

GBS Iskandar

Slated to become among the top business services hubs in Southeast Asia, Iskandar Malaysia has been garnering much interest from multinational corporations that are looking to focus on nearshore market potential. Offering a cost-efficient, global business services solution for companies looking to keep their strategic presence in Southeast Asia, i2M has played an instrumental role in facilitating the development of the Global Business Services (GBS) and Shared Service and Outsourcing sector in Iskandar Malaysia which has managed to attract several prominent names in the business community.

i2M Ventures, a wholly owned subsidiary of Khazanah Nasional was established to focus on the development of strategic investment promotion initiatives for the Global Business Services (GBS) and Shared Services and Outsourcing (SSO) sector in Iskandar Malaysia. Aiming to position Iskandar Malaysia as a premier business location in the region, i2M launched the GBS Iskandar programme, a specialised initiative to advise and assist businesses to locate GBS Operations to Iskandar Puteri.

Attractive Business Benefits

With GBS Iskandar, companies will be able to enjoy expert assistance in order to meet their GBS location requirements, covering key areas such as talent, infrastructure, liveability and incentives. Additionally, qualified companies will enjoy privileged access to customised incentives comprising of expert facilitation which takes into account businesses' growth and expansion plan as well as take full advantage of the district's excellent business environment, abundant talent pool and various financial incentives. Aside from these incentives, qualified companies under the GBS Iskandar programme are given access to

additional customised incentives to subsidise their cost of setting up their GBS operations in Iskandar Puteri.

Leveraging on Iskandar Puteri's strategic location, cost competitiveness, language capabilities and highly-skilled talent

pool, i2M via the GBS programme aims to attract both local and international investors as well as multinational companies and regional headquarters that are either looking at penetrating the Singapore market or seeking for a more cost efficient expansion plan.

i2M Ventures Managing Director, Zulfiqar Zainuddin (left) and ACCA Director of Strategic Partnership, Stephen Shields (right) 'take one for the album' after the signing of Strategic Partnership Agreement between ACCA and i2M Ventures witnessed by Nusajaya State Assemblyman, Dr Zaini Abu Bakar (middle).



Development of Human Capital

Apart from attracting and facilitating the companies to set up here in Iskandar Puteri, recognising that talent sourcing is many organisation's biggest challenge, i2M is also taking an active role in talent development particularly for the shared services & outsourcing and global business services industry.

Among the initiatives undertaken to develop, attract and retain skilled professionals for the high-value jobs coming into Iskandar Puteri also includes the Campus Connect Initiative, a programme that offers selected Final Year students the opportunity to learn new skill sets on a combination of classroom and on-the-job training with the Industry players, which increases



Frost & Sullivan, a global leader in growth consulting chose Iskandar Malaysia due to its strategic location as well as i2M's excellent facilitation and quality talent pool.

the employability of the students, and produces quality talents for the participating companies. One of the GBS ISKANDAR Companies that took up the Campus Connect programme is Vision Technology Consulting (VTC) that facilitated a three-month Oracle training and certification programme for selected computing students from Universiti Teknologi Malaysia (UTM). Apart from IT skillsets, i2M is also in collaboration with the Association of Chartered Certified Accountants (ACCA) to create a ready pool of GBS-skilled talents via ACCA's GBS Qualification programme aiming at students in higher learning institutions to

support Iskandar Puteri's role as a hub for GBS and SSO.

Being a non-profit entity, i2M's objectives is to promote and attract local businesses to Iskandar Puteri and make GBS a key economic growth area aspiring to be able to ensure the realisation of investors' projects and subsequently create 14,000 jobs with a total Investment Value of RM6.5 billion. So far, i2M Ventures seem to be on the right track. To date, GBS Iskandar has managed to attract committed investments of RM1.76 billion over a five-year period from 14 companies collectively since 2013 and is expected to create over 4,000 jobs from these companies.

Iskandar Puteri is a promising business investment destination due to its growth strategic positioning as an excellent platform to tap into the region's growth opportunities. Via the GBS ISKANDAR's programme, combined with the attractive incentives, availability of skilled talents, market access, world-class infrastructure as well as competitive cost amalgamates to create a thriving and efficient business environment which will be a key catalyst for the region's economic development. **Join the discussion on this topic at internationalbusinessreview.net**