

# UK CAMPAIGN IN 2007 IN MALAYSIA

*[Version of 06 November 2006]*

## **Introduction**

In 2007 Malaysia will celebrate the 50<sup>th</sup> anniversary of its independence (from the UK, the former colonial power). We plan to hold a public diplomacy campaign during the year to mark the anniversary and harness it in order to promote the UK's profile in Malaysia. The strapline for the campaign will be something on the lines of: **'The UK & Malaysia: the next fifty years'** (we may decide to go for a Bahasa version instead or as well as this). As this suggests, the campaign will aim to be forward-looking, with UK strengths in science, innovation and education as central elements, although we shall also apply the campaign brand to events in other areas such as the arts, as well as traditional events such as veterans celebrations.

This paper sets out the objectives of the campaign; how we propose to organise it to achieve these; and an initial list of events that might be included under the campaign.

## **Objectives**

Our overall objective is to raise the UK's profile and in particular to strengthen awareness in Malaysia of the UK's strengths as a world leader in excellence and innovation - primarily scientific and technological, but also educational and financial. A subsidiary objective is to reaffirm the UK's interest and commitment to work with Malaysia as it grows towards developed country status. Apart from the central science and innovation theme, we shall also take opportunities to promote the UK's image as an open, multi-cultural, multi-religious society which values the contribution of minorities and which is committed to engaging positively with Malaysia as a similarly diverse country.

Our goal in doing all this will be to improve attitudes towards the UK, particularly among influential Malaysians, and to generate specific business and partnering opportunities.

Our main target audiences will be the successor generation, meaning young educated Malaysians; the Malaysian Government; other influential institutions and individuals, including top businessmen; and the media as opinion-multipliers.

Specific outcomes we shall seek include:-

- Positive media coverage, bringing out our key themes;
- A positive response from the Malaysian Government acknowledging the close relationship with the UK;
- Expanded and enhanced contacts with government officials and key institutions and agencies, particularly in the field of science and innovation; leading to...
- Increased interest by institutions and Malaysian companies in doing business with the UK, including inward investment and partnerships;
- Also, as a beneficial side-effect, increased awareness of Malaysia within the UK government and business communities.

### **Players and participants**

The campaign will be led by **the British High Commission**, with **UK Trade & Investment** and **Public Diplomacy Section** both playing key roles. **The British Council** will be a further key partner both in organising events and projecting our public diplomacy messages.

The **British Malaysian Chamber of Commerce (BMCC)** will be both a valuable public diplomacy partner and a channel to access individual British companies - whose support and sponsorship for the campaign will be important.

We should also try if possible to involve **Malaysian companies** who are significant investors in the UK.

### **Events**

The campaign will formally run from January until the end of 2007. It may however be sensible to focus most of our effort and events on the first part of the year up to August 2007, when Malaysia's own independence celebrations culminate. A wide range of events will fall under the campaign heading; indeed, we shall aim to brand most of what we do in 2007 under that heading, wherever practical, in order to increase the overall impact.

Highlights include: -

- A visit by a VVIP for the end of August Malaysian celebration.
- A visit by the Lord Mayor of London in late April or May 2007. This will be coupled with one or more events focusing on the UK's and City's strengths as a financial centre (including PPP/PFI) and on London's educational offering.
- A major British Council/UKTI exhibition on British design entitled 'Love and Money'.
- Ministerial visits.
- An automotive technology exhibition linked with the Faraday Lecture.

### **Branding and Media**

We are in the process of devising a logo and brand for the campaign as a whole, using a local PR company.

**British High Commission,**

**Kuala Lumpur**

**November 2006**

**2007 CAMPAIGN TO MARK 50<sup>TH</sup>  
ANNIVERSARY OF MALAYSIA'S  
INDEPENDENCE**

**CALENDAR OF EVENTS**

**JANUARY**

Commencement of JPA programme and possible launch of Alumni group (BMCC)  
British Educational Technology Trade Show(SS)  
BCCB Outward Mission and Seminar (ES, VP)  
Science & Technology Distinguished visitors lecture - Nobel Laureate (KO & SW)  
Distinguished speaker event (KO)  
Inward Investment seminar (AY)

**FEBRUARY**

Visit by Minister of Higher Education to sign Memorandum of Understanding (SS & Malaysian contact)  
DreamThinkSpeak theatre (KO)  
HMS Echo visit (DA)  
East Asia Oxford Conference in teaching literature (MP)  
Seminar on Regional Municipal Waste (JS)  
Visit by Chief of General Staff (DA)  
Young ambassadors of Climate Change Workshop(KO)  
Carbon Credits Mission and seminar

