



PENANG

INVESTMENT UPDATES

CCI France Malaysia Regional Networking Cocktail
27 October 2022

ABOUT INVESTPENANG



State Initiatives



ATTRACTION, DEVELOPMENT & RETENTION OF TALENTS

- > Resource centre and point-of-contact for employers and talents
- > Policy advocacy on addressing talent gap
- > Secretariat for Penang Future Foundation (PFF)



TALENT ATTRACTION & RETENTION

- > Awarding scholarships to outstanding and deserving students from the field of Science, Technology, Engineering, Mathematics, Accounting & Finance
- > Upon graduation, recipients will become part of the diverse talent pipelines in Penang's workforce



ASSISTING SME TO MOVE UP THE VALUE CHAIN

- > Advisory for market intelligence and financial resources from state & national agencies\
- > Assist in creating new business opportunities and capacity building initiatives to develop SMEs' value proposition



FUNDING EARLY STAGE TECH START-UPS

- > Assist high potential tech start-ups with innovative technology products & services to attain commercialization.
- > Enhance local tech start-up ecosystem, encapsulating 'Powered in Penang' capabilities.

> Summary

Accolades

Asia's Next Silicon Valley

BBC

2018

Malaysia's Most Liveable City

ECA International

2017

Medical Travel Destination of the Year

International Medical Travel Journal

2019

3rd Best Place For GBS Companies in the World

AT Kearney Global Location Index

2019

Top 10 Dynamic Industrial Clusters in the World

UNIDO

2009

Best Place to Retire Abroad

CNN Money

2016

2nd Global Tourist Destination

CNN

2017

1st among 8 of World's Culinary Hotspots

Lonely Planet

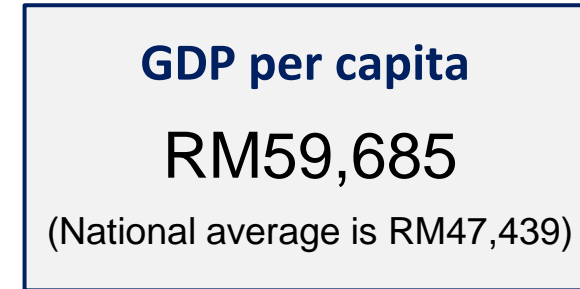
2014



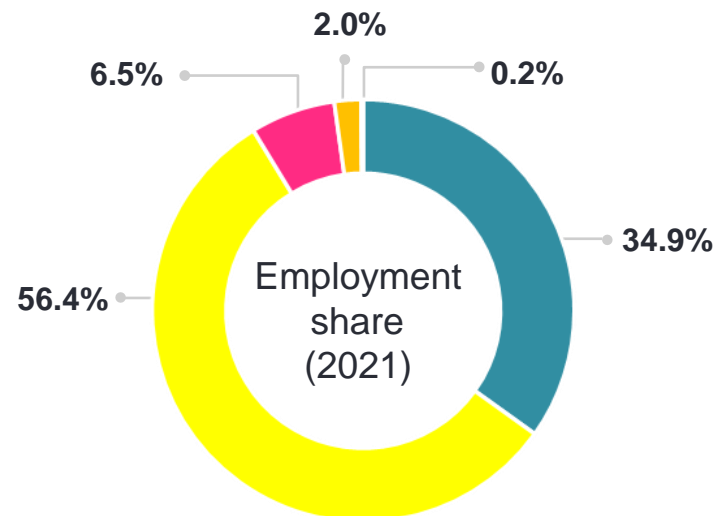
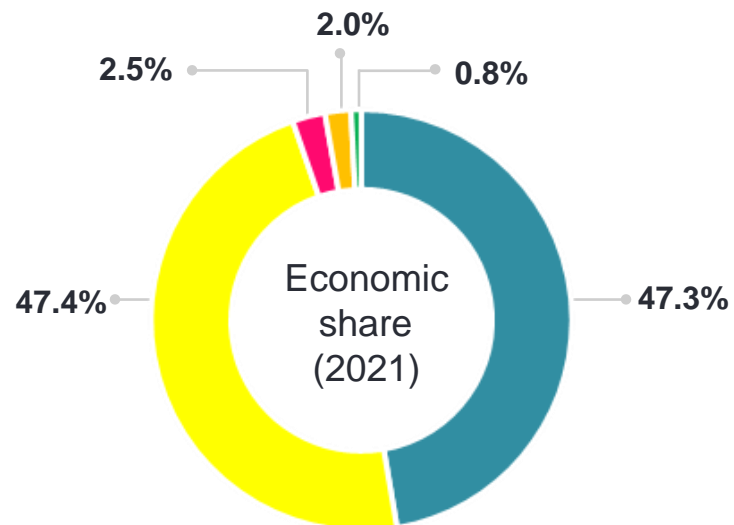
> Value Proposition

