



# 2024 ANNUAL REPORT 2024







# About Our Report

**Clinical Research Malaysia (CRM)** is proud to present the **2024 Annual Report**, highlighting our journey in advancing Malaysia's clinical research ecosystem. As Malaysia spearheads clinical research in Southeast Asia, we remain committed to **Vision 2033**, ensuring that our nation continues to thrive as a globally competitive hub for high-quality, patient-centric clinical trials.

With a strong foundation built on **speed, quality** and **reliability**, Malaysia has emerged as a preferred destination for industry-sponsored research. Our highly skilled healthcare workforce, diverse multi-ethnic population and world-class infrastructure provide sponsors and Contract Research Organisations (CROs) with a compelling platform for clinical trials. By maintaining cost efficiency while offering access to a broad genetic diversity, Malaysia stands out as a strategic gateway to Asia for clinical development.

CRM's long-term vision is to establish the country as a global leader in clinical research and we continue to be at the forefront of this mission. Through strategic collaborations, cutting-edge research solutions and a patient-first approach, we are driving innovation, fostering high-value job opportunities, and ensuring greater access to life-changing treatments for patients.

Guided by our core pillars of **Humanity, Stability** and **Sustainability**, we remain steadfast in our mission. With every milestone, every partnership, and every breakthrough, CRM continues to set new benchmarks for excellence, reinforcing Malaysia's stand on the global research stage.

# Table Of Contents

ABOUT OUR REPORT	1
FOREWORD	3
BOARD OF DIRECTORS	4
ORGANISATION CHART	5
ABOUT CRM	6
CRM'S GUIDING PRINCIPLES	7

## HUMANITY 8

- Meeting Unmet Needs Through Clinical Research 8
- Sponsored Research in Malaysia 9
- Improving Access through Engagements 12
- Accelerating Malaysia in Global Clinical Trials 14
- Driving Clinical Research Awareness 15
- Work-life Balance 16

## STABILITY 17

- Consistency in Achieving KPIs 17
- Clinical Research Sites 17
- Site Recruitment Achievement 19
- CRM Financial Performance 20
- Investing in People Development 21
- Early Phase Accomplishments 22

## SUSTAINABILITY 24

- Global Trusted Research Management Organisation 24
- KPI 2023 - 2033 25





# Foreword

Every great achievement begins with a vision. In clinical research, that vision is not just about innovation, it is about impact. It is about bringing better treatments to patients, pushing the boundaries of medical discovery and ensuring that research not only advances but transforms lives.

2024 has been a year of momentum and milestones. Malaysia emerged among the top ranks within Southeast Asia in number of sponsored clinical research and was featured in IQVIA's Institute for Human Data Science report as among the Top 30 globally for country readiness in clinical trial delivery. We also recorded our highest number of First-in-Human (FIH) trials, marking a significant step forward in cementing Malaysia's capabilities for early-phase research. We have observed new innovations within clinical research practice established in Malaysia, such as the Local Care Model, which marked a significant leap forward towards patient-centric trial conduct. These achievements reflect not only our ability to attract global clinical trials but also our dedication to fostering an ecosystem driven by **Humanity, Stability and Sustainability**.

But progress is not just measured in numbers—it is reflected in the people who make it possible. The investigators, study coordinators and regulators, who dedicate their expertise and passion to advancing medical science. The patients who place their trust in research, knowing that each study brings hope for better healthcare outcomes. And the growing network of industry partners who believe in Malaysia's potential and contribute to our shared vision.

Looking ahead, CRM remains steadfast in our commitment to Vision 2033. We will continue to expand Malaysia's research capabilities, strengthen global partnerships and ensure that every advancement in research translates into meaningful impact. The future of clinical research is not just unfolding, it is being shaped by the steps we take today.

Together, we are creating the future of clinical research.

**Dr. Akhmal Yusof**  
*Chief Executive Officer,  
Clinical Research Malaysia*

# Board Of Directors



**YB Datuk Seri Dr. Haji  
Dzulkefly Ahmad**  
Minister of Health



**YBhg. Datuk Dr.  
Muhammad Radzi  
Abu Hassan**  
Director General of  
Health, Ministry of  
Health Malaysia



**YBhg. Dato' Sri  
Norazman Ayob**  
Deputy Secretary  
General of Health  
(Finance), Ministry of  
Health Malaysia



**YBhg. Datuk Dr.  
Nor Fariza Ngah**  
Deputy Director General  
of Health (Research  
& Technical Support),  
Ministry of Health  
Malaysia



**YBhg. Datuk Dr.  
Shahnaz Murad**  
Former Deputy Director  
General of Health  
(Research & Technical  
Support), Ministry of  
Health Malaysia



**YBhg. Prof.  
Datuk Dr. A.  
Rahman A. Jamal**  
Founding Director  
and Principal Research  
Fellow, UKM Medical  
Molecular Biology  
Institute (UMBI), UKM



**Prof. Dr.  
Abdul Rashid  
Abdul Rahman**  
Medical Director and  
Senior Consultant  
Physician, An-Nur  
Specialist Hospital

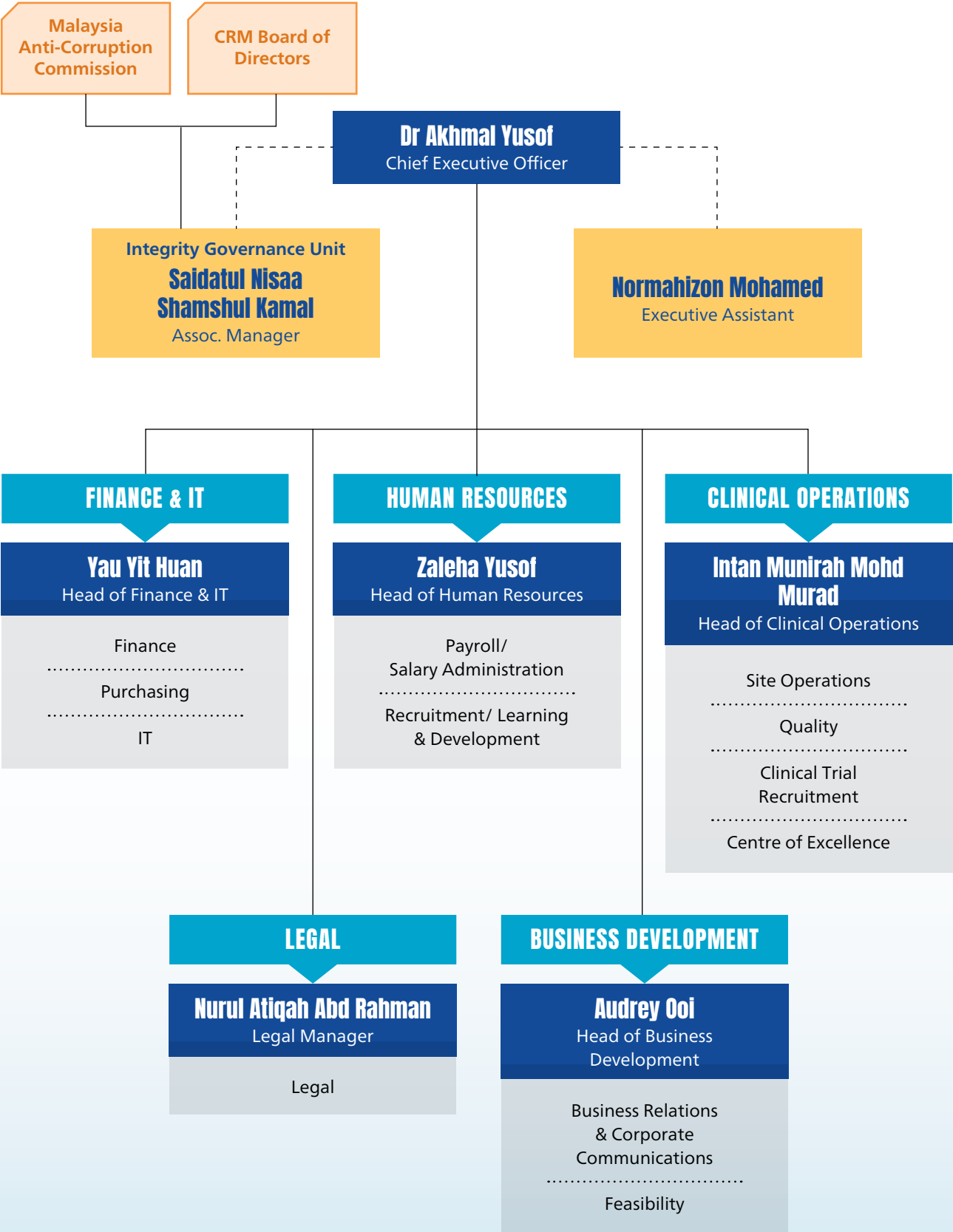


**YBhg. Dato'  
Haji Zein Isma Bin  
Haji Ismail**  
Professional Actuary



**Mr Ewe  
Kheng Huat**  
Former Executive  
Director of the  
Pharmaceutical  
Association of Malaysia  
(PhAMA)

# Organisation Chart



# About CRM

To make Malaysia  
the preferred  
hub for clinical  
research in Asia

VISION



## CRM's Core Services



Complimentary  
Feasibility Services



Development & Placement  
of Study Coordinators



Review of Clinical Trial Agreement  
(CTAs) & Non-Disclosure  
Agreements (NDAs)



Clinical Trial Budget  
Consultation & Management



Clinical Trial Advertisement



Study Material  
Destruction Services



Study Documents Archival



## Our Core Values

### Transparency

We practice transparency and openness in all our operations, including financial processes and budget management.

