

Kuala Lumpur, January 11<sup>th</sup>, 2021

Dear Colleague,

Following a demanding year for us all, the board of the MBLBC has decided to take the organization and the services it can offer towards its members, to the next level.

The challenges foreign companies have faced over the past 12 months clearly demonstrated the need to work together in sharing information, ideas and solutions. In this regard also, more than ever before, the Belgo-Luxembourg business community in Malaysia benefited from such collaborative effort in approaching these challenges *“from a BelgoLux angle”*.

Having in mind this new reality, together with our active fellow board - members Andi, Jochen, Karl, Kevin, Pauline and Wouter, we have been evaluating the range of activities and services we can offer, as well as the membership packages that can make this a reality. Also a closer collaboration with other **BeLux chambers across Asia** has matured this discussion.

The Belgian community in Malaysia is small and does not benefit from trade-council offices like those that exist in Thailand, Singapore and Indonesia. Over the past many years, all support provided, and the numerous activities organized, have been based entirely on volunteer-work. The urgencies and challenges of the moment however, have demonstrated the need for a full-time paid colleague in our team. The search is on-going, and we hope to welcome new talent by March '21.

In order to under-write this scaled-up level of commitment towards our own business-community, and to firmly establish our organization as a full-fledged business chamber, we have also decided to change our name. Instead of MBLBC, what has always been a bit of a tongue-twister, you can now call us **“BeLuxCham - Malaysia”**. We have also received the full support from the Luxembourg Embassy in Bangkok, who committed to align their Malaysian activities with our calendar. In the past 12 months, **Eurocham** as well went through a major transformation. It has put itself on the map as the advocacy-body of choice for the European business community in Malaysia and has developed a wide range of events, policy-updates and networking-platforms, unrivaled to anything that existed in the past. Please take note that all corporate BeLuxCham members, will have access to this Eurocham activity calendar, **at a substantially discounted rate**.

Many thanks for the great support and many encouragements we have received for our transition and our ambition to take it up a notch. On behalf of everyone at BeLuxCham, we hope to work together with all of you more active than ever before and wish you a **Healthy and Happy 2021**.

Best regards,

A handwritten signature in black ink, appearing to be 'Daniel Pans', written in a cursive style.

**Daniel Pans**  
**President**