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OPPORTUNITIES IN THE MALAYSIAN ICT SECTOR

FOR DUTCH BUSINESS

ASEAN: GET TO KNOW US

* The Association of Southeast Asian Nations (ASEAN)

* **5th** largest economy

* **3rd** largest workforce

* **70%** Population online

* **Internet economy:** (predicted)
Worth **€255 billion** by 2025

* **Digital economy:** 7% of GDP
Estimated to be **€825 billion** by 2025.



MALAYSIA: OVERVIEW

- * **Strategically located**
- * **Aspires to be the Heart of Digital ASEAN**
- * **Robust infrastructure, connectivity, and economic stability**

* **83% Malaysians:** Digital consumers

* **23% Digital investments**
come from Europe

* **> €100 million available:**
ICT sector training & developments

**“Malaysia is a great
starting place in Southeast Asia”**



* **1st INSEAD Global Talent Competitiveness Index 2020**
(Malaysia's Rank in the World for Upper Middle Income Group)

* **2nd Ease of Doing Business in ASEAN**
(Malaysia's Rank in the World Bank Doing Business 2020 Report)

* **2nd Protecting Investors**
(Malaysia's Rank in the World Bank Doing Business 2020 Report)

MALAYSIA: ICT TRENDS & DEVELOPMENTS

“Malaysia has enormous growth potential; Be bold, be brave, be patient and you will reap the benefits.”

- * **144** e - payment transactions per capita (2019)
- * **90%** of government services are online
- * **90.1%** of households have an internet connection (2019)
- * **135.4%** mobile cellular penetration (2019)



MALAYSIA: OPPORTUNITIES

Malaysia welcomes ICT investors with key characteristics

- Branding in core focus areas;
- Known project / budget / timeline (within 2 years) with a senior sponsor / champion;
- Digital technology ecosystem builder for Malaysia;
- High value digital technology activities;
- Interest in establishing operations in Asia or SEA;
- Willing to collaborate in knowledge and technology exchange with local partners;
- Technology know - how beneficial to Malaysia.



MALAYSIA: OPPORTUNITIES

OPPORTUNITIES

4 MAIN INDUSTRIES

Capture local market share via:

- * Collaboration / Partnering with local businesses
- * Consulting / training providers
- * Agents or distributors

