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ADVERTORIAL

Corporate Malaysia Says No to Corruption!

As the Economic Transformation Programme (ETP) makes headway with 72 projects launched to date, it is vital that these and other Entry Point Projects (EPP) operate in a business environment that is accountable and transparent. The Corporate Integrity Pledge and Anti-Corruption Principles for Corporations in Malaysia was launched at Bursa Malaysia on 31 March 2011 to pave the way for integrity for corporations.

The Pledge and Principles were developed to guide corporations, including the EPP partners, through areas that they can focus on, to play their role in contributing towards anti-corruption efforts in Malaysia. This is in line with the objectives of the National Key Result Area (NKRA) of Fighting Corruption within the Government Transformation Programme (GTP).

When companies sign the pledge, they become a part of a greater initiative to create a business environment that is intolerant of corruption. The next steps are for companies to move towards self-assessment, identify gaps and develop action plans to close them, and eventually report on their anti-corruption measures.

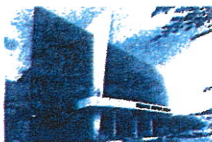
This initiative demonstrates a strong correlation between the objectives of the GTP and the ETP and presents an opportunity to leverage on the synergies between the two. These two important programmes are inherently interlinked because a modern, transparent and accountable governmental system is critical to powering the economy.

The Pledge is developed in collaboration with Bursa Malaysia Berhad, Companies Commission of Malaysia, Malaysian Institute of Integrity, Malaysian Anti-Corruption Commission, NKRA Corruption Monitoring and Coordination Division, Securities Commission Malaysia, Transparency International Malaysia, and the Performance Management and Delivery Unit (PEMANDU).

Sign the Pledge or find out more at www.lim.com.my

ELECTRONICS AND ELECTRICAL

Electrical Home Appliances Manufacturing Hub and International Distribution Network
Penosonic Holdings Sdn Bhd will spearhead an initiative to establish a manufacturing hub and international distribution network of Electrical Home Appliances, to further enhance Malaysia's position in the regional electrical home appliances sector, especially in the area of own-brand manufacturing and original-design manufacturing.
Investment: RM250 Million by 2020
GNI Impact: RM500 Million by 2020



Security Trade Facilitation System using RFID
The Security and Trade Facilitation System will improve the efficiency and security levels at Royal Malaysian Customs Checkpoints throughout Malaysia. This is done with Radio Frequency Identification (RFID), which tracks containers entering, leaving or moving within the country.
Investment: RM45 Million
GNI Impact: RM201 Million by 2020

Infineon Technologies Expansion Plan
Infineon Technologies (M) Sdn Bhd will expand its production capacity, research and development, and upgrade its manufacturing facilities in Melaka. This is to increase its capacity to produce power semiconductors for energy applications, as well as create additional job opportunities in the state.
Investment: RM480 Million
GNI Impact: RM814 Million

COMMUNICATIONS CONTENT AND INFRASTRUCTURE

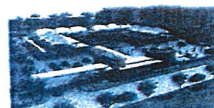
1Malaysia Email Project
Tributes Bhd, which leads this project, aims to provide a unique and official email account and ID for Malaysian citizens, to allow direct and secure communications between citizens and the Government, as well as serve as a one-stop centre for government services to citizens and businesses.
Investment: RM50 Million by 2020
GNI Impact: RM39 Million by 2015

Baseline Study on e-Counter Services and Paperless Government
Led by the Malaysia Administrative Modernisation and Management Planning Unit (MAMPU) and the Government Integrated Telecommunications Network (GITN), this project aims to transform current services towards electronic governance. This in turn will result in a paperless government and ensure processes are more transparent. The project entails data collection and an analysis of e-counter services, electronic transactions, paperless government initiatives in the public sector, an assessment of government agencies' data centres, as well as network infrastructures and services.
Investment: RM3.26 Million

