

## message from the President

New year, new ambassador, new MAF committee, new editorial board, new chief editor, new Kampong Echo ... semua baru ! That about sums up this issue of Kampong Echo.

It's an honour to be elected president and the year ahead will be full of challenges but I know we'll do our best because we have a good committee. This year's all man team will lack the feminine touch as compared to the dynamic and generous leadership of Wan Hua for the last 2 years but luckily for us we've been able to get Zatahshah Idris to lead Kampong Echo with her professional eye and experience. Welcome on board.



SK tye. MAF president.

sk tye  
MAF President

## MAF Annual Dinner

H.E. Ambassador Dato' Hamidah Mohd Yusoff as Patron of MAF attended MAF annual dinner at the Grand Intercontinental Hotel on 8 January 2005 accompanied by her spouse, Tuan Haji Abdul Rahman Zabidin and their son, Tun Mussawir. About 100 people consisting of MAF members, corporate members and Friends of Malaysia attended the dinner.



H.E. Ambassador, in her speech, made compliments of the efforts made by Malaysians abroad in contributing to the Tabung Bantuan Bencana Negara to help the tsunami victims in Malaysia. MAF together with the Embassy

## Selamat Datang

MAF would like to extend a warm welcome to Dr Sharifah Maimunah Syed Zin, Permanent Delegate of Malaysia to the UNESCO; YM Tengku Azamiyah Tengku Majid, Counsellor of the Malaysian Embassy; Mrs AureenJean Nonis, MATRADE Trade Commissioner and Mr. Logi Dhasan, Assistant Director Tourism Malaysia and their respective families. We hope that they will all enjoy their term in Paris and look forward to their active participation in MAF

## MAF committee 2005

### President

Tye Soon Kwai  
Ex-Officio

Capt. Musa Omar  
Vice-president

Mohd. Yusoff Kamarudin  
Secretary

William Khor  
Treasurer

Azam Shah Othman Basha  
Committee Members

Woo Wai Fong

Logi Dashan

Sylvian Coudel

Henri Chapouthier

Khairul Hisham

## editorial board

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## upcoming events

<b>May 7 &amp; 8</b>	<b>Malaysian Games 2005</b>
Venue:	Paris
<b>May 30</b>	<b>Pesta Menuai Potluck</b>
<b>June 4</b>	<b>Agong's Birthday</b>
<b>August 31</b>	<b>National Day</b>
<b>November 3/4</b>	<b>Hari Raya Aidilfitri</b>
<b>December</b>	<b>MAF Annual Dinner</b>

All events dates are subject to change . Please check the website [ [www.maf.online.fr](http://www.maf.online.fr) ] regularly or with a member of the committee for confirmation.

## New Year Chinese celebration



Yee Sang !

**2005 Year of the Rooster** – About 100 MAF members opted for a warm and cosy CNY celebration at the Lyon Village restaurant on 20 February 2005. The Year of the Rooster started with an unusual cold weather in France. Members were seen rushing again for the Yee Sang, the grand highlight of the celebration. Again if you were not at the event, you missed an autograph from Dato Shake, the Johorean-born Malaysian singer who once made to the top in France.



Dato Shake with fans.

## AGM

### 2005

MAF held its AGM at the Malaysian Embassy on 5 March 2005. Besides some old familiar faces, there were new ones seen at the meeting. MERCI BEAUCOUP to the outgoing committee 2004 for all their efforts and contributions and TAHNIAH to the new elected committee members for 2005. Ladies, blame yourself if you were not at the AGM, as the committee was forced for a 100 percent men's team this year. Good luck guys!



The Committee Members 2005.

## kampong talk

ESSOR DES NOUVELLES TECHNOLOGIES  
ET STABILITES ECONOMIQUE  
par Frédéric Costilhes

Nous parlons souvent des nouvelles technologies au superlatif en raison de l'importance qu'elles ont prise au niveau du développement mondial. Les transports, les télécommunications, l'audio visuels qui couvrent le monde entier sont les secteurs les plus représentatifs de l'évolution de ces dernières années. Est-ce une nouvelle révolution similaire à la révolution industrielle un siècle plus tôt ? En tout état de cause beaucoup de start-up ont souffert d'un essor fulgurant une fois le marché saturé.

