



# E-NEWS



Embassy of Malaysia in Santiago, Chile Newsletter

Oct - Dec 2015

First Edition

## The Presentation of Credentials of Ambassador of Malaysia to the Republic of Chile, 13 Oct 2015

His Excellency (H.E.) Ambassador Dato' Dr. Mohamad Rameez bin Yahaya presented his Credentials to H.E Michelle Bachelet, the President of the Republic of Chile at the La Moneda, Presidential Palace on Tuesday, 13 October 2015. H.E. Heraldo Muñoz, Minister of Foreign Affairs was also present at the ceremony. Ambassador Rameez was accompanied by his wife, Datin Noor Zulaikha Nangaie; Mr. Azizul Zekri Abd Rahim, the Second Secretary; and Mr. Awaluddin Mohd Nasir, the Third Secretary of the Embassy of Malaysia in Santiago, Chile.

There were 4 resident Ambassadors (Canada, German, Portugal and Malaysia) and 2 non resident ambassadors (Estonia and Ethiopia) presented their credentials to H.E Michelle Bachelet (President of the Republic of Chile)

The President expressed her satisfaction with the excellent state of bilateral relations between Malaysia and the Republic of Chile. She also reiterated her Government commitment to further enhance cooperation with Malaysia.



H.E. Dato' Dr. Mohamad Rameez Yahaya presented Letters of Credentials to H.E Michelle Bachelet, the President of the Republic of Chile

Ambassador Rameez took the opportunity to extend Duli Yang Maha Mulia Seri Paduka Baginda Yang di-Pertuan Agong and YAB Prime Minister's gratitude and appreciation to the President and the people of the Republic of Chile for Chile's continuous commitment in strengthening bilateral relations between both nations. Ambassador Rameez further briefed the President on the current bilateral developments between Malaysia and the Republic of Chile



H.E. Dato' Dr. Mohamad Rameez Yahaya accompanied by his wife, Datin Noor Zulaikha Nangaie

### Info

- His Excellency Dato' Dr. Mohamad Rameez Yahaya, Ambassador of Malaysia to the Republic of Chile, concurrently accredited to the Republic of Ecuador.

# Building Material Construction Expo in Chile 21 till 24 October 2015

Building Material Construction Expo in Chile held from 21 till 24 October 2015. More than 350 companies participating including the Embassy of Malaysia via its Matrade Office in Chile.



Malaysia's Booth



Heavy Vehicles from All Over the World

# World Championship Endurance Cup 2015 for Juniors and Young Riders Category, 23 Oct 2015



A Group Photo with the Malaysian Crew



The Malaysian Team

World Championship Endurance Cup 2015 for Juniors and Young Riders Category held at Santa Domingo, Chile for 120 km endurance on Friday, 23 October 2015. Malaysia is one of the 11 teams participating in this world event held once in every two years. There will be 120 participants from all over the world consisting of 37 nations. Malaysia is being represented by four (4) participants. The last time Malaysia entered the championship in 2013 held in France, they got fourth place. The participants are Muhammad Ziyad, Ahmad Faizal, Mohd Adhwa and Tengku Sharafuddin Abu Bakar of Perlis.

H.E. Dato' Dr. Rameez, Ambassador of Malaysia to Chile went to Santa Domingo to give his moral support to the Malaysian team and hoped that Malaysia will come better than two years ago (4th place in Paris, France). Viva Malasia!

## MTCP Alumni 2015, 27 Oct 2015

The Malaysian Technical Cooperation Programme or better known as MTCP Alumni Networking Event was held on Tuesday, 27 October 2015 at the Embassy of Malaysia in Santiago. More than 50 people including the MTCP alumni participants attended the said event which saw Dr. Rameez welcomed guests, and officiated the establishment of the first MTCP Alumni Committee in Chile. It also saw Mr. Thomas Garcia Huidobro, the first MTCP participant from Chile back then in 1997, being elected as the President of the Committee with Dr. Rameez as the Patron of the Committee.

### LIST OF CHILE MTCP ALUMNI COMMITTEE FOR THE YEAR 2015

NO.	NAME	POSITION	ADMISSION YEAR
1.	Dato' Dr. Mohamad Rameez bin Yahaya	Patron	-
2.	Mr. Tomas Garcia Huidobro	President	1997
3.	Mr. Jose Patricio Hupe Garcia	Vice President	1998
4.	Mrs. Marlene Dumont	Secretary	2006
5.	Mrs. Jacqueline Quezada	Treasurer	2006
6.	Mr. Jose Luis	Committee Member	2007
7.	Mr. Sergio Parot	Committee Member	2008



Remarks by H.E. Dato' Dr. Mohamad Rameez Yahaya, Ambassador of Malaysia



Photo Session with MTCP Alumni in Santiago, Chile 2015

### In This Event

- To forge a strong network of MTCP alumni in Chile.
- To exchange experiences and knowledge about Malaysia.
- To promote Malaysia to Chileans.

