

Marking of Silver, Going for Gold.

INVEST  
**SELANGOR**  
THE GOLDEN STATE OF MALAYSIA

SILVER JUBILEE  
**25**

INVEST  
**SELANGOR**  
THE GOLDEN STATE OF MALAYSIA

**25** SILVER JUBILEE

*Silver Jubilee Celebration*

*Special Thanks*



PLATINUM SPONSOR

GOLD SPONSOR



Property





Invest Selangor Berhad marks its **Silver Jubilee** in 2024. For 25 years, it has been a one-stop investment promotion agency that provides essential business information, comprehensive advisory services, as well as startup or expansion assistance to potential and existing investors in Selangor from all across the state, country, and even the world.

Over a quarter of a century, they have established their networks and links with more than 65 investor countries, procuring 6,730 manufacturing projects that led to the opening of 489,464 job opportunities in the state and the country.

A total of RM 237.7 billion worth of manufacturing investment earned Selangor the title 'Golden State of Malaysia'.

In 2023 alone, Selangor boasts an impressive GDP (Gross Domestic Product) exceeding a total of RM 406.1 billion, which contributed up to 25.9% to Malaysia's entire GDP, positioning Selangor as the first state to surpass RM400 billion in economic activity.

Marking its Silver Jubilee, the company continues to be a beacon of progress and prosperity, proving to the nation what can be achieved with a strategic vision, boundless enthusiasm, and irrepressible determination.





YBhg. Tan Sri Dato' Seri (Dr.) Haji Abu Hassan Omar



YBrs. Dr Mohamad Khir Bin Toyo



YBhg. Tan Sri Abdul Khalid Ibrahim



YB Dato' Seri Mohamed Azmin Bin Azli



## CHAIRMAN

**YAB Dato' Seri Amirudin Bin Shari**

*Dato' Menteri Besar Selangor (Chief Minister of Selangor) & Chairman of Invest Selangor Berhad*

## PREVIOUS CHAIRMEN



1999

YBhg. Datuk Mohd Shariff Jajang



2000-2008

YBhg. Dato' Tang See Hang



2008-2013

YB Teresa Kok Suh Sim



2013-2014

YBrs. Tuan Ean Yong Hian



2014-2023

YBhg. Dato' Teng Chang Khim



## EXCO

**YB Tuan Ng Sze Han**

*Selangor State Executive Councillor  
for Investment, Trade & Mobility*

PREVIOUS **EXCO**



YBhg. Dato' Mhd Jabar Bin Ahmad Kembali

## PREVIOUS CEO

## CEO

**YBhg. Dato' Hasan Azhari  
Bin Hj. Idris**

*Chief Executive Officer,  
Invest Selangor Berhad*

At Invest Selangor, our primary focus is on your business's success. With a long 25-year history of promoting investment and economic growth, we are committed to establishing an environment in which your business may thrive. Over this period, Selangor received total approved investment both in the manufacturing and services sectors worth more than RM300 billion from over 7,000 projects, creating over 500,000 job opportunities. Our extensive network and government relations allow us to provide the assistance you require to navigate the Selangor business landscape with comfort and confidence. Invest Selangor offers seamless, efficient, and reliable services to facilitate your business journey.

As we look ahead to the next 25 years, Invest Selangor is prepared to strengthen its role as the state's ultimate one-stop investment centre. Our visionary goals include driving sustainable growth, attracting next-generation industries, and creating a thriving economy. From initial setup to ongoing operations, our expertise and local knowledge ensure your investment in Selangor is both smooth and rewarding.



1986-1990



THE SEEDING

1991-1998



THE SHIFT

1999-2007



THE LEAP

2008-2014



THE CLIMB

2015-2023



THE TRANSFORMATION

2024-BEYOND



THE NEW FRONTIER

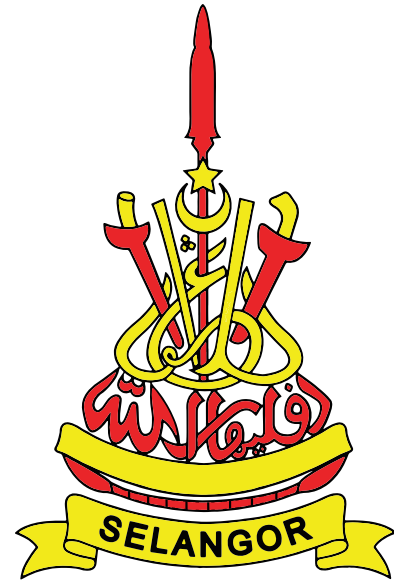
# A WALKTHROUGH OF OUR JOURNEY

**1986-1990**

## **THE SEEDING**

It all started back in 1986. Jawatankuasa Petugas Pelaburan Asing (JPPA) was established with one purpose; to realise the vision of Selangor in becoming the number one investment stop in Malaysia. JPPA was formed under the Unit Perancang Ekonomi Negeri (UPEN). The culmination of the vision in to what was known then as JPPA was the stepping stone towards something greater.





## This Is Where It All Began

The establishment of the State Investment Task Force Committee back in 1986 was a critical initiative aimed at attracting and managing foreign investments specifically for the state. Leveraging Selangor's strategic location, developed infrastructure, and proximity to Kuala Lumpur, the task force aimed to position Selangor as a prime investment destination in Malaysia and the region. Its role as a liaison between foreign investors and various government agencies included facilitating communication and resolving any rising issues throughout the investment process. By developing tailored policies and incentives, the task force sought to attract investments in key sectors such as manufacturing, electronics, and services.

The impact of the task force was significant, contributing to Selangor's economic growth by attracting numerous foreign companies to set up operations in the state. This influx of foreign investments led to substantial industrial development, particularly in sectors like electronics, automotive, and machinery, establishing Selangor as one of the most industrialised states in Malaysia.



## 1991 -1998 THE SHIFT

As the years passed, it was time to bring in the new school of thoughts to re-evaluate their existing way of doing things and was determined to streamline operations. To achieve growth and execute even more in order to achieve new heights and execute their goals. They opted to realign, consolidate and formalise the functions of JPPA under a single entity.

Permodalan Negeri Selangor Berhad (PNSB) came into the picture, and within it, Unit Pelaburan Negeri Selangor (UPNS) was formed – dedicated to managing investors and investments across the state. The baton was passed on from JPPA to the new UPNS of PNSB.

From there, the pathway to the top became clearer.



## Re-evaluating The Old & Shifting Into The New

Permodalan Negeri Selangor Berhad or widely known as PNSB, is a subsidiary of the state government of Selangor, is primarily engaged in real estate development, creating affordable and sustainable residential and commercial real estate as well as townships and housing estates throughout Selangor and the Klang Valley. Back in 1991, PNSB came in to the picture and formed a unit under it that took over the role of JPPA. It was known as Unit Pelaburan Negeri Selangor.

