

GREATER KUALA LUMPUR

The Heart of a Regional Hub

LEAD-CAFÉ SERIES

Higher Institution Leaders: Roles in Shaping & Preparing the Future Workforce



Kuala Lumpur, Malaysia





Datuk Muhammad Azmi Zulkifli

Chief Executive Officer, InvestKL

Joined InvestKL in 2012 as Director of Investor Relations for Europe.

Education

- **BSc in Business Administration (Marketing), University of Nebraska-Lincoln, USA.**
- **Graduate of Petronas Management Training Program**
- **Harvard Business School and Dale Carnegie Business Programs**

Past Experiences

- **MISC Bhd (a Subsidiary of Petronas)**
- **27 years in leadership and management roles**
- **Experience in Commercial, Operations, Business Planning and Business Transformation.**



Datuk Muhammad Azmi Zulkifli

Chief Executive Officer, InvestKL

Board positions and Advisory roles

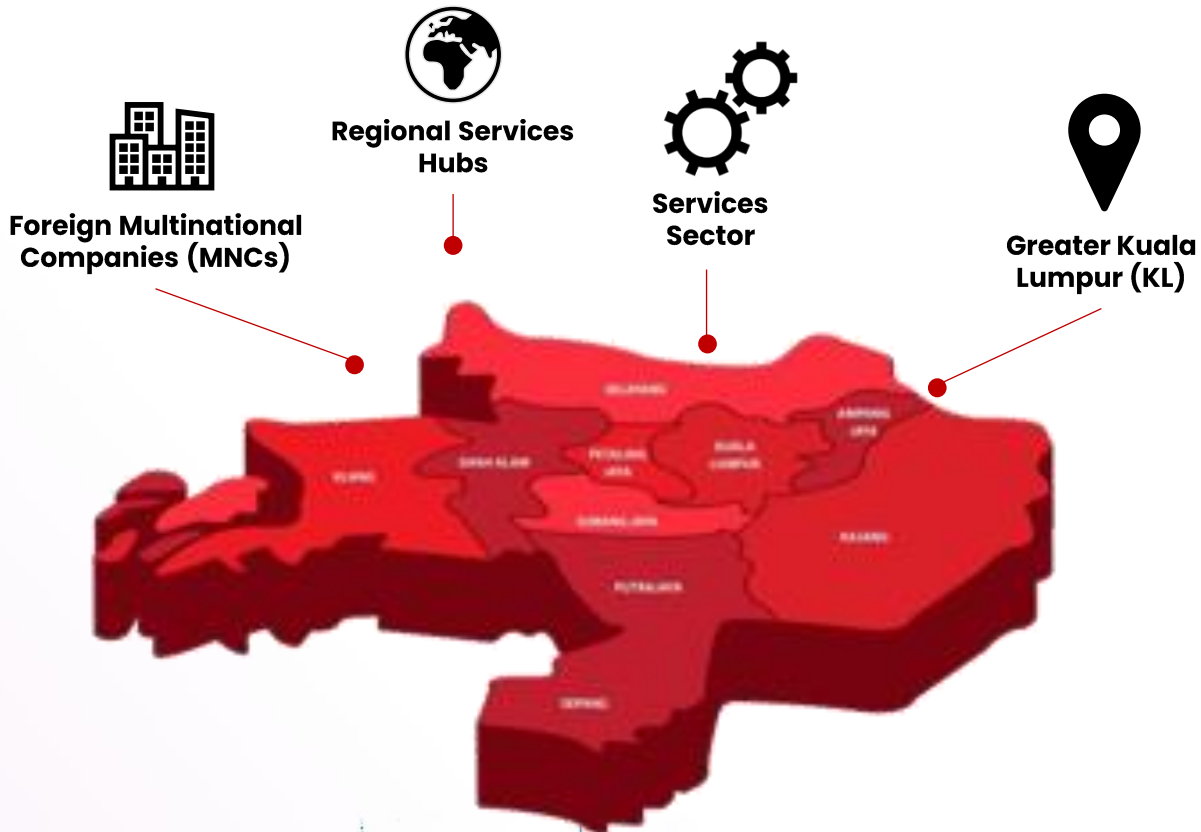
- **Steering Committee, Environmental, Social, Governance (MITI-ESG)**
- **Malaysia German Chamber of Commerce & Industry (MGCC)**
- **Outsourcing Malaysia - PIKOM**
- **Dewan Bandaraya Kuala Lumpur (DBKL), KL Plan 2040**
- **Business Committee, Perbadanan Putrajaya**