# 5th Plenary Meeting of the OECD Initiative for Policy Dialogue on GVCS, Production Transformation & Development, 5 - 6 Nov 2015

Represented by Mr. Kamarul Hafidzan Kamaruddin, from the Strategic Planning Division, Ministry of International Trade and Industry Malaysia (MITI) on the 5th Plenary Meeting of the Organisation of Economic Cooperation and Development (OECD) Initiative for Policy Dialogue on Global Value Chains, Production Transformation and Development from 5-6 November 2015 held at Intercontinental Santiago, Vitacura, Santiago Chile



H.E. Dato' Dr. M Rameez with Mr. Kamarul Hafidzan, from MITI



Presentation by Malaysia



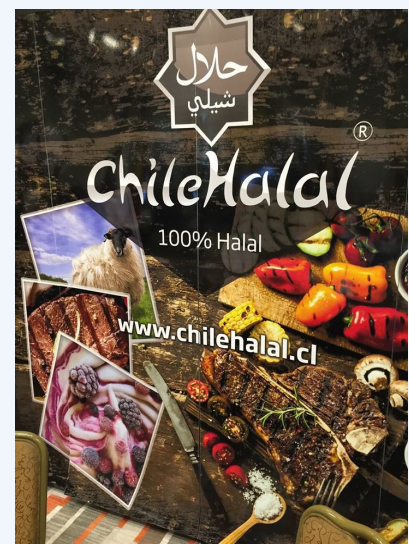
H.E. Dato' Dr. Mohamad Rameez Yahaya with Malaysian Exhibitors

## 4th Edition Halal Expo Latino America 16 Nov 2015

4th Edition Halal Expo LatinoAmericana, Santiago Chile on Monday, 16 November 2015 at the Intercontinental Santiago, Chile. More than 20 Exhibitors coming from Malaysia, Indonesia, Saudi Arabia, Morrocco, Ecuador, Colombia, Argentina, and Chile participated in this year event. Associate Professor Hajah Mariam Abdul Latif, Head of Food Safety and Quality Unit from University of Malaysia Sabah also participated in this exhibition as a panel and speaker on halal issues.



Attending the 4th Edition LatinAmericano Dinner Reception hosted by ChileHalal



ChileHalal Poster



H.E. Dato' Dr. Mohamad Rameez Yahaya with CODELCO 's CFO



Before Departure for the Mining Site

## Study Visit to Copper Mining, 26 Nov 2015

A study visit to the El Teniente Copper Mine located at Maitenes (East Santiago) was held on Thursday, 26 November 2015. The mine is owned by CODELCO, a Chilean State Owned company which generates USD16 billion a year for its copper output. The mine started its operation since 1905 and expected to still produce copper for another 50 years.

The El Teniente Mine which is the largest subterranean mine with a depth of one kilometer produces output of copper in the amount of 480,000 tonnes per year and it produces 30-40% of CODELCO total copper exports. The mine also employs 10,000 people in which most of them are Chileans. Currently, CODELCO export 65% of it's output to China, Taiwan, South Korea and Malaysia. The price of copper currently is USD2.05 per tonne.

The purpose of the visit was to get the tech know how on how copper is being extracted from its raw form and to assist CODELCO that currently finding suppliers and business partners in Malaysia that could assist in providing materials to extract Copper from its raw form.



Briefing by CODELCO at the Subterranean



From left : Charge d'Affaires of Thailand, Charge d'Affaires of the Philippines, Ambassador of Malaysia, Ambassador of Indonesia and Ambassador of Vietnam

## Breakfast Gathering Among ASEAN Heads of Mission

Breakfast meeting held among ASEAN Heads of Mission in Santiago, Chile from 10.30 a.m. till 12.00 p.m. on Monday, 30 November 2015 at the Embassy of Malaysia. Ambassadors from Vietnam, Indonesia and Malaysia, while Charge d' Affaires from Thailand and the Philippines attended and deliberated among others the re-activation of the ASEAN community in Santiago as well as to do ASEAN activities in Santiago once a month. It was also decided that the chair rotation in Santiago for ASEAN community will be for a period of 4 months each, and Malaysia will be the first chair for the first 4 months commencing 30 November 2015. An ASEAN community in Santiago Facebook will also be created to portray ASEAN community activities in Chile to the public.



