



Building Communities Through Dialogue

Since 2007

www.malaysia-europeforum.com

About the Malaysia-Europe Forum

- The Malaysia-Europe Forum (MEF) is an independent, not-for-profit organization that has been set up to provide a platform for the cross-promotion of Malaysia and Europe.
- It aims to facilitate the exchange of views and enhancement of links between and among business leaders, professionals, scientists, academics, students and humanitarians, and to improve understanding on a number of current issues, that may stand in the way of bilateral trade and investment.
- By promoting and building understanding bilaterally, the MEF engages civil society in both Malaysia and Europe via the serious and intellectual platform which it offers.
- The MEF was officially launched by YAB Dato' Sri Mohd Najib Tun Razak, Prime Minister of Malaysia in November 2009. To date, the MEF has hosted roundtables and dialogues in Kuala Lumpur, Brussels and Munich.
- As per its ethos of building communities through dialogue, the MEF strives for openness and transparency in ensuring an open and constructive two-way dialogue so as to ensure better relations between the stakeholders in the Malaysia-Europe partnership.

**TAN SRI RAFIDAH AZIZ
AND THE BOARD OF TRUSTEES
OF THE MALAYSIA-EUROPE FORUM [MEF]**

cordially invite you to attend

**THE 3rd MEF KUALA LUMPUR
DIALOGUE 2010**

'Looking Back In Order To Move Forward'

With Special Keynote Address by

**H.E. Tun Dr Mahathir Mohamad
Former Prime Minister of Malaysia**

**Tuesday, 30th November 2010
at the Crowne Plaza Mutiara Kuala Lumpur
Jalan Sultan Ismail, Kuala Lumpur**

Seats are limited and By Invitation Only

Corporate Sponsors:



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Objectives of The 3rd MEF Kuala Lumpur Dialogue 2010

- To provide a Malaysian perspective on issues relating to politics, business and trade to the relevant stakeholders in the Malaysia-Europe partnership.
- To discuss how to nurture and maintain the ties of history, economy and trade between Malaysia and Europe, which continue to play a major role in Malaysia.
- To engage with the key stakeholders who have a direct and beneficial interest in ensuring better Malaysia-Europe relations.

THE 3rd | MEF KUALA LUMPUR DIALOGUE 2010

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Tuesday, 30th November 2010
Crowne Plaza Mutiara Kuala Lumpur

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For further information on the MEF,
kindly visit www.malaysia-europeforum.com

8.30am: Arrivals and registration

9.00am: Welcoming Remarks & Introductions

The Honourable Tan Sri Rafidah Aziz, MP

Hon. Advisor, Patron & member of the Board of Trustees,
Malaysia-Europe Forum (MEF) and
former Minister of International Trade & Industry, Malaysia

9.05am: **Session 1 – The Path To Better Business and Trade Between Malaysia and Europe – Looking Beyond The Obvious Obstacles & Opportunities**

Datuk Dr Rebecca Fatima Sta Maria

Deputy Secretary General MITI and member, Board of Trustees,
Malaysia-Europe Forum (MEF)
'Malaysia's Expectations and Goals in the EU FTA and EFTA'

Ms Åshild Kjøl

First Secretary / Deputy Head of Mission, Royal Norwegian Embassy
'EFTA: The Potential and Possibilities'

Mr David Jones

Chairman of the EU-Malaysia Chamber of Commerce & Industry
'The EU Trade Policy – Globally and Within ASEAN'

Datuk Iskandar Mizal Mahmood

Chief Executive Officer Malaysian Biotech Corporation
'Does Biotechnology Provide The Answer to Ensuring Sustainable Business Between Malaysia And Europe?'

Moderator: **Mr Volker U. Friedrich**

CEO & Managing Partner GBP International and member,
Board of Trustees, Malaysia-Europe Forum (MEF)

10.45am: Coffee Break

11.15am: **Session 2 & Special Keynote Address**

The Malaysian Political Landscape – Experiences, Perspectives & Thoughts

His Excellency Tun Dr Mahathir Mohamad

Honorary President, Perdana Leadership Foundation and
former Prime Minister of Malaysia

Moderator: **The Honourable Tan Sri Rafidah Aziz, MP**

1.00pm: LUNCHEON