



L to R: Low Kuan Shiuan (Brand Manager, Akzo Nobel Paints Malaysia), Koen Munneke (CEO, GROM), Ivan Yeung (GROM), Khairy Jamaluddin (Minister of Youth and Sports), H.E. Karin Mössenlechner (Dutch Ambassador to Malaysia), Marco Winter (Executive Director, MDBC), Mirjam van Thiel (Honorary Treasurer, MDBC / Finance Director, Dutch Lady Milk Industries), Dr. David Ross Appleton (Head of Biotechnology and Breeding, Sime Darby Plantation Research & Development), Thomas van Dorsten (Communications Executive, MDBC), Sahil Sharma (Consultant, &samhoud), and Isma Husein (Consultant, &samhoud).

## INNOVATION THROUGH CREATIVE COMPETITION

>> *MISA fosters more complex and complete understanding of Innovation & Sustainability*

**T**HE Malaysian Dutch Business Council (MDBC) Innovation & Sustainability Awards (MISA) is an innovation in awards programmes itself. MISA is also a showcase of the best practices of the leaders in Innovation & Sustainability as well as 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 five successful editions from 2011 to 2016, MISA is about realising 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 simulate and create awareness for innovation and sustainability within every industry.

MISA 2017 drew in a record number of outstanding entries. The selection process proved to be even more difficult this year due to both the quality and quantity of competitors. Competition is open to all companies who have an innovative service, product, or start-up to participate with. Entries were reviewed and shortlisted by an expert, independent panel of judges led by Chief Judge H.E. Karin Mössenlechner, Ambassador

of the Kingdom of the Netherlands to Malaysia, on October 12.

Nominees then participated in the MISA Day Programme and the MISA Awards Ceremony at DoubleTree by Hilton Kuala Lumpur on October 26. Final judging took place throughout the presentations by the shortlisted nominees during the Day Programme. The nominees had presented their submissions and then fielded questions from audience members, competitors, and judges alike. Winners were announced immediately after during the evening Awards Ceremony, and dinner was accompanied by the judges' report to keep an overall transparent atmosphere for the





Khairy Jamaluddin  
(Minister of  
Youth and Sports)  
announces the  
MISA 2017  
winners.



Marco Winter (Executive  
Director, MDBC) welcomes  
the attendees of MISA 2017.




competition.

The format of MISA underscores the focus of the Awards Programme — the sharing of best practices which will lead to the development of a more complex and complete understanding of Innovation & Sustainability.

“MISA stimulates healthy competition, creates exposure opportunities, and generates a platform to showcase Innovation & Sustainability. These are 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,” MDBC Executive Director Marco Winter explained.

“We are delighted with the continued growth of our MDBC Awards Programme. It is unique and has proven to not only bring





Mössenlechner poses an inquiry after one of the nominee presentations.

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 organisations are widely regarded to be among the world's leading innovators," he added.

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

"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 at the forefront of technology and come with creative and green solutions," said Ambassador Mössenlechner.

"We have, for instance, invested much in our agri-food sector, so much so that — despite being a little over the size of Pahang — we are the second largest exporter in this sector worldwide. The Netherlands is also an important hub for start-ups in the digital economy and gaming industry," she continued.

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 governments, businesses, and knowledge institutions. It also 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.

After an intense day of competition, the MISA 2017 winners were announced by Guest of Honour Khairy Jamaluddin, Minister of Youth and Sports.

#### Shortlisted nominees in the MISA 2017 categories were:

##### 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
- &samhoud
- YTL Corporation

##### WINNER:

&samhoud uses serious gaming and virtual/augmented reality in their consultancy services.

##### 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 developed a method to increase crop yield potential in palm oil plantations.

##### MOST INNOVATIVE START-UP

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

##### SHORTLISTED NOMINEES:

- AppyKoins
- GROM
- KLCSI Venture

##### WINNER:

GROM is a B2B application in the healthcare IT space; it uses 3D scanning, mobile, and cloud computing to digitise the prescription process for custom medical devices.

##### AUDIENCE AWARD

Introduced as a special part of the MISA 2017 programme. Attendees of the Awards Ceremony 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.

##### WINNER:

Akzo Nobel Paints Malaysia developed a premium acrylic exterior which reduces the surface temperature of exterior walls, resulting in cooler temperature for the interior and a lower consumption in air-conditioning.