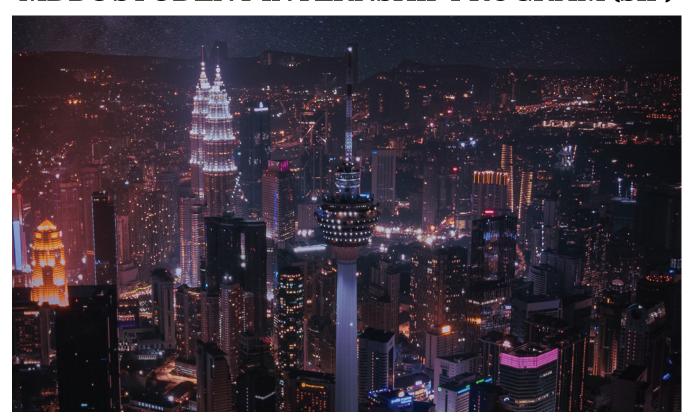


Special Supplement with MDBCONNECTS 2019



MDBC STUDENT INTERNSHIP PROGRAM (SIP)



In 2018, the Malaysian Dutch Business Council's (MDBC) Student Internship Program (SIP) reached the milestone of coordinating its 1,000th placement of a Dutch student intern in Malaysia.

Kicking off in the 2019 - 1 MDBConnects edition, we featured a special Inside Look interview with MDBC SIP Manager, Jolande Jonge Poerink, who described the history of SIP and provided an update on the current status of the program. She also spoke about the impact that SIP has had on the students and companies who have participated in the program.

In following editions, we continued our focus on this special program with interviews and even a special message from Suerd Polderdijk, on behalf of the MDBC Board of Directors. We even managed to track down MDBC's very first student intern: Patricia Hamid - Borghaerts, who shared a look back at her internship with MDBC in 2004.

To make it easier for our readers, we have compiled the history into this SIP Supplement, making it a special journey through this internationally recognized program by MDBC.

We hope you will enjoy reading all of these SIP experiences!





MESSAGE FROM THE BOARD OF DIRECTORS



Message from Suerd Polderdijk MDBC Board of Directors SIP Committee Chair

MDBC's Student Internship Program (SIP) manager Jolande Jonge Poerink used to frequently joke with me that as an MDBC Board member and chair of the SIP Committee, it was striking that my company, a Dutch SME, was not yet participating in the SIP program... So under the motto "practice what you preach" we recently engaged our first intern. Since then, the interns we have had the honor to host have brought fresh energy, fun and multicultural interactions, creativity, and a good set of

brains with time on their hands to dive deep into a specific topic. Thanks to their advice my company has opened up new markets in refining and renewable energies.

I can therefore, also from my personal experiences testify, that SIP offers a great added value to all stakeholders: students, universities, inviting companies, and the wider Malaysian economy. It has grown to become a standout service and cornerstone of MDBC, with well over a hundred student placements per year.

Not only are we, as MDBC and the MDBC Board, proud of this highly successful pro-

gram, it is also recognized as an exemplary service. You may have noticed that MDBC, as only the second Dutch business council worldwide, has achieved accreditation by NLinBusiness. SIP was one of the services acclaimed by NLinBusiness in their review.

As one of MDBC's signature services, SIP has its own MDBC Board Committee. This Committee supports the SIP team in ensuring the quality, professionalism, continuity, and growth of the SIP program. Our committee consists of both MDBC Board members as well as representatives of MDBC member companies that participate in the SIP program.

The SIP team and Committee are continuously looking for additional services that can add value to our members such as the increasingly successful "career membership". Individuals such as ambitious spouses can become MDBC Career member and enjoy specific career advice, support in job - hunting, and access to the MDBC network.

Despite the ongoing successes of SIP we are not without concern. Changing visa requirements are imposing barriers on companies bringing interns over from The Netherlands. We trust that through our positive relations and collaboration with various Malaysian authorities we will be able to ensure the continuation of this program.

By now, more than 1,000 SIP - alumni have had inspiring experiences through SIP and have become ambassadors for Malaysia. I'm sure the stories in this SIP special will equally inspire you!









AN INSIDE LOOK:

MDBC SIP MANAGER - JOLANDE JONGE POERINK

"MDBC's Student Internship Program has recently reached the milestone of coordinating its 1,000th placement in Malaysia of a Dutch student intern. On this occasion, An Inside Look features MDBC SIP Manager Jolande Jonge Poerink."

