

# **Labuan IBFC** **Marketing Plan 2025**

16 January 2025

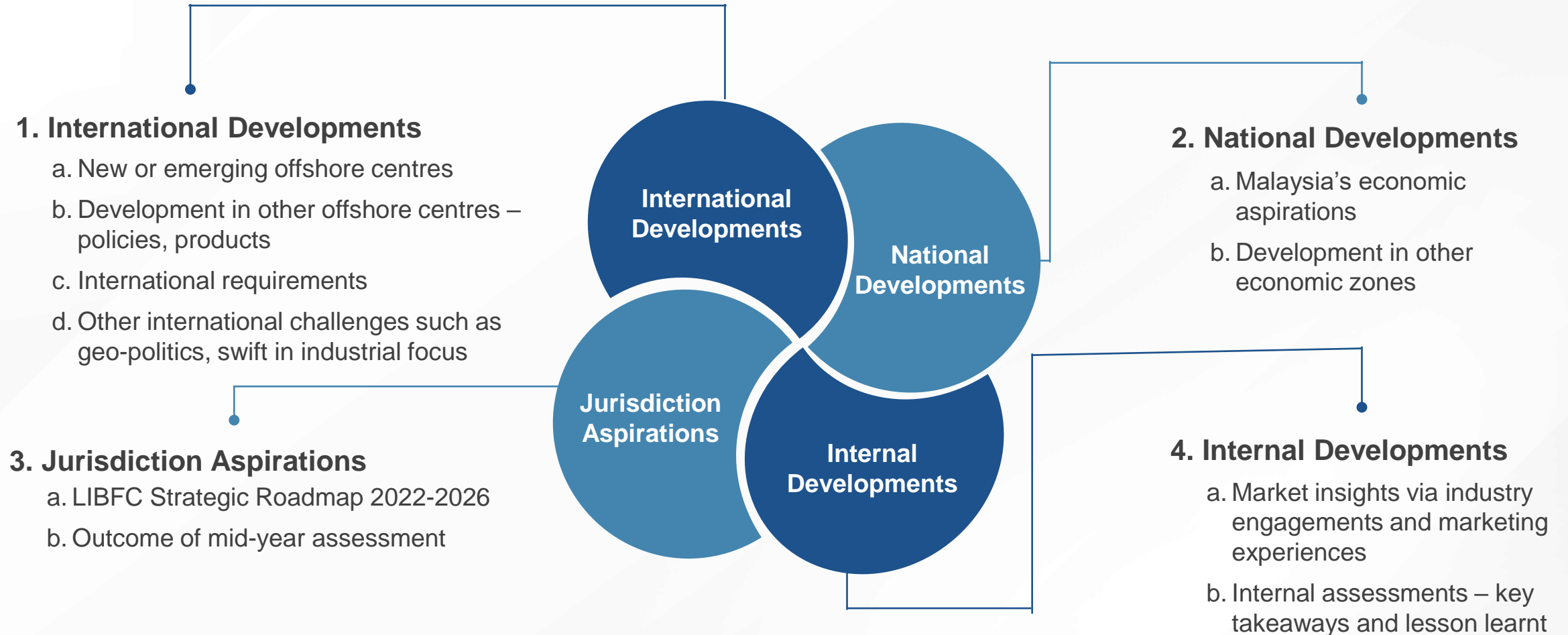
1. Overarching Guiding Principles
2. China Market Development Initiatives
3. Events
4. Media & Strategic Communications

# Overarching Guiding Principles

01



# Factors of Consideration



# Malaysia Economic Vision

Enhance Economic Growth; Promote Investment;  
Strengthen Local Industries for Global Market Expansion

## EKONOMI MADANI : MEMPERKASA RAKYAT Building a Better Malaysia Together

### Raise the Ceiling Leading Asian Economy

- Competitive & World Class Investment Destination
- Digital & Innovation-led Industry
- Global Leader in Islamic Finance
- MSMEs as regional champions
- Security and sustainability of economy

To succeed requires an all-of-Malaysia approach (Rakyat, Government & Industry)



In the spirit of unity



Good governance (rooting out corruption)



