The Birth of a Nation

16. September 1963
Malaysia auf einen Blick

Hauptstadt: Kuala Lumpur (1,588,750 Einwohner)
Regierungssitz: Putrajaya
Landessprache: Malaysian Malay (Bahasa Malaysia)
Schriftsystem: Malay (Lateinisches) Alphabet
Offizielle Zweitsprache: Englisch
Ethnische Gruppen: Malay und indigene 68.6%, Chinesische 23.4%, Indische 7%, andere 1% (Juli 2016)
Staatsform: Föderale, parlamentarische Wahlmonarchie
König: Abdul Halim
Premierminister: Najib Tun Razak
Fläche: 329,847 km²
Einwohnerzahl: 31,7 Millionen (28,4 Millionen Einheimische, 3,3 Millionen Ausländer, Juli 2016)
Währung: Ringgit
Zeitzone: MST (UTC+8)
Internationale Vorwahl: +60

Source: Department of Statistics, Malaysia / CIA World Fact Book
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Dear Readers,

Come August 2017, Malaysia will commemorate the 60th year since it became an independent nation. It will also mark 60 years since Malaysia and Germany formalized their diplomatic ties. Throughout our long history, our two countries have maintained good and stable relations, augmented by a strong sense of understanding of one another as well as shared values and principles. From Malaysia’s perspective, it certainly welcomes a strong and reliable partner such as Germany—an always reliable partner that Malaysia shares a lot in common with.

Relations between the two countries have been, for most parts, built on the foundation of strong trade and investment links. In 2015, total trade between Malaysia and Germany amounted to €11.8 billion, which translates to an increase of 8.26% over the total trade in 2014. The figure also puts us as Germany’s 34th biggest trading partner and 7th biggest amongst Asian countries. On the other side, the healthy growth in trade puts Germany as Malaysia’s 4th biggest trading partner, and also the biggest amongst EU Member Countries.

On the investment front, German companies continue to have faith in Malaysia. More than 400 German companies are already in Malaysia, and we hope to see the figure increase in coming years. Malaysian companies, on the other hand, are also continuing to explore high-impact investment opportunities in Germany, especially in high technology and value-added sectors. One such example is the acquisition of the stakes in Lloyd Werft (a major shipbuilding company based in the state of Mecklenburg-Vorpommern near the Baltic Sea) by the Genting Group, a Malaysian-owned private company in early 2016. Genting’s investment, valued at more than €360 million, will further invigorate and add value to the economic activities of affected cities and also help link our two regions together. Overall, the future of Malaysia-Germany bilateral relations is definitely on the bright side.

In 2015, the association declared the establishment of the “ASEAN Community 2015”. This marked a new chapter in its history, which was founded more than four decades ago. The Community is the embodiment of ASEAN Leaders’ vision to create a region of shared values and principles, where its people can live in harmony and prosperity. The declaration on the establishment of the ASEAN Community was definitely one of the highlights of Malaysia’s foreign policy, being the Chair of ASEAN in 2015.

Readers may ask, what does Germany have to do with the ASEAN Community? My answer is, there are many ways in which Germany can play an active and effective role in ASEAN. Germany’s experience in the EU provides an excellent case study for ASEAN. ASEAN wants to learn from the experiences of Germany and the EU in its
continued pursuit of growth. Likewise, I believe that there is something that Germany and the EU can learn from ASEAN’s past triumphs and setbacks.

The idea of ASEAN as a single market with free movement of goods and skilled labour is one that carries promises, and if one were to look at the growth trend in recent years, ASEAN Community is definitely an exciting prospect. The 400 over German companies in Malaysia could stand to benefit from the ASEAN’s market with its 630 million inhabitants. In addition, the implementation of the Trans-Pacific Partnership Agreement, which Malaysia is a party to, means that German companies would have access to an even bigger market of 800 million people, which includes some parts of the larger Asia-Pacific region and the Americas.

Despite the positive outlook and the encouraging prospects, there is still a lot that Malaysia-Germany relations can benefit from. I believe that bilateral ties between countries are more meaningful if they are embraced by people on the ground. Contacts at Government-to-Government and Business-to-Business levels are certainly active and positive. Perhaps what is still a bit behind is people-to-people contact. Our people definitely need to meet and interact with one another more. Therefore, I have been encouraging the Malaysian community in Germany to be representatives of Malaysia, either individually or through the various Malaysian clubs/associations in Berlin, Frankfurt, Hamburg, Stuttgart and Munich. Every effort in projecting Malaysia’s image, no matter how little or minute they may seem, counts towards making Malaysia more visible.

As the Ambassador of Malaysia to the Federal Republic of Germany, my task is centered on protecting and promoting Malaysia’s interest and identity in Germany. This, of course, includes linking our two countries together in various fronts—political, economic, social, as well as in the fields of education and culture. My mission has not ended yet and I am continuously making efforts to further enhance Malaysia-Germany relations together with my team at the Embassy.

Last, not least, I would like to thank the editors of MALAYSIA INSIGHTS, especially Mr. Uwe Fischer, for their continuous efforts to introduce Malaysia to the German public. I will always be ready to support initiatives such as this.

Dear readers, I hope this yearbook will give you plenty of new insights into the diversity of Malaysia. Happy reading!

ZULKIFLI ADNAN
Ambassador of Malaysia to the Federal Republic of Germany
Berlin, September 2016
Dear Readers,

In 2017 Malaysia is going to celebrate 60 years of independence. Immediately after the historic events of 31 August 1957, Malaysia and Germany established diplomatic relations. Over the decades, a tight network of Malaysian-German cooperation has been developed.

Especially in the last two years, various developments in Malaysia have raised public interest, also in Germany. Among them are domestic policy issues as well as the success of the Malaysian ASEAN presidency in 2015, Malaysia’s membership in regional free trade associations and incidents in the South China Sea.

I would like to present some of the prominent and successful areas of bilateral collaboration in more detail which notably are the economy and education. My goal is that Germany’s voice is heard in Malaysia and that we face future challenges together.

Economy

Until 2020, Malaysia has the goal to become an industrialized, high income country. The country has witnessed a breathtaking development in recent decades. Industrialisation and the massive growth of the service sector have yielded visible wealth and a continuous rise in productivity. In the past two years, this positive momentum has slowed down due to less favorable global economic data, the decline in oil prices as well as shrinking economic growth both globally and in China.

As a politically stable production site with excellent infrastructure, Malaysia has secured considerable German investment. Well-known German companies are primarily present with their own manufacturing plants and value-added services in Penang, Shah Alam and Kuantan. The billion-Euro decision of a German firm to build an LED plant in Kulim High Tech Park is another proof of confidence in the Malaysian market. The Malaysian-German Chamber of Commerce has more than 400 member companies at the moment.

The trade volume with Germany in 2015 has not yet been affected by the shrinking economic growth, on the contrary, it has expanded and reached 11.8 bill. Euro. The German exports to Malaysia, the imports to Germany rose by almost 14 % to 7 bill. Euro.

Academic ties

The cooperation between German and Malaysian universities has intensified in recent years. There are more than 90 agreements now and a growing number of programs in which students earn a degree in both countries. The focus is on engineering and natural sciences.
About 1,000 Malaysian students are enrolled in German universities, and the number of German exchange students in Malaysia is clearly on the rise. This positive development has been fostered by the DAAD Information Center in Kuala Lumpur. By offering individual counseling, webinars and having a presence on important higher education fairs it promotes “Studying in Germany” in a very visible and effective way.

The German Alumni Association of Malaysia has established a network of Malaysians who graduated from Germany and participates in preparing students leaving for Germany; the majority of them receive a scholarship of the Malaysian Government.

Technical and vocational training and education

The founding of German-Malaysian Institute (GMI) 25 years ago marked the beginning of a successful cooperation in vocational training.

For the first time, Malaysia had built up a vocational institution that provided practical training with machines and materials in close contact to industry. Meanwhile, more than 4,000 students are enrolled in GMI and enjoy their state-of-the-art facilities. A contemporary computer lab is now open, and modern trends have also been addressed by GMI, offering a program in creative multimedia sciences.

Since 2014, the Malaysian-German Chamber of Commerce coordinates a pilot project for introducing Dual Vocational Training (DVT) according to the German system. DVT programmes are currently available for industrial and logistics management as well as mechatronics. Apart from the companies and GMI, the Penang Skills Development Center is an important partner.

In 2015, the Malaysian Government in its “11th Malaysia Plan” vowed to make the “Malaysian Meister” the premium diploma level in vocational education. Despite all euphoria, we have to make sure that “Meister” is not only a label, but that it also boasts the quality education and skills usually associated with the title.

As you can see, Malaysia and Germany are not only diverse but also reliable partners of each other. In this spirit, we will continue to pursue our cooperation in the future.

HOLGER MICHAEL
German Ambassador to Malaysia
Kuala Lumpur, September 2016
Liebe Leser,


Gerade in den vergangenen zwei Jahren hat Malaysia mit verschiedenen Entwicklungen das öffentliche Interesse auch in Deutschland auf sich gezogen. Dazu gehören innenpolitische Entwicklungen ebenso wie der erfolgreiche ASEAN-Vorsitz Malaysias im Jahr 2015, Malaysias Einbindung in regionale Freihandelszonen sowie die Vorgänge im Südpolynesischen Meer.

In diesem Beitrag möchte ich nun einige prominente und erfolgreiche Bereiche unserer bilateralen Zusammenarbeit hervorheben, insbesondere Wirtschaft und Bildung. Mein Anliegen ist es, dass die deutsche Stimme in Malaysia gehört wird und wir uns zukünftigen Herausforderungen gemeinsam stellen.

**Wirtschaft**


Der Außenhandel mit Deutschland stieg 2015 entgegen dem oben beschriebenen Trend deutlich. Er lag bei rund 11,8 Mrd. EUR. Die deutschen Exporte nach Malaysia beliefen sich auf 4,8 Mrd. EUR, die Einfuhren nach Deutschland stiegen um fast 14 Prozent auf 7,0 Mrd. EUR.
Hochschulzusammenarbeit


Die German Alumni Association of Malaysia kümmert sich um die Vernetzung der in Deutschland graduierten Malaysier und auch um die Vorbereitung nach Deutschland ausreisender Studierender, von denen ein großer Teil Stipendien der malaysischen Regierung besitzt.

Berufliche Bildung


Seit 2014 koordiniert die Deutsch-Malaysische Handelskammer ein Pilotprojekt zur Einführung der dualen Ausbildung, das sich eng am deutschen System orientiert. Industrie- und Speditionskaufleute sowie Mechatroniker werden inzwischen nach diesem Modell ausgebildet, wobei neben den Unternehmen und dem GMI auch das Penang Skills Development Center ein wichtiger Partner ist.


Zusammengefasst lässt sich sagen: Malaysia und Deutschland bleiben vielseitige und verlässliche Partner. In diesem Geiste gilt es, die weitere Zusammenarbeit fortzuentwickeln.

HOLGER MICHAEL  
Deutscher Botschafter in Malaysia  
Kuala Lumpur, im September 2016
Liebe Leser,


Das Verhältnis zwischen den beiden Ländern gründet sich vor allem auf einem Fundament starker bilateraler Handelsbeziehungen und Investitionen. Im vergangenen Jahr betrug das Handelsvolumen zwischen Malaysia und Deutschland 11,8 Mrd. Euro, ein Anstieg von 8,26 % gegenüber 2014. Damit sind wir unter Deutschlands weltweit größten Handelspartnern auf Rang 34 und unter den asiatischen Ländern nehmen wir Rang 7 ein. Umgekehrt ist Deutschland Malaysias viertgrößter Handelspartner weltweit und unter den EU-Mitgliedsländern sogar Spitzenreiter.


