

MGCC<sup>®</sup>  
**Annual Report  
2021**

**“Crisis Times are Chamber Times”**



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

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# Message

## Dear members of MGCC,

you are holding in your hands the Annual Report 2021 of the Malaysian-German Chamber of Commerce and Industry! In this report, we proudly highlight the successes of 2021 and note the challenges of pivoting in a pandemic world. I am immensely proud of how our team has been continuously adapting to the ever-changing conditions to deliver the best possible results for our members and our organisation in an uncertain, unpredictable and volatile environment.

The COVID-19 pandemic led to disruptions across all industries as the whole world continues to battle to contain the virus through various means, including lockdowns. Since the pandemic started, advocacy for our members had never been more important. Many of our members both large and small were affected by this and we made sure that their concerned voices were heard by the governing bodies of Malaysia. Faced with the ongoing disruption of the pandemic, we have maintained focus on our members' needs and seized opportunities to respond quickly and campaign heavily.

This is largely thanks to our team's preparedness for maintaining a high level of efficiency despite being restricted from going to the office or meeting clients during the various levels of movement control orders (MCO). When we entered the second year of the pandemic, we had fully adapted to the new normal in order to best serve our members, clients and stakeholders. We've also introduced a number of new services, such as applications for travel permits, usage of MIDA's "One Stop Center", Professional Mediation and Press Services to better assist our customers. As per our Annual Goals for the year 2021, we worked hard towards increasing our relevance as a service provider, paired with higher visibility in the media, strengthening our lobbying efforts, and better income than the previous year's.

Supply chain disruption looks set to continue, at least for the first half of 2022 – dramatically aggravated by the war in Ukraine. As such, many businesses are reconsidering the locations of their sourcing, ordering supplies and inventory much earlier than before and mitigating risks of future disruptions. The pandemic has accelerated digitization, with many small businesses taking action to reach consumers via digital channels, such as mobile apps, online ordering, contactless payment options, and social media. This trend is not expected to go away anytime soon as consumers continue to expect seamless and convenient interaction with the companies they do business with.

This is also why MGCC has set up the digital platform "Automation Valley Malaysia" to offer a new level of networking for companies and organisations in this field. But we will also implement our own mobile app for our members to network with other members and stay up-to-date with our events. As the largest foreign business chamber in Malaysia, innovation is at the forefront of our services and we want every one of our members to feel that they belong to a membership that will champion their voice and prioritizes their convenience.

On behalf of the Board of Directors, I would like to express our gratitude to our members, our stakeholders and our partner organisations for their faithful support all these years. Embedded in the unique worldwide network of German Chambers abroad, we are very grateful for the constant backing we receive from DIHK, our headquarter, and the Ministry of Economic Affairs and Climate Action (BMWK) in Berlin. My sincere thanks go to my fellow Board members, the Management and all staff for their hard work, commitment and loyalty. It is your dedication that has led MGCC to the success that it enjoys today.

**Daniel Bernbeck**  
Executive Director



# The year in numbers



**2 ANNIVERSARY  
CELEBRATIONS**



Scan to  
watch our  
anniversary  
video

**RM2.4  
MILLION**  
RECORDED  
**PR VALUE**

**391**  
**MEMBERS**

**276**  
**CLIENT CASES**  
(7% INCREASE FROM 2020)



**49**  
**GRADUATES**  
FROM THE  
**MECHATRONICS  
2018 BATCH**

**46** **EVENTS**  
WITH MORE THAN  
**1639**  
**PARTICIPANTS**

# Market entry

2021 yielded better results as compared to the previous year in the context of performing during a pandemic. While similar challenges remained for the 2nd year around, the Chamber introduced new services which resulted in higher revenue. And although Malaysia was subjected to sometimes confusing standard operating procedures (SOPs) for businesses and the Movement Control Order 3.0, the Chamber was better prepared to manage any setbacks and continued working efficiently from home.

Although the Malaysian government established a One Step Centre (OSC) at the Kuala Lumpur International Airport (KLIA) to easier facilitate short-term business travellers entering the country, its costly fees added on the list that deterred many foreign investors from coming into Malaysia. As the government slowly eased COVID-19 restrictions in the second half of the year, the Chamber was able to attract even more new businesses.

MGCC further signed a cooperation agreement with the German Association for Supply Chain Management, Procurement and Logistics (BME) to offer Malaysian companies a platform where they can find industrial buyers in Germany, Austria, and Switzerland.

Additionally, the Chamber won the tender for a purchase initiative of industrial buyers together with the BME that is taking place in Malaysia, Laos, Cambodia, Vietnam as well as Myanmar. The initiative is scheduled for March 2022.

## Projects

**14 - 18**

June

MGCC successfully completed its project on energy generation through palm oil waste (pellets, CNG) together with the German project partner Eclareon GmbH.

**4 - 8**

October

MGCC hosted the Waste Management online delegation together with the German project partner SBS Solutions. 11 German companies participated in an online conference as well as B2B sessions.

**15 - 19**

November

MGCC organised an online delegation in Civil Security Technology (border control, protection of critical infrastructure, cybersecurity, disaster management) in which 10 German companies participated. MGCC was praised by both clients and the Federal German Ministry for Economic Affairs and Energy, BMWi (recently renamed to Ministry for Economic Affairs and Climate Protection, BMWK) for the professional organisation and B2B arrangements.



## Market research

7



**BUSINESS PARTNER SEARCHES**

3



**INTERCULTURAL TRAININGS**

## Trade fairs

MGCC continues to represent major German trade fairs and successfully sold online tickets to Malaysian participants. Most of the trade fairs were conducted virtually due to safety concerns from the pandemic.