Industry Engagement/Guest Speaker

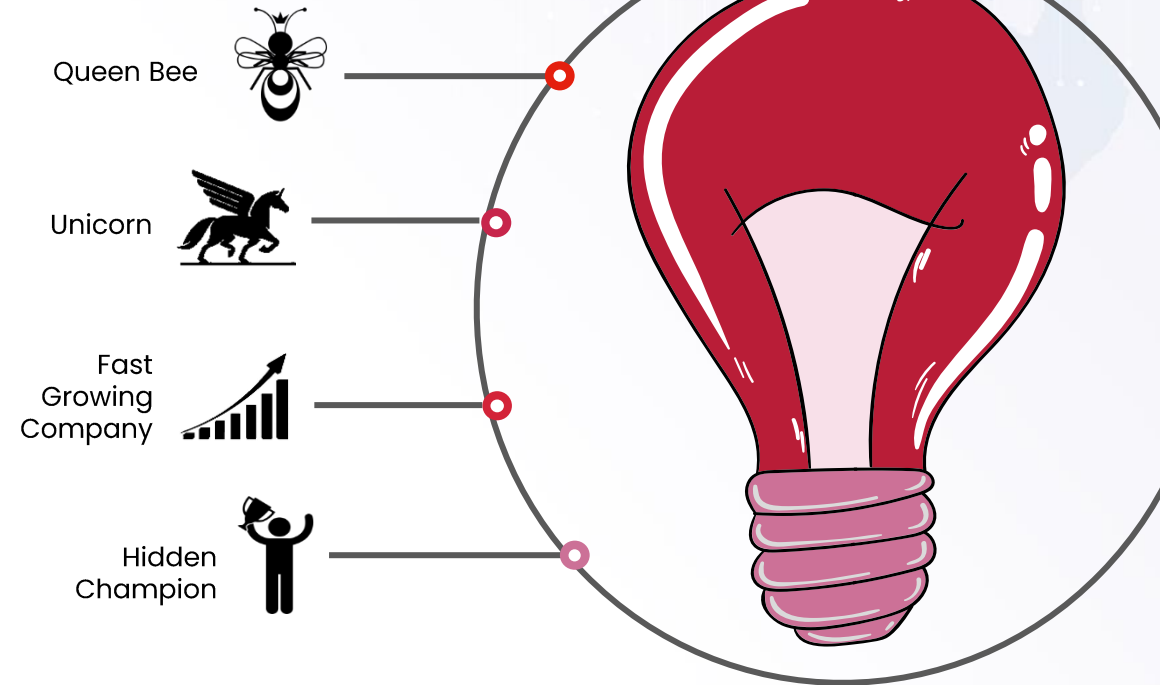
- **Public & Private Higher Learning Institutions**
- World Bank – investment panel session
- Institut Tadbiran Awam Negara – INTAN
- Institute of Diplomacy & Foreign Affairs – IDFR
- Media feature and TV appearances

INVESTKL

An investment promotion agency for Greater Kuala Lumpur under the Ministry of Investment, Trade and Industry
Attracting quality investment high value, high tech, & high impact investments



Spurring Innovation and Digitalisation



INVESTMENTS: OUR FOCUS



**Quality
Investments &
Creation of High-
Value Jobs**



**Talent &
Ecosystem
Development**



**Environmental,
Social &
Governance**



THE INVESTKL STORY

Champion for Global & Regional Services Investments



IMPACT TO THE ECONOMY

RM35B by 2030

Cumulative Impact as of 30 June 2023

1 Investments

RM 23.5 B committed
RM 18.573 B realized (79%)

