



**MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY**

SPEECH BY

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

FOR

**SOFT LAUNCH OF
MALAYSIA AUTOSHOW 2024**

VENUE : MENARA MITI

TARIKH : 12 DECEMBER 2023 (TUESDAY)

TIME: 11.00 AM

(salutations)

1. Yang Berbahagia Dato' Hairil Yahri Yaacob
Secretary General
Ministry of Investment, Trade & Industry (MITI);

2. Yang Berbahagia Datuk Hanafi Sakri
Deputy Secretary General (Industry)
Ministry of Investment, Trade & Industry (MITI);

3. Yang Berbahagia Datuk Bahria Mohd Tamil
Deputy Secretary General (Investment)
Ministry of Investment, Trade & Industry (MITI);

4. Yang Berusaha Puan Mastura Ahmad Mustafa
Deputy Secretary General (Trade)
Ministry of Investment, Trade & Industry (MITI);

5. Yang Berusaha Encik Azrul Reza Aziz

Chief Executive Officer, Malaysia Automotive, Robotics and IoT Institute (MARii), Organizer of MAS2024;

6. Yang Berusaha Encik Melvin Lee,
Chief Executive Officer, Moonman Events Sdn. Bhd,
Co-Organizer MAS 2024

7. Senior Officials;

8. Head of Agencies;

9. Exhibitors;

10. Members of the industry ;

11. Distinguished guest, members of the media, ladies and gentleman.

Assalamualaikum warahmatullahi wabarakatuh and salam sejahtera dan Salam Malaysia MADANI.

1. It gives me great pleasure and honour to be here with all of you today for the Soft Launch of the Malaysia Autoshow 2024 or MAS2024.
2. The Malaysia Autoshow has evolved beyond being a mere exhibition to a testament of a successful collaboration, embodying the spirit of partnership between the Government and private sectors in the automotive sector. MAS is yet another milestone in the Government's continued efforts to accelerate the growth momentum of the automotive industry, making Malaysia a regional hub for Next Generation Vehicles (NxGV), including electric vehicles (EVs).
3. As what Azrul mention just now in May, we witnessed tremendous support from both industry and the rakyat, as close to **200,000** visitors made their way to the MAEPS grounds for the Malaysia Autoshow 2023. We have also broken the billion-ringgit threshold with Original Equipment Manufacturers (OEMs) recording **RM1.4 billion** in potential sales. This was a testament to the collective strength of our industry, creating awareness on the products, technologies and brands that define Malaysia's automotive landscape.

4. Thank you Azrul for giving me the honour to announce the date of the autoshow. I am pleased to announce that the Malaysia Autoshow 2024 will make its return, from **22nd to 26th May 2024** at the Malaysia Agro Exposition Park Serdang (MAEPS). Due to the overwhelming support, the 2024 edition will now be 5 days long.

AUTOMOTIVE SECTOR LANDSCAPE AND LINKAGES TO GOVERNMENT POLICES

Ladies and Gentlemen,

5. Malaysia's appeal to global **automotive manufacturers** remains robust. Malaysia has a dynamic automotive industry which support over 700,000 workers in its ecosystem, accounting for more than 4.4% of our workforce. . As an ecosystem, the automotive industry contributes around 4% of Malaysia's GDP. By the year 2030 – our target is to achieve RM104.2 billion in GDP contribution with a total production volume of 1.47 million vehicle units.
6. Last year the Malaysian automotive industry achieved production output of over 700,000 vehicles , due to strong demand post-pandemic. In 2023, Malaysia’s vehicle sales also registered strong

growth, where for the first ten months of the year, sales increased by 11.6% to almost 647,000 units.^[1]

7. Presently, we have more than 30 manufacturers and vehicle assemblers who benefit from Malaysia's strong automotive ecosystem. The presence of these manufacturers has also had a positive spill over impact on the domestic supply chain, represented by the more than 600 parts and components makers in the country.
8. In growing this sector further, clear national policies are already in place which encapsulate strategies, initiatives, and have shaped the trajectory of the automotive industry. Malaysia intends to transform the industry to greater heights, capitalizing on emerging global trends, supply chain disruptions, the current geopolitical landscape, digitalization, and ESG considerations.
9. With the launch of the **New Industrial Master Plan (NIMP) 2030**, our mission is clear - **Push for Net Zero**. This is a key growth driver towards decarbonizing Malaysia's manufacturing industry, and as an important component in our holistic efforts to address climate change, striving for a net-zero carbon future. Under one of the

Action Plans, the Government has also identified **EVs as a key growth driver.**

10. To accelerate our green and sustainable growth agenda, the **National Energy Transition Roadmap (NETR)**, launched in August this year, we have set a national target, which is **20%** of our **annual new car sales** consists of **Electrified Vehicles (xEV)** by **2030**, **50% by 2040** and **80% by 2050.**

11. At the same time, MITI's commitment to bring Malaysia to the forefront of the electric vehicle revolution can be seen through the **National Automotive Policy or NAP2020.** The NAP provides the **local automotive industry** with a clear **direction for future preparations**, through the development of **Next Generation Vehicles (NxGV)** including **EVs** that are energy efficient and environmentally friendly, with technological intelligence to support the smarter, more efficient and safer vehicles.