While PNSB had a broader mandate encompassing various economic and development projects, UPNS had a more focused role specifically targeting investment promotion and facilitation. UPNS operated as a unit or subsidiary under the broader umbrella of PNSB. This organizational structure allowed UPNS to leverage the resources, expertise, and infrastructure of PNSB to effectively promote and manage investments in Selangor. This complementary relationship ensured a comprehensive approach to economic development of both parties.





WELCOME  
TO  
INVESTMENT CENTRE OF SINGAPORE





**KEJOHANAN GOLF JEMPUTAN  
PUSAT PELABURAN NEGERI SELANGOR  
KALI KE IV**

**6 HB. DISEMBER 1998**

**ANJURAN**

**PUSAT PELABURAN NEGERI SELANGOR**

**PENAJA UTAMA**

PERUSAHAAN OTOMOBIL NASIONAL BERHAD (PROTON)  
PNB ACHAR SINGHA

**PENAJA BERSAMA**

PNB BERHAD  
RINTISAN BUDI SINGHA  
TEGUH KESAN SINGHA  
EDP CONSULTING GROUP SINGHA  
METRO KAJANG HOLDINGS BERHAD  
FAIRVIEW DEVELOPMENT SINGHA  
CENTRAL SPECTRUM SD SINGHA  
PANDANG JAYA DEVELOPMENT SINGHA  
SYARIKAT KEKAJUAN PERUMAHAN NEGARA SINGHA



FMSM

**1999 -2007**  
**THE LEAP**

In 1999, Selangor State Investment Centre was established. It was then a full-fledge company. With this change, the staff found themselves at a crossroad – to remain with SSIC Berhad or return to PNSB.



## Standing Proud as an official Investment Promotion Agency

During the late 1990s, Selangor was undergoing rapid industrialisation and economic growth. The state government recognised the need to streamline and enhance its investment promotion efforts to sustain this growth and attract more high-quality investments. The existing mechanisms were deemed insufficient to meet the rising demands and complexities of modern investment landscapes. Thus, the idea of becoming an independent Investment Promotion Agency was conceived under a new name, SSIC Berhad (Selangor State Investment Centre) which commenced operations as of 1st of June, 1999.

The primary objective never changed which was to make the agency as a one-stop centre that

could effectively attract, facilitate, and manage investments in the state. SSIC Berhad was designed to offer comprehensive services to investors, making Selangor a more attractive and competitive investment destination.

The formation of the SSIC Berhad in 1999 was a pivotal moment in Selangor's economic history. As a dedicated Investment Promotion Agency, SSIC Berhad played a crucial role in enhancing the state's attractiveness to investors, facilitating efficient investment processes, and contributing to economic growth. Its legacy continues through Invest Selangor, ensuring ongoing efforts to promote Selangor as a premier investment destination.





## The First Record Breaking Milestone

In 2007, SSIC Berhad achieved its first ever highest record. A total of RM11.18B Capital Investment with 318 projects were approved, leading to the creation of 25,443 employment opportunities.

It was a remarkable and proud achievement to look back on. Its strategic initiatives and proactive approach significantly contributed to the state's economic growth, job creation, and industrial development. The foundation laid by SSIC Berhad in its early years continued to drive Selangor's prosperity, positioning it as a leading investment destination in Malaysia and the region.

2007

No. of project	318	No. of employment	25,443
Total Capital Investment			
RM 11.18 <sup>B</sup>			

