



Support for European Business in South East Asian Markets – Malaysia Component (SEBSEAM-M)



A project co-funded
by the European Union

SEBSEAM-M
Support for European Business in South East Asia Markets
Malaysia Component

Implemented by:



A. Project Framework and Objectives

B. Joint Collaboration in ASEAN (ICI+)

C. SEBSEAM-M Services

- **Market Analysis**
- **Search & Establishing Business Contacts**

D. SEBSEAM-M Focus Sectors

- **Energy, Utilities & Environmental Services**
- **Professional Services**
- **Food & Agribusiness**
- **Transport & Infrastructure**

Project Framework SEBSEAM – M

Overall Objective

Increase and improve export and investment flows between the European Union (EU) and Malaysia as a gateway to ASEAN, mainly focused on EU SME's

Two Components

Component 1: Attracting EU businesses into the region and supporting them in their market entry activities (Business Support)
Component 2: Increasing EU Business' leverage towards the ASEAN Governments (Advocacy)

Target group

European businesses, in particular SMEs, with an interest in Malaysia and ASEAN markets
Malaysian and ASEAN Businesses, as well as local and regional government authorities

Results

1
Enhanced analysis for a better market access for EU SMEs in potential sectors

2
Improved provision of EU-level business support services and increased business leads

3
Improved knowledge of the potential of the Malaysia Market among EU SMEs

4
Strengthened interregional links on advocacy and business support services

SEBSEAM-M

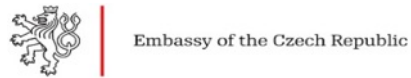
Support for European Business in South East Asia Markets
Malaysia Component

