



1 & 2 October 2024  
Menara Felda, Platinum Park KLCC

# **EXPORTING PROFESSIONAL SERVICES FORUM**

**EXPANDING THE HORIZON:  
SUCCESS STORIES IN GLOBAL ENGINEERING SERVICES**

SPEAKER:  
Ir. SHARIFAH AZLINA BT. RAJA KAMAL PASMAH

# PRESENTER



## Ir. Sharifah Azlina Bt Raja Kamal Pasmah

*B.Sc. In Civil Engineering (Memphis), MBA (Cardiff)*

### Executive Director of :

- HSS Engineers Berhad (HEB)

### Chief Executive Officer of:

- HSS Engineering Sdn. Bhd.
- HSS Integrated Sdn. Bhd.
- BIM Global Ventures Sdn. Bhd.

### Director of

- HSS International Sdn. Bhd.
- HSS Propick Technologies Sdn. Bhd.

### PROFESSIONAL REGISTRATION:

- Registered Professional Engineer with Practicing Certificate (PEPC), Board of Engineers Malaysia
- International Professional Engineer, IntPE(MY)
- ASEAN Chartered Professional Engineer

### PROFESSIONAL SOCIETIES /ASSOCIATIONS

- Fellow, The Institution of Engineers, Malaysia
- Honorary Secretary and Council Member of Association of Consulting Engineers Malaysia (ACEM)
- Honorary Member of ASEAN Federation of Engineering Organisation
- Council Member of Malaysia Rail Industry Corporation (MARIC)
- Council member, IEM (2023-2025)
- DBKL panel member for KL Structure Plan 2040
- Industry Advisory Panelist for Monash University (M), UTP and TAR UMT.

# KEY TAKEAWAYS

- THE ECP

- CHALLENGES IN INTERNATIONAL MARKET

- ENTRY STRATEGIES

- STRATEGIC PARTNERSHIP

- OUR FOOTPRINTS

- OUR BIM EXPANSION

- OUR RECENT WINS

- We are **Malaysia's premier and largest infrastructure consulting firm since 1984.**
- **Consistently Excelling:** HSS Engineers Berhad, has been ranked as **Engineering News-Record (ENR)'s Top 225 International Design Firms for Three Consecutive Years 2022 – 2024**
- **First and only Engineering and Project Management company listed on the Main Market of Bursa Malaysia.**
- Integrated role in the success of many major iconic infrastructure projects in Malaysia & overseas for **more than 35 years.**
- Staff strength of **more than 1,000 personnel** with more than **50% Professionals**



“Malaysia's Premier & Trusted Infrastructure Consulting Firm”

# THE ECP & STAFF STRENGTH

## SIZE OF MALAYSIAN ECP

FIRM	STAFF STRENGTH
HSS Integrated Sdn Bhd	710
Minconsult Sdn Bhd	560
Sepakat Setia Perunding	524
AECOM Perunding Sdn Bhd	384
G & P Professionals Sdn Bhd	361
Arup Jururunding Sdn Bhd	326
SMHB Sdn Bhd	300
Perunding Mahir Bersatu Sdn Bhd	300
Jacobs Engineering Services Sdn Bhd	290
KTA Sarawak Sdn Bhd	280
Ranhil Bersekutu Sdn Bhd	240
Zaidun-Leeng Sdn Bhd	181



## SIZE OF INTERNATIONAL ECP

FIRM	STAFF STRENGTH	LISTING STATUS
AECOM	72,000	NYSE
Jacobs	60,000	NYSE
Amec Foster Wheeler	40,000	London SE
Tetra Tech	28,000	NASDAQ SE
Arcadis	29,236	Euronext
WSP	66,500	Toronto SE
Black & Veatch	10,000	Private
CTI CTI Engineering Co. Ltd.	2,188	Tokyo SE
Oriental Consultants Global Co, Ltd.	1,460	Tokyo SE
Yachiyo Engineering Co., Ltd.	1,314	Tokyo SE