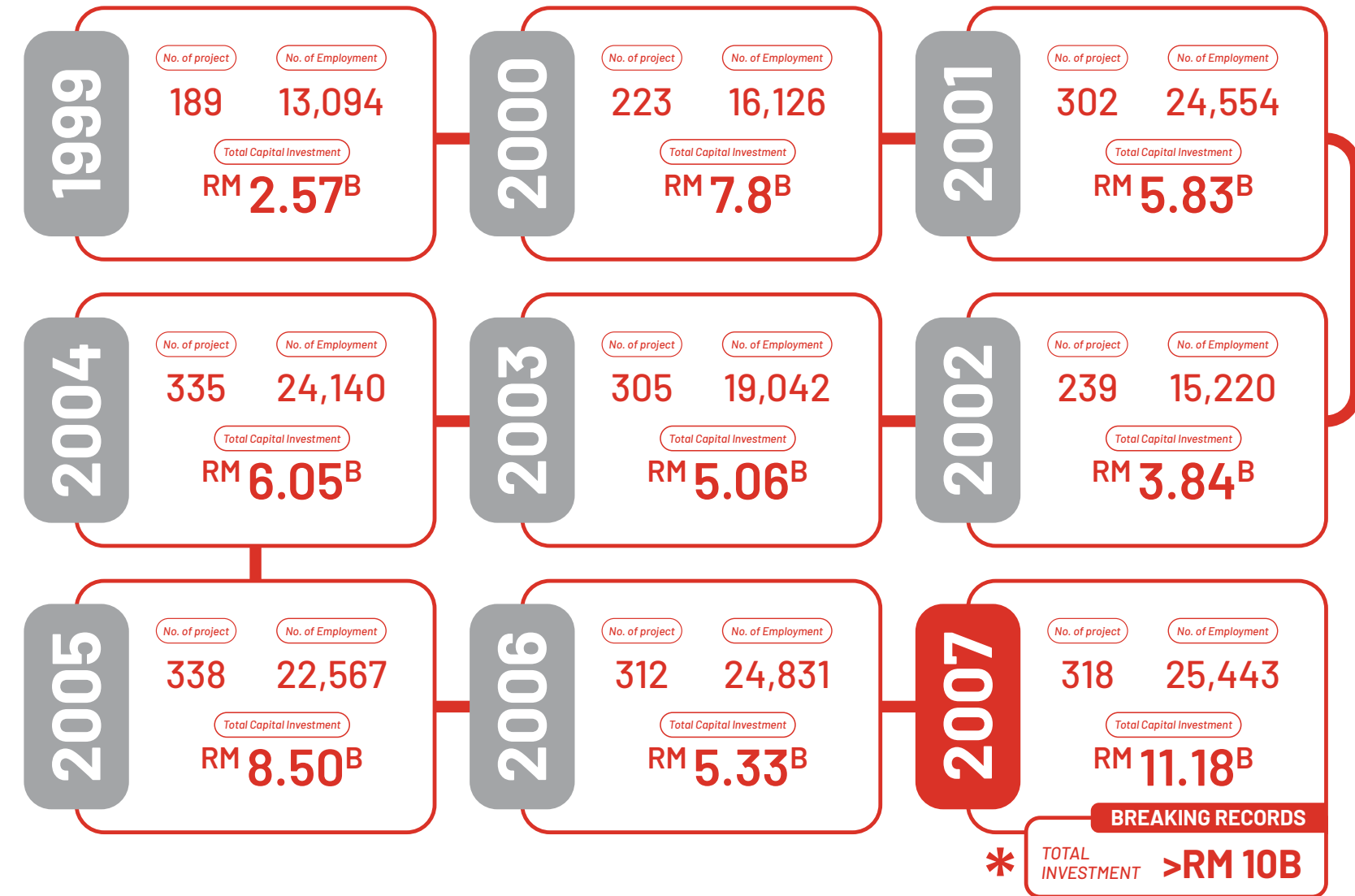
BREAKING RECORDS

\*

TOTAL INVESTMENT >RM 10B



## Selangor Investment Performance 1999 - 2007



Source: MIDA Reports: Approved Manufacturing Projects in Selangor

THE NATIONAL COUNCIL  
FOR THE  
BLIND OF IRELAND

WELCOME ALL OF VIP DELEGATES  
OF SELANGOR STATE GOVERNMENT  
TRADE MISSION  
TO FRANKFURT / BERLIN / LONDON / DUBLIN  
18<sup>TH</sup> - 29<sup>TH</sup> JULY 1999

*Network Europa Travel*

REUNITES, MAY



**2008 -2014**  
**THE CLIMB**

This period of time saw SSIC Berhad securing many notable investments which strengthened its credibility as a one-stop centre for all investments matters be it from within the state or overseas.

Despite the challenging climb, the company's unwavering resolve for preservation kept the team in focus. They were determined to embody their values and demonstrate that their presence were not an obstacle but rather playing the role of facilitators to ease the process of all parties involved.



## Taking the First Step on the Stairs of Success

Marching into 2010, it was time for an environment change. SSIC Berhad had moved itself to a more elevated area which was the i-City Shah Alam. The prestige of the location at that time added to the image and credibility SSIC Berhad was trying to build.

i-City Shah Alam is a well-known integrated commercial and residential development in Selangor, designed to be a smart city and a key economic hub. The decision to relocate SSIC Berhad to i-City was driven by the desire to leverage the modern infrastructure, strategic location, and advanced technological environment that i-City offers.



## Knowledge Exchange & Collaboration Platform

The formation of the SSIC Advisory Network – currently known as Invest Selangor Advisory Network – in 2013 aimed to leverage expert insights and industry knowledge to guide investment promotion strategies and ensure sustainable economic development. It was conceived to provide a platform where industry leaders, experts, and key stakeholders could collaborate, share knowledge, and offer strategic advice.





## Growing Future Talents

As Selangor's economy continues to grow and diversify, there is an increasing demand for a skilled and adaptable workforce. High-value sectors such as technology, manufacturing, and services required a steady supply of talent to maintain competitiveness and drive innovation. Despite its economic prowess, Selangor faced challenges in attracting and retaining top talent. These included competition from other regions, skill mismatches, and the need for continuous upskilling to meet evolving industry demands.

The SSIC Talent Initiative – now known as Invest Selangor Talent Initiative – was launched as part of the company's comprehensive strategy to attract, develop, and retain talent to support the state's economic growth and enhance its attractiveness as an investment destination.

