



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

FOR IMMEDIATE RELEASE

MGCC APPOINTS JAN NOETHER AS ITS NEW EXECUTIVE DIRECTOR

Mr. Noether assumes the role from 1 May 2024 onwards and brings with him a wealth of experience having been with the German Chambers of Commerce Abroad (AHK) for 18 years including China and Egypt.

KUALA LUMPUR, 2 May – The Malaysian-German Chamber of Commerce and Industry (MGCC) is pleased to announce Mr. Jan Noether as its new Executive Director effective 1 May 2024.

Mr. Noether takes over from Mr. Daniel Bernbeck who helmed MGCC from September 2015 until February 2024.

Mr. Noether brings wide knowledge and experience to the role, having been with the German Chambers of Commerce Abroad (AHK) for 18 years and was most recently the CEO at the German-Arab Chamber of Industry and Commerce (AHK Egypt).

Prior to that, he was CEO of AHK Turkiye, CEO of AHK Greater China (Shanghai) and CEO of AHK Vietnam. In addition, Mr. Noether has extensive experience in the banking industry, spending almost 16 years at Deutsche Bank where he began his career.

His vast experience and knowledge of fostering international cooperation in Asia and the Middle East will enhance MGCC's business focus in Malaysia at a time when the country is gaining increasing visibility to investors abroad, especially in Germany.

His appointment underscores MGCC's commitment to facilitating and strengthening economic ties between Malaysia and Germany – its largest trading partner in Europe – in line with its mission of being the official advocate representing German economic interests in Malaysia.

“I am delighted to be back in Asia as it is a region brimming with potential that is currently gaining plenty of attention in Germany. Malaysia has set itself up well to be a favourable investment destination from its economic stability to its multicultural workforce. I look forward to playing a part in Malaysia's success story by enhancing this growth with my team, our member companies and the relevant government agencies,” Mr. Noether said.

Since 2021, he has been the AHK Global Spokesperson, a role that contributes to the further strengthening of the AHK network, or German Chambers of Commerce Abroad which promotes German foreign trade, through cross-regional teamwork and collaboration. This marks the first time a Global Spokesperson will be located in an ASEAN country which will provide greater visibility to MGCC in its global network that boasts 150 offices in 93 countries and counting.

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Malaysian-German Chamber of Commerce and Industry (171131-U)

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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
Das AHK-Netz wird vom Bundesministerium für Wirtschaft und Klimaschutz aufgrund eines Beschlusses des Deutschen Bundestages gefördert



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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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