



EU-MALAYSIA BUSINESS DAY

SELANGOR IN FOCUS

Bridging Innovation-Powering Progress

13 October 2026 | Kuala Lumpur Convention Center

Overview

The Delegation of the European Union to Malaysia will be hosting the third edition of the **EU-Malaysia Business Day on 13 October 2026 at the Kuala Lumpur Conference Centre**, in conjunction with the Selangor International Business Summit (SIBS) (14–17 October 2026). This annual Flagship annual event, previously held successfully in Sarawak and Penang, will this year focus on Selangor. Organised in close collaboration with the **Selangor State Government**, **Invest Selangor** and **EUROCHAM Malaysia**, the **EU-Malaysia Business Day** under the theme **“Bridging Innovation-Powering Progress”** aims to advance business ties and further unlock investment opportunities involving the substantial EU business presence in Malaysia.

Strategically located in the centre of Malaysia, Selangor has long been a key hub for international trade and industry. Known for its thriving technology sector, mature infrastructure and seamless connectivity, Selangor is a prime destination for business expansion. With its strong position in the global electronics and manufacturing supply chains, Selangor offers substantial growth potential and competitive advantages for companies looking to invest in the fast-growing ASEAN region.

With over 550 EU companies operating in Selangor, generating a total annual revenue of over **MYR 51 billion**, the event will highlight high-growth and high-value sectors such as advanced manufacturing, green transition, digitalisation and logistics.

The event will feature **H.E. Jozef Síkela, European Commissioner for International Partnerships**, who will deliver the Keynote Address, alongside senior Malaysian Government representatives.

The forum is expected to gather **700 participants**, including EU and Malaysian business leaders, European chambers of commerce, Ambassadors from over 27 EU Member States, and Selangor State Government officials.



Event Objectives

EU Business Day Selangor 2026 will aim to:

For EU Businesses

- Facilitate senior-level insights from EU and Malaysian policymakers
- Provide clarity on Selangor's investment priorities and incentives
- Highlight infrastructure, industrial parks, and logistics corridors
- Address regulatory, sustainability, and workforce issues
- Surface new commercial opportunities

For Selangor & Malaysia

- Position Selangor as a preferred location and EU business gateway to ASEAN
- Demonstrate openness to high-value EU investment
- Promote public-private collaboration
- Reinforce Malaysia–EU business ties

For the EU

- Showcase EU business presence and engagement in Malaysia
- Support Team Europe cooperation
- Support the implementation of Global Gateway Strategy
- Highlight sustainable and responsible business practices
- Provide visibility for EU firms contributing to Malaysia's development

3. Expanded Programme Design & Experience

Beyond panels and speeches, the day will be designed as a carefully choreographed experience, with Ministerial-level participation, convening senior Selangor State leaders, relevant Federal Ministries and Agencies, EU Ambassadors and Embassy representatives, CEOs and senior executives of European and Malaysian firms, bilateral Chamber representatives, financial institutions and investors, industrial park developers and infrastructure providers, and trade promotion organisations. The objective is a high-impact one-day forum blending policy dialogue, real-world business case studies, investment opportunities, regulatory clarity, and meaningful peer-to-peer networking.

The day is structured around:

- Formal opening remarks and keynote speeches
- High-level plenaries
- Investment spotlight segments
- Thematic breakout sessions involving senior industry figures, government officials and EU speakers and panel discussions
- Structured networking (networking lunch, afternoon tea, cocktail reception, gala dinner)
- Industry showcases



2026 Discussion Topics

The programme is built around a Selangor investment spotlight, six thematic breakout rooms across two B2B breakout sessions, and three further plenary segments on trade, talent and the future of EU business in Selangor, as follows:

- **Selangor in Focus: The Investment Case** — plenary spotlight session with Invest Selangor: incentives, roadmap and why Selangor.
- **Semiconductors & Advanced Manufacturing: Securing Selangor's Place in the Global Value Chain** — breakout session 1, plenary room.
- **Critical Minerals: Securing the Materials Behind the Green and Digital Transition** — breakout session 1, room 1.
- **Supply Chain & Mobility: Connecting Selangor to the World** — breakout session 1, room 2.
- **Green Transition: Turning Decarbonization into Competitive Advantage** — breakout session 2, plenary room.
- **Digital & AI: Building Trusted Digital Industries** — breakout session 2, room 1.
- **Life Sciences & Medical Technology: Investing in Malaysia's Health Economy** — breakout session 2, room 2.
- **EU-Malaysia Trade Relations: Unlocking the Next Chapter of Economic Partnership** — plenary policy segment.
- **Talent Development: Building the Workforce for Tomorrow's Industries** — plenary policy segment.
- **The Future of EU Business in Selangor** — plenary closing panel.