# CHALLENGES IN THE INTERNATIONAL MARKET



NO	CHALLENGES IN THE INTERNATIONAL MARKET	
1	<b>Business Registration</b>	<ul style="list-style-type: none"> <li>➤ Meeting pre-requisite requirements to set up business (<b>local presence</b>)</li> <li>➤ <b>Registration</b> with local regulatory bodies and agencies</li> <li>➤ Equity / shareholding (<b>foreign : local</b>)</li> <li>➤ Company's <b>track record</b></li> </ul>
2	<b>Human Capital</b>	<ul style="list-style-type: none"> <li>➤ Hiring knowledge-based resources</li> <li>➤ Resources' qualifications &amp; <b>competency</b></li> <li>➤ Registration requirements to <b>practice</b></li> <li>➤ Professional <b>affiliations</b></li> <li>➤ <b>Capacity building &amp; trainings</b></li> </ul>
3	<b>Financial Capital</b>	<ul style="list-style-type: none"> <li>➤ Financial standing &amp; facilities</li> <li>➤ Foreign exchange and risks</li> <li>➤ Securing financial assistance</li> <li>➤ Ability to achieve <b>cash flow positive</b></li> </ul>
4	<b>Legal &amp; Contract Requirements</b>	<ul style="list-style-type: none"> <li>➤ Local <b>legislation</b> &amp; guidelines on the practice</li> <li>➤ Local <b>tax</b> regime &amp; compliance</li> <li>➤ <b>Lack of standardized</b> consultancy contracts</li> <li>➤ Project <b>prolongation/deferment</b></li> </ul>
5	<b>Technology &amp; Technical Barriers and Innovation</b>	<ul style="list-style-type: none"> <li>➤ Embracing <b>digital technologies</b></li> <li>➤ Efficient <b>IT/communication facilities</b> for international transmission &amp; delivery</li> <li>➤ <b>Innovative</b> solutions &amp; skillsets</li> <li>➤ Labor &amp; <b>material constraints</b></li> <li>➤ Familiarity with local &amp; international contracts</li> </ul>
6	<b>Language &amp; Culture Barriers</b>	<ul style="list-style-type: none"> <li>➤ Willingness &amp; adaptability to local <b>language &amp; customs</b></li> <li>➤ Building reputable relationship with clients</li> <li>➤ Adapting local <b>practices</b></li> <li>➤ Diligence on <b>political stability</b></li> </ul>
7	<b>Global Competition</b>	<ul style="list-style-type: none"> <li>➤ Fitting into the foreign value chain</li> <li>➤ Sustaining competitiveness</li> <li>➤ Project <b>risks</b> within local environment</li> <li>➤ Growing demand for <b>sustainability</b></li> </ul>
8	<b>Global Mindset</b>	<ul style="list-style-type: none"> <li>➤ Ability to forecast <b>market trends</b> &amp; <b>opportunities</b> globally</li> <li>➤ Ability to formulate <b>strategies</b> to enter foreign markets</li> <li>➤ Ability to understand the <b>polarization</b> of local Government's <b>spendings</b></li> <li>➤ Ability to establish a business model with <b>cost leadership</b></li> </ul>

# ENTRY STRATEGIES & FIVE KEY STEPS



- **Quick Speed of Entry**
- **Access to existing Revenue**
- **Able to combine strengths and pool the resources to create a competitive advantage.**
- **Readily Available Valid Licenses and Registration with all respective Government Agencies to immediately tender for projects**
- **Access to established distribution/marketing set up of the local partner**
- **Immediate access to established contacts of UAE partner who already has an established rapport and/or relationship with Clients / Stakeholders / Authorities (Government Agencies, private developers, Turnkey contractors, etc)**
- **Immediate access to understand local operating conditions**
- **Familiarity with local conditions, to minimize learning curve**
- **Immediate access to all project experience and capability references completed by HSS in Malaysia.**

## STRATEGIC PARTNERSHIP IN UAE

1. **Set up / establish a local engineering consultancy practice in Dubai (Free zone vs Mainland)**
2. **Registration with Dubai Municipality**
3. **Open the Bank account**
4. **Visa Processing**
5. **Office premises expenses**
6. **Resources / staffing's expenses**



# OUR FOOTPRINTS IN MIDDLE EAST



**AL KHAWANEEJ FARM HOUSE,  
DUBAI**

- Detailed architectural & engineering design and construction supervision.



