

**COVID-19
CASES**

**TOTAL (UP TO JUNE 3)
595,374**

**NEW
8,209**

**RECOVERED
508,947**

**DEATHS
3,096**

**VACCINE DOSES 1 & 2
ADMINISTERED**

**(JUNE 2, 2021)
3,212,873**

NEW

ESTABLISHED 1845

STRAITS TIMES

PP413/09/2012 (030687) | JUNE 4, 2021 | FRIDAY | RM2.00

PIC BY HAZREEN MOHAMAD



COMMUNITY APPROACH

DRIVE-THROUGH stations are being set up and mobile units are reaching out to more Malaysians to boost vaccination rates as Covid-19 cases show no sign of abating.

» REPORTS ON PAGES 2 & 3



Unsung heroes: The sweat and tears of non-medical frontliners at HKL

» PHOTO ESSAY BY EFFENDY RASHID ON PAGES 10 & 11

CCIFM 1991-2021 **30th ANNIVERSARY SPECIAL**

A wonderful business journey for France and Malaysia

IN NST TODAY

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SEEING RED OVER MITI'S APPROVAL OF NON-ESSENTIAL SECTORS » PAGE 4



CCI FRANCE MALAYSIA 30TH ANNIVERSARY



A wonderful business journey for France and Malaysia

WITHIN its three decades of existence, the Chamber of Commerce and Industry France Malaysia (CCIFM) has steadily transformed from 19 founding members to more than 300 today.

It has supported hundreds of French and Malaysian companies in developing their businesses in both countries.

In conjunction with its 30th anniversary, CCIFM president Gilles Waeldin and non-executive chairman Datuk Zainal Amanshah share their views on the advantages of French companies operating in Malaysia, the opportunities that the country offers, Malaysia's strategic position for developing business and the chamber's innovative work strategies.

Q. WHAT IS THE "FRENCH FOOTPRINT" IN MALAYSIA?

WAELDIN: The French business presence in Malaysia can be traced back to colonial times over the last two centuries.

In modern times, French multinational companies such as STMicroelectronics began setting up manufacturing operations in 1970, and a big wave of small- and medium-scale enterprises soon followed suit in the 1980s and 1990s, and at the time when CCIFM was incorporated in 1991.

Currently, there are about 500 legal entities here linked directly or indirectly to France, which employs more than 30,000 Malaysians. The average annual trade between France and Malaysia is around €5 billion, and there are about 4,000 French citizens living in Malaysia, mostly in the Klang Valley.

The French School counts around 600 students this year and is currently upgrading its facilities for further intakes and excellence.

It is important to highlight that most of the French companies that set foot in Malaysia have stayed and expanded over the past 30 years. They brought with them sustainable values, which translate into localising knowledge and minimising foreign worker intake.

In the early development of Malaysian's engineering know-how, the most iconic example would be TechnipFMC, which has established a large presence in Malaysia with over 4,000 highly-skilled employees.

Overall, the "French touch" seems to be appreciated by local employees. On this note, it is also important to highlight that there is a rising number of Malaysian students graduating from French universities.

Q. WHAT IS THE ROLE OF CCIFM?

WAELDIN: On a global level, CCIFM is a very active member of a network



members face, keeping in mind that Malaysia is also a host that demands respect.

Q. WHAT IS CURRENTLY KEEPING CCIFM BUSY?

WAELDIN: During this challenging time, our members need us the most to provide reliable information and support through webinars and other social media platforms. Meanwhile, despite restrictions at frontiers, thanks to the support of the Malaysian authorities, there has been a continuous flow of new companies and expatriates coming to Malaysia.

As such, our business support services are very much in demand and we are currently assisting many new and existing members on a day-to-day basis on their business and administrative needs here.

Beyond the 300-plus members and board of directors, there are 15 full-time employees dedicated to serve, and who are permanently on deck to ensure that our members get the support they deserve, now more than ever.

Q. WHY ARE MORE FRENCH COMPANIES COMING TO MALAYSIA?

ZAINAL: Malaysia is a great place for investment, favoured by foreign companies since the late 60s. It is and still remains the place to be in South East Asia. Beyond the warm welcomes and being at the centre of a 600-million people market, it is just about overall best average of the many indicators you need to confidently set up your business. French investors are like most investors; they need stability. Pro-business stance by the country leaders and great government agencies such as MIDA helps to implement policies and incentives to facilitate investment and create an attractive business environment.

On that matter, a very special mention to the Mida Paris office team as Pravin and Kamel are helpful and dedicated partners in providing effective and proactive support to our potential and existing French investors.

WAELDIN: Malaysia has good infrastructures, state-of-the-art air, land and sea cargo, with great highways linking all its states and neighbours such as Thailand and Singapore, making it the perfect hub in the Asia-Pacific region for foreign companies.

Undeniably, there are some challenges such as talent management, but in the spirit of sustainable operations, companies must do their part by investing in their employees.

With a good education system, English language skills and multi-cultural background, the Malaysian workforce is at reach for those who address the topic properly, and French companies seem to have rather lower staff turnover than average.

