



EMBASSY OF MALAYSIA

Belgrade, Republic of Serbia



Volume 2 (July - December 2016)

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MESSAGE FROM THE CHARGÉ D'AFFAIRES A.I. OF THE EMBASSY OF MALAYSIA IN BELGRADE:

Dear readers,

The uncertainty of the global economic outlook has constantly challenged us particularly in organising impactful programmes with very minimal financial mean.

Nonetheless, 2016 has been relatively a good year for the Embassy of Malaysia in Belgrade. Through some ingenuity, great teamwork and unflinching supports from its long-term partners, the Embassy organised three major events in the past months: its annual Malaysian Charity Bazaar; Ms Suwaibah Nasir's Avala Tower Run; and Malaysian Culinary Journey 2016. I am happy to report that those events are successful and achieved their objectives.

The Serbian Government's decision to grant visa exemption for Malaysians visiting Serbia beginning 1 December 2016 to 31 December 2017 is also another good news.

Exciting times lies ahead. Lets work and pray for a good 2017!

Kind regards,

Nik Ady Arman Nik Mohd Kamil
Chargé d'affaires

NEWS



Deputy Prime Minister, Datuk Seri Dr. Ahmad Zahid met with First Deputy Prime Minister of Serbia Ivica Dacic

New York, 24 August 2016 - The meeting between Ahmad Zahid and Dacic, which lasted for about 30 minutes, was also attended by Foreign Minister Datuk Seri Anifah Aman and Malaysia Permanent Representative to the United Nations Datuk Ramlan Ibrahim.

Malaysia will enhance bilateral relations with Serbia, including by granting the visa exemption for Serbs visiting Malaysia, said Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

He said relations between Malaysia and Serbia would be improved not only involving government to government, but also between the people of both countries.

He hoped the good relations with Serbia would be a gateway for Malaysian trade with former Yugoslavia countries, while Serbia could make Malaysia its gateway to Asean countries, with a total population of more than 500 million people.

Source: Bernama.com



Visa Abolishment for Malaysian Passport Holders



The Serbian Government passed the decision to abolish visas for Malaysia Passport holders on 12 October 2016.

The decision will be fully implemented starting from 1 December 2016 until 31 December 2017. With this decision, the Government of the Republic of Serbia reciprocated the Malaysian Government's introduction of visa free trial period for the Serbian passport holders beginning from 1 January 2016. The Malaysian and Serbian Government are currently working towards permanently lifting the visa regime between the two countries.

MEETINGS, VISITS AND CONFERENCES



Meeting With Prominent Serbian Football Coach

12 July 2016 – Mr Zoran Pesic, a prominent Serbian football coach, called on the Chargé d'affaires Nik Ady Arman to discuss regarding the cooperation between Malaysia and Serbia in the field of sports, particularly through the exchange of football coaching and expertise.

Chargé d'affaires Hosted a Meeting with Heads of ASEAN Missions to Serbia

13 July 2016 – The Heads of Diplomatic Missions of the Association of the Southeast Asian Nations (ASEAN) member countries to Serbia had a meeting at the Malaysian Embassy to discussed the possibilities of future cooperation in promoting the ASEAN in the Republic of Serbia, particularly the joint organization of the marking of 49th Anniversary of ASEAN – the ASEAN Day 2016.



Ms Suwaibah Nasir Visited the Embassy of Malaysia in Belgrade



17 August 2016 – Ms Suwaibah Nasir, Malaysian famous female solo-runner, visited the Embassy of Malaysia in Belgrade to discuss her new humanitarian project, “One Woman’s Mission To Conquer 30 of the World’s Tallest Towers”, achievement of which will be recorded in the Malaysia Book of Records.



This was Ms Suwaibah’s second visit to Belgrade, after successfully conquering the “Across Reverse Marco Polo” route in 2014, where she ran 3333 kilometers from Beijing, China to Venice, Italy. She stopped in Belgrade mid-journey to volunteer in helping the victims of severe floods that hit Serbia that year.





Welcoming Dinner for YBhg Datuk Mohammad Mentek, the Secretary General of the Ministry of Urban Wellbeing, Housing and Local Government of Malaysia and Delegation

21 September 2016 - Chargé d'affaires Nik Ady Arman hosted a dinner for YBhg Datuk Mohammad Mentek, the Secretary General of the Ministry of Urban Wellbeing, Housing and Local Government of Malaysia and his delegation, who were in Serbia for the ISWA World Congress 2016.



Meeting with the Yugoimport SDPR

29 September 2016 – Chargé d'affaires Nik Ady Arman had a meeting with Mrs Sonja Vukadinovic, Head of Asia & Oceania Division of Yugoimport SDPR J.P., a Serbian a state-owned company with a decades-long tradition in the trade of armaments, defence equipment and transfer of technology.

During the meeting, Chargé d'affaires was informed of Yugoimport's activities and both parties discussed the possibilities of expanding bilateral cooperation between Malaysia and Serbia, particularly in the field of defence.

Meeting with Muhibah Palm Products Sdn Bhd

26 October 2016 – Dato’ Ong Kong Kuan, Managing Director of the Malaysian Muhibah Palm Products Sdn Bhd, paid a courtesy call on the Chargé d’affaires Nik Ady Arman, to discuss future efforts/ventures with the Embassy in increasing promotion and sale of palm products in the Serbian market.



“Investment Crisis Yes or No?” Conference

1 November 2016 – Chargé d’affaires Nik Ady Arman participated in the “Investment crisis: Yes or No?” conference organised by the Chamber of Industry and Commerce of Serbia, BizLife Business News Magazine and the Council of Foreign Investors in Serbia, under the patronage of the Serbian Prime Minister’s Office.



During the conference, the panelists shared their experiences of doing business in Serbia and exchanged views on how to improve the business climate to attract more foreign investors to Serbia.



Meeting with the Islamic Community of Serbia

23 November 2016 – Chargé d’affaires Nik Ady Arman had a meeting with the delegation of the Islamic Community of Serbia headed by the new Reis-Ulema Mr Sead eff. Nasufovic and the new Mufti of Belgrade, Mr Mustafa eff. Jusufspahic.

During the meeting, both parties expressed satisfaction with the relations and current cooperation between the Embassy of Malaysia in Belgrade and the Islamic Community of Serbia and discussed the possibilities of expanding that cooperation in the future, particularly in the fields of education and Halal certification.



ASEAN Diplomatic Missions in Belgrade Celebrated the 49th Anniversary of ASEAN

8 August 2016 – The Diplomatic Missions of ASEAN member countries to the Republic of Serbia organised a Flag Raising Ceremony to mark the 49th Anniversary of the establishment of ASEAN. The ceremony also marked the 1st Anniversary of the establishment of the ASEAN Economic Community (AEC).



The ASEAN Flag Raising Ceremony was attended by the representatives from the Ministry of Foreign Affairs of the Republic of Serbia, Ambassadors of the Asia-Pacific countries to Serbia, representatives of the ASEAN dialogue partner countries and media representatives.

On the auspicious occasion, the representatives of the ASEAN member countries to Serbia reaffirmed ASEAN's commitment in pursuing further regional cooperation initiatives.



Embassy of Malaysia Handed Over Donation to the *Nasa deca* Association

8th August 2016 – The Embassy of Malaysia in Belgrade handed over the donation from the proceeds raised at the Malaysian Charity Bazaar 2016 to the *Nasa deca* Association.

Aiming to support the Association's efforts in helping the disabled children to develop their artistic talents and subsequently strengthen their sense of self-worth, the Embassy of Malaysia made the donation in kinds; that comprised renovation works to the Association's working space as well as supplying new furniture, appliances and raw materials required by the organisation. To support the Association's plans to become more self-sustainable, the Embassy also donated a transfer press machine for clay and fabric printing, machines for making badges and a computer.

The total value of the donation exceeded EUR 5,000 (RM 23,600).



Avala Tower Run 2016 (#suwaibah30towers)



31 August 2016 - Ms Suwaibah Nasir, Malaysian solo female runner, completed the run up the Avala Tower on 31 August 2016. This run up the tower signified the beginning of Ms Suwaibah's humanitarian tour "One Women's Mission to Conquer 30 World's Tallest Towers", that aim to create awareness on the plight of the refugees/migrants group. The run, organised by the Embassy of Malaysia in Belgrade, was made more meaningful since it was held in conjunction with Malaysia's 59th National Day.

Throughout the run, Ms Suwaibah was accompanied by Chargé d'affaires Nik Ady Arman and runners from the Serbian Balkan Racing League.



Warming up session with the Serbian runners before the run



Ms Suwaibah Nasir with the Malaysian Embassy's staff and Serbian Runners



Ms Suwaibah Nasir at the foot of the 205m tall tower



Ms Suwaibah Nasir and Chargé d'affaires Nik Ady Arman before the start of the run

EMBASSY'S ACTIVITIES



Running to the foot of the Avala Tower



Welcoming parties along the route



Crossing the finishing line on the top of the Avala Tower



Running up towards the Avala Tower



The race up the Avala Tower



Ms Suwaibah Nasir and Chargé d'affaires Nik Ady Arman at the finishing line



Welcoming party at the view deck on the top of the Avala Tower



Ms Suwaibah Nasir giving interview for the Radio Television of Serbia



Photo session at the top of the Avala Tower



Ms Suwaibah Nasir receiving the Certificate of Appreciation and the Avala Tower memento from Chargé d'affaires Nik Ady Arman at the ceremony held after the run

Embassy of Malaysia organized Ms Suwaibah Nasir's Visit to the Asylum Center in Krnjaca, Belgrade

2 September 2016 – As part of her humanitarian tour, Ms Suwaibah Nasir visited the Krnjaca Asylum Center in Belgrade, which operates under the Government of the Republic of Serbia, in her efforts to create awareness on the migrant issues. During the visit, Ms Suwaibah Nasir interacted with the migrants and the representatives of the Center and was informed about the current migrant issues in Serbia as well as the Center's efforts to improve and expand its facilities.



