

A Project Co-founded by:



SEBSEAM-M
Support for European Business in South East Asia Markets
Malaysia Component



Malaysia

**The most cost-efficient
entry point to Southeast Asia**

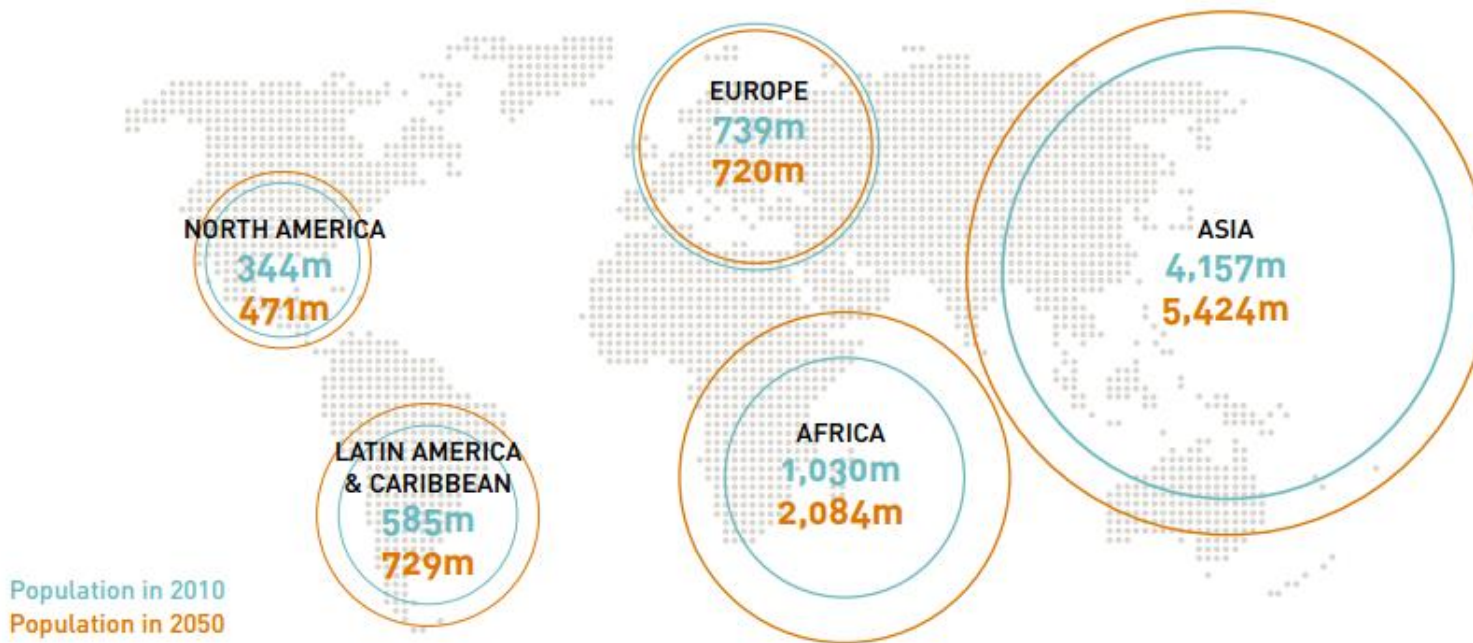
Implemented by:



**Internet of Things
Trade Mission to Malaysia
24th – 28th July 2017**

Global IoT Trend

➤➤➤ The major **market growth** of Internet of Things (IoT) is **allocated in Asia**.



