



E- Newsletter 2nd Edition 2016

HARI RAYA OPEN HOUSE HOSTED BY H.E. AMBASSADOR MOHD ZAMRUNI KHALID, 23 JULY 2016, HANOI

On 23rd July 2016, H.E. Mohd Zamruni Khalid, Ambassador of Malaysia to Vietnam hosted the Hari Raya Aidilfitri open house at Rumah Malaysia. The event was attended by fellow Malaysians in Hanoi as well as Malaysians living in other provinces in northern Vietnam.

A variety of Malaysian cuisine was served including Nasi Lemak, Nasi Himpit, Chicken Rendang, Char Koay Teow, Mee Goreng, Curry Laksa, IceKacang and Teh Tarik. This event was a good opportunity for fellow Malaysians to enjoy Hari Raya festivity while catching up with one another.

The event was also covered by a local TV channel for the very first time, Hanoi TV. Hanoi TV interviewed Ambassador Zamruni and also his wife, Madam Arfah Nadiyah on the significance of the event and the variety of food that was served during the Open House.



**Selamat
Hari Raya**
aidilfitri
Mohon Maaf Lahir & Batin

MALAYSIA'S PARTICIPATION TO SHOWCASE MALAYSIA IN CONJUNCTION WITH VIETBUILD HANOI, 20-24 JULY 2016



MATRADE facilitated Malaysia's participation in Showcase Malaysia in-conjunction with Vietbuild Hanoi that was held from 20 – 24 July 2016 at the National Exhibition Construction Center (NECC), Hanoi, Vietnam. This event was approved as one of the MATRADE's Trade Promotional Program's 2016 and participated by 7 Malaysian companies, across the building materials and related-services' segments.

Malaysia's total exports to Vietnam increased by 1.7% from USD4.3 bil recorded in 2014 to USD4.45 bil last year. Our geographical advantage, AEC implementation and competitive edge in several ranges of products and services have helped the Vietnamese importers and distributors to source more from Malaysia. With this positive bilateral trade development and the 10.2% growth in the local building materials demand in 2015 compared to the year before, MATRADE is determined to organize relevant promotional program's for Malaysian building materials companies to penetrate the market.

Vietbuild has served as an international trade fair for building materials and construction services. It is a sourcing platform to attract potential buyers from across the construction industry chain from contractors, manufacturers, and distributors, to properties' agents. Vietbuild Hanoi 2016 has attracted almost 1,000 exhibitors from 22 countries with thousands of trade visitors mainly from Vietnam.

Malaysia's participation in Vietbuild Hanoi 2016 targeted Malaysian companies in the building materials sector especially parts and components manufacturers as well as service providers and suppliers, to meet potential buyers from Vietnam.

The objective of this program's is to explore business opportunities for Malaysian building materials' players in Vietnam. The building materials industry in Vietnam is regarded as one of the country's most promising export lines in coming years. Although it has yet to grow at the similar pace of the construction industry for which Vietnam is more prominent, the building materials segment is seen to benefit from strong demand provided by markets in Asia that are currently enjoying a construction boom.

The industry's main competitive advantage comes from an abundant supply of locally available raw materials, including stone, clay and wood. Another core competency is solid design capability, which is applied by craftsmen on various types of products. The line is composed of five subcategories. Among featured manufacturers, tiles and bricks are the top product segment, taking up more than half of total exports. Flooring is the second-largest classification as it accounts for one third of turnover.

MALAYSIA FOOD FESTIVAL ORGANISED BY SUNWAY HOTEL HANOI, 29-31 AUGUST 2016, HANOI



On 29 August 2016, H.E. Ambassador Zamruni Khalid together with the Embassy officials attended the opening of the Malaysian Food Festival at Sunway Hotel Hanoi. From 29 to 31 August 2016, Sunway Hotel Hanoi organized MAKAN LAH – TASTE OF MALAYSIA FOOD FESTIVAL 2016, in conjunction with the 59th Malaysian National Day.

A “Culinary Envoy” from Kuala Lumpur’s Sunway Putra Hotel presented a delicious sampling of Malaysian culinary delights at Sunway Hotel Hanoi’s Allante Restaurant during lunch on 29 August 2016.

The culinary envoy, comprised of Sunway Putra Hotel’s Executive Chef Rossham Rosli and Sous Chef Tuan KhairulIqkwan B. Tuan Azami. Several live action stations was featured

The culinary envoy, comprised of Sunway Putra Hotel’s Executive Chef Rossham Rosli and featured, such as Assam Laksa, Mee Rebus and Mee Kari Nyonya. The MakanLah– Taste of Malaysia Food Festival 2016 was supported by Sunway Putra Hotel Kuala Lumpur, Malawakil Hanoi, Tourism Malaysia Hanoi.

MERDEKA CITY TOUR 2016

Merdeka City Tour 2016 Program was Organized by The Embassy Of Malaysia in Hanoi on 27th August 2016, In conjunction with this year National Day Celebration. The half day program objective were to expose participants on Vietnam's Political, Culture as well as Historical Heritage, for the Better Understanding Of Country. This was also to embrace the "SEHATI SEJIWA" tagline in our regional community building process.



CELEBRATION OF THE NATIONAL DAY OF MALAYSIA IN HANOI 31 AUGUST 2016, 12.30PM, SHERATON HOTEL HANOI

On 31 August 2016, a reception to celebrate the 59th Anniversary of Malaysia's National Day was hosted by H.E. Mohd Zamruni Khalid, Ambassador of Malaysia to the Socialist Republic of Vietnam at the Sheraton Hotel Hanoi.

