

**OFFICIAL LAUNCHING CEREMONY OF THE EU-ASIA BIOMASS BEST
PRACTICES AND BUSINESS PARTNERING CONFERENCE 2012**
9th December 2011 (Friday)
Putra World Trade Centre (PWTC), Kuala Lumpur

Welcoming Speech by **Y.Bhg. Tan Sri Datuk Dr. Ahmad Zaharudin Idrus**,
Chairman of Biomass-SP
(Deputised by **Y.Bhg. Dato' Leong Kin Mun**, Technical Advisor of Biomass-SP)

Salam 1 Malaysia and Good Morning to

- His Excellency Vincent Picket
Ambassador and Head of Delegation of the European Union to Malaysia

- His Excellency Svend Waever
Ambassador of the Royal Danish Embassy

- Her Excellency Andrea Wicke
Ambassador of the Austrian Embassy

- Dato' Dr. Mohd Nazlee Kamal
CEO of Malaysian Biotechnology Corporation

- Honorable guests, Ms Viktorija Kaidalova, Prof. Manager of the EU-Malaysia
Co-operation, Delegation of the EU to Malaysia, fellow EUM-BENP SMEs,
Members of the media, ladies and gentlemen,

First of all, I would like to apologise for Tan Sri as he needs to attend an urgent meeting at Putrajaya. I will read the speech on behalf of Tan Sri.

I am delighted to welcome all of you for this launching ceremony of the EU-Asia Biomass Best Practices and Business Partnering Conference 2012, knowing that each of you have set aside your precious time to be here today. More importantly I would like to extend my gratitude to the EU for supporting this initiative as well as the presence of H.E. Ambassador Vincent Picket to grace the ceremony this morning.

Ladies and gentleman,

Malaysia offers a real opportunity to expand and move up the value chain and compete in the biomass sector. Foreseeing that the green technology, biotechnology and biomass are creating innovation-based wealth opportunities worldwide, the EU-Malaysia Biomass Sustainable Production Initiative, or better known as Biomass-SP, a development cooperation project funded by the EU-SWITCH Asia Programme and jointly promoted by the Malaysian Industry-Government Group for High Technology (MIGHT), Association of Environment Consultants and Companies for Malaysia (AECCOM), European Biomass Industry Association (EUBIA) and Danish Technological Institute (DTI), came to the fore to organise this international conference.

Ladies and gentleman,

For Biomass-SP, year 2010 had seen a lot of effort in creating awareness among the biomass stakeholders. For example, a series of Awareness Road Show Seminars were hosted. Also early this year, we have selected 45 Malaysian biomass SMEs out of 140 applications to participate in the EU-Malaysia Biomass Entrepreneurs Nurturing Programme also known as EUM-BENP with the aim of providing environmental and business improvement coaching and training services to these SMEs. A series of capacity building programmes (CBPs) had also been carried out successfully.

I am proud to mention that while the 45 biomass SMEs were taken under the Biomass-SP wing, 9 SMEs are being supported to implement ISO 14001:2004 EMS with 29 others following suit. One of our SME is currently in the process of registering for Carbon Emission Reduction projects. We are also currently facilitating investors from the EU to invest in biomass power plants. We have also successfully facilitated 2 biomass start-up SMEs for biomass commercialisation.

In fact, we do welcome qualified Malaysian biomass SMEs who are interested to send in their application to join us under the EUM-BENP umbrella.

Planning for the future, we will organise the EU-Asia Biomass Best Practices and Business Partnering Conference from 7 to 10 of May 2012. The event includes International Conference, Business Partnering Seminar, Business Match-Making Events and Exhibitions, which I trust will provide strategic opportunities for Malaysian biomass companies to explore potential business and environmental collaboration on biomass development projects with the EU.

This multi-event combination will put you in touch with various biomass stakeholders from the total supply chain. It is also necessary to note that the Conference sessions will be covering the entire spectrum of issues, business models, technologies, case studies, and best practices available within the biomass industry, pillared on the objective of achieving sustainable consumption and production, which is also the key objective of the EU-Switch Asia Programme.

Ladies and Gentleman,

Malaysia through the Malaysian Innovation Agency, in collaboration with BiotechCorp and Malaysian Industry-Government Group for High Technology (MIGHT), has been dedicated in championing our National Biomass Strategy 2020 which has the prospect of generating RM30 billion new income for Malaysia by 2020.

We know that countries and businesses today are working to achieve sustainable development and contribute towards climate change mitigation. Malaysia having the abundance of biomass resources will certainly give the biomass industry an upper hand of being the new avenue of economic development. It is my hope that the Biomass-SP project facilitates not only in contributing to the global climate change mitigation effort of promoting renewable energy and resources, but also turning biomass into high value products i.e in 4 directions; bioenergy, eco- and agricultural products as well as bio-chemicals. Biomass-SP is in contact with many EU investors, buyers and traders for these biomass products offered by Malaysia.

I sincerely hope that Malaysian biomass stakeholders, including SMEs, major biomass owners for example plantation owners, palm oil mills, sawmills and rice mills; investors, government officers, financial institutions, research institutions and universities will benefit from our upcoming EU-funded conference. Before I end, once again I would like to thank all the attendees and Ambassador Vincent Picket for your support this morning. It is a pleasure to see so many of you here, with more than 350 attendance today, showing interest to participate in the business partnering conference next year.

Thank you very much.