



CSR INITIATIVES 2023-2024 REPORT



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PREFACE



Richard Fostier

President
CCI France Malaysia

As President and Managing Director of the Malaysian-French Chamber of Commerce & Industry Bhd (CCIFM), we are immensely proud to present our first-ever Corporate Social Responsibility (CSR) report, highlighting the meaningful work we have consistently pursued over the past two years. These efforts demonstrate our unwavering commitment to enhancing the dynamism and resilience of the Malaysian-French business community while fostering an environment where businesses, associations, and public organizations can thrive through mutual support and collaboration.

Since 2023, CCIFM has undertaken 28 CSR projects valued at RM304,250 directly benefiting local associations, public interest, companies & startups, and Malaysia's heritage & culture. Our contributions include financial donations, sponsorships, and the provision of services that strengthen our business community and drive growth.

We have embarked on this report to transparently showcase our activities, underscoring our efforts to foster growth and collaboration within the Malaysian-French business network. Sharing these initiatives with our community serves as both a reflection of our work and an inspiration for collective action.

By offering a wide array of services—from business advisory and networking to community engagement, sponsorship, and promotional assistance—we provide the resources necessary for sustainable development and positive economic, social, and societal impact. Our CSR activities embody our belief in the power of working together and our dedication to giving back to the community that supports us.

Through documenting and sharing our CSR efforts, we hope to strengthen the bonds that unite us. As we continue these initiatives, we remain committed to enhancing the vibrancy and resilience of the Malaysian-French business community.

Thank you for your continued support and partnership in these endeavors as we strive to make a meaningful difference together.



Michel Lozac'h

Managing Director
CCI France Malaysia

INTRODUCTION

The French Chamber of Commerce and Industry in Malaysia (CCIFM), established in 1991, is a non-profit organization at the heart of the Malaysian-French business ecosystem.

As an integral part of this vibrant community, we recognize the importance of supporting each other, we are deeply committed to our Corporate Social Responsibility (CSR) initiatives, aiming to foster a thriving and supportive Malaysian-French business community. CCIFM CSR efforts are designed to provide comprehensive support and resources to public organizations, associations, and businesses within this ecosystem.

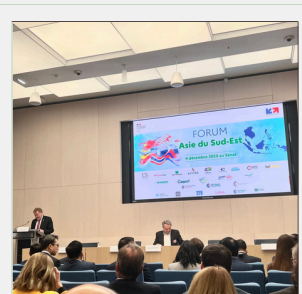
Our CSR activities encompass a wide range of support services, including business advisory, networking opportunities, market research, sponsoring community engagement and volunteering and promotional assistance. These services, which we classify as Corporate Social Responsibility (CSR) activities, reflect our commitment to fostering mutual support and collaboration within the Malaysian-French business community.

This report outlines the various CSR activities we have undertaken, highlighting our dedication to giving back to society and reinforcing the bonds within the Malaysian-French business network. It serves as both a reflection of our past efforts and a foundation for future CSR initiatives, as we continue to play a pivotal role in the development of the Malaysian-French business ecosystem and contribute to the broader goal of sustainable development.

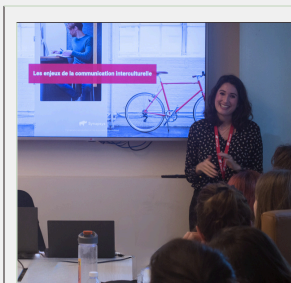
CCIFM CSR Initiatives ‘Empowering Communities, Inspiring Changes’



Serge Jardin, invited for 'French Memories of Malaysia' book launching during CCIFM Networking Kickoff



South-East Asia Forum at the Senate in Paris organised by Business France



Students from Paris la Sorbonne receiving a presentation from Agathe Albert, Synapsys Digital Malaysia



Penang Pétanque Tournament in Batu Ferringi in conjunction with Le French Festival 2024



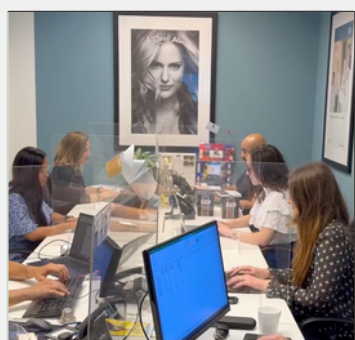
CCIFM double page on La Gazette Magazine published by Association Francophone de Malaisie.