The Chamber was involved in marketing activities for the following virtual international fairs:

March to April	ITB Berlin NOW online
May	Transport logistic online
May	Biofach China
June	Automatica sprint online

MGCC also partnered with local trade fair organizers to provide marketing assistance and recruit German exhibitors for the events below:

July to December	Virtual IGEM 2021
November	International Café and Beverage Fair (ICBS)



# Corporate services

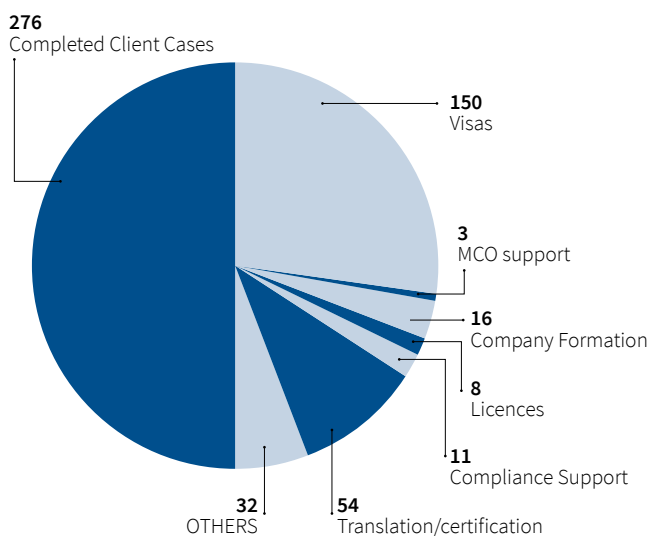


## TOTAL ENQUIRIES HANDLED

713 

25.7% INCREASE FROM 2020

## BREAKDOWN OF CASES IN 2021



The corporate services team remained at the frontline for our clients and members with regard to the ever-changing rules and regulations, updates on SOPs, explanation and consultations with our customers regarding individual cases, as well as applications for immigration, visa, work permits, MyEntry, MyFutureJobs, and many more. Crisis times are Chamber times, and this is particularly true for the Corporate Services Department which worked under high pressure, tension and stress to meet the high demand and still keep a professional attitude in the face of frustrated and angry customers. Key points in our service offering remain the same: providing assistance in establishing companies and offices in Malaysia, registration of local entities, and representative and regional offices with the Malaysian Investment Development Authority (MIDA).

Visa services for renewals and entry permits continued to be in high demand throughout the year. One notable achievement is the total of 150 completed and paid visa cases in 2021 which is the highest number ever. In 2021, MGCC introduced a new visa service and applies for short-term business visas under the Government's OSC for business travellers. As part of its MCO services, MGCC also began providing quarantine support (booking of home and hotel quarantine) to clients.

# German Business Centre

Our German Business Centre (GBC) is the one-stop centre for your business needs! Strategically located within the heart of KLCC's business district, the GBC offers over 300sqm of modern office facilities ranging from shared offices, open workstations to individual office units and conference facilities. With MGCC around the corner, tenants furthermore have the opportunity to benefit from a range of value-added services.

Most tenants are either representative or regional offices in need of a registered office address depending on the requirements, budget, and size of the parent company. This demand reflects itself in the occupancy of the German Business Centre from January.

GBC's tenants continue to approach MGCC staff members regarding other services, particularly related to corporate services (visa, licences, opening of bank accounts, HR support, company formation, recruiting or payroll and accounting services).

# 4

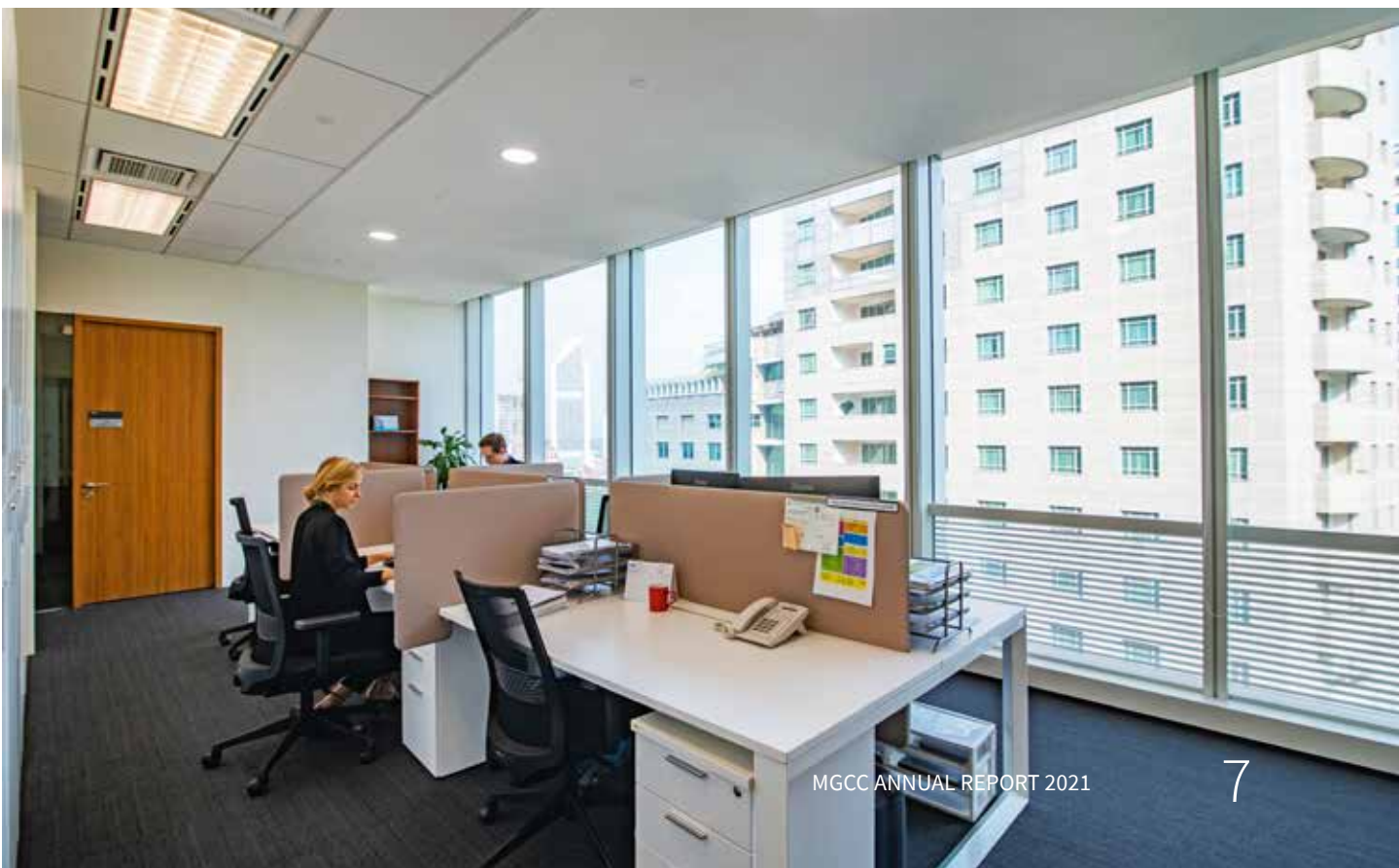
**NEW TENANTS**

# 1

**TERMINATION**

# 84%

**TOTAL OCCUPANCY RATE AS OF 31 DECEMBER 2021**





# Payroll & accounting services



19



PAYROLL CLIENTS

WITH APPROXIMATELY

47



EMPLOYEES

The Accounts Department, next to doing the internal accounting for MGCC, continues to serve several clients in their accounting and payroll work. Our accounting and tax solutions allow clients fully focus on the smooth day-to-day running of their business.

