



Federal Ministry  
for Economic Affairs  
and Energy



MITTELSTAND  
**GLOBAL**  
FOREIGN MARKET  
ENTRY PROGRAMME



# Digital German Business Delegation Trip to Malaysia – Civil security technologies & services

Malaysia – 15th to 19th November 2021

*Company Products and Services Catalogue*

*In collaboration with*



**AHK**

Malaysian-German Chamber  
of Commerce and Industry  
Deutsch-Malaysische  
Industrie- und Handelskammer

*Project of*



**SBS**

systems for business solutions

# German Business Delegation Malaysia DIGITAL 15<sup>th</sup>-19<sup>th</sup> November 2021



## German Companies

- 3S Simons Security Systems GmbH
- Efficiency Systems GmbH & Co. KG
- Europlast-Nycast GmbH
- Magnetic Control Systems SDN BHD
- Perimeter Protection Germany GmbH
- Plath AG
- PricewaterhouseCoopers GmbH WPG
- retarus GmbH
- secunet International GmbH & Co. KG
- Tassta GmbH

The virtual Business Development Trip to Malaysia is a funding project of the Federal Ministry for Economic Affairs and Energy (BMWi) with 10 selected German companies and suppliers with products in the areas Access Control, Information Technology (IT) Security, Cybersecurity, Information Logistics, Smart City Platform, Product Counterfeit Protection and Armored Vehicle Protection. The project is carried out by SBS systems for business solutions in cooperation with the MGCC Malaysian-German Chamber of Commerce and Industry. The project is part of the export initiative “Civil Security Technologies”.

We are pleased to invite you to our upcoming online events on innovative solutions in the fields of civil security technologies and services and an inspiring exchange between outstanding German and Malaysian players of this sector.

Come and join us online on **Monday and/or Tuesday, 15th and 16th October 2021, 3.00pm-5.00pm MMT** to discover exciting brands and products by outstanding German companies.

Use also the possibility to have individual B2B meetings with the German companies on **Wednesday 17th, Thursday 18th and Friday 19th of November 2021**.

The digital pitch presentations and the individual meetings are taking place in the framework of a five-day virtual **German Business Delegation trip to Malaysia from November 15th to 19th, 2021**, under the auspices of the German Ministry for Economic Affairs and Energy and with the purpose of an inspiring business dialogue and B2B meetings between small and medium-sized German companies and the Malaysian industry.

This is a great opportunity for Malaysian companies and institutions to explore new business and collaboration opportunities and to discover potential synergies with the German participants. We cordially invite you to join the presentation events and to contact us for the scheduling of individual meetings.



Malaysian-German Chamber  
of Commerce and Industry  
Deutsch-Malaysische  
Industrie- und Handelskammer



SBS

systems for business solutions

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**Dr Eva Langerbeck**

*Deputy Executive Director*

Singaporean-German

MGCC Malaysian-German

Chamber of Commerce and

Industry

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**Kim-Insa Hohdorf**

*Project- and Communications  
Manager*

SBS systems for business  
solutions GmbH

Malaysia's business environment is governed by several regulations to maintain an efficient and competitive private sector. The country is considered an easy and cost-competitive place for doing business. Malaysia was ranked No 2 in terms of ease of doing business in ASEAN (No 12 globally) and for protecting investors, according to the World Bank Doing Business Report 2020, and No 5 among emerging economies as a key destination for investment and business, on the back of a potential rapid economic recovery and stable fiscal and financial position. The country aims to be a regional hub for digital and procurement industries.

Market opportunity for German companies would be in new security technologies or areas where domestic industry capabilities are lacking, such as the defence industry. The replacement market in Malaysia is also growing, as there is a constant requirement for replacement parts and services for the ageing Malaysian equipment and systems. Additional avenues for entry are available via technology licensing and training of local skillset. The government's Domestic Investment Strategic Fund (DISF) aims to accelerate the shift of Malaysian-owned companies in targeted industries to high value-added, high-technology, knowledge-intensive, innovation-based industries. The fund offers grants for projects, which involve collaboration between multinational and local companies for modernisation and upgrading of facilities, joint manufacturing activities and services as well as training and R&D activities.

