

DEUTSCH–MALAYSISCHE GESELLSCHAFT E.V.

Sitz d. Ges.: 20148 Hamburg VA-Nr.: VR-14810

CULTURAL STRATEGY PEOPLE FIRST – CONSUMERS NEXT

KEY TERMS COINING OUR FUTURE IN BUSINESS AND POLITICS

KEYNOTE SPEECH ON THE BACKGROUND OF THE AWARD 2009 OF THE GERMAN-MALAYSIAN SOCIETY E.V. (DTMG) FOR OUTSTANDING CONTRIBUTION TOWARDS PROMOTING CULTURAL UNDERSTANDING BETWEEN MALAYSIA AND GERMANY

by

Dato' Dr Achim Deja

President of the German-Malaysian-Society e.V. (DtMG)

(Founder and CEO of TIMA International GmbH)

Held at the Malaysian Embassy in Berlin

On 20 November 2009

DTMG AWARD RECIPIENTS 2009

*Ir. Lee Swee Eng, Entrepreneur and Founder of KNM Group Berhad,
Kuala Lumpur, Malaysia*

*Dr. Walter Schlebusch, Member of the Board of Giesecke & Devrient,
Munich, Germany*

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Dear Ir. Lee Swee Eng,

dear Dr. Walter Schlebusch:

Today, you are being awarded the annual prize of the German-Malaysian Society e.V (DtMG) for your outstanding contributions to the promotion of cultural understanding between Malaysia and Germany.

You have both been role models for entrepreneurial spirit coupled with high responsibility in meeting vital challenges that affect all of us these days. You have contributed to building trust and confidence between both of our cultures - and this also during the recent most challenging times of global change.

For this reason, eminent people from both Germany and Malaysia as well as several other nations have gathered here today to honour you.

Cultural cross communication - fundament for mutual respect

On behalf of the German Malaysian Society e.V. (DtMG) and all those present this evening, our distinguished guests, members, friends, supporters, promoters and networking partners , I would like to express my gratitude to our Malaysian patron and host today, his Excellency, the Ambassador of Malaysia, Datuk Zakaria Sulong and his wife Datin Hazizah. We are most grateful to them and the honourable ladies of the embassy for continuing a magnificent Malaysian tradition by hosting us with homemade, delicious and really authentic Malaysian dishes. This is another special highlight of the evening in this beautiful location.

We are also most grateful to our German Patron, Datuk Edgar Nordmann, the Chairman of the Board of the Georg Nordmann Holding Group AG, General

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Honorary Consul of Malaysia, Member of the Board of the East Asian Society (OAV) and the German Asian Pacific Business Association, for his generous involvement and steady support of our DtMG society. Today, we convey his warm congratulations and admiration to both of our honoured award recipients. Datuk Nordmann and Datin Zai deeply regret to unexpectedly not be able to be with us tonight. Still, this has provided us with an unexpected but most pleasant opportunity – for the first time, we have the great pleasure to also involve the political sector in Germany into our activities. I would like to extend a very warm welcome to the former Ambassador of Germany and serving Director of the Asia-Pacific Foreign Service Training Institute, Dr. P. Christian Hauswedell. He is a heavy weight participant who represents the German Government and Foreign Ministry today.

Dr Hauswedell's presence here is the result of a warm wave of support from the current and former German governments, many members of our German Parliament and leading personalities of different ministries who are working on and with Asia and especially with Malaysia. This is a highly encouraging and motivating experience for us and will certainly contribute to shaping our future activities.

With warm and cordial sympathy we finally welcome Mr. Alexander Stedtfeld, Executive Director of the MGCC and AHK in Kuala Lumpur and Board Member of the Advisory Council of our society. Our society supports his services for trade and investment by contributing towards building a wider cultural platform for exchange with Malaysian partners in politics, capital markets, business, science, civil and human experience.

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Warm congratulations were also conveyed to the Award recipients and the DtMG by Tan Sri Rafidah Aziz, well known as trusted partner of German industry and trade. She is now the patron of the Malaysia-Europe Forum (MEF Forum) , which was launched only last week in the presence of H. E. Prime Minister Najib. Tan Sri Rafidah Aziz represents the coming new age by promoting the clean economy agenda of Malaysia – securing a sustainable future. Our society took part in the launching ceremony in K.L. and will contribute to enhancing cross cultural communication between the German and the larger European community on Malaysia, its policies, objectives and achievements.

