

The article from newspaper:



• EU-Penang Day at Town Hall

（檳城）歐盟首次在檳舉辦“檳城歐盟日”（EU-Penang Day），吸引近百政商人員前來參加！
[各國代表分享政經文教](#)

這項小而美的慶典活動，成功聚集了歐洲多國專員與檳州政府、本地企業等在古色古香的檳島市政局內。大家先是共享一頓豐盛的歐式早餐，再面對面交流，分享彼此政經文教等各領域的經驗。

出席這項活動者，除了歐盟駐馬大使文森彼克外，還包括歐盟成員諸如奧地利、比利時、丹麥、荷蘭、羅馬尼亞、芬蘭、法國、德國、瑞典及英國的駐馬大使及官員等，場面十分熱鬧。

[林冠英：讓檳民瞭解歐盟背景](#)

檳州首席部長林冠英在受邀主持開幕儀式時說，他在一年前曾建議文森彼克主辦“歐盟日”，沒想到對方在一年後果真在檳城辦起這項活動，效率之高，實在令人讚歎。

“這樣很好，檳城人可以趁機瞭解歐盟的歷史背景、政經文教的**成功經驗**。大家可以互相學習一番，更能拉近彼此的距離。”

他說，這天對檳城而言是歷史性的一天，因為這是檳城首次主辦歐盟日慶典，所有歐盟的代表集聚在此，共同分享他們在文化、經濟及歷史的經驗。

他表示，在2010年，馬來西亞至歐盟的出口量為687億令吉，或占大馬6千930億令吉的10%。這等的高容量，讓歐盟繼北亞（2千230億令吉）及東盟國（1千630億令吉）之後，大馬出口量第三大的區域。由此可見歐盟作為大馬貿易伙伴的重要性，加上許多歐盟國家在檳城設廠，提供了很多就業機會給檳城人民。

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“除了商業的聯繫之外，我相信文化層面而言，歐盟也將會拉近兩地人民與人民之間的聯繫。整個歐盟共有 27 國 5 億人口，與這些國家建立更密切的聯繫肯定將有助檳城。檳城喬治市文化遺產城的地位，也將提供一個最適合的平台，吸引更多歐盟的文物愛好者前來檳城觀光。”林冠英提及，檳州政府要把檳城打造成為一個國際城市，為此政府與人民必需讓檳城成為投資者的首要選擇、遊客的最愛地，以及嚮往永續生活者的最佳選擇。從歐盟國家的不同價值觀及文化吸取經驗，將協讓檳城在各方面受惠。

“兩地人民與人民之間的聯繫，能夠透過類似的活動而得以加強，因為這讓我們的人民能夠從歐盟人民身上，學習他們的經驗、工作文化、歐盟的歷史、歐盟之間的文化差異，以及歐盟居民所居住的環境等。”

包括民主自由及綠化過程

吸取他國之長補己短

林冠英強調，檳城也可以學習為歐盟帶來繁榮及自由的民主及工作機會。而州政府也要分享他們在制定資訊自由法方面的經驗，以及設立言論廣場的舉動。

“除了保障言論自由，也要保障發言後的自由等經驗。作為未來領先全國的綠州，我們也將分享所推行的無塑料袋日政策，並希望從中吸取歐盟國家在這方面的成功例子，讓我們把檳城打造成一個更清潔、更綠化、更安全的地方。”

他說，“歐盟日”的活動中，不同國家的大使也會親自主講多項議題，包括羅馬尼、比利時及奧地利，此外，歐盟大馬商會也將與投資檳城聯辦一場歐盟對檳城的貿易與投資機會座談會。

“過後，歐盟隊將與檳州政府隊在節目的尾聲，也會來一場足球賽來較勁。”

文森彼克：讓環保發芽成長

擬在檳推廣綠色工業

文森彼克說，歐盟在未來有意在檳州推廣綠色工業，讓環保的意識可以在檳州發芽成長。

他表示，由於檳州是以工業為主的州屬，為此，他建議歐盟國家的企業可與檳州的企業合作，以在工業發展中推廣綠色環保議程。

“綠色環保為目前全球的發展趨勢，歐盟在方面有意與大馬在這方面加強發展，包括以國家對國家及企業對企業的方式進行。”（星洲日報 / 大北馬）

Translation: (briefing)

THE DELEGATION:

Mr. Vincent Piket, Ambassador : Head of the European Union Delegation to Malaysia

Ambassador of Austria

Ambassador of Belgium

Ambassador of the Netherlands

Ambassador of Romania

Honorary Counsel from Austria, Finland, France, Germany, Sweden, United Kingdom, Denmark

The delegation was formed by EU ambassadors, which is Austria, Belgium, Denmark, the Netherlands, Romania, and along with several EU honorary consuls for a breakfast with Chief Minister Lim Guan Eng and state officials.

Chief Minister Lim spoke at the opening ceremony, said the EU was Malaysia's third largest export market, with exports totalling RM68.7 bil last year, almost 10% of the RM693 bil in total exports. The biggest export market was North Asia (RM223 bil) followed by the Asean region (RM163 bil).

As the significance of EU as the nation's trading partner, the existence of many EU nation companies in Penang provide a good opportunity for Penang people to know more about the different countries that are represented by the European Union.

Besides economic links with Malaysia, the cultural aspects of the EU nation are important in bringing closer the people to people link. With total population of 500 million people in the 27 nations with the EU, it is definitely beneficial for Penang to establish a closer link with the nations.

George Town's UNESCO Heritage City status will definitely provide a suitable backdrop in attracting more heritage enthusiasts from Europe to visit Penang.

In our efforts to transform Penang into an international and intelligent city, the state government believes that the people of Penang needs to offer itself as a location of choice for investors, a destination of choice for tourists and a habitat of choice for those who desire sustainable living. Penang people will benefit from the exposure to the different values and culture from our EU friends.

Making people to people's links can be strengthened through annual events like this, that allows our people to share experiences and cultures ranging from how EU works, the history of EU, the difference of EU culture and the type of environment Europeans wish to live in.

Penang can also learn how democracy and opportunity works bringing both freedom and prosperity to Malaysia. We want to share our own experiences in enacting the Freedom

of Information Act (FOI) and setting up the first Speakers Square where there is not only freedom of speech but also freedom after speech.

As the leading state in environmental initiatives with no free plastic bag campaigns, we also hope to learn your successes that can help Penang achieve a Cleaner, Greener and Safer Penang.

He added that the state government and the EU delegation to Malaysia aimed to make the EU-Penang Day an annual affair.

During the day, Mr. Vincent Piket and the other ambassadors gave briefings on the history and working of the EU and conducted a trade and investment gathering with the EU-Malaysia Chamber of Commerce and Industry (EUMCCI) and InvestPenang. Apart from that, the EUMCCI and InvestPenang will organize the EU-Penang: Trade and Investment opportunities.

The EU looks forward to working closely with Penang on the green agenda. Mr. Vincent Piket said the delegation aimed to partner with Penang on a “business-to-business” platform to further green initiatives. We are looking at organising a seminar on green ICT (information and communications technology)