

success stories of mncs



v o l u m e 6

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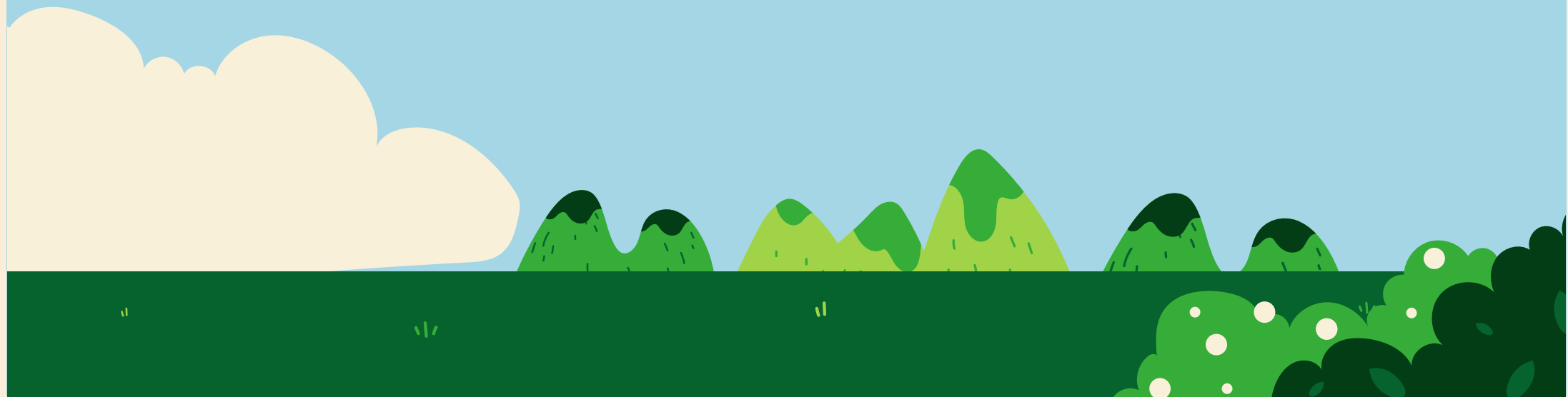
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Background

InvestKL is the lead investment agency for Greater Kuala Lumpur (Greater KL). Guided by the New Industrial Master Plan (NIMP 2030) and the MADANI Economy framework, InvestKL attracts and facilitates the establishment of global services hubs by the world's leading companies. As a holistic partner, InvestKL is involved in every stage of the investment process, from a partner in early project implementation to post-investment services. InvestKL supports Malaysia's ambition to become a technology-driven green nation through quality investments, transfer of knowledge, and the creation of high-skilled executive jobs for Malaysians.

Greater KL presents boundless opportunities for leading global companies looking to expand in Malaysia and throughout Asia. In Success Stories Vol. 6, we showcase the achievements of leading multinational companies excelling in their respective industries and thriving within Greater KL's dynamic ecosystem, supported through strategic facilitation by InvestKL.

AKZONOBEL: PAINTING A SUSTAINABLE FUTURE



CHEMICAL

The global paints and coatings market is projected to grow from US\$167.04 billion in 2022 to US\$235.06 billion by 2029, representing a compound annual growth rate of 5%. Important drivers of this industry include economic growth, rising population, increasing residential building activities and growing urbanisation. The extensive and highly competitive global paints and coatings market produces various products including paints, coatings, varnishes, stains and other surface treatments. These products are used across the construction, automotive, aerospace, marine, industrial manufacturing and other industries. The paints and coating industry in Malaysia is experiencing rapid growth, driven by the construction and automotive sectors. The industry is projected to grow at a compound annual growth rate (CAGR) of 7.3% from 2021 to 2028, reaching a market size of US\$1.4 billion by 2028. This growth is attributed to the increasing demand for eco-friendly and sustainable coatings, which have gained popularity among consumers and manufacturers.

COMPANY OVERVIEW

AkzoNobel is one of the world's largest producers of paint and paint-related products, setting the standard in colour and protection. The company focuses on innovation and sustainability and has constantly grown through mergers and acquisitions.

 Founded in **1646**

 Headquarters **Amsterdam**
Netherlands

 Global presence **150** countries

 Global employee headcount **32,000** employees

 Listed **Euronext**
Amsterdam

 Revenue FY2022 **€10.8 million**

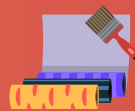
 Operating income FY2022 **€708 million**



Decorative
Paints



Automotive &
Speciality Coatings



Industrial
Coatings



Marine, Protective
& Yacht Coatings



Powder Coatings

PRODUCTS

WORLD-CLASS PORTFOLIO OF BRANDS

 **Dulux**

 **sikkens**

 **Interpon**

COMPETITIVE ADVANTAGE

- A balanced geographic presence and a strong portfolio of brands with leading positions in most market segments and sustainable powder coatings market.
- A significant presence in the higher-growth South Asia-Pacific region, which generates about 12% of total revenue.
- Strategic mandates per market segment and region provide clear direction for each business.
- Sustainable solutions already account for 39% of total revenue. The goal is to increase this to at least 50% by 2030.

GBS IN GREATER KL

Greater KL is well positioned as a hub for talent and technology in the Southeast Asia region due to its value proposition in terms of multilingual and multicultural workforce, matured infrastructure, and forward looking policies as well as supportive government incentives.

AkzoNobel has been relocating its shared services from various locations to the Global Business Services (GBS) Centre in **Greater KL** since September 2020.



Headcount

130 employees

70:30 ratio of locals to expatriates

- The hub supports AkzoNobel's operations in Vietnam, Thailand, Indonesia, and Pakistan, while serving its paints and coatings business across multiple Asian countries.
- Key functions of the hub include sourcing and procurement, invoice processing, accounting and general ledger management, and supply chain planning and management, among others.
- It is working closely with AkzoNobel's factory in Malaysia, the GBS hub is focused on enhancing customer experiences. Its main areas of responsibility include finance, human resources, supply chain management, and customer operations.
- The hub is also adopting advanced digital tools, such as artificial intelligence (AI) and machine learning, to enhance scalability and efficiency.