Als Leser werden Sie sich nun fragen, was hat Deutschland mit der ASEAN Community zu tun? Meine Antwort ist, dass Deutschland auf verschiedene Arten eine aktive und effektive Rolle in der ASEAN Community spielen kann. Deutschlands Erfahrung in der EU bietet ein exzellentes Vorbild für ASEAN. ASEAN möchte von den
Erfahrungen Deutschlands und der EU und deren kontinuierlichem Wachstum lernen. Genauso denke ich, dass Deutschland und die EU auch das eine oder andere von ASEANs vergangenen Erfolgen und Rückschlägen lernen können.

Es ist eine vielversprechende Idee, ASEAN als Binnenmarkt mit freiem Austausch von Waren und qualifizierten Arbeitskräften weiter auszugestalten, und wenn man sich die Wachstumstrends der letzten Jahre anschaut, so ist die ASEAN Community wirklich eine spannende Zukunftschance. Die mehr als 400 deutschen Firmen in Malaysia können vom ASEAN-Markt mit seinen 630 Millionen Einwohnern profitieren. Darüberhinaus bedeutet die Unterzeichnung des Trans-Pazifischen-Handelsabkommens (TPPA), welchem Malaysia angehört, dass den deutschen Firmen ein noch größerer Markt von 800 Millionen Menschen offensteht, bis hin zu der Region Asien-Pazifik und Amerika.


Mein Dank gilt auch den Mitarbeitern von Malaysia Insights, vor allem dem Herausgeber Uwe Fischer, für ihre fortwährenden Bemühungen, Malaysia der deutschen Öffentlichkeit näher zu bringen; ich bin immer gerne bereit, Initiativen wie diese zu unterstützen.

Liebe Leser, ich hoffe dieses Jahrbuch wird Ihnen viele neue Einsichten in die Vielfalt Malaysias vermitteln. Viel Spaß beim Lesen!

ZULKIFLI ADNAN
Malaysischer Botschafter in Deutschland
Berlin, im September 2016
On 16. September 1963 the establishment of the Malaysian Federation took place. It marked the merging of Malaya, North Borneo, Sarawak, and Singapore (which left the federation only two years later) to form Malaysia.

Today, the 16. September is a public holiday in Malaysia, known as “Hari Malaysia” (Malaysia Day). It should not be confused though with Hari Merdeka (Independence Day) which commemorates 31. August 1957. While the latter has been a public National holiday ever since, Hari Malaysia was declared public holiday only in 2009, giving Malaysians two celebrations related to the country’s independence.

Parts of the region that later was to become Malaysia had been subject to European colonisation as early as the 16th century. In 1511, a Portuguese expedition led by Alfonso de Albuquerque occupied Malacca. In the early 17th century the Dutch drove out all other Europeans from the area. In 1786 the British under Francis Light occupied Penang and founded Georgetown. This marked a turning point in the history of Malaya which led to the British ultimately gaining the upper hand in the peninsula. In 1819, Sir Stamford Raffles founded a British trading post at Singapore. In 1824, the Dutch surrendered Malaca to the British. In 1896, a forerunner of Malaysia was formed comprising Selangor, Perak, Pahang and Negeri Sembilan to become the Federated Malay States (FMS).

In Sabah, British influence has an even longer history: in 1761, the British East India Company set up a trading post in North Borneo, as the state was officially called at the time. Sarawak, the other Malaysian state in Borneo, had its British reign starting in 1841 when the British adventurer James Brooke was appointed Governor of Sarawak by the Sultan of Brunei after he had helped to crush a rebellion. In 1846, Brooke effectively became the Rajah (equivalent to a King) of Sarawak and expanded the territory. After his death, his nephew took over. The Brooke Dynasty continued to rule the land until World War II.

After the end of World War II, during which Malaya, North Borneo, Sarawak, and Singapore were invaded by the Japanese, decolonisation became the goal of the British. In 1947, independence was granted to India. Consequently, the British territories in South East Asia had to be prepared for independence.

In 1956, representatives of newly formed Malayan political parties and Malay Rulers met with the British Colonial Office in London to negotiate independence. At that point, the Federation of Malaya consisted of 11 states in the peninsula; the nine Malay states of Johor, Kedah, Kelantan, Negeri Sembilan, Pahang, Perak, Perlis, Selangor, and Terengganu, as well as the two British Straits Settlements of Penang and Melaka.

The long-awaited moment came on 31st August 1957. The Proclamation of Independence was read at Merdeka Stadium in Kuala Lumpur, which was built specially for this occasion. Since then, 31st of August is celebrated as Hari Merdeka or Independence Day.

During the post-war years, the idea of merging Malaya with Singapore had been suggested and discussed several times by various influential individuals. In November 1949, the Secretary of State for the Colonies highlighted the common destiny of the British colonies there. In 1955, Ghazalie Shafee, a senior Malayan politician, spoke of the possible union. One year later, David Marshall, Chief Minister of Singapore, and Malaya’s leader Tunku Abdul Rahman repeated the call, as did Singapore’s first Prime Minister, Lee Kuan Yew, in 1959.
However, it was only in 1961 that the idea attracted serious interest. Again, it was Tunku Abdul Rahman who took up the idea, this time before the Foreign Correspondence Association of Southeast Asia, saying: "Sooner or later Malaya should have an understanding with Britain and the peoples of Singapore, North Borneo, Brunei and Sarawak [...] it is inevitable that we should look ahead to this objective and think of a plan whereby these territories can be brought closer together in political and economic co-operation."

During the following months, the idea began to spread. By August 1961, an agreement in principle between the Federation of Malaya and Singapore was achieved. At that point of time, Singapore, Sarawak and North Borneo were still under British control whereas the states on the peninsula were independent and formed the Federation of Malaya. Brunei was a Sultanate under British Protectorate.

In North Borneo, political activities increased dramatically as a response to the Malaysian proposal. Until then, there had been no political parties but in 1961-62, six political parties were formed. In Sarawak, too, the idea was being discussed controversially, with some supporting the merger while others favoured a three state Borneo Federation.

In Brunei, the opposition to the Federation of Malaysia was especially strong. In December 1962, a revolt against the monarchy and its support for the merger was attempted but failed. However, the incident influenced the Sultan's 1963 decision not to join Malaysia.

The other potential candidates meanwhile went on to form the proposed state. In 1962, a referendum was held in Singapore. Although it did not include the possibility to vote against the merger—Singaporeans were only given the choice between three alternatives on how to integrate—it was seen as a true expression of the public’s support in favour of Malaysia.

The formation of Malaysia was finally made possible with the signing of the International Treaty the Malaysia Agreement 1963 between the United Kingdom, the Federation of Malaya, Sarawak, North Borneo and Singapore. Prior to the formation of Malaysia, Sarawak gained its Self-Government Administration on 22 July 1963, while North Borneo began Self-Government Administration from the United Kingdom on 31 August 1963, thus coinciding with the 6th anniversary of the Malayan independence.

31 August 1963 was also the day on which the formation of Malaysia was planned to occur. Several issues related to objections of neighbouring Indonesia and the Philippines to the formation of Malaysia (which could not be resolved and afterwards led to politics of confrontation especially between Malaysia and Indonesia) delayed the declaration to 16 September 1963. On the same day, North Borneo was renamed Sabah.

The declaration of Malaysia ceremony was held at Stadium Merdeka in Kuala Lumpur, the same place where 7 years earlier Malaya's independence ceremony had taken place. In front of about 30,000 people, Prime Minister Tunku Abdul Rahman recited the formation of Malaysia Declaration followed by his chanting "Merdeka" ("independence") seven times.

A new nation was born.
Zurück zur Natur


Malaysia ist ein Land reich an touristischen Attraktionen. Wenn Sie Ihren Lieblingsort in Malaysia nennen müßten, welchen würden Sie wählen?

Mir gefällt Borneo am besten, der ganze Staat von Borneo, die Inseln, die Festländer, die Berge.

Ist Borneo Ihrer Meinung nach von besonderem Interesse für europäische Touristen, und wenn ja, warum?

Viele Europäer, vor allem Deutsche, lieben den Dschungel, die Wüste, den Regenwald, die wilden Tiere und die Flora, und dafür ist Borneo ein idealer Urlaubsort.

Ein weiterer Sektor, den Malaysia promotet, ist der Bereich Gesundheits- und Wellnesstourismus. Warum sollten Touristen denn aus gesundheitlichen Gründen ihren Urlaub in Malaysia verbringen?


Auf der ITB 2016 in Berlin waren viele Abbildungen von Ihnen zu sehen, wie Sie an allerlei Aktivitäten in Malaysia teilnehmen – Rafting, Klettern und so weiter. Ist das etwas, was Ihnen persönlich Spaß bereitet?

Ja sicher. Bevor ich Minister für Tourismus und Kultur wurde, war ich auf der ganzen Welt als Tourist unterwegs, aber kaum in meinem eigenen Land. Dann begannen die Leute mich über Attraktionen in Malaysia zu fragen, die ich selbst gar nicht kannte, und so habe ich beschlossen, das alles selbst auszuprobieren. Es war mir gar nicht klar gewesen, was ich alles verpasst hatte, ich hätte es besser wissen müssen. In Malaysia gibt es so viel zu sehen, ich bin immer noch ganz begeistert!
Malaysia is a country rich of touristic attractions. If you had to pick your favourite place in Malaysia, which one would you choose?
My favourite place is Borneo, the whole state of Borneo, the islands, the mainlands, the mountains.

Is Borneo of any particular interest for European tourists, and if so, why?
I see that many Europeans, especially Germans, love the jungle, the wilderness, the rain forest, the wild life and the flora, so this is a perfect destination for Germans to visit.

Many Germans are known for their ecological awareness. Is this demand also reflected in Malaysia’s tourism development?
Yes, in fact we promote eco tourism more than other forms of tourism. It is a primary objective of tourism in Malaysia because it is sustainable. We fully comply with all conditions and requirements by the United Nations to ensure that our biodiversity is well maintained and inherited by the future generations. Take diving, for example: Sipadan Island is one of the best diving sites in the world. We used to have a resort there but the island is like a mushroom, very fragile, and too much development would break the foundation. Therefore we even removed the resort. Also, we put a restriction and only allow 120 divers per day. It had been always fully booked and when we did this, we saw the positive response from the Europeans. Instead of diving somewhere else they rather cue and wait for their turn without complaints. They know we are doing the right thing, and this reaction has been very encouraging to us.

The same is true with timber: We have a lot of timber in our country, and Malaysia is following the requirements of the United Nations on how to harvest our timber. One or two companies have made it a tourist’s attraction, they are inviting tourists to come to their company sites to see how the timber production is managed. After cutting the trees we have a replanting session and tourists can join in the replanting as well, so they can see it is sustainable. And we will continue on that way because we want to ensure to sustain our natural resources.