### Honesty

We aspire to be honest with one another, our clients and our business partners.

### Accountability

We set high performance expectations and hold ourselves responsible for the quality of our work and the results we achieve as individual, as a team and as a company.

### Trustworthiness

We adhere to the highest standards of professionalism and integrity and uphold the faith and confidence our clients have placed in us.

MISSION

- ▶ Global Trusted Research Management Organisation
- ▶ Clinical Research Professions' Development
- ▶ Digitalise Processes



# CRM's Guiding Principles

## Humanity

Addresses unmet medical needs, access to innovative treatments and transform health outcomes for patients through clinical trials



## Stability

Excellent & consistent performance to deliver with speed, reliability and quality



## Sustainability

Create business sustainability through core values, code of conduct & operational excellence



## Meeting Unmet Needs through Clinical Research

Clinical trials play a crucial role in identifying effective new diagnostics and treatments to address the high burden of communicable and non-communicable diseases in developing countries such as Malaysia. Improving access to clinical trials and addressing the unmet needs in healthcare are some of the main drivers to expanding clinical trials in Malaysia. Clinical trial participation serves as a gateway for patients to obtain potential new treatment and high-quality medical care by highly trained team of health professionals.

Conducting a feasibility study is an essential planning step in the process of clinical trial conduct. During this phase, sponsors assess the possibility of conducting a clinical trial in Malaysia. Successfully completing a feasibility study does not only serves as a gateway to attracting more clinical trials to Malaysia but also showcases Malaysia's capability and capacity in conducting clinical research. This, in turn, enhances the country's reputation as a destination for clinical trials and promotes collaboration between local and international stakeholders in advancing medical research and healthcare innovation.

Accurate feasibility assessment is key to the successful delivery of a clinical trial. The CRM's feasibility team provides complimentary feasibility insights to study sponsors and Contract Research Organisations (CROs), which involves both pre-feasibility (country level inquiries) and full feasibility (study specific feasibility that would require site-level input) assessments. Through CRM's centralised feasibility approach, sponsors and CROs gain visibility and insight of high-potential sites and investigators across all sectors within Ministry of Health (MOH), university hospitals and even private medical facilities.

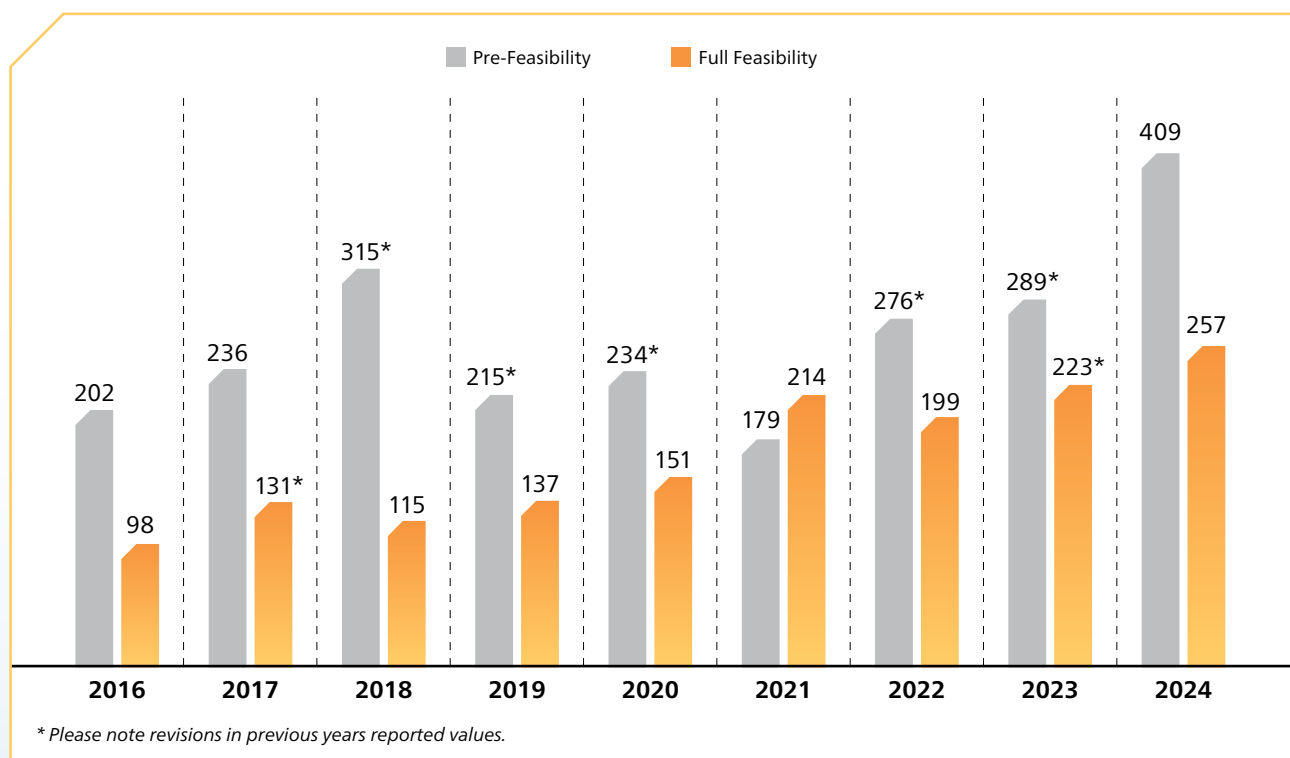


Figure 1: Pre-Feasibility & Full Feasibility from 2016-2024

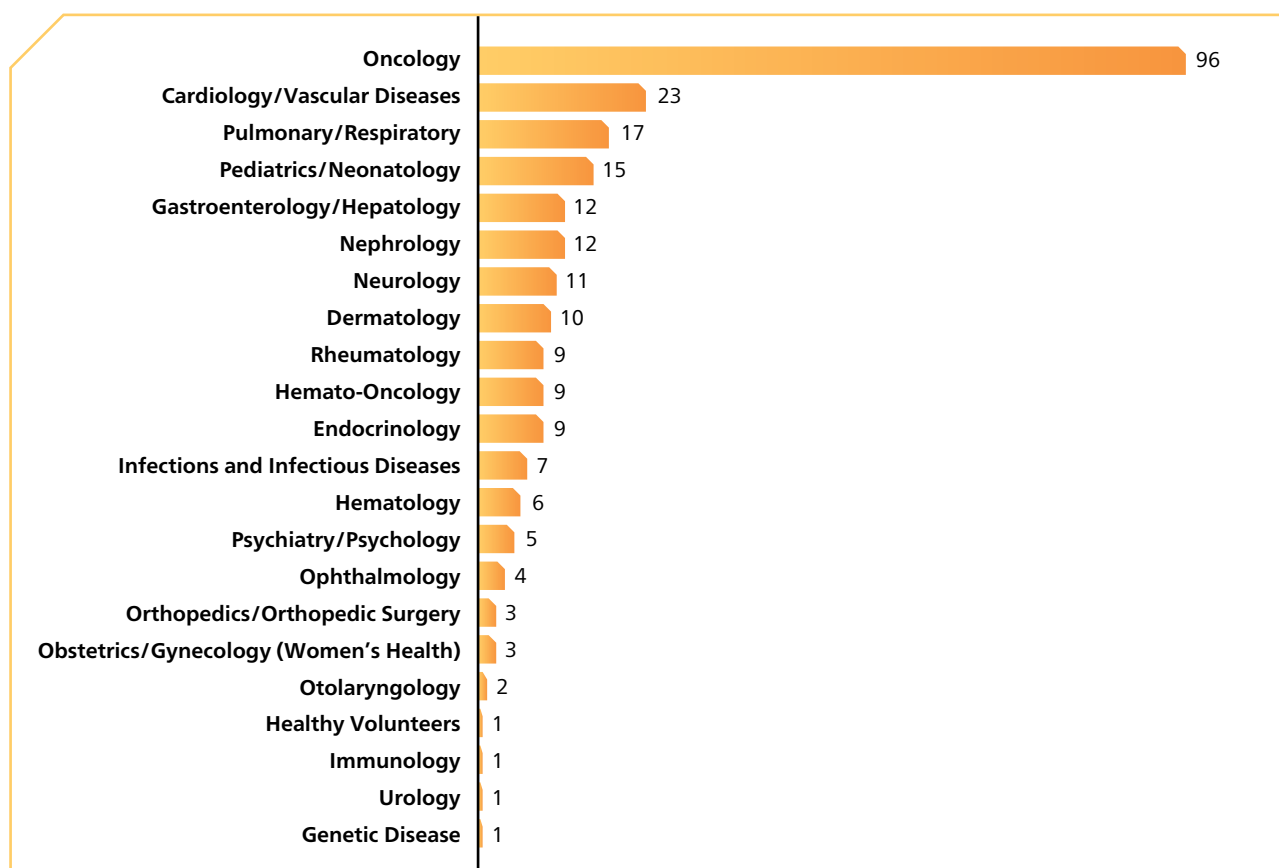


Figure 2: Full Feasibilities received in 2024, by Therapeutic Area

## Sponsored Research in Malaysia

The significant increase in sponsored research conducted in Malaysia reflects the growing importance of the country as a destination for clinical trials. Since 2012, Malaysia has conducted a total of 2572 sponsored research, with an upward trend on number of sponsored studies awarded since 2020.

