



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
ENVIRONMENT

The Director-General

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Dear Sir, Dear Madam,

I would like to invite you to a combined Circular Economy Mission to Singapore then Malaysia from 5th to 12th June 2019.

Developing a circular economy is essential to foster sustainable economic growth and create new jobs. The attractiveness and the necessity of the circular economy model lies in the fact that it offers solutions to the volatile prices of inputs, the issues of security of supply for certain crucial raw materials and the increasing costs of managing waste appropriately while minimising the negative environmental impacts associated with the current linear production model. Increased resource efficiency and circular economy solutions will improve the competitiveness of companies and create new growth opportunities in green markets domestically and abroad.

The South East Asia region is facing a major challenge in keeping the delicate balance of environmental sustainability and economic development. The region is endowed with rich natural resources, but is highly populated. Increased population and rapid economic growth have had negative environmental consequences. Urban issues are especially prominent in megacities such as Kuala Lumpur and Singapore.

Singapore has rapidly developed as an Asian Tiger economy, based on external trade and its skilled workforce. It has however so far maintained a high standard of environmental quality. Conscious of the need to put in place effective and efficient waste management systems, Singapore has designated 2019 as the Year Towards Zero Waste.

Singapore is the largest trading and investment partner of the EU in the region and the EU-Singapore Free Trade Agreement and Investment Protection Agreement signed in October 2018 are the cornerstones of our economic ties.

As an emerging economy, Malaysia is an important partner for the EU. Malaysia is the EU's second largest trade partner in the South East Asia region. Malaysia's rapid industrialization supported by foreign investment has however resulted in pollution problems that particularly affect urban areas.

The Mission, which I will lead, will begin in Singapore on Wednesday 5th June with meetings with national and local authorities allowing to introduce the EU participants and to get insights on Singapore's needs and concerns on environment and sustainable development and on challenges of doing business in Singapore. This Mission will be organised back-to-back with the Ecosperity Week, gathering global business leaders, policy-makers, investors, entrepreneurs and academia to drive action on sustainable development and the Innovate4Climate conference (I4C) which focusses on climate finance, climate investment, and climate markets. I4C is also a platform that brings together business, finance, policy, and technology leaders to accelerate action on financing climate-smart development. Business meetings, including B2B, between Singapore and European businesses will provide businesses and investors the opportunity to identify cooperation on technology exchanges and business opportunities.

On 7th June late afternoon, our business delegation will travel from Singapore to Kuala Lumpur.

The Malaysian leg of the Circular Economy Mission will begin in Kuala Lumpur on Monday 10th June. A conference as well as meetings with key circular economy leaders and Malaysian authorities are foreseen on 10th - 11th June. The Enhanced Regional EU-ASEAN Dialogue Instrument (E-READI) will also organize a workshop on circular economy on 12th June. E-READI aims at supporting ASEAN regional integration processes. It is an instrument, which facilitates EU-ASEAN dialogue on common issues, including environment.

The Circular Economy Mission to Singapore and to Malaysia will have the following objectives:

1. To promote the circular economy, sustainable and inclusive innovation and growth in the European Union and in Singapore and in Malaysia,
2. To help EU green business and in particular SMEs to operate internationally by exploiting green business opportunities in the European Union and in Singapore and in Malaysia,
3. To promote green business partnerships in targeted sectors by participating in matchmaking events with local entrepreneurs.

The following possible focus areas for the mission have been identified:

- Waste management (plastics, marine litter, construction, e-waste, solid and domestic waste),
- Sustainable finance,
- Urban issues,
- Water.

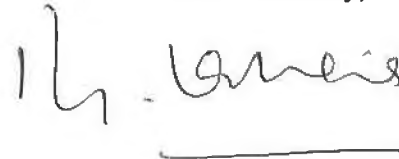
I would be delighted if you or your representatives could join us in Singapore and in Malaysia. I believe that the participation in our delegation of individual CEOs/entrepreneurs who are interested in fostering circular economy in Singapore and in Malaysia will make a major contribution to the success of this mission. I hope that I can rely on your full support and on the help of your organisation to ensure that the delegation represents a broad spectrum of EU interests. I would also welcome your suggestions on the targeted sectors relevant for your members and any efforts you may be willing to undertake to encourage participation of members of your organisation in this mission.

Note that we are unable to support financially the participation of any companies to this mission.

I would be grateful if you could confirm by Tuesday 30th April 2019 that you or your representatives intend to accompany me to Singapore/Malaysia.

Thank you for your interest and cooperation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'D. Calleja', written over a horizontal line.

Daniel Calleja

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