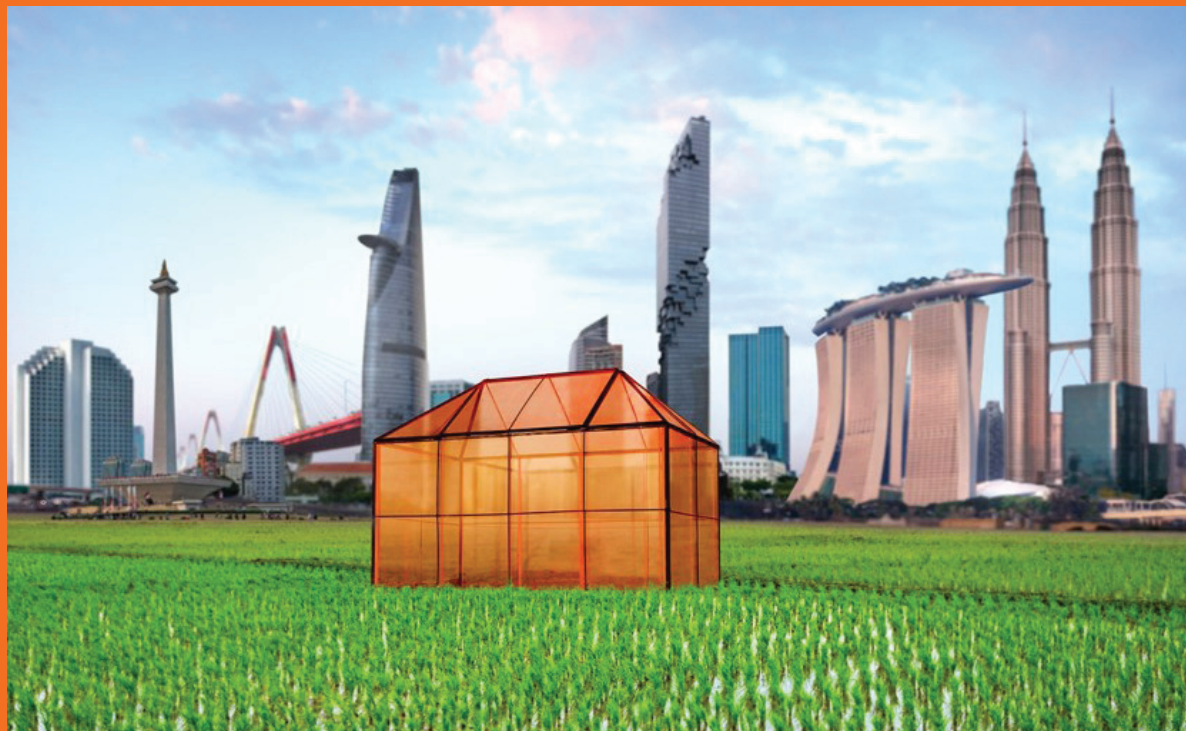


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Sheryl Leao
Portfolio Manager

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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

MORE THAN
90%
HAVE MORE THAN
10 YEARS
OF GLOBAL WORKING
EXPERIENCE

3,000
RP-Ts
HAVE BEEN
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SINCE 2011

TOP 5 NKEA SECTORS



MORE THAN
90%
ARE C-SUITES AND
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IN KEY ECONOMIC AREAS,
OF WHICH THE TOP 5
NATIONALITIES ARE:



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INTERNATIONAL TALENT WILL FURTHER ENHANCE THE LOCAL
WORKFORCE AND SECURE MALAYSIA AS A DESIRED,
WORLD-CLASS TALENT HUB.”

Alois Hofbauer
Managing Director, Nestlé (Malaysia)

TalentCorp
MALAYSIA

To learn more, please visit talentcorp.com.my/expatriates/residence-pass

www.talentcorp.com.my

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The Intermovers Advantages

Intermovers is passionate about personal service. We have a deep drive to constantly grow and improve our products and services. Transparent, so you know exactly what is going on at all times. Reliable, because we take full responsibility for your entire relocation process. With a global reach that delivers strong commitment and consistent quality in every corner of the world.

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*Terms and conditions apply.



BUILDING ON OUR STRENGTHS TOWARDS 2021

Dear MDBC members and friends,

A turbulent year. A challenging year. A year that made it necessary to revisit MDBC's membership position. A year in which we had to establish different forms of interaction with the members. Compiling, correlating, and distributing information became a daily task. Connecting and lobbying with all authorities. Establishing and strengthening partnerships, locally, regionally, and globally. Strong cooperation with EuroCham Malaysia and several other bilateral chambers in Malaysia, with the fellow Dutch Chambers in ASEAN (the ASEAN Dutch Chamber Network) and under the coordination of NLinBusiness with the global NL Business Hubs network.

Based on the results of our annual Membership Satisfaction Survey (MSS), our members have recognized the hard work and efforts that the MDBC Team put in to support the members.

We received high marks; the scores averaged 80%. While it was not surprising that topics such as Networking and Business Development dipped 1 - 2% compared to previous years, all scores still reached

77% and above, for the highest - ever total average score. Return on Investment of your membership reached nearly 80%, and a very substantial number of members have turned into promoters or ambassadors of the MDBC!

