

World's largest solar trade fair in Munich

By Kenny Loh

The Malaysian German Chamber of Commerce and Industry (MGCC) and Aussenhandelskammer (AHK) is leading a delegation of local independent power producers to Intersolar Europe – the world's largest solar trade fair to be held in Munich, Germany, from June 8 to 16.

MGCC general manager Thomas Brandt said Malaysian companies providing green solutions, including clean energy producers, should not miss this event as they can take advantage of this rare opportunity to exchange know-how on photovoltaic (PV) and solar thermal energy harvesting technologies with some of the world's biggest producers.

"With more than 1,800 exhibitors already signed up for the event, this year's Intersolar Europe has surpassed last year's 1,400 exhibitors and we expect to attract visitors from over 145 countries," said Brandt at a press briefing last week.

"Companies and independent power producers looking to get insights into advances made in harnessing solar power such as PV and thermal energy, must attend this trade fair."

Brandt said the delegation to Munich is in line with the Malaysian government's initiatives to turn the green industry into the catalyst for national growth in the future.

"The government's move to position green technology as a new growth engine has set the rhythm for the industry ... such as introducing the Feed-in-Tariffs (FIT) by next year as well as having a new rating tool for new and existing buildings in the Green Building Index," he said.

Compared to other nations in the region, Brandt said Malaysia has been fairly quick to latch on to the idea of going green, judging by the government's willingness in introducing policies conducive to its growth.

However, he said sustainable practices can still benefit from even stronger legislations and perhaps a renewable energy act needs to be drafted to speed things up and encourage the private sector to invest



in green technologies.

"Malaysia does not need to be in the situation Germany was years ago, when resources like coal were used up and we were forced to rely on sustainable solutions."

"We can help pass on the knowledge and that is one of the main objectives of the delegation in the solar trade fair," Brandt said.

He added that with strong legislation, Germany only took a few short years to reap the benefits of the technology.

He said about 300,000 "green" jobs were created subsequently over the last 10 years and the industry is now moving ahead with newer technological ideas.

While significant advances have been made in harnessing energy from the sun, Brandt said energy today can be harnessed from the ocean as well, by using large sophisticated rotating turbines in the ocean's depth.

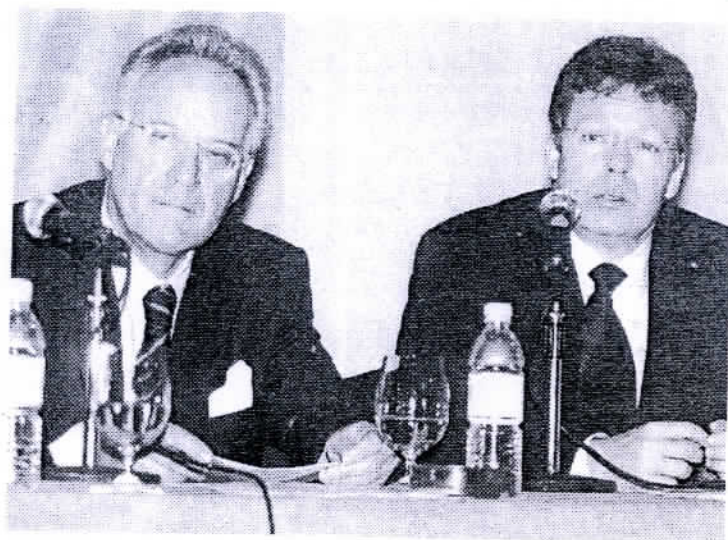
"Putting a device into the sea was once considered a crazy idea in Germany, but today the technology is being commercialised," said Brandt.

He said the Malaysian delegation to Munich will also make a learning excursion to Freiburg, one of the greenest towns in Germany – where cars are outlawed, plastic toys are forbidden and almost everyone cycles or uses city trams to get around.

Meanwhile, The Ministry of Energy, Green Technology and Water announced that it will be giving a limited RM5,000 incentive to delegates who are interested in attending the Intersolar Europe trade show this year.