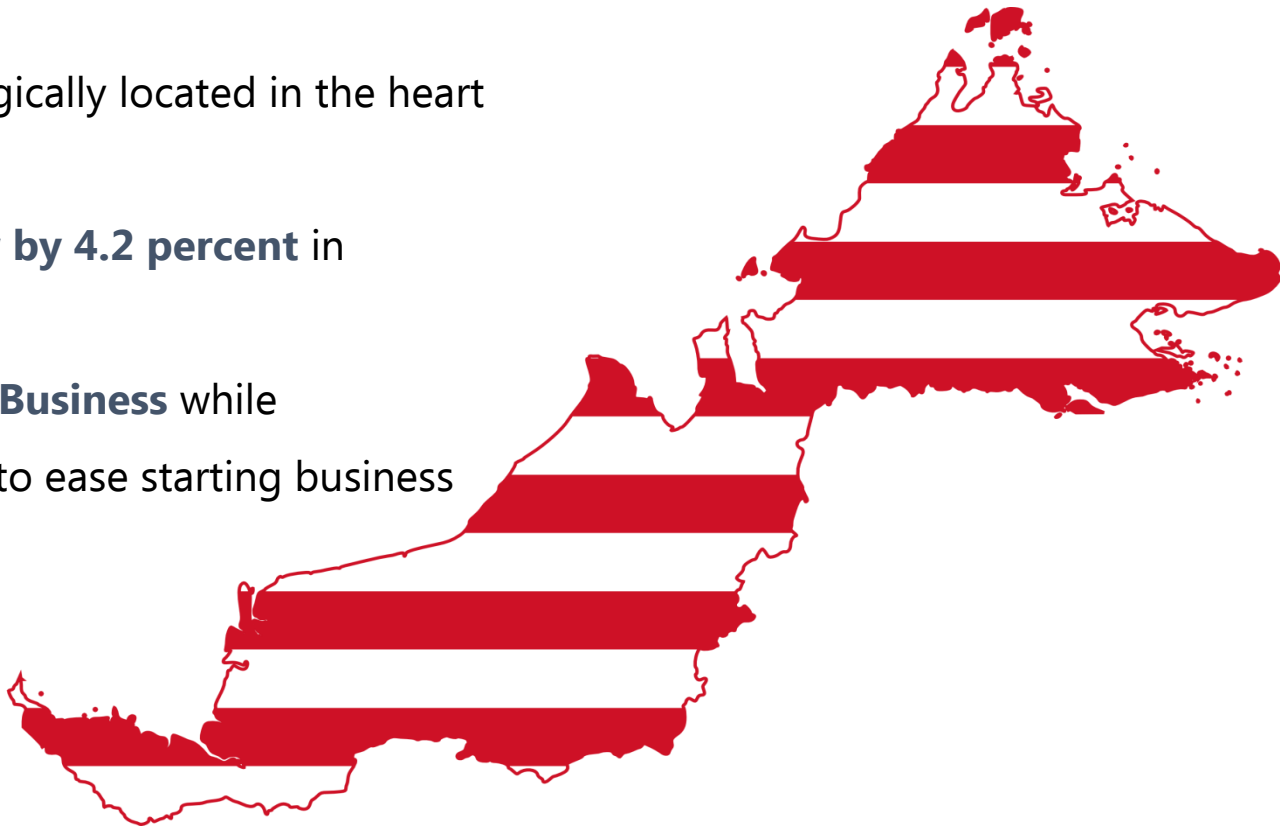
- **Over 60%** of the world's population is located in Asia Pacific which drives the global demand
- **26 billion connected devices** will deliver a global economic value of **€1.8-6.7 trillion** by 2020
- **35% IoT annual market growth** is happening in Asia Pacific

Global population of the future Source: www.guardian.com in National Internet of Things (IoT) Strategic Roadmap by MIMOS

Malaysia in Brief

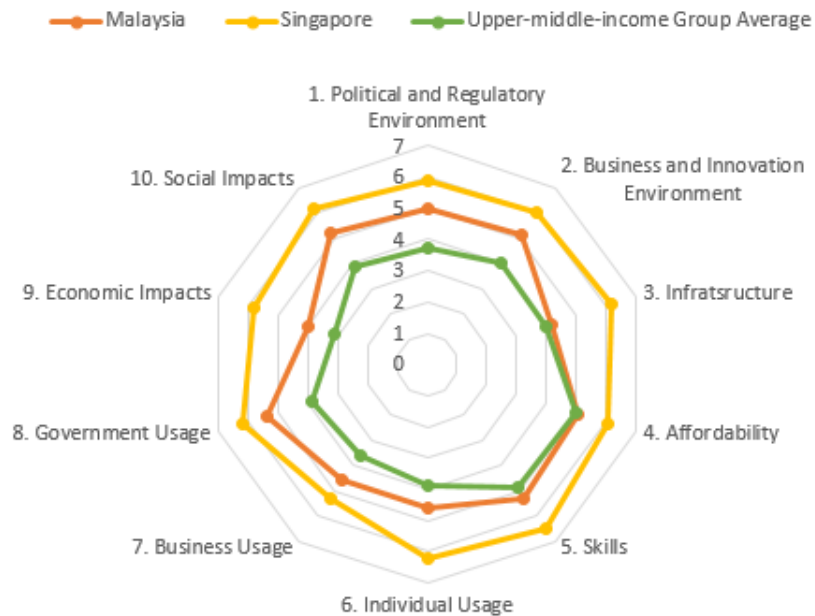
▶▶▶ With their *Vision 2020*, the Malaysians foresee their nation as **third and largest industrialized nation in South-East Asia**.