Associate & Project Partners

Project Partners



Associate Partners

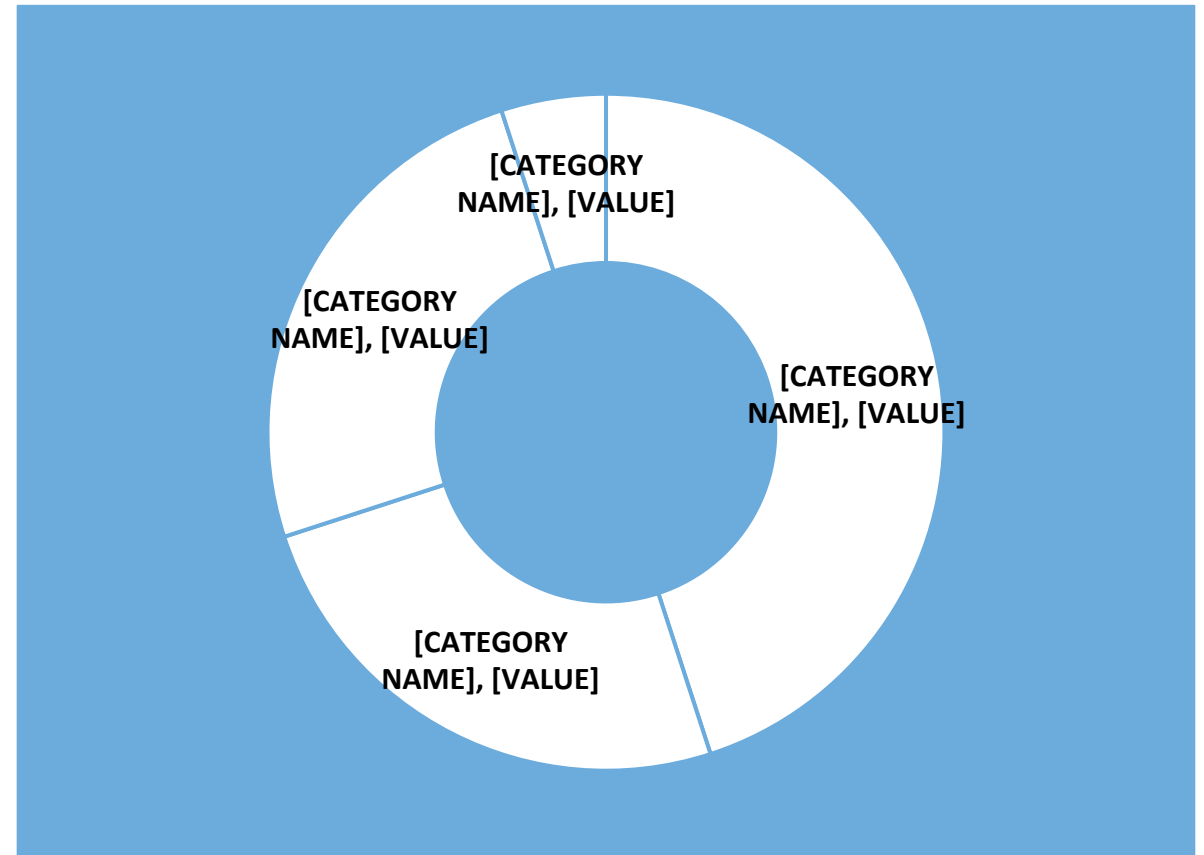


Malaysian Danish Business Council



Project Structure SEBSEAM

- 5 Year Project
- Total Budget of EUR 3,374,865
- EU Co-Funding 80%
- Beneficiary and Partners 20%
- Project period:
September 2013 – August 2018
- Currently year 3 of the project

