

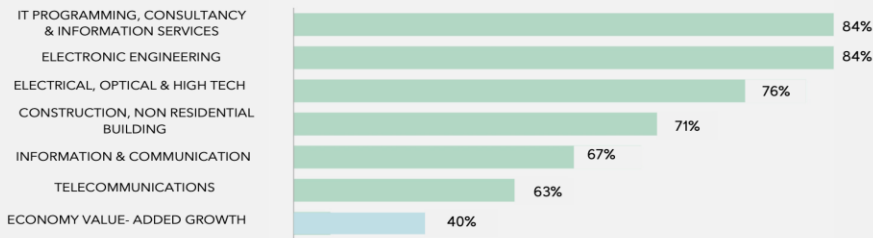
# FYI: Malaysia's Post-COVID Re-opening and Opportunities Strengthening Business Resilience and Diversification

## In this Episode Brief

Malaysia's economic growth is estimated at **6% - 7.5%** in 2021. The rise of the digital economy and the impact of the COVID pandemic have led to the adoption of digitalisation, industry 4.0 manufacturing and smart technologies to transform the Malaysian's economy to become more competitive. The Malaysian government has implemented the National Economic Recovery Plan (PENJANA) and special tax incentives (extended support) to facilitate new investments into Malaysia's manufacturing sector.

From the table, the ICT, Electronics and Engineering, and Technology sectors are estimated to have the highest value-added growth for the period 2019 to 2029.

### Malaysia's Value-Added Growth Estimates (Key Performing Sectors) from 2019-2029



## Our Speakers

Panelists from Western Union Business Solutions, Standard Chartered Bank and UPS place strong importance on the increased use of digitalisation, cross-border payment solutions and supply chain diversification. These serve as key strategies for businesses to overcome challenges and strengthen their resilience in riding out this protracted COVID pandemic.

## Sharing by our Guest Speakers on their businesses in Malaysia



Mr Sreenivas Saba shared his positive experience of setting up his factory in Malaysia since 2015 given his business competitive advantages of tapping on Singapore-Malaysia's strengths to export to markets such as US and Middle East. Despite the COVID crisis and Movement Control Order (MCO), there were no disruptions to his manufacturing, trading and supply chain's activities.

Bhavani Stores is a leading food manufacturer and distributor company in Singapore. The company owned the Uncle Saba's brand of poppadom which is distributed to 20 countries.



Mr Dickson Low with more than 30 years' management experience in the Malaysia and Singapore F&B Industry said that Malaysia and Singapore shared similar cultures and the open economy of Malaysia means setting up is relatively easy with the assistance from respective governments and SBF.

Revenue Valley started the seafood restaurant chain called Manhattan Fish Market and is also master franchisee of Tony Roma's and NY Steak Shack. The company has several outlets in Malaysia and Singapore

This FYI Brief distills the best of the conversations in the FYI Episode on 2 June 2021 with the following distinguished panelists:

**Mr. Muhammad Radzi Jamaludin**,  
Acting High Commissioner of Malaysia to Singapore

**Ms. Michelle Mak**,  
Director of Sales, Asia Western Union Business Solutions

**Mr. Raj Tatavarty**,  
Managing Director and Head of Business Banking, Standard Chartered Bank

**Mr. Vibhav Varshney**,  
Head of Marketing, Singapore and Malaysia, UPS Asia Pacific Region

**Ms. Masni Muhammad**,  
Director, Strategic Planning & Public Advocacy Division, MIDA

**Mr. Screenivas Saba**,  
Co-Founder, Bhavani Stories

**Mr. Dickson Low**,  
Director of Revenue Valley Group, Vice-President of Franchising and Licensing Association (FLA Singapore)

For more information or assistance, connect with Mr Tecklee Tan at [tecklee.tan@sbf.org.sg](mailto:tecklee.tan@sbf.org.sg)

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