Penang: Resilient ecosystem driven by manufacturing & services sectors

Quick Facts for Penang in 2021



Breakdown of GDP and Workforce by Industry



At a glance: Penang as Malaysia's industrialisation hub

Total Manufacturing Investment Value
[2021]

RM76.2 billion
(39% of Malaysia's Total)

Total Manufacturing Investment FDI
[2021]

RM74.4 billion
(41% of Malaysia's Total)

Estimated Job Creation from
Manufacturing Investment
[2021]

12,024

Penang's Exports Value in 2021

RM354 billion
(29% of Malaysia's Total)

Penang's Trade Surplus Value
in 2021

RM101 billion
(40% of Malaysia's Total)

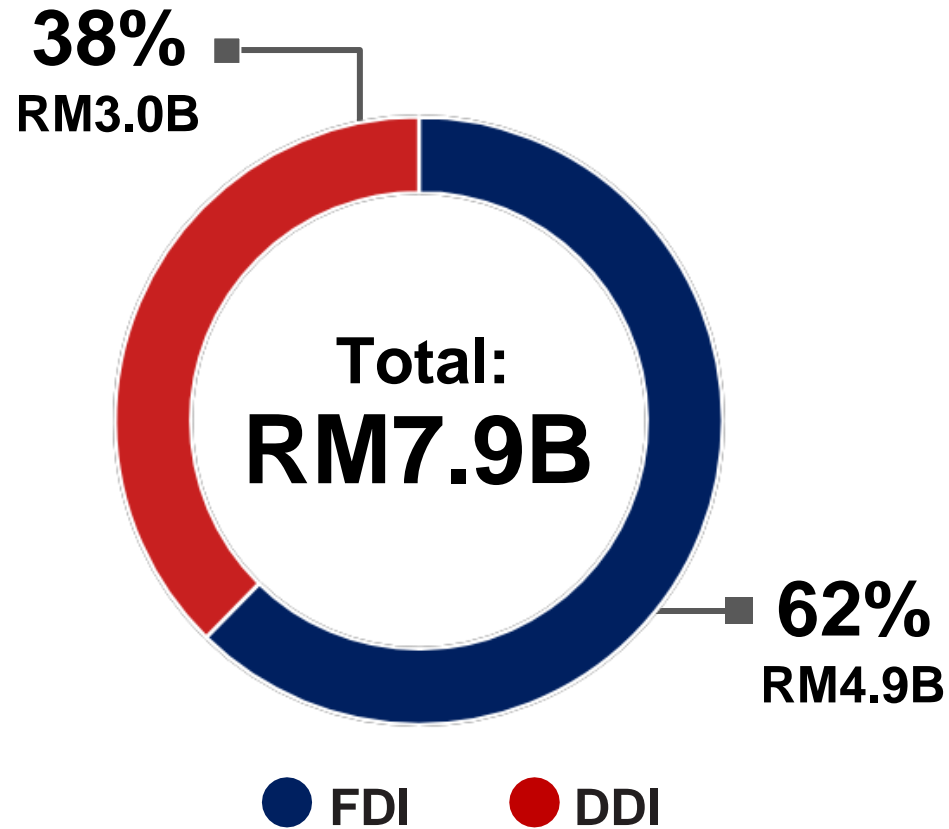
Penang's E&E Exports Value
in 2021

RM263 billion
(~60% of Malaysia's Total)


