

**News Release**  
**For Immediate Publication**

**Malaysian Dutch Business Council (MDBC) Connects Fair returns  
for second edition on 19 June, 2017.**

**Kuala Lumpur, 13 June 2017** – The highly anticipated return of the **MDBC Connects Fair (MCF)** will take place on **Monday, 19 June 2017** from **13:00 - 17:00 hrs** at the **Orchid Ballroom (Level 2), PARKROYAL Kuala Lumpur**. In addition to featuring a wide variety of service providers from different industries and sectors, this year's MCF will feature the introduction of 'Interactive Discussion Sessions' focusing on IT – The Key Factor of Driving Success, Real Estate & Investments, and Optimising Your Business. **Attendance for MCF is FREE and open to all members of the public.**

Organized by the Malaysian Dutch Business Council (MDBC), MCF is the one stop solution for businesses looking for the best service provider for their needs. In addition to the exhibitor booths, there will be one – on – one consultation areas where attendees will be able to get personal, customized solutions according to their unique circumstances / needs. Attendees are also invited to attend the Interactive Discussion Sessions. Attendees at these sessions will be able to gain insight from industry experts on the specific topics but will also have opportunities to speak in more intimate, in – depth discussions directly with the speakers at the roundtable portion of the sessions.

MDBC Executive Director Marco Winter shared, "MDBC is thrilled to be organizing this event again. Last year's inaugural Fair provided a lot of business solutions and gathered a lot of positive remarks from both exhibitors and attendees."

Mr. Winter highlighted the importance of businesses being able to find the right service providers and answers to the issues they may face. He said, "We strongly believe that service providers are necessary to the success of every organization. They can assist you in setting up your company successfully; provide a platform to present your products or service in the best light, and so much more. The service providers that participate in MCF represent the best of the MDBC community and can add value for each and every one of the attendees. And with the addition of the Interactive Discussion Sessions in this year's MCF, we believe that attendees will take away valuable insight, or answers, to issues that they may face relating to the discussion topics."

Speakers that have been announced so far for the Interactive Discussion Sessions are:

**IT – A Key Factor of Driving Success:**

Magnus Consulting: Digital Optimization

(What's the Biggest Challenge Facing Companies When it Come to Digitally Transforming Their Business)

SSCS Global IT Services: Hardware Maintenance: Cost Savings

(Third party hardware maintenance and reducing your costs by up to 60%)

KPMG: Cybersecurity

(What is required to keep your IT Secure)

Basis Bay: IT Disaster Recovery

(How to do an assessment of infrastructure damage incurred and how to manage your disaster recovery efforts)

**Real Estate & Investments:**

Regus: Flexible Office Solutions

(Alternative office solutions to your current set up)

Peninsular Property Agent: The Local Property Market

(Expert Insights into the latest developments in the local property market)

Axis REIT: What is REIT and what is the value?

(Breaking down 'Real Estate Investment Trust' – Investment Opportunities in Real Estate; Minimizing your Risk)

IQI Holdings: Sophisticated Investor's new passion: Real Estate

(Developments in the International Property market; going beyond real estate)

**Optimizing Your Business:**

TMF Administrative Services: Developments in local governance requirements

(Streamlining existing operations and what to watch out for when expanding)

TBWA Kuala Lumpur: Marketing

(Build your Brand, How to Increase Marketing Effectiveness)

PoetFarmer: E – Business Optimization

(Generate more leads and increase sales conversion through user centric web design and digital marketing)

AQ Malaysia: Performance Management

(How to achieve front line performance improvement)

MDBC will also be present at the Fair to present and discuss their Student Internship Program (SIP) and the MDBC Spouse Program (launched 2016).

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## **About MDBC**

The Malaysian Dutch Business Council (MDBC) is a vibrant and active trade support organization that helps to forge and foster business ties between Malaysia and the Netherlands. The broader aim of the Council is to further facilitate investment by Dutch and Malaysian companies in each other's countries and to increase trade opportunities.

Established in 1996 by Malaysian and Dutch companies, MDBC is a private, well established, trade support organization with over 250 member companies. It is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole.

With the goal of becoming the full-fledged service provider for all members and businesses with Malaysian – Dutch links, MDBC achieves its high standards through the successful execution of its three objectives (Business Services, Representation, and Networking). Our core values are to be Entrepreneurial, Independent, Accessible, Responsible, and Service Oriented.

More information about the Council is available at:

[www.mdbc.com.my](http://www.mdbc.com.my)

[www.facebook.com/mdbc.com.my](https://www.facebook.com/mdbc.com.my)

[www.linkedin.com/company/malaysian-dutch-business-council-mdbc-](https://www.linkedin.com/company/malaysian-dutch-business-council-mdbc-)

[www.twitter.com/MYMDBC](https://www.twitter.com/MYMDBC)

## **For all media enquiries please contact:**

Malaysian Dutch Business Council (MDBC)

**Jocelyn Choo**

**Communications Manager**

Tel: +603 2722 8335

Fax: +603 2141 8335

E mail: [communications@mdbc.com.my](mailto:communications@mdbc.com.my)