**TECHNOPARK DEVELOPMENT,  
DUBAI**

- Detailed Engineering Design and Construction Supervision of 17 million sqm development



**NAD AL SHEBA DEVELOPMENT,  
DUBAI**

- Detailed Engineering and Infrastructure design, preparation of Contract & Tender documentation of 600 hectares mixed use district



**AL REEM ISLAND BRIDGE,  
UAE**

- Structural Design, Land Surveys and Construction Management of 4 lanes – bridge and approach underpasses



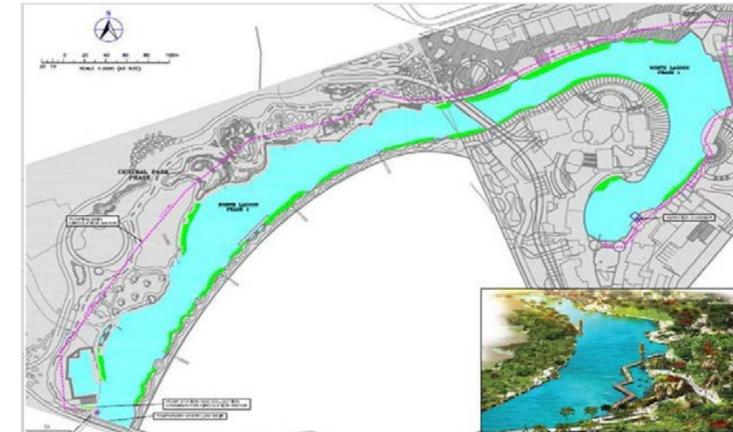
**MADINAT AL-ARAB,  
PALM JEBEL ALI**

- Planning & Preliminary Design of the “City of Million” of 30,000 acres.



**BENHAZI MASS HOUSING  
DEVELOPMENT, LIBYA**

- Construction Management
- Design and Construction Methodology of Civil and Infrastructure Works



**LAGOON IN DUBAI PARKS (PH 1) ,  
DUBAI**

- Preliminary & Detailed Engineering Design of lagoon in Dubai Theme Park (50,000 sqm)



**UPP SECURITY BUILDING,  
ABU DHABI**

- Design Review & Project Management of classified document press facility.

## OVERALL MARKET & INDUSTRY ANALYSIS FOR BIM

### PROSPECTIVE TARGETS:

- Sector Analysis
- Customers Analysis
- % of market share

### COMPETITIVE ANALYSIS

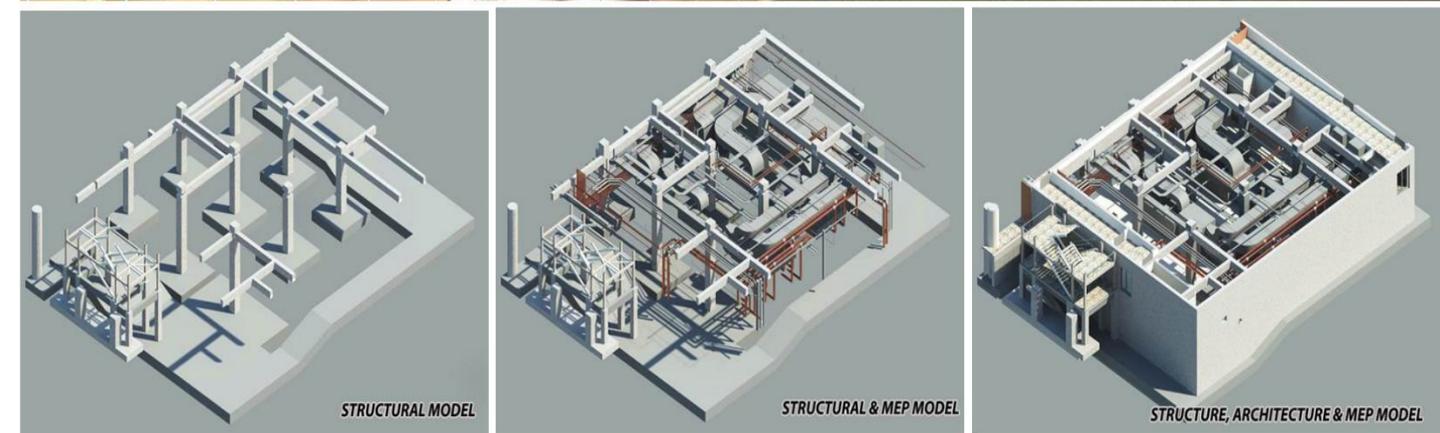
- Direct & Indirect competition

### OPERATIONAL PLAN

- Short term growth
- Long Term Strategy

### FINANCIAL PLAN (3 YEARS)

- Prospective projects
- Forecasted income statement / cash flows / balance sheets
- Capex injection



## HSS BIM SOLUTIONS (HBS), CHENNAI, INDIA



HSS BIM Solutions Pvt. Ltd India was established in 2012 for BIM services in the International market.

**Services:**

- *Planning and Design*
- *Cost Management*
- *Construction management*
- *Project Management*
- *Facility Operation and Maintenance*

**Staff Strength & Capability:**

- 100+ Engineering and Architect professionals

**Market:**

- Malaysia, India, Middle East, United Kingdom, Australia and Netherland.

