



Labuan IBFC 2024 Marketing Plan



18 January 2024

Outline

1. Overarching Guiding Principles
 - a) Key Challenges Observed
 - b) Malaysia's Economic Vision vs Labuan IBFC's Aspirations
 - c) Guiding Principles for 2024 Marketing Strategies
2. 2024 Market Development, Marketing and Promotional Initiatives

Overarching Guiding Principles

1. Key Challenges Observed
2. Malaysia's Economic Vision vs Labuan IBFC's Aspirations
3. Guiding Principles for 2024 Marketing Strategies



01

Key Challenges Observed

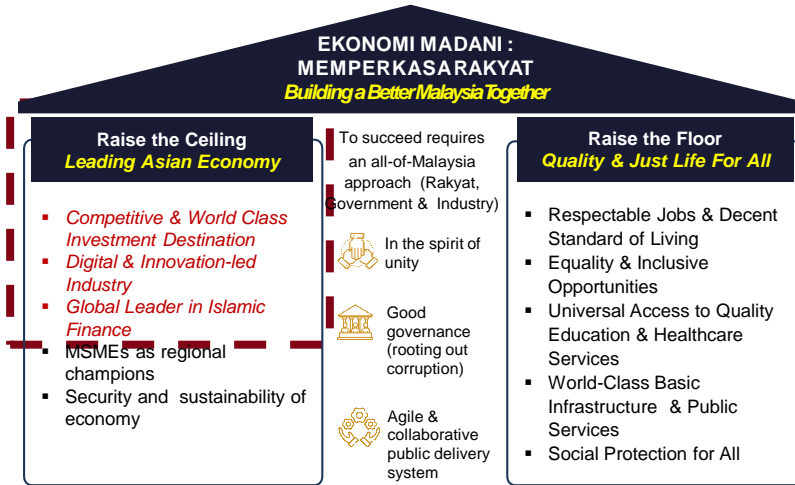
Focus only on market development, marketing and promotional initiatives

1. Ensuring correct and updated information
2. Ensuring effective and efficient delivery of information
3. Keeping abreast of global trends and developments
4. Cultivating new partners and sustaining meaningful partnerships
5. Staying connected and remain relevant/top of mind of investors
6. The need for new/innovative marketing and promotional initiatives
7. The need for competent talent – “Subject Matter Expert”

MALAYSIA – EKONOMI MADANI

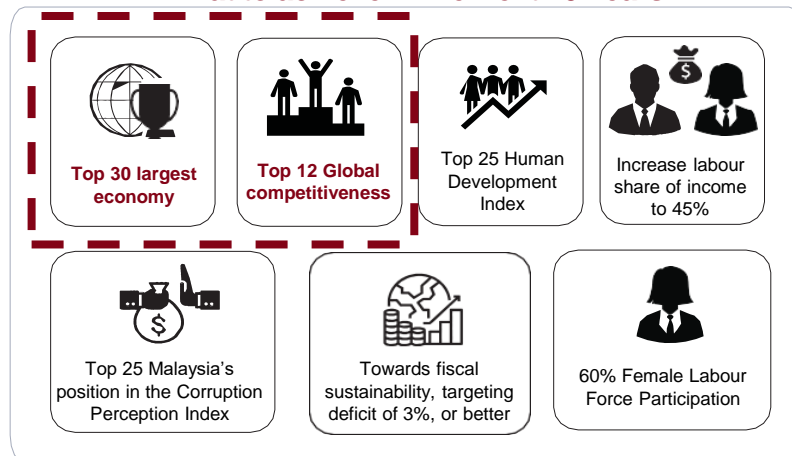
MALAYSIA'S ECONOMIC VISION

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



NAVIGATING OUR DESIRED PATH

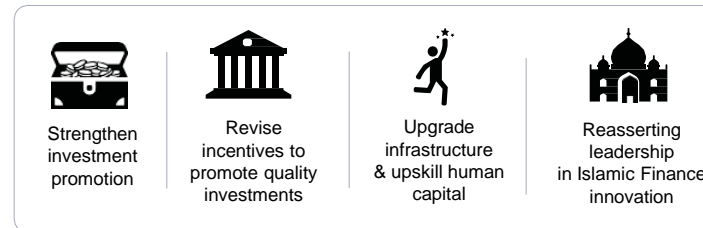
What to achieve - The Next 10 Years



1 A Regional (ASEAN) Agenda



2 Globally Competitive Investment Destination



3 Digitalisation



4 Strengthening Firms of All Sizes and Maturity



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

WHAT IS STILL TO COME...

