

FOR IMMEDIATE RELEASE

MDBC Innovation & Sustainability Awards 2018 Finalists Announced

Kuala Lumpur, 08 October 2018 – Finalists for the Malaysian Dutch Business Council (MDBC) Innovation & Sustainability Awards 2018 (**MISA '18**) have been announced. These shortlisted companies will now compete in the final round of competition taking place on **Friday, 12 October 2018** at the **DoubleTree by Hilton Kuala Lumpur**.

The quality and quantity of submissions this year guarantee that finalists are in for a battle to be crowned Innovation & Sustainability Champions of 2018. An independent, expert panel of judges are led by the Chief Judge – H.E. Karin Mössenlechner (Ambassador, Embassy of the Kingdom of the Netherlands). Winners will be announced immediately after during the evening Awards Ceremony and Dinner, along with an accompanying judges' report.

Sponsored by Basis Bay, Hibiscus Petroleum, MIDA, StandardChartered, Boskalis, InvestKL, MavCap, Philips, MDEC, MyHarapan, and Sunway Property, MISA '18 continues to grow and evolve, proving itself an innovative and sustainable event in itself. MISA is a unique and innovative platform nurturing an accelerated development and understanding of these two topics, very much in line with the achievements and ongoing developments by both Malaysia and The Netherlands.

Open to all companies (MDBC members and non – members alike), finalists in each category are:

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

- **Best Social Innovation**
 - Arcadis Malaysia Sdn Bhd
 - Digi Telecommunications Sdn Bhd
 - Make It Right Movement
 - Shell Malaysia Limited

- **Best Environmental Innovation**
 - Expleco Ltd
 - HEINEKEN Malaysia

MDBC

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- Paques Asia Pacific Sdn Bhd
- Sime Darby Research Sdn Bhd

- **Best Start – Up / Scale – Up in Sustainable Innovation**
 - Abmanan Biomedical Sdn Bhd
 - Bays Parking
 - MikeBikes
 - Malaysia Institute for Supply Chain Innovation
 - MN Empire Sdn Bhd
 - Serv Technology Sdn Bhd

Part of this year's program is comparable to the famous "Shark Tank" concept. MDBC has invited shortlisted contestants in the category of Best Start – Up / Scale – Up in Sustainable Innovation to pitch their solution to some of the leading organisations in the field of innovation, venture capital management, government, and corporate, who will consider the long term growth potential of the presented business concepts.

Event partners have made rewards available that range from mentoring and fund raising advice sessions with experts, to patenting assistance, or providing office space and facilities. With this part of the program, MDBC is creating a low barrier platform for different stakeholders to connect and engage. The goal is to help these start – ups and scale – ups and fill in any gaps in taking their concept and business model to the next stage. Thanks to this program extension, MISA '18 has certainly reached out to a larger segment of our community and beyond.

According to MDBC Executive Director Marco Winter, "The overall format of MISA underscores the focus of the Awards Program – the sharing of best practices which leads to the development of a more complex understanding of Innovation & Sustainability. This is immediately, and obviously, evident through the presentations and Q&A sessions during the day program. This core focus even carries through to the evening. Guests at the evening Awards Ceremony & Dinner will experience 'Elevator pitches' by the finalists and participate in crowning the Innovation & Sustainability champions for 2018 through a live vote for the MISA '18 Audience Award. We are excited for the dinner guests to also participate and learn from these leaders."

All are welcome to attend MISA; additional information on MISA is available at:
<https://www.mdbc.com.my/mdbc-awards-program/>.

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MDBC

About MISA

MDBC's unique and innovative Awards Program is a platform to showcase the best practices of companies in the areas of Innovation and Sustainability, recognizing them for their excellence and trailblazing spirit in these fields. Initiated in 2011 together with the Embassy of the Kingdom of the Netherlands, the Awards Program started out as the MDBC Sustainability Awards (MSA) and was recently expanded to the MDBC Innovation & Sustainability Awards (MISA). It has steadily grown and provides a way for companies to benchmark their efforts against leaders in these fields.

Now in its seventh edition, MISA continues to prove itself to be both innovative and sustainable with the continued growth and evolution of the awards program. The Awards give an ever growing range of companies the opportunity to participate and develop their own understanding of the topics.

The focus of MISA '18 is on organizations who are working on innovations that make the world a better place. Innovations that tackle social and environmental challenges. It also focuses on connecting and engaging start – ups / scale – ups with investors, corporates, and other innovators.

The award categories for MISA '18 are:

* **Best Social Innovation**

The winner has an innovation that is new or has significantly improved characteristics and meets social needs or creates new social relationships or collaborations.

* **Best Environmental Innovation**

The winner has an innovation that is new or has significantly improved characteristics, which benefits the environment and contributes to environmental stability.

* **Best Start – Up / Scale – Up in Sustainable Innovation**

The contestant is a start – up or scale – up that has an innovative and sustainable business concept or project. The start – up / scale – up focuses on creating new market space, products, services, or processes driven by social, environmental, or sustainability issues.

We define a start – up as a young company that has thoroughly canvassed and tested the business idea and is ready to launch or has launched. It has the ambition of growing fast with a scalable business model.

We define a scale – up as a development stage business that is looking to grow in terms of market access, revenues, and number of employees, adding value by identifying and realizing win – win opportunities for collaboration with established organizations. The

business is considered a scale – up if it shows an average annual growth greater than 20% per annum (measured by number of employees or turnover), over a three year period.

This category’s format slightly differs from the other two categories. We invite shortlisted contestants to pitch their solution to some of the largest organisations in the field of innovation, venture capital management, government, and corporate, who will consider the long – term growth potential of the presented business concepts. Our event partners will make available award prizes to help these start – ups or scale – ups fill any gaps in taking their concepts and business model to the next stage.

For more information on the MDBC Awards Program, please visit:

<https://www.mdbc.com.my/mdbc-awards-program/>

For more information on the MISA Awards Criteria & Assessment, please visit:

<https://www.mdbc.com.my/mdbc-awards-program/misa-assessment-criteria/>

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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