

DIALOG



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MEF Officials and Speakers

THE MALAYSIA-EUROPE FORUM EXPANDS ITS REACH TO THE WORLD LEADER IN GREEN TECHNOLOGY

On 2 March 2010, the Malaysia-Europe Forum (MEF) expanded its reach to Munich in Germany, considered the world leader in the development and implementation of Green technology, with its MEF-Munich Spring Dialogue 2010. The third in a series of MEF-organised and sponsored forums and roundtables between Malaysia and the EU, the theme for this year's Dialogue was 'The Global Green Agenda: Securing a Sustainable Future'.

Dato' Sri Peter Chin, the Minister of Energy, Green Technology and Water delivered his keynote address to 160 business leaders, professionals, academics, NGOs, civil society leaders, and students from Malaysia and the EU. He asserted in his speech that change can be brought about with serious commitment from leaders everywhere, as well as by civil society, by NGOs and NPOs (non-profit organizations) such as the MEF, working together across the world to raise awareness and put pressure on governments and citizens to practise green consciousness.

The one-day event saw Malaysian and European speakers discussing issues of sustainability from a global perspective through three roundtable sessions. Notable speakers who participated included Tun Musa Hitam, Chairman, Sime Darby Berhad; Datuk Jalilah Baba, the Director General of the Malaysian Industrial Development Authority (MIDA); Tan Sri Dato Ir. Jamilus Hussein, Chairman of the Construction Industry Development Board of Malaysia and Mr M. R. Chandran, Advisor to the Executive Board of the Roundtable on Sustainable Palm Oil.

Several interesting issues were raised at the sessions on 'Forging Business Linkages Through Green Enterprise', 'Promoting Responsible Business: Impact on Community, Environment, Marketplace', and 'Alternative & Sustainable Growth Policies: What Can Malaysia Offer?'

Concluding the MEF-Munich Spring Dialogue 2010 was a special closing address, moderated by Dr Guenter Georg Gruber, Ambassador of the Federal Republic of Germany to Malaysia, and a presentation by Tun Musa Hitam who spoke about Sime Darby's role in fulfilling Malaysia's Green Agenda.

For a copy of our report, contact natasha@malaysia-europeforum.com.



The Minister Dato' Sri Peter Chin



The delegates fill up the hall at the Kempinski

PROVIDING AN ENVIRONMENT FOR 'GREEN' TO THRIVE

Q&A with the Minister for Green Technology

1. What is the main thrust of your Green Technology Industry -- what areas is Malaysia specifically keen on?

The main thrust is to provide a conducive environment for green technology development. This industry would supply green technology to the local and global markets, create jobs and contribute towards the national economy. These can be achieved through the introduction and implementation of innovative economic instruments, supported by the necessary monetary and fiscal measures to foster and accelerate the growth of green technology in line with the national objectives and goals.

Subsequently, the promotion of foreign direct investments (FDIs) on green technology is inevitably important to foster domestic direct investments (DDIs) and local industry participation and development.

2. What are the immediate, and long-term targets for Green industries -- what contribution to national GDP and by when?

The immediate targets for the green technology industry include increased public awareness and commitment for the adoption and application of green technology through advocacy programmes, widespread availability and recognition of green technology products, appliances, equipment and systems in the local market through standards, rating and labeling programmes, increased foreign and domestic direct investments (FDIs and DDIs) in green technology manufacturing and services sectors, and expansion of local research institutes and institutions of higher learning to expand Research, Development and Innovation (RDI) activities in green technology.

The long-term targets for the green technology industry include the inculcation of green technology in Malaysian culture, widespread adoption of green technology, significant reduction in national energy consumption, improvement of Malaysia's ranking in environmental ratings, Malaysia becoming a major producer of green technology in

the global market and expansion of international collaboration between local universities and research institutions with green technology industries.

3. How important is the European market in terms of Green FDIs?


Malaysia is impressed by the achievements of Europe in the area of sustainable development. Therefore, we anticipate mutually-beneficial collaboration can be established with our European counterparts especially in the Green Technology manufacturing and services sectors.

