



Invest KL Corporation (InvestKL) is an investment promotion agency focused on attracting global multinationals and fast-growing companies to establish their regional hubs in Greater Kuala Lumpur (Greater KL). Having achieved its initial goal of attracting 100 companies by 2020, InvestKL is on its way to attract a new wave of high-impact and technology-oriented investments in line with the sustainable and green growth agenda.

As an agency under the Ministry of International Trade and Industry (MITI), InvestKL provides 'specialised' facilitation services, geared towards fast-tracking multinational investments, contributing to industry growth, and fostering sustainable high-income executive jobs in Greater KL.

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FOREWORD BY CHAIRMAN

I am pleased to inform that despite the economic and geopolitical challenges primarily caused by the Covid-19 pandemic, InvestKL has rose and emerged stronger in 2021. The team took the Year of the Ox, by its horns and against all odds, secured a **committed investment of RM2.46 billion, a 30% increase in investments** compared to 2020 and another **13 global services hubs.** This is a strong performance and the journey towards securing RM35 billion in new cumulative investments by 2030 is off to an excellent start.

PARTIAL ECONOMIC RECOVERY, BORDER REOPENING

In 2021, Malaysia's GDP rebounded to 3.1% growth, from a decline of -5.6% in 2020. Though the protracted pandemic has slowed the reopening of international travel and trade, Malaysia's strengths lay in our vaccination rate of 97.9% (adults with two doses), as well as the avoidance of further lockdowns in transitioning to an endemic phase.

These strengths, together with new investor incentives such as the Digital Ecosystem Acceleration Scheme in Budget 2022, resulted in the 2022 Milken Institute Global Opportunity Index ranking Malaysia No. 1 in Emerging Southeast Asia as the country with the most potential to attract foreign investors.

DOUBLING DOWN ON INDUSTRY 4.0

InvestKL's success in embracing the digital shift to Industry 4.0 investments was reflected in the introduction of two key initiatives in 2021: Greater Kuala Lumpur (GKL) Live Lab and Fit4Work. The former encourages collaborations between MNCs and local companies partnering on innovation-led activities to create high-value and future-ready jobs, whereas the latter is a talent training programme to enhance the essential skill sets of young Malaysian graduates required for the Global Services Industry. Fit4Work covers leadership skills and global knowledge in industries such as IR4.0, digitalisation and automation.

These two new initiatives, as well as the Malaysia Digital Economy Blueprint and the National Fourth Industrial Revolution Policy launched by the government in 2021, show how serious InvestKL and Malaysian policymakers are in taking this paradigm shift.

None of this would be possible without the wholehearted support of the Ministry of International Trade and Industry (MITI) and our partner investment promotion agencies. Equally important was the insightful engagement we enjoyed with various embassies, high commissions, chambers of commerce, trade associations and MNCs. We hope to count on your continued support in the coming year.

With the Ox in the rear-view mirror and the Tiger ahead, I do not doubt that the InvestKL team, led by CEO Muhammad Azmi Zulkifli, will have the courage and tenacity to take on the myriad opportunities in the global investment landscape in 2022.



DATUK SERI (DR) MICHAEL K C YAM SMW, DSNS, D.UNIV (HERIOT-WATT)

PERFORMANCE REPORT 2021

FOREWORD BY CEO

InvestKL's triumph in securing our first 100 multinational companies (MNCs) by 2020 is a source of pride, more so as it was done against the backdrop of an unprecedented black swan event. This accomplishment motivates my team and I to achieve our next target of attracting $\textbf{RM35}\ \textbf{billion}$ in cumulative investments by MNCs and fast-growing companies by 2030.

We proud of how much InvestKL has progressed amid a challenging business landscape while continuing to champion the government's efforts to elevate Greater KL as the investment hub of choice for global companies conducting cutting-edge and high-value regional activities.

The numbers speak for themselves: To date, we have secured a total of RM 18.272 billion in committed investments and created over 16,000 executive jobs. RM 13.765 billion or 72% of these have been realised, while 11,685 or 71% of executive jobs have been filled, with an average monthly salary of over RM10,000.

AIMING HIGHER FOR THE NEW DECADE

Looking ahead, our focus will be anchored strongly with the National Investment Aspirations (NIA), New Industrial Masterplan (New IMP) and Shared Prosperity Vision (SPV2030) for sustainable and innovation-lead services in Greater KL. We have placed the country's and the rakyat's best interests at heart to ensure immense benefits through these investments such as the creation of high-skilled executive jobs, a broader ecosystem and greater economic spillover for ancillary and support services.

As the world comes to grips with a new normal, InvestKL will ramp up initiatives to attract new foreign investors, as well as reconnect with our current partners and investors to mutually strengthen bonds and undertake ongoing collaborations.