- **Cost-competitive** location, strategically located in the heart of South-East Asia
- **Malaysia's economy (GDP) grew by 4.2 percent** in Q4/2016 (y-o-y).
- Ranked **23/190 in Ease of Doing Business** while continuously introducing reforms to ease starting business

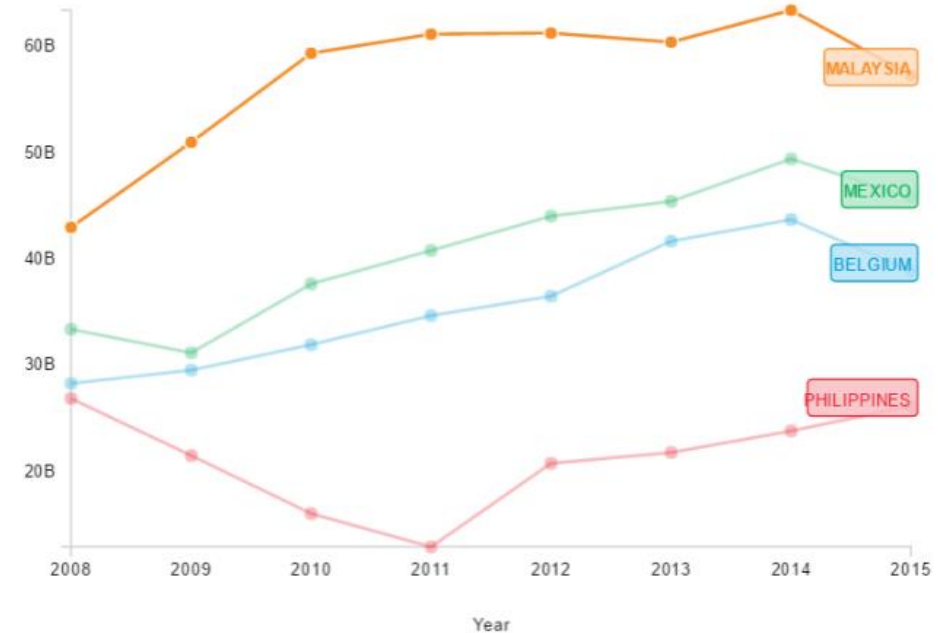


High-Technology Sector

➤➤➤ The economy is developing towards a **regional High Technology Hub** while providing an encouraging environment.



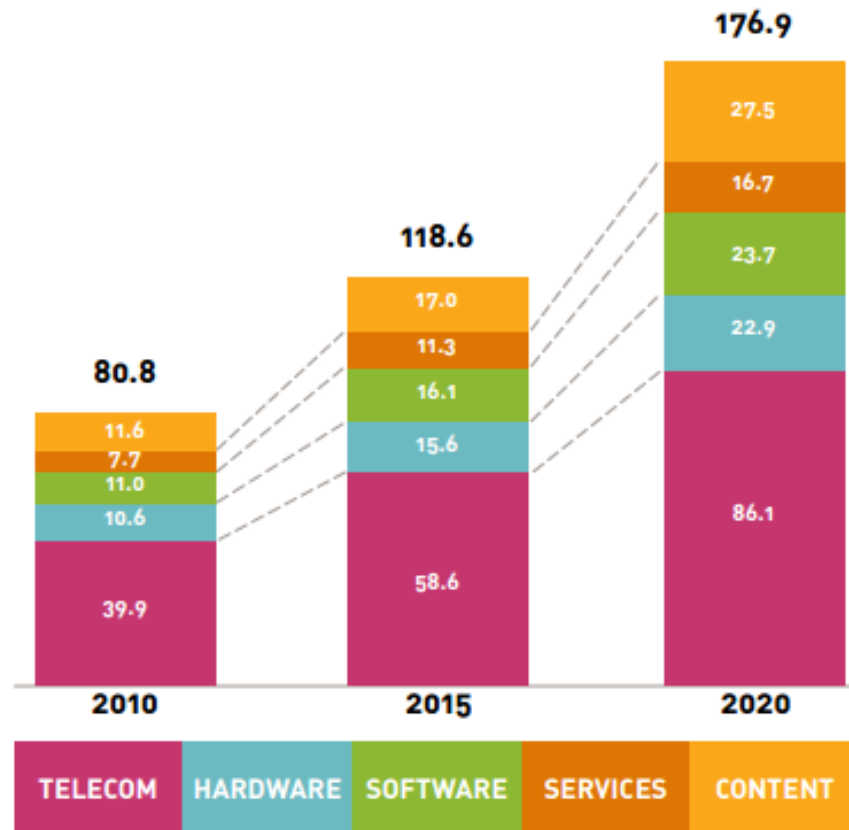
ICT Readiness Index 2015 Comparison (Source: [World Economic Forum](#) / [EUMCCI](#))



High-Technology Exports of Leading Developing Countries Compared to Belgium, 2008-2015, in USD (Source: The [World Bank](#))

Malaysia's Potential in the Digital Market

Intensive **ICT consumption** is **spurring all domestic market** layers.