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TALENT DEVELOPMENT



High-value talents who are willing to go the extra mile and have a passion for progressing through experiential learning are coached by experienced **AkzoNobel** leaders.



These talents will develop their capabilities and expertise and while benefiting from structured operating procedures and a broad range of GBS activities.

FUTURE PLANS



The GBS will expand to serve more countries such as Australia and New Zealand, from Greater KL. It is also exploring options for sourcing talent in areas such as data and analytics, robotic process automation, and statistical demand planning.



The hub will centralise several global finance activities in **Greater KL**.



TESTIMONIALS



“GBS hubs established by the world's leading companies like **AkzoNobel** play a crucial role in supporting and complementing Malaysia's National Investment Aspirations. These hubs are expected to create high-income, knowledge-intensive jobs and upskilling opportunities, strengthen domestic linkages and foster knowledge transfer.”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“**Greater KL** is particularly well positioned as a hub for talent and technology in the Southeast Asia region due to its value proposition in terms of its multilingual and multicultural workforce, significant existing shared services presence, an experienced talent pool and supportive government incentives.”

May Fong, AkzoNobel KL, GBS Site Lead

COGNIZANT: CULTIVATING THOUGHT LEADERS AND TECH GIANTS







**DIGITAL
& TECHNOLOGY**

The global IT professional services market was valued at US\$821.58 billion in 2022 and it is expected to expand at a compound annual growth rate of 9.1% from 2023 to 2030. According to the IT Professional Services Market Size, Share & Trends Analysis report 2023-2030, the rise of automation to eliminate mundane tasks and radical shifts in customer demand, such as customised pricing and enhanced customer experience, are pushing enterprises to implement technology services worldwide. In addition, the rapid expansion in technology services worldwide has made cybersecurity measures even more critical, as companies prioritise protecting their digital assets and sensitive information from evolving cyber threats.

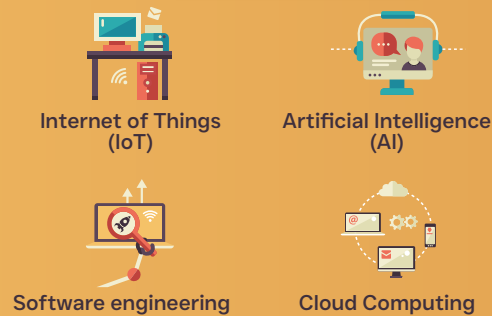
COMPANY OVERVIEW

Cognizant works with clients to modernise technology, reimagine processes, and transform experiences. With expertise across 20 industries, the company creates compelling experiences and innovative products by automated processes built and agile, flexible platforms. As a result, clients remain relevant to their customers in a fast-changing world.

-  Founded in **1994**
-  Headquarters **New Jersey**
United States of America
-  Global presence **270** countries
-  Global employee headcount **345,600** employees

-  Listed **Nasdaq**
-  Delivery Centers **100+**
-  Revenue FY2022 **US\$19.4 billion**
-  Fortune's World's Most Admired Companies: **Ranked No. 5** in IT Services in 2022

TECHNOLOGY FOCUS



BUSINESS SEGMENTS



CLUSTERS



PRESENCE IN MALAYSIA

Cognizant began its operation in Malaysia in 2010 and has since expanded into a regional hub that builds global solutions and localized offerings. It is also home to the first Asean Innovation Experience Lab, the Global Quality Engineering and Assurance Centre of Excellence, and the Amazon Web Services (AWS) Centre of Excellence for Cognizant ASEAN.

1. ASEAN Innovation Experience Lab

Multi-industry themes: Features multi-industry themes such as banking and financial services, insurance, life sciences and healthcare while showcasing technologies in quality engineering & assurance (QE&A), robotic process automation and the Internet of Things.

2. Global Quality Engineering and Assurance (QE&A) Centre of Excellence

Cognizant chose Kuala Lumpur to be the QE&A Centre of Excellence regional hub to increase the proximity of its leadership expertise to clients globally. Clients supported from Greater KL of the world's largest insurance companies, Amazon Web Services Centre of Excellence for Cognizant Asean, a dedicated Centre of Excellence for cloud technologies powered by Amazon Web Services, the world's most comprehensive and broadly adopted cloud, offering more than 240 fully featured services.

3. Amazon Web Services (AWS) Centre of Excellence for Cognizant ASEAN

A dedicated Centre of Excellence for cloud technologies powered by Amazon Web Services, the world's most comprehensive and broadly adopted cloud, offering more than 240 fully featured services. Cognizant intends to drive better cloud transformation in Malaysia and regionally while building and training certified resources with proven methodologies and best practices.



17 teams that perform the services

OFFSHORE DEVELOPMENT CENTRES (ODCS)

CLIENTS SUPPORTED FROM GREATER KL



- of the world's largest insurance companies.
- of the world's largest oil majors.
- of Asean's largest local and regional banks.



- of the world's largest FMCG companies in the world
- of the world's largest financial institutions



3 of the world's largest social media companies



1 of the world's largest pharmaceuticals

WHY GREATER KL

A good location for delivery centres because of its infrastructure, affordable cost, time-zone advantage, talent pool, and diverse culture.

PLANS

- To become an alternate delivery/nearshore centre
- To set up innovative Centres of Excellence (COEs)
- Accelerate digital agenda in digital engineering, Internet of Things, cloud, artificial intelligence and analytics by working with key strategic alliances
- To continue working with local tier 1 universities to onboard and nurture talents with digital skills
- Committed to hiring 200 graduates in the next 4 years

Talent Engagement and Development:

- A 12-month development programme for fresh graduates.
- Working with local colleges and universities and engaging with final-year students.