2 Executive Jobs

26,175 committed
18,916 realized (72% on payroll)
RM 10,326 average salary

3 Global Services Hubs

132 Large MNCs and Fast-Growing Companies

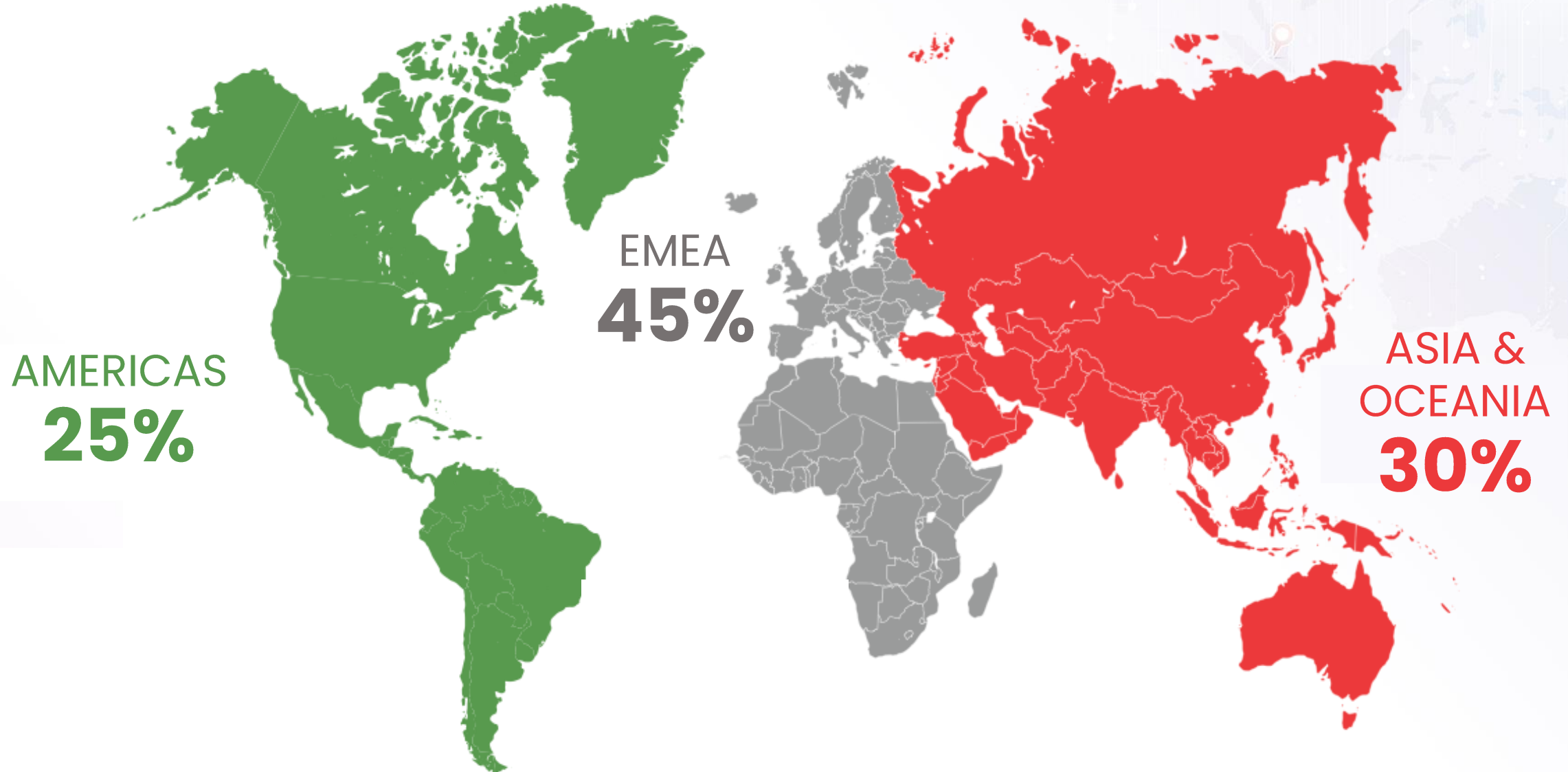
4 Greater KL Live Lab

8 Labs
8 Local Companies
8 University Collaborations

5 Annual Personal Income Tax (est.)

More than **RM252M**

MNCs BY ORIGIN & REGION 2011-2022



TOTAL GLOBAL SERVICES HUBS ATTRACTED

30 SEPTEMBER 2023



The image displays a large red circle with the number '136' in the center, representing the total number of global services hubs attracted. Surrounding this central graphic is a dense grid of 136 company logos, including:

- ABB, accenture, AECOM, Air Liquide, Alcon, ALD Automotive, Allianz, AMER 正威 Fortune Global 500, ARCADIS, AstraZeneca
- ATALIAN GLOBAL SERVICES, AkzoNobel, ARNOTT'S, Abbott, AXA, BAO ZUN, BECHTEL, Bertling, CAMERON A Schlumberger Company, Cargill, Cerner
- CLARIANT, COLAS RAIL, 太平洋建设 PACIFIC CONSTRUCTION, CMA CGM, 中国中车 CRRC, CODEMASTERS, REG, IRCC, CS&S 中软国际, Chinasoft International, DIEFFENBACHER
- Edwards, Elanco, Electrolux, etex, endava, EY, FEILO SYLVANIA, FedEx, FWD INSURANCE, GE, GE Digital, Givaudan
- HUNTSMAN, Hapag-Lloyd, HASKELL, HITACHI Inspire the Next, Honeywell, Jirfaz
- indra, IBM, INTERNATIONAL SOS, kamstrup, Linde, LEONARDO
- MetLife, MCDERMOTT, MEIKO, menARD, NOVARTIS
- orange, OCEANEERING, oleon, PERI, Pickles, PLAZA PREMIUM GROUP, PCCW 電訊盈科, PERSOLKELLY, ORACLE
- SC Johnson, subsea 7, SAIPEM, QS, @ignify, SOCAR, Schindler, Rentokil, radius
- SPORTS DIRECT.COM, SR KAY CONSULTING GROUP, Quantum, TOSHIBA, scm group Industrial Machinery and Components, TUI, TPSC MALAYSIA, TAISEI, RICOH, SPIE
- Turner, Tupperware, UNITED IMAGING, VEOLIA, VI We Fit Your Life, vanke 万科 赞美生命 共筑城市, Worley
- VINCI, wilson source.procare.deliver, Wilhelmsen, wood, Worldline, valmont
- rps, omh, Demant, JTB Perfect moments, always, cognizant, CHERY, LSEG, WSP, ZALORA, ZURICH