Q. WHAT ARE YOUR THOUGHTS FOR THE COMING YEAR?

WAELDIN: As we celebrate CCIFM's

CCIFM MILESTONES

OCT 4, 1991: The French Business Organization [FBO] is incorporated as a public-listed company. It is set up by 19 founding members and the first elected president was Olivier Rives-Georges.

CURRENT CCIFM BOARD MEMBERS

President

Gilles Waeldin

Vice-Presidents

- Frederic Viala
- Pierre Cheyron
- Richard Fostier

Directors

- Alexis Wan Ullok
- Bela Jong Horvath
- Datuk Ramzan Abu Tahir
- Jacques Leizerovici
- Philippe Lubrano
- Wilfrid Marie

Honorary Directors

- Baharom Hamzah
- Fabrice Godeau
- Ivan Malignon
- Mohd Yatim Idris
- Rizal Vivien Raguet



1994: FBO joins forces with the Malaysia France Trade Association and changes its name to Malaysia French Business Organisation (MFBO).

1996: To fully reflect its Malaysian-French identity, the organisation creates the post of an honorary chairman to be helmed by top local corporate figures.

Past honorary chairmen:

- Tan Sri Ani Arope
- Datuk Amin Shah
- Tan Sri Halim Saad
- Datuk Seri Syed Razlan Jamalullail
- Datuk Dr Norraesah Mohamad
- S.M. Nasaruddin
- S.M. Nasimuddin

Current honorary chairman: Datuk Zainal Amanshah



DATUK ZAINAL AMANSHAH

2000: MFBO receives its 'Chamber of Commerce' status and changes its name to the Malaysian French Chamber of Commerce and Industry (MFCCI).

2013: Name changed to CCI France Malaysia to reflect the common name and logo of the 124 French Chambers of Commerce worldwide.

2014: CCI France Malaysia opens its first Business Centre and incubator facility in Plaza Sentral, Kuala Lumpur, to cater to the high demand from French companies to set up operations in Malaysia. Plaza Sentral has the capacity to cater to 30 companies.

2016: Second Business Centre and incubator facility is opened at 1 Mont Kiara, Kuala Lumpur (14 companies).

2018: Third Business Centre and incubator facility is opened at Plaza See Hoy Chan, Kuala Lumpur (20 companies), as well as in Johor Baru and Kota Kinabalu (two companies each).

INFOGRAPHIC NST

30th anniversary, I would like to share that since I joined the board 14 years ago, I have witnessed the transformation of CCIFM from a shared office space in Jalan Yap Kwan Seng to a solid business organisation with multiple subsidiaries reaching out over the peninsula and Sabah and Sarawak.

It is therefore, with great pride, that I will retire as president at the next annual general meeting to welcome new ideas to lead the organisation to the next level.

ZAINAL: Although the pandemic has

impacted the economy deeply for the past year, various economic agencies have forecast a strong rebound in early 2022.

Of course, the situation is difficult for everyone, but we have to look forward. The potential for future investment here remains strong and attractive, so we have several great projects just waiting at the end of the storm. We hope that more local companies will venture into France as well. *Malaysia Boleh!*



30TH ANNIVERSARY OF CCIFM



France in Malaysia, here in the beginning and here to stay



FRANCE and Malaysia are long-time friends. In fact, France is one of the first countries to recognise Malaysia's independence and to open an embassy in Kuala Lumpur back in 1957. From there, our bilateral relationship has grown from strength to strength.

Over the years, our economies have become more intertwined. Thirty years ago, the creation of a Malaysian French Chamber of Commerce and Industry — which we are celebrating today — was the obvious thing to do.

Today, the chamber represents a dynamic and powerful business network of over 300 companies, and plays a key role in structuring and nurturing links between our business communities.

French companies take a positive view of Malaysia. They value its high-quality infrastructure, a corporate environment conducive to business, and a familiar legal framework. They appreciate the skills and excellent training of Malaysian workers, as well as their command of multiple languages — a real strength in our

globalised economies.

They also see Malaysia as a perfect hub within Southeast Asia to develop regional activities and reach new markets, even more so when free trade agreements are in force.

All these are reasons why French companies are so keen on this country and have invested in almost every sector. Such thriving economic cooperation serves as a good basis for our strategic partnership with Malaysia.

One of the most vivid examples is in education. Almost 900 Malaysian students are enrolled in the French higher education system, and 15,000 more are learning French in more than 100 secondary schools nationwide, a figure that has tripled in 10 years.

France and Malaysia have been cooperating in scientific research for over 30 years, with more than 100 bilateral agreements. For more than 20 years, Malaysia has also been an important partner in the defence sector, based on a strategic dialogue between our Defence Ministries.

Our political exchanges are dense and based on mutual trust. France and Malaysia are both committed to the rule of law and firmly believe in respecting

international law.

We promote multilateralism as the most efficient way to address challenges like global warming and also the fairest way to settle international disputes.

This convergence of views has been much in evidence during the current pandemic. While the disease has taken a heavy toll on both our countries, we agree that no one will be safe until everyone is safe.

Hence the reason we support the World Health Organisation in having a central and decisive role to play, which must be strengthened beyond national limitations. This is also the reason why we believe that vaccines are a global good, which must be accessible to all.

France and Malaysia are also two nations of the Indo-pacific region. The region is home to 1.6 million French nationals living in its overseas territories.