Another tourism sector Malaysia is promoting heavily is its facilities for health and wellness. Why would people come to Malaysia for health reasons?
We have doctors trained in Russia, the United Kingdom and India, to name a few, therefore many patients from these countries come to Malaysia because our doctors speak their languages. Secondly, compared to other countries, Malaysia is much cheaper without compromising in quality. Our Ministry Of Health controls all regulations regarding private hospitals and doctors to ensure all international standards are met in our facilities. As a result, Malaysia has been voted last year as the best health touristic country in the world. Many patients bring their families along and after operation they continue to stay in Malaysia to recover, for example in a nice resort by the sea.

During the press conference here at ITB we saw many slides showing you in various kinds of activities in Malaysia, such as rafting, climbing and so on. Is this something you personally enjoy?
Of course. Before I became the Minister of Tourism and Culture I have been a tourist all over the world, but not so much in my own country. Then people started asking me about places in Malaysia which I have never been, so I decided to do all this. I missed so much before, I should have known better; in Malaysia, there is so much to see, I am still excited!
Jesselton Point

From 9-22 August 2016, the Jugendorchester Havixbeck went on a concert tour to Singapore and Malaysia. Introduced by their international name “Havixbeck Youth Symphonic Wind Band”, the 58-piece orchestra gave 7 concerts and took the audiences by storm.

During their tour entitled “Fantasia”, the orchestra which had just recently defended its title as the best Youth Wind Band in the prestigious German national orchestra competition wanted to meet young peers in Singapore and Malaysia, jam together and build sustainable intercultural bridges. The young German musicians (aged 14-25 years) aimed to set significant signs for tolerance and mutual cultural understanding. This, in fact, was almost the same wording used by our DtMG founding fathers and written in the statutes of our society. It was therefore no question for the DtMG e.V. to come on board as mentor and co-sponsor in support of such dedicated and committed young musicians.

The project began months before the actual tour with many fundraising activities and organisational work in Germany, Singapore and in Malaysia.

The Goethe Institute had agreed to co-fund the tour, but according to the rules the rest had to be fundraised by the youth. Their personal efforts were truly impressive, ranging from playing at street concerts to selling at flea markets, gardening via rent-a-musician, convincing companies to contribute some funding, and a final running event with sponsors paying for each lap the students had run.

Briefly before the group’s take-off for Singapore, the Malaysian Embassy in Berlin made a remarkable effort of support by sending Minister Counsellor Shazila bin Osman to Havixbeck to meet the young musicians. Even more, she started the final fundraising run, followed by a visit to the town hall for a meeting with Mayor Klaus Gromoeeller and the signing of the Golden Book of Havixbeck.

The musicians started their tour on the 9th of August in Singapore, National Day. With substantial support from the Singaporean Ambassador in Berlin Jai Sohan and his staff, the group was invited the following day to participate in some communal festivities and then give a concert on Sentosa Island. A full day in the sun with no hats demanded its toll, and the following day, already, the tour to and through Malaysia began.

Fantasia in Malaysia started on 12. August with joint workshops and a concert with the Penang Philharmonic...
Youth Orchestra. During the busy time of the ongoing Georgetown Festival in Penang, a unique venue was found: the Hin Bus Depot. As one of the Havixbeck musicians commented: A cool location. The host of that first day in Malaysia was Chairwoman of the PPO, Datin Irene Yeap, who later on confided how deeply impressed she was by the musical quality but dumbfounded by the astounding self-organization, discipline and mutual support the young German musicians demonstrated. What an opportunity for the Malaysian youth in the PPO to learn from their German peers also in that respect, and another good reason to think of joining a Malaysian Philharmonic Youth Orchestra return visit to Germany in 2017.

On the next day, Honorary Consul Dato’ Hans Brenner and Mrs Petra Mueller, Vice President of the Malaysian-German Society (MGS), invited the Havixbeck group for a barbeque at the MGS compound. This offered also an excellent opportunity for the DtMG e.V. and the MGS to strengthen their ties again. The Havixbeck tour for building bridges thus also gave some very positive stimuli along its side lines.

The following day, Fantasia proceeded to the Westlake School in Kampar where the Havixbeck Wind Band received an overwhelming welcome. On the 15th, the German young musicians worked all day in special workshops with many interested music students from all over Perak. Their final concert in the evening of that same day was sold out. According to the organisers in Westlake, 2200 seats had been sold causing the young German musicians to once “feel like a star”.

On the 18th, the band was welcomed at the Deutsche Schule (German School) in Kuala Lumpur. In a workshop-like presentation, music conductor Marc Lange explained the instruments to the students of the German School. The new director of the German School Dr Mayer and his staff, the director of the Goethe Institute KL Rolf Stehle as well as several representatives from the German embassy were impressed by this pedagogical approach and excited about the quality of the performance.

In the evening, the orchestra headed towards the Petronas Hall where the Malaysian Philharmonic Youth Orchestra (MPYO) was waiting for a joint jamming session. This certainly remarkable opportunity had been made possible by Dato’ Seri Ooi Chean See who in her early career had not only been a founder but also a long time conductor of the Malaysian Philharmonic Orchestra.

The Petronas Filharmonik Hall with its superb acoustic and outstanding young musicians from Malaysia, as well as the following joint performance, was overwhelming. The widely shared wish to make this collaboration sustainable and jointly work on a return visit of the Malaysian Philharmonic Youth Orchestra to North Rhine-Westphalia in 2017 found its most visible expression when DtMG member Heidi Braemswig handed the “Beethoven Coin” from Bonn to the head of MPYO Ahmad Muriz Che Rose.

On the following day, the 19th, the hard working musicians were expected at the Universiti Kebangsaan Malaysia (UKM) by Dato’ Johari Salleh, an iconic figure in the musical landscape of Malaysia. He welcomed the Germans with a Malaysian show that served like an energy infusion. Dato’ Salleh provided them with a piece he had exclusively written for this event. And after an all day workshop, the day finished with a concert in front of 1100 audience.

20th August had the final concert of the Jugendorchester Havixbeck at another unique venue, the Tropicana Golf Resort. The Havixbeck representatives had offered to play one concert in appreciation of their sponsors and their invited guests. The event was generously hosted by the German Ambassador Holger Michael and his wife Hillary, together with the Honorary Consul General in Hamburg, Datuk Edgar E. Nordmann and his wife Datin Zai Ali Nordmann.

The concert and the following dinner reception proved to be a grand finale with style and emotions. The big surprise was the appearance of Dato’ Johari Salleh who got on stage and performed the Malaysian piece he had written and practised only one day before with the German Symphonic Youth Wind Band. The piece was wonderful—causing tears in the eyes of several distinguished Malaysian guests. Once again, the Youth Band from Havixbeck was successfully reaching out and building bridges via music; Germany could not have had any better cultural ambassadors and public diplomats.

Deutsche Fassung/German version:
www.malaysia-insights.de
Havixbeck blog:
www.fantasia-blog.de
KLK OLEO's European Journey

Touching Lives in Many Ways...

KLK OLEO is a global supplier of oleochemical products, chemicals made from palm oil and tallow-based products. Since 2007, KLK OLEO has established its presence in Europe and is steadily expanding along the oleochemical supply chain.

KLK OLEO touches lives in many ways...its products go into everything that we use in our daily life, from the moment we wake up to the time we go to bed. For example, the toothpaste and skincare products that we use in the morning contain palm-based glycerine and emulsifiers. When doing our laundry or cleaning our homes, our home care products contain surfactants and wetting agents. Our industries use lubricants based fluids. For general health, tocotrienols (a “Superfood”) makes a very potent anti-oxidant health supplement.

Introduction to KLK OLEO

KLK OLEO is part of KLK (Kuala Lumpur Kepong Berhad), a 110-year-old plantation-based conglomerate listed on the Malaysian Stock Exchange. Through strategic reinvestment and portfolio expansion, KLK OLEO is now a major integrated oleochemical player. The group’s downstream journey started in 1991 with a small fatty acid and glycerin plant in Malaysia. From this single site, the global footprint to China, Indonesia and Europe has been expanded.

KLK OLEO now delivers to customers in more than 120 countries, working with many MNCs and Fortune 500 companies. It offers a wide range of products through the vertically integrated supply chain. Below is the timeline of its European journey.

Uwe Halder
Managing Director of Kolb and KLK Tensachem

“By combining our specialisation in application know-how, rapidity, and customer orientation together with KLK OLEO’s product value chain, we can boost each other’s individual capabilities to new levels. This, we can only attain together.”

Ralf Ewering
Managing Director of KLK Emmerich

“KLK OLEO’s commitment to investing in our European team and production sites and the combined knowledge in operational excellence bring our customers the value-add to make the difference in challenging times.”

Martine Dols
Head of Marketing for Kolb

“Working in multi-disciplinary and multi-cultural project teams is exciting because we all bring something unique to the party and are all committed to delivering the best result. I find that extremely enriching and fun!”
### Timeline of KLK OLEO’s European journey

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Acquisition of Dr. W. Kolb Holding, a large independent manufacturer of nonionic surfactants and esters</td>
</tr>
<tr>
<td>2010</td>
<td>Acquisition of Croda Emmerich, Germany, renamed KLK Emmerich GmbH, a leading European producer of oleochemical products</td>
</tr>
<tr>
<td>2014</td>
<td>Acquisition of TensaChem, Belgium (renamed KLK Tensachem), a manufacturer of sulphonates in Belgium to complement the downstream business of European operations</td>
</tr>
<tr>
<td>2015</td>
<td>Acquisition of Emery’s oleochemical site at Düsseldorf, Germany (renamed KLK Emmerich GmbH)</td>
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### Kolb

Kolb is a leading European producer of surfactants, paper process chemicals and chemical intermediates, such as fatty alcohol ethoxylates, triglyceride ethoxylates, sorbitan esters and other chemistries that are used for wetting, emulsifying, low foaming, solubilising, viscosity modifying and viscosity stabilising. These chemicals are used to formulate products like detergents and shampoo. Kolb operates out of two production sites, in Switzerland and the Netherlands, and processes both natural and synthetic raw materials.

### KLK Emmerich

The Emmerich site was acquired in 2010 to enhance the KLK OLEO footprint in Europe. The plant, which is over 100 years old, is strategically situated close to key customers and raw material supply routes in Europe. Possessing world-scale assets, it has production facilities which manufacture a range of fatty acids, hydrogenated fatty acids and glycerin by splitting of vegetable oils.

Last year, KLK OLEO expanded its portfolio by acquiring a second German plant in Düsseldorf to complement its existing plant there. The Düsseldorf site was originally founded by Henkel back in 1910. This site has the flexibility to process tallow and vegetable oils, including locally-sourced European oils like sunflower and rapeseed.

Both sites have strong heritage in both technology and processes and are certified to produce for food, pharmaceutical and personal care products.

### KLK Tensachem

KLK Tensachem is part of KLK OLEO’s long term goal to focus on deeper downstream products. KLK Tensachem, based in Ougrée (near Liège) in Belgium, is a manufacturer of anionic surfactants used in personal care and home care sectors for more than 40 years. Its product portfolio finds a wide application in hair care, skin care, body cleansing and oral hygiene care, also in pharmaceutical excipients, amongst others, as well as in the home care sector for liquid and powder detergents.

### United to unfold potential — synergies between the KLK OLEO sites

As a global oleochemical player, KLK OLEO intends to continue growing to be a reliable and trusted partner, which is able to deliver on its promise of quality products, and operates to the highest standards of operational excellence, through continuous improvement and innovation.