Agile & collaborative public delivery system

### Raise the Floor Quality & Just Life For All

- Respectable Jobs & Decent Standard of Living
- Equality & Inclusive Opportunities
- Universal Access to Quality Education & Healthcare Services
- World-Class Basic Infrastructure & Public Services
- Social Protection for All

## NAVIGATING OUR DESIRED PATH

What to achieve - The Next 10 Years



Top 30 largest economy



Top 12 Global competitiveness



Top 25 Human Development Index



Increase labour share of income to 45%



Top 25 Malaysia's position in the Corruption Perception Index



Towards fiscal sustainability, targeting deficit of 3%, or better



60% Female Labour Force Participation

### 1 A Regional (ASEAN) Agenda



Pursue trade diplomacy and strategic arrangements



Facilitate movement of goods, capital, people and knowledge



Support regional expansion of Malaysian firms

### 2 Globally Competitive Investment Destination



Strengthen investment promotion



Revise incentives to promote quality investments



Upgrade infrastructure & upskill human capital



Reasserting leadership in Islamic Finance innovation

### 3 Digitalisation



Promote digital adoption by companies through matching grants



Digital ID to accelerate digital applications



5G dual-network rollout, industry-led to drive enterprise solutions

### 4 Strengthening Firms of All Sizes and Maturity



Improve innovation and venture ecosystem



Harness local talents and attract talents to Malaysia



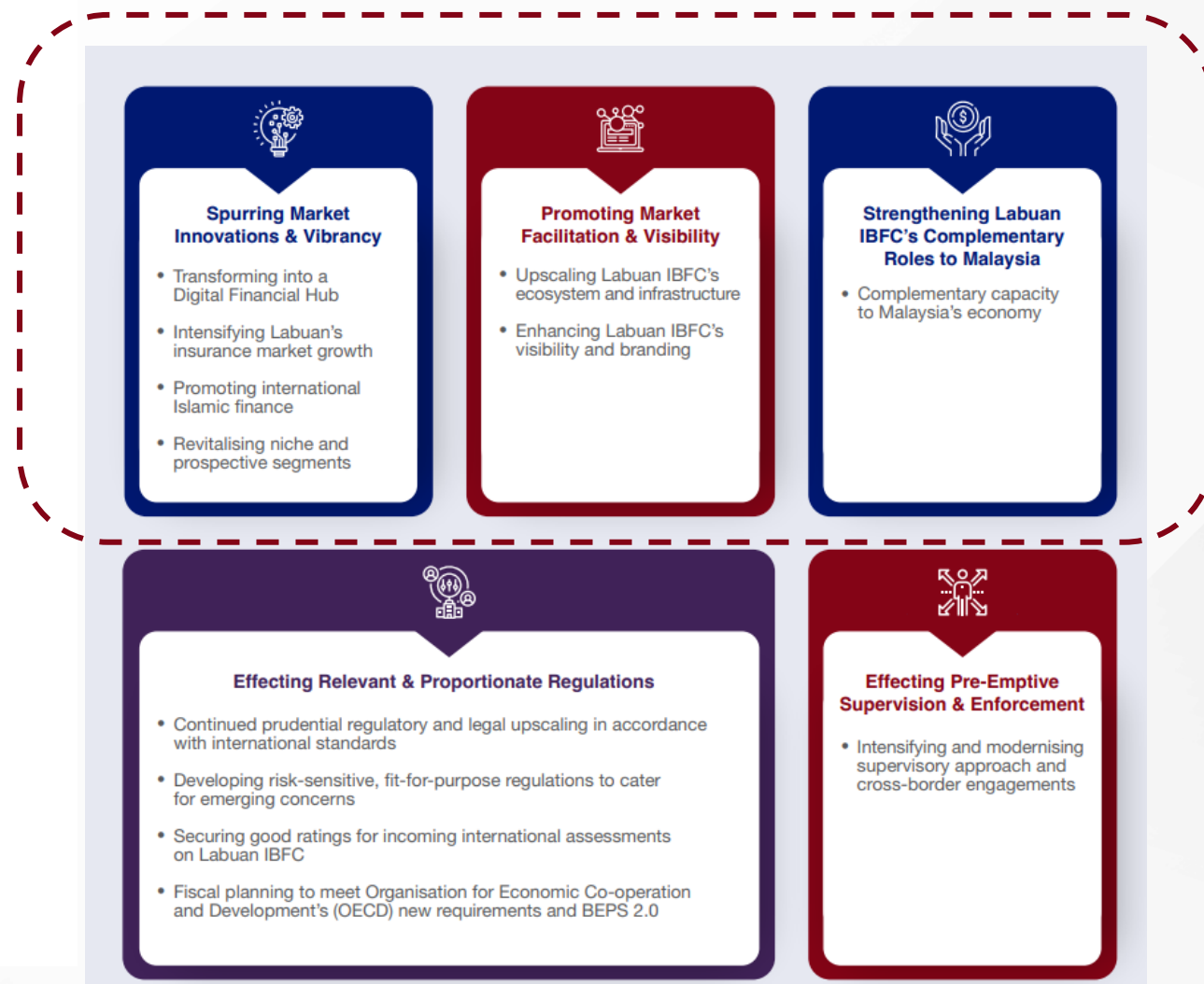
Promote export orientation for MSMEs



Rejuvenate capital markets to spur firm transformation

Expansion of Malaysian economy - requires expansion of firms' available markets through greater integration with the **ASEAN, India** and **China** markets

