

Co-funded by:



Implemented by:



SPONSORSHIP OPPORTUNITY

Full-day of CONSTRUCTION AND VIRTUAL DESIGN SEMINARS on 13th April 2016

In conjunction with the International Construction Week / Ecobuild 2016

Under the Program “Support for European Businesses in Southeast Asia Markets”, which is supported by the European Commission, the Malaysian-German Chamber of Commerce and Industry (MGCC/AHK Malaysia), the British Malaysian Chamber of Commerce (BMCC) and AICEP Portugal Global and seven other bilateral project partners will be conducting a one-day Series of Technical Seminars with a focus on ‘Affordable Housing’, ‘Building Information Modelling’ and ‘EUROCODES’ in the Malaysian construction industry.

Project organized by:



aicep Portugal Global



Project Partners:



Associate Partners:



Malaysian Danish Business Council





CONSTRUCTION AND VIRTUAL DESIGN SEMINARS By European Service Provider

In conjunction with the International Construction Week/
Ecobuild, 11th -15th April 2016

Date: 13th April 2016

Time: 10.30am – 3.45 pm

Venue: Hospitality Lounge @ KLCC Convention Centre

Learn about latest trends and developments in the following fields:

- Quality, Safety, Professionalism
- Internationalization
- Productivity
- Environmental Sustainability

Register now for
one of 50 seats!
Participation =
Free of Charge

What we offer:

- Four (4) 45' Technical Seminars free of charge
- Learn the best practices from experts of EU-based companies in the construction and engineering industry

Time	Program
10.15am	Arrival and Registration of Guests / Morning Coffee
10.30am	Opening Remarks
11.00am	Building Information Modelling Ir. Ronan Collins, Managing Director, <i>InteliBuild Technyx Asia Ltd</i>
12.00am	From British Norms to Eurocodes Mr. Evan Ho, Regional Manager, <i>Tony Gee and Partners Sdn Bhd</i>
12.45pm	- LUNCH BREAK -
2.00pm	Affordable Housing Materials Mr. B. Veeralakshmanan, Head of Inclusive Business, Sustainability <i>Covestro Thailand</i>
3.00pm	Quality, Safety & Professionalism Mr. Rainer Klima, Head of Technology <i>PERI Malaysia</i>
3.45pm	- END -



TECHNICAL SEMINARS By European Construction and Design Industry Service Provider

**13 April, 10.30am – 3.45 pm,
Hospitality Lounge at KLCC Convention Centre**

Register now

Date: Wednesday, 13th April 2016

Time: 10.30am – 3.45pm

Venue: Hospitality Lounge
KLCC Convention Centre
Kuala Lumpur City Centre
50088 Kuala Lumpur

For further information and registration, please contact:

Ms. Katja Schulze

Tel: +60 3 9235 1821

Email: katja.schulze@Malaysia.ahk.de

Malaysian German Chamber of Commerce and Industry
Suite 47.01, Menara Ambank

No. 8 Jalan Yap Kwan Seng

50450 Kuala Lumpur

www.Malaysia.ahk.de



The year 2016 marks ICW's 16 years of bringing together construction industry players under one roof to showcase, learn, build partnerships and share innovative ideas on 11-15 April 2016.

This year, the ICW features Ecobuild Southeast Asia 2016 and will run concurrently with Greenbuild Asia, Ecolight Asia, Solar Expo Asia. It will also incorporate the Construction Showcase and the Malaysian International IBS Exhibition (MIIE).

www.icw.my

www.ecobuildsea.com



Opportunities in Malaysia

Malaysia is on its way to liberalize the Professional Services Sector

Malaysia is centrally located within the Association of South-East Asian Nations (ASEAN) and consists of two regions separated by the South China Sea – Peninsular Malaysia and East Malaysia. Malaysia is a federation of 13 states and three federal territories. The capital city is Kuala Lumpur. The official language of Malaysia is Bahasa Malaysia, but English as well as Chinese are also widely spoken.

The Malaysian public sector spearheads construction industry development, however, the construction industry is a sector largely driven by a vibrant, private sector, comprising of the development of residential, commercial and industrial construction projects. These include social infrastructure, such as schools, hospitals and stadia, and government initiatives. The number of public-private-partnerships, privatization and commercialization within the social infrastructure sub-sector has been increasing in recent years.

