



Malaysia External Trade Development Corporation (MATRADE) will be organizing a seminar collaborating with Kulim Hi-Tech Park (KHTP) and Expandeers entitle “Expanding Business into European Markets” as follows: Date 15 March 2018 (Thursday) Time 9:00 am – 5:00 pm

Venue Dahlia Room, 3rd Floor, Kulim Technology Park Corporation, KHTP Business Centre, 09090 Kulim Hi-Tech Park, Kedah

Participants 100 pax (2 person per company)

Officer in-charge: Sharifah Nazreen Farhana Syed Marzuki (s nazreen@matrade.gov.my)

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2. The objective of the seminar is as below:

i) For Malaysian companies with intention to expand their business into Europe;

ii) For European Companies to venture and invest in Malaysia, in partnerships with local Malaysian companies and the Malaysian’s State Government.

3.

3. The tentative programme is as below:

4.

5.

SEMINAR: EXPANDING BUSINESS INTO EUROPEAN MARKET

15 MARCH 2018

9.00 a.m. – 9.30 a.m.

Registration of participants

9.30 a.m. – 9.45 a.m.

Welcoming remarks by CEO of Kulim Hi-Tech Park

Dato' Dr. Annuar Mohamad Saffar

9.45 a.m. – 10.00 a.m.

Opening remarks by Director of MATRADE Northern Regional Office

Ms. Sharifah Nazreen Farhana Syed Marzuki

10.00 a.m. – 10.45 a.m.

Expanding Business into European Markets

Mr. Michael Fisahn – Reinhard,

Founder & Managing Director of Expandeers

10.45 a.m. – 11.30 a.m.

Export Acceleration Incentives by MATRADE

Mr. Mohamad Imran Mohamad Radzi

Dep. Director of MATRADE Northern Regional Office

11.30 a.m. – 12.15 p.m.

Testimonials from Companies

Expandeers Malaysia

12.15 p.m. – 1.00 p.m.

Q&A Session

1.00 p.m. – 2.00 p.m.

Lunch

2.00 p.m. – 5.00 p.m.

Industry Consultation Session with Expandeers and MATRADE

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□ 4. This seminar is free of charge (FOC). The Online Registration Form is accessible from our website at <http://www.matrade.gov.my/en/training-registration>. The closing date for registration is on 14th March 2018 (Wednesday). For further clarification on the registration matters, please contact us at (04-3982020) or email us at penang@matrade.gov.my