# Labuan IBFC 2022-2026 Roadmap

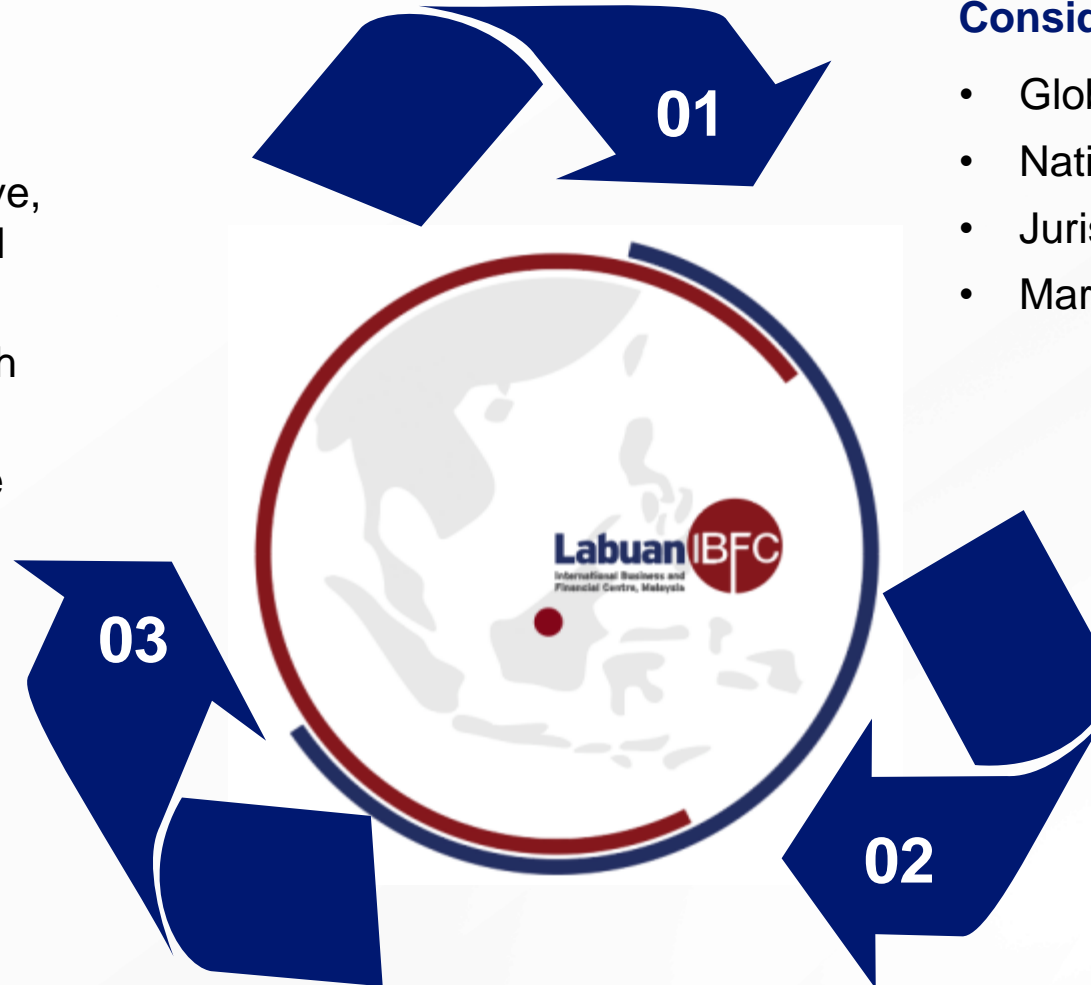


# 2025 Marketing Strategy

*The Guiding Principles*

## Area of Focus

- In-line with Labuan IBFC Strategic Roadmap: Captive, Islamic Finance and Digital Financial Services
- Expanded to include wealth management
- May be tweaked to suit the demand and needs of the target markets



## Considerations

- Global developments
- National developments
- Jurisdictional aspirations
- Market feedbacks

## Market Focus

- Asia Pacific continues with priority on ASEAN, China and the Middle East
- New market to explore:
  - ✓ India
  - ✓ Central Asia
  - ✓ Africa
  - ✓ Russia

# China Market Development Initiatives

02





# 2024 Reflection

*What Have Been Done and Achieved*

1

## Preliminary (Nov'23 – Apr'24)

### Market Research

Undertake market research for  
China market insights

- ODI
- Chinese intermediaries Business engagements
- Industry engagements to seek potential collaboration partners

2

## Introductory (Mar'24 – Jul'24)

### Establishment

Develop China market development strategy to  
facilitate Chinese establishments

- China Desk established (approved by LFSA Board)
- China Desk strategic partners identified
- China distribution channel collaboration framework developed
- Digital marketing on trial

3

## Developmental (Jul'24 – Dec'24)

### Implementation

Develop holistic services to facilitate Chinese  
