



Malaysian French Chamber of Commerce & Industry

Annual Report 2009 - 2010



Contents

Message of the President	3
Highlights of the year 2010	4
Who's who at the Malaysian French Chamber	6
Committees' Activities	8
Membership Profile	11
Departments' Activities	12
Institutional Partners	14
Financial Report of the year 2009	15

Message of the President



Dear Members, Dear Friends,

The Malaysian French Chamber of Commerce is celebrating this year its 20th anniversary. It was created in 1991 under the name of “French business organisation” or FBO with some 19 funding members and 2 permanent staffs. It is today a recognized Chamber of Commerce with 202 members and 9 permanent staffs.

Its objective was and remains to promote and assist the development of business relations between France and Malaysia through Associative and events activities and also provide upstream and downstream support to French and Malaysian Companies. During this year, MFCCI has made significant changes and improvements on both:

Firstly on Associative activities where its six working committees (Tourism, Air transport, Oil & Gas, Finance, Manufacturing and Human Resources) have been working hard and delivering effective results in various areas, such as the organisation of the French National day and two career fairs. In this idea, we are sure that the improved website, linked to the UCCIFE network and the improved E-Bulletin will contribute to more interaction and visibility.

Secondly on Business assistance services with over 60 French companies assisted in 2010 and a steady trend of services that could not have been achieved without a close and effective relationship with our partners (MIDA, MATRADE, UCCIFE, ACFCI, CCI Paris, Ubifrance, Conseillers du Commerce Extérieur, MEDEF, etc....).

Finally, the current renovation of our office located near KLCC and the recruitment of new dedicated and professional permanent staff allow us to provide better Marketing and other support services to our members and clients.

These improvements have been achieved despite a tight overall economic situation which has affected directly our members and consequently your chamber. Mainly because of the postponement of major events, MFCCI posted a loss for its fiscal 2009 but nevertheless managed to keep on track its current program of development, thanks to the help and understanding of its partners and overall improving results for 2010.

The outlook for 2011 for Malaysia-France trade is promising with various positive signs:

With Air Asia announcing its new flight to Paris starting February 2011, Technip just opening its new Asiaflex plant in Johor, French population in Malaysia set to double to 3,000 by next year – French school is already too small! And finally, Regional events scheduled in 2011, such as ABM, Grand Est delegation and Forum ASEAN will place Malaysia in the limelight.

And MFCCI will be there to support and contribute, as always and with its partners from the CCI International team, to the further development of the Malaysian-France trade.

We have an exiting year ahead! Thank you for your support and commitment!

A handwritten signature in blue ink, appearing to be 'Peer de Jong', written in a cursive style.

Peer de Jong
President of the MFCCI

Highlights of the year 2010



MFCCI 20th Anniversary Gala Dinner

With Anne-Marie Idrac, French Minister of State for Foreign Trade and her Malaysian counterpart YB. Dato' Jacob Dungau Sagan, Deputy Minister International Trade and Industry as guests of honor, the Gala Dinner gathered some 300 guests by bringing together all major French companies in Malaysia as a showcase of the successful relationships between France and Malaysia and its collaborators and partners.



Seven French companies were awarded on this occasion for their accomplishments in Malaysia. It was also a moment to show gratitude to the founding members and former presidents of MFCCI.

Cap Asean : Delegation of Trade Advisers from French Chambers of Commerce

Jointly organized with ACFCI and the French Chamber of Commerce in Singapore, this seminar was an important opportunity to provide Trade advisers of French Chambers of Commerce (9 participants) with relevant information about doing business in Malaysia.



Séminaire de réflexion

This latest edition of the Séminaire de Réflexion gathered over thirty members and was the occasion to collect the opinions of the French business community over the current prospect on doing business in Malaysia.

MFCCI 12th Annual Golf Tournament

As part of its actions in East Malaysia, for the first time, MFCCI Annual Golf Tournament took place in Sarawak. Some 35 golfers from French and Malaysian companies joined together and took part in an exciting match. The winner was Robin Tigai, from Sarawak Energy Berhad.