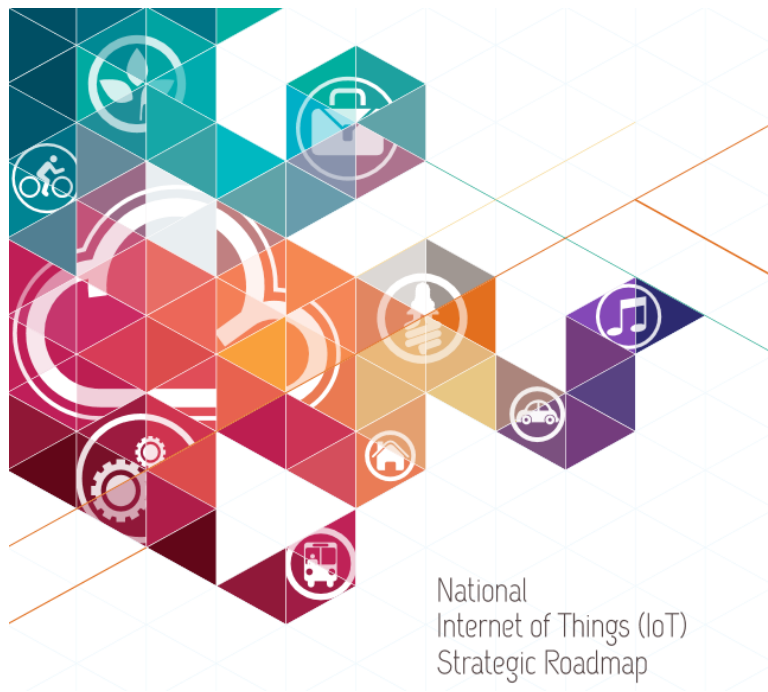
Left: Domestic ICT spending (RM billion)

(Source: Frost & Sullivan in National Internet of Things (IoT) Strategic Roadmap by MIMOS)

- Handset ownership is at at **143.7%** (mobile penetration)
- **65.8%** Internet users
- **Active** online and e-commerce behaviour
- **45%** social media penetration

IoT in Malaysia

➤➤➤ The domestic IoT industry is recognised as **key development sector** and the strategic plan involves the creation of an **IoT industry ecosystem**.



- In 2015, launch of National IoT Strategic Roadmap, with the expectation of an industry sector yearly contribution of approx. **€ 2.3b** to the GDP by **2020** and **€ 9b** by **2025**.
- The paper serves as a guiding document to develop Malaysia into a **premier regional IoT hub**.

IoT Demand: SWOT Analysis

➤➤➤ Increasing mobile penetrations and sophisticated consumers drive IoT demand in Malaysia.

- **59% of Malaysia use a smartphone** with daily access to internet
- Malaysian spend annually about **€ 1900 p.p. on mobile e-commerce**
- Consumers are eager to **use mobile data and value-added services**

Strengths

- Demand factors: Mobile penetration of 143.7 percent; 65.8 percent of population are Internet users; active online behaviours
- E&E industry advancements (investment, industrial output, value add, exports and employment)
- Premiere ICT as economic sectors in various government initiatives
- Strong SME base as source of endogenous growth and innovation
- IP protection
- Well-established mobile operators

Opportunities

- Sophisticated consumers
- Technology complexity
- Innovation initiatives
- Strong market potential in Asia Pacific region with 34.1 percent growth rate

Weaknesses

- Fragmented funding instruments
- Rural adoption and adaptation fear - technology phobia
- Broken industry-public RIs - academia linkages
- Silo innovation initiatives
- Talent competencies
- Legacy systems
- Data accessibility
- Knowledge sharing availability





Threats

- Security and privacy challenges
- Data governance policies
- Regional Smart City/Smart Nation initiatives

Malaysia IoT SWOT Analysis, adopted from National IoT Strategic Roadmap (Source: [MIMOS](#))

IoT Subsector Market Share







Following the global trend, Malaysia predicts **Analytics, Apps & Services** having the **largest market share** by clear margin.

		Global Scenario		Malaysia Scenario	
			2020	2020	2025
	Layer 5: Analytics	RM890 Billion	% of IoT		
	Layer 4: Apps & Services		80%	RM7.5B	RM34.0B
	Layer 3: Computing & Storage	RM61 Billion	5%	RM0.5B	RM2.1B
	Layer 2: Communications & Networking	RM58 Billion	5%	RM0.5B	RM2.1B
	Layer 1: Things: Hardware, Power & Protocols	RM105 Billion	10%	RM1.0B	RM4.3B

IoT Market Opportunities, adopted from National IoT Strategic Roadmap (Source: [MIMOS / Gartner](#))

Malaysia Potential: The Market Shift





➤➤➤ The IoT trend **impacts** and **creates opportunities** in a wide market segment spectrum.

