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MDBC CONNECTS FAIR 2020

Kuala Lumpur, 22 September 2020 – The Malaysian Dutch Business Council (MDBC) leading the way forward for events in the new normal, hosting popular MDBC Connects Fair on new virtual reality platform as well as a hybrid AGM.

The Malaysian Dutch Business Council (MDBC) is leading the way forward for events in the new normal with a full day of activities on Thursday, 24 September. Kicking off the day with their ever popular **MDBC Connects Fair (MCF)**, MDBC is inviting everyone to attend the fourth edition of the fair on a new and exciting virtual reality exhibition platform called **KIVEL (Kingsmen Virtual Experimental Lab) at <https://vrexhibition.vruniverse.com.my/> from 09:00 – 19:00 hrs. Admission is Free and Open to All.** The platform, created by MDBC member Kingsmen Malaysia, will host the virtual reality exhibition showcasing a wide variety of service providers where attendees can learn more about the companies via interactive panels at each booth. The public can also connect with representatives of these companies instantly for real time conversations.

Sponsored by Arcadis, MCF20 will feature exhibitors from a variety of sectors including Data Communication, Education, Employment, HR / Recruitment, ICT, IP / Trademark, Office Furniture, Property & Real Estate Maintenance, Employee Engagement Consulting, and Supply Chain Innovation to name a few. For a full list of exhibitors please visit www.mdbc.com.my/event/mdbc-virtual-connects-fair-2020.

The exhibition will also showcase a talk by MDEC in the morning from 11:00 – 12:00 hrs, on the National eCommerce Strategic Roadmap (NeSR). Presented by Carol Fung (Head of SME Adoption, MDEC), guests can learn how over the years, this roadmap has helped SMEs move towards Digitalization via eCommerce.

From 17:30 – 18:30, MCF attendees can also attend a talk by Guest of Honor, YB Dato' Sri Mustapa Mohamed (Minister in the Prime Minister's Department for Economic Affairs) on Malaysia's medium – term plans to strengthen the country's economy, as well as preparations for the 12th Malaysia Plan.

In the evening, MDBC is hosting their 23rd AGM at the DoubleTree by Hilton Kuala Lumpur in their first ever hybrid event. Marco Winter (Executive Director, MDBC) shared, "Holding our AGM as a hybrid event allows us to ensure that members who may be in different locations worldwide can still attend the event. More so now than ever

before, technology is bringing the world closer. We all have to adapt and innovate as we break out of the same old way of doing things. It's why we're also excited to showcase the KIVEL platform with THE event that brings all of our MDBC members together. MDBC is always proud to showcase our members and what they're capable of; they provide viable, valuable solutions to companies. MCF showcases our members and allows our business community to connect while creating exposure and business development opportunities. But it also provides the general public with a one stop solution to help accelerate their businesses via the wide variety of service providers all under one (virtual) roof! It expedites the entire process and allows for potential customers to perhaps consider products and services that they may not have even known about."

Please note that speakers and topics may be subject to change. For the latest updates on MCF and the interactive discussion, along with the full list of exhibitors, please visit <https://www.mdbc.com.my/event/mdbc-virtual-connects-fair-2020/>. Additional information about participating companies can also be found at the link provided.

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FULL LIST OF MCF EXHIBITORS

NO	Exhibitor	Business Activity
1	Arcadis Malaysia	Design & Consultancy for Natural & Built Assets
2	Asia School of Business (ASB)	Graduate Business School
3	Cultural Impact	Intercultural Consultancy
4	Enza Zaden Asia	Worldwide development, production & marketing of vegetable seeds
5	Eurogain Secta	Corporate Secretarial, company formation, and corporate legal consultancy
6	Midorie Malaysia	Vertical Gardens
7	Henry Goh & Co	IP / Trademark Consultancy
8	Hittech Wemac	Machined Parts Manufacturing
9	Informa Markets UBM	Exhibition Organization
10	International University of Malaya – Wales (IUMW)	Commercial Education & Corporate Training
11	Kingsmen Malaysia	Retail & Corporate Interiors, Event & Exhibitions
12	Malaysia Institute for Supply Chain Innovation (MISI)	Asia's premier supply chain management university
13	Malaysian Dutch Business Council (MDBC)	Chamber of Commerce
14	Markant Office Furniture	Office Furniture
15	MikeBikes	KL Bicycle Tour Operator
16	Mynapse	Mobile application developer
17	Embassy of the Kingdom of the Netherlands	Doing Business with the Netherlands

18	ProperLy Asia (formerly MainPlus)	Property & Real Estate Maintenance
19	Randstad Malaysia	Employment Agency
20	Senz Strategy Consulting	Strategy & Employee Engagement Consulting
21	Sharma Management International	Education & Consultancy
22	Sheng Tai International	Property Development & Hospitality
23	Silverstreet	Data Communication
24	TalentSquare RPO	HR / Recruitment Services
25	Thomas International Malaysia	Psychometric assessment solutions to improve workplace behaviour, aptitude, and ability.

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 close to 300 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 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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