

UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT (COE)

January 2016

Executive Statement:

DTMG'S COMMITMENT TO THE UN GLOBAL COMPACT

The German-Malaysian Society (Deutsch-Malaysische Gesellschaft e.V. = DtMG) was founded in 1992 by employees of German companies and institutions who had lived and worked in Malaysia.

DtMG believes that sustainable successful cooperation between businesses starts with transparent communication and action based on values, responsibility and integrity. Such ethics and values driven by responsible action will lead to mutual understanding and trust among the people. For this reason, the mission of DtMG e.V. is to promote communication and mutual cultural understanding between Malaysia in ASEAN and Germany in the EU, in business, politics, science, education, and culture, by means of seminars, briefings, exhibitions and networking activities.

One of our flagship activities is our "DtMG Award for Outstanding Contributions to Increasing Mutual Cultural Understanding between Germany and Malaysia". By 2015, we had 10 Award recipients who work in academia, business, culture and the media. They were chosen with regard to their outstanding contributions in their particular fields of expertise. Our Award recipients come from all walks of life who both individually and as Alumni in our Alumni Circle reflect and stand for our conviction of the importance of each person's responsibility and action benefitting society: each one of our Award recipients "walks the talk" in his or her professional environment. They demonstrate DtMG's commitment to responsibility, integrity, environmental protection, human rights, sustainability, and intercultural respect and understanding.

Our DtMG principles are synergizing with the principles of the UN Global Compact which is why we decided to raise our efforts to a new level and become a global UN GC member. Through our continuous participation in the UN Global Compact we strive to intensify our efforts for equality, mutual cultural understanding, responsibility, sustainability, transparency and integrity in joint projects and partnerships for the benefit of all stakeholders in business and society.



Dato' Dr. Achim Deja
President DtMG e.V.

DTMG'S MAJOR ENGAGEMENT ACTIVITIES 2013 - 2015

In our first Communication on Engagement (CoE), we will cover the major events of 2013 to 2015 which aimed to engage and inform professionals and citizens in Germany and Malaysia and trigger responsible corporate action guided by the ethical UN GC principles DtMG stands for. In 2013, this was emphasized by our 10th DtMG Award event. In 2014 and 2015, DtMG participated in global UN GC events and fostered intercultural corporate and civil society partnership activities with a focus on the development of bioeconomy.

09/2013 DTMG PARTICIPATES IN UN GC LEADERS' SUMMIT 2013

DtMG Board Member, Dr Martina Timmermann, represented DtMG at the UN GC Leaders Summit in New York from 19 – 20 September. The Leaders Summit 2013 was entitled: *Architects of a Better World* and assembled chief executives with leaders from civil society, Government and the United Nations to unveil a new global architecture for corporate sustainability.

11/2013 DTMG AWARD FOR OUTSTANDING CONTRIBUTIONS TO INCREASING MUTUAL CULTURAL UNDERSTANDING BETWEEN GERMANY AND MALAYSIA

In November 2013, DtMG dedicated the 10th DtMG Award in ten years as DtMG Award for a lifetime achievement to the Chairman of Nordmann Holding GmbH and Honorary Consul General in Hamburg, Datuk Edgar E. Nordmann. Datuk Nordmann has been serving as a businessman and as the Malaysian Honorary Consul General in Hamburg for over 25 years. He has been a role model for our cause, served as one of DtMG's founding fathers and has been a staunch supporter of DtMG since.

RESULTS:

- The Award Ceremony was hosted by the Malaysian Ambassador in the Malaysian Embassy in Berlin. More than 120 representatives from Germany and Malaysia, from business, civil society, ministries, media and associations participated.
- A photo-exhibition by our Board member and artist, Marita Sayn-Nikitaridis, offered unique impressions of people's lives in Malaysia and contributed to the success of the event.
- The Malaysian news agency Bernama covered the event.
- For the first time, a [DtMG Award Magazine](#) was published presenting the history and mission of DtMG, the Award Program 2013, the bios of participants of the event and of the distinguished members of the DtMG Award Alumni Circle. The magazine was conceptualized, written, translated and edited by our members and supporters: Editor-in-chief / author: Dr. Martina Timmermann; co-authors: Jana Hassel and Kati Häfner; photographs: Marita Sayn-Nikitaridis; Layout: Marcel Rothenburg Graphic Design.

PARTNERS:

Behn Meyer, Giesecke & Devrient, TIMA International GmbH, Hassel Lawyers Berlin, NRC Nordmann Rassmann, Marcel Rothenburg Graphic Design, Weidl & Company, Invest Penang, CLIB 2021, XPRESS, Malaysian Embassy in Berlin, MIDA, MATRADE, Malaysia Tourist Organization, Malaysian German Chamber of Commerce (MGCC), AHK, German Asia-Pacific Business Association (OAV), BMBF, BMWi, Foreign Office (AA).

2014 DTMG E.V. FOSTERS GERMAN – MALAYSIAN PARTNERSHIP ON BIOTECHNOLOGY

When Malaysian Prime Minister Dato' Sri Haji Mohammad Najib bin Tun Haji Abdul Razak called DtMG President Dato' Dr Achim Deja into his International Advisory Council on Biotechnology, DtMG got the opportunity to extend its activities and advance into this new and timely thematic area. Subsequently, DtMG has become a driver for open and innovative exchange among professionals from the academic, business and political sector who are working on the development of sustainable bio-economies in Malaysia / ASEAN and Germany / EU.