The Ministry of Energy, Green Technology and Water, Malaysia will spur local industries and institutions to be green technological innovators in the field of green design, green materials, green products and services, as well as low carbon Green Technologies. The expertise of Europeans in terms of standardization of carbon footprint products, green certification as well as green procurement may be beneficial to Malaysia.

Additionally, European experiences and skills may be shared to improve our plan and strategies for green townships and green communities, retrofitting existing buildings with energy-efficient features as well as smart power grid eco-systems.

4. How much FDI has been pledged in Green business thus far?

Malaysia welcomes the participation of investors from European countries to collaborate and provide transfer of green technologies, and together realize the short, medium and long term goals as stated in the National Green Technology policy. The first milestone is targeted to be achieved along with the imminent launch of our 10th Malaysia Plan.

The Honourable Dato' Sri Peter Chin
Minister of Energy, Green Technology & Water, Malaysia
 The Honourable Dato' Sri Peter Chin was born on 31st August 1945 and is married with 3 children. He qualified as a Barrister-At-Law from Gray's Inn London in 1971. He has been a Member of Parliament representing the state of Sarawak since 1986. From 1990 – 2004, he was a Deputy Minister and from 2004 – April 2009, was Minister of Plantation Industries and Commodities. In April 2009, Dato' Sri Peter Chin was assigned to head the newly set up Ministry of Energy, Green Technology & Water.

Energy and environment-related sectors are among the sectors that could offer strong growth potential and attract Foreign Direct Investments (FDI). The photovoltaic industry is an example of a Green Technology industry that has flourished in Malaysia. To date, we have secured approximately EUR3 billion in FDIs, from companies such as First Solar, Sun Power, Tokuyama, and German company Q-Cells AG. The success of the photovoltaic industry demonstrates the feasibility of investing in Malaysia.

Malaysia is also proud to mention its collaboration with European counterparts in the development of palm-based biofuel technologies. Through CDM projects, local project developers obtained transfer of technologies in the design and manufacturing of biomass and biogas technologies.

Another potential sector for green technology investments is the automotive industry. The National Automotive Policy aims to encourage companies to develop green and clean technology for vehicles to further develop the automotive industry in the future. In 2008, the industry managed to attract investment for 135 projects valued at RM2.37 billion.



5. Will the Europeans take us seriously, you think?

The government of Malaysia has showed its commitment in the development and application of Green Technology through various initiatives. The formation of a Ministry with a sector dedicated to Green Technology, the launching of the National Green Technology Policy, the setting up of the Green Technology Council, the restructuring of the National Energy Centre to the National Green Technology Centre, green townships for Putrajaya and Cyberjaya and green procurement for the public sector are some of the many early initiatives. Although Malaysia is still in its fledgling stage of development, its seriousness towards this goal is undoubtedly clear and Malaysia stands in the forefront of green growth for the ASEAN Region.

6. Do you believe Malaysians are ready for Green consciousness? How far will we be prepared to go, as a nation?

Malaysia and Malaysians are generally ready for such consciousness, especially the younger generation. However, it is vital that full fledged promotional and educational programmes be undertaken to foster further awareness and appreciation of green technology and ultimately embracing green technology culture as part of their lives. The government is working towards incorporating green topics into the education system. This will also pave the way towards the creation of more green jobs for the nation.

A CHANGE OF TRUSTEES



The Malaysia-Europe Forum would like to announce that Dato Dr Noorul Ainur Mohd Nur has resigned as a trustee due to professional work commitments. The MEF would like to thank her for invaluable contributions and services rendered during her tenure.

On another note, the MEF is proud to welcome Tan Sri Dr Munir Majid to its Board of Trustees. Tan Sri Munir currently sits as Chairman of Malaysia Airlines. He has also served as Group Editor of the New Straits Times Press (NST) and CEO of Commerce International Merchant Bankers Berhad (CIMB). He established and became the first Executive Chairman of Malaysia's Securities Commission. Tan Sri Munir is currently a Visiting Senior Fellow at the London School of Economics, indulging his passion for academia and intellectual debate.