Jolande Jonge Poerink has been the Student Internship Program (SIP) Manager since she joined MDBC in 2011. Having originally moved to Singapore in 2005 with her husband Henk Jan and their three children (the fourth was born in Singapore), they moved to Malaysia in 2010 when Henk Jan joined Besi Apac, a Dutch multinational publicly traded company in the semiconductor industry.

Having worked in recruitment and human resources back in The Netherlands (primarily at KLM), she is also responsible for the MDBC Career Membership, which supports partners of expats trying to find employment in Malaysia.

MDBC: When you first joined MDBC, what was the status of SIP?

JJP: From the beginning of SIP in 2004 until I joined in 2010, Marco Winter had coordinated the program, usually with the assistance of an MDBC student intern. With 60 - 70 placements per year and a growing number of partner universities in The Netherlands, and placement companies here in Malaysia, the program had become too comprehensive so MDBC needed to expand on the SIP team.

The first few years, we maintained one intern for SIP support but as of a few years ago we added a SIP executive to the team, which is filled on a part time basis by the partner of an expat. I'm sure you will meet Janine van Bon, the SIP Executive, at an MDBC event. Many of you may also be familiar with Patti Tan from FreeStyle Communication, who has been appointed by the MDBC Board of Directors to assist our companies with the student work visa applications.

MDBC: Where is / what is the status of SIP now?

JJP: SIP has grown significantly! Since 2011 / 2012 we have placed approximately 100 Dutch students every year. We also assist approximately 25 other Dutch students each year who have found an internship in Malaysia on their own initiatives, by giving them the opportunity to enroll in our support program and ac-

tivities. Since 2004, we have coordinated more than 1,000 placements and assisted another 200 students for a total of more than 1,200 student engagements here in Malaysia.

MDBC: What SIP achievement / milestone are you most proud of so far?

JJP: I am quite proud of the fact that with the help of all MDBC members and our Dutch partner universities, so many Dutch students have gotten the opportunity to experience working in Malaysia. Most of them said that their time in Malaysia is something they will never forget. This is also the most rewarding part of my job, to help young people and give them the opportunity to have an unforgettable experience. For many years, around 96% of the students recommend SIP to other students, it's a sign we're doing things right.

In September 2018 we organized a big student reunion in Amsterdam to celebrate the more than 1,000 students that have undertaken an internship in Malaysia. It was great to see so many students again, with many of them having moved on to good jobs at companies like Dutch Lady, Heineken, Ernst & Young, Royal Haskoning, and Rabobank to name a few.

Additionally, MDBC won the APAC 2018 International Chambers of Commerce Awards - Membership Engagement of the Year 2018 Award. It was acknowledged that our Student Internship Program was an important element for winning this award. Also, MDBC has been acknowledge by NLinBusiness as one of top Dutch Chambers in the world. At a recent accreditation ceremony, in the presence of the Dutch Minister of Foreign Affairs, MDBC became the second Dutch Chamber in the world to received the NLinBusiness quality mark; SIP was specifically mentioned as a unique service of MDBC.

MDBC: While it is fairly obvious what some of the bigggest benefits of SIP are, what would you say is the most under - appreciated benefit of SIP?

JJP: Companies have different reasons why they like to work with Dutch student interns. Sometimes, they require a student to look into a problem at their company and come up with solutions. A good example of this is an intern who calculated the most efficient way to ship products to other countries. We've also had another intern at a member company who organized the



company's warehouse in the most efficient way, another developed a new financial model

There have also been many students who help with (online) marketing and search engine optimization (SEO). Also, the fact that these students come from a different culture / background helps add important intercultural skills, it benefits everyone on staff because they all learn from and interact with each other, furthering their horizons. It's applicable for the student interns but also for the comapny's permanent staff.

MDBC: How can companies maximize the benefit of onboarding a student intern?

JJP: We find that in general, if you spend a bit more time with the student at the beginning of the internship, you get better results out of the student during the internship.

MDBC: What kind of long(er) term impact has SIP had on the students who participate in the program?

JJP: Although it is very important for the interns to mingle with Malaysian and other non - Dutch people during their internship, I find it's also nice to involve them in the activities that the Dutch community organizes in Malaysia, but only, of course, if they're interested.