Vertical Market	As Is	To Be
 Agriculture	Resource dependency & serves as economic power	Knowledge-based & sustainable agriculture businesses
 Education	Structures & curriculum	Open & personalised lifelong learning
 Healthcare	Curative & disease treatments	Wellness management: Self-care & self diagnosis (prognosis)
 Government Service Delivery	Standardisation	Open & smart government services
 Smart City	Reactive management	Integrated & seamless service delivery
 Environment	Reactive management	Preservation & restoration

Outlook for IoT solutions by industry sector, adopted from National Internet of Things (IoT) Strategic Roadmap by MIMOS (Source: [MIMOS](#))

EU Potential in the Malaysian Market

IoT expertise offers **business opportunities** in various kind.

Focus Area	Objective	Possible IoT Applications & Solutions
Connected Healthcare 	To promote healthy living and wellness assisted by digital lifestyle services through enhanced service availability everywhere and at any time	Applications in healthcare and wellness such as: <ul style="list-style-type: none"> • Mobile health apps • Remote patient monitoring • Sensor-based e-health technologies for wellness
Traceability 	To increase applications of traceability in asset and supply chain management, improve safety and efficiency, and promote a higher value for Malaysian-made products	Applications in asset and supply chain management; retailers shoppers equipped with mobile applications for tracing and mobile payment
Home & Community Living 	To provide support to SMEs/entrepreneurs/developers to create and innovate in building ecosystems based on a smart connected digital lifestyle in homes and communities To empower communities with the power of ICT and broadband enabling creation, innovation and leverage for a better future	Applications and solutions for the environment in homes and communities such as: <ul style="list-style-type: none"> • E-agriculture (e.g. supply & demand platform) • Smart community (e.g. e-bistro, e-laundry, m-hawker) • Local e-learning (virtual learning, m-tuition, u-Pustaka) • Localised community advertising • E-municipalities (e.g. snap & report) • Entertainment
People-friendly Commuting 	To provide new information services via mash-up data created from existing and planned multimodal transport systems and associated services to commuting travellers or tourists on items such as traffic information, food, shops, travel routes/mode choices and places of interest in real-time via smart devices	<ul style="list-style-type: none"> • Bus transportation information • E-parking • Taxi booking • Fleet management • Travel tips and rail information with real-time info to facilitate travelling and commuting

Left: Summary of Digital Lifestyle Malaysia focus areas, adopted from National Internet of Things (IoT) Strategic Roadmap by MIMOS (Source: [MIMOS](#))

IoT Trade Mission - Highlights

Co-funded by:  **SEBSEAM-M**

MALAYSIA
The most cost-effective
entry point to South East Asia

Implemented by:  **EU·MCCI**
EU-Malaysia Chamber of
Commerce and Industry

**Internet of Things
TRADE MISSION TO
MALAYSIA** 24th - 28th July 2017

A - €2,500 per delegate
B - €3,000 per delegate
2nd Delegate - €1200
*(incl. of flight & accommodation)
*Refer to our website
for further details

1 **MAP THE IOT MARKET
IN MALAYSIA**

2 **KICK-OFF BUSINESS WITH
POTENTIAL PARTNERS**

3 **BOOST YOUR BRAND
ASEAN-WIDE**

What to expect?

- Understand IoT in Malaysia
Participate in Info Sessions
- Best practices & Site Visits
Networking Opportunities
- B2B Matching Sessions
Business Linkages Activities
- Visibility at the IoT exhibition
www.iotbusiness-platform.com

IoT Industry in Malaysia

- 26 billion connected devices will deliver a global economic value of €1.8 - 6.7 trillion by 2020
- 35% IoT annual market growth in the Asia Pacific region
- 50% of organizations in Malaysia intend to deploy IoT production solutions in 2017
- €2.3 billion IoT contribution to the country's Gross National Income by 2020
- 400% IoT growth projected from 2020 until 2025, up to €9 billion
- 91% of Malaysians use a Smartphone with daily access to Internet, with a Malaysian spending about €1900 p.a. on mobile e-commerce
- 14,720 high-skilled employment opportunities created by IoT in Malaysia by 2020

More information?

