

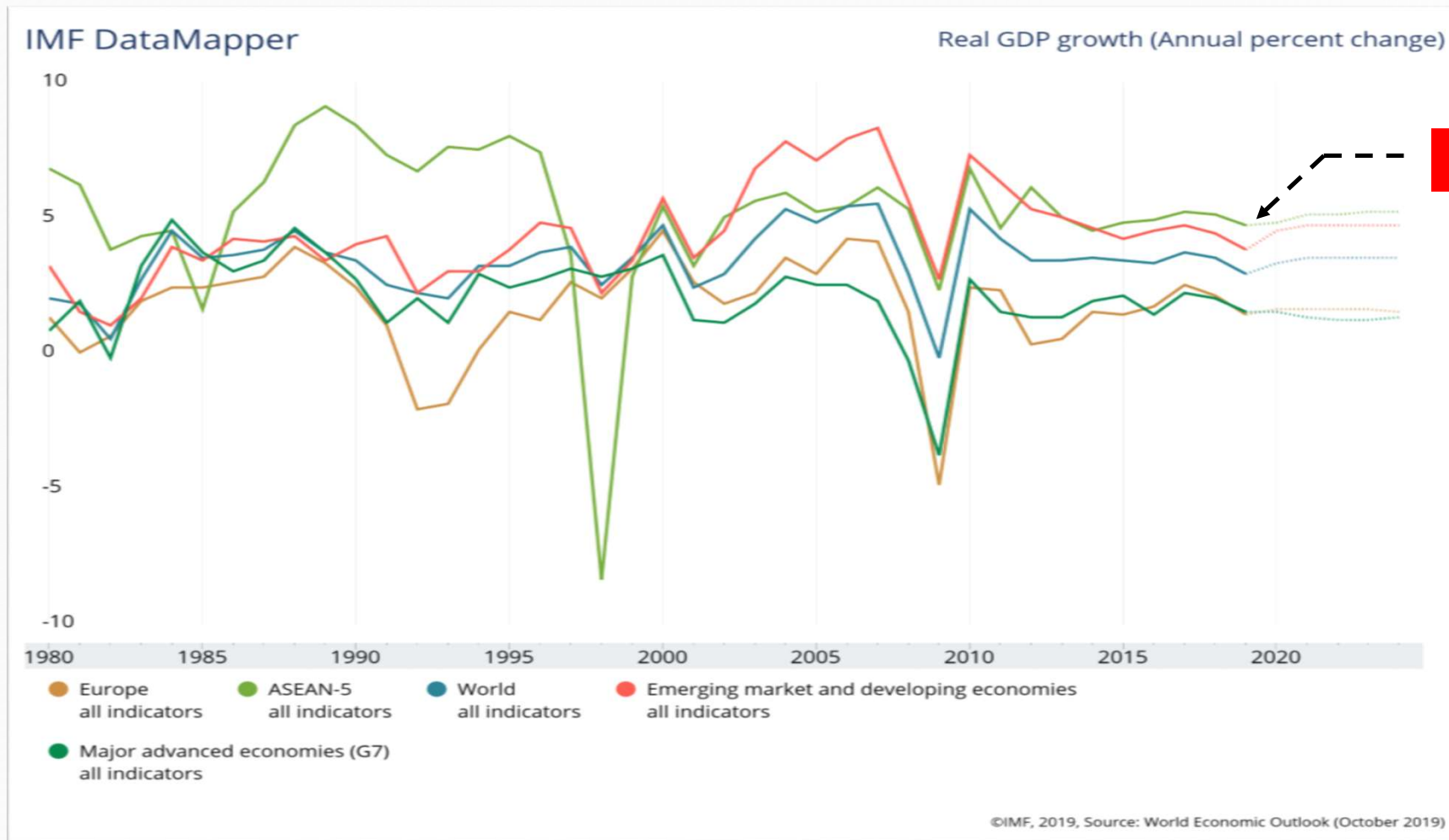


ASIA PACIFIC IRELAND BUSINESS FORUM

**GOPI GANESALINGAM,
VICE PRESIDENT,
ENTERPRISE DEVELOPMENT**

NOV 2019

ASEAN IS A RISING ECONOMY



MALAYSIA: A GATEWAY TO ASEAN

Potential to become the next digital economy powerhouse given its strong attributes:

- Attractiveness of ASEAN as a **single market**
- Expected to become the **world's 4th largest economy by 2030** with the **current GDP** at **USD 2.7 trillion**
- Home to more than **630 million** people, ASEAN has the **3rd largest labour force** in the world after China and India.
- Mc Kinsey opined **ASEAN** is a **growing hub of consumer demand with already 67 million households**.



