

FOR IMMEDIATE RELEASE

MDBC Innovation & Sustainability Awards 2019: Open for Submissions and Announcing New Collaborations

Kuala Lumpur, 20 August 2019 – The Malaysian Dutch Business Council (MDBC) Innovation & Sustainability Awards (MISA) returns for its eighth edition on Wednesday, 9 October 2019. This year, MDBC is excited to announce that it has been invited by GreenTech Malaysia to organize its much lauded, signature awards program in conjunction with the 10th edition of the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) – which is scheduled to take place from 9 – 11 October at the Kuala Lumpur Convention Centre. This tie in guarantees more excitement, a deeper knowledge pool to draw from for the competition, increased exposure, a bigger audience, and the attendance of YB Yeo Bee Yin (Minister of Energy, Science, Technology, Environment & Climate Change) as the guest of honour at the MISA Awards Dinner & Ceremony.

Due to the inclusion of MISA in the IGEM program, the MISA Day Program will take place in the Kuala Lumpur Convention Center, while the MISA Awards Dinner & Ceremony will be held at the Grand Hyatt Kuala Lumpur.

This year, the categories open for nominations are:

1. Best Innovative Waste Management Project

Waste management contains the activities and actions required to manage waste from its inception to its final disposal. Companies in this category manage their waste with an innovative program (new to market) and take into account the impact their waste is having on their environment.

2. Best Digital Green Tech

In this category, we will showcase digital technology used for achieving green and clean goals; tech that results in transformational innovation through data. Now, more than ever, achievements in green tech are necessary to address some of the most pressing issues brought about by problems such as climate change and food shortages. Recent advancements in digital tech, such as artificial intelligence (AI), 5G, and blockchain, mean that new and exciting solutions are appearing in green

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tech. As digital tech itself is not sustainable (consuming a lot of energy), the digital green tech innovation in this category needs to add value to conducting sustainable business.

3. **Best Practice for Renewable Energy**

In this category, we are looking for companies who implement and encourage a broad based innovative and sustainable use of renewable energy models. Renewable energy is energy from, but not limited to, renewable resources. For example: sunlight, movement, wind, rain, tides, waves, and geothermal heat.

Participants can fill in the nomination forms via the MDBC website at <https://www.mdbc.com.my/mdbc-awards-program/misa-enter-now/>. Participation is open to all (MDBC members and non – members). **The deadline for submissions is Thursday, 12 September 2019.**

With these positive developments in the growth of MISA, MDBC is also inviting organizations who are interested in supporting MDBC's goal of helping the general business community develop a more complex understanding of Innovation & Sustainability through the recognition and sharing of best practices to become MISA sponsors or advertisers. Additional information on the exposure opportunities are available at <https://www.mdbc.com.my/mdbc-awards-program/misa-sponsors-advertisers/>

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

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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 expanded to the MDBC Innovation & Sustainability Awards (MISA) in 2017. It has steadily grown and provides a way for companies to benchmark their efforts against leaders in these fields.

Now in its eighth 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.

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 280 member companies. It is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole.

In 2018, MDBC won the APAC 2018 International Chambers of Commerce Membership Engagement Program of the Year Award. This year, MDBC became the second Dutch Chamber in the world to receive the NLinBusiness quality mark in an accreditation ceremony. In addition to being acknowledged as a 'best – in – class' leader, MDBC is now officially a member of the new NLinBusiness network of business hubs. This is a sign to Dutch entrepreneurs that they can be guaranteed a 'soft landing' in Malaysia as they seek to enter the Malaysian and / or wider ASEAN market.

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

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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 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

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invited to present their products and services within a larger “Holland Pavilion”. We also support Malaysian missions to The Netherlands.

MDBC is also one of the founders of the ASEAN Dutch Chamber Network (ADCN), a collaboration that consists of six Dutch Chambers of Commerce — Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam — that represent a diverse range of Dutch businesses in the region. Within ADCN, we share best practices. Since this year, ADCN has been developing some common exposure, highlighting our activities and events to entrepreneurs in The Netherlands, better streamlining of membership, and providing increased opportunities for respective members to attend events from Dutch chamber colleagues that could especially be of interest for many regional representatives in ASEAN.

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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