

**Joint webinar of the France-Malaysia Business Council of MEDEF International and the Kuala Lumpur Business Club**  
**15<sup>th</sup> April 2021**

On 15<sup>th</sup> April 2021, the Kuala Lumpur Business Club (KLBC) and the France-Malaysia Business Council of MEDEF International jointly organised a webinar on the topic 'France-Malaysia Business Outlook and Opportunities'.

Held in Kuala Lumpur and Paris, the virtual event was jointly hosted by CEO of MEDEF International Mr Philippe Gautier and KLBC President Dato' Mohammad Faiz Azmi.

Mr Gautier began the session by introducing the guests of honour, His Excellency Dato' Dr. Azfar Mohamad Mustafar, Ambassador of Malaysia to France and His Excellency Mr Roland Galharague, Ambassador of France to Malaysia, followed by the presenters, namely Dato' Mohammad Faiz, Mr François Corbin, Special Representative of the French Minister of Foreign Affairs for Economic Relations with ASEAN countries and Mr Pierre Allegret, Head of Asia-Pacific, Ministry for the Economy and Finance.

In his Opening Address, His Excellency Dato' Dr. Azfar said the webinar was another important milestone in efforts to strengthen the France-Malaysia relationship and described the bilateral relations between the two countries as deep-rooted, comprehensive and dynamic. He gave assurance that Malaysia remains pro-business with prudent and pragmatic policies and is an attractive FDI location.

His Excellency Mr Galharague in his Opening Address illustrated the many similarities between Malaysia and France in making the case for the two countries to do more business together. In highlighting the merits of doing business in France, he shared some of the country's business-friendly policies that have been introduced since 2017.

Both ambassadors respectively agreed that there are many areas of opportunities for business growth between the two countries.

The programme began with the opening presentation by Dato' Mohammad Faiz on the theme 'Malaysia's Economy and Perspectives in 2021 - Challenges for the Malaysian private sector post-Covid; Focus on Industry 4.0'.

Among others, Dato' Mohammad Faiz shared the findings of a global survey on Malaysian CEOs' business confidence, growth priorities, concerns and investment plans. He also presented highlights of Malaysia's IR 4.0 policies, namely Industry4WRD and Malaysia Digital Economy Blueprint. In conclusion, he highlighted the factors supporting growth prospects, the downside risks to growth and the focus needed to support economic recovery and reinvigorate economic activity.

The first French speaker, Mr Corbin said that while there are a lot of opportunities, they have yet to be identified and hence, not seized by businesses in both countries. He believed that the limited flow of product services is mainly due to a lack of mutual knowledge and the webinar presented an opportunity to know each other and foster a better relationship.

In his presentation, Mr Allegret shared on the French economic expectations and highlighted the three focus areas and budgets of the France Relance recovery plan. He echoed Mr Corbin's call for the need to develop each other's awareness of each other's opportunities and economy.

The webinar concluded with a Q&A session moderated by Mr Gautier where the speakers spent approximately 15 minutes addressing questions from KLBC and MEDEF International members and guests which covered the following areas:

- i) Financial services and technology
- ii) France as a gateway to Europe
- iii) Transportation
- iv) Tourism
- v) IR 4.0

The virtual event was attended by 72 KLBC and MEDEF International members and guests.

**Prepared by,  
The Secretariat  
Kuala Lumpur Business Club**