Most exporters find that using a local distributor or agent is the best first step for entering the Malaysian market. A local distributor is typically responsible for handling customs clearance, dealing with established wholesalers/retailers, marketing the product directly to major corporations or the government, and handling after-sales service. Exporters of services generally also benefit from use of a partner.

The German business delegation trip organized by SBS systems for business solutions and MGCC Malaysian-German Chamber of Commerce and Industry, on behalf of the German Federal Ministry for Economic Affairs and Energy (BMWi), is part of the export initiative "Civil Security Technologies". It includes two online presentation events and individual business matchings (B2B). The business development trip is intended to identify market opportunities and prepare long-term business potential between German and Malaysian companies in the sector.





Legally binding counterfeit protection  
with micro colour-codes

# SECUTAG®

Versatile product protection

# 3S™

- ≡ Legally binding counterfeit protection against product piracy
- ≡ For the effective defence of unjustified liability claims
- ≡ Cost-saving product protection through high productivity
- ≡ For efficient distribution monitoring from production to the end consumer

## Summary

The company 3S Simons Security Systems GmbH is an internationally renowned manufacturer of anti-counterfeiting technologies for all industries. The owner-operated company today comprises two major business segments: product protection systems and printed products. The micro colour-code technology has been counterfeit-proof for over 15 years.



made  
in Germany



[www.secutag.com](http://www.secutag.com)



## Company profile

In support of product labelling and counterfeit protection.

As early as the 1970s, Rolf Simons was active in the field of brand protection. In 1984 he founded Simons Druck und Vertrieb GmbH. Specialising in security labels and closure seals, Rolf Simons and his team eventually developed the micro colour-code technology SECUTAG®.

Since the change of name into 3S Simons Security Systems GmbH, the founder manages the company. Intensive research and development lead to industry solutions for different areas.

With our steadily growing product portfolio, we actively contribute to the fight against brand and product piracy.

## Products / Services

1984 Founding of Simons Druck und Vertrieb GmbH

1990 3S starts with the development of SECUTAG®

1999 World Star 1999 for the security section of the World Packaging Organisation

2000 Gold medal for Secutag® at the Salon International des inventions in Geneva

2004 Inauguration of the new production facilities in Nottuln

2008 Change of name to 3S Simons Security Systems GmbH

2009 Expansion of the product portfolio by our industry solutions SECUART®, SECUDATA®, SECUDOC®, SECUFASHION®, SECUPACK® and SECUPRODUCT®

2011 Certified acc. to DIN EN ISO 9001

2019 Patent application for access authorisation in IT-Networks

2020 Implementation of a modular system enabling to transfer of SECUTAG® in fully automatic production lines

## References and export activities

[http://www.secutag.com/secutag/secutag\\_referenzen.php](http://www.secutag.com/secutag/secutag_referenzen.php)

## Target group

Any producer who wants to secure his products against counterfeits.

## Competitive advantages

Direct product marking or counterfeit-proof packaging, legally binding identification of original textiles or artwork, counterfeit-proof documents or a combination of traceability and counterfeit protection - we have the suitable strategy for each application: the individual solutions from 3S based upon the well-established micro colour-codes SECUTAG®.

## Purpose of participation in the project

Discover new markets.



## 3S Simons Security Systems GmbH

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Germany

[www.secutag.com](http://www.secutag.com)

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Languages: German, English

Project:



