

SEOUL BUZZ



Newsletter 1/2017

January to March 2017

Message from the Ambassador

Salam sejahtera & Anyeonghaseyo!

To all our readers, as this is the first quarterly issue for 2017, I would like to take the opportunity to convey my greetings for 2017. Each new year brings new and fresh opportunities and I hope that 2017 year brings more peace and prosperity across the globe.

2017 would be another challenging year considering the various global issues and uncertainties. I hope that we would continue to steer Malaysia and the Republic of Korea (ROK)'s relations to a higher level as there are still many opportunities and potentials to be discovered between the two countries.

With strong and cordial bilateral relations between Malaysia and the ROK, we hope that with this e-newsletter, readers would have a better understanding and insights on Malaysia-ROK relations and the dynamics of the region as well as the activities of the Embassy.



*H.E. Dato' Rohana Ramli
Ambassador of Malaysia
(Extraordinary and Plenipotentiary)
to the Republic of Korea*



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BILATERAL RELATIONS BETWEEN MALAYSIA AND THE REPUBLIC OF KOREA

INVESTMENTS

Total investments from the Republic of Korea to Malaysia for 2016: USD483,082,684.00

TRADE

Total Trade for 2016: USD 15.04 billion

Malaysia Exports to the Republic of Korea for 2016: USD 7.51 billion

Malaysia Imports from the Republic of Korea for 2016: USD 7.53 billion

Balance of Trade for 2016 is -0.02 billion

Source: Korea International Trade Association (KITA)

TOURISM

For 2016, tourist arrivals from Malaysia to the Republic of Korea is 311,254

For 2016, tourist arrivals from the Republic of Korea to Malaysia is 444,439

EDUCATION

As of December 2016, the number of Malaysian students registered with the Education and Training office of the Embassy:

701 students in 41 universities and institutes.



Malaysia and the ROK established diplomatic relations on 23 February 1960. Malaysia established its Embassy in Seoul in 1964. Within the 57 years of diplomatic relations, both countries have continued to strengthen bilateral ties in various fields of cooperation. Bilateral talks at the senior officials-level between the foreign ministries of both countries have facilitated the exchange of ideas to forge continued cooperation. Besides this bilateral talks, one of the outcome of YAB PM's 2014 bilateral visit to the ROK was the establishment of the Economic Cooperation Committee (ECC). This new Committee is a platform to discuss among others, the implementation of Look East Policy (Second Wave) and the projects to be developed between Malaysia and the ROK.

NEW KING FOR MALAYSIA



About Sultan Muhammad V:

Date of birth: 6 October 1969

Education: Sultan Ismail School (76-81)

Alice Smith School (83)

Oakham School UK (89)

Oxford University (89-91)

Courses at Huron University

College, *Deutsche Stiftung Internationale Entwicklung*, European Business School London.

Hobbies: Horse-riding, reading, golfing,

All Malaysian Ambassadors will henceforth receive their credentials from Sultan Muhammad V.

The new *Yang di-Pertuan Agong* (King) of Malaysia, Sultan Muhammad V, took his oath of office on 13 December 2016 in a simple yet highly symbolic ceremony at the *Istana Negara* (National Palace).

Also in attendance were the Conference of Rulers or their representatives, i.e. the Sultans and the *Yang di-Pertua Negeri* (rulers) of the other states in Malaysia. The ceremony itself was chaired by the Sultan of Selangor, Sultan Sharafuddin Idris Shah.

Malaysia practices a constitutional monarchy system, with the post of the *Yang di-Pertuan Agong* rotated among the nine Sultans in Malaysia. The decision of which of the nine will be the *Yang di-Pertuan Agong* is made by the Conference of Rulers, taking into account a number of factors including the principle of geographical rotation.

Once appointed, the *Yang di-Pertuan Agong* presides over all federal ceremonies involving the monarchy, and is resides at the National Palace in Kuala Lumpur. In his own home state, a regent will be appointed to oversee state ceremonial matters.

Sultan Muhammad V becomes the 15th *Yang di-Pertuan Agong* of Malaysia, corresponding with 60 years of Malaysia's independence. The last time a Sultan of Kelantan was the *Yang di-Pertuan Agong* was in 1975, in the form of Sultan Muhammad V's grandfather.

The Sultan of Perak, Sultan Nazrin Muizzuddin Shah (picture below), was officially appointed as the Deputy *Yang di-Pertuan Agong* at the same ceremony.



Education & Training Section

The main objective of the Education and Training Section is to enhance human talent development in furthering the national agenda with innovative and forward-looking ideas. The Government of Malaysia have been sending students & Government officials to the ROK to acquire knowledge & advanced-technical skills.

