

FOR IMMEDIATE RELEASE

Malaysian Dutch Business Council Issues Challenge to Innovators

Kuala Lumpur, 14 September 2017 – The Malaysian Dutch Business Council (MDBC) and the Embassy of the Kingdom of the Netherlands launched the MDBC Innovation & Sustainability Awards (MISA) in late August. With MISA, the Business Council issued a challenge to innovators – Benchmark your efforts in Innovation & Sustainability against others and see how Innovative you really are!

Open to all companies who have an innovative product / service, or start – up to participate with, the categories in MISA '17 are:

- **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.

- **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.

- **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.

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

These categories will give a wide range of companies the opportunity to participate. MDBC hopes to stimulate healthy competition, create exposure opportunities and to generate a platform to showcase Innovation & Sustainability.

All submissions will be 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).

Deadline for the submission of nominations is 22 September 2017. Shortlisted participants will be announced on Friday, 6 October and will participate at the MISA event scheduled to take place on Thursday, 26 October at the DoubleTree by Hilton Kuala Lumpur.

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Lumpur. MISA will consist of a day program and an evening awards ceremony and dinner. Final judging will take place during the day program and winners will be announced immediately after during that evening. 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) and shortlisted participants will be announced in early October. 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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