Remarks by H.E. Dato' Dr. Mohamad Rameez Yahaya, Ambassador of Malaysia



Presentation by Participant

## ASEAN Luncheon Talk, 30 Nov 2015

ASEAN Luncheon Talk in Santiago 2015 was held at the Embassy of Malaysia on Monday, 30 November 2015. The said talk was organised and hosted by the Embassy of Malaysia in Santiago, Chile. More than 30 people attended the said event which was to expose ASEAN to those in Chile. The event was officiated by Dr. Rameez, Ambassador of Malaysia in Chile by his welcoming remarks to the attendees. In his welcoming speech Dr. Rameez spoke of the need that ASEAN with a land of 4.4 million square km and 630 million people and nominal GDP of more than USD 2.6 trillion can enhance further its posture to become the largest economy in the world. He also reiterated that under the chairmanship of Malaysia in 2015 has put in place the best mechanism to further strengthen the relation between ASEAN and Latin America across the Pacific Ocean. The representative of Indonesia spoke of the need to further enhance knowledge of ASEAN to those in Chile and to make use of social media in educating people about ASEAN. The representative from Thailand spoke on the need for more connectivity between ASEAN and Latin America nations. The representative from the Philippines spoke on the history of ASEAN. The representative from Vietnam spoke on the economic importance of ASEAN to the world. Mr. Azizul from Malaysia spoke on the concept of new ASEAN with emphasis of the creation of the ASEAN community. The last presenter Professor Manfred Wilhelmy from the Universidad de Chile spoke on the need to expose ASEAN to countries and its activism in Latin America, especially in Chile. He also mentioned that the development agenda in Chile like poverty reduction, unemployment and climate change are common with also member states of ASEAN. Also spoke about the need for the

## “To Know Malaysia Is To Love Malaysia” 2 Dec 2015

“To Know Malaysia is to Love Malaysia” programme was held on Wednesday, 2 December 2015 at the Embassy of Malaysia. The programme was organized by the Embassy of Malaysia in collaboration with Tourism Malaysia, New York. The purpose of the event was to promote Malaysia to the Chilean travel agents. 40 travel agents have been invited to the event.

Dr. Rameez began his remarks by explaining the background on Malaysia and its society. Dr. Rameez also highlighted the audience on the tourist attractions in Malaysia. He further updated the audience on the development of tourism industries in Malaysia as well as the advantages of choosing Malaysia as gateway destination. The programme continued with video presentation and Q & A session. Most of the attendees were excited to learn about Malaysia and they also enjoyed the programme and interested to visit Malaysia as well as to promote Malaysia as tourist attraction for Chilean.



Remarks by H.E. Dato' Dr. Mohamad Rameez Yahaya,  
Ambassador of Malaysia



Presentation of Gifts

## Get Together Among Malaysian in Santiago, Chile 5 Dec 2015

The *Program Mendampingi Rakyat Malaysia (PMRM)* was held at the official residence of the Ambassador of Malaysia to the Republic of Chile on Saturday, 5 December 2015. 40 Malaysians including their families attended the programme. The Malaysian Community Committee in Santiago and its facebook were also established during the said event. At the same time, the Embassy also updated the registrar for Malaysian citizen in Chile i.e. contact list for ease of communication during calamities.



Remarks by Dato' Dr. Mohamad Rameez Yahaya



Malaysians in Santiago, Chile

### In This Event

- Will assist in Exchanges of Ideas and Information Pertaining Current Issues in Malaysia.
- Meet up with Malaysians.

## ***Bahasa Malaysia* Class for Locally Recruited Staff, 11 Dec 2015**

The *Bahasa Malaysia* Class Locally Recruited Staff of the Embassy of Malaysia in Santiago, Chile was held on Friday, 11 December 2015. The purpose of the program was to expose the LRS to the official language of Malaysia. The said *Bahasa Malaysia* class will be held every Friday after office hours.



Students From Left : Mr. Rafael, Ms. Maricela, Mr. Erick, Mr. Carlos, Ms. Deisy and Mr. Eduardo



Introduction to Malay Language

# Information

## TPPA in national interest: ISIS study

3 DECEMBER 2015 @ 12:39 PM  
BY RUPA DAMODARAN

KUALA LUMPUR: The Institute of Strategic and International Studies (ISIS) Malaysia has concluded that Malaysia's participation in the Trans Pacific Partnership Agreement (TPPA) is in its national interest.

In its cost benefit analysis covering the national interest criteria and its impact on Malaysia's security, social and economic interests released today it said Malaysia secured numerous exclusions and exemptions to safeguard national and stakeholders' interests.

This was due to its early participation in the grouping which also includes Australia, Brunei, Canada, Chile, Mexico, New Zealand, Japan, Peru, Singapore, US and Vietnam.

"Participation in the TPP is positive for Malaysia's security interests," it said, adding that Malaysia's security is built on a foreign policy of close and friendly relations with countries.

The Government retains its rights of affirmative action for the Bumiputera community, it added.

