



MALAYSIA AUTOMOTIVE INSTITUTE (MAI)

The Malaysia Automotive Institute (MAI) is an agency of the Ministry of International Trade and Industry (MITI)

- We are a **think tank**, tasked with **strengthening** the Malaysian Automotive Industry
- An Intermediary between stakeholders in Malaysia's automotive community
- We **Formulate policies** & perform **research** on the industry
- We also **develop human capital** & coordinate between public and private sectors



The scope of work includes both

A. MANUFACTURING SECTOR

1. Motor Vehicles covering passenger and commercial vehicles



2. Motorcycles

3. Parts and Components related to the above

B. SALES AND AFTER SALES & SERVICE SECTOR

1. Dealers and Distribution

2. Servicing

3. Recycling

4. Remanufacturing

KEY ACTIVITIES

The key strategic activities in MAI are:

STRATEGIC RESEARCH

CAPACITY BUILDING

INTERNATIONAL OUTREACH

KEY ACTIVITIES

The key strategic activities in MAI are:

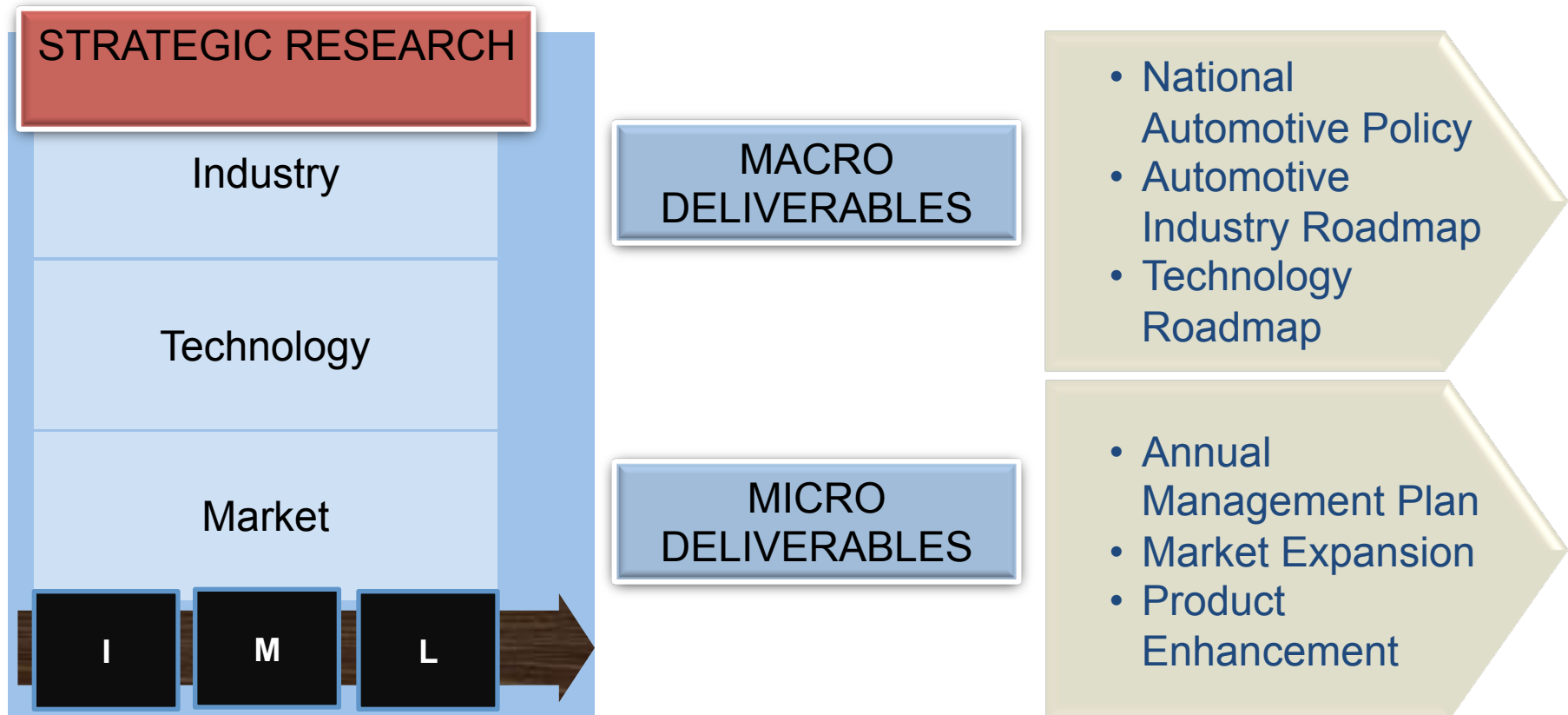
STRATEGIC RESEARCH

CAPACITY BUILDING

INTERNATIONAL OUTREACH

STRATEGIC RESEARCH

1. Identifying mechanisms to improve the competitiveness of the local automotive industry
2. Identifying opportunities to expand the local automotive industry
3. Reviewing and Updating the effectiveness of current strategies and plans for the local automotive industry
4. Providing policy inputs in areas related to the local automotive industry