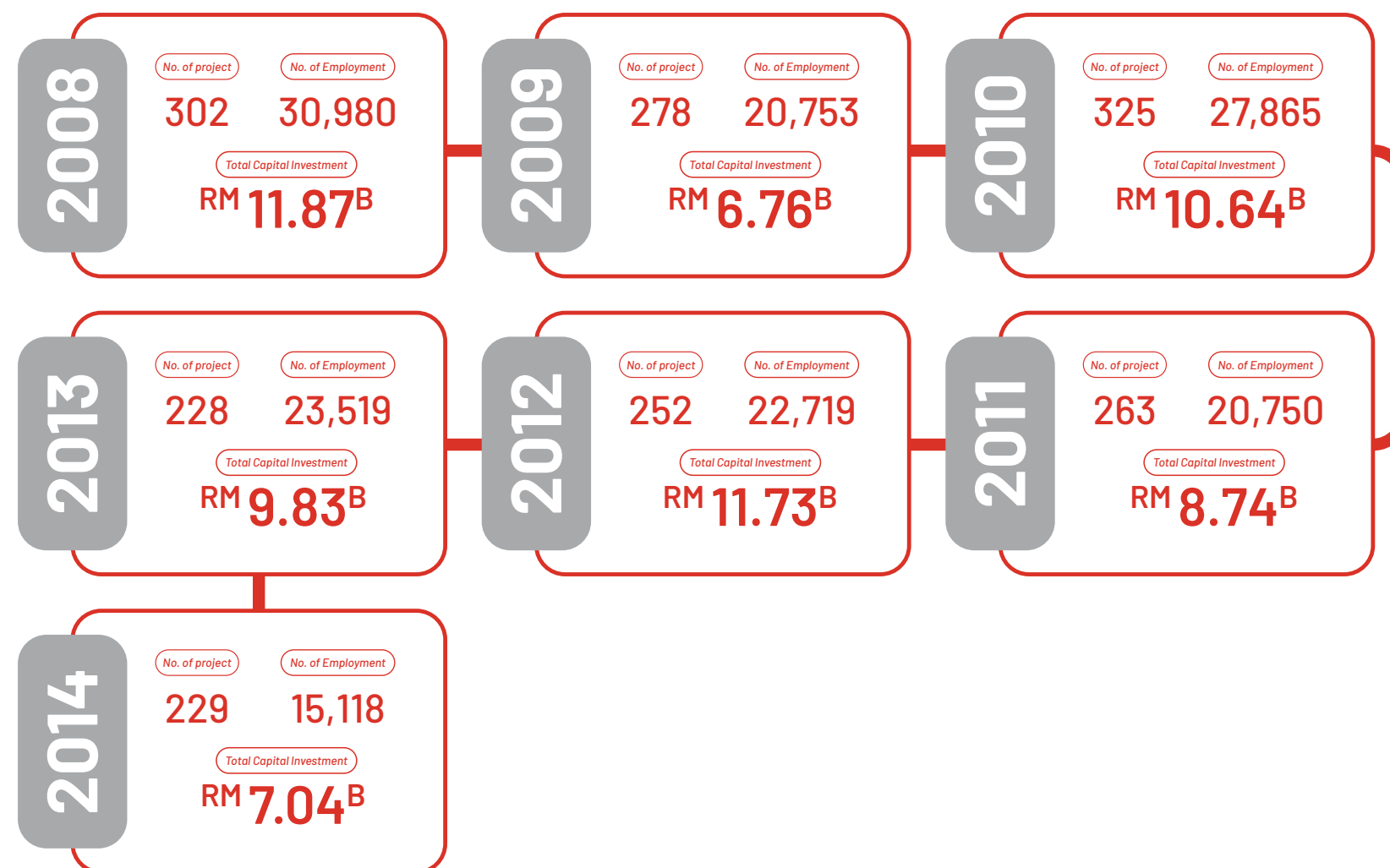




MIDA



## Selangor Investment Performance 2008 - 2014



Source: MIDA Reports: Approved Manufacturing Projects in Selangor



# SELANGOR INVESTMENT SEMINAR 2009

OFFICIATED BY

**YAB TAN SRI DATO' ABDUL KHALID IBRAHIM**

**DATO' MENTERI BESAR  
SELANGOR DARUL EHSAN**

**13TH AUGUST 2009**

ORGANISED BY



 **QUALITY HOTEL**





# GLENMARIE GOLF & COUNTRY CLUB



2015 -2023

# THE TRANSFORMATION

On 18th of May 2015, SSIC Berhad (Selangor State Investment Centre) took a turning point by rebranding to what is known today as Invest Selangor Berhad. It signified a transformation. Beyond cosmetics, it signalled a definitive change in focus. The ceremony was officiated by YB Dato' Seri Mohamed Azmin Bin Ali who was the Chief Minister of Selangor at that time. Invest Selangor continues to pave the way to the top.

In 2019, the COVID-19 pandemic took the world by storm. However, the significant impact on the global economy was not viewed as the end of the road. The company successfully refocused its strategies and efforts, achieving numerous accomplishments despite the challenges posed by the pandemic.





## The Rebranding of SSIC Berhad to Invest Selangor Berhad

Since its incorporation in 1999, Invest Selangor (formerly known as SSIC Berhad) had undergone a list of transformations to be a dynamic one-stop investment promotion agency that provides a wide array of investment advisory and facilitation services. A rebranding exercise in the same years had strengthened the image and provided a clear direction to promote the state of Selangor as a premier investment destination in Malaysia and with that, SSIC Berhad is now known as Invest Selangor Berhad.



## Establishing Selangor Information Technology & E-Commerce Council (SITEC)

In 2015, Invest Selangor had set up Selangor Information Technology and E-Commerce Council (SITEC) to push the industry forward and create the right playing field. The Selangor Information Technology and E-Commerce Council (SITEC) was established by the Selangor State Government, under the secretariat of Invest Selangor to uplift the startup

ecosystem and develop Selangor as the regional trading hub for e-commerce.

Under SITEC, a digital centre called the Selangor Digital Creative Centre was set up in order to train SMEs to become e-commerce traders, and provide co-working space to train startups in this industry.





## The Grand Debut of Selangor International Expo in 2015

From the 26th to the 28th of November 2015, Selangor International Expo (SIE) made its debut, held to promote Selangor as a global trade hub. In addition, it has become a platform for local and foreign companies, multinationals corporations as well as small and medium enterprises to showcase their products and services, providing them with the opportunity to attract potential investors.

SIE serves as a marketing channel, fostering collaboration and cooperation with organizations both within and outside Malaysia. With 400 exhibition booths, the event successfully drew interest from both domestic and international businesses. Of this total, 218 were from domestic businesses, and 182 were from overseas companies, including those from Taiwan, Thailand, China, Vietnam, and the United Kingdom.

## The Initiation of Selangor Biotech Council

The Selangor State Government established the Selangor Bio Council in 2016. The council is made up of industry professionals and highly experienced experts who will serve as consultants to the project.

35% of Malaysian businesses were granted the BioNexus designation in 2016. Under the National Biotechnology Policy of the federal government, this status was granted to qualifying biotechnology enterprises, both domestically and internationally. They were given subsidies, tax breaks, and other benefits in order to support their expansion.

Selangor has demonstrated its commitment to growing the sector and asserting its position as the top participant in Malaysia.

The biotech sector is expanding steadily, and Invest Selangor's astute and creative approaches will guarantee that the State remains the top destination for both domestic and global investors in this sector.





## Investment Access at Just A Tap

On 24th of May 2016, Invest Selangor Berhad successfully launched its new website, [www.investselangor.my](http://www.investselangor.my). YBhg. Dato' Teng Chang Khim, Senior Executive Councillor for Investment, Industry & Commerce, SME, and Transportation in Selangor State, presided over the launch event. This event was part of the company's continuous rebranding campaign, which began in 2015 when SSIC Berhad was renamed as Invest Selangor Berhad. Updated information can be found on the new website, which is compatible with a variety of mobile devices. Additionally, search capabilities have been improved to make it easier, friendlier, and faster for users to obtain information from investor testimonies, interactive charts, directories, and videos.

# Propelling to New Growth with Selangor Aerospace Council

Selangor is home to 62% of the nation's aerospace industry, according to statistics. The "3S" aerospace sites (Subang, Serendah, and Sepang) are home to the majority of the sub-sectors for the aerospace industries. AgustaWestland, Airbus, Airfoil Services, GE Aviation, Rolls-Royce, Ruag Aviation, Safran, and Spirit AeroSystems are a few of the aerospace businesses with operations in Selangor. These businesses are important suppliers to Boeing and Airbus, the two biggest aircraft manufacturers in the world.

To further propel the growth of the aerospace industry and strengthen the state's position as a preeminent aerospace hub in ASEAN, the Selangor Aerospace Council was established in August 2016. Inaugural council meeting was held on 11th of August 2016, chaired by YB Dato' Seri Mohamed Azmin Bin Ali, Chief Minister of Selangor. The Malaysia Aerospace Blueprint will be implemented at the state level, and the Selangor Aerospace Council will oversee its development.