3<sup>rd</sup> Floor, Ganesh Tower, B-1, 1<sup>st</sup> Avenue, 100 Ft Road, Ashok Nagar, Chennai - 600083, Tamil Nadu, India.

Tel: + 91 44 49181100

Fax: + 91 44 49181199

## BGV – EDCOP, PHILIPPINES



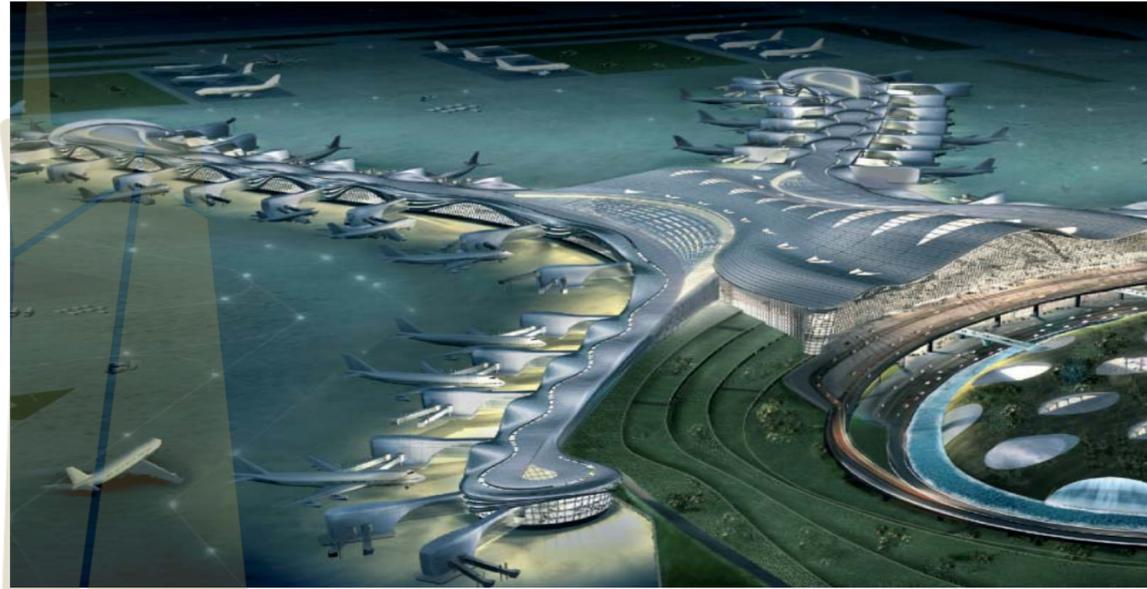
51%



49%



# OUR BIM INTERNATIONAL FOOTPRINTS



**BIM**  
**ABU DHABI INTERNATIONAL AIRPORT**



**BIM**  
**YAS MARINA HOTEL, ABU DHABI**



**BIM**  
**ETL IT PARK CHENNAI-ONE, INDIA**



**BIM**  
**ORACLE TECH HUB BENGALURU, INDIA**



**BIM**  
**SATTVA KNOWLEDGE PARK, INDIA**



**BIM**  
**AL AMAL PSYCHIATRIC HOSPITAL, UAE**

# OUR OTHER INTERNATIONAL FOOTPRINTS



**GOROKA PROVINCIAL HOSPITAL, DIAGNOSTIC AND SURGICAL CENTER, PAPUA NEW