

MDBC CONNECTS

MAKERS & DRIVERS OF BUSINESS & COMMERCE

JOHOR OPEN FOR BIZ

EU - ASEAN BLUE BOOK

MCF20 GOES VIRTUAL

MDBC MOVES INTO VIRTUAL REALITY

ISSUE: 2ND EDITION 2020



Greater Kuala Lumpur

The Epicentre of ASEAN

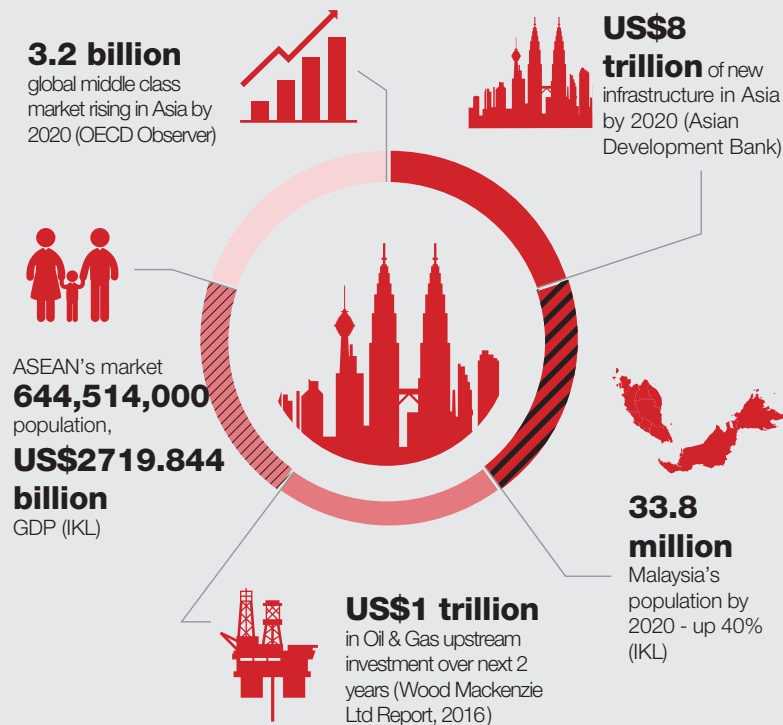


Greater Kuala Lumpur (Greater KL) writes its success through the numbers. It has the right number of talent, graduates, businesses, markets and opportunities. It has the best potential of any city in ASEAN, being strategically located in the region. Greater KL is now hub of the world's fastest growing economic region. Here's why leading Multinationals such as Schlumberger, Honeywell, IBM, Cargill, Philips, Worldline, Turner, Colas Rail, Linde and Epson have chosen Greater KL as the optimal location for their Regional Headquarters in ASEAN.

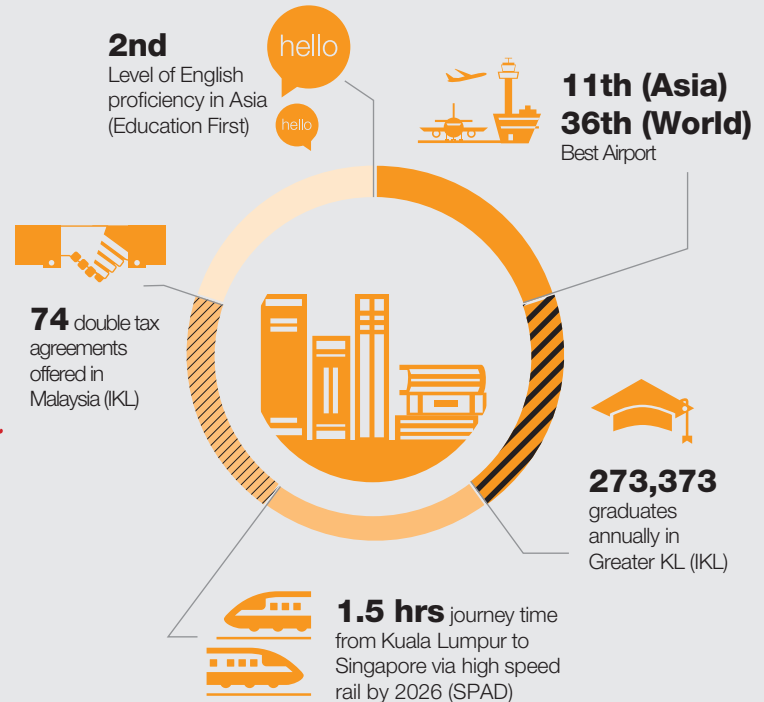
Greater KL by Numbers



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About Us


The Malaysia Institute for Supply Chain Innovation (MISI) was founded in 2011 by the Government of Malaysia in partnership with the Massachusetts Institute of Technology. The mission of MISI is to create an international center of excellence for research and education in Logistics and Supply Chain Management that actively engages with industry.


MISI is launching a set of short duration programs in Supply Chains aimed at enabling working professionals in supply chain management improve their job performance and gain an insight into emerging technologies.

The Courses are now available in both **ONLINE** and **IN-CLASSROOM FORMATS**, leading to a **CERTIFICATION** opportunity on completion of full courses offered between August to December 2020.

Supply Chain Management Short Courses, 2020

 Procurement Courses	Duration	Date 1	Date 2
Negotiation	1 day	26 September	3 December
Supplier Relationship Management	1 day	31 October	4 December
Total Cost Analysis	1 day	24 October	10 December
Category Management	1 day	9 September	21 November

 Supply Chain Management Courses	Duration	Date 1	Date 2
Forecasting and Inventory Management	2 days	2 & 3 Sept	25 & 26 Nov
Business Analytics	2 days	30 November & 1 December	
Strategic Supply Chain Management	2 days	5 & 16 October	
Logistics and Transportation	1 day	10 November	

 Emerging Trends in SCM	Duration	Date 1	Date 2
Industry 4.0 in Supply Chains	1 day	26 Aug	9 Dec
Supply Chain Finance	2 days	17 & 18 Sept	
Retail and E-commerce Supply Chains	2 days	23 & 24 Sept	

Key Take Aways



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Get the latest insight in supply chain developments from our global faculty.



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"Great input and perspective in analyzing and accessing possible supply chain solutions"

participants feedback

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* All courses are open for individual enrollment and participants will receive a certification of attendance from MISI upon completion.

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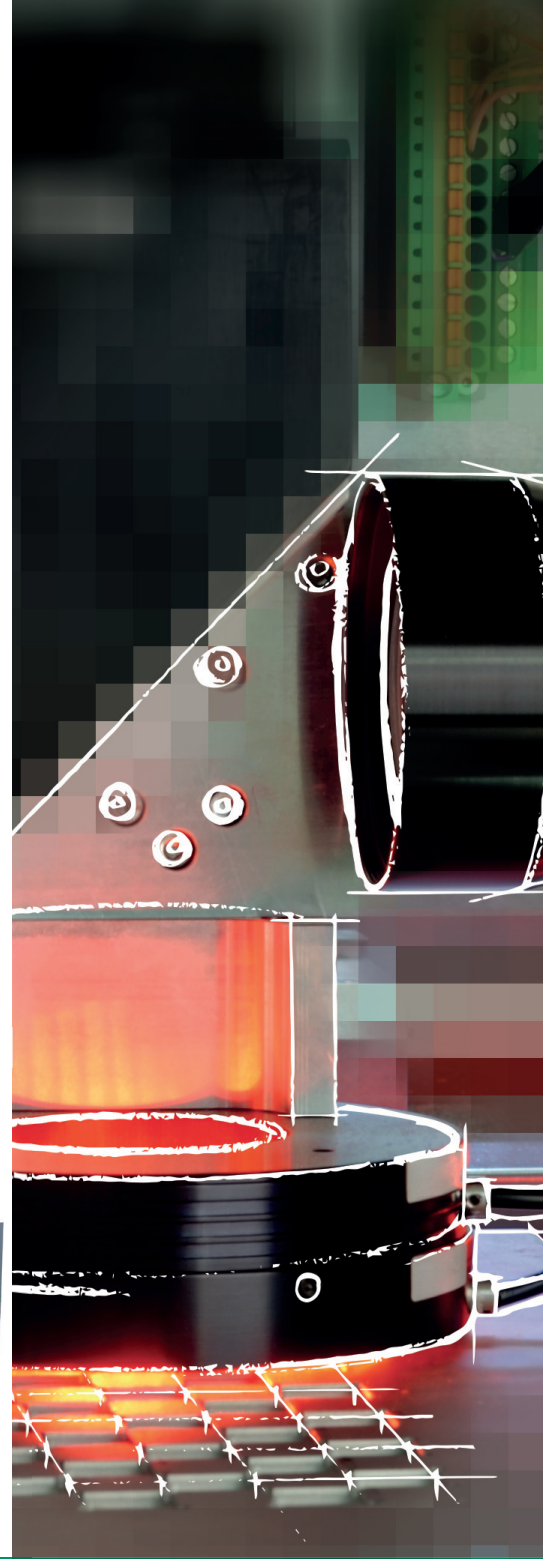




Besi

Besi is a leading supplier of semiconductor assembly equipment for the global semiconductor and electronics industry. Besi develops leading edge assembly processes and equipment for leadframe, substrate and wafer level packaging applications in a wide range of end-user markets including electronics, mobile internet, computer, automotive, industrial, RFID, LED and solar energy. Customers are primarily leading semiconductor manufacturers, assembly subcontractors and electronics and industrial companies.

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LOOKING AT MDBC'S WORK ENVIRONMENT AND MEMBERSHIP VALUE

Dear MDBC members and friends,

Over these past few months, MDBC has received high marks on continuing the membership value during this difficult and trying pandemic. In his foreword in the last edition of MDBCconnects, Executive Director Marco Winter highlighted all of the new and extra information and services that MDBC has started to provide members, including a schedule of very useful and informative webinars - a new dimension of service that has become part of the new norm. Together with the Netherlands Embassy, we continuously engaged with members, providing relevant links with the Malaysian authorities. Partnerships, especially with other Chambers and Industry Associations, became increasingly important in the areas of information gathering and discussions with the authorities.

We continuously challenge ourselves on how to stay relevant and provide the most appropriate services that maximises value to members; Also, which activities we should focus on, and which we should drop given the current situation. One key activity that has been significantly impacted is our unique

Student Internship Program. Owing to travel restrictions, only a limited number of Dutch students can currently enter Malaysia. We are presently exploring, with the Dutch Universities, the feasibility of virtual internships and other (out of the box) options to maintain this important program for our members.

With virtual events (webinars) becoming the norm, our MDBC team has developed so much experience in organising webinars that "webinar support" has become one of our new services and revenue generators.

Our Annual General Meeting (AGM), which had to be held before the end of September 2020, presented us with our first challenge to hold a safe "live" event under the MCO; This is because our constitution (then) did not allow for a virtual AGM to be held. The MDBC team managed to put together our first hybrid (live plus virtual) AGM that enabled, for the first time, members from outside KL to also attend the AGM proceedings live (albeit virtually). During the AGM, which took place on 24 September, special resolutions to update our constitution (to allow formal on - line engagements and

voting), were accepted by the members. This means that future AGMs can be held 100% virtually.

