



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
Industrie- und Handelskammer



German Chamber
ASEAN Business Council

PRESS RELEASE

For immediate release

German Businesses Attracted by Malaysia's Strong Economic Diplomacy

Kuala Lumpur, 23 July 2018 – The German Chamber ASEAN Business Council (GCABC) released the results of the AHK World Business Outlook 2018 survey this month, revealing the opinions of German business leaders with regards to investing and expanding in Southeast Asian markets, especially that of Malaysia.

GCABC, consisting of the seven German Chambers of Commerce and Industry (AHKs) in the ASEAN region, namely Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, conducted the survey using a sample size based on Germany's vast network of 51,000 members companies in 92 countries across the world.

The results captured the increased confidence of German investors regarding developments in the Southeast Asian region, with the majority of this year's participants having an optimistic view on future market positions. The survey delved deep into the sentiments driving German company expectations, most notably for upcoming trends and risks in the region. While the results showed a continued inclination in business confidence, growth expectations, investment and strategic expansion plans for the Germans, there were a number of aggregations that revealed a preference for host countries with stable trade policies.

Commenting on the survey, Executive Director and CEO of MGCC, Daniel Bernbeck said: "German companies are drawn to stability, and they pay attention to economic initiatives that support the long-term view. As a result, economic diplomacy shown by the host country have influenced decision-making by new German entrants, with trade agreements being a major stay factor for many incumbents."

"Germany's vast network of Chambers draws its strength from the direct outreach to the businesses of mostly small- and medium-sized enterprises of all sectors. By reflecting the plain views and expectations of private sector entrepreneurs, this survey honestly portrays where they have concerns as well as where they see opportunities. It serves other business folks as



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well and could be useful for many members of public sector, administration as well as governments,” Bernbeck added.

The data obtained makes a rigorous comparison between current situation with the previous year and forecasts for the year ahead. The Malaysian-German Chamber of Commerce and Industry (MGCC), being one of the most active in this survey, had led the project for its sister Chambers. The results were announced on the MGCC website, and the report is available to the public at <https://www.malaysia.ahk.de/en/infocentre/reports-and-studies/>.

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About the German Chamber ASEAN Business Council (GCABC)

Launched in November 2012 by the seven German Chambers (AHKs) in the ASEAN region (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam), GCABC is a business platform across ASEAN for enterprises and policy-makers from ASEAN, Germany and the EU. It provides a space to meet, network and exchange knowledge towards a sustainable trade and investment-friendly environment. GCABC identifies future fields and business opportunities to foster the relationship between ASEAN and Europe in general and to identify and to develop business opportunities for SMEs in particular.

About the Malaysian-German Chamber of Commerce and Industry

The Malaysian-German Chamber of Commerce and Industry (MGCC), or AHK Malaysia as it is known in Germany, is part of the world-wide network of German chambers with 140 offices in 92 countries and another 79 regional chambers in Germany with more than 3 million member companies and businesses. Under the service brand “DEinternational” the chambers assist German companies with a wide range of services to establish themselves on foreign markets.

MGCC is the Official Representative of German Industry and Trade in Malaysia with excellent relations to governments and its authorities, to business organizations and to industry both in Malaysia and in Germany. First arriving in 1986 as a delegate office of the German Associations of Chambers of Industry and Commerce (DIHK), MGCC is now a modern and flexible service organization and a strong and reliable partner for its members and clients with a widespread, result-oriented range of services and a successful track record. MGCC is supported by the Federal Ministry of Economic Affairs and Energy based on a resolution of the German parliament, the Bundestag.

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