GUINEA**



**NORTH SOUTH COMMUTER EXTENSION RAIL PROJECT, PHILIPPINES**



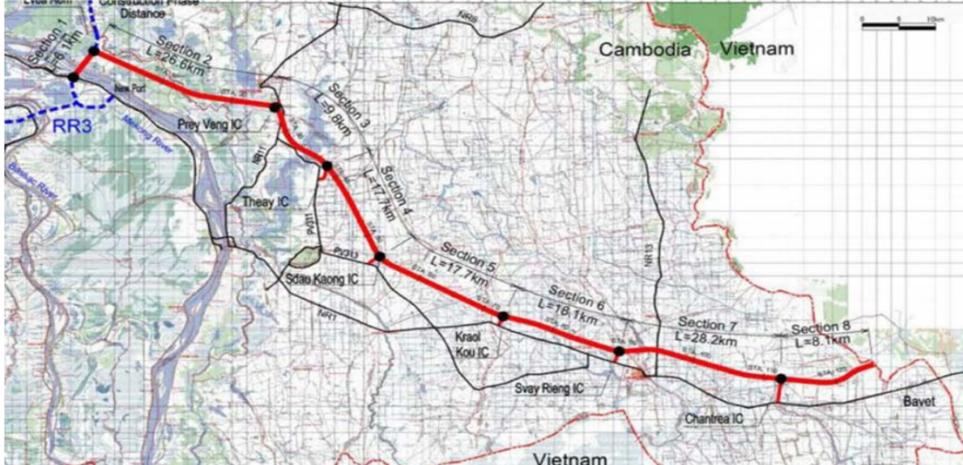
**DHAKA MRT LINE 1, BANGLADESH**



**PATIMBAN PORT ACCESS TOLL ROAD, INDONESIA**

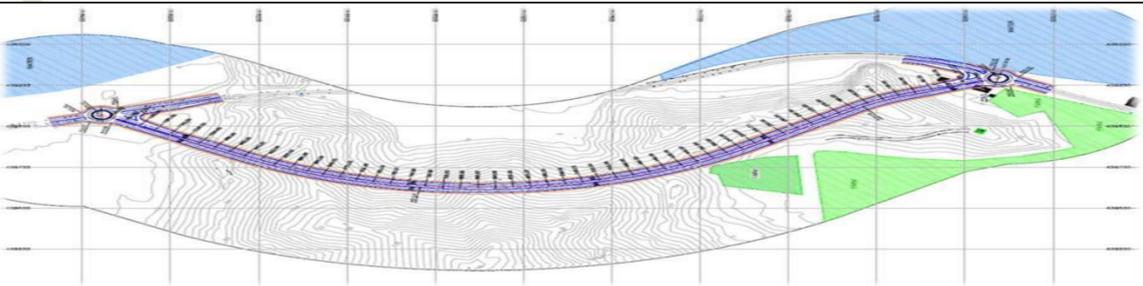


**CONSTRUCTION SUPERVISION FOR CHENNAI METRO PHASE 1C, INDIA**



**PHNOM PEHN BAVET EXPRESSWAY, CAMBODIA**

# OUR OTHER INTERNATIONAL FOOTPRINTS



**DIBBA-KHORFAKKAN RING ROAD,  
UNITED ARAB EMIRATES**



**BINH AN WATER SUPPLY PROJECT,  
VIETNAM**



**DAMASCUS BASIN WATER RESOURCES  
REVIEW, SYRIA**

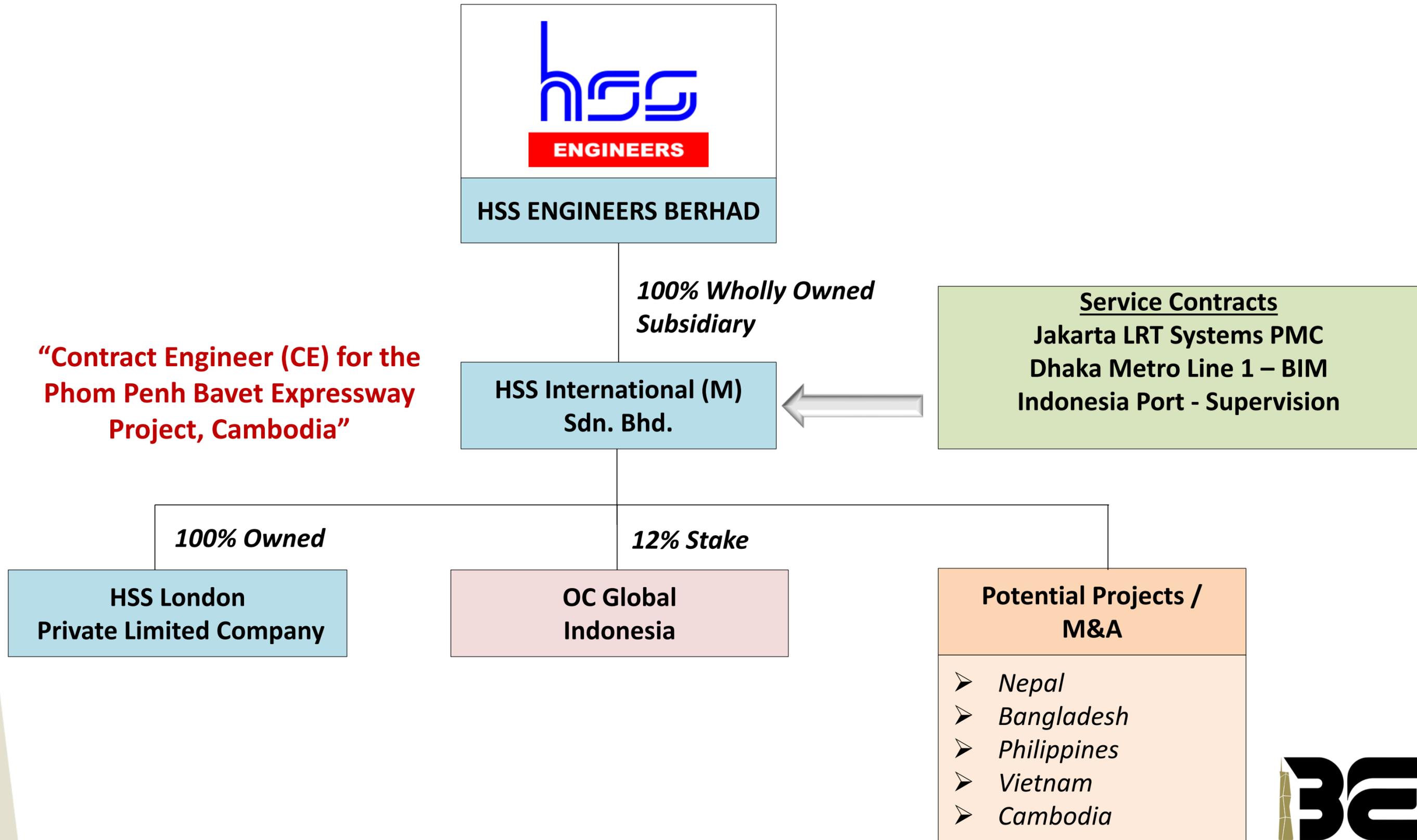


**FEASIBILITY STUDY FOR PROPOSED HANOI  
MONORAIL PROJECT, VIETNAM**



