

BIODATA



DATO' SIVASURIYAMOORTHY SUNDARA RAJA
Former Deputy Chief Executive Officer
(Investment Promotion & Facilitation)
Malaysian Investment Development Authority
(MIDA)

A Business Administration graduate from the University of Malaya, Dato' Sivasuriyamoorthy Sundara Raja joined Malaysian Investment Development Authority (MIDA) in 1989 as an Assistant Director in the Food, Beverages and Chemical Division.

Over the last 36 years, Dato' Siva had served in the Strategic Planning and Policy Advocacy Division, Investment Promotion Division and Incentive Coordination and Collaboration Office (ICCO).

Dato' Siva was posted to Germany twice to head MIDA's office in Cologne (2006-2009) and Frankfurt (2013-2017). He was responsible to move MIDA's office from Cologne to Frankfurt and to establish MIDA's second office in Germany in Munich. As an overseas Director in Germany, Dato' Siva was responsible to attract foreign direct investments from Germany and the Benelux countries, namely Belgium, the Netherlands and Luxembourg.

Throughout most of his 36 years career with MIDA, Dato' Siva was involved in various projects on Malaysia's industrial development, such as the 2nd and 3rd Industrial Master Plans (IMP), 8th-10th Malaysia Plans, equity liberalisation of the manufacturing sector, formulation of investment incentives and policies, and empowerment of MIDA. Dato' Siva was also responsible for the coordination of the Study on Exit Strategy for Foreign Labour Intensive Industries, formulation of policies and guidelines for the establishment of Domestic Investment Strategic Fund (DISF) to accelerate the shift of Malaysian-owned companies in high technology industries, as well as the establishment of One Stop Centre and Business Travellers Centre for Short Term Business Travellers during COVID 19 Pandemic.

Dato' Siva was promoted as the Deputy Chief Executive Officer (Investment Promotion & Facilitation) on 1st May 2021 and retired from the position on 29th November 2025.