TESTIMONIALS



“Leaders from the government, business, civil society, academia, and others have the opportunity to drive initiatives aimed at propelling Malaysia into a digitally driven, high-income nation with inclusive growth. “I firmly believe that Cognizant’s remarkable growth and success are powerfully supported by Malaysia’s dynamic and burgeoning digital hub, which provides fertile ground for innovation and transformative opportunities.”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“To help speed clients’ journeys toward becoming digital, we bring our digital capabilities and industry expertise together into horizontal offerings and industry solutions that accelerate essential leaps that today’s technology makes possible and complement those solutions with consulting and services built for the speed of business today.”

Effendi Azmi Hashim, General Manager, Cognizant Malaysia

COMMERZBANK: ADVANCING DIGITALISATION FOR THE BANKING SECTOR

Digital transformation is a key trend in global banking, with institutions like **Commerzbank** leading the charge. Commerzbank focuses on customer-centricity, sustainability, and profitability to maintain its competitive in the marketplace. In parallel, Malaysian banks are leveraging digitalisation to elevate customer experience, promote financial inclusion, and develop top-tier digital capabilities. Bank Negara Malaysia's five-year financial sector blueprint, launched in 2022, focuses on five strategic goals: funding economic transformation, improving financial well-being, advancing digitalisation, transitioning to a greener economy, and promoting value-based Islamic finance.



FINANCIAL SERVICES

COMPANY OVERVIEW



Established
1870



Headquarters
Frankfurt
Germany



19
Operational foreign
branches



Generated gross revenue of
€8.5 Billion



7
Subsidiaries worldwide



35
International representative
offices/financial institutions
desks

Commerzbank is a leading bank for German SMEs, serving around 28,000 corporate clients alongside 11 million private and small-business customers. The bank facilitates 30% of Germany's foreign trade and operates in over 40 countries, providing clients with strong German connectivity and support in future-oriented industries.



Guided by its programme "Strategy 2024", **Commerzbank** aims to be the direct and advisory bank for Germany and to further strengthen its leading position as the bank for the German Mittelstand and a partner for private and small-business customers.



It also aspires to become the digital consulting bank for Germany. This is a customer-oriented, high-performance, profitable and sustainable digital bank.

GLOBAL STRATEGY

TALENT POOL



46,500 employees across
the globe in 2021

BUSINESS SEGMENTS

- Private and small-business customers
- Corporate clients

ABOUT COMMERZ TRADE SERVICES SDN BHD



Established
2012



Headcount over
300 employees



Commerz Trade Services Sdn Bhd (CTS KL), a wholly-owned subsidiary of Commerzbank located in Greater KL, has expanded its workforce from 15 to over 300 employees. Originally focused on trade finance, CTS KL has evolved into a global shared service center that supports key markets in Asia and Europe. The company embraces local digital trends and collaborates with Commerzbank and fintech partners to automate banking services, enhance efficiency, reduce costs, and minimise human errors.



BUSINESS BENEFITS OF BEING IN GREATER KL



Strategic location

Situated in Southeast Asia, Greater KL offers easy access to potential markets.



Cost efficiencies

The city offers attractive cost advantages for businesses.



Highly Skilled and Experienced Talent in the Banking Sector

Greater KL boasts a highly skilled workforce in the financial sector, well-equipped to meet the diverse demands of various industries.



FUTURE PLANS IN GREATER KL

- Algorithms and machine acumen will be enhanced to improve turnaround times for transaction processing, thereby increasing operational efficiencies at CTS KL.
- Additional IT functions within the application operations system will be developed.
- More initiatives and targets will be implemented to reduce paper usage.
- The AI system will undergo further development, expanding its scope across all operational segments.



TECHNOLOGICAL & DIGITAL ADVANTAGE

At the forefront of the group's artificial intelligence (AI) drive in trade finance:

- Deployed a tool utilising optical character recognition (OCR) to capture data from physical documents. This is used to adhere to compliance controls.
- The captured data is used to automatically populate mandatory information in different across various banking system.
- A paperless trade financing model, implemented during the pandemic, enabled employees to work from home with minimal disruptions to the business operations.



TALENT DEVELOPMENT

- Aims to recruit a high number of Malaysians with strong digital skills.
- Women hold key management positions throughout across the company, including on senior leadership teams and internal committee.
- Employees are given receive role-specific training focused on global best practices and the latest industry developments.
- Staff development includes local and overseas training programmes, as well as opportunities to participate in regional and global forums.



TESTIMONIALS

“ Financial services-related companies such as **Commerz Trade Services Sdn Bhd** are part of the ecosystem that drives and enables the local banking industry as it enters a stage of IT-enabled development. We need the entire banking ecosystem to leverage global best practices and the latest cutting-edge technology to advance digitalisation of the financial sector. This way, the industry can continue to improve businesses and the well-being of society, and turn the government's vision of being a tech-enabled nation into a reality. ”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL

“ Our company in **Greater KL** is crucial to the success of the Commerzbank group. It allows us to serve our Asian branches during Asian business hours and provide ‘follow the sun’ support for our European and US branches. Backed by favourable exchange rates and an excellent talent pool, this hub has grown in significance towards the overall group strategy and the cost/income ratio target that we have committed to shareholders. ”

Arne Graeber, CEO of Commerz Trade Services Sdn Bhd

ENDAVA: ACCELERATES THE TECHNOLOGICAL REVOLUTION



**DIGITAL
& TECHNOLOGY**

Greater KL accelerates the technological revolution. Waves of technological change are disrupting the nature of competition in every industry worldwide. New technologies enable companies to be nimble, innovative, data driven and focused on enhancing the user experience. According to International Data Corp, the worldwide market for digital transformation services is expected to expand at a compound annual growth rate of 15.5% from 2020 to 2023 and is expected to approach US\$6.8 trillion (RM32 trillion). Digital transformation in Malaysia is supported by the government via the Shared Prosperity Vision 2030. Additionally, the launch of the Malaysia Digital Economic Blueprint, or MyDigital, in 2021 provides a roadmap for digital economy's role in the country's economic recovery. These initiatives drive the country's digital landscape and businesses can expect heightened opportunities for innovation, growth, and acceleration.

