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FOR IMMEDIATE RELEASE

MRC-NCIA signed a Memorandum of Collaboration (MOC) to facilitate investors to Kedah Rubber City

KUALA NERANG, 7 February – Malaysian Rubber Council (MRC) and the Northern Corridor Implementation Authority (NCIA) signed a Memorandum of Collaboration (MOC) to attract more investors to Kedah Rubber City (KRC) during the launching of KRC which is officiated by YAB Dato’ Sri Ismail Sabri bin Yaakob, Prime Minister of Malaysia.

Located on 1,244 acres, KRC aims to boost Malaysia's rubber sector through a Rubber Corridor that will link the region’s major rubber producers in Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT). Seven clusters have been identified for KRC namely Advanced Latex Products, Tyre and Tyre Related Products, Automotive Rubber Products, Engineering Rubber Products, Advanced Rubber Materials, Biotechnology and Services & Support.

“Apart from facilitating investors entry to KRC, MRC plans to enhance our marketing and promotion efforts, including the dissemination of NCIA promotional materials for the KRC,” said Nor Hizwan Ahmad, MRC’s CEO. He also added that through the collaboration, MRC and NCIA will jointly outline and implement a cooperative business process for KRC from leads generation to investment.

“MRC will continue to pave the way to connect industry players and the rubber products supply chain. We truly value NCIA’s KRC initiatives and are looking forward to work together with them in advancing Malaysia’s rubber industry.” said Hizwan.

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