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## Summary

DAPONA is your plug&play webservice for instant

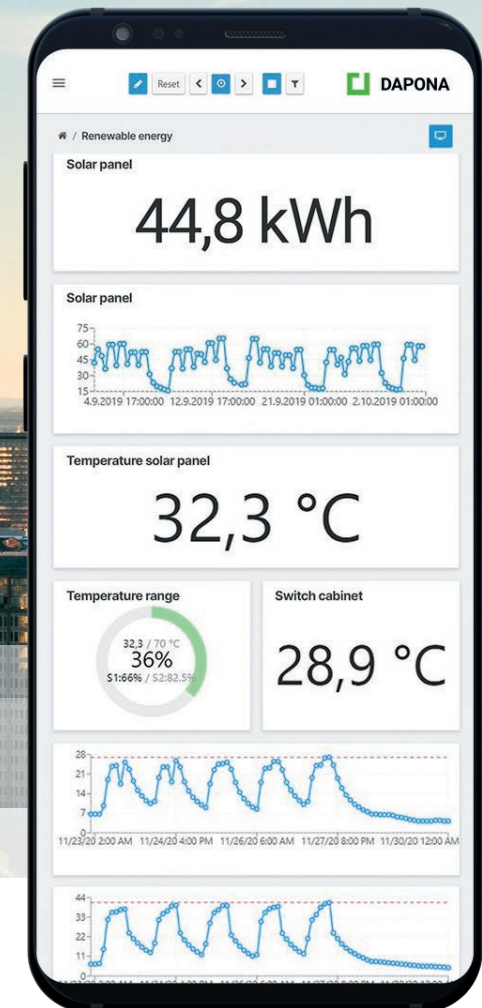
- realtime-monitoring
- datavisualization
- Alerting and notification

Easy to use, without an app or specific hardware. All you need is a webbrowser: on pc's, laptops, large monitors, smartphones etc.



 made in Germany

## DAPONA: the on-demand digital image of reality





## Company profile

Our team of software engineers, designers and developers creates modern software technology to support and improve various business processes.

With everything we do, we want to eliminate inefficiencies. Our web service is easy to use, can be customized individually and is ready to use at the moment of subscription. Without programming, investment or dependencies - neither technical nor commercial. Simply plug & play.

We simply make great software.

## Products / Services

**Monitoring:** With the open standard IOT web-platform DAPONA, you can setup **your own digital views** to your assets. No matter whether machine, plant, sensor or webservices and from which perspective the assets are viewed: your dashboards will be designed, changed, expanded by yourself. Easily via drag&drop, just on demand. Anytime and anywhere. Without programming.

**Alerting:** Don't miss anything anymore, act in time: DAPONA automatically creates tasks and alerts, can activate warning lights, etc. 24/7 h a day. Based on your own rules.

With DAPONA, for example, plants in the field can be monitored remote, alarms can be triggered in the event of deviations, maintenance tasks can be generated, etc.. No matter for which plant, system and usecase.

In addition, DAPONA **reduces damage risks**, such as equipment failure, water loss, fire damage or network overload through 24/7 h monitoring and early reporting of deviations, even before damage has occurred.

No software-development is required. No specific Hardware. No App. Simply via your webbrowser.

On your local PC, your smartphone or large monitors.

## References and export activities

DESMA shoe machines:

[www.desma.de/en/industry-40/smart-shopfloor](http://www.desma.de/en/industry-40/smart-shopfloor)

Jetter automaition:

[www.jetter.de/en/products/software/jetter-prodata.html](http://www.jetter.de/en/products/software/jetter-prodata.html)



## Target group

Industriel companies, SME's, Cities, authorities, administrations, governments, social organizations:

simply anyone, who wants to understand whitout having to invest, what is happening with their infrastructure, what customers are doing with their products, and who wants to be notified, when action is needed.

## Competitive advantages

- Self configurable usecases, such as monitoring, alerting, damageavoidance, OEE.
- Machines, sensors, any places.
- Plug&Play
- Easy to use
- Free of any hardware or software dependencies
- No Software development, APP or designer required

## Purpose of participation in the project

- Business initiation with local business partners
- End customers where we can commission a pilot installation
- OEMs
- System Integrators

# DAPONA

## Efficiency Systems

Zum Zander 8  
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Thilo Heffner

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Languages: German, English

Project:



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# EP-MARATHON – RUNFLAT SYSTEM

**MADE IN GERMANY  
FOR THE TOUGHEST  
CONDITIONS**



## Summary

Our Company is the only one manufacturer in Germany which is specialized in the production of reliable tyre emergency running systems for a wide range of wheel sizes and vehicles.



  
made  
in Germany



[www.europlast-nycast.de](http://www.europlast-nycast.de)

## Company profile

We are a German medium-sized company with approx. 20 employees, active in the plastics industry. Of course, we are certified as a company according to DIN EN ISO 9001:2015. For many years, we have been producing mainly emergency tyre running systems and beadlock rings for the wheels of protected vehicles in a high quality. We are the only manufacturer in Germany for this type of product. The products are distributed worldwide.