We offer complete book-keeping services for branch offices, subsidiaries and locally incorporated companies. Our services also comprise liaising with local auditors, tax agents and company secretaries in accordance with statutory requirements, and advising on tax matters in cooperation with professional Malaysian tax consulting partners.

We also provide a holistic solution for payroll services to companies in Malaysia. Services include proper registration with statutory bodies for both the employer and employee (including foreigners), claims and monthly payroll processing as well as the preparation of annual tax returns for employers and employees, including tax clearance services for expatriates leaving the country.

In 2021, the accounting department successfully supported the solution of the double taxation issue of the official representative of Germany Trade and Invest (GTAI). GTAI is a German subsidiary of the Federal Ministry of Economic Affairs and Climate Action (BMWK) in Berlin, and also a sub-tenant in our German Business Centre. It provides official reports on the economies of Malaysia, Singapore and Brunei to the German government.

# Membership services

2020

39

NEW MEMBERS

39

RESIGNATIONS

2021

31 

NEW MEMBERS

31 

RESIGNATIONS

2021 was another challenging year for the Chamber as industries continued to struggle during the global pandemic. Prolonged Movement Control Orders in 2021 meant that our members and potential members were forced to prioritise their survival by keeping their financials tight. Nevertheless, the Membership team worked tirelessly to capture new members and retain existing members. By 31 December 2021, there were 391 members after having 31 resignations and 31

new sign-ups. The decline of new members over the past 2 years correlates with the spread of the Coronavirus pandemic but we are optimistic about getting more new members to sign up in 2022 compared to the previous year. On the other hand, the decline in resignations gives a clear signal that the investment in membership relations is paying off and we are on the right track providing our members companies exactly what is needed.



# Our Premium Members

By entering this exclusive circle of members, companies receive increased visibility and preferred brand exposure throughout our network while enjoying access to premium member-only benefits and events. These events offer the opportunity to discuss current business matters and developments up close and personal with prominent Malaysian guests.

Since the introduction of this membership category in 2019, the number of Premium Members has grown by 43%.



**a. hartrodt**  
TRANSPORT IS OUR BUSINESS

**Allianz** 



**exyte**

**infineon**

**INTERNATIONAL  
SOS**

**Luther.**

**MIDA**  
MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY



Helps. Cares. Protects.

 **REHAU**

**KERN-LIEBERS**  
TEXTILE

**THE BEST RUN**



**SIEMENS**

**SUNWAY**  
**MEDICAL CENTRE**  
Sunway City

**VOITH**

## Membership relations

For 2021 we continued to keep track of our member's activity at our events with the "members activity list" which we started in 2019. The list records the attendance of members at MGCC events (mostly webinars in 2021) and other types of activity, such as advertising. Through the list, 142 inactive members were identified which is an improvement from 159 the previous year. A focus on organising webinars enhances the reach of our events and enables the participation of members who are not able to travel across state lines during Movement Control Order periods.

Inter-district and inter-state travel was restricted for most of the time in 2021 due to the fluctuation in daily cases of COVID-19 infections and strict government-imposed Movement Control Orders. The Chamber was restricted from attending face-to-face meetings with member companies and potential members, but our team turned to digital meetings in order to engage with members and potential member so while it was not as effective as a site visit and having a meeting in person, we still managed to stay in touch with our members.

## Services for members

The Members4Members programme is still being offered, however only with moderate take-up. Designed to encourage cooperation among MGCC members, companies can offer their products and services to other members at a social discount.

Despite the fact that many companies have become increasingly cost sensitive during the pandemic, our promotional services have been taken on well and are even reaching clients beyond our immediate member network. New service offerings such as paid advertisement on social media have been added to our list of services, supporting the focus on digital marketing by many companies.

After several years in the making, the MGCC Job Market is finally gaining traction. With a consistently good volume of vacancies being posted, the job market provides a real asset for companies wanting to expand their reach when looking for talents.

## Membership activities

As per the new normal, most MGCC events in 2021 were organized virtually via video teleconferencing. Upon the relaxation of the SOPs in Q4, the Chamber started to organize several events physically under strict COVID-19 guidelines.

2020

39

EVENTS

1079

PARTICIPANTS

2021

46 

EVENTS

1639 

PARTICIPANTS

## NEW MEMBER BREAKFAST

This event is a great opportunity for new members to get acquainted with the head of the Chamber and discover everything that is being offered by the Chamber. The event also helps new companies to ease into the MGCC community and network with other members. Due to the pandemic still going on strong throughout 2021, the Chamber decided to go fully virtual for the 2 New Member Breakfast meetings that took place in June and October.

## PREMIUM MEMBER BUSINESS LUNCHEON

MGCC organised a total of 4 Premium Member Business Luncheons in 2021 which featured several high-profile guest speakers such as Mr Richard Record (the Lead Economist for Malaysia in the World Bank Group's Macroeconomics, Trade and Investment Global Practice), Thomas Mathew (Group CEO of TalentCorp), Raymond Siva (Vice President of Corporate Affairs at Malaysia Digital Economy Corporation, and Shamsul Izhan Abdul Majid, (Chief Technology & Innovation Officer of Malaysian Communication and Multimedia Commissions, MCMC).



## THE TUESDAY CLUB

The Tuesday Club is a series of monthly events for members to discuss about global business trends and listen to subject matter experts giving their insights on

business outlook, economics advisory and other business essentials. In 2021, MGCC organised 18 sessions of The Tuesday Club, all of which were hosted online.

## INTERCHAMBER WEBINAR

MGCC engaged with other business chambers in Malaysia completely virtual in 2021 due to the spread of COVID-19. A total of 5 inter-chamber webinars were co-organised, 2 more than the previous year. The topics were largely centred on the politics, the pandemic and how to cope with the new normal.

## ANNUAL GENERAL MEETING 2021

The Chamber's Annual General Meeting 2021 (AGM) was held via online on 24 June 2021 with 60 participants gathered via Zoom. It was an election year and MGCC successfully held its first virtual election via the electronic platform Election Runner. The new Board members for the term from 2021 until 2023 were elected and the first Board of Directors meeting was held immediately after the AGM. Additionally, the attendees also voted for amendments of the Constitution ("Articles of Association and Memorandum") which was executed via Zoom polling.

