

## **PRESS RELEASE**

### **EUROCHAM Malaysia Establishes Strategic Healthcare Partnership with Malaysia Healthcare Travel Council**

*In times of a global pandemic, we are more than ever conscious of the importance of our healthcare sectors, patients' needs and excellence in medical services. We admire our healthcare frontliners, who need the best equipment and support to care for us. In this spirit, the MOU between EUROCHAM Malaysia and MHTC promotes Malaysia as a key destination for healthcare travel as well as continuous technology and knowledge exchange.*

**Kuala Lumpur, 13 November 2020 – EUROCHAM Malaysia** and Malaysia Healthcare Travel Council (MHTC) entered into a strategic partnership to promote Malaysian healthcare services to a wider global audience, with focus on the European community. In embracing new norms, both organisations conducted their first-ever virtual signing of a Memorandum of Understanding (MoU) via a live Facebook event.

The virtual MoU signing ceremony was officiated by the Chief Executive Officer of EUROCHAM Malaysia, Sven Schneider, and the Chief Executive Officer of MHTC, Sherene Azli, witnessed by the Chairman of EUROCHAM Malaysia, Oliver Roche and Board Member of MHTC, YBhg Dato' Ooi Kok Seng.

“While the pandemic has brought about global disruptions across the board, Malaysia Healthcare continues to work on industry recovery plans as we strive to provide improved experiences to our international healthcare patients who are looking for quality care that are not only reliable and affordable, but more importantly, trusted. To this extent, we are pleased to be collaborating with EUROCHAM Malaysia as we work together to promote Malaysia as the preferred healthcare travel destination in the ASEAN region to the European community,” said Sherene.

“Malaysia is well recognised as one of the top healthcare travel destinations in the world, recently winning two awards at the International Medical Travel Journal (IMTJ) Medical Travel Awards 2020, including the highly-coveted ‘Destination of the Year’ title. We are truly impressed with MHTC’s extraordinary achievements over the years and would like

to take this opportunity to congratulate them for their excellent effort in gaining this wonderful recognition!” stated Oliver Roche.

EUROCHAM Malaysia has activated a result-oriented partnership drive since its successful rebranding in July 2020. The chamber embraces different ideas and innovative collaborations to provide the best experience to its wide network of members. With a constant strive towards healthcare excellence in Malaysia, EUROCHAM Malaysia sees great potential in attracting European healthcare tourists over the long run.

“It is our great pleasure to collaborate with MHTC in bringing the finest healthcare travel services to our European friends and families. We are truly excited that the European community can now utilise our platform to easily access the latest information and insights on medical tourism via MHTC, creating awareness and enhancing the quality of life together! Furthermore, we will contribute through our network by facilitating knowledge and technology exchange with leading European healthcare technology providers,” Sven Schneider mentioned.

Sven also gave assurance that EUROCHAM Malaysia is strengthening the chamber’s all-round efforts to create peace of mind among its network and members, be it to ensure the ease of doing business in the region or to enhance the social health and well-being of the European community. The chamber also facilitates constant technology and knowledge transfer into Malaysia by introducing best practices and connecting key healthcare industry leaders from Europe. – ENDS –

### **ABOUT EUROCHAM MALAYSIA**

As the only European Union (EU) chamber in Malaysia that is officially endorsed by the Delegation of the EU to Malaysia, EUROCHAM Malaysia has been building its expertise to facilitate trade and investments between EU-Malaysia since its establishment in the year 1993. 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.

### **ABOUT THE MALAYSIA HEALTHCARE TRAVEL COUNCIL (MHTC)**

Falling under the purview of the Ministry of Health, MHTC is an agency that is tasked to facilitate and promote Malaysia's healthcare travel industry by coordinating industry collaborations and building valuable public-private partnerships, at home and abroad, the most recent being the collaboration with EUROCHAM Malaysia. The accolades received at the IMTJ Medical Travel Awards 2020 further fortify the nation's position as the World's Healthcare Marvel, as it signifies the global trust in the country's excellent healthcare travel infrastructure and exemplary patient journey experience as MHTC continues to further Malaysia in becoming the leading global destination for healthcare travel.

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