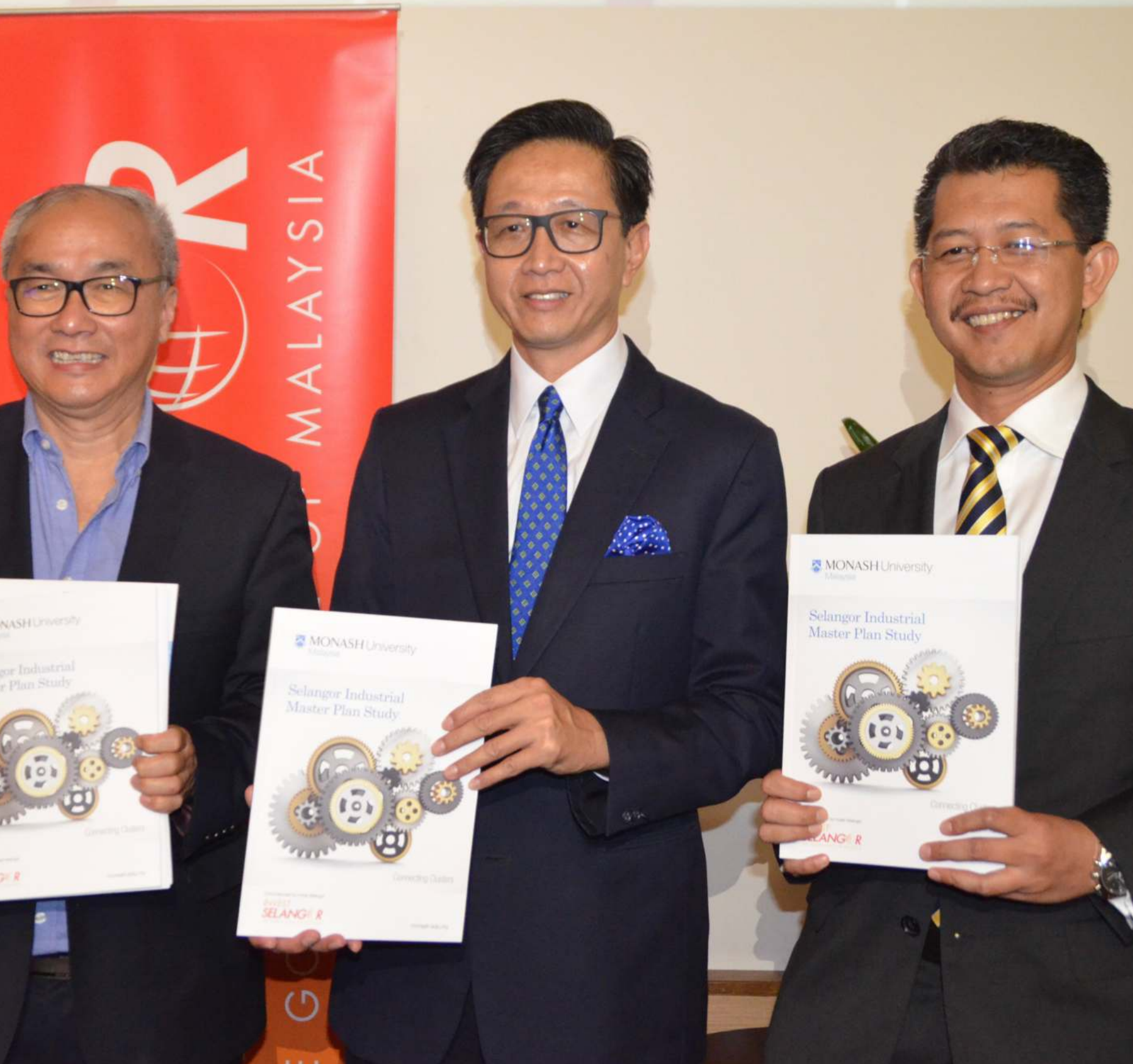


## Selangor Halal Council being established in October 2016

In order to facilitate the hassle-free establishment of operations and procedures in setting up Halal enterprises, Selangor Halal Hub has built a halal ecosystem that acts as a one-stop shop through the establishment of Selangor Halal Council in October 2016. The centre helps receive, process, and expedite approvals from the national standards development agency, SIRIM, the Department of Islamic Development Malaysia (JAKIM), and the Selangor Islamic Religious Department (JAIS) in order to get the halal certified status. With approximately 30% of Malaysia's Halal-certified businesses headquartered in Selangor and around 26% of the country's Halal-certified goods produced there, Selangor enjoys a significant market share in the Halal industry.

Halal Development Corporation Berhad (HDC) aimed to tap into the unrealised potentials of Global halal markets which at the time was estimated to achieve a target of RM50 billion by 2020. With its extensive networks of retailers, supermarkets, and specialty stores, as well as its concentration of food and service outlets, lodging providers, and fast-food outlets, Selangor's well-established infrastructure and logistics networks are well-positioned to offer ideal markets and test beds for the halal industry. As a component of Invest Selangor, Halal International Selangor is prepared to serve as a premier hub for Halal education and training for all companies by offering the platforms necessary to support their needs. This will strengthen the state government's efforts to persuade potential investors that Selangor is the driving force behind the growth of the halal sector.





## New Approach through Selangor Industrial Master Plan Study

The Selangor Industrial Master Plan Study Dialogue and Convergence 005: Business Intelligence; Emerging Technology Innovation Conference & Expo, which were held on the 14th of March 2017, at Monash University Malaysia demonstrated a rise in strategic awareness. Thanks to strong and proactive trade missions, investment programmes, and business networking activities, Selangor has seen a diligent continuance of international missions to bring foreign investments throughout the year.

The event was officiated by YBhg. Dato' Teng Chang Khim, Selangor State Senior Executive Councillor for Investment, Industry & Commerce, SME & Transportation. The Selangor Industrial Master Plan Study commissioned by Invest Selangor Berhad, was conducted by Monash University Malaysia over a period of 14 months. The study serves as a guideline for the Selangor State Government, particularly Invest Selangor Berhad,

in the formulation of a future action plan to advance the state's economy to the next level.

The study's primary focus was on the potential of five distinct core industrial clusters located in Selangor. Each core was presented by its own moderators. The first being 'Life Sciences' by Associate Professor Brian Low Koon Huat of Monash University Malaysia. 'Electrical & Electronics' by Professor Mahendhiran Nair, Deputy President (Strategy) and Interim Deputy President (Academic) of Monash University Malaysia. 'Food and Beverages Manufacturing' by Mr. Jamie Haniff Ramlee, Director of Cluster Development Division from Invest Selangor Berhad. 'Machinery & Equipment' by Colonel Dato' Andrew Goh Boon Kim, Vice-Chairman of Federation of Malaysian Manufacturers (FMM), Selangor Branch. The last one being 'Automotive & Aerospace' by Dr. Wafi Nazrin Abdul Hamid, former President of UMW Land Sdn. Bhd.



## Expanding the Network & Investment

Invest Selangor is renowned for its focused efforts to market the state to foreign and domestic businesses through 21 investment visits and trips. The Selangor International Business Summit 2017 ASEAN Roadshow, which travelled to Thailand, Myanmar, Indonesia, Laos, and Cambodia among other nations, is the event's high point. Additionally, 19 Investor Engagement Programmes were held,

leading up to the signing of two Memorandums of Understanding with Victoria State and the German state of Bavaria. Likewise, 56 Foreign Embassy and economic Chamber Engagement Programmes had welcomed Korea and Belgium as well as other nations to Selangor and its economic opportunities.