COMPANY OVERVIEW

Endava Plc (Endava) is a leading global provider of digital acceleration, agile development, and intelligent automation services with more than 20 years of experience.



Founded in
2000



Headquarters
London
United Kingdom



Global presence
59 cities in **26** countries



Global employee
headcount
11,853 employees



**Data and
Analytics**



**Private Equity
Value Enhancement**



**Digital Product
Strategy**



**Programme
Management**

CAPABILITIES TECHNOLOGY STRATEGY SERVICES



**System
Architecture**



**Extended
Reality**



**Machine
Learning
and Artificial
Intelligence**



**Product
Design**



Visual Design



Automated Testing



**Cloud-Native
Software Engineering**



**Continuous
Delivery**

CAPABILITIES BUSINESS ANALYSIS SERVICES

CAPABILITIES USER EXPERIENCE & SOFTWARE ENGINEERING

CAPABILITIES DISTRIBUTED AGILE DELIVERY



**Cloud
Infrastructure**



**Intelligent
Automation**



**Secure
Development**



**Agile Application
Management**

NEARSHORE LOCATIONS

Europe:
Bulgaria, Croatia, Romania, and Slovenia

Central European:
Bosnia and Herzegovina, Moldova, North Macedonia, and Serbia

Asia Pacific:
Malaysia

CLIENT SEGMENTS



Payments and Financial Services



Technology, Media, and Telecom (TMT)



Consumer Products



Retail



Mobility



Healthcare

GROWTH & DEVELOPMENT IN GREATER KL

- Hiring and growing skilled IT engineers in Malaysia allows Endava Malaysia to tap into the region's local nuances and ensure customised solutions for its clients.
- Collaboration with local universities for internship and graduate programmes in 2023.
- Continue expanding and position the company as an employer of choice in the industry.
- Connect various teams of different disciplines to work with clients using cutting-edge solutions to design, build, and deploy technology for each business.

ENDAVA IN MALAYSIA

As a digital provider, **Endava Malaysia** can provide strategic counsel across a variety of verticals, and Endava's technology is applicable for businesses regardless of industry.

- **Technology Strategy:** Endava Malaysia develops technology change portfolios for both short-and long-term scenarios, outlining digital imperatives that provide businesses with immediately executables steps to implement a digital strategy and capitalise on new technological trends.
- **Continuous Delivery:** Endava Malaysia's continuous delivery engineering practices streamline the idea-to-production cycle in a safe, fast, reliable, and repeatable manner. Lead times are improved by architecting for continuous delivery and automating pipelines, deployments, testing, data migration, infrastructure, and monitoring.
- **Product Design:** To mitigate risk and validate design decisions, Endava Malaysia creates, tests, and iterates on proof of concepts and prototypes. Performance is measured against established success metrics, and data is continuously used to enhance customer products.

TESTIMONIALS



“Digital prowess and technological advancements are significant drivers of transformation and sustainable progress. Industries must embrace innovation and leverage data to seize new opportunities and remain competitive. The government's digital framework supports this and Endava's footprint in **Greater KL** will accelerate a technology-enabled Malaysia and empower businesses to integrate efficient digital platforms as part of their growth strategy.”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“Our expansion here allowed us to tap into Malaysia's senior and highly skilled experts in both traditional and niche technologies. This is critical for us. Malaysia's vibrant business ecosystem nurtures investment growth and we believe that we are in a good position to support business by accelerating their technology and digital advancements locally and in the region.”

Radu Lazar, regional manager of Endava Malaysia

FWD: STEERING INSURANCE & TAKAFUL INDUSTRIES FORWARD



FINANCIAL SERVICES

According to GlobalData, Malaysia's life insurance industry is poised for significant growth, from RM57.5 billion (US\$13.1 billion) in 2023 to RM70.3 billion (US\$15.9 billion) in 2027, measured in gross written premiums, according to data analytics company GlobalData. This translates into a forecast compound annual growth rate (CAGR) of 5.2%. The takaful sector is projected to experience a remarkable year-on-year expansion of 8% in the family takaful segment's contribution for 2023. This is an increase from a gain of 3% in 2022 and 18% in 2021. Companies like **FWD Group** enhance the growth and service quality of the local insurance and takaful industry with their advanced digital capabilities and customer-centric focus.

COMPANY OVERVIEW

FWD Group is a Pan-Asian life insurance business with more than 11 million customers across 10 markets.

 Founded in **2013**

 Regional Presence and Expansion:
Malaysia, Singapore, Hong Kong and Macau, Thailand, Japan, Indonesia, the Philippines, Vietnam, and Cambodia

 **7,400** employees
52,000 contracted agents

General Insurance Employee Benefits

Shariah Products

Family Takaful Products

Life Insurance

Medical Insurance

PRODUCT RANGE

FINANCIAL PERFORMANCE


Value of New Business:
US\$482 million
for 1H2023


Total Premiums:
US\$6.3 billion
for 12 months ended June 30, 2023

FWD IN GREATER KL

Through **FWD** offer a full range of services to Malaysians, including family takaful and life insurance solutions. Additionally, **FWD** has established a regional technology and innovation hub in **Greater KL** to deliver best-in-class technology and driving innovation across all of its regional businesses.

STANDOUT PRODUCTS & SERVICES

- FWD Mind Strength Support Programme
- FWD SpecialMed & FWD SpecialCare Direct:
- Dengue Cover+

TECHNOLOGY & INNOVATION

• Established in Greater KL in 2019, FWD focuses on delivering best-in-class and highly specialised services in the insurance domain such as... , and innovation across FWD's business.

• Its Centre of Excellence services expanded to include internal audits, investments, and IFRS17 in 2023.

TALENT DEVELOPMENT

Recruits high-value talent for roles in areas such as actuarial information security, cloud, and insurance operations

GROWTH & DEVELOPMENT INITIATIVES

- Internal career advancement and opportunities across **FWD**.
- Access to a suite of leadership development programmes.
- Unrestricted learning opportunities via LinkedIn Learning with business, technology, and digital content.