We will be taking the main points into 2021 to further improve our value proposition to the members. The MSS also provided very constructive input from our members on their business lessons learned throughout the COVID - 19 pandemic in 2020 and on their expectations for this coming year.

Which brings me to 2021 - MDBC's 25th Anniversary. On all fronts we are getting ready for this lustrum. Over the past couple of months, the MDBC Board of Directors and Team, strongly supported by the Netherlands Embassy, have engaged with dozens of member - companies to discuss plans and opportunities on how to mark this special year, for, and with the members.

We want to show 25 years of growth thanks to the positive Malaysian - Dutch bilateral relationship and look ahead to the next 5 - 25 years. There is so much to be grateful for and to be proud of. We have to continue on our

Audacious Goal journey, for "MDBC to be the best chamber in the world, providing lasting value to our members!"

No matter what 2021 brings us, we have to be prepared to showcase this. Let's encourage and challenge ourselves to make this an optimistic and a most productive year.

Let's all be positively cautious, or cautiously positive!

Remco Koster
Vice - Chairman



MDBC BOARD OF DIRECTORS

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Hibiscus Petroleum Berhad

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Silverstreet International

Datuk Merlyn Kasimir
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Malaysian Dutch Business Council
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50200 Kuala Lumpur

Tel : 603 - 2722 8335
Email : info@mdbc.com.my
Website : www.mdbc.com.my



SAME GREAT TASTE IN 192 COUNTRIES



CALENDAR



JAN

WED 20 / 2:30PM

EuroCham / MDBC:
Digitalization in Logistics Solutions

FRI 22 / 9:00AM

Danish BC / MDBC:
Parliament Series w/ Vriens & Partners

WED 27 / 3:00PM

EuroCham / MDBC:
Healthcare Digital Revolutions

WED 27 / 4:30PM

MDBC 2021 - 25th Anniversary
Kick off event

FEB

THUR 4 / 4:00PM

MDBC Outlook 2021

MAR

TUE 23 / ALL DAY

MDBC Virtual Connects Fair 2021 Q1

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



Besi



Malaysia

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Liberal Business & Investment Environment



Political and Economic Stability



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Sound Banking System



Quality of Life



IP Protection



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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MDBC EVENTS

Are you joining us online?

PARLIAMENT BRIEFING SERIES



MDBC, together with our colleagues from the Malaysian Danish Business Council (MDaBC), hosted two webinars by Vriens & Partners, entitled "Parliament Crisis: A Triple Coalition Forecast!" on 4 November, and "The State of Government: What Comes Next" on 25 November.

Vriens & Partners is Southeast Asia's leading government affairs consultancy, and has a head office in Singapore, 80 staff, and 30 advisers across 8 offices in capitals around the region.

They deliver nuanced and effective government affairs strategies built

COVID-19 and the ongoing third wave

- Klang Valley replaces Sabah as epicenter of latest wave
- Targeted lockdowns till year-end?
- How well has the government handled the pandemic?

PM Muhyiddin Yassin's position since coming into power

- Public support waning as COVID-19 cases continue to climb
- State of the Opposition?



on trusted relationships with the highest levels of government, and with stakeholders along the entire policy making chain.

Featuring speakers Nazhif Yusof (Country Director, Vriens & Partners) and Shazwan Mustafa Kamal (Senior Associate, Vriens & Partners), in Parliament Crisis, attendees gained insights into what was going on in parliament and an outline of how these possible outcomes can affect foreign business operations in Malaysia.

In the second webinar - The State of Government - attendees were taken

through an overview of Budget 2021. Also discussed were the issues and challenges, as well as the political implications of the Budget.

Nazhif Yusoff (top left) consults for clients from various verticals such as technology, healthcare, transportation, and tourism, helping them develop their government relations strategy.

Previously, he was with the trade and investment team at Malaysia Petroleum Resources Corporation (MPRC), an agency under the Ministry of Economic Affairs, where he developed the agency's database of export opportunities for Malaysian oil and gas services and equipment manufacturing companies.

Nazhif earned a Bachelor of Science degree, magna cum laude, from Georgetown University's School of Foreign Service in Washington D.C., majoring in Regional and Comparative Studies (Middle East and Asia). He also holds a postgraduate Diploma in Education (History) from the Northern University of Malaysia (UUM).

Shazwan Mustafa Kamal (middle) brings along 10 years of professional experience in the field of politics, journalism, and the media. From 2014 to 2020, Shazwan worked for online news portal the Malay Mail as an Assistant News Editor and Senior Journalist where he oversaw the newsdesk's day - to - day operations and political analyses. He also led the news team in the coverage of important events like the 2018 general election, and spearheading story packages.

Shazwan received his Bachelor of Arts in Communication from Monash University, and a Master's in Diversity and the Media from the University of Westminster, UK. He was also a 2012 Chevening Scholarship recipient.



THE FUTURE OF PACKAGING

HQ Pack is one of the world's leading companies in the field of high - tech packaging. We clean, develop, produce, manage, and distribute packaging for high - quality and fragile industrial products. Our customers are leading, renowned companies active in the following market segments:

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- * Electronics industry
- * Medical and Optical Technology industry
- * Aerospace industry
- * Machine Construction and Mechanical Components

HQ Pack is a full service distribution partner. We develop optimal packaging solutions and distribution processes for high - tech industrial products in close cooperation with the customer. The results are various handling tools and types of packaging which allow products to be transported over long or short distances without any problems. The solutions vary from simple cleanroom packaging to high - end, customized packaging composed of different parts and materials.