IN SPOTLIGHT

2022 PERFORMANCE UPDATE

16 March 2023



MILESTONES & NEW INVESTORS LAUNCHES 2023



InvestKL secures a total of RM21.52 billion in FDI – Annual Media Update March 2023



InvestKL Draws RM2.48 B in New Investments in 1H 2023



Launch of Cognizant's Regional Technology Hub



LSEG APAC Centre of Excellence Launch



Demant Global Technology & Innovation Hub Launch



Zimmer Biomet Launches APAC Global Business Services Centre



Chery Automobile Enters Malaysia

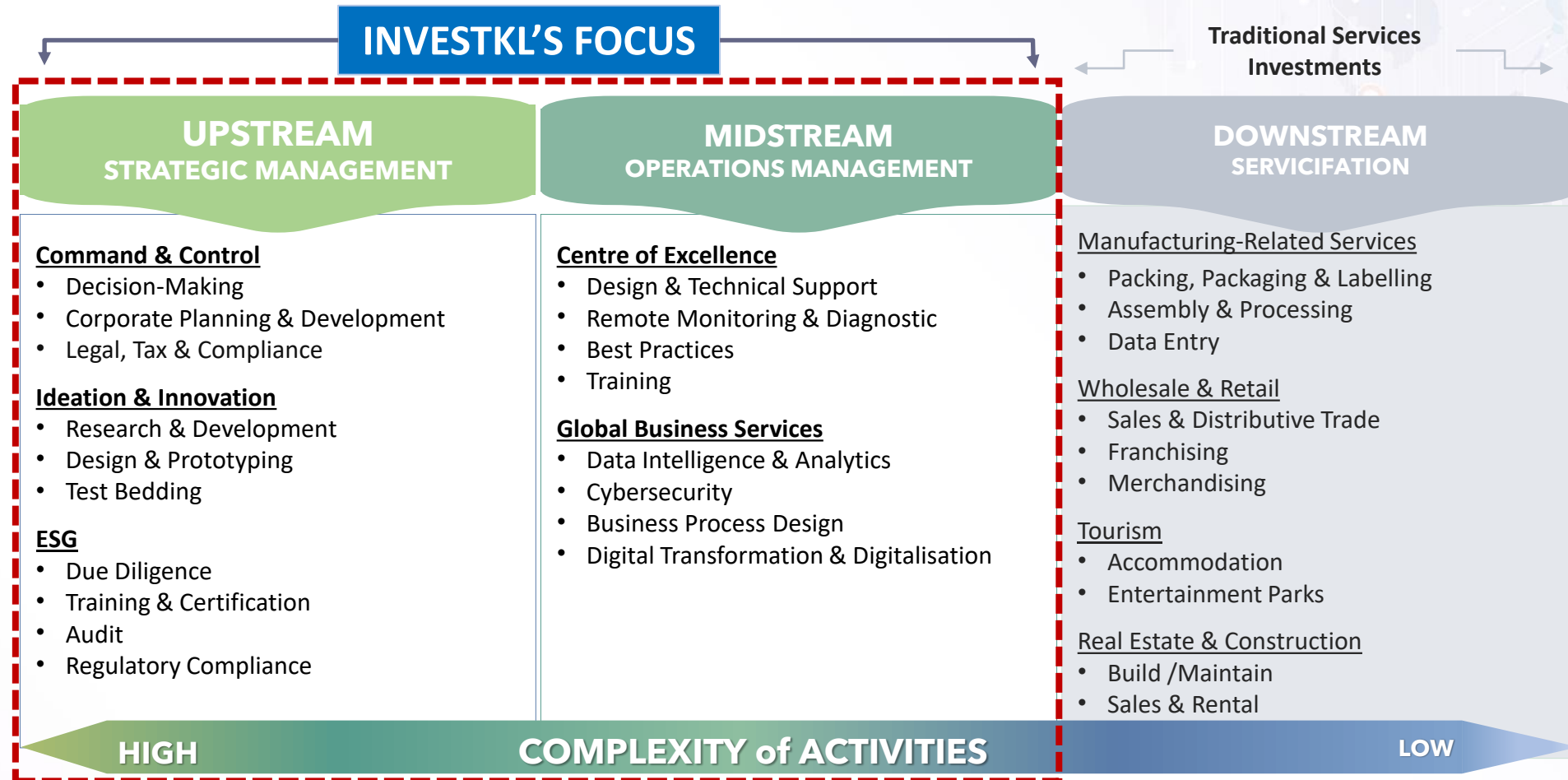
CASE STUDIES

Multinational Companies Thriving in Greater Kuala Lumpur



OUR INVESTMENT FOCUS

HIGH-VALUE, HIGH-TECH AND HIGH-IMPACT (HI-VTI) SUSTAINABLE INVESTMENTS



Alignment to Malaysia's National Investment Aspirations (NIA)





