagements with investors, we found that global multinationals were genuinely looking for a base in the Asian region based on several important factors such as cost, talent, and a proven ecosystem, among others. We challenged ourselves - quite successfully - and strategised how to reach out to the large Fortune 500 and Forbes 2000 global multinational companies and share with them the opportunity that awaited them in Greater KL.

We also listened to investors’ feedback and channelled it into finetuning better offerings for them. One of these was the Principal Hub incentives, launched in 2015, to attract investments. We worked very closely with the government bodies to develop this incentive that would allow multinationals to establish their Principal Hubs to improve their supply chain, efficiency and ultimately, their profitability.

I am proud that these investors today acknowledge the benefits Greater KL offers in terms of liveability, talent availability and business opportunities. The testimonials from the investors and the awards from renowned organisations such as the Top Investment Promotion Agency (Asia Pacific Region) Award from Site Selection magazine for 2015, 2017 and 2019 as well as The MNBC Award 2017 from the Malaysia Norway Business Council speak for themselves.

The team at InvestKL not only walked the talk but they also walked the extra mile – this is what, I believe, our investors loved. **“Expect the Unexpected”** and **“Never Fast Enough”** were our favourite mottos to keep us motivated and always striving to do better. What made me proud was when foreign investors could individually name team members who helped them navigate their footing in Greater KL. The team truly embodied the company’s core values. Our focused and cohesive team also included the extended InvestKL team – the Big 4 accounting firms, the business chambers, banks, and various other stakeholders. All of them were part of a supportive family and eager to see success.

I would like to take this opportunity to wish a heartfelt thank you to everyone who made my tenure at InvestKL (*my national service*) truly memorable. My appreciation goes to the Board and team at InvestKL, team at InvestKL, government ministries, agencies, the partners and the many stakeholders for allowing us to show what InvestKL was capable of and more importantly what Greater KL can offer global investors.

Congratulations to InvestKL on your 10th anniversary and here’s to another ten more fulfilling years ahead.

Datuk Zainal Amanshah  
Founding & Former CEO, InvestKL

# Building A Team Culture

InvestKL takes pride in the diversity of its people that come together to achieve the objectives of making Greater KL a premier and preferred investment destination for large multinationals.

The people who make up the heart of InvestKL come from varied backgrounds in the corporate world and government-related agencies and ministries. From the start, the intent of InvestKL was to have a group of people, selected by virtue of their vast experience and understanding of how the corporate world worked, how the Malaysian government worked, and knowledge on the various policies, rules and regulations to facilitate these investments into Greater KL. This is important as their role is to reduce the gap between the corporate world and government agencies, and help foreign companies navigate clearly.

## Striving for Excellence in Service

The spirit of public service and a culture of conscientiousness resonate with the team at InvestKL. This is reflected in the values of the agency: being results-driven, client-focused, working together as a team, having integrity and ownership in everything, and knowing the impact of getting things done.

These values are the core guide that helped build InvestKL into the dynamic and determined organisation that it is today.

“

If there was one word to describe the InvestKL team, and its culture – it would be ‘Passionate’. I have been with this company for the past six years (and counting), and I am privileged to come across the different talent we have and the energy they bring to work every day. The team consists of dynamic individuals who are hungry to achieve more, dedicated to anything and everything that comes to their table and they are passionate in what they believe in – GREATER KL! Seeing how far we have come over the last 10 years is an amazing feat. It is the people in InvestKL that makes all this possible. They are one-of-a-kind- champions.

— Shireen Savage, Manager, Human Resource, InvestKL (2021)

QUOTE 34







The journey I've undertaken at InvestKL has been spectacular and one that I am proud of. We started from a zero-based pipeline and used the most traditional tools. Now, we utilise tech-savvy ways to reach out to multinationals.

Not knowing what to expect, facing rejections and being bombarded with unfavourable comments about the country was all part of the job! Perseverance with a positive mindset, being passionate and committed are key to my role.

I was born and bred in Greater KL and have seen its transformation from old shop houses to the spectacular skylines and infrastructure today. I look forward to our Next Chapter with new targets, objectives, and challenges using innovative ways to engage with our potential investors.

— Jessica Choi, Manager, Strategic Communications and Partnerships, InvestKL (2021)

QUOTE 35

In recognising the adage 'Many hands make light work', team InvestKL works on the principle of encouraging self-managing teams who are empowered to make decisions. The valuable decisions made come from being able to access and leverage the insights and input of the various team members, regardless of rank.

Over the past ten years, this has been a consistent trait of InvestKL employees as the direction of utilising management resources fully to respond to needs and opportunities is inculcated in the way the business plans, strategies, operations and measurements are developed.

## Communication and Collaboration

Since it was founded, the aim of InvestKL remains clear - focused on attracting and facilitating large global multinationals to set up their regional business, innovation and talent hubs in Greater KL and strategically grow their business in Asia Pacific. This direction remains as clear today as it was in 2011.

Consistent and constant communication with the key players in the ecosystem is necessary to facilitate the right match of investments into Greater KL. The team at InvestKL regularly meets with potential Fortune 500 and Forbes 2000 companies, unicorns, fast-growing and hidden champion type companies to impart knowledge and facilitate interest to invest and set up operations in Greater KL.

The team at InvestKL has always remained sufficiently consistent across six key departments: Investor Relations, Investor and Ecosystem Management, Advisory and Ideation, Strategic Communications and Partnerships, and Finance and Administration. In total, 35 number of employees work together at InvestKL.

## Striving Ahead

The leadership and team at InvestKL strive to be an investment agency that is collaborative and future-ready. As the world changes, the team remains at the ready to adopt their dynamic approach to work and engage with the stakeholders – investors, regulators, and ecosystem players – to realise the collective potential that Greater KL, and Malaysia can offer.

Today, banking on its decade of experience, knowledge and wisdom, InvestKL stands at the ready in its purpose and service to navigate a new future ahead for the next ten years.



Chinese investors have continued to show support and confidence in Malaysia, given the two countries’ long-standing, 45-year bilateral relationship. When our investors come to Malaysia, they not only look at the country’s fundamentals but also the bilateral relationship between the countries and what they can expect in a long-term investment.

— **H.E. Bai Tian**, Ambassador of China to Malaysia (2020)

QUOTE 36



My most rewarding experience has been the overall wonderful journey of pitching to the multinational companies and how we have formed the impression of Greater KL, Malaysia on an international level.

During my early conversations, Malaysia was initially not well-known to them as a regional business location and today, to see their strong commitment and success in Malaysia (Greater Kuala Lumpur) as opposed to other countries which they were more familiar was indeed extremely satisfying! #proud #investkl

— **Vivian Sia**, Director, Investor Relations Americas, InvestKL (2021)

QUOTE 37





# Accessing the Region & Opportunities



France's economic footprint in Malaysia is highly visible on the radar with Greater KL clearly on the roadmap of big French industry players.

— H.E. Frédéric Laplanche,  
Ambassador of France to  
Malaysia (2018)

QUOTE 38

Seen as a launchpad into Asia and possessing a wealth of natural resources and expertise across a wide range of industries, multinational companies have recognised Malaysia as a valuable component of their global operations.

Assessing the region and opportunities play a vital component in strategising the efforts to attract the world's largest companies to establish their presence in Greater KL.

## Americas

Americas, also called America comprise of the two continents of North America and the western hemisphere of South America. The United States, the world's biggest economy is a country of 50 states and home to internationally recognised companies.

## Europe

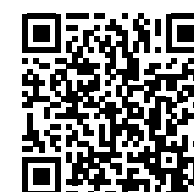
Europe is a peninsula of the Eurasian supercontinent and is bordered by the Arctic Ocean to the north, the Atlantic Ocean to the west, and the Mediterranean, Black, and Caspian Seas to the south. According to Bloomberg's 2019 Innovation Index, Europe as a region ranks highest with the most innovative countries in its top ten.

## Asia Pacific

The Asia Pacific region contains more than half of the world's population and is a major contributor to the global economy with extensive trading and collaboration with the rest of the world. The growth in Asia is tremendous with many companies entering the Fortune Global 500 list recognised as industry leaders, tech, and e-commerce giants.



An American construction MNC has chosen Greater KL to expand its footprint in Asia. Scan QR code to find out more.



Scan QR code to find out why Chinese MNCs consider Greater KL a great location for a regional hub in Asia.

# Milestones

2011

AUGUST

## Inception of InvestKL

2013

JULY

## The Three Ministers Event

InvestKL held its first annual networking event with International Trade and Industry Minister Datuk Seri Mustapa Mohamed, Federal Territories and Urban Wellbeing Minister Datuk Raja Nong Chik Zainal Abidin and Performance Delivery Unit Chief Executive and Minister in the Prime Minister's Department Datuk Seri Idris Jala.



2013

DECEMBER

## Sleep Research Centre Opens in University Malaysia Specialist Centre

University Malaysia Specialist Centre (UMSC) and Philips Malaysia, a subsidiary of Royal Philips, officially opened the ASEAN Sleep Research Competence Centre (ASRCC), within the premises of University Malaysia Hospital. The collaborative effort in establishing the ASRCC marks it as ASEAN's first centre dedicated to addressing sleep disorders in the region through training, clinical research and a corporate services centre.



## Visits to Forbes and International New York Times, New York

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

JULY

2014

## Greater KL Media Tour with Mayor of KL

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

JUNE

2014





2014

JANUARY

## In Conversation with Malaysia's Minister of International Trade and Industry, Davos

An exclusive event held in Davos with a group of multinational CEOs with an interest to expand in Asia. International Trade and Industry Minister Datuk Seri Mustapa Mohamed led a discussion on supply chain, latest trends impacting global operations and how these are driving their expansion decisions.



2014

FEBRUARY

## InvestKL Annual Three Ministers Event

An annual event celebrating the entry of new multinational companies into Greater KL. The event was graced by International Trade and Industry Minister Datuk Seri Mustapa Mohamed, Minister of Federal Territories Datuk Seri Tengku Adnan Tengku Mansor and Performance Delivery Unit Chief Executive and Minister in the Prime Minister's Department Datuk Seri Idris Jala.



