



wipppd
pathway to scale

techUK | UK-APAC Tech Forum
Market opportunities: Malaysia



ABOUT WIPPD

wippd is a boutique consultancy firm, specialising in crafting and executing powerful commercial strategies for companies venturing into Malaysia and the ASEAN region. Our expertise lies in guiding businesses towards sustainable growth and unlocking their full potential in this dynamic market.

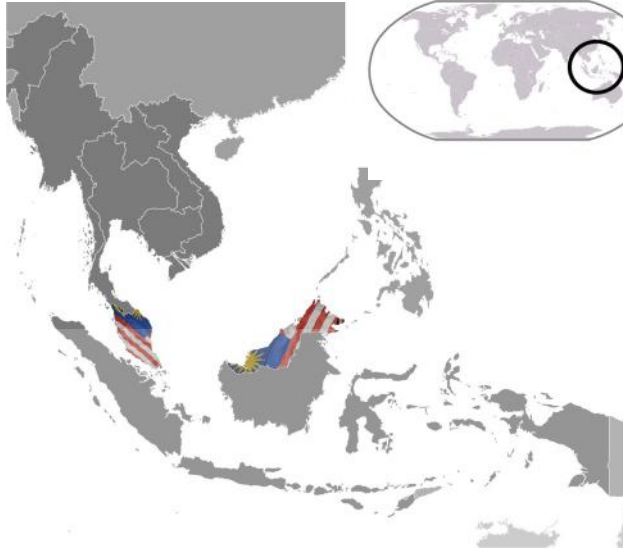
We drive cross-border deals, support corporates & governments with their innovation strategy, facilitate collaboration between research institutes, advise startups & SMEs on their scaling journey, and help investors improve the returns on their portfolio of companies.

We support clients with their growth journey in a variety of ways, including:

- Market entry & growth strategy
- International business development
- Market-making & business matching
- Government relations & liaison
- Market visits & trade missions



OVERVIEW OF MALAYSIA IN ASEAN



±2 hour flight to all
ASEAN Countries



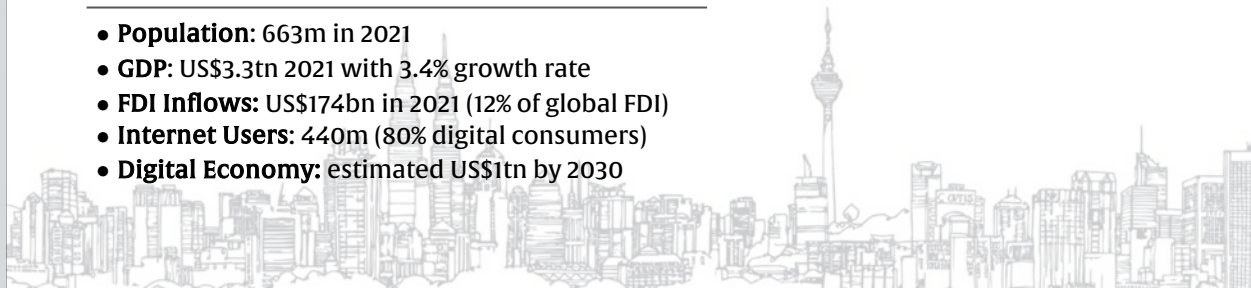
±4 hour drive to
neighbouring countries

MALAYSIA

- **Population:** 32.7m (16m labour force; 1.21m in digital economy)
- **GDP:** US\$419bn in 2022
- **Digital Economy:** US\$83.6bn (23.2% of GDP in 2021; growth of 12.1%)
- **Internet Penetration Rate:** 96.8% (31.7m users)
- **3rd in Kearney's Global Services Location Index** since 2004

ASEAN

- **Population:** 663m in 2021
- **GDP:** US\$3.3tn 2021 with 3.4% growth rate
- **FDI Inflows:** US\$174bn in 2021 (12% of global FDI)
- **Internet Users:** 440m (80% digital consumers)
- **Digital Economy:** estimated US\$1tn by 2030