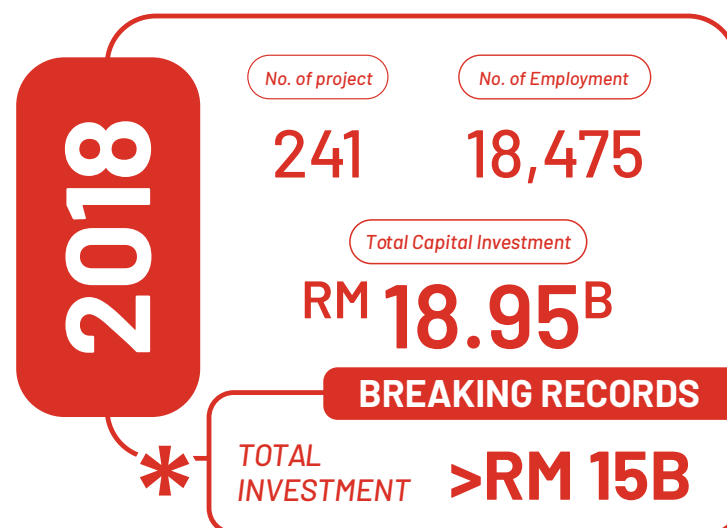


## Achieving the possible

2018 was a remarkably successful and abundantly rewarding year for Selangor, which is a perfect reflection of the exuberant finesse displayed by Invest Selangor Berhad. With 23.7% of Malaysia's GDP coming from them, Selangor remained the top contributor to the country's GDP. Furthermore, the crowning achievement of Selangor's 2018 economic performance was the staggering amount of RM18.947 billion in direct investments made in the manufacturing sector, while the service sector brought in RM5.784 billion, representing increases of 238% and 118%, respectively.

2018 was an exceptionally successful and rewarding year for Selangor, perfectly reflecting the exemplary finesse demonstrated by Invest Selangor Berhad. Contributing 23.7% of Malaysia's GDP, Selangor remained the top contributor to the country's economy. Moreover, the crowning achievement of Selangor's 2018 economic performance was the staggering RM18.947 billion in direct investments made in the manufacturing sector, while the service sector attracted RM5.784 billion, representing increases of 238% and 118%, respectively.

These impressive statistics demonstrate that the initiatives, foresight, and diligence of Invest Selangor Berhad and the Selangor State are yielding favorable outcomes, not just annually but in a collective comprehensiveness not seen in the past 20 years. The goal of transforming Selangor into a wealthy and developed state has finally been accomplished, and the future looks bright and promising.



# Putting Action Into The Action Plans

Throughout the years, Invest Selangor has laid out action plans to accelerate growth in key sectors, namely aviation and aerospace, halal industry and biotechnology.

One of it being the Selangor Aerospace Action Plan 2020-2030. This action plan materialised through a series of sessions, meetings, and dialogues with the Federal Government and State Agencies, as well as active engagement with the Aerospace Community and industry stakeholders. This inclusive approach sought insights on expansion plans, infrastructural needs, and talent requisites. Within

the borders of Selangor, more than 67% of the entire Malaysian Aerospace ecosystem is in operation, mostly covering MRO (Maintenance, Repair, and Overhaul), services, training, and aero manufacturing.

Another action plan that was introduced was the Selangor Halal Action Plan 2020-2030. It is a strategic framework designed to position Selangor as a global hub for the halal industry. It outlines various initiatives and measures to enhance the state's capabilities in producing, certifying, and marketing halal products and services. This action plan reflects Selangor's commitment to leveraging its strengths and opportunities in the halal sector to drive economic growth and attract investments.

In 2020, The Malaysian Bioeconomy Development Corporation (Bioeconomy Corporation), Universiti Putra Malaysia (UPM), and the Malaysian Biotechnology Information Centre (MABIC) created the Selangor Biotechnology Action Plan 2021-2030 (SBAP 2021-2030), which was commissioned by Invest Selangor. In creating a liveable and sustainable Selangor, the SBAP 2021-2030 lace the ground works for the state to become the biotechnology hub for the region.



Hosted by



## Taking New Flights

Selangor Aviation Show 2021 (SAS 2021), hosted by Invest Selangor Berhad, took place at the SkyPark Regional Aviation Centre in Subang, Selangor on 25th of November 2021. SAS 2021 was an initiative to boost the aerospace industry recovery from the effects of the COVID-19 pandemic. It was supported by MATRADE, its strategic partner, the Ministry of International Trade and Industry, and the National Aerospace Industry Coordinating Office (NAICO).

With the theme "Selangor, the ASEAN Business and General Aviation Hub," SAS 2021 was centred on the business and general aviation sectors with the goal of maximising Selangor's capacity to foster and maintain industrial growth. Major global OEMs including Airbus, Dassault Aviation, Embraer SA, and Turkish Aerospace Industries, as well as regional industry leaders like Systematic Aviation Services, Galaxy Aerospace, AERODYNE, and Pen Aviation, actively participated at SAS 2021.



## The Establishment of Selangor Rail Industry Council

The Selangor Rail Industry Council was founded in 2021 with the intention of identifying possible investors in the sector and bolstering the rail ecosystems in Selangor. Aside from that, the council was established to create initiatives and support this sector of the economy. The State Authority Council, federal agencies, the Ministry of Transportation, and the State's associated department make up this council, which is presided over by the Chief Minister of Selangor.

## Managing Industrial Park with PlanMalaysia@Selangor

A 'Managed Industrial Park' (MIP) is an industrial park that is gated, centrally located, with restricted access and shared facilities. The 'Industrial Park Manager' (IPM) is responsible for managing and maintaining the entire park. The MIP concept is a step for the rebranding of new industrial parks that will be developed to boost the investment climate in the State of Selangor.

What sets MIP apart from normal or regular park developer is the end-to-end management of the industrial park beyond completion. Invest Selangor, alongside with PlanMalaysia@Selangor developed the MIP Guideline Book. This serves as a guide and reference for procedures including planning, management, and application processes for development approval of MIP in Selangor.



## Integrating with IDRIS

The establishment of Integrated Development Region In South Selangor (IDRISS), which is a part of the First Selangor Plan's agenda for economic growth in the districts of Sepang and Kuala Langat, has been formally launched by the Selangor State Government. IDRISS will play a significant role in advancing the state's positioning as a hub for commerce and investment in the area.

IDRISS was generated through integrated private investment development, and the state government provided the facilities. Based on the current growth patterns and potentials, the two districts were selected to guarantee equitable distribution of economic activity and to encourage region-based economic development in Selangor. Under IDRISS, the proposed development projects include the industrial, logistics services, warehousing, ports, business, housing, tourism and education sectors.