KEY ACTIVITIES

The key strategic activities in MAI are:

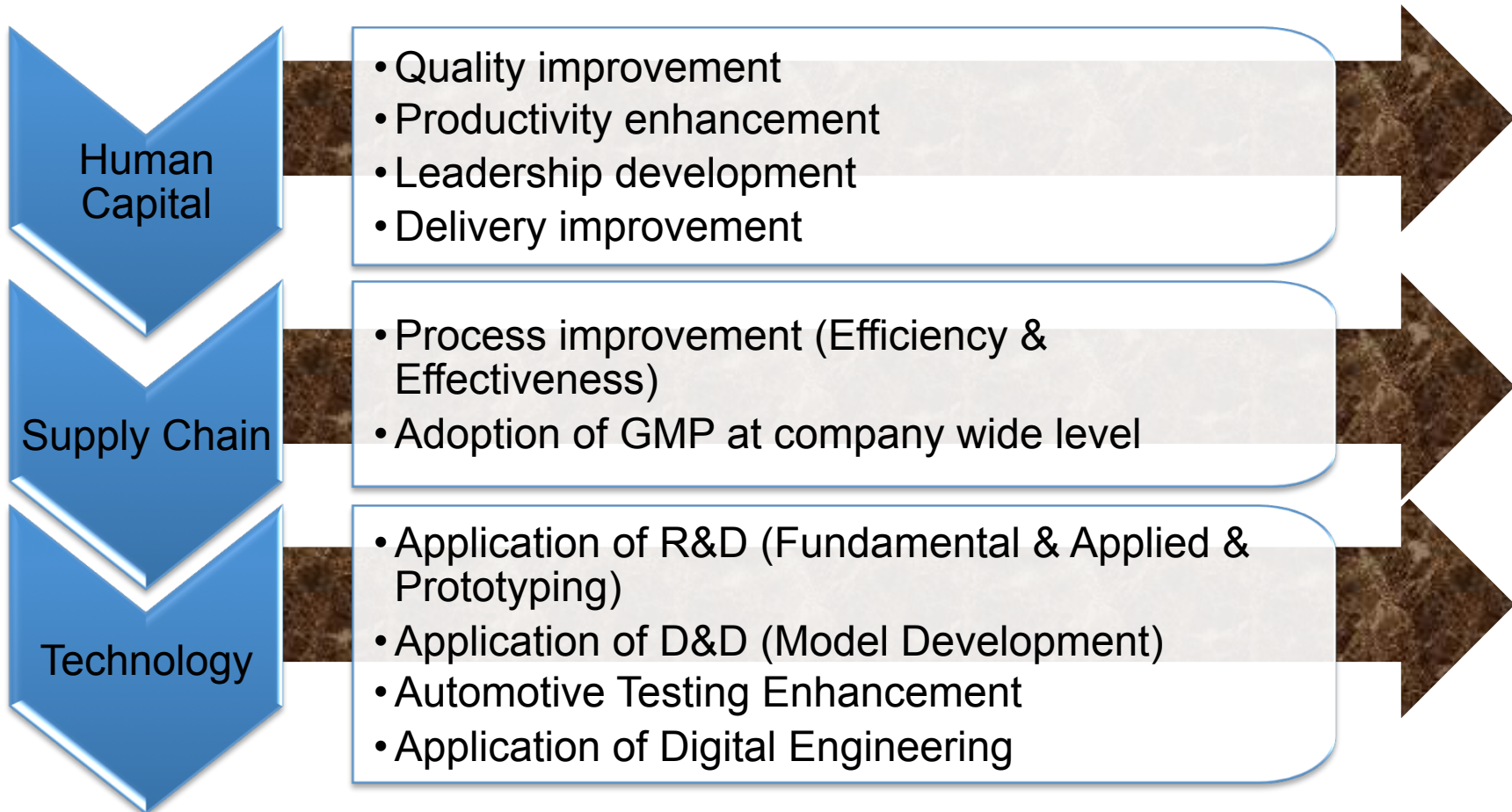
STRATEGIC RESEARCH

CAPACITY BUILDING

INTERNATIONAL OUTREACH

CAPACITY BUILDING

1. Quality workforce at various levels within the automotive industry,
2. Key technology,
3. Global level supply chain; while
4. Inculcating good manufacturing practices and at the same time to develop platform for technology development and testing.



KEY ACTIVITIES

The key strategic activities in MAI are:



CAPACITY BUILDING

INTERNATIONAL OUTREACH

INTERNATIONAL OUTREACH

Partnerships and collaborations with regional and international automotive organisations, associations, COE and others.

PARTNERSHIP

- Facilities Sharing
- Technical tie-up
- Market accessibility
- Branding optimization

COLLABORATION

- Information Exchange
- Research Sharing
- Expert Exchange Programme

THANK YOU