



## **MEDIA RELEASE**

**For Immediate Release**

### **ADOPTION OF DIGITAL TECHNOLOGY MIDA Strengthens Efforts to Improve Its Delivery System for Investors**

**Kuala Lumpur, 21 October 2020** – The Malaysian Investment Development Authority (MIDA) has been consistent in implementing its digital transformation initiative or Enterprise Transformation System (e-TRANS) by strengthening its delivery system for ease of doing business for investors in Malaysia.

Dato' Azman Mahmud, Chief Executive Officer of MIDA said, "As the nation's principal investment promotion and development authority with 53 years of experience in driving Malaysia's investment agenda, MIDA is fully aware that we have to live through the current and future digital revolution. We have been spearheading various on-the-ground initiatives through MIDA's Automation Project Initiatives, Supply Chain Programmes and Lighthouse Programme to enable our industry players to adopt Industry 4.0 technology drivers such as Internet of Things (IoT), Artificial Intelligence (AI), cybersecurity and big data."

"Moreover, observing the Government's call to accelerate the digitalisation of the government delivery services in this new normal, we have been intensifying our efforts to re-engineer our business processes to raise the efficiency of the various functions at MIDA. We are optimistic that this will increase the ease of doing business for our stakeholders; ultimately, helping companies to prioritise the implementation of their projects in Malaysia," he added.

Following the announcement of PENJANA on 5 June 2020, MIDA established PACU@MIDA or the Project Acceleration and Coordination Unit. This proactive unit is tasked to provide end-to-end facilitation to all projects approved by the National Committee of Investment (NCI), enabling the timely implementation of investment projects in the country. Given that business as usual approaches will no longer work in this new normal, PACU is part of the Government's bold initiatives to ensure impactful accomplishments that can revitalise the economy and bring tangible benefits to all stakeholders.

In efforts to accelerate the necessary approvals to expedite the execution of projects, the e-Manufacturing Licence (e-ML) module and its subsequently enhanced version of e-ML 2.0 module was launched by MIDA. This is a new digital platform for applications of Manufacturing Licences for new, expansion or diversification projects; or the Confirmation Letter for the Exemption from Manufacturing Licence (ICA10). Eligible applications submitted through this module will be approved within two business days for non-sensitive industries and up to 4 weeks for sensitive industries. Since its inception, a total of 338 applications have been approved.

In July 2020, MIDA also launched its enhanced JPC Online Application Module, which is the online module for customs duties exemption applications.

Most recently, an e-Incentive module that covers incentive applications for promoted activities and products listed on the General and Small-scale Companies List under the Promotion of Investment Act 1986 has been introduced, with plans to further expand its scope in the future.

These online modules enable MIDA's stakeholders to submit their applications on a secure online platform. These platforms are also integrated and accessible by related Ministries and Agencies to ensure the flow of data and information, mitigating possible duplications and easing cross-referencing.

Moreover, following the re-opening of economic sectors in phases by the Government, a One-Stop-Centre (OSC) has been established at MIDA to evaluate applications of eligible business travellers to enter Malaysia for trade and investment purposes. Managed by MIDA with representatives from the Immigration Department, Ministry of Health (MOH) and Ministry of International Trade and Industry (MITI), the OSC assumes a critical role in ensuring that Malaysia remains steady on the path of economic recovery and growth, by enabling executive and essential personnel to travel to, and continue their work in Malaysia.

Going forward, the PACU@MIDA will organise on-going webinars on relevant topics, particularly regarding mechanisms in place to kick-start investment projects in Malaysia, information on utilities offered by service providers, as well as new regulations and guidelines introduced by the Government. It is hoped that by providing this platform for the business communities to engage and network with relevant authorities and stakeholders, it will enable the efficient and timely realisation of approved projects in Malaysia.

For more information and enquiries on PACU@MIDA, investors can contact PACU at +603-2267 3633 / +603-22673473 or email [pacu@mida.gov.my](mailto:pacu@mida.gov.my).

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#### **About MIDA**

MIDA is the Government's principal investment promotion and development agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit [www.mida.gov.my](http://www.mida.gov.my) and follow us on Twitter, Instagram and Facebook, LinkedIn and YouTube channel.

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