



**MINISTRY OF INVESTMENT,  
TRADE AND INDUSTRY**

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

**FOR**

**OFFICIAL LAUNCH OF THE JAECOO J8  
PREMIUM OFF-ROAD FIRST CLASS**

**VENUE : IOI MALL DAMANSARA**

**DATE : 18th JULY 2025**

**TIME: 4 PM**

Bismillahirrahmanirrahim.

Assalamualaikum warahmatullahi wabarakatuh, Salam Malaysia MADANI, and a very good afternoon.

Mr. Leo Chen,  
Executive Vice President, Chery Corporate Malaysia

Ms. Emily Lek,  
Vice President, OMODA | JAECOO Malaysia

Esteemed guests,

Members of the media,

Ladies and gentlemen,

1. Thank you, Chery Malaysia, for the warm welcome. It is a great honour to be here to witness the official launch of the JAECOO J8 SUV in Malaysia.
2. This launch is not just a celebration of a new premium off-road vehicle. It is also **a milestone that symbolises the deepening partnership between Malaysia and Chery**, and the **continued dynamism of our automotive sector**.
3. As consumers become more discerning and demand greater quality and innovation, milestones such as today's launch send a powerful message that **Malaysia is fast becoming a strategic hub for global automotive brands seeking to innovate, grow, and compete**.

## MALAYSIA: A RELIABLE INVESTMENT DESTINATION DRIVEN BY COHERENT POLICIES

4. **Malaysia** takes pride in being **one of Southeast Asia's most attractive investment destinations**. This position is built on a stable macroeconomic environment, pro-business policies, and our strategic location within the ASEAN region.
5. Under the **MADANI Economy framework**, the **New Industrial Master Plan 2030 (NIMP 2030)**, and the **National Automotive Policy 2020 (NAP 2020)**, we have laid a **clear, coordinated, and long-term vision** to drive **sustainable industrial development**.
6. These policies are already yielding results. For the first quarter of 2025, the Malaysian Investment Development Authority (MIDA) reported **RM89.8 billion in approved investments, a 3.7% year-on-year increase** despite the global slowdown in investment flows due to geopolitical tensions and economic uncertainty.
7. Most importantly, our **execution rate of these investment commitments currently stands at 86.4%<sup>1</sup>**, based on our disciplined follow-up for such commitments.
8. I believe **investors such as Chery appreciate our policy clarity and consistency**. We especially **welcome your confidence in expanding operations here**, particularly your continued efforts to introduce cutting-edge mobility solutions for Malaysian and regional markets.

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<sup>1</sup> 2021 – June 2025 (MTC Q2 2025 Report Card)

## BEYOND VOLUME: ADVANCING QUALITY, VALUE & INNOVATION

9. For Malaysia's automotive industry, although the year-on-year Total Industry Volume (TIV) for 2025 has dipped slightly **(by 5%)** for the period January to May 2025, what is more important is that **quality, technology and value creation have consistently been enhanced.**
10. This includes the **adoption of advanced driver-assistance systems, intelligent powertrain solutions, and breakthrough EV technologies**, whether fully electric or hybrid. It also includes improving safety, comfort, and energy efficiency for every Malaysian on the road.
11. On this score, we are **pleased to see Chery taking a balanced approach, advancing innovation not only in EVs but also in intelligent, fuel-efficient internal combustion and hybrid engines** - tailored to evolving market needs.

## LOCALISATION, TECHNOLOGY TRANSFER & ECONOMIC SPILLOVER

Ladies and Gentlemen,

12. Today's launch also highlights something even more strategic—**Chery's ongoing commitment to localisation, high-value investment, and technology transfer.**
13. Let me be clear: **what Malaysia truly needs** are not just more products on our roads, but **more technology and innovation**

**originating from within our borders. This has been clearly outlined in our industrial reform policy - the NIMP2030.**

14. We seek **Chery's efforts to deepen its local footprint, whether through increased local content, vendor development, or skills transfer.** This is a critical step in **transforming Malaysia into a high-value manufacturing and R&D hub** for next-generation mobility.
15. The focus of the Government in promoting **deep localisation and high-technology transfer is to create better employment, elevate technical capabilities, and enable Malaysian SMEs to become global suppliers.**
16. What we want is the **ripple effect to spur local innovation, nurture engineers and technicians,** support training institutions, and accelerate broader economic growth.
17. This is how true partnerships should work: where the benefits are not only mutual but transformational for the host country's domestic economy.

## **MALAYSIA AS A REGIONAL HUB FOR ADVANCED MANUFACTURING**

18. To ensure long-term sustainability and scalability, we **strongly encourage automotive players, particularly OEMs, to position Malaysia as a strategic regional hub,** with a strong emphasis on export-oriented production. In this regard, **Chery has demonstrated commendable progress in expanding its export footprint,** and we congratulate the company on its ongoing export initiatives.

19. **Consolidating production for both domestic consumption and export markets** not only **enhances economies of scale** but also **strengthens the competitiveness of local component suppliers**. This approach further **supports the formation of new industrial clusters** focused on advanced automotive technologies, reinforcing Malaysia's role in the regional value chain.
20. With a **local ecosystem already supporting over 700,000 workers and contributing more than 4% of national GDP**, the **automotive industry** remains a **key pillar of our economy**. We are committed to growing this pillar into a world-class, innovation-driven sector.
21. As outlined in the NAP 2020, **our aim is for the industry to contribute RM104.2 billion to Malaysia's GDP by 2030**. To get there, we must move up the value chain, invest in R&D, and build our capabilities in software, electronics, and sustainable materials, not just in assembly or trading.

## **MOVING FORWARD TOGETHER**

22. At MITI, we **believe strongly in value and strategic public-private collaboration**. Our door is always open for engagement with industry players, and we are constantly reviewing our policies to ensure Malaysia remains competitive, adaptive, and future-focused.
23. We **welcome industry leaders who share our ambition to co-create a future** where Malaysia is not only a **hub for automotive assembly but also a centre for innovation, talent, and intellectual property**.

24. As the saying goes, if you want to go fast, go alone; if you want to go far, go together.

## **CONGRATULATIONS & CLOSING**

25. On that note, I would like to once again extend **my warmest congratulations to OMODA | JAECOO on the successful launch of the JAECOO J8** in Malaysia.

26. It is encouraging to note that **Malaysia is among the top-performing markets in the OMODA | JAECOO global family**. We look forward to continuing this momentum together.

27. May this collaboration bring mutual success to both Malaysia and Chery, and more importantly, create lasting value for our people and economy.

Thank you.

Wabillahitaufiq    walhidayah.    Wassalamualaikum    warahmatullahi  
wabarakatuh.