For year 2024, a total of 267 sponsored studies were approved by Independent Ethics Committees/ Institutional Review Boards (IEC/IRBs), marking the second consecutive year of Malaysia recording over 250 studies annually. The Ministry of Health sites achieved another record-breaking year with 191 sponsored studies approved by the Medical Research & Ethics Committee. These studies are conducted in MOH facilities including state hospitals, district hospitals, and government clinics, providing MOH patients access to innovative research treatments.

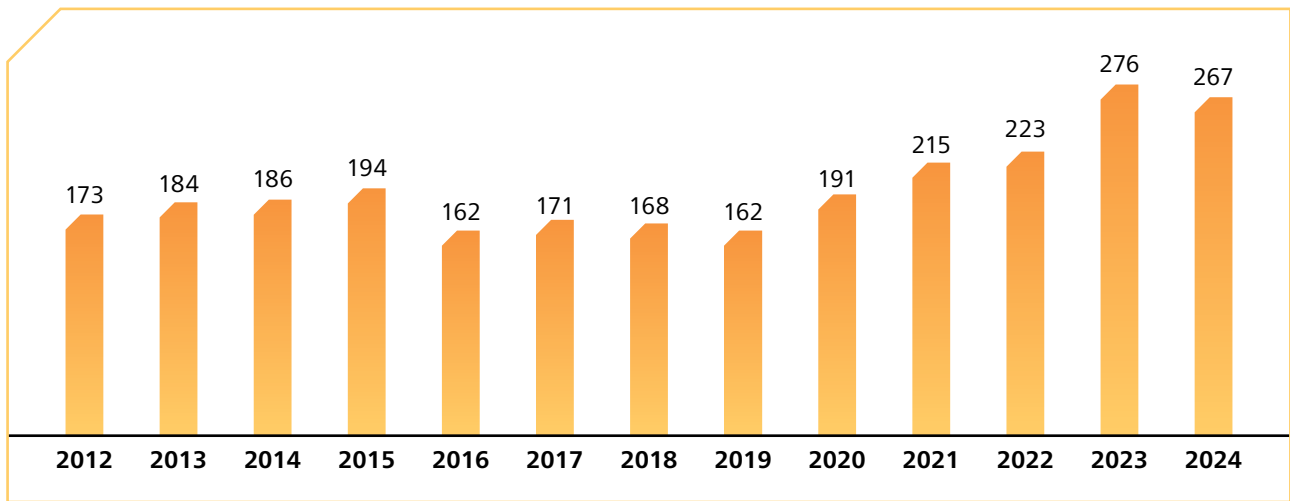


Figure 3: Number of Sponsored Clinical Research Approved by IEC/IRBs from 2012 - 2024

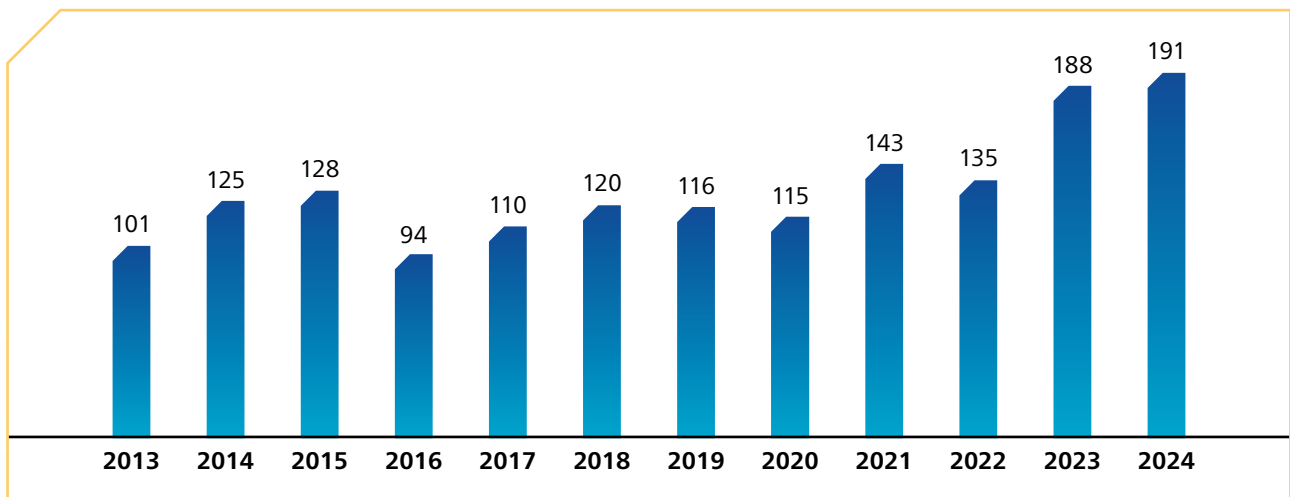


Figure 4: Number of Sponsored Clinical Research Approved by Medical Research & Ethics Committee from 2013 - 2024

Malaysia, like other developed nations, have a rising trend of chronic health conditions that are a major public health concern. Non-communicable diseases such as cardiovascular diseases, cancer, chronic respiratory diseases, and diabetes are among the health conditions that are highly prevalent in the country, imposing a significant burden on healthcare systems. This situation emphasises the need to explore for innovative research and treatments to effectively mitigate impact on healthcare and enhance quality of life.

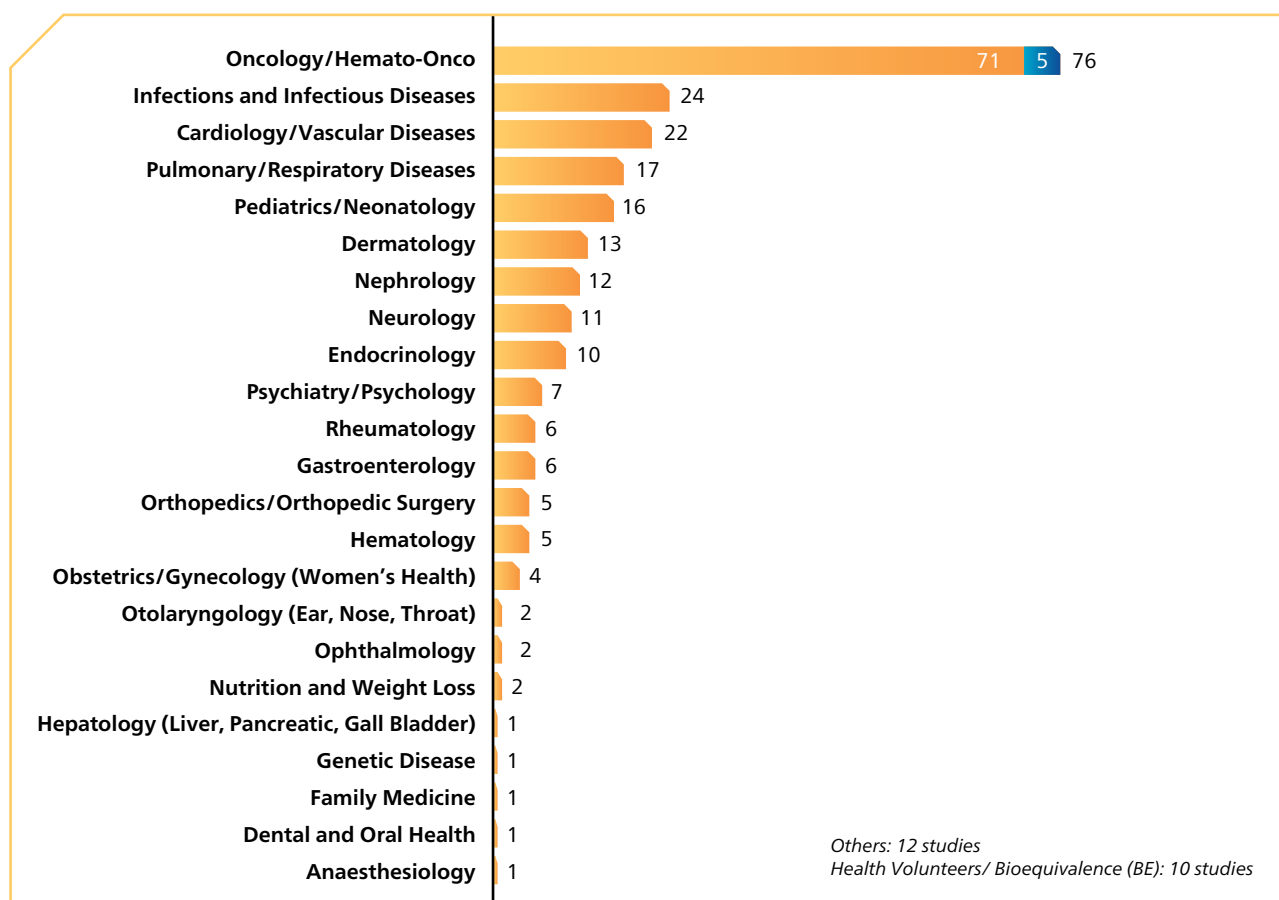


Figure 5: Sponsored Research according to therapeutic area in Malaysia, 2024

Table 1: Trend of Sponsored Research by top therapeutic areas in Malaysia, 2012 - 2024