"Market access obligations in government procurement (GP) will gradually reduce preferences over time and could lead to some discontent, but will encourage more equitable and efficient allocations of preferences."

While there will now be greater competition, Bumiputera preferences will still remain.

There is policy space for equity ownership by Bumiputera in real estate, oil and gas and privatised government-owned assets.

On state-owned enterprises, ISIS said exclusions and exemptions provide room for them to continue carrying out social and economic development programmes.

"Complying with the TPP will have positive consequences as a result of greater competitiveness and good governance."

### PRESS RELEASE

#### LAUNCHING CEREMONY OF THE STRATEGIC PLAN OF THE MINISTRY OF FOREIGN AFFAIRS 2016-2020

YB Dato' Sri Anifah Haji Aman, Minister of Foreign Affairs will launch the Ministry's Strategic Plan on Wednesday, 9 December 2015 at 2.00 pm at the Ministry of Foreign Affairs in Putrajaya.

The Ministry's Strategic Plan 2016-2020 is a blueprint for charting the future direction of Malaysia's foreign policy in the lead up to 2020. The Strategic Plan will also be pivotal for the Ministry in meeting the expectations to enhance Malaysia's standing in the world as a constructive partner and in enhancing its capacity to engage effectively on a wide range of priority issues, while navigating through the ever changing landscape of international relations. As such, the Ministry's work programme for the next five years is aligned to the Eleventh Malaysia Plan and is driven by the Ministry's own Transformation Programme.

The Strategic Plan contains the Ministry's Plan of Action, which consists of strategies, objectives as well as programmes and indicators devised to improve and enhance the efficiency and effectiveness of its services to its stakeholders and clients. The Plan will also guide the Ministry in promoting, projecting and protecting Malaysia's interests proactively and effectively at every stage and for Malaysia to contribute towards achieving global peace, security and prosperity.

**Ministry of Foreign Affairs, Malaysia  
PUTRAJAYA**

**3 December 2015**

# Information



## Proton making a return to Chile

SOURCE: Bernama

### KUALA LUMPUR, Nov 9, 2015:

Proton Holdings Bhd is set to re-enter the Chilean market next month, said Malaysian Ambassador to Chile Datuk Dr Mohammad Rameez Yahaya.

He said Proton's three models – Saga, Preve and Exora – would arrive in Chile as the test cars before they were scheduled to be launched next April by its distributor in the country, Andes Motor.

"I had met Andes Motor general manager Jorge Greene and commercial manager Maximiliano last Thursday to discuss the matter. The company signed a distributor agreement with Proton and will receive its first three models in December," he was quoted as saying in his Facebook page.

Mohammad Rameez said Andes Motor is expected to import a minimum of 500 Proton cars each year for the next five years.



"That will increase trade between Malaysia and Chile to US\$6 million (RM26.2 million) a year."

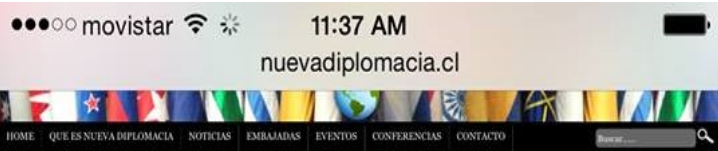


Last week, the three units were tested for approval before being transported from Port Klang. The cars are expected to arrive in Chile next month.

In April, Chile's Ambassador to Malaysia Christian Rehren said the national carmaker could re-enter the Chilean market this year following the signing of the Malaysia-Chile Free Trade Agreement.



# Information



**Malasia y Comunidad Asean con 600 Millones de habitantes, abren sus oportunidades a Chile y a Latinoamérica”**  
 Categoría: Embajadas

**Entrevista al Embajador Dato, Dr. Mohamad Rameez, de la República Monárquica de Malasia. En la Embajada de Malasia en Chile. Revista Nueva Diplomacia RND:**



**RND: Embajador gracias por recibirnos y a la Revista Nueva Diplomacia.**

**Embajador Mohamad Rameez : Bienvenidos, gracias**



**RND: Embajador, su nombre Dato, es una investidura Monárquica, nos indican que usted pertenece a la realeza, y que a su vez está vinculado a un gobierno democrático, en una monarquía, podría explicarnos?**

**Embajador Mohamad Rameez: Dato es un título honorífico otorgado por el Rey de Malasia, y Doctor en Filosofía por mis estudios avanzados en el Reino Unido.**

**RND: ¿Durante 30 años Malasia se restringió en los gastos , y destinó importantes fondos para la educación esto ha significado que Malasia ha capitalizado en recursos humanos, profesionales y técnicos y ha**