potentials - marketing to sales

- Kickstart strategic marketing initiatives
- ROI: Monitor, manage, report
- Enquiry & collaboration forms developed
- Collaboration guidance (SOP) in drafting

1. LIBFC **website Mandarin tab** go live
2. Strengthen **marketing channels**: (a) Enhanced eNamecard; (b) Digital marketing
3. Chinese **market recognition**: Recognised by Xinhua News, a prominent China central party media
4. Development of **team of experts**: China Desk strategic partners – establishments (including management), legal services, IP/trademark, banking, risk mgmt
5. **Chinese partners** identified – (a) Fidelity; (b) Lin-Gang; (c) CCPIT; (c) Shanghai Entrepreneurs Association; (e) China Commercial Bureau; (f) Maycham Shanghai; (g) Other key partners – MIDA, InvestKL, Msia Chambers of Commerce
6. 18 **Chinese intermediaries** identified for collaboration with engagement initiated
7. 3 **points of contact** identified – Fuzhou, Quanzhou, Xiamen
8. Manage 5 **Chinese business delegation** visits to Malaysia. 2 delegations WIP in Q1 2025
9. **Cross jurisdictional collaboration** initiated – BVI premier's visit in Feb'25

# 2025 Focus

*Refinement and Improvement: Delivering Full China Desk Capabilities*

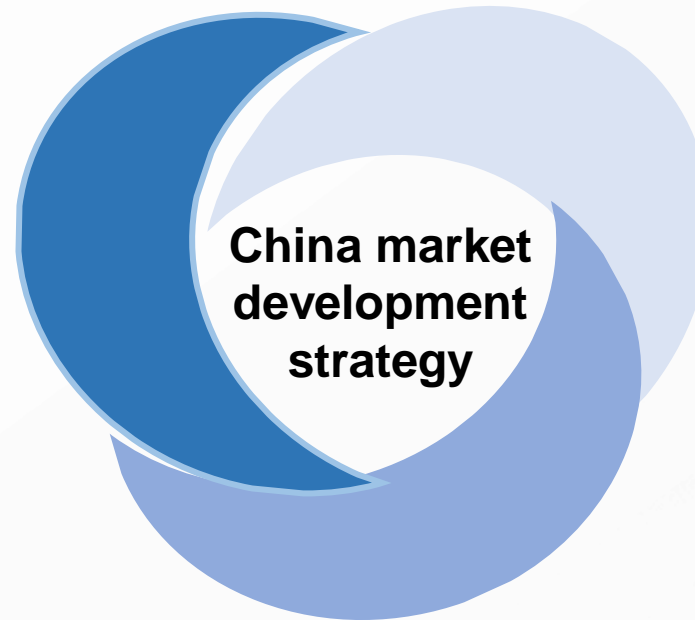


**Labuan IBFC: Gateway for Investment into Malaysia, ASEAN and beyond, aiming to become primary financial hub from a complementary hub in Asia**