Many of them have joined the Dutch hockey teams in Kuala Lumpur (KL) at the training practices as well as ZOAT (the annual Southeast Asian hockey tournament for Dutch amateur players which takes place every year in a different Southeast Asian capital). A lot of them have also played futsal and soccer with the other Dutch (and non - Dutch) expats. Many also volunteer to help at the Sinterklaas, King's Day, and Liberation Day celebrations. This helps them gain insight into the life of living abroad more permanently. For the Dutch community, the energy the interns bring into the community is also contagious.

This all adds a lot to their internship experience here in Malaysia. The personal growth the students make by living abroad for a couple of months is incredible. They have to get outside of their comfort zone to live and work 10,000 km away for half a vear.

Some students arrive in Malaysia as children and leave the country as grown ups. They have learned to work with people from different cultural backgrounds, learned about other habits and customs, experienced different foods, etc. For the rest of their lives they will never forget this valuable experience. It also helps their resume stand out and be more attractive when they apply for permanent jobs after



Picture taken during the SIP reunion in Amsterdam late last year to mark the 1,000th placement in Malaysia of Dutch student interns under MDBC' Student Internship Program

their studies.

MDBC: What kind of long(er) term impact has SIP had on the companies that participate in the program?

JJP: The bottom line is that SIP would not have become this comprehensive and successful if the students had not made a valuable impact at the companies who provide their placements and invest in these students. This is not a charity or CSR program, the companies invest time and money in these interns. From the number of member - companies that continue with SIP from one intake to another, often even expanding their number of interns from 1 to 2, or even to 3 or 4 in different departments, we can see that SIP has become an integral part of their company operations, the projects and tasks that the students undertake have been proven beneficial, either in terms of business development, research, cost - savings, operational excellence, or other. Occasionally, we see student interns return to work for these companies after graduation, either in Malaysia or in The Netherlands.

MDBC: What is an unexpected byproduct of the program?

JJP: During their internship here, most students will receive visitors: their parents, siblings, partner and or friends, which means that the program has really boosted tourism in Malaysia to a certain extent. It is estimated that approximately 5,000 extra tourists visited Malaysia because of SIP! Many former students have also informed us that former colleagues and Malaysian friends visited them in The Netherlands.

On the social side, over the years quite a few Dutch students have found a life partner in Malaysia. Subsequently, they have either moved to Malaysia on a permanent basis after graduation, or their Malaysian partner moved to The Netherlands. SIP has existed for 15 years so of course, over time we have seen a few "SIP marriages" and even some "SIP babies"!

Based on the annual results of the surveys we conduct at the end of their internships, around 96% of the students would recommend SIP and have truly enjoyed, and learned from their stay in Malaysia. The more than 1,200 people who have done an internship in Malaysia are excellent ambassadors for Malaysia when they return to The Netherlands. In their professional career they will look for opportunities to establish business contacts with Malaysia, they will attend Malaysia / ASEAN seminars that are organized in The Netherlands, and of course, we also meet some of the former students at the annual Malaysian Food Fair held at the Malaysian Embassy in The Hague, which means that they are still craving Malaysian food!

MDBC: Having surpassed 1,000 placements, we are now entering the next stage of development / growth for SIP. What plans do you have for this next stage?

JJP: Based on our own internal capacity and the number of vacancies available at our member companies, we do not expect a higher quantity of placements, but we will continue to strive for the best possible quality in the matches which are made. We also aim to make the program as efficient as possible for all parties involved (companies, students, universities).

With the support and involvement of MDBC members, MDBC partner universities, and the Malaysian immigration authorities, I hope that we can continue to give as many Dutch students the same opportunity for a similarly wonderful life and work experience in Malaysia!



SIP INTERN: PATRICIA HAMID: 2004

The first intern in SIP, Patricia Hamid interned with MDBC itself back in 2004 and was, at the time, studying International Management and Languages at Hoteschool InHolland. As part of her internship, she was responsible for customer relationship, organizing

networking events, gathering feedback from members on the Business Council, and giving advice on improvements.

MDBC: What were the top three things you learned during your internship and what did you enjoy the most?

PH: Networking, Organizing Events, and Cultural Relationships! And I enjoyed the food! But mostly the team at MDBC really

made me feel at home. I got to learn a lot and see a lot of the country while learning to work with various cultures. The nicest event I worked on was a football event with other Chambers. It really brought all cultures together from across the world.

MDBC: How did the experience influence your life later on?