Ms Suwaibah and Mrs Norzaida Sheriff, Third Secretary of the Malaysian Embassy at the Centre



Ms Suwaibah Nasir with the youngest migrant in the Centre



Ms Suwaibah Nasir with a group of child migrants



Ms Suwaibah Nasir in the room where migrants have free access to the computers and internet



Ms Suwaibah Nasir with a group of migrants in front of one of the renovated barracks



In front of the Centre's main office with the Chief Coordinator of the Belgrade Asylum Center

Hari Sukan Negara 2016



8 October 2016 - The Embassy of Malaysia in Belgrade celebrated Hari Sukan Negara 2016 in collaboration with the National Academy of Recreation and Sports (NARS), a Serbian NGO that promotes healthy lifestyle through sports and recreational activities.

The Embassy's staff and their families together with students from the *Daishin Aikido Centre* – NARS, participated in the event that began with a brief interactive session on "Healthy Lifestyle" by Mr Mladen Burazerovic, President of NARS, followed by a warming-up session and zumba. There were also friendly games of table tennis, badminton, darts, Frisbee and fun-filled games for kids.



MALAYSIAN CULINARY JOURNEY

with Malaysian Celebrity Chef Dato' Ismail Ahmad

MALAYSIAN CULINARY JOURNEY 2016

12 October 2016 - The Embassy of Malaysia in Belgrade, in collaboration with the Hyatt Regency Belgrade, organised the *Malaysian Culinary Journey 2016* from 12–16 October 2016. The event featured Malaysian celebrity chef, Dato' Ismail Ahmad. The Opening Reception was held on Wednesday, 12 October 2016 at 6.00 pm at the Metropolitan Grill Restaurant, Hyatt Regency Hotel Belgrade.

Apart from the opportunity to savour a variety of authentic Malaysian traditional cuisine, visitors of the Malaysian Culinary Journey were also able to experience the beauty and uniqueness of the Malaysian cultural heritage through the traditional Malaysian dances performed by the Embassy's *Chenderawasih* Cultural Troupe as well as the exhibition of Malaysian cultural items.

Malaysian Culinary Journey 2016 was supported by the Turkish Airlines, Tourism Malaysia Office (Milan) and Silbo d.o.o.



The Malaysian Culinary Journey 2016 Opening Ceremony began with Welcoming Remarks by Chargé d'affaires a.i.



Chargé d'affaires Nik Ady Arman delivering his Welcoming Remarks



Chargé d'affaires Nik Ady Arman introducing Dato' Ismail Ahmad, Malaysian famous celebrity chef



VIP guests and media representative attending the Malaysian Culinary Journey Opening Ceremony



The Malaysian Embassy's Chenderawasih Cultural Troupe performing Malaysian traditional dances



Chargé d'affaires Nik Ady Arman and Dato' Ismail Ahmad welcoming the guest to the buffet hall



Dato' Ismail Ahmad explaining the Malaysian food to the guests



Dato' Ismail Ahmad promoting Malaysian traditional cuisine through direct interaction with the guests



Exhibition of traditional Malaysian handicrafts



Dato' Ismail Ahmad with the spouses of the Heads of Missions of Asia-Pacific Countries in Serbia

Did you know ...

... that the most popular drink in Serbia is coffee, made in the same way it used to when the Ottomans brought it to Serbia in the 15th century. The 'domestic' coffee, or *kafa*, bears a strong resemblance to what is known as Turkish coffee. The oldest traditional coffee bar or *kafana* in Europe was opened in 1522 in Belgrade, where countless coffee bars are still the most popular places to meet and socialise.



Interview with the Chargé d'affaires a.i. of the Malaysian Embassy by e-Kapija

30 September 2016 - Chargé d'affaires Nik Ady Arman gave an interview to e-Kapija, the most influential business news portal in Serbia (subscribed by more than 14,500 companies/organizations).

Nik Ady Arman, Chargé d'Affaires a.i. - Serbia has the potential to become a distribution hub for Malaysian products

Friday, 09/30/2016 | 16:30 | Source: eKapija



(Nik Ady Arman) The bilateral relations between Malaysia and Serbia are warm, friendly and steadily improving with each passing year. Malaysia and Serbia managed to overcome the differences in political views that had hampered the development of the relations in the past and are now working to foster bilateral ties in all areas. The cooperation between our two countries in international fora is particularly good, as Malaysia and Serbia have been mutually supporting each other's candidatures to the international bodies since 2011.

This is how Nik Ady Arman, Ambassador of Malaysia, sees the relations between Serbia and Malaysia.

– I believe that the timing now is very conducive to enhance the bilateral ties and cooperation between Malaysia and Serbia. Since the Malaysian Embassy re-opened in 2004, the number of Serbian tourists and businessmen travelling to Malaysia has been constantly growing at the average annual rate of 18 percent. This year, the Malaysian Government has introduced a 12-month visa free trial for the Serbian citizens and both Malaysia and Serbia are currently working to permanently abolish visas for the mutual benefit of both countries. This would increase the number of Serbian visitors to Malaysia even further and increase the number of Malaysians visiting Serbia. Subsequently, it would also facilitate the establishment of direct contacts between the Malaysian and Serbian business communities – Nik Ady Arman says in his interview for eKapija.

One way to instantly speed up the pace of progress of the bilateral relations between Malaysia and Serbia would be to increase the number of bilateral meetings and high-level visits between the Malaysian and Serbian Government officials.

eKapija: What are the areas of potential growth?



– Tourism would be the first step to initiate people-to-people contact that could further expand to other areas of cooperation between Malaysia and Serbia. Malaysia has a highly diverse touristic offer that is attractive to all the target groups; from young people seeking good nightlife and backpacker adventures, to honeymoon couples and married couples with children to elderly people. Malaysia's multicultural and multiracial character offers unique Asian experience to the visitors. On the other hand, Balkan tours are becoming quite popular among Malaysian tourists. With both Malaysia and Serbia striving to assert themselves as regional hubs, the cooperation between the tour operators, airlines and travel agent associations would be

mutually beneficial.

Direct contact between Malaysian and Serbian people could also be improved through cooperation in the field of higher education, especially through student exchange programs and research collaboration between universities and learning institutes. Sport is another prospective area for cooperation, taking into account that both countries are very fond of sports. Also, Malaysia and Serbia have traditionally good cooperation in the field of defence from the times of former Yugoslavia and through the cooperation within the Non-Aligned Movement structure. That cooperation could be further enhanced through the exchange of military expertise and military staff training programs.

Economic cooperation remains to be the main area with huge potential to be explored between Malaysia and Serbia. In order to fully tap this potential, further efforts to link the private sectors from both sides is imperative. This could be achieved through periodically organized business forums, where businessmen could establish direct contacts and explore the possibilities of future cooperation. Serbian agricultural and organic food products in particular, could find their way to Malaysian buyers. Although many major Serbian food manufacturers have been certified Halal over the past few years, a wider campaign to promote Halal standard in Serbia would certainly facilitate the exports of Serbian food products to Malaysia.

eKapija: According to the data for the year 2015, the bilateral trade exchange between Serbia and Malaysia amounted to EUR 33.37 million, out of which EUR 4.38 million was the value of Serbian exports to Malaysia and the value of Serbian imports from Malaysia was EUR 28.98 million. What products were the major Serbian imports from Malaysia and what are the major Serbian exports to Malaysia?



– Serbia's major imports from Malaysia are natural rubber, palm oil and electronics, such as office machines and telecommunications equipment. Although the total value of bilateral trade exchange between Malaysia and Serbia is not that high, it is nonetheless stable and reflects the overall positive trend in the long-run. It is also important to notice that the figures you have stated do not necessarily reflect the true value of the trade exchange, as Serbia's imports from Malaysia are in many cases done through major distributors from third countries, such as Germany and Italy, and are not recorded as bilateral trade between Malaysia and Serbia. Increasing the number of contacts between the Malaysian and Serbian business communities could make the bilateral trade between Malaysia and Serbia more direct in the future.

On the other hand, the Serbian exports to Malaysia have been increasing at a high pace over the past couple of years. For example, the value of the Serbian exports in 2015 soared as high as 63 percent as compared to 2014. Major Serbian exports to Malaysia are miscellaneous manufactured products, timber and wood, as well as chemical products.

eKapija: Are there any Serbian companies in Malaysia and how often do the members of the Malaysian business community seek your advice on how to reach the Serbian market?

– Some of the Malaysian public and business community still remember Energoprojekt's large infrastructural projects in Malaysia during the times of former Yugoslavia. Many of them, however, do not know much about Serbia, as they are often not fully aware of the correlation between today's Serbia and former Yugoslavia. Since the large-scale projects are now replaced with smaller private sectors' initiatives and taking into account the geographical distance between Malaysia and Serbia, most of the Serbian companies, when exploring the possibilities of expanding their operations to Malaysia, still prefer doing business through joint ventures with their Malaysian partners. In this regard, companies usually seek advice on choosing the most adequate partner, which we are more than happy to provide with the help of the relevant Malaysian Government agencies such as Malaysia External Trade Development Corporation (MATRADE) and Malaysian Investment Development Authority (MIDA).

eKapija: Speaking of investments, in what areas the Malaysian companies are interested the most in Serbia?

