



**MINISTRY OF INVESTMENT,  
TRADE AND INDUSTRY**

**SPEECH BY  
YB SENATOR TENGKU DATUK SERI UTAMA ZAFRUL TENGKU  
ABDUL AZIZ**

**FOR**

**LAUNCHING OF  
MALAYSIA AUTOSHOW 2024**



**HALL A2, 4.30 PM, 21 MAY 2024 (TUESDAY)  
MALAYSIA AGRO EXPOSITION PARK SERDANG**

**Yang Berbahagia Dato' Hairil Yahri Yaacob**

Secretary General, Ministry of Investment, Trade & Industry  
(MITI)

**Yang Berbahagia Datuk Hanafi Sakri**

Deputy Secretary General (Industry), MITI

**Yang Berusaha Puan Mastura Ahmad Mustafa**

Deputy Secretary General (Trade), MITI)

**Yang Berusaha Encik Azrul Reza Aziz**

CEO, Malaysia Automotive, Robotics and IoT Institute (MARii)  
and Organizer of the Malaysia Auto Show 2024

**Her Excellency Dr. Petra Ponevacs – Pana**

Ambassador of Hungary

Esteemed Sponsors and Exhibitors,

Head of MITI Agencies,

Distinguished guests, members of the media, ladies and  
gentlemen.

Assalamualaikum and Salam Malaysia MADANI.

1. Alhamdulillah, today we have the honour of witnessing the launch of the **seventh edition of the Malaysia Autoshow 2024 (MAS2024)**.
2. **This year's Autoshow features one of the strongest line-ups ever, with more than 200 exhibitors showcasing more than 500 models.** Notably, there is also a **significant increase in the number of EV brands** – for both passenger cars and 2-wheelers.
3. For MITI and MARii, this is an important milestone, as it clearly indicates **the growing strength of our automotive sector**. Thanks to Malaysia's robust policies, **this sector has gained considerable momentum, while striking a good balance in the supply-demand dynamics**.
4. Today, we not only have more efficient, safer and more comfortable cars on offer, but we also see increasing demand for cars and EVs by Malaysian consumers.

## **STRONG POLICIES SUPPORT MALAYSIA'S AUTOMOTIVE INDUSTRY'S SUSTAINABLE GROWTH**

Ladies and gentlemen,

5. Our automotive sector stands out as a cornerstone of our nation's economy, evidenced by substantial multi-billion-ringgit investments from both local and foreign investors, as well as aggressive business expansions.
  
6. **Malaysia's automotive industry is currently the second largest in Southeast Asia.** And, with Total Industry Volume (TIV) of 799,731 units, globally we were ranked no 23 in 2023.<sup>1</sup> In the first quarter of 2024, the EV market continued its rapid development, with nearly 11,000 units of battery electric vehicles and hybrids sold<sup>2</sup>.
  
7. As I alluded earlier, these results were not achieved by chance. **Our industry has been backed by very strong policies, such as the National Automotive Policy 2020 (NAP 2020) and the New Industrial Master Plan 2030 (NIMP 2030).**

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<sup>1</sup> [https://www.maa.org.my/pdf/2023/Market\\_Review\\_2023.pdf](https://www.maa.org.my/pdf/2023/Market_Review_2023.pdf)

<sup>2</sup> National Electric Vehicle Steering Committee (NEVSC) meeting

8. While NAP 2020's vision is to make Malaysia a regional manufacturing powerhouse for Next Generation Vehicles (NxGV), Electric Vehicles (EV) and Energy Efficient Vehicles (EEV), the **NIMP 2030 will further propel the automotive industry by transforming Malaysia's industrial landscape to support high-growth and high-tech industries.**
9. I must say that the speed at which the auto industry is changing is nothing short of amazing. In just the past few years, we have seen advancements in more autonomous driving capabilities, to being more connected to our surroundings as we drive.
10. Generative AI is bringing about even more changes because it can automate time-consuming tasks and make sense of huge amounts of data more intelligently. **For the auto industry, generative AI will improve everything from design and forecasting, to manufacturing and production, while also making the driver experience more personal.**
11. Let me share a clear case in point: At last year's auto show, I had the honour of riding in a Level 3 autonomous vehicle. This year, I arrived in a Robobus, a Level 4 autonomous vehicle.

12. The Robobus showcases the remarkable progress we have made. Through the latest innovations, like AI-powered design, advanced 3D printing, and real-time robotic manufacturing, these tech milestones are set to dramatically change the automotive industry and change the way we travel.
13. So, where exactly do we go from here? In any high technology-based industry, as the saying goes, **you must “disrupt yourself or risk being disrupted.”** When it comes to the automotive industry, such disruption can be a massive opportunity!
14. What I can say is this: **If our national automotive industry is ready to disrupt itself through innovation,** industry leaders can rest assured that **such ‘innovative disruptions’ will be supported.**
15. This is because **we are proactively strengthening our E&E, chemicals, and automotive manufacturing capacity to support, for example, the supply-side of the EV value chain,** including the development of affordable EVs.