## GERMAN-MALAYSIAN BUSINESS FORUM

MGCC organised its first virtual German-Malaysian Business Forum with the topic, 'Trade opportunities in Malaysia through Free Trade Agreements (FTA)' with the support of Mercedes-Benz Malaysia Sdn Bhd as the event partner on 6 May 2021. The 2-hour forum focused on existing and future FTAs as well as comparing Malaysia's competitiveness with other countries in the region. The programme comprised of keynote speech, expert's insight and an engaging panel discussion from distinguished speakers across industries.

## CEO ROUNDTABLE DISCUSSION

On 27 July 2021, MGCC organised its first CEO roundtable discussion on 'Doing Business in the Age of IIoT', focusing on business models in a data-driven revolution to sustain as a solid industry player. The virtual dialogue was moderated by Tan Sri Rainer Althoff, Global Sustainability & Digitalisation Expert and former CEO of Siemens Malaysia.

The second CEO roundtable organised in Q3 focused on another highly important topic in today's business practice, 'Enabling a Net Zero Carbon Economy Pathway for Malaysia'. This was a collaboration event with UN Global Compact Network Malaysia & Brunei (UNGCMYB). The roundtable was participated by 8 high-profile German companies in Malaysia. It was an engaging session where all participants were given equal time and space to share their best practices. Inputs from all the companies has been included into UNGCMYB's Guide, titled "CEO Climate Guide". The paper seeks to provide various comprehensive frameworks & business cases to guide other Malaysian business leaders to embark on their organization's leadership journey to achieving Net Zero.



The last CEO roundtable discussion of the year titled 'Digitization in Healthcare' was a collaboration event with German Health Alliance. The event on 14 October 2021 gathered six high-profiled speakers and 18 participants from Malaysia and Germany. The discussion of 'hot' industry insights as well as the sharing of best practises in adopting digital health technologies provided valuable takeaways for the participants.

## PANEL DISCUSSIONS

On 26 April 2021, in collaboration with Thenesh, Renga & Associates, a panel from Royal Malaysian Customs Department (RMCD) was gathered to discuss the developments that affect the automotive sector in Malaysia. The moderator, YBhg Dato' Sri Subromaniam Tholasy, a former Director-General of RMCD, along with other panellists shared their thoughts and exchanged views of the current status, developments and eventual changes in processes of Customs clearance. The event was also participated by members from The Japanese Chamber of Trade & Industry, Malaysia (JACTIM).

The second panel discussion was a collaboration event with Confexhub Group and it was held on 19 August 2021 with 48 participants. The event was given the theme of 'Gearing Up Digitalisation and Automation in Malaysia'. Thought leaders and industry experts from their respective expertise fields shared their thoughts in gearing up digitalisation and automation in Malaysia, considering that many companies are still unsure about how or where to start their venture into new technology and SMEs on the other hand are facing difficulties in leveraging digitalisation.

## INDUSTRY OUTLOOK

MGCC's Industry Outlook for the year 2021 was on the Oil & Gas industry with the theme 'A passage to 2030!'. It was timely with the launch of National Oil and Gas Services and Equipment (OGSE) Industry Blueprint, a 10-year ambitious plan targeted at promoting the industry to greater heights by focusing on results in core economic indicators. The event was attended by 58 participants and professionally executed by Mr Muhammad Azmi Zulkifli, Chief Executive Officer of Invest KL Corporation with 2 industry experts, Mustafa Akbar Reza, Senior Vice President & Head of Operations of Malaysia Petroleum Resources Corporation (MPRC) and Gary Lee, Executive Director (Oil, Gas & Chemicals) of Group Wholesale Banking UOB.

## JINGLE & MINGLE CHRISTMAS PARTY

The Chamber organised a year-end 'Jingle & Mingle' to celebrate a fun-filled Christmas on 10 December 2021 at Roofdeck@Lakecity. The event gathered almost 70 guests from our business community. The most valued element of the event was the networking opportunity and possibility of meeting people face to face after a long period of online events only.

## 30<sup>TH</sup> ANNIVERSARY CELEBRATIONS



A small number of selected guests were invited to EQ Hotel on 12 November for a celebration of MGCC's 30th anniversary, marking the first physical event for the Chamber in almost two years. As it was a very special occasion, the event was graced by H.E. Peter Blomeyer, the German Ambassador to Malaysia, with an anniversary speech, followed by Mr Joseph Gross, as President of MGCC.

On 17 November 2021, MGCC successfully organised a live-streamed 30th Anniversary Celebration from virtual studio to an audience of 260 attendees. Lively interaction at the chat box expressed audiences' excitement in receiving dinner delivery and enjoying the entertainment which included a special presentation by the Executive Director, Daniel Bernbeck, recorded greeting messages from DIHK, and music from the Malaysian Philharmonic Orchestra to serenade their evening.



Scan to watch the highlights of the MGCC 30<sup>th</sup> Anniversary Celebration



# Annual events calendar

## EVENTS (JANUARY – DECEMBER 2021)

22 January 2021	InterChamber Webinar: State of Emergency: Impact of Lockdown & Vaccination Strategy
27 January 2021	New Year's Rendezvous
9 February 2021	The Tuesday Club. - Doing Business in Malaysia: Challenges ahead for foreigners?
23 February 2021	The Tuesday Club. - Transfer Pricing: Are you compliant to the new requirements?
2 March 2021	Premium Member Business Luncheon, Mr Richard Record, Lead Economist, The World Bank
3 March 2021	InterChamber Webinar: Democratic Processes Vaccination Policy: What's Next?
9 March 2021	The Tuesday Club. – Evolving workplace vs Private life. Have you mastered it?
23 March 2021	The Tuesday Club. – Onboarding Germany: Challenges for business travellers and employees.
6 April 2021	MGCC – Cultural Impact: It's Showtime! Addressing Cultural Challenges in the Workplace.
8 April 2021	Malaysia's Safe Travel Portal: Everything business travellers should know by MIDA
13 April 2021	The Tuesday Club. - Vaccination programme updates: A key to Malaysia's economic recovery.
26 April 2021	MGCC – TRATAx: Automotive Sector – Customs' Requirements on CKD Regulations and Valuations
27 April 2021	The Tuesday Club. – Competition Law Red Flags: Vertical Restrictions in business agreements you should not ignore.
28 April 2021	InterChamber Webinar: Parliament Briefing: Malaysia's State of Play!
6 May 2021	German-Malaysian Business Forum: Trade opportunities in Malaysia through Free Trade Agreements
11 May 2021	The Tuesday Club. – Alternative Dispute Resolution: How this lifeline handles disputes for cross-border corporations?
25 May 2021	The Tuesday Club. – Working from Home Ergonomics: Are we doing it right?
4 June 2021	New Members Breakfast
9 June 2021	InterChamber Webinar: Malaysia's Exit Strategy & Political Developments During the Covid-19
11 June 2021	Premium Member Business Luncheon, Mr Raymond Siva, Senior Vice President of MDEC
15 June 2021	The Tuesday Club. – Directors' duties, obligations and common pitfalls in Malaysia. Sleepless nights or cakewalk?
24 June 2021	Virtual Annual General Meeting
29 June 2021	The Tuesday Club. – HR management during pandemic: Vaccination and legal pitfalls employers should know.
13 July 2021	The Tuesday Club. – E-commerce: How to stay competitive in business through this digital uptrend?
21 July 2021	InterChamber Webinar: Stacking the Chessboard: Parliament, Pandemic, People
27 July 2021	The Tuesday Club. – Debt restructuring strategies: What is the new game plan for businesses?
27 July 2021	Roundtable Discussion: Doing Business in the Age of IIoT
3 August 2021	The Tuesday Club. - Mediation Under the COVID-19 Act: What businesses should know?
12 August 2021	Oil & Gas Industry Outlook: A Passage to 2030!
17 August 2021	The Tuesday Club. – Sales and Service Tax: Regulatory updates for businesses.
17 August 2021	Roundtable Discussion: Enabling a Net Zero Carbon Economy Pathway for Malaysia with UN Global Compact Network Malaysia & Brunei