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

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

MARCH

2014

## The Update Series With ICLIF

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

FEBRUARY

2014

2014

OCTOBER

### Greater KL, Innovating for Growth in Asia, Paris

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



2014

OCTOBER

### Asia Carousel, The Hague

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



### InvestKL Annual Three Ministers Event at Pullman Putrajaya

The annual event is an exclusive networking session with multinational companies that have chosen Greater KL to establish its regional headquarters. The event was attended by relevant government agencies, partners, alliances and media.

FEBRUARY

2015



### Huffington Post Interview Live from World Economic Forum, Davos

Datuk Zainal Amanshah spoke to HuffPost Live at Davos during the World Economic Forum about the agency's goal to attract 100 multinational companies to invest in Greater KL by 2020, noting that the agency is 'just under halfway'.

JANUARY

2015



2014

NOVEMBER

Media Appreciation Night

In appreciation of our media partners promoting Greater KL as a world class-city, InvestKL hosted both local and international media representatives at the first Red Lobster Restaurant in South East Asia.



2014

NOVEMBER

Princess Astrid of Belgium Visits Greater KL

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



Linde’s Regional Remote Operating Centre Opening in Greater KL

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

DECEMBER

2014



Huntsman Inauguration

Huntsman has chosen Greater KL to locate its global IT hub to complement its existing operations in Texas. Huntsman’s corporate office inauguration ceremony was held at the Pinnacles in Bandar Sunway reinforcing confidence in Malaysia’s economic vision and standing.

NOVEMBER

2014

2015

FEBRUARY

### Schlumberger opens Asia Centre for Reliability & Efficiency in Greater KL

Schlumberger launched its Asia Centre for Reliability and Efficiency dedicated to advanced maintenance and servicing of oil and gas technologies in Asia Pacific. The state-of-the-art centre demonstrates the company's confidence towards Malaysia.



2015

APRIL

### KL's Aspiration to be ASEAN's Corporate Capital

Datuk Zainal Amanshah says the move to make Greater KL an attractive destination for multinationals is a game changer. He tells Bloomberg TV Malaysia Sophie Kamaruddin why the country's capital is best placed to be ASEAN's economic hub.



### Turner International Celebrates its 50th Anniversary

Turner International celebrates the 50th anniversary of its presence overseas. Since the company broke ground on its first project in Hong Kong in 1965, it has completed iconic projects in more than 60 countries across five continents. InvestKL attended the event to celebrate the great milestone.

NOVEMBER

2015



### InvestKL Update Series

InvestKL organised an Update Series on the topic 'Roles & Responsibilities of Directors under Company Act 1965 and Transfer Pricing'. Speaking at the event was Mr. Mohamed Sufyan from SSM and Ms. Anushla Soosalpillai from PWC.

OCTOBER

2015



2015

APRIL

### The Principal Hub Announcement

The Principal Hub Incentive announcement by the Malaysian Government was developed in line with an evolving regional management and global supply trend. It serves to enhance Greater KL's competitiveness as a leading regional base for multinational companies.



2015

MAY

### Datuk Zainal Amanshah on CNBC

In an interview with CNBC, Datuk Zainal Amanshah, discussed the state of the Malaysian economy and says investors continue to focus on Malaysia's economic fundamentals.



### Datuk Zainal Amanshah on Blommberg Television's First Up

Datuk Zainal Amanshah talks about efforts to lure foreign investments with Angie Lau on Bloomberg Television's "First Up".

AUGUST

2015



### International SOS's Office Launch

International SOS, the world's largest international healthcare, medical assistance and travel security risk services company launched its new office in Greater KL.

JUNE

2015



2015

NOVEMBER

### InvestKL Ambassador Breakfast Session with the Mayor of Kuala Lumpur

InvestKL held a breakfast session with the Mayor of Kuala Lumpur to discuss issues surrounding the city. International representatives from over ten countries were present at the session, among them Ambassadors, Trade Commissioners and Chambers.



2015

DECEMBER

### Kadokawa buys into Gempak Starz, eyes Greater KL as Creative Hub

Kadokawa, Japan's leading creative content publisher buys into Gempak Starz and established its ASEAN & Middle East Creative Content Hub in Greater KL to produce and export "Made-in-Malaysia" content for the global markets.



### Experts Convene at Bloomberg Nation Builders Summit

Datuk Zainal Amanshah was invited as a panel speaker at the summit in Singapore. The summit gathered influential ministers, government officials, investors and project managers across Asia.

NOVEMBER

2016



### Breakfast Roundtable with Top Oil & Gas Companies

The discussion was hosted by the Malaysian High Commissioner to Singapore, Dato' Dr Ilango Karuppannan at his residence after his appointment.

AUGUST

2016



2016

JANUARY

Honeywell joins InvestKL’s Principal Hub

Honeywell is the first global company to join the initiative, setting up its ASEAN Principal Hub for Aerospace, Automation Control & Solutions and Performance Materials & Technologies strategic business units.



2016

MARCH

InvestKL Announces Progress in 2015 Media Update

In 2015, InvestKL secured a total of 51 multinational companies since inception contributing RM5.9 billion in investments and creating over 7,000 high skilled regional jobs.



VINCI Construction and Universiti  
Malaya Build Green Home

The joint effort resulted in a 800 sq ft house built with green technology at a cost fraction of a commercially constructed one.

JULY

2016



European Ambassadors Visit to ITIS

Ambassadors from the European region were given a tour of the City Hall’s traffic command centre ‘Integrated Transport Information System’ in Bukit Jalil that houses over a thousand cameras monitors all over the city.

JULY

2016



2016

DECEMBER

### Post Budget Forum with Deloitte

InvestKL and Deloitte Malaysia Chinese Services Group organised a business forum following the 2017 Budget announcement to discuss its impact on Chinese investments in Malaysia. Speakers were representatives from InvestKL, CREC, Xiamen University, ICBC Bank, Labuan IBFC and Deloitte SEA team.



2016

DECEMBER

### MRT Phase One Unveiled

InvestKL Chairman, InvestKL CEO and Credit Guarantee Corporation President and CEO Datuk Mohd Zamree Mohd Ishak on the inaugural MRT1 train ride. MRT1 has twelve stations between Sungai Buloh and Semantan. By July 2017, 19 stations between Semantan and Kajang is expected to open.



### Linde Installs First Automated Gas

Linde installed the first automated industrial gases cylinder filling plant in Malaysia. Situated in Banting, the state-of-the-art facility is the first modular semi-automated filling plant in Asia Pacific and the first for Linde in the South Asia and ASEAN region.

JUNE

2017



### China Construction Bank Launch

InvestKL exchanged an Memorandum of Understanding (MoU) with the China Construction Bank (CCB) at its launch. Through the MoU, both parties will cooperate and exchange information towards promoting investment opportunities and activities between Greater KL and China.

MAY

2017



2017

MARCH

InvestKL Attracts 64 Multinational Companies & RM8.9 billion in investments since 2011

InvestKL has successfully attracted 64 multinational companies with approved and committed investments of RM8.9 billion, as well as the creation of more than 9,300 regional high-skilled jobs from 2011 to 2016.



Universiti Malaya and Oleon Collaborate on Joint Research

InvestKL initiated a collaborative agreement which led to the Memorandum of Understanding (MoU) signing between Universiti Malaya (UM) and Oleon Sdn Bhd for a two-year research collaboration project. The project focuses on developing a new generation of extreme pressure additives for various metal working lubricating fluids.

APRIL

2017



Air Liquide, InvestKL sign MoU for Talent Pipeline Creation

Air Liquide and InvestKL have signed a Memorandum of Understanding (MoU) with a general framework to cooperate in the creation of a talent pipeline, and technical and technological collaborations with start-up companies in Malaysia.

MARCH

2017



2017

AUGUST

**Celebrating Greater KL's Young Dynamic Talent at InvestKL's Merdeka Dinner**

Over 30 multinationals in Greater KL attended the exclusive InvestKL Merdeka dinner and participated in an open dialogue session with MITI Minister, Datuk Seri Mustapa Mohamed, Deputy Minister of Federal Territories, Dato' Dr. Loga Bala Mohan and PEMANDU Associate CEO, Dato Sri Idris Jala.





2017

AUGUST

Foreign Ambassadors Joins the Public on MRT Ride to TRX Gallery

12 Ambassadors and various representatives from 24 countries experienced the newly-launched Mass Rapid Transit (MRT) and visited the Tun Razak Exchange (TRX) Gallery.



2017

OCTOBER

Honeywell Establishes ASEAN Headquarters in Greater KL

US-based Honeywell International Inc has chosen Greater KL as its ASEAN headquarters as part of its bid to expand its reach in the region.



Kuala Lumpur Mayor Breakfast with Ambassadors

More than 40 distinguished guests including foreign Ambassadors and representatives from embassies, chambers and business councils attended a breakfast session with the Kuala Lumpur Mayor, YBhg Tan Sri Hj Mhd Amin Nordin. The breakfast fostered an open dialogue and viewpoints on Greater KL.

NOVEMBER

2017



Showcasing KL's Liveability with Ambassadors Visit to ITIS and Bukit Jalil International Gardens

Latin American Ambassadors from eight countries- Argentina, Brazil, Colombia, Ecuador, Mexico, Uruguay, Cuba and Venezuela were given a tour of traffic command centre at DBKL's Integrated Transport Management Centre (ITIS) Control Centre and the Bukit Jalil International Gardens to understand KL's liveability aspect.

OCTOBER

2017



2017

DECEMBER

### Givaudan Opens New Centre for Business Solutions in Greater KL

Givaudan's new Business Solutions (GBS) delivery centre in Greater KL will be home to the integrated business services and solutions that will form a platform for the company's growth in the Asia Pacific region.



2018

JANUARY

### Air Liquide Launches Smart Innovative Operations Centre

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



### Global Insurer AXA launches Shared Services Centre

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.

JANUARY

2018



2018

FEBRUARY

‘Cycling Kuala Lumpur’ Initiative Launched in Conjunction with the 9th World Urban Forum (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.





2018

MARCH

**‘Impacting Malaysian Lives’ Ministerial Networking Event**

More than a thousand guests from multinationals, foreign embassies, government, stakeholders and universities visited the innovation showcase featuring 20 selected InvestKL multinationals. 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.





2018

MARCH

## Malaysian Global Talent Roundtable

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



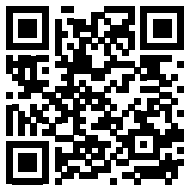
## Kuala Lumpur Chief of Police Exclusive Breakfast Dialogue with Ambassadors

More than 50 representatives from foreign embassies and chambers, government stakeholders, and the Kuala Lumpur police force attended the interactive dialogue session with the Kuala Lumpur Chief of Police to discuss the vision for Kuala Lumpur to be a safe and secure city.