Aujourd'hui les gouvernements doivent montrer une certaine sagesse en alliant stabilité et développement économiques car les récentes crises prouvent à quel point il faut être rigoureux dans les décisions à prendre. Il ne suffit pas de choisir une solution de modernité pour qu'elle soit applicable pour tout ou applicable par tous. Une synergie doit être créée entre les responsables et les experts afin de désigner la solution rentable à court, moyen et long terme. Il existe des solutions informatiques qui permettent de faire des profits rapidement par des techniques. Les premiers à en profiter sont toujours les secteurs de pointe, de temps réel. On peut voir en grand prix de Formule 1 que les capteurs et l'ordinateur des bolides sont reliés aux stands qui retransmettent eux-mêmes aux laboratoires des constructeurs afin d'optimiser l'analyse et les corrections.

Aussi tous les secteurs économiques utilisent les nouvelles technologies, que ce soit pour l'optimisation des processus industriels, organisationnels ou financiers. Mais le retour sur investissement est plus ou moins important suivant l'entreprise ou la société concernée. Certaines administrations progressent



## National Day Ceremony

In conjunction with the 47th anniversary of Malaysia's National Day, a flag raising ceremony was held at Rumah Malaysia on 31 August 2005. The ceremony commenced with the singing of the National Anthem, Negara Ku and Malaysian Patriotic songs namely "Kerana Mu Malaysia, Jalur Gemilang, Tanggal 31 and Malaysia Berjaya".

## Syabas!



Two Malaysian engineers were awarded the FASIA 2004 award (French Aeronautics and Space Industry Award) by the French Aerospace Industry Association (GIFAS) on 23 September 2004. Major Ilim Ibrahim of the Royal Malaysian Air Force (RMAF) AND Mr Aman Mohd Ihsan bin Mamat from the MARA University of Technology (UITM) were conferred with the award at a prize giving ceremony held at Toulouse on the campus of the Aeronautics and Space Institute. Created in 1998, the FASIA is an international and prestigious award for the world aerospace sector. SYABAS to the two of them!

lentement en raison d'un changement des méthodes et des ressources moins rapide en raison de leur taille et de leur complexité. Chaque génération apporte à la chaîne du développement un nouveau maillon. Un changement radical n'est pas souhaitable. La conduite du changement au travers de formation, d'information et de conférence permet de réduire les différences de niveau culturel dans une entreprise.

Aussi est-il important d'établir une certaine continuité dans la prise de décision afin d'éviter d'arrêter les projets sur le point d'aboutir. Il est bon parfois de reprendre les choses en cours de route afin de reprendre une meilleure direction plutôt que de tout gaspiller pour recommencer. Ceci demande souvent la tolérance et l'écoute des autres dans le monde du travail où les objectifs financiers semblaient plus importants que la santé morale de l'entreprise. Mais les risques importants sur un marché aussi porteur obligent les sociétés à plus de prudence.

Ainsi sont créés à des partenariats entre acteur économique afin de partager les avancées technologiques pour obtenir des résultats durables.

## Meeting the Prime Minister



Souvenir Hand shake with the PM.

During the visit of the Hon. Prime Minister, Dato' Seri Abdullah Haji Ahmad Badawi to France, a meeting with the Malaysian community was held at Hotel Ritz Paris on 21 July 2004. More than 200 Malaysians including students and officials from the Royal Malaysian Navy based in Cherbourg attended the reception. In his address to Malaysians, the Hon. Prime Minister advised Malaysians in France to play their role to market Malaysia as a tourist destination among the French. In addition, Malaysians should also embrace a culture based on the philosophies of "Excellence, Glory and Distinctions".

## Pencak Silat

OPEN de PARIS



The French Association of Pencak Silat (AFPS) organised the 1st Open International tournament of Pencak Silat, which was held from 25th to 27th March, 2005 at the National Judo Institute in Paris. Among the countries that took part in this first international open tournament were Malaysia, France, Germany, United Kingdom, Italy, Netherlands, Russia, Philippines, Singapore, Indonesia and Japan.

A ten-person delegation from Malaysia, sponsored by the Malaysian National Sports Council in collaboration with the Malaysian Pencak Silat Federation (PESAKA), participated in the French tournament.



## YAB PM

*at Paris Biodiversity Conference*



The Hon Prime Minister Dato' Seri Abdullah Ahmad Badawi was in Paris to attend the International Conference on Biodiversity on 24 January 2005. The four-day conference themed "Science and Governance" is organised by the French government and sponsored by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). Abdullah's presence as one of the four key speakers besides the host was at the personal invitation of French President Jacques Chirac, underlining Malaysia's importance as one of the 12 mega-diversity countries. The Prime Minister was accompanied by Foreign Minister Datuk Seri Syed Hamid Albar and Natural Resources and Environment Minister Datuk Adenan Satem.