Like Malaysia, France is a maritime nation with an Exclusive Economic Zone of over 11.7 million square kilometres, including in the South Indian and Pacific oceans.

Both countries have common interest in making this region a space for

cooperation rather than a theatre for confrontation. This means keeping it inclusive and peaceful, preserving the freedom of navigation and freedom of the high seas, and settling differences in accordance with international law and the law of the sea.

Cooperation in the region is not only vital for global trade, but also in safeguarding the oceans and biodiversity, in which our planet depends.

The importance of the region has

led France to adopt an Indo-Pacific strategy in 2018, and to conclude a development partnership with Asean.

Both Asean and the European Union Indo-Pacific strategy will be a priority when France assumes the EU presidency in the first half of next year. Another great opportunity for Malaysia and France to join forces!

ROLAND GALHARAGUE

Ambassador of France to Malaysia

Malaysia proud to host French businesses

MALAYSIA is proud to host more than 300 French businesses that vary from individual owners, to small- and medium-scale enterprises and large multinational corporations.

Presently, 30 out of 40 top French companies listed under the main French index of NYSE's Euronext stock have a presence in Malaysia.

Among the notable French companies operating in Malaysia include STMicroelectronics, Peugeot (Stellantis), Arkema, Airbus, Safran, Saint-Gobain, Air Liquide, Schneider Electric, TechnipFMC and Decathlon.

France is a significant European investor in Malaysia. Within the manufacturing sector alone, from 1980 to last year, 126 manufacturing projects with French participation worth RM4.36 billion have been implemented in the country, creating 10,913 jobs.

The Malaysian Investment Development Authority (Mida) is committed to ensuring that Malaysia continues to be investor-friendly for the long-term growth of both foreign and domestic businesses.

Last year, amid the pandemic, Malaysia successfully recorded a total of RM164 billion in approved investments

through 4,599 projects in the manufacturing, services and primary sectors, of which foreign direct investment (FDI) accounted for RM64.2 billion (39.1 per cent).

FDI accounted for 62 per cent (RM56.6 billion) of total approved investments in the manufacturing sector. Despite the challenging year, FDI in the sector had increased by 3.9 per cent compared with 2019.

During the year, Mida partnered with CETIM (the French leading Technical Centre for Mechanical Industry) to encourage, promote and facilitate cooperation in engineering and manufacturing technology, including in emerging fields like smart manufacturing, Industry 4.0 and the circular economy.

This collaboration will strengthen Malaysia's technological ecosystem as it allows for joint initiatives, such as applied research, training and attachment programmes; exchange of technical information and expertise; and industrial technology development that may facilitate collaboration with local higher learning institutions and research organisations.

CETIM is also considering setting up its Asia-Pacific office in Malaysia.

Mida is looking forward to working with more French investors, particularly in high technology sectors, such as electrical and electronics, aerospace, chemicals, machinery, oil and gas, hospitality, healthcare and e-commerce.

Malaysia's well-established local supporting industry network and talen-



PACU@Mida, also known as the Project Acceleration and Coordination Unit, provides end-to-end facilitation for project approvals to enable the timely implementation of investments in the country.

ted workforce to undertake high-tech products manufacturing and high value-added services are undeniable pull factors for global investors.

To improve the ease of doing business in Malaysia, Mida has intensified efforts to re-engineer delivery processes to improve the efficiency of various functions.

Among the initiatives is PACU@Mida (Project Acceleration and Coordination Unit), which provides end-to-end facilitation for project approvals to enable the timely implementation of investments in the country.

There is also a new structured online application submission via the InvestMalaysia portal to accelerate approvals for manufacturing licences, incentives and tax exemptions to expedite the execution of project operations.

Despite the closure of international borders and strict standard operating procedures to contain the spread of Covid-19, Mida continues to be respon-

sive in providing advice and support to existing and potential investors through its 20 overseas and 12 regional offices.

A One-Stop-Centre (OSC) has also been established to process applications of foreign business representatives who need to enter Malaysia.

One of the crucial components of the OSC is the Business Travellers Centre in Kuala Lumpur International Airport.

Since the establishment of the Malaysian French Chamber of Commerce and Industry (CCIFM) in 1991, Mida has been partnering with CCIFM to promote Malaysia as an investment destination for French companies.

Mida is proud to congratulate CCIFM on its 30th anniversary and looks forward to more engagements in promoting Malaysia as one of the best investment destinations for French companies in the Asia-Pacific region.



The Malaysian Investment Development Authority (Mida) is committed to ensure that Malaysia continues to be investor-friendly for the long-term growth of both foreign and domestic businesses.

Sustainable financing key in fighting climate change

FINANCIAL institutions have a key role to play in supporting the transition economy by focusing on environmental, social and governance (ESG) aspects, as well as climate change, says BNP Paribas Malaysia.

BNP Paribas Malaysia chief executive officer Anthony Lo says that as the bank for a changing world, BNP Paribas understands the impact of climate change, and also the social and consumer expectations in doing business.

"BNP Paribas is committed to making a positive impact on all stakeholders and society. As businesses worldwide transform their strategies, we are here to deliver sustainability-embedded solutions,

be it in financing, risk management solutions, capital market raising, bond markets, and provide the support required for any ESG initiatives of our clients," said Lo.

