

## FOR IMMEDIATE RELEASE

### **Bridge to the German market: Trade and investment agency NRW.Global Business opens ASEAN Service Desk in Kuala Lumpur**

- *Germany's most important economic region, North Rhine-Westphalia, is strengthening its presence in the ASEAN Region.*
- *Business Roundtable "Business Opportunities between NRW and Malaysia – Introducing NRW.Global Business ASEAN Service Desk" brings together companies and multipliers from both states.*

Annette Peis  
General Manager Marketing/Press  
NRW.Global Business GmbH  
Phone: +49 211 13000-162  
peis@nrwglobalbusiness.com  
[www.nrwglobalbusiness.com](http://www.nrwglobalbusiness.com)

Kuala Lumpur, 28 May 2025 – North Rhine-Westphalia (NRW), Germany's most important economic region, is strengthening its international presence in Southeast Asia. The state-owned trade and investment agency, NRW.Global Business is opening a new ASEAN Service Desk in Kuala Lumpur to signal the intensification of economic relations between NRW and the ASEAN countries. The official opening took place today as part of a business roundtable with the Malaysian-German Chamber of Commerce and Industry (MGCC).

#### **Strategic commitment to the ASEAN region**

The ASEAN countries are among the world's most dynamic growth regions. Their economic relations with Germany are growing in importance. With the Service Desk, NRW.Global Business is establishing its first permanent point of contact in the region. The Service Desk will provide companies and potential investors from the ASEAN region with direct support on site, ranging from comprehensive information about NRW as a business location and investment conditions to practical assistance with specific location projects.

Felix Neugart, CEO of NRW.Global Business said, "With our ASEAN Service Desk, we aim to raise the profile of NRW as an innovative and attractive business location in the ASEAN region, intensify bilateral trade and investment relations and promote cooperation in future-oriented areas such as digitalisation, sustainable technologies and research. The ASEAN countries are important partners for us: They offer new sales and procurement markets as well as opportunities to establish business contacts with innovative companies and institutions. By establishing a direct presence, we are creating a point of contact to better leverage this potential together with local partners."

#### **Business Roundtable as a platform for exchange**

The Business Roundtable on "Business Opportunities between NRW and Malaysia – Introducing NRW.Global Business ASEAN Service Desk" provides the framework for the official opening. Here, companies, local authorities, economic development agencies and multipliers from Malaysia and NRW come together to discuss opportunities for investment, cooperation and market development.

Jan Noether, Executive Director of the Malaysian-German Chamber of Commerce and Industry (MGCC), said, "We are delighted to be implementing the ASEAN Service Desk together with NRW.Global Business. NRW offers diverse opportunities for companies from the ASEAN region and the new service desk will significantly contribute to facilitating market access and further deepening relationships."



**The ASEAN Service Desk of NRW.Global Business can now be reached at:**

[contact@nrwglobalbusiness-asean.com](mailto:contact@nrwglobalbusiness-asean.com)

Phone: +603 27745387

#### About North Rhine-Westphalia

North Rhine-Westphalia (NRW), Germany's most important economic region, offers companies ideal conditions for local and global growth. Centrally located in the heart of Europe, the region is a hub for major national and international transportation routes. Germany's most populous federal state has very high purchasing power and is considered one of the largest sales and procurement markets in Europe. Large listed companies, highly specialised family-owned SMEs and creative startups all feel at home here, as do over 24,000 international companies. The state's excellent universities produce highly qualified specialists and are important innovation drivers. Young and established companies, supported by a broad research landscape, are advancing future-oriented topics such as digitalisation and the energy transition. These companies are enriching the market with new business models, services and products. Life and work in NRW are characterised by an open-minded, cosmopolitan attitude and colorful flair, with numerous communities from around the globe. More at [www.nrwglobalbusiness-asean.com](http://www.nrwglobalbusiness-asean.com).

#### About NRW.Global Business

NRW.Global Business, the state-owned trade and investment agency, is the partner for companies involved in investment projects and settlement in North Rhine-Westphalia, developing growth markets and networking with international business partners. NRW.Global Business promotes North Rhine-Westphalia, Germany's No. 1 investment location, internationally and attracts foreign direct investment worldwide. The teams of experts at NRW.Global Business support investment projects from first steps to successful settlement and beyond. More at [www.nrwglobalbusiness.com](http://www.nrwglobalbusiness.com).