MARCH

2018





Scan QR code for  
Merdeka Dinner  
highlights!

**2018**  
**AUGUST**

**Merdeka Dinner**

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



**2018**  
**OCTOBER**

**World Energy Cities Partnership (WECP) Forum**

Kuala Lumpur 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'.



**Oracle Malaysia Launches Cloud Solution Hub**

Oracle Malaysia expanded its premises substantially to accommodate its new cloud solution hub. The hub will focus on delivering Industry 4.0 solutions to enable more companies to adopt innovative and customised applications.

**MAY**  
**2019**



**Edwards Lifesciences Launch**

California-based medical technology company Edwards Lifesciences aims to invest RM100 million in Malaysia over the next five years through its new regional business service centre (BSC) located at KL Eco City.

**APRIL**  
**2019**

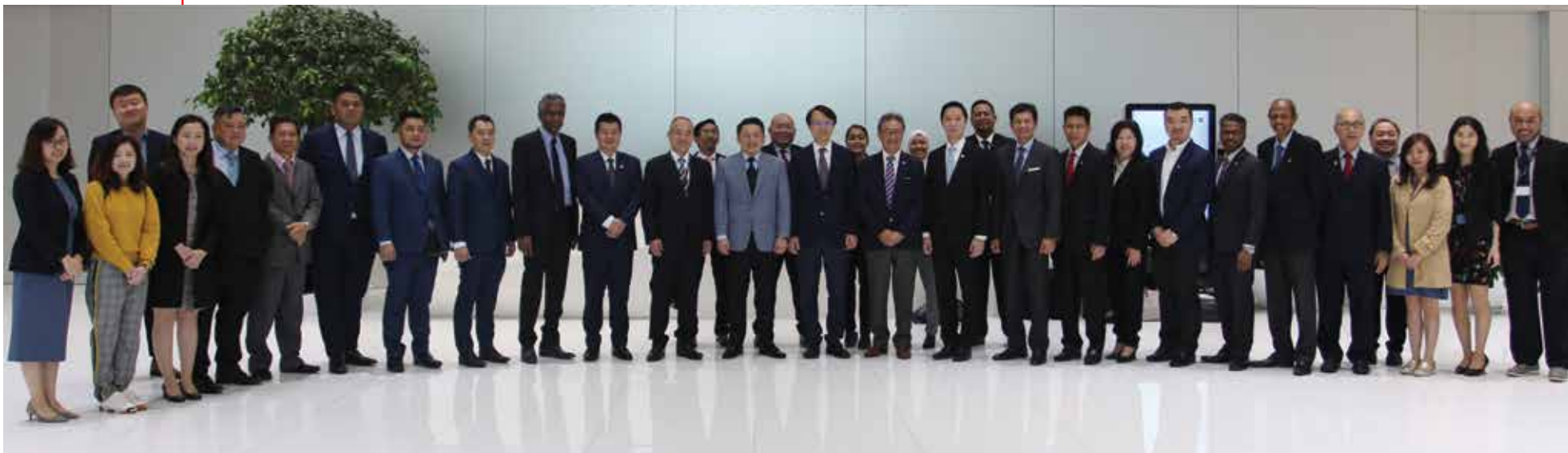


2018

NOVEMBER

United Imaging Visit in Shanghai

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



InvestKL Media Update

InvestKL announced its 2018 Performance and the 12 multinational companies which have established regional hubs in Greater KL.

MARCH

2019

AstraZeneca to invest RM500m in Malaysia

AstraZeneca will invest more than RM500 million (USD125m) in Malaysia over the next five years demonstrating a strengthening commitment towards patients, innovation and talent development in the country and rolling out new robotics and cognitive technologies designed to improve efficiency and drive productivity across the company's global operations.

MARCH

2019



2019

JULY

**InvestKL wins Top Investment Promotion Agency  
2019 in Asia-Pacific category**

InvestKL was awarded 'Top Investment Promotion Agencies (IPA) Asia Pacific Regional' by Site Selection. InvestKL was recognised as the most professionally responsive to inquiries, having the best reputation for protecting investor confidentiality and aftercare services. The recognition marks the third time InvestKL won the award from Site Selection.



**Mayor's Breakfast with Ambassadors**

InvestKL hosted an exclusive dialogue with the Kuala Lumpur Mayor YBhg Dato' Nor Hisham Dahlan. The breakfast event was attended by 20 country representatives, including Ambassadors of Foreign Embassies.

DECEMBER

2019



2019

JULY

## ABB Opens Regional Digital Operations Centre in Malaysia

Swiss multinational ABB Group opened its first robotics Digital Operations Centre in Malaysia, which is aimed to cater to the needs of digital manufacturing and industrial robotics in the region.



2019

AUGUST

## Linde Hicom Launch

The new air separation unit (ASU) expands Linde’s existing production capacity at its Hicom facility by 60% and will meet the growing demand of its customers in the electronics, healthcare, metallurgy, glass and food and beverage industries.



## Metlife inaugurates new CoE in Greater KL

MetLife Inc announced the official inauguration event of its new Asia Centre of Excellence (CoE) in Greater KL. The event was attended by the Minister of International Trade and Industry, YB Datuk Darell Leiking, the U.S. Ambassador to Malaysia, Kamala Shirin Lakhdir and the CEO of InvestKL Muhammad Azmi Zulkifli along with government officials and members of MetLife’s Asia senior management team.

NOVEMBER

2019



## World Class Sustainable Cities Forum

InvestKL CEO, Muhammad Azmi Zulkifli presenting Greater KL as a Regional Hub of Choice at the World Class Sustainable Cities 2019 conference themed NEXT: KL2040.

SEPTEMBER

2019





Scan QR code for  
event highlights.

2020  
JANUARY

Economic Outlook by The Economist Corporate Network

InvestKL invited Pamela Qiu, Director, Southeast Asia of The Economist Corporate Network to delve into the Economic Outlook 2020. Malaysian Trade Minister, Datuk Darell Leiking was also on the panel to highlight the country's trade and economic matters.





2020

JANUARY

Muhammad Azmi on Business Traveller Connects

InvestKL CEO, Muhammad Azmi Zulkifli was interviewed by Business Traveller Connects where he spoke about the investment opportunities available in Greater KL.



Together,  
forward in the  
fight against  
COVID-19



Linde Malaysia supported the frontliners with a contribution of RM100,000 to the #COVID19 fund by Ministry of Health. Presented by Anuj Sharma, Managing Director of Linde Malaysia to YB Dato’ Sri Adham bin Baba, Minister of Health Malaysia.



Protecting the frontliners of Royal Malaysian Police (PDRM) with contribution of 7,500pcs face masks at Bukit Aman by Linde Malaysia.

2020

2020



2020

JULY

Oleon Malaysia produced 6,500 litres of disinfectant hand gel for the Ministry of Health and the Fire and Rescue Department to support the shortage during COVID-19.



2020

AUGUST

Vanke Malaysia stepped up to donate face masks and PPE suits to frontliners of Polis Diraja Malaysia (PDRM), bomba KL, Chief Government Security Office (CGSO) and Hospital KL, ensuring the frontliners welfare during the MCO and fight against COVID-19.



2020

Chinese integrated construction company Pacific Construction Group Ltd (CPCG) and Universe Group, through the facilitation of InvestKL, donated face masks to Polis Diraja Malaysia (PDRM) to aid frontline officers during the MCO.



Ricoh Malaysia Sdn Bhd donated 200 face shields to Hospital Kuala Lumpur (HKL).

2020



Bertling contributed a 40 ft refrigerated containers to frontline heroes at Dewan Bandaraya Kuala Lumpur (DBKL).

2020



Novartis Malaysia donated 2,000 bottles of hand sanitisers to Hospital Kuala Lumpur.

2020



“

Kuala Lumpur, as an integral city in the Asia Pacific, contributing to the regional economy, while expected to play a major role in the continuous development of the energy sector.

— **Christine Sagen Helgo**, Mayor of Stavanger & President of WECP (2014)

QUOTE 39

“

Our relationship with InvestKL is one of the partnerships that adds tremendous value to our business in Malaysia. InvestKL understands the needs of investors and is always there to support and guide.

— **Jing Tan**, Regional General Manager & Director of Southeast Asia, International SOS (2020)

QUOTE 40

“

The Klang Valley generates about 120,000 university graduates every year and this is a big pool of potential talent. We can find people with the right skills and multiple language capabilities.

— **Andy Nicol**, Regional Managing Director for Asia & Middle East, Hobsons (2016)

QUOTE 41

“

Every day is a new learning for me and the journey has continuously expanded my horizons. I truly enjoy collaborating with our MNCs, public & private stakeholders.

The ultimate satisfaction I derive is when I am able to support our MNCs, help them to grow in the region, provide efficient solutions and strengthen our collaboration. I am glad that I am able to contribute to our economy, help the nation and above all serve humanity through my role.

— **Yogeswaree Supramaniam**, Senior Manager, Investors & Ecosystem Management, InvestKL (2021)

QUOTE 42

“

We are choosing Malaysia as our centre in Southeast Asia, given its incredible strength of Islamic banking. The centre of excellence will mitigate Islamic banking deals not only in Malaysia and Southeast Asia, but also to the greater part of the world.

— **Tan Sri Dr Ahmad Mohamed Ali**, President, Islamic Development Bank (IDB) (2014)

QUOTE 43

“

Times were challenging during the MCO period but our Malaysian team managed to adopt fairly quickly . We had a number of team members who ever still able to deliver and achieve their individual targets . We are proud of the energy and dedication our Malaysian team has given Toshiba in supporting business continuity.

— **Khoo Gim Hoon**, Human Resource & Admin, Toshiba (2020)

QUOTE 44

“

You have at hand all the services a foreign company needs to perform at the highest standards. Moreover, Greater KL's location within the region is outstanding, and the city offers competitive prices on goods and services. Malaysia has a lot to be proud of, and companies like InvestKL are doing fantastic work abroad in promoting the country and attracting multinationals to come here.