In 2014, the construction sector accounted for a 3.9% share of the overall GDP production of the country and registered a growth of 10.7%. Growth was driven mainly by expansion in the residential sub-sector, retail and industrial projects (non-residential) and the completion of a few large infrastructure and oil and gas projects. In the Budget 2015, the government announced acceleration of public and private investment in the construction sector, wherein seven major infrastructure projects will be implemented in 2015, including express and highways, mass and light rapid transit projects. The Malaysian government and its newly established National Housing Council has spearheaded nationwide schemes (“MyHome”) for the low-income group with the objective of providing affordable e homes by subsidizing the building of low cost housing units nationwide.

Traditionally, Malaysia has used the British Standards (BS) System in Engineering and Construction, however, it is expected that the European Norm (EN) Standard System is going to be more widely used in the future. In 2014, the Construction Industry Payment and Adjudication Act 2012 (“CIPAA”) came into force in Malaysia, facilitating regular and timely payments in the industry and providing a mechanism for speedy dispute resolution. Furthermore, Malaysia offers a new market for Green Building Products and Services, such as Architectural building materials, energy efficiency and renewable energy.

Most importantly, with its ongoing full Liberalization of the Professional Services Sector and proposed Amendments to the Registration of Engineers and Architects Acts, this will create a more favorable investment and business environment, making it easier for European Engineering businesses or individual Architects to register and practice in Malaysia. This will enable Malaysia to tap the potential of professional services as a key enabler for businesses.



SPONSORSHIP OPTIONS AND BENEFITS

Support us in the Technical Seminar Series and take advantage of the following benefits:

SPONSORSHIP BENEFIT	CATEGORY I RM5,000	CATEGORY II RM7,500
We acknowledge your organization as EUMCCI's Sponsor in the Welcome Remarks by the EUMCCI President.	X	
We present a slide show presentation of your organization throughout the seminar breaks.	X	X
We distribute and display your preferred promotional material at the event.		X
We feature your company logo on all promotional digital invitations, email blasts and web announcements of the Seminar .	X	X
We acknowledge your organization as a Sponsor in MGCC Perspective Magazine with accompanying photos of the event.		X
Write up of your organization in EUMCCI's quarterly magazine REVIEW , acknowledging your organization as a Sponsor (distribution to 2500+ EU consortiums, government, companies in Malaysia)		X
Write up of your organization in the quarterly SEBSEAM-M Newsletter , acknowledging your organization as a Sponsor (digital circulation to 6000+ across ASEAN)		X

There are other options for customizing your sponsorship request. We are happy to accommodate your inquiries.



STRATEGIC PARTNERS HELP US PUSH FORWARD THE STATE OF THE SERVICE INDUSTRY IN MALAYSIA

CHANGE THE GAME AND CONNECT WITH OPINION LEADERS:

- **ENGAGE IN PROFESSIONAL SERVICE LEADERSHIP**
Interact with like-minded peers, learn from best practices and build a network of professional service and high-end technology provider from EU, leveraging on various subsectors.
- **DEVELOP IMPORT AND EXPORT MARKETS**
Get close and personal with European and Malaysian players involved in the Service Industry
- **EXPLORE TRADE, INVESTMENT, COLLABORATION AND TECHNOLOGY TRANSFER OPPORTUNITIES**
We are happy to support you in your endeavours to liaise with relevant players.
- **FORGE INTERNATIONAL ALLIANCES AND STRATEGIC PARTNERSHIPS**
Meet potential business partners to raise your game in the Malaysian/ASEAN market.

REACH OUT TO THE PUBLIC

- **CREATING VISIBILITY**
Company logo on marketing materials and website
- **MEDIA PRESENCE**
Public relation and spreading the word through the press



SPONSORSHIP REGISTRATION FORM

We thank you for the opportunity to submit the above proposal and look forward to a successful partnership with you.

We hereby accept the above proposal and Category _____ for the Sponsorship supporting the Technical Seminars.

Validity from the date of letter of intent/payment received whichever latest.

Authorized Signature

Company Stamp

Name of Authorized Signatory : _____

Designation : _____

Date : _____

Address : _____

Tel : _____

Fax : _____

Email : _____

Method of Payment:-

Please return this form via fax/email. An invoice will be issued upon receipt of confirmation of partnership package.

Should you have any queries regarding the program and the registration, please do not hesitate to get in touch with our cooperation partner:

Malaysian-German Chamber of Commerce & Industry (MGCC)

Ms. Katja Schulze, Senior Officer

Telephone: +60 3 9235 1821 (DL)

Email: katja.schulze@malaysia.ahk.de

www.malaysia.ahk.de