Carmen Tong
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"EUMCCI is here for you to ensure your mission is a SUCCESS"

Platinum Partner:  **YDATA**

CRM Partner:  **EventBank**



MAP THE IOT MARKET

- Learn and understand the IoT market in Malaysia
- Participate in Info-Sessions
- Best practices & Site Visits



KICK-OFF BUSINESS WITH POTENTIAL PARTNERS

- Networking Opportunities
- Business Linkages Activities
- B2B Matching Sessions



BOOST YOUR BRAND ASEAN-WIDE

- Visibility at the IoT Exhibition
- Boost your brand in Asia

IoT Trade Mission – Target Business

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The programme is tailored for **IoT solution provider and consulting firms** from the European Union focusing on the areas:

- Smart Technology
 - Smart City
 - Smart Homes
 - Smart Manufacturing
- Transport and Infrastructure
- Healthcare
- Environment
- Education
- Agriculture
- Government Services

IoT Trade Mission - Specs

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- Date: 24th - 28th July 2017
- 5-day-programme that brings in **EU pioneers** within the format of a **trade mission** in conjunction with the **IoT Business Platform in Asia's** event in Kuala Lumpur, Malaysia:
 - Day 1- Arrival
 - Day 2- Map the IoT market
 - Day 3- Meet the Industry Stakeholders
 - Day 4 and 5- IoT Business Platform Asia
- **Objective** is to provide deep **market insight**, connect the business delegates with local IoT **decision makers** and reveal **business opportunities**

IoT Trade Mission – Day 1-3



Mapping the Market & Meetings Stakeholders

Date and Time	Tentative Programme
24th July: Arrival: Airport Pick-Up & Hotel Check-In	
18:30	Welcome Cocktails in the G Tower
25th July: Map The Malaysian IoT Market	
10:10 - 10:30	IoT in Malaysia – is Malaysia ready?
10:30 - 11:30	National IoT Blueprint
11:45 - 12:45	Challenges for IoT companies in Malaysia
12:45 - 14:00	Networking lunch
14:00 -15:00	Strategic Partnership with Malaysian companies
15:00 - 17:00	Site visit: EU-Company success story
26th July: Meet IoT Industry Stakeholders	
10:00 - 13:00	Site visit: Malaysian Government Support for IoT Development
14:00 - 17:00	B2B matching opportunity

IoT Trade Mission – Day 4

@ IoT Business Platform Asia

Time	Event Agenda - 27 th July
Session 1: Keynote	
09:00	Chairperson Welcome Address
09:10	Industry Keynote Address
09:20	Telco Keynote Address
09:30	IoT Leaders' Keynote Panel
Session 2: Industry Trends & Outlook	
11:00	Internet of Insecure Things: rising concern about security and how businesses can prepare to navigate the risks of IoT
11:15	The importance of deciding on the right IoT solutions for businesses and how they can go about doing so to save cost and maximise benefits
11:30	Industry Panel: Keeping up with the Internet of Things
Session 3: Industrial IoT	
13:00	Harnessing data in a unified system to support operations globally and drive greater workplace efficiency
13:15	Strengthen the Malaysian automotive industry with IoT: how automation will push production capacities and reduce error rater
13:30	Industrial IoT Panel: the hurdles of digitising Manufacturing
Session 4: Transport & Logistics	
15:00	The experience of deploying IoT at a smaller scale: benefits and lessons
15:15	Achieving more logistical transparency with Smart Logistics solutions
15:30	Smart Transport & Logistics Panel

IoT Trade Mission – Day 5

@ IoT Business Platform Asia

Time	Event Agenda - 28 th July
Session 5: Public Services	
09:00	Combating climate change in the National Park of Peru with sensors
09:15	Safe & smart city: using IoT to improve urban safety
09:30	IoT in Public Services Panel
Session 6: Smart City	
11:00	Beneath the Smart City: underground infrastructure mapping in Chicago helps increase city management efficiency
11:15	Addressing the challenges that face cities in smart city projects: cost, security, practicality
11:30	Smart Cities Panel: Beyond the Buzz
Session 7: Banking, Finance & Retail	
13:30	Driving triple-digit return on marketing investment and building customer loyalty
13:45	Maximising customer experience with IoT for the Retail sector
14:00	Banking, Finance & Retail Panel: How will IoT Change Banking, Finance & Retail?
Session 8: Next-Generation Technologies	
15:30	5G as the next step of connectivity standards: what, why and when?
15:45	Making Smart Agriculture affordable by addressing the most basic concerns of farming
16:00	High-Tech tourism: how IoT can enhance guest experience in hotels

