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MDBC 21-01

MALAYSIAN DUTCH BUSINESS COUNCIL KICKS OFF 25TH ANNIVERSARY CELEBRATION AND REVEALS REDESIGNED LOGO AND SPECIAL 25TH ANNIVERSARY LOGO

KUALA LUMPUR, 27 JANUARY 2021 – This year marks the 25th anniversary for the Malaysian Dutch Business Council (MDBC), one of the most active Business Councils / Chambers of Commerce in Malaysia, and acknowledged ‘best – in – class’ leader of Dutch Chambers worldwide. MDBC kicked off the festivities for this milestone in an exclusive, members only celebration, by members, for members. This 25th anniversary event was proudly supported by MDBC’s 25th anniversary patrons:

[Besi APAC](#), [HQ Pack](#), [Shell](#), [Signify](#), [NLinBusiness](#), and [Hibiscus Petroleum](#).

The event started off with MDBC Founding Patron and former Minister of International Trade and Industry, Tan Sri Rafidah Aziz, in conversation with MDBC Chairman Zainul Rahim, Vice Chairman Remco Koster, and the Netherlands Ambassador to Malaysia, H.E. Aart Jacobi. There was more engagement via video messages and live appearances in the program with the other two former MDBC Patrons and MITI Ministers, Dato’ Sri Mustapa Mohamed and Datuk Darell Leiking, along with a reunion of former Netherlands Ambassadors to Malaysia since 1996 (all of whom had close ties to MDBC during their tenure in Malaysia). According to Marco Winter (Executive Director, MDBC), “It was fantastic to welcome all of these special guests in the program and provide them with the opportunity to say hello to their friends in the MDBC community. It shows what a close and successful bilateral economic relationship we have been able to build between Malaysia and the Netherlands.”

Attendees heard from their fellow members on lessons learned in 2020, while MDBC Directors Wouter van der Weijden (Managing Partner, &samhoud), Tarang Gupta (Managing Director, Dutch Lady Milk Industries Berhad), and Lian Vergeer – Langens (Head of Marketing - ASEAN Pacific, Philips) participated in a discussion on resilience and reimagining.

As part of the festivities, MDBC also launched its redesigned corporate logo and a special, 25th anniversary logo.

In 2019, MDBC became the second Dutch Chamber in the world to receive the NLinBusiness quality mark of accreditation and joined the worldwide network of Business Hubs initiated by NLinBusiness. NLinBusiness is the one – stop – shop platform for Dutch entrepreneurs with international ambition. They help make the Dutch entrepreneurial



journey run smoothly, by showing opportunities for specific business and by linking Dutch businesses to the right contacts and partners.

NL Business Hubs consists of strong networks of Dutch entrepreneurs and local service providers. Making use of this network enables entrepreneurs to quickly find the right people around them and makes doing business internationally almost as easy as doing business in the Netherlands. They can help with market exploration, networking events, (online) workshops, legal services, and matchmaking services. Participating chambers in the NL Business Hub Network benefit from a greater visibility in the Netherlands as well as worldwide. This is further enhanced by aligning individual brands and connecting to the new 'NL Branding'.

As this is the first effort to unite and increase collaboration among Dutch Chambers worldwide, there is now an effort to bring together a wide variety of individual brands and make certain elements consistent enough to be recognized as part of a collective.

Participating Dutch chambers will utilize the same orange and blue to unify logo designs. This will enable recognition as part of the NL Business Hub Network, while allowing each brand to maintain its uniqueness. MDBC's new logo will switch from red to Dutch orange and follow the blue that is used by NLinBusiness and other participating Chambers. The flowers, again, symbolizing the bilateral nature of the Business Council – as well as Dutch expertise in agro based industry.



The 25th anniversary logo is comprised of elements from the regular corporate logo, special twin towers – utilized for a number of years as the cover of the MDBC Business Directory, it symbolizes MDBC's bilateral history – the Petronas Towers and Amsterdam house. The 25 years with dates highlight the milestone that MDBC is celebrating. The entire logo is surrounded by a circle, symbolizing unity, commitment, and community.



Malaysian Dutch Business Council (MDBC)

Unit 808, 8th Floor, Wisma Lim Foo Yong, 86 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia

Tel: 03 2722 8335 E mail: info@mdbc.com.my Web: www.mdbc.com.my

In addition to marking a significant anniversary, the new logos signal that MDBC is entering a new phase, driven by continued growth and successful expansion into new markets. Some recent achievements include:

- Establishing and expanding MDBC's presence and involvement in the ASEAN community through the ASEAN Dutch Chamber Network (ADCN);
- Increased MDBC's worldwide and European visibility through stronger participation in the NL Business Hub Network initiated by NLinBusiness;
- Took a lead in moving events into a virtual reality cyberspace with the unveiling of the MDBC Connects Fair on the KIVEL platform. This is now expanded and is host to the MDBC Village which is accessible year round! MDBC, together with Kingsmen, is creating an interactive virtual reality directory of the MDBC community, called the MDBC Village. **Visit the MDBC Village at <https://vrexhibition.vruniverse.com.my/>**

Marco Winter added, "This felt like a reunion; We looked back at our Council's substantial growth and achievements these past 25 years, saw faces we hadn't seen in a while, but at the same time, we also looked to the future. Our members shared their business lessons learned in 2020 and with a focus on resilience we are now positively facing 2021 and beyond."

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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 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.

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

For all media enquiries please contact:

Jocelyn Choo

Communications Manager

Tel: +603 2722 8335

E mail: communications@mdbc.com.my

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