In the next few weeks, we will be conducting the annual Membership Satisfaction Survey. We encourage all members to participate in the survey to provide the Board of Directors and the MDBC Team useful input that will shape our direction and services for members in 2021, particularly under these unprecedented circumstances. Let us know how we can be of service!

Stay safe and healthy.

Zainul Rahim
Chairman



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SAME GREAT TASTE IN 192 COUNTRIES



CALENDAR



OCT - DEC

Dutch Virtual Mission Southeast Asia

NOV

TUE 10 / 10:00AM

EuroCham / MDBC: EU - Malaysia
Relations w/ the EU Ambassador -
Designate

MON 23 / TBC

MDBC: KPMG Budget 2021 Briefing

MON 30 / 3:30PM

NL Embassy:
3rd Malaysia Netherlands Water Dialogue

DEC

30 NOV - 2 DEC

AsiaWater Exhibition

NOTICE:

MDBC members will receive personal invitations for these functions by email once all details are confirmed. All events/dates to be reconfirmed.



MDBC PREMIUM PARTNERS 2020



Besix



MDBC EVENTS

Are you joining us online?

On 4 June, MDBC members were invited to a webinar with Dato' Sri Idris Jala (CEO, PEMANDU Associates) on Managing Business in Crisis. Dato' Sri is a renowned transformation guru with a proven track record in both business and socioeconomic transformation, advocating and rigorously practicing PEMANDU's Big Fast Results (BFR) methodology. He was the ideal speaker for this webinar on Managing Business in Crisis.

CEOs are equipped to deal with business in good times but the current scenario of lockdown and travel restrictions is one most of us were unprepared for. While there have been plenty of articles written on key principles and framework on how to manage business in crisis, the key action during this pandemic has been speed of execution. In this situation, most companies need practical "hand rails" solutions to help them. PEMANDU Associates has developed a fit - for - all,

MANAGING BUSINESS IN CRISIS



step - by - step approach to helping others manage the crisis. This, along with the key points of: coordinating a crisis management action plan, development of scenarios and financial simulation, as well

as effective communication were discussed during the webinar as practical, workable steps to help companies ride out the crisis towards recovery.

IMPACT OF COVID - 19 (PART II)

NL IN BUSINESS
Webinar

THE IMPACT OF COVID-19 PART II

July 15th • 09:00 - 10:00hrs CET | 17:00 - 18:00hrs CET • online

 Hans de Boer Chairman, VNO-NCW	 Edo Offerhaus Managing director, NLinBusiness	 Alex Krijger Founder of Krijger & Partners, Krijger & Partners	 Joanna Konings Senior Economist International Trade Issues, ING
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and Alex Krijger (Founder, Krijger & Partners). The panel was moderated by Edo Offerhaus (Managing Director, NLinBusiness).

In this second webinar, Konings provided an update and outlook on Global and European Economies, continuing from the initial presentation back in mid May. She covered effects on different sectors, outlook for value chains, and scenarios for international trade in goods and services.

Also discussed were developments on Geopolitics by Krijger, who has more than 20 years of international experience in managing complex business related international government affairs issues and geopolitical security risks with high business / financial value at stake.

NLinBusiness hosted the second "Impact of COVID - 19 on Global and Dutch economy" webinar featuring

Joanna Konings (Senior Economist - International Trade Issues, ING), Hans de Boer (Chairman, VNO - NCW),

Attendees were able to ask the speakers questions during the Q&A session after the presentations.

M4M: A HEALTHY & PRODUCTIVE WORKPLACE, SCM IN THE NEW NORMAL, AND MOBILITY & CONNECTIVITY

MDBC brought back our Members - for - Members (M4M) program for July, providing a platform featuring member companies, showcasing interesting and relevant products and services on offer. With each M4M session, there was a specific theme bringing all featured companies together.

The first M4M session was on creating "A Healthy & Productive Workplace", something of increasing importance as we go through the COVID - 19 pandemic.

Featured speakers and topics for this event were:

- * AkzoNobel Paints: Convenience of Anti - Mold Paint for Offices
- * Signify: UV - C Lighting Disinfection for Air, Surface, and Water
- * Green Planet Midorie: Benefits of Soil - less Plants & A Greener Environment in the Office
- * Markant Office Furniture: "Five Feet of Freedom" - The Importance of Spacing in Office Furniture

- * Philips: Benefits of Air Purifiers - A Breath of Fresh Air!

The second M4M focused on Supply Chain Management in the New Normal. With major disruptions to global and local supply chains that occurred over the last few months, it proved timely to gather supply chain management experts to share their experiences and new best practices.

Speakers and topics included:

- * Art of Supply Chain: Impact of COVID - 19 on the Malaysian Logistics Sector
- * Malaysia Institute for Supply Chain Innovation (MISI): Drafting a Sustainability Agenda During COVID - 19
- * LBB International: Halal Supply Chain Management - An Emerging Requirement
- * Bolloré Logistics Malaysia: Challenges in SCM during MCO and RMC
- * Mega Fortris (Malaysia): Globalization vs Regionalization - Supply Chain Management.

This session was moderated by Dr David Gonsalves (CEO & Rector, MISI).

Mobility and Connectivity, while already important pre - COVID, became even more important under lockdown. Digital infrastructure powered by quickly evolving technologies plays a major role in helping us through the crisis, both on a personal, as well as business level. The panel of speakers in this M4M were able to share their experiences from a variety of sectors on new products and services that have brought about new forms of business development and customer engagement.

Speakers and topics included:

- * Fly Firefly: Keeping Connected
- * Google PageRank 1 SEO: SEO for Post - Lockdown Business Growth
- * Sam Media: How to Have Better Virtual Meetings with Fun and Playfulness
- * Silverstreet: SMS Marketing & Online Security
- * Standard Chartered Bank: Standard Chartered Bank Digital Journey.

Copies of these presentations are available in The Library: <https://www.mdbc.com.my/information/the-library/presentations/>

HR FORUM 2020: DIGITALIZATION & BALANCE

The last session of the MDBC HR Forum 2020 (supported by Randstad and TalentCorp) was held on Thursday, 23 July and featured speakers from TalentCorp Malaysia and Thomas International. The session discussed the implications of "Digitalization & Balance".

The COVID - 19 pandemic has shown us the importance of technology and digital connectivity, not only enabling work to continue from home, but also highlighting that there are more flexible options available than the traditional set up. What does this mean for work life balance and the integration between both commitments.

Attendees were introduced to various Flexible Work Arrangements (FWAs) and the realities of work life balance by our two speakers. The session was moderated by Jaya Dass (Managing Director, Randstad Singapore and Malaysia).

Speakers and topics:

- * Vaffa Chau (Manager - Malaysia Professional Talent (MPT), TalentCorp Malaysia): Flexible Work Arrangements - New Normal for the Workplace;
- * Hein Jan Lapidaire (Regional Director Asia, Thomas International): Driving Engagement and Productivity in the New Normal - Insights from the World of Work Psychology.

Vaffa Chau has over 15 years of experience in marketing communications, specializing in strategic implementation of projects with cross - functional teams. She currently leads TalentCorp's MPT department which oversees Work - Life Practices (WLPs), Women's Career Comeback Program, and the LIFE AT WORK Awards. More recently, Chau participated in providing input by TalentCorp to the Government for Malaysia's PENJANA economic stimulus package.

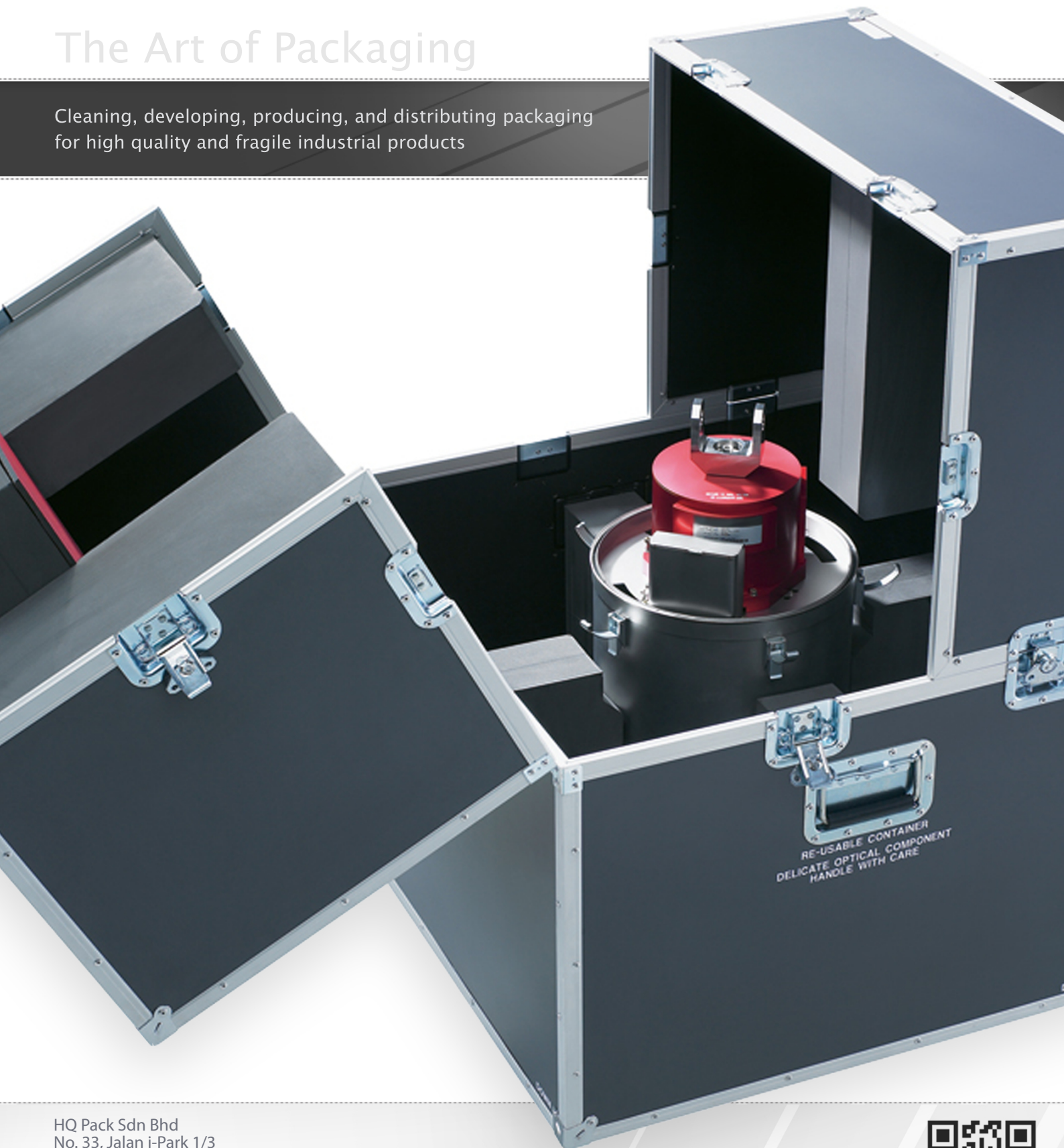
Hein Jan Lapidaire joined Thomas in 1996 as a Senior Consultant for the Netherlands. Over the years, Lapidaire also served in other positions - as Trainer and Sales Manager. In 2017, Thomas made the decision to set up a regional support center for APAC in Kuala Lumpur, Malaysia, with Lapidaire leading the Thomas office and team on this side of the globe. Since then, the Thomas teams in Malaysia have received several awards in the Psychometric Vendor of the Year competition.