Today, the German – Malaysian Society honours two entrepreneurs, who have been role models of leaders by demonstrating best cultural practice in their daily business activities.

Cultures coin business and politics

In a situation where Europe is trying to set its paths towards creating a joint foreign policy, it is encouraging to see that there is increasing importance attributed to European-ASEAN and here especially German-Malaysian relations.

Business has been a major mover in and for this relationship. As during those days when the first steps towards the European Community were taken, business is again in the driver's seat when heading for an Asian Economic Community these days. It is here where business meets politics - and both need to join forces while building on cultural mutual understanding.

Against this background we have been facing the recent fundamental financial and economic changes which have shown us with utmost urgency to reconsider

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rules, values and cultures in the context of business and economic politics, upcoming new global and local prosperity strategies and responsibilities. This is all the more important because the transformation we are witnessing is not only a financial and economic one but – as we are all aware with regard to Copenhagen – also includes the challenges of climate change and the urgent need for sustainable business and sustainable livelihood.

It is for this reason that Asian leaders, when discussing potential solutions for the financial and economic crises - and in the process of forming an Asian Economic Community - have put particular emphasis on the role of "integrity". They have been propelling a new and superior cultural strategy fostering industrial visions for clean energy, climate protection and unlimited growth with market access for all.

Against this challenging and most pertinent background, I feel honoured to have the opportunity to introduce some of the men of this DtMG society who have made their marks in shaping this process.

Cultural adaption of people first is an individual approach

I thank Peter Hütz who - as founding father of the DtMG (1992) - has just shared his memories on the very beginnings of our society with us. We consider ourselves the European sister society of the 30 year older Malaysian-German Society (MGS) in Penang - which was also initiated by Peter Hütz in 1962.

What started with employees of German companies and institutions living and working in Malaysia led to a vast array of initiatives in both countries for almost 50 years.

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Numerous personalities working for companies and institutions brought this about. They included Nordmann & Rassmann, Bayer, BASF, Bosch, Braun Melsungen, Allianz, ThyssenKrupp, Siemens, VW, Schenker, Lufthansa, Faber Castell, Mercedes – Benz, Deutsche Bank, BMW, Elektrisola, Rohde & Schwarz, Behn & Meyer, KARL STORZ, but also women and men in institutions such as MGS, AGS Charity Bazar, German Alumni Association K.L, DAAD Malaysia, GMI German – Malaysian Institute, InWent, GTZ, Carl Duisberg Centres in Malaysia, Academic Cooperations, Goethe Institute Malaysia, Alexander von Humboldt Foundation.

Artists like Noor Mahnum Mohamed, musicians like Mustafa Fuzer Nawawi, or authors with well-known names such as Mohammad Haji Salleh, A. Samuel Said and Latiff Mohidin have left their footprint on the dialogue of cultures.

In this context, I would like to pay particular tribute to our honourable award recipients of the past, Dato' Mohd Nor bin Khalid "Lat", Clemens Henke and Dr. Kim Hui Lim. They have made their most notable marks in this worthy German-Malaysian tradition. They all remind us that on our way through changing environments spirit and trust are essential prerequisites for success.

This leads us to our 2009 honourable award recipients, Ir. Lee Swee Eng and Dr. Walter Schlebusch, who have equally shown this outstanding attitude in their daily activities.

They have thereby also highlighted the need for deepening our mutual cultural understanding. They have thereby helped us to realize (again) that differences should not be perceived as threats but rather as opportunities for fertile

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enrichment and cooperation. Spirit and trust rest on practised values – not only but especially in business. Values are part of our everyday life and an important platform for success.

Cultural matching ignites new shared visions

Today we are awarding our prize to a man from Malaysia, Ir. Lee Swee Eng, who reflects this message excellently through his far-sighted merging of competencies and workforces in Malaysia and Germany. On his way towards success, scale and market acceptance, he created with his KNM Group CO2 neutral infrastructures and alternative energy supply. In this process it was of significant importance to him to realize the new goal of contributing to creating “clean economy” approaches. Through merging the advanced BORSIG technologies with KNM infrastructures he pushed the efficiency of industrial processing for any energy use to state-of-the-art-processes and thereby became one of the 10 leading companies in his field – while looking to further rise in such ranking in the future.