- **Streamlining investment promotion agencies** with a focus on translating approved to realised investments
- **Refreshing investment incentives** to better target quality investments particularly linked to creation of higher income and skilled jobs in addition to domestic linkages to local SMEs
- Spur local **VC ecosystem**, by earmarking RM1billion of Government & GLIC funds as matching funds with private sector funds for startups
- **Differentiated industrial policy** based on geographical clusters to leverage on comparative advantage within states and cities
- Reassert Malaysia's **world leadership in Islamic Finance** innovation and product development, including in areas of waqf and blended financing
- **Promote green growth** through enhanced tax and non-tax incentives for new growth areas such as Carbon Capture Utilisation & Storage (CCUS)

Labuan IBFC Ecosystem



2024 Marketing Strategy

The Overarching Principles

- The 2024 marketing strategy is developed based on the national economic vision vis-à-vis the Labuan IBFC Strategic Roadmap. It is key to support the jurisdiction's roadmap while complementing "Ekonomi Madani" initiatives.
- The marketing strategy also captures global market trends and developments to ensure Labuan IBFC remains relevant in its offerings to facilitate/support investors' needs.
- The focus remains on the Asia Pacific region, with priority on ASEAN countries, China and the Middle East.
- 2024 key marketing message focuses on:

"How Labuan IBFC functions as an intermediation centre to facilitate
(a) Malaysian entities going abroad
(b) Investors for regional/global business expansion
(c) Investors for inward Malaysia investments"

2024 Marketing Strategy (cont'd)

The Overarching Principles

- The key areas of focus are tweaked to ensure feasible presence establishments in Labuan IBFC:
 - a) Business verticals
 - i. Primary focus - Captive, Wealth & Investment Management (including business succession), Islamic Finance
 - ii. Secondary focus - Commodity Trading (leverage on the 2-yrs regulatory relaxation)
 - b) Ecosystem building
 - i. To address challenges
 - ii. For marketing activities/process enhancement and innovation
 - c) Prioritise theme-based events
 - i. Why Labuan IBFC
 - ii. How to use Labuan IBFC



Serene Liaw
Deputy Director,
Strategic Planning & Investor Relations,
Labuan IBFC Inc.