PH: I continued to work with international organizations and only have had international roles. Working with different cultures is really a passion. After I graduated I moved into a marketing role and over the years went from assistant to Marketing Manager for Europe at FujiFilm.

MDBC: Is there anything you miss?

PH: The food! But I go back often so I don't miss much. My husband is Malay so we go back to family and friends often. And no, we did not meet in Malaysia, but in the US a year before I started at MDBC. We've been together for 16 years and married for 11. We've got 2 boys of 6 and 9 years old.

MDBC: What do you like about SIP?

PH: As I was the first to participate in SIP, it's nice to see to see how the program has developed over the years.

SIP INTERN: JULES VAN ZANTEN: 2012 - 2013

Jules van Zanten was a SIP intern with RB - Lifesciences from Aug 2012 to Mar 2013. Jules was a student at the Rotterdam Business School and he even returned to write his thesis while doing a second internship at MDBC member, AQ Services.

During his internship with RB Lifesciences, Jules focused on the expansion of the company's online pharmacy store, optimizing the store performance by working with trade partners on assortment growth and building up (logistics) operations.

MDBC: What were the top three things you learned during your internship here?

JZ: 1. Get it done; 2. Cultural Awareness; and 3. Flexibility.

MDBC: What did you enjoy the most about your internship experience?

JZ: I really enjoyed the exposure. As a 19 year old intern I ended up meeting the Malaysian Minister of Health and working with one of the largest health organizations. Wim Botermans (Founder



of the company and former MDBC member who has since passed away) brought me along to all of those meetings and really empowered me as an employee vs being an intern.

MDBC: How did the experience influence your life later on?

JZ: It provided the jumpstart for my professional career in Asia, which resulted in me living and working in the region for over 6 years. The small network I initially built resulted in me writing my thesis at AQ Services during my second internship.

I ended up working for AQ Services for over 1.5 years after finishing my thesis. With my experience in e - commerce I then moved to Lazada, focusing on growing e - commerce in SEA. I moved with Lazada, which got acquired by Alibaba Group in 2016, first to Thailand, and recently to Singapore to continue & support the growth in these markets.

MDBC: What do you like about SIP?

PH: It's an amazing hands - on learning experience to work and live in an emerging country!



MDBC Member Company: BESI Apac

MDBC: What is the main reason you hired SIP students?

BESI: Dutch students bring the latest supply chain knowledge as the Universities in The Netherlands are leaders in setting up new supply chain concepts and collaboration models. The students are

academically well educated, have good social skills, and are used to working in project teams with a holistic approach. We've changed a lot of things due to projects interns have executed. The program offers good value for money.

MDBC: Can you share an anecdote about your experience with a SIP intern?

BESI: One of the best financial success

stories is of a student that was able to reduce the total freight costs on a monthly basis by 30% (for a total amount of 2.1 million RM) by changing the transportation to cross docking based on a mathematical model.

We also have a lot of funny anecdotes. In BESI, the students drive a company owned car that they share and car pool with. With every new group of students our facility manager will warn the car lease company in advance of damage to come as new scratches and dents are for sure to be expected, as driving in Malaysia is 'slightly' different than driving in The Netherlands.

Our interns develop a strong relationship with us. I'm still in contact with many of them, they always share their final score on their assignment with me, and sometimes also share their career advancements, or developments in their private lives. Often, we're also a reference during job interviews.

MDBC: Can you describe in one sentence what you like about SIP?

BESI: It's a very well managed program, which give good value for money, leading to excellent results.

MDBC Member Company: AQ Services

MDBC: What is the main reason you hired SIP students?

AQ: We first looked at Dutch interns becasue we wanted to give back to our roots in The Hague, a tip of the hat to the Dutch education that lead to AQ's establishment.

AQ was founded by two graduates from The Hotelschool The Hague. We found Dutch interns are hard working and very eager to do their internship abroad. They come in and offer creative solutions.

MDBC: Can you share an anecdote about your experience with a SIP intern?

AQ: At AQ we now have a full time Community Manager, helping us to maintain strong relations with our mystery shopping community. This resource started with two Hotelschool interns looking to make a difference in their Operations work for 9 months in 3 different countries.

From then on, there's always been a trainee or two on the Shopper Community project, designing



newsletters, implementing social media channels, keeping AQ's recruitement and communication up to date. In all, 5 trainees worked on this initiative over 3 years until 2017 when the full time role was established, supported by none other than our awesome interns.