Copies of the presentations from this webinar are available online in the MDBC 'Library' at <https://www.mdbc.com.my/information/the-library/presentations/>.

A video recording of this webinar (and others) can also be found in 'The Library' at <https://www.mdbc.com.my/information/the-library/videos/>.

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2 - DAY JOHOR TRIP WITH STATE BRIEFING & INTERCHAMBER

In the first live event since the lockdown began, MDBC took the lead in organising a major InterChamber in Johor; This was done in close cooperation with Invest Johor.

Colleagues from the American Malaysian Chamber of Commerce (AMCHAM), the British Malaysian Chamber of Commerce (BMCC), the Malaysian French Chamber of Commerce (CCIFM), the EU Malaysia Chamber of Commerce and Industry (EuroCham Malaysia), the Malaysian Spanish Chamber of Commerce & Industry (La Camara), the Malaysia Australia Business Council (MABC), and the Malaysian - German Chamber of Commerce & Industry (MGCC) joined the event, which was supported by Bower Group Asia, and brought together 250 guests. After welcomes by Marco Winter (Executive Director, MDBC) and Netherlands Ambassador H.E. Aart Jacobi, feature presentations were made by Johor State on the State Development Plan 2030, and by MIDA and IRDA.

During the hi tea networking, guests had the opportunity to mingle with VIP guests YB Tuan Mohd Izhar Ahmad (Johor State ExCo for Investment, Entrepreneur Development, Cooperatives & Human Resources) and Dato' Dr Badrul Hisham Kassim (Johor Deputy State Secretary - Development). And in true InterChamber style, members of the 8 chambers also joined a cocktail reception networking evening at Les Bouchon in Puteri Harbour.

MDBC and the Netherlands Embassy organised several other programs during this 2 - day Johor trip. It all started with a breakfast meeting to introduce the largest Dutch and Dutch - linked investors in Johor to Ambassador Jacobi and his team, and to discuss the business environment in Johor. This was an excellent preparation for the private meeting with YB Taun Mohd Izhar and Dato' Dr Badrul for presentations by the Dutch companies on their operations in Johor, and to discuss ways to improve doing business in Johor for these

companies: HQ Pack, VOPAK (Pengerang Terminals), Van Leeuwen, KOTUG, Port of Tanjung Pelepas, Terberg Tractors, Stinis and Jacobs Douwe Egberts. This very fruitful dialogue was also attended by several local agencies such as Invest Johor, MIDA Johor, and IRDA.

The 2nd day started with a tour of one of the main development areas in Johor, Medini Iskandar Malaysia, where we were welcomed by Datuk Ir Khairil Anwar Ahmad (President / CEO, Iskandar Investment Berhad) and Hj Mohd Zamani Razali (Head of Company, MIM) for an impressive indoor and outdoor view of the area.

This was followed by company visits to two member - companies: HQ Pack (hosted by Fadi Younis, Managing Director) and Van Leeuwen Pipe & Tube (hosted by Pieter Buijs, General Manager).

Additional pictures from the Johor trip can be found on page 38.



The Netherlands helped launch Europe's first public quantum computing platform.

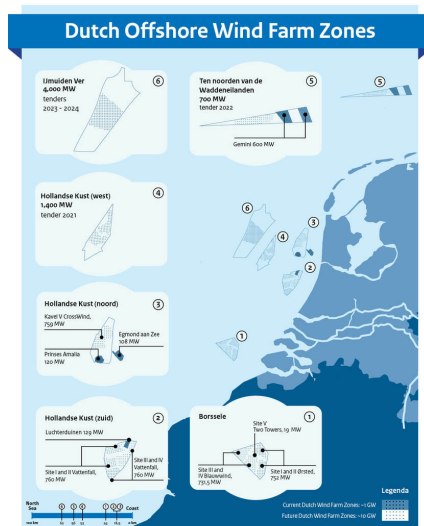
MEMBERS NEWS

The Netherlands is at the forefront of research & production into a more plant based future

SHELL AND ENECO BUILD THIRD UNSUBSIDISED DUTCH OFFSHORE WIND FARM

CrossWind, a consortium comprising of Shell and Eneco, is going to build and operate the third unsubsidised wind farm in the Dutch North Sea, in the Hollandse Kust (noord) Wind Farm Zone (HKNWFZ). The wind farm will have a capacity of over 750 MW and its construction will mean that by 2023, offshore wind power will provide 16% of the Netherlands' electricity needs.

The Hollandse Kust (noord) Wind Farm Site is located around 18.5 km off the coast of the province of North Holland. CrossWind will install 69 wind turbines, each with a capacity of 11 MW, the majority of which will be situated over 1 km from each other. The electricity cable connecting the wind farm to the offshore 'power socket' will be installed by the transmission system operator TenneT. The artist's impression here provides an idea of how the wind farm might look. During the assessment of the tenders for



this wind farm permit, one of the aspects focused on was the use of innovative applications. CrossWind will test a variety of innovations in the field of energy

storage and flexibility, with the possibility of rolling them out on a larger scale at other wind farms in the future.

In principle, the space between the turbines is available for alternative uses, provided these are compatible with the wind farm. Wind farms provide numerous opportunities for development of the natural underwater environment: once wind turbines have been installed, a wind farm will be a calmer place for underwater flora and fauna and new marine life will be able to settle on the foundations of the wind turbines.

The Dutch offshore wind farms will increase to nearly 2.5 GW by the end of this year. By 2023, total offshore wind capacity will have reached 4.7 GW, which would mean the objective for offshore wind energy from the Energy Agreement would be achieved within budget and on schedule.

HQ PACK GROUNDBREAKING: EXPANDS FACILITY



(l to r): Dato' Stewart LaBrooy (Executive Director, Axis AME IP Sdn Bhd), Simon Lee (Director, Axis AME Sdn Bhd), and Fadi Younis (Managing Director, HQ Pack Malaysia & Singapore) during the Groundbreaking Ceremony.

HQ Pack is expanding its facility in i - Park Indahpura. Integrated industrial space solutions provider AME Elite Consortium Bhd has been commissioned by HQ Pack to construct this facility, which will enhance HQ Pack's capabilities

to capture a greater share of Asia's high - technology packaging market. The facility of approximately 60,000 sq ft built - up area will encompass a production facility, cleanroom, warehouse, and office block. The expansion is targeted for completion

in the second half of 2021. A Dutch company with branches also in Singapore and the United States, HQ Pack develops, produces, manages, and distributes packaging for high - quality and fragile industrial products for leading companies in the semiconductor, electronics, medical, optical, aerospace, machine construction, and mechanical components sectors.

AME Executive Director Simon Lee said, "This continued vote of confidence from HQ Pack Malaysia over the years, indicates that our suite of integrated industrial solutions is aligned to our customers' growth aspirations; and even more so, as HQ Pack intends to achieve holistic and high - efficiency operations with this purpose - built facility. Being entrusted with this undertaking amidst a challenging economic backdrop bodes well for the continued vibrancy of i - Park @ Indahpura, and cements Malaysia's favorable position as a foreign direct investment magnet. We are optimistic that our industrial park and the state will enjoy positive multiplier effects."

ROYAL HASKONING: LAUNCH OF DUTCH CORPORATE POWER PURCHASE AGREEMENT COLLECTIVE

Wind developers Infinergy, energy company Vattenfaal, and engineering consultancy Royal HaskoningDHV have set up a new initiative for the Corporate Power Purchase Agreement market in the Netherlands: the Dutch Corporate PPA Collective. Royal HaskoningDHV is the first of what is to become a collective of corporate clients of Windpark Ferrum, Infinergy's newly constructed 7MW wind farm in IJmuiden.

Zero - carbon electricity generated by the wind farm is monitored 'real time' and matched against Royal HaskoningDHV's demand at any given moment, using data technology supplied by Vattenfall. Any over - supply can be sold to other clients; moments of under - supply are met by other renewable sources through Vattenfall.

Infinergy's Tjiwolt Wierda said, "So

far, corporate renewable energy PPAs have mainly been developed for large multinationals with huge energy demands, such as Google and IKEA. We are now offering a similar opportunity for smaller scale companies who are looking to improve their green credentials. Four of Royal HaskoningDHV's offices in the Netherlands will be getting this green energy directly from the windmill totalling about 4 gigawatthour per year."

Frits Smedts (Director Facilities, Royal HaskoningDHV) said, "Royal HaskoningDHV provides advice on how businesses and organizations can reduce their energy use and make it more sustainable. By signing a corporate PPA with Windpark Ferrum, the company puts its money where its mouth is, demonstrating our commitment to decarbonising the energy market."

PICO ANNOUNCED AS GOLD WINNER AS B2B AGENCY OF THE YEAR

Pico Malaysia was announced as the Gold winner in the B2B Agency of the Year category at the 11th annual edition of the Agency of the Year Awards.

Judged by an independent panel of senior client - side marketers from reputable brands, the Agency of the Year Awards are designed to recognise and reward Malaysia's top performing agencies spanning Malaysia's entire marketing and

advertising industry.

The Agency of the Year entries were judged with equal weight given to business performance, staff development and management, contributions to the industry and community at large, and the quality of work carried out over the past year.



THALES LAUNCHES NEW INTEGRATED 24 / 7 NOC - SOC

Thales has expanded managed services for its customers with the launch of a new integrated Network Operations Center (NOC) / Cybersecurity Operations Center (SOC) in the Netherlands.

With trained experts present 24 / 7, the integrated NOC - SOC can provide organisations with premium services for IS - IT asset management and cybersecurity supervision, a critical necessity following the explosion of remote working during the COVID - 19 crisis.

Forming part of Thales' international network of premium Cybersecurity Operation Centers, the Group's first integrated NOC and SOC will simultaneously monitor customers' IT and OT infrastructure 24 / 7.

The NOC monitors mainly systems availability, while the SOC monitors cyber security, with both systems being kept physically separate. Now the two centers have been merged so that teams have everything at their disposal to further optimise service levels and meet the highest standards of security. SOC and NOC employees are screened and trained to meet far reaching Dutch quality standards and SOC services fully comply with Dutch legislation and regulations (ISO 27001 and NEN 7510). This enables both services to intervene quickly in the event of an incident, shortening any downtime and reducing damage.