The sites across the world are interlinked, products of one site are feedstocks for another. This set-up is both efficient and reliable and benefits the customers. KLK OLEO is committed to supply sustainable ingredients; all manufacturing facilities are RSPO SCC certified. KLK OLEO is a transparent organisation enabling team work across all regions. This results in multi-disciplinary and multi-cultural teams working together, sharing best practices, conducting joint marketing promotions and collaborating on R&D projects to support its global business operations. In synergy, they are determined to grow their capabilities to realise new potential.

### KLK and Sustainable Palm Oil

The Roundtable on Sustainable Palm Oil (RSPO) was established in 2004 with the objective of promoting the growth and use of sustainable palm oil products through credible global standards and engagement of stakeholders.

KLK is a member of the RSPO. It is fully committed in ensuring that its products are produced in a sustainable manner with the RSPO Principles as the foundation of its sustainable practices. This means that the produced palm oil is environmentally friendly, socially just and it meets economic demands and contributes to nation building in particular developing countries where oil palm is grown. Currently 100% of KLK plantations in Malaysia are certified by the RSPO with similar targets for Indonesia. Certification and compliance to the RSPO’s P&C is independently verified by RSPO-approved certification body.

The European production sites in Emmerich, Düsseldorf, Moerdijk, Hedingen and Ougrée are all RSPO SCC certified. With KLK, customers have the choice to buy a broad range of products that are certified to a level of sustainability of their choice.

For further information, please contact:
info.europe@klkoleo.com
KLK OLEOs Europareise

Menschen auf viele Arten berühren...


Vorstellung von KLK OLEO


KLK OLEO beliefert heute Kunden in über 120 Ländern und arbeitet mit zahlreichen multinationalen Unternehmen und Fortune-500-Unternehmen zusammen. Sie bietet dank ihrer vertikal integrierten Lieferkette eine große Produktpalette an.

„Durch Kombination all unserer Fach- und Anwendungskenntnisse, Schnelligkeit, Kundenorientierung und der Integration in die KLK OLEO Lieferkette, können wir unsere individuellen Fähigkeiten auf einer neuen Ebene vereinen. Dieses Ziel erreichen wir nur gemeinsam."

Uwe Halder
Geschäftsführer von Kolb und KLK Tensachem

„KLK OLEOs Engagement, in unsere europäischen Teams und Produktionsanlagen zu investieren, sowie das kombinierte Wissen über operative Exzellenz bringen unseren Kunden den Mehrwert, der den Unterschied in diesen herausfordernden Zeiten macht."

Ralf Ewering
Geschäftsführer von KLK Emmerich

„Die Arbeit in einem multidisziplinären und multikulturellen Projektteam ist spannend, da wir alle etwas Einzigartiges mitbringen und bestreben sind, alles zu geben, um die besten Ergebnisse zu erreichen. Ich finde dies extrem bereichernd und faszinierend!“

Martine Dols
Leiterin Marketing von Kolb

KLK OLEO Europareise

ADVERTORIAL
Die Firmenentwicklung von KLK OLEO in Europa

2007 Übernahme der Dr. W. Kolb Holding, ein führender Hersteller für nichtionische Tenside und Ester
2010 Übernahme von Croda Emmerich, Deutschland, umbenannt in KLK Emmerich GmbH, ein führender europäischer Hersteller von oleochemischen Produkten
2014 Übernahme von TensaChem in Belgien (umbenannt in KLK Tensachem), ein belgischer Hersteller von Sulfaten, zur Ergänzung der Downstream-Geschäfte im europäischen Geschäftsbereich
2015 Übernahme des Base Oleo Geschäftes der Niederlassung von Emery Oleochemicals in Düsseldorf (umbenannt in KLK Emmerich GmbH)

Kolb

KLK Emmerich


Beide Standorte verfügen über ausgereifte Technologie- und Produktionsverfahren und sind für die Herstellung von Nahrungsmittel-, Pharmazie- und Körperpflegeprodukten zertifiziert.

KLK Emmerich ist mit seinen beiden bedeutenden Produktionsstandorten der größte Fettsäure-Produzent Europas.

KLK Tensachem

Gemeinsam Potenzial entfalten – Synergien zwischen den KLK OLEO Standorten


KLK und nachhaltiges Palmöl
Der runde Tisch für nachhaltiges Palmöl (RSPO) wurde 2004 gegründet, um den Anbau und die Nutzung von nachhaltigem Palmöl durch glaubwürdige weltweite Standards und durch das Engagement aller beteiligten Interessengruppen voranzubringen.


Alle europäischen Standorte von KLK OLEO in Emmerich, Düsseldorf, Moerdijk, Hedingen und Ougrée sind RSPO SCC zertifiziert. Bei KLK haben die Kunden die Möglichkeit, eine große Auswahl an nachhaltig hergestellten Produkten ihrer Wahl kaufen zu können.

Für weitere Informationen kontaktieren Sie bitte:
info.europe@klkoleo.com
www.klkoleo.com
www.tensachem.com
www.kolb.ch

www.malaysia-insights.de
Malaysia's trade performance with Germany in 2015 was exceptional. Malaysia's exports to Germany topped EURO 7 billion for the very first time.

Malaysia is now Germany's 29th largest global import source closely behind India and South Korea. Should oil prices remain depressed, Malaysia may displace Norway and gain 28th position in the near future. The gap with South Africa in 30th position has widened as economic difficulties in that country worsen.

Malaysia remained Germany's 2nd largest source of imports from ASEAN behind Vietnam and has widened the gap with Indonesia and Thailand which are in 3rd and 4th place respectively.

Generally speaking, Malaysia's bilateral trade with Germany in 2015 benefitted from a healthy German economy resulting in a strong expansion of imports from Malaysia. Indeed, the total visible trade between Malaysia and Germany reached an all-time high in 2015. Valued at €11.8 billion (ca. RM 57 billion), it was 8.1% higher than the €10.9 billion achieved in 2014. Moreover, Malaysia is one of only a handful of countries enjoying a trade surplus with Germany according to the official German and Eurostat figures. Malaysia's visible trade surplus with Germany grew by a further 62.25% to almost €2.2 billion in 2015 (RM 10 billion).

Imports from Malaysia to Germany increased by 14% to €7 billion. This compares very favourably with the 4.26% average growth rate for German imports from all global sources in the same period albeit depressed by lower energy import costs.

Broad range of products

German imports from Malaysia are broad based and cover a number of products in up to 100 customs categories. They encompass established items such as palm oil, cocoa, rubber and timber together with derivative down-stream products including organic chemicals, soap stock, rubber gloves, tyres, latex and chocolate. The top five import product categories accounted for 85.78% of total German imports from Malaysia in 2015.

The single largest product group are E&E products which contains a wide variety of high-tech items, components and finished electrical products. They make up 50.5% of the total and grew by almost 16% in value to €3.6 billion in 2015. Malaysia's import market share moved up to 3.18% from 3.05% to become Germany's 12th largest supplier in this product category. Only China, Japan and Taiwan export more E&E products from Asia to Germany.

The current growth items are semiconductors including LED components and photovoltaic (solar) cells (+ 21.9%). Together with vacuum cleaners, primary cell batteries and radio receivers which were also performing well, they have kept Malaysia in the forefront of import sources to Germany. In other areas product obsolescence, weak demand and lower prices caused falls in import values.

The total value of imports of machinery products from Malaysia to Germany rose by over 15% to €1.14 billion mainly as a result of a substantial increase in imports of printers. Import value soared by 30% to €457 million to meet rising demand.

Imports from Malaysia have also been rising in a number of other product areas at above average growth rates. These include motor engines, gas turbines, tobacco machinery, industrial furnaces and ovens, air & vacuum pumps and air conditioning equipment. Further growth in the machinery sector can be expected as business contacts between Malaysian and German manufacturers intensify.

The third largest import product category behind E&E and machinery products includes a range of medical instruments and equipment such as catheters, spectrometers, oscillators and optical products used mainly for medical examination and analysis. Imports of med-
ical devices (excluding apparel) from Malaysia were up by an impressive 21.37% to €244.2 million. In 2015 Malaysia overtook Poland and pulled ahead of several competitors recording much lower rates of growth such as Mexico, Italy Austria and South Korea.

Taken together with imports of other medical devices such as surgical and examination gloves the market for medical products is currently generating over RM 2.5 billion in export revenues for the Malaysia.

Speaking of gloves: Malaysian manufacturers increased their share of the German gloves market to 54% leaving their rivals well behind. Thanks to the presence of brand leaders of among others, Supermax, Top Glove and Sempermed, further growth can be forecasted.

Latex gloves imports from Malaysia were up by 30.6% to the record level of €263 million. This figure includes rubber gloves for household, garden and industrial use.

German imports of rubber and rubber products have been lower in recent years as a result of weak commodity prices but recovered in 2015 rising marginally in value by 0.89% to €3.11 billion. Within this total, imports from Malaysia grew at the faster rate of 5.7% to €425 million.

This respectable growth rate was achieved as a result of buoyant demand for finished products such as tyres and industrial rubber products used in the engineering sector which more than compensated for yet another drop in the value of natural rubber imports, down by 20.87% to €127.4 million.

Fats & oils comprising mainly of refined palm kernel oil increased as Malaysia gained market share at the expense of competitors. While global imports of all fats & oils to Germany grew by 2.84% to €3.66 billion in 2015, imports from Malaysia rose at the faster rate of 3.54% to €186.3 million. This also indicates that palm kernel oil is gaining market share at the expense of other oils. Recent adverse publicity concerning plantation development at the expense of the natural jungle and habitat of Orang Utans in Kalimantan have had little if any commercial impact on trade.

Palm oil is established as a leading resource in terms of properties, quality and cost effectiveness. The establishment of integrated distribution facilities via the Netherlands has helped to consolidate palm oil’s competitive position vis-à-vis other vegetable oils. There is growing competition from relatively new suppliers in West Africa and South and Central America but growing world-wide demand is expected to absorb any increases in supply.

Outlook

Closer economic and trade ties between the diverse nations in South East Asia are being reflected in the regional trade figures. There is also little doubt that Malaysia is one of the main beneficiaries of this development which is increasingly attracting high-quality inward investment from Europe and elsewhere. Malaysia stands out as a stable business partner in an increasingly unstable world.

Malaysian enterprises are also showing keen interest to find mutually profitable investment projects in Europe by means of mergers, acquisitions and joint ventures. Potential German partners in Germany should contact MATRADE in Frankfurt if they are seeking Malaysian investment partners.
Malaysia is no stranger to the German business community. The relationship has been dynamic, evolving in the rapidly changing international environment.

The Malaysian Investment Development Authority (MIDA), principal investment promotion agency for the country, set up its first overseas office in Dusseldorf, Germany in 1972. Nine years later, in 1981, the Malaysian-German Industrial Cooperation Programme (MGICP) was introduced in Malaysia. Under this programme, a German investment advisor was stationed at MIDA to promote German investments into the country.

Currently MIDA has two offices in Germany, i.e. Frankfurt and Munich which are responsible for the promotion of quality German investments into Malaysia, to provide potential investors with the latest information on policies and opportunities in the manufacturing and services sectors, as well as providing the necessary assistance to potential German investors interested in seeking joint venture partners or technology collaborations in Malaysia.

