



Denmark's Demant, a leading hearing healthcare and audio technology group listed on Nasdaq Copenhagen, opened its first technology hub outside Europe in Kuala Lumpur in August.

certainty and safety net to MNCs," he said.

#### RESKILLING AND UPSKILLING TALENT

Azmi said it takes support from various parties to reskill and upskill Malaysian talent.

He said InvestKL also fosters collaborations between MNCs that have established operations in Kuala Lumpur with local universities.

"MNCs have gone into universities, worked with them up to the point of changing their syllabus to be more industry-relevant to appeal to technology as well as current market trends."

The corporate and academia partnership is one of the most effective ways to integrate graduates into the industry.

The agency highly encourages corporate-academia partnerships to prepare graduates for the industry.

"I must thank the multinationals. They are never shy to have engagements with universities, and they want to share their experiences, expertise and know-how, and see how we can push further."

"When we talk about technology and upskilling, you just have to be targeted, work with a specific company that works with the right university, and push this agenda forward."

"This will have an outstanding or monumental effect on the university. For the professors and companies, they would look at Malaysia differently."

Azmi said moving forward, the agency is committed to fostering inter-sector collaborations to tap the country's potential.

On ways to ensure robust job oppor-

tunities within Greater KL, each time InvestKL onboard an investor, one of the prerequisites is the total committed investment followed by the total committed jobs that are expected to be generated.

"Because of our specialisation, we focus on jobs of RM5,000 leading to high value and high skills."

He highlighted that InvestKL still keeps track of job opportunities that pay below RM5,000, but it is not considered part of the agency's key performance indicators.

#### MAKING ASEAN GREAT

When talking about investment, Azmi is upbeat about the secured investments that InvestKL has tracked within the first half of the year.

He said five companies with very different activities have been secured.

In August, Denmark's Demant, a lead-

ing hearing healthcare and audio technology group listed on Nasdaq Copenhagen, opened its first technology hub outside Europe in Kuala Lumpur to gain a bigger slice of the hearing healthcare market.

Overall, Azmi said US companies continue to be the largest investors in Greater KL.

Nonetheless, from the regional point of view, Europe is considered Greater KL's largest investor, at 50 per cent of the total investment return.

"Right now, I'm taking it closer to home in the Asia Pacific region. The opportunities from China and Japan are certainly very strong, where they are looking at decoupling some activities in their countries."

"I think it's time Asean truly realised its full potential. Everybody knows the headlines of 660 million population, one trillion GDP," he added.

Azmi said each Asean member has a role to play in enhancing the region's economic propositions.

He also highlighted the need to focus on deepening the economic cluster between industries, sectors and countries.

"Deepening the cluster in research and development innovation and maybe some of the solutions specifically for Asean collaboration."

According to the World Bank, a country gets the high-income status when it reaches a gross national income per capita of more than US\$13,205.

This is largely correlated to the type of work opportunities that are available in the country. Most of the time, they come from international investment.

This is where investment agencies, such as InvestKL, step in.

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#### LEVERAGING MALAYSIAN TALENT

# SELLING GREATER KL TO THE WORLD

Local and international companies that stimulate high-value activities have been established, says InvestKL

of any company."

He said based on data gathered by InvestKL, as at December 2022, the agency secured investments worth RM21 billion that created 19,000 executive regional work opportunities.

"Of the 19,000 jobs, 18,500 have been realised. These jobs are upstream to mid-stream type of activities involving management, financial business and forecasting, which we want to focus on to drive the country forward."

Azmi said in the years up to 2030, the focus is to create critical job opportunities will continue.

"Greater KL focuses on high-value upstream type of activities to catalyse investments across the country, where local as well as foreign companies would have their headquarters and regional hubs."

#### LEVERAGING KUALA LUMPUR'S GREATEST STRENGTH

Greater KL has a lot to offer and is depicted as a product of its own.

Azmi said what makes Kuala Lumpur so appealing is the culmination of many factors.

These include infrastructure that covers basic needs such as communication, transportation and accessibility, which is pivotal for business.

"Greater KL has certainly given a lot of confidence to investors, as well as mobility to businesses."

"When we talk about infrastructure, it's everything; the basics of telecommunications and our journey into 5G, our pursuit of mobility in public transport, metro services and so on."

He said Malaysia continues to be the location of choice due its comprehensive

infrastructure.

Azmi said the next "it" factor for investors is the dynamic multilingual and multicultural talent offered by the country.

"We have very strong talent and this has been recognised by multinational corporations (MNCs), where they see diversity as a strength."

"When an MNC uses Kuala Lumpur as a regional hub, they need that cross-cultural talent. And Greater KL and Malaysia can offer that best designation to cover activities in Asia Pacific," he said.

Pro-business policies and common law practice is also part of the list that attracts investors to establish Asia-Pacific hubs in Kuala Lumpur.

"We continue to improve our pro-business policies that have given more

“When a multinational uses Kuala Lumpur as a regional hub, they need that cross-cultural talent.”

DATUK MUHAMMAD AZMI ZULKIFLI  
InvestKL chief executive officer