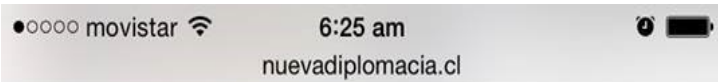
- unicef
- PNUD
- Prochile
- transworld
- descargar

**SIGUENOS**



**ARCHIVOS**

- Diciembre 2015 (7)
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- Marzo 2015 (10)
- Febrero 2015 (10)
- Enero 2015 (4)



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**Embajador Mohamad Rameez: Para su información el primer ministro de Malasia ha destinado muchas políticas en favor de la población de Malasia, especialmente para la población rural y para la urbana, esta ha incurrido en una serie de ventajas para ellos, lo que tiene como objetivo principal que llegar a un ingreso per cápita de toda la población de USD\$ 15.000.- en el año 2020.**

**RND: ¿La misión suya como diplomático?, con su preparación, esta generado una serie de aperturas comerciales, culturales, y de carácter académicas con Chile. Cuál es su mandato?**

**Embajador Mohamad Rameez: Mi prioridad, es incrementar la cooperación bilateral entre Malasia y Chile. Esta cooperación que va en varios rumbos incluyendo el comercio, la inversión, hasta el momento el intercambio entre Malasia y Chile es de 350 millones de dólares, y mi objetivo es duplicar esto, es decir USD\$ 700.000.000.-**



**RND: Cuales son los principales negocios que usted pretende incorporar entre Malasia y Chile, cuales son los productos y marcas que desea incorporar?**

**Embajador Mohamad Rameez: Malasia es fuerte en muchos productos de manufacturas, por ejemplo, industrias de la industria**

- Septiembre 2015 (4)
- Agosto 2015 (12)
- Julio 2015 (10)
- Junio 2015 (13)
- Mayo 2015 (13)
- Abril 2015 (12)
- Marzo 2015 (10)
- Febrero 2015 (10)
- Enero 2015 (4)

# Information

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grandes en Malasia, producen autos, y producen de muy buena calidad motocicletas, estos vehículos pueden ser muy útiles para Chile porque tenemos motocicletas que están con tecnología verde, producen un gran ahorro de energía porque circulan a energía eléctrica, eso además es un aporte para el planeta. Entonces Malasia estaría muy contenta en ayudar a reducir a Chile también sus metas 20/20 y el costo de la energía.

Malasia también ha implementado algunos programas, en el ámbito turístico, y en este ámbito buscamos joint venture con empresas de turismo en Chile, las cuales puedan también tener una asociación con las empresas de Malasia, y poder incrementar el tránsito de personas de Chile a Malasia como de Malasia a Chile, dentro de ese ámbito tenemos las promociones de nuestra comida y nuestra cultura gastronómica, a través de esa promoción, nosotros tenemos también empresas que son franquicias, como son OldTown - White Coffee, la cual también tiene intenciones de venir a Chile, y a través de esa franquicia proyectar la comida de Malasia, porque la comida de Malasia es una forma de unir a la gente.

Estos días una empresa de Malasia de Turismo, se contactó con nosotros y que querían implementar todos los programas que tenemos a nivel nacional en Malasia para que podamos tenerlos disponibles y proyectarlos en Chile.

RND: Embajador en estos tres puntos esenciales que usted menciona, la incorporación de tecnologías verdes, la llegada de automotores como son los vehículos Malayos en este caso Proton, o la llegada de motocicletas de baja cilindrada de la línea Modenas y eléctricas, y además incorporando la cultura de la comida, la gastronomía tradicional, como el caso de OldTown, vinculado con café.

Entonces; ¿usted está haciendo una oferta a los empresarios chilenos?, ¿ya está tomada alguna de estas franquicias, están abiertas, o usted va a hacer una ExpoMalasia o work shop en el corto plazo, con los empresarios de las Cámaras de Comercio de Chile y Malasia, y de regiones de nuestro país para hacerlas un poco más amplio?

Embajador Mohamad Rameez: Por ejemplo Modenas Motors, busca distribuidor en Chile con 25 años en el mercado, la embajada proporciona información a las empresas, tenemos una ruta para promover intercambio entre Chile y Malasia, esta ruta va en varios sentidos, tenemos actividades en la comunidad de Asean, que es una comunidad asiática que involucra no solo a Malasia sino a Vietnam, Indonesia, Filipinas, Tailandia. Para ellos hemos organizado varias actividades como por ejemplo el Bazar que se va a realizar en Marzo en Las Condes o Vitacura en Santiago, no sabemos todavía si los vamos a hacer en el Parque Bicentenario o en el Parque Intercomunal Padre Hurtado.

