



## **MEDIA RELEASE**

**For Immediate Release**

### **MIDA BRINGS 11 MALAYSIAN TECH STARTUPS TO SHOWCASE THEIR TECHNOLOGIES AT SEMICON SEA 2017**

*25 April 2017, Penang* – “I am very excited to share that MIDA has been engaging with many local technology startups for SEMICON this year. We successfully brought in 11 companies to showcase their capabilities and technologies at the Futura-X @ World of IoT segment. These companies will also be participating in the Tech Start-up pitching sessions. Joining this event are 5 local venture capitalist and crowd-funding partners that were identified by MIDA. With this platform, we look forward to the rise of more homegrown brands in the creation of innovative and futuristic products and technologies” said YB Dato’ Sri Mustapa Mohamed, Minister of International Trade and Industry at the Opening Ceremony of SEMICON Southeast Asia (SEA) 2017. Also present was Dato’ Azman Mahmud, Chief Executive Officer of Malaysian Investment Development Authority (MIDA).

Malaysia has achieved significant progress in the electrical & electronics (E&E) industry over the last decade that had resulted in the growth of new businesses and creation of jobs. Last year, a total of 107 E&E projects were approved with investments of RM9.24 billion. Of these, domestic investments amounted to RM1.29 billion while foreign investments totalled RM7.94 billion. This is expected to generate new job opportunities for 16,260 people – whereby 37% of these will be in the managerial, supervisory & technical, and skilled craft categories.

“Many established E&E MNCs have found a home in Malaysia. This is due, in no small measure, to the development and industrial plans introduced by the Federal Government since independence, especially after 1970. Since the early years, the Malaysian Investment Development Authority (MIDA) which celebrates its 50th anniversary this year, have made every effort to bring globally renowned corporations such as Intel, Motorola, Osram and HP, and the agency continues to work with the relevant agencies to intensify efforts to ensure that all states in Malaysia continue to receive high levels of investments,” the Minister added.

“There is certainly a need for Malaysia to further develop our workforce skills and capabilities in producing frontier products. I am pleased to find that the SEMICON University programme is featured again. This initiative, which was introduced last year, is expected to be well-attended by 100 or more students from 5 local institutions of higher learning, namely Universiti Sains Malaysia, SEGi College, Tunku Abdul Rahman University College, Universiti Malaysia Perlis and Universiti

Malaysia Pahang. With some of the best industry players all gathered under one roof, we hope that this programme will generate interest among E&E engineering graduates in pursuing careers in the microelectronics industry. We want to see more of our talents contribute towards nation building process through the growth of this industry,” said YB Dato’ Sri Mustapa.

MIDA has been working closely with SEMI (Semiconductor Equipment and Material International) for the past 3 years in organising SEMICON Southeast Asia in Malaysia. The past 2 editions have received very good response and it will be the same for this year. SEMICON SEA 2017 is expected to attract more than 7,500 visitors. With 250 companies from 13 countries featuring their latest technologies, SEMICON SEA offers companies in Malaysia a valuable platform to find partners to collaborate with and explore new business opportunities.

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#### **ABOUT MIDA**

MIDA is the government's principal promotion agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff, MIDA has grown to become a strong and dynamic organisation of over 700 employees. Headquartered in Kuala Lumpur Sentral, MIDA today has 12 regional and 23 overseas offices. This year as the organisation celebrates its 50th anniversary, MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era.

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