In addition to the Malaysian-German Chamber of Commerce (MGCC), the MIDA Germany offices also work closely with the Federation of German Industries (BDI), the Asia-Pacific Committee of German Business (APA), the Association of German Chambers of Commerce and Industry (DIHK) as well as with all the Chambers of Commerce and Industry (IHKS) in major industrial regions. MIDA offices in Germany closely cooperate with these entities in areas such as providing feedback to the Government on issues or challenges faced by German investors, informing the German business communities on existing investment opportunities and continuously participating in trade and investment missions to Germany organised by the Ministry of International Trade and Industry (MITI).

Today, the bilateral relationship between Germany and Malaysia continues to remain strong and stable, and Germany is still acknowledged as a major source of foreign direct investments (FDI) in new and emerging technologies in Malaysia. As at March 2016, Malaysia had approved a total of 548 manufacturing projects with German participation. These investments totaled USD11.4 billion and have created more than 63,501 employment opportunities.

The involvement of German investors was exceptionally strong in the electrical and electronics, petroleum products including petrochemicals, chemical products, scientific and measuring equipment, non-metallic mineral products and basic metal products. These industries represent 91
percent of Germany's investment in the manufacturing sector in the country. Malaysia is proud to host notable German companies such as Infineon, Osram, SGL Carbon, Continental, BASF, Elektrisola, B. Braun, Robert Bosch, Siemens, X-Fab, Heraeus, Jowat, Schmidt + Clemens, SEW Eurodrive and Mühlbauer which have chosen to establish their base in Malaysia.

The presence of German investors is also evident in the services sector in Malaysia. Among some renowned companies that have set up their global operations hub or regional establishments in Malaysia include B. Braun, Arvato, BMW, Lufthansa and Eppendorf.

German companies not only continue to invest in Malaysia, but more importantly, invest in quality projects, incorporating the latest technology and in high value added activities. Such investments are also in line with the Government's promotional efforts to attract investments into these areas. The sustained inflows of German investments into Malaysia are a reflection of the country's continued competitiveness for businesses. The very fact that these companies continue to invest in Malaysia, even during such challenging times to the global economy, is indeed even more noteworthy.

In November 2015, Osram, a global leader in lighting manufacturing based in Germany announced its expansion plans of €1 billion for the establishment of a new light emitting diode (LED) chip plant in Kulim, a district in the northern part of Peninsular Malaysia. The new plant would be the largest and latest 6-inch LED chip production site worldwide.

Osram was one of the eight pioneer electronic companies that commenced operations in the Bayan Lepas Free Trade Zone, Penang during the early 1970s. This new project would create more employment opportunities for Malaysians and would complete the LED ecosystem in Malaysia, making the country more conducive for deployment of high-technology projects.

In March this year, Schmidt + Clemens (S+C) organised an official inauguration ceremony of its centrifugal plant in Sendayan Tech Valley, Negeri Sembilan. S+C has its footprints in Malaysia since 2001 when it first set up its manufacturing facility in Shah Alam, Selangor. Now the company has expanded its operations and moved to Negeri Sembilan. The new state-of-the-art facility is the first in the South East Asia region to manufacture high alloy steel products for the petrochemical, offshore oil and gas and marine industries.

With twice the size of its previous facility, S+C is able to cater for its increasing production and provide complete solutions for their oil and gas and petrochemical clients, from upstream to downstream. The production of new spun cast tubes for the oil and gas industry is a new activity for the S+C Group in Malaysia. This activity involves a transfer of a new technology into the country, whereby 90 per cent of this production is undertaken in Malaysia. This activity is also expected to transform Malaysia into their Global Hub for the oil and gas industry.

On 1 August 2016, SEW-Eurodrive, a German world leader in drive technology and pioneer in drive-based automation, celebrated the groundbreaking of its Drive Technology Centre in Malaysia. The new facility will house its assembly, sales, service and training functions all under one roof. Malaysia and SEW-Eurodrive enjoy a partnership that spans over three decades. The additional investment by the company marks yet another milestone in the strong partnership, and shows its confidence with the country's role in the company's global market expansion. As a world renowned brand in drive technology and drive-based automation, SEW's enhanced facility will be of strategic importance to attract more multi-national companies that uses SEW's technology to set up their plants in Malaysia.

In order to further strengthen the ties between Germany and Malaysia, MIDA Germany together with Malaysian students' affairs in Frankfurt have been working very closely with German companies to provide internships for Malaysian students. Under the internship programme, Malaysian...
Engineering students in Germany are granted internships or thesis writing with German companies which have operations in Malaysia. The programme offers German companies the opportunities to hire Malaysian engineers upon their graduation. This programme - “Malaysian Engineers - Made in Germany” - has been very successful and many renowned companies such as B. Braun, SGL Carbon, BMW, Infineon, Mühlbauer and Schmidt + Clemens have participated in the programme.

Given the speed of change today, clearly there is much scope for expansion for German investments in Malaysia, particularly as the innovative capability of German businesses is driving economic recovery. With the rise of the industrial revolution or better known as industry 4.0, business opportunities are widely available in various sectors in Malaysia. The country has also been developing its capabilities to adapt quickly and embrace smart technologies and processes. The proof of this is in the fact that the country is not only home to many of the world's largest and most successful multi-national corporations, but it has also incubated home-grown stars such as Globetronics, Inari, Unisem and Vitrox. These domestic players have moved up the value chain by intensifying their R&D activities, and also through technology diffusion between them and their global partners. The upcoming breed of local players is capable of meeting the stringent demands of original equipment manufacturers (OEMs) as well as international markets.

Malaysia certainly welcomes more investments from Germany, particularly in new growth areas with emerging technologies, capital-intensive, high value-added, knowledge-based, skills-intensive, export-oriented industries. There are also opportunities in the vibrant services sector such as ICT, oil and gas services, private healthcare, private higher education, tourism and professional services.

Malaysia should be seen as a gateway to a market of more than three billion people created through the various ASEAN Plus 1 free trade agreements (FTA) with China, Japan, Korea, India, Australia and New Zealand. With the signing of the Trans-Pacific Partnership Agreement (TPPA), investors will be able to gain even more as reductions in tariff and non-tariff border barriers can trigger much-larger cost savings and efficiency gains. In addition, simplifying and harmonizing regulations across various countries on product safety, transport, and other areas will enhance the durability and predictability of global supply networks.

Malaysia’s benefits as an attractive investment destination are proven year after year by a multitude of independent institutes and organizations. For example, in the World Bank of Doing Business Report 2016, Malaysia was ranked 18th worldwide in ease of doing business, outshining countries like Switzerland, France or Japan. The annual UNCTAD World Investment Reports regularly ranks Malaysia among the most profitable and prospective economies (for example 8th top prospective host economy among developing economies for the period 2015-2017 worldwide).

Despite the multiple front challenges faced by the global economy, history has proven that Malaysia is a resilient nation and has a well-diversified economy resting on the back of its solid economic fundamentals. With its pro-business, prudent and pragmatic policies, Malaysia is the profit centre in Asia.

Auch heute ist das bilaterale Verhältnis zwischen Deutschland und Malaysia sehr gut und Deutschland ist nach wie vor einer der größten Investoren in neue Technologien in Malaysia. Bis März 2016 hat Malaysia insgesamt 548 Produktionsprojekte mit deutscher Beteiligung genehmigt. Die Summe dieser Investitionen beläuft sich auf 11,4 Milliarden US-Dollar und hat mehr als 63.500 Arbeitsplätze geschaffen.

Das Engagement der deutschen Investoren war besonders groß in den Bereichen Elektrik & Elektronik, Petrochemie, chemische Produkte, wissenschaftliche Messgeräte, nichtmetallische Mineralerzeugnisse und Metallerzeugnisse. Diese Industrien machen 91 Prozent der deutschen Investitionen im malaysischen Produktionssektor aus. Malaysia ist stolz darauf, dass namhafte deutsche Unternehmen wie Infineon, Osram, SGL Carbon, Continental, BASF, Siemens, B. Braun, Robert Bosch, X-Fab, Heraeus, Jowat, Elektrisola, Schmidt + Clemens, SEW-Eurodrive und Muhlbauser sich dazu entschieden haben, Malaysia zu ihrem Produktionsstandort zu machen.

Die Präsenz deutscher Investoren ist auch im malaysischen Dienstleistungssektor zu spüren. Zu den namhaften Unternehmen, die Malaysia zu ihren regionalen Hauptstandort gemacht haben, gehören B.Braun, Bertelsmann, BMW, Lufthansa und Eppendorf.

Doch nicht nur die Vielzahl der deutschen Investitionen in Malaysia ist bemerkenswert, sondern auch deren Qualität, die sich durch die neuesten Technologien und eine hohe Wertschöpfung auszeichnet. Es zeigt sich, dass sich die Bemühungen der malaysischen Regierung, Investoren in diesen Bereichen anzulocken, auszahlen.

Der kontinuierliche Zufluss deutscher Investitionen nach Malaysia zeigt von der anhaltenden Wettbewerbsfähigkeit des südostasiatischen Landes. Die Tatsache, dass Unternehmen im Angesicht der momentanen wirtschaftlich und politisch angespannten Weltlage weiterhin in Malaysia investieren, ist der Tat bestätigend.


Osram ist eines von acht Elektronikunternehmen, die sich in der Bayan Lepas-Freihandelszone in Penang in den 70er Jahren niedergelassen haben. Ihr neues Projekt wird noch mehr Arbeitsplätze für Malaysier schaffen und das LED-Ökosystem des Landes komplettieren, wodurch Malaysia für weitere Hochtechnologie-Projekte noch attraktiver wird.

Da das neue Werk doppelt so groß ist wie das alte, kann S+C die gestiegene Nachfrage durch eine erhöhte Produktion befriedigen und sowohl Upstream- als auch Downstream-Komplettlösungen für seine Kunden aus Öl-, Gas- und Petrochemieindustrie anbieten. Die Herstellung von neuen Schleudergussrohren für die Öl- und Gasindustrie und für die Marineindustrie herstellen.

Ein anderes Beispiel: Am 1. August 2016 feierte SEW-Eurodrive, ein deutscher Weltmarktführer in Antriebstechnik
und Pionier im Bereich der Antriebsautomatisierung, den Spatenstich für sein neues Antriebstechnologiezentrum in Malaysia. Die neue Anlage wird Montage-, Vertriebs-, Service- und Trainingsaktivitäten unter einem Dach umfassen.

Malaysia und SEW-Eurodrive verbindet eine Partnerschaft, die sich bereits über drei Jahrzehnte erstreckt. Die neueste Investition des Unternehmens markiert einen weiteren Meilenstein und zeigt von dem Vertrauen in Malaysia bei der globalen Expansionsstrategie des Unternehmens. Zudem wird SEWs neues Werk von strategischer Bedeutung für die Ansiedelung weiterer multinationaler Unternehmen in Malaysia sein, die SEWs Technologien nutzen.


Berufsausbildung bei Mühlbauer in Melaka


Malaysia wirbt weiterhin um Investitionen aus Deutschland, speziell in neuen Wachstumsbereichen mit aufstrebenden Technologien sowie in kapitalintensiven, wissensbasierten, qualifikationsintensiven und exportorientierten Industrien. Daneben bestehen zahlreiche Gelegenheiten im dynamischen Dienstleistungssektor, etwa in der IT-Branche, bei Öl- und Gasdienstleistungen, in der privaten Gesundheitsversorgung und Ausbildung oder im Tourismus, um nur einige Bereiche herauszugreifen.

