

# EMBASSY OF MALAYSIA, BERLIN

## e-Newsletter

VOLUME 5, Q2 2016

### FOSTERING TIES WITH LOWER SAXONY



ASEAN Ambassadors with Mr. Stephan Weil, Minister President of Lower Saxony (7th from right)

**In 1947, Hannover Export Fair was introduced as a way to stimulate economic activity in the State of Lower Saxony, then struggling to recover from the aftermaths of the World War. Fast forward a couple of decades later, the Fair, now called Hannover Fair, is a world-leading expo on application of technology in industries. It now attracts on average more than 200,000 visitors and more than 5,000 exhibitors from some 70 countries worldwide.**

On 26 April 2016, ASEAN Ambassadors gathered at the Hannover Fairgrounds, venue of the 2016 Hannover Fair, to take part in the ASEAN Dialogue. The Dialogue, co-organized by the Berlin ASEAN Committee (BAC), Messe AG, British Chamber of Commerce in Germany (BCCG), TÜV Nord and KPMG, was meant to bring together representatives from ASEAN governments and businesses with German businesses (especially businesses from the State of Lower Saxony) to foster closer economic ties.

(More on page 2)



#### In this issue:

- Snapshots of the Eidul Fitri celebration at the Embassy
- Dazzling performance by a Malaysian musical talent
- Learn how to cook rendang at home
- And more



## ASEAN AMBASSADORS AT THE ASEAN DIALOGUE IN HANNOVER

(From front page)

The Dialogue was kicked off with a meeting with the Prime Minister of Lower Saxony, Mr. Stephan Weil. Discussions were led by H.E. Dato' Zulkifli Adnan in his capacity as the Chairman of the BAC. Topics discussed include economic developments in respective regions, current progress of the ASEAN Community and vocational training. Both sides expressed their desire to expand economic cooperation between ASEAN and Lower Saxony. Some follow-up measures were proposed towards this end.

The ASEAN Ambassadors and delegation were also taken on a tour around the Fairgrounds. The tour began with a presentation on Global Business and Markets, Deutsche Messe's initiative to link business, as well as pavillions of countries and Lower Saxoniam companies.

Concluding the programme of the Dialogue was a networking session between representatives from ASEAN and Lower Saxony. Ambassadors took the opportunity to explain to companies the opportunities presented by the ASEAN Community during a question and answer session.



H.E. Ambassador Dato' Zulkifli Adnan with H.E. Sithong Chitnhothinh, Ambassador of Lao PDR at the pavilion of Continental AG



**Above:** ASEAN Ambassadors posing in front of the pavilion of TÜV Nord.



**Left:** H.E. Dato' Zulkifli Adnan answering questions during a networking session with business representatives from Lower Saxony.



**Left:** Around 200 representatives from German business participated in the half-day Forum, held at Intercontinental Hotel Frankfurt am Main.

**Below:** H.E. Dato' Zulkifli Adnan in "Ambassador Powertalk", together with Ambassador of Thailand and Vietnam.

**Lower left:** Panel session "The Experience of Foreign Investors and Third Country Business in Investing in ASEAN"



## ASEAN INVESTMENT FORUM

**Frankfurt am Main, 19 April** - Ambassador of Malaysia, H.E. Dato' Zulkifli Adnan featured in the Ambassador Powertalk session "ASEAN 2025: Forging Ahead Together and its Application towards Making the ASEAN Economic Community a Global Investment Destination" during the ASEAN Investment Dialogue, held at Intercontinental Hotel Frankfurt am Main. The segment, which was moderated by Mr. Francois Guibert, Chairman of the ASEAN-EU Business Council Singapore, also featured the Ambassador of Thailand and Vietnam. Discussion at the session revolved around the progress of the ASEAN Economic Community (AEC), measures to promote FDI inflow as well as the impact of the Trans-Pacific Partnership Agreement to the Southeast Asian region economic outlook.

The half-day event comprised series of discussions and dialogues featuring business leaders, decision-makers and think tank representatives. Representatives from investment agencies and the business sector were among the speakers, discussing and sharing ideas on investments scenarios and outlook of investment in the 2 regions.