THERAPEUTIC AREAS	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Oncology	23	15	18	24	15	18	18	25	32	33	37	49	71
Infections & Infectious Diseases	8	12	7	12	10	6	15	11	24	40	36	41	24
Cardiology/ Vascular Diseases	10	22	20	21	18	28	20	14	13	11	20	22	22
Pulmonary/ Respiratory Medicine	8	4	4	5	6	5	5	8	3	5	9	14	17
Paediatrics/ Neonatology	8	9	4	8	6	7	8	13	6	13	12	18	16
Dermatology	3	1	0	3	2	4	6	6	6	5	6	11	13
Nephrology	2	7	5	5	5	5	5	7	8	9	11	11	12
Neurology	8	4	3	5	5	3	3	4	7	3	8	6	11
Endocrinology	17	17	10	11	9	4	4	3	13	10	4	11	10
Psychiatry/ Psychology	13	6	8	2	2	3	2	3	7	7	6	6	7
Haemato-Oncology	2	2	2	5	3	1	1	5	1	7	9	9	5
Haematology	4	5	10	4	5	4	12	10	10	8	13	8	5



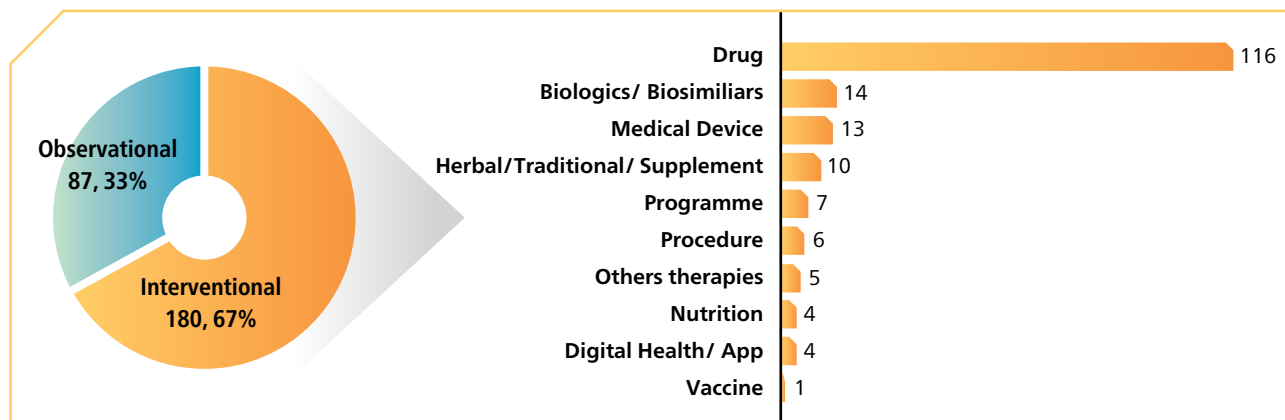


Figure 6: Breakdown of type of sponsored research in 2024 & classification of intervention types

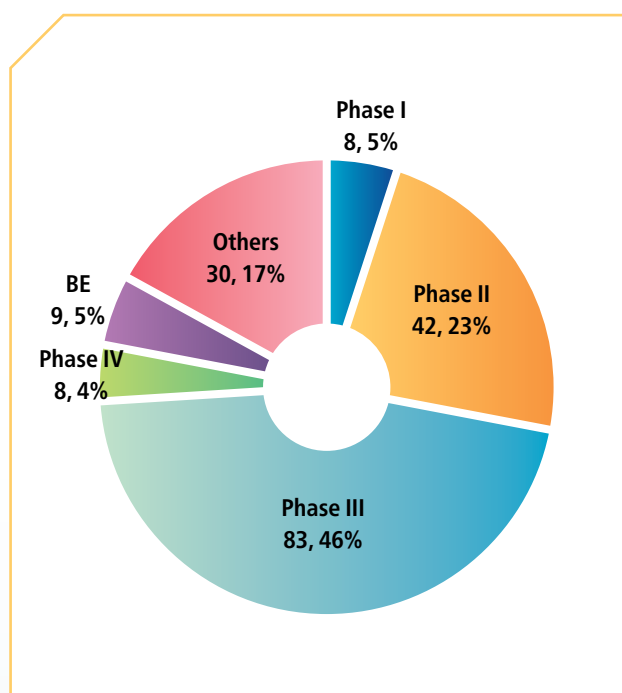


Figure 7: Phase breakdown of interventional studies in 2024

## Improving Access through Engagements

Guided by the **HUMANITY** principle, CRM is committed to advancing research and development, particularly for innovative therapies and breakthrough medicines. Ensuring access to these innovations in Malaysia requires early collaboration with global industry and research leaders. In 2024, CRM have engaged with over 100 organisations, leading to successful feasibility assessments and new studies (over one third of the feasibility assessments conducted in the last 2 years were successfully converted to new studies by the following year).

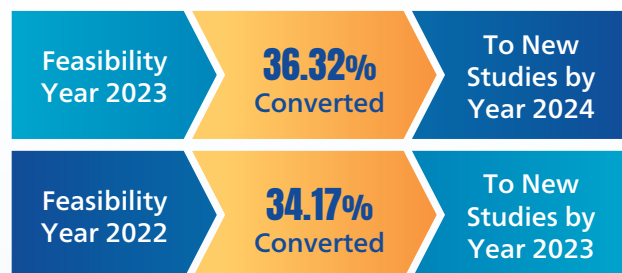


Figure 8: Conversion rate of full- feasibility assessments conducted by CRM between 2022 - 2023

Through multiple strong partnerships with sponsors and CROs, we have launched numerous studies, bringing cutting-edge treatments closer to those in need. CRM's dedication to innovation and collaboration has expanded research opportunities, accelerated drug development, and improved patient outcomes.

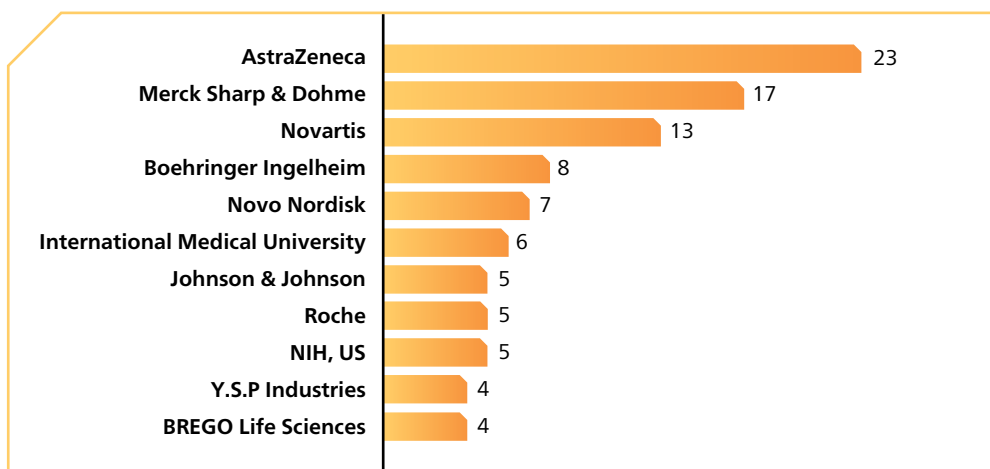


Figure 9: Top Contributors in Number of New Sponsored Research by Sponsors for 2024

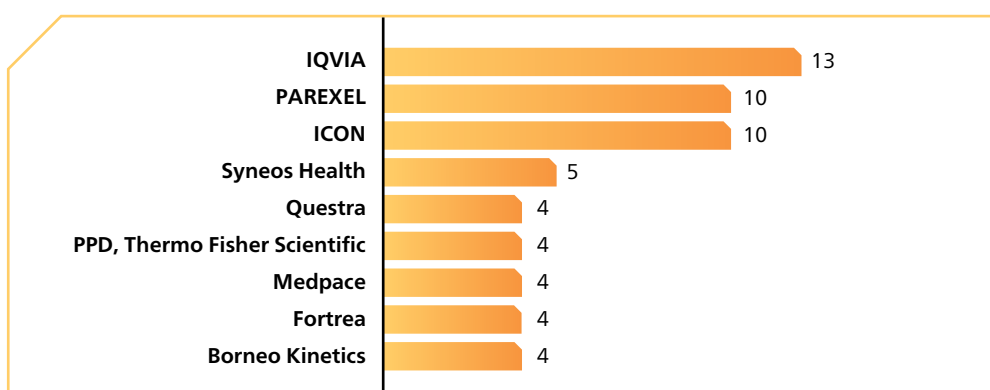


Figure 10: Top Contributors in Number of New Sponsored Research by CROs for 2024

Table 2: New CRM Partnerships in 2024 to Enhance Research Collaborations & Capability Development

Pharmaceutical Association of Malaysia (PhAMA)
The Chinese University of Hong Kong (CUHK)
Novo Nordisk Pharma (Malaysia) Sdn Bhd
Singapore Clinical Research Institute (SCRI)
Cardiovascular Disease National Collaborative Enterprise (CADENCE)
ICON Clinical Research Limited
BeiGene Malaysia Sdn Bhd

In addition, CRM together with stakeholders within the regulatory, industry as well as clinical leaders have participated in multiple renowned scientific gatherings and international meetings, during which the team engaged with global industry members in showcasing Malaysia's value proposition in sponsored clinical research through focused discussions/ meetings as well as speaking engagements. Some of the key international engagements include:



ICN Annual General Meeting in Kyoto, Japan



DIA China in Suzhou, China



BioWeek China in Shanghai, China



REACTA in Taipei, Taiwan

## Accelerating Malaysia in Global Clinical Trials

Building on the momentum of its first two conferences, CRM organized its third CRM Trial Connect in May to further showcase Malaysia's accomplishments in sponsored research. With collaborators European Organisation for Research and Treatment of Cancer (EORTC) and National Cancer Centre Japan on board, the two-day conference attracted about 1000 delegates, exhibitors, and faculty members, representing 142 organisations across 14 countries.