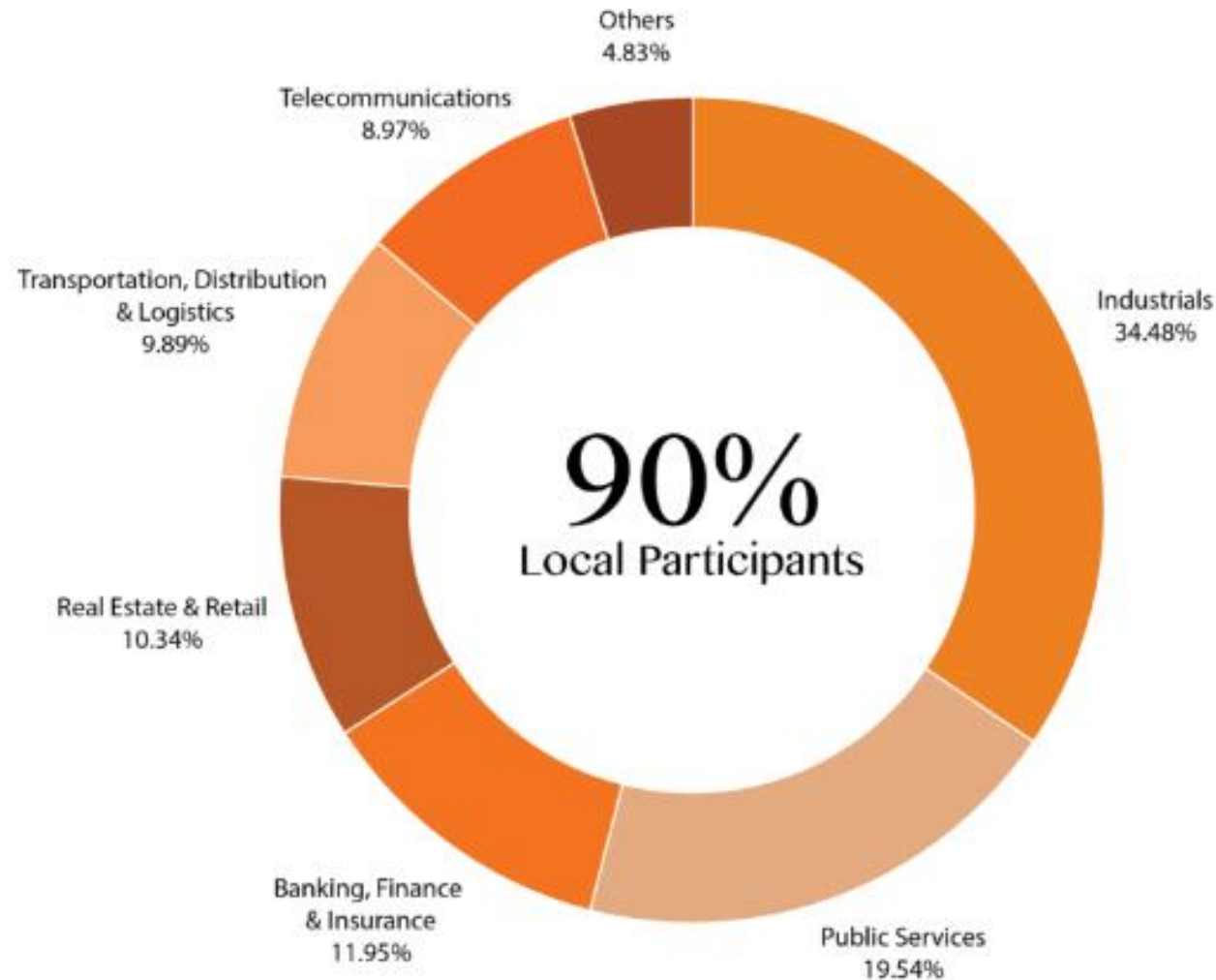
IoT Business Platform Asia - Intro



Access The Enterprise IOT Market in Southeast Asia
(Organised by Industry Platform)

- Offers Southeast Asia's **most comprehensive programme** for solution providers targeting enterprise adoption of IoT and machine-to-machine (M2M) technologies.

IoT Business Platform Asia - Attendees



- With **over 1800 attendees** participating in the Jakarta, KL, Manila, Bangkok and Hanoi editions in 2016, the event is returning for the 4th year in a row to Kuala Lumpur!
- EUMCCI arranges an **EU Pavilion** on the event!

IoT Business Platform Event - Figures



4000+
PARTICIPANTS



1500+
COMPANIES



**SPONSORS &
EXHIBITORS**



75% ENTERPRISE ATTENDEES
50% DIRECTOR, VP, HOD



OVER 1 MILLION USD
MEDIA VALUE

IoT Business Platform Asia – Features



Conduct **B2B meetings** to explore partnerships and create opportunities

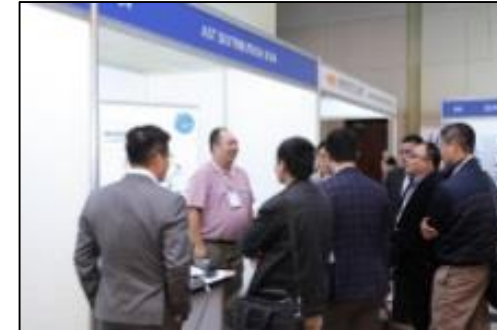


Exhibit your latest products and solutions



Demonstrate your technology or track record to attendees during coffee breaks



Network, exchange views and **forge** new collaborations

IoT Trade Mission (5-day-programme)

