



Malaysian Industrial Development Authority

Media Release

Malaysia Investment Seminars – An Important Opportunity for Investors

Friday July 20, 2007. The growing confidence in Malaysia's economic future, business and investment focused infrastructure continues to attract interest from Australian investors and businesses in growing numbers each year.

Recently it was announced that in recognition of this escalating interest by Australian businesses and investors, The Hon Datuk Seri RAFIDAH Aziz, Minister of International Trade and Industry will lead a trade and investment mission to Australia in late July and early August.

During her visit to Australia, the Minister will present the keynote address at the Malaysian Industrial Development Authority (MIDA) and Malaysian External Trade Development Corporation (MATRADE) "*Business Opportunities in Malaysia*" seminars in Sydney, Brisbane and Perth.

"Malaysia has an outstanding infrastructure, IT sector (through the multimedia 'super corridor'), increasing levels of tertiary education and is constantly investing in new sectors that enhances the activities of businesses as they progress up the value chain," said MIDA Sydney Director Mr. Jaswant Singh.

"Furthermore, agribusiness, professional services, technical education and financial services are now becoming more important in Malaysia's economic future as the individual wealth and affluence of the population grows."

The Mission comprises high-level private sector representatives and senior government officials from the Ministry of International Trade & Industry (MITI), MIDA and MATRADE and will enhance business collaboration between the private sectors of both countries.

Attendees at MIDA and MATRADE "*Business Opportunities in Malaysia*" seminars will also obtain an excellent insight into the upcoming Malaysia Australia Free Trade Agreement (MAFTA) and the many initiatives Malaysia is evolving in response to the new challenges and opportunities generated by globalization.

Additionally, the Minister will articulate the benefits of Malaysia's strong links and trade agreements with the countries of SE Asia Region, access to international markets and the Middle East and their growing importance to Australian businesses and investors.

Mr. Singh continued, "There are well over 250 Australian companies currently operating throughout Malaysia and this is expected to grow as the MAFTA and proposed ASEAN Trans Tasman link strengthens the opportunities for trade."

"Health care, education and financial services are acknowledged as areas where more Australian businesses will participate and/or partner Malaysian businesses in the nation's future economic development."

Mr. Singh also predicts that Australian healthcare providers will eclipse the success of Australian education providers as they continue to establish a presence in Malaysia.

IBA Health will present an excellent case study into the \$20m investment in Malaysia and the background to the location of its SE Asian Headquarters in Kuala Lumpur at the Sydney "*Business Opportunities in Malaysia*" seminar.

IBA Health has 50 staff in Malaysia and another 265 in Thailand, China and India. The business is currently the biggest revenue earner in Malaysia where it operates a joint venture with Sharikat Permodalan Kebangsaan Berhad ("SPK") Group.

IBA Health is also installing software in 14 Malaysian Government Hospitals. By the end of next year, IBA Health expects to generate \$60M in revenue from Malaysia.

In June of 2007 IBA completed the acquisition of the joint venture company with SPK for a consideration of \$26.5 million making it a wholly owned subsidiary of IBA, further strengthening IBA's commitment to SE Asia by adding around 170 experienced personnel to IBA's talent pool. The acquisition will ensure that IBA is able to directly service the ongoing requirements of its growing customer and prospect base across South East Asia.

This acquisition builds on IBA's established presence in Malaysia, where the company has already based its regional headquarters. It also makes IBA the largest health IT provider in Malaysia.

"The visit to Australia by Minister RAFIDAH Aziz and the trade and investment mission is a high profile program that reflects Malaysia's steadfast commitment to trade and investment between our two nations."

"By attending the seminars and meeting with the Mission members, Australian business owners and investors will obtain an excellent insight into the benefits of establishing a commercial operation or investing in Malaysia," concluded Mr. Singh.

Issued by Malaysian Industrial Development Authority

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Notes to the Editor:

1. Photo in electronic format of MIDA Sydney Director Mr. Jaswant Singh is attached



2. "*Business Opportunities in Malaysia*" Seminar Registration forms and details are available from –

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Authority (MIDA)

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