## EVENTS (JANUARY – DECEMBER 2021)

19 August 2021	Gearing Up Digitalisation and Automation in Malaysia
24 August 2021	InterChamber Climate Webinar: Introduction to Science-Based Targets
1 September 2021	NEW Government grant to rescue SMEs!
8 September 2021	6 <sup>th</sup> Parliament Series: New Prime Minister - End of Political Polarization
14 September 2021	The Tuesday Club. – Returning to Work in a Post-Vaccinated World: What are employers safety plans?
14 September 2021	Premium Member Business Luncheon wt. Thomas Mathew, Group CEO of TalentCorp
1 October 2021	New Members Breakfast
5 October 2021	The Tuesday Club. – New Prime Minister, Largely Same Cabinet: What businesses should expect?
12 October 2021	The Tuesday Club. – Immigration issues: What are the current updates companies should know?
14 October 2021	Roundtable Discussion: Digitization in Healthcare with German Health Alliance
12 November 2021	30 <sup>th</sup> Anniversary Reception
16 November 2021	The Tuesday Club. – Budget briefing 2022: What businesses should expect?
17 November 2021	30 <sup>th</sup> Virtual Anniversary Celebration
10 December 2021	Jingle & Mingle
16 December 2021	Premium Member Business Luncheon wt. Shamsul Izhan Abdul Majid, Malaysian Communication and Multimedia Commissions










# German Dual Vocational Training (GDVT)



MGCC is the only international Chamber in Malaysia that offers training in close cooperation with the industry. Combining 70% practical and 30% theoretical training, this state-of-the-art programme offers young Malaysian graduates on-the-job training.

## New apprentices

**35** 2020  
MECHATRONICS PENANG & KL

**39** 2021  
MECHATRONICS  
PENANG & KL 

## Training companies

**5** 2020  
COMPANIES

**9** 2021  
COMPANIES 

## GDVT Mechatronics intake 2021

In September 2021, MGCC launched a new intake with 39 new apprentices in Kuala Lumpur and Penang. The participating training companies for this intake include Ciba Vision, Bauer Equipment Malaysia, and Hauni Malaysia in Kuala Lumpur, whereas in Penang, the companies are B. Braun Medical Industries, R. Bosch, Osram Opto Semiconductors, Inari Amertron, Infineon Kulim, and BBS Automation. The GDVT apprentices will undergo a three and a half year training at their respective training companies and training institute.

## Industry engagement dialogue

A GDVT Industry Engagement dialogue was successfully held virtually in November 2021 with 61 participants from various industries and institutes. The engagement session was aimed at providing participants with an introduction to MGCC, German Dual Vocational Training, and discussing the training of future talents in preparation for digitalisation and Industry 4.0.

## GDVT Mechatronics virtual graduation ceremony

On 18 December 2021, MGCC held its first-ever virtual graduation ceremony for 42 graduates of the GDVT in Mechatronics and Logistic Operations Management.



## German “Industriemeister in Mechatronik” programme

With the guidance from DIHK in Berlin, based on the strong cooperation with B. Braun Medical Industries in Penang, the IHK Kassel-Marburg (the German Chamber of Industry and Commerce at B. Braun’s HQ) as well as the Penang Skills Development Center (PSDC), MGCC has finalized the development of the certification and examination standards as well as the curriculum for the training of technicians in the highly reputed level of German TVET, the German Industriemeister for Mechatronik. This is the first time ever for such programme being implemented outside of Germany in the shape of a 1:1 transfer of the German Industriemeister framework. The programme is set to kick off in January 2022.

## New programme: “Precision Machining”

Through a cooperation with PSDC and Penang Training Companies, MGCC is developing a new and additional GDVT programme in profession of “Precision Machining” (Feinwerkmechaniker/in). The Chamber organized an info sharing session to seek out industry partners for this programme and a total of 7 interested companies attended the session. The main drivers for this programme are the companies Smith & Nephew and B. Braun in Penang for the time being. The programme is scheduled to launch in Q4 2022.

## AdA – Basic international online workshop

MGCC collaborated with the Indo-German Chamber of Commerce (AHK Indien) to complete the first course of AdA (“Ausbildung der Ausbilder”, i.e. Train the Trainer) – international (basic version) for 2021 with eight Malaysian participants. The programme develops the trainers, who are expert staff of the host companies, to be capable to run GDVT programmes in their respective factories according to their practical needs. On top of that, the programme also allows them to serve as examiners under the applicable German training standards.

# Communications



## Media engagement

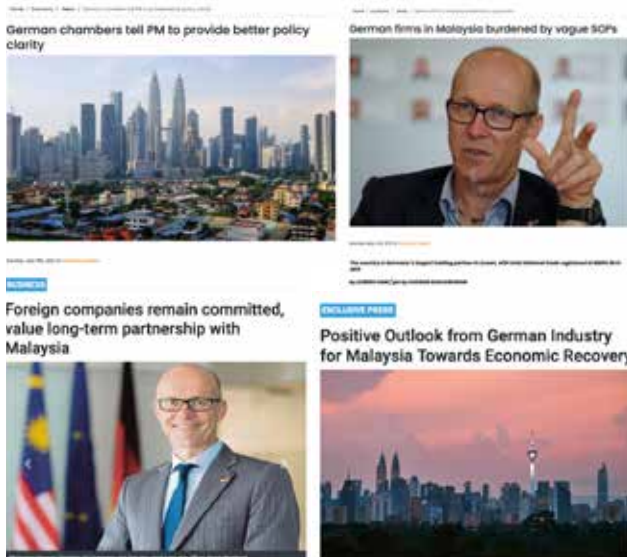
In line with the Chamber's communication goals for 2021, the Communications team ramped up efforts to increase the Chamber's visibility in the media and by 31 December 2021, there were 151 mentions of MGCC across online and traditional media with a PR value of RM2.4 million.

