

# NL

Netherlands



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## 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.*

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## 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

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## 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



## Developments in the Malaysian Oil & Gas and Energy Sectors

Exclusively for Dutch companies in the oil & gas and related sectors (such as maritime, energy, offshore energy)

Date: Tuesday 2 June  
Time: 10:00 - 11:00 hrs NL Time  
16:00 - 17:00 hrs MY Time

### TOPICS

- Malaysian O&G Industry: Current Situation and Outlook
- Global Oil & Gas Industry: Navigating Uncharted Waters
- Crowd Sourcing of Technology Through Innovation Gateway @ PETRONAS
- Green Transition in Malaysian O&G and Energy Sectors
- New Investment Prospects: Discovered Resource Opportunities and Late Life Assets
- Investment incentives for foreign companies in the O&G and Maritime sectors

### SPEAKERS

- Welcome by H.E. Aart Jacobi (Netherlands Ambassador to Malaysia)
- Keynote by Datuk Iain Lo (Chairman, SHELL Malaysia)
- PETRONAS Corporate Strategy
- PETRONAS Project Delivery & Technology
- PETRONAS Malaysia Petroleum Management
- Malaysian Investment Development Authority (MIDA)
- Malaysian Oil & Gas Services Council (MOGSC)
- Moderator: Nazery Khalid (Malaysian Maritime Expert)

For details, please visit: [tinyurl.com/yb32fmud](http://tinyurl.com/yb32fmud)

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WEBINAR JOINTLY ORGANIZED BY



# INNOVATING AGRICULTURE

HOW MALAYSIA COULD BECOME A HIGH TECH AGRICULTURE HUB

9<sup>th</sup> September 2020 (Wednesday) | 15:30 – 17:00 PM (Malaysia Time) | 09:30 – 11:00 AM (Netherlands Time)

15:30 PM	15:35 PM	15:40 PM	15:45 PM	16:00 PM	16:15 PM	16:30 PM	16:45 PM	17:00 PM
Moderator: Ms. Ng Yeen Seen Founder and Chief Executive Officer, Centre for Research, Advisory and Technology (CREATE)	Welcome by H.E. Aart Jacobi (Netherlands Ambassador)	Welcome by YDhg. Dato' Haji Zainal Azman bin Abu Soman Secretary General, Ministry of Agriculture and Food Industries (MAFI)	Panelist 1 YBrs. Dr. Mahaletchumy Arujanan Global Coordinator, ISARA & Executive Director, Malaysian Biotechnology Information Centre (MABIC)	Panelist 2 YBrs. Dr. Mohd Desa bin Haji Hassim Deputy Director, Crop Quality Control Division, Department of Agriculture, Malaysia	Panelist 3 YBrs. Mr. Frederik Vossenaar Special Envoy in the Agro Business Development Unit, of the Ministry of Agriculture, Nature & Food Quality of the Netherlands	Panelist 4 Mr. Damion Schwarzkachel Business Development Director for Carbon, Netherlands	Q&A	Closing remarks
Overview of the Current Malaysian Agriculture Landscape and its Challenges		Overview of DoA Initiatives & Opportunities	How the Netherlands Became the 9 <sup>th</sup> Largest Agriculture Exporter in the World	How Innovations Facilitate the Ecosystems of the Entire Production Chain of the Netherlands Fruits and Vegetables Sector				



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Email:

**KLL-EA@minbuza.nl**

Phone:

**+603 2168 6200**

Web:

**www.netherlandsandyou.nl**

Facebook:

**@DutchEmbassyMalaysia**

Twitter:

**NLinMalaysia**

(New) Office (27-10-2020):

**Capital Tower Unit No. 1-12, Level 12  
Platinum Park, No. 10, Persiaran KLCC  
50088 Kuala Lumpur**