Jibril Nemer receiving CCIFM prize (RM3,000) during Business France VIE Grand Prix

CCIFM ENTREPRENEURS & STARTUPS PACKAGE

CCI France Malaysia has launched in 2018 a dedicated support program aimed at empowering entrepreneurs and start-ups within the Malaysian-French business community. This initiative offers the access to CCIFM Entrepreneur Package which includes a special discount of 15% on all business center services and 30% discount on membership fees and exemption of entrance fees in their first 3 years of incorporation in Malaysia.



Entrepreneurs and tenants of CCI France Malaysia Business Center in KL Sentral co-working space

The purpose of this program is to alleviate some of the financial burdens faced by new businesses during their crucial early stages. By providing discounted access to our business support services, we aim to help these start-ups and entrepreneurs establish a solid foundation for sustainable growth and long-term success.

The goal of this initiative is to foster innovation, encourage entrepreneurship, and contribute to the vibrancy of the Malaysian-French business ecosystem.

By supporting the next generation of business leaders, we hope to strengthen the community as a whole, ensuring that new ventures have the best possible start and are well-equipped to thrive in a competitive market.

In 2023, as part of our agreement with La French Tech Malaysia (FTM), this package has been extended to their members.

Since its launch, 18 companies have benefited from discounted rates worth RM260,787 broken down as follows: RM231,382 on business services and RM29,405 on membership fees.



CCIFM and FTM members coming together to mark the signing of the partnership agreement at La Résidence de France.



Session of Morning Talk at CCIFM Business Center in KL Sentral.

CCIFM LONG-TERM CSR PROGRAMS



CCIFM ENTREPRENEUR PACKAGE

From 2018

This initiative offers the access to CCIFM Entrepreneur Package, a special discount of 15% on all business center services, 30% discount on membership fees and exemption of entrance fees in the first 3 years of their incorporation.

- Since 2023, 13 companies have been benefiting from the package totalling a discount valued at RM90,850

PROGRAM TEAM FRANCE EXPORT (TFE)

From 2019

As part of our referencing with TFE, we offer a 15% discount on our business services to French companies using the TFE channel for their internationalization. By strengthening our collaboration with TFE, we are committed to supporting companies in their international development while fostering sustainable business relationships.

AGREEMENT LA FRENCH TECH & CCIFM

From 2023

This agreement, signed during an official ceremony at the French Residence, establishes a framework of cooperation that allows the community to benefit from business support in the development of their activities. The aim is to strengthen collaboration between the two organizations to support the FTM community and includes:

- FOC access to CCIFM administrative services (use of CCIFM bank accounts since 2023)
- Exchange of visibility for events

Both are valued at RM11,250

SOLUTIONS TEAM FRANCE EXPORT MALAISIE

The 4 categories CCIFM is endorsed:

- Law and taxation
- Administration - subsidiary management
- Hosting & Business Center (including VIE) and associated services
- Long-term commercial representation



2023 CCIFM CSR INITIATIVES



IRASEC - L'ASIE DU SUD-EST 2023

March

Each year, the “Institut de Recherche sur l’Asie du Sud-Est Contemporaine” (IRASEC) conducts an annual study of Southeast Asia which is published as a book that provides a summary and detailed analysis of the main political, economic & social events.

- CCIFM contributed RM5,800 to the publication of the books and in return received 200 copies



JOHOR FLOOD RELIEF FUND

March

During the massive flood which 26,000 people in Johor were evacuated, CCIFM has collected from Members RM2,850 in addition to CCIFM contribution. The fund was donated to Tabung Bencana Negeri Johor totalling RM8,000.

- CCIFM donated RM5,150



ALLIANCE FRANÇAISE KL - LE FRENCH FESTIVAL

June

The 21st edition of Le French Festival is back from 25 May - 25 June, celebrating the best of French culture with movies.

- CCIFM donated RM4,700

2023

CCIFM CSR INITIATIVES



DELEGATION FROM UNIVERSITÉ SORBONNE NOUVELLE - PARIS 3

July

18 communication students from Université Sorbonne Nouvelle came to Malaysia for an educational trip. CCIFM hosted them and presented the Chamber's services with a focus on multicultural corporate communication. Synapsys, AFM, EY, and FTM shared their best practices in the field.

- Organisation of a full day program valued at RM2,000



AFKL - BASTILLE DAY

July

Each year, Alliance Française and the Embassy of France organise the Bastille Day that gathers the Malaysian-French ecosystem.

- CCIFM donated RM5,000 to Alliance Française for the organisation of the Bastille Day celebration that happened on Sunday 16th July.