To date, a total of 1481 Malaysian Government Officials from various fields and background have benefitted from the programme.

Language	42
Diploma	44
Bachelor	423
Master	7
PhD	21
Exchange students	92
Total	629

Statistics of students as of

3—14 April	78th EDP (for staff Gred 40 and below)
22 April	Program Pemantapan Kendiri
14 May	Mini Symposium
3 June	Majlis Iftar & Solat Terawih
24 June	Majlis Iftar & Takbir Raya



H.E Dato' Rohana attended the Completion Ceremony of Batch 16 at the Seoul National University, 3 February 2017.



The Education Office attended the graduation ceremony of 23 JPA scholars at Korea University on 25 February 2017



Welcoming the new 41 intakes of Malaysian students to the Republic of Korea on 19 February 2017. The new students will begin their language education at Language Education Institute (LEI), Seoul National University (SNU).

TRADE SECTION

Vision

Positioning Malaysia as a globally competitive trading nation

Mission

Promoting Malaysia's enterprises to the world

Statistics for January - March 2017 (Source: KITA)

- Total trade between ROK and Malaysia for January - March 2017 was recorded at US\$4.25 billion.
- ROK's total export to Malaysia for January - March 2017 amounted to US\$2.23 billion.
- ROK's total import from Malaysia for January - March 2017 amounted to US\$2.02 billion.

Events in 1st quarter 2017

- ASEAN Trade & Investment Seminar on 24 January 2017 at KCCI Building, Seoul.
- 15th ASEAN - Korea FTA Implementing Committee and Related Meetings from 14-16 March 2017

Upcoming events in 2017

- Trade and Investment Mission to Seoul, 13-14 April 2017
- 13th ASEM Senior Officials' Meeting on Trade and Investment (ASEM SOMTI13), 28 April 2017



MATRADE's mission is to develop and promote Malaysia's export to the world and its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and, on a selective basis, imports;
- To formulate and implement a national export marketing strategy to promote the export of manufactured and semi-manufactured products;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of trade;
- To organise training programmes to improve the international marketing skills of the Malaysian exporters;
- To enhance and protect Malaysia's international trade interests abroad;
- To represent Malaysia in any international forum in respect of any matter relating to trade;
- To develop, promote, facilitate and assist in service areas related to trade; and
- To advise the Government on matters affecting or in any way connected with trade and to act as the agent of the Government or for any person, body or organisation on such matters.

INVESTMENT SECTION

Vision

The best partner to investors distinguished by the integrity and professionalism of its people

Mission

To ensure Malaysia achieves its goal in economic transformation and its aspiration of a developed nation by 2020

Statistics for January - March 2017

The latest statistics from January to March 2017 has yet to be announced. Therefore, 2016 figures still applies.

Events in 1st quarter 2017

- ASEAN Trade and Investment Seminar, 24 January 2017
- Working Visit by Kelantan State Exco delegation to the ROK from 10-13 March 2017

Upcoming events in 2017

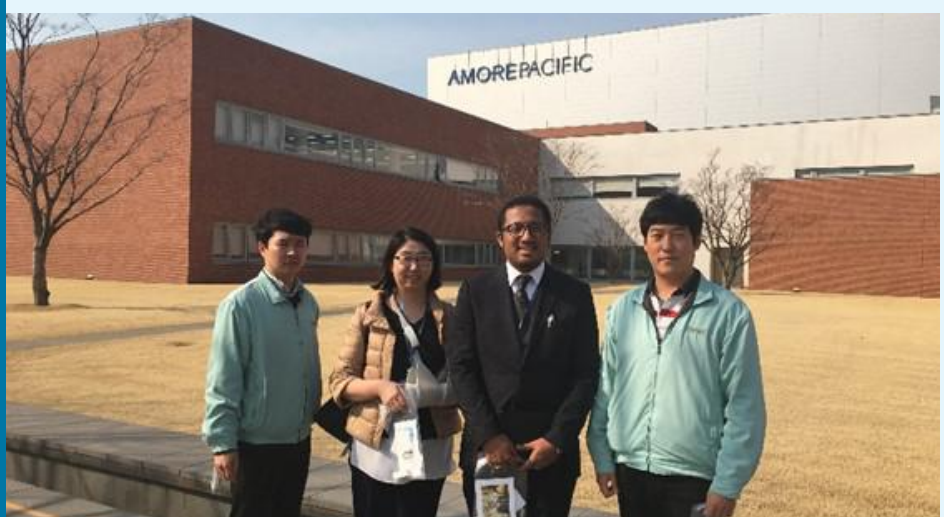
- Trade and Investment Mission to Seoul, 13-14 April 2017
- The 7th Korea International Material, Handling and Logistics Exhibition, 19 April 2017
- Investment promotion seminar on ICT by ASEAN Korean Chamber, 24-27 May 2017