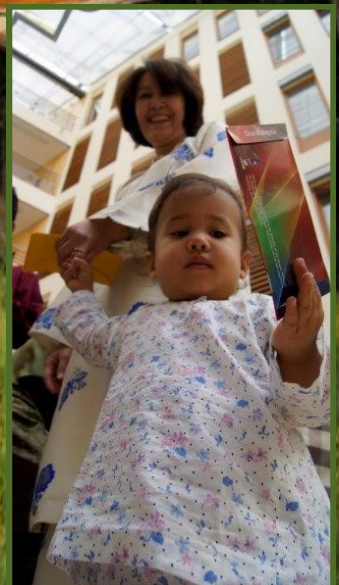
ASEAN Investment Forum was a joint initiative of investment agencies of Malaysia, Thailand and Vietnam with the EU-ASEAN Business Council, with support from a number of other partners.

# COLOURS OF EIDUL FITRI 1437H

On Tuesday, 5 July 2016, Muslims in Germany celebrated Eidul Fitri, marking the end of the holy month of *Ramadhan* and the beginning of the month of *Syawal*. The Embassy also took the opportunity of the occasion to celebrate with Malaysians in Berlin and nearby regions. While smaller in scale, the celebration was definitely not lacking in atmosphere!

The celebration began at 8:00am with the recital of *Takbir*, followed by Eidul Fitri prayer and *Khutbah* titled "Values of Solidarity in Eidul Fitr", led by Mr. Bakar Idris. Non-Muslim families and friends joined in a potluck-style celebration thereafter. There were traditional *Hari Raya* staples such as *rendang*, *lemang*, *satay* and *Raya* cookies, as well as more modern offerings such as western-style cakes and puddings. As part of the tradition, packets of *Duit Raya* were also handed out to our little guests!





(See page 9 for photos of *Hari Raya* at Rumah Malaysia)

## STARTING BUSINESS IN MALAYSIA: WHAT CAN ONE EXPECT?

**Asia-Pacific Weeks Berlin (APW)** is an initiative of Asia-Pacific Berlin Forum, aimed at promoting closer ties between the city of Berlin and the Asia-Pacific region. The 2 week programme is held annually, and consists of a variety of activities organized by numerous interested parties. APW 2016, with the themes "Startups and their Pro-Innovation Ecosystem" and "Smart Cities" was kicked-off on 23 May 2016 with the Asia-Europe Innovation Dialogue, which was officiated by Peter Altmeier, Minister of State at the Federal Chancellery.

**Berlin, 24 May** - The Embassy of Malaysia was once again part of the Embassy Day Asia-Pacific, and event under the umbrella of the APW. For the Embassy Day, the Embassy of Malaysia organized a seminar entitled "Starting Business in Malaysia: What Can One Expect?" at the European School of Management Technology, Berlin on 24 May 2016. The seminar was attended by some 30 participants from various fields and disciplines.

The seminar was opened by Ambassador of Malaysia to the Federal Republic of Germany, H.E. Dato' Zulkifli Adnan. In his opening remark, H.E. Ambassador highlighted Malaysia's competitiveness and ease of doing business, as well as stressed that late comers risk losing out to those that have spent time and effort to build bridges and connections in the region at the earlier stages.

Mr. S. Siva, Director of the Malaysian Investment Development Authority (MIDA) Frankfurt delivered a presentation centred on the benefits and incentives provided by the Malaysian Government and more specifically MIDA, to foreign companies that are interested in the region. Another featured speaker at the seminar is Dr. Ulrich Meyer, Vice President for Worldwide Operations at Atotech GmbH, a Berlin-based sister company of Total (French Oil and Gas multinational company) that manufactures specialty chemicals and equipment for the printed circuit board, IC-substrate, semiconductor industries, as well as for the decorative and functional surface finishing industries. Dr. Meyer talked about Atotech's experience dealing with Malaysian agencies during the phase of entering the Malaysian market. He further shared some insights on Atotech's operations strategy in Southeast Asia, as well as its future expansion plans in the region.



Participants of the Seminar "Starting Business in Malaysia: What Can One Expect?"