## Products / Services

Tyre runflat systems made of elastomer-modified cast polyamide and beadlock rings made of a synthetic elastomer. These products are dimensioned for wheel sizes from 14" to 27" with a wide range of requirement specifications and are manufactured in Germany.

The products can be mounted by the customer or by us. Complete wheels can also be supplied on request.

## References and export activities

Sales mainly in Europe and the Middle East.

In Asia, customers in Singapore and Hongkong.

To date, sales in 12 international countries with a wide range of end customers.

## Target group

The customer target group are manufacturers of protected vehicles or their customers in the police and military. The ideal local partner would be a service provider who already has contact to the aforementioned target group due to his previous activities and who would buy and resell our product exclusively for Malaysia. This could be a dealer who would then also take care of the installation of our systems or, for example, a tyre installation company.

## Competitive advantages

The material used is resistant to ageing and highly resilient, which in turn allows the products to be built lighter than those from the competition. They have a high fitting accuracy to the respective rim profile. A large number of tests have been carried out, which means that a great deal of know-how is available regarding the application of such parts.

## Purpose of participation in the project

Market entry in Malaysia and neighbouring countries.



### Europlast-Nycast GmbH

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Languages: German, English

Project:



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## *Your Access to Progress*

Access control systems that take you further

### Summary

We stand for high quality vehicle barriers and pedestrian gates. With their well thought-out design, innovative drive technology and extreme durability our products' quality is well ahead of the competition. And, thanks to our experience in numerous market segments, we offer our customers precisely the access control solutions and services that they require.



made  
in Germany

MAGNETIC CONTROL SYSTEMS SDN BHD

Member of  FAAC  
group



## Company profile

From our Malaysia based, we are available to you throughout the Southeast Asian market. As a joint subsidiary of Magnetic, FAAC and Hub Parking Technology, we are your contact for all questions involving access control, access automation and parking solution. We are one of the largest suppliers of business and public institutions, and can provide numerous references from industry, traffic control and public buildings.

All our pedestrian barriers share the following features: a robust and extremely service-friendly design, innovative and economical MHTM™ drive technology – and, of course the extraordinary service life of up to 10,000,000 opening and closing cycles.

For our vehicle crash barrier such as bollards, the products are certified according to the most advances international standards and equipped with the most highly internationally recognize quality markings.

## Products / Services

MAGNETIC Access Control: Vehicle/Traffic Barrier, Pedestrian Gate/Turnstile, Automatic Fare Collection gate, Immigration gate

FAAC Access Automation: Automatic door operator, Automatic Gate operator, Bollard

HUB Parking Technology: Jupiter parking equipment & JMS management software

## References and export activities

We act local in almost All Asia Pacific including Vietnam, Hong Kong, Indonesia, Singapore, Thailand, Taiwan, Cambodia, Myanmar, Korea, Japan etc. All over the world they trust the reliability, security and long service lives of products from Magnetic. Sectors: Public transportation, office buildings, border control, high security premises ex: embassy, banks etc.

## Target group

- Sales via System Integrators, integrators in security area, ticketing (metro/highway) companies, Access software integrators, Parking mgmt system providers.
- end customers are airports, metros, commercial buildings, parkings, company entrances/lobbies, Magnetic typically sells B2B.

## Competitive advantages

- Distinctive Design
- Plug & play-easy installation & handling
- GUI with simple user guidance based on a large LC display & operating buttons
- Easy access to all relevant parts through intelligent design (controller, drive unit, springs)
- One for all
- High torque & excellent dynamism
- Sensitive sensors and impact detection
- Low energy consumption
- Maintenance-free operation
- Designed for 10.000.000 cycles
- Short MTTR, easy onsite replacement
- 24V DC – battery and solar power possible

## Purpose of participation in the project

Promote Magnetic product and service; exploring new market and create more exposure to the public and potential end user.