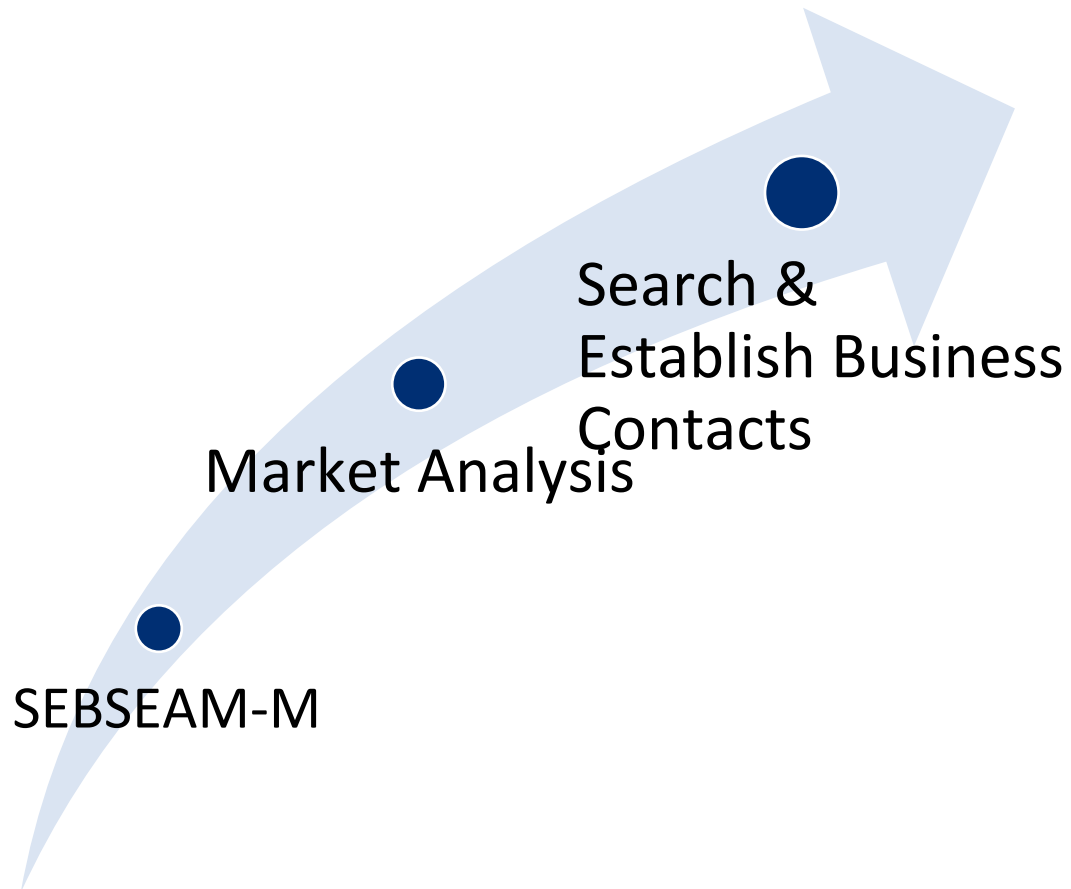


EU-ASEAN Business Networks

- 8 ASEAN countries involved (excluding Singapore & Brunei)
- Over 21 million EUR of funding from EU (80 % co-funding)



Know the Market → **Meet a Partner** → **Enter Malaysia** → **Discover ASEAN**



Market Analysis (free-of-charge)

- Free-of-charge offer for EU SME interested in the Malaysian market as a gateway to ASEAN

Search & Establishing Business Contacts

- Provision of a wide range of services for SMEs, looking to enter the Malaysian market
- Pooling expertise and market knowledge from a extensive network of 22 institutional partners

Market Analysis as your stepping stone into Malaysia

■ Valuable information about the Malaysian Market

- *“The Professional Service Sector in Malaysia – Potential for EU SMEs in the Malaysian Construction Industry: Engineering, Architectural and Quantity Surveying Services” (2015)*
- *“Energy, Utilities, Environmental Services – Malaysia’s Aspirational Journey towards an Inclusive Low Carbon Economy” (2014)*
- *“Potential and Challenges of Dairy Products in the Malaysian Market – Import Regulations and Halal Certification in Malaysia” (2015)*

■ Answering Enquiries from EU SMEs

- Provision of first hand market knowledge customized to your request!

 **Free-of-charge Service for EU Companies!**

Search & Establishing Business Contacts

■ Business Partner Search

- Find the most suitable and reliable partner on the ground in Malaysia!

➔ **Consultation & Identification**

■ Business Partner Matching & Business Meeting Arrangements

- Get matched with your most suitable partner by us providing location and partners!

➔ **Consultation & Identification as well as Meeting Arrangements & Follow-up**

Search & Establishing Business Contacts

■ Pre-Market Consultation

- Receive the latest market information in order to assess your market potential! (7-10 p.)

➔ **Market Overview & Statistics, Tax Regulations & Contact Details of Relevant Players**

■ Individual Market Study

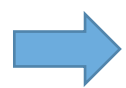
- Gain in-depth insights on your target market with a customized sector report! (~30 p.)

➔ **Market Overview & Statistics, Tax Regulations & Mapping and Profile of Relevant Players, SWOT Analysis & Market Entry Recommendations**

