

## **PRESS RELEASE**

### **EUROCHAM Malaysia Signs MOU with ADVANTAGE AUSTRIA Kuala Lumpur – Bolstering alliances for a prosperous EU–Malaysia partnership**

***2020 marks the 25<sup>th</sup> anniversary of Austria’s EU membership! Hence, EUROCHAM Malaysia is very proud to complement to this long-standing and valuable relationship through our new strategic collaboration with ADVANTAGE AUSTRIA Kuala Lumpur here in Malaysia. This partnership expresses mutual interest of both parties to collaborate in terms of bringing Austrian and other European businesses together, coordinating joint advocacy initiatives as well as to initiate information, knowledge and technology exchange programmes together.***

**Kuala Lumpur, 1 September 2020 – EUROCHAM Malaysia**, one of the largest business chambers in Malaysia, signed a Memorandum of Understanding (MOU) with ADVANTAGE AUSTRIA Kuala Lumpur to establish a strategic partnership aimed at protecting and promoting Austrian and generally European business interests in Malaysia. The MOU signifies the commitment to leverage synergies of both parties for the purpose of mutually beneficial business opportunities.

“Austria’s geostrategic strength emanates from its central location in the heart of Europe, serving as an important bridge builder and partner not only for the member states of European Union (EU) but also for the Middle and Eastern European countries,” highlighted Sven Schneider, Chief Executive Officer of EUROCHAM Malaysia. “Hence, we are very glad to welcome Austria to be a part of our EUROCHAM network here in Malaysia, which will not only further strengthen our position as an EU chamber but will also complement our efforts to expand Pan-European business networks within the region”, he added.

This partnership depicts a common goal to bolster alliances together for a prosperous EU-Malaysia partnership. “With Malaysia being an interesting export and investment destination for Austrian companies, the bilateral relationship between Malaysia and Austria continues to grow. We are eager to leverage our collaboration with EUROCHAM Malaysia for impactful exchanges in the fields of trade and investment, which is very well in line with EU’s aspiration of stronger together,” Mr. Reinhart Zimmermann, Commercial Counsellor of ADVANTAGE AUSTRIA Kuala Lumpur stated.

By signing the MOU, both parties will explore collaborative measures in areas of unifying Austrian and other European businesses, spearheading joint advocacy initiatives as well as to inspire information, knowledge and technology exchanges. Sven Schneider further announced, “In conjunction with Austria’s 25 years of EU membership and to celebrate our collaboration and partnership, EUROCHAM Malaysia is offering 25% discount on first year membership fees to all Austrian companies in Malaysia.” This membership discount is valid for new membership applications submitted by Austrian companies from 1 September 2020 to 31 December 2020 (*T&C apply*), kindly contact EUROCHAM Malaysia for more details at [enquiry@eurocham.my](mailto:enquiry@eurocham.my).

For nearly three decades, EUROCHAM Malaysia has been building its expertise to facilitate trade and investments between EU-Malaysia, with the goal to bolster business alliances for a prosperous EU-Malaysia partnership. With more than 1,600 companies in its wider network, EUROCHAM Malaysia offers one of the largest business platforms to explore the Malaysian market or to discover the diversity of European economies. EUROCHAM Malaysia brings businesses and communities together to create mutually beneficial opportunities in trade and investment.

ADVANTAGE AUSTRIA Kuala Lumpur is a part of the Austrian Federal Economic Chamber, with an international network of more than 100 Austrian Trade Offices worldwide. ADVANTAGE AUSTRIA Kuala Lumpur coordinates and represents the interests of the Austrian business community with its more than 500,000 member companies in Malaysia and in Brunei Darussalam.

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