# China Market Development Continue...

## Target Audience

- a. Prominent / Targeted Chinese businesses, with corporate focused
- b. Chinese intermediaries: Legal firms, tax firms, consultancy firms
- c. China's and Malaysia's Chambers of Commerce
- d. Government agencies



## Key Messages

- a. Emphasize Malaysia's (including Labuan IBFC) strategic location for business expansion in ASEAN and beyond
- b. Promote Labuan IBFC's advantages, focusing on its robust regulatory landscape, global recognitions and competitive fiscal advantages
- c. Showcase success stories and client testimonials, including investing in Malaysia via Labuan IBFC

## Marketing channels and platforms

### Digital marketing

- a. Social media outreach and engagement: WeChat, LinkedIn, Douyin
- b. Article and publications in Chinese media
- c. Email Campaigns: Targeted email blasts to potential clients and agents

### Physical Events & Webinars

Seminars, conferences, and online workshops to showcase Labuan IBFC solutions and their usage

**Events**

**03**



# Types of Marketing Approach

*Key Distinction and How We can Collaborate*

## Market Development

- Eg: China Desk market development
- Objective: To create awareness and branding exposure as well as expansion of Labuan IBFC distribution channel in the Chinese market
- Target audience: Intermediaries in China
- Predominantly involves identified strategic partners
- Events Unit will support the roadshows involving thought leadership, roundtable briefings and business delegation visit

## General Marketing

- Eg: sponsored and proprietary events
  - ⇒ Sponsored: STEP Asia, Hubbis Wealth Management;
  - ⇒ Proprietary: masterclass, bespoke, roadshows and briefings
- Objective: to promote Labuan's products and services via specific markets per marketing plan
- Target audience: ALL, which brings new leads
- Involvement through exhibition, thought leadership opportunities & curated events
- Open to work with industry players:
  - ⇒ Exclusivity partnership
  - ⇒ Joint collaboration between partners

## Targeted Marketing

- Eg: SEDC Roadshow Kuching and CAS Conference (group of accountants)
- Targeted at specific business segment; leads to sales in nature
- Objective: to assist players with promotional activity with potential clients that require final persuasion or close of deals.
- Hand holding for players and prospects
- Partnered events such as 1-1 briefing to small groups
- By invitation / appointments and ad-hoc

# Key Thrusts for Events

*Physical Events, Webinar or Hybrid*

## Content and Positioning

- 1. Proprietary Events:** Drive thought leadership through focused discussions on industry insights and technical expertise.
- 2. Targeted Sponsored Events:** Build strategic brand presence & industry prestige through high-visibility, industry-focused participation.
- 3. Tailored Engagements:** Provide intermediaries and potential license holders with exclusive opportunities to explore regulatory innovations, foster cross-border collaboration, and stay ahead of emerging market trends.

## Partnerships

- 1. Knowledge Partners:** Engage expert speakers and subject matter specialists to enhance content for Proprietary Events.
- 2. Strategic Partnerships:** Strengthen long-term alliances with intermediaries, including trust companies, insurance managers, and banks, to drive sustained collaboration and mutual growth.
- 3. Industry Collaboration:** Foster cross-industry partnerships with trade associations to broaden event impact and industry reach.

## Type of Events

- 1. Proprietary Events:** Host targeted masterclasses, roundtables, roadshows, and bespoke events to engage niche audiences effectively.
- 2. 35th Anniversary Roadshows:** Partner with cross-industry experts to promote the jurisdiction and specific business segments across Malaysia, ASEAN, and China.
- 3. Collaborative Bespoke Events:** Work with leading third-party specialists (e.g., Hubbis, IFN, PARIMA) to design high-impact events in key segments

