



## **PRESS RELEASE**

### **EU- Malaysia Chamber of Commerce & Industry appoints new Chief Executive Officer**

**Kuala Lumpur, 7 February 2020, EU – Malaysia Chamber of Commerce & Industry (EUMCCI)** announced the appointment of Sven Schneider as its new Chief Executive Officer (CEO) succeeding Roberto Benetello starting 30 March 2020.

In the last 12 years of his career, Sven played a significant role in bridging the gap between Malaysia and the European Union (EU) by promoting the state of Selangor as a key investment destination in ASEAN. As Director of Trade & Investment and Strategic Planning as well as previously as Director of Corporate Communication and Strategic Planning at Invest Selangor Berhad, Sven has been an architect of Selangor’s ecosystem development and investment promotion strategies. Before he set sail for Malaysia, Sven started his journey by exploring his entrepreneurial spirit in Germany, when he consulted economic development strategies and export promotion programmes on state and city level.

Oliver Roche, Chairman EUMCCI said, “Sven offers an excellent range of skills and knowledge as well as an extensive network to take on his new role. In recognition of EUMCCI’s mission to promote, support and develop EU business interests in Malaysia and strengthening bilateral relations, the board has given Sven the mandate to reignite the conversation on the EU - Malaysia Free Trade Agreement (FTA).”

In 2020, EUMCCI targets to enhance its collaboration with the Malaysian government to further grow European investments and bilateral trade. Besides the EU – Malaysia Free Trade Agreement, the board intends to strengthen the chamber via rebranding EUMCCI into EuroCham Malaysia. This exercise is anticipated to greatly improve the chambers brand awareness locally and regionally. Most importantly EUMCCI will focus on its members and core business by providing more business opportunities through business matching events and collaborations.

“We plan to announce strategic partnerships and some exciting initiatives early in my tenure to position the chamber as a leading platform for investment and trade facilitation into Malaysia and the ASEAN region”, highlighted Sven Schneider.

EUMCCI represents 27 EU member countries together with the respective bilateral chambers and thereby offers access into a market worth USD 18.8 trillion or 22%



of the global economy. EU companies have invested RM 3.1 billion in Malaysia for the period of January – September 2019 and remain a key trading partner for the country, by contributing 9.2% of Malaysia’s total trade until September 2019. Since trade has slightly slowed in 2019, EUMCCI believes that trade and investment activities would benefit considerably from the promise of a trade agreement.

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