Most of our interns follow AQ Services on social media and always know where to reach us. We don't usually say 'goodbye'

to anyone at AQ, more like 'see you later'!

MDBC: Can you describe in one sentence what you like about SIP?

AQ: A program that allows students to experience an overseas adventure and powerful learning opportunity while providing companies with great quality interns that generate lots of fun and energy.



MDBC Partner University: Hanzehogeschool Groningen

MDBC: How long has the University been participating in SIP? Why?

HANZE: It must have been about 10 years ago that we started cooperating with MDBC. We were lucky to have met Marco Winter and MDBC. He invited

us to come to Kuala Lumpur (KL) and once we paid our first visit to Malaysia we were impressed: MDBC covers almost all industries where our studies can do their internships, their network is fabulous.

Working with SIP was a tailor made fit to our own business strategy. Malaysia was our first choice for Asia since it is a very important business partner of The Netherlands. English is widely spoken and is the business language: very helpful for the quality of the internships, people are friendly and hospitable, prices are moderate, our students feel safe in the country and they really get value for their money in living, eating, and travelling.

MDBC: Can you give an example of why it's valuable to work with MDBC?

HANZE: We noticed that there is really a win - win situation: companies and organizations benefit from our students; they are really able to contribute to the companies and their improvement and success.

Many of our students were an asset to the local Malaysian staff. On the other hand, our university and students benefit from the way they are able to learn in an international environment.

From all 130 students we have placed in Malaysia through MDBC I would like to mention Sven Janson in particular. He decided to stay and started his own business. He took advantage of the opportunities the country offers and has become a very successful entrepreneur in KI

MDBC Partner University: Hotelschool The Hague

MDBC: How long has the University been participating in SIP? Why?

HTH: The partnership with Hotelschool The Hague goes back to 2009 but we became a member in 2011. SIP offers good support for finding a (management) internship in KL. Besides connecting students with international companies, they also offer assistance with the visa process. From the moment our students arrive in KL they are part of this bigger network of students from different universities, which is a great start to their stay in Malaysia. Malaysia is a big melting pot and I always explain it to the students as being the best of both worlds; you can find a lot of different Asian cultures in a vibrant city with lovely food and great traditions. It's a safe country with many Western influences where almost everyone speaks English.

MDBC: Can you give an example of why it's valuable to work with MDBC?

HTH: MDBC is very aware of the latest local rules and regulations, and they are in close contact with the Embassy and immigration office. Throughout the years, we have exchanged our own connections



in the hospitality industry in KL with the network via MDBC, resulting in our students being able to choose from an even bigger variety of placements. It's really valuable that we can always ask MDBC for extra local support when needed, especially in case of calamities, or when a student needs specific medical care.

Our students are always enthusiastic about the personal support, but especially the activities and events MDBC organises for all students from different universities. For example, a cultural dinner, or the annual hockey tournament stand out. MDBC's SIP is a great start to gaining work experience in Malaysia; their service is very quick and always approachable.



SIP INTERN: RUTGER HOMAN: 2012 - 2013

Rutger Homan did his internship in the Finance Department of MDBC member, HEINEKEN Malaysia. Now working with Heineken in The Netherlands, Rutger started his journey as a student at Hanze Hogeschool and focused on financial reconciliations and analyzing the CAPEX process during his internship.

MDBC: What were the top three things you learned during your internship here?

RH: First of all, you broaden your horizon by working in a different culture. Secondly, you can apply the things you learn in your studies in a practical manner during your internship. Thirdly, living abroad for a longer time - far away from home, gives you valuable experience.

MDBC: What did you enjoy the most about your internship experience?

RH: Spending time off exploring the beautiful city of Kuala Lumpur. Also, getting to see the big impact a Dutch brand - Heineken - can have on the other side of the world. And the food! So much! But mostly, the adventure of life, as every weekend was different.

Additionally, one of my best friends was my flatmate. When returning to Kuala Lumpur in 2018, we had the delight of staying at an old friend's place and had the opportunity to be integrated in the KL life again.

MDBC: Can you share an anecdote about your time here?

RH: During the Southeast Asia field hockey tournament, ZOAT (which was an amazing experience, meeting so many Dutch expats in one weekend), I fractured my wrist. It meant that I ended up on the couch of a warm Dutch family, which made me realize how good Dutch care was.