NURTURING IDEAS AND DEVELOPING FUTURE **TALENTS**

We cannot emphasise enough the value brought by our two initiatives launched in 2021. The Greater Kuala Lumpur (GKL) Live Lab envisions Greater KL as a testbed where foreign investors conducting knowledge-intensive and innovation activities can bring their ideas to life while collaborating with local players. In 2021, five companies have joined the GKL Live Lab initiative (beyond the set KPI of three), positioning their innovative projects here in the city covering five tech verticals: Edutech, Healthtech, Datatech, Dronetech and Marketingtech.

Another significant addition was Fit4Work, an executive talent upskilling programme we launched in collaboration with the PENJANA initiative that complements the nation's ambition of producing a competitive and future-ready talent pool. By the end of 2021, 76% of the programme graduates were already employed by leading corporations.

PIVOTING TO GREATER POTENTIAL

Our achievement of the past decade have forged a clear path for the next few years. We expect to build on this in 2022, guided by several key government policies: the 12th Malaysia Plan, KL Climate Action Plan 2040, and various Smart City Initiatives. I am personally excited to see what the year brings.

My appreciation goes to the Board and Team at InvestKL, the Ministry of International Trade and Industry (MITI), government agencies, our strategic and collaborative partners, and our many, many stakeholders for supporting our journey.



CELEBRATING 10 YEARS OF IMPACT IN 2021

InvestKL celebrated its 10th anniversary on 18 August 2021. It was during this significant milestone that InvestKL achieved its KPI mandate of attracting and facilitating 100 multinational companies (MNCs) to set up their Regional Services Hubs in Greater KL. The 100 MNCs have contributed an investment amount of RM 15.2 billion, as well as the creation of over 13,000 executive jobs.

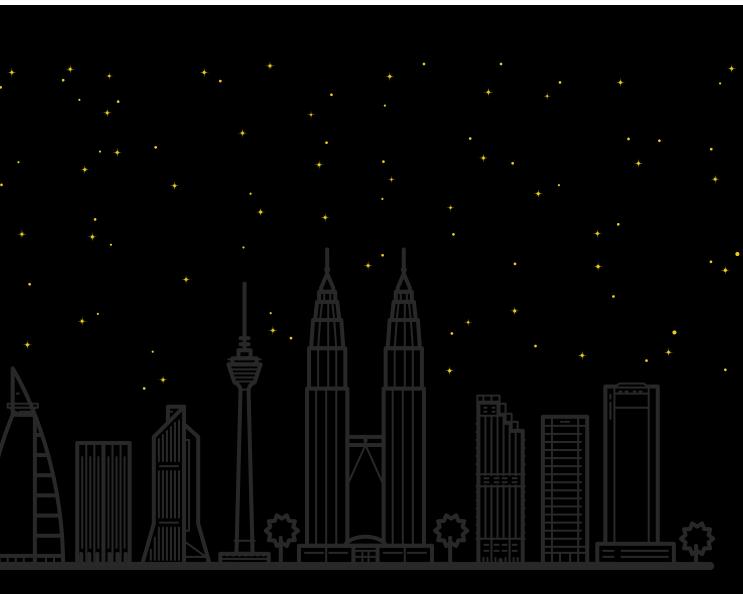
Thanks to the invaluable support extended by many government ministries, agencies, embassies, chamber of commerce, strategic and collaborative partners, the success of InvestKL is now cumulated in a production of an exclusive coffee book titled *The Journey to 100*. This is a special publication – one that recaps all efforts in the decadelong undertaking from enriching the ecosystem, boosting economic multiplier effect, developing a pipeline of home-grown talent to raising Greater KL's profile as a leading location for business.



Scan QR code to visit

The Journey to 100

website



THE JOURNEY TO







A Dynamic, Digital & Diverse City

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

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

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

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

GREATER



Scan to experience our virtual tours!

Exciting Business Hubs and Major Developments







SOUTH





TUN RAZAK **PNB188**

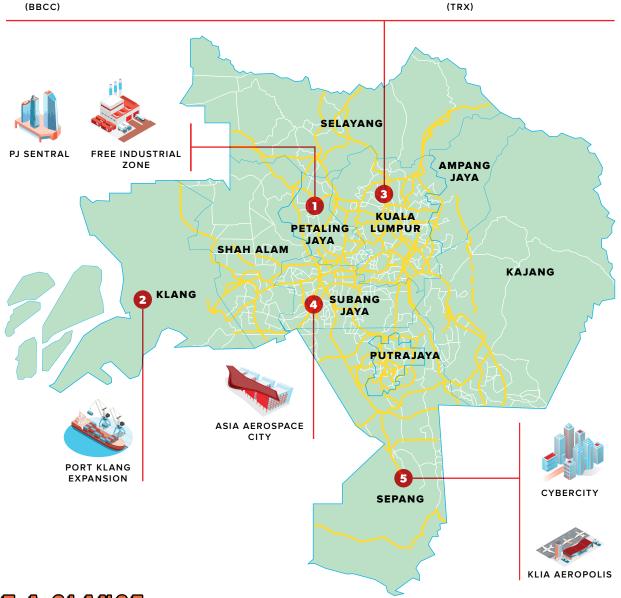


KLCC



EXCHANGE (TRX)

