



## 11<sup>th</sup> Asia-Pacific Weeks Berlin

May 23 - June 3, 2016  
Asia-Europe Innovation Dialogue



EMBASSY OF MALAYSIA, BERLIN



The Embassy of Malaysia and the Malaysian Investment Development Authority invite you to a seminar

### **“Starting Business in Malaysia: What Can One Expect?”**

1200-1330h  
24 May 2016  
Auditorium 1

European School of Management Technology  
Schloßpl. 1, 10178 Berlin.

#### **Background**

Malaysia, ideally located in the centre of Asia-Pacific’s strategic maritime trading route, offers myriad of opportunities for trade and investment. With the beginning of the ASEAN Community in 2016, the opportunities and benefits offered are expected to expand even further. Political stability, economic competitiveness, good connectivity and ease of doing business make Malaysia an ideal place to conduct business in the region.

The Seminar will attempt to answer some of the following questions:

- What kind of promises / potentials does Malaysia carry?
- Where does Malaysia see itself in terms of development of high technology / value-added economic sectors in the next 10 years?
- What kind of benefits / investment incentives does the Malaysian Government offer to businesses that are setting up operations in Malaysia?
- What can foreign small businesses / startups expect from Malaysia?



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### Programme

- 1145h      Arrival of participants
- 1200h      Welcoming remarks by H.E. Dato' Zulkifli Adnan, Ambassador of Malaysia to the Federal Republic of Germany
- 1210h      “Starting Business in Malaysia—Benefits and Incentives” by Mr. S. Siva, Director, Malaysian Investment Development Authority (MIDA)
- 1240h      “Starting Business in Malaysia—The Perspective of a German Company” by Dr. Ulrich Meyer, Vice President (Operations Worldwide), Atotech Deutsch GmbH
- 1310h      Questions and Answers
- 1320h      Refreshments

(Language: English)

### Registration

Registration is free of charge. Please register for the event by following the URL below:

<http://www.apwplatform.de/>

We look forward to seeing you at the event!