## MAGNETIC CONTROL SYSTEMS SDN BHD

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Selangor Darul Ehsan

[www.magnetic-access.com](http://www.magnetic-access.com)

### 1. Contact person

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Languages: English, Malay, Chinese, Cantonese

Project:



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## Summary

Perimeter Protection Group is market leader in manufacturing internationally crash tested High Security products and Access products for sensitiv High Security projects around the world, with sister companies in 5 countries and over 50 distribution partners world wide. Our manufacturing plant is located in Salzkotten / Germany.



  
made  
in Germany

Keeping your perimeter secure!  
**Perimeter Protection Group**  
Sicherheit made in Germany!

## Company profile

Perimeter Protection Germany GmbH is the market leader in the field of outdoor Perimeter Protection and lists the highest number of certified crash test products. The company is a manufacturer and exporter with a distribution network in more than 70 countries around the world. The product range extends from access products to high security systems, which are manufactured in Germany under strict quality control and meet the highest quality standards worldwide. Perimeter Protection offers solutions for different areas of critical infrastructure, such as airports, governmental buildings, inner cities, military, logistics, data centers and many more.

## Products / Services

Access Control: diverse range of application and operation; cantilevered sliding gates, Quick Folding Gates, Light Weight Gates, Full height Turnstiles, Barriers.

High Security products: Internationally certified comprehensive security concepts for critical infrastructure such as military facilities, embassies, prisons etc.

Products: Wedge Barriers, Road Blocks, Tyre Killers, Crash Rated Gates, Fixed and Hydraulically operated Bollards.

## References and export activities

Dubai Tower (Burj Khalifa)  
Embassies and Ministries in Berlin  
Christiansborg Copenhagen  
Bank of Oman  
National Art Gallery, Singapore  
Data Centers, Singapore  
HSBC Bank, China  
Parliament House, India  
Bank Nigara, Malaysia

## Target group

Governmental, Military sites. Sites of critical infrastructure, Embassies, Data Centers, Banks, Retail and Logistics. Airports, Nuclear Power Stations, Oil or Gas Stations.

## Competitive advantages

Oldest and biggest Manufacturer in the industry.  
Longest list of internationally crash tested products.  
State of the Art products made in Germany  
Solution provider.  
International training centers  
Globally operating partner network

## Purpose of participation in the project

Finding a Distribution Partner in the Territory of Malaysia  
Creating awareness of our product offering for critical infrastructure



### Perimeter Protection Germany GmbH

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Languages: German, English

Project:



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# REALISE MORE

# TO PREVENT THREATS AHEAD OF TIME



# PLATH

## Systems & Integration





### Summary

PLATH AG provides customer-specific or turnkey solutions for Communications, Intelligence and Electronic Warfare, supporting the customer in the preservation of internal and external security, both in the civil and the military sectors.



made  
in Germany



For better decisions and a wider scope of action:  
Get a step ahead with PLATH Systems & Integration for data-driven crisis prevention

[www.plath-ag.ch](http://www.plath-ag.ch)

## Company profile

PLATH AG is a growing medium sized enterprise, located in Bern, Switzerland and is part of the Systems & Integration (S&I) divisio. S&I is the Group's central hub for all system issues. Based on many years of domain knowledge, S&I supports its customers throughout the entire process, from conceptual design and system integration to commissioning and even long-term operation. In terms of technology and operation, all systems developed by S&I experts fulfil customer requirements.

## References and export activities

k.A. due to confidentiality

## Target group

With the typical Swiss claim for precision and quality PLATH AG is a trusted advisor and partner to military, intelligence and ITU agencies as well as other authorities like police or border security worldwide.

## Products / Services

Cuting-edge technology for data-driven crisis prevention

PLATH AG provides customer-specific or turnkey solutions for Communications Intelligence and Electronic Warfare, supporting the customer in the preservation of internal and external security, both in the civil and the military sectors.

