

German investments in Malaysia

Perspectives beyond the numbers



Volker Friedrich

GBP International

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German companies in Malaysia – a colorful and strong partnership for over 50 years



Media report about the big players such as BASF and others. However, the SME's from Germany are investing in Malaysia largely unnoticed: i.e. A&H Meyer, Hubner and Dirostahl and many more

Potential investors and entrepreneur on their way to Asia have more questions than answers



Malaysia & Kuala Lumpur will surprise you!

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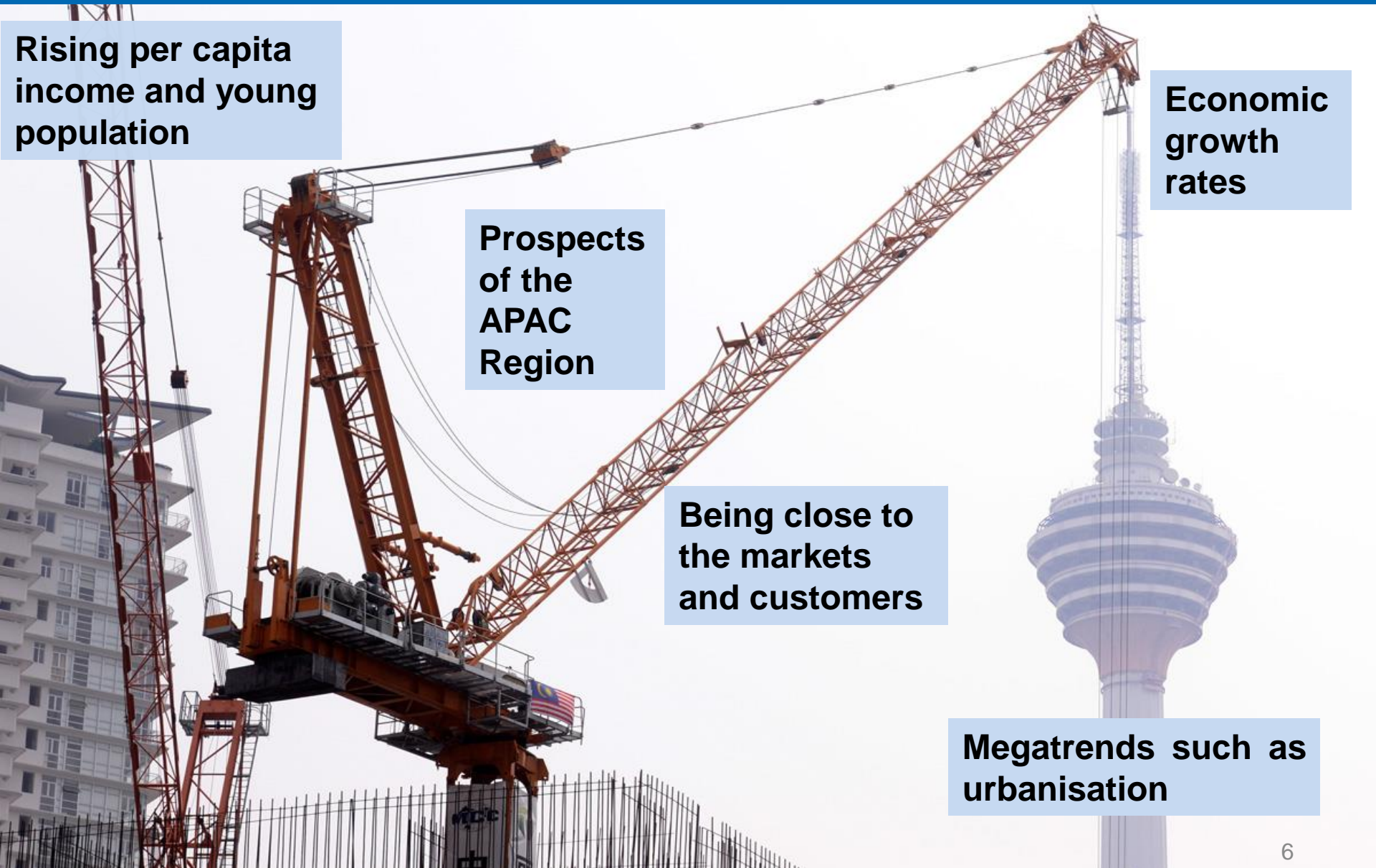
„All of our visitors come back with a positive thinking and a feeling of ...
“if I only would have known“



Malaysia is interested in 12 high end industries which are supposed to create leverage in the nation's development



Why do companies invest in Asia and Malaysia?



Rising per capita income and young population

Prospects of the APAC Region

Economic growth rates

Being close to the markets and customers

Megatrends such as urbanisation

Regular surveys on Malaysia generally give positive feedback on experiences in Malaysia



„Malaysia is not a low cost country any more and thus it is marketing and promoting higher value added industries such as ICT, Biotech, Logistics, Engineering and others“


“Kuala Lumpur is still a hidden jewel and it is not selling itself to well – however, once you know the place you will appreciate the value the city has to offer”

„As regional hub Malaysia is offering the best value for money for the ASEAN market“

„Malaysia wants to be an industrialised country with a higher per capita income – challenges remain“



Human capital and qualified labor at reasonable costs remain a permanent issue



„English is widely understood and accepted – however the biggest problem which all companies report is the issue of qualification, loyalty and level of salaries not always in line with productivity levels.“

Malaysia is the best hub for access to ASEAN-CHINA-INDIA



„The Asia Pacific market with around 40% of world population can be penetrated from Malaysia as central hub – infrastructure, logistics and services are well advanced. Free Trade Agreements with many nations are in place.“

Quality of life as expat in Malaysia is one of the best in Asia!

„The soft economic factors and the wellbeing of staff and family is often not part of the investment decision but it becomes more and more important “





MALAYSIA BOLEH!
Thank you
for your attention!

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www.gbp-international.com +++ vf@gbp-international.com +++ 0049-172-2154944

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