## His Highness Raja Muda of Selangor, The First Royal Patron

In 2023, Invest Selangor welcomed its first royal patron, His Highness Tengku Amir Shah Ibni Sultan Sharafuddin Idris Shah Alhaj, the Raja Muda of Selangor. With the Raja Muda's involvement as the state investment arm's patron, the CEO of Invest Selangor, YBhg. Dato' Hasan Azhari Idris, confidently expressed that this would bolster the company's long-term plans and ambitions to position Selangor as the top investment destination in Southeast Asia.





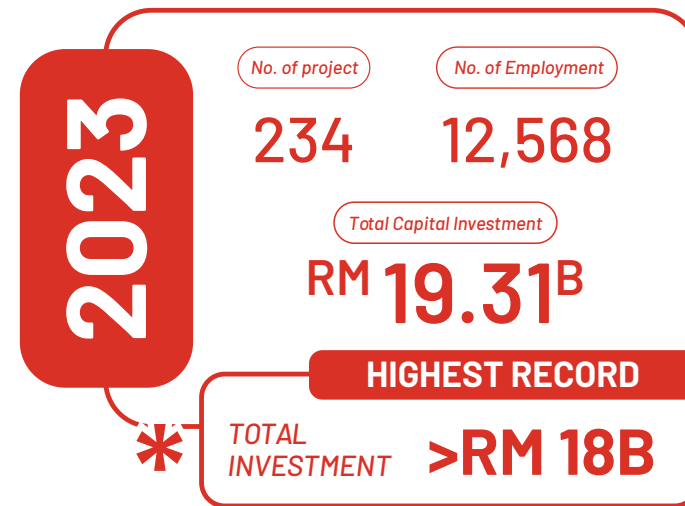
## Celebrating The Community

Each year, Invest Selangor Berhad hosts the Selangor State Chinese New Year Celebrations. The event's location and theme vary annually, making each celebration unique. This grand and prestigious event aims to strengthen national unity, foster understanding among different ethnic groups, and showcase Malaysia's rich cultural and religious diversity.



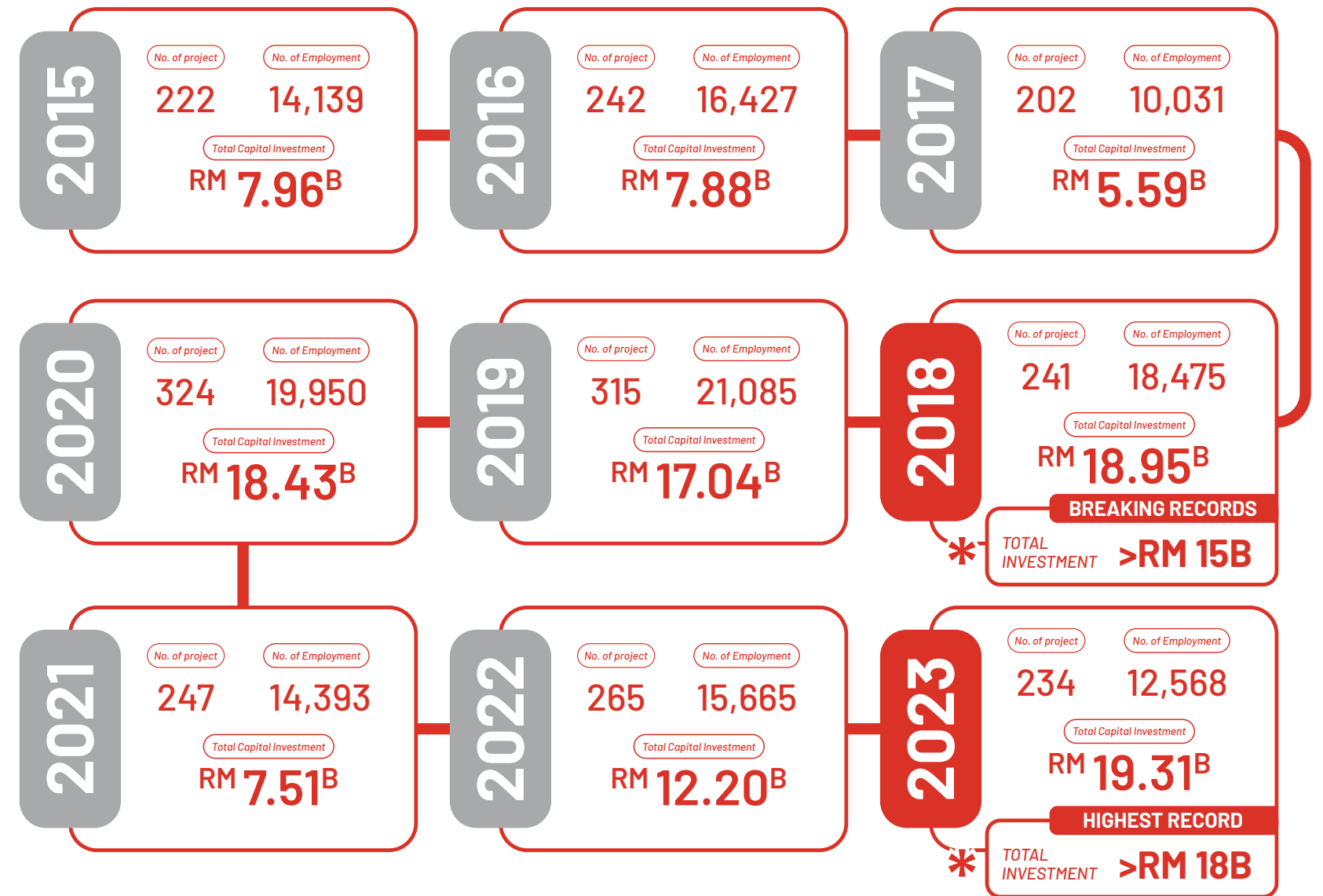
## Setting A Record-Breaking Investment

24 years in the investment business, Invest Selangor proudly achieved another record-breaking achievement. In 2023, Selangor recorded a Total Capital Investment of RM19.31B. It garnered a total of 234 number of projects and opened up a total of 12,568 numbers of employment in that year. This achievement made Invest Selangor walk into the year of their 25th anniversary in 2024 with a proudful feeling.





## Selangor Investment Performance 2015 - 2023



Source: MIDA Reports: Approved Manufacturing Projects in Selangor





8X

Falcon  
DASSAULT AVIATION

INVEST  
SELANGOR

INVEST  
SELANGOR

INVEST  
SELANGOR

INVEST  
SELANGOR

YB DATU' TENG CHANG BINA  
VIP

# 2024-BEYOND THE NEW FRONTIER

Up to this point, it has been nothing but rapid growth, immediate success and new achievements being made by Invest Selangor. It was not easy, yet Invest Selangor managed to pivot, adapt and embrace the challenges that came in their way by doing everything they could. Switching from physical to digital during the pandemic times and to catching up with the lost they had gone through rapidly; it was something proud to look back.