INDUSTRY AGRICULTURE

01



INDUSTRY CONSTRUCTION

02



INDUSTRY MANUFACTURING

03



INDUSTRY SERVICES

04



INDUSTRY
01

TOURISM



INDUSTRY
02

ARTS, ENTERTAINMENT & RECREATION



INDUSTRY
03

EDUCATION



INDUSTRY
04

FINANCE AND INSURANCE



INDUSTRY
05

HEALTHCARE



INDUSTRY
06

INFORMATION & COMMUNICATION TECHNOLOGY



INDUSTRY
07

PROFESSIONAL SERVICES



INDUSTRY
08

TRANSPORTATION & LOGISTICS



INDUSTRY
09

WHOLESALE & RETAIL TRADE



INDUSTRY
10

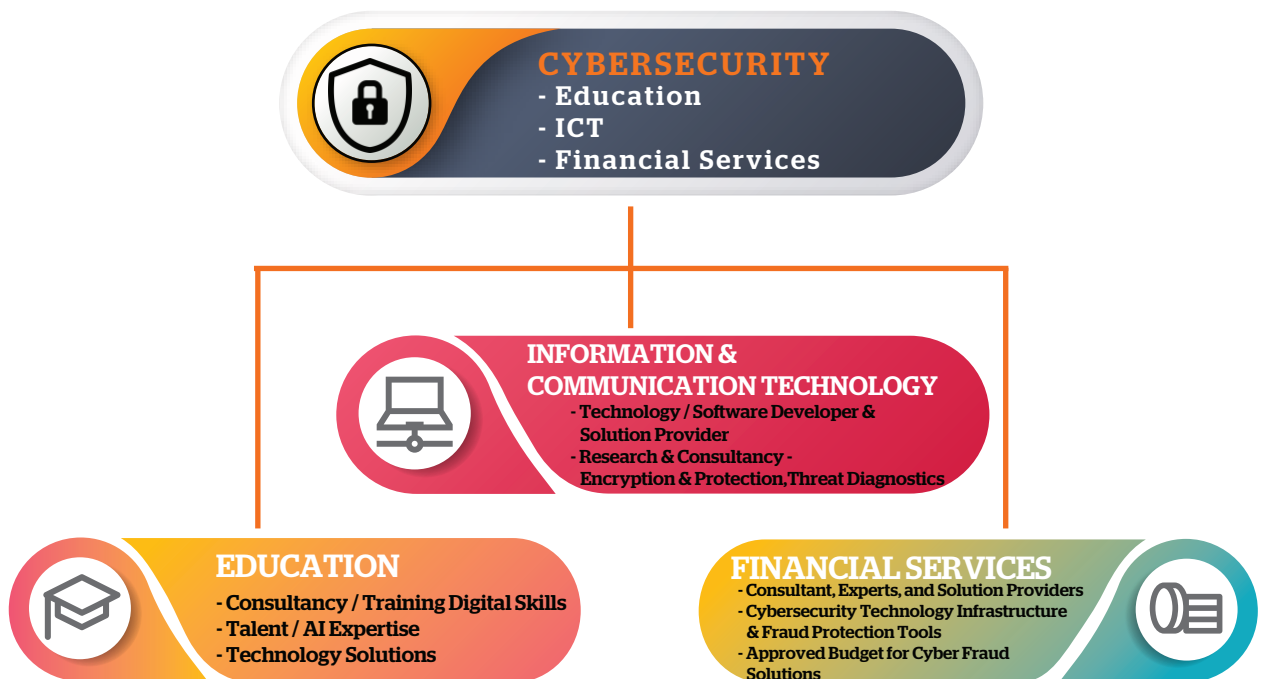
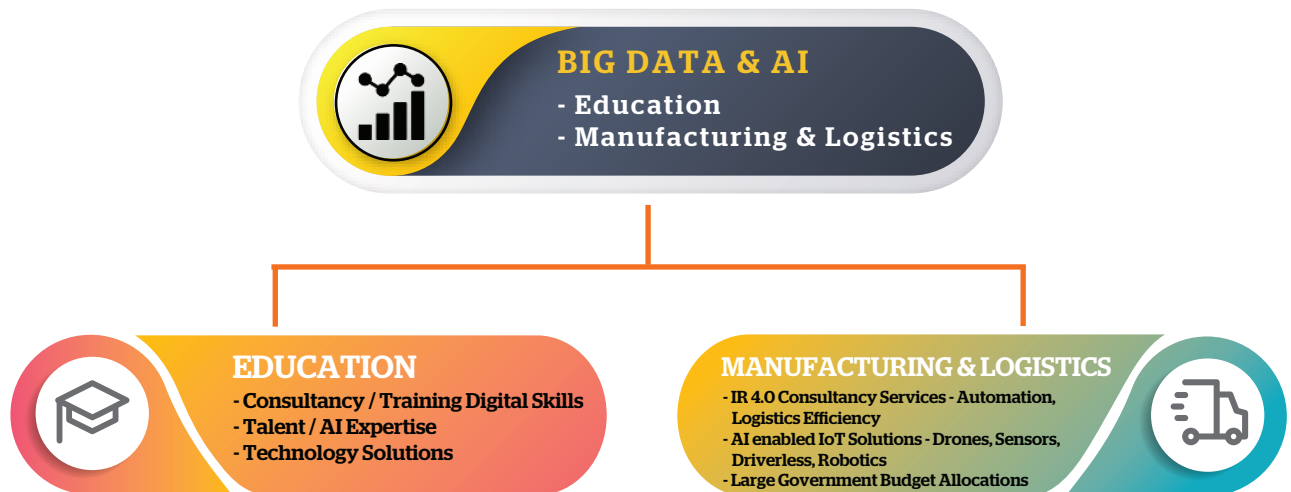
FOOD & BEVERAGES



