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PRESS RELEASE

For Immediate Release

International Strategy Institute to connect Mercosur countries and the Asean region

KUALA LUMPUR: International Strategy Institute aims to foster economic cooperation and facilitate trade and investment between Mercosur and the ASEAN region.

ISI chairman C. Y. Cheah said, International Strategy Institute (ISI)'s mission is to serve as an essential connector, linking markets and fostering collaborations between the Mercosur Asean Chamber of Commerce (MACC) and the Asean region.

He added, "We are deeply committed to facilitating meaningful interactions, promoting trade and investment, and cultivating a vibrant ecosystem of business opportunities.

"By leveraging our extensive network and expertise, we aim to be the catalyst for transformative partnerships, driving economic growth and fostering sustainable development."

In conjunction with The Mercosur Asean Chamber of Commerce (MACC)'s visit to Malaysia, the International Strategy Institute organised a Meet & Mingle Networking Night cum welcoming dinner on May 22, 2023 at the Kuala Lumpur Golf & Country Club (KLGCC) to welcome 30 members of the trade mission and to foster trade relations with the local business community.

The event was also co-organised by Malaysia Muafakat One Belt One Road Association and Global Chinese International Chamber of Commerce.

The guest of honour, Malaysia External Trade Development Corporation (Matrade) CEO Datuk Mohd Mustafa Abdul Aziz said, "We should be aggressive in creating new contacts and establishing new friends with new emerging partners.

"We look forward to working closely with you all in the near future."

Matrade currently has six regional offices around Malaysia and 46 global offices.

Rodolfo Caffaro Kramer, Global President of the Mercosur-Asean Chamber Of Commerce, looks forward to forming a South-South (South America-Southeast Asia) relationship.

"We don't need to go through the United States or Europe, we can have a direct South-South connection because we have experience to share.

"And we have to learn a lot from you in terms of integration. We are looking at you because it is a good model of integration of what you have in ASEAN.

“We are convinced that you are the right partner for us and we want to convince you that we also are the right partner for you,” he said in his speech.

MERCOSUR is a South American trade bloc made up of four member countries: Argentina, Brazil, Paraguay, and Uruguay.

Since its creation, Mercosur’s main objective has been to promote a common space that generates business and investment opportunities through the competitive integration of national economies into the international market.

The trade mission to Malaysia, Thailand and the Philippines, consists of representatives from various business sectors such as premium dairy products, technology and digital products, cosmetics, veterinary and agricultural products, retail banking, and more.

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