

## AN E-INVITATION



VIENNA ●

*Building Communities Through Dialogue  
Since 2007  
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**The Honourable Tan Sri Rafidah Aziz  
And the Board of Trustees of the Malaysia-Europe Forum (MEF)**

**Cordially invite you to attend**

# THE MEF-VIENNA SPRING DIALOGUE 2011

**In Partnership with the Austrian Federal Economic Chamber**

**'MALAYSIA: Your Green Economy Hub in ASEAN'**

**Monday, 9th May 2011  
Austrian Federal Economic Chamber - Advantage Austria  
Wiedner Hauptstraße 63  
A-1045 Vienna, AUSTRIA**

**Kindly RSVP by Friday, 29th April 2011**

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## THE MEF-VIENNA SPRING DIALOGUE 2011

### ABOUT THE ORGANISER:

- The Malaysia-Europe Forum (MEF) has been set up to provide a platform for the cross-promotion of Malaysia and Europe.
- It aims to facilitate the exchange of views and enhancement of links between and among business leaders, professionals, scientists, academics, students and humanitarians, and to improve understanding on a number of current issues, that may stand in the way of bilateral trade and investment.
- Launched by the Prime Minister of Malaysia in November 2009, and supported by the European Union Delegation to Malaysia, as well as a number of Malaysian corporations and institutions, the MEF is taking on a non-governmental role to further mutual interests and forge greater understanding between Europe and Malaysia, and thereby advance Malaysia's global agenda.
- The MEF aims to enhance international confidence in Malaysia, particularly amongst the European community, to promote greater international understanding and clarity of Malaysia's economic and social policies by way of information, and to endeavour, wherever possible, to support worthy causes that benefit Malaysia's reputation abroad.
- Whilst there is already a high level of engagement between Malaysia and the EU at a governmental level, the MEF aims to complement these efforts by acting as a conduit to channel ideas and build bridges between Malaysia and Europe.
- To promote dialogue and build communities at various levels, the MEF engages civil society in both Malaysia and in Europe via thought-leadership platforms.
- The MEF has hosted roundtables and dialogue in Kuala Lumpur, Brussels and Munich.

### OBJECTIVES OF THE MEF-VIENNA SPRING DIALOGUE 2011:

- To apprise the Austrian and larger European community of Malaysia's Green agenda, its policies, objectives and achievements.
- To help showcase Malaysia's investment and business potential in the Green economy and Green industries and encourage and facilitate Green FDIs into Malaysia.
- To provide networking opportunities and business-to-business marketing between European and Malaysian business entities.