— **Javier Dominguez**, Country Manager, Tecnicas Reunidas (2017)

QUOTE 45



Malaysia has very developed infrastructure and connectivity, a highly diversified economy, proactive government policies and multilingual workforce. All these make Malaysia a good investment destination.

— **Faris Hadad-Zervos**, Country Manager, East Asia and Pacific World Bank (2017)

QUOTE 46

# Spotlight on Success

Featuring a selection of our multinational companies and their success stories across the region.



# ess!

“

One of the most memorable deals under my belt must be Kadokawa - a Japanese creative content provider MNC. Back in 2016, InvestKL focused on traditional industries and while that is equally exciting, Kadokawa brought a different flavour into the existing pool of companies.

I was particularly interested in their plan to set up their Regional HQ in Malaysia, not just to market Japanese “OTAKU” culture to ASEAN and Middle East, but also contribute to Malaysia’s budding creative industries and talent as they acquired a local company Gempak Starz and partnered with KDU college to start a Sequential Arts program.

— Mah Chun Wai, Director, Investor Relations Asia, InvestKL (2021)

# Success Stories

# Oracle



Located in Greater KL, Oracle Digital Hub is among four such operations established by the global tech giant in Asia-Pacific serving enterprises across 22 countries. The digital hub, Oracle Corporation's first in Southeast Asia, has been growing rapidly on the back of Malaysia's business-friendly ecosystem.

"Playing in the cloud space has truly transformed our operations. Our products and services, the way we manage our customers as well as the type of customers we can target have also changed. The inception of the digital hub in Malaysia is a result of this change in Oracle's business strategy. Oracle Digital Hub in Malaysia offers cloud services and targets small and medium enterprises (SMEs) across 22 countries," says Fitri Abdullah.

To cater for the growth in the SME market, the plan is to increase the number of employees at Oracle Digital Hub over the next four to six months. Oracle carries out its own recruitment and has found it possible to find talent with the right skills in Greater KL.

"At Oracle Malaysia, we have a strong diversity agenda and about 45% of our non-managerial employees and 40% of our management staff are female. This is based on the recognition that a diverse and inclusive workforce where all employees contribute towards thought leadership drives innovation and higher performance.

"Employees are given the necessary training with strong support from their superiors to succeed in their roles. After working with us for about two years, they can also apply for any positions within Oracle anywhere in the world. I would like the Oracle digital hub in Greater KL to be a great place to work and am very excited about the growth opportunities and outlook for this hub as we work closely with our customers on their cloud journey," says Fitri.

“

There are many factors that make this an ideal country to establish digital initiatives. Competitive advantages include the availability of a large talent pool, language diversity, robust infrastructure, a government with a vision of becoming a premier digital economy and very supportive of initiatives such as our digital hub, and the competitive cost of doing business.

— Fitri Abdullah, Managing Director, Oracle Corporation Malaysia (2018)





We are in the business of innovating to save people's lives, and we are looking for likeminded individuals to join us and grow with us, and also to help us build and strengthen our community engagement throughout Malaysia.

— **Dr Huimin Wang**, Corporate Vice President Japan, Asia and Pacific, Edwards Lifesciences (2019)

QUOTE 49

In 2019, global medical technology company Edwards Lifesciences (Edwards) had chosen Greater KL to locate its regional business services centre (BSC) at KL Eco City.

The new Edwards BSC provides key support functions such as HR, finance, IT, supply chain, digital health, marketing and quality assurance to seven offices across Japan, Asia and Pacific (JAPAC) region. Through the BSC, Edwards expects to invest RM100 million in Malaysia by 2024.

In the next phase of BSC growth, Edwards plans on setting up an analytics Centre of Excellence and hopes to attract talented employees with expertise in artificial intelligence & machine learning, data management, big data analytics and digital, to join the company. These talents will help support business needs in the JAPAC region out of the KL BSC office, and more importantly, use their expertise to help patients with structural heart disease.

Edwards strives to provide educational and professional opportunities to its employees to grow their abilities not only in Malaysia, but also across the region. It also intends to offer community engagement activities through employee volunteerism and grants from Edwards Lifesciences Foundation, which focuses on improving the lives of underserved patients and strengthening communities where employees live and work.



# Success Stories

# Edwards Lifesciences



## Success Stories

# Honeywell

To expand its presence in the fast-growing ASEAN region, Honeywell International picked Greater KL to establish its regional ASEAN headquarters. This move was made after evaluating many factors such as the ability to find and retain good talent, cost efficiencies that can be generated, the ease of doing business and the country's and region's potential, says Briand Greer.

Honeywell is a Fortune 100 company and known for developing technologies that enable industries and economies to grow. Honeywell is a global leader in several industries: Aerospace, Home and Building Technologies, Safety and Productivity Solutions, and Performance Materials and Technologies. Its products and services are found in commercial and defence aircraft around the world while almost every automaker and truck manufacturer uses its turbochargers.

The new larger premises for Honeywell in Bangsar South is an avenue for the company to further implement its "One Honeywell" culture, says Greer. This culture which focuses on business acumen, listening and responding to the customer and doing what is said will be done, has been credited for improving the company's global competitiveness.

Greer sees an increase in capable talent applying for jobs in Honeywell and attributes this to the company's growing presence. "To find the best talent, we need to be the best company and one that offers career progression," he says.

**The strong support and contribution from the Malaysian government is key to our success in this country. The principal hub initiative was launched as we were evaluating among different countries in ASEAN and this initiative made Malaysia, and Greater KL a logical choice.**

— Briand Greer, President, Honeywell ASEAN (2017)

QUOTE 50







**M**cDermott's operations in Asia Pacific stretch back over 70 years and its Asia Pacific headquarters has been based in Kuala Lumpur since 2016. Since relocating from Singapore, McDermott's local headcount has more than doubled to approximately 700, most of whom are Malaysians.

"Since deciding to relocate our APAC headquarters from Singapore to Kuala Lumpur, we have found that it's an easy place to do business," Mahesh Swaminathan, Senior Vice President for Asia-Pacific reflects, adding that InvestKL's facilitation and assistance throughout the process helped tremendously.

"KL has a very well-educated workforce and a large oil and gas talent pool. We opened the office here with 90 people and now have over 700," he adds. That strong talent supply is thanks to a particularly well-developed oil and gas industry with an established track record, driven by Petroliaam Nasional Bhd.

Adding to Greater KL's allure is its central location in the region, which Swaminathan says has helped McDermott manage its regional presence across key markets. "We have large offices in Gurgaon and Chennai in India, fabrication yards in Batam, Indonesia and Qingdao, China, and a strong project base in Perth, Australia. Kuala Lumpur is very central to be able to manage all of these locations."

With the combination of an excellent talent supply chain, geographical proximity to major clients and key markets from Kuala Lumpur, it is no surprise that the city is home to major project execution. "It is easy to do business in Malaysia and it is easy to do business from Malaysia," says Swaminathan. "From Kuala Lumpur, we deliver major projects for our customers around the world."

# Success Stories McDermott

# Success Stories

# Linde



**L**inde has been present in Malaysia since 1960, establishing its main hub in Greater KL. A leading industrial gas supplier in Malaysia with over 60 years of experience in the industry, it combines local knowledge with global expertise and resources in the areas of technology, research and development, gas applications, engineering and best operating practices.

Supplying over 60% of the Malaysian industrial gases market, it is not resting on its laurels, and is now banking on its highly skilled local engineers and technicians to bring its plants -- 60 across Peninsula and East Malaysia -- into Industry 4.0.

Linde Malaysia has continuously invested to expand its operations to support the growth in Malaysia and in recent years towards increasing automation and efficiency at its plants. Two of the recent largest initiatives in the group's move towards Industry 4.0 in Malaysia has been its regional remote operating center (ROC) in Shah Alam (since 2014) and its first installed automated industrial gases cylinder filling plant in Malaysia (since early 2017). The ROC monitors and operates more than 100 Linde plants across ASEAN and South Pacific countries remotely. The location of the ROC was selected from several capital cities in the region and was finally decided to be established in Greater KL due to strong infrastructure, stability, accessibility and talent pool.

Such development supports the growing demand for industrial gases across all key growth industries in the region and reinforce Linde's position in Malaysia.

"The Malaysia operations has always been one of the main contributors in the Asia Pacific region for Linde plc and a great showcase of the extensive number of plants, pipeline network, assets and growth potential" Binod Patwari, President ASEAN, Linde.

"Linde has and will continue to further invest and grow within Greater KL and all over Malaysia supporting its customers' and the country's growth plans. Growing from strength to strength over the 60 years is a clear testament of the opportunities this country has to offer." Anuj Sharma, Managing Director, Linde Malaysia.





Our strategy is to be as close as possible to our customers to understand their needs and to develop suitable products and solutions to fulfil their requirements. As the region’s most competitive manufacturing powerhouse, KL emerged as a natural favorite.

— R Narayanan, Country Managing Director, ABB Malaysia Sdn Bhd (2020)

QUOTE 51

ABB is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB’s success is driven by about 105,000 talented employees in over 100 countries.

ABB Robotics & Discrete Automation is a pioneer in robotics, machine automation and digital services, providing innovative solutions for a diverse range of industries, from automotive to electronics to logistics. As one of the world’s leading robotics and machine automation suppliers, ABB is active in more than 53 countries and over 100 locations with more than 500,000 robot solutions shipped.

In July 2019, ABB announced the opening of its first state-of-the-art regional robotics Digital Operations Center in Greater KL, which will unlock the full potential of digital manufacturing and industrial robotics in the region.

Located in Subang Jaya, Selangor, the Digital Operations Center will offer all the benefits of the ABB Ability™ cross-industry digital platform, which enables customers to securely integrate and aggregate their data, combine with wider industry data, apply big data and predictive analytics, and generate insights that can help them improve performance and productivity.

Managed by a team of experienced engineers, the center will harness Industry 4.0 technologies including cloud computing, big data analytics and end-to-end connectivity to provide real-time monitoring and technical support for ABB robots across ASEAN countries as well as Taiwan and India.



# Success Stories

# ABB



# Success Stories

# Zurich

**Z**urich is headquartered in Zurich, Switzerland, where it was founded in 1872. With about 54,000 employees around the world, it provides a wide range of property and casualty, and life insurance products and services in more than 210 countries and territories.