MDBC: What do you like about SIP?

RH: It is amazing to be on the other side of the world with a big group of students, it creates a very special journey.

SIP INTERN: MARIJN DE RUIJTER: 2013

Marijn de Ruijter studied at the Rotterdam School of Management, majoring in Financing and Investments. While doing his internship with Roland Berger (who is his current employer), he helped to develop the Kuala Lumpur (KL) 2015 - 2025 Tourism Masterplan, which was the strategy, focus areas, and initiatives KL should bring to life to attract more tourists, encourage them to stay longer, and spend more in the city.

MDBC: What were the top three things you learned during your internship here?

MR: 1. People who can look, act, and be so similar to you at work, can have a totally different life at home (comparing my Dutch upbringing where I left home at 18 to sort out my own life vs some of my colleagues who still live at home with their parents at 30); 2. Have patience. without it you will have a hard time finding your way; 3. Having a can do attitude and being pro - active puts you ahead no matter where you are in the world.

MDBC: What did you enjoy the most about your internship experience? **MR:** Looking back 5 years, it would



be learning about different cultures, (understanding) people's background and their views and opinions, which helped me get a better perspective on our world and my own life. I met some great colleagues and friends here. I liked it so much here I stayed!

MDBC: Can you share an anecdote about your time here?

MR: My greatest achievement (from my internship) is that Changkat is now pedestrian only at weekends, Jalan Alor

received a major overhaul to make it more tourist friendly, there are cycling lanes, and there's now the Sunday car free morning. These were all things that we strongly recommended to the City of KL on my project and they actually implemented it!

MDBC: What do you like about SIP?

MR: It's a great way to find an internship, learn about Malaysia, make new friends, and in the end, even find a job!



SIP INTERN: HILDA VEENSTRA: 2014

In September of 2014, Hilda Veenstra had just graduated from the University of Groningen with a Master's Degree in Accountancy and Controlling. Joining SIP, she gained an internship with Dutch Lady Milk Industries, a subsidiary of FrieslandCampina. Her role within the Finance Department was to support the Commercial Fianance team with their day - to - day activities.

MDBC: What were the top things you learned during your internship here?

HV: I learned a lot from working in a multicultural environment, especially with the wealth of cultures within Malaysia. I remember the amazement of my new colleagues during my first few days, firstly about my height, but even more so, about my huge lack of Excel skills. "Cannot lah, you have a Master's Degree in Accountancy right?". This internship was a perfect way to gain some practical knowledge in addition to the theoretical / academic knowledge learned at University.

MDBC: What did you enjoy most about your internship experience?

HV: Makan, makan, makan! Driving somewhere far (in my opinion) to get a good lunch is just a bit different from Dutch culture, but living in Malaysia for 6 months and not needing to cook is something I got used to extremely quickly!

I am now working for FrieslandCampina and coincidence or not, I am currently living and working in Malaysia again! This time, not in an office environment, but within the Operations organization of our Dutch Lady factory. Long story short, my boyfriend moved to Singapore because of work and I got the chance to take this new challenge and join him in Asia. Very happy to be back!

MDBC Member Company: TwoSons Audio

MDBC: What is the main reason you hired SIP students?

TA: 10 years ago at an MDBC event, Marco Winter suggested that TwoSons Audio participate in SIP. Initially, it was just having an intern in the organization. Then one day, the dad of one of the students came over for a visit at the end of the internship. He hugged me, shook my hand, and said, "Thank you for taking care of my son".

It made me realize how important the internship was. I'm not just a boss, coach, and supervisor, but I'm almost like a father to them. It's been 10 years and 29 students, but I'm still learning from the experience.

MDBC: Can you share an anecdote about your experience with a SIP intern?

TA: There are stories with every intern and that's what makes them very memorable. Some interns discover their real passion after their internships and make detour plans in their career selection. Others discover new opportunities during the internships and there are those that already know what's



needed to achieve their current goals. The bond that is formed with these interns carries on long after their internship ends. Jelmer Huisman, who was our first intern, studied small business and retail management. He came back for a visit to spend two days with me just last December. Of course, I brought him to

some good food, durian, and makan place just like before.

MDBC: Can you describe in one sentence what you like about SIP?

TA: Learning from, and hopefully inspiring these young enterprising students, who will some day do the same to help others.



Sometimes, you need the ones who have explored the unbeaten path.





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