Penang houses **3 of the
Global Top 10** semiconductor
leaders (by sales)

Penang houses **6 of the
Global Top 30** medical
device companies (by sales)

Penang's Manufacturing Investment in Jan – June 2022 (1H22)



 **59%** contributed by E&E

 **61** manufacturing projects

 **10,227** job creation

MANUFACTURING INDUSTRIES

24

09:21

85%
DATA

Connect...

99%

56265145155
23251646548
78456494245

> Value Proposition

> 350 MNCs in Penang



Name of Companies by Country



>85



>70



>15

OTHERS

>180

AND MANY MORE...

Penang's niche & leading sectors

IC & IC Test Design



Back-end Semiconductor



OSAT & EMS



Optoelectronics



Storage & Memory



PCB & Substrates



Front-end & Back-end Equipment Manufacturers & Supporting Group



Medical Technology



DIGITAL ECONOMY

A man in a light blue shirt is seen from the side, holding a tablet computer. He is standing in a factory or industrial setting, with various pieces of machinery and equipment visible in the background. Overlaid on the scene are several semi-transparent digital icons and text elements. These include a 'NEWS' icon, a circular arrow with 'SALE' inside, a 'Home' button, a network diagram with three nodes, a wrench and screwdriver icon, and the text 'Industry Online Support'. A yellow horizontal bar is positioned below the 'DIGITAL ECONOMY' text. The overall color palette is dominated by blues and greys, with a futuristic, digital aesthetic.

Evolution of Penang's Digital Global Business Services (DGBS) industry

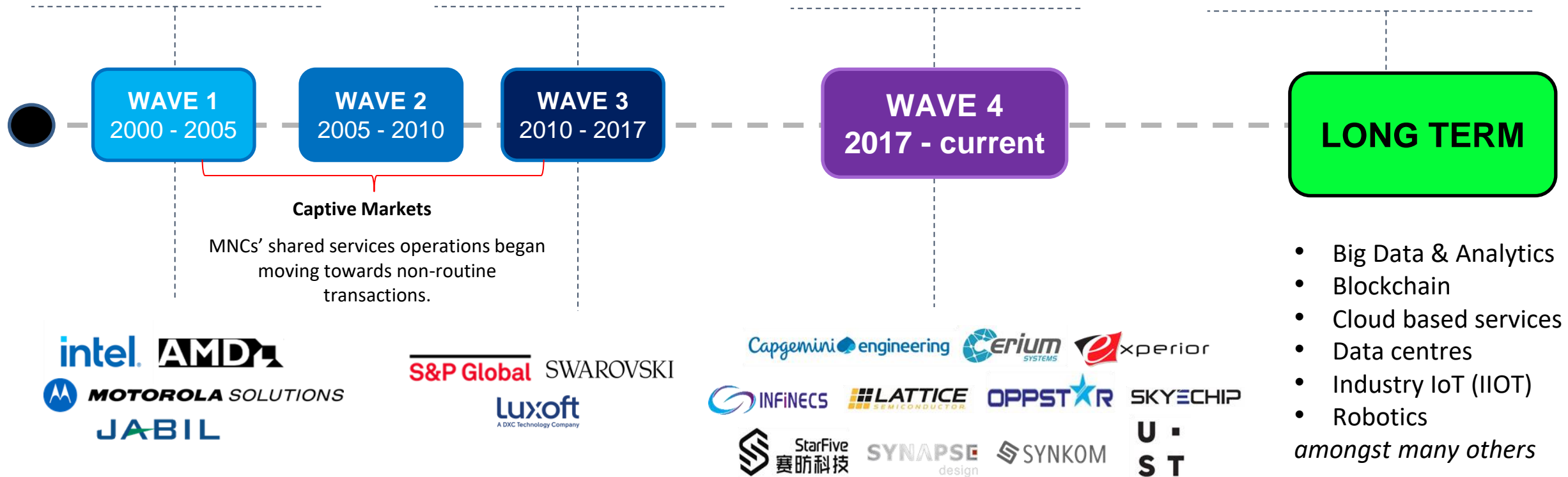
From function-oriented to service-oriented: End-to-end integration