Zurich Malaysia (Zurich Insurance Malaysia Berhad (ZIMB) and Zurich Takaful Malaysia Berhad (ZTMB)) – is poised to play a bigger role, says Philip Smith. This is on the back of the company’s solid foundation established after successfully acquiring Malaysian Assurance Alliance Berhad (MAA) in 2011 and assimilating it into the Zurich Group as ZIMB.

Zurich had always regarded Malaysia as a priority market and capitalised on the opportunity to acquire 100% of MAA in 2011. According to Smith, being based in Greater KL has been beneficial as, to date, they have been able to hire suitable talent for these shared service operations.

Smith notes that the ease of doing business in Malaysia has supported Zurich’s decision to house these regional activities in Greater KL. Greater KL has several advantages that persuaded the global insurer to build some of its regional operations here. Smith finds the country to be in a good position with the right balance of the right talent at the right cost, compared with other regional centres competing for the work.

“I can say that Zurich has been rewarded for its decision to carry out this transaction,” says Smith.

Zurich Malaysia has established a solid foundation as a result of the acquisition, taking a global approach to managing its core business, but applying local market insights to meet the needs of customers in Malaysia.

“

Zurich plans to be here for the long term and it is always easier to develop our business in a way that is in line with the government’s plans. We have found agencies such as InvestKL to be very supportive. InvestKL provides invaluable practical advice on how we can accomplish things that serve both Zurich and the country.

— Philip Smith, CEO of ZIMB & Executive Director of ZTMB (2017)







JessicaGirvan/Shutterstock.com

“

For our business, Malaysia’s central connectivity makes it an ideal and strategic choice. We target to manage all the ten markets in the ASEAN region from this hub in Greater KL.

— Paul Gibbons, Managing Director, Sports Direct Malaysia (2018)

QUOTE 53

Sports Direct Malaysia launched its new 5-storey flagship superstore in Bukit Bintang, at the heart of Kuala Lumpur’s Golden Triangle in 2017. Marking the company’s unprecedented growth across Malaysia, Sports Direct now currently has 28 stores since making its way into the Malaysian market in 2011.

In the next five years, Sports Direct aims to have a retail presence in each of the leading Southeast Asian markets, either directly or with joint venture partners.

“We are carefully setting the foundations for expanded growth and to meet our parent company’s aspirations to become a dominant player within the region. I think we have made good progress until today, ensuring that we create the correct disciplines within our business and InvestKL is helping us to our aspirations” said Paul Gibbons.

“InvestKL looks internally at our business to have a better understanding of how they can help. They open doors, facilitate meetings and help us to promote ourselves domestically and in the region by tapping other agencies and giving us a slightly different perspective on what support is available and how it can help us grow. This has been very helpful,” he added.

Sports Direct International plc is UK’s largest sporting goods retailer by revenue, and operates a diversified portfolio of sports, fitness, fashion and lifestyle fascias and brands.



## Success Stories

# Sports Direct

EUROPE

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SPOTLIGHT  
ON SUCCESS!



# Success Stories

# MEIKO



**M**EIKO Group, a German-based warewashing technology producer first project in Malaysia was back in 1993, installing warewashing facilities at the Sultan Salahuddin Abdul Aziz Shah Airport, then known as Kuala Lumpur's international airport. However, it was in 2012 that MEIKO decided to set up a regional hub in Southeast Asia. After considering suitable locations such as Bangkok and Singapore, the group decided to locate its regional headquarters for Southeast Asia and South Korea in Kuala Lumpur.

MEIKO started out in Baden-Württemberg, a region in Germany that is well known for its technologically innovative companies. In 1927 when Meier and Konrad established the company, it had only five employees. Today, MEIKO is a technology company with warewashing solutions installed in over 90 countries worldwide and 20 subsidiaries, with a workforce strength of 2,500. In 2019, the group's total revenue reached €375 million, more than sixfold the €60 million in 1990. MEIKO has become the benchmark for hygiene and efficiency in the warewashing solutions industry. Its products are manufactured in Germany, the US and China, enabling the company to ensure premium quality all around for its customers.

The main focus of the SEA hub is to build up and develop MEIKO's sales and service network in the region but also involves research and development. The R&D that takes place at MEIKO SEA involves understanding the local culture and food habits. For example, the Kuala Lumpur Convention Centre uses very big food-sharing plates. MEIKO SEA conducts R&D into test washing the big food-sharing plates under real conditions with the right chemical combination to make sure the items are hygienically cleaned and dried.

MEIKO collaborates with local universities on the foodservice section and from a digital aspect. It also actively supports a non-governmental organisation here in Malaysia – Food Aid Foundation. MEIKO aims to educate the local F&B scene and healthcare segment on hygienic solutions and standards and sharing its global experience and knowledge with the community.

**“If you look at the geographical location of Kuala Lumpur, it is the most centrally located city among the major economic hubs of Southeast Asia. You are able to reach every spot in the region in less than four hours. “And if you look at the bigger picture, within Asia itself, you can fly to Dubai, Tokyo or Sydney in less than seven hours. That’s what I would call a central location within Asia.**

**— Rudolf Kitzbichler, Managing Director, MEIKO Clean Solutions (SEA) Sdn Bhd (2019)**





Given its strategic location, steady economic growth, presence of major players in shipping and logistics, good regional linkages and strong transport infrastructure, Greater KL has the right endowments to position itself as a regional logistics gateway.

— O Swee Aun, Country Manager for Malaysia, Feilo Sylvania (2018)

QUOTE 55

**F**eilo Sylvania, an architecture lighting solutions provider, is a company on a mission. Having officially launched its regional hub in Greater KL in 2017, Feilo Sylvania wants to light up Southeast Asia by 2022.

The key to its expansion plans? Greater KL's prime location as the beating heart of Malaysia, a nation strategically situated in the centre of Southeast Asia.

Originally founded as Sylvania in 1901, the company (now known as Feilo Sylvania) is wholly owned by lighting equipment manufacturer and distributor Shanghai Feilo Acoustics Co Ltd, China's first joint-stock company.

The acquisition in 2016 created a multinational outfit with market presence in 48 countries spanning Europe, Asia, North Africa and Central and South America.

The hub in Greater KL spearheads its strategy and talent recruitment as it prepares to take on the regional market, while providing a critical base from which to expand.

The second phase will revolve around a distribution centre and assembly plant that will be set up in the region. The company says the plant will handle regional fulfilment and order processing, facilitate product management as well as manage value chain distribution throughout Southeast Asia.

And the final phase will swivel the spotlight on a digital service and support base for the region, which will integrate software and hardware systems and provide integration systems for smart city applications.

Feilo Sylvania's initial investment when it set up the Greater KL office was US\$10 million — and more is coming.

And despite being a relatively small starting base, it is already shifting into high gear to accelerate its growth. The company is also working closely with local distributor and suppliers such as Pansar Company Sdn Bhd, Stardex Lighting Sdn Bhd and HMG Holdings Sdn Bhd.



## Success Stories

# Feilo Sylvania

ASIA PACIFIC

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SPOTLIGHT  
ON SUCCESS!

# Success Stories

# Zalora

**R**egional e-commerce player ZALORA (owned by global giant Global Fashion Group) set up its regional e-fulfilment hub and regional headquarters in Greater KL in 2017 and has not looked back since.

The hub stores 70% of the group's inventory, as well as houses its customer service, marketing, commercial purchasing, finance and human resources functions for its eight markets in the Asian region. Furthermore, the majority of its leadership team is also based in Greater KL.

The company has said in previous media reports that it wanted the Kuala Lumpur hub to be the main driver of its regional operations, supporting all its Asian markets.

ZALORA has also projected that the fashion and lifestyle market in emerging and developing economies will grow three times as fast than those in developed markets such as the United States and Europe.

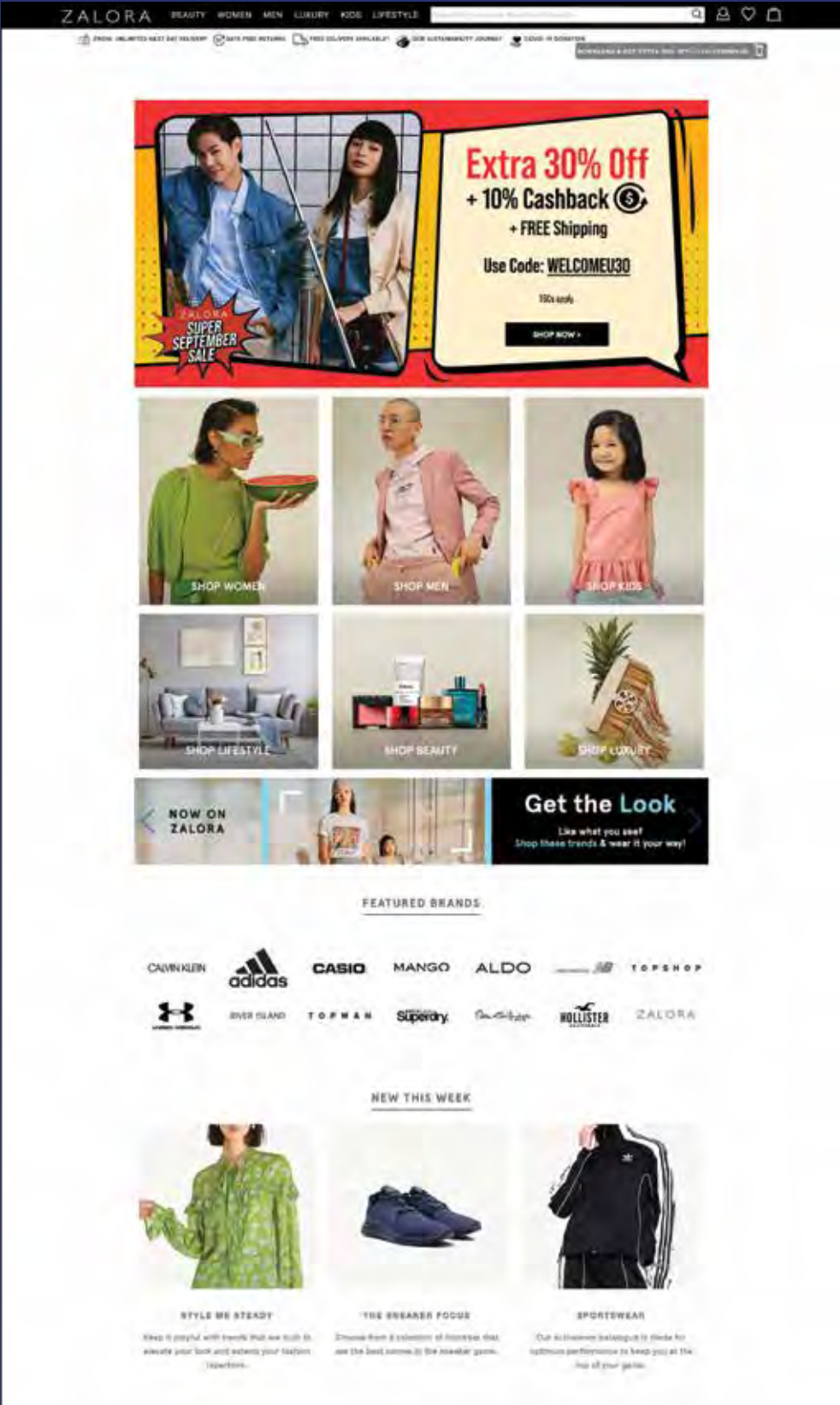
The positive experiences of the above companies are testament to the fact that Greater KL remains the location that global multinationals can leverage on to cultivate a strong presence in the region.