# 151

MEDIA MENTIONS

# RM2.4 mil

PR VALUE IN 2021



## Social media

Similar to media engagement, the Chamber decided to boost the number of engagements on the corporate social media accounts which is now taken over by a new position called Digital Communications Manager in Q2. The social media accounts saw marked improvement in new followers count and user engagements especially on LinkedIn in Q4. November 2021 recorded the highest number of impressions as compared to other months.

## Website

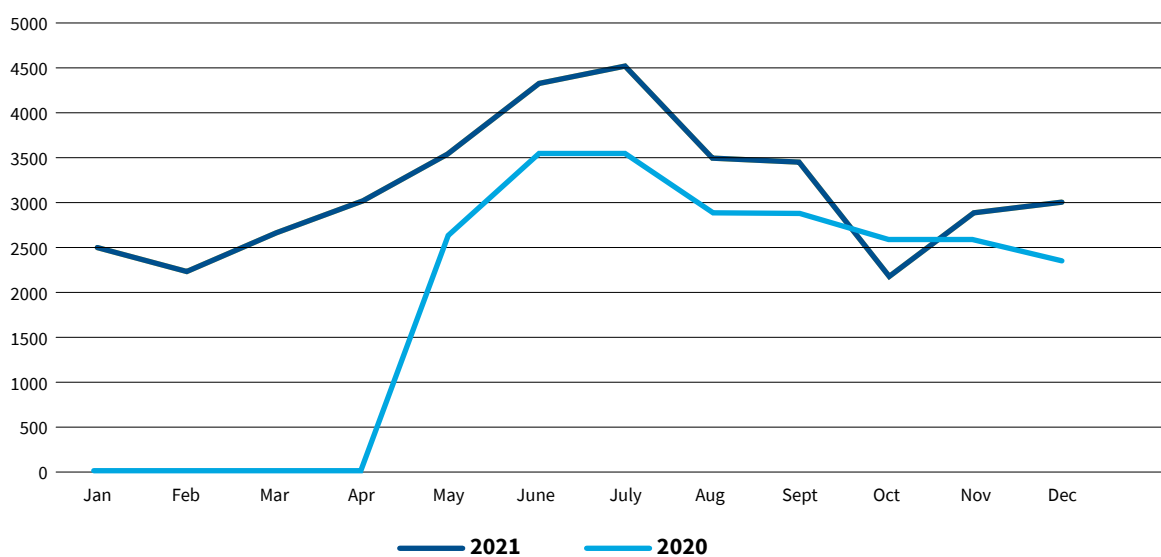
The MGCC website performed better than previous year when it comes to the number of visitors. It saw a surge of visitors within the period of April to June 2021 due to the increased mentions and presence in the media. Throughout Q3, July recorded the highest number of visits achieved on the website with a total of 13,508 unique clicks.

In Q4, website traffic dropped to an average of 7,961 visitors against an overall average of 9,677 throughout the year. It is understood from the analysis that Malaysian visitors drops tends to drop in Q4 as the year end approaches.

Despite the dip in visitors this quarter, there is an increase of interest in the COVID-19 information page especially with visitors from Germany with an increase of visitors by 42% from October to November and 24% from November to December.

MGCC, as one of two members of a pilot project, conducted a facelift of our website. Engaged closely with the web team in Berlin to ensure a smooth transition to the new facelift design, the project was completed in August 2021. The design sees a number of improvements to the visual appearance and includes some new functionalities to highlight specific events or news.

**WEBSITE VISITOR COMPARISON 2020 VS 2021**



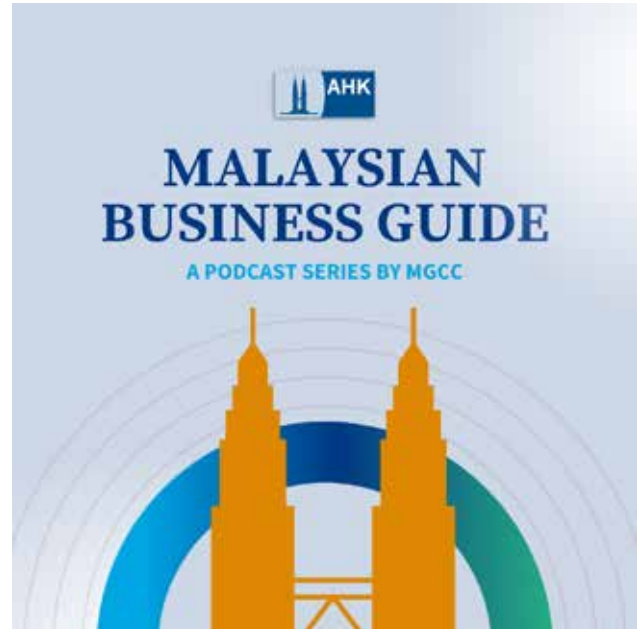
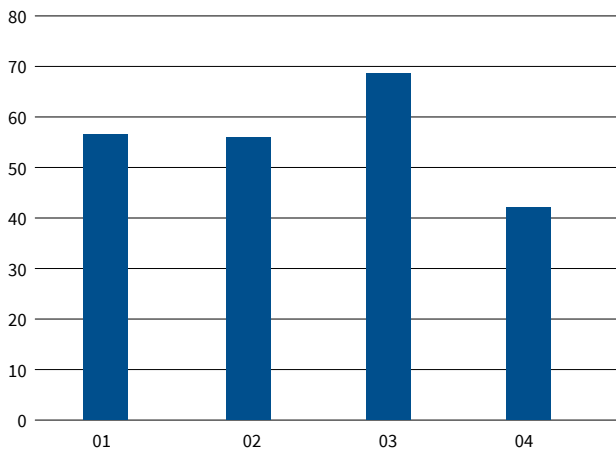
## Podcast

A new format called “Malaysian Business Guide” was introduced in June to boost the number of audiences tuning in. The goal of this Podcast, which offers a channel open to non-members, is to give our audiences a valuable insight about Malaysia’s business environment.