INDUSTRY PARTNERSHIPS & COLLABORATIONS

Partners with local organisations on innovation, product distribution and talent development

- Collaborating with 1337 Ventures to identify and develop promising insurtech start-ups.
- Collaborating with Artem Ventures to establish TIM Ventures.
- Working with HSBC Amanah, Alliance Islamic Bank, and Bank Simpanan Nasional to distribute takaful and insurance products and solutions.
- Partnering with educational institutions such as Heriot-Watt University, International Islamic University, and Multimedia University to nurture and mentor young talent.
- Partnering with professional bodies such as Malaysia Insurance Institute and LL Global Inc. (LOMA) to support the continuous growth and development of employees and companies operating in selected future-oriented industries.

MILESTONES

2019: First entered the Malaysian market as a provider of family takaful products through **FWD Takaful Berhad** and established TIM in Greater KL.

2021: Launched **FWD Start-Up Studio** to grow the local insurtech talent pool.

2022: Launched TIM Ventures, a RM45 million fund to invest in emerging fintech start-ups and early-stage entrepreneurs in the country.

2023: Entered the Malaysian life insurance market following the completion of the company's investment, together with other investors, in the business formerly known as Gibraltar BSN Life Berhad

CSR & COMMUNITY SUPPORT

FWD is a member of the Value-Based Intermediation for Takaful (VBIT), a committee overseen by the Malaysia Takaful Association (MTA) that focuses on implementing ESG initiatives for takaful operators in Malaysia. Some of the high-impact initiatives are as follows:

Initiatives:

- Educate lower-income groups on financial awareness and financial literacy.
- Empower students from B40 families and communities and provide working opportunities.
- Promote financial literacy and awareness of takaful, especially among children and young adults.
- Provide physical and emotional support to customers facing life-changing circumstances.
- Increase penetration rate in underserved segments.
- Encourage digitalisation of takaful services.
- Reduce carbon footprint via online certificates and servicing.
- Collaborate with associations to upskill the talent pool's competency in shariah for takaful products.
- Develop online learning platforms.

TESTIMONIALS



“Companies like **FWD** in **Greater KL** are crucial for Malaysia to achieve the ambitious objectives outlined in the financial sector blueprint. Their innovative approaches, tech capabilities, and unwavering commitment to developing the local insurance and takaful industry contribute significantly to the nation's robust progress in the 21st-century financial market. ”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“FWD's strategic collaboration with **InvestKL** has been one of the fundamental factors to the company's success. These national programs not only foster FWD's potential for growth but also present valuable opportunities for the takaful and life insurance industry that align with the objectives set by Bank Negara Malaysia in its Financial Sector Blueprint 2022-2026. ”

Binayak Dutta, Managing Director, Emerging Markets, and Group Chief Distribution Officer, FWD Group

GIVAUDAN: ACCELERATING INNOVATION AND SUSTAINABILITY



CHEMICAL

The global market space of flavour and taste, functional and nutritional ingredients, as well as fragrance and beauty is estimated to be worth more than US\$45 billion a year and is evolving quickly. New products such as meat alternatives and natural food components are in demand worldwide, and industry-leading companies such as **Givaudan Group (Givaudan)** have turned to innovation and sustainability commitments to go beyond industry's expectations. The Malaysian food, scent and beauty industries will increase productivity and competitiveness with the fourth industrial revolution (4IR). Technology, innovation, and sustainability are also important prerequisites for food security. Ecosystems that directly and indirectly support these local industries can learn from and leverage the presence of companies such as Givaudan, which has a long heritage that stretches over 250 years, in Greater KL.

COMPANY OVERVIEW

A Swiss multinational manufacturer and global leader in Fragrance & Beauty and Taste & Wellness. As at 2008, it was the world's largest company in the flavour and fragrance industries.

■ A global industry leader offering game-changing innovation in food and beverages, and inspiring the creation of new products in the world of scent and beauty

■ At the forefront of crafting flavours and fragrances, with a purpose-led growth by improving people's health and happiness.



- Commands a 25% market share of the global consumer staples industry.
- One of Switzerland's biggest listed companies in terms of market capitalisation.
- Uses natural ingredients based on a sustainable business model.
- Achieved global sales of CHF6.7 billion in 2021.

GLOBAL PRESENCE



185 sites across **52** countries



Employs more than **16,800** people worldwide



Headquarters in **Vernier, Switzerland**



79 production sites

DIVISIONS AND PRODUCTS

Fragrance & Beauty:



- **18% Fine Fragrance:** Signature scents and line extensions
- **13% Fragrance:** Ingredients and active beauty
- **69% Consumer Products:** Fabric and personal care, hair and skin care, household and air care, and oral care

Taste & Well-being:



- **15% Confectionery:** Baked goods, sugar confectionery, chocolate, chewing gum
- **14% Dairy:** Ice cream and yoghurt, desserts, yellow fats (margarines)
- **35% Beverages:** Soft drinks, fruit juices, and instant beverages
- **36% Savoury:** Ready-made meals, snacks, soups and sauces, meat and poultry

SUSTAINABILITY INITIATIVES



Givaudan aims to become a climate-positive business based on Scope by reducing Scope 1, 2, and 3 emissions before 2050.



The group aims to reduce its carbon emissions by 20% by 2030, with a goal of becoming climate-positive and reducing supply chain emissions by 50% by 2040.

■ Single-use plastics will be replaced with eco-friendly options across all sites and operations by 2030.

■ **Givaudan** collaborates with non-governmental organizations (NGOs) such as the Dignity for Children Foundation to support the education and well-being needs of refugee children in Greater KL.

■ Invested in sustainable energy by implementing solar panels and water treatment facilities in the manufacturing sites.

GIVAUDAN IN MALAYSIA

GROWTH & DEVELOPMENT IN GREATER KL

TALENT DEVELOPMENT

Givaudan Flavors and Fragrances Malaysia (GFFM) was incorporated in 2000 and is wholly owned by **Givaudan**.