ZALORA brings its e-commerce to Kuala Lumpur through our KL HQ and our regional e-fulfilment hub. Our location in KL enables us to bring fashion and lifestyle products to our customers' doorsteps across the region faster than ever. KL is also a fertile ground for us to continue expanding, with Malaysia at the centre of Southeast Asia's biggest regional e-commerce operations. It has also allowed us to tap into the local talent pool, which is brimming with digital natives and capable high-skilled works able to operate in a multilingual environment.

— Giulio Xiloyannis, Chief Commercial Officer, ZALORA (2021)

QUOTE 56







The establishment of a regional Centre of Excellence (COE) in Kuala Lumpur means that the business units supported by Pickles Ventures, the start-up incubator arm of the auction company, will also get a boost from local talent, especially when it comes to technology and marketing.

— **Joey Caisse**, General Manager, Pickles Asia (2019)

QUOTE 57

**F**or Pickles Auctions, Malaysia was a whole new adventure. Its new Kuala Lumpur base was the first overseas foray for the Australian valuation and auctioneering specialist.

And the experience is mutual — there is no local equivalent of what Pickles Auctions does in Malaysia. Pickles is Australia's largest privately owned auction company, and their unique approach helps banks, insurers, and corporations recover as much value as possible from unused, distressed, or end of life assets. Initially their operations started in Malaysia by disposing wrecked and scrapped vehicles for the insurance industry, but they have quickly grown to mirror their Australian parent's services and now auction everything from repossessed vehicles, oil and gas equipment, logistics and transport vehicles to entire manufacturing plants. Pickles' underpinning philosophy is to maximize the return on every asset put to sale.

Founded in 1954, Pickles sells over 250,000 vehicles per year and over A\$500 million in equipment and machinery. Its global workforce totals 1000 staff.

Pickles is staffing up with top software developers to build next-generation services, including Carzapp, a wholesale car trading platform and Datium, a company that uses machine learning and decades of Pickles' auction data to predict what cars will be worth in years to come.

The company's entrance into Greater KL is part of a bigger master plan.

Malaysia offers a fantastic launching pad into the Southeast Asia region with a receptive business environment and a skilled workforce, says Joey Caisse.

As of early 2019, Pickles has invested about A\$3 million in its Greater KL hub with roughly 75 staff and now six locations in Peninsular and East Malaysia. Over the next three to five years, the company plans to continue to expand its physical and technological footprint as a reliable and transparent method of asset disposal for the region.



Scan QR code and listen to what Joey Caisse, CEO of Pickles Asia has to say about doing business in Malaysia.

# Success Stories

# Pickles

ASIA PACIFIC

SPOTLIGHT  
ON SUCCESS!



Leon Foong, CEO  
of SOCAR Malaysia  
talks about business  
growth. Scan QR  
code to watch.

# Success Stories

## SoCar



For SOCAR, a company under South Korea's second-largest conglomerate SK Group, Malaysia is its first stop in Southeast Asia. And so far, the leading car-sharing service from South Korea has been having a smooth drive since its launch in Jan 2018.

Greater KL, SOCAR's first overseas expansion from its South Korean home base, is its springboard into Southeast Asia. Working closely with Prasarana, its strategy includes making its car-sharing service available at public transportation hubs. Its ultimate goal, however, is to be the "Starbucks" of the mobility scene with a SOCAR on every street corner.

"There is also good access to talent. The automotive industry and ecosystem is fairly developed and mature in the country. We see Greater KL as an attractive place for expatriates to come and work, so that makes it easier for us to hire talent," notes Leon Foong.

"Also, the regulatory clarity is there if we want to apply for a licence or MSC status for example. There are clear frameworks on how to get there," he adds.

Coupled with Malaysia's high smartphone penetration — about two out of every three Malaysians have one, according to Statista — the country is the perfect launchpad into Southeast Asia for SOCAR.



Malaysia's key advantages is that it has a well-developed infrastructure, a competitive cost of doing business and is an ideal launch pad for mobility technology to redefine the transportation ecosystem.

— Leon Foong, CEO, SOCAR Malaysia (2018)





Like many new arrivals, I grabbed as many guide books as possible to quickly establish a good selection of cafés and restaurants to visit. It didn't take me long to sort out that Kuala Lumpur was a city with an endless supply of talented chefs, baristas, and mixologists. After nearly a year of being here, I still enjoy exploring the city's incredible selection of restaurants and cafés.

— **Aaron Fowler**, Country Manager for Malaysia & Commercial Manager for South East Asia, KBR (2018)

QUOTE 59



2018 was a special year. A year of massive changes. It was the year when InvestKL was suddenly moved from the Ministry of Federal Territories to the Ministry of International Trade and Industry.

The change meant that much effort was to be made to connect and build a new relationship with the new MITI Minister and his team. I believe for my CEO Azmi and my own most meaningful achievement in stakeholder engagement was when we gained the Minister and his team's trust in leading the China Special Channel. Moving forward, we are looking out for bigger and more meaningful engagements with the present MITI team.

— **Jason Cheng**, Senior Manager, CEO Office, InvestKL (2021)

QUOTE 60



InvestKL has been instrumental in making Malaysia Oleon's operational headquarters. They are an important partner and have been a driving force towards establishing our regional operations successfully.

— **James De Caluwe**, Managing Director, Oleon Malaysia (2014)

QUOTE 61



InvestKL has been of tremendous help with the setting up of our SEA Hub ever since we first mooted the idea in 2014. They have provided great networking opportunities for us here in Malaysia and connected the company to the right people.

— **Justin Teoh**, Country Head, Arcadis (2017)

QUOTE 62



Indra has been participating in projects in Malaysia since 1997. We started with a representative office in Kuala Lumpur and converted this to a subsidiary company in 2011. Government agencies such as Invest KL have supported us throughout our journey here.

— **Gabriel Moyana Vázquez**, Managing Director, Indra Malaysia (2017)

QUOTE 63



Having a regional headquarters in KL allows us to be closer to customers and partners in the region. It also plays an important role in expanding our footprint across Asia Pacific.

— **Frédéric Théry**, CEO, Veolia Water Technologies Asia Pacific (2019)

QUOTE 64



To have withstood the test of time, Dieffenbacher has well-established values such as a strong customer focus, continuity, tradition, and reliability. It is an independent, fifth-generation, family-owned company that believes in innovation and in providing the best for our clients. This means that we need extremely capable engineers that can deliver world-class plants and provide reliable after-sales service. It was really a nice surprise to find such engineers in Malaysia.

— **Andy Mueller**, Senior Manager Asia Pacific, Dieffenbacher Asia Pacific (2016)

QUOTE 65

““

Subsea 7 does a lot of work in the area of developing young talent. Malaysian talent are very mature when we talk about the support functions such as HR capability, the finance capability, the legal, the contract, all of these capabilities are available in Malaysia.

— **Shakila Subiah**, HR Leader & Advisor for Asia, Subsea7 (2020)

QUOTE 66

““

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

— **Max Bellotti**, Managing Director, Saipem Asia (2014)

QUOTE 67

# For the Country

&amp;





# All Malaysians



Malaysians in general are very committed, and our workforce here in Kuala Lumpur is really a talented group of people who show a lot of passion for what they do and they really want to be successful, in helping the business grow. So that's really been great in terms of the overall work culture in Service Source Kuala Lumpur.

— **Gnaneswaran S**, Vice President of Operation Services, Service Source International Malaysia (2018)

# Fostering a Vibrant Ecosystem

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We work with local universities to employ interns. Corporate brand awareness is important to create a pull factor for the younger generation who will form the next wave of our human capital.

— **Soma Swaminathan**,  
General Manager & South-East  
Asia Managing Director, PPG  
Industrial Coatings Asia Pacific  
(2020)

QUOTE 69

The interconnected world of globalisation, technology, digitalisation, connectivity, and new collaboration models have rapidly transformed and reshaped Malaysia’s evolving business landscape over the decades, creating a cooperative ecosystem of interconnected resources. The 100 multinationals that chose Greater KL as their regional base credit the vibrant ecosystem as an important consideration.

## Growth of Complementary Local Businesses

The strong influx of high-value, high-impact multinationals to Greater KL has led to the creation of new, local primary and secondary service providers and entrepreneurs. These Malaysian companies cater to and support the multinationals’ business and trade requirements, providing innovative products and services, as well as diversified supply sources.

For instance, Malaysia’s growing healthcare and medical devices industry has attracted global companies such as AstraZeneca and Edwards Lifesciences. Over the years, their presence has cultivated complementary local providers in the health services sub-sector value chain. These include manufacturing, provision and distribution of pharmaceutical products, medical equipment and devices, health insurance, research and development (R&D), and education and training of medical personnel.

The symbiotic relationship between global multinationals and domestic companies in Malaysia’s ecosystem provides each with unique benefits, fostering greater adoption of knowledge and technology, creating new jobs for Malaysians, and branching into spillover ventures.

## Strengthening Digital Infrastructure

Malaysia’s reliable digital infrastructure has been a key contributor in bringing investments into the country. Its forward-focus aim to embrace the digital economy and move towards Industrial Revolution 4.0 is fast reshaping trade flows, ecosystems and value chains.