Search & Establishing Business Contacts

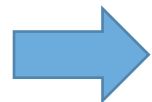
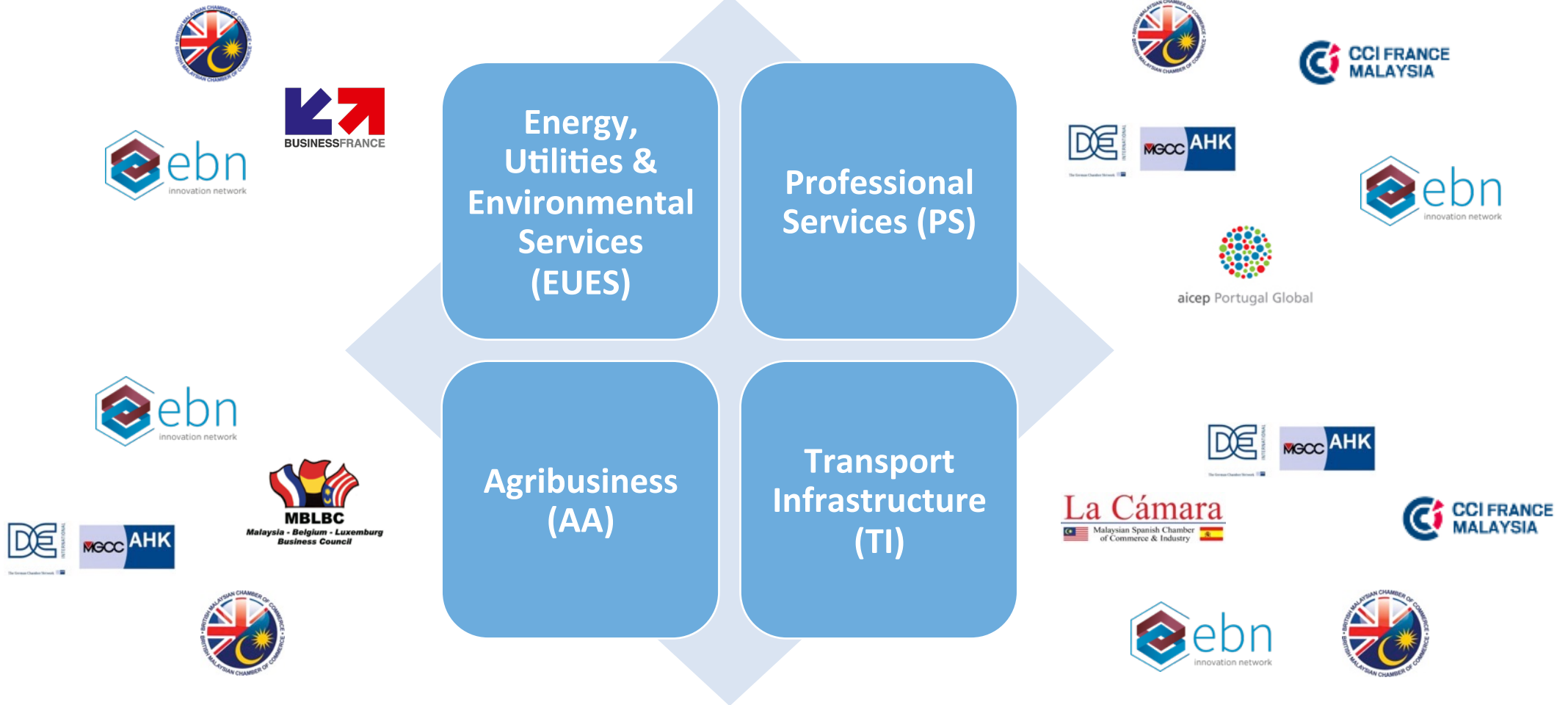
■ Trade Missions & Business Delegations

- Visit Malaysia, understand the market, meet relevant players and identify potential partners in a SEBSEAM-M-organized four days business trip!



Technical Presentation & Government Officials as well as Site Visits, Networking & B2B-Matchmaking-Session

SEBSEAM Focus Sectors



Pooling expertise and field experience of our partners and associate partners!

Increase the Production of Renewable Energy (RE) moving forward towards a more sustainable Economy

- RE as a top priority in Malaysia: the target for renewable energy generation should have reached 985 MW (5.5%) by 2015 and 2080 MW (11%) by 2020.
- Introduction of Feed-in-tariff (FiT) mechanism (2011) as one of the measures to achieve this goal
- In 2014, a total of 70 projects in renewable energy with total investments of 276 million EUR were approved, of which 262 million EUR were from domestic sources (95%)
- Renewable Energy Resource Potential in total at 10 210 MW (Solar 6500; Biomass 2400; Mini-hydro 500; Biogas 410; Municipal Waste 400)

Highlights in 2016

IGEM 2016 (International GreenTech, Eco Products Exhibitions & Conference Malaysia) – 5 to 8 October 2016

- Platform to share new green technology, develop and explore markets, investment, collaboration & technology opportunities and to forge international alliance and strategic partnerships
- An important instrument to position Malaysia as a “Green Technology Hub” for ASEAN region

Technical Seminar on Marine Renewable Energy (MRE) in Malaysia – November 2016

- Focus on potential of MRE sources and available technologies in Malaysia
- Delegation of 5 EU companies and EU experts on MRE to present EU insights, trends and foresights

