

# **RESUME**



## **DATO' SIVASURIYAMOORTHY SUNDARA RAJA**

Former Deputy Chief Executive Officer  
(Investment Promotion and Facilitation)  
Malaysian Investment Development Authority (MIDA)

### **PERSONAL INFO**

**DOB** : 30 November 1965  
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### **PROFESSIONAL SUMMARY**

A seasoned investment promotion professional with 36 years of distinguished service at the Malaysian Investment Development Authority (MIDA). Demonstrated expertise in attracting foreign direct investment (FDI) and domestic direct investment (DDI), with a strong foundation in policy formulation; strategic partnerships; and industrial development. Proven success in managing MIDA's overseas operations and MIDA state offices, leading high-impact initiatives that have significantly contributed to national investment growth. A results-driven professional with a strong ability to lead, strategise, execute and deliver measurable outcomes, particularly in driving investment facilitation and promoting Malaysia as a preferred investment destination.

### **PROFESSIONAL EXPERIENCE**

- Joined MIDA in 1989 as an Assistant Director in the Food, Beverages, and Chemical Division.
- Served in various divisions, including Strategic Planning and Policy Advocacy, Investment Promotion, and the Incentive Coordination and Collaboration Office (ICCO).
- Served two postings in Germany, leading MIDA's offices in Cologne (2006–2009) and Frankfurt (2013–2017). Assumed a key role in relocating MIDA's office from Cologne to Frankfurt and in establishing MIDA's second German office in Munich. As Director abroad, was responsible for attracting foreign direct investment (FDI) from Germany and the Benelux countries (Belgium, the Netherlands, and Luxembourg).

- **Contributed significantly to Malaysia's industrial development initiatives, including:**
  - **2nd and 3rd Industrial Master Plans (IMP)**
  - **8th to 10th Malaysia Plans**
  - **Equity liberalisation of the manufacturing sector**
  - **Formulation of investment incentives and policies**
  - **Restructuring and empowerment of MIDA (2010–2011)**
- **Promoted as Director, Strategic Planning and Policy Advocacy Division**  
1<sup>st</sup> Jan 2013 - 31<sup>st</sup> October 2018
- **Promoted as Executive Director (Investment Promotion)**  
1<sup>st</sup> November 2018 - 30<sup>th</sup> April 2021
- **Promoted as Deputy Chief Executive Officer (Investment Promotion and Facilitation)**  
1<sup>st</sup> May 2021 – 29<sup>th</sup> November 2025

Oversaw record breaking historic levels of private investment from 2021 to 2024. Total approved private investments increased from RM309.4 billion in 2021 to RM378.5 billion in 2024 - the highest in the nation's history. Notably, investments under the purview of MIDA accounted for 57% (RM730.7 billion) of the total RM1.3 trillion investments approved in the economy during this period (2021-2024).

### **KEY INITIATIVES AND ACHIEVEMENTS**

- **Coordinated overseas Trade and Investment Missions led by the Honorable Prime Minister, the Minister of MITI (Ministry of Investment, Trade and Industry) and MIDA's Top Management to attract and secure foreign investments.**
- **Strengthened partnerships with key stakeholders, including international and local chambers, financial institutions, private equity firms, sovereign wealth funds, Government Linked Companies (GLCs), Government Linked Investment Companies (GLICs), local conglomerates, industrial land developers, real estate consultants, logistics players, talent recruitment agencies, corporate service providers, and Project Management, and Engineering, Procurement and Construction Management (EPCM) companies to facilitate both FDI and DDI.**
- **Spearheaded the establishment of the One Stop Centre (OSC) and Business Travellers Centre (BTC) during Malaysia's Movement Control Order (MCO) period (2 October 2020 – 1 April 2022) to streamline entry for short-term business travelers. This transformative initiative played a critical role in facilitating inflows of foreign investments valued RM171.8 billion and accelerating Malaysia's post-COVID economic recovery.**

- Partnered with ARM Holdings Plc for semiconductor industry development in Malaysia.
- Formulated policies for the orderly development of world-class industrial parks in Malaysia.
- Led the Study on Cross-Border Investment (Direct Investment Abroad).
- Established the TRACK system and Invest Malaysia Facilitation Centre (IMFC) in MIDA to facilitate implementation of approved investment projects.
- Coordinated the Study on Exit Strategy for Foreign Labour-Intensive Industries.
- Developed policies and guidelines for the Domestic Investment Strategic Fund (DISF), aimed at transitioning Malaysian-owned companies to high-tech industries.
- Developed MIDA's first Centralised Information System (CIS) in 2000.

### **SKILLS AND COMPETENCIES**

- Foreign Direct Investment (FDI)
- Domestic Direct Investment (DDI)
- Cross Border Investment/Direct Investment Abroad (DIA)
- Policy Development and Incentives
- Strategic Partnerships
- Investment Promotion
- Investment Facilitation
- Industrial Planning
- International Relations
- Stakeholder Engagement

### **EDUCATION & MANAGEMENT PROGRAMME**

- Bachelor's Degree in Economics (Business Administration)  
University of Malaya - 1988
- ASEAN Senior Management Development Programme of the Harvard Business School Alumni Club of Malaysia - 2018

### **CONFERMENT**

- Darjah Setia Pangkuan Negeri (D.S.P.N)  
Penang State Government-2025

### **BOARD MEMBER (NON-EXECUTIVE)**

- KHTP Sterilisation Services Sdn.Bhd. (1 September 2025- 30 June 2027)