2021 also saw the continuation of “Memberbytes”, which gives member companies a platform to introduce themselves to a wider audience. This format is particularly interesting for smaller and medium sized enterprises that lack the reputation of a big brand name, would like to expand their client base or – as so-called hidden champions – may have new solutions for problems that others have, or that they did not even know they had.

Based on the graph above, the episodes released in Q3 performed the best with an average download of 70 per episode. Q4 has an average of 43 downloads per episode.

**AVERAGE DOWNLOAD OF EPISODES RELEASED  
IN THEIR RESPECTIVE QUARTER IN 2021**



## Pressespiegel

After the facelift of the Pressespiegel in October 2021, the average email open rates increased by 24.5% compared to the previous quarter, marking the facelift exercise as a success because of the substantial increase in interest for our content.

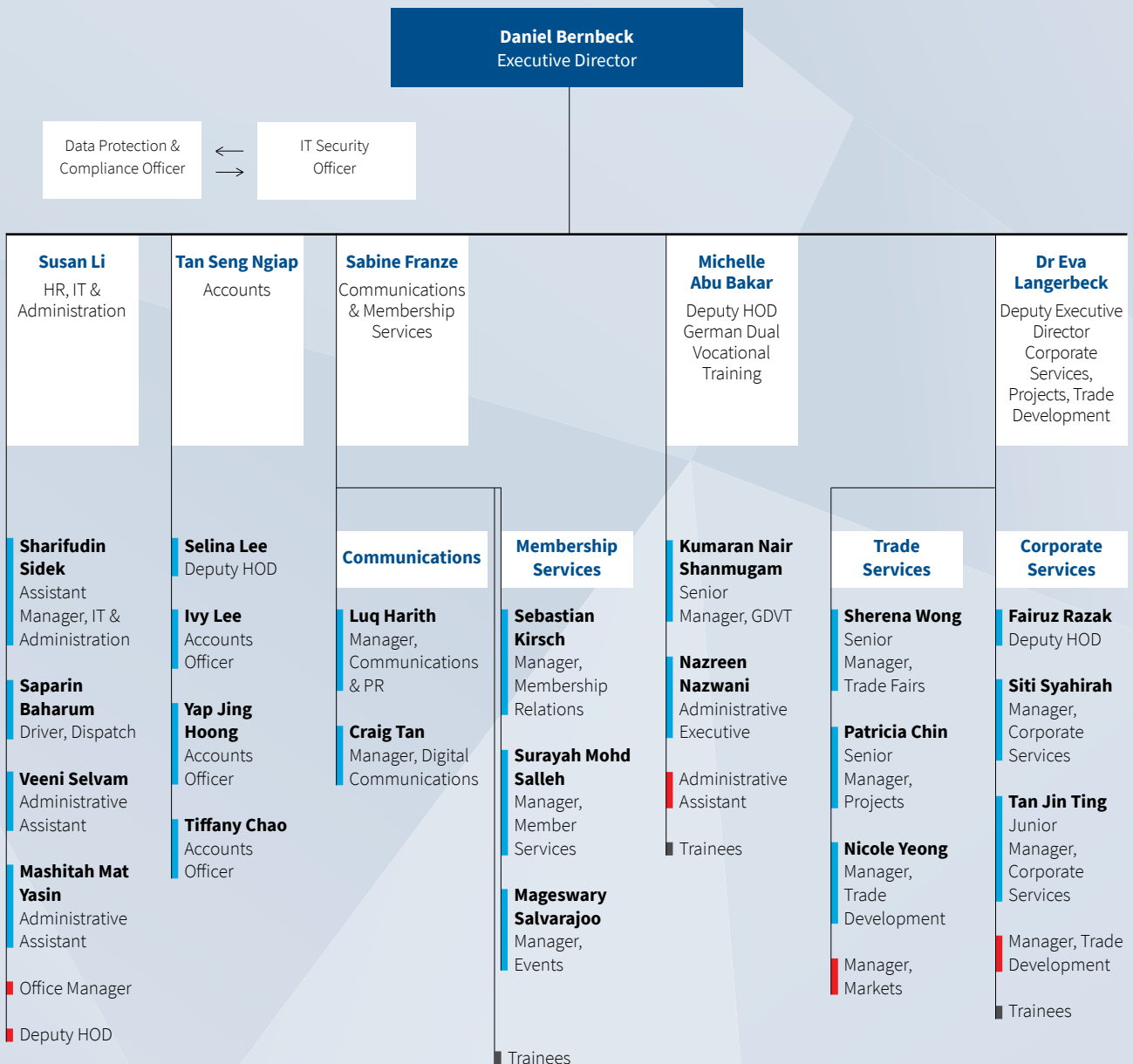
## Press services

The newly launched press services received its first client in 2021 from the logistics industry. The company contracted MGCC to produce a press release and disseminated it through BERNAMA’s Media Relations and Event Management (MREM) platform on 30 November 2021. Feedback from the service has been very positive and the client has expressed increased traffic to their website immediately after releasing the press release.

# Administration and finance

## MGCC organisational chart

31 December 2021



### Legend:

- Management of MGCC
- Head of Department (HOD)
- Employee
- Trainees
- Vacancy



## IT security & strategies

In the first quarter of 2021, multiple updates as well as new software applications and features were implemented by IT in order to enhance stability in the usage of laptops and the connectivity to our server. With most of the employees still working from home, the traffic in the internet usage has reached record highs and led to some congestion with the VPN connection between laptops and our central server.

In ensuring that we meet the DIHK requirement set for all AHKs worldwide, MGCC has also identified an external ICT company to perform a Vulnerability Assessment and Penetration Testing on our Internal Security and Firewall System. The main objectives of this assessment are to ensure that our current system has the capabilities to block and protect our IT network at the highest resistance.

In the last quarter of 2021, MGCC has upgraded the IT hardware infrastructure as well as the Firewall for the German Business Centre.

## Invoicing

For internal accounts, we have further improved the Accounting System. Now the system can email invoices to all members and clients automatically. This will increase efficiency within MGCC and save time that used to be taken for preparing emails one by one manually.

The collection of outstanding payments from our debtors was also further improved in 2021. This was achieved by involving a debt collector after sending email reminders. This helped further reduce the Accounts Receivables and unnecessary write-offs.



## Digital communication

Early 2021 we have completely revamped and professionalised our external communication efforts. Instead of using Microsoft Outlook for marketing communication, MGCC is now using an email marketing service that does not only allow us to incorporate better branding and enhanced visual presence into our emails, but also offers additional advertising opportunities for interested companies. The service is furthermore linked to the CRM system, enabling customer data management from a single source.

