



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 4 –
JANUARY 17, 2026



12 DAYS

AT A GLANCE

	DURATION	12 Days
	DEPARTURE	Houston – January 4, 2026
	RETURN	Houston – January 17, 2026
	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

INVESTMENT BREAKDOWN

PROVIDER	INVESTMENT (USD)
Optimize 360 Professional Services	US\$7,000
Malaysian Business Development Firm	US\$3,000
TOTAL 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

OPTIMIZE 360 PROFESSIONAL SERVICES

PHASE I

INTERNATIONAL EXPANSION PREPARATION

- ✓ Initial Consultation
- ✓ Expansion Assessment
- ✓ International Strategy
- ✓ Mission Planning
- ✓ STEP Documentation Guidance
- ✓ Company Positioning
- ✓ Executive Briefing



PROFESSIONAL FEE
US\$3,500

PHASE II

MISSION IMPLEMENTATION

- ✓ Mission Coordination
- ✓ Meeting Scheduling
- ✓ Malaysian Partner Coordination
- ✓ Executive Briefings
- ✓ Documentation Support
- ✓ Daily Mission Oversight
- ✓ Post-Mission Debrief



PROFESSIONAL FEE
US\$3,500

✓ STEP ELIGIBLE – MAXIMIZE YOUR INVESTMENT

U.S. SMEs are eligible for reimbursement through the Texas State Trade Expansion Program (STEP) for:

- ✓ Optimize 360 Professional Services (Phase I & Phase II)
- ✓ Malaysian Business Development Firm services in Malaysia

**If all of these are approved, your out of pocket investment is ZERO (0)
(except for items listed in the "Not Included" section on this flyer).**

Your investment will be limited to any expenses related to items that are not included in the package.



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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STEP-ELIGIBLE PROFESSIONAL SERVICES*

EXPENSE CATEGORY	POTENTIALLY STEP ELIGIBLE	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

*IMPORTANT NOTICE

Eligibility, reimbursement percentages, funding limits, and approval decisions are determined solely by the administering authority of the Texas State Trade Expansion Program (STEP). Participants remain responsible for submitting all reimbursement applications and supporting documentation. Optimize 360 may assist with documentation preparation within the agreed scope of services but does not guarantee funding or reimbursement.

WHY MALAYSIA?

YOUR GATEWAY TO ASEAN & BEYOND

-  **Strategic Location**
Heart of ASEAN, excellent connectivity to ASEAN 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**
High-quality, cost-efficient manufacturing with global standards and reliability.
-  **JOINT VENTURES (JVs)**
Leverage local expertise, share risks and accelerate market entry.
-  **ACCESS MASSIVE MARKETS**
Gateway to 680M+ 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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