



17<sup>th</sup> July 2023

**Yang Berhormat Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz**

Minister of Investment, Trade and Industry  
Office of the Minister of Investment, Trade and Industry  
Level 30, MITI Tower  
No. 7, Jalan Sultan Haji Ahmad Shah  
50480 Kuala Lumpur

*Anged, file  
mencang  
17/7*

Dear YB Senator,

**EU-ASEAN Business Council Business Mission to Malaysia, 11<sup>th</sup> - 13<sup>th</sup> September 2023**

On behalf of the EU-ASEAN Business Council (EU-ABC), it is with great pleasure to inform YB Senator that the Council will be leading a business mission to Malaysia this coming September.

As YB Senator may be aware, the EU-ABC plays the role as the primary and sole voice for European businesses across the ASEAN region. The Council is recognised by both the European Commission and the ASEAN Secretariat and is an accredited ASEAN entity under Annex 2 of the ASEAN Charter.

Our membership consists of large European MNCs and nine (9) European Chambers of Commerce in the ASEAN region including EuroCham Malaysia which has been established since 1993 as a chamber of chambers by several European Union chambers of commerce in Malaysia. Thus, the EU-ABC is a holistic representation of European industries present in the region – covering sectors from financial services, sustainable finance, manufacturing, health as well as the digital economy. Our membership directory is as per attached.

**i. Request for Meeting**

As Malaysia is recovering from the recent pandemic and dealing with the current global economic uncertainty, it is more important than ever for EU companies to engage on trade and investment prospects in Malaysia.

To help facilitate this, the EU-ABC is humbly requesting a meeting between YB Senator and the EU-ABC's visiting delegation during our business mission in September.

Since our establishment in 2014, the EU-ABC has regularly undertaken business missions across the region. In our most recent mission to Malaysia last year, our delegation had the pleasure to engage in constructive dialogue with key government ministries and agencies, including your Ministry. The delegation looks forward to once again having the opportunity to have a dialogue with a view to further strengthening their presence in Malaysia.

**ii. Productive and Constructive Dialogue with Delegates**

During our business mission, the EU-ABC members are interested in discussing matters of mutual interest including the Ministry's short and medium-term plans as well as insight on:

- Ministry's policy priorities
- Progress on the EU-Malaysia Free Trade Agreement
- National Industrial Master Plan

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- ASEAN Integration – Updates on the upgrade of the ASEAN Trade in Goods Agreement (ATIGA) and the proposed ASEAN Digital Economy Framework Agreement (DEFA)
- Development in the EV Industry
- Development in the aerospace sectors including MRO
- Promotion of digital and green technology
- Malaysia as a regional hub

And, more importantly, we hope to discuss areas on which our delegates can contribute and support the various initiatives of the Ministry. The EU-ABC will also work with your Ministry to liaise on the agenda and discussion items for our meeting session.

Malaysia has always been a country of great significance to European businesses in the ASEAN region – evident from the longstanding relationship the country holds with most of our members. We strongly believe that this engagement can further develop the relationships between our members and Malaysia, and contribute to aiding Malaysia's path to restoring trade and investment as it recovers from the economic impacts of the pandemic.

Our Council looks forward to the opportunity to pay a courtesy call to YB Senator during our mission from **11<sup>th</sup> to 13<sup>th</sup> September 2023, at a date and time that is most convenient for you.**

Our secretariat in Kuala Lumpur, Mr. Yap Teck Seng (teckseng.yap@arocaconsulting.com; +6017 658 7396) will coordinate with your office to arrange for the meeting and address your queries accordingly.

We thank you in advance and very much look forward to seeing you during our mission.

Yours sincerely,

A stylized signature consisting of a long vertical line and a series of horizontal strokes.

Chairman  
EU-ASEAN Business Council

A cursive signature with a large initial 'C' and a long horizontal stroke.

Chairman  
EuroCham Malaysia

CC:

- YBhg. Datuk Seri Isham Ishak, Secretary General, Ministry of Investment, Trade and Industry
- Chris Humphrey - Executive Director, EU-ASEAN Business Council (Chris.humphrey@eu-asean.eu)
- Sven Schneider - CEO, EuroCham Malaysia (Sven@eurocham.my)