For more information, call Sherena Wong at 03-9235 1806 or email sherena.wong@malaysia.ahk.de or surf to <http://malaysia.ahk.de/>

德國商會看好礦業 大馬建築商機大



■Messe Munich International主席兼总执行长曼福列德（左），与马德工商总会（MCGG）总经理汤姆斯，联合推介博览会。

他表示，随著第9大马计划（9MP）将重心放在建筑业及基建设施上，各大工程的落实将为本地建筑业者带来各种商机与可能性，也因此促进本地建筑业的发展。

然而，他希望本地业者除了藉这次计划获利之外，也能够提升品质，以让我国建筑业能提升至世界水平。

價格水漲船高

此外，他也建议东南亚企业不应只局限于当地发展，他鼓励这些企业应尽量迈向国际。

另一方面，汤姆

斯指出，今年是矿业发展的最有利时机。他说，随著世界各国在这方面的需求量剧增，价格也水涨船高，因此在机械器材与科技方面的投资，也将增加。

该博览会将在明年4月23日于德国慕尼黑举行，为期7天。而主办方Messe Munich International也将率先于今年11月21日至24日在上海举行该博览会。当局预测到时可吸引来自32个国家大约900名的参展商，以及来自全球各地多达6万名参观者。

（吉隆坡2日讯）大马德国工商总会（MCGG）总经理汤姆斯今日指出，大马建筑工程及机械领域商机处处，该会鼓励东南亚企业走出本土之余，也指出目前矿业前景看俏。

汤姆斯是在今天07年慕尼黑国际建筑机械、建材设备及工程车辆博览会（BAUMA 2007）的推介礼上发表以上谈话。

美国日本成主要市场 家具业前景看俏

〔麻坡 16 日讯〕麻坡家具商会长廖赞丰表示，美国和日本已经成为我国木制家具的最主要出口市场，而我国也成为这 2 个国家最主要的家具生产国之一。

他说，德国在 1998 年的家具进口高达 42 亿马克，相当于我国的总出口量 42 亿零吉的 2 倍，因此，如果业者能够争取德国和其他欧洲成为我国家具业的第 3 大客户，相信该行业的前景将会是一片光明。

他是今日在该公会举办的“如何进军德国家具市场”的座谈会致词时做上述表示。该讲座会是由马来西亚德国工商协会副总经理汤姆斯、高级专案经理刘云燕以及黎明国际企业管理顾问有限公司经营顾问李明尧主讲。

“这项座谈会是为了配合该商会于今年 9 月 23 日（星期日）至 28 日（五）组团 7 前往德国家具生产重镇 Westfalia 的家具展之外，并特别安排拜访德国家具经商会。”

劝会员勿失良机

他说，德国家具经商公会将会为团员讲解当地的家具业现况、产品设计、市场消费趋势、进口产品资讯以及安排与进口商对话等等，他劝请会员们不要错过和德国进口商直接洽商的难得



送纪念品予主讲者李明尧（左）及汤姆斯、刘云燕（中）。

机会。

他指出，该考察团也将参观德国著名的家具厂 Fennel Lstd，团员们也可以趁该机会了解德国家具出产的品质要求、产品设计及制造技术等等，从而取人之长，补己之短。他说，根据报章刊载的最新全球国际统计数据，美国、日本及德国依然是全球消费家具最高首 3 个国家，占据全球家具消费市场超过 50 巴仙。

〔麻坡 16 日讯〕黎明国际企业管理顾问有限公司经营顾问李明尧表示，在家具业方面，最大的市场是欧洲，但是以德国的消费额最大。

他说，德国的消费额是占欧洲的 30%，英国其次，意大利排第三，不过在欧洲的最大家具出口国是意大利。他指出，家具业就有如爬山，在下坡时，就要知道如何应对另外一个上坡，经营者不是怕环境的问题，而是怕没有一定的方向。

他表示，欧洲的市场是非常大，约有 4 至 5 亿的人口，若要进入欧洲的市场就必须建立一个桥梁的关系，并成为一个好的经销商。

马来西亚德国工商协会副总经理汤姆斯也在该讲座会上说，该会目前拥超过 300 间的公司成为会员。

他说，该会的成立是向我国及该国的公司讲解德国、欧洲市场以及我国的市场状况，两国的消费状况，此外也安排该国的代表来我国进行考察。

他说，当进入国际市场时，不只要有一个很好的行销策略，也要有一个很好的管理方式。

占欧洲 30% 居首 德国消费额最大



李明尧（站者）正在主讲如何成功进军德国市场。坐者左起是廖赞丰、汤姆斯、刘云燕。