The country has seen a rapid acceleration of customer and supply chain interactions and trade operations. The National Digital Network (Jendela), a digital infrastructure plan to meet the needs of digital connectivity and gradual transition to 5G technology is set to pave the way for a more comprehensive and high-quality broadband service coverage.

## Strong Financial Support

Malaysia’s financial services sector is well-capitalised and stands out as a pivotal contributor to Malaysia’s success in its innovative and inclusive financial sector.

The country’s stable financial services sector is important as a means to access capital and avoid currency fluctuation risks. The country is a leader in Islamic finance, and is in a unique position of strength to create a market niche.

## Human Capital

One of Malaysia’s sought-after resource is its human capital. Malaysia’s multicultural talent provides cultural and language familiarity with many countries in Asia, such as English, Bahasa Malaysia and Chinese.

Since 2011, the global multinationals that have been facilitated by InvestKL have seen the creation of 13,962 high-skilled jobs. This has also led to thousands of new jobs within the complementary local business ecosystem which has strengthened and expanded, fostering and supporting business growth and building strength in high-impact, high-value industries.







Malaysia has a great talent supply for actuaries. We have a lot of good higher learning institutions that are producing quality actuaries here, and they are so in demand globally.

— Zakri Khir, CEO, Allianz Malaysia (2019)

QUOTE 70







“

KL’s urbanised population is highly educated and this enables them to help their clients leverage intelligent operations and to unlock trapped value from their business.

— **Azwan Baharuddin**, Managing Director, Accenture (2019)

QUOTE 71

“

We place much importance on skills and development of our employees. That is one example of how we can contribute to the Malaysian economy and ecosystem.

— **Clement Lix**, Centre of Excellence Director, Air Liquide (2019)

QUOTE 72





# Empowering Local Champions

**M**alaysia has developed a vibrant and diversified business ecosystem that is attractive to multinational companies. When such global giants extend their footprint here, their presence brings immense benefits to the local economy, not just in terms of the number of new jobs created, but also partnership opportunities and growth advantages for local companies.

Malaysian entrepreneurs and small and medium-sized enterprises (SMEs) are a substantial and vital backbone of the nation's economy. They make up 98.5% of businesses in Malaysia and play a critical role in forging effective value-chain connections with large multinationals as sourced providers of products, services, and knowledge needed for the global supply chain.

In doing so, they contribute to the industry advancements from adopting new technologies, upgrading capabilities, creating and providing jobs, and conquering new grounds. Over the years, the synergy of expertise and opportunities between multinational companies and local SMEs in Malaysia has led to some of the most innovative supply chain practices and transformation of the business ecosystem.

Through the adoption of high-quality innovations and learnings, these companies have differentiated themselves by providing value-added services with faster speed to markets.

For instance, global multinational company PPG Coatings (Malaysia), a leading global manufacturer of paint and specialty coatings products with a base in Greater KL, prefers to work with local partners in the design and fabrication of plant equipment to shorten lead times and ensure there is local support for troubleshooting and maintenance. The company is committed to forging long-term strategic partnerships with local SMEs to drive innovation and productivity such as in the area of sustainability, where PPG works with local partners to generate new ideas and solutions.

The collaboration between multinationals and SMEs is key to encourage them to play a bigger role and internationalise their businesses, as it will lead to higher impact and greater value opportunities while lifting Malaysia's competitiveness in the global economy.

Formerly Philips Lighting, Signify is a multinational company in connected light-emitting diode (LED) lighting systems, software and services. Signify appreciates working with local SMEs who have a sound knowledge of the ecosystem and an established presence in Asia. The company has partnered with Malaysian companies to develop new products for new segments and supply, not just the technology but also the components.

InvestKL continues to work with the relevant parties to promote and deepen collaborative opportunities within the local ecosystem and leverage the strengths of the multinational companies has been done through engagements with global companies, local SMEs, trade associations and chambers to connect enterprises and industries within the ecosystem to move up the value chain.

While each SME's impact may seem like a little ripple, their cumulative impact is outstanding and serves as an important contributor to the national economy. InvestKL, together with other government agencies, will continue efforts to partner with industry stakeholders and large multinational companies to help SMEs to grow and scale up.



Greater KL is at the hub of the growing oil and gas industry in Asia, and many of our customers have regional offices here. The opportunities for Clariant to grow in Greater KL with the government's initiatives of providing better infrastructure, communications, services, availability of skilled workers and ease of doing business in Malaysia, are all essential to Clariant's operations.

— **Pete Dodgeon**, Vice President,  
Clariant Oil Services, Asia Pacific  
(2015)

QUOTE 73



# Cultivating High-skilled Jobs

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**With a diverse talent pool, we are able to tap into this valuable asset to further expand our services in Malaysia, a regional hub for business growth and development in Southeast Asia.**

— **Walter Hiew**, Regional General Manager for Southeast Asia, Feilo Sylvania (2019)

QUOTE 74

**M**alaysia's diverse and talented workforce play a crucial role in advancing the interest of global multinationals considering Greater KL as the location for establishing their regional hub.

High-quality talent means strong businesses, more jobs, and ultimately, economic growth. Malaysia's multilingual and multi competency workforce makes it an attractive proposition for global companies. Close to one-third (30.1%) of Malaysia's working population comprise skilled workers, with the bulk of 58.4% comprising semi-skilled workers (in the third quarter of 2020).

As Malaysia gears up to be a knowledge economy, the country has put in place initiatives to drive innovation and business openness, for greater competitiveness. According to the Global Talent Competitiveness Index 2020 (GTCI 2020), Malaysia moved up two spots to the 26th position out of 88 countries.

With the accelerated pace of technological advancement in recent years, coupled with the COVID-19 pandemic, the importance of digitalisation cannot be underscored. This will further shape Malaysia's aspiration to be a knowledge and digital-led economy through the adoption of Industry 4.0 (Industry 4WRD), artificial intelligence (AI), innovation, automation, Internet of Things (IoT) and other technological advancements and digitalisation, through an enabling eco-system.

Against this new and high-growth environment, Malaysia will continue to prioritise talents and their developmental needs which is vital for the country to ensure its workforce are well-equipped with the right skills for businesses of today and the future.

The multinational companies that choose to set up their regional base in Malaysia have shown a strong commitment to investing in upskilling and grooming local talents to achieve global competitiveness. The 100 multinational companies that InvestKL has facilitated to establish operations in Greater KL have led to the creation of 13,962 regional high skilled jobs as at end-2020.

Companies such as Edward Lifesciences that established their hub in Greater KL to support its regional expansion, note that the talents they hire are groomed to take on regional roles, growing their skillsets and capabilities as they develop in their careers.

The future remains optimistic as there is a continued and robust pipeline of skilled young Malaysian talents, with over 330,000 tertiary students enrolled in 240 higher learning institutions that include universities, polytechnics and colleges. These young talent of the future, where over two-fifths are aged 25 and below, are ready to be groomed into embracing high-skilled roles that will be the mark of Greater KL's future.







“

Having agencies like InvestKL is actually very good initiative in making sure that the level of exposure, especially in the industry, connecting to the students and talent, are being done.

— **Imannudein Othman Baki**, Business & Operations Country Representative (Malaysia), SPIE Oil & Gas Services (2020)

QUOTE 75

“

There is a melting pot of different races, cultures, and upbringing here. This situation along with the many education institutions here has created ‘diversity of thought’ among its graduates.

— **Jonathan Toke**, Vice President for Asia, Haskell (2017)

QUOTE 76





Malaysian employees are multicultural and multilingual. These are valued attributes, but most importantly, Malaysians are highly adaptable and able to adjust in any situation. This enables us to rise up to the challenges posed by complex problems and come up with big and bold ideas and solutions to build a better world.

— **Scott Dunn**, Vice President, Strategy & Growth SEA, AECOM (2017)

QUOTE 77



MNC leaders share best tips and advice. Scan QR code to listen.



From local to global. Scan QR code to hear from our Malaysian talent.



# Developing Talent for the Future

**M**alaysia's success as an attractive destination for foreign companies relies in great part on the capability of its workforce. To that end, ensuring that there are relevant fundamental and upskilling initiatives to facilitate knowledge transfer that take into account global knowledge and local nuance are essential to prepare Malaysians to be ready for jobs of the future.

InvestKL, in collaboration with Talent Corp, a national agency that drives Malaysia's talent strategy, set up the InvestKL Talent Programme in 2018. This programme aims to enhance, develop, and produce homegrown talent that can scale up the leadership ladder of local and global multinational companies.

Many multinationals that were facilitated by InvestKL participated in this programme. Among them include Schlumberger, Linde, Honeywell, IBM and Cargill together with universities such as the University of Malaya (UM), Universiti Kebangsaan Malaysia (UKM) and Heriot-Watt University.

In July 2020, InvestKL supported the National Apprenticeship Scheme (SPN) spearheaded by the Youth and Sports Ministry, to increase the marketability of Malaysia's youth to help them secure jobs. InvestKL advocated the programme to its list of investors and received overwhelming interest from many foreign multinational companies established here in Greater KL. Since the launch, 14 multinational companies have participated in the scheme with a commitment to recruit 60 youth trainees.

Launched in May 2021, InvestKL Fit4Work is a talent training initiative under the Government's Penjana initiative to enhance essential skillsets of young Malaysian graduates required for the Global Services Industry. The programme aims to increase the quality and competitiveness of young graduates, with potential job placements with multinational companies, GLCs (government-linked companies) and major companies within the services industry. Graduates will undergo a three-month programme in four core areas: management skills, knowledge skills, essential skills and IR4.0 business skills. Participating companies will provide the industry exposure and training. Upon successfully completing the programme, participants employed by these companies would be offered a minimum employment period of a year.

It is estimated that by 2030, there would be between 3.3 million and 6 million jobs created in Malaysia. Malaysia recognises the need to future-proof and strengthen its human capital, especially with the advent of next-generation Industrial 4.0 and digitalisation sectors. The government has introduced the SkillsMalaysia 2.0 programme to boost more participation in Technical and Vocational Education and Training (TVET).

To ensure Malaysian talent remain an attractive consideration for global companies, InvestKL, together with like-minded partners, will continue with relevant initiatives to develop talents further.



The construction market in Greater KL is robust now and there is a lot of competition for good talent. However the local talent pool has a lot of diversity and this bodes well for all industries including construction.