Highlights of the year 2010



VIP Luncheon Series (in collaboration with EUMCCI and other bilateral EU Chambers)

- In Conversation with Datuk Seri Dr Ahmad Zahid Hamidi, Minister of Defence
- In Conversation with YB Senator Tan Sri Dr Koh Tsu Koon, Minister in the Prime Minister's Department

MFCCI 1st Career Fair

The MFCCI Career & Training Committee, in partnership with the Malaysia-France University Centre (MFUC) organized its 1st Career Fair. Twelve French companies had the opportunity to meet 25 Malaysian who graduated from prestigious French schools and universities, and about 10 French experienced candidates based in Kuala Lumpur.



“Back to Work” Dinner



MFCCI „Back to Work” Dinner, witnessed the participation of 100 members, with a reasonable number of newcomer to the Malaysian French Business Community, both form the public and private sector. Participants were also able to view for the very first time, the upgraded MFCCI website which is online since November 2010.

Official visit to Sabah

MFCCI Borneo Branch office organized a 3 day visit to discuss, explore and open more market in Sabah, Brunei and Miri by providing information to the French industries and businesses. The delegation visited the Chief Minister of Sabah at his office.



Facts & Figures

- A total of **202** members

- **27** events organized, gathering about **2000** businessmen

- Business support services given to **62** French companies

Who's who at the Malaysian French Chamber

Board of Directors

Appointed Chairman

SM Nasaruddin SM Nasimuddin | Naza Group of Companies

Elected President

Peer DE JONG | Asia Now Holdings Ltd

Vice-Presidents

Pierre CHEYRON | ARC Consulting Sdn Bhd

Fabrice GODEAU | SAFRAN—Snecma

Treasurer

Tang KIN KHEONG | Mazars

Secretary

Ivan MALIGNON | Glorious Field Sdn Bhd

Directors

Saji RAGHAVAN | Alstom Asia Pacific Sdn Bhd

Robert JAIMOND | I3M

Ibrahim NASIR | ING

Patrick Sibourg | Pullman Kuala Lumpur Bangsar (in replacement of Michel FARINES | Novotel Kuala Lumpur City Center)

Gilles WAELDIN | Petzl Manufacturing Malaysia Sdn Bhd

Dr. Mazliham Mohd SU'UD | UNIKL

Jean Marc GUILHOT | 8th Avenue Sdn Bhd

Honorary Directors

Rizal VIVIEN RAGUET

Mohd YATIM IDRIS | Eneritech Sdn Bhd

Baharom HAMZAH | Romstar Sdn Bhd

Who's who at the Malaysian French Chamber

The Permanent Team



Michel Lozac'h | *Managing Director*



David Attar | *General Manager*



Azimah Ahmad | *Administration, Accounts, Payroll & Business Center*



Thina Krishnan | *Membership, PR, and Events*



Mashita Rashad | *Marketing & Prospection*



Melinda Sellin | *Promosalons, Communication & Bi-lateral Trade*



Julia Abd Latif | *Reception & Administration*



Jeevamalar Rajagderan | *Administration*



Hassan Talib | *Dispatch & Administration*

Trainees | *From French Business Schools*

Committees' Activities

Malaysian French Chamber of Commerce and Industry committees have been initiated as workshops with the following objectives:

- facilitate the activities of French companies based in Malaysia
- attract and guide new companies
- be an active partner toward Malaysian associations
- allow companies in the same sector of activities to share their experiences
- identify local difficulties and find solutions together

CAREER & TRAINING

President : Dr Mazliham MOHD SU'UD | UniKL

The MFCCI Career & Training Committee was created to link industries in Education and Training sectors, to ensure the development of skilled manpower tailored towards companies expectations. It aims to provide members the platform to exchange, brainstorm, and develop new ideas. It is also a one-stop centre for facilitating and guiding fresh graduates to start their career. In collaboration with the Malaysia France University Center (MFUC), the Committee organized in 2010 a Career Talk (April) and a Career Fair (October), in order to help our members to meet and recruit Malaysian graduated from France (mainly engineers). The committee also carried out a survey towards the members on the HR challenges they are facing, in order for MFCCI to be able to better serve its members.

