

Culture merges Men and Markets by Walk the talk

Key note speech on the Winners award 2008 of German-Malaysian Society

e.V. for outstanding Contribution towards promoting cultural

understanding between Malaysia and Germany

by

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Award winners 2008

Dato' Mohd Nor bin Khalid , "LAT" from Kuala Lumpur, Malaysia

Clemens Hanke, President and CEO of the Silesia Group, from

Neuss, Germany

Dear Dato' Mohd Nor bin Khalid , Dato' "LAT"

Dear Clemens Hanke, President and CEO of the Silesia Group

You are being awarded a prize today by the German-Malaysian Society for your outstanding contributions to the promotion of cultural understanding between Malaysia and Germany.

You have both done outstanding deeds for your fellow men and outstanding people from both our country and Malaysia as well as many other nations are here today to participate in this award-winning ceremony in your honour.

On behalf of DtMG and all those present this evening: friends, promoters, networking partners , members and their guests, it is my pleasure to welcome His Excellency, the Ambassador of Malaysia, Datuk Sulong Zakaria and his wife Datin Hazisah.

I would also like to extend a warm welcome to the Honorary Consul of Malaysia Datuk Edgar Nordmann, Member of the Board of the East Asian Society OAV and the German Asian Pacific Business Association and Chairman of the holding Nordmann & Rassmann and his Wife Datin Zai.

I feel honoured to have the opportunity to express some of our DtMG views on how culture merges with market. No man is an island. We are all from different walks of life and have come here today with different

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expectations but I believe the German Malaysian society has made a significant contribution to our distinct universal vocation.

The German-Malaysian Society was founded in Hamburg by Peter Hütz under the patronage of the then OAV President Edgar Nordmann and the Malaysian Ambassador as future patrons of the DtMG.

We consider ourselves the little sister society of the 30 year older Malaysian-German Society MGS in Penang. The founder father, Peter Hütz was one of its main initiators in 1962.

Employees of German companies and institutions living and working in Malaysia have organised initiatives which enhance their mutual cultural interests for 45 years.

Since Merdeka Day, 31 August 1957, many personalities have fostered positive German-Malaysian relations at all levels. This positive approach has been inspiring and stimulated successful prosperity sharing and sustainability and prevented risk in the long-term.

Numerous personalities working for companies and institutions such as ThyssenKrupp, Siemens, VW, SITECO, Schenker, Rohde & Schwarz, , Lufthansa, Faber Castell, Elektrisola, Mercedes – Benz, Deutsche Bank, BMW, Behn & Meyer, Bayer, BASF, Bosch, Allianz, Braun Melsungen, Storz or

MGS, AGS Charity Bazar, DAAD Malaysia, German – Malaysian Institute GMI, Invent, GTZ (Dual System Project), Carl Duisberg Centres in Malaysia, UiTM-Intec Program with Baden-Württemberg, Academic

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Cooperations (UKM / Duisburg / HTGW), SIS –IIUM/University of Applied Science in Frankfurt, German Alumni Association K.L., Goethe Institute Malaysia, Alexander von Humboldt Foundation

brought this about:

They all integrated cultural openness into their economic, financial and scientific affairs.

Artists like Noor Mahnum Mohamed, Ilse Noor, Dr Alexander Ungelehrt, Gisela Radermacher, Dato Karl Bendlin, musicians like Mustafa Fuzer Nawi, Dr Kah-Ming Ng or authors in the Malaysian-German literary exchange with universities in Bonn, Cologne, Frankfurt and Hamburg and finally well-known names such as Mohammad Haji Salleh, A. Samuel Said and Latiff Mohidin have left their mark on the dialogue of cultures.

They always promoted and fostered the human approach. The diplomatic and political links document 51 years of friendship, goodwill, and transparency.

I would like to pay tribute to Dato Lat and Clemens Henke for their remarkable contribution to this worthy German-Malaysian tradition.

The significant contributions of both award winners and the need to deepen our cultural understanding has far-encompassing implications.

We are made more aware of how trust and exemplary universal values are related to our everyday life as a platform for success.

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Today we are awarding a man from Malaysia who reflects this message magically in the form of unique cartoons and a man from Germany whose technical creativity and entrepreneurial performance have resulted in a business supplying flavours for food to the Islamic world.

Globalisation and the dynamics of Asia changed the environment of the Kampung Boy and the life of the readers of Dato Lat in the new Strait Times. The world of aromas of Clemence Hanke and his colleagues moved closer to Malaysia.

Just as Dato Lat's cartoons reflect Malaysia's positive soul, Clemence Hanke's Halal aromas reflect a positive and successful German culture and business approach.

The award winners portray how genial Occident and Orient can match and create a sustainable "aroma"!

The commandments regarding nutrition behaviour : Halal, Tay-yib and Ihsan complement the Global responsibilities and consequently food, pharmaceutical and chemical products are to be produced according to Islamic purity regulations in order to serve to the wishes and trust of muslim families.

This Behavior leads to a more trusting future with practical applications in a mutually beneficial scenario, if we "Walk the Talk" globally and culturally based

- in prosperity sharing
- in shared leadership

- in sustainability
- in Cluster building
- in Governance, Compliance and Transparency

On this unique kingsway to receive the public licence to operate are all companies and institutions in all societies and all cultures not only in Malaysia and Germany

Dato Lat sensitizes us to emotions in cultural exchange in a way only HE CAN , relating these activities to our daily lives.

But lets consider some of his big points, that raise the bars for cultural understanding:

- Different cultures can interpret the content and achievement of different values differently
- local interpretations of unfamiliar values could lead to destructive conflicts
- it is not feasible to assume that the same values for all ensures accountability for all
- the powerful economic energy which is developing in the heterogeneous cultural area in and around Malaysia makes it clear that radical cultural changes are in store for all of us .
- Changes in people due to globalisation will influence how business practice and etiquette in future.

Dato Lat highlights the importance of the individual, friends, trust and mutual respect to facilitate life in a challenging environment. His cartoons tell us more than thousands words can do.

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I'm proud to support these cultural bridges between Malaysians and Germans with the Award winners 2008.

Only the human element can overcome barriers which systems have created and access the highest supra-national wisdom, fulfilling the most noble and fundamental needs of human nature: to connect, contribute and stay in balance.

Everybody can. Yes - we can. That's what DtMG is for in Germany and the MGS (Malaysian-German Society) in Malaysia.

Thanks for your time you donated me to-day.