

# MEDIA RELEASE

15 March 2011

## INVEST MALAYSIA 2011 - MESSAGE TO PASSAGE OF TRANSFORMATION

**Bursa Malaysia** will once again play host to the domestic and foreign investment community at the *Invest Malaysia 2011* conference which will be held in Kuala Lumpur on **12-13 April 2011**. This premier investment conference aims to showcase attractive investment opportunities in the Malaysian capital market. With the collaboration of **Maybank Investment Bank**, this year's forum will again witness the participation of the **Malaysian Industrial Development Authority (MIDA)** which will promote direct investment opportunities to delegates.

This year's instalment centres on the message of transformation to the passage of implementation, and will look in depth at the implementation initiatives of the Government-led Economic Transformation Programme (ETP) and its impact on select sectors and listed companies on Bursa Malaysia. The discussions are expected to centre on the developments through the ETP's Entry Point Projects (EPP) as well as the action plan that will further chart the progress forward.

Over the years, the *Invest Malaysia* series has served as a platform for major policy announcements that affect the business environment and the economy. The highlight of *Invest Malaysia 2011* will be the keynote address by YAB Dato' Sri Najib Tun Razak, the Prime Minister of Malaysia.

True to its international stature, this year's *Invest Malaysia 2011* will also highlight growth stories that have elevated Malaysia's capital market globally. Investors from China will be able to learn more on investment opportunities in Malaysia given the recent recognition by China as an approved investment destination under the Qualified Domestic Institutional Investor (QDII) programme that is administered by the China Banking Regulatory Commission (CBRC).

Uday Jayaram, Bursa Malaysia's Global Head of Securities Markets commented, "As we engage the local and foreign community by showcasing the best of what the Malaysian capital market has to offer, we are confident they are able to see the compelling proposition of Malaysia. In addition to providing detailed insights into our leading companies, *Invest Malaysia 2011* also offers investors an overview of our Government's commitment and progress in the ETP."

Uday added that these developments certainly bode well for the Malaysian capital market which is currently enjoying positive investor sentiment. He said, "*Invest Malaysia 2011* continues to profile quality companies that have shown exemplary growth and excellence, domestically and regionally,

## MEDIA RELEASE

on the back of challenging economic environment and strong market fundamentals. In fact, the Invest Malaysia investment roadshow will be conducted in select countries throughout the year in order to cohesively bring the Malaysia story to international investors. Indeed, there is no better platform for institutional investors and analysts to be in direct contact with Malaysian Corporates than at Invest Malaysia, allowing them greater insight to the companies' strengths and potential. This conference brings together the Prime Minister of the nation, policy-makers, policy-drivers, government officials, regulators and senior management of select public-listed companies in direct engagement with international fund managers."

Tengku Dato' Zafrul Aziz, CEO of Maybank Investment Bank said, "*Invest Malaysia* is a concerted national platform to sell Brand Malaysia to foreign investors. Our merger with Kim Eng is very much in line with one of the Financial Services EPPs that is to create regional financial services champions. This tie-up will provide the combined Maybank/Kim Eng entity breadth and depth in investment banking regionally. Our strategic partnership with Xinhua not only opens up investment opportunities for the Chinese investors into Malaysia and ASEAN, but also extends our reach into the People's Republic of China.

"The Government Transformation Programme (GTP), New Economic Model (NEM) and ETP, all unveiled last year, have raised confidence on the country's economic growth path into 2020. During our recent roadshows, some positive feedbacks from investors include the ETP and GTP progress, with PEMANDU driving the ETP with strong resolve," he added.

Dato' Afifuddin A. Kadir, MIDA's Deputy Director General I said, "*Invest Malaysia 2011* is an ideal platform for MIDA to promote private investments by engaging selected personalities from the industry and senior public sector members in discussions on opportunities and challenges in the new growth areas. This is the second year for MIDA to participate in the *Invest Malaysia* forum. For this year, the focus will be in oil & gas, services and electrical & electronics sectors. About 400 captains of industry representing domestic and foreign companies will participate in the event to network and scout for opportunities."

*Invest Malaysia* which started in 2005 was organised on the premise of converging local and foreign institutional investors, fund managers and analysts to one location with the opportunity to meet with the key individuals involved in the Corporate Malaysia success story. This investment conference has been receiving positive response and feedback from delegates affirm that this platform has aided them in making investment decision in Malaysia.

# MEDIA RELEASE

Over 30 listed companies will be showcased in sectors such as oil and gas, plantation, financial services, and healthcare, among others. Participation is by invitation only and *Invest Malaysia 2011* is expected to draw more than 800 delegates.

-End-

Bursa Malaysia Berhad is a public company limited by shares under the Companies Act 1965. Bursa Malaysia is an approved exchange holding company under Section 15 of the Capital Markets and Services Act 2007. This fully integrated exchange offers equities, derivatives, offshore, bonds as well as Islamic products, offering a diverse range of investment choices globally.

***For media queries, please contact:***

***Sally Wangsawijaya***  
***Public Relations***

***Tel : 603 2034 7501***

***Fax : 603 2732 6158***

***E-mail : sallyw@bursamalaysia.com***

***Ng Tien Wei***

***Public Relations***

***Tel : 603 2034 7363***

***Fax : 603 2732 6158***

***E-mail : ngtienwei@bursamalaysia.com***