– The Malaysian business community has, so far, primarily shown interest in agriculture sector i.e. meat processing and possibilities of local production of palm oil. Due to Serbia's strategic geographic position, an increasing number of Malaysian businessmen have recently started to view Serbia as a potential future hub for distribution of their products and services to the Balkans and other European countries.

eKapija: What is your opinion on how developed is the cooperation between Serbia and ASEAN member countries?



Nik Ady Arman at the raising of the ASEAN flag in Belgrade

– I believe that the bilateral relations between Serbia and many ASEAN member countries are good, especially after the formation of the Non-Aligned Movement (NAM) and during the times of former Yugoslavia. In some cases, it is even excellent; just look at Serbia's strong bilateral ties and cooperation with Indonesia. We could also notice that the Serbian Government has intensified its efforts to foster bilateral ties with Cambodia and Laos over the past several years. More Serbian citizens are also visiting Thailand, which is probably the most popular far tourist destination for the Serbians. With the intensifying of the ASEAN integration processes, especially with the establishment of the ASEAN Economic Community (AEC) and the ASEAN Free Trade Area (AFTA), the potential benefits of cooperation with the member countries of ASEAN are becoming more significant in many areas. The Serbian Government recognises this and has

been working on joining the Treaty of Amity and Cooperation in Southeast Asia for several years now.

eKapija: Can we announce some new activities of the Embassy; in what ways do you promote Malaysia in our country?

– When the Embassy of Malaysia to Serbia was re-established in 2004, many Serbian citizens did not know much about Malaysia. Besides improving bilateral relations between our two countries through the Government-to-Government approaches, the Embassy of Malaysia is also putting an emphasis on public diplomacy approaches i.e. outreach programs done in cooperation with partners from different fields. In our effort to promote Malaysian tourism, for example, we liaised with many different tour operators, airlines and tourist agencies, as well as with the relevant Serbian government agencies. We also established a long-term regular cooperation with several higher education institutions, such as the Belgrade Tourism College and regularly participate in the Belgrade International Tourism Fair.



Kuala Lumpur City Centre

One of the important parts in the Embassy's efforts to promote Malaysia would be the promotion of Malaysian culture. Chenderawasih (Birds of Paradise) Cultural Troupe, under the auspices of the Malaysian Embassy, has been performing traditional Malaysian dances at more than 80 local and regional festivals and other cultural events for more than 10 years.

In June this year, the Embassy held its fourth Malaysian Charity Bazaar, a whole-day family event that was opened to the public, which had gathered more than 60 companies around the noble cause of creating awareness and helping a particularly socially vulnerable group. This year's Malaysian Charity Bazaar helped the disabled children of the Nasa deca Association. The event was exceptionally well received by the local community.

In conjunction with the Malaysia's National Day 2016 celebration on 31 August 2016, the Embassy organised the Avala Tower Humanitarian Run that featured Ms. Suwalbah Nasir, a renowned Malaysian female solo runner. This run is a part of her "One Woman's Mission to Conquer 30 of the World's Tallest Towers" humanitarian effort.

Noticing how much Malaysian food sooth the local taste, the Embassy will be organising a Malaysian Culinary Journey from 12 to 16 October this year at the Hyatt Regency Belgrade. As there is no Malaysian restaurant in Serbia yet, the Embassy in collaboration with a number of its long-term partners will be presenting a famous Malaysian chef to cook and showcase a variety of Malaysian authentic traditional cuisines specialties that Malaysia is famously known for. I wish to take this opportunity to invite your readers to experience the Malaysian cuisine delicacies and also be entertained by the performances of the Chenderawasih Cultural Troupe during the event.

eKapija: How much is life in Serbia different from life in Malaysia?

– Malaysia and Serbia are two geographically very distant countries, with very different historical, cultural and religious backgrounds. Even our climates are as different as they get. Having lived here for already seven months already, it still amazes me how many similarities there are in the way of life and I do not mean only in big cities, where modern and fast western lifestyle model set in, but also in the context of more traditional lifestyles. Once you put the immediately noticeable differences aside, many of the things that make everyday life begin to strikingly look-alike. However, this should not be so surprising as Malaysia and Serbia are both developing countries and have forged their national identities through years of assimilation of both Eastern and Western influence.

eKapija: How different are the business etiquettes? Were you surprised by something in particular?

– When it comes to business etiquette, Malaysia and Serbia are not that different. There are, however, a few subtle differences that could be noticed. Serbian business etiquette is slightly less formal and less hierarchical, with a bit less emphasis on punctuality. Also, the meeting agendas are less strict, often marked with off-topic conversations, which creates a pleasant and more homely atmosphere for the guests. Malaysians, being warm, open and communicative as Serbs are, could appreciate this approach. On the other hand, Malaysians, however, is also a bit more reserved and less expressive; would probably wait until the second or third meeting before becoming more open to their partners.

Jelena Djelic

Interview with the Chargé d'affaires a.i. of the Malaysian Embassy by World of Tourism Magazine

12 October 2016 - Chargé d'affaires Nik Ady Arman gave an interview to the *Turisticki svet* (World of Tourism), a well-known hospitality industry magazine in Serbia, with the title "Malaysia Has All You Desire".

Nik Ady Arman, PRVREMENI OTPRANIK POSLOVA U AMBASADI MALEZIJE U BEOGRADU:

MALEZIJA ispunjava sve vaše želje



Spremite se da budete zadržani, zato što Malezija nudi mnogo više od onoga što se vidi na prvi pogled – poručuje Nik Ady Arman, privremeni otpranik poslova u Ambasadi Malezije u Beogradu. On u ekskluzivnom razgovoru za „Turistički Svet“ predstavlja ovu atraktivnu turističku destinaciju, njenu kulturu i gastronomiju, ističući da je sve veći broj naših ljudi koji posećuje Maleziju, te da će se ukidanjem viznog režima između Malezije i Srbije progresivno učvrstiti dalji rast razmene turista između dve zemlje.

7818 TURISTIČKI SVET | oktobar / novembar 2016



• Malezija je sve posećenija turistička destinacija u Aziji. Koje su to posebnosti malezijskog turizma?

- Ako bih morao da izdvojim jednu od specifičnih karakteristika malezijskog turizma, to bi svakako bila raznovrsnost turističke ponude u Maleziji. Kao jedna od najboljih destinacija za odmor na svetu, Malezija je prepoznata zahvaljujući jedinstvenim atrakcijama. Šta god da je vaša definicija ispunjenog odmora, Malezija ima sve neophodne elemente – narkotične plaže i zaštićena ostrva, bogata kombinacija kulture i istorije, dobro očuvano blago nasleđe, svetle moderne objekte, nedirnuti krajolik, raznovrsnu okolinu kulturnu i dugačku listu mesta za loženje. Malezija ima sve što vam je potrebno.

Ali ono što čini Maleziju našim poslodavom je, naravno, i neprolazno topli i gostoprijemni ljudi. U kombinaciji sa vrhunskom uslugom, stvara se jedinstvena pejzazna atmosfera. Šta pruža posetiocu ikakvo užitje je mnogo više od onog opisanog u brošuri ili promotivnom video spotu. Po mom mišljenju, ovo je najbogatiji razlog zašto se mnogi posetioci vraćaju u Maleziju po drugi ili treći put. Spremite se da budete zadržani, zato što Malezija nudi mnogo više od onoga što se vidi na prvi pogled.

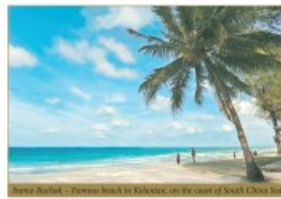
Turistička sfera

• Kakvu turističku kampanju vodi Malezija i koje nacionalne turističke organizacije?

- Siguran sam da je većina vaših čitalaca upoznata sa kampanjom „Malaysia Truly Asia“, započetu 1999. godine, koja se i dalje smatra jednom od najuspešnijih turističkih promotivnih kampanja na svetu. Kampanja je bazirana promotivno na promociji prelepih tropskih plaža i rijetih životinja. Kako Malezija nudi mnogo više od toga, uručile su i kampanje „Visit Malaysia 2014“ i „Malaysia Year of Festivals“ (MAYEST).



Cheremes – Traditional Malaysian Folk Dance performance at the most popular festival in Ashgabad.



Beach Resort – Getting beach in Kota Bharu, on the coast of South China Sea.

oktobar / novembar 2016 | TURISTIČKI SVET 7819



Bukit Bendera Bukit Bendera, Malaysia. The highest peak in Kuala Lumpur (1017m).



Formula 1 Malaysian Grand Prix in Sepang, Selangor.

Prepare to be amazed, because Malaysia offers much more than what meets the eye – says Mr. Nik Ady Arman, Chargé d'affaires a.i. at the Embassy of Malaysia in Belgrade. In an exclusive interview for "Turisticki Svet" he presents this attractive tourist destination, its culture and gastronomy, noting that there is a growing number of our people who visit Malaysia, and that the abolition of the visa regime between Malaysia and Serbia will progressively consolidate further growth of tourist exchange between the two countries.



Singapore.



Singapore (The Street Food).

2015" koje su više fokusirane na raznovrsnost malezijskog društva i kulture. Kampanja „Get Out Malaysia" i istakla „Dye Taste, Eat Inspire, Shopper's Paradise" fokusirane su na segment turizma u Maleziji kao što su prirodi smetali, ture povremene hrane, eko-turizam, moderni mesec, moderna umetnost, masovni bulevar i ture biciklima i motociklima.