"I am proud of this next step in our provision of services, as a result of which, we are the first to offer 24 / 7 monitoring of assets and IT on Dutch soil. As a result of COVID - 19, much more use is being made of remote collaboration tools, making organisations more vulnerable, and the number of cyber attacks are rising sharply. Now that we are in a phase of opening up our infrastructure and networks, it is crucial that downtime is kept to the absolute minimum. We can provide our customers with the highest and continuous level of service for both asset management and cyber security," said Mark Donderwinkel (VP Secure Communications and Information Systems, Thales).

“Working together to energize the world”

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- FLOW CONTROL & SAFEGUARDING
- OIL & GAS SEPARATION
- OIL & GAS TREATMENT
- HYDROGEN
- BIOGAS UPGRADING
- CO₂ CAPTURE & UTILIZATION
- SERVICES

SAM MEDIA WINS MALAYSIA INTERNATIONAL BUSINESS AWARD FOR TELECOMMUNICATIONS



Sam Media recently won in the Telecommunications category of the Malaysia International Business Awards 2020 which honors exceptional international businesses based in Malaysia. A leader in innovation, Sam Media develops apps and browser based digital products, like e - learning software

and interactive entertainment portals. Together with monitoring partners, they are one of the pioneers in the fight against carrier billing fraud. As with any payment method, fraud remains a constant companion and source of concern. Sam Media's data science team combined data of external anti - fraud solutions with the

firm's own data to better protect users.

Sam Media has been developing its own analytical tools to get ahead of industry requirements. Their tools are being updated and altered continuously based on market requirements, whilst the data science team sets ambitious goals to keep innovating. Alexis Bartels (CEO, Sam Media), shared "As a company, we have a recognition and reward culture, so we are extremely happy with this award. All credit to our data science team. I am very proud of our people."



PORT OF TAJUNG PELEPAS RECEIVES NEW QUAY CRANE

The Port of Tanjung Pelepas (PTP) is Malaysia's most prominent port with a technologically advanced container terminal. A joint venture between MMC Corporation Berhad and APM Terminals, the port was developed as a green field investment on an area that was previously a fishing village. It is well positioned at the southwest shoulder of Johor from the confluence of the busiest international shipping lanes that go through the Malacca Straits.

In September, PTP welcomed four new ships to shore (STS) quay cranes in their continual effort to optimize services and capacity. The purchase of the Super Post Panamax cranes forms part of PTP's Asset Management Strategy, which aims to improve the efficiency of the terminal by increasing container handling capacity, capability and reliability, whilst meeting safety standards.

The cranes have a lifting capacity of 65 tons, are 55.5 m high, weigh 1,900 tons, and are capable of handling containers

over 24 rows across ultra large container vessels (ULVC). PTP's Chairman, Dato' Sri Che Khalib Mohamad Noh said that a series of equipment purchased by PTP is to enable the port to receive these ultra large container vessels.

In 2019, a significant milestone was achieved when PTP when it became the first and only port in Southeast Asia to welcome Mediterranean Shipping Company's ("MSC") latest and largest container vessel in the world as part of its maiden voyage in the Southeast Asia region. The historic calling of MSC Gulsun at PTP also led to another world breaking record. The MSC vessel left PTP on 28 July 2019 with a record load of 19,574 TEUs, surpassing the previous record load of 19,284 TEUs set by the Monaco Maersk in June 2019. These achievements are testaments that the logistics sector is of paramount importance in facilitating global trade and will be the forefront of Malaysia's economy moving forward. PTP's CEO, Marco Neelsen, stated that the four cranes form part of a purchase

agreement for the supply of eight ULCV STS quay cranes. The remaining four units are expected to be delivered this year to bring a total of 66 STS cranes in operation at PTP, of which 24 are Triple - E compliant.

PTP has moved towards Industry 4.0 through various digitalisation and digitisation initiatives. This has contributed to its efficiency while contributing to the future growth of the port. A port that operates and offers smart solutions will indeed assist in optimising operations, promoting efficiency and reducing logistics costs. These are in line with PTP's aspiration to become an advanced, preferred port in the region.



RESIDENCE PASS-TALENT

FACILITATING FOREIGN TALENT

The Residence Pass-Talent (RP-T) was introduced in April 2011 by the Malaysian Government. It aims to attract and retain top talent in the country with a range of benefits. The Economic Transformation Programme is anticipated to create more than 3 million jobs in the National Key Economic Areas (NKEAs) by 2020. The RP-T will be offered to highly qualified expatriates seeking to continue living and working in Malaysia on a long-term basis.

"MALAYSIA WELCOMES GLOBAL TALENT AND GIVEN THE OPPORTUNITY, MANY WOULD COMMIT TO A FUTURE HERE."

Rakesh Mohan

Chief Executive Officer, Unilever

3,000
RP-Ts
HAVE BEEN
APPROVED
SINCE 2011

TOP 5 NKEA SECTORS



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OIL & GAS



ICT



EDUCATION



FINANCIAL SERVICES

MORE THAN
90%

ARE C-SUITES AND
TECHNICAL EXPERTS
IN KEY ECONOMIC AREAS,
OF WHICH THE TOP 5
NATIONALITIES ARE:



INDIA



UK



JAPAN



AUSTRALIA



USA

MORE THAN
90%

HAVE MORE THAN
10 YEARS
OF GLOBAL WORKING
EXPERIENCE

"IN ADDITION TO PROMOTING DIVERSITY, FACILITATING TOP INTERNATIONAL TALENT WILL FURTHER ENHANCE THE LOCAL WORKFORCE AND SECURE MALAYSIA AS A DESIRED, WORLD-CLASS TALENT HUB."

Alois Hofbauer

Managing Director, Nestlé (Malaysia)

Mid - sized corporates prioritize operational agility and flexibility in post - COVID - 19 world. A survey of more than 200 corporate leaders reveal the impact of the global pandemic. Standard Chartered's mid - sized corporates pulse survey revealed that over 70% of medium enterprises in Asia today prioritise making their operations more agile and flexible to support business growth, compared to before the COVID - 19 pandemic.

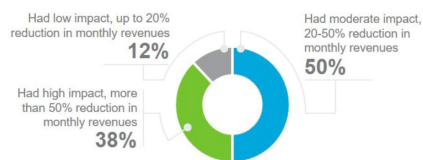
As markets emerge from lockdown restrictions and businesses begin their road to recovery, the need to ensure resilience in their operational model ranked above the relevance of using technology as a differentiator from competitors (63%), and providing more value - added solutions to customers (61%).

Specific to Malaysia, however, respondents indicated that the need to be more risk - conscious (73%) outweighed that of making their operators more agile and flexible (69%), ahead of the desire to use technology to differentiate from competitors (65%).

Below: Chart 1 - In terms of the impact of COVID - 19, which of the following elements are more relevant to your company's growth priorities today, than before the start of the crisis?



The survey - conducted with decision - makers from more than 200 mid - sized corporates across mainland China, Hong Kong, India, Malaysia, and Singapore - also highlighted the vulnerability of these businesses due to COVID - 19. Over 60% of the respondents indicated a 20 to 50% reduction in monthly revenues, with more than half of them foreseeing that it will take at least six to 12 months to recover from the disruptive impact and stabilise operations again.



Above: Chart 2 - To what extent has your business been impacted by the current COVID - 19 crisis?

The sentiments were slightly more optimistic in Malaysia, where 50% of respondents indicated a 20 to 50% reduction in monthly revenues, and 62% foreseeing that it will take at least six to 12 months to recover from the impact of COVID - 19.

"Due to limitations around financing support as well as uncertainties about the end - consumer demand, mid - sized corporates are often more

vulnerable to disruptions compared to their larger counterparts," said Jiten Arora (Global Head of Commercial Banking, Standard Chartered).

"Despite these challenges, there is an opportunity for new profitable growth if these businesses can use their size to their advantage and be nimbler in innovating and transforming their ways of working to become more resilient," added Arora.

To further support mid - sized corporates in their transition towards resilient growth in the post COVID - 19 world, Standard Chartered is developing a series of six points - of - view articles that will offer insights anchored around a four - stage framework of *immediate response*, *preservation and stability*, *preparing for growth* and lastly, the goal of *maintaining resilience and driving profitability*.

These articles will focus on potential issues and challenges faced by mid - sized corporates as reflected from the survey, including regulatory, finance, and working capital management, manufacturing, and supply chain, as well as driving efficiencies through digitalisation.

Arora added, "In order for mid - sized corporates to weather this crisis, and more importantly, prepare for the future ones to come, they need to first change their mindset to view building resilience as an investment that will deliver sustainable growth and profitability in the longer term, rather than a cost. We hope that these points - of - view articles can be a useful starting point for these businesses in their ongoing journey towards achieving resilient growth."

The first insights piece, which sets the foundation for mid - sized corporates to understand how the disruption and change caused by COVID - 19 is bringing about a shift towards resilient growth, is available at <https://www.sc.com/en/banking/banking-for-companies/ccib/commercial-banking/>

EU - ASEAN BLUE BOOK 2020

EU - ASEAN Natural Partners

The EU and ASEAN are committed partners in sustainable development and enjoy mutually beneficial cooperation in areas such as economic integration, connectivity, the environment and climate change mitigation, and education. As the EU increasingly takes on the role of a global security actor and engages in ASEAN - led processes, EU - ASEAN cooperation continues to expand into new fields such as maritime security, counterterrorism, and transnational crime.

Connectivity, which is central to the EU's approach in its strengthening relationship with ASEAN, provides a new way to develop practical forms of cooperation which benefit all citizens in both regions. The EU's approach is based on the principles of cooperation, collaboration, equality, fair negotiation, and participation. Both regions share the same objectives of peace and security, increased trade and resilience, and greater prosperity for all.

Recognising the impressive progress made in the implementation of the EU - ASEAN Plan of Action for 2018 - 2022, in January 2019 the 22nd EU - ASEAN meeting of Foreign Ministers agreed, in principle, to upgrade EU - ASEAN relations to the level of a Strategic Partnership. This will allow increased engagement on key regional and global issues.

EU - ASEAN Development Cooperation

Reducing poverty and supporting sustainable development.

In 2020, the EU and its Member States remain the largest donor to ASEAN and its Member States. Joint priorities include responding to the climate emergency, achieving the Sustainable Development Goals, and protecting the environment while maintaining equitable and sustainable economic growth.

Political and Security Cooperation

Responding to shared regional and global challenges.

In recent years, political and security cooperation has come to play an increasingly important role in the EU - ASEAN partnership, alongside the EU's heightened engagement in security affairs globally. Recognising a shared interest in addressing global, as well as regional challenges, ASEAN has likewise scaled up cooperation



to encompass non - traditional, as well as traditional security matters.

Through high - level political dialogues, the EU and ASEAN promote shared values and common interests. In 2019, at the 22nd EU - ASEAN Ministerial Meeting, foreign ministers discussed how to enhance EU - ASEAN cooperation to address urgent global challenges such as the environment and climate change, and threats to the rule - based multilateral system.