Source:McKinsey&Company

MALAYSIA: BUSINESS /INVESTMENTS DESTINATION

1st

**"Most Attractive
Emerging
Market in Asia"**

(Bloomberg's
Emerging Market
Scorecard,
2018)

2nd

**"Ease of Doing
Business within
ASEAN"**

(World Bank's
Doing Business
Report, 2019)

2nd

**"Global
Competitiveness
among ASEAN
Countries"**

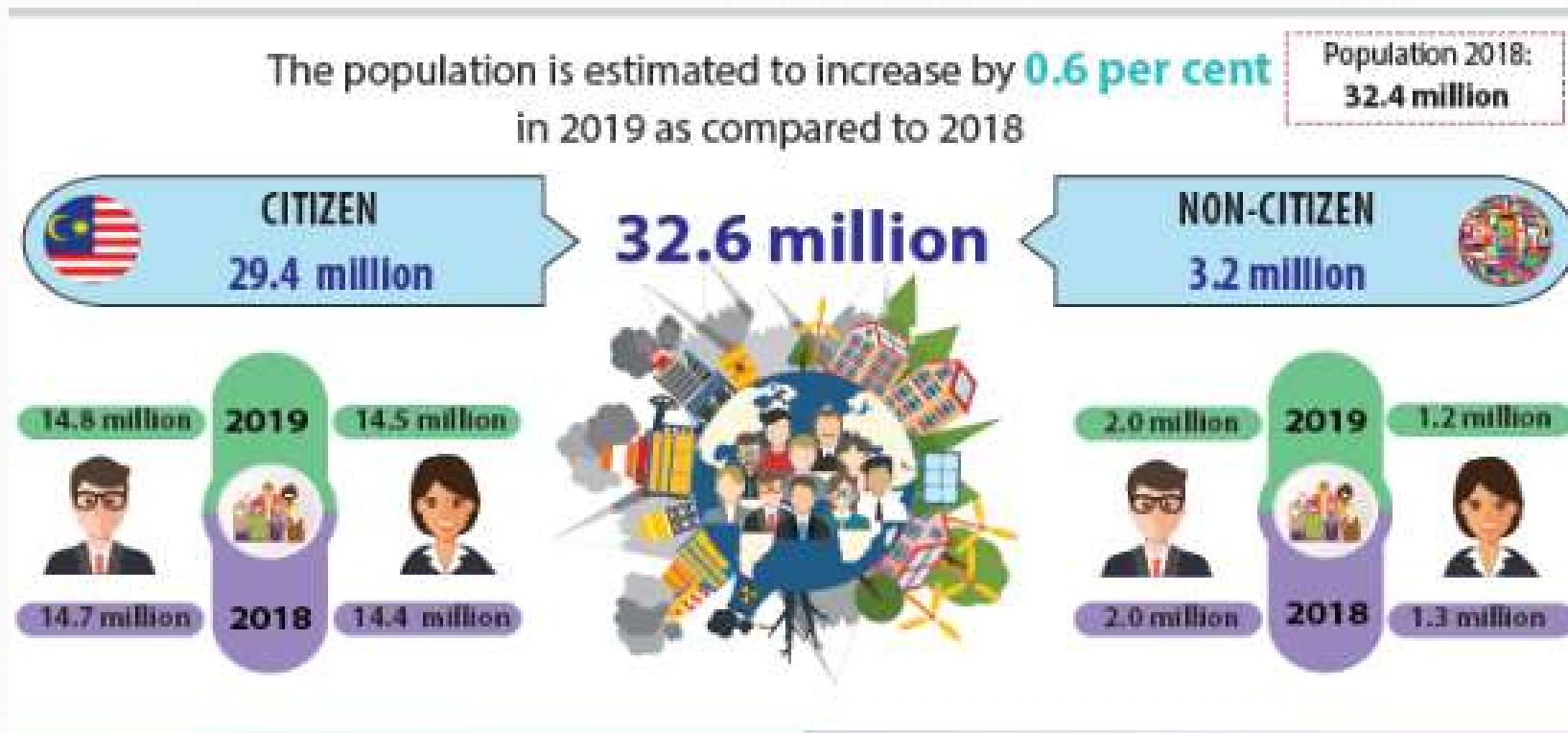
(World Economic
Forum's Global
Competitiveness
Report,
2018/2019)

