

Dutch connection in Southeast Asia

## Do's

#### Be patient

The process is often long.

## Remain polite

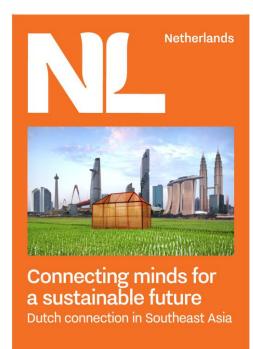
High level of respect is given to elderly/senior people.

- Take time to establish productive business relationships
  It is common for negotiations to continue after a contract is signed.
- Business cards

Importance of business cards for introductions face to face meetings.

#### Cultural norms

Some people abstain from handshake with opposite gender. Be flexible while scheduling meetings. Avoid Friday prayer time/public holidays. Avoid to put someone on the spot, challenging someone, showing anger or disagreeing in public.



### The Economic Team of the Embassy in Malaysia

David M. Naves

Head of the Economic Section

**Machiel van Stralen** 

Deputy Head of the Economic Section

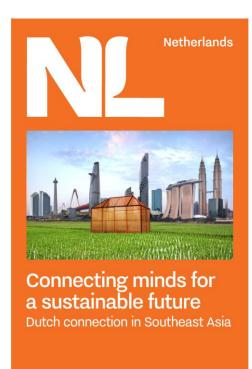
Circular Economy & Waste Management

Jasmine Hue, Senior Economic Officer Water and Waste Management

Water Management & Life Science Health **Gayathri P. Vythalingam**, Senior Economic Officer

Agriculture

**Hoh Li Huan,** Agriculture Advisor

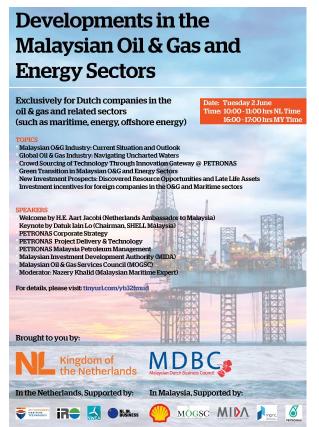


# Promote the interests of Dutch companies and organisations in Malaysia

- Answering company questions on doing business
- Opening doors & Introduce you to our business and government networks
- Support Dutch companies removing obstacles & assistance with local procedures
- Create local opportunities by promoting Dutch expertise and technology
- Identify opportunities, trends and local demand
- Advise RVO and other (Dutch) organisations on your project proposals to government organisations

#### **Cooperation Netherlands Embassy - MDBC**







WEBINAR JOINTLY ORGANIZED BY AGRAY Kingdom of the Netherlands





# INNOVATING AGRICULTURE

HOW MALAYSIA COULD BECOME A HIGH TECH AGRICULTURE HUB

9th September 2020 (Wednesday) | 15:30 - 17:00 PM (Malaysia Time) | 09:30 - 11:00 AM (Netherlands Time



















15:30 PM

YBhg. Dato' Haji Zainal Azman bin Abu Seman

Dr Mahaletchumy Arujanan ISAAA & Executive

15:45 PM

the Ministry of Agriculture, Nature & Food Quality of the

16:00 PM

Panelist 2

Dr Mohd Desa bin Haji Hassim Deputy Director, Crop

Quality Control Division

16:15 PM Panelist 3 Mr. Frederik

Vossenaar Special Envoy in the Agro Business

Development Unit. of

Panelist 4 Mr. Damion Schwarzkachel Business Developmen Director for Certhon,

16:30 PM

How Innovations Facilitate the Ecosystems of the Entire Production

16:45 PM 17:00 PM



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