ASSOCIATION FRANCOPHONE DE MALAISIE (AFM) - LA GAZETTE

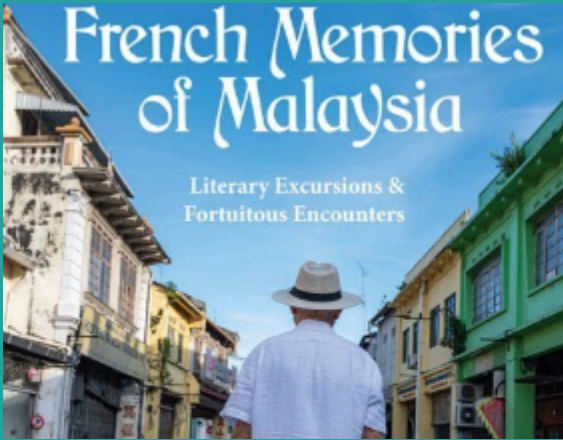
September

La Gazette announces and reports on events organized by the association, as well as other local Francophone initiatives (other associations, institutions, or private initiatives).

- CCIFM contributed RM3,000 in exchange of 3 page ads

2023

CCIFM CSR INITIATIVES



FRENCH MEMORIES OF MALAYSIA BY SERGE JARDIN

Octobre

The publication of this book was 100% financed by CCIFM worth of RM151,600. French Memories adds wonderful texture to Malaysia's rich cultural history, making it a worthy read for anyone interested in discovering the world as it once was: a frontier of excitement, waiting to be explored.

- 80 copies, valued at RM17,600 were given as gift/souvenir to French and Malaysian VIP guests in 2023 & 2024



LA FRENCH TECH BUSINESS MATCHING

October

Partnered with FTM for their first event gathering the French tech startups - large corporations is the best expression of what La French Tech is about: a collective initiative to foster France as a tech nation, in France and abroad.

CCIFM's role was to bring in the large companies members to match them with FTM startups.

- Valued at RM4,000



CCIFM EXCELLENCE AWARD - CSR

November

ST Microelectronics has been awarded the CCIFM Excellence Award that aims to honor individuals, companies, and organizations that have demonstrated exceptional excellence and innovation in their respective fields, contributing to the growth and prosperity of the Franco-Malaysian business relation.

2023

CCIFM CSR INITIATIVES

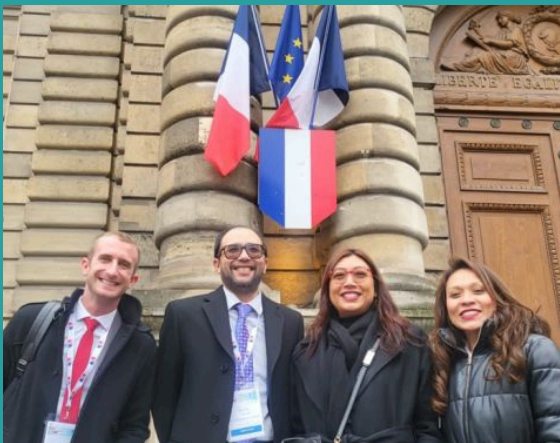


GLOBAL CENSUS ON FRENCH BUSINESS PRESENCE IN MALAYSIA

November

The survey gathers valuable insights into the landscape of French businesses operating in Malaysia providing comprehensive data to submit to Malaysia authorities on the French business ecosystem.

- CCIFM fully sponsored the direct cost of RM20,000 and the manpower estimated at 2,000 hours of work FOC valued at RM60,000



BUSINESS FRANCE - FORUM ASIE DU SUD EST

December

With the aim of promoting Southeast Asia, Business France organized the Southeast Asia Forum in partnership with the French Senate which highlighted the dynamism of outward-looking economies and those undergoing accelerated development. As an assigned TFE Partner by Business France, we had the opportunity to sponsor the event.

- CCIFM contributed RM7,500 (€1,500) for visibility, participation in B2B meetings, and the invitation of MIDA, MATRADE Paris and the Embassy of Malaysia in France.



SIMPLIFY YOUR EXPANSION IN ASIA-PACIFIC

The CCI France Malaysia offers you a **full range of practical services** to help you set up and run your business in Malaysia: business meetings organisation, setting up a legal structure, physical hosting & virtual domiciliation in CCIFM Business Centers, recruitment, visa applications, translations and administrative & tax support.