KL ECO CITY



AT A GLANGE

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

SOURCE: INVESTKL, JLL

INTERNATIONAL RANKINGS

Gateway to Asia



3.2 BIL

global middle-class population rising in Asia by 20301

US\$8 TRI

Infrastructure in Asia²

US\$3.11 TRI

662.16 MIL million population in ASEAN

41.5 MIL

Malaysia's population by 20304

Digital & Innovation



BRD

most Innovative Upper Middle-income Economy⁵

9111

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

among top 20 Asia Fintech Hubs⁷

most attractive city in the world for digital talent8

- 1. OECD Observer
- 2. Asian Development Bank
- Statista
- 4. Department of Statistics Malaysia
- Global Innovation Index by World Intellectual Property Organization, 2021
- KPMG Global Technology Industry Survey, 2021
- Asia Pacific Fintech Rankings: Bridging Divides Report,
- Boston Consulting Group and The Network, 2021
- 9. KPMG CoDB Index 2020
- 10. World Bank 2020

Enhanced Competitiveness



181

in Southeast Asia for Cost of Doing Business9

in Southeast Asia for Ease of Doing Business¹⁰

among the Best Countries to Start a Business¹¹

for Global Competitiveness¹²

A Business Location



BRD

Best Global Digital Hub Location¹³

Best Digital Legal Framework¹⁴

for Financial System Market¹⁵





- 11. US News and World Report, 2021
- 12. World Competitiveness Yearbook, 2021
- 13. A.T Kearney Global Services Location Index 2021
- 14. Global Competitiveness Report SE 2020
- 15. Global Competitiveness Index 4.0 2019 World Economic Forum

Future Ready Talent



3RD

in Asia for English Proficiency Index¹⁷

in Southeast Asia group for Global Talent Competitiveness¹⁸

International Schools in Greater KL¹⁹

Public and Private Universities²⁰

 $\begin{array}{c} 226 \, \text{ } \boxed{400} \\ \text{total graduates in Malaysia in 2020}^{\text{21}} \end{array}$





