



# THE MEF-MUNICH SPRING DIALOGUE 2010

Tuesday, 2nd March 2010  
Munich, Germany

Hotel Vier Jahreszeiten Kempinski Munchen  
Maximilianstrasse 17  
80539 Munich



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## 'The Global Green Agenda: Securing a Sustainable Future'

The global economic crisis has raised fundamental development issues. These include the ability of the existing model of capitalism to sustain growth. New and alternative models are being discussed, based on renewable energy, sustainable, ethical and responsible business practices, green and soft technologies, environment-friendly policies and a back-to-basics culture.

Green and sustainable issues are dominating the headlines post CHOGM 2009 in Trinidad & Tobago and the COP 15 UN Climate Change Conference in Copenhagen 2009. This dialogue will help clarify Europe's position on the global Green Agenda as well as facilitate greater understanding of Malaysia as a transition economy, as it adopts a pragmatic approach towards embracing green technology for a sustainable future.

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## 'The Global Green Agenda: Securing a Sustainable Future'

### THE PROGRAMME

8.30 am - 9.00 am  
REGISTRATION

9.00 am - 10.15 am  
Introductions

- **Mr Volker U. Friedrich**  
Member, Board of Trustees, Malaysia-Europe Forum

Welcoming Address

- **YB Tan Sri Rafidah Aziz**  
Advisor & Patron, The Malaysia-Europe Forum & Former  
Minister of International Trade & Industry, Malaysia  
*"Malaysia: Your Gateway to ASEAN"*

Opening Address

- **Mr Ignacio Garcia Bercero**  
Director for Sustainable Development & Bilateral Trade  
Relations, DG TRADE, European Commission  
*"The EU's Role in Promoting Balanced Economic &  
Social Development"*

Keynote Address

- **YB Dato' Sri Peter Chin**  
Minister of Energy, Green Technology & Water, Malaysia  
*"Collaborative Opportunities in Green Technology  
in Malaysia"*

Dialogue and Q&A

10.15 am - 10.30 am  
MORNING COFFEE

10.30 am - 11.30 am  
**Session I - "Forging Business Linkages Through Green  
Enterprise"**

*An export-driven economy, Malaysia has always provided a dynamic environment for business through investor-friendly policies and well-developed hard and soft infrastructure. Given its new focus on green technology, Malaysia supports the growth of green industries and encourages FDIs in its journey towards a Green Roadmap. Meanwhile, Malaysia is also at the forefront of the search for new energy sources and innovations that can change the world, through its strategic thrusts into biofuels and biotechnology. Total investment under its National Biotechnology Policy is expected to be around USD8 billion with the initial focus on food and agricultural biotechnology.*

Moderator:

- **H.E. Datuk Zakaria Sulung**  
Ambassador of Malaysia to the Federal Republic of Germany

Panelists:

- **Datuk Jalilah Baba**  
Director-General, Malaysian Industrial Development Authority  
*"Towards Tomorrow's Economy, Today"*
- **Dato Iskandar Mizal Mahmood**  
CEO, Malaysian Biotech Corporation  
*"Co-creating New Eco-Systems – Biotechnology Set To  
Transform Malaysia through Global Partnerships"*

11.30 am - 12.30 pm

**Session II – "Promoting Responsible Business: Impact on  
Community, Environment, Marketplace"**

*Malaysia's commitment to sustainable and responsible business is well articulated. Less-known are its tangible outcomes and achievements. Sustainable policies aside, how does business provide real leadership to stakeholders and stimulate sustainable growth, reform and environmental awareness? Can business deliver? What price, green reform? How can Malaysian companies involved in the petrochemical processing, environmental, waste and water management sectors learn from Europe in the employment of the latest available technologies to boost their capabilities and services, and meet stakeholder expectations better?*

Moderator:

- **Ms Millicent Danker**  
Member, Board of Trustees, Malaysia-Europe Forum

Panelists:

- **Tan Sri Dato Ir. Jamilus Hussein**  
Chairman, Construction Industry Development Board, Malaysia  
*"Turning Green – The Construction Sector Takes the Lead"*
- **Speaker from European Commission**  
To be confirmed  
*"The Role of Business in Delivering Cost-Effective &  
Sustainable Solutions to Global Environmental Problems"*

12.30 pm – 1.45 pm

LUNCHEON

1.45 pm – 3.00 pm

**Session III – 'Alternative & Sustainable Growth Policies:  
What Can Malaysia Offer?'**

*Malaysia's Palm Oil Industry continues to face criticism for its perceived lack of transparency in issues such as sustainable production, forest management, traceability and negative impact of energy use on the environment. Additionally, there is concern that in the search for alternative energy sources, such as biofuels using oil palm, Malaysia may shift its priorities away from food production. As the ubiquitous palm oil is a highly-sought after commodity, Malaysia's alternative strategies often come under scrutiny. How does a 100-year-old industry maintain sustainable growth and promote green enterprise?*

Moderator:

- **Mr M R Chandran**  
Advisor to Executive Board, Roundtable on Sustainable  
Palm Oil (RSPO)

Panelists:

- **Dato Sabri Ahmad**  
Chairman, Malaysian Palm Oil Board (MPOB)  
*"Pioneering Palm Biodiesel Development: Towards  
Orderly Growth & Commercialization"*
- **Dato Jespal Deol Abdullah**  
Group Chief Executive Officer, Platinum Energy  
*Topic of Presentation*

3.00 pm – 3.45 pm

SPECIAL CLOSING ADDRESS

Moderator:

- **Dr Guenter Georg Gruber**  
Ambassador, Federal Republic of Germany to Malaysia

• **Tun Musa Hitam**

Chairman, Sime Darby Group, Malaysia  
*"Sustainability: Taking A Leaf From Malaysia's  
Plantations Industry"*

3.45 pm – 4.30 pm

CONCLUDING DIALOGUE AND Q & A WITH ALL  
PANELLISTS

4.30 pm:

CLOSING RECEPTION

This programme is correct as at 18th January 2010. The organizers reserve the right to amend the programme as is deemed fit.