Service operations by MNCs for offshore delivery

MNCs with no physical presence in Penang started to establish their Centre of Excellence (CoE).

Housing reputable companies in **integrated circuit (IC) design** and **software development** which are part of the global value chain.

- Digital technology hub to technology captive centers and high value industries
- R&D and CoE for multiple verticals looking to innovate and complement existing operations



> Digital Economy

Penang's existing players in Digital Global Business Services (DGBS) industry

CAPTIVE		



>200 Malaysia Digital status companies



>16,000 High-value jobs created



Highly skilled employees with monthly base salary of RM5,000



Serving global & APAC operations

GBS CASE EXAMPLE

- Teleperformance is French based global leader in outsourced omnichannel customer experience management.
- In May 2017, the company established their premium **multilingual solutions hub for APAC in Penang.**
- Penang facility offer **services in 25 languages** from **over 1,000 workstations.**
- **Languages supported** – English, French, Bahasa Malaysia, Mandarin, Hokkien, Teochew, Taiwanese, Cantonese, Thai, Korean, Japanese, Vietnamese, Myanmar, Bahasa Indonesia, Hindi, Tamil, Malayalam, Tagalog, Laos, Cambodian, Bangladesh and Brunei.



Teleperformance

Transforming Passion into Excellence



Why Penang?

- Well-educated population
- Multilingual, diverse, skilled, and highly trainable talents
- Low attrition rate