La idea de este Bazar Asean es promover la cultura y la comida a través de un festival de comida para que los chilenos conozcan un poco más de Malasia, un poco de la cultura, en Chile hay 17 millones de personas, Malasia cuenta con 30 millones de habitantes, pero en la Comunidad de Asean hay 600 millones de personas en total, por lo tanto es un mercado grande para poder introducir en Chile y a través de Chile a Latinoamérica. Que en Chile conozcan de la Comunidad Asean.

Aparte de eso tenemos otra certificación que estamos promoviendo, que es la certificación Halal, quizás a los chilenos no saben de esta certificación, y a nosotros nos interesa que la conozcan pues ésta comida procura que las fuentes alimenticias de origen carneo reciban el máximo de consideración en el proceso de elaboración y además tienen mucho mejor sabor. Ver: [documento\\_08\\_03\\_10181431](#) ( y notal al final de como certificarse)

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nuevadiplomacia.cl

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RND: Embajador usted se ha estado reuniendo, con empresarios, autoridades de gobierno y la comunidad de Malasia en Chile, organizando una Asociación de Ciudadanos de Malasia en Chile, ¿Cómo se prepara, como se vincula?

Embajador Mohamad Rameez: Nosotros tenemos dentro del ámbito de cooperación Internacional, del orden de 50 personas, que han venido por diferentes razones, trabajo de ingeniería, textiles o esposas de chilenos que están en este país, nosotros hemos querido formar la primera comunidad formal de Malasia en Chile, para poder tener un contacto más cercano con ellos, poder guiarlos en caso de emergencia, de índole política o económica, estar contactados en caso de desastres naturales, así sabrán donde ir y que hacer, en este caso, a donde acudir.

También hemos notado que existen algunos niños que han nacido acá que son de origen de Malasia y por lo tanto se están olvidando un poco del idioma: "Bahasa Malayo", por tanto queremos promover el aprendizaje o el reaprendizaje de este idioma dentro de las personas que lo están perdiendo. Y también estamos iniciando durante las tardes, la primera academia de clases de idioma malayo para chilenos, en la Embajada de Malasia, esto con el fin de promover, y que los Chilenos conozcan un poco más de Malasia, porque " **Conocer Malasia es Amar a Malasia**"



# Speech

## MTCP ALUMNI PROGRAMME'S SPEECH ON TUESDAY, 27.10.2015 AT THE EMBASSY OF MALAYSIA IN SANTIAGO, FROM 6 TILL 8 PM

Friends,  
Representatives from Media  
Ladies and gentlemen,

First and foremost, I am pleased to extend my heartiest warm welcome, or as those who have been to Malaysia will be familiar with - Selamat Datang (Bienvenido) to this reception in honour of the MTCP alumni. To all, this gathering is part of the Embassy's effort to forge a strong network of MTCP alumni here in Chile, a network that can be affected at the official, business, social and personal levels.

### Introducing members of the Embassy

2. Before I proceed, please allow me to introduce members of my Embassy so that you can get acquainted with them.

### The Background of MTCP

As you all are aware, the Government of Malaysia launched the Malaysian Technical Cooperation Programme on 7 September 1980.

The MTCP has expanded greatly since its inception. In the beginning, the technical courses were offered only to our ASEAN neighbours. Now, we are proud to acknowledge MTCP membership from all continents of the globe totaling 141 countries, including Chile, with alumni exceeding 25,000 globally.

Ladies and gentlemen,

Malaysia started receiving MTCP participants from Chile in 1997 with six (6) participants. Since then, the number increases year by year. Today we have received 99 participants from Chile.

They attended various courses, from short courses of about two weeks to long term courses. Chilean participants comes from a wide spectrum of the society which included government official, private sector, and individuals.

We hope to receive more Chilean participants in the future.

### The philosophy of MTCP

The philosophy behind the MTCP known as "Prosper-ty-Neighbour" policy, is that Malaysia would like to see her neighbours equally prosperous and wealthy. By sharing our experiences in technical development, we hope our friends would become prosperous through development.

Year 2015, is a double celebration for Malaysia. First; we are the Chairman of ASEAN, second; we are the non-permanent member of UNSC.

Ladies and gentlemen,

As I mentioned before, the MTCP's goal is to share of our experiences with our friends for a better world. The MTCP embodies the spirit of smart partnership rather than donor – recipient relations.

Through the exchange of experiences and knowledge, Malaysia can also learn from the collective wisdom of other developing countries including Chile.

Ladies and gentlemen

You are the chosen one, and I would consider you as the young Ambassadors of Malaysia to Chile. You are not only brought back the knowledge that you received from the MTCP, but you are also assisting us in promoting Malaysia to your colleagues in Chile.

I believe, some of you came back with fond memories of Malaysia. The twin tower, historic city of Malacca, beautiful islands, beaches (playas), variety of foods (nasi lemak, char kuew teow) and of course, the city that never sleeps – Kuala Lumpur. Indeed, Malaysia is truly Asia.