**MARCH**

Early Childcare and Pre-School Seminar/Exhibition (SS)  
North East England Market Visit (SS)  
Symposium on transnational education - to tie in with March education promotion exhibition (SG)  
Education UK Expo 2007 (SG)  
The Sterling Group 2007 lecture tour (SG)  
Distinguished visitor lecture by UK Scientist to tie in with World Water Day Celebration (KO)  
KL Literature festival (KO)  
Faraday lecture & automotive technology exhibition with FI Grand Prix (BF, GS, VP)  
Young scientists (under 35 years) to UK for Climate Change event at Natural History Museum. (KO)

**APRIL**

Faraday lecture & automotive technology exhibition with FI Grand Prix (BF, GS, VP)  
Visit by Lord Mayor of London (ES)  
Science & Technology workshop on Information & Communication Technology  
Possibly including Grid computing (JC)  
UK/Chevening annual dinner (DN)  
Future City Model competition (workshop & launch of competition for 13-14 year olds (KO)

**MAY**

Distinguished visitor lecture - Visit by Prof Alan Colman (National Genetic Congress in Kota Bahru, Kelantan keynote speaker) (KO)

## **JUNE**

Batu Gajah weekend (defence commemorations) (DA)  
Workshop on new technologies in deepwater engineering (to tie in with Oil & Gas Asia 2007) (GS)  
Exhibition - 'Love & Money' design exhibition featuring fashion, graphics & architecture. (KO & AY)  
Visit by Secretary of State for Defence, Des Brown (DA)  
QBP

## **JULY**

Showcase on Architectural Design & Civil Engineering capabilities - to tie in with ARCHIDEX 2007 (VP)  
Showcase on Software & Services PIKOM (JC)  
Penang War Memorial (DA)  
Education seminar/workshop on 'The next 25 years of policy & strategies, in education and training' (SS)

## **AUGUST**

VVIP visit for Malaysian 50 years of independence celebrations  
Science & Technology mission concentrating on natural products for drug development (SS)  
Annual Chevening Reception, pre-departure reception & launch of 2008/09 programme (DN)  
JPA Closing Dinner (BMCC)  
Unveiling of new Memorial on Kuching Waterfront (DA)  
Sandakan Memorial (DA)  
Unveiling of Plaque in the English Memorial Gardens, near Mt Kinabalu (DA)  
Chief of Defence Staff visit (DA)  
Outward mission to Food Hotel Malaysia (AY)  
UK Veterans (500+ tbc) march as part of Merdeka Parade in KL (DA)

## **SEPTEMBER**

Oil & Gas inward mission to Offshore Europe (GS)  
Chief of Combined Joint Operations visit (DA)  
Asia Link forum and EU Higher Education fair organised by BC (SG)  
ASEAN Communication Expo & Forum (JC)  
Malaysia Military Tattoo (DA)

## **OCTOBER**

Distinguished visitors lecture to tie in with Bio Malaysia 2007 (SS lead & KO) UK  
Education exhibition KL and Penang (SG) Livestock Asia trade show

## **NOVEMBER**

Remembrance Day  
EU film festival in Malaysia (KO)

## DECEMBER

Workshop to tie in with LIMA (JC)

### OTHER EVENTS - TIMINGS TO BE DETERMINE

- Visit by Lord Sainsbury and/or former Chief Scientist **(HC)**,
- Launch of 'Soft Landing Zone' in Malaysia for UK knowledge-based companies **(JC)**
- East Midlands/Nottingham University promotional event
- Workshop for UK and Malaysian Young Scientists to include distinguished visitors lecture. **(KO)**
- Seminar on the Engineering sector **(VP)**
- Conference on regional science and climate change **(EH)**
- Seminar on vocational education and training - working with BC **(SS)**
- Young leaders forum in UK, organised Promuda/OCIS
- British Educational Suppliers Association regional conference/exhibition with opening of UK Educational Resource Centre in KL **(SS)**
- East Midlands & Nottingham University promotional event **(SS)**
- Five Power Defence Arrangement (FPDA) **(DA)**
- Media campaign
- EPL football tournament **(ES)**
- "Inspiring Designs" workshop with James Dyson **(AY)**
- Quiz **(AR)**
- Sporting event i.e. Badminton / Hockey **(ES)**
- Computer game tournament **(JC)**
- Peter Crane has been invited - (based in Chicago) **(KO)**
- Photography exhibition by Peter Saunders. **(KO)**
- Royal Military Academy Sandhurst (RMAS) Alumni Dinner **(DA)**
- Queen Mary 2 Maiden World Cruise (Sunday 4<sup>th</sup> March)

Names

HC = High Commissioner DA = Defence Attache GS = Gary Scroby JS = Java Sarathy VP = Vincent Phang	AY = Angie Yen SS = Siva Somasundram JC = James Chan SW = Sandra Warne	GL = Gerry Liston KO = Kate Owen MP = Mina Patel SG = Susana Galvan
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