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.

AMBASSADORS DIALOGUE WITH THE MEF

In her opening remarks, Ms Danker noted that the series of ambassador roundtables would be an active listening forum to bring matters that stood in the way of better Malaysia-Europe links to the fore. While not all issues would find solutions overnight, it was important for the MEF to know what these were so appropriate and necessary conversations and activities could take place to move the agenda forward.

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.

Responding to some of the issues raised, Tan Sri Rafidah Aziz addressed misconceptions that existed because of media treatment of news, but she also spoke at length of the difficulties faced by the ruling coalition due to the ethnic diversity of the electorate.

Having been a member of Parliament and a Cabinet Minister for more than 20 years, she was in a position to offer added clarity in respect to the history and rationale behind certain socio-economic and trade policies.

Quite a few insights were also gleaned from senior ambassadors, some of whom had spent up to five years in the country. These had to do with the perception of Malaysia in Europe, the underlying causes of Malaysia's current social and economic issues, and press and religious freedom from the perspective of the EU. Although not a consensus, some members of the ambassadors' panel believed Malaysia's foreign policy was difficult to define.

The ambassadors expressed their satisfaction with the proceedings and looked for continuation of the series to allow for more engagement in greater depth.





OUR BRUSSELS SECRETARIAT

The Malaysia-Europe Forum will be establishing its Brussels Secretariat, whose operations will begin on 1st July 2010. Located at 49 Avenue Michel Ange, within the EU Quarter, it provides an excellent location and is within 5 minutes walking distance to the European Parliament, Charlemagne, Berlaymont and the EU Council buildings.

The MEF founders had always envisaged engaging in meaningful dialogue with key stakeholders in key market centres in Europe.

This Brussels Secretariat provides the opportunity to do just that, right at the heart of EU decision making. Between Kuala Lumpur and Brussels, a lot of meaningful research, stakeholder engagement, dialogue and action can be achieved.

The Brussels Secretariat will be headed by Ms Millicent Danker, Chairperson of the MEF's Board of Trustees. Millicent will be responsible for driving the MEF's London Secretariat as well. A founding member of the MEF, Millicent is well placed to realise the MEF's objectives and vision in Europe, given that she has personally overseen the expansion and roll-out of the organisation from Kuala Lumpur in the past several years.

Should you be interested to partner with or be a friend of the MEF in Europe, Millicent can be contacted at millicent@malaysia-europeforum.com.



Global Emerging
Markets Summit
BERLIN 2010

GEMS 2010: DESTINATION BERLIN

Berlin, the capital of Germany, has been selected as the host city for the Global Emerging Markets Summit 2010, due to be held this coming October and convened by the MEF. Berlin was selected to host the 3rd GEMS, given its attractiveness as a non-traditional market.

As interest in emerging markets and the opportunities they afford grows from within continental Europe, GEMS continues to play an integral role as a platform for the exchange of ideas and information between developed nations and serious emerging market players.

The GEMS 2010 programme will afford delegates the opportunity to understand the prospects and growth strategies of these markets in aligning themselves with the dynamic community of nations that is the European Union.

The Summit will host an outstanding line up of speakers who will speak on topics including how emerging economies are stimulating economic recovery and redefining global capitalism, the role of Islamic finance and sustainable Banking in pioneering future global banking and the way forward for ASEAN and the EU.

To secure a seat for GEMS 2010 or for partner and speaker inquiries, kindly contact jaime@perceptionmanagement.com.my or phil@gbp-international.com.

The preliminary GEMS 2010 programme and information on past GEMS events are available at <http://www.thegemsummit.com>

UPCOMING EVENTS

1 Opening of the MEF's Brussels Secretariat
1st July 2010

2 Global Emerging Markets Summit (GEMS)
in Berlin
'Redefining Economic Recovery'
6th October 2010

3 The Second MEF-Kuala Lumpur
Roundtable in Kuala Lumpur
December 2010

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