These solutions provide relevant information as a basis for sound decision-making. By thus enabling the customer to prevent conflicts and to respond appropriately.

## Competitive advantages

In-depth understanding of your workflows for efficient processes · Reliable partner for long-term working relationships · Flexibility in terms of scalability and integration · Independent system or integration into existing structures.

## Purpose of participation in the project

- Portfolio Presentation
- Introduction PLATH AG to the MAL market
- evaluation of business oportunities
- make the world safer

# PLATH

## PLATH AG

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Languages: German, English

Project:



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# PwC's Smart City Platform

Unlock the potential of urban data streams



## Summary

In line with our purpose statement "Build trust in society, solve important problems" we, PwC Germany, offer a comprehensive digital platform solution to collect any type of data of your infrastructure and make complex decisions based on intelligent analytics.



 made  
in Germany

[www.pwc.de/en](http://www.pwc.de/en)



## Company profile

PwC is one of the leading auditing and consulting services organisations in Germany, supporting clients of all industry fields to reach their goals. We advise corporations as well as family-owned companies, industry- and service companies, global players and local heroes, the public sector, organisations and NGOs. With our know-how and our expertise, around 600 partners and more than 12,000 experts in 21 locations in Germany support our clients in terms of finding solutions for complex questions in a world changing rapidly – in line with our purpose statement "Build trust in society, solve important problems".

One of PwC's pillars within its consultancy practice is the competence in the field of digital transformation. To that end, PwC is offering digital products creating value for all involved stakeholders. Our formula is simple: we deliver bold ideas, solutions which are human-led and tech-powered and meaningful experiences which deliver real-life results.

## Products / Services

We would like to introduce an AI-based Smarty City platform which is specialized in analyzing large amounts of sensor data in real-time and turn that data into crowd behavior visualizations. In short, the product consumes a range of data streams ranging from smartphone data to camera data to analyse and visualize the crowd and mobility behavior of an urban infrastructure in real-time. The platform's location accuracy is unprecedented and the feature set can be extended to also include intelligent communication services including location based messages that can be received by citizens via their smartphones. Application domains include crowd management and crowd control as well as intelligent information services. The integrated AI is able to create real-time warnings in case of anomalies in emerging crowd behavior patterns (e.g. in case of an unusually large crowd forming on a public square). The system can also work without any need for additional hardware installations.

## References and export activities

- Politie (Police of the Netherlands)
- City of London Police
- FIA (Federation Internationale de l'Automobile)
- Rock am Ring (Festival in Germany)
- Olympic Games 2012 in London
- King's day Amsterdam
- Coronation ceremony of King Willem Alexander I.
- Lord Mayor's Show

## Target group

Public sector: government and city authorities  
Private sector: companies in the field of security (services and products)

## Competitive advantages

- No investment in hardware or network infrastructure necessary – the product is fully functional out of the box
- Increased crowd safety through crowd management and artificial intelligence
- Efficient means of for identifying optimisation potentials for your urban and infrastructure planning
- Flexible scalability

## Purpose of participation in the project

We are looking for customers in the public sector, distributors with deep knowledge of the local public sector as well as sales partnerships focusing on the public sector.



**PricewaterhouseCoopers GmbH  
Wirtschaftsprüfungsgesellschaft**

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Languages: German, English

Project:



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# CONNECTING

## YOUR BUSINESS TO THE WORLD

### Summary

We drive communication for large and medium enterprises worldwide thanks to outstanding services and solutions, intelligent infrastructure, patented technology, and excellent support. The faster and safer your information flows, the better your business runs.



made  
in Germany



## Company profile

As a leader in information logistics, we drive communication for companies worldwide. With intelligent infrastructures, patented technology, and excellent service. retarus is headquartered in Munich, and various companies in the world rely on retarus' communications platforms. We are proud of this responsibility, and it drives us to make the best products and technologies even better.

## Products / Services

The Communications Platform:

- Communication solutions for the digital workplace and enterprise applications. Replaces on-premises communication servers, gateways and hubs. Combines easy-to-implement interfaces for a seamless integration into today's IT environments with security, compliance, peak performance and superior service.