2024 Market Development, Marketing and Promotional Initiatives

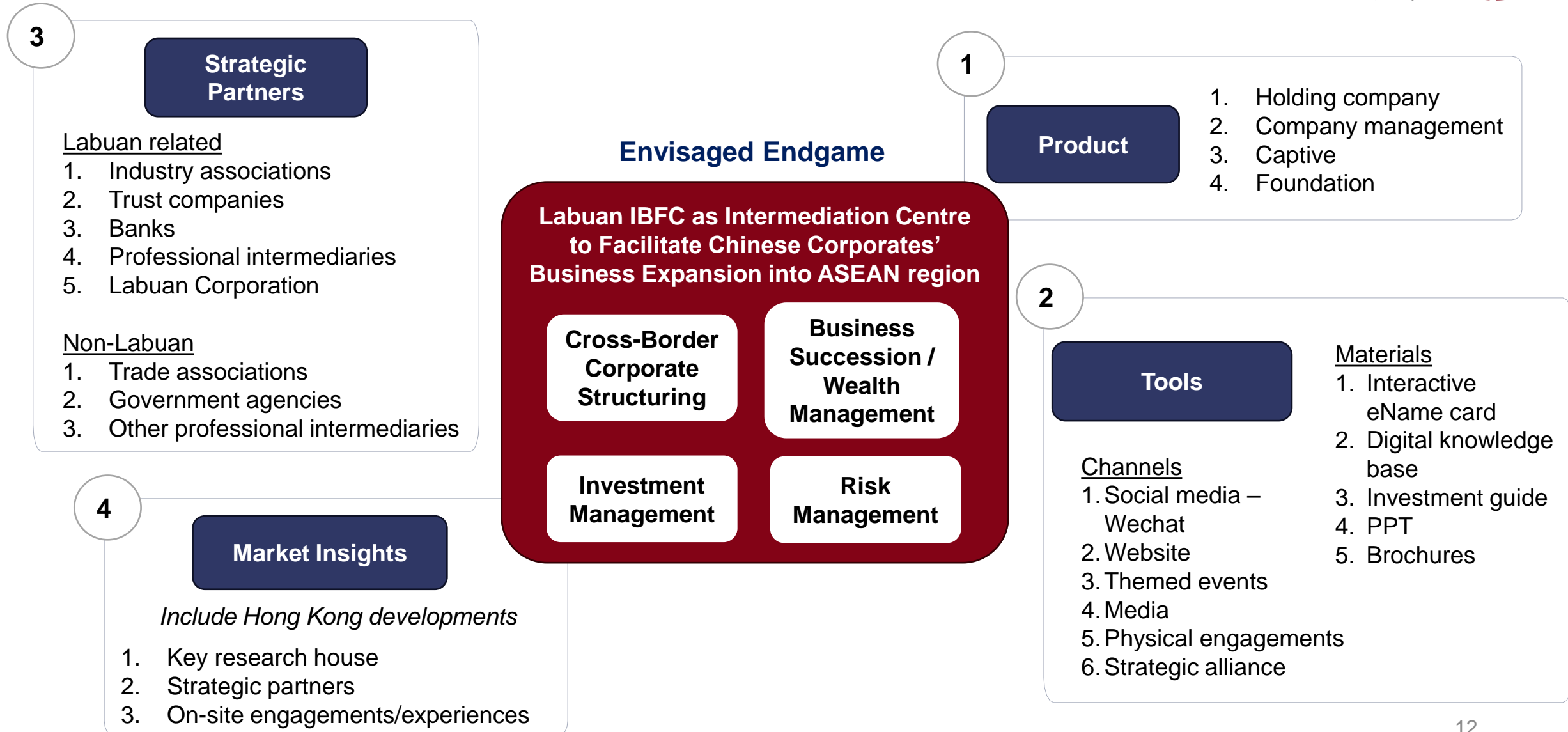
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02

Market Development Initiatives

Market Focus – China

2024: 50th Year of Malaysia-China Diplomatic Ties



Market Observations

1

LIBFC awareness

- Target audience is mostly aware of Labuan IBFC but unsure of utilisation
- Enquiries focus on (1) Benefits of operating in Labuan IBFC (2) Permissible businesses (3) Support services available (4) Regulatory framework (5) Investment opportunities
- Substance concerns – pre vs post border open

2

Investors Needs

- Require sophisticated solutions
- E.g. manufacturing industry - require Labuan and local establishment support (MY – land, factory, special incentives etc)

3

Post Covid situation

- Foreign exchange control liberalization; the country has implemented various reforms to open its financial markets and facilitate cross-border transactions
- Encourage in expansion abroad; diversify risk
- Geopolitics - dynamics between China and the countries in the ASEAN

Market Observations - China

4

Outbound Direct Investment (ODI)

- Liberalisation for ODI approval - encouraged companies to expand globally

5

Different Business Approach

- Need for a community - centric business approach; need to create Labuan-China Chinese community to have sustainable network and engagement.
- Business/Project Matching - identifying demand among Chinese investors, aim to discover viable investment projects and establish business connections
 - ✓ May act as a 'business matcher,' connecting potential clients with opportunities to collaborate on business ventures alongside other intermediaries.

Note: Observed the Bahamas and Seychelles have adjusted their business approaches to enhance facilitation

Market Focus – China

Key Initiatives

1

**Enhance relevant marketing collaterals
(also in conjunction with 50th year of Msia-CN
diplomatic ties)**

2

Develop jurisdiction's website in Mandarin

3

**Develop customised / innovative marketing
channels**

- Ensure correct and updated information
- Better understand Labuan IBFC's offerings
- Ensure effective and efficient dissemination of information

4

**Cultivate strategic collaboration
(Local partners / agents)**

5

**Develop cross-sector strategic alliance team
(China Desk)**

- Have centralised communications and support
- Better facilitate establishments in Labuan
- Ensure sustainable market development initiatives

Market Focus – Qatar

Renewal of MoU

The MoU between Labuan IBFC Inc. and QFCA was renewed on 24 May 2023 in Doha, Qatar and is valid for a period of three (3) years.