HQ Pack's strength is the total solution that it provides. HQ Pack does not only develop customer - specific packaging solutions, but takes care of the entire process, from the packaging materials and cleanroom activities, to the logistical processes. Via the return packaging service, HQ Pack ensures that reusable packaging is collected from anywhere in the world, and that it is cleaned and repaired that it is returned to its original condition.

HQ Pack's activities can be divided into the following:

- * Production
- * Cleanroom Solutions
- * Project Development
- * Logistical Services

HQ Pack's headquarters is located in The Netherlands. HQ Pack also has branches in Malaysia, Singapore, and the United States of America, which allows us to provide a complete range of our services worldwide.



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your product
protected.



Developing



Producing



Cleaning



Distributing

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Malaysia's Budget 2021 "Stand United, We Shall Prevail" was unveiled on 6 November 2020. The Government declared that the budget focused on the Rakyat's well-being, business continuity, and economic resilience amid the COVID-19 pandemic.

The Government also announced that it would continue to support the Rakyat by expanding existing tax reliefs which will in turn, reduce the financial impact on the Rakyat. To counter the various measures and generated additional revenue, the Government proposed to tighten and revise the 'sin tax' mechanism on tobacco products (including electronic cigarettes). It also introduced proposals to simplify and relax conditions for special facilities in which certain industries can operate in.

As usual, MDBC member KPMG provided an annual briefing (this time by cyberspace) focused on the tax related measures introduced in Budget 2021. KPMG speakers walked the audience through the Budget's key proposals and provided insight on how the proposals may impact individuals and businesses.

Speakers included:

Ong Guan Heng (Executive Director - Corporate Tax Services)

Guan Heng has over 20 years experience in the field of tax, advising clients mainly on direct tax matters and cross border transactions. He has serviced a diversified portfolio of clients comprising of public



listed and multinational companies from various industries including financial services, trading, manufacturing, investment holding, and much more. He has built vast technical knowledge and experience in tax consulting, tax planning, and tax review works.

Lim Wai Yin (Executive Director - Corporate Tax Services)

Wai Yin has over 18 years of working experience in tax practice and investment banking. Her taxation experience covers corporate tax advisory and compliance services. She has serviced a diversified portfolio of clients from various industries including financial services, manufacturing, trading sectors, property development, hospitality, healthcare, and more. She is well versed in the practical aspects of taxation practice in Malaysia and has good knowledge of international



Left: Ong Guan Heng, Middle: Lim Wai Yin, Right: Cheah Wai Ling

taxation principles. She is experienced in advising on cross-border transaction and has also assisted clients in liaising with regulatory authorities to apply for tax incentives, tax exemptions, and reliefs.

Cheah Wai Ling (Director - Indirect Tax)

Wai Ling has over 10 years of working experience in tax practice on both Corporate and Indirect Tax. She advises on Malaysian tax issues and has assisted numerous leading overseas and locally headquartered multinationals. For Indirect Tax, Wai Ling has been involved in both Goods and Services Tax (GST) and Sales Tax and Service Tax (SST) engagements with experience assisting clients with their GST and SST implementation projects, compliance services, advisory services, and health check exercises.

BUILDING BUSINESS IN ASEAN THROUGH E-COMMERCE

MDBC members were invited to a webinar on 28 September, organized by HKDutchCham, for businesses looking to leverage e-commerce to expand their footprint, reach, and operating models into ASEAN markets. Traditional business, operating models, and supply chains via multiple distribution levels have come under tremendous pressure almost overnight during this pandemic, as transportation, people movement, and access to facilities and stores have become restricted.

This is especially challenging for ASEAN based businesses or businesses that want to expand into ASEAN, a huge market of



600 million people and a flourishing tech-savvy middle class spanning across vast lands and diverse infrastructure. With more people working from home and accessing the world digitally, businesses need to consider alternatives, more effective operating models, and channels such as e-Commerce to cater to this

change and facilitate quicker growth and expansion to access, enabling them to appeal to a much wider audience at the same time. With customer buying behaviors changing, business and operating models have to be ready for the change.

KPMG 2021 BUDGET SNAPSHOT



2021 Budget Highlights



1) Review of Income Tax Rate

Income tax rate for resident individuals to be reduced from 14% to 13% for chargeable income band of RM 50,001 to RM 70,000 for Year of Assessment (YA) 2021.

2) Compensation for Loss of Employment

Income tax exemption for compensation for loss of employment to be increased from RM 10,000 to RM 20,000 for each full year of service for YA 2020 and YA 2021.

3) Non - Malaysian Citizens in Companies with Relocation Incentive

15% individual income tax at a flat rate for 5 consecutive years.
- Limited to 5 non - Malaysian citizens employed in key positions / C
- Suites positions with monthly salary of not less than RM 25,000.
- Individual has to be a Malaysian tax resident for each YA throughout the period.
- Applications to be received by the Malaysian Investment Development Authority (MIDA) from 7 November 2020 until 31 December 2021.