— **Michael Doring**, Vice President & Operations Manager for Southeast Asia, Turner International Malaysia (2017)

QUOTE 78



Watch how the presence of our MNCs have enriched local talent. Scan QR code to watch.

“

As we evolve with the digital revolution, having our hub in a city like Kuala Lumpur that is pivoting towards next-generation digital industries was in line with our growth plans.

— **Patrik Grande**, Country President, Novartis Malaysia (2020)

QUOTE 79

“

Our drive is towards digitalisation, to make our operations more efficient and competitive. The local environment is supportive of the ecosystem in building up a strong digital competency in KL.

— **Carl Schou**, President, Wilhelmsen Ship Management (2019)

QUOTE 80

# The Ne



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Our company has been active in Malaysia and Southeast Asia since the end 70s. Initially, we were here on a project basis and later on decided to remain permanently in Greater KL. It is the city's location and competitive advantages that makes it such an attractive proposition for a regional hub.

— **Gilles Costa**, Managing Director, Menard Asia (2015)

QUOTE 81

# Chapter



The Next Chapter.  
Scan QR code to  
watch our 2021  
media event.

I am very proud to see how far InvestKL has progressed over the past ten years. The 100 companies that have chosen Greater KL for their Asian base did so because they strongly value the advantages for business growth and expansion. This is simply a strong recognition of what Greater KL has to offer investors.

Despite the macroeconomic challenges, I remain optimistic that this city will continue to be an attractive investment destination for the next decade. We are committed to fostering a business-friendly environment and strengthening Greater KL's position as a regional and global hub. With the ongoing efforts to drive Malaysia's adoption towards being Industry 4.0-ready and a digital economy, Greater KL will advance forward in fostering a more upskilled and innovative business environment.

# The Journey Continues



Muhammad Azmi Zulkifli CEO, InvestKL

Moving ahead, the 10-year strategic plan, anchored on the National Investment Aspiration (NIA), is focused on attracting high-quality investments in technology and innovation-based activities to catalyse Malaysia's move towards a high-income economy. It is aimed at striking a balance between economic development and environmental sustainability, in line with global ESG (environmental, social and governance) benchmarks. This is also consistent with Malaysia's Shared Prosperity Vision 2030.

Another factor that will be attractive to investors is Malaysia's inclusion as one of the 15 countries in the Regional Comprehensive Economic Partnership (RCEP) - the world's largest trade agreement. This agreement, signed at the end of 2020, aims to create an integrated market to ease the provision of goods and services by each of the 15 member countries focusing on trade, investment, intellectual property, e-commerce, small and medium-sized enterprises (SMEs) and economic cooperation.

This also means that competition will ramp up in the region, and all of us will need to work even harder to ensure that we remain attractive to foreign investments. The team and I at InvestKL are poised and motivated to support the interest of foreign global companies and improve their investor experience. We are committed to double our efforts to ensure we work collaboratively to accelerate and ease the path for a seamless investment journey for investors.

To support this, we have introduced two promising key initiatives. The first is the Greater KL (GKL) Live Lab programme which aims to attract companies to collaborate with local players to elevate the city's competitive advantage for quality, innovation-led and knowledge-intensive activities. The second is Fit4Work, a programme supported by public and private universities and aims to increase the quality and competitiveness of young graduates. The programme offers potential job placements with multinationals, government-linked companies (GLCs) and top corporations within the services industry.

The triumphs of the past decade have forged a clear path for the next ten years ahead for InvestKL. We have set ourselves another ambitious goal of attracting the next 100 multinationals and fast-growing companies to the illustrious Greater KL in the next decade, ultimately growing and developing the supply-demand value chain comprising local SMEs.

I am personally excited at what the future holds for the next decade for InvestKL. We will continue to scale up the rungs in our aim to foster Greater KL and Malaysia as the world's preferred investment and business destination.





Kuala Lumpur has definitely exceeded our expectations and we are very pleased with the performance of the Centre of Excellence.

In Kuala Lumpur, we have a young and hungry team that works with cutting-edge digital technologies to develop better services.

— **Enrique Patrickson**, CFO of Electrolux Asia-Pacific, Middle East & Africa (2019)

QUOTE 82



InvestKL made it so easy for us to bring the necessary personnel into Malaysia as expatriates by providing us with the network to local authorities and government agencies.

— **Cai Zemin**, General Manager, China Railway Group Ltd (2017)

QUOTE 83





“

Beyond 2020, I envision that Kuala Lumpur will holistically evolve to become a smart digital city, driven by a balanced community purpose, i.e., to serve its residents' needs and systemically improve common facilities and amenities for the well-being of Malaysians, business residents, expatriates and international visitors.

— **Dato' Abdul Rauf Rashid**, EY ASEAN Assurance Leader, Malaysia Managing Partner, Ernst & Young PLT (2020)

QUOTE 84

“

With an attractive ecosystem for inward investment, worldclass infrastructure, strong economic frameworks and access to the rest of the ASEAN region, Kuala Lumpur will offer a fitting environment for Altran to continue to grow our presence in the market across our key business areas – aviation, automotive, healthcare, telecoms and smart society.

— **Phillippe Salle**, CEO, Altran (2014)

QUOTE 85







““

Speaking from a purely business perspective, our base in Kuala Lumpur is a gateway for us to the region and will help us realise better returns on our investment and scale faster within Asean.

— **Karunjit Kumar Dhir**, SRKay (2020)

QUOTE 86

““

We move every few years and it normally takes us a month or two to adjust to a new place. We didn't have to go through the adjustment phase in KL, though. It was an instant adjustment due to the warm and friendly nature of the people here. Greater KL has the best of both worlds— a nice blend of rich, multicultural heritage and the facilities, amenities, and comforts that a modern city offers.

— **Thiyagathuraivan Sankar**, Regional Financial Controller for Asia Pacific, Cargill (2017)

QUOTE 87

““

Whenever I talk about KL, I always smile. I love what KL offers to the expatriate community. I can sell KL, KL to me is a vibrant city, it has so much to offer.

— **Dr. Norma J. Hudson**, Head of School, International School of Kuala Lumpur (ISKL) (2015)

QUOTE 88

““

I have lived in the US and a number of countries in Asia and I find Malaysia to be very favourable. It has a rich heritage combined with modern conveniences and infrastructure that provides a very good working environment. We had no problem settling into Kuala Lumpur.

— **Bert Braden**, SEA Chief Operating Officer, Deloitte Southeast Asia (2013)

QUOTE 89

““

We are carefully setting the foundations for expanded growth and to meet our parent company's aspirations to become a dominant player within the region. I think we have made good progress until today, ensuring that we create the correct disciplines within our business and InvestKL is helping us to achieve our aspirations.

— **Paul Gibbons**, Managing Director, Sports Direct Malaysia (2018)

QUOTE 90



“

It's quite easy living here as an English-speaking expat simply because most Malaysians already speak the language. It's a fast developing city, too. KL has really evolved in a short time, and it manages to nicely balance the modern with the traditional, which is one of its great appeals for me.

— **Martin Thacker**, Head of Finance for Malaysia, Brunei, & the Philippines, Rentokil Initial (2015)

QUOTE 91

“

The talent that we have hired in KL are highly motivated and energized. Moreover, with KL being a melting pot of cultures and ethnicities, everyone is very tolerant and respectful of each other; similar to the core values that our company promotes. I am very proud of the team that we have built here!

— **Paul Crowcroft**, Senior Manager for IT Technical Operations, Huntsman (2017)

QUOTE 92

“

Malaysia is a beautiful country, it's a very peaceful place. It's the ease of living that I think Malaysia really excels at, it's very easy to attract people to live in Malaysia. People are very friendly and they converse well in English also in few other languages.

— **Prof Mushtak**, Provost & CEO, Heriot-Watt University (2020)

QUOTE 93

“

I still remember when we had all our global stakeholders from India and Europe fly to Malaysia for our first meeting with InvestKL. They really made us feel very comfortable and genuinely cared about our business.

— **Karunjit Kumar Dhir**, Co-Founder, SCIKEY (2020)

QUOTE 94

“

Having lived and worked in regions as diverse as North East Asia, Europe, Australia and Latin America, we can safely say that we have in no way compromised the quality of education that our children have enjoyed in Malaysia.

— **Ramesh Kana**, Group CEO, Emery Oleochemicals (2016)

QUOTE 95

“

I believe KL offers great outdoor options for families. I normally occupy my weekends: I love cycling, so I get out to ride different routes around the city; I love eating, so I explore the myriad cuisine options in KL; and finally, I do like to just discover the cultural richness Malaysia has to offer, so I visit museums and take a walk downtown.

— **Max Rangel**, President for Asia Pacific, SC Johnson (2017)

QUOTE 96

“

Malaysia is in close proximity to many leading Asian markets such as Singapore, Indonesia, Thailand and the Philippines. This allows us to be interconnected to other markets where we are aiming to expand our presence as well. The multicultural and multilingual talent pool in Malaysia gives us an added advantage to reach different markets as we are able to connect and integrate our services across borders.

— **Walter Hiew**, Southeast Asia General Manager, Feilo Sylvania (2018)

QUOTE 98

“

We are proud to choose Malaysia as the location for our newest SIO Center... The highly promising Malaysia market offers a solid IT infrastructure and is bolstered by the Government's current efforts to build a critical mass of talent skilled in Big Data analysis. We are also grateful for the strong support from our key industry players, including our partners InvestKL.

— **François Abrial**, Executive Vice-President, Asia Pacific, Air Liquide (2018)

QUOTE 97

“

KL is a very easy place to live. You don't have a language problem, it's a very peaceful country to live in, you have a number of cultures that live side by side.

— **Janet Brock**, Head Teacher, The British International School Kuala Lumpur (2015)

QUOTE 99

“

Malaysia was the obvious choice for its new facility. The country offers highly qualified financial professionals with excellent customer service attitudes.

— **Simon Ayat**, Chief Financial Officer, Schlumberger (2010)

QUOTE 100



# Acknowledgements

We are grateful to all those who have supported our journey. We express special thanks to the key government ministries, agencies as well as our partners from the embassies, chamber of commerce, trade associations, consulting groups and industry-academia collaborators for your instrumental role towards the transformation of Greater KL. We look forward to greater success in our continued partnership as we embark into the future.

## MINISTRIES



## MITI AGENCIES









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