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# Sayed Ibrahim Business Analyst

MALAYSIA  
National ICT Initiative

[www.msomalaysia.my](http://www.msomalaysia.my)



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# MSC Malaysia Status

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# What Is MSC Malaysia Status?

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# The MSC Malaysia Status

- **What is MSC Malaysia Status?**
  - Recognition by the Malaysian Government through MDeC for companies that participate and undertake its ICT activities in the MSC
- **Who Should Be In The MSC?**
  - Local and Foreign Companies that develop or use multimedia technologies to produce or enhance their product and services and or process development.



# Qualifying Criteria?

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# Qualifying Criteria For MSC Malaysia Status

1. **Provider** or **heavy user** of IT & multimedia products & services.
2. Employ a substantial number of **knowledge workers**.
3. Strong **value proposition** specifying how operations will contribute to the development of MSC and Malaysia.
4. Establish **separate legal entity** for MSC-qualifying activities.
5. **Locate** in an MSC-designated **cybercities**.
6. Comply with **environmental guidelines**.

## Non Qualified Criteria For MSC Malaysia Status

- **Manufacturing** – Activity referring to the production of goods in large quantities, usually undertaken in a factory environment.
- **Trading** – Activity of buying and selling especially off-the-shelf hardware and software.

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# Incentive in MSC Malaysia?

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# The Comprehensive Package

The Government of Malaysia commits the following  
**Bill of Guarantees** to MSC Malaysia Status  
Companies:

1. Provide a world-class physical and information infrastructure
2. Allow unrestricted employment of knowledge workers
3. Ensure freedom of ownership
4. Allow freedom of sourcing capital globally for MSC infrastructure and freedom of borrowing funds
5. Provide competitive financial incentives including no corporate tax or an investment tax allowance for up to ten years and no duties on the import of multimedia equipment
6. Become a regional leader in intellectual property protection and cyberlaws
7. Ensure no censorship of Internet
8. Provide globally competitive telecoms tariffs
9. Tender key MSC infrastructure contracts to leading companies willing to use MSC as their regional hub
10. MDeC – one stop service agency

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# MSC Malaysia Status Clusters

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# MSC Malaysia Status Clusters

## SOFTWARE & E-SOLUTION

"Creating Technology for the World"

Award Winning Technology



**1,955**

Companies Awarded MSC Malaysia Status

## SHARED SERVICES & OUTSOURCING

"The Best of All Worlds"

Top Three Global Location (McKinsey, AT Kearney, NeoIT), Major Global Hub for Most IT Giants



**202**

Companies Awarded MSC Malaysia Status

## CREATIVE MULTIMEDIA

"Creating Content for the World"

One of Highest Sought After Digital Content in Europe, Asia (MIPCOM 2007)



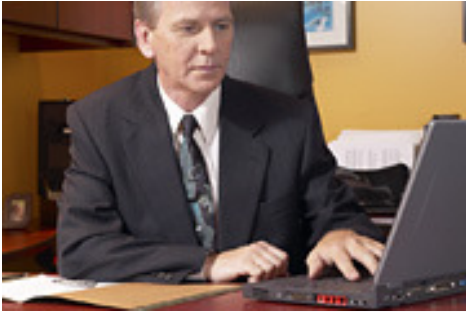
**277**

Companies Awarded MSC Malaysia Status

# MSC Malaysia Status Application Process



# MSC Malaysia Status Application Process



Pre application



Business Analyst assigned/Due Diligence



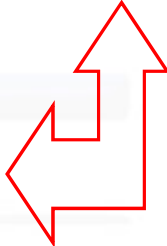
30 Days Commence



Received MSC Malaysia Status



Presentation to the Internal Approval Committee



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# MSC Malaysia Status Fact & Figures

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# Impact of MSC Malaysia

|  |           |
|--|-----------|
| MSC Status Companies as at 10 <sup>th</sup> March 2010 | 2,542     |
| As per MSC Malaysia Annual Industry Reporting 2008:    | Overall   |
| ▪ Revenue  | RM21bil+  |
| ▪ Jobs Created   | 92,201    |
| ▪ Export   | RM7.1bil+ |
| ▪ R&D Expenditure                                      | RM1.3bil  |
| ▪ MSC companies listed on MESDAQ                       | 57        |
| ▪ IP/Patents registered                                | 3,969     |

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