TALENT



> **Talent**

Penang's talent availability & education ecosystem



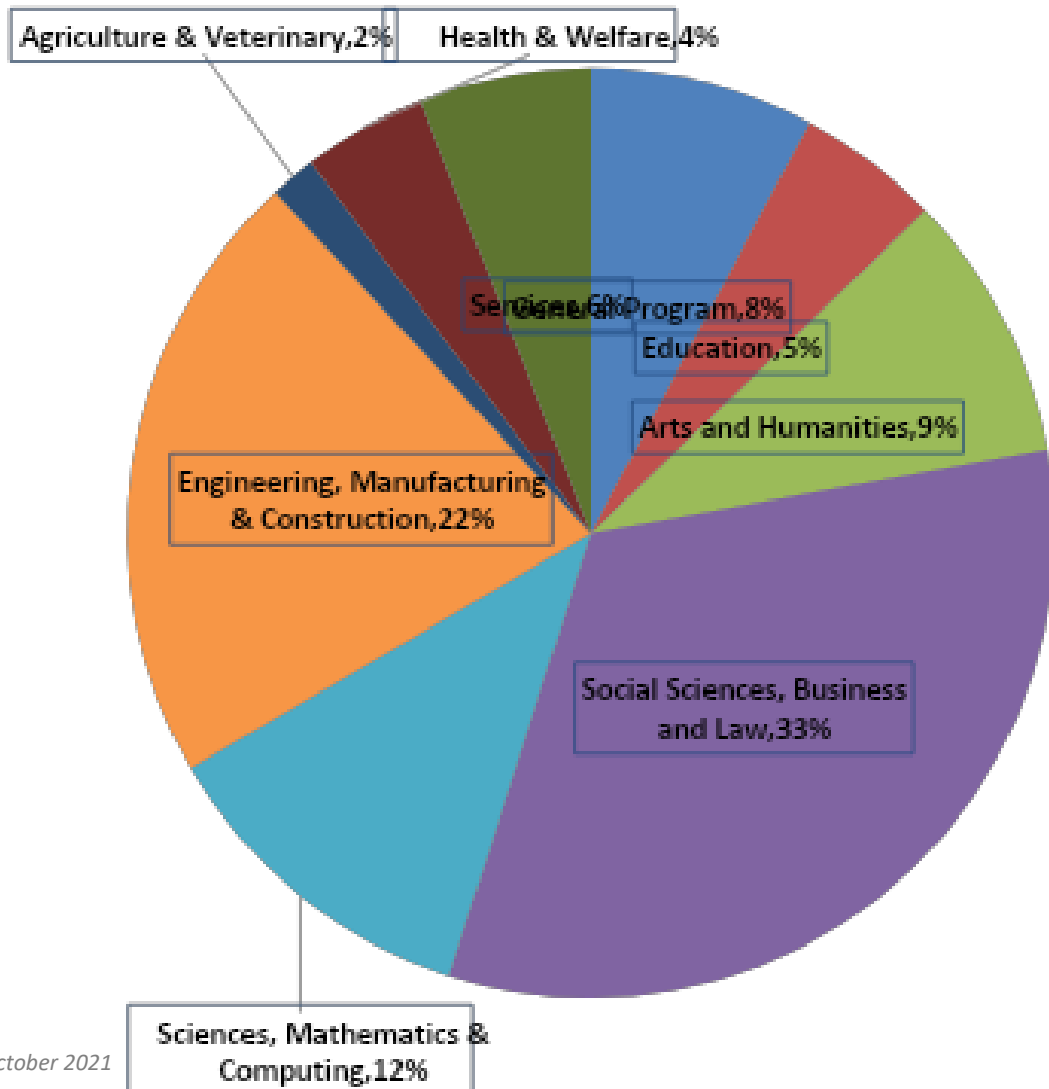
CASE FOR PENANG

- 2 public universities
 - 2 private universities
-
- >20 university colleges / colleges
 - 2 polytechnics
 - community colleges
-
- 5 industrial training institutes
 - 1 youth skills development institute
 - 2 teacher training institutes



2020 GRADUATE OUTPUT BY FIELD OF STUDY

Graduate Output = 254,688



Field of Study	No.	%
Social Sc., Business & Law	83,428	33
Eng., Mfg. & Construction	54,789	21
Sc., Math & Computing	29,473	12
Arts & Humanities	23,927	9
General Program	20,049	8
Services	15,234	6
Education	12,683	5
Health & Welfare	10,954	4
Agriculture & Vet.	4,151	2
Total	254,688	100

> **Talent**

Inspiring young minds through STEMA

PENANG SCIENCE CLUSTER

- > To spur the interest of younger generation in science & technology
- > Annual Young Innovator competition, embedded tech mentor programme, coding programs, STEM classes, science carnivals, local fairs and etc.



TECH DOME PENANG

- > To showcase innovation, learning & entertainment to further understand technology
- > Houses > 120 interactive science and technology exhibits
- > Galleries on optics, IT, life tech, robotics, electro-magnetism, children's exploration zone, astronomy and etc



PENANG DIGITAL LIBRARY

- > To re-engineer how information is curated and consumed in today's digital world
- > More than 3,000 e-books collection
- > Phase II opened in January 2019 - adding 16,000 sqft of collaborative & learning space



Penang: A conducive location for footprint diversification

1.



STRATEGIC LOCATION

- Centre to ASEAN
- Green zone - Disaster free
- Stable economic profile

2.



SUCCESSFUL TRACK RECORD

- 50 years of industrial experience with robust supply chain
- Home to > 350 MNCs
- Ease of MNCs to expand & diversify in value added activities

3.