**PMC & SUPERVISION SERVICES FOR THE RAILWAY  
/ METRO PROJECT WITHIN THE CAPITOL CITY  
BAGHDAD, IRAQ**

# FORMATION OF HSS INTERNATIONAL SDN BHD



# HSS INTERNATIONAL SDN BHD - OVERSEAS EXPANSION



## A) IRAQ

- Invited by the government of Iraq for the Project Management Consultancy (PMC) of Najaf - Karbala Rail project.
- Total cost of Project: USD 5.35 billion



## B) PHILIPPINES

- Ranked No 1 for ADB Davao BRT Project (JV with OCG)



## C) INDIA

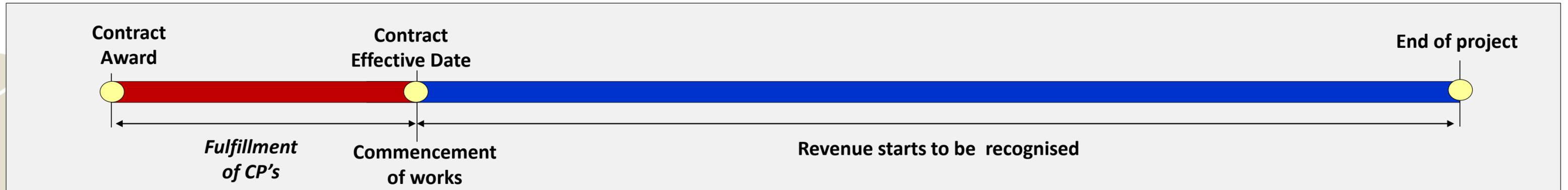
- The market size of India's construction industry is around \$778 billion in 2023.
- It is projected to grow to US\$ 1.393 trillion in 2033.
- Expansion in India Through Acquisition for rail/water/highway/port opportunities.



