



**SENIOR MINISTER
MINISTER OF INTERNATIONAL TRADE AND INDUSTRY**

MEDIA RELEASE

**PORSCHE CHOOSES MALAYSIA AS FIRST PRODUCTION PLANT
OUTSIDE OF EUROPE**

Porsche AG (Porsche), a renowned German automobile manufacturer specialising in high-performance sports cars, Sport Utility Vehicles (SUVs), and sedans, has announced that they will establish a production plant in Kedah, in partnership with Sime Darby Berhad to undertake this project.

Despite a challenging global economic landscape, Porsche strongly believes that Malaysia is an ideal gateway for the ASEAN market, making the Kedah production plant its first local assembly outside of Europe in more than 70 years of company history.

The establishment of a manufacturing facility in Malaysia is deemed as a **strategic decision by Porsche signifying its commitment to build a long-term presence in the ASEAN region**. The project is embedded in a comprehensive growth initiative, launched in 2018 and reflects Porsche's trust in our country's strong position as the preferred manufacturing hub for globally renowned automotive Original Equipment Manufacturers (OEMs).

Porsche's decision in choosing Malaysia as its first production plant outside of Europe is an embodiment of the company's **confidence in Malaysia's conducive ecosystem and our strength to support their long-term growth**. It also acknowledges the **capability of our local talent of highly skilled engineers and technicians**. We are very pleased to welcome Porsche to Malaysia and MITI as well as its agency, the Malaysian Investment Development Authority (MIDA), will continue to deliver our best in facilitating their endeavours here.



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With Porsche's reputation as a high-performance car manufacturer that demands state of the art technology and precision engineering, this partnership will certainly lead to the **creation of high-quality jobs and niche technology capabilities** which in turn will solidify our National Investment Aspirations (NIA).

Moving forward, the Malaysian Government will ensure a conducive environment for foreign industry leaders to do business in Malaysia through fiscal and non-fiscal incentives coupled with Malaysia's readiness in providing high-skilled talents as well as capable technology partners.

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SENIOR MINISTER
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