Visit by Huchem Fine Chemical Corporation to MIDA on 26 January 2017. Huchem Fine Chemical Corporation is the manufacturer of fine chemical products such as DiNitroToluene (DNT), MonoNitroBenzene (MNB), Nitric Acid and Ammonium Nitrate



Visit to Plantopia Plant Tissue Culture Research Centre together with Kelantan State EXCO and officials on 11 March 2017



Visit to Amorepacific Corporation manufacturing facilities on 16 March 2017

TOURISM SECTION

Background & Mission

The Tourist Development Corporation of Malaysia (TDC) was established on 10 August 1972 as an agency under the former Ministry of Trade and Industry by an Act of Parliament. On 20 May 1987, TDC was moved to the Ministry of Tourism, Arts and Culture; and became the Malaysia Tourism Promotion Board (MTPB) through the Malaysia Tourism Promotion Board Act 1992. Popularly known as Tourism Malaysia, its full focus is on promoting Malaysia domestically and internationally.

Statistics for January - March 2017

For January-March, tourist arrivals from Malaysia to the ROK was recorded at 71,215

For January-March, tourist arrivals from the ROK to Malaysia was recorded at 130,640

Events in 1st quarter 2017

- Trade FAM Tour, 17-21 January 2017, Kuching
- MICE Road Show 2017 with MyCEB, 6-8 March 2017
- Sabah Tourism Board Road Show 2017, 9-13 March 2017

Upcoming events in 2017

- Seoul Friendship Fair: 6-7 May 2017
- ANTOR Roadshow 2017, 11-12 April 2017
- ASEAN Culinary Festival,



2017 MICE Roadshow at Lotte Hotel from 6-8 March 2017



Sabah & Eastar Jet Joint Road Show 2017, 9-13 March 2017



STB Road show in Ulsan - Travel mart session

VISITS, MEETINGS, CONFERENCES



The 9th Annual Council Meeting of the ASEAN-Korea Centre

The ASEAN-Korea Centre (AKC) held its 9th Annual Council Meeting on 16 - 17 February 2017 at the Lotte Hotel, Seoul. The Council is the highest decision-making body of the AKC and consists of 11 Council-Directors appointed by each ASEAN Member States and the ROK. The Council-Director from Malaysia was unable to attend the Meeting and thus, H.E. Dato' Rohana Ramli was requested to represent Malaysia.

The Council-Directors among others, had discussed and reviewed the AKC's work programmes for 2016 and approved the AKC's proposed programmes for 2017. A reception was also hosted by H.E. Lim Sung-nam, the First Vice Minister of the Ministry of Foreign Affairs of ROK in the evening of 16 February 2017. Approximately 150 distinguished guests from the diplomatic corps, media, academia, and economic circle attended the reception.

VISITS, MEETINGS, CONFERENCES



Luncheon meeting with the Speaker of the National Assembly H.E. Chung Sye-kyun, 8 March 2017

H.E. Dato' Rohana Ramli attended a luncheon meeting organised by ASEAN Committee in Seoul (ACS) on 8 March 2017 at Shilla Hotel, Seoul. The main guest was the Speaker of the ROK National Assembly, H.E. Chung Sye-kyun and H.E. Lee Baek-soon (The ROK's former Ambassador to Myanmar), Advisor to the Speaker was also present. Speaker Chung was elected as the Speaker of the National Assembly for two (2) years on 9 June 2016. The meeting is part of ACS 2017 programme and activities. Ambassadors from eight (8) member countries of ASEAN attended the luncheon meeting.

VISITS, MEETINGS, CONFERENCES



Working Visit by the Secretary-General of Ministry of Transport of Malaysia to Seoul

The Secretary General of Ministry of Transport, YBhg. Datuk Seri Hj. Saripuddin Hj. Kasim (SG MOT) undertook a working visit to Seoul from 10-12 March 2017. The objective of the working visit was to attend the First Transport Cooperation Meeting between Malaysia and the Republic of Korea, in which the SG MOT was the head of delegation. Malaysia and the ROK also signed a Memorandum of Understanding on Transport Cooperation between the Malaysian Ministry of Transport and the ROK's Ministry of Land, Infrastructure and Transport (MOLIT). The Memorandum was signed by SG MOT and the Vice Minister for Transport MOLIT, Choi Jeong-ho.

