

*INVEST*  
**SELANGOR**   
THE GOLDEN STATE OF MALAYSIA

7,957 km<sup>2</sup>

(Source: Selangor State Structure Plan)



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## INTRODUCTION

PENINSULAR  
MALAYSIA



For more than 20 years, Invest Selangor Berhad has been a beacon for investors from all across the world who wish to invest, and prosper, in Selangor.

Invest Selangor Berhad is a one-stop agency that provides information, advisory services, as well as start-up or expansion assistance to potential and existing investors. Since our inception, we have attracted more than 5,345 (1999-2018) manufacturing projects in Selangor. Thus, we have facilitated the creation of more than 405,793 (1999-2018) jobs while attracting more than RM163.2 billion (1999-2018) worth of manufacturing investments to the state.

Invest Selangor will continuously strive to create a conducive investment-friendly environment through the creation of new networks, services and competitive incentives provided by the Malaysian Investment Development Authority (MIDA) – and showcase to the world, Selangor – The Golden State of Malaysia.



I am truly honoured to extend my warm welcome to all of you. Welcome to Selangor Darul Ehsan, The Golden State of Malaysia. Contributing more than a quarter to Malaysia's gross domestic product (GDP), we are known as the *economic powerhouse of the country*, and today, our doors are open to you. Our vibrant and business friendly environment offers foreign and domestic investors opportunities to grow and enjoy fruitful partnerships.

Selangor aspires to be the *Regional Smart State* and becoming the key player in the Southeast Asia region. 'Smart Selangor' is a vision to propel Selangor as a dynamic and economically vibrant state, enhanced by the strategic pivot that will interconnect Selangor's ecosystem which foster SME's growth and collaboration between government, foreign and local enterprises and academic institutions. The state of Selangor is typified by positive economic growth and dynamism as well as political stability where governance is firmly rooted around global best practices of accountability and transparency. It is no surprise therefore that we have become a destination of choice for corporations from Japan, the US, China, Korea, Taiwan, Germany, the UK, France, Singapore, Australia and Thailand amongst many others. The establishment of Invest Selangor is a manifestation of our commitment in working together with investors from all around the world. Invest Selangor is a state agency with the mission to support you during your investment project. Invest Selangor will guide you through the process and give you insights on how to fully utilise Selangor's potential in realising your business opportunities and vision.

This is the beginning of your global success story and it begins right here, right now, in Selangor.

Onwards in Unity.

**THE RIGHT HONOURABLE  
MR. AMIRUDIN BIN SHARI,**  
Y.A.B DATO' MENTERI BESAR SELANGOR  
(CHIEF MINISTER OF SELANGOR &  
CHAIRMAN, INVEST SELANGOR)

With a dynamic agency, we create a dynamic and smart future in Selangor. Our service-driven and industry-based economy currently contributes about 23.0% to Malaysia's gross domestic product and is the leading investment destination by number of projects. To maintain this leading position and grow Selangor's economy further, Invest Selangor has developed a new industrial master plan focused on 5 core clusters, namely Life Sciences, Food & Beverages Manufacturing, Transport Equipment, Electrical & Electronics as well as Machinery & Equipment. Through these clusters and our service-economy, the state of Selangor will become not only the first point of entry for companies interested in Malaysia, but even more a springboard to ASEAN.

In the digital age, Invest Selangor utilises many channels to advance the state's economy and assist domestic as well as foreign entrepreneurs. The new Selangor Digital Creative Centre (SDCC) under Selangor Information Technology and E-commerce Council educates Malaysian business-owners to tap the vast potential of the internet. Furthermore, the Selangor International Business Summit organised by Invest Selangor offers new ways of expanding your business within the state and beyond.

Visit the Golden State of Malaysia and find out more about your business opportunities in Selangor.

**THE HONOURABLE DATO' TENG CHANG KHIM**  
Executive Councillor (Chairman of Standing Committees for Investment,  
Industry & Commerce and Small & Medium Enterprise (SME)), Selangor

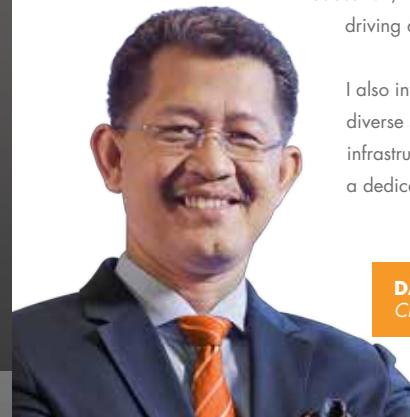


Invest Selangor is focused on your business success. We have learned from more than 18 years of investment promotion efforts, economic development and government relations that companies appreciate a reliable partner to ensure a seamless business setup and operation. This brochure will provide you with many insights on how we make your life and business operation easier in Selangor.

With a track record of more than RM163.2 billion (1999-2018) in investment projects (manufacturing sector), we are confident to find the best solution for you. Our focus on Transport Equipment (e.g. Aerospace), Life Sciences, Food and in particular Halal related manufacturing and services as well as certain niches in Electrical & Electronics and Machinery & Equipment open many opportunities. Furthermore, we encourage strong service sectors such as education, logistics and transportation, research, business outsourcing, ICT and others in driving and shaping the future of our state.