TALENT & COST COMPETITIVENESS

- Strong talent pool
- Competitive cost of doing business, Malaysia ranked 4th (ahead of China, Japan, Vietnam & India) in terms of the economy's competitiveness as a manufacturing hub (KPMG, 2020)

WHY PENANG

ALL-ROUNDED STATE INITIATIVES

- SMART & Green Initiatives
- Digital & Connectivity Initiatives
- Infrastructure Development
- Talent initiatives
- Further strengthen Penang's industry cluster



5.

WORK – LIVE – PLAY BALANCED

- Quality lifestyle & vibrant cultures/ heritage city - a UNESCO World Heritage Site
- Malaysia's most liveable city
- Top-notch medical & educational services



4.

MOVING FORWARD

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a wide river flows from the bottom left towards the center, with numerous small boats scattered across its surface. The city is densely packed with buildings of various heights and colors, including several prominent skyscrapers. A large green park area is visible in the lower right quadrant. The overall scene conveys a sense of urban development and progress.

50TH ANNIVERSARY OF PENANG'S INDUSTRIALISATION

50 YEARS OF EXCELLENCE AND BEYOND

Join us for a year-long event with 13 focused themes to demonstrate Penang's successful transformation and forward-looking plans.

50 years of Excellence:
Housing top-notch players

intel.

Digital Economy & Global Business Services:
Powering the next-gen operating models

GBS
FOCUS GROUP

Global Innovation Hub
Fuelling endless possibilities

KEYSIGHT

Robust Electrical & Electronics Ecosystem:
Placing Penang on the world map of technology

amun OSRAM

Medical Technology Hub:
Unfolding exponential growth potential

Boston Scientific
Advancing science for life™

Research & Development:
Driving technology innovation

B BRAUN
SHARING EXPERTISE

Talent Development & Cultivation:
Shaping future needs

PSDC

Local Technopreneurship:
Testifying homegrown breakthroughs

Inari
Amertron
Berhad

Startup Landscape:
Igniting state-of-the-art creation

exabytes

Space Tech:
Going from aspiration to action

ANGKASA-X

Environmental, Social & Governance (ESG):
Growing in leaps and bounds

Aemulus

My Penang, My Workplace:
Embellishing 'live-work-play' lifestyle

penang
CAT centre

Food Technology
Leveraging on disruptive technologies

INVEST
penang

* The map above does not represent an exhaustive record of companies in Penang.
* Companies with multiple sites are represented by a singular location on the map.
* Credits to PSDC for the map framework.