Our second award recipient is a man from Germany, Dr. Walter Schlebusch, whose technical creativity and entrepreneurial performance have resulted in a trusted business partnership of its best. As board member of Giesecke & Devrient, he has been the responsible driver in the process of supplying forgery- and tamper- proof banknotes for the people of Malaysia. Under his leadership, Giesecke and Devrient now provides more than 16 currencies in the world made by Malaysian employees in a process with process responsibility for the value chain from reforestation to the customers.

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Cultural impact on globalisation - Asia in a new global mission

With a breathtaking speed, transnational regionalisation and institutionalisation takes place fostering investments in mass production of high tech innovations for sustainability at low costs. This results in a continuous boost of market growth in Asia and higher profitability, but also trusted partnerships and cultural sustainability.

The concepts for a clean economy in Asia and the “people first” strategy aim at providing affordability of products and services to all. “Clean Economy” turns into the catalyst for a second Economic Miracle (Wirtschaftswunder) as Asia begins to increase its domestic capacity, consumption and domestic economy.

The principle “People first” provides for short and long term real added value for **5 billion new consumers** in Asia. “People first”, is the most convincing political recipe in response to the current global economic situation and the undesirable shift towards protectionism.

“People first” in the general shift to Clean Economy in Malaysia, ASEAN, India, Northeast Asia and West Asia offers international capital investments that are globally attractive and politically accepted. “People first” applied in the process of meeting global issues like earth warming will turn into the prime driver for societies moving towards the goal of a Clean Economy.

In order to meet the concept “People first” companies increasingly accept globally shared values – as expressed for instance in global rules as in the ten universal principles of the UN Global Compact or international integrity rules.

The governments of most nations have national and global rules, methods and

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tools for measuring the transition. The global methods to measure corporate responsibilities for sustainability and integrity, the transnational use of international guidelines for reporting and managing, are part of a trend to promote that the cultural understanding opens a new perspective to integer process responsibility of industry for consumers in nearly all markets.

In both countries integrity and good leadership principles are assets for trust and reliability, and Dr. Schlebusch's Malaysian banknotes or Ir. Lee's Asian biofuel are both parts of the wider mosaic of the Clean Economy with integrity and sustainability at reasonable and affordable competitive solutions.

Mr. Ir. Lee Swee Eng's activities in Europe remind us also of the fact that Asia and Europe are not isolated islands. East- and Southeast Europe face the same challenges on the road to prosperity as many parts of Asia. The race of strategies to claim these markets is worldwide opened.

The capital markets ask for profitability and the consumers will decide this race through showing their confidence. Those companies, who will be able to become trusted partners will have to offer affordability and integrity through perfect process leadership.

The transition process in every country in the manufacturing of products means low carbon emissions in processes, in services and in daily infrastructural activities. It will impact positively and negatively on people's lives in different ways, for example in such important fields as financing, insurances, science, all industries, trade, public institutions, private business, transportation, logistics, media, communication, life style, health, agriculture, nutrition and security.

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KNM and G&D have been exercising process leadership in their fields with success and competence for such developments. That made them trusted partners. They successfully managed the merger of different cultures, they opened new chances and reduced risks, they promoted strengths in governance, sales, research and development, clients services, increased their brands and reputations and thereby avoided costs.

In such processes, Ir. Lee Swee Eng and Dr. Walter Schlebusch have played important roles. They have changed the environment of the lives of millions of people worldwide by offering them reliable low carbon currencies or new access to competitive clean energy technology. They have gained people's trust and confidence with their personal capabilities to accept and take over process leadership in and through their very different business activities.

Just as the engineer Lee Swee Eng reflects Malaysia's positive soul by investing in people first, Dr. Walter Schlebusch reflects German's positive and successful business culture by demonstrating reliability and integrity in working with and for the "people first". Both recipients have made their mark with highest performance and wisdom gaining the trust of the consumers of their companies and of their employees and still increasing their market shares.

The award recipients also portray how genial Occident and Orient can match when they concentrate on sustainability through the principle "people first" while creating attractive short and long term "business conditions on profitability" through common responsibilities in processes for clients.

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Cultural views become drivers in global issues

All this has most practical implications for business and politics in a mutually beneficial scenario: We are required to “Walk the Talk” globally and locally and on a culturally respectful base.

