

# Newsletter of the Consulate General of Malaysia in Frankfurt am Main



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## ASEAN Chairmanship 2015



The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the Founding Fathers of ASEAN, namely Indonesia, Malaysia, Philippines, Singapore and Thailand. The association was joined by Brunei Darussalam on 7 January 1984, Viet Nam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999, making up what is today the ten Member States of ASEAN.

Malaysia is the Chair of ASEAN for 2015 and the theme of the ASEAN Chairmanship is "Our People, Our Community, Our Vision."

## ASEAN Networking Initiative



The Consulate of Malaysia hosted a luncheon, ASEAN Networking Lunch on 26 February 2014 at Makan e.V, a Malaysian food club. The purpose of the lunch was to raise Malaysia's profile as the ASEAN Chairman this year and to start a networking group among ASEAN countries in Frankfurt.

In her welcoming remarks, the Consul General Adina Kamarudin highlighted the importance of Malaysia's Chairmanship this year which would include the emergence of the ASEAN Community under which member countries will become more closely linked in terms of economy, political security and socio-cultural pillars. The ASEAN community building will be formally realized on 31 December 2015. In addition she informed that the ASEAN Economic Community, with its aim to create a single market and production base, is scheduled to be rolled out at the end of the year



The guest of honor was Datuk Dr. Wong Lai Sum, the CEO of MATRADE, Malaysia. The initiative was very much welcomed by ASEAN Consulates and establishments in Frankfurt, as well as the business community.

## Farewell Dear Ambassador!

On 1<sup>st</sup> February 2015, His Excellency Datoq Salman Ahmad, the Ambassador of Malaysia to the Republic of Germany officially retired at the age of 60. His Excellency, a distinguished diplomat from the Ministry of Foreign Affairs, Malaysia, served the Government of Malaysia for 36

years. He served in various countries; among them were India, Thailand, Brunei Darussalam, the Czech Republic and Australia.

During his farewell, Mr. S. Siva, Consul for Investment, Frankfurt gave a speech on behalf of the Consulate General in Frankfurt, thanking him

for his leadership and guidance during his Ambassadorship.



## Ambiente Trade Fair Frankfurt

Ambiente is a trade fair on consumer goods in production for living and dining areas as well as gifts and souvenirs. This year's Ambiente in Frankfurt took place from 13.02.2015 - 17.02.2015 and included a Malaysian pavilion, organized by Kraftangan Malaysia. During the week, Consul General Adina Kamarudin hosted lunch for the Malaysian exhibitors and visited the Malaysian pavilion. A total of 9 companies participated. Among the products were textile (Songket and artisan batik), pewter and gifts.



## German Malaysian Round Table



The German Malaysian Round Table is a platform for companies, their shareholders, managers and employees, for service companies and consultants, representatives of government and associations as well as representatives from the areas of science and research with ties to Malaysia or with an interest to establish such relations.

The Consulate General of Malaysia hosted a session on 26 February 2015. The event was filled with an interesting lecture by Mr. Christian Krautkrämer from Bericap Holding on the topic of establishing production sites





in Malaysia and guests had the unique opportunity to learn more during the questions and answers session. Bericap has set up a plant in Johor, Malaysia. In addition, a Malaysian company, the Iskandar Investment, also took part in the event to highlight its property development projects in the Iskandar region in Johor.

Another event took place on 11 March 2015. Trade Consul Mr. Jai Shankar gave a presentation on business and trade opportunities in Malaysia and ASEAN.

### Chinese New Year Celebration

This year's Chinese New Year Celebration took place on 28 February 2015. CG Adina Kamarudin attended the celebration, which was organized by the Malaysia Club Deutschland at %Goldener Wok+in Hoechst, Frankfurt.



### Condolences for Germanwings flight 4U9525

The Germanwings flight 4U9525 crashed on 24 March 2015 in Southern France on the way from Barcelona to Dusseldorf. All 150 on board perished in the crash, amongst them 72 German nationals.

Mr. Abdul Rahman Adun, Consul from the Consulate of Malaysia in Frankfurt, signed the condolence book on 26 March 2015 in Dusseldorf. The Government of Malaysia extends its sincere condolences and prays that the families of the victims are granted with fortitude to face the difficult time.



### Malaysian Tourism at ITB Berlin

ITB Berlin, held from 04 to 08 March 2015, is the world's leading travel trade show connecting tourism buyers with destinations from around the globe. This year, some 100,000 visitors and over 10,000 exhibitors from 190 countries attended the show, presenting their travel experiences and reflecting how intensely competitive the global travel industry is today. Tourism Frankfurt took part in the event in Berlin.



- **Taxi Launch**

Launched during the ITB week, 200 taxis are now promoting Malaysia as a tourist destination, and the Malaysia Year of Festivals (MyFest) 2015 tourism campaign. Secretary-General of the Ministry of Tourism and Culture, Datuk Dr Ong Hong Peng, launched the taxi wrap campaign at the Berlin City Cube on 4 March.