Best Place for Expats²²

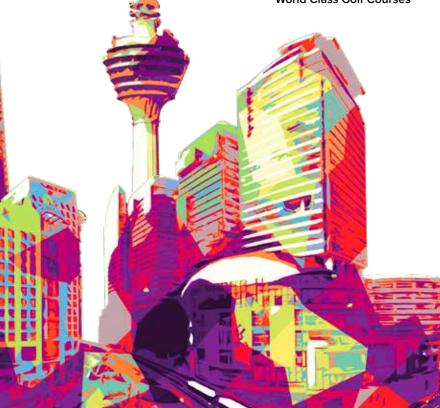
23RD

Most Peaceful Country in the World²³

Least Expensive City²⁴

Art Museums and Art Galleries

World Class Golf Courses



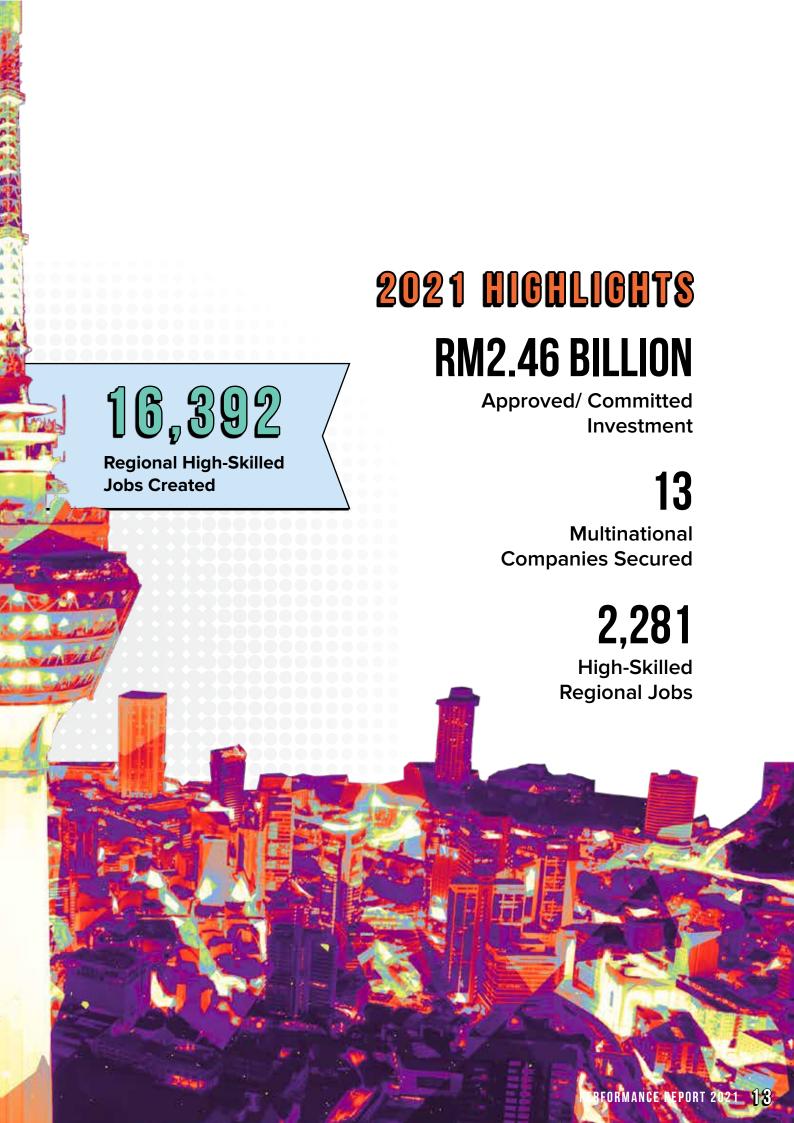
- 16. Global Competitiveness Index 4.0 2019 World Economic Forum
- 17. Education First, 2021
- 18. Global Talent Competitiveness Index 2021 rankings
- 19. International Schools Database, 2021
- 20. Study Malaysia 2020

- 21. Department of Statistics Malaysia
- 22. Expat Destinations 2021
- 23. Global Peace Index 2021
- 24. Mercer Cost of Living Survey 2021