Publications

- Market update on Energy, Utilities & Environment Services with a focus on business and market opportunities for EU companies – May & November 2016

Past Experiences

International Greentech & Eco Products Exhibition Conference Malaysia (IGEM) 2015

About IGEM 2015

- IGEM 2015 was the 6th in its series and continues to drive the green industry in Malaysia
- IGEM's ultimate goal is to position Malaysia as a Green Technology Hub for the ASEAN Region.
- IGEM 2015 was about "Powering the Green Economy"



Malaysia's Transformation into a knowledge-based economy (2020)

- **Service Sector as one of the key drivers of the government's efforts towards achieving developed nation status by the end of the decade. Share of Services in GDP amounted to 54% in 2015 and is expected to grow up to 61% by 2020 (7% annually growth rate).**
- **This *metasector* requires the provision of those services where real expertise is critical and reliability as well as a customer-oriented approach is mandatory.**
- **As the business services sector is knowledge-intensive, high quality talents are very much in demand (Especially Engineers, currently 49,000 in Malaysia -> China 1.6 Million).**
- **The Malaysian Construction sector grew 10.5% in 2015. It is considered as more resilient than other industries since it has managed to survive several economic downturns for the past two decades.**

Highlights in 2016

Technical Workshop on Engineering and Construction – 13 April, 2016

- 4 European experts in the Engineering and Construction field to run two hours workshop
- Aim is to showcase their expertise and link them up with 80 local consultants

Business Matching – 2 to 4 September, 2016

- Bringing together 12 European with Malaysian SMEs and Professionals from the M&E Engineering, Fire/Security/Safety Engineering & Installation/Rail sector
- Develop the first steps towards a fruitful EU-Malaysia partnership

Publications

- Executive Summary on Market Report on Professional Services (ongoing)
- Position Papers on 5 sub-sectors of the Professional Services (2nd half of year 3)

Completed

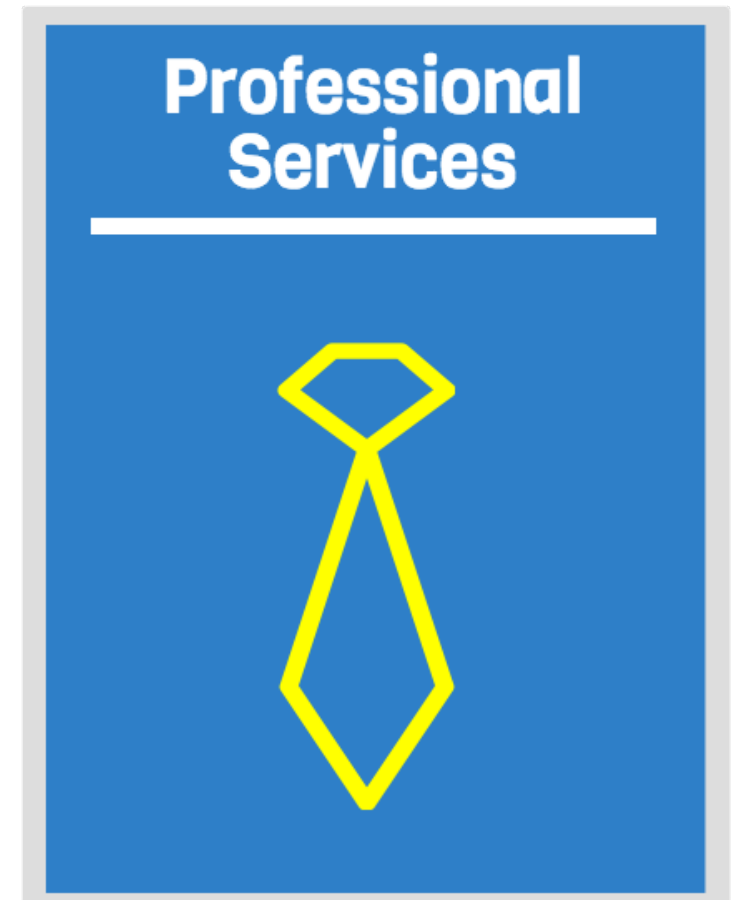
Past Experiences

Webinars on Professional Services Industry in Malaysia: Engineering and Architecture

– 12 May 2015 to 26 May 2015

Results

- Media coverage in Europe and on YouTube
- A Panel of Experts & high-level decision makers
- Broad range of participants (Board of Engineers, Construction Industry Development Board (CIDB), Ministry of Public Works)



Malaysia has a large and growing food retail market that is supplied by local and imported products.