Givaudan Business Solutions (GBS) Asia Pacific established in December 2017 and based in Greater KL.

GBS Services in Asia-Pacific:



Accounting



Procurement of Indirect Materials and Services



IT



Enterprise Data Management



Human Resource



Supply Chain Management

GBS expanded from 25 employees in 2017 to 240 in 2022.



Greater KL GBS collaborates closely with Givaudan's Delivery Centres in Budapest, Hungary, and Buenos Aires, Argentina.



Givaudan has invested over RM160 million in its manufacturing facility in Melaka to expand production capacity.

Employee Opportunities and Training:

- Employees have the opportunity to lead regional and global projects working alongside world-class industry professionals and experts.
- The team delivers solutions instead of 'standard services' by combining technical skills with a customer-centric approach.

- Local GBS employees are empowered to explore disruptive ideas that contribute to the performance of the group.
- Increasing automation of transactional processes along with a continuous improvement (CI) mindset, allows enables employees to focus on value-added activities.

TESTIMONIALS



“Givaudan's presence in Greater KL advances the country's competitiveness as a global services hub. As a global market leader with a long history, Givaudan ensures a transfer of the best skills, knowledge, and practices to local talent. Malaysia will also benefit from Givaudan's global sustainability initiatives, which will strengthen our foundation in adopting global ESG standards in line with the National Investment Aspiration (NIA).”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“We explored many locations across Asia-Pacific in 2016 to decide where to establish a new business delivery centre for Givaudan. We decided on Greater KL, as it has suitable talent with the technical and language skills. Malaysia is also a politically stable country and geographically close to our sites in this region.”

Remy Furnon, Head of Delivery Centre APAC, Givaudan Business Solutions APAC

INGREDION: TRANSFORMING THE GLOBAL INGREDIENT INDUSTRY



FOOD TECHNOLOGY

Growth drivers propelling the world speciality food ingredients market include rapid urbanisation, higher disposable incomes, consumption of ready-to-eat food and growing interest in health and wellness. Speciality food ingredients are added to food items to enhance their nutritional value and functional benefits. They can also reduce food waste, extend shelf life, and improve taste, texture, appearance, and health profile. With its supporting infrastructure, talent pool, and business-friendly environment, **Greater KL** provides an optimal platform for the world's biggest players in this industry, such as Ingredion. Here, **Ingredion's** regional services delivery centre provide global solutions and support the company's innovation and growth.

COMPANY OVERVIEW

Ingredion is a leading global ingredient solutions company. It makes sweeteners, starches, nutrition ingredients, and biomaterials used by customers in everyday products, from food and beverages to paper and pharmaceuticals.



Headquarters
Chicago
USA



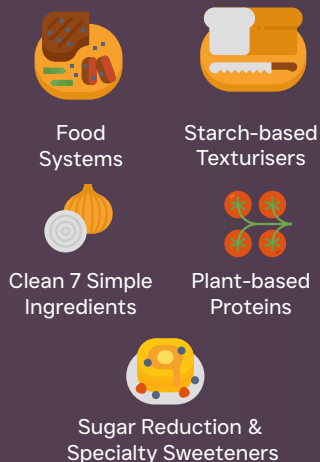
in 2022 total net sales.
€8 Billion



32
Ingredion Idea Labs®
Innovation Centres worldwide.



12,000 employees in
27 Countries



INNOVATIVE VALUE CREATORS

In Greater KL

The Kuala Lumpur Shared Services Centre, established in October 2020, supports Ingredion's finance and human resource-related services in Asia-Pacific, Europe, the Middle East and Africa. The centre aligns with two in-house centres that provide end-to-end processes, such as processing system implementation, automation and digital transformation.

World's Most Admired Companies: 2009

AWARDS AND RECOGNITION

World's Most Ethical Companies awarded by The Ethisphere® Institute: (2014-2021, 2023)

Human Rights Campaign Corporate Equality Index (2021-2022)

Fortune Magazine's World's Most Admired Companies (2009-2022)

• **Employees** : 80 employees, with over 90% being local talent.

• Regional Services Delivery Centre: Drives stronger business partnerships, enhances financial integration of acquisitions, and optimizes the financial cost profile.

• Talent Management: Certified as a Top Employer 2023 in Asia-Pacific by the Top Employers Institute, recognizing its commitment to a better workplace through outstanding HR and people practices.

• Future Plans: Currently exploring opportunities to bundle and source work globally, while evaluating labor arbitrage possibilities.

• Greater KL's Key Differentiators: A multilingual talent pool, competitive business costs, robust digital infrastructure, and attractive real estate options.



“

Ingredion is a visionary and a catalyst of innovation in the fast-growing global ingredient solution industry. Its remarkable commitment to sustainability mirrors Malaysia's vision for a prosperous future. Ingredion's comprehensive sustainability programme propels the nation's Low Carbon Aspiration 2040 plan and inspires other corporate endeavours to embrace a brighter, sustainable tomorrow.

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL

“

We approach our sustainability programme from three angles: Everyday Life, Planet Life and Connected Life. We advance our progress through these three lenses for our sustainability goals and to help our customers meet theirs. At our **Greater KL** service delivery centre, we promote safety to ensure our employees' well-being. We also support communities through corporate social responsibility activities organised by the health and wellness, and safety committees. ”

Lim Lek Lim, Director of Ingredion Kuala Lumpur Shared Services Centre



LEVIAT: NURTURES DEVELOPMENT OF THE CONSTRUCTION INDUSTRY WITH WORLD LEADING SOLUTIONS

The future of the global construction sector is bright, with increasing demand for innovative infrastructure and sustainable building solutions. The world building materials market is expected to see a compound annual growth rate of 5.57%, reaching US\$376.72 billion by 2026. In response to this growing demand, Malaysia's construction industry is embracing disruptive technologies such as the Building Information Model (BIM), artificial intelligence (AI), augmented reality and robotics. This aligns with the National Construction 4.0 Strategic Plan (2021-2025) which aims to spearhead a digital revolution in this sector, enhancing both operational efficiency and process accuracy.