INVESTRL ACHIEVEMENTS

Since Inception in 2011-2021





RINVESTORS

Selected Investors from 2011–2021



































































































































































































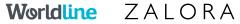








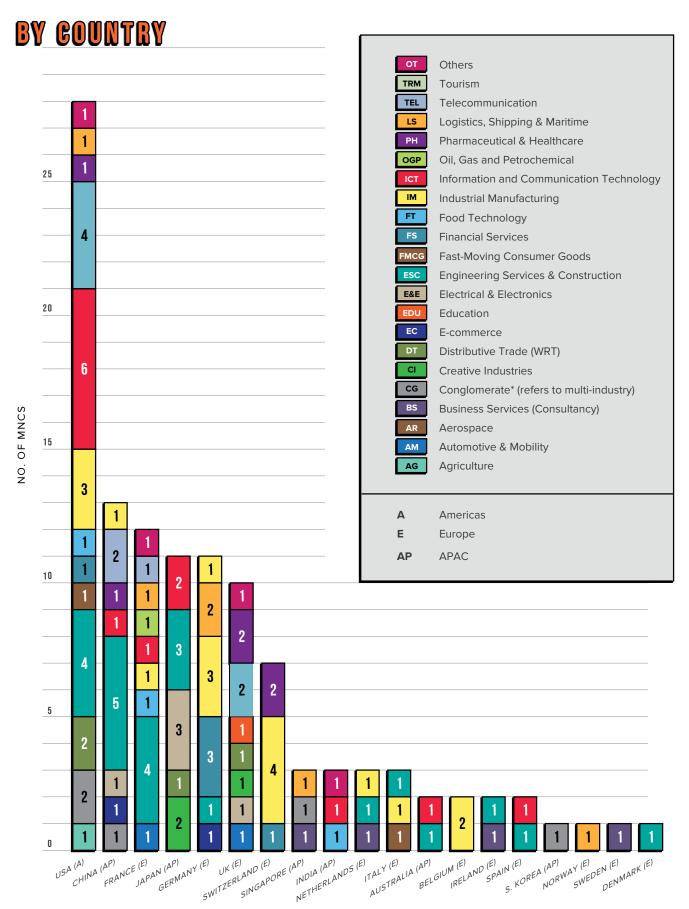




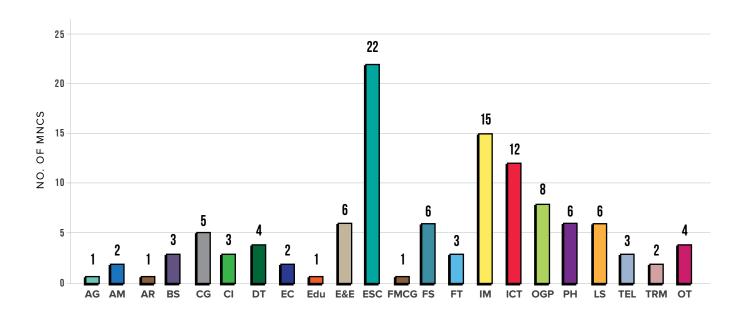


MULTINATIONAL COMPANIES IN GREATER KL

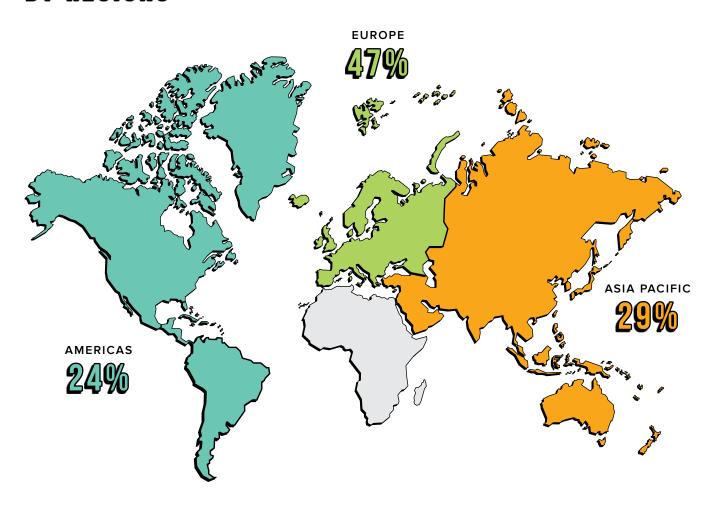
Profiles of MNCs under InvestKL as of 31 December 2021



BY SECTOR



BY REGIONS



GREATER KUALA LUMPUR IVE LAB

Encouraging ideation in the city of contrast and diversity

Strengthening Greater KL as an innovation and ideation smart city is the Greater Kuala Lumpur (GKL) Live Lab. The programme was developed as a city concept to use Greater KL as a testbed where foreign companies conducting knowledgeintensive and innovation activities can bring their ideas to life while collaborating with local players. It aims to create high-value and future-ready jobs, as well as deepen the local ecosystem with more sophisticated and complex activities. Since its launch in April 2021, GKL Live Lab has secured five key projects covering EduTech, Healthtech, Dronetech, Data Solutions, and Marketingtech.

Key industry sectors for local and multinational collaborations are technology products and services; medical technology, autonomous vehicle; future mobility; pharmaceutical or medical testing and clinical trials; R&D, design, and development; deep and emerging technology; and environmental, social, and corporate governance (ESG).















Scan QR Code to visit **GKL Live Lab**

FIT4WORK

Developing Talent for Future Industries

Another significant programme was Fit4Work, an executive talent upskilling program in collaboration with the PENJANA initiative that complements the nation's ambition of producing a competitive and future-ready talent pool. The programme enhances the quality and competitiveness of Malaysian graduates, with potential job placements with multinational companies, government-linked companies, and large corporations within the services industry.

By the end of 2021, majority of the programme graduates were already employed by leading corporations. InvestKL works very closely with leading public and private universities such as Universiti Malaya, Universiti Putra Malaysia, Monash University, and the University of Nottingham Malaysia.

Participants undergo a curated three-month programme that prepares them for the regional services industry, equipped with essential skill sets which include leadership skills, global knowledge, and exposure to new industries, such as IR4.0, digitalisation, and automation.



I was among the first batch of participants and this unique programme taught me many essential skills. The training provided was very relevant for young graduates. This is the platform where we can make ourselves better skilled. I hope that this programme will be continued in the future so that more young talents out there can grab this opportunity.

Fatin Ahza Rosli, 26 years old, Universiti Putra Malaysia Fit4Work had an excellent programme structure that encouraged active participation and discussions. The trainers are all professionals with years of industry experience under their belt.