I also invite you personally to visit Selangor and experience the most advanced and diverse state in Malaysia offering the largest talent pool of the nation, a modern infrastructure consisting of the largest sea and airport as well as a dedicated investment promotion team always ready to support you.

**DATO' HASAN AZHARI BIN HJ. IDRIS**  
Chief Executive Officer, Invest Selangor



# KEY VALUES

Our Key Values are deeply-rooted in every aspect of our organisation. They guide us, drive us and spur us to provide effective solutions to our Investors and Stakeholders.

## INNOVATION

Innovation inspires business opportunities, and the team is expected to create and develop new ideas to attract Investors, and encourage each other to make a difference today, and for the future.

## PROFESSIONALISM

To consistently gain and uphold Investors' and Stakeholders' trust, we need Professionalism – superior performance through Personal Excellence.

## INTEGRITY

Integrity is our most valuable asset. Being honest and upright in everything we do earns the respect and trust of our Investors and Stakeholders.

## OUR VISION

To be a leading investment solution centre in Malaysia and ASEAN.

## OUR MISSION

To provide professional and exceptional solutions to investors;

To be an innovative and knowledge-based organisation driven to explore new investments;

To be an organisation devoted to a quality mindset and providing quality work at all times.



# BOARD OF DIRECTORS

TOP, LEFT TO RIGHT

- 1 THE RIGHT HONOURABLE MR. AMIRUDIN BIN SHARI  
CHAIRMAN
- 2 THE HONOURABLE DATO' MOHD AMIN BIN AHMAD AHYA  
DEPUTY CHAIRMAN
- 3 THE HONOURABLE DATO' NOR AZMIE BIN DIRON
- 4 THE HONOURABLE DATO' TENG CHANG KHIM
- 5 DATO' AHMAD SUAIDI BIN ABDUL RAHIM
- 6 DATO' HASAN AZHARI BIN HJ. IDRIS
- 7 MR. MOHD AZUAN BIN KHAIROJI  
COMPANY SECRETARY

TOP

- 1 DATO' HASAN AZHARI BIN HJ. IDRIS  
CHIEF EXECUTIVE OFFICER

CENTRE, LEFT TO RIGHT

- 2 MR. MOHD AZUAN BIN KHAIROJI  
DIRECTOR,  
CORPORATE SERVICES DIVISION
- 3 MR. SHAHRUL AZAMIN BIN ABDULLAH  
DIRECTOR,  
INDUSTRY SUPPORT DIVISION
- 4 MR. SVEN SCHNEIDER  
DIRECTOR,  
CORPORATE COMMUNICATION &  
STRATEGIC PLANNING DIVISION
- 5 MR. JAMIE HANIFF RAMLEE  
DIRECTOR,  
TRADE & INVESTMENT DIVISION
- 6 MR. AHMAD KHAIRO OTHMAN  
DIRECTOR,  
SELANGOR INTERNATIONAL BUSINESS SUMMIT

BOTTOM, LEFT TO RIGHT

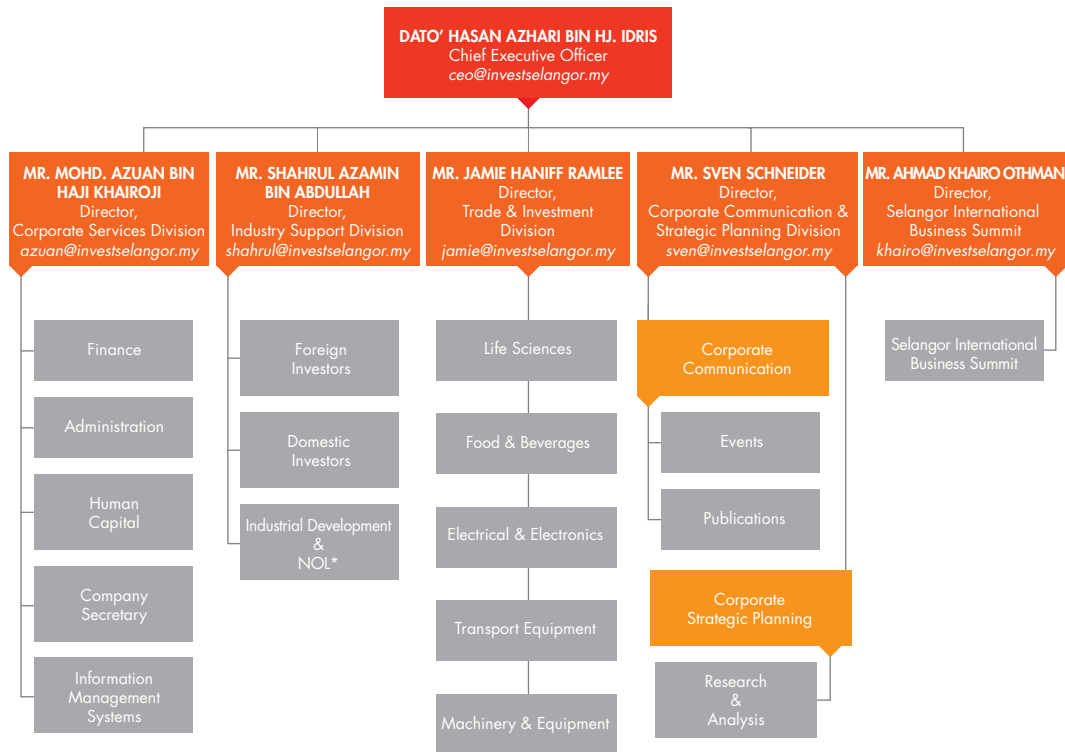
- 7 MR. FARID BIN MOHAMAD BA'AI  
SENIOR MANAGER,  
INDUSTRY SUPPORT
- 8 MR. MOHD SYAHID BIN OTHMAN  
MANAGER,  
TRADE & INVESTMENT - SERVICES
- 9 MR. AZRUL SHAH BIN MOHAMAD  
MANAGER,  
CORPORATE COMMUNICATION
- 10 MRS. SHARIFAH NORFAZERA BINTI SYEED AHMAD NAZAR  
MANAGER,  
TRADE & INVESTMENT - MANUFACTURING