**ENGINEERING
SERVICES &
CONSTRUCTION**

COMPANY OVERVIEW

CRH is leading building materials company in the world. It manufactures and distributes products through various subsidiaries Leviat, its regional office based in Greater KL

 **Headquarters**
Dublin
Ireland

 **Revenue FY2021**
US\$31
billion

 **Global employee headcount**
71,000

- Operates in three segments: Americas materials (40%), Europe materials (34%), building products (26%).
- Largest building materials business in North America and Europe, with operations in 46 US states, 6 Canadian provinces, and 18 European countries.
- Greater KL holds regional leadership in Asia.



NOTABLE PROJECTS

LEVIAT IN GREATER KL

- Entered Malaysia in 2012 by acquiring MOMENT
- Has approximately 100 employees in Greater KL and almost 3,000 across North America, Europe, and the Asia Pacific region.
- A leader in digitalisation initiatives, focusing on Industrialised Building Systems (IBS)/precast construction.
- Its first projects included PETRONAS Twin Towers.
- Current product portfolio includes mechanical rebar couplers, precast lifting, connection accessories and post-tensioning systems for the construction of long and tall structures.

ACTIVITIES IN GREATER KL



- Raising building standards in Asia.
- Centralised management of Leviat's Asian office.
- Localisation of building products through partnerships with local SMEs.
- Development of a strong and mature engineering hub to serve Leviat's entities worldwide.



UPSKILLING MALAYSIAN TALENT

- Employs about 100 individuals in Malaysia and is actively expanding its engineering team to manage projects in Asia from Greater KL
- Local talents work in various roles in engineering, sales, marketing, customer service, and operations.
- Tripled its engineering team to support offices in Europe and North America and involved in product innovation and improvement.
- Provide opportunities for local talent to meet demands of the fast-growing construction industry.

HOW LEVIAT BENEFITS FROM BEING IN GREATER KL



Allows the company to develop strategies and better manage regional markets such as Thailand, Vietnam, and Indonesia.



Proximity to Asian customers provides the company with better insights and more relevant product innovations.

Strong support and facilitation services from InvestKL for multinational corporations.



Robust infrastructure, skilled English-speaking talent pool.



Competitive cost and ease of doing business.



COMPLEMENTING THE LOCAL ECOSYSTEM



Leviat leverages a network of local suppliers to reduce imports, resulting in better quality and reduced lead time and service.



Partners with leading academic institutions for enhancement of research and development capabilities.



Collaborates with the Construction Industry Development Board (CIDB) and the Construction Research Institute of Malaysia (CREAM) to raise local building standards.

FUTURE PLANS

- Focuses on innovation, digitalisation, and sustainable value generation.
- Localising technology to improve progress efficiency, reduce material wastage, and lower project development costs.
- MOMENT MPS-T Precast Shoe is an example of Leviat's localised technology that connects precast elements effectively, efficiently and economically.

TESTIMONIALS



“

Greater KL is well positioned to advance Malaysia's sustainable, environmental, and social agenda by offering an Asian base for world-leading companies such as Leviat. New solutions by global innovators lift the bar for local and regional industries by adding value in terms of performance and functionality. This is also aligned with the National Investment Aspiration to attract high-value investments which can deliver sustainable and holistic economic growth to the country. ”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL

“

For Leviat, establishing a regional and engineering hub in Greater KL was crucial for growing our business in Asia. Being here is part of our long-term plan as there is a promising outlook for the construction industry. ”

Rob van Haaren, Leviat's Director for Asia



QUANTUM: BRINGING DATA TO LIFE



**DIGITAL
& TECHNOLOGY**

Quantum is a key player in the global hyperscale cloud market. The global hyperscale cloud market hit US\$191.15 billion in 2021. This is expected to grow to US\$693.49 billion by 2026. Malaysia's cloud market will take off with the advent of 5G technology and is anticipated to be among the first countries in the region to build a 5G ecosystem using internet and cloud services in real-time.

COMPANY OVERVIEW

-  Founded in **1980**
-  Headquarters **San Jose**
California
-  Listed on **NASDAQ**
Feb 3rd, 2020
-  Revenue FY2022 **US\$373**
million
-  Global presence **20** countries
-  Global employee headcount **800+**

Quantum technology software and services offer the solutions that today's organisations need to make videos and other unstructured data smarter ensuring their data works for them, not the other way around.

First published on 27th June 2022
Content is accurate at the time of publication.



Legal



Finance



Human
Resource



Engineering



Sales &
Marketing



Supply Chain
Management

**100% LOCALLY
STAFFED**
in various roles.

Quantum Corporation Sdn Bhd is a fast-growing tech company that delivers and supports innovative solution to organisations worldwide. Originally established as a call centre to support the company's multilingual operations across the Asia Pacific region, it evolves into a Centre of Excellence in 2018 and is now fully staffed with skilled local talent.

COMPETITIVE ADVANTAGE

Quantum delivers an end-to-end platform that orchestrates, protects, stores, and enriches data, including the most complex unstructured data such as video.

Owns **StorNext® File System**, the world's fastest file system for video

Owns **CatDV**, the world's leading content management and curation platform, designed to help businesses efficiently manage, organise, and streamline their digital media assets for enhanced productivity and collaboration.

Helps leading companies worldwide capture, create, and share digital content while ensuring its preservation and protection giants both accidental risks such as fire and intentional threats like ransomware. destruction.

Built some of the world's largest digital archives, for example, for the biggest hyperscale cloud providers and organisations that need to

A global leader in video and unstructured data solutions.

GROWTH & DEVELOPMENT IN GREATER KL

The **Centre of Excellence** drives digitalisation and increases value chain positions by using:



Data
Analytic



Artificial
Intelligent



Cloud
Computing



INDUSTRY IMPACT & COLLABORATIONS

Quantum Corporation Sdn Bhd Quantum is collaborating with two local universities via Greater KL Live Lab programme. In the future, the company plans to partner with more universities across Malaysia, further accelerating R&D efforts.