## Internal working groups

### HR

Under the initiative of the HR Working Group which comprises of internal members from the different departments in the Chamber, MGCC has developed the information channel of an HR Circular. The objectives of the HR circular are to keep the employees updated on the current happenings and events in the Chamber as well as some cultural and fun facts in Malaysia and Germany. The circular is being published internally on a bimonthly basis.

In addition, the working group prepared a special goody bag for all employees ahead of the Christmas holidays, containing a selection of sweets and treats.

### DIGITAL BEEZ

The Digital Beez is an internal group established in late 2020 that focuses on improving and implementing digital initiatives to help the company adapt to current trends. The team shares their recommendations and findings to the organisation during the monthly virtual staff meetings.

### PRODUCTS & SERVICES

To further innovate and present the Chamber as a comprehensive solutions provider for members and non-members, a working group called Products & Services was formed to introduce new services that would provide more revenue for the Chamber. At the same time, the services would be designed following market trends and demands thus providing value-added services to all of our members.

## MGCC trademarks

In anticipation of the launch of a new initiative by MGCC in 2022, we applied for two (2) trademarks which were successfully granted: Automation Valley Malaysia and AVM.

## Oktoberfest case

In 2020, MGCC won against Utusan Malaysia on Sessions court level for writing a defamatory article relating to a MGCC Oktoberfest event. The court ordered costs of RM 10,000.00 to be paid by Utusan as well as an official apology followed by a retraction of the defamatory content. Utusan won the stay application at the Sessions court to postpone the enforcement of the judgement and due to the pandemic, the High court decision on Utusan's appeal has been scheduled for 2022.

## MGCC war room & COVID-19 news task force

MGCC continued with its COVID-19 News Task Force consisting of 11 staff members from various departments to furnish MGCC's online war room on the website and send weekly COVID-19 updates on SOPs and immigration matters to members and business partners.

The task force has plans to implement an immigration portal on the website of MGCC sometime in 2022 that would have information on visa types and travel regulations to Malaysia in order to attract more traffic to MGCC's website.

## AHK Summit

The Chamber participated in the AHK Summit with over 1,400 participants and presented new services such as MCO support, special visa during COVID-19 and mediation services which are offered under the DE brand. We also regularly participate in the regional meetings of Southeast Asia and Asia/Pacific and can connect our members to the other chambers if they need assistance.



# Financial reports

## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the financial year ended 31 December 2021

	2021 RM	2020 RM
<b>REVENUE</b>		
Entrance fees and subscriptions	940,201	985,334
Trade promotions, fairs and direct mailing	2,007,266	1,992,726
Subsidies from DIHK, Berlin	3,407,034	4,090,271
Interest income	61,147	86,422
Other income	433,516	466,701
Membership activities	73,650	36,988
Gain on foreign exchange	35,943	237,924
Site analysis	59,872	—
Vocational education	558,771	695,474
	<b>7,577,400</b>	8,591,840
Less:		
<b>EXPENDITURE</b>		
Staff costs	3,241,262	4,593,603
Operational and administrative costs	3,132,531	3,953,731
Director's remuneration	1,272,403	1,303,778
	<b>7,646,196</b>	9,851,112
<b>(DEFICIT)/SURPLUS FOR THE FINANCIAL YEAR</b>	<b>(68,796)</b>	(1,259,272)

## The only way is up

2021 has shown that MGCC has fully embraced the 'new normal' and will continue to run at high efficiency throughout 2022. The MGCC today is not the same as it was in early January 2020. We have digitised all our processes and are now working via a hybrid setup from home or the office. The internal transformation process that started in 2020 has continued into 2021 with more new services, staff, and ideas through many initiatives which includes personalised approaches to assist members.

The Chamber is currently in a good position to help our members and clients who are seeking for our services as we have refined our workflows to reach an optimum level of

efficiency while working in hybrid mode. We've witnessed the lowest point of the pandemic in 2021. For 2022, the only way to go is up towards better days: we are ready and open for business!

New upcoming products such as the introduction of MGCC's own app for members, platform opportunities such as the Automation Valley Malaysia and the Hydrogen Alliance, and new initiatives by the GDVT department provide our growing community the assurance that they have come to the right place to entrust us with providing support for their business operations.



# Stay informed, stay connected



## RECEIVE LATEST INFORMATION HERE

Regularly visit our website to stay informed about news, events and our latest service offerings.



## ALWAYS AT YOUR FINGERTIPS

Our social media channels offer quick updates and latest news from the MGCC community. Follow us!



## DA GIBT'S WAS AUF DIE OHREN!

With our MGCC podcast we offer a unique perspective on the Malaysian business community. Tune in!



## HOW ABOUT SOME BACKGROUND MUSIC?

For a much-needed boost of energy during a long day at work, listen to our Spotify playlists, specifically created on the occasion of our 30<sup>th</sup> Anniversary.



## WHAT'S (H)APPENING?

Stay tuned for our MGCC app, planned to be launched in Q2 2022.

# Imprint

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## BOARD OF DIRECTORS as of 31 December 2021

### President

Joseph Gross  
*Allianz Malaysia Berhad*

### Vice-President

David Ng  
*International SOS (M) Sdn Bhd*

### Treasurer

Florian Herrmann  
*Infineon Technologies (Malaysia) Sdn Bhd*

### Executive Director

Daniel Bernbeck  
*Malaysian-German Chamber of Commerce and Industry*

Steven Aroki  
*Smame (M) Sdn Bhd*

Tim Groth  
*Rieckermann (Malaysia) Sdn Bhd*

Geetha Kandiah  
*KASS International Sdn Bhd*

Wendy Lau  
*TRANSEARCH Malaysia Sdn Bhd*

Peter Lenhardt  
*A. & H. MEYER Sdn Bhd*

Martin Metzger  
*YTL Power Services Sdn Bhd*

Muhammad Azmi Zulkifli  
*Invest KL Corporation*

Trina Sim  
*Lufthansa Group Airlines*

Christian Stark  
*B. Braun Medical Industries Sdn Bhd*

Teoh Tsu-Shien  
*Henkel Malaysia Sdn Bhd*

Adam Yee  
*Siemens Malaysia Sdn Bhd*

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Sabine Franze, Luqman Harith

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## REPORTING PERIOD

January – December 2021

## PICTURE CREDITS

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# PartnerInMalaysia

The Malaysian-German Chamber of Commerce and Industry (MGCC), or AHK Malaysia as it is known in Germany, is the official representative of German industry and trade in Malaysia. Established in the year 1991, MGCC has since been a strong and reliable partner for its members and clients with a widespread, result-oriented range of services and a successful track record.

**[www.malaysia.ahk.de](http://www.malaysia.ahk.de)**

