



*Building Communities Through Dialogue
Since 2007
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**TAN SRI RAFIDAH AZIZ
and the
Board of Trustees of the Malaysia-Europe Forum (MEF)
Cordially Invite You To Attend
The MEF-Munich Spring Dialogue 2010
"The Global Green Agenda: Securing A Sustainable Future"**

**Tuesday, 2nd March 2010
Hotel Vier Jahreszeiten Kempinski Munchen
Maximilianstrasse 17
80539 Munich**

Kindly RSVP by 23rd February 2010.

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ABOUT THE ORGANIZER

- The Malaysia-Europe Forum (MEF) is an independent, not-for-profit organisation 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.
- Launched by the Prime Minister of Malaysia in November 2009, and supported by the European Union Delegation to Malaysia, as well as a number of Malaysian corporations and institutions, the MEF is taking on a non-governmental role to further mutual interests and forge greater understanding between Europe and Malaysia, and thereby advance Malaysia's global agenda.
- The MEF aims to enhance international confidence in Malaysia, particularly amongst the European community, to promote greater international understanding and clarity of Malaysia's economic and social policies by way of information, and to endeavour, wherever possible, to support worthy causes that benefit Malaysia's reputation abroad.
- Whilst there is already a high level of engagement between Malaysia and the EU at a governmental level, the MEF aims to complement these efforts by acting as a conduit to channel ideas and build bridges between Malaysia and Europe.
- To promote dialogue and build communities at various levels, the MEF engages civil society in both Malaysia and the EU via thought-leadership platforms.
- Among its various activities are institutionalised forums in London and EU capitals. Thus far, the MEF has co-hosted two international events in London (www.thegemsummit.com) as well as organised the Inaugural MEF-Brussels Spring Roundtable at the European Parliament in April 2009. The Inaugural MEF-EU Kuala Lumpur Roundtable 2009 was also held in November 2009.

OBJECTIVES OF THE MEF-MUNICH SPRING DIALOGUE 2010:

- To apprise the German, and larger European community of Malaysia's Green agenda, its policies, objectives and achievements;
- To help showcase Malaysia's investment and business potential in the Green economy and Green industries and encourage and facilitate Green FDIs into Malaysia; and,
- To provide networking opportunities and business-to-business marketing between European and Malaysian business entities.

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