He added that the bank takes pride in acting as a bridge between corporates who need capital to finance their sustainability ambitions and institutions looking for long-term ESG investment opportunities with best returns.

BNP Paribas sits at the forefront of sustainable finance globally, and was awarded Best Bank for Sustainable Finance and ESG House Asia by IFR Awards 2020. This demonstrates the innovation and commitment of local expertise to accelerate the inclusive transition towards a low carbon economy.

In line with its commitments to fight climate change, BNP Paribas has recently joined the Net-Zero Banking Alliance (NZBA) launched by the United Nations Environment Programme Finance Initiative (UNEP FI). The NZBA is hosted by the Collective Commitment to Climate Action and is built in partnership with the Financial Services Task Force.

"Sustainability is part of BNP Paribas' DNA. Our teams are trained to think sustainability and evaluate how we can service and support our clients in this space that is transitioning from the old economy to a more sustainability focused economy," continued Lo.

"We are also committed to support the development of renewable energy financing, among them renewable

energy financing. In Malaysia, we have financed two long-term, large-scale, solar projects and we continue to be committed towards supporting such green initiatives," he says.

Notwithstanding the pandemic, BNP Paribas continues to report robust results due to its diversified business model, providing earnings resiliency and strong capital position. "We are honoured by the confidence and trust placed by the clients in us, as we continue serving their needs in these challenging times," Lo said.

BNP Paribas has a presence of close to 50 years in Malaysia. The bank supports its MNC clients who are setting-up in the country by accompanying them in their banking needs and expansion plans in Malaysia. At the same



Anthony Lo

time, BNP Paribas partners large, local Malaysian corporates and institutions for their banking needs, both on-shore and off-shore. The bank is able to leverage its international network as well as dedicated product and sector experts to provide tailor-made solutions to its clients.



The pioneering and innovative spirit of Technip Energies is strongly embedded in its culture.

Accelerating energy transition for a better tomorrow

TECHNIP ENERGIES is changing the landscape of the energy industry.

In line with its ambition to drive the transition to a low-carbon society, the engineering and technology company has recently launched its BlueH₂ by T.EN™, a full suite of deeply decarbonised and affordable solutions for hydrogen production.

This technology can reduce up to 99 per cent of the carbon footprint compared with those left by traditional processes in numerous industries, such as steel, cement, power, olefins and liquefied natural gas (LNG).

Technip Energies senior vice-president (Asia-Pacific) Valentina Gabriel said: "At Technip Energies, energy transition is our business. Leveraging on our 60-year history in executing some of the world's largest and most complex projects, we have helped many clients to succeed in their energy transition journey."

Over the past decades, the company has delivered notable energy transition projects in Malaysia and its regional neighbours.



Valentina Gabriel

From building Petronas' FLNG Satu — the first floating LNG facility in the world — to expanding Neste's renewable fuel plant in Singapore and signing an MOU to materialise the concept of injecting carbon dioxide back into reservoirs in the Asia-Pacific region, Technip Energies is on a mission to

combine its engineering and technology know-how to support the world's energy transition.

"We want to transform the energy sector in the Asia-Pacific region. Malaysia, where our regional headquarters has been since 1982, is very close to our heart and it is here that we have delivered many deepwater firsts for the country.

"Needless to say, we'd like to support Petronas' 2050 zero-carbon emission target and bring Malaysia forward into the future of energy transition," said Valentina.

The pioneering and innovative spirit of Technip Energies is strongly embedded in its culture, thanks to its team of 2,000 passionate personnel in the region and 15,000 talented professionals worldwide.

"Our people are driven by the passion to act responsibly and consider the environment, people and communities where they work in.

"This strong commitment, aligned with our values, fuels what we do and helps us push boundaries to create the world of tomorrow," she said.

3 questions with Thales

THALES is celebrating its 40th anniversary in Malaysia! Francois-Xavier Boutes, chief executive officer of Thales Malaysia, is proud to mark this milestone.

Q: CAN YOU TELL US ABOUT YOUR COMPANY'S JOURNEY?

FXB: Yes, Thales is turning 40 in Malaysia this year, and I am proud to lead 200 employees — 95 per cent of them Malaysians — as we go about supporting our key customers.

We count many proud Malaysian entities among our customers, including the armed forces, AirAsia, Malaysia Airlines, the Civil Aviation Authority and Prasarana or MRT.

We started our journey here primarily to serve the defence needs of Malaysia. As a company with extremely diverse portfolio, we were able to expand our offering to a broader range of customers.

In 2019, with the acquisition of Gemalto, which became Thales' Digital Identity and Security, we now serve new areas like banking and telecommunications.

Q: CAN YOU TELL US WHAT MADE THALES SUCCESSFUL?

FXB: I believe it is commitment towards our customers and the projects entrusted unto us, and our desire to be as local as possible.

Our presence in Malaysia is bolstered by deep collaborations with strong partners, including Sapura (through Sapura Thales Electronics since 1995), Deftech, Weststar or Boustead, and government agencies like the Technology Depository Agency.

I believe our customers trust us as a strategic partner, and this was evident over the past year.