Held in conjunction with the Clinical Trials Day celebration, the conference also hosted the presentation of CRM's Sponsored Research Awards (SRA) as well as patient engagement forum, honouring the dedication and contributions of investigators, clinical trial site staff, sponsors, CROs, and trial participants.



CRM Trial Connect 2024

## Driving Clinical Research Awareness

Clinical Research Malaysia (CRM) identifies clinical trial awareness as a key initiative and is especially committed to enhancing public understanding of clinical trials and their critical role in advancing medical research.



Figure 11: CRM's Clinical Research Awareness Initiatives

Through the I AM AWARE campaign, which was inceptioned since 2017, multiple roadshows and engagements were conducted to further elevate the community's understanding about clinical research. As of 2024, CRM has successfully conducted seven roadshows, reaching out to diverse audiences across government and private hospitals. These engagements have provided a platform for open dialogue, capturing interests of over 120 registrants for future trial participation.

Another key initiative is the Find a Clinical Trial (FACT) platform, designed to make clinical trial information easily accessible to the public. This web-based platform allows individuals to search for ongoing trials in Malaysia by disease condition and register their interest in participating. In 2024 alone, CRM received 196 registrations spanning over 40 different disease areas, demonstrating an increasing public interest in clinical research.

Recognizing the importance of a patient-centric trial conduct, CRM has also established close collaborations with Patient Advocacy Groups (PAGs), including the Malaysian Rare Disorder Society (MRDS), National Cancer Society Malaysia (NCSM) and Colorectal Cancer Survivorship Society Malaysia (CORUM). Many of the initiatives arising from these collaborations are aimed toward sharing relevant information and insights about ongoing clinical trials as well as driving awareness activities through sharing of experience by trials participants and investigators in webinars organised.

Beyond direct engagements, online outreach has played a pivotal role in amplifying clinical research awareness efforts. As of 2024, CRM's website and social media reach impressions have reached over 102 million in traction, with significant increase in followers gained over the years. CRM's online presence has also proven to be an effective tool to disseminate accomplishments and updates about the clinical research ecosystem in Malaysia, with many stakeholders gaining relevant insights on Malaysia capability in delivering global clinical trials.

Leveraging on the strength of digital platforms, CRM also provides Clinical Trial Advertisement, increasing visibility of ongoing trials and connecting eligible patients with ongoing studies. Since its launch in 2021, CRM has conducted 13 clinical trial advertisements across various therapeutic areas, including nephrology, oncology, cardiology, urology, and vaccine research, providing an added approach in facilitating study teams to recruit trial participants.

Through these concerted efforts, CRM continues to be a driving force in clinical trial awareness and patient engagement. Our mission remains steadfast: to foster an informed community, build trust in clinical research, and facilitate broader participation in studies that contribute to the future of medicine.





*Patient Advocacy Group Engagement with Malaysia Rare Disorder Society*



*I Am AWARE Roadshow in Sultan Abdul Halim Hospital*

## Work-life Balance

At CRM, we believe that a thriving workplace extends beyond professional commitments—it encompasses a well-rounded work-life balance that nurtures both personal well-being and team camaraderie. Recognizing the demands of the clinical research industry, CRM actively cultivates an environment where employees can recharge, bond, and engage in meaningful activities outside of work. Our Sports & Recreational Club (SRC) and the respective regional teams have been instrumental in organizing various events that allow employees to unwind, strengthen relationships, and create lasting memories.

Over the past year, the SRC has hosted a diverse range of activities, catering to different interests and fostering a sense of togetherness among employees. From movie nights to the outdoor activities, these initiatives reflect CRM's commitment to harnessing workplace inclusivity and community spirit.

These activities serve as more than just recreational outings; they are a testament to CRM's philosophy that a happy and well-balanced team is a productive one. By fostering a workplace culture that encourages both professional excellence and personal well-being, CRM ensures that its employees remain motivated, engaged, and supported—both in their careers and beyond.



*CRM Gala Dinner 2024*



*Taman Tugu Hike & Adopt A Tree programme*



## Consistency in Achieving KPIs

Our commitment to STABILITY is reflected in our consistent achievement of the organisation’s Key Performance Indicators (KPIs) and our dedication to expanding sponsored research in Malaysia. Each year, CRM ensures that key metrics set at the beginning of the year are met. In 2024, a total of 267 studies were approved by the Medical Research and Ethics Committee (MREC) of the Ministry of Health (MOH) and Institutional Review Boards/Independent Ethics Committees (IRB/IECs), surpassing the expected target for the year.

CRM remains committed in advancing clinical trials in Malaysia, not only in expanding research opportunities but also enabling jobs and career pathways for professionals seeking growth in the clinical research field. With a positive Compound Annual Growth Rate (CAGR) growth for the past 5 years in sponsored clinical research, CRM stays steadfast and on track towards its Vision 2033, reinforcing Malaysia’s position as a leading destination for clinical research.

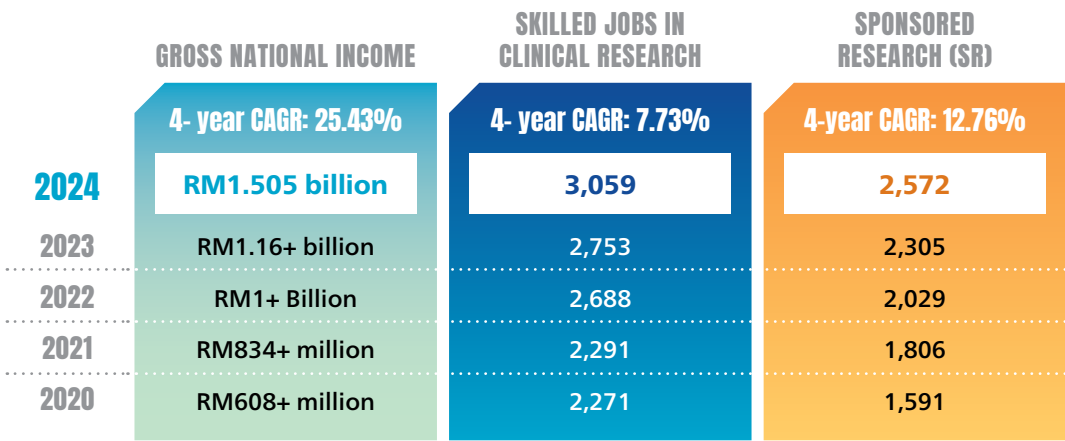


Figure 12: KPI Scorecard from 2020 - 2024

## Clinical Research Sites

Since 2016, the number of clinical research sites in Malaysia have nearly doubled with now 271 facilities having conducted clinical research. While most of the sponsored research takes place at MOH trial centres, there has been a significant rise in uptake of sponsored studies at university hospitals and private medical centres, with all sectors growing in parallel.

This growth can largely be attributed to these sites’ continuous efforts to enhance their clinical research capabilities and experience in conducting global sponsored studies. Additionally, sponsors are increasingly expanding their trial site selection across different sectors to align with the standard of care and treatment protocols at these centres, ensuring that patient populations meet the inclusion and exclusion criteria defined by the studies.