Für Malaysia spricht außerdem, dass es als ein Eintrittstor zu einem Markt von mehr als drei Milliarden Menschen betrachtet werden kann, was durch den Abschluss der zahlreichen ASEAN Plus 1 Freihandelsabkommen mit China, Japan, Korea, Indien, Australien und Neuseeland möglich geworden ist. Durch Malaysias Teilnahme am Transpazifischen Freihandelsabkommen TPPA profitieren Investoren sogar noch mehr, da die Herabsetzung von Zöllen und nichttarifären Handelshemmnisse weitere Kosteneinsparnisse und Effizienzgewinne zur Folge hat. Zusätzlich dazu wird die Vereinfachung und Vereinheitlichung von Regularien zwischen den verschiedenen Staaten bezüglich Produktsicherheit, Transport und anderen Bereichen die Haltbarkeit und Verwertbarkeit der globalen Versorgungsketten erhöhen.


Trotz der zahlreichen Herausforderungen durch die globalisierte Weltwirtschaft zeigt die Geschichte, dass Malaysia eine widerstandsfähige Nation und eine gut diversifizierte Volkswirtschaft ist, die auf soliden ökonomischen Fundamenten basiert. Mit seiner wirtschaftsfreundlichen, vorausschauenden und pragmatischen Politik ist Malaysia in der Tat das Profitzentrum in Asien.
Carl Duisberg Centren looks back on 55 years of international human resources training programs and a period of 25 years of fruitful cooperation with Malaysian ministries, government organisations and the private industry, based on mutual trust and friendship.

Based in Cologne, Germany, we describe ourselves as one of the leading European non-profit service providers in the field of further education, personal development and study programs.

The wide range of services of Carl Duisberg Centren comprises management, vocational and advanced training programs, as well as German courses for foreigners, university programs, consulting services for international professional education and the preparation of staff of international companies for projects related to foreign countries.

We aim for know-how transfer and exchange of experience, encouragement of development processes, personality development through experience gained abroad, and for worldwide cooperation.

Carl Duisberg Centren has eight management and language training centres in Germany and an extensive network of representatives and partners around the globe. And we are happy to mention that our Malaysian representative office is celebrating its 25th anniversary very soon. It is also good to note that, most of Carl Duisberg Centren services are certified according to DIN EN ISO 9001.

Our more than 55 years of experience in adult education and many success stories are owed to our highly dedicated personnel - professionals in the field of global communication.

Our permanent employees are trained internationally and enjoy discussions that demand patience and sensitivity. Open-mindedness to us is a quality without which our job would be unthinkable.

Sensitivity to the vagaries of multicultural societies, and experienced in discerning shades of meaning and building spiritual bridges – this is what we expect from our colleagues and from ourselves. This is how we have contributed in paving the way between both of our countries, in building bridges between Malaysian and German universities and other organisations and in establishing networks between German and Malaysian industries.

It goes without saying that developing our activities in Malaysia the way we did, would not have been possible without a reliable partner with deep roots in the Malaysian society.

We met Tan Sri Dató Seri Dr Yahaya Ibrahim first in the early nineties, and he became a friend from the very beginning. Tan Sri Yahaya started representing Carl Duisberg Centren in 1992 and his contributions to our work have given a tremendous boost to bilateral relations and our networking capacity. There is no doubt that in Tan Sri Yahaya, we have found an ideal partner and representative. It is due to his tireless efforts that Malaysia became and will remain one of the most interesting partners for Carl Duisberg Centren. Over the last years, we have further strengthened our team through Dr. Mohamed Rashid Bin Navi Bax whom we got to know many years before while he was still in the Ministry of Education. We feel very lucky to have him “on board” as an internationally recognised expert in higher and vocational education.
The scope of our activities in and with Malaysia has become broader and broader over the last 25 years. Following are some of the highlights:

• Professional qualification programs for Malaysian instructors and executives from Polytechnics, Vocational Training Centres and Industrial Training Centres. These advanced programs provide powerful impetus for personal achievement – and drive for the success of training institutions and their students. The topics include: advanced welding, maintenance and repair of electrical automobile systems, industrial automation, mechatronics, plastic production etc. The duration of these programs is approx. 3 months, the language of instruction is English and participants are carefully guided throughout the course up to their return to Malaysia. Parts of the training are also organised in Malaysia. The participants of these programs benefit from the diverse educational institutions in Germany: to become acquainted with the dual system of vocational education, to complete advanced vocational and management training courses, to acquire specialist knowledge in a scientific discipline. You may sum it up by saying: Training - Made in Germany. Approx. 25 courses have been completed since 1995.

• Attachment programs for Malaysian senior government officers from various Malaysian ministries and government agencies have bridged the gap between approx. 200 Malaysian representatives and Germany. It has successfully taken place eleven times since 1996. The participants first take part in a seminar about German economy, politics, business practices, and culture. Then they come to Germany and get to know various aspects of doing business in Germany and the EU, human resources and the European Community in general. After that, the participants are attached to German companies for two weeks. The evaluation of this program shows that the participants return to their work places with a big choice of fresh ideas and with new motivation. This is more proof of the importance of personality development through experience gained abroad. The programs are conducted on behalf of Public Service Department.

• Benchmarking visits to German industries and to institutions of higher learning. Since the very beginning of our activities in Malaysia we have been organising benchmarking visits for Malaysian decision makers to Germany. On behalf of the Ministry of Education, the Ministry of Human Resources, the Malaysian TELEKOM, the Federation of JPK Accredited Centers and others, Carl Duisberg Centren designed, prepared and conducted programs like “Special Education in Germany”, “Technical and Vocational Education in Germany”, “The dual system of vocational education and training in Germany” and “The German system of higher education” etc.

• Staff development training programs for the Ministry of Education and for the Ministry of Higher Education. Topics such as “Policy for the future of vocational education”, “Curriculum development policy” or “Strategic and critical thinking” were covered as well as others such as “Educational management information systems”. These programs were conducted in English and their duration varied between two and eight weeks.

• Development of the “Long term Masterplan 2001 – 2010 for the Polytechnic Education”. This long term Polytechnic Development Plan included many different aspects such as: needs analysis, academic planning, physical planning as well as cost and financing for the six first Polytechnics and for the fast expanding system as a whole. Our international team of experts has successfully completed this important task in close cooperation with the Ministry of Education.

• Intensive language courses “German as a foreign language” and preparation for the DSH examination (Language Entrance Examination for foreigners who want to study in Germany). These were held at UiTM, followed by two to eight months bridging courses for the students in Carl Duisberg Centren in Cologne and Dortmund. Finally, study counselling and study placement at Universities of Applied Sciences all over Germany. Within these programs, Carl Duisberg Centren provides comprehensive assistance and advice with all formalities, choice of study courses, accommodation, insurance, language courses, industrial trainings etc.

• German program to prepare O-level students for German Universities of Applied Sciences. This modular program prepares students for a period of 18 months in Malaysia and another 8 months in Germany. For the intensive German language courses, we bring our highly experienced senior lecturers from Germany to teach at First City University College / FCUC, our partner in this program. It lasts six months, and then the AUSMAT program (12 months) starts. Those students who pass the final exa-
minations of the AUSMAT course are eligible to further their studies in Germany. They first take part in another bridging course which includes German, Physics, Mathematics, Chemistry and others. Then they have to complete a pre-practical training in industry, and finally start to study at the University of Applied Sciences of their choice. All services within this program are provided by Carl Duisberg Centren and its partner First City University College. After completing more than ten programs during recent years we have many reasons to be proud of this “product”. All groups who have meanwhile finished their preparation and who started to study in Germany have proved to be among the best, compared to many generations of foreign students who sat for comparable examinations. In June 2016 we have welcomed the thirteenth intake.

These are examples for some of Carl Duisberg Centren’s most important activities in Malaysia in the last twenty-five years. Looking back, we ask ourselves: what are the unforgettable memories? The answer is easy: it was the friendliness of the people from the very start, the cordial, overwhelming hospitality and the feeling that we can rely on what we have agreed upon. This was and is a perfect basis for a trustful cooperation and this has led to warm feelings between those colleagues who regularly travel to this beautiful country and have come to regard Malaysia as their second home.

Carl Duisberg Centren has become an integral part of Malaysian-German bilateral relations. Many well established programs go back to activities which we initiated. The most important example in this regard was the "Workshop on the planning of programmes for Malaysian-German cooperation in education and training" which was held in March 1995 at the Universiti Teknologi Malaysia in cooperation with the Ministry of Education Malaysia. Three German states (Bavaria, Baden-Wuerttemberg and North Rhine-Westphalia), their government representatives and Universities of Applied Sciences staff were present and laid the cornerstones for future common programs. Carl Duisberg Centren was the initiator and organiser of this important event.

Last but not least, we would like to thank all of those individuals, ministries and organisations which have helped us to make our contributions possible. Without the support of the Public Service Department, the Ministry of Education, Telekom Malaysia, First City University College, the Malaysia-German Chamber of Commerce and Industry (MGCC), the Malaysian Embassy in Berlin and finally the German Embassy in Kuala Lumpur, we would not have had the chance to contribute the way we did.

Carl Duisberg Centren is happy to be able to continue its contribution in paving the way between both of our countries and in fastening the ties between our people. Thus, we will do our part in supporting Malaysia to reach the ambitious goal of “Vision 2020”.

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ACHSO!
A Programme for new Malaysian Students in Germany

Guest article by
Abdullah Hafidz bin Gazali
President of AZIM Jerman
An organisation for
Malaysian students in Germany

“ACHSO” also stands as an acronym for “Alles Cool Hier, Sei Optimistisch” – “Everything here is cool, so be optimistic”)

In May 2016, AZIM Jerman invited 64 new students to the Jugendherberge Carl Ulrich, Zwingenberg for a 3 night 2 days stay. Sponsored by the Malaysian Authorities JPA and MARA (both of which have their offices in Frankfurt) and Yayasan Terengganu, it was designed for students who had finished their 6-months’ preparation course and would soon be entering their first semester. For the young Malaysians who came from every corner of Germany including Ingolstadt, Weilheim, Leipzig, Köln, Düsseldorf, Berlin and Kassel it was an experience full of excitement, enthusiasm and motivation. In other words, just the thing before jumping into their first semester.

ACHSO started on the morning of 28 May 2016 by “Break the ice” activities. The students had so much fun that they almost forget they are actually complete strangers to each other. In no time they started blending in with fellow students as well as their seniors, smiling, laughing, fooling around.

The programme continued with an inauguration ceremony held by Mr Syarqawi Muhammad from JPA. After that, it was time for adventure and fun again, albeit full of advise given by the seniors. They shared their experience and gave tips on how to perform well throughout the hardcore challenge of studying in Germany, or how to manage the financial aspects. In the evening, the students visited Schloss Auerbach to take photos and learn about Germany’s heritage.

On the second day, we were honoured by the visit of a delegation led by the Honourable Tan Sri Mohammad Zabidi, Director General of Public Services Malaysia, who also inaugurated the closing ceremony of ACHSO 2016. Also present was Madam Adina Kamarudin, the Consul General of Malaysia. For the last lunch, the students and their guests assembled in the dining hall of Jugendherberge Zwingenberg to round up a pleasant experience which will surely be fondly remembered by the participants.

