

MALAYSIA-EUROPE FORUM



*Building Communities Through Dialogue
Since 2007
www.malaysia-europeforum.com*

THE LAUNCH OF THE MALAYSIA-EUROPE FORUM [MEF] & THE INAUGURAL MEF-EUROPEAN UNION [EU] KUALA LUMPUR ROUNDTABLE

Thursday, 12th November, 2009
Berjaya Times Square Hotel, KUALA LUMPUR

Theme:
**'Towards A New Era
in Malaysia-EU Relations'**

Malaysia, now under a new administration, takes stock of its bilateral relations with different economic regions with a view to enhancing trade and investment flows. As a major trading partner, the European Union has always enjoyed strong relations with Malaysia and ASEAN. In light of developments in the EU-ASEAN FTA talks, and an expanding EU, this inaugural dialogue has as its aim to help deepen understanding, strengthen links and forge new partnerships between Malaysia and the EU across various levels.

In Partnership With



Developing
Sustainable Futures



EUROPEAN UNION
Delegation of the
European Commission to Malaysia

With The Support Of



THE OFFICIAL LAUNCH OF THE MALAYSIA-EUROPE FORUM (MEF)

"Towards a New Era in Malaysia-EU Relations"

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11.00 am

Arrival & Registration of Delegates

12.00pm:

LUNCHEON

1.00pm:

The Official Launch of The Malaysia-Europe Forum

Welcoming Remarks

YB Tan Sri Rafidah Aziz

Patron & Advisor, The Malaysia-Europe Forum

Opening Remarks

H.E. Vincent Piket

Ambassador & Head of Delegation of the European Commission to Malaysia

Keynote Address

YABhg Tun Musa Hitam

Chairman, Sime Darby Group

"Sustainability & The Corporate Sector: Striking a Balance"

Official Launch Address & Launch of The Malaysia-Europe Forum

YAB Dato' Sri Najib Tun Razak

Prime Minister of Malaysia

1.45pm:

A Dialogue with the Prime Minister

2.30pm:

Prime Minister Departs

THE INAUGURAL MEF-EU KUALA LUMPUR ROUNDTABLE 2009

In Partnership With Sime Darby and The European Commission Delegation to Malaysia

"Growth Agenda, Green Enterprise, Going Forward"

2.30pm:

Welcoming Remarks:

Mrs Laxmi Ponnampalam Reilly

Member, Board of Trustees, The Malaysia-Europe Forum

2.35pm:

SESSION I - "THE GREEN PLANET: PROMOTING BETTER ACCOUNTABILITY & ENVIRONMENTAL STEWARDSHIP"

Moderator:

• **Mr Puvan Selvanathan**

Group Chief Sustainability Officer, Sime Darby Berhad

INVITED PANELIST FROM MALAYSIA:

• **YBhg Dato Sabri Ahmad**

Chairman, Malaysian Palm Oil Board

"Sustainable Palm Oil Production: Is There Such A Thing?"

• **Mr M R Chandran**

Advisor to Executive Board, Roundtable on Sustainable Palm Oil (RSPO)

"RSPO: A Global Standard for Sustainable Palm Oil"

INVITED PANELIST FROM THE EU:

• **Ms Julie McLaughlin**

Head of Origination for South East Asia, E.ON Climate & Renewables

"Green Enterprise – The EU Perspective"

• **Mr Geoffrey Briscoe**

Managing Director, BMW Malaysia

"Green Technology in the Automotive Industry: What Lies Ahead"

4.00pm:

TEA BREAK

4.15pm:

SESSION II - "MALAYSIA & AN EXPANDING EU – EXPLORING NEW PARTNERSHIPS AT THE BILATERAL & MULTILATERAL LEVEL"

Moderator:

• **Mr Volker U. Friedrich**

Member, Board of Trustees, The Malaysia-Europe Forum

INVITED PANELIST FROM MALAYSIA:

• **YBhg Datuk Dr Rebecca Sta Maria**

Deputy Secretary-General, Ministry of International Trade & Industry Malaysia & Member, Board of Trustees, The Malaysia-Europe Forum

"Negotiating Free Trade Agreements: Challenges & Opportunities"

INVITED PANELIST FROM THE EU:

• **Mr Dorian F. Prince**

Former EU Commission Ambassador to Korea & Canada and currently, EU Fellow at the Lee Kwan Yew School of Public Policy

"Trade & Investment Relations between Europe & Asia – Prospects for Bilateral FTAs"

5.30pm:

NETWORKING RECEPTION HOSTED BY BERJAYA

This programme is correct as at 10th November 2009. The organizers reserve the right to amend the programme.