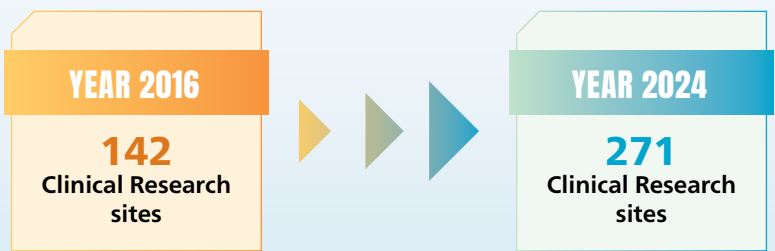


Figure 13: Number of Clinical Research Sites Between 2016 and 2024

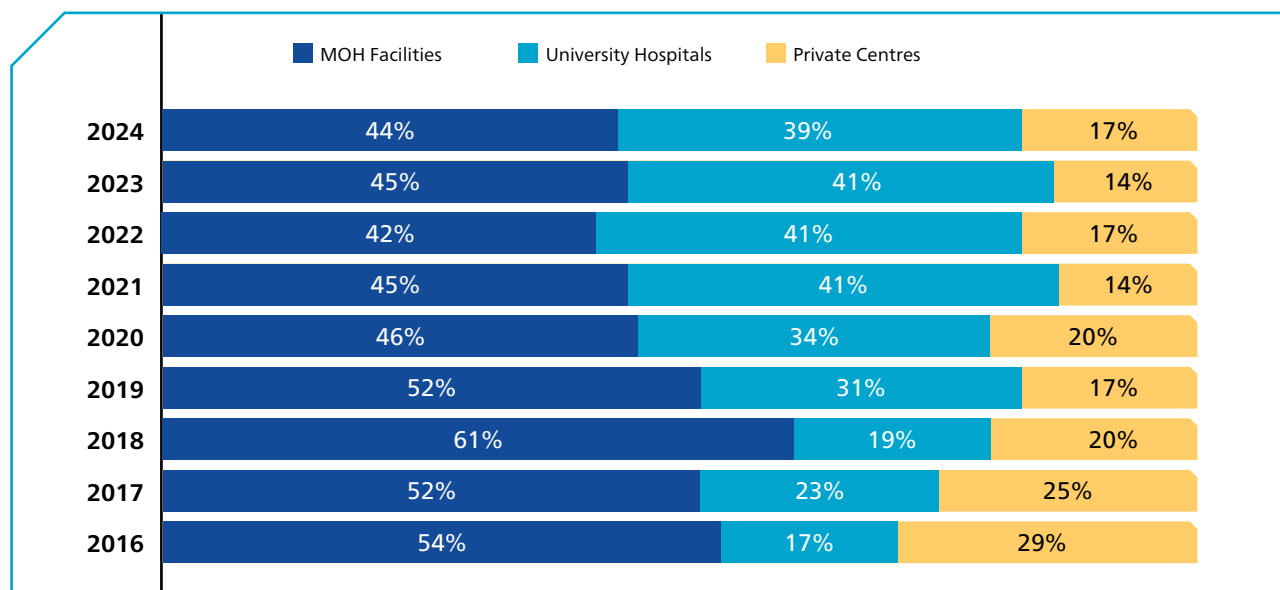


Figure 14: Distribution of Sponsored Research Between Different Site Sectors

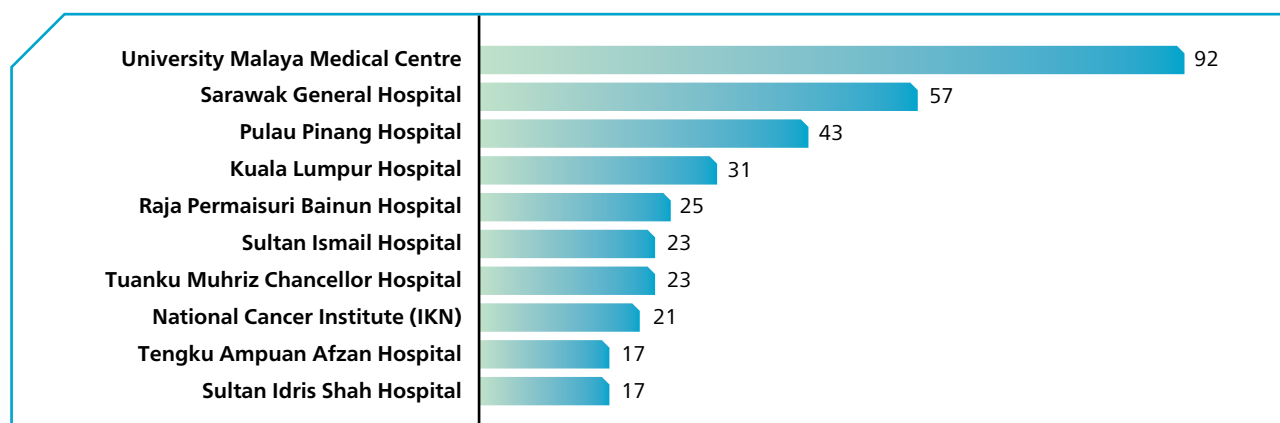


Figure 15: Top 10 Sites Based on IEC/IRB Approved Sponsored Research in 2024

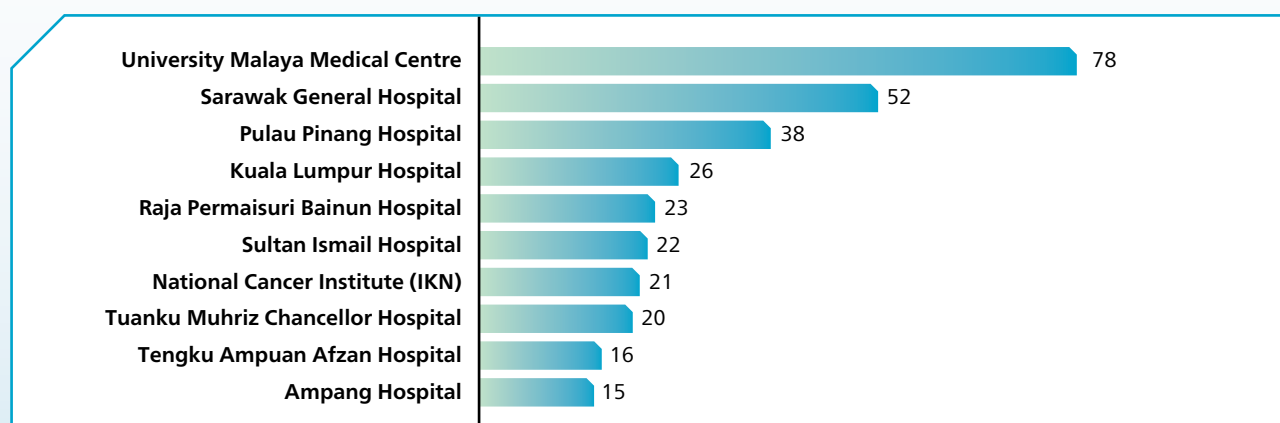


Figure 16: Top 10 Trial Sites Based on IEC/IRB Approved Interventional Sponsored Research in 2024

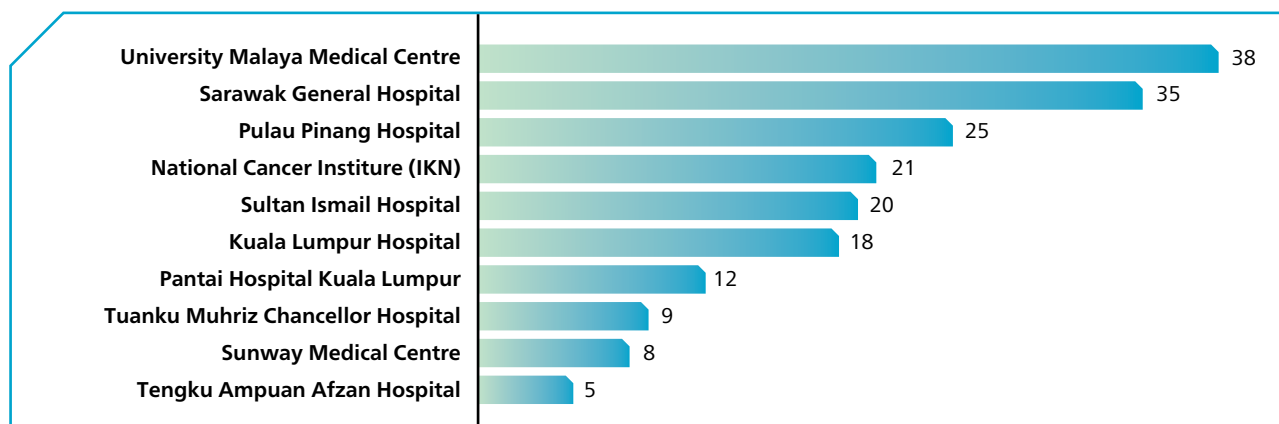


Figure 17: Top 10 Trial Sites Based on IEC/IRB Approved Interventional Oncology/ Hemato-oncology Studies in 2024

## Site Recruitment Achievement

Several investigators and sites in Malaysia received recognition for global and regional recruitment achievement in multi-national sponsored trials conducted in 2024. These accomplishments highlight the dedication, expertise, and efficiency of our investigators and study coordinators, and demonstrates their ability to deliver clinical trials with speed, quality, and reliability.

In addition, CRM monitors internally the recruitment activities of studies that are managed by CRM Study Coordinators, from timelines of First-Patient-In to recruitment targets achieved. In year 2024, CRM recorded an average recruitment rate of 82% across 74 studies that closed its recruitment that year.

By going beyond the promised milestones, CRM continues to reinforce Malaysia's reputation as a trusted clinical trial hub, ensuring that patients gain timely access to innovative treatments while maintaining the highest standards of research excellence.