Security and Defense Cooperation

The EU's active role in the ASEAN region's security architecture is illustrated by the regular involvement of the EU High Representative in ARF Ministerial Meetings. These include the Inter - Sessional Meeting (ISM); the Inter - Sessional Support Group on Confidence Building Measures and Preventive Diplomacy; the ARF Senior Officials Meeting; the ARF Security Policy Conference; the Defense Officials Dialogue; and disaster relief exercises. Since 2014, the EU has also hosted four orientation courses on the EU Common Security

and Defense Policy (CSDP), with participation of high - ranking officials from foreign affairs and defence ministries across ASEAN.

The EU also participates in the Shangri - La Dialogue every year, an annual inter - governmental defence meeting held by the International Institute for Strategic Studies (IISS) in Singapore. Since its launch in 2002, the Dialogue has built confidence and fostered practical security cooperation by facilitating communication among the region's defence and security policymakers. In June 2019, the EU High Representative participated, emphasising the EU's increasing role as a global security player and its willingness to contribute to security and peace in Asia.

The partnership between the EU and ASEAN in security affairs has expanded to non - traditional security matters. The range of issues range from conflict prevention, mediation and reconciliation, to counter - terrorism, transnational crime (including cybercrime), crisis management, non - pro-

lification, maritime security, and mitigation of the dangers of chemical, biological, radiological, and nuclear materials.

“In 2020, maritime security, disaster management and crisis response, along with transnational crime and crisis management, have been identified as priority areas.”

Economic Cooperation

Creating opportunities and delivering prosperity for all.

Enhanced economic cooperation benefits everyone by spreading opportunities, reducing poverty, and generating other social and political benefits. United around common values, and working together in a partnership of equals, the EU and ASEAN can amplify positive influences in shaping globalisation, upholding the multilateral order, and promoting and sustaining the fair trade and investment rules the 21st century requires.

Economic and trade connectivity are also the focus of negotiations, which are nearing completion, for an EU - ASEAN Comprehensive Air Transport Agreement (CATA). As the first ever bloc - to - bloc agreement, this will go beyond traffic rights to encourage cooperation on safety, security, and air traffic management.

ARISE+

Talking Trade: Enhanced ASEAN Regional Integration Support from the EU. In support of ASEAN's drive to become more transparent, the EU - funded ARISE+ program has introduced a new e - Platform which allows the private sector to interact faster and more efficiently with public authorities on non - tariff measures (NTMs). For instance, businesses can lodge questions or complaints directly with ASEAN Member States when problems in cross - border trade are encountered, or consult Member States on new or modified NTMs ahead of their formal adoption.

The new system was presented to key decision makers from ASEAN Member States and relevant ASEAN Sectoral Bodies, as well as representatives of ASEAN's private sector at the 3rd ARISE+ Roundtable Discussion on Trade Facilitation held in Bangkok on 9 July 2019.

Sustainable Urbanization

The EU has considerable experience in promoting and delivering 'smart' urban growth and 2020 will see the launch of the €5 million Smart Green ASEAN Cities initiative, which aims to support sustainable urbanisation in the ASEAN region, reduce the environmental impacts of urban areas, and improve the quality of life of citizens. The initiative will combine city level solutions with national capacity building and regional approaches, such as the ASEAN Smart City Network, which supports green and smart city solutions in selected ASEAN cities. An integral element will be the increased exchange of proven environmentally sound city management practices between the EU and ASEAN.

Under the Asia Investment Facility (AIF), the EU blends grants with loans from European and other international financial institutions to provide financial and technical assistance for sovereign infrastructure projects that will help reduce greenhouse gas emissions and promote climate resilient development.

For instance, the EU will contribute €50 million to the ASEAN Catalytic Green Finance Facility (ACGF), an innovative initiative designed to encourage private investments in green infrastructure projects in ASEAN Member States. Targeting fast growing sectors in the green economy which are in the greatest need of derisking, the ACGF will mobilise a total of US \$1 billion from the ASEAN Infrastructure Fund, the Asian Development Bank, and European development banks, such as the European Investment Bank (EIB), the German KfW, and the French AFD.

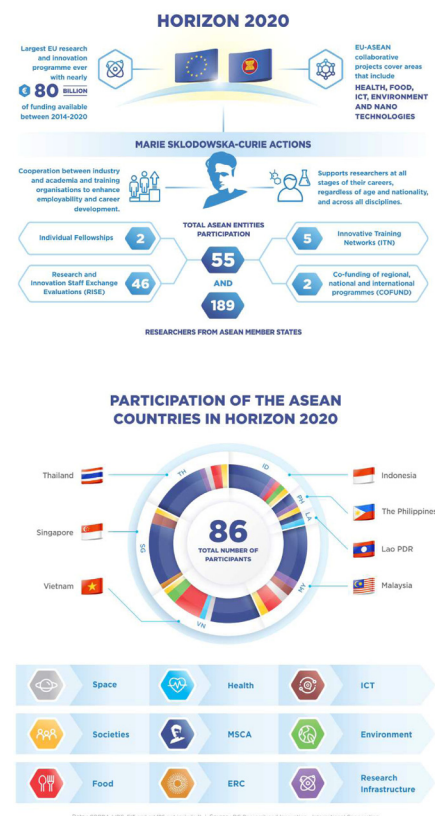
Academic Cooperation

Erasmus+ is the EU program for education, training, youth, and sport. Aimed at developing and sharing knowledge and experience, it funds cooperation and mobility between Europe and other regions, including the ASEAN region, offering opportunities to individuals and a range of organizations, including universities, education and training providers, research organisations, and private businesses.

Horizon 2020

EU cooperation with ASEAN on science, technology, and research is driven by mutual interests and the desire to share experiences of common concern, enhance connectivity, and boost sustainable economic growth.

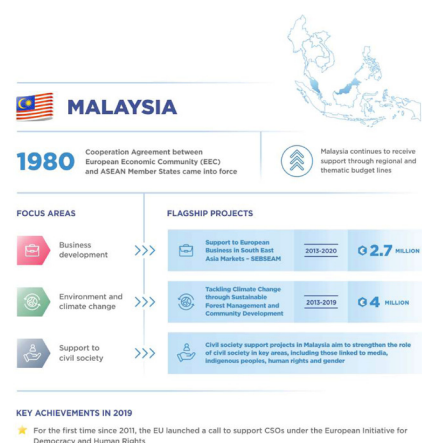
Cooperation in science and research encompasses both bottom - up research initiatives proposed by EU and ASEAN sci-



entists, and policy exchange through the regular EU - ASEAN Dialogue on Science and Technology. ASEAN - based entities are active participants in the EU Research Framework Programs, including Horizon 2020, which will be followed by Horizon Europe from 2021.

Bilateral Cooperation

Strengthening EU - ASEAN development cooperation through close partnerships with ASEAN Member States.



Extracted from the EU - ASEAN Blue Book 2020. For a full copy of the book, please visit: eas.europa.eu



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46300 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Royal FrieslandCampina N.V is the parent company of Dutch Lady Milk Industries Berhad.



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STUDENT INTERNSHIP PROGRAM

DUTCH LADY MILK INDUSTRIES BERHAD

The SIP Experiences of Jelmer Mulder and Freek Burgers at Dutch Lady Milk Industries Berhad (DLMI) in Malaysia during the COVID - 19 pandemic.

Established in the 1960's, DLMI is a subsidiary of FrieslandCampina, one of the world's largest dairy cooperatives. The company has a workforce of more than 600 employees, working day and night to provide ready - to - drink milk products, yogurt and yogurt drinks, powdered milk for children, and McDonald's ice cream.

Both Jelmer Mulder and Freek Burgers are in the final phase of their Industrial Engineering and Management Master's Program at the Rijksuniversiteit of Groningen. This internship functions as a graduation project for their studies and both were put in touch with DLMI via MDBC's Student Internship Program (SIP).

The road to Malaysia during a pandemic was not easy, it took them at least two months to get their visas, work permits, and stamps from the Embassy. Upon entry

into Malaysia, their compulsory two week quarantine began. Being unable to venture outside of their rooms, Netflix became their best friend. Both emerged from their quarantine after the 14 days were over and could finally start their adventure in KL.

In the Engineering Department, Jelmer was tasked with studying the utilities (water, gas, and electricity) in DLMI's processes (mainly on the UHT (Ultra High Temperature) milk process). Reducing energy usage limits the impact on the environment and reduces operating costs, so Jelmer will be looking for areas of improvements in the steps which use a lot of energy and where energy efficiency is relatively low.

Freek is working on his project in the Process Technology Department comprising of performing Clean - In - Place validations of different parts of the milk reception plant. It entails cleaning the equipment and piping without dismantling the system; Visual, operational, and performance inspections are then done. The milk reception plant is the first of several that need to be



validated, providing Freek a clear overview of the different processes taking place in the company once all are completed.

According to both, being in Malaysia during the pandemic isn't bad; all cultural sites are still open and domestic travel is still possible, allowing exploration of the islands during weekend getaways, of course, while wearing masks and maintaining social distancing.

A large advertisement for COlab Bureau. The background is a photograph of a modern office interior with a reception desk, a woman working at a computer, and a turnstile. Overlaid on the image is a green semi-transparent banner with white and yellow text. The text reads: 'ASK ME ABOUT OUR SHORTEST SPEED GATE.' in white, with 'SHORTEST' in yellow. Below this is 'SECURITY THAT SIMPLY FITS' in white. To the left of this text is a QR code. To the right is the 'BOON EDAM' logo. Below the logo is the text 'YOUR ENTRY EXPERTS'. At the bottom right, there is a small circular logo for 'COlab Bureau' and a list of services: 'LEVEL 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100'.

Breeding to feed the world

Enza Zaden is an international vegetable breeding company, supplying quality seed for more than 80 years. Enza Zaden Asia develops vegetable varieties and is responsible for the logistics of the seed of these varieties in South East Asia. The logistic center in Penang has 4,000 cubic meter cold room and sufficient capacity to sort, pack and store the seeds.

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Sheryl Leao
Portfolio Manager

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Kingdom of the Netherlands

NL Embassy: Solving Global Challenges Together

The first half of the year was spent dealing with the effects of the quickly spreading COVID pandemic. This required a lot of time and energy, often with many uncertainties. The embassy repatriated Dutch and EU citizens, while also working to ensure Dutch companies were able to get their manufacturing licenses. Many planned events were cancelled, postponed, or moved online but together with the welcome support of the Malaysian Dutch Business Council (MDBC), we made a swift effort to keep addressing Dutch interests virtually.

In the past few months, this new way of working has solidified into a new normal. We have organized a number of webinars and online events, and since July, have also fully resumed consular services. With the resumption of these services at the embassy, we are taking precautionary measures to prevent the spread of COVID - 19.

Online Events

On 8 July, the Embassy organized a Health Holland webinar on the topic of COVID - 19 & ASEAN: Opportunities and Challenges. The webinar highlighted key findings of the ASEAN Life Science and Healthcare market study in 2019. Organized together with The Galen Centre for Health & Social Policy, it provided a good overview of the Malaysian healthcare sector, highlighting opportunities for Dutch companies in various areas such as E-health and innovative medical devices.