• Kuala Lumpur je najvredniji turistički život. Šta spaja turiste ne bi imao da poseti u glavnom gradu Malezije?

- Glavni grad Malezije, Kuala Lumpur, nesumnjivo je jedan od najzanimljivijih i najbogatijih gradova u Aziji. Mnoga nedorečena nasleđe se ostaci bogate prošlosti Kuala Lumpura u vidu graditeljske i dobro očuvane, prelepih turističkih znamenitosti daju razliku.

Svakako bih preporučio posetu kulde „KL", kući kraljevske „Istana" i stane „Sepang Formula 1 Grand Prix" kao i posetu tugu „Mendaki" ulice „Petaling" (stari deo Kuala Lumpur).

„Jatana Negara" (kraljevska palata) i pećine „Batu". Ne treba zaboraviti ni hrana u Kuala Lumpur, kao ni posetu lepotice, certana „Pondok Kuala Lumpur", „Seria KLCC" ili „Starhill Gallery". Najbolje periode takođe će uticati u poseti „Aparia KLCC", modernog okolišnog „Perdana Botanical Garden", „KL Butterfly" i „KL Bird" parkova i zoološkog vrt „Nipah".

MALEZIJSKI PUT DO MALAZIJE

• Koje su najbogatije atrakcije vez i koje atrakcije-panje malezijske zemlje?

- Po mom iskustvu, najpopularniji način za putovanje u Maleziju iz Srbije je preko Istanbula avio-kompanijom „Turkish Airlines", mada se lenovi „Etihad" („Air Serbia") i „Qatar Airways" u preko Abu Dabi i Doha takođe veoma popularni usled dobrih kondekija i prirovnih cena, posebno među podvoznim ljubiteljima.

PROSTOR ZA SREĆU

• Ovo godine, ovaj nacionalni putnik u Srbiji najbogatiji su na svakodnevni način. Katije našim čitaocima više o tome.

- U vezi sa proslavom 59. Nacionalnog dana Malezije, Ambasada Malezije u Beogradu organizovala je trku „Avala Tower Fawantastic Race", u kojoj je učestvovala postava malezijske timačka Suzuhah Nauri. Ovo je njena druga poseta Srbiji. Prvi put je bio 2014. godine, kada je učestvovala 1.333 kilometra u krakini teli „Motto Polo" u Poljari i Kiru da Venecije u Italiji, te je produži svet bežak u Srbiji, kako bi se pridružila volonterima koji su pomagali hrana poplavi koje su pogalele Srbiju te godine. Njeno posetioce ikakvo inspirisalo je da je izabere Srbiju kao poljezite njene humanitarne tih „One Women Mission to Connect the 30 World's Tallest Women".

Zato bih da istaknem ovaj profila da se održava međunarodna Sportske asocijacije Srbije, upravi Avialing torija, kao i grapi upitnih istakla u „Balkan Racing League" na ovom deprimu aspeha ovog događaja, koji je pobraz brojne pozitivne komentare javnosti i imao odličnu medijsku pokrivenost od strane lokalnih i malezijskih medija.

• U okviru se organizuje Osvet Malezijski festival u Beogradu. Gde bi vašim sugrađanima koji su ljubitelji „Vole izjaviti i šta će malezijski kantar posebno da priprema?

- Malezijsko bogato i raznovrsno kulturno nasleđe je naša najatraktivnija što može naruđiti i da ponudi, a mali broj stvari ostakna malezijsku kulturu kao što može hrana. Reč je o jedinstvenoj malezijskoj kulinariji, kineske i indijske kuhinje, sa blagim prinosima zapadnjačkih uticaja. Iako nema malezijskih restorana u Srbiji, predložio sam da naše hrana prije upitnih ukusima, zbog čega verujem da je ona jedan od najbogatijih načina da se promoviše Malezija u Srbiji.

U vezi sa tim, Ambasada Malezije organizuje „Malaysian Culinary Journey" od 12. do 16. oktobra 2016. u hotelu „Hyatt" u Beogradu. Događaju će prisustvovati Dato Jemari Ahmad, poznati malezijski kantar, koji se specijalizovao za pripremu tradicionalne i autoritativne malezijske kuhinje. Gost će zaključiti malezijski tradicijonalni igru „Cendol" i „Makanan Cultural Troupe", „Malaysian Culinary Journey" predstaviti našim gostima jedinstvenu magičnost da probaju, iskuše i ošte Maleziju u Srbiji.

IZJAVIJEVANJE

• Da li će Malezija biti posebno sa predloženoj Srbija turizma u Beogradu, u februaru mesecu?

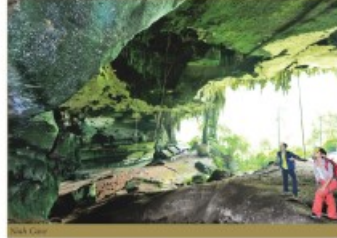
- Napori za promicanje malezijskog turizma se svake godine povećavaju. Kao što se i povećava broj upitnih turista u Maleziju. Nismo nedavno uspešno godinu uspešno saradnje Ambasade Malezije i najbogatijih upitnih turizma u promociji Malezije, naša zemlja se predstavila po prvi put na beogradskom Međunarodnom sajmu turizma 2015. godine.

Ukoliko viznog režima između Malezije i Srbije će progresivno učvrstiti dalji rast razmene turista između dve zemlje, a siguran sam da će se napori u promociji malezijskog turizma nastaviti i u budućnosti.

Marko Jelić



Malaysian diver among the coral reefs and fish in the sea.



Dark Cave.



Malay National Park, Sarawak. Nature and adventure scene of the water recreation in the area.

oktobar / novembar 2016 | TURISTIČKI SVET 7821

Promotion of Malaysian Tourism

20 October 2016 – In the efforts to promote the Malaysian tourism and increase the numbers of Serbian tourists travelling to Malaysia, the Embassy of Malaysia provided the write-up for the *Turisticki svet* (World of Tourism) magazine that was published with the title “Where the Weather is as Warm as the Hospitality”.

TAMO GDE JE VREME TOPLO KAO I GOSTOPRIMSTVO

Srećna su zemlja jugoistočnoj Aziji, Malajzija ima strategičku lokaciju i tokom cele godine toplo vreme. Sa stratežičkom lokacijom od Malajzije, Kineza i Indijaca, ali i bogatih pretpostavki autohtonih zajednica „Sabah“ i „Sarawak“, Malajzija predstavlja jedinstvenu i inspirativnu kulturnu. Ova zemlja je i dalje najpopularnija među turistima zbog svojih prirodnih lepota. Na ostrvima i uzduž obale, Malajzija ima jedinstveno bogatstvo prirode i kulture.

DIESET BAZILIKA DA POSETITE MALAZIJU

1. Masjid Jamek u Kuala Lumpur
2. Masjid Sultan Hassanudin u Kuala Lumpur
3. Masjid Sultan Ismail u Kuala Lumpur
4. Masjid Sultan Omar Ali Saifuddin u Kuala Lumpur
5. Masjid Sultan Salahuddin Abdul Aziz Shah u Kuala Lumpur
6. Masjid Sultan Ahmad Shah u Kuala Lumpur
7. Masjid Sultan Abdul Aziz Shah u Kuala Lumpur
8. Masjid Sultan Abdul Halim Muadzam Shah u Kuala Lumpur
9. Masjid Sultan Abdul Kadir Jasin u Kuala Lumpur
10. Masjid Sultan Abdul Majid Ali u Kuala Lumpur

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8. Masjid Sultan Abdul Halim Muadzam Shah u Kuala Lumpur
9. Masjid Sultan Abdul Kadir Jasin u Kuala Lumpur
10. Masjid Sultan Abdul Majid Ali u Kuala Lumpur

Familiarisation Trip to Malaysia

In a collaboration with the Malaysian Tourism Board (Milan) and the Turkish Airlines, the Embassy of Malaysia in Belgrade organised a familiarisation trip to Malaysia in June 2016 for a journalist from *Putovanja za dvoje* (Travel for Two), one of the most popular travel magazine in Serbia. The travelogue, published in the magazine’s autumn issue, focused on Kuala Lumpur and the Pulau Redang and Pulau Perhentian as well as on Malaysian cuisines.

Da li vam treba preći pola sveta zarad posete jednoj zemlji? Moj odgovor je: Da!

Ker tu vas u Malajziju, pored nezaobilaznog Kuala Lumpura, čekaju pedesete plaže i korali, nekakrute prašume i ardačni ljudi.

Visoke planine i prelope plaže najtoplijeg okeana na svetu, Taman Negara - najstarija prašuma na svetu, kulturnoistička različitost, hinduistička božanstva, budistički hramovi, džamije i crkve, tropaska prašuma u centru Kuala Lumpura, sve su to odlike ove zemlje sa druge strane zamažaka kupa.

Svima koji planiraju da posete Malajziju, preporučujem stariki „Laput pisang“: Raci se o blago klijavim paketićima od banane koji su sa kokosovim brašnom i mlekom umotanim u list banane i kuvani na pari.

Title: ASEAN Flag Raised in Belgrade – Serbia Not Using Good Bilateral Relations Sufficiently Source/Date: e-Kapija , 10 August 2016



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ASEAN flag raised in Belgrade – Serbia not using good bilateral relations sufficiently

Wednesday, 08/10/2016 | 11:20 | Source: eKapija



In conjunction with the 49th Anniversary of the formation of the Association of Southeast Asian Nations (ASEAN) and to commemorate the first year of the establishment of the ASEAN Economic Community (AEC), the ASEAN Day 2016 flag raising ceremony was held on August 8, 2016, at 10:00 a.m. at the Embassy of the Republic of Indonesia in Belgrade.