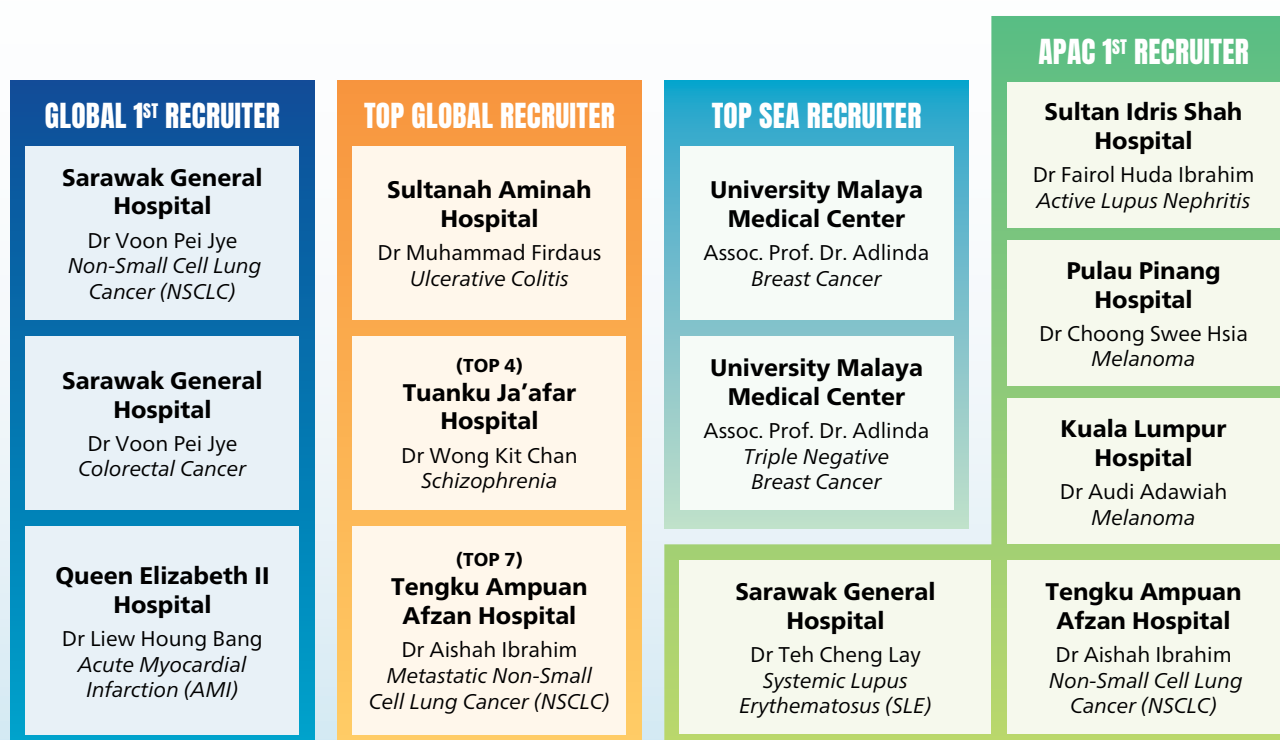


Figure 18: 2024 Site Recruitment Achievements in Global Sponsored Trials

## CRM Financial Performance

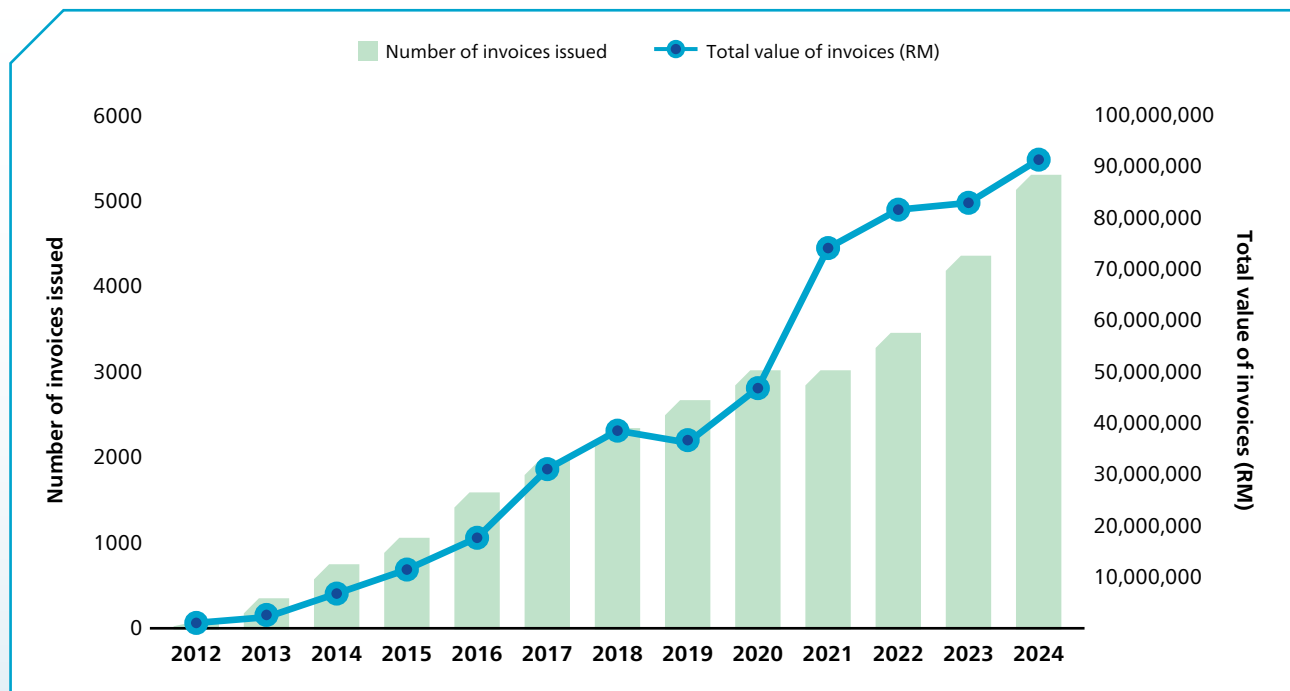
Since 2019, CRM has taken additional measures towards self-sustenance of the company, with no further grants/ subsidies received from the Government of Malaysia. The company has also implemented several measures to create new business opportunities, which includes provision of services for study material destruction and clinical trial advertisement.

In 2024, CRM has demonstrated strong revenue growth, significantly surpassing its income target by 11.11%. Meanwhile, expenses were well-managed below the target at -1.01% variance. Overall, the financial data highlights CRM's ability to generate higher-than-expected income while maintaining stable expenses, reinforcing its financial sustainability and operational efficiency in advancing clinical research initiatives.

**Table 3:** Clinical Research Malaysia Financial Performance in 2024

Key Performance Indexes (KPIs)	Target	Actual	Rate Difference from Target (%)
CRM Income	RM26,900,000	RM 29,892,301	+11.11%
CRM Expenses	RM25,300,000	RM 25,045,794	-1.01%

As a Site Management Organisation that manages study budget, CRM has maintained structured financial processes to ensure transparency and proper audit trail availability. Between 2012 to 2024, Clinical Research Malaysia (CRM) has issued over 30,000 invoices, amounting over RM 525 million in cumulative value. This reflecting the organisation's continuous growth and financial activity in the clinical research sector.



**Figure 19:** Invoices issued by CRM between 2012 - 2024

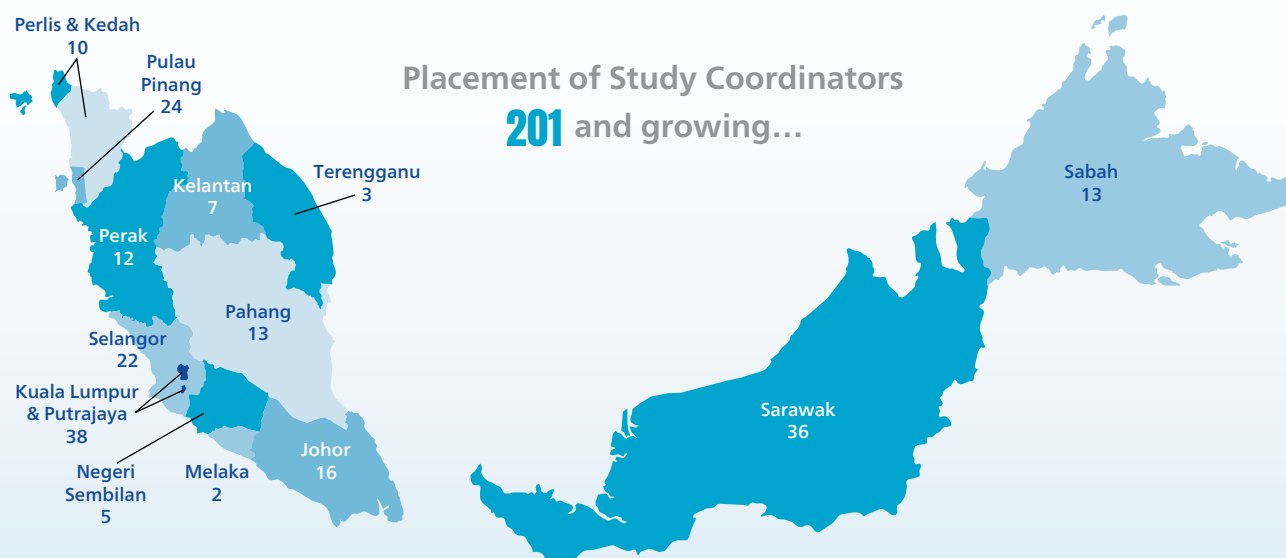
## Investing in People Development

Through the element of STABILITY, CRM believes in creating professionals in clinical trial management that can deliver studies with Speed, Quality and Reliability. This is done by continuously investing in improving the capabilities of its Study Coordinators (SC) through the various training programmes carried out throughout the year. From management development programs to functional/ task-related trainings, CRM is focused on being a learning organisation that prioritizes personal and professional growth.

**Table 4:** Clinical Research Related Training & Development Programs Organised by CRM in 2024

Training/ Activities Organised by CRM	Frequency in 2024
Nurturing New Talents in Sponsored Research	5
Patient Recruitment and Retention Workshop	4
Good Clinical Practice Refresher Workshop	3
Study Coordinator Trainings during CRM Trial Connect	3
Regulatory Inspection Workshop	2
Protocol Compliance Workshop	2
NPRA Good Submission Practice Workshop	2
MREC Good Submission Practice Workshop	1
Biostatistics in Oncology Research	1

In 2024, CRM's total employee headcount stood at 263 employees, with a 9.13% growth in headcount compared to the year before. CRM's largest group of clinical research professionals are its Study Coordinators, which have grown by 8% compared to year 2023, in tandem to the growing number of sponsored research conducted in the country. The expansion of the team has also resulted in the establishment of CRM site operation offices at Sarawak General Hospital, Raja Permaisuri Bainun Hospital & Kuala Lumpur Hospital respectively.