The results will be outstandingly positive for all participating companies – competitive TNCs as well as SMEs - and will cause a change to good governance in the complete value chain through higher internal transparency at all levels and superior efficiency of key processes. This again will create higher profitability and dynamic sustainability and position the company as trusted partner for all clients in emerging markets as well as in developed countries.

Ir. Lee Swee Eng of KNM and Dr. Schlebusch of G&D are both personalities who have realized their missions while meeting the challenges and taking up the chances outlined before. They have fought for the acceptance by the shareholders and stakeholders in order to go their own way resulting in today's success and a public licence to operate. They have turned into pertinent drivers for a new industrial development in a process of a culturally based globalisation, propagating transparent rules and “people first” strategy for unlimited growth in a clean economy framework.

Investor Lee and entrepreneur Schlebusch sensitize us here and today for the importance of mergers with emotions and cultural exchange through relating their companies activities to our daily lives. They on their parts are generously remunerated for their activities by their markets and consumers.

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The awareness of our award recipients on the big paradigm shift that raises the bars for cultural understanding remind us that powerful economic drive needs to be sensitively managed because it involves cultural changes for all.

The controlled transition towards a clean economy, the need to serve global issues with superior business approaches will decidedly influence business practice and business etiquette. All this reflects the experience made by generations of managers that the markets remains the same but that we need to learn again and again that access to any business follows wider paradigm changes that postulate new factors for success. At the same time, the great cultural valuations remain unchanged and we all need to understand that trust and cultural respect are equally tied to such paradigm changes. This requires us to learn the new factors of success while cherishing and practising mutually understood values respected in both cultures.

Rapidly changing environments through global challenges and influences cannot only be handled as business cases, they also require the consideration of culture. This underlines the pertinence of leadership responsibility.

I can only touch upon the importance of the role of Ir. Lee and Dr. Schlebusch. But their culturally related business activities highlight the importance of the individual in the process of creating friendship, trust and mutual respect for facilitating life and business opportunities in a challenging environment. Their trust in others - and the confidence they have created through a fair and far-sighted business - has paid off.

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Culture must be respected in any global road map

Beyond their personal efforts, we are reminded that the global good and the profitability of an individual company are not mutually exclusive. Gro Harlem Brundtland, Kofi Annan and Ban Ki-Moon have shaped the UN Global Compact aspiring to reach access for all on a new pathway to world prosperity. They have thereby made use of an Asian most valuable process of “Ringi Seido.” (Japanese business culture). The implementation of the rules of “Ringi Seido” at an international level, i.e. taking decisions based on intense multilayered decision-making processes results in considering different cultural values in universally shared common principles when forming global rules and codes of conduct. This has turned into becoming the major driving force in the process of shaping our future – a driving force especially for those who share responsibilities for others – not only in business. They all can “walk their talk” on this pathway to a prosperous, profitable and sustainable future.

I consider this the unique “kings’ way”, and our award recipients and their companies have received the public licence to operate as result of their successful efforts.

As president of our society – the German-Malaysian Society e.V. (DtMG) – I am convinced that the chosen cultural strategies between German and Malaysian enterprises are vital to stimulate successful participation in markets and contribute to the approach “people first, consumers next.”

Our DtMG will contribute to best cultural practice by supporting German and Malaysian enterprises in matching with partners on a public platform or by

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contributing to individually solutions. I am proud today to serve this goal and to support and strengthen the cultural bridges between Malaysians and Germans with our DtMG awards, fulfilling noble and fundamental tasks of culture **to connect, to contribute and to achieve and keep harmony.**

That is what DtMG stands for in Germany and in Malaysia. And when you go back to your office on Monday, start doing it yourself in your company and in your very field and environment.

Yes we can – and we will do it even better in the future.

Achim Deja

Summary of 9 cultural best practices * :

- 1. Cultural trusted business models for all - people first, consume next**
- 2. Cultural cross communication - fundament for mutual respect**
- 3. Cultures coin business and politics**
- 4. Cultural adaption of people first is an individual approach**
- 5. Cultural matching ignites new shared visions**
- 6. Cultural impact on globalisation - Asia in a new global mission**
- 7. Cultural views become drivers in global issues**
- 8. Culture must be manageably respected in any global road map**
- 9. Culture is the integrity measure of a human being to connect, to contribute, to achieve and keep harmony**

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