The MoU is focused on market development and promotional initiatives for both jurisdictions.

Areas of collaboration:

- a) **Islamic finance (for 2024)**
- b) Digital finance
- c) Capital markets (sukuk issuances and placements)
- d) Wealth management
- e) Captive insurance

Key Initiatives

1

Online Exposures

- Joint advertisements on trade media relating to key collaboration areas - Labuan IBFC Inc. to cover APAC region, while QFC covers the Middle East region
- Mentions/tagging of each jurisdiction via social media postings relating to ongoing initiatives, event promotions/product launching etc.
- To organise a series of dialogues between Labuan IBFC Inc. and QFC (btw CEOs/Heads) quarterly outlining the achievements, plans, trending topics and upcoming efforts re joint key collaboration areas – video snippets to be posted on both websites and social media accounts

2

Publications

- Produce joint publications outlining strategies in key collaboration areas through articles and white papers etc.
- Provide a dedicated section in newsletter/website that outlines relevant development of each jurisdiction
- Showcase/disseminate info on Labuan IBFC Inc./QFC at the respective offices

3

Events

- To actively participate as a supporting partner for events organised by both jurisdictions
- To co-organise a masterclass, high-impact briefing or training for service providers from each jurisdiction
- To extend invitation for any upcoming events organised by each jurisdiction with complimentary traditional or pop-up booths/speaking slots



Lalitha Sivanesan
Manager,
Media & Strategic Communications,
Labuan IBFC Inc.

Media and Strategic Communications Initiatives

Website Homepage Revamp

1. Notification/alert sections dedicated to Labuan FSA, SPIR, EU, COMMS, Labuan IBFC Partners etc.

2. Minimizing size of website slider, enabling click to action (CTA) function for corporate video

3. New Mandarin tab section featuring content specific to the Chinese market

4. Removing menu pages to avoid unnecessary clicking and overall reconciliation of content in key tabs

Implementing Search Engine Optimisation (SEO)

Benefit 1:

Brings Organic Search Traffic to our Website

How?

Organic traffic consists of viewers who find our website through a search engine. The aim is for Google to recognise that our website offers the most relevant answers to the questions people are asking relating to our industry.

Benefit 2:

Generates Leads

How?

When implemented strategically, SEO allows us to be the top recommendation for people who are looking for our offerings, based on the word search related to our content available on the website.

Benefit 3:

Increases Brand Awareness

How?

SEO will push our website to the top of results during searches (this applies when any keywords related to our industry/offerings is typed in).

Utilising Social Media Support/Management

To increase brand awareness and loyalty

To gain valuable customer
insights

To increase
website traffic
and search
ranking

To analyse
competitors'
style of
approach

To assist in
creating
geotarget
content

To run targeted
ads with real-
time results

Media Content Strategy

Owned Media

- Website – ensure information from 3 key units are updated and easily accessible on the homepage
- Quarterly newsletter, Insight Plus – to showcase Labuan IBFC news and contributions from industry stakeholders. To be distributed to relevant associations globally other than to Labuan IBFC Inc's database
- Social media accounts – postings on Labuan IBFC propositions and offerings, industry news, alerts, etc, with socmed management/support
- Marketing collaterals – to ensure content is simplified/updated via thorough revisions
- In the pipeline for infographics – Wealth Management, Fund Management and Captives

Paid Media

- Banner ads in global trade and mainstream publications
- Written/commissioned publications focusing on core areas including Captive, Islamic Finance, Wealth Management, Fund Management, DFS
- To ensure listing in prominent directory listing platforms
- To ensure media distribution/support to boost distribution of press releases locally and globally

Media Strategies (cont.)

Earned Media

- Featured interviews, articles and press releases with global/domestic trade and mainstream media
- Shared content, mentions and retweets on social media
- Awards, accolades and reviews
- Labuan IBFC's website URL or jurisdiction mention in the website of statutory bodies, service providers, and regulatory bodies

Collaborated Media

- Collaborative editorials/socmed postings with Labuan IBFC Inc. partners e.g. QFC, KADIN West Java, CCB
- To initiate exclusive media partnerships relating to Labuan IBFC/collaborative events
- Initiating CSR e.g. fund-raising campaigns with interested partners such as Labuan Corporation, Labuan Tourism