16. Our **semiconductor sector**, for example, has been so well-developed in the last 50 years, but **we will continue to strengthen this sector for the benefit of other sectors reliant on this industry**. There will be **more exciting developments ahead** that will be announced in due time.
17. What is equally important is that **such strategic efforts will create valuable forward and backward industrial linkages** that provide **more business opportunities for Malaysian SMEs** in this space.
18. Together with support from MITI agencies – such as capacity building through CREST; tech audits by SIRIM; financing by MIDA’s Industry4WRD Intervention Fund (IIF); and tech soft loans by MIDF – **the MITI ecosystem stands ready to equip all companies, particularly SMEs, with all the support they need so they can play a bigger role in global supply chains, including the global automotive supply chain.**

## CREATING GLOBAL CHAMPIONS IN MALAYSIA: THIS IS WHERE GLOBAL STARTS

Ladies and Gentlemen,

19. Allow me to dive deeper into Malaysia's EV industry and its supporting ecosystem. In line with our policy to shift Malaysia's transportation industry to greener alternatives, **we are very pleased with MARii's commitment to create a sustainable EV industry by focusing on technology, vendor, and talent development.**
  
20. On talent, **I am pleased to share that MITI has taken steps to create a robust talent pipeline to support the development of skilled, STEM and TVET talent to feed into the high-tech industries, including automotive.**
  
21. **Just recently (11 May), the first cohort of 94 workers graduated from the upskilling programme by Malaysia Productivity Corporation (MPC). There are 28 cohorts for 2024 alone.** We hope to have this programme on a continuous basis, so the tech-based industries – including the automotive industry – can rely on a **robust talent pipeline.**



22. I already spoke about our semiconductor industry earlier so at this juncture, let me just tell you that we are pretty clear on our vision for this strategic sector.
23. As the world's sixth-largest exporter of semiconductors, **Malaysia has begun to attract higher-value investments in front-end activities including integrated circuit design, wafer fabrication, and advanced packaging, together with semiconductor machinery and equipment manufacturing.** This will eventually elevate the country's position in the global value chain.
24. So, in relation to the **automotive industry, we do see bright prospects.** The growth in this industry will be supported by **regional trends that promote economic growth and ecosystem development, consumer demand, as well as the introduction of exciting, new models** by automotive OEM manufacturers.
25. In **2023 alone, we saw evidence of this growth through the launch of 67 new models!** If you ever get the chance to visit a few of Malaysia's automotive hubs, whether in Shah Alam, Rawang, Tanjung Malim, Gurun, or Pekan, you can feel the strong vibes of this industry's rapid growth.

26. We at MITI are also looking forward to the outcomes of initiatives such as the **National EV Project by Perodua, EV production by PROTON, and development of the game-changing Automotive High-Tech Valley (ATHV) by DRB-HICOM.** We have clear plans to help develop them into global champions.
27. Alongside endeavours by international brand manufacturers based here, I feel that **the vision to make Malaysia an automotive export hub is highly achievable, which will propel our automotive ecosystem to new heights. In short, this is where global starts.**

## **FUTUREPROOFING MALAYSIA'S AUTOMOTIVE INDUSTRY**

Ladies and Gentlemen,

28. The NAP, originally launched for the period 2020 to 2030, is now approaching its halfway mark. **MITI together with MARii, will be undertaking a midterm review of the NAP2020,** to take into account the rapid advancements in technology, particularly in the realm of energy-efficient vehicles (EEV) and electric vehicles (EV).

29. Rest assured, **the consultation process will be comprehensive, covering key stakeholders to address industry concerns and capitalize on emerging opportunities.** Our goal is not only to stay relevant but to strive for excellence in promoting a thriving Malaysian automotive ecosystem.

### **THE MALAYSIA AUTOSHOW 2024**

30. In the process of curating the right plans and policies for this industry, I am pleased to note that shows like the Malaysia Autoshow are still a mass crowd-pleaser, particularly for car enthusiasts.

31. I was informed that **MAS 2024 has elevated itself this year, by emphasizing sustainable practices within the automotive sector.**

32. By having a special showcase of eco-friendly and energy-efficient vehicles this year, MAS 2024 not only promotes a green future for the industry, but also inspires **a collective shift towards responsible and sustainable practices, both at the industry and consumer levels, to support the country's net zero goal.**

33. **The Malaysia Autoshow** is also unique in that it is the sole platform capable of bringing together every key player in the automotive industry under one roof. On that score, it is with great pride that I share this announcement with you: **the Malaysia Autoshow 2024 has been officially recognized by the Malaysia Book of Records as the LARGEST INTERNATIONAL AUTOSHOW. Congratulations MARii!**
34. My hope is that the Malaysia Autoshow will grow from strength to strength to support our nation's sustainable and resilient growth.
35. Looking ahead, with the support of all industry players and key stakeholders, I am confident **Malaysia will remain a competitive destination for high-value investments that can deliver sustainable and holistic growth for its people and businesses.**
36. On that note, and with lafaz Bismillahirrahmanirrahim, it is indeed my pleasure to declare the Malaysia Autoshow 2024 officially open.

Thank you. Assalamualaikum wrt.