2024 CCIFM CSR INITIATIVES



SOLAR IMPULSE FOUNDATION

April to May

CCI France International organised a four-week event that promotes physical activity while raising funds for CSR causes

- Donated RM1,200 to Solar Impulse Foundation
- Distributed between RM30 to RM100 Decathlon vouchers to all CCIFM staff according to their ranking for the participation, a total value of RM1,000



IRASEC - L'ASIE DU SUD-EST 2024

March

Each year, the "Institut de Recherche sur l'Asie du Sud-Est Contemporaine" (IRASEC) conducts an annual study of Southeast Asia which is published as a book that provides a summary and detailed analysis of the main political, economic & social events.

- Contributed RM5,100 to the publication of the books in return received 200 copies



AFM - FESTIVAL DES AUTEURS FRANCOPHONES

March

CCIFM is proud to have supported and participated in Malaysia's first-ever edition of the "Festival des Auteurs Francophones" organised by the Association Francophone de Malaisie. The event gathered over 800 participants including 24 authors, from all over the world and sold more than 2,000 books.

- Donated RM1,500 in exchange for a booth where CCIFM activities were promoted alongside the Book 'French Memories of Malaysia' by Serge Jardin

2024

CCIFM CSR INITIATIVES



WAYANG KULIT

April

An initiative by the French Museum Volunteer Guides, spearheaded by Marie Le Heron & Young-Jou Quelen. The event fostered an appreciation for each other's cultures, highlighting the importance of cultural exchange in building strong relationships.

- Contributed RM1,000 in return for exposure and tickets that were distributed to CCIFM Business Center tenants



THE SEACLEANERS ASSOCIATION

Ongoing

CCIFM is organising meetings and introducing relevant partners and stakeholders in Sabah as the association which is taking action against the plastic pollution of the seas aims to deploy a boat in the region to clean the coast.

Sea Cleaners is a non-profit organization with action against the plastic pollution of the seas.

- Valued at RM10,000



THE LOST FOOD PROJECT

May

The Lost Food Project is Malaysia's leading sustainability-led foodbank, rescuing quality, nutritious surplus food.

A partnership is being finalised and execution of the deliverables will be done from Q3-Q4:

- Morning Talk slot & visibility to CCIFM Network
- Potential realisation of CSR day within their organisation
- Valued at RM 6,500

2024

CCIFM CSR INITIATIVES



ALLIANCE FRANÇAISE PENANG - PETANQUE TOURNAMENT

May

A joint initiative by CCIFM and Alliance Francaise Penang to build the French business community in the Northern Region.

- CCIFM contributed RM2,000 for the organisation of the event



ALLIANCE FRANÇAISE PENANG: BUSINESS SERVICE

June

CCIFM assisted and partly sponsored Alliance Francaise Penang to get 3 employment passes for the Director and 2 teachers.

- CCIFM provided an 80% discount to AFP on three visa applications with Talent Corp worth RM12,600



ALLIANCE FRANÇAISE PENANG - LE FRENCH FESTIVAL

June

CCIFM supported the 'Le French Festival' Penang Edition to support Alliance Francaise Penang by becoming a bronze sponsor.

- CCIFM contributed of RM5,000 in return for visibility

2024

CCIFM CSR INITIATIVES

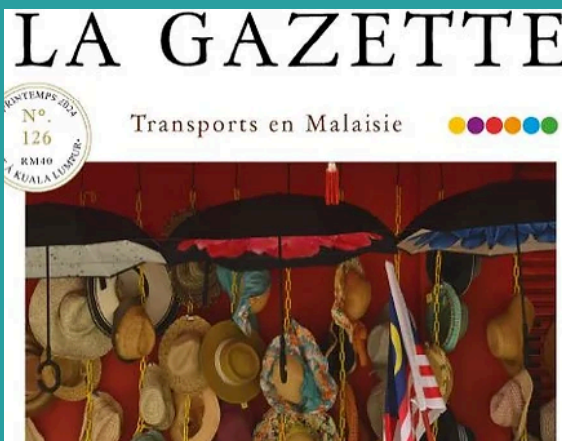


YAYASAN TUNKU NAQUIYUDDIN - ABBA ABBORN CHARITY SHOW

June

Proceeds from the concert were channelled towards Yayasan Tunku Naquiyuddin (YTN), a charitable foundation that provides assistance to young students from poor families.