5th

**"Digital Readiness
among Developing
Asian Economies"**

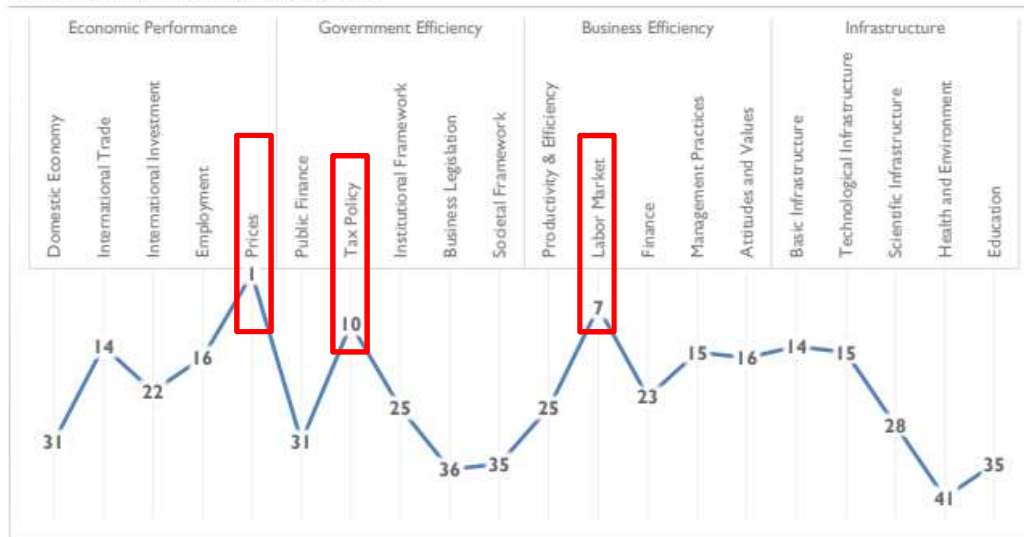
(UNCTAD's Business
to Consumer, B2C,
E-Commerce Index,
2018)

