



FOR IMMEDIATE RELEASE

German businesses in Malaysia show strong optimism for 2025, driven by economic stability and growth potential

The latest AHK World Business Outlook Fall 2024 survey reveals robust confidence among German companies in Malaysia, with 97% of respondents expecting a stable and positive economic outlook for 2025.

KUALA LUMPUR, 13 November 2024 – The latest AHK World Business Outlook Fall 2024 survey, conducted among German companies in Malaysia, reveals an optimistic forecast for 2025, with positive sentiment about both current conditions and future prospects. The survey highlights key insights reflecting the resilience and growth expectations of German businesses operating in Malaysia.

When asked to assess the current performance of their company, 92% of German businesses in Malaysia reported conditions as “good or satisfactory” which marks a significant increase of 10% compared to the same period last year.

The strong economic development and confidence among German businesses in Malaysia are expected to continue into next year, with 97% of respondents describing the outlook for 2025 as favourable or stable.

While Malaysia has always been recognised for its strong economic foundation, this year’s results demonstrate a significant boost in confidence, surpassing expectations from last year’s outlook and highlighting the continued resilience of Malaysia’s economy.

Reflecting this confidence, over 63% of companies expect positive business development over the next 12 months, while 35% anticipate the current stability will be maintained. Only 1.8% predict a decline in performance, showcasing a predominantly positive outlook for the year ahead.

Additionally, four in 10 companies intend to increase investments in the coming year, suggesting a commitment to further growth within the business community.

Employment plans also appear to be promising, with almost half of the German companies in Malaysia indicating plans to ramp up hiring. An equal percentage (47%) intend to retain their current workforce, emphasising a dual approach to growth and stability in human resources.

While the survey highlights a generally encouraging outlook for businesses in Malaysia, respondents also identified several challenges that could potentially impact their economic development in the coming years. Survey participants view demand, economic policy conditions, and lack of skilled workers as potential challenges. These insights underscore the need for ongoing vigilance and strategic planning as companies navigate both opportunities and uncertainties in a highly competitive and volatile global market.

Overall, the findings of this survey illustrate a strong confidence among companies in Malaysia, highlighting a positive trajectory for business development and economic growth in the coming year.



**Malaysian-German Chamber
of Commerce and Industry**
Deutsch-Malaysische
Industrie- und Handelskammer

“The results of the AHK World Business Outlook Fall 2024 survey align perfectly with our expectations for the future of German business in Malaysia. The strong sentiment and optimism reflected in the survey highlight the positive situation we are experiencing here and underscore our confidence in Malaysia’s economic stability and growth prospects. German companies are comfortable and committed to the Malaysian market, with a clear outlook for continued success and expansion in the year ahead. Moreover, Malaysia’s stable economic environment and supportive policies play a key role in stimulating further investment, reinforcing our belief in the country as a reliable and attractive hub for business growth,” said Jan Noether, Executive Director of the Malaysian-German Chamber of Commerce and Industry (MGCC).

In Malaysia, the survey was conducted between 23 September 2024 and 16 October 2024, with 111 respondents from MGCC member companies, comprising mostly German companies with branches or subsidiaries in Malaysia, primarily from the manufacturing, trade, and services sectors.

The survey is part of the broader AHK World Business Outlook, a bi-annual global research initiative conducted by the German Chamber of Commerce and Industry (DIHK). It surveys member companies from the network of German Chambers of Commerce Abroad (AHKs), which represent over 40,000 companies in 93 countries. For more information about the DIHK, please visit www.dihk.de.

###

For media enquiries, please contact:

Melanie Chalil
Manager, PR & Communications
melanie.chalil@malaysia.ahk.de
+6012 223 6976

Malaysian-German Chamber of Commerce and Industry (MGCC®)

The Malaysian-German Chamber of Commerce and Industry (MGCC), or AHK Malaysia as it is known in Germany, is the official representative of German industry and trade in Malaysia with excellent relations to governments and its authorities, to business organisations and industry both in Malaysia and in Germany. The Chamber represents the interests of more than 430 members and is part of the global network of German Chambers of Commerce Abroad (AHK network) with 150 offices in 93 countries—and counting.

Established in the year 1991, MGCC has since been a strong and reliable partner for its members and clients with a widespread, result-oriented range of services and a successful track record. As the largest bilateral European Chamber in Malaysia, MGCC is the preferred service partner for companies seeking to establish a market presence here or to increase their involvement in Malaysia. The Chamber also offers a platform to share experiences and exchange views at a wide range of forums and events, as well as to establish business relationships within its network. MGCC is supported by the Federal Ministry of Economic Affairs and Climate Action based on a resolution of the German parliament, the Bundestag.