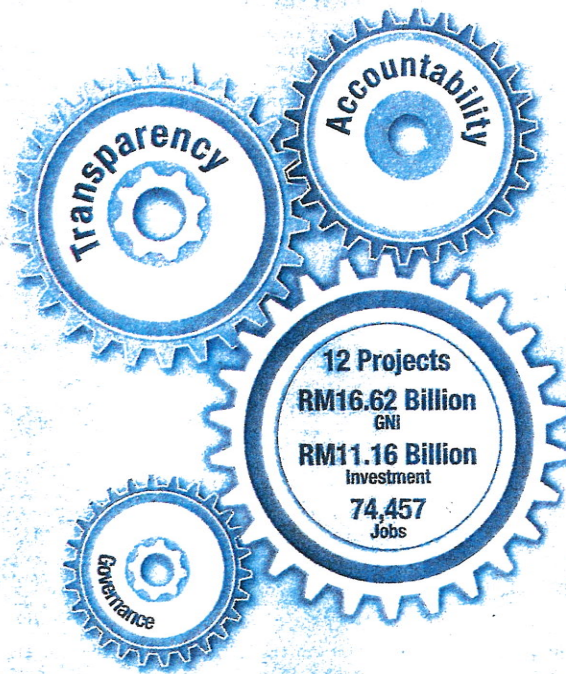
Terrestrial Digital Multimedia Broadcasting
Asia Media will invest in developing the first Digital Live Transit - TV Broadcasting infrastructure in Malaysia. By adopting broadcasting infrastructure of international standard, Asia Media is capable of delivering live video and voice into the transportation industry in the country.
Investment: RM500 Million by 2015
GNI Impact: RM604 Million

Proliferation Of Broadband Usage In New Housing Developments
In the quest to become a world-class city, Dewan Bandaraya Kuala Lumpur issued a directive on all new housing developments to be fitted with broadband ducting as a condition to receiving Certificates of Fitness. All business premises will also have to be equipped with wireless internet connection for their customers by 2012.

WHOLESALE AND RETAIL
Developing Pasar Komuniti
This Entry Point Project within the Wholesale and Retail NKEA looks to transform various markets such as "pasar tan", "pasar malam" and "pasar tamu" and consolidate them into one, to be called "Pasar Komuniti". This is expected to help traders overcome challenges such as finding suitable and strategic locations, lack of proper infrastructure and logistic facilities.
Investment: RM50 Million for 20 sites
GNI Impact: RM3.5 Billion annually



ECONOMIC TRANSFORMATION PROGRAMME Progress Update 5



EDUCATION

Islamic Finance and Banking Education Cluster
The International Islamic University Malaysia will lead an initiative to develop and position Malaysia as one of the world's leading Islamic finance education hub. The Islamic Finance and Banking Education Cluster will pilot efforts to make the Association for Islamic Finance Advancement (AIFA) the main accreditation body for Islamic finance programmes worldwide and ensure the quality, industry relevance and global recognition of Islamic finance education and its related areas.
Investment: RM3.17 Million
GNI Impact: RM1.2 Billion by 2020

BUSINESS SERVICES

Local Assembly and Manufacturer for Light Emitting Diodes and Solid State Lighting (LED/SSL)
MYLED Group will invest in expanding their manufacturing capability in the green technology sector. It is the first local company that will possess both solid state lighting (SSL) and light emitting diode (LED) manufacturing technology.
Investment: RM175 Million
GNI Impact: RM100 Million by 2012

TOURISM

Karambunai Integrated Resort City
The Karambunai Integrated Resort City (KIRC) will be developed by Prism Crystal Enterprises Ltd ("PCEL") and Tan Sri Dr. Chen Lip Keong & Group of Companies ("TSCLK") together with the landowners Karambunai Corp Bhd ("KCB") and Petaling Tin Berhad ("PTB") as a premier world-class ecotourism destination. It will leverage on Malaysia's competitive advantages in ecotourism and biodiversity, and feature tourism, health and eco-nature edutainment recreation facilities.
Investment: RM9.6 Billion
GNI Impact: RM9.3 Billion by 2020

OIL, GAS AND ENERGY

Oil Field Services Unit - Malaysia Petroleum Resources Corporation (MPRC)
The MPRC is created to foster a conducive environment for Oil & Gas in Malaysia, and to attract investment (up to RM320 million in 2011). The MPRC is also tasked with promoting the Malaysian oil and gas industry locally and overseas, as well as oversee and make recommendations on policy, business regulations and fiscal incentives for the industry.

For more info, log on to www.pemandu.gov.my/etp
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