- CCIFM contributed RM 15,000 in return for exposure and VIP tickets for the event
- 30 VIP tickets were distributed to major clients & partners of CCIFM



ASSOCIATION FRANCOPHONE DE MALAISIE (AFM) - LA GAZETTE

September

La Gazette announces and reports on events organized by the association, as well as other local Francophone initiatives (other associations, institutions, or private initiatives).

- CCIFM contributed RM3,000 in exchange of 3 page ads



WOMAN IN TECH APAC SUMMIT & AWARD

October

The Women in Tech® Global movement is organizing its third edition of the WIT APAC Summit and Awards that include workshops, high level peer-to-peer sessions and hard-problem solving, panel discussions, Oxford style debate and the Awards Gala dinner. CCIFM is a partner of the event.

- CCIFM promoted and shared the event towards the Malaysian-French Business Community
- Valued at RM500

2024

CCIFM CSR INITIATIVES



BUSINESS FRANCE - GRAND PRIX V.I.E

November - During Malaysia-France Gala Night 2024

CCIFM is a partner of Business France Malaysia for the Grand Prix V.I.E Malaysia 2024. This event aims to reward the best candidates who most effectively highlight the V.I.E/V.I.A through a “reel” showcasing creativity to promote international volunteering, Malaysia and the company project.

- CCIFM donated RM3,000 to be given to the 3rd prize winner



CCIFM EXCELLENCE AWARD - CSR

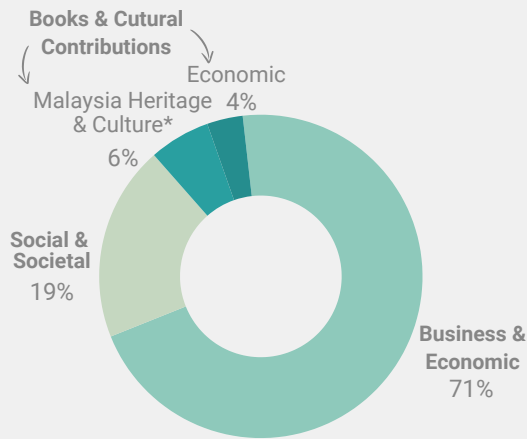
November

Every year CCIFM organises its Excellence Awards that aims to honor individuals, companies, and organizations that have demonstrated exceptional excellence and innovation in their respective fields, contributing to the growth and prosperity of the Franco-Malaysian business relation.

- The CSR category winner will be announced on 4th November during the Malaysia-France Gala Night 2024

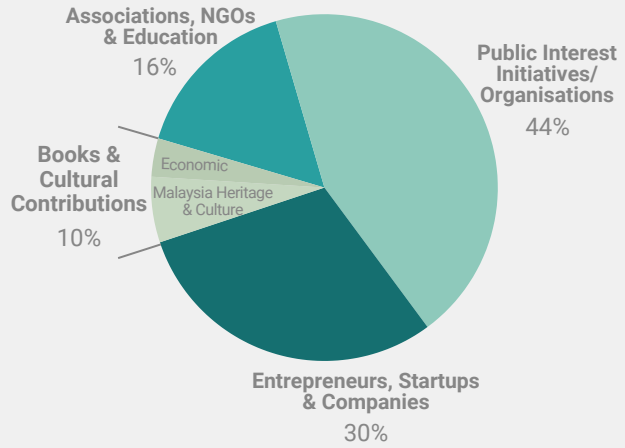
IMPACT & CONTRIBUTIONS:

Visualizing CCIFM's Commitment to CSR Initiatives



* Cash advance worth RM151,600 for the publication of French Memories of Malaysia by Serge Jardin not included

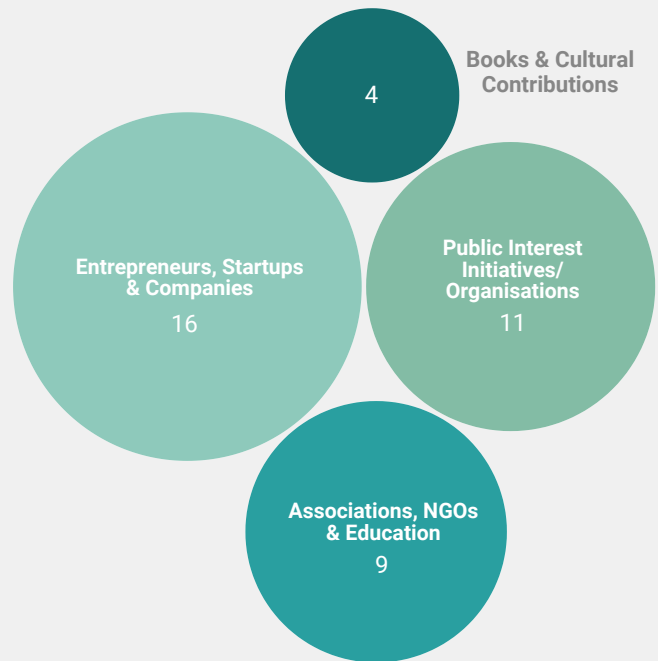
Distribution of CCIFM CSR Contributions by Initiative Types