EXECUTIVE BRIEFING CENTRE (EBC)

The company's test lab was recently upgraded into an **Executive Briefing Centre (EBC)**, one of three in the world. This EBC will host experts from across the Asia-Pacific.

EBC allows Quantum to accelerate time to market for new solutions on a global scale.

EBC provide customers and partners with the opportunity to engage with Quantum Corporation's solution experts and gain hands-on experience with their cutting-edge technologies.

GREATER KL'S DIGITAL COMPETITIVENESS

15th among Top 20 Asia Fintech Hubs
(Asia Pacific Fintech Rankings: 15 Bridging Divides Report. 2021).

TOP 20

9TH

Top city in Asia-Pacific as a Leading Technology Innovation Hub
(KPMG Global Technology Industry Survey, 2021).

3rd

Best Global Digital Hub Location
(A.T. Kearney Global 3 Services Location Index 2021).

TESTIMONIALS



“We continue to facilitate world-leading tech players such as **Quantum Corporation** to strengthen the local ecosystem and enhance opportunities in the e-commerce industry. This also brings immense benefits to the economic and social landscape, particularly in creating high-skilled jobs.”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter. This way, their data works for them and not the other way around.”

Jim Simon, General Manager of Quantum Corporation Sdn Bhd.

RADIUS: ADVANCING GREENER SOLUTIONS

The global fuel card market was worth \$672.84 billion in 2019 and is projected to reach \$1.21 trillion by 2027, growing at an annual rate of 13.9%, according to Allied Market Research. Companies like **Radius Payment Solutions Ltd (Radius)** are capitalising on this growth by offering advanced telematics and reporting tools to enhance fleet management. The company is also expanding into new markets and leveraging technology to remain competitive, while helping businesses transition to cleaner energy such as electric vehicles. This aligns with Malaysia's Low Carbon Mobility Blueprint 2021-2030, which encourages the adoption of electric vehicles.



AUTOMOTIVE & MOBILITY

COMPANY OVERVIEW

-  Founded in **1990**
-  Headquarters **Crewe**
United Kingdom
-  Annual Turnover Over **£3 Billion**
-  Global presence **51** offices in **18** countries
-  Global employee headcount **2,000+** employees

Radius is Europe's leading independent service provider in the fleet and logistics sector. With over 30 years of experience, it has evolved from a fuel card provider into an international fleet management solutions provider.



CORE COMPETENCE

Develops advanced technologies for fleet management solutions. Its services are web-enabled and Velocity, the company's customer portal, boast over 140,000 regular users.

GROWTH & DEVELOPMENT IN GREATER KL

RADIUS IN GREATER KL




Established: 2017

Radius Malaysia is the group's **first and only** Centre of Excellence in the Asia-Pacific region. It provides end-to-end fleet management using Robotics Process Automation, Big Data and IoT (Internet of Things). Additionally, it serves as Radius' regional office for Southeast Asia.


Radius Malaysia

-  Established **2017**
-  Employees **55 local talent**
-  **Partnership**
Direct partnership with Shell to resell fuel cards in Malaysia and Singapore



Expansion

-  Greater KL office to offer 24/7 customer support globally.
-  Software development team relocated from Belarus to Greater KL via the Greater KL Live Lab programme.
-  New office with 92 workstations.

Centre of Excellence

-  Currently supporting Malaysia, Singapore, Australia, with plans to expand into Thailand and the Philippines.

Talent Development

-  Management trainee programme offering opportunities to work in Crewe, UK.
-  Collaboration with **InvestKL** for talent sourcing and development.

Telematic Systems **Kinesis**

available in both countries.

Future Plans

To offer telco providers, insurance, electric vehicle charge cards, and vehicle leasing in Southeast Asia.

TALENT SOURCING & DEVELOPMENT

Radius Malaysia a fast growing company that offers various opportunities for both current employees and aspiring new hires.

- InvestKL introduced **Radius Malaysia** to PERKESO and enrolled the company in its Jamin Kerja scheme.
- InvestKL's connection to prestigious local universities enable Radius Malaysia to recruit highly skilled talent for its management trainee programme.
- Qualified local graduates in **Radius Malaysia's** management trainee programme have the opportunity to work for one year in Crewe, UK. In Malaysia, line managers provide support and training to employees, while their colleagues in human resources in the UK conduct online training sessions.

First published on 26th Sept 2022.
Content is accurate at the time of publication.

WHY GREATER KL

- **Dynamic, Diverse, and Multilingual Talent Pool:** Greater KL boasts a highly skilled workforce capable of meeting the demands of various industries.
- **Innovation-Driven Economy:** The region foster a culture of innovation that supports business growth.
- **Ease of Doing Business:** The business environment is conducive for local and international companies.
- **Strong Investor Protection:** Robust regulations safeguard investors and their interests.
- **High Standard of Living:** Residents enjoy a quality lifestyle, enhancing talent retention.
- **Larger Local Market:** Greater KL's significant local market is advantageous for Radius' core products, including fuel cards and telematics.

- **Competitive Operating Costs:** The city offers attractive cost advantages for businesses.
- **Strategic Location:** Situated in Southeast Asia, Greater KL provide easy access to potential markets.



TESTIMONIALS



“All efforts in advancing green growth and sustainability are timely to help convince investors who are increasingly paying more attention to the SDG principles. Companies like **Radius Payment Solutions Ltd** have an action plan focused on sustainability via the use of electric vehicles and their presence in **Greater KL** supports adoption of greener vehicles in the public-private sectors, in line with the National Investment Aspirations (NIA).”

Datuk Muhammad Azmi Zulkifli, CEO of InvestKL



“We have doubled our business during the pandemic riding the digitalisation wave. In line with our expansion, our office in **Greater KL** plans to offer 24/7 customer support, especially in English-speaking nations where Radius operates globally.”

*Jonathan Goh, Regional Director, Southeast Asia,
Radius Business Solutions (Malaysia) Sdn Bhd*



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