

## **PRESS RELEASE**

### **EUMCCI becomes EUROCHAM Malaysia – Bolstering alliances for a prosperous EU–Malaysia partnership**

***The new brand fortifies the chamber-led efforts to promote the diverse business communities and unite markets in an era of digitalisation. With a new face, new name and new strategy, EUROCHAM Malaysia is bolstering alliances for a prosperous EU-Malaysia partnership.***

**Kuala Lumpur, 3 July 2020 – The EU-Malaysia Chamber of Commerce & Industry (EUMCCI)**, one of the largest business chambers in Malaysia, launched today the chamber’s rebranding from EUMCCI to EUROCHAM Malaysia. The launch was witnessed by H.E. Maria Castillo Fernandez, Ambassador of the European Union to Malaysia. The comprehensive rebranding exercise is a premeditated and positive direction to leverage on the era of digitalisation, which unveils a new identity, new logo, new positioning and new website.

“I would like to express my heartfelt congratulations to EUROCHAM Malaysia on the occasion of its rebranding. The EU Delegation to Malaysia and EUROCHAM Malaysia have established a long-standing partnership over the years by working closely together to sustain strong economic relationships between stakeholders from both EU and Malaysia. I believe that the rebranded EUROCHAM Malaysia will portray an even stronger image of a united EU being a strategic trade and investment partner of Malaysia”, stated H.E. Maria Castillo Fernandez, Ambassador of the European Union to Malaysia.

The new 12-stars logo inspired by the circle of stars of the European Union (EU) flag, is an enhanced version of the original logo, which was used over the past decade. “Our new logo stands for unity, solidarity and harmony. We have included the Malaysian star and its corresponding crescent moon in the circle of stars, which symbolises our business communities merging together in unity and harmony. The logo represents our bold ambition and relentless commitment to bolster business alliances between EU and Malaysia”, highlighted Oliver Roche, Chairman of EUROCHAM Malaysia.

The rebranding exercise also materialises the digital transformation journey of EUROCHAM Malaysia with a new website design at: [www.eurocham.my](http://www.eurocham.my). Sven Schneider, CEO of EUROCHAM Malaysia added, “With this rebranding, EUROCHAM Malaysia addresses the challenges of digital transformation and modern communication strategies to reach out to key stakeholders in business and government. You will experience a heavily upgraded, informational and interactive website as well as social media management. We believe in our new messaging of solidarity and unity, which is well reflected in our new hashtag: #EUMYstrongertogether.”

Luciano Pezzotta, Deputy Chairman of EUROCHAM Malaysia further stated, “The rebranding marks the start of a new era for EUROCHAM Malaysia. Our new identity incorporates new core values – integrity, sustainability and diversity, but also strengthens our brand awareness both locally and internationally.” In recognition of EUROCHAM Malaysia’s mission to promote, support and develop EU business interests in Malaysia, the chamber aspires to reignite the conversation on the EU - Malaysia Free Trade Agreement (FTA).

Considering the current global challenge of Covid-19 and tough competition to be expected, EUROCHAM Malaysia believes that it is high-time to open trade talks. In line with facilitating market access via FTA negotiations, the chamber will announce a number of programmes supporting European industries, assisting them throughout the current crisis and creating business opportunities. “EUROCHAM Malaysia is the voice of European businesses in the country and provides the best platform for European businesses to connect with the Malaysian government and private sector.” Oliver Roche elaborated.

EUROCHAM Malaysia represents businesses of 27 EU member countries together with the respective bilateral chambers and thereby offers access into a market worth USD 18.8 trillion or 22% of the global economy. Last year, EU companies have invested more than RM 4.18 billion in Malaysia’s manufacturing sector and remain a key trading partner for the country, by contributing 9.5% (RM 174.65 billion) of Malaysia’s total trade in 2019. Since trade has slightly slowed in 2019, EUROCHAM Malaysia believes that trade and investment activities would benefit considerably from the promise of a trade agreement.

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**EUROCHAM  
MALAYSIA**

EU-MALAYSIA CHAMBER OF  
COMMERCE AND INDUSTRY

Bolstering alliances for a  
prosperous EU–Malaysia partnership

#EUMYstrongertogether

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