

FOR IMMEDIATE RELEASE

Winners of the MDBC Innovation & Sustainability Awards 2018!

Kuala Lumpur, 12 October 2018 – Winners for the Malaysian Dutch Business Council (MDBC) Innovation & Sustainability Awards 2018 (MISA '18) were crowned this evening at the MISA '18 Awards Ceremony & Dinner by VIP guest Y. Bhg. Datuk Isham Ishak (Secretary General, Ministry of International Trade and Industry). Held at the DoubleTree by Hilton Kuala Lumpur, attendees were treated to an exciting and close battle in all three categories (Best Social Innovation, Best Environmental Innovation, and Best Start – Up / Scale – Up in Sustainable Innovation) during the informative day program, which pulls double duty in serving as the final competition round between all shortlisted finalists, as well as a platform for the sharing of best practices – thereby serving the core purpose of the MDBC Awards Program.

Congratulations to the following, who were judged to be Innovation & Sustainability Champions by the independent, expert panel of judges.

- **Best Social Innovation: Digi Telecommunications Sdn Bhd**
Title of Innovation: Yellow Heart for Safer Internet
Summary: Yellow Heart is committed to keep families safe through responsible digital usage and nurturing digital citizenship behavior amongst children. With more children accessing the internet at an early age, many have admitted to not being equipped to recognize cyber risks and to act accordingly with confidence. Yellow Heart provides engaging and interactive education to build digital resilience towards these risks and works through partnerships to provide access to support systems for children.
- **Best Environmental Innovation: Paques Asia Pacific Sdn Bhd**
Title of Innovation: Circular Sustainable Solutions for Toxic Biogas
Summary: By 2020 the Malaysian Palm Oil Industry needs to capture all the Biogas to prevent emission of CO₂ to clean its environment and contribute in the fight against global warming. The Biogas can be used as a power source to gas engines, boilers or to convert to CNG. However, Biogas can be highly toxic and corrosive due to the H₂S content in the Methane. By applying the Thiobacillus (a sulfur oxidizing bacteria) in the Paques Thiopaq® system, the Biogas from the Palm Oil industry can be cleaned (removal of H₂S) and used as a power source in a safe manner. The project is to introduce this system to the Malaysian Palm Oil Industry and prove its advantages.
- **Best Start – Up / Scale – Up in Sustainable Innovation: MN Empire Sdn Bhd**
Title of Innovation: Malaysia's First Solar Powered Mosquito Eliminator
Summary: With the number of dengue cases rising in Malaysia every year, MN Empire strongly believes that the dengue issue needs to be tackled through more creative, innovative, and integrated methods. The mosquito trap that is commonly found in the market is only designed for indoor use and will only trap adult mosquitoes, mostly mosquito culex. The Aedes mosquito, which is responsible for dengue, is still able to survive and

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breed. In order to reduce dengue cases, we need to prevent mosquitoes from breeding and hatching. MN Empire has invented a solar mosquito eliminator device. This device is designed to kill both adult and immature mosquitoes.

- **Audience Award: HEINEKEN Malaysia**

Title of Innovation: W.A.T.E.R Project – River and Water Conservation

Summary: W.A.T.E.R (Working Actively Through Education & Rehabilitation) Project is a collaboration between SPARK Foundation, CSR arm of HEINEKEN Malaysia Global Environment Centre (NGO), government agencies and communities, which aims to empower communities to safeguard the quality of rivers and protect our water resources through community-based programmes. In the last 10 years, HEINEKEN Malaysia has invested RM8 million in outreach programmes, established 12 active river care communities along six rivers and engaged 30,000 Malaysians in river rehabilitation.

For additional information on the shortlisted submissions, kindly refer to the attached MISA 18 Shortlisted document.

Finalists in the Best Start – Up / Scale – Up in Sustainable Innovation were invited to pitch their solution to some of the leading organisations in the field of innovation, venture capital management, government, and corporate, who considered the long term growth potential of the presented business concepts during the MISA '18 Day Program.

Day Program event partners made rewards available for these finalists. Rewards ranged from mentoring and fund raising advice sessions with experts, to patenting assistance, or providing office space and facilities. MDBC was keen to offer this low barrier platform for different stakeholders to connect and engage. With the introduction of this portion of MISA, MDBC is helping these start – up / scale – ups fill any gaps in taking their concept and business model to the next stage.

Attendees of the evening program were also able to participate in the excitement of the finale by voting live for the winner of the Audience Award. All finalists gave an on - stage elevator pitch on their submissions after which the audience were able to vote for their favourites. The Audience Award allows the evening attendees to more directly participate in MISA as well as also learn a bit more about the competitors.

“MISA grows from strength to strength. We are proud of the way it continues to be at the forefront of awards programs, unique in its focus on the sharing of best practices, aiding in the continued development of innovation and sustainability within the wider marketplace,” shared MDBC Executive Director Marco Winter.

He added, “The Netherlands has a long and successful history of innovation. We also enjoy one of the strongest reputations for sustainability and the pursuit of a circular economy. I think we can see from the field of competitors, which we have seen continue to improve year after year, that Malaysia’s focus on these areas proves to be a solid commitment. We are happy that our awards

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program is contributing to the development and deepening in the understanding of innovation and sustainability.”

H.E. Karin Mössenlechner (Ambassador, Embassy of the Kingdom of The Netherlands and Chief Judge of MISA'18) added, “The finalists in the three categories encourage us to work on a more innovative, sustainable future. They do this by making innovation central to their business models and showing us that innovation can be profitable, which is an inspiration for all participants and the wider business community to innovate and go green.”

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

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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/>



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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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