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AN INVITATION

**Tan Sri Rafidah Aziz
together with
the Board of Trustees
of the Malaysia-Europe Forum (MEF)**

*welcome you
to*

The Inaugural MEF-Brussels Spring Roundtable

Theme: 'Towards Sustainable Business'
Date: Thursday, April 30, 2009
Time: 8.30am - 2.30pm
Venue: ASP 5G-2
Altieri Spinelli Building
European Parliament
Brussels

RSVP:

MEF KUALA LUMPUR SECRETARIAT

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In partnership with:



PROGRAMME

8.30 am - 9.00 am :

Registration & Networking Breakfast

[Sponsored by Malaysia Airlines]

9.00 am - 9.30 am :

Welcome Remarks & Introductions

Mrs. Laxmi Ponnampalam Reilly

Board of Trustees

The Malaysia-Europe Forum

Opening Remarks

His Excellency Dato' Hussein Hanif

Chief of Mission

Embassy of Malaysia & Mission of Malaysia to The European Communities

Keynote Address

YB Tan Sri Dato' Seri Rafidah Aziz

Advisor & Patron

The Malaysia-Europe Forum & former Minister of International Trade & Industry Malaysia

Launch of the Malaysia-Europe Forum

9.30 am - 11.00 am :

Session I – 'Corporate Governance, Financial Transparency & Business Ethics

(The EU has been at the forefront of Corporate Responsibility initiatives, and Malaysia has strengthened its regulatory framework to ensure best practices in corporate governance, including a new emphasis on Corporate Responsibility. Malaysian companies have made substantive progress towards embedding CR culture within their organisations in line with guidelines provided by the regulator Bursa Malaysia. Disclosure and reporting mechanisms are also in place to ensure greater transparency. What are the challenges for Malaysian companies going forward? How can they benefit from European perspectives in this important stakeholder dimension of doing business? And what is the role of business ethics in the financial marketplace?)

Panellists:

- Dato' Yusli bin Mohamed Yusoff, CEO & Executive Director, Bursa Malaysia
- Mr Francisco de Paula Coelho, Director of Operations for Asia, European Investment Bank, Brussels

- Datuk Dr Mohd Tap b Salleh – President, Institute of Integrity Malaysia
- Mr. Seamus Gillespie, Head of Unit for Southeast Asia, European Commission's Directorate General for External Relations

Moderator:

- Datuk Dr Rebecca Sta Maria, Deputy Secretary-General, Ministry of International Trade & Industry Malaysia & Member of the Board of Trustees, Malaysia-Europe Forum

11.00 am - 12.15 pm :

Session II – 'Towards An Age of Sustainable & Green Enterprise'

(This Session will discuss key trends in sustainable enterprise, from a global but particularly EU perspective. EU environmental trends and concerns for climate change, global warming as well as the need to preserve natural resources will be addressed. What are the key green initiatives emanating from Asia, and what are the issues faced in raising the bar? What price, sustainability? How do Malaysian and EU perspectives on sustainable development differ? Will biotechnology as identified by the Malaysian government as a strategic thrust to addressing some of our environmental challenges provide the answer to a more sustainable future?)

Panellists:

- Mr Hugo Maria Schally, Head of Unit, Directorate General of Environment
- Mr Eliano Russo, Head of Carbon Sourcing, E.ON
- Dato' Iskandar Mizal Mahmood, CEO, Malaysian Biotech Corporation
- Ms. Sheam Satkuru Granzella, Director, Malaysian Timber Council, London

Moderator:

- Mr John White CEO UK Timber Trade Federation

12.15 pm - 12.30 pm :

Closing Address

- Mr Philippe Meyer, Head of Unit, Trade Relations with ASEAN, European Commission and
- Mr Roger Hayes, Board of Trustees, Malaysia-Europe Forum

1.00 pm :

LUNCHEON

This programme is correct as at 26th February 2009. The organizers reserve the right to amend the programme.