BiotechCorp and DECHEMA started negotiations for a more institutionalized partnership which aims at jointly fostering cooperation on bio-economy development between business and research communities in Malaysia / ASEAN and Germany / EU. Throughout such process, DtMG served as councilor on all matters related to mutual cultural understanding and thereby supported the successful start of the DECHEMA - BiotechCorp partnership.

RESULTS:

- In May 2014, DtMG initiated, co-organized and supported a networking session on biotechnology between Malaysian agencies, BiotechCorporation Malaysia, German research organizations, like the Fraunhofer Institute, and the German Society for Chemical Engineering and Biotechnology (DECHEMA) e.V. at the Embassy of Malaysia.
- Included was also a Czech company which had become a member of the DtMG particularly underlining the successful EU outreach of DtMG.
- The partnership between DECHEMA and BiotechCorp was signed early 2015.
- DtMG's successful support efforts led to another step of institutionalization, a partnership between DECHEMA e.V. and DtMG e.V. signed in mid-2015. (see: 2015)

PARTNERS / SUPPORTERS:

Malaysian Embassy in Berlin, Malaysian Ministry of Science and Technology (MOSTI), BiotechCorp Malaysia, Malaysian Investment and Development Agency (MIDA), DECHEMA e.V., VBU, Fraunhofer Institute, Logis corporation (CZ), Malaysian German Chamber of Commerce (MGCC), Asia-Pacific Business Association (OAV), BMBF, BMWi, German Foreign Office (AA)

**09/2014 DTMG PRESIDENT PARTICIPATES IN UN PRIVATE
SECTOR FORUM AT THE UN CLIMATE SUMMIT 2014**

In September 2014, DtMG was represented at the UN GC Private Sector Forum by DtMG President Dato' Dr Deja who had been invited as CEO of his company and UN GC member TIMA GmbH.

**04/2015 DTMG MEMBERS VISIT ART EXHIBITION THAT EMPHASIZES
THE PROSPERITY OF FRIENDSHIP IN EQUALITY**

In April 2015, DtMG invited to a cultural event: the art exhibition "Franz Marc and August Macke – A friendship between two artists" at Lenbachhaus in Munich.

The exhibition underlined a dictum by famous Greek philosopher Aristotle that true friendship can only develop among equals. Marc and Macke, two famous German painters of the 20th century, came from similar social backgrounds and pursued similar goals. As regards their characters and personalities, however, they were genuinely different. Still, in spite (or because) of their differences and often resulting fundamental debates, they strongly inspired and supported each other. This is reflected by the fact that their most important and beautiful artworks came into being during their short (both fell during the First World War) but all the more intense four years of friendship.

Against such background, which promised much food for thought, our Board member, Dr. Bruno Weidl and company in Munich, invited all DtMG members to this spectacular and thought provoking exhibition.

RESULT:

- Ca. 20 Malaysian and German DtMG members from Munich, Nuremberg, Frankfurt, Stuttgart, Bonn, and Berlin as well as representatives from MIDA Frankfurt and Munich participated in this exceptional opportunity for inspiration, motivation and joint reflection on the advantages of differences and debates in friendship raising the potential for most creative and fruitful cooperation and production processes.

PARTNERS:

Weidl & Company; Lenbachhaus Munich

06/2015 DTMG E.V. AND DECHEMA E.V. SIGN PARTNERSHIP ON FOSTERING GERMAN – MALAYSIAN COLLABORATION IN THE FIELD OF BIOECONOMY DEVELOPMENT

In June 2015, at the international Fair of chemical products and biotechnology, the ACHEMA in Frankfurt a. M., DtMG e.V. and DECHEMA e.V. signed a MoU which started a corresponding partnership. Such partnership aims to make continuous beneficial use of DtMG's "soft factor" support for mutual cultural understanding and sustainable success in DECHEMA's activities with BiotechCorp. Such soft factors refer to DtMG's activities like hands-on networking and the application and propagation of the UN Global Compact principles.

The ceremony was supported by Consul General of Malaysia in Frankfurt who reminded the auditorium of the important role DtMG had played by initiating another pertinent partnership before: the partnership between DECHEMA and BiotechCorp Malaysia.

The international fair ACHEMA offered a perfect public platform for raising awareness on the added value of fostering partnerships in bio-economy between Malaysia and Germany, EU and AEC (ASEAN Economic Community) and the need for corporate action and responsibility guided by the UN Global Compact principles.

RESULTS:

- The event was covered by the Malaysian News Agency Bernama.
- The new partnership started the following day, with a DECHEMA webinar where MIDA and BiotechCorp Malaysia provided a profound overview of options for partnerships in bio-economy in Malaysia. DtMG introduced its mission and ethical foundation which includes its commitment to the UN GC principles and call for mutual cultural understanding and actions with respect, responsibility, integrity, and transparency for sustainable success.

PARTNERS:

DECHEMA e.V., ACHEMA, BMBF, BiotechCorp Malaysia, Malaysian Consul General in Frankfurt a. M., Malaysian Honorary Consul General in Hamburg, MIDA Frankfurt a. M.

10/2015 DTMG PARTICIPATES IN UN GC+15 EUROPE

13-14 October 2015, DtMG Board member and VP of UN GC member TIMA GmbH, Dr Martina Timmermann, participated in the UN GC+15 meeting in Berlin.

RESULT:

Within the programmatic frameworks of the conference, [Dr Timmermann](#) gave an impulse speech in the GIZ organized workshop [Business' Contributions to Women's Empowerment – Learning from Practice.](#)