



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

FOR IMMEDIATE RELEASE

MGCC encourages companies to automate, embrace digital transformation at the 4th German-Malaysian Business Forum

The one-day forum saw industry leaders and members from the Malaysian and German business community gather to discuss the impact of technology on businesses at a time when Malaysia is embracing a nationwide digital transformation.

KUALA LUMPUR, 7 May – The Malaysian-German Chamber of Commerce and Industry (MGCC) held the 4th German-Malaysian Business Forum (GMBF) today under the theme ‘Technology-driven Business Transformations’, spotlighting the paramount importance of technology on businesses.

In recent years, it has become evident that companies that fail to readjust their business models by adopting and adapting to technology will be left behind. The Forum takes a unique perspective on how companies can harness technology to enhance capabilities at a time when Malaysia is embracing a nationwide digital transformation.

Yang Berhormat (YB) Chang Lih Kang, the Minister of Science, Technology and Innovation (MOSTI) highlighted in his keynote address: “While our infrastructure is mature and developed, digital adoption by SMEs remains low with 80% of businesses in Malaysia still resistant to smart manufacturing. The Malaysian government plays a crucial role in implementing the right policies and support systems such as offering SMEs access to R&D centres that will enable them to fast-track the adoption of technology. Bridging this gap between SMEs and larger corporations is one way to ensure Malaysia reaches its goal of becoming a high-tech nation.”

“We are pleased to host our 4th German-Malaysian Business Forum this year. As the voice of German businesses in Malaysia, part of our commitment is to create platforms to support dialogues on key topics impacting companies. Under the theme ‘Technology-driven Business Transformations’, MGCC aims to highlight the transformational role technology plays in economic development by fostering innovation, creating jobs and ensuring long-term success in a vibrant and diverse economy such as Malaysia,” said Jan Noether, Executive Director of MGCC.

A panel discussion titled ‘Empowering technology-driven business transformations’ brought together industry leaders for an engaging conversation surrounding the rapid evolution of technology from artificial intelligence (AI) and cybersecurity to data management and the pitfalls of tech.

Moderated by Marzida Mohd Noor, Member of the Advisory Board of Women in Tech Malaysia, the panel comprised Tindaro Danze, Chief Executive Officer of Siemens Malaysia, Ir. Wan Murdani Wan Mohamad, Head of Digital Industry Acceleration of Malaysia Digital Economy Corporation (MDEC), Patrick Ziechmann, Partner, Deals Malaysia and Southeast Asia at PricewaterhouseCoopers Advisory Services, Lin Sheau Wei, Group Managing Director of Tonasco Malaysia and Dr. Andreas Herold, Vice President Process and Project Engineering & Industrialisation of B. Braun Malaysia.

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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As a first, the Forum this year featured interactive breakout sessions for attendees to immerse themselves in the topic of technology. The three sessions were innovation engineering which looked at manufacturing breakthroughs, navigating the risks and challenges of new technologies and building the workforce of tomorrow.

Previous installments of the German-Malaysian Business Forum featured topics such as ESG in supply chain, disrupted supply chains brought on by the pandemic and free trade agreements in Malaysia.

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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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