The Ceremony was co-hosted by the ASEAN Embassies based in Belgrade, Republic of Serbia, namely the Republic of Indonesia, the Republic of the Union of Myanmar and Malaysia.

ASEAN was established on August 8, 1967, in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the ASEAN founding members, namely Indonesia, Malaysia, Philippines, Singapore and Thailand. Brunei Darussalam joined ASEAN on January 7, 1984, followed by Lao PDR and Myanmar on July 23, 1997, and Cambodia on April 30, 1999, making up what is today the ten Member States of ASEAN.

Since its establishment, ASEAN has been successful in facilitating the economic prosperity, political stability and security as well as socio-cultural cohesion of the countries in the South East Asian region.

The importance of ASEAN to the world economy is proven by the fact that they cover a market of over 622 million people. This potential market of ASEAN is larger than those of the European Union or North America, said the Ambassador of Indonesia in Belgrade, Harry Richard James Kandou.



– By GDP, the group was seventh largest economy in the world in 2015 and it could be fourth largest by 2050. It is also one of the most open economic regions in the world, with total merchandise exports of over USD 1.2 trillion - nearly 54% of total ASEAN GDP and 7% of global exports, making it the fourth-largest exporting region in the world – added the Indonesian ambassador at the Belgrade ceremony.

The flag raising ceremony was attended by Heads of Missions and representatives from the Asia Pacific embassies based in Belgrade and, on behalf of the Ministry of Foreign Affairs of Serbia, Goran Aleksic, assistant in charge of bilateral relations.

Considering the fact that the Serbian delegation consisted of only one member, we wondered how well used the possibilities of cooperation between Serbia and the member states of ASEAN were.

Professor at the Faculty of Political Sciences and the director of the Asian Studies Institute, Dragana Mitrovic, reminds that Serbia's position as Yugoslavia's successor enables it to benefit from decades of bilateral cooperation with many of the ten member states of ASEAN, some of which are showing great interest in establishing a far more thorough economic cooperation in the areas of trade, tourism, direct investments in our economy, but also education, technological exchange etc.

– Since some of these countries are at the same time the most dynamic world economies and belong to the so-called growing or blooming economies, like Indonesia, Thailand, Vietnam, the economic cooperation with them could have a positive effect on the dynamic of the growth of our economy and the diversification of the market and sources of foreign investments – says prof. Dragana Mitrovic for eKapija and adds that, since the removal of sanctions, Myanmar too has become a hotspot of true competition between potential investors from the most developed economies.



Our interviewee notes that Indonesia, a powerful and dynamic regional economy, has been showing great interest, which we haven't used nearly enough.

Mitrovic believes that this is caused partly by our traditional weaknesses – the separation of science and the compact state institutions and the economy, which results in the lack of proper letters of recommendation, low interest of our business entities for markets outside Europe, the slowness of the existing institutions in realizing the initiatives from these countries, especially when it comes to interdepartmental cooperation, and the generally unfavorable climate in the Serbian economy and its weak capacities for competitive ventures in the world market.

J. Djelic

Title: Race up the Avala Tower Source/Date: Vecernje Novosti Daily, 31 August 2016



ТРКА УЗ АВАЛСКИ ТОРАЊ

ПОВОДОМ обележавања 59. годишњице малезијске државности, данас од 9.45 биће организована трка уз Авалски торањ. Ово трчање део је хуманитарне туре под називом "Мисија једне жене да победи 30 највиших торњева света", коју промовише Сувајба Насир, позната малезијска дугопругашница. Први пут у Србију стигла је 2014. године, када је трчала 3.333 километра дугу стазу путем Марка Пола у супротном смеру - од Пекинга до Венеције. Тада су трку кроз нашу земљу, Сувајба и њен двадесеточлани тим одложили како би помогли жртвама поплава које су те године тешко погодиле Србију. М. С.

Title: ASEAN Can Be More Successful than the EU Source/Date: Danas Daily, 9 August 2016

12 Danas

ASEAN može da prestigne EU

Beograd - Razvijanje još intenzivnije saradnje sa Srbijom kao i njeno pristupanje Sporazumu o prijateljstvu i saradnji članica Udruženja zemalja Jugoistočne Azije (ASEAN) je veliko zadovoljstvo za ASEAN, izjavio je juče ambasador Indonezije u Srbiji Hari Ričard Džejms Kandou.

Ambasador Kandou se na svečanosti 49. godišnjice osnivanja ASEAN-a založio za dalje razvijanje saradnje Udruženja i

ukupnim domaćim proizvodom, 10 zemalja ASEAN-a su sedmi po veličini ekonomski entitet u svetu, a do 2050. bi mogao da bude četvrti, posle Kine, Sjedinjenih Američkih Država i Indije.

Sa preko 622 miliona stanovnika ASEAN, koji je 31. decembra 2015, počeo da funkcioniše kao ekonomska zajednica država članica, potencijalno je veće tržište od EU ili Zone slobodne trgovine u Severnoj Americi (NAFTA).

U Beogradu obeležena 49. godišnjica osnivanja Udruženja zemalja Jugoistočne Azije

Srbije, traganjem za novim pristupima, angažovanjem privatnog sektora i unapređivanjem veza u oblastima kulture, turizma i privrede.

Ova dostignuća i brojke, kao i središnja pozicija ASEAN u regionalnoj arhitekturi ukazuju koliko je politički mudro da zemlje koje žele saradnju sa ostalim ključnim igračima u Aziji i van nje, unapređuju saradnju sa Udruženjem, konstatovao je Kandou.

Na svečanosti podizanja zastave ASEAN u dvorištu ambasade Indonezije juče su bili visoki zvaničnici Ministarstva spoljnih poslova Srbije, šefovi misija i predstavnici ambasada država Azije i Pacifika u Beogradu, kao i prijatelji zemalja iz Udruženja.

Udruženje je osnovano 8. avgusta 1967. u Bangkoku glavnom gradu Tajlanda, pošto su ministri spoljnih poslova zemalja osnivača, Indonezije, Malezije, Filipina, Singapura i Tajlanda potpisivali Deklaraciju ASEAN. Kasnije su im se pridružili Brunej, Laos, Vijetnam, Mjanmar i Kambodža.

Kandou, koji je predstavnik najveće i najmnogoljudnije članice ASEAN-a, dalje je ukazao da je to Udruženje istinski privlačan ekonomski partner. Mereno

B. Korkodelović

Title: Flag Raising Ceremony Source/Date: Vecernje Novosti Daily, 9 August 2016

beogradska@novosti.rs

СЕРВИС ДЕЖУРНИ ЦЕНТАР „ХАЛО БЕБА“, ТЕЛЕФОН 7158-444 (24 САТА)

ЦЕРЕМОНИЈАЛНО ПОДИЗАЊЕ ЗАСТАВЕ

ПОВОДОМ 49. годишњице оснивања удружења земаља југоисточне азије (АСЕАН), као и обележавања прве годишњице формирања ове економске заједнице, јуче је у Ambasadi Републике Индонезије одржано церемонијално подизање заставе. Овај догађај организовале су амбасде земаља чланица у Београду - Републике Индонезије, Републике Мјанмарске Уније и Малезије.

– Нећу претерати ако кажем да је АСЕАН стекао значајно место у кампањи за већу стабилност, просперитет и мир југоисточне Азије – прича амбасадор Индонезије Хари Рицхард Дџејмс Кандау. С. С.

Title: Malaysian Athlete Runs up the Avala Tower Source/Date: Vesti on-line, 30 August 2016

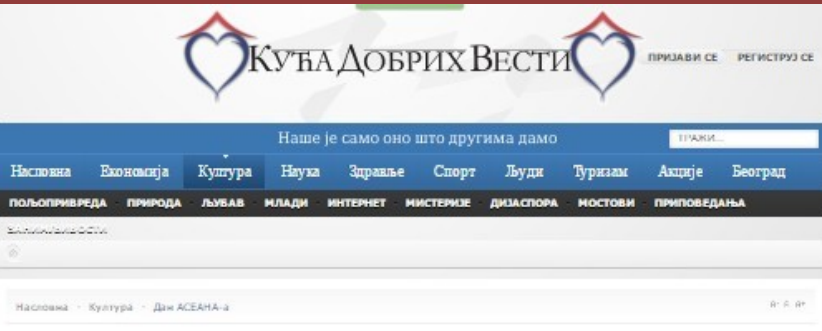
MALEZIJSKA ATLETIČARKA TRČI UZ AVALSKI TORANJ



BEOGRAD - Povodom obeležavanja 59. godišnjice državnosti Malezije, ambasada te zemlje u Srbiji će 31. avgusta organizovati trčanje uz Avalski toranj na kome će učestvovati i Suvajba Nasir, poznata malezijska dugoprugashica.

Trčanje uz Avalski toranj je deo humanitarne ture pod nazivom „Misija jedne žene da pobedi 30 najviših tornjeva sveta“ i održaće se u sredi 31. avgusta 2016. u 9:45 časova. Suvajba, bivša malezijska reprezentativka, će biti prva atletičarka iz te zemlje na Jugoistoku Azije koja je ikada istrčala uz Avalski toranj.

Title: ASEAN Flag Raised in Belgrade – Serbia Not Using Good Bilateral Relations Sufficiently Source / Date: e-Kapija 10 August 2016



Dan ASEANA-a

Napisaо: **Ворислав Коркодловић** | уторак, 09 август 2016 16:10 | Величина текста: [] [] [] | Штмпати | Еп. пошта | Будите први које ће оставити коментар!