VISITS, MEETINGS, CONFERENCES



Dinner Hosted by H.E. Ambassador of Malaysia

On 12 March 2017, H.E. Dato' Rohana Ramli hosted dinner for the delegation from the Ministry of Transport which undertook a working visit to Seoul from 10-12 March 2017 and a delegation from Kelantan State Council that undertook a working visit to Seoul from 10-13 March 2017.

VISITS, MEETINGS, CONFERENCES



Seminar on Tackling Low Fertility, Aging and Best practices with Foreign Ambassadors on 16 March 2017

The Special Committee on Low Fertility and Aging Population of the National Assembly of the Republic of Korea had organised a seminar *Tackling Low Fertility, Aging and Best practices with Foreign Ambassadors*. The Special Committee had invited several Ambassadors including H.E. Dato' Rohana Ramli. Besides Malaysia, the Ambassadors that had participated in the Seminar were France, Norway, Sri Lanka, Sweden, Germany and the Philippines. The Seminar provided a good platform for Malaysia to share its experience in overcoming the challenges of low birth rates and aging population.

VISITS, MEETINGS, CONFERENCES



The Korea Times Roundtable on Women Empowerment, 16 March 2017

The Korea Times invited several female Ambassadors from nine (9) countries to participate in a Roundtable discussion on Women Empowerment. H.E. Dato' Rohana Ramli was among the nine (9) Ambassadors. Aside from Malaysia, the other Ambassadors that had participated in the Roundtable were from South Africa, Sri Lanka, Ireland, New Zealand, Dominican Republic, Sweden, Rwanda, and Timor Leste. The Roundtable was held in conjunction with the celebration of International Women Day on 8 March 2017. The Korea Times had published articles written by all nine female Ambassadors from 20-27 March 2017.

VISITS, MEETINGS, CONFERENCES



International Electric Vehicle Expo (IEVE) 2017, 17 March 2017

Minister of Energy, Green Technology and Water Malaysia, YB Datuk Seri Panglima Maximus Johnity Ongkili undertook a working visit to the ROK from 14-18 March 2017. YB Minister was one of the speakers during the Opening Ceremony of IEVE 2017. YB Minister also took the opportunity to visit the facilities of several local companies that was related to renewable energy in Jeju Island.

VISITS, MEETINGS, CONFERENCES



Dinner with the Deputy Minister for Public Relations, Cho June-hyuck

As part of a networking effort among ASEAN nations, H.E. Dato' Rohana Ramli hosted a dinner for ASEAN Ambassadors on 30 March 2017. The guest of honour was the Deputy Minister of Public Relations (Spokesperson of Ministry of Foreign Affairs ROK), Cho June-hyuck .

EMBASSY ACTIVITIES



Hwacheon Ice Festival 2017

The Embassy officials together with their family members made a trip to the Hwacheon Ice Festival on 8 January 2017. The event was organised by PERWAKILAN Seoul. Embassy members also gain new experiences by catching trout which are popular in the area .

EMBASSY ACTIVITIES



Chinese New Year Celebration 2017

The Embassy together with the Malaysian Association of the Republic of Korea (MARK) and the Malaysian Students Association in the ROK co-hosted a Chinese New Year gathering on 3 March 2017 at the Embassy's hall. The event was attended by approximately 100 Malaysians studying and working in the ROK.

EMBASSY ACTIVITIES



Farewell for Second Secretary (Investment) and Deputy Director Tourism Malaysia

On 11 January 2017, the Embassy hosted a farewell lunch for Encik Mohammad Farhan Mansor, Second Secretary (Investment) and Puan Siti Rozikin Abidin, Deputy Director Tourism Malaysia. Puan Siti Rozikin Abidin began her duties on 23 February 2013 while Encik Mohammad Farhan Mansor began his duties at the Embassy on 21 November 2013. The Embassy wishes the very best on their new duties back in Malaysia.



Farewell for Defence Attaché and Office Secretary (Education and Training)

On 23 February 2017, the Embassy hosted a farewell lunch for Defence Attaché - Colonel Abdul Malik Ali and Office Secretary (Education and Training) Puan Intan Roziana Ithnin. Colonel Abdul Malik Ali began his duty on 8 July 2013 and Madam Intan Roziana Ithnin began her duty on 4 March 2014. The Embassy wishes a wonderful retirement for Colonel Malik and best wishes to Puan Intan Roziana on her new assignment in Malaysia.

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