- **Total import in F&B amounted to EUR 3.8 billion in 2015. Agribusiness sector has been showing an annual growth of 4.6% in recent years.**
- **Increasing income and domestic consumption as well as urbanization is major driver for a solid trend demanding healthier and organic, but also packaged and processed foodstuff.**
- **The Malaysian food and beverage retail market is expected to grow by 10 per cent per annum with Malaysian households spending almost 0.25% of their incomes on food and beverages**
- **Malaysia is a grand market for halal food (62% Islamic faith). The Malaysian halal standards are perceived as stricter as those of other Islamic countries. Business opportunities stand and fall with the halal approval.**

Highlights in 2016

Symposium & Business Matching: Bakery, Confectionery and Snacks-Machinery, Equipment and Industry Trend 2016 – 19, 20 October 2016

- Platform for Public & Private expert speakers and company representatives to share knowledge and expertise on technologies, products and industry trends to the local Malaysian industry

EU-ASEAN Forum on Food Safety 2016 - December 2016

- Platform to lobby the government via shared voices from EU & ASEAN for harmonization of Food Safety standards in the region focusing on shelf life, traceability, labeling, and cold chain management

Publications

- Market Study on 'Development in Food Distribution in Malaysia' – April to October 2016
- Market Watch Report on 'Bakery, Confectionery and Snacks - Machinery, Equipment and Industry' – April to June 2016