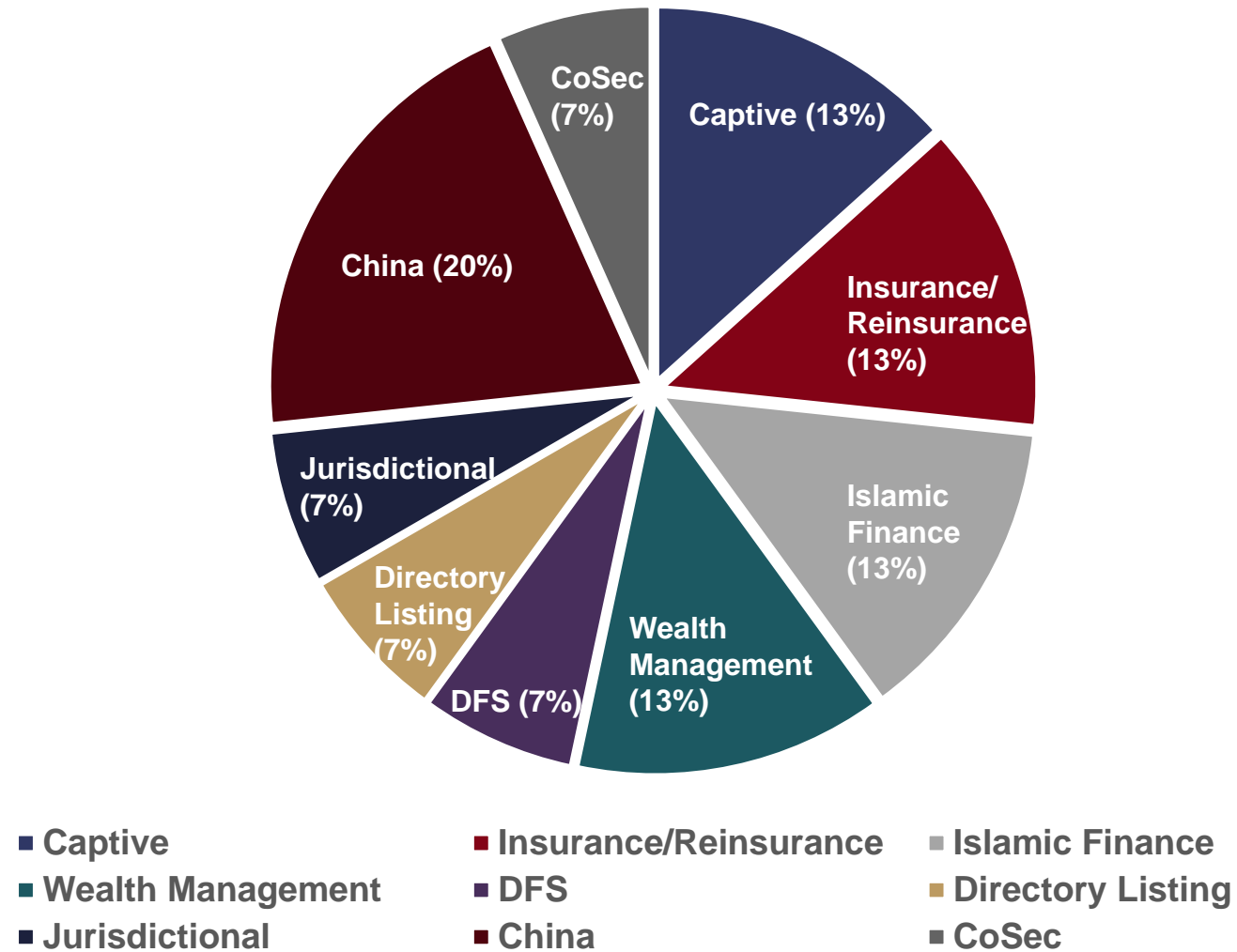
Media Engagement

To host networking sessions with 5 select medias to promote and provide news coverage for Labuan IBFC.

Will also share Labuan IBFC Inc.'s marketing plans for the year to garner media partnership/support.

Media Buys

Media Buys by Verticals





Nadeeka Sarah
Manager,
Events,
Labuan IBFC Inc.

Events Initiatives

Key Thrusts and Initiatives

Key Thrusts

Content and Positioning

- Proprietary events - focused on thought leadership topics, industry insights and technical content
- Sponsored events - targeted to have high brand exposure and industry recognition
- Targeted attendees - professional intermediaries and potential license holders

Partnerships

- Proprietary events - Identify knowledge partners, i.e. speakers and/or subject matter experts in developing event content
- Prioritise partnership with Labuan industry players and look at annual collaboration

Type of Events

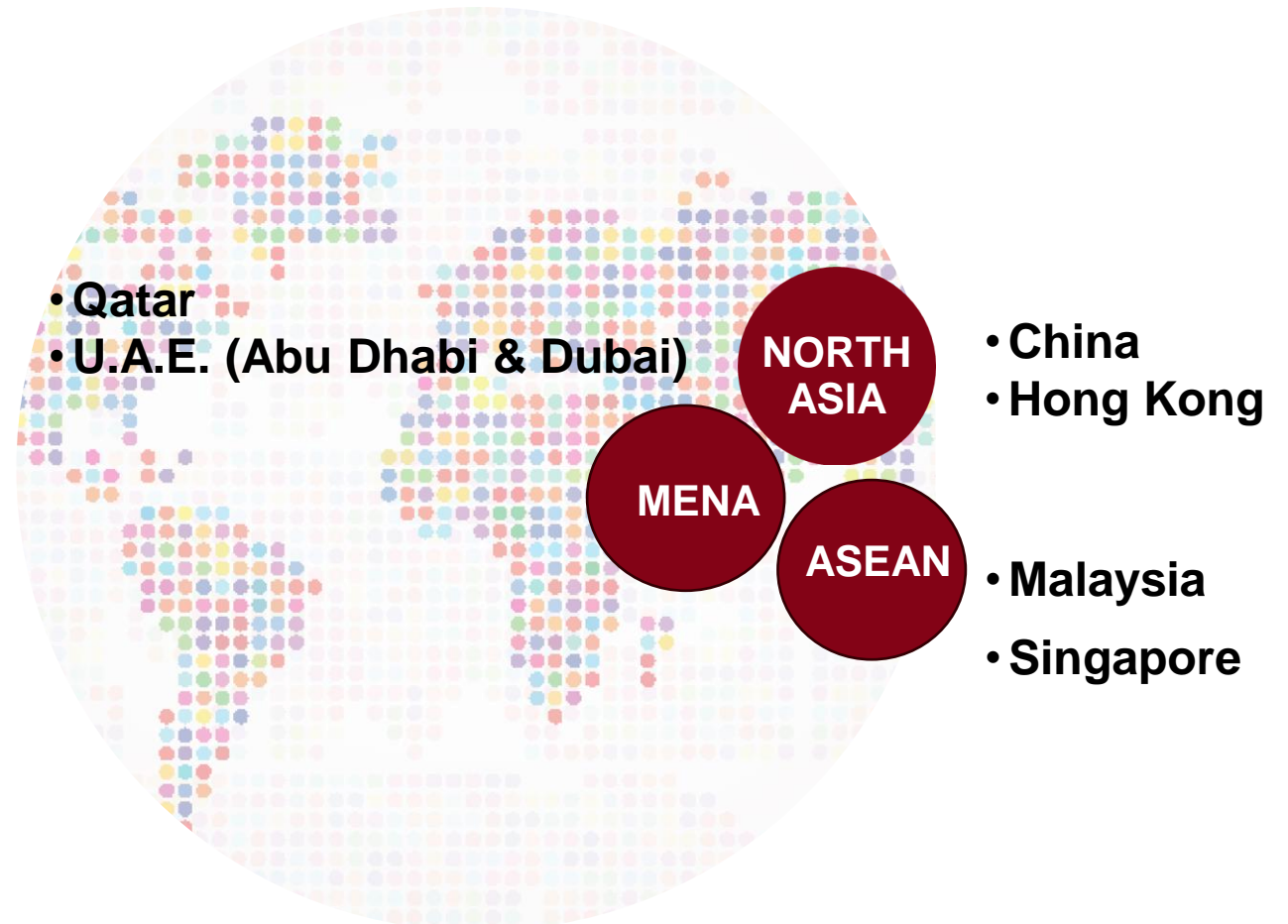
- Proprietary events i.e masterclasses & targeted briefings
- Landmark Events (e.g. ACC)
- Sponsored events
- Key stakeholder events (e.g. golf, networking dinners, cocktails)