12. In terms of market growth, EV markets in Malaysia are seeing **exponential growth** as **sales increase** by year. To date, Malaysia had already recorded more than **100,000 registered xEV.** More than **12,000 BEV have been registered** since 2011 with the number of BEV registered **this year** alone **surpassing 9,000 units.** The

Government is optimistic that the positive momentum will continue strongly through the end of 2023.

13. Malaysia remains an attractive destination for EV investors. Between 2018 and June 2023, MIDA approved **59 projects** worth **RM26.2 billion in the EV** and its related ecosystems for vehicle assembly, manufacturing parts and charging components. [\[2\]](#)

14. We anticipate that the Malaysia Auto Show will be the stage for the OEMs, component manufactures and aftersales business to showcase the latest advancements in vehicle technologies and critical components, marking a significant step towards realizing the objectives set forth in the roadmaps.

NOT JUST EVS, BUT OVERALL ENERGY EFFICIENCY

Ladies and Gentlemen,

15. As we aim to achieve Malaysia's net-zero carbon emission by 2050 as outlined in the Twelfth Malaysia Plan (12MP), we carry an even bigger responsibility to ensure all our activities especially transportation, is sustainable and greener. Sustainability has become a buzzword in every industry, and the automotive sector is

no exception. It is important that we address the environmental impact of our actions and choices.

16. Transportation is the second biggest contributor of CO2 emissions after the energy sector. It is also the largest energy user in Malaysia, contributing 36.4% of the overall energy consumption and hence the Government is committed to drive sustainable mobility by reducing energy usage and Green House Gasses (GHG) emissions. As such, this year will be an exciting year to grow Malaysia's electromobility industry as EV has been identified as one of the technological solutions to reduce carbon emission.

17. While the government has spoken a lot about electric vehicles, it by no means should take away attention from energy efficiency in traditional power trains. Even for internal combustion engines, the government is continuously incentivising the production of energy efficient vehicles (EEVs) in tandem with alternative powertrains.

18. The MAS 2024 is strategically designed to emphasize the importance of sustainable practices within the automotive sector. By featuring eco-friendly and energy-efficient vehicles, we aim to

not only promote a green future for the industry but also inspire a collective shift towards responsible and sustainable practices, both at the industry and consumer levels.

ASPIRATION FOR MALAYSIA AUTOSHOW 2024

19. I vividly remember my experience riding in a fully autonomous vehicle, developed by our own local talent at the 2023 edition of the Autoshow. This made me feel very proud, as the Autoshow not only showcased the great brands that make up our automotive ecosystem, but also showcased the SMEs that have worked hard to push boundaries and need a place to showcase their talents to the world.

20. The strategy for advancing the automotive industry in Malaysia revolves around cultivating the nation with future-oriented technologies, aiming to transform us an industrial powerhouse. This approach centres on **high technology, talents, emphasizing strategic investments in local supply chain development** and innovative pursuit of **new business opportunities**. Furthermore, it is anticipated that the automotive

sector can serve as a catalyst, generating beneficial "spin-offs" that extend to the broader Malaysian economy, aligning it with global developments.

21. MAS is about fostering an environment where ideas, technologies, and talents converge to shape the future of our automotive industry. OEMs, vendors, and aftermarket players must forge strong alliances and work closely together.
22. As we navigate the currents of change, a significant aspect of our collective future lies in the realm of EVs. It's not just about manufacturing electric vehicles but preparing our talent pool and supply chains for the electrified revolution. This shift not only underscores our commitment to sustainability but also necessitates a synchronized effort across the industry.
23. NAP 2020 bring a new era of connected mobility, where vehicles are not just modes of transportation but interconnected hubs of information and technology. In this landscape, telecommunication companies are set to play a significant role. The integration of IoT (Internet of Things) and seamless connectivity will drive this transformation. As we embark on this journey,

collaboration between automotive and telecommunication sectors is not just a recommendation; it's now seemed as a necessity.

24. In acknowledging the achievements of MAS 2023 and setting the stage for MAS 2024, we must recognize and celebrate the talent within our local automotive community. The individuals and teams driving the innovations showcased at MAS represent the best of Malaysian ingenuity. Their dedication, skill, and unwavering commitment contribute significantly to the growth and success of our automotive sector. It is therefore, through their efforts that Malaysia continues to be a force to be reckoned with in the global automotive landscape.

Ladies and Gentlemen,

25. As mentioned by the CEO of MARii, the Malaysia Autoshow covers the breadth and depth of the automotive industry. It represents not just the choices of various brands, models, and variants, but also the entire sales ecosystem as it involves car brands, accessories, banking, modifications, eWallets, payment gateways and many more - for both cars and motorcycles. As you reach the Autoshow grounds from Laman Tiba all the way to the

halls, you will be able to see this entire ecosystem in one place: This is your opportunity to know them, try them and fall in love with them.

26. The essence of the Malaysia Autoshow lies in its unique role as the sole platform capable of bringing together every key player in the automotive industry under one roof. This event is a nexus of innovation, a place to foster awareness, showcase cutting-edge technologies, and, most importantly, ignite our spirits to achieve the aspirations outlined in our Government's policies.

27. I hope that all participating OEMs will use this platform to contribute to the collective vision of automotive excellence, making the Malaysia Autoshow a beacon guiding our nation towards a future of innovation, awareness, and sustainable growth in the automotive sector.

Thank you, and may MAS 2024 be a resounding success for us all.

^[1] i) https://www.marklines.com/en/statistics/flash_sales/automotive-sales-in-malaysia.

^[2] November 2024, EMA, Malaysia