4) Revision of Returning Expert Programme (REP)

15% flat income tax rate on employment income for 5 YAs.
- Import duty and excise duty

exemption for the purchase of a Completely Built Up (CBU) vehicle or excise duty exemption for the purchase of a Completely Knocked - Down (CKD) vehicle (subject to total duty exemption of RM 100,000).
- Applications to be received by Talent Corporation Malaysia Berhad from 1 January 2021 until 31 December 2023.

5) Medical Expenses for Self, Spouse, and Children

Income tax relief to be increased from:

- a) RM 6,000 to RM 8,000 for medical expenses for serious diseases for taxpayer, spouse, and children, and fertility treatment for taxpayer and spouse; and
- b) RM 500 to RM 1,000 for full medical check - up expenses.

Total deduction allowable for items (a) and (b) is restricted to RM 8,000.

Scope of the tax relief to be expanded to include vaccination expenses of up to RM 1,000 for taxpayer, spouse, and children. Effective from YA 2021.

6) Medical Treatment, Special Needs, and Carer Expenses for Parents

Income tax relief for medical treatment, special needs, and carer

expenses incurred on parents to be increased from RM 5,000 to RM 8,000 from YA 2021.

7) Lifestyle Expenses

Income tax relief for lifestyle expenses to be increased from RM 2,500 to RM 3,000, with an additional amount of RM 500 allocated for the cost of purchasing sports equipment, entry / rental fees for sports facilities, and participation fees in sports competitions.

Scope of existing lifestyle tax relief to be expanded to include subscription for electronic newspaper. Effective from YA 2021.

8) Tax Incentive for Equity Crowdfunding

Income tax exemption on 50% of investment in equity crowdfunding. Limited to RM 50,000, capped at 10% of aggregate income.

Qualifying investors are given the above incentive for investments made from 1 January 2021 to 31 December 2023.

9) Expenses on Study Fees

Income tax relief of RM 7,000 a year to be expanded to cover fees for attending up - skilling and self enhancement courses in any field of skills recognized by the Department

of Skills Development, Ministry of Human Resources. This tax relief is limited to RM 1,000 for each YA for YA 2021 and YA 2022.

10) Disabled Spouse

Additional tax relief for disabled spouse to be increased from RM 3,500 to RM 5,000 from YA 2021.

11) Contribution to Private Retirement Scheme (PRS)

Income tax relief of up to RM 3,000 on contribution to PRS to be extended from YA 2022 to YA 2025.

12) Net Annual Savings in Skim Simpanan Pendidikan Nasional (SSPN)

Income tax relief of up to RM 8,000 on net annual savings in the SSPN to be extended to YA 2022.

13) Tax Incentive for Global Trading Centre

10% income tax rate for a period of 5 years and renewable for another 5 years for Global Trading Centre for applications received by MIDA from 1 January 2021 until 31 December 2022.

14) Extension of Principal Hub Incentive

Application period is extended for another 2 years from 1 January 2021 to 31 December 2022.

Relaxation of minimum condition for number of high valued workers, annual operating expenditure, and number of key posts personnel for renewal for another 5 years.

15) Relocation Incentives for Selected Services Sector

Income tax rate of 0 - 10% for 10 years for a new company.

Income tax rate of 10% for 10 years for existing company with new services segment.

Tax incentive for qualifying companies relocating their operations to Malaysia and making new investments is expanded from manufacturing to selected services sector:

- Provision of technology solution services
- Provision of infrastructure and technology for cloud computing
- R&D / design and development activities
- Medical devices testing laboratory and clinical trials

- Any services or manufacturing related services determined by the Minister of Finance (MOF)

For applications received by MIDA from 7 November 2020 until 31 December 2022.

16) Extension of Existing Relocation Incentives for Manufacturing Sector

An extension of one year. Income tax rate of 0% for 10 or 15 years for new companies or 100% Investment tax allowance for 5 years for existing companies.

For applications received by MIDA until 31 December 2022.

17) Extension of Existing Tax Incentives

Until 2022

- MRO activities for aerospace
- Building and repair of ships
- Bionexus status company
- Economic corridor developments

18) Extension of Tax Incentive for Manufacturers of Industrialized Building Systems (IBS) Components

An extension of five years.

- Investment tax allowance of 60% on qualifying capital expenditure incurred within 5 years to be set off against 70% of statutory income.
- Companies are only required to produce at least 3 basic components of IBS or IBS system that uses at least 3 basic components.

For applications received by MIDA from 1 January 2021 until 31 December 2025.

19) Tax Incentives for Manufacturers of Pharmaceutical Products including Vaccines

0 - 10% income tax rate for the first 10 years.

10% income tax rate for the subsequent 10 years.

And grants, import duty / sales tax exemption for machineries, equipment, and raw materials.

For applications received by MIDA from 7 November 2020 until 31 December 2022.

20) Extension of Tax Incentive for Export of Private Healthcare Services

Income tax exemption equivalent to 100% of the value of the increase in export of healthcare services to be set off against 70% of statutory income is extended for another 2 years for YA 2021 and YA 2022.

21) Expansion of Tax Incentive for Commercialization of R&D Findings for Qualified Resource and Non - Resource Based Activities or Products

- Tax deduction on investment made by an investor company in a subsidiary company that commercialises the R&D findings of public research institutions including public and private higher learning institutions.

- Income tax exemption of 100% of statutory income for 10 years for subsidiary companies that commercialize R&D findings of public research institutions including public and private higher learning institutions.