A new partnership between a Malaysian port and a Dutch port was signed into agreement on 9 July. Agensi Inovasi Malaysia (AIM), Regal Lands Sdn. Bhd. (REGAL), Bintulu Port Holdings Berhad (BPHB), and the Port of Rotterdam (PoR) started their cooperation to study the development of the Biohub Industrial Port and Industrial Estate in Sarawak at Bintulu, Malaysia. Their collaboration underlines the strong economic partnership between Malaysia and the Netherlands as open and internationally oriented trading nations.

On 28 August the Embassy and Agensi Inovasi Malaysia (AIM) co - organized the launch and showcase event of the Sarawak BioHub Port and Industrial Estate. The development is expected to begin in the first quarter of 2021. In his speech, the Neth-

erlands Ambassador, H.E. Aart Jacobi, welcomed this promising collaboration between both countries in promoting the transition towards circular economy.

On 9 September, the Embassy, together with One International Exhibition (the organizer of Agri Malaysia 2020), held a webinar on the challenges and opportunities in the Malaysian agriculture sector. The Ambassador, together with the Secretary General of the Malaysian Ministry of Agriculture and Food Industries, opened the webinar and stressed the importance of innovation for this sector.

Physical Events

RMCO restrictions forced many events to be organized digitally, but not all. At the end of August, the Ambassador went on an official visit to Johor for two days; This was done together with MDBC and mainly focused on the developments and business opportunities for Dutch companies to setup and run their operation in this state. All Dutch participants saw growth opportunities. Also part of the program was a visit to two of the many Dutch companies in the state. HQ Pack, an innovative company focused on high tech packaging, and Van Leeuwen, world leader in pipes and tubes.

At the beginning of September, our new Deputy Head of Mission, David Naves, visited GreenHeart Farms in the Cameron Highlands on the invitation of Agronomic Biological Systems (ABS). ABS is the Malaysian distributor for Koppert Biological Systems of the Netherlands. Attendees also witnessed the release of the 'natural enemies of insect pests', known as biological control agents (BCA), in the greenhouse. This has many benefits, its utilization gives protection to the crops and is safer for the environment, thereby increasing food safety in Malaysia.



On 25 September, the embassy staff celebrated the birthday of the Sustainable Development Goals (SDG) by hoisting the SDG flag at The Ampwalk in Kuala Lumpur. On this day, the SDG flag was also hoisted on more than 500 buildings in the Netherlands.

New Colleagues

Over this period, the embassy team has also changed. We had to say goodbye to our colleague Christoph Prommersberger, who has spent the past four years proudly representing the Netherlands, and positively advancing the relationship between the Netherlands and Malaysia. David Naves will be working temporarily as Deputy Head of Mission until Christoph's replacement arrives in Malaysia. David started his career at the Ministry of Foreign Affairs in 2010 as Head of the Economic Department of the Embassy in Ankara.



New colleagues (l to r): David Naves, Machiel van Stralen, Fazilah Majeed, and Berbel van Ass.

In July, Fazilah Majeed joined the embassy, working as Liaison Officer for the public private initiative 'Coalition for Defense & Security in Malaysia'. In September Machiel van Stralen started as the Deputy Head of the Economic Section and will be working on economic diplomacy, trade promotion, and responsible business conduct. Also joining us was Berbel van Ass, our new Communications and Public Diplomacy Officer. Together with colleagues, she will be working on organizing events related to Public Diplomacy and will be in charge of the social media channels.

What's Next

During the last quarter of 2020, the Netherlands will organize a virtual mission to Southeast Asia. The events and matchmaking take place online. See the mission website for the full program and registration (<https://virtual-mission-asean5.b2match.io/page-531>).



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Good Track Record



"Most Attractive Emerging Market in Asia"

(Bloomberg's Emerging Market Scorecard, 2018)



"Ease of Doing Business within ASEAN"

(World Bank's Doing Business Report, 2019)



"Global Competitiveness among ASEAN Countries"

(World Economic Forum's Global Competitiveness Report, 2018/2019)



"Digital Readiness among Developing Asian Economies"

(UNCTAD's Business to Consumer, B2C, E-Commerce Index, 2018)



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EUROCHAM MALAYSIA: MATRADE's Direction in the New Normal



(Chief Executive Officer, MATRADE) and Mohammad Aminuddin Sham Tajudin (Director of Europe & Americas Section, MATRADE).

Keynote speaker YBhg Dato' Wan Latiff has a lot of experience in international trade. He started his career with Tourism Malaysia in 1984 before joining the Malaysia External Trade Development Corporation (MATRADE), the National Trade Promotion Agency, under the Ministry of International Trade and Industry in 1997.

involved in various committees for the trade and export development in relation to the economic advancement of Malaysia.

Mohammad Aminuddin Sham Tajudin has more than 23 years of experience in the international trade arena. He started his position in MATRADE as the Regional Director of MATRADE Sabah, then moved to Trade Commissioner in MATRADE Santiago, and Hong Kong. Upon his return he held the position of Director of Strategic Planning, and Director of Halal, F&B, and Agro - based Section.

On Tuesday, 23 June, EuroCham Malaysia, together with MDBC, held a webinar on MATRADE and its direction in the new normal. The webinar also covered export promotion and international supply chains.

Invited to speak at this webinar were YBhg Dato' Wan Latiff bin Wan Musa

He served as the Trade Commissioner for almost nine years at MATRADE's Cologne, Toronto, and New York offices where he accumulated more experience in international trade. He has also performed various other functions including export promotion, finance, HR, procurement, and strategic planning. Dato' Wan Latiff has been actively

Aminuddin touched on the impact of COVID - 19 to Malaysia's exports and the measures taken by MATRADE to assist the exporters post COVID - 19. He shared the new norms in export promotion activities and how MATRADE has adapted their activities to benefit Malaysian exporters in sustaining their international presence.

BizTalk with the DG of Health



The COVID - 19 pandemic is the defining global health crisis of our time, and the most significant challenge humanity has faced in recent years. Since its emergence in late 2019, the virus has spread to every continent and spared no country.

Malaysia's preparedness and planning began relatively early, with initial plans starting in December 2019, diagnostic reagents procurement in January 2020, and several renovations to hospital

facilities done in February 2020.

The threat of COVID - 19 remains, we can see this in the daily fluctuations in new infections, and will continue until a specific treatment is found and an effective vaccine is mass produced.

Malaysia implemented strict border controls during the Movement Control Order (MCO), limiting inbound international travel to reduce the risk of

possible transmission from entering the country. This measure allowed us time to optimize our emergency preparedness and health systems capacity. Between border controls and a variety of other measures employed during the MCO, Malaysia managed to achieve a recovery rate of 97.7% and a fatality rate of 1.39% (at the time of print).

Leading Malaysia's response to COVID - 19 is YBhg Tan Sri Datuk Dr. Noor Hisham Abdullah (Director General, Ministry of Health Malaysia). A medical doctor since 1988, and he has been the Head and Senior Consultant of Breast and Endocrine Surgery at Hospital Putrajaya since 2002. In April 2020, he joined an international coalition dedicated to clinical research involving COVID - 19. On 4 July, he was awarded the 2019 Most Notable Alumni by his alma mater UKM's Medical Faculty. On 19 August, he was named as the recipient of the national 2020AD / 1442 AH Maal Hijrah Figure Award.

In this BizTalk with the Director General, we hear from Tan Sri about Malaysia's preparations and the multi - faced strategies that the country employed to fight COVID - 19, including a myriad of agencies and NGOs.

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EUROPA AWARDS: IN CONVERSATION WITH SUSTAINABILITY LEADERS 2020

Spread over two days (18 & 19 August), the Europa Awards: In Conversation With Sustainability Leaders 2020 webinar highlighted the winners of the Europa Awards for Sustainability 2019.

This annual flagship event for EuroCham Malaysia (ECM) has seen several MDBC members as winners over the years, some of whom have already had a 'warm up' session a month or two earlier during the MDBC Innovation & Sustainability Awards (MISA).

Day one of the event included opening remarks by Stefan Priesner (UN Resident Coordinator for Malaysia, Singapore, and Brunei Darussalam) and included a presentation by Deloitte on 'Climate Change and Business'. Featured presentations / speakers for the day included:

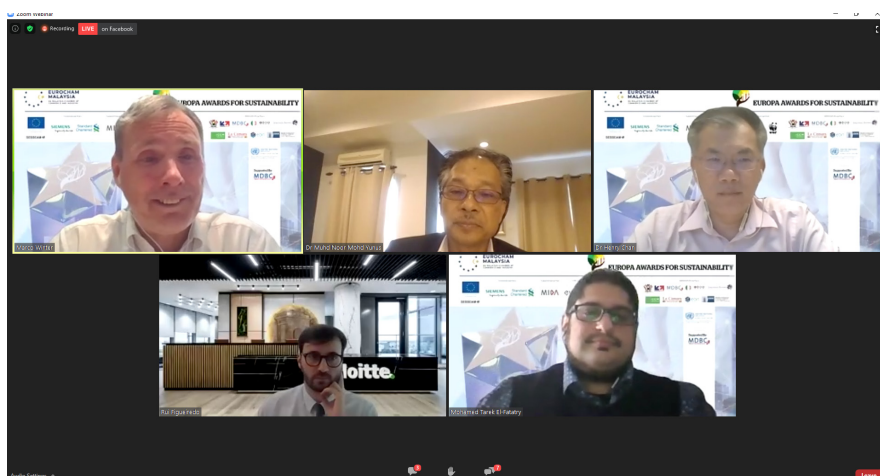
- * Best Environmental Impact (SME) - Bluebee Technologies: E - Waste Recycling Through Heroes;
- * Best Environmental Impact (Large) - DRB - HICOM: Revamping an Existing Mini Incinerator in Pangkor Island;
- * Best Innovation in Sustainability - Sime Darby Plantation

Day two featured another presentation by Deloitte, this time on 'Social Responsibility in Business' before featuring the following winners / speakers:

- * Best Social Impact (SME) - The Lost Food Project: The Lost Food Project;
- * Best Sustainability Reporting - Hap Seng Plantation: Journey Toward Sustainable Palm Oil.

Copies of these presentations are available on the MDBC Website Library at <https://www.mdbc.com.my/information/the->

Left: Panel discussion (l to r) with moderator Marco Winter (Executive Director, MDBC), and speakers Dr. Muhd Noor Muhd Yunus (Technical Specialist, DRB - HICOM Environmental Services), Dr. Henry Chan (Conservation Director, WWF), Rui Figueiredo (Director - Risk Advisory & Deloitte United Nations Team APAC Lead, Deloitte), and Mohamed Tarek El - Fatahy (Founder, Bluebee Technologies). Not pictured: Lorraine Jiang (Senior Consultant, Deloitte) who also spoke on the Deloitte Climate Change and Business presentation. Right top: A welcome speech was presented by Stefan Priesner. Right middle: MDBC member Sime Darby Plantation gave a presentation on their winning project under the Best Innovation in Sustainability category. Right bottom: Dr Henry Chan provided some closing remarks.