## Promotion

*of Malaysia in France*

Malaysia with 600 other French and foreign exhibitors, comprising of travel agencies and tourism offices, took part at the Mahana Tourism Fair in Lyon from 11 to 13 March and at the World Tourism Fair (SMT) in Paris from 17 to 20 March. In addition to the Tourism Fairs, Tourism Malaysia organised a cultural show on 15 March 2005 at Salle Adyar in the 7th district of Paris. The event, opened to the public was filled with 400 guests.

In addition to the events, Dato' Hamidah Mohd Yusoff, Ambassador of Malaysia to France, hosted a morning coffee and a cocktail on 15 and 16 March respectively at Rumah Malaysia. About 80 special guests attended the two functions including the French Minister of Parity and Equality at the Workplace, H.E. Madam Nicole Ameline and Madam Katia Bertrand, wife of the French Minister of Tourism. The guests were entertained by Dida Malik's classical dance, a Pencak Silat and a demonstration showcase of the Kebaya collection by Rizalman Ibrahim.



H.E. Madam Nicole Ameline, Minister of Parity and Equality of the Workplace trying our classical dance with Dida Malik

## Malaysia, France

*To Cooperate In Technology*

Malaysia and France have agreed to work together in the field of technology, particularly biotechnology and biodiversity. Prime Minister Datuk Seri Abdullah Ahmad Badawi said after his meeting with French President Jacques Chirac after attending an international conference on biodiversity in Paris on 24 January, 2005. He said France had expertise in the field, especially in bio-medicine that is related to pharmaceuticals, herbal medicine and the perfume industry. French President Jacques Chirac says France is definitely interested, particularly in raw materials such as oils that can be garnered from plants that have properties for medicinal purposes and human prosperity. Abdullah said that at their meeting, Chirac agreed that Malaysian government officers could undergo technical training in aeronautical engineering in France.

He said bilateral relations between Malaysia and France were good and both of them agreed that economic cooperation be enhanced. (Bernama)



The Hon. PM with President Chirac.

## 'Sepet'

*Tops at Film Festival*

Festival Malaysian movie Sepet rose above a field of foreign films to clinch the highest award at the International Festival of Women's Films in Creteil, France, on 11 March 2005. Directed by Yasmin Ahmad, Sepet received the jury's major prize and took home RM20,000 and a certificate. (The Star)

## "Puteri Gunung Ledang"

*at Deauville Asian Film Festival*

Malaysia's most expensive movie, "Puteri Gunung Ledang" joined in the ranks of other international films at the 7th edition of the Asian Film Festival held in Deauville, France from 12 to 13 March 2005.

During the festival, the movie "Puteri Gunung Ledang" was selected with 13 other films in the Panorama competition section.

## Visit of French Minister

*Delegate of Foreign Trade to Malaysia*

As part of a South-east Asian tour that included Indonesia, Singapore, Malaysia and the Philippines, His Excellency Mr. François Loos, French Minister Delegate of Foreign Trade made a working visit to Malaysia from 6 to 8 March, 2005, accompanied by French legislators and members of the French Business Confederation

(MEDEF-International).

During his visit he met with the Hon. Prime Minister Dato' Seri Abdullah Haji Ahmad Badawi on 8 March 2005. The French Minister also held talks with Domestic Trade and Consumer Affairs Minister, Datuk Mohd. Shafie Bin Haji Apdal; Transport Minister, Dato' Sri Chan Kong Choy;

Energy, Water and Communications Minister, Dato' Seri Dr. Lim Keng Yaik and Chief Executive of Commerce International Merchant Bankers, Dato' Nazir Razak. The French Minister also attended a luncheon meeting with Deputy Minister of International Trade and Industry, Dato' Ahmad Husni Mohamad Hanadzlah, jointly host-

ed by the Federation of Malaysian Manufacturers (FMM) and the Malaysian French Chamber of Commerce and Industry (MFCCI) where the signing of a Memorandum of Understanding (MoU) for the setting of the Malaysia French Business Council (MFBC) took place.