Francois-Xavier Boutes

We offered 24/7 support to the Malaysian armed forces to keep critical defence and mission systems running in the midst of the first Movement Control Order.

At the peak of the pandemic, when Malaysia was repatriating its citizens from overseas, we were on-hand to help Malaysia Airlines repair and maintain their fleet.

Q: TELL US YOUR PLANS FOR THE NEXT 40 YEARS.

FXB: The push towards digital transformation is strong for many governments, including Malaysia. Thales, as a leading technology player, aligns with that ambition.

Let's take cybersecurity, which cuts across all sectors. For Thales, cybersecurity is inherent in the design of a solution. When we speak with customers, we are mindful that mission-critical systems need to be as resilient to cyber-attacks.

We are also exploring with the Civil Aviation Authority on how the future civil airspace could look like. And our Digital Identity and Security business is constantly bringing in technologies like contactless payment and biometric solutions.

Thales is investing heavily in digital and deep-tech innovations, like connectivity, big data, artificial intelligence and quantum computing, which will all help make our lives safer and better.



CCI FRANCE MALAYSIA 30TH ANNIVERSARY



Decathlon products proudly made in Malaysia

FOUNDED in 1976 by Michel Leclercq in Lille, northern France, Decathlon has always followed one simple philosophy: to sustainably make the pleasure and benefits of sport accessible to the many.

Why Decathlon? The idea came from Michel Leclercq, who believed that on average, a person will try 10 different sports in their lifetime!

Forty-five years later, Decathlon has become one of the major players in the sports industry, with more than 100,000 teammates of 82 nationalities; 1,700 stores in 61 countries; 142 million customers; and, 400 million sports users using its products worldwide.

Decathlon also designs and manufactures its products with the support of more than 769 industrial partners.

In Malaysia, the company has just celebrated its fifth anniversary.

MY Decathlon is experiencing an exponential growth, with 430 teammates and offering more than 5,000 products in 70 types of sport, thanks to six stores in the Klang Valley (Bandar Sri Damansara, Petaling Jaya, USJ, Shah Alam, Old Klang Road and KL East Mall).

Decathlon Malaysia also has a website and an official store on Lazada to offer local sports enthusiasts its wide range of products.

For professionals (corporate), MY

Decathlon offers them sportive solutions via Decathlon Pro Solutions.

Last year, the company launched its production line in Malaysia as it envisions the sustainability of its project by making sport accessible for all Malaysians — and with all Malaysians.

Decathlon is willing to accelerate their "Made in Malaysia" in order to be in perfect symbiosis with who they are: sustainably make the pleasure and benefits of sport accessible to the many, locally, in Malaysia.

In support of local businesses, MY Decathlon has established a network of suppliers for rubber, inflatables, and electronic devices in Melaka and Kedah.

It is currently manufacturing 54 of its products locally, which include the 25kg training band, a baby seat swimming ring (for teaching babies how to swim) and the SL500 LED bike light.

My Decathlon is also reducing its carbon footprint and uses as much renewable energy as possible through the creation of a direct flow system between its partners and stores, with less transportation and effective logistics.



Decathlon has been following its philosophy of bringing the pleasure and benefits of sport to people.

Its key partners are also using solar energy in 60 per cent of their operations.

Decathlon's production team is looking for producers of electronic components and plastic composites.

Meanwhile, they would like to welcome footwear and bike manufacturers to join their partners' panel.

If you are interested in joining the panel of partners, you can contact decathlon.malaysia@decathlon.com or call 1800 818 755 (Monday to Friday from 10am-10pm, Saturday and Sunday from 10am-7pm).

Discover all the products on My Decathlon's website at <https://www.decathlon.my/>



Training Band 25Kg



Babyseat Clear Sloth Blue



Bike Light SL500

Beauty in diversity and sustainability

ESTABLISHED in 1995, L'Oréal Malaysia is a company made up of 800 people on a mission to offer all Malaysians the best of cosmetics innovation in terms of quality, efficacy and sustainability.

A leader in beauty, L'Oréal is the distributor of 14 brands of beauty products in Malaysia, including L'Oréal Paris, Lancôme, Maybelline New York, Kiehl's, Shu Uemura, Garnier, La Roche Posay, L'Oréal Professional and Kerastase.

L'Oréal recognises that a company's success is no longer measured by its economic performance, but also its contributions to society and the environment. In creating the future of beauty, L'Oréal has forged strong relationships with local partners and suppliers, taking each of them on a journey towards a sustainable industry with responsible and inclusive technologies and services.

Via its new sustainability programme L'Oréal for the Future, the company has laid down its latest set of transformational ambitions to fight climate change, manage water sustainability, respect biodiversity and preserve natural resources.

To reduce its environmental footprint, L'Oréal Malaysia is making



The Beauty For a Better Life programme supports socially and economically vulnerable women, victims of conflicts or violence or young people who have left home or dropped out of school.

headway locally through the following initiatives:

FOREST STEWARDSHIP CERTIFICATION: Working with local suppliers to source paper and wood that have been sustainably harvested from forests, not just for packaging,

but also for paper and wooden materials used in its office, boutiques and marketing campaigns.