For applications received by MIDA from 7 November 2020 until 31 December 2025.

22) Tax Deduction for Employment of Senior Citizens, Ex - Convicts, Parolees, Supervised Persons, and Ex - Drug Dependents

Further tax deduction on remuneration paid by employers to the above employees is extended for a period of 5 years from YA 2021 to YA 2025.

23) Tax Exemption on Grants for Green Sustainable and Responsible Investment (SRI) Suku and Bond Issuers

Existing income tax exemption on grant for Green SRI Sukuk is expanded to all SRI sukuk and bond which meets the ASEAN Green, Social, and Sustainability Bond Standards approved by the Securities Commission Malaysia (SC).

For applications received by the SC from 1 January 2021 to 31 December 2025.

24) Exchange Traded Funds

There is a 5 year extension of Stamp Duty Exemption on contract notes for trading of Exchange Traded Funds which are executed from 1 January 2021 to 31 December 2025.

25) First Residential Home

- For 100% stamp duty exemption on transfer instruments and loan

agreements for the purchase of first residential property by Malaysian citizens, the qualifying value of the first residential property is to be increased from RM 300,000 to RM 500,000.

- Stamp duty exemption applies to the sale and purchase agreements executed from 1 January 2021 to 31 December 2025.

26) Reviving Abandoned Housing Projects

5 year extension of Stamp Duty Exemption to revive certified abandoned housing projects which are given to rescuing contractor / developer or original house purchaser of abandoned project for loan agreements and transfer instruments executed from 1 January 2021 to 31 December 2025.

27) Imposition of Tourism Tax on Accommodation Booked Through Online Platform

The imposition of tourism tax to be expanded to include accommodation premises reserved through online platform providers effective from 1 July 2021.

28) Locally Assembled Bus

2 year extension of Sales Tax Exemption for the purchase of a locally assembled bus including air conditioner to be extended until 31 December 2022.

29) Free Industrial Zone and Licensed Manufacturing Warehouse

The limit on sales value for value added and additional activities in the Free Industrial Zone and Licensed Manufacturing Warehouse as listed below to be increased to 40% of the company's annual sales value:

- Research and development;
- Product design;
- Marketing (for company with International Procurement Centre status only);
- Distribution (for company with Regional Distribution Centre status only);
- Quality Control;
- Testing and commissioning including calibration and configuration;
- Labelling, packaging, and re-packaging;
- Remanufacturing, repairing, and servicing; and,
- Supply chain management, strategic procurement operation, and total

support solutions.

Applicable for new applications and applications to increase the sales value limit received by the Royal Malaysian Customs Department (RMCD) from 7 November 2020.

30) Imposition of Excise Duty on Electronic Cigarette including Vape

The following excise duty is to be imposed effective from 1 January 2021:

- Excise duty at the rate of 10% ad valorem for all types of electronic and non - electronic cigarette devices including vape; and
- Excise duty at the rate of RM 0.40 per milliliter for liquid or gel used for electronic cigarette including vape.

Extracted from the KPMG 2021 Budget Snapshots report. For a copy of the full report, please visit home.kpmg/my/en/home.html

About Us

YTL-SV Carbon Sdn. Bhd. is a leading Greenhouse Gas (GHG) inventory consultant and carbon project developer in South East Asia. Founded in 2006, it is a subsidiary of YTL Corporation Berhad since 2008.

We offer strategic solutions for organisations and businesses to reach their climate ambition. We provide support and advice on GHG measurement & reporting, carbon strategy, risks & opportunities, carbon reduction plans, off-setting and transitioning to a low carbon economy.

Our Services

- Greenhouse Gas Inventory
- Carbon Asset Projects (Carbon Credits)
- Corporate Carbon Strategy
- Carbon Footprinting (Products)
- Capacity Building
- Renewable Energy Solutions



YTL-SV Carbon
YTL GROUP



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The Netherlands in
top of WEB Global
Competitiveness
Report 2020

MEMBERS NEWS

The Netherlands #1
again in DHL Global
Connectedness Index
2020

SHENG TAI INTERNATIONAL - THE SAIL

Founded by Dato' Leong Sir Ley, Sheng Tai International Sdn Bhd is a multinational property development company. Sheng Tai International recently revealed its most iconic project to date. The Sail Melaka, touted to be Melaka's largest mixed development project, will consist of nine towers with a total built - up area of 27.52 Acres. When completed, the RM 6.5 billion megadevelopment will feature five and six star luxury hotels; high end condotels; business suites; a million square feet luxury shopping mall, and a cultural square with shop lots.

Inspired by Admiral Zheng He's voyage to the West, The Sail Melaka is continuing the legacy of the renowned Straits of Melaka. Designed to emulate a magnificent ship travelling to Melaka from the Sultanate's days, the property



will have nine towers. The experts have created a 21st - century cosmopolitan metropolis where locals and foreigners can experience refined living, delightful shopping experience and explore the vitality of Melaka all on board the magnificent 'ship'. Set to become Melaka's Central Business District and global icon, The Sail Melaka will be part

of Sheng Tai International's multiple ground-breaking projects, such as the NOVO, Regalia Beachfront Residence, Metrasquare Serviced Suites and Ames Hotel.

For pictures from the networking event which was held at Sheng Tai, please check page 39.