# MANAGEMENT TEAM



# ORGANISATION STRUCTURE

# MILESTONES OUR HISTORY



\*No-Objection-Letter

- 1986**  
The State Investment Committee was established by the State Government of Selangor to coordinate and monitor the investment activities in the state.
- 1992**  
The State Investment Committee operated as a unit of Permodalan Negeri Selangor Berhad (PNSB).
- 1999**  
Selangor State Investment Centre (SSIC Berhad) was incorporated on 22 April 1999, and officially started operations as a State Investment Promotion Agency on 1 June 1999.
- 2014**  
SSIC Berhad celebrated its 15th Anniversary.
- 2 JANUARY 2015**  
SSIC Berhad officially changed its name to Invest Selangor Berhad.
- 18 MAY 2015**  
The Selangor State Government officially announced the new name and logo for Invest Selangor Berhad. This rebranding exercise provided a new image and direction to promote the State of Selangor as a premier investment destination in Malaysia and ASEAN. The general goals are as follows:

  - Creating a new and distinct brand for Invest Selangor Berhad and Selangor
  - Realising the vision of Invest Selangor Berhad
  - Increasing Brand Awareness in Malaysia and beyond
  - Creating the image of a dynamic and modern agency and state





## OUR BUSINESS OUR ECOSYSTEM

Invest Selangor offers the following services to investors, who we view as partners in developing a conducive investment-friendly environment.

- Providing relevant information on the investment process
- Being the first point of contact in regard to challenges during the process of investment or expansion
- Supporting the contact management and communication with government agencies
- Facilitating the approval of applications with government agencies
- Identifying suitable industrial land and properties for investment purposes
- Site-selection – establishing contact and introducing property and land owners
- Establishing platforms and implementing new initiatives to improve investment and business environment

### INVESTMENT PROMOTION PROCESS



The role of Invest Selangor has become more pronounced as Selangor has become a fully-developed and industrialised state. At an international level, Invest Selangor has formed strategic collaborations with foreign embassies and business chambers in Malaysia and throughout the world. This enables Invest Selangor to function as a facilitator for different businesses, investments and commercial opportunities within the state.

### INDUSTRY SUPPORT PROCESS



# OUR 5-YEAR GOALS



**CAPITAL:** Shah Alam  
**POPULATION:** 6.39 million (2017)  
**URBANISATION:** 91.4%(2010)  
**GDP\*:** RM 270 billion (2017)  
**GDP GROWTH:** 7.1%(2017)

\*At constant 2010 prices  
Source: Department of Statistics Malaysia (2010 – 2018)

**23.0%**  
SHARE OF CONTRIBUTION  
TO NATIONAL GDP

**EXCELLENT CONNECTIVITY**

**UNIVERSITIES & COLLEGES**

Producing over 40,000 graduates per annum

**STRATEGIC LOCATION**

- Less than 10 hours flight from 2/3 of the world's population
- Free from natural disasters

**WELL-ESTABLISHED BUSINESSES & INDUSTRIES**

**INNOVATION**

- Focus on ICT & High-technology sectors
- Cyberjaya – National ICT Capital of Malaysia
- More than 20 cyber-centres in Selangor

**PEOPLE**

- Largest Workforce (3.4 million)
- Well-educated & multilingual
- Adult literacy rate: 98.7%



# SELANGOR AT A GLANCE

Total Direct Investment  
**RM 210.62 billion\***

Total Foreign Direct Investment (FDI)  
**RM 102.28 billion\***

Total Domestic Direct Investment (DDI)  
**RM 108.34 billion\***

\*Source: Malaysian Investment Development Authority (MIDA)  
from 1987-2018 (statistics of manufacturing sector only)

Close proximity to

**KUALA LUMPUR** Business Centre and  
**PUTRAJAYA** Administrative Capital







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