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ADCN WEBINARS: COVID - 19 IMPACT ON IP IN SEA THE FUTURE OF TRAVEL AFTER COVID - 19

COVID - 19 IMPACT ON IP IN SEA

In a webinar hosted in cooperation with the Southeast Asia IPR SME Helpdesk (an EU - funded project that provides European companies with advice on intellectual property in Southeast Asia), Frank Fougere (Managing Partner, Ananda Intellectual Property) spoke about structural changes companies in the ASEAN region can expect related to their business. These items include:

- * Consumer behavior changes leads to new challenges especially online;
- * The impact of lockdown on the sale of counterfeits;
- * IP protection and IP enforcement challenges;
- * Impact of COVID - 19 on brand image;
- * Post COVID - 19 trends; and
- * Take away tips and recommendations.

Fougere has been practicing Intellectual Property in Thailand since 2003. He founded Ananda IP in 2011 with the goal of creating Thailand's best boutique IP firm.

In addition to servicing several high - profile, multinational cooperations from Europe, China, Japan, the United States, India, UAE, and throughout Southeast Asia, Fougere is also a frequent speaker on cutting edge IP issues at professional symposiums and conferences. He is a recognized expert and regular lecturer for the World Intellectual Property Organization (WIPO) courses and conferences on patent, trademark, and design law. Fougere has taught in the WIPO's Distance Learning Program for over 10 years and also advises the EU



(ECAP & EU / ASEAN IPR Helpdesk), the Swiss Government (ISIP I and ISIP II), and the French Government on IP issues. His published works include several expert studies and articles.

THE FUTURE OF TRAVEL AFTER COVID - 19

The ASEAN Dutch Chamber Network (ADCN) hosted a regional webinar with guest speakers Roland Coppens (General Manager SEA & Oceania, Air France / KLM Royal Dutch Airlines - top left), Menno Stokman (Director, CELTH - top right), and Jasper Heslinga (Program Manager, CELTH - bottom right), about 'The Future of Travel After COVID - 19'.

The Center of Expertise Leisure Tourism & Hospitality (CELTH) recently published a study describing the future of the travel industry after the COVID - 19 crisis in four scenarios. These explorative scenarios prepared in dialogue with entrepreneurs, financiers, authorities, DMOs, and knowledge parties, are the first step towards a future - proof hospitality sector and sustainable destinations.

The scenarios help outline a medium or longer term perspective and break away from the short - term solutions. CELTH followed the developments and possible consequences brought up by experts in the media and linked it to their own expertise. The analysis of these insights led to a shortlist of factors that they believe will influence and determine the future of the



visitor economy, without the sector being able to influence those factors itself. They identified five so called driving forces of change:

1. The role of nation states;
2. The role of the public and semi public sector;
3. The role of large (multinational) businesses and corporations;
4. The attitude and role of the citizen since they have tasted a 'different' world;
5. The length and depth of the crisis.

CELTH identified two key uncertainties, the length and depth of the crisis and the moral dilemma of the citizen / consumer. For the full report / scenarios and



conclusions, please visit <https://www.celth.nl/projects/four-scenarios-future-visitor-economy>



ARCADIS: THE FUTURE OF THE CBD



Report by Matthew Cutts (Global Sector Leader - Financial Institutions, Arcadis).

Central Business Districts (CBDs) represent millions of square meters of prime - value city assets. They are also on the frontline of a changing outlook on the office of the future.

While uncertainty continues to cloud our view of the future, it would be a brave person to predict the design and function of the post - pandemic office. However, the smart approach to recovery for investors and owners will be led by those who have developed a series of informed options for the shape of things to come. From La Defense in Paris to Lujiazui in Shanghai, CBDs are poised to become crucibles for change.

One of the consequences of the COVID - 19 pandemic has been to accelerate change that was already in progress. Examples include the switch from cash to card payments, the growing desire for cleaner air in cities, and the rise of office employees working from home. On this last point, the enforced lockdown experiment may well have compressed five years of workplace evolution into just a couple of months.

We know that many employees have been happy to have a break from commuting and spend more time with their families, and that many corporate employers are keen to support that change. Nevertheless, younger generations of office workers with smaller homes long for the return to office and a more diverse social experience. So where next for the office of the future?

The CBD in every city presents a significant opportunity for positive change in accommodating the new work culture. This is where the pioneers will scoop up their first - mover advantage. To secure that advantage and come out of the crisis ahead of competitors requires investment in planning and modelling now.

Race Against Time

The timeframe for action is short. Industry sentiment in many countries indicates that the months at the end of this year will be a critical moment for decision making. October and November could see a perfect storm. Knowledge about the pandemic will have advanced, so too will progress towards improved treatment and a vaccine.

There will be a scalable return to the office, school, shopping, and a socially open society. By this time, the goodwill of bankers and investors financing under performing real estate debt will be running out while office tenants will make decisions about reducing their space needs. All scenarios will increase the need for ready - to - go solutions for how best to reinvent and future proof the CBD.

A Vision for the CBD

First - change is inevitable. It was inevitable even before the pandemic, but what might have been a slow adjustment in office use has turned into a fast - track imperative. The good news is that the CBD has the inherent strengths of desirable location and transport connectivity.

These will remain an attraction. The exploitation of real estate within CBDs will change. Models and scenarios under consideration include the incorporation of more mixed use space. Some tall buildings will adapt readily into retail at street level, with offices and residential above. Others, more difficult to retrofit, may become new business - sector hubs - for example, firms of lawyers occupying one building could share conference suites, meeting rooms, catering facilities and so on.

In all cases, excellent health and safety measures will need to be in place, and office space will need to be flexible, community friendly, and geared toward collaboration. Offices can no longer rely on their good looks to attract and keep tenants. They will need to demonstrate more of their souls: wellness, cleanliness, community, sustainability, and adaptability

will all be the new key metrics as well as office - occupier performance.

Five Steps to Prepare for Change

Real estate investment has always involved risk and speculation about the future, and it's no different today in recovery from the pandemic. The choices are clear - return to business as usual, or embrace, and if necessary, be prepared to invest in asset change. Now is the time to ask your technical advisers to look beyond the facades and check the soul of your asset.

Independent workspace research is essential to better understand how your tenants will respond. Environment, social, and governance (ESG) asset metrics will need to be in harmony with the occupier ESG directives and ambitions. This is about ensuring the CBD asset remains relevant to maximize appeal to users' new needs so that your capex funders and project managers can be mobilised quickly to make change.

We propose five preparedness checks which can be completed within five weeks:

1 - RESEARCH ANALYSIS: Conduct independent research into anticipated new user habits along with the technical / physical constraints of the building, including ESG performance, that may hinder change. This will help build an accurate picture of the relevance of proposals for the future.

2 - OPTIONEERING: Start to introduce market data on alternative revenue options. Build out alternative revenue models that may include residential for sale or to rent, and retail.

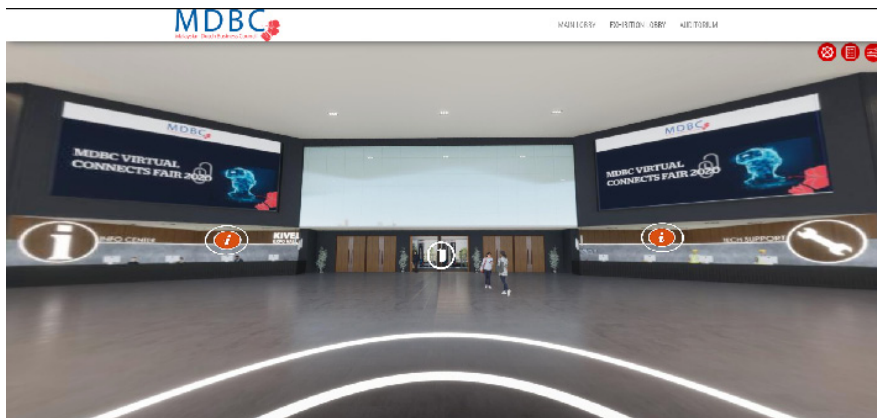
3 - RISK BENEFIT ANALYSIS: Consider your different options, including risks such as securing planning permits, to help define where your funding will come from. This is the moment to be clear about your risk appetite.

4 - FUNDING: Conduct a review of funding arrangements for your preferred options.

5 - BUSINESS PLAN FOR CHANGE: Create a business plan for the change. Using the above advice along with conducting cost / value metrics, it can be a great prep for discussions with banks and investors around funding support.

CONFERENCES & EXHIBITIONS

MDBC (VIRTUAL) CONNECTS FAIR 2020!



MDBC led the way forward for events in the new normal with a full day of activities on Thursday, 24 September. Kicking off the day, was the ever popular MDBC Connects Fair (MCF), this time, on a new and exciting virtual reality exhibition platform called KIVEL (Kingsmen Virtual Experimental Lab).

The platform, created by MDBC member Kingsmen Malaysia, hosted the VR exhibition which showcased a wide variety of service providers, allowing a worldwide audience to visit the exhibition and learn more about the companies via interactive panels at each booth. The public was able to connect directly with representatives of these companies instantly for real time conversations via chat bots within each booth.

Sponsored by Arcadis, MCF20 featured exhibitors from 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.

The exhibition also showcased a talk by MDEC in the morning on the National eCommerce Strategic Roadmap (NeSR) presented by Carol Fung (Head of SME Adoption, MDEC). In the evening, MCF attendees were able to 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.

The video recordings of the live streams

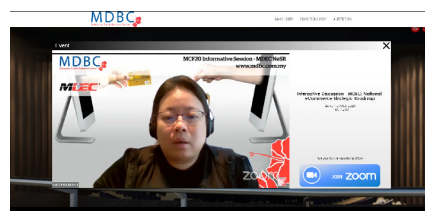
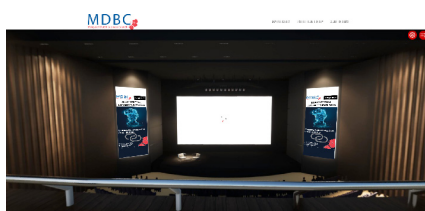
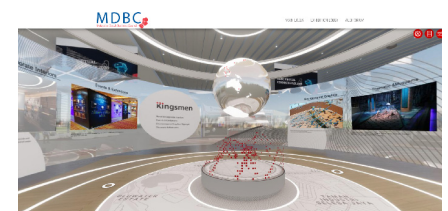
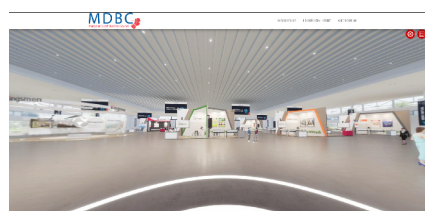
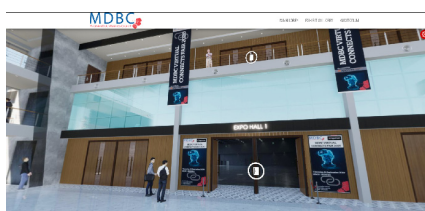
are still available to view either via the Kivel platform Auditorium, or on the MDBC YouTube channel.



