

# THE MEF-EUROPEAN AMBASSADORS ROUNDTABLE 2010

**Date: 12<sup>th</sup> April 2010**

**Venue: Impiana KLCC Hotel, Kuala Lumpur**

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As part of its continuing engagement with stakeholder communities, the Malaysia-Europe Forum held its Inaugural Ambassadors' Roundtable at the Impiana Hotel in Kuala Lumpur on 12 April 2010.

Ambassadors and trade counsellors of the following European countries attended the Roundtable: Austria, Azerbaijan, Belgium, Bosnia & Herzegovina, Croatia, France, Italy, Norway, Russia, Spain, Sweden, Switzerland and the Delegation of the European Union.

Representing the hosts were Tan Sri Rafidah Aziz, MEF Patron and Advisor, Ms Millicent Danker, chairperson who also moderated the Dialogue, Mr Volker U. Friedrich, member of the Board of Trustees of the MEF and Ms Natasha Zulkifli, Executive Director.

The Roundtable proved to be a lively three-hour discussion on a wide range of pertinent issues, in the spirit of frank and open discussions as promoted by the MEF. Among the topics covered were perceptions in Europe toward Malaysia, its leadership, policies and politics -- and in particular, the achievements of the current prime minister after one year in office. Other themes that emerged had to do with Malaysia's FTA with the EU; Malaysia's competitiveness vis-a-vis the region given the economic leadership of China and India; Malaysia's foreign policy and trade liberalisation initiatives; the New Economic Model and the impact and execution of the 1Malaysia policy; the continuing challenges around the NEP; issues surrounding transparency of government procurement; and, moral policing that had been featured in the international press.

Way-forward suggestions for improving Malaysia-Europe relationships were also received and discussed.

A full and official report outlining the proceedings is currently being prepared and will be posted up onto the MEF website in due course.