ECO DESIGN STORES: Lancôme Boutique at One Utama Kuala Lumpur is the first eco-designed store under L'Oréal Malaysia's network. It

is based on a new sustainable retail concept, and it has worked closely with suppliers to develop more free-standing stores that meet L'Oréal Group's Golden Rules for Material Sustainability.

REDUCTION OF SINGLE USE PLASTICS AND BOXES: The company is testing the use of reusable boxes to reduce the amount of cardboard boxes and plastic shrink wrap in its warehouse and supply chain. It has also replaced plastic tapes used in e-commerce delivery boxes with compostable paper tapes, reducing its plastic usage by 85 per cent.

SOLIDARITY SOURCING: The L'Oréal Solidarity Sourcing programme promotes social inclusion by helping economically vulnerable people find work and income. In Malaysia, L'Oréal has provided employment for underprivileged and persons with hearing and speech difficulties, in collaboration with supply chain management partner CEVA Logistics.

Aside from environmental programmes, L'Oréal is committed to bolstering its positive socio-economic impact on the lives of people and communities through its long-term philanthropic initiatives.

For 15 years, L'Oréal Malaysia and

Unesco Malaysia have worked together through the For Women in Science programme to help empower more women scientists to achieve scientific excellence and participate equally in solving the great challenges facing humanity. The programme has awarded over RM1 million in research grants to more than 40 Malaysian women scientists since its inception in 2006.

In 2016, L'Oréal developed the Beauty For a Better Life programme, a free vocational training for beauty sector skills that draws on its expertise in fields such as hairdressing and make-up. It supports people in difficult living situations, particularly socially and economically vulnerable women, victims of conflicts or violence, or young people who have left home or dropped out of school.

To date, Beauty For a Better Life, in partnership with the National Council of Women's Organisation Malaysia, has helped 96 people to learn hairdressing skills and gain employment.

These initiatives are just the beginning for L'Oréal Malaysia, as it looks forward to creating beauty that moves the world.

CCIFM PATRON MEMBERS





Schneider Electric Industries's solution for greener world

SCHNEIDER Electric's commitment towards environmental sustainability extends across its technology, value chain, business model and culture.

As the leader in digital transformation of energy management and automation, the company wants to address climate change and take urgent action in the race to zero — starting with its core offer, the EcoStruxure platform, which has helped thousands of customers worldwide to reduce their energy usage.

Today, businesses in Malaysia have the opportunity to lead in climate action, where they can apply technology to create efficiencies in growing their market share sustainably, and generate higher long-term returns.

Schneider Electric's digitisation and energy management solutions that include the Internet of Things (IoT), cloud analytics and real-time monitoring, can support businesses to advance sustainably with safety and speed.

Digitisation can help companies create achievable targets for a greener future.

Schneider Electric has calculated that 50 per cent of the world's carbon dioxide emissions may be eliminated by 2040 if digitally-enabled energy-saving measures were implemented in just half of the its existing buildings, in tandem with global electrification and decarbonisation initiatives.

Here in Malaysia, Schneider Electric is practicing what it preaches. Its office in Petaling Jaya is undergoing renovation to be more energy efficient.

The company is using its very own EcoStruxure™ building solution, a collaborative IoT solution that features a scalable, secure and global architecture, to make the office smarter as well as increase its operational and energy efficiency by 30 per cent.

The ability and willingness to make the world greener and more equitable is not just a moral responsibility — it makes good business sense too.

Last year has been marked by the Covid-19 pandemic, a string of climate-linked disasters, and the fifth anniversary of the Paris Agreement on climate change.

All these reinforce the urgency for action, and also intensifies the appetite from customers to accelerate their own transition towards a lower-carbon world.

Schneider Electric believes that strong, long-term commitments to reduce greenhouse gas emissions through data-driven energy management is one of the most effective solutions in addressing climate change.

According to a survey by HSBC last year, Malaysian businesses say that sustainability is a key component of their future strategy, especially when re-assessing their operations to embed firmer environmental foundations amid the pandemic.

The report revealed that emphasis on sustainability has either remained consistent or increased by nearly two-thirds, or 65 per cent, of businesses in Malaysia in the first-half of last year.

While this is an encouraging progress, it's time to do more. Corporations need to look into sustainability as



Businesses have the opportunity to lead in climate action, where they can apply technology to create efficiencies and grow their market share sustainably.

a key area of their operations.

Action on energy usage is critical for Malaysia to achieve global climate goals by 2030, and also its own sustainable development goals in the 11th and 12th Malaysia Plans.

The right chemistry for sustainable growth

ARKEMA is a recognised brand thanks to its unique positioning, cutting-edge innovation, commitment to sustainability and corporate social responsibility (CSR).

The group specialises in specialty materials, with a presence across 55 countries. It generated a global revenue of around €8 billion last year.

Its dynamic development in the chemical industry began more than 15 years ago.

Arkema has invested more than €200 million in the construction of a plant in Kerteh, Terengganu, to produce major sulphur intermediate products for the animal feed, food supplement, agrochemical and petrochemical industries.

The Kerteh plant began operating in 2015, and doubled its capacity

last year to cater to rising demand.

Here, Arkema works in collaboration with the CJ group to produce bio-methionine using the world's first innovative bio-based industrial amino acid production process.

