

FOR IMMEDIATE RELEASE

Shortlisted Competitors Announced for the MDBC Innovation & Sustainability Awards 2017

Kuala Lumpur, 12 October 2017 – The selection process in the Malaysian Dutch Business Council (MDBC) Innovation & Sustainability Awards (MISA) proved to be even more difficult this year due to both the quality and the quantity of competitors (with a record number of entries for this, the sixth edition of the Awards Program). Open to all companies (MDBC members and non – members alike) who have an innovative service / product, or start – up to participate with, entries were narrowed down by an expert, independent panel of judges led by the Chief Judge – H.E. Karin Mössenlechner (Ambassador, Embassy of the Kingdom of the Netherlands).

Participants competed in the following MISA '17 categories:

- **Best Service Innovation**

The winner will have a service innovation that is new or has significantly improved characteristics. The innovation adds user value, enables entry into adjacent markets, or creates new markets.

SHORTLISTED NOMINEES:

- Air Liquide Business Services
- LeadWomen
- &samhoud
- YTL Corporation

- **Best Product Innovation**

The winner will have a product innovation that is new or has significantly improved characteristics. The innovation adds user value, enables entry into adjacent markets, or creates new markets.

SHORTLISTED NOMINEES:

- Akzo Nobel Paints (Malaysia)
- HEINEKEN Malaysia
- SBM Offshore
- Sime Darby Plantation

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- **Most Innovative Start – Up**

The winner is implementing an innovative service, product, or business concept. You can apply for this award if the company has existed for less than three (3) years and has less than 10 employees; the organization must also be a registered business entity.

SHORTLISTED NOMINEES:

- AppyKoins
- GROM
- KLCSI Venture

Please note: Shortlisted nominees are listed in alphabetical order; order is NOT indicative of any ranking.

All shortlisted nominees will participate in the MISA Day Program and MISA Awards Ceremony and Dinner which will take place on **Thursday, 26 October 2017** at the **DoubleTree by Hilton Kuala Lumpur**. Final judging takes place during the presentations by shortlisted nominees during the MISA Day Program (all are invited to attend). Winners are announced immediately after during the evening Awards Ceremony and Dinner with an accompanying judge's report, keeping the overall competition highly transparent.

The overall format of MISA underscores the focus of the Awards Program – the sharing of best practices which will lead to the development of a more complex and complete understanding of Innovation & Sustainability. MDBC's Executive Director Marco Winter explained that "MISA will stimulate healthy competition, create exposure opportunities, and generate a platform to showcase Innovation & Sustainability – something of increasing importance to the Malaysian business community, and something that is deeply embedded in the Dutch who have been churning out innovations for centuries."

In the 2017 – 2018 Global Competitiveness Index, The Netherlands ranked #4 (Malaysia ranked #23 out of nearly 130 countries and economies around the world). The Netherlands ranked 3rd and Malaysia 37th (8th in Asia) in the Global Innovation Index 2017 report released by the World Intellectual Property Organisation.

The Netherlands has a strong record in the field of innovation. "As a flood-prone country that lies to a large extent below sea level in the delta of major European rivers, we always had to be innovative. Nowadays we are one of the most densely populated countries in the world. In order to thrive and create a sustainable living environment we have to be in the forefront of technology and come with creative and green solutions", explains Ambassador Mössenlechner. "We have for instance invested much in our agrifood sector, so much that - despite being little over the size of Pahang - we are the second largest exporter in this

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sector worldwide.” The Netherlands is also an important hub for start-ups in the digital economy and gaming industry.

The Netherlands believes innovation is the engine of economic growth in an increasingly knowledge-based global economy. And it believes innovation can best be achieved through an integrated approach with cooperation between government, businesses and knowledge institutes.