FINANCE

Presidents : Ibrahim NASIR | ING

Tang KIN KHEONG | Mazars

The finance committee was created early 2008 and has 10 active participants, with different profiles (CFO of industrial and services companies, bank, insurance, and audit experts) sharing the same interests. Its objective is to enhance networking within CFO of French Companies and Financial Services Sectors in Malaysia. From time to time it organizes talks related to Economy, Finance, Tax, Banking, Securities and other related matters. The Finance committee organized 2 major events in 2010:

- Breakfast Talk on access to funding and managing working capital effectively for SMEs 2010
- Mazars Tax Seminar on the 2011 Malaysian Budget proposal

Committees' Activities

MANUFACTURING

President : Gilles WAELDIN | Petzl Manufacturing Malaysia Sdn Bhd

The main objective of this committee is to share information and open discussions among the Manufacturing members and take the opportunity to visit the members production facilities.

It gathers some 5 to 10 steady participating members and non-members and organizes semestrial meeting (2 in 2010) covering relevant topics such as : Human Resources (Salaries, Bonuses, Benefits & overall practices & issues) and Indirect purchasing (Practices, Leads to share suppliers, in & out sourcing, ethics issues). All discussions are supported by members feedbacks via questionnaires on the subjects prior to meetings. The Manufacturing committee organized 2 major events in 2010:

- Breakfast Talk on salary & fringe benefit survey conducted by MEF in 2009
- Dialogue with French companies based in Johor (with 14 companies represented)

The committee also launched a Forum on LinkedIn, please look for MFCCI Manufacturing Committee.

The manufacturing committee is looking forward to stabilize the committee with more permanent actors and explore further the possibilities of joint actions.

OIL & GAS

President : Robert JAIMOND | I3M

The oil & gas committee was created in 2009, in collaboration with EU-Malaysia Chamber of Commerce & Industry. The committee is providing a platform for its members to discuss and lobby industry issues as well as focus on the following topics: manpower sourcing and training, cooperation, promotion of Malaysia as an Oil & Gas Deepwater Hub.

Beside an on going relation with Malaysian oil & gas companies, in particular Petronas, the committee organized, in the first semester 2010 a visit to Brunei Darusalam.



Committees' Activities

TOURISM

President : Patrick SIBOURG | Pullman Kuala Lumpur Bangsar
Michel FARINES | Novotel City Centre Kuala Lumpur

The tourism committee was created in September 2008 and has 18 active participants, representing different sectors of activity related to the tourism business. Its main objective is to develop a strong network among main tourism players (hotels & resorts, travel agents, restaurants, schools of tourism, Airlines, etc...) and work closer with major institutions (Ministry of Tourism, Embassy, etc...) to promote Malaysia as a destination.

Meetings are organized on a bimestrial basis, and dialogues with Tourism Malaysia, the French Embassy in Malaysia, Atout France, and Air Asia have been engaged through the 5 meetings hold in 2010.

Among the main activities in 2010, the Tourism Committee organised the catering of the cocktail of the French National Day (14th of July) at the French Embassy, drafted a proposal to Tourism Malaysia to hold a national pavilion at Foire de Marseille, and had regular discussions with Air Asia X regarding the launch of the Kuala Lumpur–Paris new route.

The tourism committee is expecting to further increase the number of participants, to develop more synergies among members and provide information, assistance or expertise to new comers on the market.

AIR TRANSPORT

President : Fabrice GODEAU | SAFRAN–Snecma

The air transport committee was created in March 2009, in collaboration with EU-Malaysia Chamber of Commerce & Industry.

The transport committee wants to become the main aviation platform for European and Malaysian companies involved in MRO and air transports in general, and promote Malaysia as a Regional aerospace hub.