Одржите овај чланак: ★★★★★ (3 гласова)



БЕОГРАД – Развивање још интензивније сарадње са Србијом, као и њеног приступања Споразуму о пријатељству и сарадњи чланица Удружења земаља Југоисточне Азије (АСЕАН) је велико задовољство за АСЕАН, изјавио је амбасадор Индонезије у Београду Хари Ричард Џејмс Кајдоу.

Амбасадор Кајдоу се на свечаности 49. годишњице оснивања АСЕАН залажео за даље развијање сарадње Удружења и Србије, тражењем за новим приступима, ангажовањем приватног сектора и унапређивањем веза у областима културе, туризма и привреде.

Церемонијално подизање заставе АСЕАН су организовале амбасада земаља чланица Удружења у Београду –Индонезије, Република Мјанмарска уније и Малезије. На свечаности у дворници амбасде Индонезије су били високи званичници Министарства спољних послова Србије, шефови мисија и представници амбасда држава Азије и Пацифика у Београду, као и пријатељи земаља из Удружења.

Удружење је основано 8. августа 1967. у Бангкоку главном граду Тајланда, пошто су министри спољних послова земаља оснивача, Индонезије, Малезије, Филипина, Сингапура и Тајланда потписали Декларацију АСЕАН. Касније су им се придружили Брунеј, Лаос, Вијетнам, Мјанмар и Камбоџа.



Оцртају се, да је од оснивања, АСЕАН успешно допринело економском напретку, политичкој стабилности и безбедности, као и социјално-културолошкој кохезији земаља у региону југоисточне Азије. Дале се развијајући, АСЕАН је од 31. децембра 2015, почео да функционише као економска заједница држава чланица (АЕЦ) која негује колективни идентитет и снагу за заједничко наступање према свету, као и способност да одговори на савремене изазове, прелазнице и искористи новонастајуће прилике. То је допринело даљем унапређењу статуса АСЕАН као економског стожера у међународној привреди.

Амбасадор Кајдоу је указао да је за протеклих готово пола века АСЕАН стекао видно место у залагању за већи мир, стабилност и напредак. Недавно су шефови дипломатије чланица АСЕАН у Заједничкој изјави истакли решеност да Југоисточна Асија и њено суседство остану мирољубива, стабилна и безбедна регија, а остале државе су позвали да у свом понашању у том подручју поштују норме и принципе Удружења.



Кајдоу, који је представник највеће и најбројније чланице АСЕАН, даље је указао да је то Удружење истински привлачан економски партнер. Мерено укупним домаћим производом, 10 земаља АСЕАН су седми по величини економски ентитет у свету, који би до 2050. могао да постане четврти, после Народне Републике Кине, Сједињених Америчких Држава и Индије.

Са преко 622 милиона становника АСЕАН, има тржиште од 2,6 милиона долара које је, потенцијално веће одне Европске уније или Зоне слободне трговине у Северној Америци (НАФТА). Међународна консултантска фирма Мексиси је предвидела да ће до 2020. у средњој класи у АСЕАН бити 125 милиона породица или приближно 400 милиона појединаца.

Title: Race up the Avala Tower Source / Date: Danas Daily, 31 August 2016



Ponovo u Srbiji: Suvajba Nasir tokom trke 2014.

Povodom Dana nezavisnosti Malezije Trka uz Avalski toranj

Beograd - Povodom obeležavanja 59. godišnjice Dana nezavisnosti Malezije, Ambasada ove zemlje u Beogradu danas organizuje trčanje uz Avalski toranj, poznate malezijske dugoprugaške Suvajba Nasir.

Trčanje uz Avalski toranj je deo humanitarne ture „Misija jedne žene da pobedi 30 najviših tornjeva sveta”. Ovo je drugi boravak u Srbiji Suvajba Nasir. Prvi put je bila 2014. godine, kada je trčala 3.333 kilometra dugu stazu putem Marka Pola u suprotnom smeru – od Pekinga do Venecije.

Tokom trke Suvajba i njen dvadesetočlani tim su odložili trčanje da bi se pridružili volonterima koji su pomagali žrtvama poplava koje su te godine pogodili Srbiju. Njeno iskustvo u Srbiji te godine je inspirisalo da ovo godišnju kampanju da istrči uz 30 najviših tornjeva sveta počne u Beogradu. U trčanju će joj se pridružiti grupa mladih atletičara iz Srbije.

S. B.

АСЕАН је и један од најбрже развивајућих економских региона у свету, са укупним новцем роба од преко 1,2 билiona долара. То чини готово 54 одсто укупне светске трговине (ТЗТ) АСЕАН и одава оште губљењем квалитета, па је Удружење четврти по величини новца регија у свету.



Амбасадор Индонезије је изравао изјавио да ће АСЕАН још интензивно расти са унапређењем АЕЦ. Тај првици ће укључити да АСЕАН оствари 2025. године већи степен економске интеграције, а да у исто време буде постојана и делотворно интегрисан у светску привреду. Тако ће АСЕАН допринети заједничком напретку, консолидоваће Кајдоу. У том смислу, наставио је амбасадор, АСЕАН се залаже за јачање трговинског полова са билатералним партнерима, као што је и унеском у трговинском партнерству и Регионалном савезу заједничког економског партнерства (РЦЕП).

РЕЦП би требало да представља трговинско мрежа блок са преко три милијарде људи и збиром ГДП од 21 билiona долара, који би чинио 38 одсто светског производа. Трећина би га чланица АСЕАН и земље које са њим имају споразуме о слободној трговини (ТВАС), Аустралија, Народна Република Кина, Индија, Јапан, Јужна Кореја и Нови Зеланд.

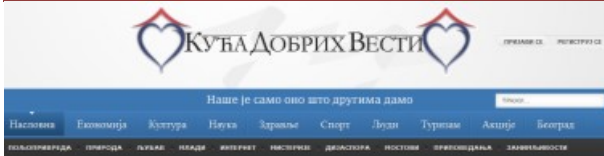


Ова дипломатска и брзице, као и сарајанска галерија АСЕАН у регионалној архитектури укључује колица је политички мудро да земље које желе сарађивати са осталим укљученим издржава у Азији и ван ње, унапређују сарадњу са Удружењем, нарочито са амбасадор Кајдоу. Он је подсетио на делотворна фирма АСЕАН Алтус три (АТТТ) које је координатор сарадње међу Удружења и индустријских држава НР Кина, Јапан и Јужна Кореја; Регионалног форума АСЕАН (АФФ), јаванског мултилатералног делотворно у Азијско-пацифичком региону који је укључио 27 земаља; као и Самита Источне Азије, годишњег састанака 16 најважнијих земаља Источне, Југоисточне и Јужне Азије, САД и Русије Федерације. Такође, сви 18 чланица АСЕАН, су укључени дипломатским оснивања Азије-Европе (АСЕМ).

“Савесан развој” резултат да је АСЕАН био у стању да се брзо прилагођава новим изазовима, да поставља нову основу за дипломатско деловање и да је у стању да пружи квалитетан политички одговор”, закључио је амбасадор Кајдоу.

Извор: Кућа Добрих Вести

Title: Malaysian Athlete Runs up the Avala Tower
 Source/Date: *Kuca dobrih vesti* news, 30 August 2016



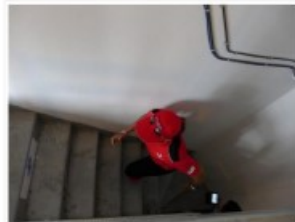
Малезијска атлетичарка трчи уз Авалски торањ

Наслов: *Бадислав Ворзиделић* | уторак, 30 август 2016 12:15 | [Велика текста](#) | [Слика](#) | [Ел. пошта](#) | [Будите први који ће коментисати](#)
 Овајте веб-чланак: [★★★★★](#) (2 гласа)



БЕОГРАД - Поводом obeležavanja 59. годиšnjice државности Малезије, амбасада те земље у Србији ће 31. августа организовати трчање уз Авалски торањ на коме ће учествовати и Сувајба Насир, позната малезијска дугопругашаца.

Трчање уз Авалски торањ је део хуманитарне туре под називом „Мисија Једне жене да победи 30 највиших торњева света“ и одржаће се у среду 31. августа 2016. у 9:45 часова. Сувајба, бивша малезијска репрезентативка, ће бити прва атлетичарка из те земље на Југоистоку Азије која је икада истрчала уз Авалски торањ.



Сувајба Насир је дошла у Србију други пут. Први пут је 2014. године боравила у Србији у оквиру међународне трке дуге 3.333 километра под називом „Свиленни путем Марка Пола у супротном правцу“ (AROMA), тачније у супротном смеру – од Пекинга, главног града Народне Републике Кине до Венеције у Италији.



Мисија Једне жене да победи 30 највиших торњева света

Тада су Сувајба и њени 24-роичани тим одложили трку да би се придружили волонтерима који су [помогали изградњу моста](#) који су пог пролећа текмо погизали Србију. Иако се у Србији је Сувајбу ангажирало да управља у Београду локалне организације климатске да истражи уз 30 највиших торњева света.



Сувајба Насир ће се у трчању придружити групи младих атлетичара из Србије који су одлучили да на тај начин подрже ову манифестацију, којој ће, међу осталима, присуствовати представници Владе Републике Србије, града Београда, као и представници републичких и градских спортистких савеза.

Трчање уз Авалски торањ ће пропраћати све веће медије у Малезији.