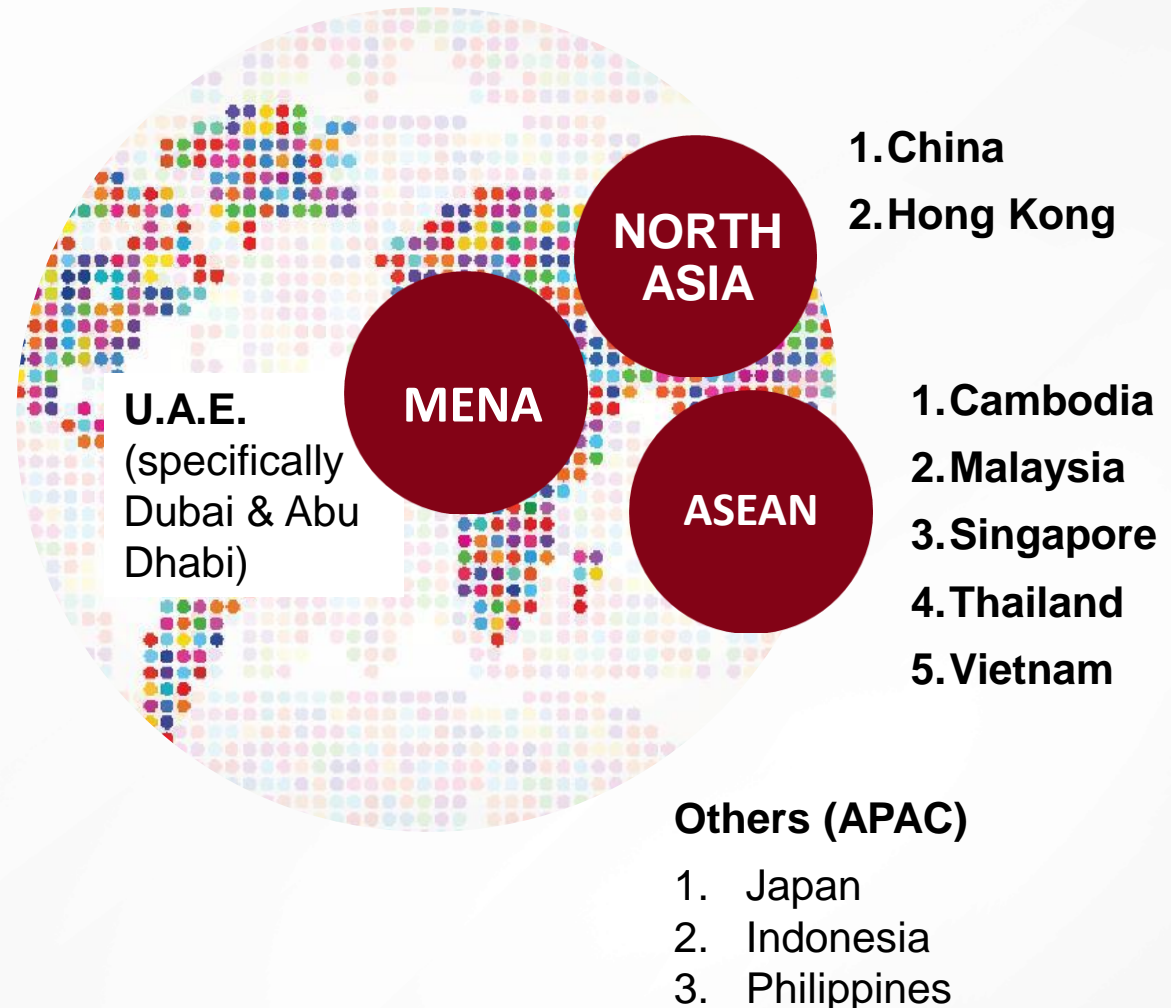
### Key Initiatives

- **Long-Term Partnerships:** Collaborate with Labuan industry players to jointly-run proprietary events.
- **Holistic Masterclasses:** Host cross-industry masterclasses featuring experts from banking, tax, legal, insurance, and trust sectors
- **Thematic Proprietary Events:** Organize recurring events focused on Labuan IBFC developments, highlighting themes such as investment holding structures, fund management, and private trusts (e.g. *Labuan IBFC - A Gateway for Overseas Management*).
- **Stakeholder Collaboration:** Engage with internal and external stakeholders, including Labuan FSA, Labuan associations, trade bodies, chambers of commerce, and MIDA, to amplify promotional activities and market reach.