Woo Jiun Hiao, 24 years old, University Tunku Abdul Rahman

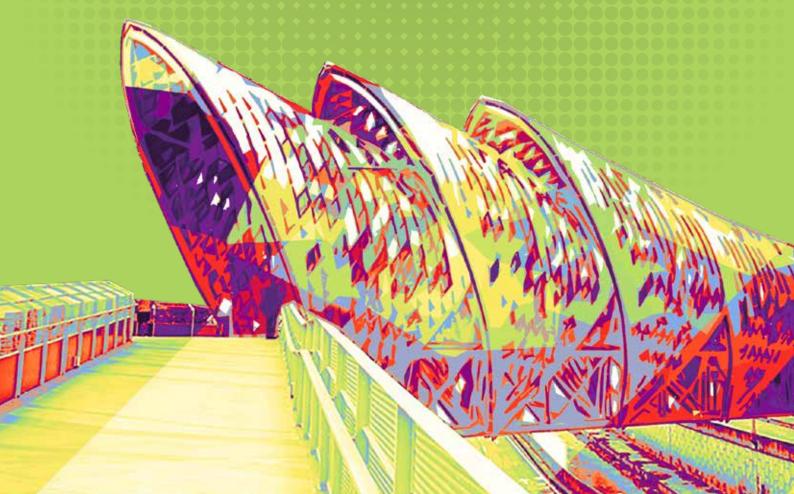


The programme strengthened his confidence in communicating and taught him how to convey ideas eloquently to an audience. These skills are necessary for my career pathway that involves governance and governmental policy.

Navintran Vadivelu, 23 years old, Nottingham University

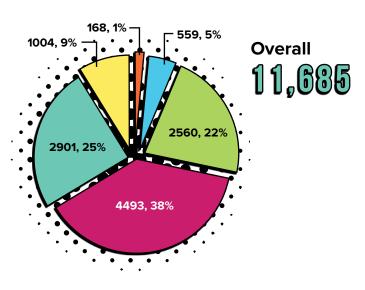


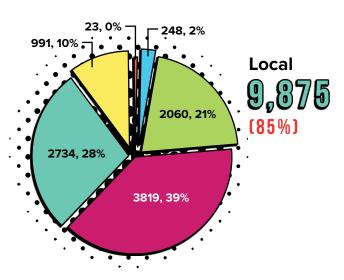
IMPACT ON THE MALAYSIAN ECONOMY

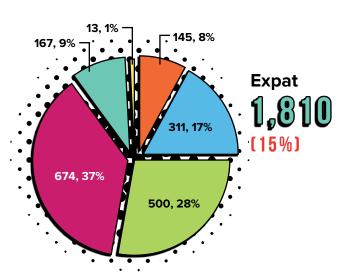


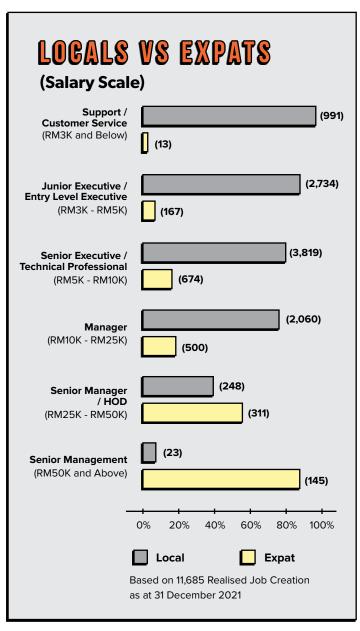
REGIONAL JOBS REALISED

Salary Analysis (31 December 2021)









Senior Executive / Technician

Support / Customer Service

Junior Executive / Fresh Graduate

(RM5K - RM10K)

(RM3K and Below)

Senior Management

(RM50K and Above)

Senior Manager / HOD

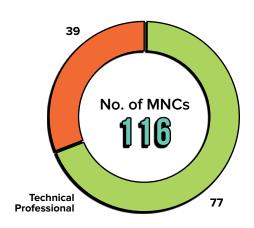
(RM25K - RM50K)

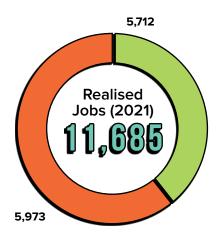
(RM10K - RM25K),

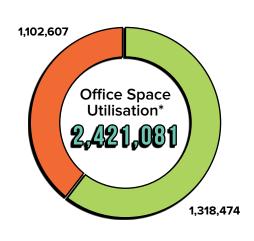
Manager

SPILLOVER TO OCAL ECONOMY

Space Utilisation Analysis

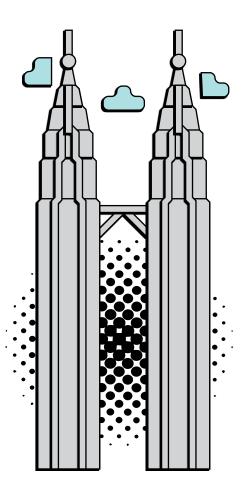






Selangor

Kuala Lumpur



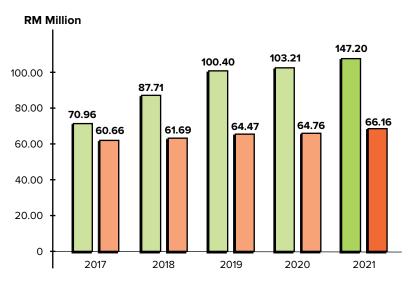
The 116 MNCs would occupy

of Petronas Twin Towers

* Petronas Twin Towers average NLA / floor - 18,000 sqf

Estimated Annual Rental (2021)