Извор: *Kuca dobrih vesti*

Title: Malaysian Athlete Led the Race up the Avala Tower
 Source/Date: *Blic Daily on-line (Sport Section)*, 1 September 2016



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OSTALI SPORTOVI | **ATLETIKA**

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Малезијска атлетичарка водила трку уз Авалски торањ

B. O. | 01. 09. 2016 - 09:22h

Амбасада Малезије организовала је promotivnu трку penjanja на врх Авалског торања, а повод је било obeležavanje 59. годиšnjice Dana nezavisnosti ove zemlje.



Foto: Promo / Promo

Legendarna дугопругашаца из Малезије, Сувајба Насир трчала је са рекреативцима из Србије, а ово јој је други боравак у нашој земљи. Skup је отворио саветник председника Sportskog saveza Србије, Dane Korica, који је био у pratnji člana Upravnog odbora SSS Slobodana Đurića.

(B. O.)

Title: ASIAN Flag Raised in Belgrade
 Source/Date: CorD Magazine, September 2016 Issue



10.08.2016

ASEAN Flag Raised in Belgrade

In conjunction with the 49th Anniversary of the formation of the Association of Southeast Asian Nations (ASEAN) and to commemorate the first year of the establishment of the ASEAN Economic Community (AEC), a 2016 ASEAN Day flag raising ceremony was held at the Embassy of the Republic of Indonesia in Belgrade.

The Ceremony was co-hosted by the heads of ASEAN Embassies based in Belgrade: H.E. Harry Richard James Kandou, Indonesian Ambassador to Serbia, H.E. U Myo Aye, Ambassador of the Republic of the Union of Myanmar, and Nik Ady Arman Nik Mohd Kami, Charge d'Affaires a.i. at the Embassy of Malaysia.

Since its establishment in 1967, ASEAN has been successful in facilitating the economic prosperity, political stability, security and socio-cultural cohesion of the countries of the Southeast Asian region, which encompasses a market of over 622 million people.



Title: Malaysian Culinary Journey 2016
 Source/Date: Putovanja za dvoje (Travel for Two), 5 October 2016



Kulinarsko putovanje kroz Maleziju 2016

Ambasada Malezije u Beogradu, u saradnji sa hotelom Hyatt Regency Beograd, će organizovati "Kulinarsko putovanje kroz Maleziju" od 12. do 16. oktobra 2016. godine. Manifestacija će predstaviti Dato' Ismail Ahmada, poznatog Malezijskog kuvara. Ceremonija svečanog otvaranja će se održati u sredu, 12. oktobra 2016. godine u 18:00 časova u Metropolitan Grill restoranu hotela Hyatt Regency Beograd.



Kuvar Dato' Ismail Ahmad se specijalizovao u spremanju lokalnih i tradicionalnih malezijskih specijaliteta, a poznato je ime u svetu gurmanskog kulinarstva po brojnim dostignućima u oblastima aranžiranja hrane i kreiranja kulinarskih recepata. Voditelj je nekoliko kulinarskih TV emisija koje se emituju na malezijskim televizijskim stanicama. Sa svojim ogromnim iskustvom i posvećenošću promociji tradicionalne malezijske kuhinje širom sveta, otvorio je prestižni restoran "Rebung" koji se nalazi u Kuala Lumpuru, u čiju očuvanja nasleđa nacionalnog kulinarskog blaga.



Pored prilike da okuse razne specijalitete autentične tradicionalne malezijske kuhinje, posetioci Kulinarskog putovanja kroz Maleziju će takođe moći da dožive lepotu kulturnog nasleđa Malezije kroz tradicionalne malezijske narodne plesove u izvođenju ambasadske kulturno-umetničke grupe Rajske ptice kao i kroz izložbu kolekcije malezijskih kulturnih eksponata.



Manifestacija Kulinarsko putovanje kroz Maleziju je podržana od strane Turkish Airlines-a, Kancelarije za promociju malezijskog turizma u Milanu, Italija i kompanije Silbo d.o.o.

Title: Malaysian Culinary Journey at Hyatt Hotel on October 12 – 16
Source/Date: e-Kapija Business News Portal, 4 October 2016

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Malaysian Culinary Journey at Hyatt Hotel on October 12-16

Tuesday, 10/04/2016 | 14:39 | Source: eKapija



The Embassy of Malaysia in Belgrade, in collaboration with the Hyatt Regency Belgrade, will be organizing the "Malaysian Culinary Journey" from 12-16 October 2016. The event will be featuring Dato' Ismail Ahmad, a renowned Malaysian celebrity Chef. The Grand Opening reception will be held on Wednesday, 12 October 2016 at 6.00pm at the Metropolitan Grill Restaurant, Hyatt Regency Hotel Belgrade.

Chef Dato' Ismail Ahmad specialized in local and traditional Malaysian cuisine and is a well-known figure in the world of gourmet food for his numerous achievements in food styling and recipes creation. He is also the host of several cooking TV shows broadcast by Malaysian television stations. With his vast

experiences and remarkable mission to promote traditional Malaysian cuisine worldwide, he established the prestigious "Rebung" Restaurant that is located in Kuala Lumpur, ensuring the continuity of the national culinary treasure.

Apart from the opportunity to savor a variety of authentic Malaysian traditional cuisine, visitors of the Malaysian Culinary Journey will also be able to experience the beauty of the Malaysian cultural heritage through the traditional Malaysian dances that will be performed by the Embassy's Chenderawasih Cultural Troupe as well as the exhibition of Malaysian cultural items.

Malaysian Culinary Journey is supported by the Turkish Airlines, Tourism Malaysia Office in Milan, Italy and Silbo d.o.o.

Title: Malaysian Culinary Journey
Source/Date: Danas Daily (In the City Section), 11 October 2016

„KULINARSKO PUTOVANJE KROZ MALEZIJU“

Malezijska ambasada u Beogradu, u saradnji sa hotelom Hajat, organizuje „Kulinarsko putovanje kroz Maleziju“ od 12. do 16. oktobra. Pored prilike da okuse specijalitete tradicionalne malezijske kuhinje, posetioци ove manifestacije u Metropolitan Gril restoranu hotela Hajat, moći će da dožive i lepotu kulturnog nasleđa Malezije kroz tradicionalne plesove u izvođenju kulturno-umetničke grupe „Rajske ptice“, kao i da pogledaju izložbu umetničkih eksponata. Tradicionalna malezijska jela pripremaće Ismail Ahmad, poznati i svetski priznat kuhinar. Ahmad, koji u glavnom gradu Malezije Kuala Lumpuru vodi poznati restoran tradicionalne kuhinje, slavu je u svojoj zemlji stekao nizom kulinarskih TV emisija. U svetu ima status ambasadora tradicionalne kuhinje Malezije, a posle Beograda svoje kulinarske veštine i jela svoje zemlje predstaviće i u Frankfurtu.

S. B.

Title: Malaysian Culinary Journey
Source/Date: Daily Politika, 13 October 2016

Кулинарско путовање кроз Малезију

Мирис погачица које су куварнице месиде и пекле пред гостима широко се ресторанском салом хотела „Хајат“. Кремасти колачи, егзотични зачини, специјалитети од рибе, меса и тестенине били су део богате понуде на манифестацији „Кулинарско путовање кроз Малезију“.

Организатор је амбасала Малезије у Београду, чији је отпорник послова Ник Аду Арман подсетио на значај кулинарске смотре, коју је отворио Хом Парвиз, генерални директор хотела „Хајат риџенси Београд“.

Тајне кувања откривао је Дато Исмаил Ахмада, познати малезијски кувар. Осим аутентичних традиционалних јационија, посетиоци су имали прилику да се упознају и са култур-



Отварање смотре у хотелу „Хајат“

ним наслеђем Малезије. Народне пlesове извела је амбасадина културно-уметничка група „Рajsке

птице“, а пажњу је привукла и колекција малезијских културних експоната.

А. К.

Title: Malaysian Culinary Journey
Source/Date: Horeca Network Café Bar Portal, 5 October 2016



Kulinarsko putovanje kroz Maleziju



Ambasada Malezije u Beogradu će, u saradnji sa hotelom Hyatt Regency Beograd, organizovati Kulinarsko putovanje kroz Maleziju od 12. do 16. oktobra 2016. godine. Manifestacija će predstaviti Dato' Ismail Ahmada, poznatog Malezijskog kuvara. Ceremonija svečanog otvaranja će se održati u sredu, 12. oktobra 2016. godine u 18:00 časova u Metropolitan Grill restoranu hotela Hyatt Regency Beograd. Pored prilike da okuse razne specijalitete autentične tradicionalne malezijske kuhinje, posetioци Kulinarskog putovanja kroz Maleziju će moći da dožive i lepotu kulturnog nasleđa Malezije kroz tradicionalne malezijske narodne plesove u izvođenju ambasadinе kulturno-umetničke grupe Rajske ptice, kao i kroz izložbu kolekcije malezijskih kulturnih eksponata.

Title: Authentic Malaysian Cuisine
Source/Date: TANJUG News Agency, 13 October 2016



AUTENTICNA MALEZIJSKA KUHINJA
12 oktobar 2016 19:55
Ambasada Malezije u Beogradu, u saradnji sa hotelom Hajat Riџенси Београд, organizovala je „Kulinarsko putovanje kroz Maleziju“ od 12. do 16. oktobra 2016. godine. Manifestacija će predstaviti Dato' Ismail Ahmada, poznatog Malezijskog kuvara. Ceremonija svečanog otvaranja održana je u restoranu Metropolitan Grill restoranu hotela Hajat, a posetioци su mogli da uživaju u specijalitetima autentične tradicionalne malezijske kuhinje, da osvoje lepotu kulturnog nasleđa Malezije kroz tradicionalne malezijske narodne plesove u izvođenju ambasadinе kulturno-umetničke grupe Rajske ptice kao i kroz izložbu kolekcije malezijskih kulturnih eksponata. Foto TANJUG/ Rade Prek.