The sustainability and high efficacy of this process significantly contribute to the reduction of carbon footprint in the animal feed and poultry industries.

Another category of Arkema's product range is its coating resins. Its Malaysian coating resins business, established in 1991, includes a manufacturing plant in Pasir Gudang, Johor, with an annual capacity of up to 40,000 metric tonnes.

The group has also made its Malaysian office the technical and marketing centre for coating resins in the Asia-Pacific region. The business offers an extensive product range of coatings,



Arkema's products are used in the manufacture of decorative paints, marine and coil protective coatings, and industrial wood and vehicle finishes.

adhesives, inks and construction materials for markets in Southeast Asia.

These products are used in the manufacture of decorative paints, marine and coil protective coatings, and industrial wood and vehicle finishes.

In addition, more than 100 researchers in 10 technical centres worldwide work directly with coating resins customers to provide customised, innovative solutions based on sustainable technology.

Such global coverage makes Arkema the right partner for both international and local paint and coating producers.

The Malaysian Bostik business, which joined the Arkema group in 2015, operates a manufacturing facility in Seremban, Negeri Sembilan.

The Bostik plant houses a number of manufacturing assets, including

powder and hot melt production facilities, water-based production facilities and cartridge packaging facilities, to serve the construction, consumer goods and adhesives markets in Southeast Asia.

Arkema regularly organises CSR programmes in Malaysia. These include activities to promote environmental awareness, educational talks in schools and local communities, and donations to orphanages in Seremban, Johor Baru, Paka and Kerteh.

Arkema is committed to nurturing talent in Malaysia by being a responsible manufacturer and providing employment and training opportunities, besides promoting health, safety and diversity while aiming for inclusive and sustainable growth.



Alliance Française, an opportunity to learn French and enjoy the culture

With more than 3,000 students attending its Malaysian centres annually, Alliance Française is a distinctive language centre with a firm reputation.

ALLIANCE Française is a unique association supported by the French government. Founded in Paris in 1884, it is a non-profit organisation which gives people around the world the opportunity to learn French and enjoy its culture.

This year, the association has received more than 500,000 enrolments spanning across its 832 centres worldwide.

Alliance Française has established a foothold in Malaysia since 1961. Alliance Française de Kuala Lumpur operates at two sites in Lorong Gur-

ney (main centre) and Bangsar, while In Penang, the Alliance Française de Penang is located in the centre of George Town.

With more than 3,000 students attending its Malaysian centres annually, Alliance Française is indeed a distinctive language centre with a firm reputation.

It is also an exceptional social and cultural hub offering events throughout the year, with the aim of fostering exchanges between the French and Malaysian communities.

Since 2001, Le French Festival (organised by Alliance Française and the Embassy of France) has been an eagerly anticipated annual event.

A privileged platform for expression of French arts and a momentum for cultural exchanges, the festival showcases various fields like cinema, performing arts, visual arts and gastronomy — each featuring emerging and renowned French artistes.

This eclectic event has allowed Le French Festival to gather a wide audience of about 13,000 in 2019.

Unfortunately, the 19th edition of the festival last year had to be cancelled because of the pandemic, but the centre is looking forward to organising it again as soon as things return to normal.

In keeping with the new normal, classes are now conducted virtually,

and public events and festivals have to be postponed.

Despite the circumstances, the centre is still optimistic. It hopes to grow in terms of students and continue bringing a variety of French cultural activities to Malaysian communities in future.

For more info and upcoming events, visit: Alliance Française de Kuala Lumpur at www.alliance-francaise.org.my

FB: @AllianceFrancaiseKL

IG: @alliancefrancaisekl

Alliance Française de Penang

www.afpenang.com

FB: @AllianceFrancaisePenang

IG: @af_penang



CCI FRANCE MALAYSIA 30TH ANNIVERSARY



STMicroelectronics putting knowledge into practice

STMICROELECTRONICS set up its first plant in Malaysia in 1974 in the town of Muar, Johor.

As an integral part of ST's Back End Manufacturing & Technology (BEM&T) family, STMicroelectronics Muar (ST Muar) currently employs a workforce of more than 4,000, making it the largest private sector employer in town.

With more than 83,000 square meters of facilities built on a 5.3ha site, ST's assembly and test plant in Muar has an output of about five million units a day, with 70 per cent of its production comprising automotive products.

The ST Muar plant has received numerous awards over the years. They include the Prime Minister's Quality Award (1993), HR Development Award (2000), National Productivity Award (2001) and the Prime Minister's Hibiscus Award (2003), which is Malaysia's premier sustainability prize.

In 2018, ST Muar received two highly prestigious awards - the Pembangunan Sumber Manusia Berhad Award under the Large Employer Category (Manufacturing Sector) and the Innovation and Creativity Award.

The following year, it was awarded the Industry Excellence Award by the prime minister of Malaysia.

In an effort to boost knowledge transfer between the academia and industry, the STMicroelectronics Malaysia IoT Lab was officially launched in March 2018, in collaboration with Universiti Teknikal Malaysia Melaka (UTeM).

It provides about 400 students and lecturers with dedicated space to build, model, design and test their IoT projects.