AZIM Jerman wants to take this opportunity to express our gratitude to all those who have worked hard to ensure the success of ACHSO 2016, especially to the sponsors JPA and MARA who also collaborated in organising this program.
Studying In Germany
Interview with an JPA student

Ying Fang Chong from Malaysia is a student of Industrial Engineering at the FH Aachen. The 25-year-old received a scholarship from the Government of Malaysia under the Public Service Department (JPA). During her studies, she has been supervised by JPA in Frankfurt and the German Society for International Cooperation (GIZ).

Ms Chong, how long have you been in Germany?
Since January 2011.

Where did you acquire your German language skills?
At the INTEC Education College in Malaysia during completing my A-level, for two and a half years.

Why did you decide to study in Germany?
Because I wanted to do a degree in engineering and also wanted to learn a foreign language. Besides, I got a scholarship from the JPA.

How does JPA support the Malaysian students?
JPA has its office in the Consulate General of Malaysia in Frankfurt. It takes care of scholars’ welfare and also monitors their academic performance. Besides that, JPA collaborates with another Government agency in Frankfurt called MARA and AZIM Jerman which is a students’ society. Together they organise a program for new students to give them orientation in terms of living and studying in Germany. Last year, I was invited to share my own experience on how to achieve good academic results in Germany.

JPA also appointed its partner institution, the German Society for International Cooperation (GIZ) to provide bridging courses for new students, internship seminars, and to arrange tutorials for weaker students.

Is an internship obligatory for the students?
Yes. For us at the FH, an internship is required.

Where have you completed your internship?
During my Bachelors I was with Bosch, working in project management purchasing for eBikes. And currently, I am writing my master thesis at B. Braun, in the Department of Global Marketing & Sales.

How did you manage to get an internship at B. Braun?
In September 2015, JPA organised a visit to the B. Braun plant in Melsungen. I participated and afterwards sent in my application. I am lucky to be selected to gain valuable experience from B. Braun.

What will you do after your studies?
As a JPA scholar, I am obliged to go back to my country and work either as a civil servant or to apply for a job at one of the Government-linked corporations. As for now, I leave all options open and I will decide once I receive a job offer.

 Malaysian students and representatives of JPA and MARA visiting B. Braun in Melsungen (Photo by JPA)
Duale Ausbildung in Malaysia nach deutschem Vorbild

von Uwe Fischer

Mit dem German Dual Vocational Training-Programm (GDVT) gibt es seit 2014 in Malaysia die Möglichkeit, eine zweigleisige Berufsausbildung nach deutschem Vorbild zu absolvieren. Gemeinsam mit deutschen und malaysischen Firmen sowie zweier Berufsschulen ist die AHK Malaysia, in Malaysia auch als Malaysian German Chamber of Commerce (MGCC) bekannt, federführend bei dem Projekt.


„Wie auch in Deutschland besteht das GDVT-Modell aus 75 % Praxis im Betrieb und 25 % Theorie in der Berufsschule“, erklärt Josef Tschoep von der AHK Malaysia. „Grundlage für die Ausbildung sind die entsprechenden deutschen Verordnungen und Rahmenlehrpläne, die mit den lokalen Gegebenheiten in Übereinstimmung gebracht werden. Gleiches gilt für die Zwischen- und Abschlussprüfungen.“


„Wir sind natürlich daran interessiert, alle Azubis nach ihrem Abschluss einzustellen“, sagt Wolfgang Laabs, Managing Director von DB Schenker. Zur Zeit seien vier Auszubildende in dem Unternehmen, zwei weitere sollen noch dazu kommen. „Ausbildung in Malaysia bedeutet ‘Training on the job‘. Dies begrenzt die Aufnahme von Wissen und Fähigkeiten auf jeweils Teilbereiche einer Firma. Dagegen bedeutet die Absolvierung einer qualifizierten praktischen UND theoretischen Ausbildung, dass alle wesentlichen Abteilungen des Unternehmens durchlaufen werden und somit die Aufnahme von Wissen und Fähigkeiten optimiert wird.“

Auch die Firma Mühlbauer gehört seit September 2016 zu den Betrieben, die sich am GDVT beteiligen. Schon in der Vergangenheit hatte sich das Unternehmen dafür eingesetzt, eine duale Ausbildung nach deutschem Vorbild in Malaysia zu etablieren. „Dies ist aber an den Regularien und Vorgaben der malaysischen Behörden gescheitert“, sagt Christian Wachtmeister, der bis 2011 die Geschicke des malaysischen Werks lenkte und nun wieder am Hauptsitz im bayrischen Roding tätig ist. Mühlbauer unterhält in
The German Dual Vocational Training Program (GDVT) is a new initiative introduced in Malaysia in 2014, providing the opportunity of completing a two-track vocational training following the German model. Together with German and Malaysian companies and two vocational schools, the Malaysian-German Chamber of Commerce (MGCC) is leading the project.

Currently, the GDVT offers training for Industrial Management, Logistic Operations Management and Mechatronics. The training takes three to three and a half years. Additional vocational training opportunities, for example in the field of electronics or precision mechanics are already in planning and will be implemented upon request.

“As in Germany, the GDVT consists of 75% practical experience at work and 25% theory at the vocational school,” Josef Tschoep from MGCC explains. “The basis for the training is determined by the corresponding German regulations and curricula, which are brought in accordance with local conditions. The same applies to the intermediate and final examinations”, he says.

The primary objective of the GDVT program is to train urgently needed qualified personnel in Malaysia. Accordingly, most training enterprises are offering an employment following the completion of training. Among the participating German companies in Malaysia are Infineon, BOSCH, TÜV Rheinland, B. Braun, Jowat, Mühlbauer and DB Schenker.

“Of course, we are interested in retaining all trainees after graduation,” says Wolfgang Laabs, Managing Director of DB Schenker. Currently, there are four trainees in the company, two more will be following. “Education in Malaysia means ‘training on the job’. This limits the uptake of knowledge and skills to specific sectors within a company. In contrast, the completion of a qualified practical AND theoretical training ensures that all relevant departments of the company will be included and thus the absorption of knowledge and skills is optimised.”

Since September 2016, the company Mühlbauer has also been participating in the GDVT. In the past, the company had tried in vain to establish a dual training in
Last, not least, the MGCC is serving as a coordinating organisation among the institutions involved, and at the same time is also responsible for quality assurance and certification of dual training on the German model acts.

The Malaysian government has recognised the importance of dual training, particularly in view of its ambitious goal to catch up to the highly developed industrial nations by 2020: in the 11th Malaysia Plan approved in 2015, it announced to make the “Malaysian Meister” the premium diploma level in vocational education.

The company has high expectations towards GDVT. “We are convinced that the dual vocational training which is the backbone and talent pool of the German economy will also help us to form committed and practically experienced staff in Malaysia,” Mr Wachtmeister says. “Our goal with this program is to train future professionals and managers at our facility in Melaka and we plan to employ all of them if they perform well.” A committed young Malaysian who has completed his studies in mechanical engineering in Germany has been hired as a training manager. In addition, trainees on higher levels will be sent to courses in Germany while trainers from Germany will give lectures on selected topics in Malaysia.

Important partners in the program are the two participating professional schools, the Skills Development Centre in Penang and the German-Malaysian Institute (GMI). The latter was founded 25 years ago aiming to provide practical training on machines and materials in collaboration with industry.

The feedback from trainees and companies is very positive: the trainees report that they feel more confident and independent with the responsibility handed over to them in the workplace. The trainers of the companies confirm this and see their trainees as an integral part of the team. “Schenker will continue to actively support this Dual Vocational Training in Malaysia with a focus on ‘Transport and Logistics Management’ in the coming years,” confirms Wolfgang Laabs.
19.-26. October 2016:
Malaysia at the K-Fair in Düsseldorf

The Malaysian plastics industry is one of the country’s most dynamic industries in the manufacturing sector. It also ranks among the most competitive in Asia. At the K-Fair in Düsseldorf, Malaysian producers will be presenting their products and services at the Malaysian pavilion in hall 8b H70.

Over the years, the Malaysian plastics industry has transformed from being manufacturers of low-end consumer products for import-substitutions, into manufacturers for high-end industrial applications and for the export-oriented sector. The countries’ plastics industry registered a total sales turnover of RM 24.77bn in 2015 with exports rising to RM12.96bn in 2015 compared to RM11.94bn in 2014—hence, an increase of 8.5%.

As for 2015, there were 1,837 plastic companies in operation, offering products ranging from common household items and packaging materials to parts and components for the electrical and electronics, automotive, office automation, computer and telecommunications and healthcare industries. The main manufacturing processes involved in the plastics industry are injection moulding, pipes and profiles extrusion and foam moulding.

The plastic industry can be divided into several sub-sectors. The packaging sub-sector is by far the largest accounting for 45% of total plastic consumption, followed by electronics (26%), automotive (10%) and the construction industry (8%).

Being one of Malaysia’s key industries, its continuous growth is to a large extent attributed to the availability of oil and rubber resources: Malaysia has the world’s 28th largest crude oil reserves. As for natural rubber, it is the third largest producer behind Thailand and Indonesia.

Equally important is Malaysia’s capability to make use of advanced materials, advanced technology and skills. This is especially relevant in the packaging sector as a reduction in weight will translate into lower production/transport costs and a lower carbon footprint. Accordingly, there is an increased demand for lighter and thinner yet stronger materials.

Malaysia’s plastic industry will be showcased at the K-Fair 2016 which is taking place from 16.-20. October in Düsseldorf, Germany. Under the patronage of MATRADE (Malaysia External Trade Development Corporation), 14 companies will present their products and services, many of them market leaders in their respective fields.

The Malaysian Pavilion can be found in hall 8b H70.
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Die Tiger des Südens

von Shamsudin Kirsch


Allerdings sind die Tage des Stadions als Heimstätte des Vereins gezählt: Schon bald soll ein neues futuristisches Stadion, das 40.000 bis 45.000 Plätze fassen soll, entstehen. Errichtet werden soll es auf einer aufgeschütteten Insel zwischen Johor Bahru und Singapur.


Das Fußballfeuer hat mittlerweile ganz Johor erfasst: Das blau-rote Trikot mit dem Tigerwappen ist überall zu sehen, der Verein in aller Munde. Ein weiterer Beleg für die Ambitionen ist die Stärke des Kaders. Das zeigt sich auch daran, dass innerhalb der malaysischen Nationalmannschaft zum großen Teil aus JDT-Spielern besteht.

Der Kronprinz denkt indes schon weiter, wie er den Dortmunder Trainern verrät: Er träumt davon, einen Spieler auszubilden, der es in einen europäischen Verein schafft. Vielleicht sogar zum BVB.
A revolution in Malaysia’s football is in full swing. Its center lies in the southern city of Johor Bahru, in the district of Larking, to be precise. This is the home of the Southern Tigers, or, as the club is officially known: Johor Darul Ta’zim, mostly abbreviated to Johor DT or JDT. The face of the “revolution” belongs to the crown prince of Johor, Tunku Ismail Idris, simply known as TMJ. It is him who pulls the strings, tirelessly pushing and professionalising the club. The know-how for the recent development of the young footballers, however, is an import from Germany. It comes from none other than Borussia Dortmund.