2024 and the coming years awaits Invest Selangor with new challenges to overcome and accept new ideas and views from all around the country and the world. It is no stranger that it is up to Invest Selangor, alongside with its partners to ensure that the goal of making Selangor the beacon of global investment is not just a fantasy, and it's something Invest Selangor continue to do today as the company expands on its current platforms, and source new investments and partnerships via both levers of conventional and non-conventional strategies.

Turning to a new chapter and writing a new era, Invest Selangor can only move onwards and upwards from here on out.

Marking of silver, going for gold.

Celebrating 25 years of good investments.





## Invest Selangor's Strategic Media Alliance

One of the most important relationships that Invest Selangor Berhad, a one-stop investment promotion agency, maintains is with the media.

Over the past 25 years, the agency has been working closely with various news organisations to ensure that the public has accurate and timely information about Invest Selangor's activities and investments. The agency recognises that the media plays a critical role in shaping public opinion, and by maintaining a strong relationship with them, the agency is able to effectively shape the narrative and ensure accurate flow of information. Invest Selangor values this relationship with the media as it helps promote brand, engagement with stakeholders, and also the agency's goals and missions.

# THIS IS INVEST SELANGOR



Ahmad Fadzlee bin Ahmad Fasal    Ahmad Khairo bin Othman    Ahmad Zamir bin Kamarolzaman    Amar Jauhari bin Zainuddin    Amir Firdaus bin Alias Ahmad    Arieff Aaron Yap Teck Kee B. Abdullah    Arsad bin Jamhari



Aung Ching Ching    Az-Azaharahwani binti Mohd. Zin    Azira binti Mohamed    Badiuzzaman Nursi bin Mohamad    Che Ummerra binti Sahdan    Dato' Hasan Azhari bin Hj. Idris    Fara Farina binti Baharuddin



Farah Amalina binti Azlan    Faraheen binti Mohamad Fazin    Farid bin Mohamad Ba'ai    Hariz bin Hassini    Haslinda binti Hussin    Hasniza binti Abdul Kadir    Jackie Lim Tzeh Chyi



Jamie Haniff bin Ramlee    Jazzmine Rasheqqa binti Abdullah    Johar Mizan Rizal bin Ahmad Farid    Khairul Bariah binti Azizi    Khairul Bariah binti Jailani    Lim Kok Kuan    Maryani binti Mat Saad



Mohd Azuan bin Khairoji    Mohd Khairi bin Shamsudin    Mohd Syahid bin Othman    Mohd Zaki Akmal bin Ahmad Nawawi    Mohd Zharif bin Sulam    Mohd Zulkarnain bin Ariffin    Muhamad Mislah Norhaya bin Maryaman



Muhamad Rahim bin Karim    Muhammad Azim bin Mohd Ariffin    Muhammad Fazrul Adli bin Mukahalan    Muhammad Hafizuddin bin Sanat    Muhammad Iskandar bin Zainal Abidin    Muhammad Syamil Ikram bin Ibrahim    Nabilah binti Aziz

Nadhiratul Akmal  
binti Ab RazakNasrul Hafidz bin  
Shamsudin

Naura Esteban

Nazatul Amira binti  
MustafaNik Hazmi bin  
Nik SuhaimiNik Izuddin bin  
Nik Mohd YusofNoor Syuhaila  
binti Sai'donNora Fairuz binti  
Muhamad Yunos

Norazila binti Razali

Nur Amiera Naziha  
binti Mohd Roslan

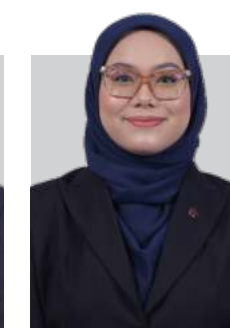
Nur Azyyana Abu Bakar



Nur Diyana binti Ramli

Nur Khaliesah binti  
Abdol AlimNur Nazlin binti  
Mohd DalharNurain Nadia  
binti AbdullahNurfardiatul Adila  
binti Mat YusoffNurliyana binti  
Mohd KamilNur Suraya binti  
Saleh-huddin

Nurul Ain binti Jebat

Nurul Fathihah Fatanah  
binti ZulkifliNurul Syuhada  
binti JamaludinNurzeelawati  
binti NorolazmiRaja Muhammad Hanif  
bin Raja Abdul RahmanRaja Sharmaine Izati  
binti Raja SaifulizanRaudhatul Izzah  
Farhana binti Jaafar

Sabrina binti Shafie



Sanisah binti Ramlan

Shahrul Azamin bin  
AbdullahShaidhatul Aqmalis binti  
Zainul AkmalSharifah Norfazera binti  
Syeed Ahmad NazarSiti Azawiyah  
binti RahmatSiti Balqis binti  
Abd MunitSiti Miza Armani  
binti RosliSiti Solehanom  
binti MusaSuhaila binti  
Ahmad Tarmizi

Suharni binti Suhaimi

Syakira Irdanie Bt  
Norsaiful 'Adlan

Zainuddin bin Ahmad

Zainuddin Najib bin  
Ibrahim

Zulaika binti Zulkefli

SELAMAT DATANG KE MAJLIS

# sumah khatam al-fitra

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# MALAM PENGHARGAAN MEDIA INVEST SELANGOR BERHAD





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**HIGH IMPACT  
PERFORMANCE TEAM**

17, 18, 19 FEBRUARY 2023  
EMERALD RESORT HOTEL DESARU

EMERALD RESORT HOTEL DESARU  
17, 18, 19 FEBRUARY 2023  
HIGH IMPACT  
PERFORMANCE TEAM



# Alam Lains

**BOWLING TOURNAMENT 2023**  
TEMPAT KE-3  
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**BOWLING TOURNAMENT 2023**  
JOHAN  
**RM300**

**BOWLING TOURNAMENT 2023**  
NAIB JOHAN  
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**PKNS MBI**

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**SSD**

**BOWLING TOURNAMENT 2023**

**2023**

# Selangor

LIFETIME ACHIEVEMENT  
AWARD





7th SELANGOR  
INTERNATIONAL  
BUSINESS  
SUMMIT  
2023



INVEST  
**SELANGOR**  
THE GOLDEN STATE OF MALAYSIA

**25**  
SILVER ANNIVERSARY

*Silver Jubilee Celebration*

15 JULY 2024  
SHERATON PALM JAYA HOTEL



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