Key Initiatives

- Focus on identified target markets and products.
- Prioritise theme-based events to better showcase Labuan IBFC's function in facilitating cross border transactions.
- Working closely with strategic partners including MOU partners for cross-jurisdiction events

Key Markets and Verticals

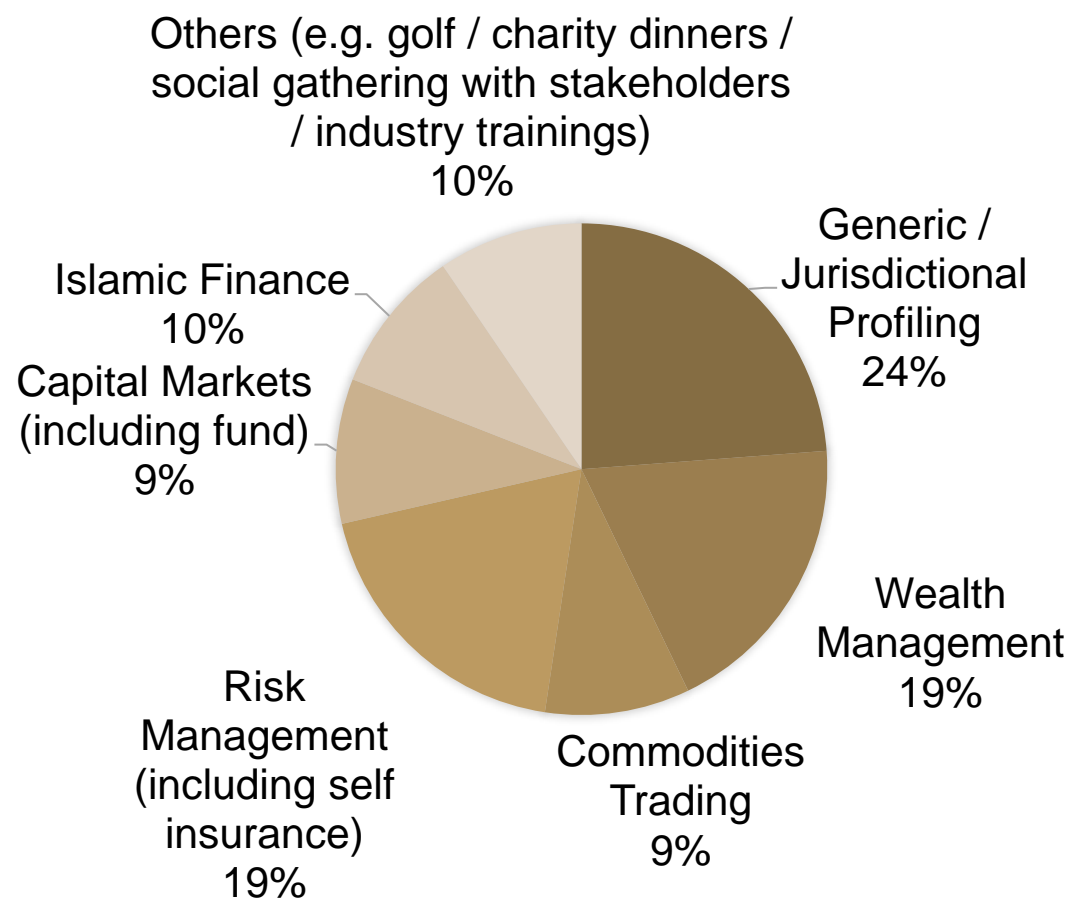
- Risk Management – Self-insurance (Captives)
- Investment Management - Capital Markets (including fund)
- Islamic Finance
- Wealth Management / Business Succession
- Commodities Trading



Proposed Events Plan for 2024

Types of Event	2024
A. Proprietary Events	12
B. Sponsored Events	9
Total Number of Events	21
80% Overseas vs 20% Local	

Proposed Events by Industry



By Industry	2024
Generic / Jurisdictional Profiling	5
Wealth Management	4
Risk Management (including Self Insurance)	4
Capital Markets – includes Funds	2
Islamic Finance	2
Commodities trading (LITC vis GIFT)	2
Others e.g. Golf / Charity Dinners / Social gathering with stakeholders / Industry trainings)	2
Total Number of Events	21

Disclaimer

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Thank You

