

FOR IMMEDIATE RELEASE

## Winners of the MDBC Innovation & Sustainability Awards 2017

**Kuala Lumpur, 26 October 2017** – After an intense day of competition, winners of the MDBC Innovation & Sustainability Awards (MISA) were announced by VIP Guest YB Brig. Jen. Khairy Jamaluddin (Minister of Youth & Sports).

Not just an awards program, MISA is a showcase of the best practices of the leaders in Innovation & Sustainability. It is a platform for learning and elevating the understanding of these subjects and best practices in the local business environment. Having evolved from the MDBC Sustainability Awards which saw 5 successful editions between 2011 - 2016, MISA is about realizing the integral part that innovation plays in sustainability. 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 Netherlands Embassy, aims to stimulate and create awareness for innovation and sustainability within every industry.

Open to all (MDBC members and non – members) to compete in, MISA '17 drew in a record number of high quality entries. An independent, expert panel of Judges reviewed the entries and announced the shortlisted nominees on 12 October. Earlier in the day, shortlisted nominees presented their submissions to the panel of judges and audience members of the MISA Day Program, fielding questions from audience members, competitors, and judges alike. It is this unique and transparent format that allows for the sharing of knowledge that makes MISA so special.

Winners were announced during the evening Awards Ceremony and Dinner with an accompanying judge's report, keeping the overall competition highly transparent.

Shortlisted nominees in the MISA '17 categories:

- **Best Service Innovation**

The winner has 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

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- &samhoud
- YTL Corporation

**WINNER:**

- &samhoud

• **Best Product Innovation**

The winner has 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

**WINNER:**

- Sime Darby Plantation

• **Most Innovative Start – Up**

The winner is implementing an innovative service, product, or business concept. Start – up companies are defined as in existence for less than three (3) years and having less than 10 employees; the organization must also be a registered business entity.

Shortlisted Nominees:

- AppyKoins
- GROM
- KLCSI Venture

**WINNER:**

- GROM

As a special part of the program, an 'Audience Award' was introduced for MISA '17. Attendees of the Awards Ceremony & Dinner were invited to vote live for the winner of the Audience Award after a round of elevator pitches by all shortlisted companies on their submitted projects. The winner of the MISA '17 Audience Award was Akzo Nobel Paints Malaysia.

According to MDBC's Executive Director, Marco Winter, "We are delighted with the continued growth of our MDBC Awards Program. It is unique and has proven to not only

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bring increased awareness to innovation and sustainability, but also elevate the understanding of a complex and ever evolving subject. The Dutch have a long and proven history of innovation across a wide variety of sectors, from arts and architecture to agriculture, water, life sciences, high tech, energy, and much more. It is something that has proven sustainable and continues to this day as Dutch organizations are widely regarded to be among the world's leading innovators. In the 2017 Global Innovation Index report recently released by the World Intellectual Property Organisation, The Netherlands ranked 3<sup>rd</sup> overall; Malaysia ranked 37<sup>th</sup> (8<sup>th</sup> in Asia)."

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.

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.

Further information about both winners and the judges reports will be made available in an MISA Supplement which will be provided soon. This information will also be published on the MDBC website as soon as it is available.

For additional information on the award categories, please visit [www.mdbc.com.my/misa/misa-categories](http://www.mdbc.com.my/misa/misa-categories).

For additional information on the Judges, please visit [www.mdbc.com.my/misa/misa-judges](http://www.mdbc.com.my/misa/misa-judges).

Additional information on MISA is available at: [www.mdbc.com.my/misa](http://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](http://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](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)

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