H.E. Dato' Zulkifli Adnan being interviewed after the Seminar

## AN EVENING WITH ELIAS DAVID MONCADO



**Berlin, 4 June** - The Embassy was proud to host Elias David Moncado, a Malaysian talent during the musical performance "An evening with Elias David Moncado". Elias David, a 16 year-old violinist of German-Malaysian descent, performed alongside Bernhard and Mooi Jiew Moncado at the piano. The performance of the evening also featured a Ukrainian Mezzo Olga Caspruk.

Throughout the evening, guests were treated to compositions from Camille Saint Saens, Jules Massenet, Claude Debussy, Antonin Dvorak and Pablo de Sarasate. Moncado also surprised guests with his take on a Malaysian classic "Getaran Jiwa", made famous by Malaysian legendary performer the late Tan Sri P. Ramlee.

## MALAYSIAN SENIOR GOVERNMENT OFFICIALS PARTICIPATE IN ATTACHMENT PROGRAM IN GERMAN AGENCIES

**Berlin, 28 April** - The Embassy welcomed 14 senior officials from various Malaysian agencies for a dialogue session at the Embassy. The officials were participants of an attachment programme in German public and private agencies / companies, which was organized by the Malaysian Public Service Department (JPA) and *Carl Duisberg Centren gemeinnützige GmbH*. Between 3 and 29 April 2016, the participants were attached to local agencies / companies in different parts of Germany. The month-long programme gave participants opportunities to not only gain input on how German companies / agencies manage their day-to-day operations, but also learn a bit about the German working culture.



## STUDENTS FROM PLATANUS SCHULE VISIT THE EMBASSY



**Berlin, 24 May** - Datin Siti Hawa Othman and the Ladies' Association of the Embassy of Malaysia Berlin (PERWAKILAN Berlin) welcomed a group of 16 5<sup>th</sup> grade students from the Platanus Schule in Berlin Pankow and their 3 accompanying teachers.

During their two-hour visit to the Embassy, the students learned about Malaysia, its people, traditions and culture. They were given the opportunity to try their hands on batik painting, played rounds of *sepak takraw*, learned the art of making *ketupat* (rice cake), cooked *roti jala* and *kuih ketayap* as well as "pulling" their own *teh tarik*. The students also immersed themselves in rounds of *congkak* and *batu seremban*.

## EIDUL FITRI @ RUMAH MALAYSIA

The Embassy of Malaysia in Berlin was chosen as a filming location for Eidul Fitri segment of this year's "Malaysia Hari Ini Aidilfitri". Producer Ahmad Fedtri Yahya and his crew made a stop in Berlin as part of their work programme in Europe, filming a documentary programme for TV3.

The segment was aired on TV3 on 8 July 2016.





## ASEAN AMBASSADORS IN SCHÖNEFELD AND BRANDENBURG

**Berlin, Brandenburg, 4 April** - A group of 6 ASEAN Ambassadors and representatives from ASEAN embassies undertook a 1-day working visit to the Schönefeld Municipality. The group was joined by the Ambassador of Mongolia and his delegation. The group was welcomed by the Mayor of Schönefeld, Dr. Udo Haase at the City Hall, where guests signed the Golden Book. After a brief greeting and discussion, the group proceeded to the Berlin-Brandenburg Airport, where representatives from Berlin Brandenburg Flughafen GmbH briefed the delegation on the progress of the controversial Berlin-Brandenburg Airport project and provided clarification on some misreportings on the project by the media. The group was also taken for a tour around the main terminal of the airport.

The visit continued in Wildau, where the Berlin ASEAN Committee (BAC) delegation met representatives from the Brandenburg Water Academy. The Academy, pioneered by Dr. Haase himself amongst many others, is a network that link together relevant agencies, companies and public to discuss and promote better water and waste water management. During the meeting, presentations were made by members of the academy, which emphasized on the objectives and works undertaken by the Academy.

The visit attracted the attention of local media. An interview with Ambassador of Malaysia, H.E. Dato' Zulkifli Adnan, who is also the Chair of the BAC, was aired on a local television network that evening and also published by *Märkische Zeitung* on 5 April 2016.