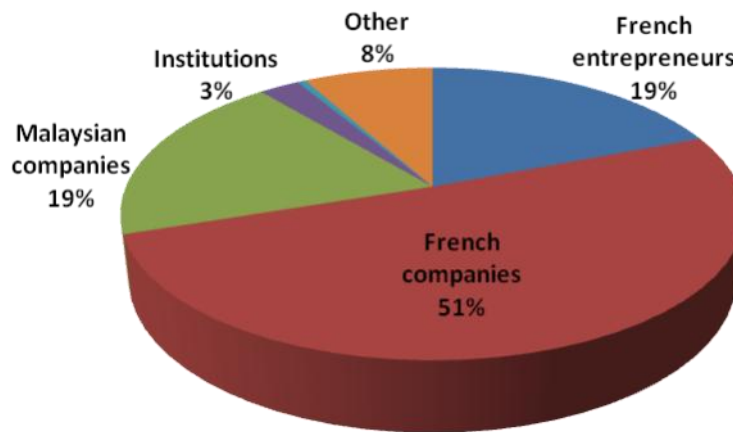
In November 2010, the president of the committee has been invited by the Chamber of Commerce in Lyon to present the aeronautics market in South East Asia with an emphasize on the attractive Malaysian platform for MRO.

Membership profile

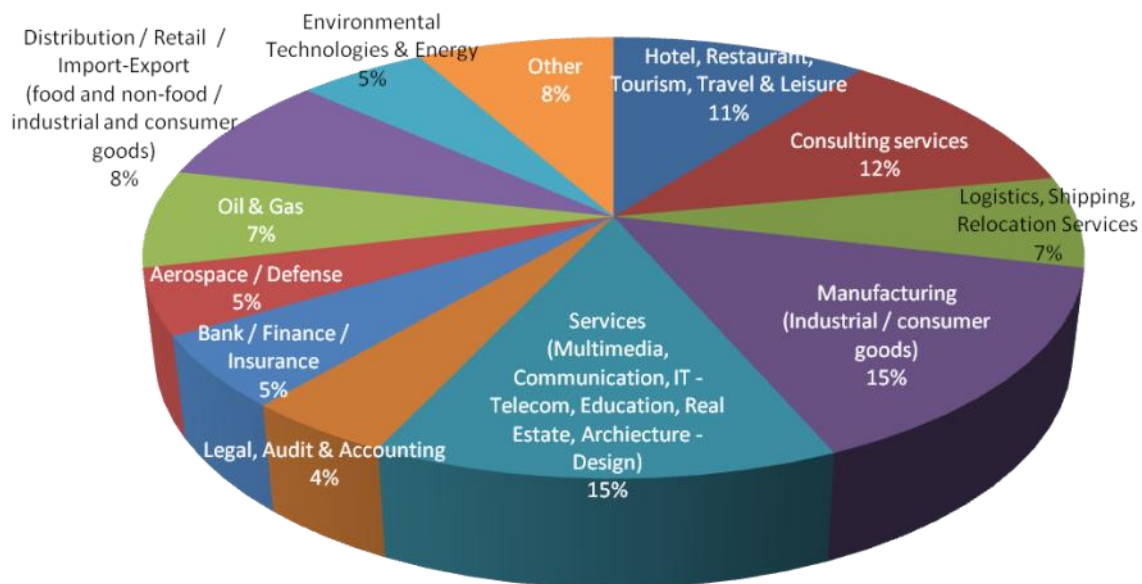
MFCCI gathers 202 members as of December 2010, 70% of which are French companies (or French related companies through joint-venture), and French entrepreneurs. They are working in various sectors of activities, such as services, tourism, oil & gas, manufacturing or logistics.

More than 75% of MFCCI members are located in Kuala Lumpur or in Selangor.

MFCCI members by origin



MFCCI members by activity



Departments' Activities in 2010

Marketing and Commercial Propection

The Marketing department of MFCCI continues to offer services designed for French companies that want to enter the Malaysian market or wish to refine their current Asian strategy. Its services includes first market approach, market research and business partner search (agent, distributor, supplier, industrial partner). In 2010, MFCCI organized business propection for 18 French companies, in partnership with CCI de Paris, Conseil Regional de Bourgogne and CCI de Bretagne.

MFCCI was invited by 11 Chambers of Commerce in France to attend the "Journée Pays" (International meeting with French Companies), which gave the opportunity to MFCCI representatives to meet 92 French companies and provide them with information and advices about the Malaysian market.