## D) SAUDI ARABIA

- Tendered for PMC Projects
  - Integrated PMC for Rail network

# CONDITION PRECEDENTS IN OUR RECENT WINS

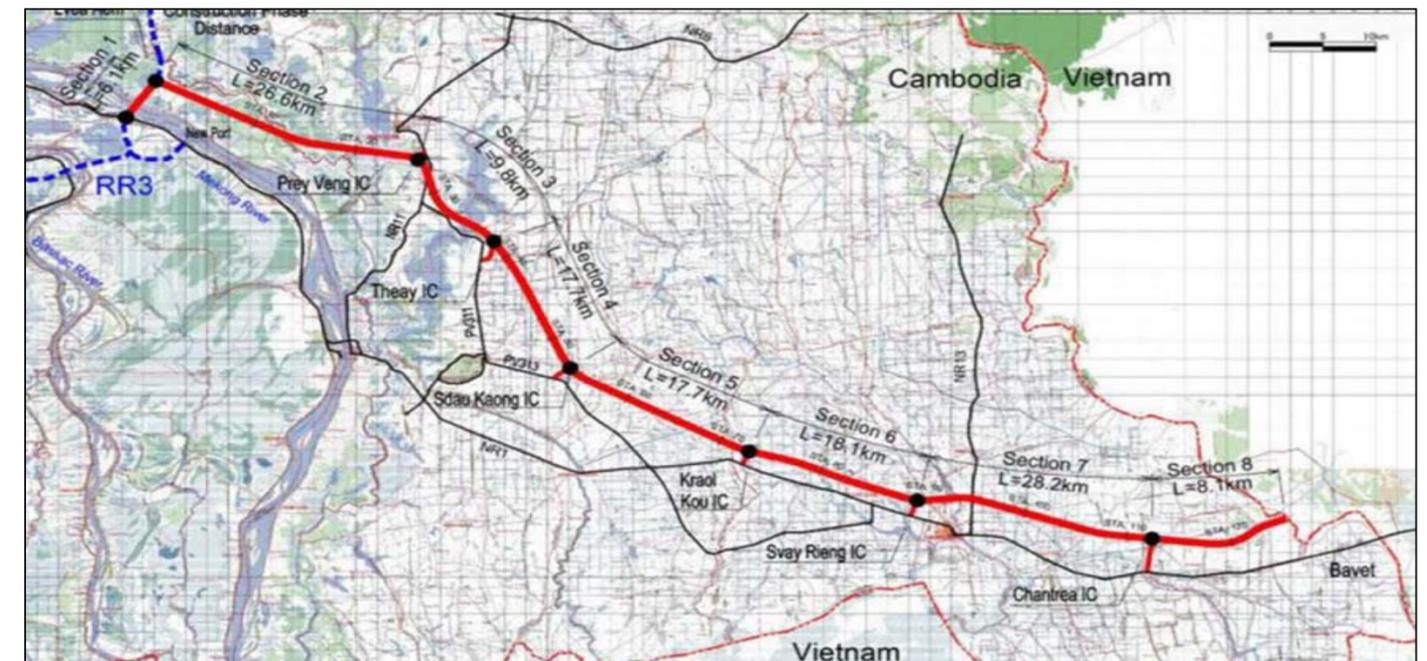
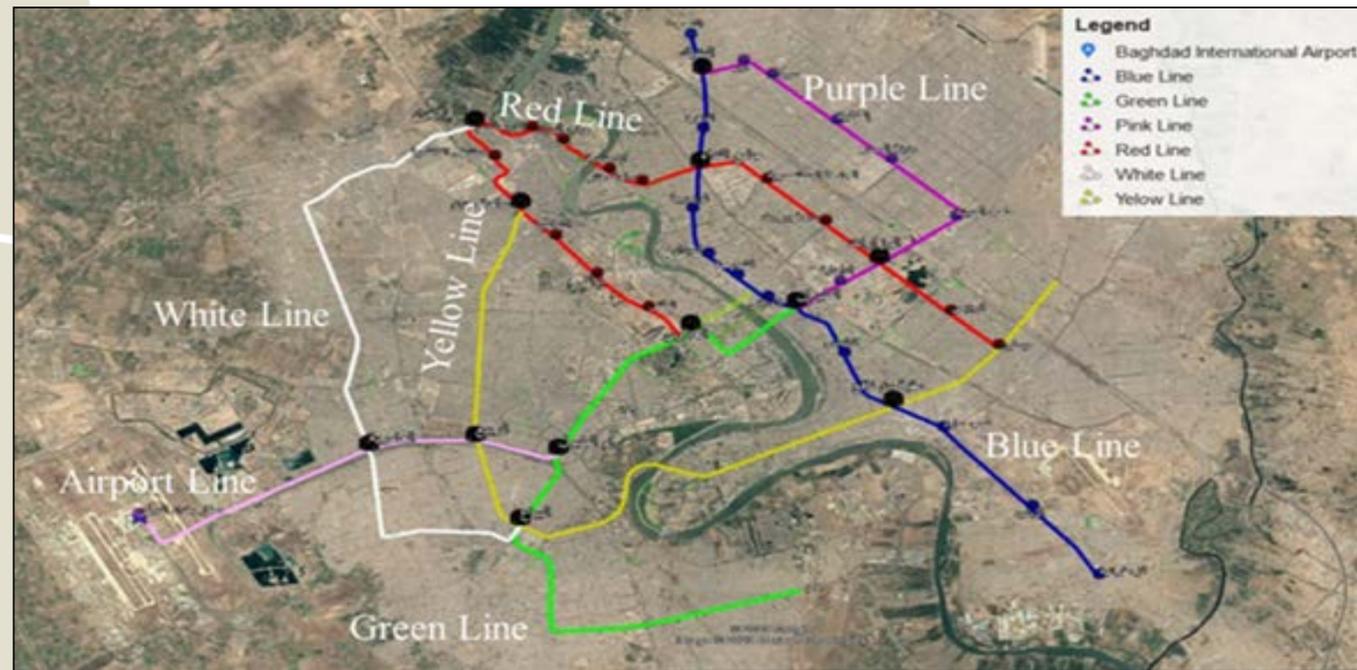


