



*Building Communities Through Dialogue
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FAQ

1. Who is organising The MEF-Vienna Spring Dialogue 2011?

The Malaysia-Europe Forum (MEF) a not-for-profit organisation, headquartered in Kuala Lumpur with secretariats in Berlin and London, is the host of the Dialogue, in partnership with the Austrian Federal Economic Chamber.

2. Who is the MEF?

The MEF, active since 2009, is a not-for-profit civil society organisation that has been set up to raise Malaysia's profile in Europe and improve bilateral understanding between Malaysia in Europe, and vice-versa. It promotes the exchange of views and enhancement of links between and among professionals in both Malaysian and Europe, with a view to advancing Malaysia's global agenda in line with the total national effort. The MEF provides a platform to promote greater international understanding and clarity of Malaysia's economic and social policies by way of dissemination of facts, and endeavours, wherever possible, to support worthy causes that benefit Malaysia.

3. Why is the MEF organising this Dialogue?

Every year, as part of its annual calendar of events, the MEF hosts a dialogue, in the spring, in Europe. In 2009, the MEF went to Brussels and hosted a roundtable dialogue at the European Parliament. In 2010, the MEF hosted its Dialogue in Munich, and in 2011, the MEF will be travelling to Vienna to host its annual spring dialogue.

4. What is the objective of this Dialogue?

The MEF-Vienna Spring Dialogue 2011 is aimed at showcasing Malaysia as a potential investment hub, with particular emphasis on Malaysia's Green Technology sector: Its policies, what it has to offer foreign investors in terms of incentives and grants and also promote opportunities for joint-ventures or collaborations with the Malaysian private sector. It is also an opportunity for the Malaysian private sector to explore potential collaborations with European companies, transfer of technology and know-how, as well as explore the possibility of expanding their markets into Europe.

5. Why Vienna?

Austria has been engaged in green technologies for a long time and its companies have developed outstanding know-how in this sector. To date, Austrian expertise and technologies are used in Malaysia in the water, waste water and hydro power sector.

In addition, the recent global financial crisis did not hit Austria as badly as it hit other European countries. In 2009, the Austrian economy decreased by -3.9% but the average decrease for EU countries was -4.2%. Austria is in fourth place in economic

performance amongst EU member states. Austria has also been able to maintain its position in the league of the economically most successful EU member states for several successive years.

6. Where exactly will the Dialogue be held?

The address for the venue of the Dialogue is:

Austrian Federal Economic Chamber - Advantage Austria

Wiedner Hauptstraße 63

A-1045 Vienna, AUSTRIA

7. How much would it cost to participate in The MEF-Vienna Spring Dialogue 2011?

The cost to attend the Dialogue is free. You do not need to pay an entrance fee, and you will be served morning coffee and lunch at the Dialogue.

8. Will my trip and expenses to Vienna be borne by the MEF?

No, you will have to cover your own travel expenses to Vienna.

9. Can the MEF subsidise some of my costs to attend the Dialogue?

No, the MEF is a not-for-profit organisation and does not have a budget for this.

10. How much will it cost to travel to Vienna?

This depends on you, your budget and how luxurious you want your trip to be. It is difficult to provide an estimate of costs, as it depends on the route you wish to travel and the type of accommodation you choose to stay at in Vienna.

11. Where can I stay in Vienna? What hotels do you recommend?

The following are a list of hotels, within the vicinity of where the Dialogue will be held:

SUITE HOTEL 900 m ZUR OPER

Wiedner Hauptstraße 44

A-1040 Wien/Austria

Tel: 0043 (0) 1 585 72 11

Fax: 0043 (0) 1 585 72 11 28

E-mail: hotel-oper900m@aon.at

Website: www.mrhotels.at

Best Western Premier Kaiserhof Wien

Frankenberggasse 10

1040 Wien

Tel: +43-1-505 17 01

Fax: +43-1-505 88 75 88

Email: wien@hotel-kaiserhof.at

Website: <http://www.hotel-kaiserhof.at/content/wien/english/>

Hotel Erzherzog Rainer

Wiedner Hauptstr. 27-29, 1040 Wien

Tel.: +43 1 22 111

Fax: +43 1 22 111 350

Email: rainer@schick-hotels.com

Website: <http://www.schick-hotels.com/hotel-wien-erzherzog-rainer.de.htm>

Austria Trend Hotel Ananas

Rechte Wienzeile 93-95 / Sonnenhofgasse 8-10

1050 Wien

Tel.: +43 (1) 546 20

Fax: +43 (1) 545 42 42

Email: ananas@austria-trend.at

Website: <http://www.austria-trend.at/hotel-ananas/en/>

DAS TRIEST

Design Hotel Management GmbH

Wiedner Hauptstraße 12

A-1040 Wien

Tel: +43 1 589 18-0

Fax: +43 1 589 18-18

Email: office@dastriest.at

Website: www.dastriest.at

You can also search for Hotel Rooms in Vienna / Austria and sort by price/location/rating: <http://www.booking.com>

<http://www.venere.com/austria/vienna>

<http://www.eurobookings.com/vienna-hotels-at>

12. What are the possible flight routes for me to get to Vienna?

Unfortunately Malaysia Airlines (MAS) does not fly direct to Vienna. If you prefer to fly MAS, you can fly via Frankfurt, Amsterdam, Paris or London and catch a connecting flight. Air Asia X flies to London (Stansted) and Paris (Orly). Alternatively, you may consider flying Austrian Airlines from Bangkok, direct to Vienna.

13. What is the benefit of my company participating in the Dialogue?

You will be able to initiate new relationships, network with European companies, seek out further business opportunities and forge potential partnerships for your company. You will also be able to learn about the culture, customs and ways of operating and doing business in Europe.

14. Who will be participating in the Dialogue?

The audience will comprise delegates from throughout Europe, but we expect the audience to be mostly Austrian companies, who have an interest in Malaysia and

are keen to know more about Malaysia and what it has to offer, as well as Austrian companies that are interested to explore business opportunities in the Green space.

15. Can B2B meetings be arranged for me while I am in Vienna, in order to make my trip more meaningful and productive?

One-on-one B2B meetings can be arranged for you and your company provided you confirm to attend the Dialogue and all your company particulars are received by the MEF, by Friday 25th March 2011. These B2B meetings will be held after the Luncheon, on the day of the Dialogue.

16. How long should I plan to stay in Vienna?

This is entirely up to you. The MEF recommends that you also be proactive and do your research before you depart for Vienna. Search the internet and reach out to companies whom you feel you should meet in your B2B meetings. Given the high cost to travel to Vienna, maybe you could even consider planning for stops in other European cities, so as to make the most of your trip.

17. How can I register to attend the Dialogue?

Please send a confirmation of your interest to the MEF and fill out the registration form. We will do our best to facilitate the B2B meetings and details of these meetings will be sent to you in mid-April.

18. Once I have registered to attend the Dialogue, what do I have to do?

Please carry out some research prior to your trip – find out more about Vienna and Austria. Search the internet for Austrian companies that are already involved in or market leaders in your area of business. Initiate side meetings for you to meet them after the Dialogue, or the following day. Maybe arrange to visit their factory or office as well.

You will also need to make your own travel and hotel arrangements. Please ensure you arrive at the venue, on the morning of the Dialogue with sufficient time to spare (registration for the Dialogue begins at 8.30am on Monday 9th May 2011). As B2B meetings can be arranged for you, it is important that you do not cancel your trip at the last minute. Please inform the MEF if you unexpectedly have to do this, so that we can inform the Austrian side. The MEF is providing all these services to Malaysian companies at no cost. Please be certain you are serious in wanting to attend and participate in the Dialogue. Let us ensure your company and Malaysia's good name is not tarnished by disrespectful behaviour should you suddenly not show up or attend the Dialogue or the B2B meetings.

19. How can I get further information?

Please contact Ms Natasha Zulkifli, Executive Director of the Malaysia-Europe Forum at natasha@malaysia-europeforum.com.