WORLD'S LEADING MANUFACTURERS OF HOUSEHOLD & PERSONAL PRODUCTS (FMCG INDUSTRY)



70+ Countries



\$10 BN Revenue



13,000 Employees



PRIOR TO 2014

2014 TO PRESENT

ASIA GROWTH STORY



LOCAL OFFICE

- Sales office

APAC SUPPLY CHAIN HUB & HEADQUARTERS

- Production scheduling & manufacturing
- P&L management
- Procurement strategy
- Demand planning & sales forecasting
- Key A/C management
- Capacity risk planning
- Sales & marketing strategy

REASONS FOR LOCATING TO GKL



PRO-BUSINESS GOVERNMENT

- ✓ Proactive government support
- ✓ Competitive cost of doing business
- ✓ Ease of doing business



STRATEGIC LOCATION

- ✓ Proximity to the operations in the region
- ✓ Easy access to markets



QUALITY OF LIFE

- ✓ International schools for expat children

INVESTKL'S FACILITATION



FISCAL PACKAGES

- ✓ Tax incentive application



IMMIGRATION

- ✓ Fast-tracking of work permit issuance
- ✓ Facilitating special entry passes for senior management



INDUSTRY-UNIVERSITY COLLABORATION

- ✓ Building talent pipeline



Making our world more productive

A FORBES GLOBAL 2000
GAS & ENGINEERING
COMPANY



100+
Countries



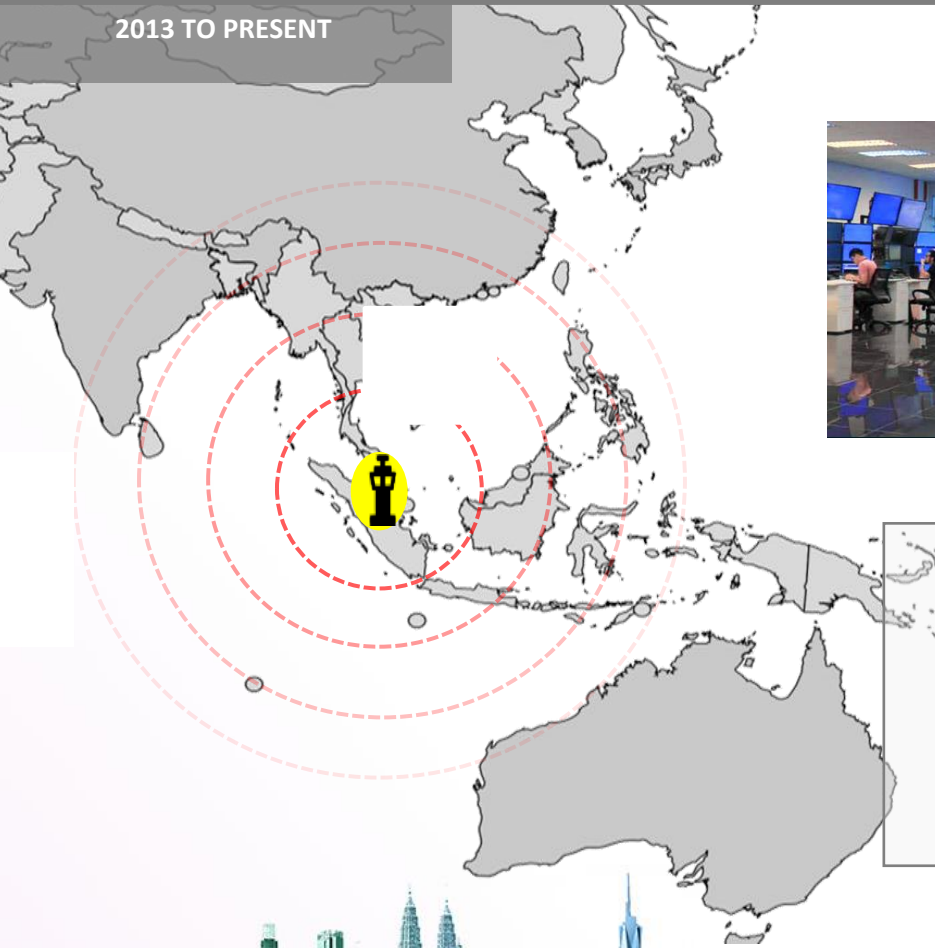
\$18 BN
Revenue



64,500
Employees



2013 TO PRESENT



REMOTE OPERATION CENTER (ROC)

