

## Penang Investment Updates (October – December 2013)



### Latest Developments in Batu Kawan: Penang Designer Village

Penang Development Corporation (PDC), the development agency of the State, signed an agreement with PE Land Sdn Bhd for the construction and development of a premium outlet in Bandar Cassia, Batu Kawan.

This premium outlet costing RM200 million is their second premium outlet after Johor. It is part of the 40-acre mixed development land with a gross development value (GDV) of RM 1 billion. The construction is expected to be completed within three years and will create approximately 3,000 job opportunities.



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### RM1.3 Billion Investment by Ividen creates 1,500 jobs

Ividen, a Japanese based electronics and ceramics producer has recently committed another RM1.3 Billion reinvestment to expand its existing plant in the Penang Science Park (PSP). With this expansion, the plant will produce printed wiring board for 4G smartphones and other electronics products for export worldwide. Production is estimated to take off in September 2014. The expansion is expected to provide 1,500 job opportunities mainly in the engineering field. Ividen's employees will enjoy work opportunities in leading-edge technology and overseas training. For those who are interested to take advantage of Ividen's attractive work environment, please visit the Career Assistance and Talent (CAT) centre website for more details.

<http://www.ibiden.com/>



## **Unleashing Business Opportunities Conference: Crowdsourcing, New Emerging Trend 2013**

investPenang and Multimedia Development Corporation (MDeC) co-organised the Unleashing Business Opportunities Conference on 19 December 2013. Chief Minister of Penang, The Rt. Hon. Mr. Lim Guan Eng officiated the Conference. The objective of the Conference was to raise a higher awareness amongst local enterprises, corporate decision makers and business managers on the power of crowdsourcing and the positive impact it could bring to business delivery, outreach, efficiency and growth.

Crowdsourcing was first coined in 2006. Basically, it is termed to reflect tasks and activities traditionally outsourced to an individual or a specific company but now being performed by a group of a sizeable number of people who share similar interests, skills and abilities. Global revenue for crowdsourcing industry was US\$375.7 million in 2011. Penang is well-positioned to be a major player for Crowdsourcing businesses because of its many attractive features and the State Government also has strived to provide information technology infrastructure for Penang to move forward. For instance, the Penang Free WiFi project was launched in 2009 as Wireless@Penang initiative with 1,550 hotspots successfully deployed.

Speakers at the conference were Carl Esposti, CEO and Founder of crowdsourcing.org who spoke on the new emerging crowdsourcing trend, Mr Evan Tan, Regional Director for Freelancer.com, Southeast Asia, who discussed on “tech up or tap out”, Chief Executive Officer of Human Capital Connection Sdn Bhd, Mr Michael Tan touched on insights from local and international practitioners and Mr Kashminder Singh, Co-Founder of pitchIN on “crowdfunding”. This conference was attended by over two hundred participants from various industries.

<http://www.mdec.my/>



## Life Sciences and Healthcare: Heeding the Call for Innovation

Dr Yong Chern Chet (Director) and Ms Ng Lan Kheng (Executive Director) of Deloitte were the speakers of 'The CEO Speaks...' programme held on November 27, 2013. The theme of the session was 'Empower the need for business solutions in innovation'. Dr Yong spoke on business model innovation and R&D innovation while Miss Ng shared on tax strategies and planning for healthcare industries in which includes business model optimisation, managing tax risk and voluntary disclosure. Dr Yong pointed out that the importance of innovation in today's business world. Ms Ng shared that many incentives was granted to healthcare industries such as for pioneer status, investment tax allowance, special incentive scheme- Section 127, allowance for increase in export, regional operations and R&D incentives.

<http://www.deloitte.com/>

**Deloitte.**



**'The CEO Speaks ...'**

## MAL Magneti Marelli factory opening

Magneti Marelli Automotive Lighting (MAL), an associate of Fiat S.P.A., is an Italian automotive company that specialises in headlights and lamps. MAL opened their new factory in Batu Kawan with the view to increase their yearly production of parts from 1.7 million to 2.2 million. They have plans for their annual production to reach 2.9 million parts per year. Their expected number of employees is approximately 1,500 workers.

<http://www.magnetimarelli.com>



### 3<sup>rd</sup> EU-Penang Day



The 3<sup>rd</sup> EU-Penang day was organised on November 20, 2013 in Penang for the third consecutive year in appreciation of the EU member countries for their continuous support and cooperation. The day kicked off with a Forum on Green Urban Development, jointly organised by the EU Desk in Kuala Lumpur and Penang Institute. Ms Loo Lee Lian, General Manager of investPenang gave a briefing on 'Investment opportunities in Penang'. The Forum was well attended by Ambassadors and/or their representatives from the 16 European Union's countries and local participants. The programme was also a platform for networking and interaction between participants from EU member countries and Penang.

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### Gartner Technology Briefing



investPenang collaborated with Gartner in the organisation of an Asia Pacific Briefing session on the importance of technology trends for the future of business on 9<sup>th</sup> October 2013. The briefing was to raise awareness on the importance of technology trends. The briefing session commenced with a speech by Mr Andrew Philips, Gartner's Managing Vice President, followed by discussions on 'Emerging Technologies, Wearable Electronics and Emerging Market Opportunity - The Internet of Things'. Chief Minister of Penang, Rt. Hon. Mr. Lim Guan Eng officiated the briefing.

<http://www.gartner.com>

**Gartner**<sup>®</sup>

## Intel Supplier Fair 2013

As part of the Penang State Government's 3 prong-approach initiatives to spearhead the development of local SMEs, investPenang together with Intel Malaysia had co-organized the 'Intel Supplier Fair 2013' on Jul 2, 2013. This event was part of investPenang's effort to encourage MNCs to localize their supplier base and give local SMEs an opportunity to showcase their capability. A total of 120 representatives from 63 local companies attended the fair. It was a platform for Intel to find out more about the capabilities of local suppliers and enabled further discussion on potential collaboration. The local suppliers also had a chance to better understand Intel's requirements and future business needs, which helps spearhead their future business development.



**Moving forward, investPenang will collaborate with other MNCs in Penang to organize more similar supplier fair.**



## AMCHAM Penang Dialogue 2013

American Malaysian Chamber of Commerce (AMCHAM) organised a dialogue session for Penang's corporate leaders with H.E. Ambassador Joseph Y. Yun, U.S. Ambassador to Malaysia and the Chief Minister of Penang, The Rt. Hon. Mr. Lim Guan Eng. The dialogue commemorated HE Ambassador Yun's first event with AMCHAM, Malaysia since he took office in early September 2013. Following the dialogue which was attended by 140 participants, a private meeting ensued between the Chief Minister, Ambassador, and Datuk Wong Siew Hai, AMCHAM's Malaysian-American Electronics Industry (MAEI) Committee Chairman.



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