- **Press Conference Tourism Malaysia**

A press conference followed the taxi launch. It was attended by 60 journalists and turned out to be a great success for Malaysia.



- **GoAsean Press Conference**

As the Chair of ASEAN in 2015, Malaysia is spearheading the GOASEAN initiative to promote travel and spur economic growth within the region. GOASEAN is an ASEAN-focused travel initiative to promote ASEAN as a single tourism destination, featuring key areas such as community-based tourism, culture, heritage, entertainment and business.

The GoAsean press conference at the ITB fair was also very well attended with international journalists, 17 national journalists and other interested visitors.



- **Chef Norman Musa's VisitKL European Tour**

Another highlight was the cooking session with award winning, Malaysian-born, London-based chef Norman Musa. Tour operators, travel agents and journalists joined in and cooked delicious, mouth-watering traditional Malaysian dishes under the guidance of Chef Musa.



- **Three awards for Malaysia**

As a cherry on top the very prestigious tourism trade, Malaysia received three awards. It took home the first prize in the print category of the Golden City Gate Awards for its advertisement that featured the country's age-old wayang kulit theatre tradition.

Tourism Malaysia also won the Most Innovative Chapter Award by Pacific Asia Travel Association (PATA) for its initiatives, leadership and commitment to community practices in sustainability, technology, connectivity, and education. The third award Tourism Malaysia received was the second place as best Asian Tourism Board by Go Asia.

## International Women’s Day in Frankfurt



The Consul General attended the International Women’s Day luncheon organized by the International Women’s Club of Frankfurt on 10 March 2015. During the luncheon a special award called the Elisabeth Norgall award was presented to Ms. Jasmina Prpic. A lawyer, she left Bosnia during the war and took refuge in Germany. She later studied German and law in Freiburg and established an NGO called Women Lawyers without Borders.



## 12th Annual General Meeting of Malaysia German Students' Society



The Consul General and the Consuls for JPA and MARA attended the 12th German Students’ Society in March 2015 at Serai Restaurant, a Malaysian restaurant in Heidelberg. The gathering was filled with interesting conversations and traditional Malaysian food.

The CG also took the opportunity to applaud members of their effort in the past year. During the evening, the CG engaged with members for informal discussions on latest developments in Malaysia.

## Year of Festivals 2015



The promotion of Malaysia with this year’s campaign ‘Year of Festivals’ and ‘Endless Celebrations’ continues, pointing out the many colorful and traditional events of the popular travel destination. The current campaign has set its goal to increase the number of visitors to 35 Million by the year 2020 . in accordance with the ‘Malaysia Tourism Transformation Plan (MTTP) 2020’. Some 29.4 Million people are expected at MyFEST2015 which will further promote the tourism sector and ensure that the Malaysian tourism industry remains strong.

## ASEAN International Films Festival and Awards (AIFFA)

April 2015 - Kuching

The ASEAN International Films Festival and Awards is a festival that aims to promote films and film locations in ASEAN. Industry players will promote the results of their films to ASEAN buyers. Seminars will also be held for the benefit of the regional film industry, culminating with a Gala Dinner will be held for the award ceremony.



## Borneo Jazz Festival

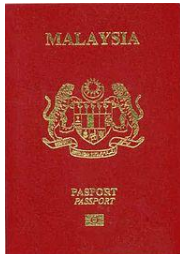
May 2015 - Park City Everly Hotel, Miri



Photos courtesy of Tourism Malaysia

Borneo Jazz Festival was introduced in 2006 at ParkCity Everly Hotel, Miri. It is a festival awaited by fans of jazz music and promotes Miri as a tourist destination. Adjacent to Brunei Darussalam, the event attracts many visitors from Brunei to stay longer in Miri. This event is part of Sarawak's efforts in the conservation and preservation of the natural environment through the music world with the main objective of attracting foreign tourists to the state to enjoy its natural beauty, culture and unique tourism products.

## Travel alert

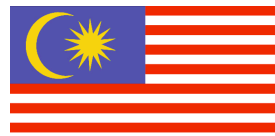


### To all travelers: Please be advised!

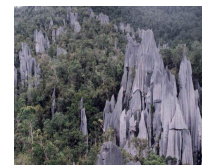
There have been many incidents lately of travel documents reported stolen. Please take special care when in public places. Do not leave luggage or bags unattended and be on the lookout for pickpocketing.

If you do fall victim and your travel documents are stolen, please contact the Consulate General at [consular@malcg.de](mailto:consular@malcg.de). We will assist in obtaining a new passport.

## Trivia on Malaysia



- 1) Who designed the Malaysian flag and when?
- 2) What is the name of the largest cave chamber in the world, which can easily accommodate a Boeing 747.
- 3) How many ports are there in Malaysia?





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