OVERVIEW ON MALAYSIA



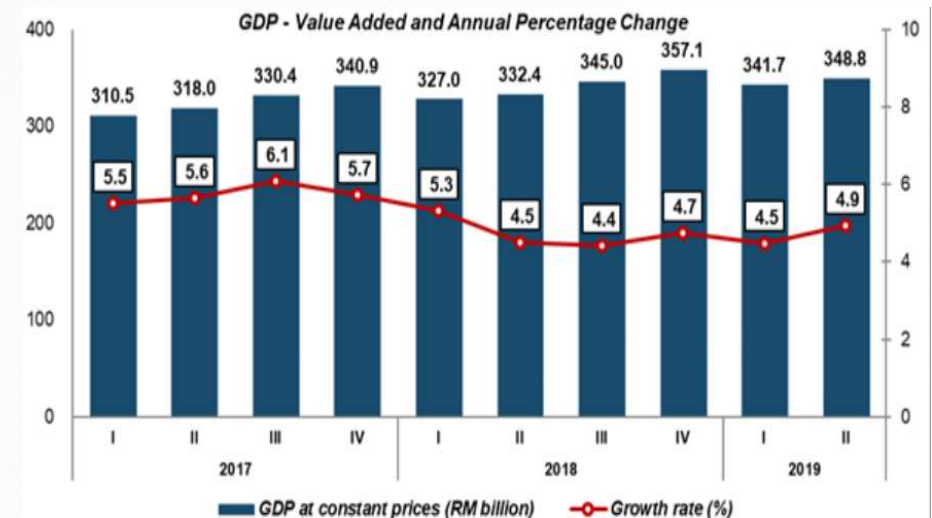
Source: DOSM

COMPETITIVENESS LANDSCAPE