## 1) BAGHDAD METRO, IRAQ

- Contract Signed on 30<sup>th</sup> June 2024
- Required to fulfill CPs as per contract
  - Set-up JV Office in Iraq & UAE
  - Set-up bank account for advance payment
  - Secure Advance Payment Bank Guarantee

## 2. PHNOM PENH BAVET EXPRESSWAY, CAMBODIA

- Contract signed on 30<sup>th</sup> May 2024
- Contract effective date: 29<sup>th</sup> July 2024 after fulfill CP's
- Work has commenced effective 1<sup>st</sup> August 2024



HEB TOP 225 INTERNATIONAL DESIGN FIRMS - ENR

- ENR is regarded as one of the construction industry’s most authoritative publications and considered by many to be the “Bible” of the industry.
- **Consistently Excelling:** HSS Engineers Berhad, has been ranked as **Engineering News-Record (ENR)’s Top 225 International Design Firms for three consecutive years 2022 – 2024.**
- **Expanding Horizons:** HEB achieves yet another milestone, securing a distinguished position in the prestigious **Engineering News-Record (ENR) Top Global Sourcebook 2023**, specifically recognized among the **Top International Design Firms.**
- **Malaysia’s First and Sole Representative.**

**ENR THE TOP 225**

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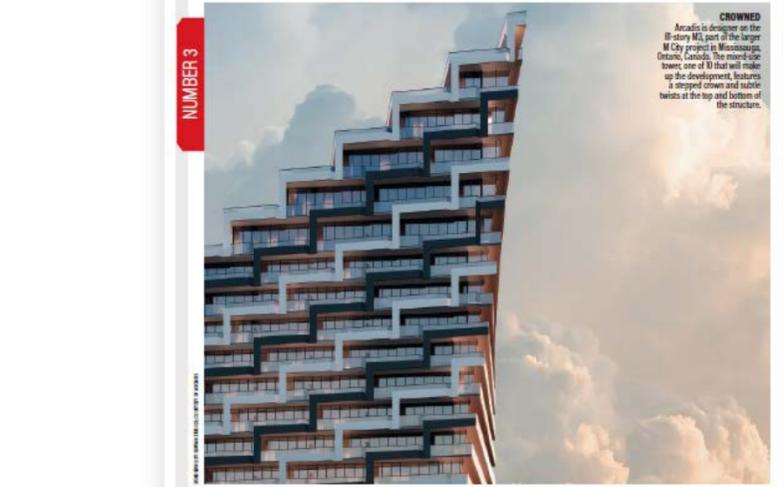


**War Fuels Global Priority Shifts**

Infrastructure spent up by the Ukraine v  
By Emel Adolphus, Jonathan

**ENR THE TOP 225**

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**Firms Step Up Value Engineering**

Top 225 revenue rises as the intensifying effects of inflation, climate change and regional conflict rapidly reshape project goals by Emel Adolphus and Jonathan Keller

**ENR THE TOP 225**

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**Design Demands Grow**

critize sustainable solutions to blistering temperatures, energy demand, firms say resilient design is key. by Emel Adolphus and Jonathan Keller

<b>ENR</b>		<b>#207</b>	HSS ENGINEERS signed a preferred partner deal with CTI Engineering International Co., its fifth such link with a Japanese design firm since 2022.
<b>RANK</b>			
<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>FIRM</b>
<b>205</b>	<b>207</b>	<b>213</b>	<b>HSS ENGINEERS BERHAD, Kuala Lumpur, Malaysia†</b>

**TERIMA KASIH**  
**THANK YOU**

