

CURRICULUM VITEA



Ms. Najihah Abas

Independent Non-Executive Director | Strategic Advisor | Investment & Industrial Development Leader

PROFILE SUMMARY

Ms. Najihah Abas is a highly accomplished Malaysian professional with over 30 years of leadership experience in investment promotion, industrial ecosystem development, corporate governance, and organisational transformation. She currently serves as the Strategic Advisor at CZR Consulting Sdn Bhd and Independent Non-Executive Director of YBS International Berhad.

KEY COMPETENCIES

- Investment Promotion & Global Market Strategy
- Corporate Governance & Board Oversight
- Industrial Development & Ecosystem Building
- Organisational Transformation & Change Management
- Public Policy & Government Relations
- Strategic Human Capital, Finance & IT Management
- International Engagement & Global Market Representation

PROFESSIONAL EXPERIENCE

Independent Non-Executive Director, YBS International Berhad (Oct 2025-Present)

- Member of Audit, Nomination & Remuneration Committees

Strategic Advisor, CZR Consulting Sdn Bhd (Sept 2025-Present)

- Provides strategic guidance and organisational direction

Malaysian Investment Development Authority (MIDA) (1996-2025)

- Executive Director, Corporate Management Services- In this role, she is responsible for internal corporate functions, including human resource management, finance and accounts, IT system development, and legal and government relations sections
- Executive Director, Investment Promotion -Previously, she led the division responsible for attracting both foreign and domestic investments, specifically focusing on markets in Europe, the US, Asia, and Oceania. This involved working with various government officials and private firms to strategize on investment targets
- Executive Director, Manufacturing Development (Non-Resource) -Her experience also extends to the development of specific manufacturing sectors, such as electrical & electronics, machinery & metal technology, building technology & lifestyle, and transportation technology
- Director, Building Technology & Life Style Division - Earlier in her MIDA career, she focused on promoting investment in building construction materials including the development of Industrial Building System and Textiles, Jewelry and Apparel sectors as well as developing the industries ecosystem in Malaysia. Pioneering the establishment of Federation of Malaysian Fashion Textile and Apparel (FMFTA) Association.
- Director, MIDA London Office (attached with the Malaysian High Commission)- Strengthened Malaysia's investment presence in United Kingdom & Republic of Ireland, led engagement with multinational corporations, facilitated market access, and promoted high-value investments (FTSE) into Malaysia.

Malaysia Productivity Corporation (MPC) (1993)

Advisory Consultant

- Productivity improvement initiatives for public and private organisations.
- Facilitated industry engagement programmes to drive operational efficiency and quality enhancement.
- Supported national productivity initiatives through advisory, training, and strategic interventions.

BOARD & COMMITTEE ROLES

- Independent Non-Executive Director, YBS International Berhad
- Audit Committee, Nomination Committee, Remuneration Committee

EDUCATION

- Phd in Project Management (Pursuing), UMWales (formerly known as International Malaya University -Wales)
- Master of Business Administration, Ohio University
- Bachelor's Degree in Business Administration (Hons), International Islamic University

TRAININGS/CERTIFICATIONS

- `Economics of Climate Change' from University of Oxford, United Kingdom
- `Leading Organisations in Disruptive Times' under INSEAD Executive Programme, from Institut Européen d'Administration des Affaires Fontainebleau, France.

AWARDS & RECOGNITION

- MIDA Excellent Award in 2003

PROFESSIONAL AFFILIATIONS AND ACHIEVEMENTS

- Pioneered the establishment of the Federation of Malaysian Fashion, Textile and Apparel (FMFTA), strengthening industry coordination and national sectoral representation.
- Member of the CIDB-MIDA Working Group for the promotion of the Industrialised Building System (IBS) in Malaysia, supporting the country's shift toward modern construction technologies.
- Served on the Nexus Committee during her tenure as Executive Director for Non-Resource Industry, driving productivity, competitiveness, and regulatory reform across key industrial clusters through cross-agency, industry-driven collaboration.
- Secretariat to the Electric Vehicle (EV) Taskforce, MITI (National Level), supporting the development of Malaysia's EV ecosystem and policy alignment.
- Actively collaborated with the British Malaysia Society (UK) to strengthen bilateral engagement and investment outreach.
- Led investment promotion initiatives aligned with national policies and frameworks, including the National Investment Aspirations (NIA) and the New Industrial Master Plan 2030 (NIMP 2030).

- Served as Secretariat for the Project Implementation Coordination Unit (PICU), enhancing investor experience and reducing regulatory bottlenecks across agencies.
- Managed high-level stakeholder relations with federal ministries, state agencies, international investors, and foreign missions to support seamless investment facilitation.
- Contributed significantly to the development of Standard Operating Procedures (SOPs) for the rationalisation of Investment Promotion Agencies (IPAs) including ECERDC, NCIA, and IRDA.
- Successfully coordinated cross-agency mapping and operational integration of InvestKL into MIDA, ensuring smooth transition and alignment of roles, systems, and functions.
- Served as a Panel Judge for the British Malaysian Chamber of Commerce (BMCC) Business Excellence Awards for two consecutive years, alongside His Excellency Charles Hay, the UK High Commissioner to Malaysia, and prominent industry leaders, recognising outstanding business achievements

LANGUAGES

- English
- Bahasa Malaysia

INTEREST & SOCIAL ACTIVITIES

- Chairwomen to the CSR initiatives at MIDA (Sept 2024- Aug 2025)
- Founded and Chairwomen to MIDANita (Women's Club at MIDA) 2020 - Aug 2025
- Travelling • Gardening • Baking