

Promising EU-Malaysia Opportunities in Green Technology sector

EUMCCI held its monthly VIP Luncheon event with YB Peter Chin, Minister of Energy, Green Technology and Water as guest speaker, highlighting Malaysia's goals and great prospects for Malaysian and EU business interests

Kuala Lumpur, 8th October, 2009 – A 100-strong group of Malaysian and EU business leaders in energy and green technology fields, including corporate financiers, ambassadors, and CEOs gathered at EUMCCI's VIP Luncheon today to gain fresh insights into trade and investment opportunities in green technology sector in Malaysia. EUMCCI's Deputy Chairman, Mr Jean Francois Jadin, in his opening speech mentioned the huge potential the Green Technology sector offers for EU-Malaysia cooperation: "The Chamber's role is to facilitate the trade and investment relations between EU and Malaysia and this sector is of special focus for us and we are keen to work with the Malaysian Government to make Malaysia the regional leader of the sector and preferred investment destination for European investors." The key note speaker, YB Peter Chin, Minister of Energy, Green technology and Water, welcomes proposals from EU; "We welcome EU to share its expertise and transfer of technology and know how with Malaysia, because Malaysia is still a new player in green technology, cooperation is needed to develop our own expertise in Green Technology."

The Luncheon, which was very timely with EUMCCI's current focus on services sector, and especially on environment and green technology, discussed effective business strategies to bring foreign direct investment and business into Malaysia especially for green technology sector. Malaysia's economic growth is currently largely relying on non renewable resources and there is need to establish green technology capability in Malaysia as a means to ensure sustainable growth. Europe has a long history as a leader of green technology solutions, though its demanding political and legislative focus on the greening of industry.

Newly established EEGT Committee

To boost this sector in Malaysia and provide roadmap and capacity building from Europe, EUMCCI has established its 10th industry sector Committee "Environment, Energy and Green Technology". The head of the Committee, Mr Thomas Brandt, commented "The Committee's mission is to facilitate business opportunities and technology transfer between European Union and Malaysia and provide guidelines and capacity building in implementing Malaysia's Green technology Objectives. The action plan for upcoming years includes events, capacity building and business matchmaking between European and Malaysian companies. A special attention will be given also to East Malaysia, which offers sizeable opportunities for investment".

EUMCCI is working in line with EU's focus and perspectives: "We are very glad to support Malaysia's green national agenda by working closely with the Ministry of Energy, Green Technology & Water," said H.E. Vincent Picket, Ambassador & Head of Delegation of the European Commission to Malaysia. "These efforts are effective in both addressing the adverse effects of climate change while fueling interest in new businesses in the economy. The EU is a pioneer and a leader in green technology and green business and we want to cooperate with Malaysia on this. We also congratulate EUMCCI for setting up this new Committee" added Ambassador Picket.

A member of remarkable investment, for example in solar business like German giant Q-Cells have been recently registered here in Malaysia supporting Malaysian target to become a regional hub. Likewise European strength in its business structure with inventive small and medium sized technology partners next to the well known global powerhouses such as Alstom, Philips, Siemens, are a welcome match for the Malaysian plans and interests.

About EUMCCI

EU-Malaysia Chamber of Commerce and Industry (EUMCCI) is a non-profit private sector organisation with more than 1200 corporations as members in Malaysia. Members of EUMCCI are Bilateral Chambers and Business Councils and European or European-related companies through business councils or directly. Its mission is to promote, support and develop EU business interests in Malaysia as well as facilitate trade, commerce and investments between EU and Malaysia. EUMCCI objectives are to:

- develop and enhance EU position and image in Malaysia
- engage in High profile lobbying/dialogue with Institutions, Government representing the EU business community and Chamber members
- promote and market EU technologies, SMEs products and services in Malaysia
- facilitate the bilateral trade and investments between EU and Malaysia
- facilitate the dialogue between the European private sector and Malaysian government

EUMCCI organises monthly VIP Luncheons with Ministers and other top Government officials for its members and has 10 industry sector Committees which function as platforms for member companies to raise issues of concern to authorities and work on joint projects.

For more information, please visit <http://www.eumcci.com>

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