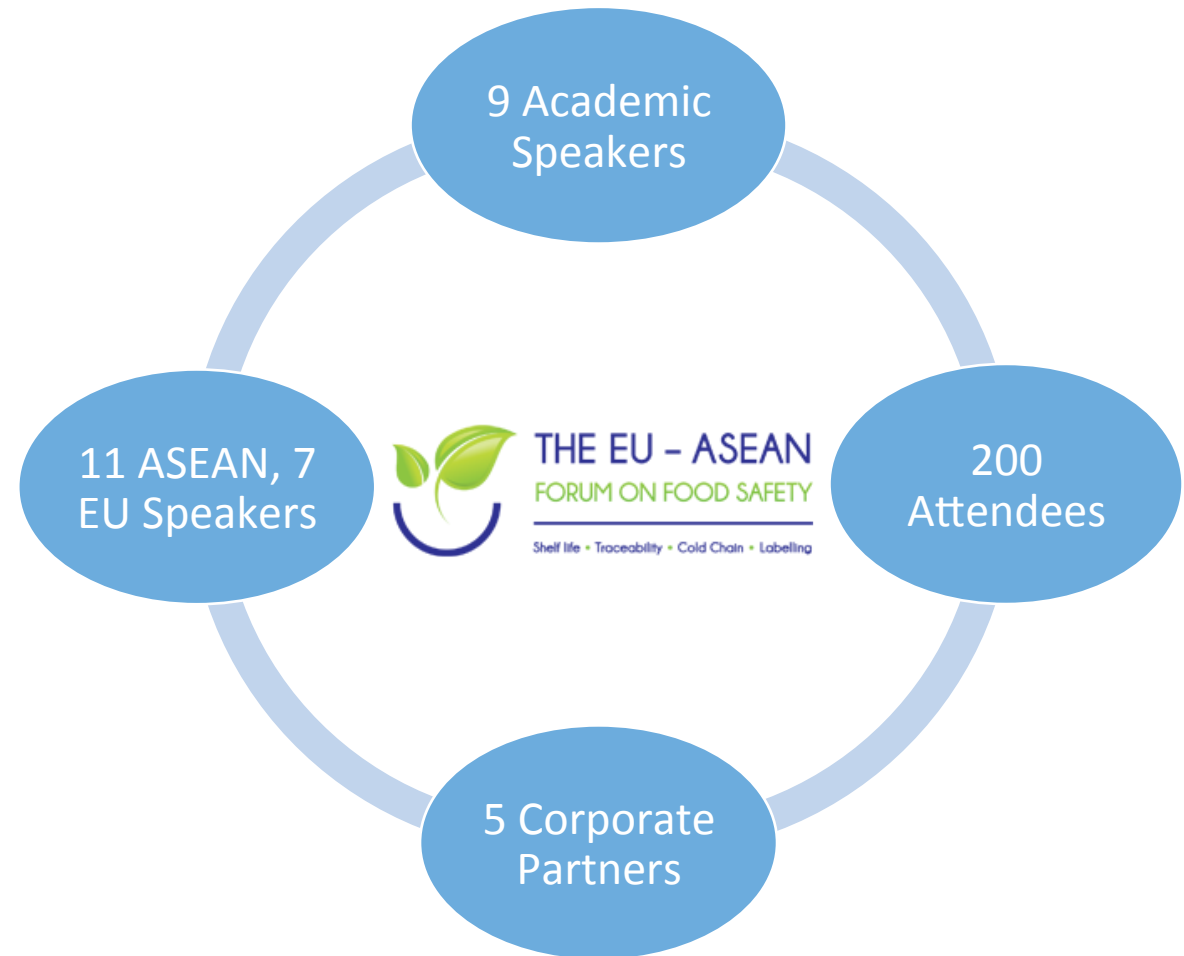
Past Experiences

EU- ASEAN Food Safety Forum 2014

– 13 to 14 October 2014

Results

- High attendance rates, including health & food industry stakeholders as well as academics
- Success reported from Malaysian Health Authorities & Food Firms



Transport & Infrastructure

Malaysia's infrastructure has been facilitating one of the most well-developed economies among the Newly Industrialised Countries of Asia.

- **The 11th Malaysian Plan (2016-2020) as major driver for expanding physical infrastructure networks as well as improving their performance, productivity and affordability.**
- **Investments will be made in rural, rural-urban, urban, and intercity transport modes to improve Connectivity (75% of the population will be living in cities by 2020).**
- **Significant investment in interconnectivity in form of highways, railway systems, port and airport infrastructure.**
- **SOEs play a significant role in the sector and spearhead infrastructure and industrial projects. Increasing foreign engagement in PPP, privatisation and commercialisation have been witnessed.**
- **Dramatic increase in investment in transportation sector from EUR 1.4 billion in 2014 to EUR 3.8 billion in 2015 (%).**

Highlights in 2016

Rail Solutions Asia 2016 – 11,13 May 2016

- A railway exhibition brings together key industry decision-makers
- RSA 2016 Networking Session at the KLCC Convention Center with approximately 150 attendees

Smart City Seminar 2016 – 4 October 2016

- Debates, networking reception as well as B2B matching for EU SMEs as well exhibition of EU products and services on segments of TIC, Telecommunications, Energy and Environmental Management issues
- Expected attendees are 10 EU SMEs, EU Smart City Experts, local government Stakeholders, Malaysian companies and local developers

Publications

- Market Study on the latest development in the Transport and Infrastructure Industry (2nd half of year 3)

Past Experiences

Rail Solutions Asia 2015

– 22 to 24 May 2015

Results

- Cocktail Networking Session with EU Exhibitors
- RapidKL VIPs & Malaysian transportation GLC Prasarana attended
- Increase cooperation and interchange with world's top railway equipment & service providers





Thank you for your attention

<http://www.eumcci.com/project-sebseam-m>



A project co-funded
by the European Union

SEBSEAM-M
Support for European Business in South East Asia Markets
Malaysia Component

Implemented by:

