

# EU Malaysia Chamber to promote green agenda

by **Regina William**  
D@bizedge.com

GEORGE TOWN: The European Union Malaysia Chamber of Commerce and Industry (EUMCCI) will initiate dialogues with European and Malaysian companies in Penang in a bid to promote the green agenda.

EUMCCI general manager Minna Saneri said the chamber aims to make the EU and EUMCCI more visible and engage the state government and businesses in Penang.

The focus will be on European and Malaysian companies in Penang in the ICT and electronics and electrical sectors.

Saneri said this at the end of a day-long EU-Penang Day attended by EU ambassador Vincent Picket and ambassadors from Austria, Belgium, Denmark, the Netherlands, Romania and consuls from Austria, Finland, France, Germany, Sweden, UK and Denmark.

The event was officiated by Chief Minister Lim Guan Eng.

"Penang has a large electronics and electrical cluster which can contribute to our dialogues on the green agenda.

"We want to involve the European and Malaysian companies in Penang and expand our eco-system on the green agenda outside the Klang Valley," Saneri said, adding

that the EUMCCI already has active participation from its 1,200 members in the Klang Valley, of which 70% were European companies and the rest Malaysians.

She added that the chamber continuously receives enquiries from EU companies on green technology initiatives in Malaysia.

"These companies are looking at the niche sectors in green technology which is the job creator of the future.

"Hence, the chamber is working closely in various sectors including education, linking European universities with local institutions so that the prospects of workers for this sector can be realised," she added.

Picket said there was a lot of business interest coming from the EU into Malaysia.

"Overall, investors are looking for a stable and friendly trade investment regime well-managed by reliable and predictable institutions supported by an efficient judicial system for disputes.

"Malaysia is doing very well though not a perfect situation, but on the whole it is good," he added.

Last year, bilateral trade between the EU and Malaysia reached its highest level ever at €32 billion (RM139.24 billion) in favour of Malaysia.

In 2008, it was €28 billion while it was €26 billion in 2009.