Title: Malaysian Cuisine
Source/Date: Vecernje novosti, 7 October 2016

КУЛИНАРСТВО МАЛЕЗИЈЕ

АМБАСАДА Малезије у Београду, у сарадњи са хотелом "Хајат риџенси Београд", ће организовати "Кулинарско путовање кроз Малезију" од 12. до 16. октобра 2016. године. Манифестација ће представити Дато Исмаил Ахмада, познатог малезијског куvara. Церемонија свечаног отварања ће се одржати у среду, 12. октобра 2016. године, у 18.00. Поред прилике да окусе разне специјалитете, посетиоци "Кулинарског путовања кроз Малезију" ће, такође, моћи да доживе лепоту културног наслеђа ове земље.

Title: Malaysian Culinary Journey
Source/Date: *Danas Daily*, 13 October 2016

„Kulinarско putovanje kroz Maleziju“

U beogradskom hotelu Hajat sinoć je, u organizaciji Malezijske ambasade, otvoreno „Kulinarско putovanje kroz Maleziju“, koje će trajati do 16. oktobra. Tradicionalna malezijska jela priprema Dato Ismail Ahmad, poznati i svetski priznati kuhinar. Ahmad, koji u glavnom gradu Malezije Kuala Lumpuru vodi poznati resto-

Mama, baka, tetke uvek su bile aktivne. Družile se, spremale jela, jedna drugoj čestitale na ukusno spremljenim jelima. U našoj kuhinji je uvek bilo zabavno“, priseća se Ahmad. Poznat je kao promoter tradicionalnih malezijskih jela, koja su za nas neobična, jer za mnoge začine i biljke koje koriste nismo ni čuli. Jela Negeri Sembilan oblasti karakteriše ko-



Foto: Ismail Ahmad

ran tradicionalne kuhinje, slavu je u svojoj zemlji stekao nizom kulinarskih TV emisija.

U svetu ima status ambasadora tradicionalne kuhinje Malezije, a posle Beograda svoje kulinarske veštine i jela svoje zemlje predstaviće i u Frankfurtu. „Da biste upoznali Maleziju morate da probate malezijska jela“, poručio je sinoć Ahmad, koji potiče iz sela u oblasti Negeri Sembilan, stotinak kilometara udaljene od glavnog grada Kuala Lumpur. Na njegovu odluku da postane kuvar najviše su uticale mama i baka. „Poželeo sam da postanem kuvar još sa 10 godina. Baki sam redovno pomagao u kuhinji koja je bila najsrećniji deo naše kuće.

„Rajske ptice“

Uz uživanje u malezijskoj kuhinji, posetio su mogli da vide i tradicionalne malezijske plesove koje je izvela kulturno-umetnička grupa „Rajske ptice“.

rišćenje svežih sastojaka, čilija, kurkume i turmerika, vrlo zdravih vrsta đumbira, kokosovog krema. Od mesa koriste uglavnom junetinu, pačetinu, ribu, škampe.

Opravnik poslova Ambasade Malezije Nik Adi Arman, u pozdravnom govoru je istakao da bilateralne odnose država više ne čine samo kontakti između njihovih zvaničnika. „Sve su važniji ljudski kontakti, turističke posete, kulturna razmena i naravno kulinarstvo. Malezijska kuhinja spada u vrlo cenjene i zato smo želeli da Srbiji predstavimo svoje specijalitete“, rekao je Arman. Malezija je zemlja u jugoistočnoj Aziji sa nešto više od 25 miliona stanovnika. Krase je rasna, etnička i verska raznolikost i zato je nazivaju „pravom Azijom“. „Ljudi različitog porekla kod nas žive u savršenoj harmoniji i to je naše najveće bogatstvo“, naveo je Arman. **S. B.**

Title: Malaysian Culinary Journey
Source/Date: HRANA|PIĆE|PRICE, 18 October 2016

HRANA | PIĆE | PRICE
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POSTED BY JELENA POPOVIĆ ĐORĐEVIĆ 18/10/2016 DOGAĐAJI
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Kulinarско putovanje kroz Maleziju

Hotel Hajat Ridžensi Beograd u saradnji sa Ambasadom Malezije u Beogradu organizovao je manifestaciju „Kulinarско putovanje kroz Maleziju“ u Metropolitan Grill restoranu hotela Hajat Ridžensi.

Kulinarско putovanje kroz Maleziju je predstavilo poznatog malezijskog kuvara Dato' Ismail Ahmada u čijim su specijalitetima gosti restorana uživali od 12. do 16. oktobra 2016. godine. Kuvar Dato' Ismail Ahmad je vrlo cenjen u svetu svetskog kulinarstva i zalaže se za očuvanje malezijske tradicionalne kuhinje, po čemu je prepoznatljiv i njegov restoran „Rebung“ u Kuala Lumpuru.



Kulinarско putovanje kroz Maleziju

Pored prilike da okuse razne specijalitete autentične tradicionalne malezijske kuhinje, posetioi Kulinarčkog putovanja kroz Maleziju su takođe mogli da dožive lepotu kulturnog nasleđa Malezije kroz tradicionalne malezijske narodne plesove u izvođenju ambasadinine kulturno-umetničke grupe Rajske ptice kao i kroz izložbu kolekcije malezijskih kulturnih eksponata.



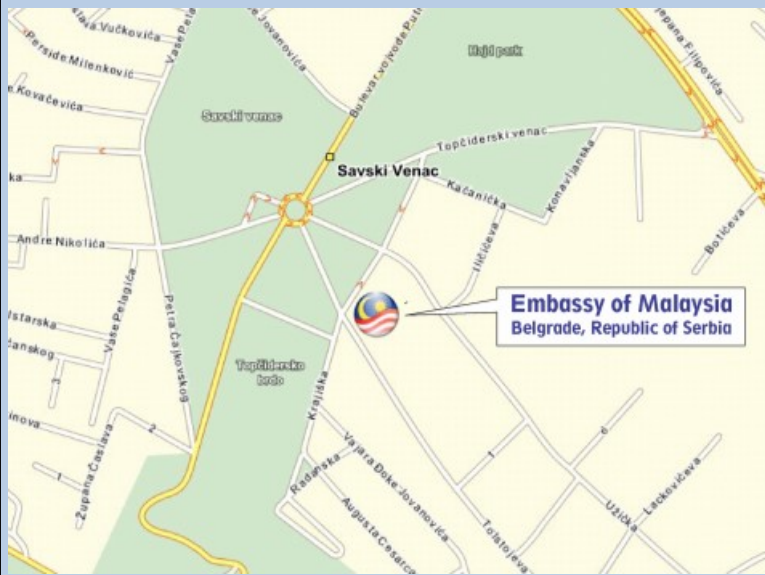
EMBASSY OF MALAYSIA IN REPUBLIC OF SERBIA

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11 040 Belgrade

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+381 11 2662 746

e-mail: mwbelgrade.kln@1govuc.gov.my
Web : http://www.kln.gov.my/web/srb_belgrade/home
FB : <https://www.facebook.com/embassyofmalaysiabelgrade>

GMT: + 1 hrs (Winter), + 2 hrs (Summer)
Work days: Monday - Friday 8.30 a.m - 4.30 p.m
Public Holidays: Saturday & Sunday



EMBASSY'S BACKGROUND

Malaysia and Yugoslavia established diplomatic relations in 1967. After the break of Yugoslavia in 1995, Malaysia re-established its diplomatic relations with then Serbia and Montenegro and re-opened its Embassy in Belgrade on 13 February 2004.

The Embassy is headed by the Chargé d'affaires a.i.

MISSION STATEMENT

VISION

An Embassy that provides effective, efficient and timely services to stakeholders and clients through dynamic and innovative diplomacy in attaining Malaysia's aspirations.


MISSION

To advance Malaysia's interests through dynamic and innovative diplomacy.

STRATEGIC OBJECTIVES

1. Strengthening bilateral relations with the Republic of Serbia through dynamic, innovative and mutually beneficial cooperation with its government and people.
2. Strengthening multilateral diplomacy which involve both Malaysia and the Republic of Serbia.
3. Providing effective and efficient Services (including Consular Services) to the Embassy's Stakeholders and Clients.
4. Promoting Malaysia (i.e. trade, investment and tourism) and disseminating information through public diplomacy.
5. Improving the governance system of the Embassy and the quality of its human capital.

HOME BASED OFFICERS

	 EMBASSY OF MALAYSIA, BELGRADE АМБАСАДА МАЛЕЗИЈЕ У БЕОГРАДУ
	Name / Ime: NIK ADY ARMAN NIK MOHD KAMIL
	Position / Pozicija: Chargé d'Affaires a.i.
	Date Assumed Current Position / Postavljen: 14.02.2016

	 EMBASSY OF MALAYSIA, BELGRADE АМБАСАДА МАЛЕЗИЈЕ У БЕОГРАДУ
	Name / Ime: NORZAIDA SHERIFF
	Position / Pozicija: Third Secretary
	Date Assumed Current Position / Postavljen: 14.07.2014

	 EMBASSY OF MALAYSIA, BELGRADE АМБАСАДА МАЛЕЗИЈЕ У БЕОГРАДУ
	Name / Ime: HASNAH YAHYA
	Position / Pozicija: Office Secretary
	Date Assumed Current Position / Postavljen: 22.08.2015