



Dato' Azman Mahmud
Chief Executive Officer,
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MASSA assumes an integral part in complementing the role of government agencies like MIDA in promoting Malaysia as an investment destination. The contributions made by MASSA through active engagements, events, mentorship programmes and networking opportunities help to spearhead new strategic directions, leading to potential economic cooperation for both Malaysia and South-South Countries.

MIDA looks forward to supporting more collaborative programmes and activities for the business communities of both Malaysia and South-South Countries to further explore the various business opportunities beyond their boundaries.

Despite the COVID-19 pandemic and global challenges, MIDA is committed towards a sustainable partnership for international development. We wish MASSA the very best and let us continue to foster closer ties for the benefit of the business communities in Malaysia.

Thank you.

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MIDA'S INITIATIVES AND PROGRAMMES FOR SOUTH-SOUTH COUNTRIES

The initiatives undertaken by MIDA under the South-South Cooperation Framework are as follows:

1. Collaboration between MIDA, MOFA and JICA

Malaysian Investment Development Authority (MIDA) in collaboration with Japan International Cooperation Agency (JICA) and Malaysian Technical Cooperation Programme (MTCP), Ministry of Foreign Affairs (MOFA), Malaysia has successfully organised the **"Third Country Training Programme: Investment Promotion for African Countries"** from 8-17 October 2019.

Twelve government officials, representing various government agencies from eight (8) African countries, namely Cameroon, Ghana, Zimbabwe, Tanzania, Lesotho, Rwanda, Uganda and Benin attended the training programme. The comprehensive 10-day programme covered insights to investment trends in Malaysia, financial and other government assistance and facilities, familiarisation visits and a classroom-style seminar on trade and investment in African Countries.

2. Familiarisation Visit

One of the most anticipated activities was the familiarisation visit to domestic and foreign companies located in Sungai Buloh and Nilai, Negeri Sembilan. The objectives of the visits are to expose participants on the industry 4.0 and supply chain development between MNCs and domestic companies such as Daikin Malaysia Sdn Bhd and Plastictecnic (M) Sdn Bhd; sharing experience and success stories by the companies.

3. Official/Study Visits by South-South Countries

MIDA received visits from South-South countries for both study and official visits. MIDA's knowledge sharing on organisation structure, investment promotion policies and strategies provides delegates from these countries valuable insights for them to bring back to their countries. Below is the list of official/study visits for the year 2019.

| NO | COUNTRY | ORGANISATION | DATE |
|-----------|---------------------------|--|----------------------------|
| 1. | Mozambique | Mozambique Investment Promotion Agency | 27 February - 1 March 2019 |
| 2. | Nepal | High-Level Delegation | 11 March 2019 |
| 3. | Madagascar | Madagascar Trade Delegation | 26 March 2019 |
| 4. | Pakistan | Pakistan Delegation | 8 April 2019 |
| 5. | Bangladesh | Bangladesh Bridge Authority | 23 May 2019 |
| 6. | Taiwan | Taiwan Institute for Information Industry (III) | 30 May 2019 |
| 7. | Various African Countries | Trade Promotion For African Countries (organised by MATRADE) | 23 September 2019 |
| 8. | Bangladesh | Bangladesh Investment Development Authority (BIDA) | 9 October 2019 |
| 9. | Various African Countries | SME Development for African Countries | 17 October 2019 |
| 10. | Nigeria | Forum with Nigerian Delegation (Organised by SME Bank) | 19 November 2019 |