Penang offers the right balance of
INVEST - WORK - LIVE - and - PLAY



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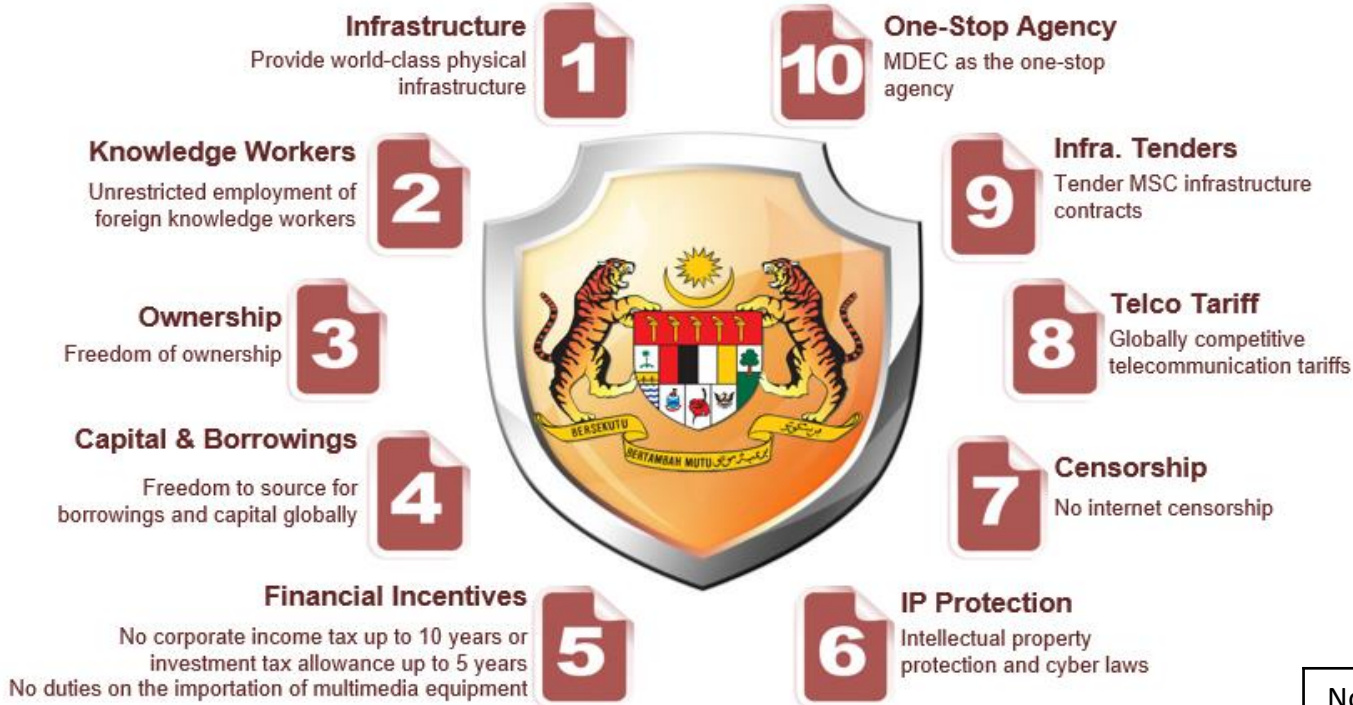


Companies With France Participation In Penang

NO.	COMPANY NAME	PRODUCTS
1	Air Liquide Malaysia Sdn. Bhd.	Industrial Gas
2	Onduline Malaysia	Environmental Friendly Roofing and Cladding Materials
3	Kilang Sprocket S.A Sdn. Bhd.	Motorcycle sprockets
4	Mapa (Penang) Sdn. Bhd.	Industrial gloves.
5	Alcatel Network Systems (M) S.B.	Rectifiers, battery chargers, power controllers & uninterruptible power supplies.
6	Arcplex Trading Sdn. Bhd.	Telecommunication power supply equipment.
7	TES Electronic Solutions Sdn. Bhd.	PCB assembly
8	United Everwork Sdn. Bhd.	1) Cable assembly 2) Wire & connector assembly.
9	MALAYSIA OXYGEN BHD.	Acetylene
10	Mapa Gloves Sdn.Bhd.	Baby feeding bottle & silk screen printing
11	Kilang Sprocket S.A. Sdn. Bhd.	Motorcycle sprockets

Malaysia Digital (MD) 10 Bill of Guarantees

Bill of Guarantee Incentives



Qualifying Activities

1. Big data analytics (BDA);
 2. Artificial intelligence (AI);
 3. Financial technology (Fintech);
 4. Internet of things (IoT);
 5. Cybersecurity (technology/software/design and support);
 6. Data centre and cloud;
 7. Integrated circuit (IC) design and embedded software;
 8. Global business services or knowledge process outsourcing;
- other emerging technologies deemed significant for the digital ecosystem*

Criteria

No.	Item	Remarks
1	Knowledge Workers	Minimum 2 full-time employees (comprising knowledge workers) with minimum average monthly base salary of RM5,000.00, employed for the MD Approved Activities
2	Operating Expenditure	Minimum annual operating expenditure of RM50,000.00 incurred for the MD Approved Activities
3	Paid-up Capital	Minimum of RM1,000.00