Package A: € 2,500 /first delegate



High-rise table with 2 chairs at
EU Pavillion of IoT Business Platform Asia

Package B: € 3,000 /first delegate

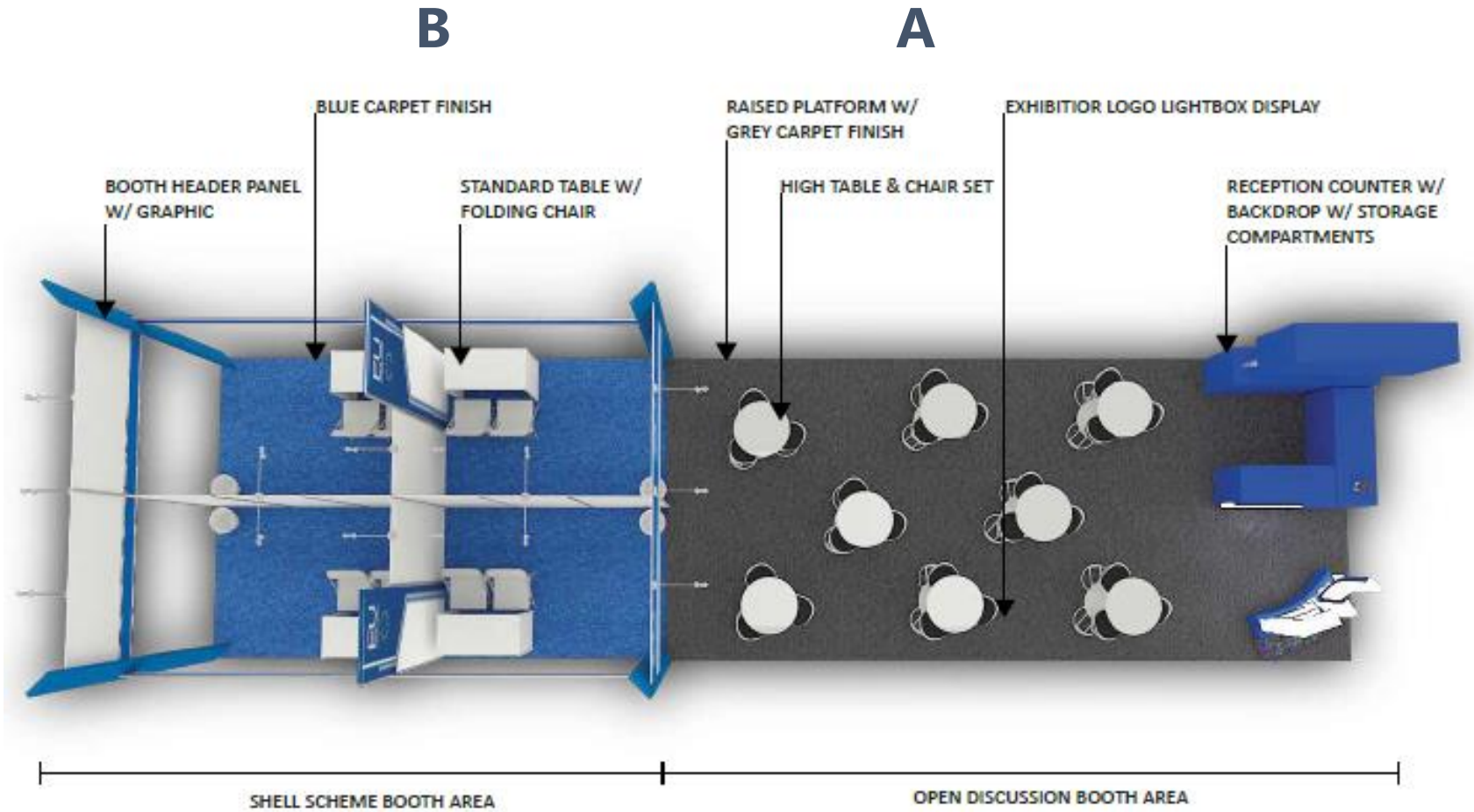


6 sqm shell-scheme booth at
EU Pavillion of IoT Business Platform Asia

2nd delegate in the trade mission join for € 1,200 / delegate.

Packages are inclusive of flight (2 ways between Europe and Malaysia), transportation and accommodation in Malaysia, breakfast & lunch, 2 cocktail sessions, and a delegate pass per booth/ company to EU Pavillion.

EU Pavillion (Top View)



IoT Trade Mission Programme

For further information and
your registration, please
contact:

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+603-2162 6298

Come and join our 5-days' IoT Trade Mission Programme!

Understand more about enterprise **digital transformation and IoT in Malaysia, understand businesses' needs and challenges in adopting IoT**, and **establish important connections** that will benefit you and your organisation in many ways!