- First of its kind in Malaysia
- “Nerve center” and center for technical excellence for Linde’s production operations in Asia
- Staffed by experienced process engineers to manage and control industrial gas operations at 127 plants in 11 countries

REASONS FOR LOCATING TO GKL



COMPETENT AVAILABLE TALENT

- ✓ Ready pool of highly skilled engineers & technicians



QUALITY INFRASTRUCTURE

- ✓ Reliable power supply
- ✓ Extensive network infrastructure



BUSINESS-FRIENDLY ENVIRONMENT

- ✓ Stable political & economic climate
- ✓ English-speaking environment



LIVABILITY

- ✓ Affordable quality lifestyle

INVESTKL’S FACILITATION



FISCAL PACKAGES

- ✓ Tax incentive application



IMMIGRATION

- ✓ Fast-tracking of work permit issuance for high skilled engineers
- ✓ Facilitating special entry passes for senior management



REAL ESTATE ACQUISITION & LEASING

- ✓ Fast-tracking of building renovation with land council



INDUSTRY-UNIVERSITY COLLABORATION

- ✓ Building talent pipeline



**LEADING FASHION
E-TAILER IN SOUTH-EAST
ASIA**



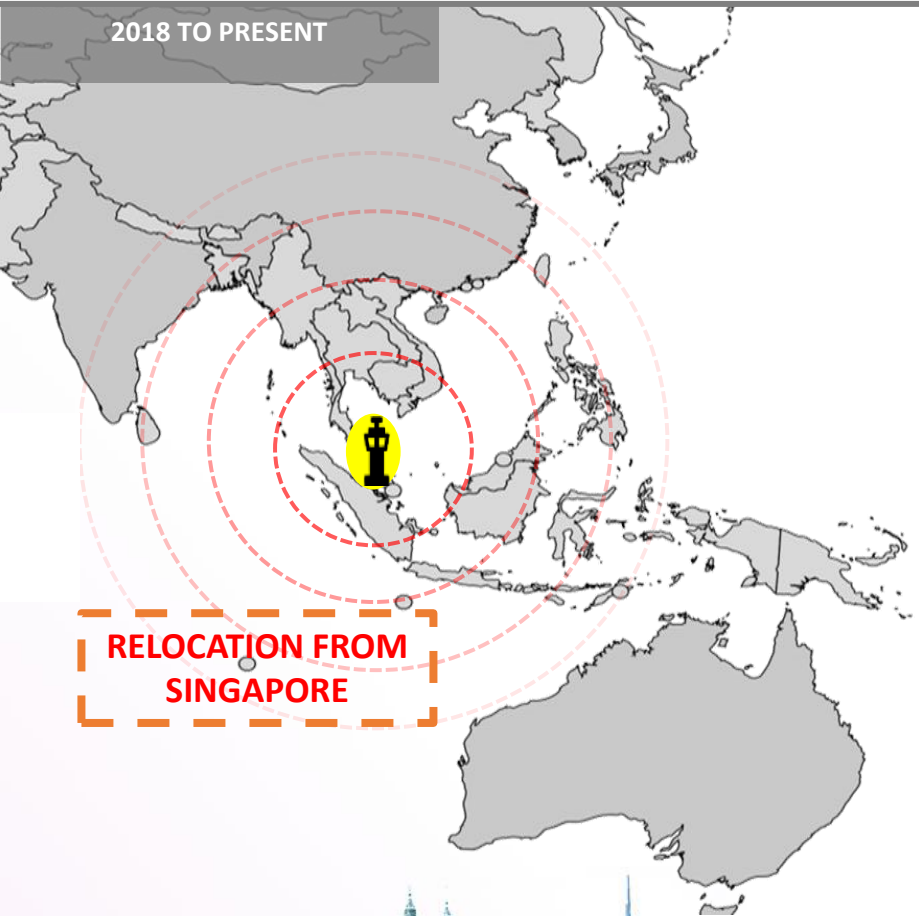
8
Countries



\$367.6MN
Revenue



1,863
Employees



SOUTH-EAST ASIA REGIONAL HUB AND E-FULFILMENT HUB

Regional Hub

- **Commercial** - Sourcing, Purchasing, Business Planning, Pricing, In-house Label Development
- **Finance** - Accounting and Internal Controls, Treasury and Cash Management, Acct Payable and Receivable
- **General Admin**
- **Human Resource** - Senior Talent Acquisition, Development and Management, Corp Training
- **Marketing** - Brand Management, Online and Offline Campaigns, Partnerships