The Secure Email Platform:

- Europe's leading email security service that answers all your transactional and marketing needs as well as your enterprise email requirements. Simply integrates with all industry standards and proprietary applications. Empowers you to separate your desktop email from transactional and marketing email.

## References and export activities

Leading organizations worldwide rely on retarus' enterprise cloud: Ten companies per industry, about 20 percent of Dow Jones corporations, half of all EURO STOXX 50 companies.

- Adidas
- Bosch
- Singapore Airline
- IFS Capital

## Target group

- System integrator
- Bank & FSI
- Logistic
- Healthcare

## Competitive advantages

- retarus uses 4 engines anti-virus for scan.
- We use Palo Alto/Wildfire to do Sandboxing.
- We are in Gartner, Forrester and Radicati ranks.
- We have Patient Zero detection for scan unknown malicious.
- Uncap + 10 years of Email Archiv

## Purpose of participation in the project

- Networking
- Meet potential partners and customers
- To resell in the market
- Retarus Branding in the APAC region

# retarus:

## retarus GmbH

Global Headquarters  
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Germany

## www.retarus.com

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Languages: English, German, Thai, Spanish

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# Protecting digital infrastructures.

## Summary

We believe that secure infrastructures are the indispensable backbone of our networked world. With trustworthy products and individual consulting, we make an important contribution to the security and digital sovereignty of our customers.



  
made  
in Germany



[www.secunet.com](http://www.secunet.com)



## Company profile

secunet International GmbH & Co. KG (SIG) is the international sales organization of secunet Security Networks AG. secunet is Germany's leading cybersecurity company. In an increasingly connected world, the Company's combination of products and consulting assures resilient digital infrastructures and the utmost protection for data, applications and digital identities. secunet specialises in areas with unique security requirements – such as cloud, IIoT, eGovernment and eHealth. With security solutions from secunet, companies can maintain the highest security standards in digitisation projects and advance their digital transformation.

## Products / Services

Solutions and infrastructure for collecting biometric data, as well as stationary, mobile and automated border control systems, modern (mobile) government workstations, advanced document management systems for processing classified information, and secure, high-performance police networks.

Providing secure, mobile workstations and protecting networks of all sizes, e.g. Embassy Networks or other high-secure government networks.

Machine Security, IoT & Edge Computing (Industry 4.0), Real Time Network Monitoring (continuous monitoring of the network traffic), authentication solutions (browser and OS independent), 2-F-A, out of band-authentication) for Critical Infrastructure and Industry Customers.

## References and export activities

Defence:

- NATO

Public Authorities:

- Ministries of Foreign Affairs in Europe, Middle East and APAC

Homeland Security:

- Vienna Airport
- Reykjavik Airport

Critical Infrastructure / Industry:

- Central Banks among the world

## Target group

- Malaysian Ministries (Defence, Foreign Affairs, Interior) Law Enforcement Agencies, Immigration Authorities
- Critical Infrastructure (Utilities, Logistics such as airports, ports etc.)
- Manufacturing Industry (industries w/ robotics or plants which are highly automated)
- Local system integrators that serve these target groups

## Competitive advantages

- secunet has a defining role in the field of high-quality cryptography and biometric systems
- secunet is successful in addressing regulated, government markets but also industrial markets
- Behind secunet's major shareholder Giesecke+Devrient (75%) stands a German entrepreneurial family with a history of more than 160 years

## Purpose of participation in the project

We want to understand the potential / need for our offering in the Malaysian market. Also we want to identify potential gaps in terms of demand and portfolio, identify potential customers and elaborate partner network.

