

## NEWS RELEASE

### **SELANGOR INTRODUCES THE SELANGOR SOFT LANDING PROGRAMME TO PROMOTE SELANGOR AS THE PREFERRED LOCATION FOR INVESTMENT**

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**SHAH ALAM, 5 MARCH 2024** - Selangor introduced an innovative incentive aimed at attracting both foreign and domestic investors in exploring the vibrant investment and industry ecosystem available in Selangor and deciding their suitable project location in the state, as it aims to strengthen its position as one of the most strategic investment locations in the region. This new incentive will be coordinated by Invest Selangor with full support from its strategic partners.

The Selangor Soft Landing Programme is part of the state's ongoing efforts to promote investments growth in manufacturing and service sectors promoted by Invest Selangor Berhad such as E&E, F&B, Life Sciences, Transport Equipment, Machinery & Equipment, Logistic Services, and Digital Investment.

This incentive programme comprises of two packages, and the primary eligibility criteria for applying to the packages must be within the seven investment core clusters as targeted. The packages are:

1. Pre-Investment Phase: the site selection or location of investment must be in Selangor. Accepted applicants will have access to Co-working or Office Support for up to two persons per company for one month.
2. Post-Investment Phase: the investment location is confirmed in Selangor. Accepted applicants will have access to Co-working or Office Support for up to four persons per company for three months thereafter.

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The main objectives are to provide holistic platform and support for new or potential investors in exploring their business ecosystem in Selangor, to optimise investors' feasibility study resources, and to assist in accelerating the execution of investment projects.

Selangor Soft Landing Programme offers four comprehensive and complimentary support programmes for the potential investors in Selangor:

- Complimentary Business Ecosystem Support in Selangor by Malaysia Investment Development Authority and Invest Selangor.
- Complimentary Co-working or Office Support by Cyberview Sdn Bhd and Selangor Information Technology and Digital Economy Corporation.
- Special rates in Talent Support for talent search services by Jobstreet by SEEK, and talent advisory services by Selangor Human Resources Development Centre.
- Special corporate rate in the Accommodation Support by Hilton - Doubletree Hotel - iCity Shah Alam, Concorde Hotel Shah Alam, Courtyard by Marriott Setia Alam, Wyndham Acmar Klang, Best Western i-City Shah Alam Hotel and Dash Box Hotel Cyberjaya.

This programme will commence from **1<sup>st</sup> March to 31<sup>st</sup> December 2024**, with first come, first served basis.

For more information and updates on this incentive programme, investors may reach out directly to Invest Selangor through their website, [www.investselangor.my](http://www.investselangor.my) or email to [selangorsoftlanding@investselangor.my](mailto:selangorsoftlanding@investselangor.my)

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**About Invest Selangor Berhad:**

Invest Selangor Berhad (ISB) is the state government agency responsible for promoting and facilitating investment in Selangor, Malaysia. With its commitment to providing investors with the ease of doing business, ISB ensures investors have a hassle-free investment journey. The agency offers a comprehensive suite of services, including site selection assistance, investment facilitation, and aftercare services. ISB is dedicated to providing investors with a conducive business environment, which includes streamlined procedures, efficient services, and access to industry insights and networks. This commitment to investor ease of mind has made Selangor an attractive investment destination for local and foreign investors. With ISB's support, investors can focus on their business operations and leave the administrative matters to the agency, giving them the peace of mind they need to grow their investments in Selangor.

For Selangor investment enquiries, please visit [www.investselangor.my](http://www.investselangor.my)

**For media enquiries please contact:**

**Haslinda Binti Hussin**  
[haslinda@investselangor.my](mailto:haslinda@investselangor.my)  
+6019 239 4729

**Maryani Binti Mat Saad**  
[maryani@investselangor.my](mailto:maryani@investselangor.my)  
+6016 6997901