The annual Cap ASEAN meeting, was jointly organized in Singapore and Malaysia by FCCS and MFCCI in May 2010. This seminar was an important opportunity to provide Trade advisers of French Chambers of Commerce (9 participants) with relevant information about doing business in Malaysia.

Business Center

MFCCI provides Business Centre services to any French company that is willing to set up business in Malaysia. Which includes a fully furnished office, P.O. Box, administrative services (accounting, immigration services), portage (VIE, others), representation (commercial or administrative) and company registration.

In 2010, MFCCI offered its business centre services to 44 French companies and also assisted 47 individuals in attaining working visa. We also carried out about 15 translations per month.

Services	Number of users
P.O. Box	11
Office rental	4
Portage	4
Representation (commercial or administrative)	6
Representative office registration	8
Company registration	4
Working permit application	47
Accounting services	4
Recruitment	3

Departments' Activities in 2010

Event Management

The Chamber's Event Management team delivers dedicated tailored events, be it a Seminar, Exhibition, Press Conference, Annual Dinner or others. Our team offers Full Event Management services from Conception to Delivery, Locating and Negotiating Venues, Sourcing for Corporate & High Profile Speaker, Advertising and PR Management. In 2010, MFCCI managed such events for 5 companies.

MFCCI Events and Publications

27 MFCCI Events were organized in 2010 :

At least once a month, MFCCI is organizing an event directly oriented toward its members. Several networking events organized with other European Chambers or Governmental organizations are also taking place all year long.

MFCCI Publications :



Once a year, MFCCI is publishing the Malaysian French Business Directory, which includes members profile and relevant information regarding France and Malaysia (bilateral trade, useful contacts...). For the first time, MFCCI published an addendum at mid-annum to present new members and new representatives.



On November 2nd, the MFCCI Website has been upgraded, now using UCCIFE model. The website, which is now bilingual (English–French), is an important platform of communication between the Chamber, its members and customers. www.mfcci.com



Launched in August 2009, MFCCI is publishing the E-bulletin, a bi-monthly newsletter, which provides information about new members, upcoming events and news concerning the Malaysian French business community.

Promosalons

Promosalons is a French organization dedicated to the promotion of international trade exhibitions abroad in order to encourage the international presence of exhibitors, visitors and the trade press. Created in 1992, Promosalons Malaysia ensures representation of major French trade shows, in Malaysia, but also in Brunei, Philippines and Singapore. MFCCI is representing Promosalons Malaysia and promoted 4 major French exhibitions in 2010 (Europain, Silmo, Equip'Hotel, SIAL Paris, JEC Asia Show).

Institutional Partners

Partners in Malaysia

Over the years, the Malaysian French Chamber of Commerce and Industry has been working on building active relationships with the Malaysian authorities and institutions: Malaysian Industrial Development Authority (MIDA), Malaysia External Trade Development Corporation (MATRADE), (MITI), Malaysian Employers Federation (MEF), SMIDEC (SME Corp. Malaysia), Federation of Malaysian Manufacturers (FMM), and French University Graduates Association Malaysia (FUGAM) .

MFCCI also coordinates actions with French Institutions to strengthen the link within the French Community: the French Embassy in Malaysia (economic, cultural and defense departments), Alliance Française, Association Francophone de Malaisie (AFM), Malaysia France University Center (MFUC) and CCE (Conseillers du commerce Extérieur) based in Malaysia. MFCCI is also about to sign an agreement with Ubifrance.

MFCCI widens its network with more and more ties with Chambers based in Malaysia, especially the EU Malaysian Chamber of Commerce and Industry (EUMCCI), the Malaysian German Chamber of Commerce and Industry (MGCC) and the British Malaysian Chamber of Commerce (BMCC).

Partners in France

MFCCI relies with Malaysian organizations based in France, such as MIDA and MATRADE, and French organizations related to international business like MEDEF International.



MFCCI is working closely with the Association of Chamber of Commerce in France (ACFCI) and many French Chambers of Commerce, such as CCIP and CCI Grenoble, to support French companies to expand their business to Malaysia. MFCCI is a major actor into the Cap ASEAN group launched by ACFCI and French CCI.