François Loos with Pak Lah

## Visit of Malaysian Parliamentarians to France

Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Minister in the Prime Minister's department, was on a working visit to Paris from 15 to 18 March 2005. He was accompanied by five Parliamentary Secretaries from various departments and ministries. During the visit, the Minister held talks with his counterpart, Mr. Henry Cug, French Minister Delegate for Parliamentary Relations; Mr. Jean-Marie Le Guen, Deputy and President of the France-Malaysia Friendship group of the French National Assembly; and Mr. Didier Boulaud, Senator of Nièvre, Mayor of Nevers and Secretary of the French Senate. The Malaysian parliamentarians were given a guided tour of both the National Assembly and the Senate.



On a different occasion, the delegation met with Malaysian students at a dinner hosted by H.E. Dato' Hamidah Mohd Yusoff, Ambassador of Malaysia to France on 17 March. There are currently 183 Malaysian students in France mostly taking undergraduate courses in higher French institutions. The meeting was an opportunity for students to be updated on current Malaysian government policies. A wide range of questions were also fielded by the students and satisfactory replies were given accordingly by the Hon. Minister

THE SEMINAR ON "BUSINESS OPPORTUNITIES IN MALAYSIA" jointly organised by the Malaysian Industrial Development (MIDA) and the Malaysian External Trade Development Corporation (MATRADE) held in Paris on 11 October 2004 was attended by a strong group of 250 French companies. The seminar was part of an incentive to woo more French investors to Malaysia. Besides the Malaysian agencies, the seminar was supported by UBI-FRANCE (French Agency for International Enterprises Development) and the Assembly of French Chambers of Commerce and Industry (ACFCI).



## news in brief

### Ornamental Fish

Pet Trade Show

Malaysia Promotes Ornamental Fish at Paris Pet Trade Show

Four Malaysian aquaculture companies and the Fisheries Department promoted Malaysia's ornamental fish at the recent French International Pet Industry Trade Show in Paris. Visitors to the Malaysian Pavilion at Expozoo 2005, one of the world's biggest pet trade shows held from March 20 to 22, obtained first-hand information on the ornamental fish industry in Malaysia.

Malaysia is one of the leading producers of ornamental fish in the world, with more than 550 varieties comprising over 250 species bred for the local and world market.

In 2002, the country produced 407.8 million pieces of ornamental fish, out of which 95 per cent were exported, with the European Union countries being one of the main overseas markets.



THE ARMED FORCES DAY reception hosted by the Defence Attache of the Malaysian Embassy in Paris, Captain Musa Omar at Rumah Malaysia, Paris on 7 October 2004 was well-attended by 100 guests among whom were Ambassadors and Defence Attachés from various embassies; French officials from the Ministry of Defence; corporate members of the French defence industries as well as eight Royal Malaysian Navy (RMN) officers based in Cherbourg.

BENCHMARKING COMMITTEE FROM MINISTRY OF HIGHER EDUCATION VISIT PARISIAN UNIVERSITIES AND GRANDS ECOLES

A three-people delegation from the Ministry of Higher Education led by Tan Sri Dato' Seri Dr. Zainul Ariff Hj. Hussain visited the Ecole Normal Supérieur, University of Marie Curie Paris 6, Ecole Polytechnique and the University Paris Sud on 29 and 30 March 2005.

ON TRANSIT...

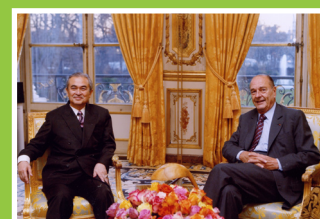
- YB Dato Dr Leo Michel Toyad, Minister of Tourism from Kuala Lumpur for Dakar on 28 March

- YB Dato' Dr. Jamaluddin Jarjis, Minister of Science, Technology and Innovation for Cuba on 17 Feb-20 Feb

BRIEFS FROM JULY 2004 TO DEC 2004 AT A GLANCE.



MAF welcomes H.E. Dato' Hamidah Mohd Yusoff the new Ambassador of Malaysia to France. H.E. presented her letter of credentials to the French President Jacques Chirac, at Palais de l'Elysée on 2 July 2004.



Visit of the Hon. Prime Minister - Prime Minister Dato' Seri Abdullah Ahmad Badawi made a working visit to France from 20 to 22 July 2004 and called on French President Jacques Chirac at the Elysée Palace where they discussed issues of common interest including bilateral and international issues. It was the Prime Minister's first visit to France in his capacity as prime minister.

The Prime Minister also held talks with the then Economy, Finance and Industry Minister Nicolas Sarkozy. A closed-door discussion with the French Institute of International Relations (IFRI) and MEDEF, the French Employers Federation also took place during the visit.