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### Botschafter des Verbandes Südostasiatischer Staaten (ASEAN) zu Besuch in Schönefeld

Am 4. April 2016 besuchten auf Einladung des Schönefelder Bürgermeisters Vertreter des Berlin ASEAN Committee (BAC) die Gemeinde Schönefeld und die Brandenburgische Wasserakademie. Dazu gehörten die Botschafter aus Malaysia, Brunei, Kambodscha, Laos, Thailand sowie die Konsul der Botschaften aus Myanmar und Indonesien sowie weitere Vertreter des Diplomatischen Korps in Deutschland. Neben den Vertretern des BAC nahm der mongolische Botschafter an den Treffen teil.

In Schönefelder Rathaus trug sich zu Beginn des Besuchs die Diplomaten in das Goldene Buch der Gemeinde ein. Nach einer kurzen Information über die Gemeinde Schönefeld führten die Gäste zum Flughafen BER. Dort wurden sie von der Geschäftsführerin für Finanzen, Frau Heike Glöster, empfangen und über die aktuelle Situation mit Bezug auf den Stand der Bauarbeiten, die rasante Entwicklung der S-Bahnstrecken und die geplante Fertigstellung des neuen Flughafens informiert.

In Anschluss daran ging die Fahrt der Diplomaten weiter nach Wildau, wo sie vom MWW-Verbandspräsidenten und Akademiepräsident Peter Sczespanski in den Räumen der Villa am See herzlich begrüßt und empfangen wurden. Peter Sczespanski, der in seiner Funktion als Präsident der Brandenburgischen Wasserakademie über die Aufgaben, die Gründungsmodalitäten, aber auch über die ersten Schritte und Erfolge der Wasserakademie berichtete, konnte sich über steigendes Interesse der Gäste

Im Fokus standen auch die Theorie und Praxis bei der Weiterbildung und Qualifizierung des fachlichen Nachwuchses. Der MWW unterstützt das Konzept eines dualen Studienganges für Ingenieure in der Siedlungswasserwirtschaft. Vor den Diplomaten erläuterte Peter Sczespanski, wie der dringend benötigte Nachwuchs auch aus den Reihen von Unternehmen aus der Siedlungswasserwirtschaft an der Fachhochschule Potsdam und an der Hochschule für Technik und Wissenschaft Dresden ausgebildet werden kann. In den ASEAN Ländern benötige die Wasserwirtschaft junge, praxisnahe ausgebildete Ingenieure, weshalb das Modell des Dualen Studiums bei den Besuchern des BAC auf Interesse stieß. Eine langfristig ausgelegte Personalentwicklung für Unternehmen werde immer wichtiger, um den Fachkräftemangel zu decken. Dualen Studiengängen verzeihen Theorie und Praxis und schaffen Vorteile für alle Beteiligten. Was Studierende

für das gelungene und überaus interessante Programm, die umfassenden Informationen und den herzlichen Empfang. Weitere Treffen und Gespräche mit den Vertretern der Südostasiatischen Region mit Bezug auf Fragen der Wasserversorgung und Abwasserentsorgung, der Siedlungswasserwirtschaft, der Anwendung moderner Technologien, der Fachkräftesicherung und einer künftigen Zusammenarbeit mit der Brandenburgischen Wasserakademie wurden

ASEAN-Botschafter und Diplomaten waren auch zu Gast beim MWW

Gespräche im Schönefelder Rathaus

## TROPICAL ISLANDS LAUNCHED ITS LATEST ATTRACTION IN TIME FOR SUMMER SEASON



**Brandenburg, 20 May** - Tropical Islands launched its newest attraction - An open air segment called "Amazonia". ASEAN Ambassadors were amongst those present to witness the opening.

Tropical Islands is a tropical theme park located in Krausnick, some 60km from Berlin. The park was built by a Malaysian corporation, Tanjong in a former airship hangar. The park, which was opened at the end of 2004, houses many attractions, including an artificial beach, swimming pools, bars, restaurants and also the biggest indoor rainforest in the world. The new attraction, Amazonia, covers an area of approximately 35.000m<sup>2</sup> and is open all year long. The biggest attraction in Amazonia is a "Wild Water River" - a 250m-long jet stream of water.

