

# Embassy of Malaysia in Budapest

No. 8, Házmán utca 1026 Budapest, HUNGARY

Dear readers,

Welcome to the first edition of the Embassy's newsletter for the year 2017.

In this issue, we look back at selected events that took place in the first half of 2017 and also share with you several important updates.

For non-Malaysian readers, we hope you'll be inspired by the tourism destination highlight of this edition, the state of Terengganu.

## Presentation of Credentials by the new Ambassador of Malaysia to the Head of State of Hungary, President János Áder



The new Ambassador of Malaysia to Hungary, His Excellency Cheong Loon Lai presented his Letter of Credence to the Head of State of Hungary, His Excellency President János Áder on a sunny afternoon of 29 May 2017.

Since the establishment of the Embassy in Budapest in 1993, H.E. Ambassador Cheong Loon Lai is the 7th Ambassador of Malaysia to Hungary.



## Upcoming Events

### August 8

ASEAN Day

### September 12

ASEAN Business Forum, co-hosted by MFAT Hungary and Hungarian National Trading House

## Important Announcement

From 1 June 2017, our new location is no. 8, Házmán utca 1026 Budapest.

It is located 600 m away from the previous building, and is also accessible by bus line no.5, nearest stop is "Virág árok"

Our phone lines and email addresses remain unchanged.

# Transformasi Nasional 50 (TN50)

TN50 is a continuation of Wawasan 2020, in striving to be amongst the top countries in the world in economic development, citizen well-being and innovation.



The world in 2050 will be much different from the world today – what will guide us to face this future?

This objective needs to be fleshed out and given meaning by Malaysian citizens themselves. In this regard, the Government has established platforms to share our views and ideas in setting objectives for the nation's future.

The Ministry of Youth and Sports is tasked to collect views from youths in the first few months of this year, before moving on to other groups.

The year 2017 will be spent collecting views from public with 2018 the year for the Government to have more focused discussions with experts to see whether the views and suggestions are realistic.

Near the end of the next year or early 2019, the Government will form a policy document on TN50 to be announced by the Prime Minister.



## Take Part

### Win return tickets to Malaysia!

It's simple. Tag your photo & aspiration with @myTN50 #aspirasiku #globalmalaysians and upload them on Instagram or Twitter.

For more details and terms & conditions, visit [mytn50.com/globalmalaysians](http://mytn50.com/globalmalaysians)

### Write your TN50 aspirations

Your views matter!

Share your thoughts and views as we prepare to create the vision for Malaysia in 2050, via [mytn50.com/survey/have-your-say/eng](http://mytn50.com/survey/have-your-say/eng)

# Tourism

## Visit Terengganu 2017

Terengganu obtained its name from the word “terang ganu” meaning bright rainbow. Terengganu is one of the beautiful states located in Peninsula Malaysia, rich in culture, arts and heritage.

There are many interesting places to be visited in Terengganu such as Kapas Island, Redang Island and Perhentian Island. These three islands are rich in mature coral gardens and popular for diving, snorkelling, beach activities and jungle trekking. Like most Malaysian states, Terengganu too has a wide variety of its own particular cuisine and activities.

Some of the festivals that will be hosted by Terengganu in 2017 include the Terengganu Peranakan Festival from 25 - 30 August, portraying the lifestyle of the Peranakan community; Krobek Festival from 25 - 27 August, showcasing Terengganu arts and handicraft; and the International Gamelan Festival from 25 - 27 August.



*Pulau Perhentian*



*Pulau Kapas*

## Terengganu Trivia

### Prominent figures

Prominent figures hailing from the state of Terengganu include Malaysia's cyclist Azizul Hasni Awang a.k.a “The Pocket Rocketman”, and legendary rock singer Saleem of the famed 90s classic rock band Iklim.

### Specialty dishes

As Terengganu is blessed with abundant coastline, many of its unique dishes are fish-based. Among them are nasi dagang, satar, keropok lekor, laksa Terengganu, and mee ikan.

# Trade

## Business Meeting with the Hungarian National Trading House

On 9 July 2017, the Embassy participated in a meeting with the Hungarian National Trading House to give an update and exchange information on what Malaysia has to offer to the Hungarian business community, and vice versa.

The meeting is hosted by the National Trading House as part of their Business Meeting Club with ASEAN Embassies to exchange information with Hungarian businesses with interest and/or presence in the ASEAN market.

The meeting agreed that potential areas for Hungary-Malaysia bilateral trade are:

- Automotive, including automotive parts;
- Water management;
- ICT, including start-ups; and
- Agriculture.



## Fast Facts

- Hungary's Opening to the East policy established in 2010 has shifted the country's focus on the ASEAN market
- Hungary ranks 50th among Malaysia's trading partners. Top 5 partners are: China, Singapore, USA, Japan and Thailand
- Malaysia ranks 38th among Hungary's trading partners. Top 5 partners for Hungary: Germany, Austria, Slovakia, Poland and Italy



# Digital Diplomacy

Acknowledging the ubiquity of social media and its power in reaching out to various stakeholders on a real-time basis, the Embassy answered the Ministry of Foreign Affairs of Malaysia's call to increase presence and engagement through social media.



With this in mind, the Embassy has created its Facebook page and Twitter account.

Response and interaction has been great so far. The Embassy wishes to thank some members of the Malaysian community here in Budapest for their feedback in improving our presence in the two social media platforms.

For those who have yet to follow our social media accounts, what are you waiting for? It's just one click or tap on the screen away!

## Follow us!

### ...on Twitter

@MYEmbBudapest

### ...on Facebook

facebook.com/mwbudapest