The Sail Melaka

A PRIDE OF GLOBALISATION

WORLD-CLASS IN EVERY WAY

The Sail is the brainchild of Sheng Tai International, a multinational development, real estate, investment management, property tourism and hospitality company with a vision to fully capitalise on the One Belt One Road ambition. The conception of The Sail signifies an enthusiastic start to improve exchange and strengthen the bonds among nations with regard to culture and economy.



Luxury Shopping Mall



Office Tower



Luxury Condotels



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Block C, Level 2, Metrasquare, 75450 Ayer Keroh,
Melaka, Malaysia.

For registration of interests and further questions, find us at
+6011 3737 3399
www.thesailmelaka.com

NMIT ANNOUNCES CHANGE TO NETHERLANDS MARITIME UNIVERSITY COLLEGE (NMUC)



The Netherlands Institute of Technology (NMIT) recently announced that by virtue of being upgraded to University College status in 2019, NMIT will now be renamed the Netherlands Maritime University College (NMUC).

"This is another testament of our outstanding achievements in the national and international arena. We began our journey in 2011 as a maritime education institution anchored with great ambitions. Today, we are transformed into NMUC, an academic institution recognized for its rigor and academic excellence. Our pursuit of excellence has led us to another significant achievement and we have been steadfast in facing various challenges along the way," shared Dato' Capt. Razali

Yaacob (Executive Chairman, NMUC)

"The contributions, guidance, and hard work of those who believe in our mission serve as the foundation of this new chapter. NMUC is committed to reinforcing our vision of becoming a vibrant world class maritime education institution. The graduates that NMUC have produced through the years is a testament to the values and standards that are constantly at the forefront of the quality education instilled at NMUC. We are not only hopeful, but confident, that the future of NMUC will see more graduates making their mark in various aspects of the maritime field locally and more so internationally," he added.

HALAL BUSINESS MANAGEMENT: A GUIDE TO ACHIEVING HALAL EXCELLENCE



Prof. Dr. Marco Tieman (CEO, LBB International) has just published a book entitled "Halal Business Management: A Guide to Achieving Halal Excellence".

In addition to being the CEO of MDBC member LBB International (a supply chain strategy consultancy and research firm), Prof. Dr. Tieman is also a professor with Help University, and a research fellow with the Universiti Malaya Halal Research Centre, conducting research in halal supply chain management and reputation management.

The halal industry is a fast - growing industry due to demographics and industry expansion. Halal certification of

products, outlets, and services is essential for doing business in Muslim - majority countries. Drawing on years of academic research and advisory experience, Prof. Dr. Marco Tieman wrote 'Halal Business Management' to provide practical advice and guidance on how to best organize halal business operations.

Successful companies in the halal industry are those that embrace halal excellence by design. Halal excellence is a process - a pursuit of excellence. Halal Business Management, officially published in December 2020, is now globally available in hardcover and paperback. In Malaysia, it is sold at Kinokuniya, KLCC, and at WHSmith, KLIA.

This book covers halal certification, halal supply chain management, halal branding and marketing, and halal risk and reputation management. It is for organizations involved in serving Muslim markets and serves as a coursebook for graduate and postgraduate education in halal business management. You can find out more information on his book at www.halalbusinessmanagement.com.

ACTIFORCE / WWF - FREE THE SEAS

Since January 2020, Actiforce has been a proud WWF business supporter. They have been supporting a project called "Free the Sea" and have recently announced a continuation of that support for 2021.

The global excessive use of plastics is impacting ocean health and biodiversity. By 2050, there could be more plastics in the ocean than fish by weight.

Free The Sea aims to stop the enormous flow of plastics to the seas, starting in the Coral Triangle - the global centre of marine biodiversity. WWF sends veterinarians to the area to save the sea animals, install systems in the rivers to catch plastic which helps prevent it from ending up in the seas. They even take the plastic out of the seas with boats.