E-Fulfilment Hub

- **Operations** - Warehouse, Supply Chain Management and Logistic, E-Production, Payments and Customer Service
- **Technology** - Infrastructure, Hardware and Platform Development

REASONS FOR LOCATING TO GKL



QUALITY INFRASTRUCTURE

- ✓ Access to a vast transportation grid



PRO-BUSINESS GOVERNMENT

- ✓ Proactive government support
- ✓ Competitive cost of doing business



STRATEGIC LOCATION

- ✓ Central location in geographic density of its orders and customers

INVESTKL'S FACILITATION



GOVERNMENT AGENCY LINKAGES

- ✓ Facilitation with government authorities on 5C-Customs, Immigration, MOF



INDUSTRY-UNIVERSITY COLLABORATION

- ✓ Talent pipeline & development





Givaudan

GLOBAL LEADER IN THE CREATION OF FLAVORS AND FRAGRANCES



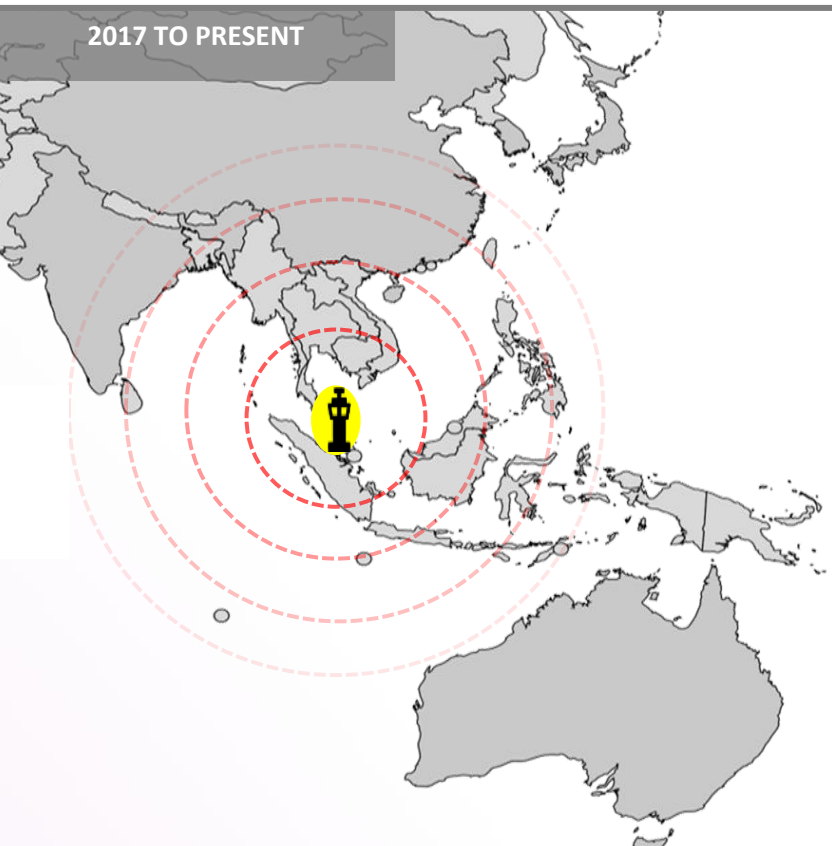
148 Countries



\$5.61 BN Revenue



13,500 Employees



GIVAUDAN BUSINESS SOLUTIONS (GBS)

Asia Pacific Center

- **Source to Pay (STP)** - further integrate procurement processes within their supply chain activities
- **Demand to Cash (DTC)** - improve supply chain management including supply & demand planning, and logistics
- **Enterprise Data Management (EDM)** - improve data quality and efficiency, faster and more agile processes, automated reporting
- **Human Resources (HR)**
- **Information Management & Technology (IM&T)**
- **Administration**

