

Socio-Economic Research Centre (SERC)

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24 September 2025



About SERC Sdn. Bhd.



1

An independent and non-profit think tank

Well recognised for its contributions to public policy making, business community and socio-economic development



2

15 years of establishment

Established by ACCCIM on 19 October 2010; officiated by YAB Prime Minister on 28 April 2011



3

Funded by the ACCCIM SERC Trust

Strong support and generous sponsorships from corporate leaders and Foundations

Vision and Mission



VISION

SERC intends to become the leading think tank in Malaysia and be recognised as a centre of excellence in public policies research.

It will be at the forefront of many key public policy research contributing towards the dynamics of national socio-economic development.



MISSION

To identify and examine new and emerging issues and trends, supported by thorough evidence-based qualitative and quantitative research.

The research outcome will be shared with the stakeholders and public while providing constructive solutions and approaches to support policy formulation in spearheading Malaysia's socio-economic development programs.

Organisation Chart

Board of Directors

Comprising nine (9) business and thought leaders

Research Team

A lean team led by the Executive Director, supported by three (3) research team members



Scope of SERC Research

- SERC research scope covers **six core areas**, cutting across **economics and finance, commerce and trade, SMEs, human resources, taxation and regulatory as well as socio-economics**. The research output will be presented in a form of memoranda, proposals and working papers.
- Since establishment, more than 190 research papers / survey results and 500 memoranda / press statements / inputs prepared and submitted as policy recommendations to Government and others.



Economic Transformation

Shaping of sound macroeconomic management



Industrial and SMEs Development

Driving competitiveness, technology and innovation as well as regulatory reforms



Trade and the Environment

Global politics of trade, liberalisation, sustainability and the emergence of new forms of trade governance



Investment Promotion and Facilitation

Strengthening of trade and investment links and incentives



Developing Human Capital

Education reforms, talent development and skills transformation



Socio-economic Agenda

Housing, healthcare, transport, subsidy and employment opportunities

THANK YOU

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