



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

FOR IMMEDIATE RELEASE

Malaysia and Germany: Seizing Business Opportunities Through Malaysia's ASEAN Leadership

MGCC looks forward to collaborating with both Malaysian and German businesses to foster more resilient economies across ASEAN and Germany.

KUALA LUMPUR, 12 March 2025 – As Malaysia takes on the chairmanship of ASEAN, the Malaysian-German Chamber of Commerce and Industry (MGCC) sees immense potential for businesses in both Malaysia and Germany to capitalise on the region's growing economic integration. This leadership presents a significant opportunity to foster deeper trade relationships, encourage sustainable growth, and propel digital transformation, creating new avenues for collaboration and mutual growth.

Malaysia's chairmanship of ASEAN underscores the region's commitment to deepening economic integration through the ASEAN Economic Community (AEC). With ASEAN's ongoing efforts to streamline trade, investment flows, and market access, Malaysia's leadership serves as a strategic platform for expanding business opportunities. For German businesses looking to enter Southeast Asia, Malaysia provides a prime gateway to engage with ASEAN markets, particularly in sectors such as manufacturing, green technologies, and digital innovation. MGCC is eager to highlight the vast trade opportunities that will arise from Malaysia's position at the helm of ASEAN.

"Malaysia's chairmanship of ASEAN marks a pivotal moment for both Malaysia and Germany to strengthen our economic ties. MGCC is enthusiastic about supporting this new phase of cooperation to contribute to the prosperity and growth of the region. We look forward to working with both Malaysian and German businesses to seize the abundant opportunities ahead, fostering long-term growth and building strong, resilient economies across ASEAN and Germany," said Jan Noether, Executive Director of MGCC.

Under Malaysia's leadership, ASEAN has the opportunity to fortify the resilience of regional supply chains, making them more adaptable to global disruptions. As German manufacturers continue to rely on ASEAN for manufacturing, sourcing, and distribution, this focus on resilience will provide significant benefits. MGCC recognises the critical role of stable, reliable regional supply chains and encourages greater investment in manufacturing and industry to ensure continued growth and collaboration within the region.

As the global shift towards sustainability intensifies, Malaysia's leadership role within ASEAN provides a unique chance to champion sustainable development goals (SDGs). With environmental concerns becoming increasingly urgent, Malaysia's emphasis on green growth under ASEAN's framework presents opportunities for Germany's cutting-edge green technologies to align with Malaysia's sustainable initiatives. MGCC is excited to explore avenues for collaboration in renewable energy, circular economy solutions, and green manufacturing, fostering long-term partnerships that support the transition to a sustainable future.

The digital economy and Industry 4.0 are vital pillars of future growth, and Malaysia's ASEAN chairmanship positions the region to deepen its digital transformation. As ASEAN strengthens its digital connectivity, German technology companies have the chance to play a key role in advancing automation, artificial intelligence (AI), and digital infrastructure across the region. Malaysia's commitment to digitalisation offers German businesses the opportunity to partner with ASEAN nations in shaping the future of smart cities, e-

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The AHK Network is supported by the Federal Ministry of Economic Affairs and Climate Action based on a resolution of the German Bundestag

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commerce, and digital supply chains. Furthermore, MGCC supports initiatives to enhance educational exchanges, particularly in technical and vocational education and training (TVET), to promote skill development and foster long-term partnerships between Malaysia, Germany, and ASEAN.

MGCC strongly applauds Malaysia's leadership in ASEAN and is committed to helping businesses on both sides unlock the numerous opportunities this chairmanship brings. Whether it's driving trade, fostering sustainability, advancing digital innovation, or strengthening supply chain resilience, Malaysia's leadership offers a vibrant platform for German businesses to engage with ASEAN and build lasting, successful partnerships.

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Malaysian-German Chamber of Commerce and Industry (MGCC®)

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 with excellent relations to governments and its authorities, to business organisations and industry both in Malaysia and in Germany. The Chamber represents the interests of more than 430 members and is part of the global network of German Chambers of Commerce Abroad (AHK network) with 150 offices in 93 countries—and counting.

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. As the largest bilateral European Chamber in Malaysia, MGCC is the preferred service partner for companies seeking to establish a market presence here or to increase their involvement in Malaysia. The Chamber also offers a platform to share experiences and exchange views at a wide range of forums and events, as well as to establish business relationships within its network. MGCC is supported by the Federal Ministry of Economic Affairs and Climate Action based on a resolution of the German parliament, the Bundestag.

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