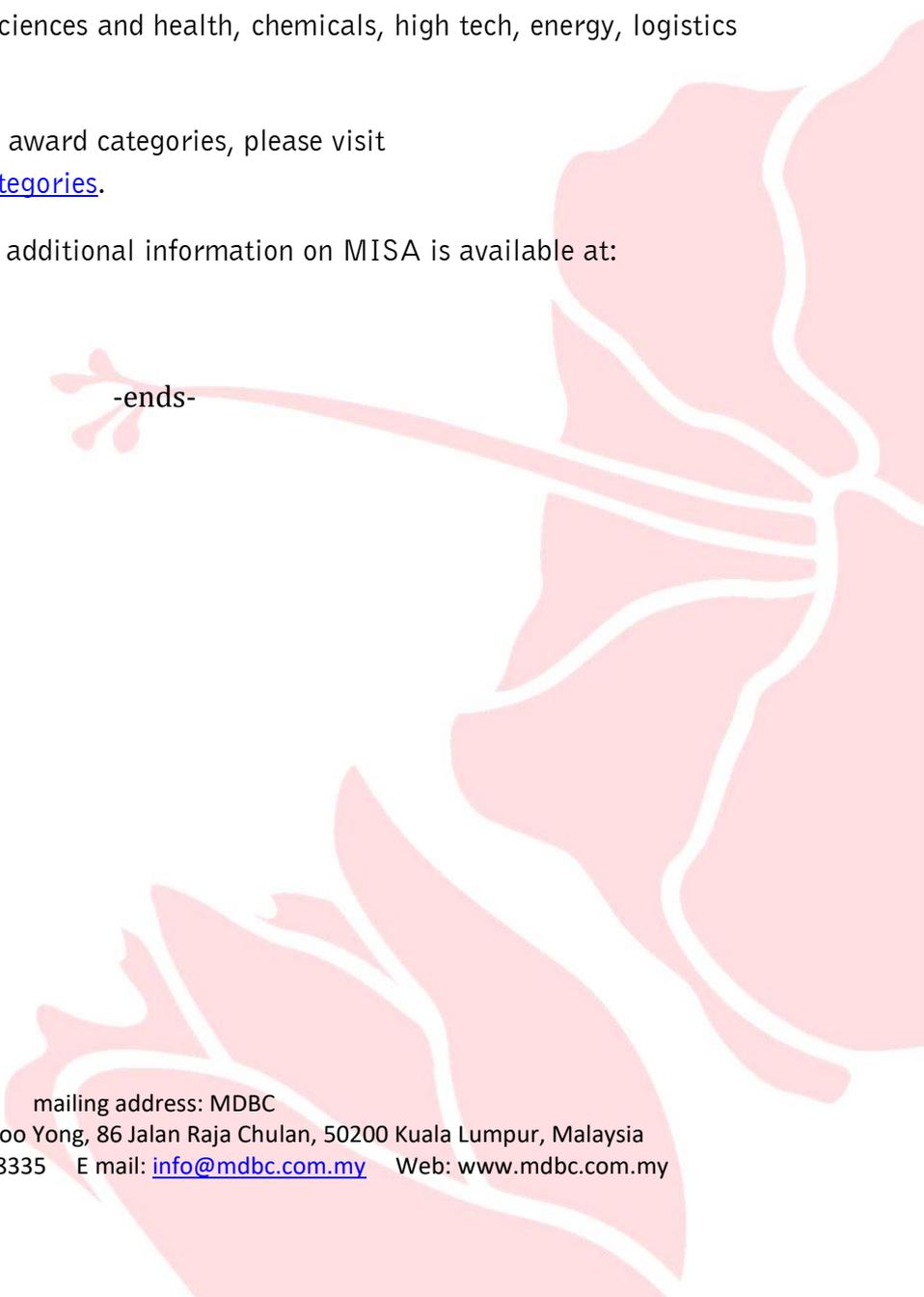
A good example of this is the Dutch Palmares consortium – five companies and two knowledge institutes working together to develop technologies to convert palm oil biomass into bio energy or other valuable byproducts to generate profit and benefit the environment. Ambassador Mössenlechner: “We are eager to work together with Malaysian companies to turn waste into wealth and contribute to a more sustainable future.”

The Netherlands has nine top sectors for innovation: horticulture and propagation materials, agri-food, water, life sciences and health, chemicals, high tech, energy, logistics and creative industries.

For additional information on the award categories, please visit www.mdbc.com.my/misa/misa-categories.

All are welcome to attend MISA; additional information on MISA is available at: www.mdbc.com.my/misa.