## ASEAN AMBASSADORS BID FAREWELL TO AMBASSADOR OF THAILAND



**Berlin, 30 May** - The Ambassador of Malaysia, H.E. Dato' Zulkifli Adnan, in his capacity as Chairman of the Berlin ASEAN Committee (BAC) hosted a farewell luncheon for H.E. Mrs. Nongnuth Phetcharatana, the Ambassador of Thailand at Rumah Malaysia. Ambassador Phetcharatana left Berlin at the end of June 2016 after completing her 4-year assignment.



## MALAYSIA CLUB BERLIN IN BRIEF

**22 May** - To promote active and healthy lifestyle, the Malaysia Club Berlin (MCB) organized a brisk-walking activity in Tiergarten. Participants walked a 5km route, which took them through the park before wrapping up the activity with relaxing brunch at the Spree River.



**28 May** - MCB organized a tea party / cooking demonstration at the Embassy. Guests learned how to make a variety of sandwiches and cakes and enjoyed a relaxing Saturday afternoon tea in each other's company.

## A RAYA DISH TO TRY AT HOME

For this issue, we present to you *rendang*. A very popular dish during the *Raya* (Eid) festive seasons, this dish is typically made with beef, but works quite well with other types of meat such as chicken and lamb. In a *Raya* setting, *rendang* is usually eaten with *lemang* (glutinous rice cooked in bamboo), but at other times, it is an excellent complement to a hot plate of rice or *nasi lemak*.

### Ingredients

- 1 1/2 pound boneless beef short ribs (cut into cubes)
- 5 tablespoons cooking oil
- 1 cinnamon stick (about 2-inch long)
- 3 cloves
- 3 star anise
- 3 cardamom pods
- 1 lemongrass (pounded)
- 1 cup thick coconut milk
- 1 cup water
- 2 teaspoons tamarind pulp (soaked in some warm water for the juice and discard the seeds )
- 6 kaffir lime leaves (very finely sliced)
- 6 tablespoons *kerisik* (toasted coconut paste)
- Sugar and salt to taste



- 1 inch galangal
- 3 lemongrass
- 5 cloves garlic
- 1 inch ginger
- 10-12 dried chilies (soaked in warm water and seeded)

### Spice Paste (to blend)

- 5 shallots

### STEPS

- Heat the oil in a stew pot and fry the spice paste, cinnamon, cloves, star anise, and cardamom and stir-fry them until aromatic.
- Add beef and the pounded lemongrass and stir until beef is well-coated in the spice mix.
- Add coconut milk, water, and simmer on medium heat, stirring frequently until the meat is almost cooked.
- Add the kaffir lime leaves, *kerisik* (toasted coconut) and sugar, stirring to blend well with the meat.
- Lower the heat, cover the pot, and simmer for 1 – 1 1/2 hours or until the meat is really tender and the gravy has dried up.
- Add salt and sugar to taste.

*Note: Kerisik can be made by roasting shredded coconut flesh / dried coconut flakes until golden brown and pounding the roasted coconut flesh / flakes until it turns into a paste and releases its oil.*

# UPCOMING PUBLIC HOLIDAYS

Holiday	Date
National Day	31 August
Eidul-Adha*	12 September
Malaysia Day	16 September
Awwal Muharram	2 October
German Day of Unity	3 October
Maulidurrasul	12 December
Christmas	25 December

\* Date subject to change

Note: Should a public holiday fall on Sunday, the following working day shall be observed as a holiday



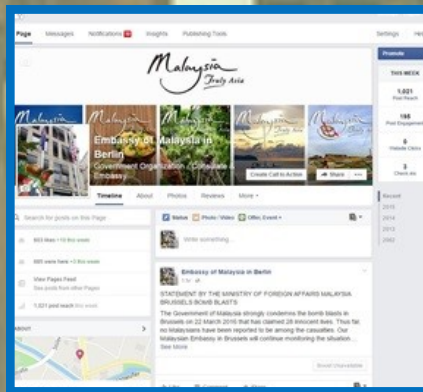
The Embassy of Malaysia wishes you

*"Eid Mubarak"* and

a happy and joy-filled summer holiday!!



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