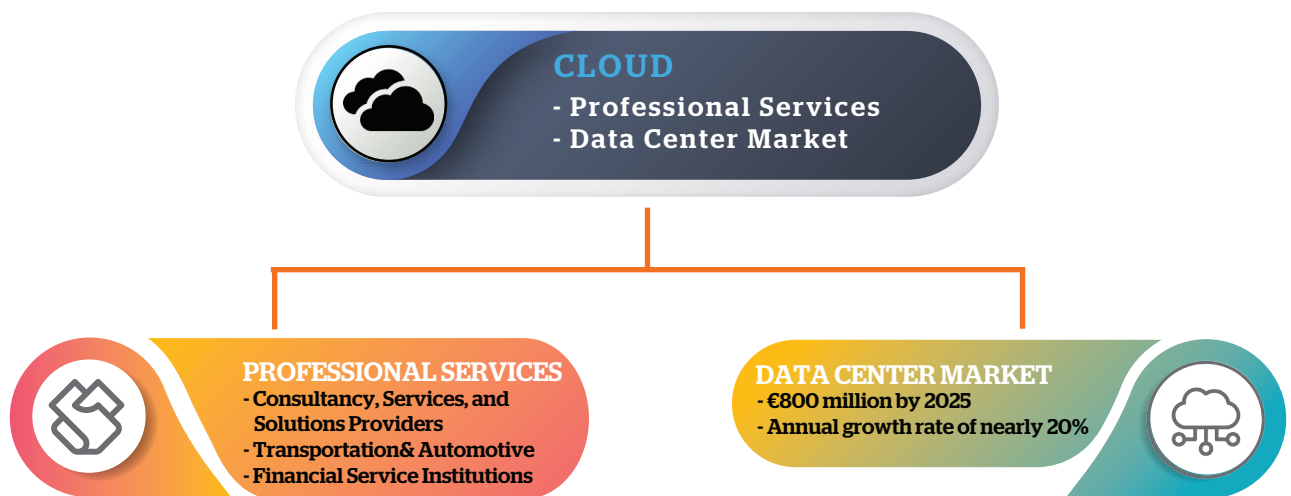
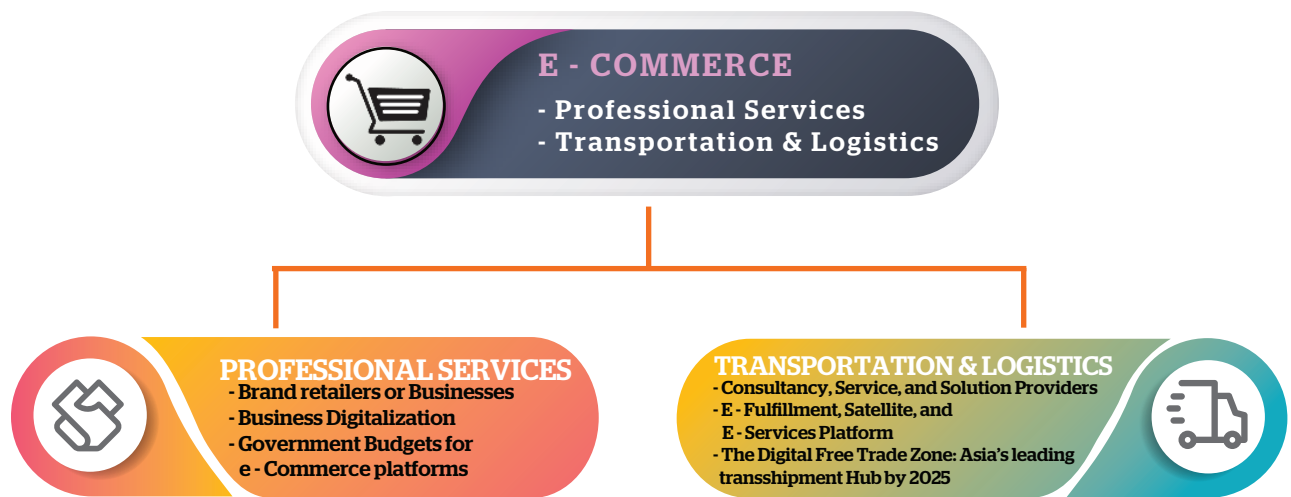
OPPORTUNITIES IN
10 SUB INDUSTRIES

MALAYSIA: OPPORTUNITIES

Opportunities in Big Data, AI, and Cybersecurity



Opportunities in E - Commerce and Cloud



MARKET ENTRY: THE NEXT STEPS



Market Entry into Malaysia

1

Read Market Study and plan your approach

(Map potential clients, distribution channels, partners, incentives and budget allocations, necessary licenses, etc.)



2

Discuss options with local parties and define your entry strategy



3

Prepare investment capital and cost of setting up business



4

Check local legalities

(Share capital, local director, bank account, Malaysian human resources law, and expatriates)



5

Join the Malaysian Dutch Business Council (MDBC)!

MDBC
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