4. Programme / Agenda

Time	Programme
8:00 AM	Registration and Networking Breakfast
8:45 AM	Arrival of Dignitaries
9:00 AM	Entrance of Dignitaries Rise to the Anthems: - Malaysian National Anthem – Negaraku - Selangor State Anthem – Duli Yang Maha Mulia - European Union Anthem – Ode to Joy
9:15 AM	Welcome H.E. Rafael Daerr , <i>Ambassador of the European Union to Malaysia</i>
9:20 AM	Opening YAB Dato' Seri Amirudin Bin Shari , <i>Chief Minister of Selangor</i>
9:30 AM	Keynote By H.E. Josef Sikela , <i>European Commissioner for International Partnerships</i>
9:50 AM	Keynote By YB Datuk Seri Johari Abdul Ghani , <i>Minister of Investment, Trade and Industry (TBC)</i>
10:10 AM	Signing of Collaborative Poster Exchange of Tokens of Appreciation Photo Session (with dignitaries and EU Member State Ambassadors on stage)
10:20 AM	Dance Performance
10:25 - 10:40 AM	Coffee Break
10:45 - 11:15 AM	Joint Press Conference by Dignitaries - H.E. Josef Sikela, Head of International Partnerships. European Commission - YB Datuk Seri Johari Abdul Ghani, Minister for Investment, Trade and Industry - H.E. Rafael Daerr, Ambassador of the European Union to Malaysia - YAB Dato' Seri Amirudin Bin Shari, Menteri Besar of Selangor Facilitator: Dr Rona Chandran, Senior Expert, EU-Malaysia Cooperation Facility

11.15 AM - 12.15 PM	Bilateral Ministerial Meeting (Closed Door) - H.E. Josef Sikela, Head of International Partnerships. European Commission - YB Datuk Seri Johari Abdul Ghani, Minister for Investment, Trade and Industry
10:40 - 11:10 AM	Spotlight Session: Selangor in Focus — The Investment Case By Dato' Hasan Azhari Haji Idris — Chief Executive Officer of Invest Selangor — incentives, roadmap and why Selangor Followed by Q&A
11:10 AM	Breakout Session 1 i. Plenary Room — Semiconductors & Advanced Manufacturing: Securing Selangor's Place in the Global Value Chain Moderator: Hannes Farlock — Executive Director, Malaysian-German Chamber of Commerce and Industry (MGCC) Speakers: 1. YB Ng Sze Han — Selangor State Exco for Investment, Trade and Mobility (TBC) 2. Florian Herrmann — Vice President & CFO, Infineon Technologies (Malaysia) 3. Datuk Seri Wong Siew Hai — President of the Malaysia Semiconductor Industry Association (MSIA) 4. Aliou Lo — Group Vice-President and General Manager STMicroelectronics (Malaysia) 5. Ben Goon — General Manager, NXP Semiconductors ii. Room 1 — Critical Minerals: Building Resilient Supply Chains for the Green and Digital Transition Moderator: Dieter Billen — Director, BeLuxCham Speakers: 1. Michael Roy — Managing Director, BASF (Malaysia) Sdn Bhd 2. Daniel Havas — Chief External Affairs Officer, Lynas Rare Earths Ltd 3. Khalid Shaikh — General Manager at Atlas Copco Malaysia and Singapore 4. Dr Hijaz Kamal Hasnan — Senior Lecturer, Centre of Excellence for Rare Earth Elements and Critical Minerals at the University of Malaya 5. Niall McManus — Senior EU CRM Expert, EU-Malaysia Cooperation Facility iii. Room 2 — Supply Chain & Mobility: Connecting Selangor to the World Moderator: Habibah Enok — Director of Oil and Gas, Maritime and Logistics Services Division, MIDA Speakers: 1. Julian Neo — Managing Director DHL Express Malaysia 2. Vijaya Kumar Puspwanam — CEO Westports 3. Jason Thomas — CEO, MASKargo 4. Amadou Diop — CEO, CMA CGM