What I enjoyed most is, I heard some of you had the opportunity to visit and stay with foster parents in rural area (kampong), where there are no proper electricity and water.

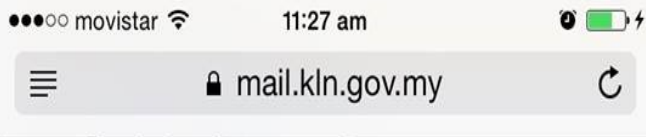
Some stayed in the paddy field, palm oil plantations and had the first experience of being bitten by mosquitos.

### Selection of MTCP Alumni Committee

Before I end my speech, I would like to propose for the establishment of MTCP Alumni Committee. I hope this would further enhance cooperation and understanding between Malaysia and Chile especially through people to people link via the MTCP.

Thank you.

# Invitation



Dear Dato Dr Mohd Rameez,

Thank you for your WhatsApp this evening.

For overseas expansion, we normally pursue a Master Licensee for the territory as we would prefer to work with a local expert who is keen on replicating our business model in their home country.

Please find attached our FAQ for your reference which you can also forward to potential partners whom you think might fit the bill.

Do let me know if you have any queries, and thank you again for thinking

Regards,

**Dawn Liew**

**General Manager**

**International Development, Legal, Marketing, Customer Service & FC Development**

**KOPITIAM ASIA PACIFIC SDN BHD**

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## Frequently Asked Questions (FAQs)

For territories outside of Malaysia, OLD TOWN WHITE COFFEE focuses on finding Master Licensees who will be responsible for setting up, managing and operating the entire business for their territory. The Master Licensee will be obligated to study the market, and propose a Development Schedule for the territory in question and to all intents and purposes replicate the model of the Licensor within their territory.

- What are the pre-qualifications for a Master Licensee? The following list would be ideal however we do realize that not everyone would qualify under all of the following:**

  - Potential Licensee must be from a current chain Food and Beverage operator with more than ten (10) shops in current operations.
  - Potential Licensee should have a Central Kitchen already in use OR be willing to set up a Central Kitchen immediately upon signing the Master License Agreement.
  - Potential Licensee should have a Logistics and Distribution Centre which is currently in use OR be willing to set up a Logistics and Distribution Centre immediately upon signing the Master License Agreement.
  - During the interim period, prior to the setting up of the Central Kitchen and Logistics and Distribution Centre (if necessary), the Potential Licensee will be expected to import all necessary products and raw materials from the Licensor in Malaysia as specified by the Licensor.
  - The Potential Licensee will be expected to manage all aspects of the importation and logistics of the products and raw materials from the Licensor as the term of the sale will be ex-work from Malaysia.
  - Potential Licensee must be committed to being the owner, and operator of the licensed outlets, and not just an investor. He or she should be responsible to oversee and develop the management system for the day to day business operation of the shops.
  - The Potential Licensee should also have expertise in areas of business development, promotion and marketing ideally in the F&B or retail category.
- What is the first step to obtain an OLD TOWN WHITE COFFEE License?**  
Each party involved is to submit an Application Form and Business Plan. Upon receipt of the completed Application Form and Business Plan, qualified parties will be notified and invited to an OLD TOWN WHITE COFFEE Business Meeting at our Office located in Subang Jaya, Selangor, Malaysia to begin the interview process.

**Criteria:**  
The minimum financial requirements for consideration as a Master Licensee are a net worth of at least USD 5 Million and liquidity (cash or cash equivalents) of at least USD 2.5 Million.
- What is the Initial Master License Fee and what does it include?**  
Upon confirmation, the Master Licensee is to make an upfront payment – the initial Master License Fee of between USD 100,000 – USD 400,000 (this figure depends on the territory potential). This includes the rights to use the Trade Name, Trade Mark and systems of OLD TOWN WHITE COFFEE in the pre-agreed territory. Initial training is also provided (excluding any out-of-pocket expenses incurred).
- What is the term for the Master License Agreement and what is the procedure for renewal?**  
The term is for a period of 5 years with a conditional option to renew for another 5 years. A Renewal License Fee is chargeable at USD 50,000 (subject to review).
- What are the Ongoing Fees?**  
The Master Licensee will need to allocate up to 5% of their Total Gross Monthly Sales towards a Royalty Payment and 1% of their Total Gross Monthly Sales to be put towards a Market Development Fund. In addition to this, for every outlet opened under the Master Licensee, a one-off License Fee of USD 25,000 will be charged per shop.



# Invitation

●●●○ movistar

11:27 am



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●●●○ movistar

11:28 am



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#### What is the estimated fit-out costs for an OLDTOWN WHITE COFFEE outlet?

