



THE MEF-MUNICH SPRING DIALOGUE 2010

Tuesday, 2nd March 2010
Munich, Germany

Hotel Vier Jahreszeiten Kempinski Munchen
Maximilianstrasse 17
80539 Munich



Building Communities Through Dialogue
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'The Global Green Agenda: Securing a Sustainable Future'

The global economic crisis has raised fundamental development issues. These include the ability of the existing model of capitalism to sustain growth. New and alternative models are being discussed, based on renewable energy, sustainable, ethical and responsible business practices, green and soft technologies, environment-friendly policies and a back-to-basics culture.

Green and sustainable issues are dominating the headlines post CHOGM 2009 in Trinidad & Tobago and the COP 15 UN Climate Change Conference in Copenhagen 2009. This dialogue will help clarify Europe's position on the global Green Agenda as well as facilitate greater understanding of Malaysia as a transition economy, as it adopts a pragmatic approach towards embracing green technology for a sustainable future.

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THE MEF-MUNICH SPRING DIALOGUE 2010

'The Global Green Agenda: Securing a Sustainable Future'

THE PROGRAMME

8.30 am - 9.00 am
REGISTRATION

9.00 am - 10.15 am
Introductions

- **Mr Volker U. Friedrich**
Member, Board of Trustees, Malaysia-Europe Forum

Welcoming Address

- **YB Tan Sri Rafidah Aziz**
Advisor & Patron, The Malaysia-Europe Forum & Former
Minister of International Trade & Industry, Malaysia
"Malaysia: Your Gateway to ASEAN"

Opening Address

- **Mr Ignacio Garcia Bercero**
Director for Sustainable Development & Bilateral Trade
Relations, DG TRADE, European Commission
*"The EU's Role in Promoting Balanced Economic &
Social Development"*

Keynote Address

- **YB Dato' Sri Peter Chin**
Minister of Energy, Green Technology & Water, Malaysia
*"Collaborative Opportunities in Green Technology
in Malaysia"*

Dialogue and Q&A

10.15 am - 10.30 am
MORNING COFFEE

10.30 am - 11.30 am

Session I - "Forging Business Linkages Through Green Enterprise"

An export-driven economy, Malaysia has always provided a dynamic environment for business through investor-friendly policies and well-developed hard and soft infrastructure. Given its new focus on green technology, Malaysia supports the growth of green industries and encourages green FDIs in its journey towards a Green Roadmap. Whilst Malaysia remains at the forefront of the search for new energy sources and innovations, what are the partnership opportunities that exist that can help raise the bar for both producers and consumers?

Moderator:

- **H.E. Datuk Zakaria Sulung**
Ambassador of Malaysia to the Federal Republic of Germany

Panelists:

- **Datuk Jalilah Baba**
Director-General, Malaysian Industrial Development Authority
"Towards Tomorrow's Economy, Today"
- **Mr Danny Ong**
Vice-President - Sales & Marketing, Top Glove Berhad
*"Balancing Consumer Demands for Sustainable Products
with Business Expectations"*

11.30 am - 12.30 pm

Session II - "Promoting Responsible Business: Impact on Community, Environment, Marketplace"

Malaysia's commitment to sustainable and responsible business is well articulated. Less-known are its tangible outcomes and achievements. Sustainable policies aside, how does business provide real leadership and stimulate sustainable growth, reform and environmental awareness? Can business deliver? What price, green reform? How can Malaysian companies learn from Europe in the employment of the latest available technologies to boost their capabilities and services, and meet stakeholder expectations better?

Moderator:

- **Ms Millicent Danker**
Member, Board of Trustees, Malaysia-Europe Forum

Panelists:

- **Tan Sri Dato Ir. Jamilus Hussein**
Chairman, Construction Industry Development Board, Malaysia
"Turning Green - The Construction Sector Takes the Lead"
- **Mr Marcus Strangmueller**
Corporate Sustainability, Head of Internal Stakeholder
Engagement, Siemens AG, Munich
"Sustainability - A World of Opportunities"

12.30 pm - 1.45 pm
LUNCHEON

1.45 pm - 3.00 pm

Session III - 'Alternative & Sustainable Growth Policies: What Can Malaysia Offer?'

Malaysia's Palm Oil Industry continues to face criticism for its perceived lack of transparency in issues such as sustainable production, forest management, traceability and negative impact of energy use on the environment. Additionally, there is concern that in the search for alternative energy sources, such as biofuels using oil palm, Malaysia may shift its priorities away from food production. As the ubiquitous palm oil is a highly-sought after commodity, Malaysia's alternative strategies often come under scrutiny. How does a 100-year-old industry maintain sustainable growth and promote green enterprise?

Moderator:

- **H.E. Dr Guenter Georg Gruber**
Ambassador, Federal Republic of Germany to Malaysia

Panelists:

- **Mr M R Chandran**
Advisor to Executive Board, Roundtable on Sustainable
Palm Oil (RSPO)
"RSPO: A Global Standard for Sustainable Palm Oil"
- **Dr Nagendran Bala Sundram**
Minister Counsellor - Malaysian Palm Oil Board, Embassy of
Malaysia and Mission of Malaysia to the European
Communities, Brussels
"Palm Oil: Friend Not Foe"

3.00 pm - 3.45 pm

SPECIAL CLOSING ADDRESS

- **Tun Musa Hitam**
Chairman, Sime Darby Group, Malaysia
*"Sustainability: Taking A Leaf From Malaysia's
Plantations Industry"*

3.45 pm

CLOSING RECEPTION

This programme is correct as at 19th February 2010. The organizers reserve the right to amend the programme as and when required.