REASONS FOR LOCATING TO GKL



COMPETENT TALENT

- ✓ Pool of highly-skilled & experienced multilingual workforce



PRO-BUSINESS GOVERNMENT

- ✓ Proactive government support
- ✓ Competitive cost of doing business



STRATEGIC LOCATION

- ✓ Strategic location for their APAC operations

INVESTKL'S FACILITATION



FISCAL PACKAGES

- ✓ Potential MSC Tax incentive application



IMMIGRATION

- ✓ Employment passes - fast tracking work permit application



GOVERNMENT AGENCY LINKAGES

- Facilitation with government authorities such as MDeC, MIDA, MITI, MOF





A FORTUNE 100 TECHNOLOGY & MANUFACTURING COMPANY



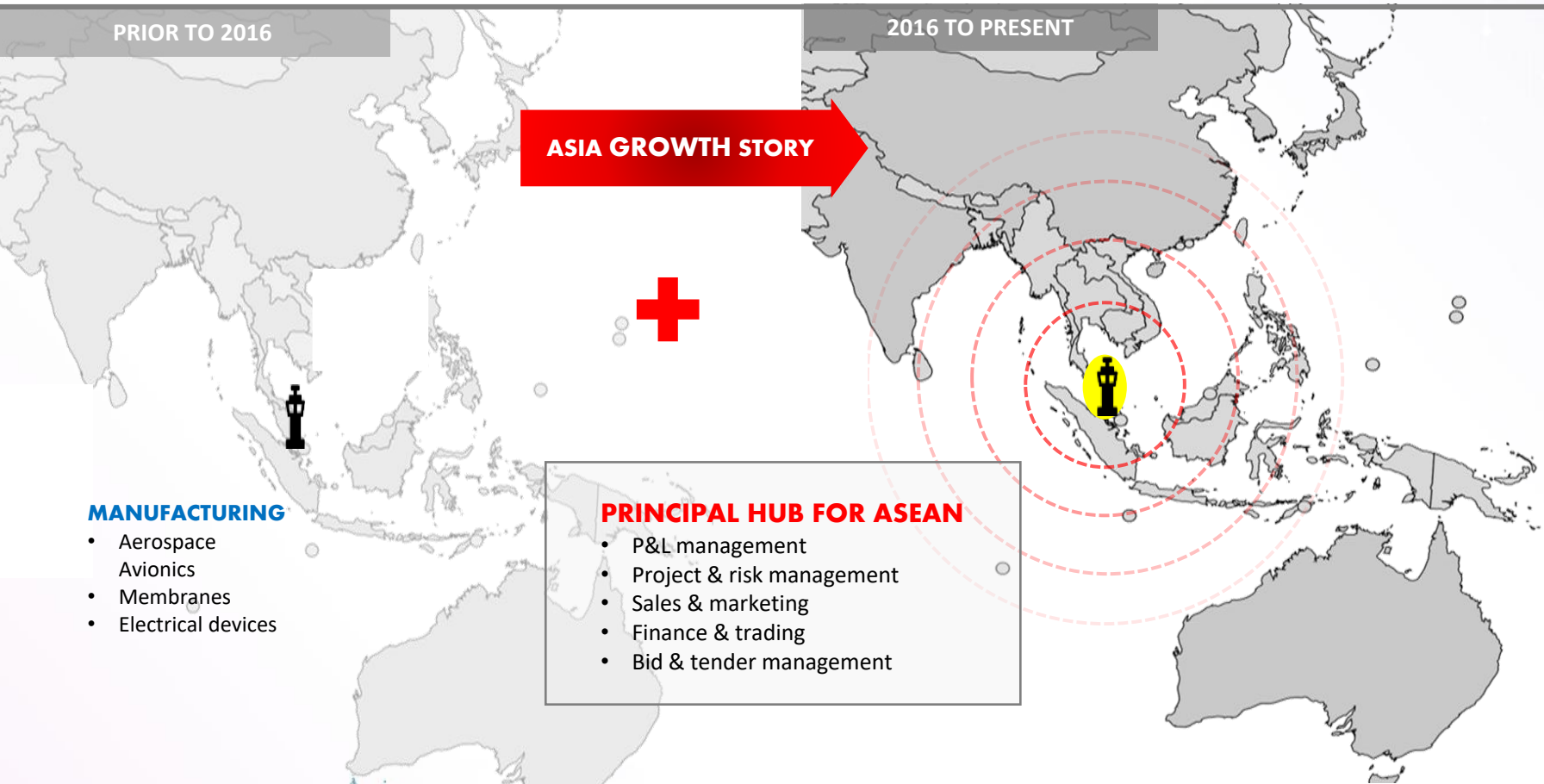
70+
Countries



\$40 BN
Revenue



131,000
Employees



REASONS FOR LOCATING TO GKL



COMPETENT TALENT

✓ Well-educated, highly-driven & enthusiastic workforce



PRO-BUSINESS GOVERNMENT

✓ Proactive government support
✓ Business-friendly policies



REGIONAL CONNECTIVITY

✓ Strategic location to their APAC operations

INVESTKL'S FACILITATION



FISCAL PACKAGES

✓ Tax incentive application



GOVERNMENT AGENCY LINKAGES

✓ Malaysia Investment Development Authority (MIDA)
✓ Ministry of Finance (MoF)





Potential areas of collaboration between **Multinational Companies** in **Greater Kuala Lumpur** and **academia**.

- University 2 Industry
- Industry 2 University
- Graduates Development Programme
- Structured Internship program
- Industry Talks
- Workshop / Bootcamp
- Guest Lectures/ Special Projects
- Business/ Innovation Challenges
- Syllabus Integration program
- Essential Skill Training program
- Research & Development & Innovations





THANK YOU

GREATER KL: THE HEART OF A REGIONAL HUB

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