ST has also launched many projects with local universities in areas of science, technology, engineering and math education and environmental sustainability.

It opened its first sales and marketing office in Penang in 1989

ST's assembly and test plant in Muar has an output of about five million units a day, with 70 per cent of its production comprising automotive products.



to better serve the company's electronics manufacturing customers in the Bayan Lepas Free Industrial Zone.

A second sales and marketing

office was opened in Petaling Jaya in 1991, and that office had been subsequently relocated to Kuala Lumpur in 2009. The two offices are currently staffed by 17 employees.

Saint-Gobain expanding regionally with new Johor plant

WITH a presence in Malaysia for more than 20 years, Saint-Gobain's new factory is its fifth industrial establishment in the country and the 28th in Southeast Asia.

Located on a 50,000 square metre site in Johor, the factory has been inaugurated on May 25 and will serve the company's Malaysian and Singaporean markets.

Gathering the best of its technologies and manufacturing processes, the new plant will allow manufacturing of a large range of mortars, waterproofing and construction chemicals.

Testament to the confidence

that investors have in Malaysia and the region, the latest expansion is a priority for Saint-Gobain in establishing a regional manufacturing hub to service Asean countries and beyond.

This new plant is also designed to produce 3D printing solutions to support their pioneer positioning in this new market segment. The capacity of the plant is scalable for future demands.

With the aim of reducing its carbon dioxide emission and achieving carbon neutrality by 2050, the new plant is designed to use natural gas as fuel.

The company is committed to con-



Saint-Gobain's new factory in Johor is proof of its long-term commitment to Malaysia and Southeast Asia.

tinually invest in projects relating to Industry 4.0, recycling, raw material and energy reduction to reach its desired goals.

Saint-Gobain Asia-Pacific senior vice-president and chief executive officer Javier Gimeno said the company's investment in Johor is proof of its long-term commitment to Malaysia and Southeast Asia.

"Indeed, we are convinced of the huge potential of development in these geographies, whose markets are increasingly driven by innovation,

technology, product performance and genuine respect of the environment.

"At Saint-Gobain we strive to excel in these fields so we can give our clients and final users the best value proposition," he said.

Malaysian Investment Development Authority chief executive officer Arham Abdul Rahman said the Covid-19 pandemic has highlighted the need to accelerate the adoption of digital technology in the manufacturing process.

"Given that research and innovation are at the heart of Saint-Gobain's strategy, we are excited to witness this latest undertaking here.

"We are confident that Saint-Gobain will further benefit from Malaysia's strategic location, comprehensive global trade agreements, competitive cost of doing business, multi-faceted talent pool, as well as business-friendly policies," said Arham.

Saint-Gobain designs, manufactures and distributes materials and solutions for the construction, mobility and healthcare industries.

Developed through a continuous innovation process, they can be found everywhere in our living places and daily life, providing wellbeing, performance and safety, while addressing the challenges of sustainable construction, resource efficiency and climate change.

To learn more about Saint-Gobain, visit www.saint-gobain.com.my

Get to know the French curriculum at LFKL

ALMOST 60 years ago, in 1962, the French School of Kuala Lumpur (LFKL) opened its first classroom to a handful of students in Malaysia.

Over the years, the number has increased significantly and today, the school brings together 640 students representing 55 different nationalities in two custom-built campuses in Segambut (HEVEA and LFKL).

The LFKL campus is undergoing a large-scale renovation. Students will soon enjoy modern lounge areas, new art and music classrooms, a refurbished library, a natural turf sport field and state-of-the-art science and technology labs. The campus also boasts a swimming pool, a gymnasium with climbing wall and an auditorium.



LFKL offers a multilingual education in a multicultural environment.

The new primary school campus called "Hevea" was opened in July last year. Its brand-new facilities include a swimming pool, a colourful playground, a spacious multi-purpose hall, a canteen, organic vegetable gardens and

napping rooms for small children.

Hevea welcomes non-French speaking pupils from 3 to 8 years old. It offers an early English programme and a French bridging programme designed to integrate international pupils. Once students have learned French, they can transition to middle school and high school at LFKL.

During their last year in preschool, non-French speaking children may benefit from extra French classes and in primary school, they will join the French bridging programme to learn French through fun educational activities. Primary school-

children may also enjoy between five and eight hours of classes in English per week.

LFKL offers a multilingual education in a multicultural environment from preschool to high school through various celebrations (Hari Raya, Chinese New Year and Deepavali), projects (national art competitions and school science presentations to Universiti Putra Malaysia researchers) and activities (letter exchange with Malaysian schools, batik painting and museum visits).

Malaysia's cultural richness is also introduced to students through the language classes offered by LFKL.

In secondary school, students have the opportunity to learn up to four additional languages (German, Spanish, Chinese and Bahasa Melayu), a great

exposure to the host country's linguistic diversity.

LFKL is well-known for its language certification and outstanding success results, with the school alumni enrolling in prestigious universities in Malaysia and around the globe.

The school is organising a Preschool Virtual Open Day on June 10 at 6pm. This is a great opportunity for families to discover Hevea and get to know more about the French curriculum open to international children.

Scan the QR Code to register now!

For more information visit www.lfkl.edu.my or email marketing@lfkl.edu.my