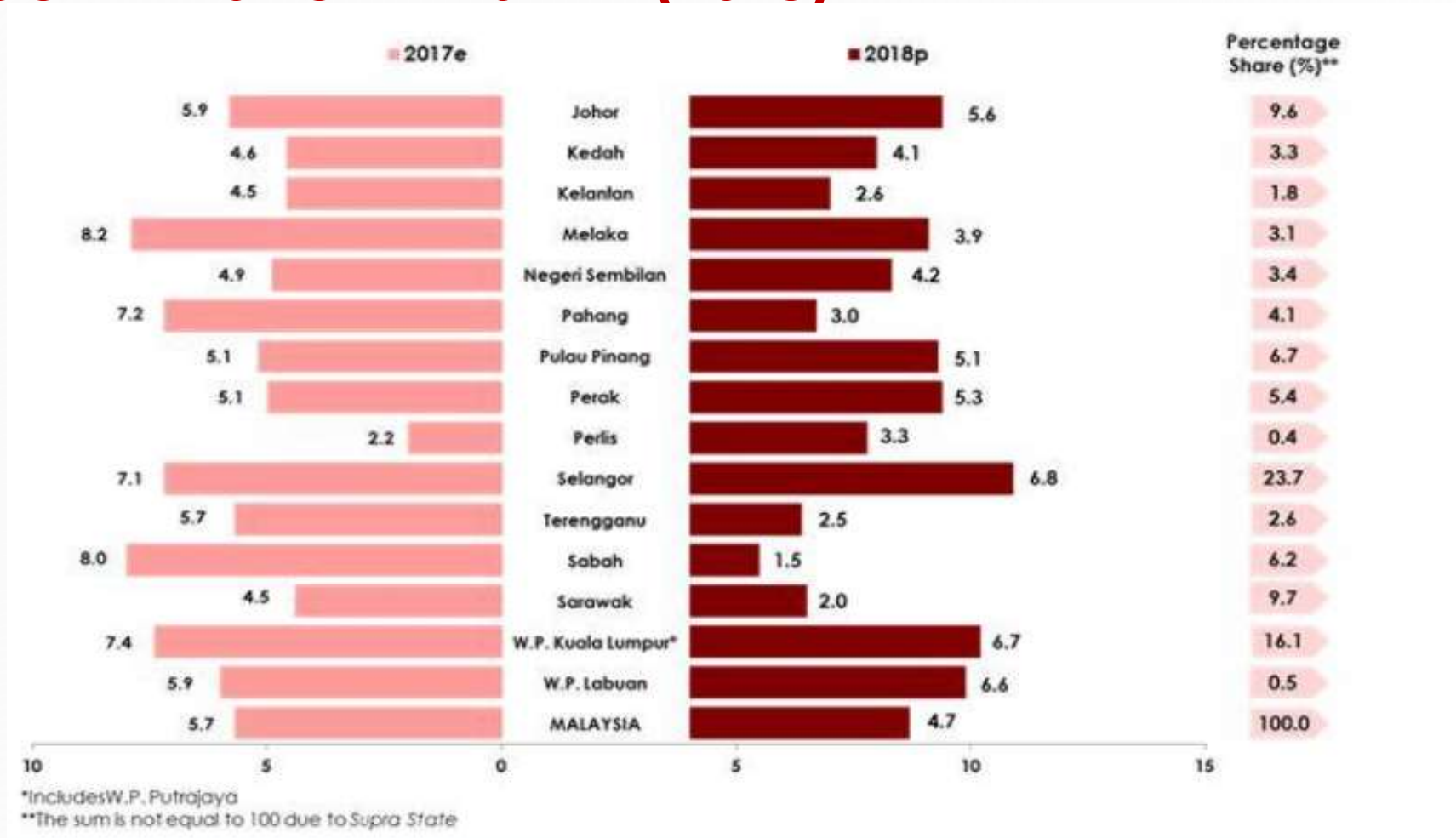


Malaysia ranked **22nd**
for IMD World Competitiveness
2019

Malaysia has recorded