	5. Dato Seri Dr Michael Tio— Chief Executive Officer, PKT Logistics Group Sdn Bhd
12:30 PM	Networking Lunch
2:00 PM	B2B Breakout Session 2 i. Plenary Room — Green Transition: Turning Decarbonization into Competitive Advantage Moderator: Kati Ferry — CEO, EUROCHAM Malaysia Speakers: 1. YB Jamaliah Jamaluddin — Selangor State Exco for Public Health, Environment, Climate Change and Green Technology — Lestari Selangor / Selangor Agenda for Green Economy (SAGE) 2. Burhan Ali – Airbus Chief Representative for Malaysia and Managing Director of Sepang Aircraft Engineering 3. Sebastien Goethals - EU Technical Assistance Facility to the Green Team Europe Initiative (TAF-GTEI) 4. Marc Appelt – CEO MAN Bus & Truck Malaysia 5. Cliff Siaw — Co-Founder & CEO Progressture Solar ii. Room 1 — Digital & AI: Building Trusted Digital Industries Moderator: Luciano Pezzota — Director, ItalCham Speakers: 1. David Hagebro — CEO, Ericsson Malaysia 2. Ellian Teo — Country Managing Director, SAP Malaysia 3. Tindaro Danze — CEO, Siemens Malaysia 4. Muhammad Gaddafi Musli - CEO, Smart Selangor Delivery Unit (SSDU Innovations Sdn Bhd) 5. Natalie Lim — Partner, SKRINE iii. Room 2 — Life Sciences & Medical Technology: Investing in Malaysia's Health Economy Moderator: Dr. Ong Kian Ming — Director, DanCham Speakers: 1. Ai Li Siow — Managing Director, Singapore, Malaysia, Brunei, Siemens Healthineers 2. Deepti Saraf — General Manager, Roche Malaysia 3. Wan Amir Jeffery Bin Wan Abdul Majid — CEO, Duopharma 4. Liew Wuan Yin — Head, Value & Access Novartis 5. Dato' Hisham Ghouth — Group Chief Executive Officer, Selgate Corporation

3:00 PM	Highlight Session: EU–Malaysia Trade Relations: Unlocking the Next Chapter of Economic Partnership By Mr Denis Baresch — Minister Counsellor and Head of Section - Trade and Economic Relations, Delegation of the European Union to Malaysia
3:20 PM	Afternoon Tea
3:40 PM	Talent Development: Building the Workforce for Tomorrow's Industries Moderator: Donal Crotty — Chairman, EUROCHAM Malaysia and ICCM (Irish Chamber of Commerce Malaysia) Speakers: 1. Amiruddin Zahamail — Training Program Director / Education Director Siemens Malaysia 2. Karen Morgan — President & CEO, Royal College of Surgeons in Ireland (RCSI) and University College Dublin (UCD) 3. YBrs. Ts. Dr. Harizal Bin Hamid — Chief Executive Officer, STDC 4. <i>TBC — TAU by Taylor's University — Corporate Learning and Development</i> 5. <i>TBC — Project Director Nufic, Southeast Asia</i>
4:20 PM	The Future of EU Business in Selangor - Why Selangor, Why Now: The European Investor Perspective Moderator: Marco Winter — Executive Director, Malaysian Dutch Business Chamber Speakers: 1. Walter Pattynama — CEO, Molecor Southeast Asia, Chairman La Camara 2. Steve Morgan — Managing Director, Isofield 3. Joel Rudolf Jahn — Managing Director, Lisega Southeast Asia (3) 4. <i>Elmo van del Wel — CEO, Neways Electronics International Malaysia</i> 5. Datuk Sikh Shamsul Ibrahim Sikh Abdul Majid— CEO, MIDA
5:05 PM	Summary Remarks Ms Kati Ferry , Chief Executive Officer of EUROCHAM Malaysia
5:15 PM	Closing Remarks Dato' Hasan Azhari Haji Idris , Chief Executive Officer of Invest Selangor
5:30 PM	End of forum and cocktail reception
6:30 PM	Gala Dinner

End of EU-Malaysia Business Day