**Figure 20:** CRM Study Coordinators Placement in 2024



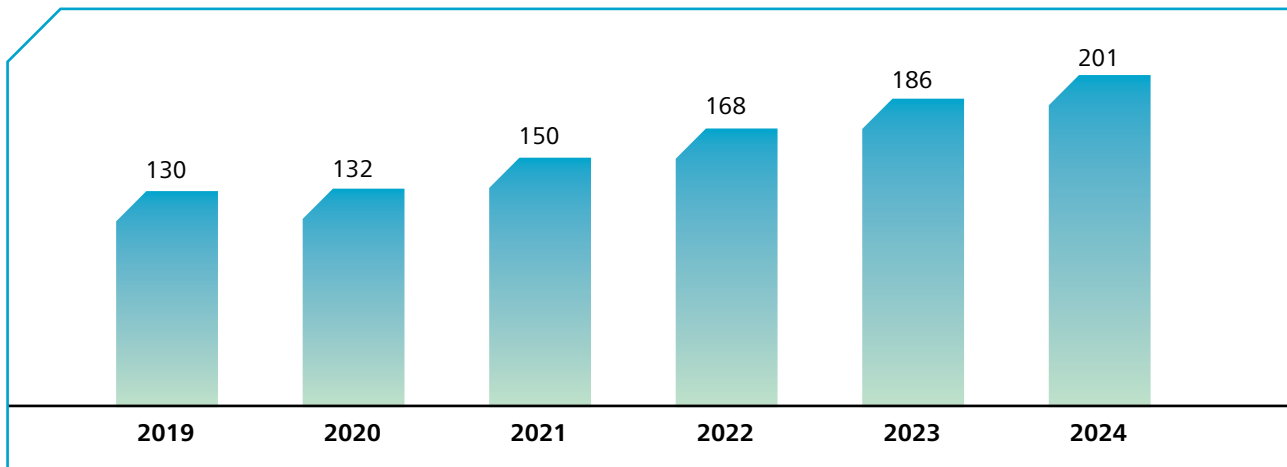


Figure 21: Growth of number of CRM Study Coordinators from 2019 - 2024

STABILITY is also in creating a clear career development path for those who are interested to grow in this field. This is done through developing CRM line managers and having succession planning in place. In 2024, the first line managers within CRM Clinical Operations have expanded by 50%, with the current lineup now being 15 Associate Regional Managers throughout Malaysia. In addition, focus is also given for those who wish to opt for a more horizontal/ technical focus growth, especially in the role of training and specialised clinical operation support. Apart from this, CRM also offers Education Grant for CRM's employees who wishes to obtain an additional or higher degree in the field of their choice.

To further grow the pool of clinical research professionals in the country, CRM had established its Centre of Excellence (COE) in March 2024. At current, the COE runs the Foundation for Study Coordinators program, which is designed as a 3-month program, inclusive of 8-week on-site attachment. With 3 batch intakes and 30 graduate trainees in 2024, the program provides an excellent head-start to those who are initiating their career in the clinical research field.



Graduate trainees of Foundation for Study Coordinators Programme Batch 2024/3

## Early Phase Accomplishments

Early phase research in Malaysia went far and beyond with significant accomplishment in 2024. With 5 First-In-Human (FIH) studies approved by Medical Research & Ethics Committee, the year recorded the highest annual number of FIH studies. In addition, the country also conducted its 1<sup>st</sup> FIH study in rheumatology, under the Systemic Lupus Erythematosus indication. The study was led by Dr Teh Cheng Lay (Sarawak General Hospital) who later was featured as the first recruiter within Asia-Pacific for the study.

Under Phase 1 Realisation Project (P1RP) 2.0, CRM maintained its commitment towards early phase capability development. Among its initiatives in 2024 were the Mission of Excellence program involving CRM collaborators, Princess Margaret Cancer Centre (PMCC), which included early phase training and sharing of experience by PMCC Clinical Research Coordinators in Malaysia. The early phase learning & development also expanded through collaborations with institutions like National Cancer Centre Japan, National University Hospital Singapore & National Taiwan University Hospital (NTUH), where 7 CRM study coordinators underwent observership and attachments in the institutions' respective clinical research centres. In addition, CRM also welcomed the return of 2 of National Pharmaceutical Regulatory Agency (NPRA) officers, after their postgraduate studies completion which was supported through CRM's P1RP 2.0 programme. This is part of CRM's continuous effort to support the regulators' capability development in early phase study evaluation.

There were also focused efforts to improve access and visibility of early phase research in Malaysia through industrial collaborations and promotional activities during international meetings through client engagements and speaking presence. This has enabled further exploration by top pharmaceutical organisations to expand their early phase footprint in Malaysia.



*With NPRA Officers following their return from postgraduate studies supported under CRM's P1RP 2.0*



*CRM Study Coordinators with NTUH team during Attachment at NTUH Phase 1 Centre*

# Sustainability

## Global Trusted Research Management Organisation

CRM envisions for Malaysia becoming the **Preferred Hub for Clinical Research in Asia** by 2033, solidifying its position as a nation that fosters growth, innovation, and excellence in the clinical research landscape. This vision reflects CRM's commitment to attracting global stakeholders, enhancing Malaysia's research ecosystem, and positioning the country as a key player in the Southeast Asian (SEA) region for clinical trials and medical advancements.

To achieve this vision, CRM has outlined clear missions supported by strategic key initiatives. As a **Global Trusted Research Management Organisation**, CRM is dedicated to strengthening Malaysia's reputation in clinical research by facilitating partnerships, streamlining operations, and ensuring the highest standards of research governance. Furthermore, CRM is playing a crucial role in attracting investors to Malaysia and Southeast Asia, by spearheading an ASEAN-level initiative aimed in growing sponsored clinical studies for regional prosperity.

Recognizing the need for a skilled workforce, CRM is actively engaged in **Clinical Research Professions Development**, nurturing talents to meet the demands of a rapidly evolving industry. The establishment of the CRM Center of Excellence and the development of early-phase capabilities reinforce Malaysia's position as a competitive destination that have the right pool clinical research professionals to deliver for global clinical trials.

Additionally, **Digitalising Processes** is a core focus, with CRM driving efforts to transform processes, especially in the age of Artificial Intelligence. Through the development of integrated innovative platforms in the study budget management and upscaling the existing feasibility system, CRM builds on efficiency and data-driven decision-making in these initiatives.

## VISION 2033

To be the preferred hub for clinical research in Asia

### MISSION

### KEY INITIATIVES



Figure 22: CRM Vision 2033 & its missions

## KPI 2023 - 2033

With a clear roadmap set for 2033, Clinical Research Malaysia (CRM) is dedicated to enhancing Malaysia's research ecosystem, creating skilled jobs, and attracting global clinical trial investments. As of 2024, significant progress has been made across several Key Performance Indicators (KPIs), reflecting CRM's unwavering commitment to its long-term goals.

A primary objective in this strategic vision is the creation of 4,000 skilled jobs in clinical research in Malaysia. As of 2024, 76.5% of this target has been achieved, with 3,059 skilled jobs in clinical research reported so far, collated from industry, study sites and CRM. This further illustrates Malaysia's strong research capabilities of highly skilled workforce that includes investigators, study coordinators, clinical research associates and other research professionals who play a vital role in clinical trial management.

To further position Malaysia as a preferred destination for global clinical trials, CRM aims to have 3,500 new sponsored research conducted in Malaysia between 2023 – 2033. While still in year 2 of this KPI, there have been 543 industry-sponsored research projects reported so far, marking 15.5% of the target achieved. The expanding collaborations with pharmaceutical companies and Contract Research Organisations (CROs) have further elevated the footprint of global trials in the country and brings Malaysia a step closer towards achieving this goal.

Another critical milestone in CRM's plan is the expansion of Phase I research, which is fundamental for early-stage drug development. CRM has set a goal of 80 Phase I studies by 2033, and as of 2024, 11 new Phase I studies were recorded (13.8%). This steady progress reflects Malaysia's readiness to support early-phase clinical trials, providing a robust platform for the development of innovative treatments.

As a company under the Ministry of Health (MOH), CRM is also focused on increasing MOH-sponsored research projects, targeting 1,700 new projects by 2033. By 2024, 22.3% of this goal has been met, with 379 studies already conducted within MOH facilities. This initiative not only strengthens the public healthcare involvement in clinical research but also improves MOH patients' access to novel treatments and medical advancements.

With these strategic initiatives in motion, CRM is steadily advancing towards Vision 2033, reinforcing Malaysia's position in the global clinical research landscape. By continuously expanding its workforce, increasing research projects, and strengthening collaborations, CRM is laying a solid foundation for a thriving, sustainable, and globally competitive clinical research ecosystem in the region.



Figure 23: CRM's KPI 2023 - 2033

[www.clinicalresearch.my](http://www.clinicalresearch.my)



*Your Global Solutions in One Nation*

D-26-06, Menara Suezcap 1, KL Gateway, No. 2 Jalan Kerinchi,  
Gerbang Kerinchi Lestari, 59200 Kuala Lumpur, Malaysia.

**T:** +603-7931 5566 | **F:** +603-7931 9940 | **E:** [contact@clinicalresearch.my](mailto:contact@clinicalresearch.my)



CERTIFIED TO ISO 37001:2016  
CERT NO.: ABMS 00218

CERTIFIED TO ISO 9001:2015  
CERT NO.: QMS 03360