

## **A BRIEF PROFILE - Ms. Najihah Abas**

**Ms. Najihah Abas is an experienced leader with more than 30 years in Malaysia's investment, industrial development, and organisational transformation landscape.** She has served in key national institutions such as the Malaysian Investment Development Authority (MIDA) and the Malaysia Productivity Corporation (MPC), where she contributed to strengthening Malaysia's economic competitiveness and attracting high-value investments. At MIDA, she held several senior positions, including Executive Director of Corporate Management Services, Executive Director of Investment Promotion, and Executive Director of Manufacturing Development (Non-Resource). She also represented Malaysia abroad as the Director of MIDA London, overseeing investment promotion efforts in the United Kingdom and Ireland.

**Her leadership extends to the private sector, where she serves as Strategic Advisor to CZR Consulting Sdn Bhd and as an Independent Non-Executive Director of YBS International Berhad,** contributing to corporate governance through the Audit, Nomination, and Remuneration Committees. She holds an MBA from Ohio University and a Bachelor's degree from the International Islamic University Malaysia. With her broad sectoral knowledge, strategic insight, and proven leadership record, Ms. Najihah continues to play an influential role in supporting Malaysia's economic growth and strengthening organisational excellence.