176.91 MILLION



Average Rental: Kuala Lumpur RM7/sqf Selangor RM5/sqf

MEDIA HIGHLIGHTS & EVENTS













Greater KL's burgeoning













RM1.92B INVESTMENTS

Malaysia - a thriving tech hab for local enterprises and MNCs













InvestKL tingkat usaha tarik pelabur ke Greater KL

19 JANUARY 2021

The InvestKL team displayed amazing spirit & enthusiasm supported by new ideas & initiatives during their first-in-history 2021 Virtual Planning Session: all towards achieving #thenext100 Regional, Sustainable, High-Growth Companies in Greater Kuala Lumpur.



22 FEBRUARY 2021

InvestKL CEO Muhammad Azmi Zulkifli was among the panellists on a webinar by the British Malaysian Chamber of Commerce (BMCC) and BritCham titled "Doing Business in ASEAN, Focus on Malaysia". The webinar provided an update on Malaysia's economic and growth directions to UK companies with insights on the country's initiatives to revitalise the economy and plans to move up the value chain.



6 APRIL 2021

InvestKL announced its 10-year results (2011 – 2020) of successfully achieving its milestone of 100 corporations by 2020. InvestKL ended the year 2020 by securing 103 high growth companies in various industries in line with the nation's key economic growth areas.



21 JANUARY 2021

In collaboration with CCI France Malaysia - CCIFM, InvestKL organised an exclusive webinar focusing on Malaysia's viability as an investment hub in the Asia Pacific titled "The New Decade: The Clear Path For Malaysia's Growth and Economic Dimensions".



18 MARCH 2021

Deloitte Malaysia in collaboration with InvestKL organised a webinar titled "Investors Update Series with Deloitte: Transfer Pricing".



15 APRIL 2021

InvestKL CEO Muhammad Azmi Zulkifli participated in the PIKOM-MASSA Webinar as a guest speaker, titled "Human Capital to Drive Digital Transformation", where he highlighted the benefits of leveraging best practices from foreign multinationals and the importance of industry and academia collaborations.



15 APRIL 2021

The Fit4Work programme was introduced in April 2021. 50 young talent from various backgrounds participated in the first Kick-Off session done virtually, where participants were given an introduction by trainers onboard.



4 MAY 2021

InvestKL and AmCham Singapore co-hosted the Fireside Chat with Dato' Sri Norazman Ayob Deputy Secretary General of Ministry of International Trade & Industry (MITI Malaysia) on "Malaysia on the path of RCEP and CPTPP: Enhancing opportunities for companies in Asia Pacific",



9 JUNE 2021

Fit4Work officially kicked off its second batch in June! This time a total of 80 young talent participated in the virtual session.



9 JULY 2021

Dato' Sri Norazman Ayob, the Deputy Secretary-General (Industry), Ministry of International Trade & Industry answered questions from members of business chambers and MNCs in the Q&A session on the Public-Private Partnership COVID-19 Industry Immunisation Programme (PIKAS), organised by InvestKL. PIKAS is a public-private partnership vaccination program launched as Phase 4 of the National Covid-19 Immunisation Program (PICK) to help expedite vaccination for the Malaysian public, where PIKAS focuses on the workforce in critical manufacturing sectors.



13 JULY 2021

InvestKL CEO Muhammad Azmi Zulkifli was a panel speaker in the virtual Malaysian Economic Summit 2021, organised by KSI Strategic Institute for Asia Pacific.

Speaking in a session titled: Changing Drivers of Economic Growth -The Case for Malaysia, Azmi explained the need for business giants to establish their business hub in Greater KL and the immense advantage of being part of the global value chain towards building a vibrant local business ecosystem.



22 JULY 2021

YB Khairy Jamaluddin, the Minister of Science, Technology, and Innovation; shared an update on the National COVID-19 Immunisation Programme (PICK) and answered queries from the representatives of multinational companies and business chambers in a virtual briefing organised by InvestKL.



3 AUGUST 2021

InvestKL CEO Muhammad Azmi Zulkifli participated in a panel session titled "Left, Right, Center. We've Got Deep Investors" at Malaysia Tech Month 2021 organised by MDEC.

