



PRESS RELEASE

EUROCHAM Malaysia Signs MOU with the Embassy of Ukraine in Malaysia – Bolstering alliances for a prosperous EU–Malaysia partnership

Furthering its dedication to expand Pan-European business networks, EUROCHAM Malaysia announced its new strategic partnership with the Embassy of Ukraine in Malaysia. This partnership synergises mutual efforts to promote two-way trade and investment between Ukraine-Malaysia as well as to grow the brand awareness of successful Ukrainian business.

Kuala Lumpur, 27 August 2020 – EUROCHAM Malaysia, one of the largest business chambers in Malaysia, signed a Memorandum of Understanding (MOU) with the Embassy of Ukraine in Malaysia to establish a strategic partnership. The MOU signifies the commitment to jointly attract and support the development of two-way trade and investments across all sectors between Ukraine-Malaysia, leveraging synergies to establish mutually beneficial business opportunities for both parties through respective business platforms and networks.

“Partnering with the Embassy of Ukraine in Malaysia further reinforces the position of EUROCHAM Malaysia in promoting Pan-European business opportunities, offering a well-diversified and value-added business platform to our members,” stated Oliver Roche, Chairman of EUROCHAM Malaysia. “Ukraine has always been a priority partner for the European Union (EU) and we are very delighted to extend the EU–Ukraine ties here in Malaysia” he added.

This partnership marks an important step to enhance mutually beneficial economic cooperation, jointly promote effective search for business partners, advance the productive dialogue with the Malaysian government together as well as to increase Ukrainian brand awareness and brand presence within the region. “We are excited to strengthen our partnership with EUROCHAM Malaysia! Ukraine has huge potential in offering industrial high-tech solutions and is one of the key countries worldwide that is able to accomplish the complete cycle of aerospace manufacturing. Hence, we strongly believe that this collaboration will spearhead knowledge and technological exchange between EU, Ukraine and Malaysia,” highlighted H.E. Olexander Nechytaylo, Ambassador of Ukraine to Malaysia.



By signing the MOU, both parties will work together in areas of trade and investment, advocacy initiatives as well as marketing and communications, presenting the economic potential of Ukraine. Sven Schneider, Chief Executive Officer of EUROCHAM Malaysia further stated, “Together, we will unveil the full potential of the Pan-European business community and place our members on the best path for success in the ever-changing business landscape.”

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.

Ukraine is the largest country in Europe by area and the seventh (7th) largest by population, making it one of the biggest consumer markets in the region. Its favourable geographical location establishes the country as a natural transportation link between Europe, Central Asia and Eastern countries. Ukraine witnessed foreign direct investment (FDI) flows of USD14 billion throughout the period of 2015-2019, resulting in the construction of over 100 manufacturing plants.

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**For media enquiries, please contact:
Ms. Chan Hui Min
Strategy & Communications Manager
011-1191 9668
huimin.chan@eurocham.my**