The estimated set up cost depends on store size and local conditions but can be between USD 250,000 to USD 400,000. The total cost will include: all equipment, and entire store fit out, including renovations.

#### Do I need to choose a location before submitting my application?

You will need to be familiar with the territory that you are proposing as the plan for outlet openings should form part of your Business Plan. Additionally, you should also have an understanding of the location profiles with regard to customer base, as well as have existing relationships with developers, and/or mall operators in order to secure viable locations.

#### What considerations and size specifications are required for an OLDTOWN WHITE COFFEE outlet?

A typical outlet in Malaysia ranges from 1,800 sqft to 3,000 sqft. Again this very much depends on the territory which you are in as well as the positioning which you are proposing for your territory.

#### What kind of training does OLDTOWN WHITE COFFEE provide?

Master Licensee and their Key Personnel must attend and successfully complete the OLDTOWN WHITE COFFEE Management Training Program which takes place in Malaysia for a total of 8 weeks. For the purpose of this training, Key Personnel would be:

- General Manager - Responsible in establishing and accomplishing business objectives and typically oversees all aspects of operations within a company/organization.
- Operations & Training Manager - Responsible for managing all areas in the daily operations and training including maintaining a positive company image and morale and to cultivate an efficient operations and training team for the company. Will be responsible for the translation of all Training Manuals into the local language if necessary taking into account the local modifications.
- Food Development & Procurement Manager - Responsible for Procurement and Food Development, also planning and coordinating for non-food purchases, monitoring suppliers' delivery performance and cost controlling for all departments for their respective purchases. May also specialize in one phase of food technology, such as product development, quality control, or production inspection, technical writing, teaching, or consulting.
- Marketing Manager - To formulate, develop, and execute strategic marketing communication programs, and plan promotions to enhance the OLDTOWN brand within the territory.

There will be a separate Crew Training Programme which will take place over 4 weeks in Malaysia, where the Master Licensee will be expected to send their pilot outlet crew for training with the Licensor.

The costs of training will be covered within the Master License Fee, however, other out-of-pocket expenses such as return flights, accommodation, local transport, and meals will have to be borne by the Master Licensee.

#### What kind of continuing operations support will the Licensee receive?

##### Pre-Opening

Period: 90 days prior to pilot outlet opening, after the Training Program has been completed.

Personnel: 1 dedicated Managerial level staff for the purpose of approvals of local procurement items.

Costs to be borne by the Master Licensee:

- Return flights
- Accommodation (min USD 150 per night per person)
- Allowances (USD 50 per day)
- On-ground transport.

##### Opening

Period: 14 days, beginning 1 week prior to pilot outlet opening.

Personnel: 2 dedicated operational level staff for the purpose of supporting pilot outlet opening.

Costs to be borne by the Master Licensee:

- Return flights
- Accommodation (min USD 100 per night per person)
- Allowances (USD 40 per day)
- On-ground transport.

##### Operational Audits – Managerial and below

Period: 4 visits a year, not exceeding 7 days in duration.

Personnel: 1 dedicated staff for the purpose of auditing the outlets, Distribution Centre, and Central Kitchen (if applicable) for compliance.

Costs to be borne by the Master Licensee:

- Return flights
- accommodation (min USD 150 per night per person)
- allowances (USD 50 per day)
- on-ground transport.

##### Management Visits – Senior Management and above

Period: 2 visits a year, not exceeding 7 days in duration.

Personnel: 2 dedicated staff for the purpose of business reviews and market visitation.

Costs to be borne by the Master Licensee:

- Return flights,
- accommodation (min USD 180 per night per person)
- allowances (USD 50 per day)
- on-ground transport.

#### Do I need to be involved in day-to-day outlet operations?

One of the partners/shareholders has to be appointed as the Managing Principal of the licensed business. The Managing Principal is required to undergo the full initial license training and to spend a reasonable amount of time to oversee the overall aspects of the OLDTOWN WHITE COFFEE licensed business. However, competent outlet managers and staff can be hired to manage the daily operations of the licensed business.

#### Are we looking for international partners and venturing overseas?

Yes! We are aggressively seeking international partners who are keen to take up the Master License for their respective country or territory so as to expand our licensing business throughout the Asia Pacific region.

The countries which we are currently present in are Singapore, Indonesia, and China.

# Malaysian Ladies Association Chile Perwakilan Santiago



From Left : Ms. Ezzwane (Member), Ms. Hani (Member) Datin Noor Zulaikha (Chairman), Mrs. Fauziah (Treasurer & Mrs. Norizam (Secretary)



Officiating the Malaysian Ladies Association Chile by Dato' Dr. Mohamad Rameez Yahaya as well as Patron.



Picnic



Perwakilan Santiago with Malaysians in Chile

## **EMBASSY CONTACT NUMBERS**

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