



MISSION 2

MALAYSIA TECHNOLOGY MISSION

INNOVATE. INTEGRATE. ACCELERATE.



SEMICONDUCTOR & ELECTRONICS

Engage with global and
local technology leaders



INNOVATION ECOSYSTEMS

Tap into world-class R&D
and innovation clusters



BUSINESS OPPORTUNITIES

Build partnerships and
accelerate market entry

INNOVATE. PARTNER. GROW.



OPTIMIZE 360

Optimizing Businesses to Their Ultimate Potential



EXECUTIVE MALAYSIA

INTERNATIONAL EXPANSION MISSION



**JANUARY 8 –
JANUARY 21, 2027**



12 DAYS

AT A GLANCE

	DURATION	12 Days
	DEPARTURE	Houston – January 8, 2027
	RETURN	Houston – January 21, 2027
	HOST	Hosted by the leading Malaysian Technology Parks and other top Government organizations
	U.S. GOVERNMENT PARTICIPATION	U.S. Commercial Service – U.S. Embassy Kuala Lumpur / U.S. Consulate General Johor Bahru (subject to availability)
	INVESTMENT	US\$10,000

DESIGNED FOR

 Manufacturers	 Exporters	 Consumer Products
 Industrial Equipment	 Electronics & Electrical	 Medical Devices & HealthTech
 Food & Beverage	 Chemicals & Materials	 Automotive & EV Components
 Advanced Manufacturing	 Logistics & Supply Chain	 Digital Tech & ICT

INVESTMENT BREAKDOWN

PHASE / SERVICE	INVESTMENT (USD)
Phase I – International Expansion Preparation	US\$3,500
Phase II – Mission Implementation	US\$3,500
Malaysian Business Development Services & Deliverables, including: (See list of services to the right)	US\$3,000
TOTAL INVESTMENT	US\$10,000

OPTIMIZE 360 PROFESSIONAL SERVICES

PHASE I INTERNATIONAL EXPANSION PREPARATION	PHASE II MISSION IMPLEMENTATION
✓ Initial Consultation ✓ Expansion Assessment ✓ International Strategy ✓ Mission Planning ✓ Company Positioning ✓ Executive Briefing	✓ Mission Coordination ✓ Meeting Scheduling ✓ Malaysian Partner Coordination ✓ Executive Briefings ✓ Documentation Support ✓ Daily Mission Oversight ✓ Post-Mission Debrief
PROFESSIONAL FEE US\$3,500	PROFESSIONAL FEE US\$3,500

MALAYSIAN BUSINESS DEVELOPMENT SERVICES & DELIVERABLES

US\$3,000

- Executive meetings
- Dedicated Business Development support during the mission
- Negotiation support
- Documentation coordination
- Translation and facilitation where required
- Relationship management
- Immediate post-meeting follow-up
- Technology Park visits
- Manufacturing visits
- Institutional introductions
- Government engagement
- Business matchmaking
- Strategic discussions
- Opportunity identification
- Relationship development



Hosted by the leading Malaysian Technology Parks and other top Government organizations.

BOOK YOUR CONSULTATION TODAY!

For booking an appointment go to:
www.calendly.com/Optimize-360



Optimize 360 LLC
Connecting Texas Businesses
to Global Opportunities

WHAT'S INCLUDED

- ✓ Mission Planning
- ✓ Executive Business Meetings
- ✓ Qualified B2B Matchmaking
- ✓ Factory Visits
- ✓ Company Visits
- ✓ Distributor & Partner Introductions
- ✓ Daily Mission Coordination
- ✓ Business Networking
- ✓ Meeting Scheduling
- ✓ Negotiation Support
- ✓ Kuala Lumpur & Penang Program
- ✓ Post-Mission Debrief
- ✓ Closing Business Session

NOT INCLUDED

- ✗ International Airfare
 - ✗ Domestic Transportation
 - ✗ Airport Transfers
 - ✗ Hotel Accommodation
 - ✗ Meals
 - ✗ Personal Expenses
 - ✗ Travel Insurance
 - ✗ Visa Fees (if applicable)
- Client Responsibility
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PROFESSIONAL SERVICES COVERAGE

SERVICE CATEGORY	INCLUDED	SUPPORTING DOCUMENTATION
 Optimize 360 Professional Services	✓	Invoice & Agreement
 Mission Preparation	✓	Scope of Services
 Market Development Activities	✓	Project Documentation
 Business Matchmaking	✓	Meeting Schedule
 Business Development Services	✓	Provider Invoice
 Official Business Meals	✓	Receipts

WHY MALAYSIA?

YOUR GATEWAY TO ASEAN & BEYOND



Strategic Location

Heart of ASEAN, excellent connectivity to G20/M30 markets: China, India, Australia, Middle East & beyond.



World-Class Infrastructure

Modern ports, airports, logistics and digital infrastructure for global business.



Skilled & Cost-Competitive Talent

Multilingual, technically skilled workforce with strong engineering talent.



Pro-Business Environment

Investor-friendly policies, incentives, and robust legal framework.

INDUSTRIES MALAYSIA EXCELS AT

- Electronics & Electrical (E&E)
- Semiconductors & IC Design
- Medical Devices
- Automotive & EV Components
- Aerospace & Precision Engineering
- Petrochemicals & Specialty Chemicals
- Halal Products & Food Manufacturing
- Pharmaceuticals
- Digital Economy & ICT
- Green Technology & Renewable Energy

OUTSOURCING, PARTNERSHIPS & MARKET ACCESS

OUTSOURCE MANUFACTURING	JOINT VENTURES (JV/JU)	ACCESS MASSIVE MARKETS
 High-quality, cost-efficient manufacturing with global standards and reliability.	 Leverage local expertise, share risks and accelerate market entry.	 Gateway to 600M+ ASEAN consumers and connection to MENA and the Indian Subcontinent.

NEXT STEPS

- 1 Schedule an Initial Consultation
- 2 Execute the Client Services & Collaboration Agreement
- 3 Complete the Project Engagement Schedule
- 4 Commence Phase I (Professional Services)
- 5 Mission Preparation & Scheduling
- 6 Depart for Malaysia (Kuala Lumpur & Penang)
- 7 Execute the Executive Expansion Mission
- 8 Post-Mission Follow-up & Business Development

POST-MISSION BUSINESS DEVELOPMENT

Following completion of the mission, participating companies may retain the Malaysian Business Development Firm for additional services:

- Distributor development
- Agent representation
- Partner identification
- Supplier sourcing
- Manufacturer sourcing
- Business negotiations
- Project management
- Market development
- Company establishment assistance
- Ongoing local representation

The scope of services, professional fees, duration of engagement, and commercial terms shall be negotiated directly between the participating U.S. SME and the Malaysian Business Development Firm. Optimize 360 shall have no responsibility for any subsequent commercial arrangements between the parties.



AN EXECUTIVE PATHWAY TO INTERNATIONAL GROWTH.

Optimize 360 connects Texas businesses with world-class opportunities through professionally organized international missions.



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