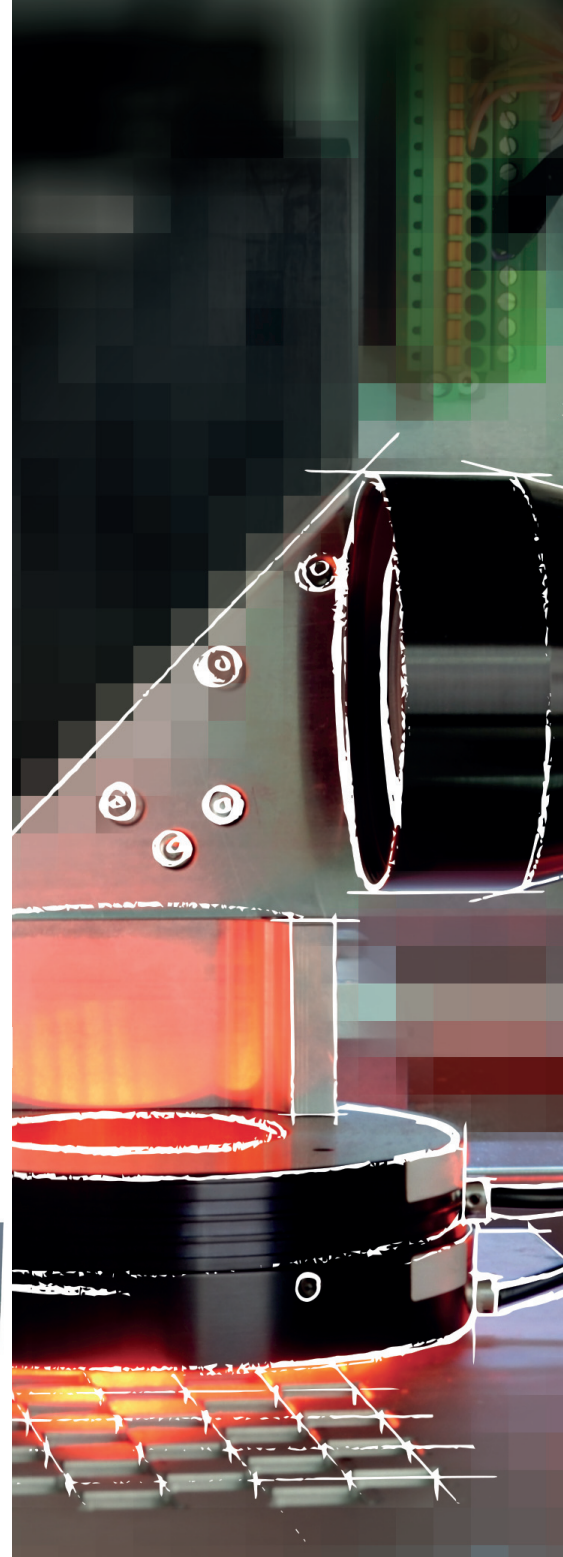
WWF and the local authorities have also started two waste disposal services as many people in the Coral Triangle do not have access to waste disposal services. This helps in sorting out the waste and enabling recycling.



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MDBC 2020

YEAR IN REVIEW

GROWTH EVOLUTION INNOVATION

2020 WAS A UNIQUE YEAR FOR ALL. AN OPPORTUNITY TO GROW AND EVOLVE, IT REQUIRED QUICK AND INNOVATIVE APPROACHES TO WHAT WERE ONCE STANDARD OPERATIONS. MDBC TOOK THE OPPORTUNITY TO EXPAND OUR REGIONAL AND INTERNATIONAL PRESENCE AS WELL AS TAKE THE LEAD ON MOVING OUR EVENTS INTO A VIRTUAL REALITY CYBERSPACE WITH THE INTRODUCTION OF MCF ON THE KIVEL PLATFORM.

MDBC CONTINUED TO GROW AND STRENGTHEN OUR MEMBERSHIP COMMUNITY, ADVOCATING AND LOBBYING FOR OUR MEMBERS DURING THE LOCKDOWN, ENSURING THAT BUSINESS WAS ABLE TO CONTINUE THROUGH THIS CHALLENGING PERIOD



MDBC TOOK THE LEAD IN MOVING EVENTS FROM THE PHYSICAL SPACE INTO A VIRTUAL REALITY CYBERSPACE WITH THE UNVEILING OF THE MDBC CONNECTS FAIR ON THE KIVEL PLATFORM

WE ESTABLISHED AND EXPANDED OUR PRESENCE AND INVOLVEMENT IN THE ASEAN COMMUNITY THROUGH THE ASEAN DUTCH CHAMBER NETWORK (ADCN); WE ALSO RAISED OUR WORLDWIDE AND EUROPEAN VISIBILITY THROUGH STRONGER PARTICIPATION AS AN NL BUSINESS HUB



80%

OUR RESULT FROM THE 2020 MEMBERS SATISFACTION SURVEY! THANK YOU.

MDBC CONTINUES TO IMPROVE OUR OFFERINGS TO OUR MEMBERS. IN 2021 WE WILL BE CELEBRATING OUR 25TH ANNIVERSARY AND WILL CONTINUE TO IMPROVE OUR BUSINESS SERVICES, REPRESENTATION, AND NETWORKING, AS WE CHART OUR ADVENTURE IN THE NEXT 25 YEARS!

What started out as a normal year, ended up being anything but normal. The pandemic forced us all to evolve and adapt quickly to a new way of working, with a massive push into cyberspace. MDBC was no different. With restrictions due to the Movement Control Order (MCO), MDBC focused on the support and lobbying services for our members to get them approvals and clarification on SOPs during the lockdown.

We also shifted our active events calendar online. With a range of webinars and online workshops, MDBC ensured that the focus of the online events was helping our members get the information and access to experts that they needed. As the year went on, MDBC also continued to evolve and pioneer new offerings - taking the lead in moving our events into a virtual reality cyberspace with the introduction of the MDBC Connects Fair on the KIVEL platform, and holding a hybrid AGM, for the first time allowing our members to join in from around the world!

To get access to recordings from our webinars and events, please check out The Library at www.mdbc.com.my/information/the-library/ videos or visit the MDBC YouTube channel.