an increased in **GDP Growth**
Rate
4.9%

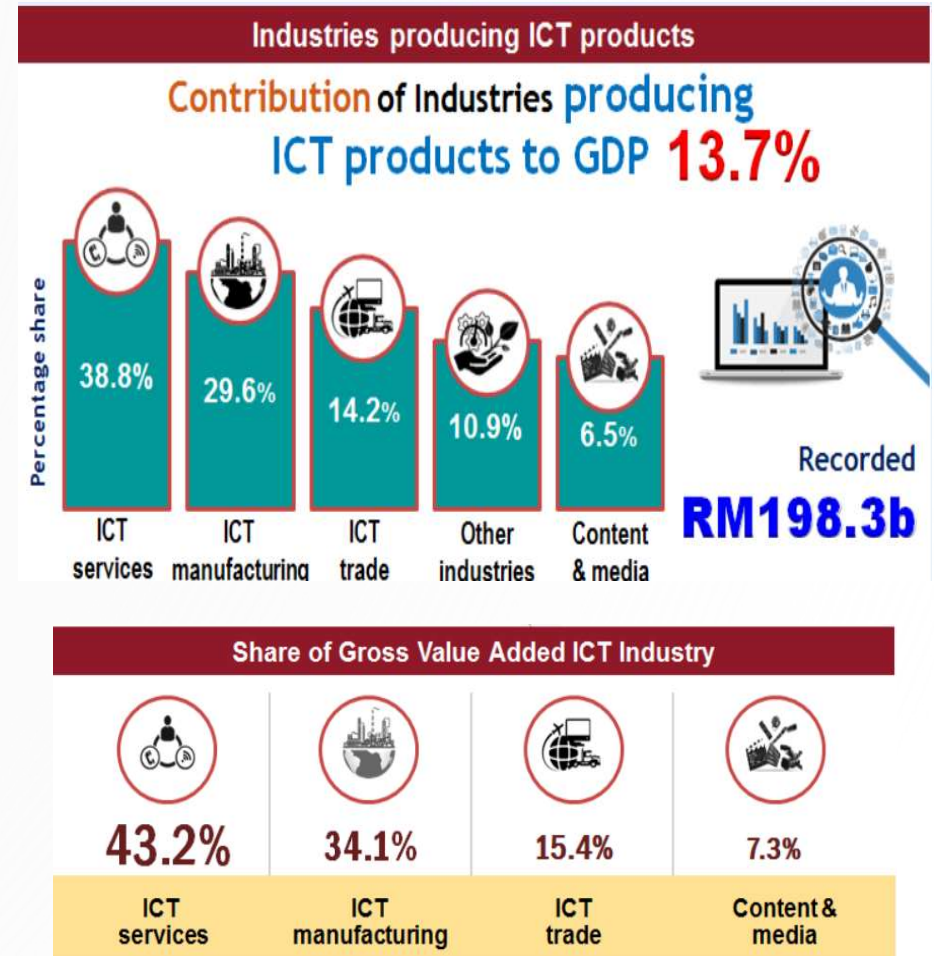
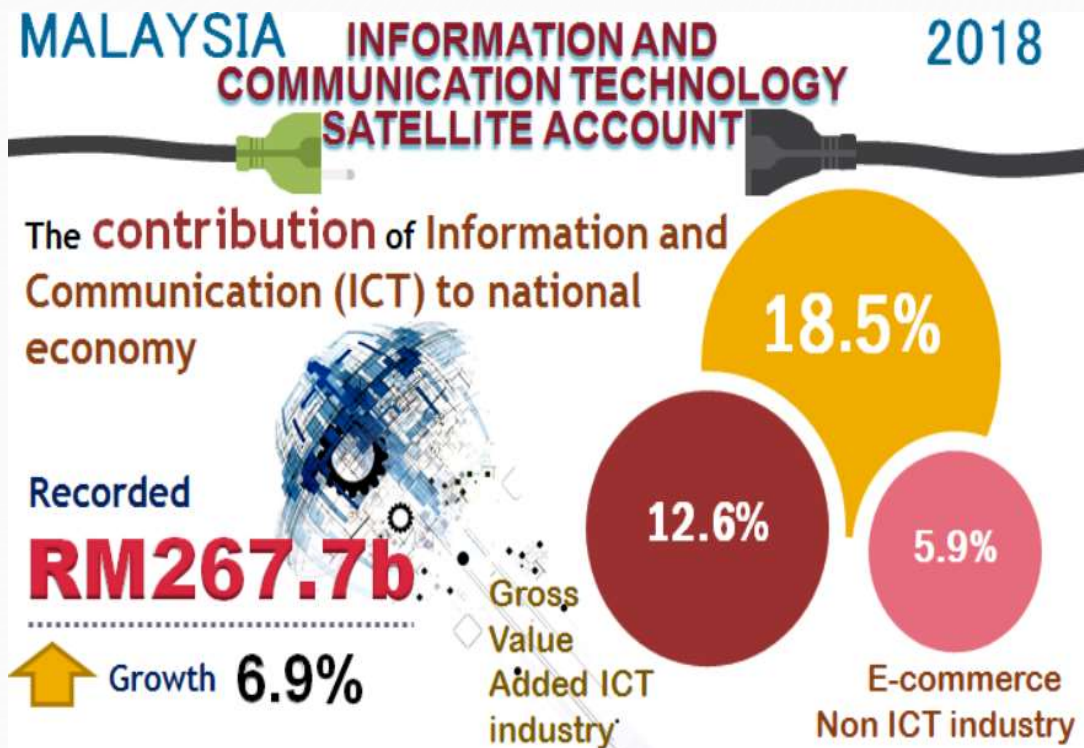