ZOOM INTO MALAYSIA

Digitally advanced nation

- Internet penetration rate of 96.8%
- 4G coverage of populated areas almost 98%
- Digital economy contributed \$83.6bn (23.2%) to GDP in 2021
- Multilingual, multicultural and digitally savvy talent pool
- 440 million internet users, with the digital economy expected to reach \$1tn by 2030

Strategic hub of ASEAN trade

- Located in the heart of ASEAN and surrounded by other major regional economies
- Enter Singapore & Indonesia easily, with close proximity and shared cultures
- Malaysia offers easy access to the 660 million population across ASEAN
- Malaysia is signatory to FTA's including CPTPP, RCEP, ASEAN FTA

Favourable business environment

- The Malaysian court system is based on the UK legal system & common law
- English language is a dominant medium for laws, policies and regulation
- Malaysia is an attractive cost-competitive location within Southeast Asia
- Ranks 12th globally in the World Bank's Doing Business 2020

Government support & incentives

- The Malaysian government offers various incentives, including tax incentives, grants, and facilitation programs

DIGITAL MALAYSIA: CPTPP

SECTORS UNDERGOING DRAMATIC DIGITAL TRANSFORMATION

Digital Trade

Digital Services

Digital Cities

Digital Finance

Digital Tourism

Islamic Digital Economy

Digital Agriculture

Digital Health

Digital Tourism

TECHNOLOGIES DRIVING DIGITAL TRANSFORMATION

Data Centre &
Cloud

Cybersecurity

Drone
Technology

Blockchain

Internet of
Things (IoT)

Robotics and
Automation

AI & Big Data

Creative Tech
AR / VR / MR / XR

Advanced Networks
5G, High Speed Fibre

Integrated Circuit (IC)
and/or embedded
software



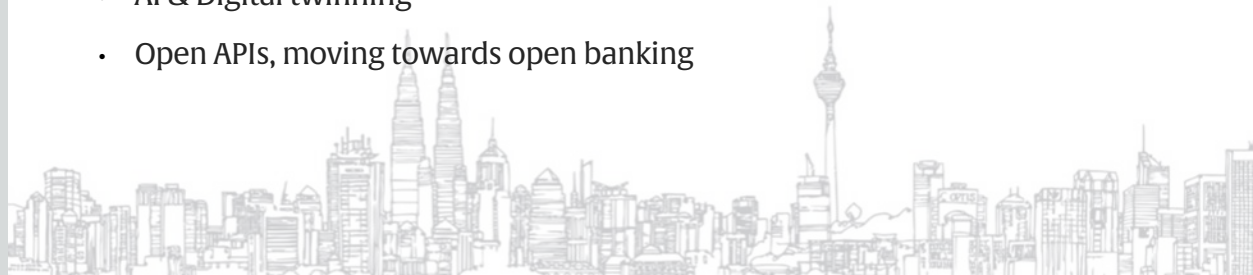
FINTECH OPPORTUNITIES

BANK NEGARA FIVE YEAR PLAN:

- Future proof key digital infrastructure
- Support a more vibrant digital financial services landscape
- Bolster cybersecurity capabilities
- Support greater use of technology for regulation and supervision

EMERGING DIGITAL TRENDS IN FINANCIAL SERVICES

- Digital microlending
- Cryptocurrency trading / payment
- Blockchain adoption beyond transactions & transfers
- AI & Digital twinning
- Open APIs, moving towards open banking



DIGITAL HEALTH OPPORTUNITIES

KEY GROWTH DRIVERS

- Advanced digital infrastructure
- Socio-economic headwinds
- Health & wellness preference
- *MoH Digitalisation Strategic Plan*

EMERGING TRENDS IN HEALTHCARE INNOVATION

- EMR / EHR
- Telemedicine
- Mobile health
- Remote patient monitoring



CYBERSECURITY OPPORTUNITIES

KEY GROWTH DRIVERS

- Growing digital economy e.g IoT, smart cities, fintech, cloud
- Financial Services Sector Digitalisation
- Emergence of Software, and Data Sharing

EMERGING TRENDS IN CYBER & INFOSECURITY INNOVATION

- Zero trust architecture (ZTA)
- Extended detection and response (XDR)
- Cloud security





GET IN TOUCH



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