MFCCI is a member of Union des Chambres de Commerce et d'Industrie Française à l'Étranger (UCCIFE), which brings together 114 French Chambers of Commerce and Industry Overseas, the largest private network of French companies in the world, present in 78 countries.

Partners in ASEAN

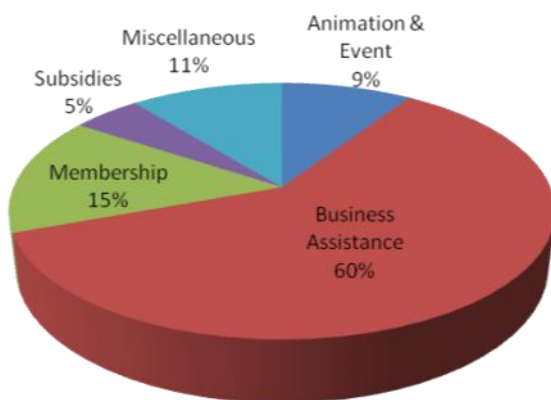
MFCCI has developed strong relationship with the French Singapore Chamber of Commerce (FSCC), the Franco-Thai Chamber of Commerce and Industry (FTCCI), the French Chamber of Commerce and Industry in Vietnam (CCIFV), the French Chamber of Commerce in the Philippines (Le Club FCC), Indonesian French Chamber of Commerce and Industry (IFCCI) and the French Bruneian Business Association.

Financial Report of the year 2009

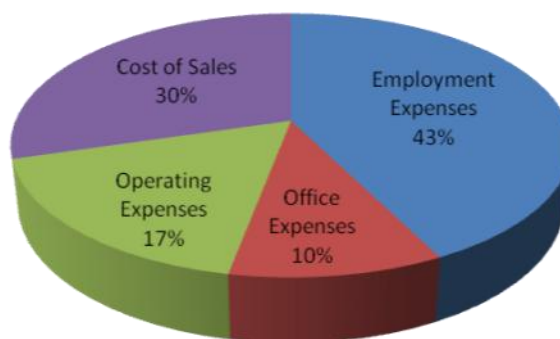
MFCCI posted a loss of 222,083 RM for the year 2009, compared with a profit of 35,420 RM in 2008. This leaves MFCCI with an accumulated net negative position of 208,842 RM due mainly to the last-minute postponement of Gala dinner to mid-2010, with a net revenue reduction estimated at 160 KRM and the absence of ACFCI subsidy, eventually received in June 2010 for 60KRM.

The total resources and incomes for 2009 stands at 1,543,699 RM compared to 1,650,119 in 2008 with Business Assistance contributing the largest part (60%), Membership (15%) and subsidy (5%) while events only contributed 9% because of the postponement of the Gala dinner. Subsidies received in 2009 represent 5% or 75,000 RM compared to 142,500 RM in 2008 (15%) and comes from Promosalons (75,000). There was no subsidy from ACFCI in 2009 (117,500 RM in 2008).

MFCCI incomes in 2009 (1,543,699 RM)



MFCCI Expenses in 2009 (1,765,781 RM)



The total expenses for 2009 stands at 1,765,781 RM compared to 1,620,328 in 2008 with Employment expenses representing the main part with 43% (60krm) while the cost of sales stands at 30% while office expenses remain at 10% because of the increase on rental charges (38krm), operating expenses representing the balance of 17%, due to additional depreciation (6krm) and transport (32krm) expenses.

The increases of expenses stated above are in line with the budget forecast and corresponding to the development strategy of MFCCI on improving its services to members:

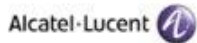
- Human resources – improve current team – new recruit
- Communication – tools and equipment (IT support) improvement

And also its Marketing and Lobby – Visit to members, to CCI in France, more participation in UCCIFE network events.

A strategy that started to pay off in 2010 with an expected turnover close to 2 MRM with current deficit expected to be absorbed by 2011.

The Malaysian French Chamber of Commerce and Industry would like to thank its Patron Members for their continuous support and contribution

Patrons



Sponsors



MALAYSIAN FRENCH CHAMBER OF COMMERCE & INDUSTRY

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