In the olden days, Larkin was known as the central intercity coach terminal of Johor Bahru. Nowadays it’s synonymous for the Tan Sri Dato Haji Hassan Yunos Stadium. It was built in 1964 with a capacity of 30,000 and last renovated in 2014. Today it is the stadium with the best atmosphere in Malaysia where the fans support their harimau selatan (Southern Tigers) with their famous chant “Johor luaskan kuasamu” (Expand your power, Johor). Since the beginning of the rebranding of the club—the so-called “revolution”—the Stadium has almost always been sold out and experiences days of glory again. The FIFA U-20 world cup 1997 was one of the highlights with Larkin being one of the venues. Japanese football fans remember Larkin as the place where they beat Iran with 3:2 in a legendary match, thus securing their spot for the World Cup 1998 in France.

However, the days of Larkin as the playing ground for JDT are numbered. Soon there will be a new futuristic stadium built which can fit 40,000 to 45,000 people. The proposed plans see the new stadium being built on a man-made island between Johor Bahru and Singapore.

This breathtaking development began in 2012 when the Crown Prince of Johor bought the local state football association and took over as its president. His first act: The merger of the two teams Johor FA and Johor FC and their rebranding into Johor DT (respectively Johor DT II in the second tier). The Crown Prince also brought in royal money. A five-year plan was developed, a talent program was put to life, international top players were hired and a new modern training ground was built.

Besides that, foreign know-how has been imported: In Summer 2015, JDT announced a partnership with Borussia Dortmund. The German club sent its coaches Matthias Schwesig, Marc Oliver Stricker and Alex Kuschmann to Johor to facilitate German football knowledge into the JDT youth division. On their initiative a school cooperation was initiated, as well as a U12 and a U15 next to the already existing U19 and U21 teams. According to Matthias Schwegesig it is desirable to have one team in every age group. It is not foreseeable how long it will take to achieve this. The development of a youth division is something that takes years and decades, says Schwegesig. That is why the cooperation between the BVB and the Southern Tigers has no defined final goal.

With its pro team, JDT already achieved some satisfying results. Being the Malaysian champion 2014, they qualified for the AFC Cup 2015 which is comparable with the UEFA Europa League and were able to win it right away. In the final on 31st of October 2015 against the Tajikian champion Istiklol the Argentinian Leandro Velazquez scored the only and decisive goal in the 23rd minute for Johor which gave the Southern Tigers the biggest success in the history of Malaysian club football. The state-wide joy was so big that the following day was declared a public holiday in Johor! Earlier, another football fest had taken place when they took on their cooperation partner Borussia Dortmund in July 2015 in a friendly on home soil in Larkin, which they not surprisingly lost 1:6. The game was even broadcasted live in Germany.

By now the football fever has taken over the whole state. The blue and red jersey with the tiger badge can be seen now everywhere. The Club is the talk of the state. Another testament to TMJ’s ambition is the strength of the roster, which bit by bit has been filled up with Malaysian international so that a big part of the Malaysian national team consist of southern tigers.

Meanwhile, the Crown Prince is thinking ahead, as he revealed to the Dortmund coaches: He dreams of forming a player who is able to join a European club. Maybe even the BVB.
Malaysia Club Berlin

Malaysia Club Berlin was founded in 2002. Currently it has some 120 members consisting of Malaysians and friends of Malaysia. Dato’ Zulkifli Adnan, the Ambassador of Malaysia, is the patron of the Club. The current president is Ms. Ita Helmuth. The Club organises various programmes such as cultural performances, sports and outdoor activities, events to promote Malaysian cuisine, as well as celebrating Hari Raya Aidil Fitri, Chinese New Year, Deepavali and other holidays.


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Malaysian Club Deutschland e.V. (MCD) was founded and registered in June 1997, and is open to all friends of Malaysia, currently with approximately 200 members. Activities include celebrations of all important Malaysian festivals, regular “Stammtische”, get-togethers, bi-annual participation in Frankfurt City’s Parade of Cultures and the Annual Gala/Ball held at 5-star hotels and other adhoc events. For the last 10 years, MCD has flown in Dato’ Chef Ismail Ahmad (MCD Ambassador in Malaysia) for their events. Consul General Mdm Adina Kamaruddin is the current Patron and Ms Rosita Rahaman-Heilek the President.

MCD members during Hari Raya celebration, 2016
Der Malaysian Club Deutschland e.V. (MCD) wurde
gegründet und registriert im Juni 1997 in Frankfurt und ist
offen für alle Freunde von Malaysia. Derzeit hat er rund
200 Mitgliedern. Zu den Aktivitäten gehören regelmäßige
gemeinsame Feiern an allen wichtigen malaysischen Feiertagen,

Malaysia Club Bayern e.V.
Der Malaysia Club Bayern e.V. wurde 1998 in München

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Mari Bersama Cultural Club was founded in Hamburg in August 1994. Most of its members originate mainly from Malaysia or Singapore, many of whom are married to Germans. The four most important festivals of the various races and religions in Malaysia and Singapore—Hari Raya for the Malays/Muslims, Chinese New Year for the Chinese, Deepavali for the Indians/Hindus and Christmas for the Christians/Eurasians—are being celebrated together. Other activities include Dance and Cooking courses, weekend getaways, BBQs and games in Hamburg’s Stadtpark. Members are kept updated and informed by a newsletter three times a year. The current president is Peter Lopez.


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Malaysia Club Baden-Württemberg

The Malaysia Club Baden-Württemberg e.V. (MCBW), was founded in 2005.

Der Malaysia Club Baden-Württemberg e.V. (MCBW), wurde 2005 gegründet.

www.malaysia-club.de

Deutsch-Malaysische Gesellschaft

The German-Malaysian Society (Deutsch-Malaysische Gesellschaft e.V. = DtMG) was founded in 1992 by employees of German companies and institutions who had lived and worked in Malaysia. One of the flagship activities is the “DtMG Award for Outstanding Contributions to Increasing Mutual Cultural Understanding between Germany and Malaysia”. The previous 10 award recipients from the fields of academia, business, politics, culture and the media were selected with regard to their outstanding contributions in their particular fields of expertise.

Die deutsch-malaysische Gesellschaft (Deutsch-Malaysische Gesellschaft e.V. = DtMG) wurde 1992 von Mitarbeitern deutscher Unternehmen und Institutionen gegründet, die in Malaysia gelebt und gearbeitet haben. Eine der Flaggschiff-Aktivitäten ist der “DtMG Award für herausragende Beiträge zur Verbesserung des gegenseitigen kulturellen Verständnisses zwischen Deutschland und Malaysia”. Die bisherigen 10 Preisträger aus den Bereichen Wissenschaft, Wirtschaft, Politik, Kultur und Medien wurden mit Blick auf ihre herausragenden Beiträge in ihren jeweiligen Fachgebieten ausgewählt.

Deutsch-Malaysische Gesellschaft e.V. (DTMG)
Dr. Dato’ Achim Georg Deja, TIMA International
Auf dem Reeg 21
54343 Wachtberg
www.dtmg-ev.de

German Malaysian Round Table (GMRT)

German Malaysian Round Table (GMRT) was launched in 2014 in Frankfurt and is a privately organised platform to exchange specific information on trade, investment, and related matters. Currently, it has chapters in Frankfurt, Düsseldorf, Munich, Stuttgart, Hamburg, Berlin and Vienna. Every chapter organises its own event, specialising on the needs of its region.


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www.malaysia-club.de
Following the founding of Malaysia in 1963, Switzerland and Malaysia established diplomatic relations. Since then, the two countries have been maintaining good bilateral ties. Malaysian citizens are exempt from the Swiss visa requirements, which in the Southeast Asian region otherwise applies only for Singaporeans. Researchers and artists from Malaysia can apply for federal excellence scholarships at the State Secretariat for Education, Research and Innovation (SBFI). Malaysia has an embassy in Bern, a Consulate General in Geneva as well as consulates in Basel and Zurich. Contacts between the nations on the private level are fostered mainly by Malaysian clubs in Switzerland.

Malaysian Association of Geneva

The Malaysian Association of Geneva Malaysian Association of Geneva (MAG) was launched in 2002 and currently has over 200 members. Main activities include organizing cultural, educational and social activities for its members; helping to facilitate the adaptation of newly-arrived Malaysians to their new environment; and disseminating information of particular interest to members including news from Malaysia.

Malaysian Swiss Association

The Malaysian Swiss Association was founded in 1991. Since then, MSA has grown into an association of more than 100 families and is still growing.

The association came to fruition with the aim of providing a venue for Malaysians and their Swiss spouses to come together to promote and celebrate their unique multicultural diversity, to nurture old friendships and cultivate new ones.
Activities include celebrations such as Hari Raya, Chinese New Year and Diwali as well as annual sporting events such as a marathon, hiking, ski weekend, bowling, badminton and cycling. Their core event, the Annual Merdeka Party, usually has an attendance of approximately 200 guests.

Malaysian Swiss Association
sec@m-s-a.ch
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Persatuan Anak-Anak Melayu

The Zurich-based Persatuan Anak-Anak Melayu (PAM) is an organisation mainly for Malays from Malaysia and Indonesian. The objective of the society is to instill and preserve the traditions and customs among the Malays in Switzerland and promoting it to the local community.

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Interview with the General Consul of Malaysia

In August 2014, Adina Kamarudin has taken up her duties as the Malaysian Consul General in Germany. With MALAYSIA INSIGHTS she spoke about her current work and upcoming projects.

Mrs Adina, 2016 so far was a busy year for you. What were the main activities and projects?
Yes, I have been very busy, not only me but everyone at the Consulate of Malaysia. Operationally, we are still working together to foster closer collaboration with our Government Agencies which also have their offices here in Frankfurt. We also work hard to enhance the public delivery system for consulate matters, making sure our service is efficient and serves the need of our clients and stakeholders.

On the promotional side, there is the ASEAN Community which has been declared in Kuala Lumpur in 2015 which is continuing to be high on our agenda. For example, in Frankfurt, we had a very successful seminar on ASEAN investment in April 2016. This was organised by MIDA, BOI Thailand and the Embassy of the Socialist Republic of Vietnam. It was also supported by OAV, World Trade Institute, EU-ASEAN Business Council and IHK Frankfurt.

With so many collaborators involved I guess your network must be growing steadily...
Yes. While I continue to engage with the Malaysian community in Germany as well as with the business community, at the same time I collaborate with the agencies of the Federal State Ministries in Germany. We work closely on issues like safety and security, for example. We have about 1,000 Malaysian students and in Germany and we want to ensure they are safe and secure while they are abroad.

You are also the patron of the Malaysian Club Germany MCD. With all your Consular work that keeps you busy, are you still actively involved with the MCD?
I would say so. A few months ago, we organised the Malaysian participation at the "Parade of Cultures" together and promoted the state of Perak as well. In October 2016, our Consulate, the MCD and the Ladies’ Association of the Consulate General will be collaborating with the Mariott Hotel again for a food promotion of three days at the side lines of the Frankfurt book fair. We are flying in Tourism Advisor Dato’ Chef Ismail Ahmad for the Promo. Malaysia will also be featured at the Gourment Gallery at the book fair when he is promoting Malaysian Heritage Recipe and his book.

Mrs Adina, thank you for the interview.
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MATRADE is Malaysia’s national external trade promotion agency and is a non-profit organisation.

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