ECONOMIC GROWTH & PERCENTAGE CONTRIBUTION BY STATE (2018)



CONTRIBUTION OF ICT TO MALAYSIA ECONOMY

Source: DOSM, Information and Communication Technology Satellite Account 2018





Championing Malaysia's Digital Economy

Our role is to **build a vibrant digital economy** and ensure that Malaysia plays a leading part in the global digital revolution. We are passionate about digital technology and its potential to transform the future of our nation and the world.

Through **attracting technology investment, supporting technology champions** and helping Malaysian organisations and talent to embrace digital, we are fuelling a sustainable digital ecosystem that will drive nation's digital economy forward.

MDEC's Role to Lead and Drive Change In The Digital Space

18.5%

Digital Economy
contribution to
Malaysian GDP
(2018)

**Driving
Investment**

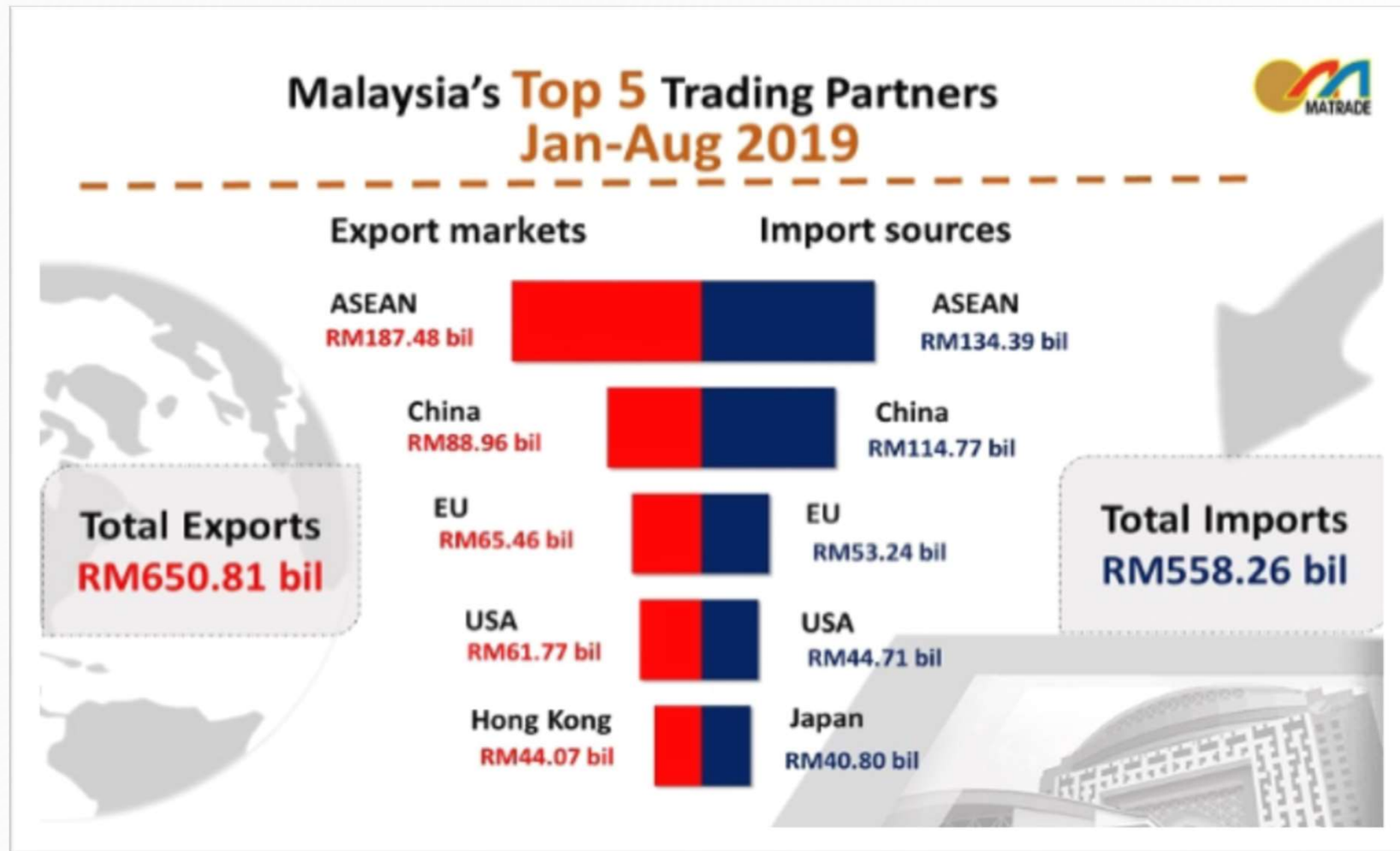
**Building
Local
Tech
Champions**

**Catalysing
Digital
Innovation
Ecosystems**

**Propagating
Digital
Inclusivity**

MDEC

EU IS A TOP TRADING PARTNER FOR MALAYSIA



Examples of the presence of European Companies in Malaysia



BOSCH



HEMPEL

SIEMENS

Hawksford

HSBC



**Standard
Chartered**



Let's

**Connect IRISH/EUROPE & MALAYSIA/ASEAN
via Global Acceleration & Innovation
Malaysia (GAIN) program!**

Recognising The Need To Spur The Growth of Cross-Border Market Access Partnership Programme for Tech Scale-Ups Was Established in 2015

GAIN PROGRAMME

(GLOBAL ACCELERATION & INNOVATION NETWORK)

VISIBILITY



Elevating
brand, product
and services

MARKET



Venturing into
regional &
global markets

MENTOR



Enhancing
leadership
capabilities

MONEY



Accessing
scale-up capital
& funding



EXPORTS



REVENUES



FOOTPRINT



CAPITAL

**Making Malaysia and
Malaysian companies the
choice to enter ASEAN**

HIGHLIGHTS

Channel Partners

- › Partners & resellers for GAIN companies
- › Value added resellers, distributors