During the session, Azmi highlighted that while InvestKL remains focused on positioning Greater KL as a regional services hub, they also aim to facilitate expansion plans by MNCs and fastgrowing companies into other parts of Malaysia.



12 AUGUST 2021

InvestKL CEO Muhammad Azmi Zulkifli was a moderator in a webinar titled "Oil & Gas Industry Outlook: A passage to 2030" discusses the undergoing transformation in Malaysia' soil and gas (O&G) industry in achieving sustainable growth and competitiveness.



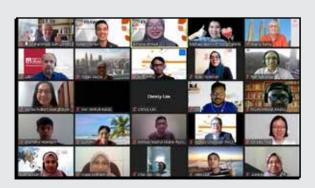
9 SEPTEMBER 2021

Vivian Sia, Director of Investor Relations - Americas at InvestKL, together with expert panellists shared their industry insights and perspectives on the trends of Global Business Services and Shared Service Centers and how InvestKL facilitates GBS investments into Greater Kuala Lumpur during a webinar titled "Global Business Services resilience in the new world of work: Global Business Services post-COVID", organised by Citibank Malaysia and InvestKL in collaboration with EY.



17 SEPTEMBER 2021

Mah Chun Wai, Director of Investor Relations, Asia spoke at the ASEAN Business Advisory Council (ASEAN-BAC) Malaysia Consultation Meeting with the Joint Business Councils (JBCs) and Foreign Business Councils in Malaysia to discuss about Malaysia's efforts in attracting FDI particularly investors from China.



14 OCTOBER 2021

Fast forward to Fit4Work's 4th batch which attracted more than 60 young local talent from different backgrounds of study.



14 OCTOBER 2021

The inaugural InvestKL Update: BITL series 2021 is a virtual and month-long curation of informative update sessions covering the areas of business, innovation, talent and liveability (BITL). This series of talks is the capstone event of InvestKL's Business Ecosystem Collaboration programme (BEC) that will feature a distinguished group of industry leaders and government representatives to share their expert thoughts, experiences and updates.

For Week One, we heard from experts in the medical, legal and HR fields in our 1st session titled Telescoping Human Mobility in Post Pandemic Malaysia while the 2nd session was presented by officers from the Inland Revenue Board focused on tax audit compliances and incentives.





22 OCTOBER 2021

On the 2nd week of InvestKL Update: B.I.T.L Series, attendees were introduced to InvestKL's Fit4Work programme, a talent training initiative for young Malaysian graduates. To date, more than 60 trainees have secured job placements while more than 150 are trained and ready for work.

The session also covered Expat Mobility presented by MYXpats on the latest expat facilities that is set to be launched in Q4 2021.

14 OCTOBER 2021

InvestKL Senior Manager, Investor Relations (Europe), Aidil Azman presented about Investment Opportunities & Challenges between Malaysia and UK at the ASEAN-BAC Malaysia Consultation Meeting with the Joint Business Councils (JBCs) and Foreign Business Councils in Malaysia.



29 OCTOBER 2021

The 3rd week of "InvestKL Update: B.I.T.L Series" was revolved around the topic of the ESG Journey: Challenges and Ideas, where our esteemed panellist shared strategies to become a sustainable business and move from CSR to ESG & SDGs. The session also covered ESG ideas and roadmaps towards achieving net-zero carbon emission, many companies have started to implement, including carbon emission considerations in supply chain selection, equality of gender in the workforce, and a circular economic model to reduce waste and pollution.



22 NOVEMBER 2021

Chief Executive Officer of MyDigital, Mr Fabian Bigar, shared his insights on the digital economy landscape in Malaysia - unveiling the blueprint, current strategies and the post-pandemic initiatives on the fourth week's session of InvestKL Update: B.I.T.L Series.

Mr Fabian Bigar also highlighted the importance of digital talent and how it shapes the overall digital economy landscape.



24 NOVEMBER 2021

"Digital Talent: Closing the gap between supply and demand of digital talent" was discussing the industry's demand for digital talent, the university's initiatives to produce good quality digital/ IT courses, as well as the government's role in shaping relevant programmes.

On the other hand, Bank Negara Malaysia shared the latest economic policies in "Malaysia's Economic Outlook 2022", and how they impact the economy in 2022. Deloitte has also shared important updates and extensive details about the tax incentives.



2 DECEMBER 2021

InvestKL and DBKL organised an Ambassador's Exclusive Breakfast with the Mayor of Kuala Lumpur, Datuk Seri Mahadi Che Ngah focused on DBKL's initiatives in accelerating Kuala Lumpur as Asia's future city - one that is smart, sustainable, and resilient. Held at Hilton Kuala Lumpur, the session was attended by 19 country representatives.



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