# secunet

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Project:

German Business Delegation  
**Malaysia**  
DIGITAL 15<sup>th</sup>-19<sup>th</sup>  
November 2021



Supported by:



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# TASSTA



## Summary

TASSTA develops professional applications for communication over broadband networks providing an innovative Push-to-Talk (PTT) solution. With customer requirements at the center of our business, our value proposition is: If you can think it, we can do it. Providing Mission Critical Solutions is our successful mission.



made  
in Germany

## UNLIMITED FEATURES FOR EVERYONE

[www.tassta.com](http://www.tassta.com)



## Company profile

TASSTA is a software development company providing an innovative Push-to-Talk (PTT) communication solution for smartphones, tablets and also desktop PCs which is meeting all requirements in respect of communication, organization and security. TASSTA develops professional applications for communication over broadband networks. With customer requirements at the center of our business, our value proposition is: If you can think it, we can do it. TASSTA combines all the advantages of traditional mobile radio, and all those modern smartphones have to offer. In the last years TASSTA expanded its expertise in Mission Critical Solutions (MCX), and aimed the FirstNet certification in June 2021!

## Products / Services

TASSTA develops professional applications for communication over broadband networks.

Our applications provide Push-to-Talk (PTT), Mission Critical PTT, Push-to-Video, GPS and indoor localization, task management, patrol control, legacy radio network integration and much more.

## References and export activities

Indonesian Police  
Singapore Ministry of Defence  
Thailand King Chulalongkorn Hospital  
Neste Oil  
Veolia  
Singtel Push-To-Talk application partner

## Target group

Government Agencies (Police, Army, Airports, Ports)  
System Integrators  
Telecom Operators  
Infrastructures (Transportation)  
Oil & Gas

## Competitive advantages

Participated in all ETSI 3GPP Mission Critical Solutions (MCX) Plugtests.  
Certified Lone Worker Protection System.  
FirstNet certified.

## Purpose of participation in the project

To grow the Malaysian market. TASSTA (Asia) has been successful in several projects in Singapore, Indonesia and Thailand. And now we are trying to increase our presence in Malaysia, especially in the target group above.



# TASSTA

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Languages: English, Malaysian, Chinese

Project:



Supported by:



Project of:





Malaysian-German Chamber  
of Commerce and Industry  
Deutsch-Malaysische  
Industrie- und Handelskammer

The Malaysian-German Chamber of Commerce and Industry (MGCC) is Germany's official representative for industry and trade in Malaysia, and has been active in Malaysia since 1991, successfully fulfilling our role as service provider, membership organization and voice of the German industry in the country. MGCC currently has ca. 400 member companies.

MGCC is part of the German Chambers network under the umbrella organization of the Association of the German Chambers of Industry and Commerce (DIHK). The network of the German Chambers is the most important partner for the promotion of foreign trade. Together with German diplomatic representations (embassies and consulates), they represent the interests of the German economy in the host country. This function commits the German Chambers to neutrality and objectivity.



SBS

systems for business solutions

SBS systems for business solutions is a 1999 established private consulting agency, with two decades of experience in the planning, development and implementation of international projects. Moreover, the company offers services such as workshops, events and individually organized B2B-meetings, as well as individual strategies for market entries and assistance for the coordination of international teams for the German-speaking and Italian market.

Since 2006, SBS has been organizing more than 200 internationalization projects from delegation trips abroad to big virtual conferences on behalf of several German ministries and other foreign governmental institutions.

MGCC is a reliable partner, providing a wide range of services to assist companies in the establishment and development of business activities in Malaysia. Market entry services such as market research, market studies, company representation solutions, and business partner search activities are tailor-made specifically for small and medium-size German companies for the initial market entry phase.

After the decision for market entry is made, various further services in Malaysia will be guiding the client towards sustainable and successful market entry. In the forefront, the HR recruitment service, the German Business Centre, payroll and accounting services as well as a comprehensive list of corporate services make up a complete package of MGCC's support for German companies preparing their move to Malaysia.

In addition, SBS has been honoured by the Italian Ministry of Economic Development with the title of "Temporary Export Manager". A highly-skilled team of project managers with multinational backgrounds, based in Berlin and Rome, is sensitized for the topic of cultural differences and therefore knows how to approach difficult cultural issues. In fact, SBS applies cross-cultural thinking and designs custom-made solutions that overcome intercultural borders to find the right partners for their clients. Thanks to a strong partner network and more than 1000 German and international clients, SBS is able to facilitate a successful market entry in the most emerging and attractive markets worldwide.



*In collaboration with*



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