Media

- › Regional media for increased exposure and branding for GAIN companies & MDEC

Investors

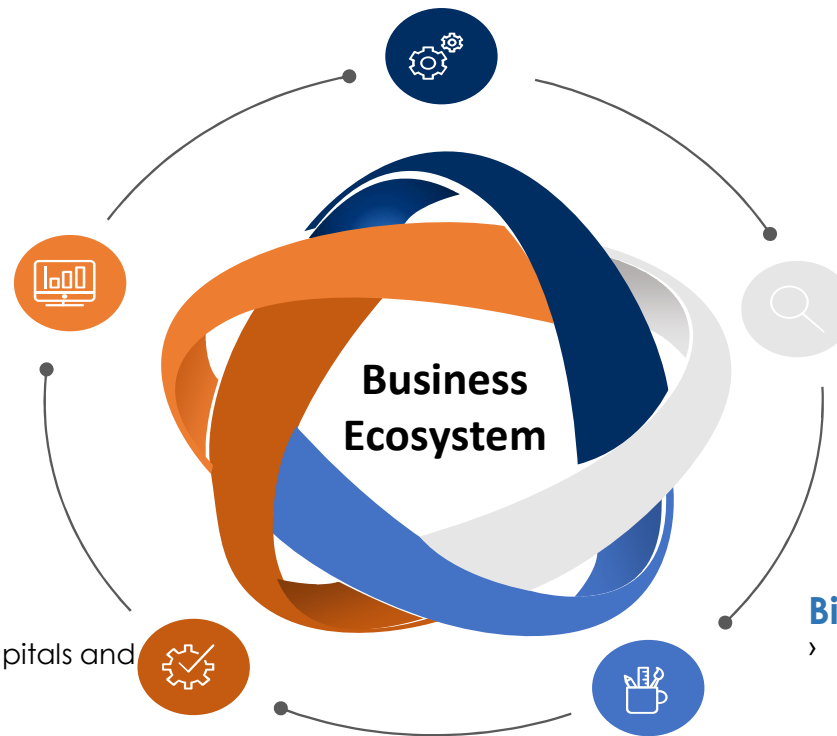
- › Regional venture capitals and private equities
- › 1-to-1 matching

Govt & Biz Chambers

- › MATRADE – endorsement for grants and local support
- › Biz chambers & diaspora for network and know-how
- › Local govt agencies for joint programmes e.g. DEPA, JETRO

Biz & Trade Associations

- › Connecting to local business chambers and associations, e.g. KADIN, BAIPHIL, FINEX



Activated Countries



First mover advantage in ASEAN

GAIN Companies by Technology Cluster (9)

Banking & Finance (25)



E&E and IoT (11)



Creative Media (8)



Marketing Tech (2)



Big Data & AI (7)



Marketplaces & Logistics (11)



Cybersecurity (9)



Telco & Mobile (12)



Business & Government Solutions (24)



*non-exhaustive list

1st

Payment Card Industry Security Standards Council approval for a Software-based PIN on COTS solution



Leading regional Payment Company in South East Asia

1st

commercial software-driven product, Moridaru™ launched which is a platform with Artificial Intelligence capability.



3rd

Drone Tech Company in the World ranking

Multiple International Awards Winner including Deloitte Fast 50, Frost & Sullivan Asia Pacific IoT Award, WITSA, APICTA, AICTA



Forbes Asia's 200 Best Under a Billion

Recognised as the only ASEAN company Major Player in the IDC MarketScape: Asia/Pacific Big Data and Analytics Platform 2017 Vendor Assessment



2019

ACES Awards Young Entrepreneur of the Year

Entrepreneurial Ecosystem in Malaysia



Startup Accelerators

For ideation stage entrepreneurs



MINISTRY OF ENTREPRENEUR DEVELOPMENT MALAYSIA

MAGIC
MALAYSIAN GLOBAL INNOVATION AND CREATIVITY CENTRE



Training, Coaching Programs

For validation of business models, scalability potential, mentors, pre-seed funding and ecosystem support. Including proStartup Program – **TITAN** by MDEC and **CGP** by Cradle.

Cradle
— Creating. Leading. Startups. —

Ministry of Science Technology, Environment and Climate Change (MESTECC)

KKMM
KEMENTERIAN KOMUNIKASI DAN MULTIMEDIA MALAYSIA

MDEC



Scale-Up Malaysia

For companies that have validated their models & on the cusp of scaling up, but still need guidance. Pipeline for MDEC's GAIN program, Endeavor & VC/PEs

Private Sector Led
proficeoTM
scaleup



Later stage Programs, Investors

Programs like MDEC's GAIN, Endeavor & Investors can assist companies once they are ready to go global

KKMM
KEMENTERIAN KOMUNIKASI DAN MULTIMEDIA MALAYSIA
MDEC

Malaysia Tech entrepreneurs Pass Program to drive entrepreneurship, talent and to build up startup ecosystem.
www.mtep.my

Malaysia Digital Hub for co-working spaces that act as community nodes to support hot startups.
www.malaysiadigitalhub.my

MDEC
MDEC

THANK YOU

For more info, go to
www.mdec.my

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