

UNDP Malaysia, Singapore & Brunei Darussalam



April 27 2023

Dear YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz,

Malaysia SDG Investor Map Launch

On behalf of the United Nations Development Programme Malaysia, Singapore and Brunei Darussalam (UNDP Malaysia), we present our compliments to you and the Ministry of Investment, Trade and Industry.

Achieving the 17 Sustainable Development Goals (SDGs) set forth in the UN's 2030 Agenda for Sustainable Development will take more than \$4.2 trillion per year. Estimates show that mobilizing just 1.1% of the global assets under management each year into investments that create SDG-positive impacts will enable us to deliver the critical outcomes envisioned through the SDGs. However, on the ground, investors and enterprises (both domestic and foreign) lament the problem of scarce data and insights about SDG-positive investment opportunities and their risks, which in turn limits their ability to align investments in support of local priorities.

With the support of the Ministry of Investment, Trade and Industry and the Malaysian Investment Development Authority, the UN is planning to launch Malaysia's SDG Investor Map, the first such map for the country. The map is an online market intelligence tool to attract domestic and foreign investment into selected Investment Opportunity Areas (IOAs), which demonstrates both commercial viability and potential SDG development impact. Once uploaded on the UNDP [Global SDG Investor Platform](#) as well as MIDA's website, it will offer a snapshot of viable and catalytic investment areas, complete with the relevant impact-investment narrative, market viability assessments, regional placements, partnership potential, potential business models and related government incentives.

The half-day Launch Event will be an opportunity to socialise the SDG Investor Map amongst the business and investment communities at large and encourage its utilization. The Map, which is developed as a public good and can be a living document, will essentially only function most effectively when it's widely used by companies and investors.

As the technical lead agency for this UN project, UNDP is most honoured to invite you to officiate the Launch event on **19 June 2023** at **Perdana Hall, MITI Tower**, Kuala Lumpur.

Attached herewith is the tentative launch programme for your perusal. My colleague, Ms Heesu Jeon (email: heesu.jeon@undp.org) will liaise with your good office and provide details should more be required. We look forward to your favourable response to this invitation.

Please accept, YB, assurances of my highest consideration,

Yours sincerely,

DocuSigned by:
A blue ink signature of Niloy Banerjee is shown within a DocuSign envelope.
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Niloy Banerjee

Resident Representative

UNDP Malaysia, Singapore and Brunei Darussalam

YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz

Minister of Investment, Trade and Industry

Menara MITI, No. 7, Jalan Sultan Haji Ahmad Shah,

50480 Kuala Lumpur, Malaysia

Tentative Program

09:45 – 10:00	Arrival of Participants and Registration
10:00 – 11:00	<p>Welcoming & Officiating Addresses</p> <p>YB Senator Tengku Datuk Seri Utama Zafrul Bin Tengku Abdul Aziz Minister, Ministry of International Trade and Industry (MITI)</p> <p>Ms. Karima EL Korri Resident Coordinator, United Nations Malaysia, Singapore and Darussalam</p> <p>Mr. Niloy Banerjee Resident Representative, United Nations Development Programme (UNDP) Malaysia, Singapore and Darussalam – Investor Map Snapshot</p> <p>Launch of SDG Investor Map</p> <ul style="list-style-type: none"> • Video Montage: IOA overview – animated, Interviews from enterprises and Investors, Introducing SDG Investor Platform / MIDA's website • Presentation of the SDG Investor Map Narrative Report <p>Photography session</p>
11:00 – 11:15	Tea break
11:15 – 12:45	<p>Panel Discussion: Building Pipelines for SDG-impact Creating Investments in Malaysia</p> <p>The lack of investment-ready projects is a serious challenge for attracting and channelling private investments to locations and sectors most in need of SDG achievements. Developing investment-ready projects require significant planning and capacity during the pre-investment and implementation phases that address the financial, legal, technical and sustainability-related challenges associated with a project. The focus should not only be on the number of projects, but also on strengthening the quality and improving risk management of the projects.</p> <p>Enhanced efforts are needed for the development of scalable end-to-end investment opportunities (from sourcing via assessment to investable vehicles) that will make a meaningful contribution to sustainable development and provide sizable investment opportunities for institutional investors and commercial returns to businesses. National sustainable investment priorities and frameworks should inform the development of project pipelines.</p> <p><i>Question: How can Malaysia boost its pipeline of investment-ready deals, which can tap into available debt and equity investment opportunities to accelerate the country's sustainable development outcomes?</i></p> <p>Moderator: UNDP SDG Impact or UNDP Malaysia Country Office Speakers: TBC</p> <p>Q&A</p>
12:45 – 14:00	Luncheon