# Key Markets and Verticals

1. **Captives** (including Takaful Captives)
2. **Islamic Finance**
3. **Wealth management** (including Islamic wealth management)
4. **Capital Markets** - private funds, investment management



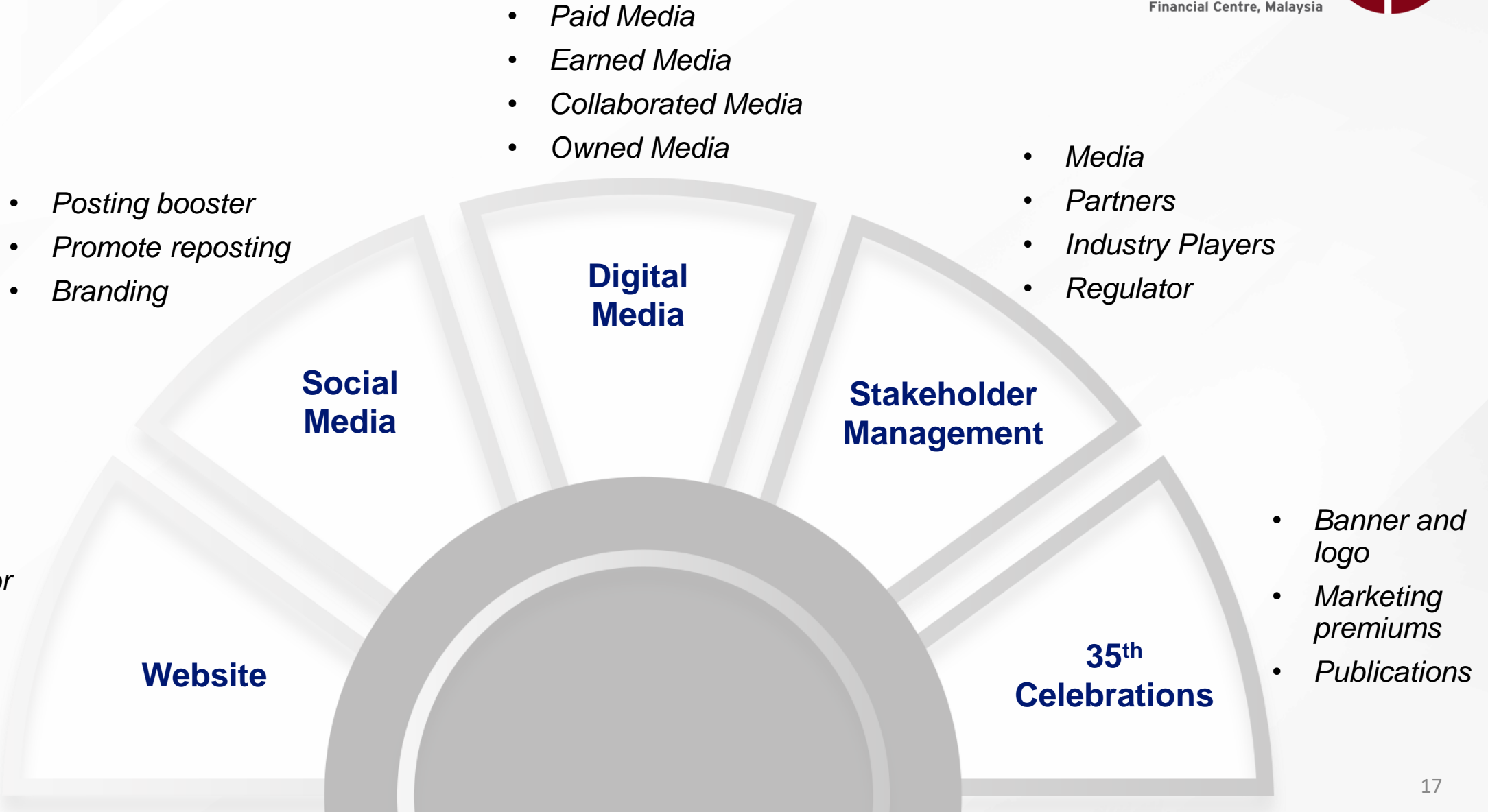
# Media and Strategic Communications

04





# 2025 Focus



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