Around 400 guests including Ambassadors, Charge d' Affaires and representatives from various Embassies and International Organizations in Hanoi as well as Vietnamese Government Officials attended the event. Malaysians living and working in Hanoi also attended the event.

The event started at 12.30 pm with the presence of H.E. Vu Hong Nam, Vice Minister of Foreign Affairs of Vietnam as guest of honor. A one minute video presentation featuring the essence of Malaysia was played, courtesy of Tourism Malaysia. Subsequently, the Malaysian and Vietnamese National Anthems were performed by a quartet of string instrument.

Guests were then treated with varieties of Malaysian dishes which included among others, nasi lemak, mee rebus johor, otak-otak, popia, pasembor and an assortment of Malaysian desserts such as kuih ketayap, karpap, pulut panggang and many more. The Malaysian dishes were prepared by two Malaysian chefs from Le Meridien Kuala Lumpur as part of Sheraton Hotel's effort in promoting Malaysian cuisine through Malaysian Food Promotion in conjunction with the Malaysian National Day.



NATIONAL SPORTS DAY 2016 ORGANISED BY THE EMBASSY OF MALAYSIA IN HANOI 8th OCTOBER 2016, HANOI

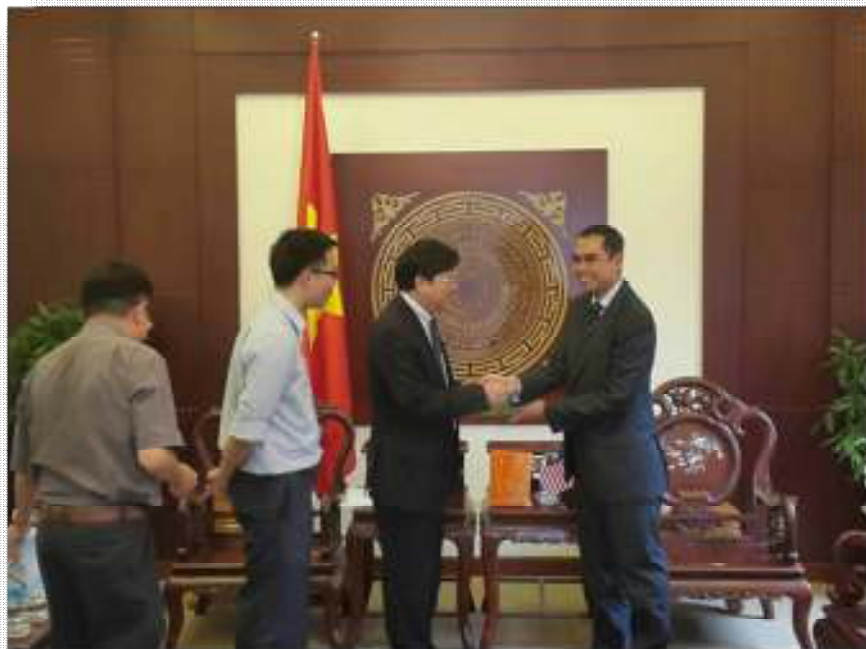
In line with the Malaysian Government's effort in transforming Malaysia into a sporting and healthier nation, the Embassy of Malaysia in Hanoi organised the National Sports Day at Hanoi Club on 8 October 2016.

The programme began at 9.00 am with welcoming remarks by Mr. Roslan Sharif, Deputy Chief of Mission. The event continued with aerobics and Zumba session led by three qualified fitness trainers. The event was attended by fellow Malaysians residing in Hanoi. The programme ended at 11.00 am.



H.E Ambassador's Visit To Nha Trang City

(14 - 16 November 2016)



H.E Ambassador's meeting with the Vice - Chairman of the Khanh Hoa People's Committee, Nha Trang



H . E Ambassador with fellow Malaysian living in Nha Trang City

Hanoi International Women's Club Charity Bazaar

The HIWC Annual Bazaar is Hanoi's most popular fundraising charity event supported by embassies, foreign and local businesses. Every year, the Bazaar attracts over 10,000 visitors, both expatriates and Vietnamese. This year, the event was held on 27 November 2016 with the Malaysian booth participated by PERWAKILAN (*Malaysian Ladies Association*) preparing Malaysian delicacies such as Nasi Lemak, Karipap, Pau Sambal (Malaysian burger), Kek Batik, Teh Tarik and many more.

The event gave fellow Malaysians in Hanoi the opportunity to catch up with each other while enjoying Malaysian food especially the authentic Nasi Lemak and Teh Tarik. We hope to catch more Malaysians at the Bazaar next year !!



Promotional Events

ASEAN WOMEN EXHIBITION

(3rd August 2016)



PRESS CONFERENCE INTRODUCING MALINDO AIR (MALINDO AIR LAUNCHES DAILY FLIGHT FROM HANOI TO KUALA LUMPUR

(1st September 2016)



Promotional Events

AD HOC FAM TRIP TO KUALA LUMPUR & PERAK WITH THAI AIRWAYS



TACTICAL CAMPAIGN IN CONJUNCTION WITH 1 MALAYSIA MEGA SALE CARNIVAL

(15 JUNE - 22 JULY 2016)



MID AUTUMN FESTIVAL

(13-15 September 2016)

Promotional Events



TOURISM MALAYSIA & MALINDO AIR, AD HOC FAM TRIP TO KUALA LUMPUR AND LANGKAWI

(24th - 29th September 2016)





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