When asked about MCF20 being held in a virtual environment this year, MDBC Executive Director, Marco Winter, responded "We're excited to showcase the KIVEL platform with THE event that brings all MDBC members together. MDBC is always proud to showcase our members and what they're capable of; they provide viable, valuable solutions to customers. MCF allows our business community to connect, while creating exposure and business development opportunities. 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 consider products and services they may not have even known about."

Due to popular demand, MCF20 will remain open to the general public for a limited time. As MCF20 is officially over, responses by exhibitors via chat may be a little delayed. To visit the exhibition, please go to vrexhibition.vruniverse.com.my.

Top: MCF Exhibition Hall
Middle Left: Entrance Hall
Bottom Left: KIVEL Auditorium
Middle Right: Walking the exhibition
Bottom Right: Live stream of the presentation by Carol Fung (MDEC)





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MY SERVICES - BUSINESS SERVICES

Not all MDBC member-companies are involved in bilateral trade or investments; a very important part of the MDBC community is our service providers. They provide the services (or products) which all organisations, and often especially the potential Dutch investors in Malaysia, require. The ease of doing business within the MDBC community has substantially increased thanks to our service providers. This page is specially dedicated to them.

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www.vostermans.com

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www.worldtravellers-dmc.com

World Travellers - DMC is a fully licensed corporate travel agency based in Malaysia. With three branches in and around the Klang Valley, our business focus is purely on serving corporate clients in Travel Management and MICE events both here in Malaysia and all destinations worldwide.

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Volkswagen Passenger Cars Malaysia (VPCM) is the official distributor of Volkswagen cars in Malaysia. With long term business aspirations in the region, VPCM's primary focus is on sales strategies through future products, refining customer care, strengthening the Volkswagen dealer network, and service and parts availability. VPCM is managed by European automotive retail specialist, Porsche Holding Salzburg.

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Traders Hotel Kuala Lumpur by Shangri - La is located in the heart of Kuala Lumpur City Centre (KLCC) and offers a panoramic view of the Petronas Twin Towers, KLCC Park, and the city's skyline. It offers direct covered access to the KL Convention Centre and is within walking distance of Suria KLCC Shopping Mall, the Bukit Bintang shopping district and local tourist attractions, which are all surrounded by restaurants, bars, clubs, and cafes.



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WARM WELCOME

As always, we constantly expand to include new and interesting partners as part of our international community of business professionals, allowing our members to find more opportunities for success. To that end, we would like to extend a very warm welcome to the MDBC Community for the following new members:



**ATT TANJUNG BIN
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(SUBSIDIARY OF VTTI GROUP)**

BUSINESS ACTIVITY:

ATB is a blending terminal that offers a complete package of seamless and integrated blending services and tank capacity of well over one million m³. It is perfectly located, lying at the heart of the FOB Straits. With this excellent regional location as part of the overall Singapore trading and pricing hub, the deep waters of the ATB terminal is ideally placed to cater for regional distribution after blending a large variety of products with different specifications. It also offers product blending at lower costs to customers compared with equivalent terminals in neighbouring Singapore.

CORPORATE REPRESENTATION

**Quinten van Dam Merrett,
General Manager
Ahmad MD Kahar,
HSE Manager**

CONTACT:

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Pusat Petroleum Tanjung Bin, Serkat
83200 Pontian
Johor Darul Takzim

Tel: + 607 - 689 6666
E mail: info@atb.vtti.com
Website: www.vtti.com/terminals/atb-malaysia



**LOWRES CREATIVE
STUDIO**

BUSINESS ACTIVITY:

Lowres Creative Studio specializes in creating visual identities for brands with a digital mindset. It is owned by Amsterdam based designer Jop Quirindongo. With more than 15 years of experience, Jop has worked at advertising, retail, and design agencies, was Partner and Design Director at a brand design agency, and has been doing freelance projects for many years. Current clients are Philips, KNVB, Komgo, Moyee Coffee, The Athletes Foot, and Rotterdam The Hague Airport.

CORPORATE REPRESENTATION

**Jop Quirindongo,
Visual Identity Specialist**

CONTACT:

Achtergracht 19
1017 WL
Amsterdam
The Netherlands

Tel: + 31 (0) 627 131 381
E mail: jop@lowres.nl
Website: www.lowres.nl



MOBA

BUSINESS ACTIVITY:

Moba is the leading manufacturer of high - end grading, packing, and processing equipment in the egg industry. The office in Kuala Lumpur was established in 1997 to support the rapidly developing food industry in the Asian and Pacific region, and to carry out Moba's mission to improve egg producers' businesses, by offering best value egg grading and processing solutions. Moba's solutions enable food producers to feed a growing population with safe, high quality, tasty, and affordable egg based foods.

CORPORATE REPRESENTATION

**Dimitri Goossens,
General Manager - Moba Asia
Yeo Guan Soon,
Area Sales Manager**

CONTACT:

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46350 Petaling Jaya
Selangor Darul Ehsan

Tel: + 603 - 7956 9336
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REFA is the leading German association for work design, industrial organization, and corporate development through professional training and certification. REFA was founded in Germany in 1924 with 10,000 members and have been widely adopted by numerous corporations such as Mercedes - Benz, Continental Group, Robert Bosch, Audi, Linde, Siemens, Schindler, Schaeffler Group, Deutsche Post (DHL), Liebherr, TDK, and many more to increase their organisation's operations efficiency and productivity.

CORPORATE REPRESENTATION

Simon Flatscher,
Licensed REFA Trainer & Consultant

CONTACT:

Arnulfstraße 83
80634 München
Germany

Tel: + 49 231 9796 135

E mail: info@refa.com

Website: www.refa-international.com/en



SHENG TAI INTERNATIONAL SDN BHD

BUSINESS ACTIVITY:

Sheng Tai International is a diversified development, real estate, investment management, and hospitality company. We offer professional services with competitive pricing and a warm attitude. We welcome productive collaboration and corporate partnerships with a focus of providing our guests with comprehensive solutions and a tailored experience. Today, Sheng Tai International is an award winning developer who has branched out across Asia, offering an extensive range of real property products, services, and brands that cater to luxury, upscale, and economy markets.

CORPORATE REPRESENTATION

Dato' Leong Sir Ley,
Founder & Chairman
Tan Yoong Wei,
Director

CONTACT:

103 & 105, Block A, Phileo Damansara II
15 Jalan PJU 16 / 11
46350 Petaling Jaya
Selangor Darul Ehsan

Tel: + 603 - 7890 3098

E mail: angelinechin.sti@gmail.com

Website: shengtaiinternational.com



THOMAS INTERNATIONAL MALAYSIA SDN BHD

BUSINESS ACTIVITY:

Thomas International is a technology enabled services business delivering psychometric assessment solutions. We help over 32,000 businesses across 60 countries with the recruitment, retention, development, and leadership of their people. Our solutions predict and improve workplace behavior, aptitude and ability, leadership potential, and emotional intelligence. We combine technology, psychology, and data to translate people's diverse characteristics into easy to understand, easy to action solutions that are accessible to everyone for their recruitment, retention, and development.

CORPORATE REPRESENTATION

Hein Jan Lapidaire,
Director

CONTACT:

Unit 25 - 3
Q Sentral
2A Jalan Stesen Sentral 2
50470 Kuala Lumpur

Tel: + 603 - 9212 6822

E mail: malaysia@thomasasia.com

Website: www.thomas.co



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BUSINESS ACTIVITY:

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CORPORATE REPRESENTATION

Gert Veldhuis,
Director
Dennis Akkerman,
IT Consultant

CONTACT:

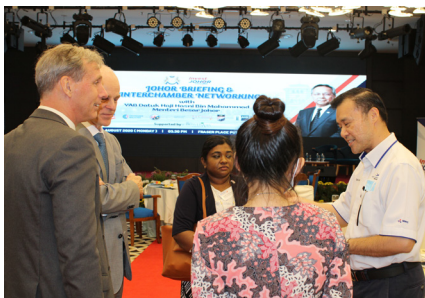
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3542 AB
Utrecht
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PICTURE PERFECT



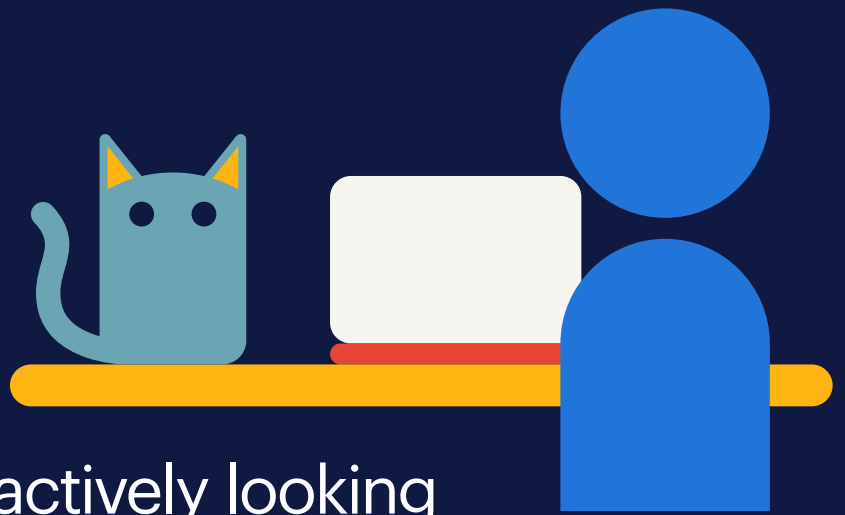
The occasional 'live' networking

Since the beginning of 2020 there has not been much opportunity for live networking. For Picture Perfect in this edition of MDBCConnects, we can only share pictures from the comprehensive 2 - day program in Johor in August and the Annual General Meeting at DoubleTree Kuala Lumpur on 24 September.



58%

of respondents are actively looking for a new job in the next 12 months.



Even as companies race to digitise their operations to enable professionals to work from home and ensure continued efficiency, COVID-19 has no doubt caused damage to the labour market.

Many organisations have gone into “survival mode” as the pandemic drags on, calculating the real financial impact COVID-19 has on their businesses. Compared to previous years, more employees have been affected by business closures or placed on shorter work hours or furloughs in quarter one this year.

The [COVID-19 Labour Pulse Survey](#) is an online study conducted with 531 locally-based working professionals to understand their sentiments about the employment market thus far and how their career expectations have changed.

Out of the 58% respondents who said that they are actively looking for a job:



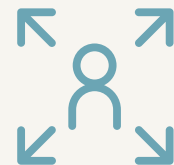
24% want to change their careers or the industries they work in



20% are unsatisfied with their salary and want a job that pays them more



13% said that their skills and experiences no longer match their current job requirements



5% said that their job scopes have changed too much due to COVID-19