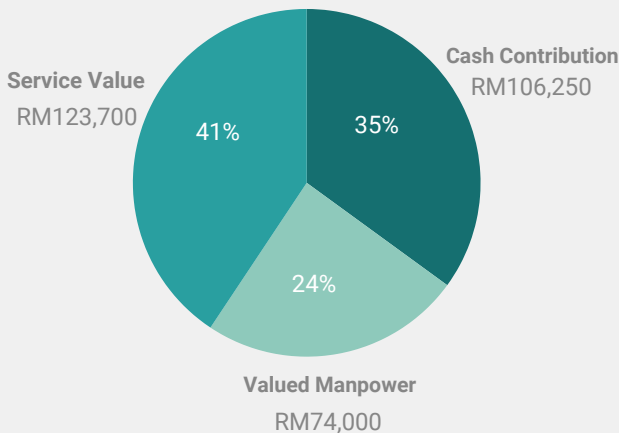
Distribution of CCIFM CSR Contributions across Beneficiary Groups



Number of CCIFM CSR projects by Initiative Types



Number of CCIFM CSR Contribution across Beneficiary Groups



Breakdown of CCIFM CSR Contribution Types

TESTIMONIALS

"We at The SeaCleaners would like to express our deepest gratitude to the CCIFM for your invaluable support in helping us establish crucial connections on the ground. Your assistance has been instrumental in advancing our upcoming project of launching a waste-collection vessel in Malaysia.

Thanks to your efforts, we are confident that our mission to combat marine pollution will make significant strides in this region. We look forward to continued collaboration and are eager to contribute to a cleaner and more sustainable environment together."

The Seacleaners Swiss Association



Benoit De Torcy
GENERAL MANAGER



Paul De Oliveira
COUNTRY DIRECTOR

"Business France Malaysia greatly values our long-standing collaboration with CCIFM, which has been instrumental in the success of our V.I.E missions. Their unwavering support, including the generous sponsorship of the V.I.E Grand Prix for several years, has significantly contributed to fostering young talents and strengthening French business presence in Malaysia."

Business France Malaisie

"Alliance Française de Penang is profoundly grateful for the unwavering support provided by CCIFM. Their sponsorship and expert assistance with visa matters have been vital in advancing our mission and deepening our connection with the community. We are truly thankful for their dedication and partnership, which have significantly enriched our organization's impact."

Alliance Française Penang



Michel Gonçaves
EXECUTIVE DIRECTOR



Thibault Odent
FOUNDER

"Since day one, I am very grateful for the support I have received from CCIFM through the Entrepreneur Package. The discounted services have been invaluable in helping me establish and grow my business in Malaysia. Their commitment to nurturing startups like mine has made a significant difference in our early stages of development. I highly recommend any entrepreneur to go through MFCCI"

Maison Coval Wines & Spirits Sdn Bhd

"I am deeply thankful to CCIFM for their patronage in bringing French Memories of Malaysia to life. Their generous participation made this enterprise possible.

Their dedication to promoting culture and preserving Malaysia's rich heritage is invaluable, and I am honoured to have received their support to undertake this project."

French Memories of Malaysia



Serge Jardin
AUTHOR

Acknowledgments



The CCIFM CSR Report, published biennially, highlights our continuous commitment to fostering a vibrant Malaysian-French business community. It showcases impactful initiatives across diverse groups, reflecting our dedication to mutual support, sustainable development, and strengthening bonds within the community.

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Patron Members

CCI France Malaysia extends its deepest gratitude to our Patron Members for their support and commitment. Your contributions have been instrumental in driving our mission to foster a dynamic and resilient Malaysian-French business community.





Share with us your best CSR practices & initiatives through CCIFM channels

E-mailing campaign · Newsletter · Website
Social Media · Publication



“
*Empowering Communities,
Inspiring Changes*
”

Seek for CCIFM support
Let us know if you have initiatives requiring our support or call for projects we may share.

 csr@mfcc.com