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About MISA

After 5 successful annual MDBC Sustainability Awards (MSA) events, MDBC marked the next stage of the awards program evolution by expanding to include innovation, resulting in the new MDBC Innovation & Sustainability Awards (MISA) 2017.

Realizing the integral part that innovation plays in sustainability, MDBC knew that it also needed to be innovative in order to keep our flagship event sustainable. MISA will reach out to a larger segment of businesses.

Successful and sustainable innovation is about persisting when the going gets tough, and rethinking your business in the face of disruption. MDBC, together with the Embassy of the Kingdom of the Netherlands, aims to stimulate and create awareness for Innovation & Sustainability within every industry. In order for an organization to be sustainable, it must innovate. Further, intentionally or not, innovation often results in sustainability gains, therefore resulting in our new focus being Innovation & Sustainability.

The MISA categories give a wide range of companies the opportunity to participate. All categories are open to all companies (MDBC members and non – members) who have an innovative project / service, or start – up to participate with.

All participants will have their submissions reviewed by an expert, independent panel of Judges led by the Chief Judge, H.E. Karin Mössenlechner (Ambassador, Embassy of the Kingdom of the Netherlands). The Judges will evaluate the projects for consideration with a specific criteria (additional information on the Assessment Criteria (<http://www.mdbc.com.my/misa/misa-assessment-criteria/>) and Guidelines (<http://www.mdbc.com.my/misa/misa-guidelines/>) are available online). Shortlisted nominees are required to conduct a presentation on their submission to the Judges during the MISA Day Program which will take place late October, early November. This event is open for attendance by other MDBC members and external guests. The presentations serve as a sharing of best practices, in line with the objective of these awards and event; it also allows the Judges to make their final decision which are announced that evening during the MISA Awards Ceremony & Dinner.

For further information on MISA, please visit www.mdbc.com.my/misa

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About MDBC

The Malaysian Dutch Business Council (MDBC) is all about providing business services, representation, and networking. We forge business ties between Malaysia and The Netherlands. Established in 1996 by Malaysian and Dutch companies, MDBC is a private, well established, trade support organisation with over 270 member companies. It is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole.

With the audacious goal of becoming the full - fledged service provider for all members and businesses with Malaysian – Dutch links, the 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.

BUSINESS SERVICES:

MDBC provides business services and information to our members. MDBC assists members and newcomers to the Malaysian market on issues related to setting up a company or a representative office here. MDBC keeps members updated on the latest developments in the business world and members' news through our quarterly magazine (the MDBCCONNECTS), the organisation of informative & educational events and through this website, electronic newsletters (the e – Update), and e mails. MDBC also publishes a Business Directory every 18 months.

REPRESENTATION:

MDBC serves as a link to other bilateral Business Associations and Chambers of Commerce. We participate in a dialogue amongst European Union member states in Malaysia and in EU – related programs. We also have established relations with various government institutions. The common business interests of our members, as well as individual needs of companies, are voiced through MDBC to the appropriate authorities in Malaysia. The Council also looks into combined efforts for representation at exhibitions and into commercial partnerships with Malaysian and Dutch government authorities on behalf of our members.

NETWORKING:

Through our regular (monthly) events, members are able to develop good business contacts with the Dutch – Malaysian business community in Malaysia, as well as with other foreign

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companies, Malaysian counterparts and government bodies. On an annual basis, MDBC members receive several dozen event – invitations, including signature events such as the MDBC Sustainability Awards and the Human Resources Forum. Numerous social networking events are organised together with other Business Associations and Chambers of Commerce to further extend networking opportunities.

Together with the Economic Department of the Netherlands Embassy and industry associations, the MDBC will, whenever possible, participate in Trade Exhibitions, Dutch missions to Malaysia, and matchmaking sessions. At exhibitions, MDBC members are invited to present their products and services within a larger “Holland Pavilion”. We also support Malaysian missions to The Netherlands.

More information about the Council is available at:

www.mdbc.com.my

www.facebook.com/mdbc.com.my

www.linkedin.com/company/malaysian-dutch-business-council-mdbc-

www.twitter.com/MYMDBC

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