Top: MDBC New Year's Reception
Middle: MDBC Johor InterChamber and Johor State Briefing
Bottom: MDBC AGM over FY2019

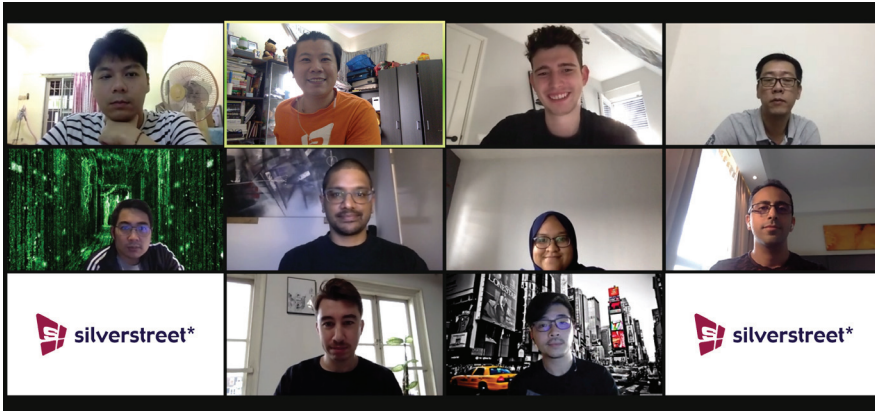


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- OIL & GAS TREATMENT
- HYDROGEN
- BIOGAS UPGRADING
- CO₂ CAPTURE & UTILIZATION
- SERVICES

STUDENT INTERNSHIP PROGRAM

SILVERSTREET



The SIP Experiences of Pieter Uitenbroek at Silverstreet.

Pieter Uitenbroek (pictured above talking to his colleagues, top row, second from right) is an IT Software Engineering student at Windesheim University of Applied Sciences in Zwolle, the Netherlands. Currently in his last year of a Bachelor's degree, he has also spent half a year in Malaysia at Taylor's University. It was that half year that interested him in the multicultural atmosphere of the companies in Malaysia and led him to decide that he wanted to gain working experience locally. Through MDBC, Pieter was put in touch with Silverstreet.

Silverstreet is a mobile messaging company that was established in the Netherlands in 1999 and now has its headquarters in Kuala Lumpur, Malaysia. With a team of a little over 50 people, they have offices

in Malaysia, Singapore, Thailand, Indonesia, Poland, and the Netherlands. Due to Silverstreet's international presence, there are always internships available in various locations.

Silverstreet offers simple, reliable, and frictionless communication channels (with a focus on SMS) to a large base of customers around the world. Although SMS is a mature messaging technology, the market for SMS messages that are application - to - person (often business - to - consumer, or B2C) is still showing growth and this growth is expected to continue.

One of Silverstreet's increasingly popular products is the 'Virtual Mobile Numbers'. These are mobile phone numbers connected to the Silverstreet platform. Any SMS messages sent to Virtual Mobile Numbers (VMN) are managed by the Silverstreet platform and from there can easily be for-

warded to any applications of customers.

Pieter is working on the Business Technology Team on a project to manage and maintain VMNs that are owned by Silverstreet.

Unfortunately, due to the COVID - 19 travel restrictions, Pieter ended up having to do his internship remotely. During his internship, there are several activities that Pieter must perform. At the start, he focused on creating the project plan and gathering project requirements through stakeholders, which required a lot of phone calls with different departments in a wide variety of time zones. During the next phase of the project, he worked on creating the designs and process flows of the application. Now, he's working on the development of the VMN application.

When asked about his experience doing his internship remotely, Pieter shared, "My colleagues at Silverstreet took care of me well, even though I do my internship completely remotely. Silverstreet gave me a challenging project where I can learn a lot in many different areas. Every two weeks I attend the retrospective where we share our work and experiences of the past weeks. In addition, I try to participate in daily standups, but this is hard since there is a 6 - 7 hour time difference between the Netherlands and Malaysia. I am glad I took the opportunity to perform the internship, even though it ended up being done remotely; It's a great experience and I have learned a lot! In the future, I hope to visit the Silverstreet headquarters in Kuala Lumpur to see the actual office and meet my colleagues in real life."

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NL Embassy: Virtual Mission

During the past few months, the Embassy counted several highlights. Together with other missions in the ASEAN region, we organized a virtual trade mission, celebrated the Day of the Entrepreneur, and hosted MDBC brainstorm sessions in our new offices. We sat down with members of the Embassy team to get their thoughts on the highlights of the past few months.

Preparations for the virtual mission:

Jasmin Hue (Senior Economic Officer - Waste & Waste Management)

What aspects were different during the preparation for the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) this year, since it's a virtual event?

JH: All of us were very new to a virtual concept so we were excited and in the blue on what to expect throughout the prepara-

tion and during the event. We were just trying our best to follow the flow and respond ad - hoc to issues that arose at that particular time. When organizing our physical events previously, we were concerned about logistics - room arrangement and protocols with VIPs; But this time, we had a different set of challenges altogether. The most challenging was IT support. Luckily, that worked out well, along with outreach and engagement during the session.

David Naves (Deputy Head of Mission)

What were the highlights of the mission?

DN: The mission was very successful; In the first weeks of the mission we had many, very different activities and we enjoyed a very good kick off with Minister Kaag (H.E. Sigrid Kaag, Minister for Foreign Trade and Development Cooperation), and Ingrid Thijssen (President, VNO - NCW), which all Dutch Ambassadors attended live.

After the kick off we had different "Doing Business" webinars for the individual ASEAN countries involved. For me, the "Doing Business in Malaysia" webinar with MDBC was, of course, one of my personal highlights. In the first week, we also had the sectoral kick off for the Waste Management & Circular Design Program.

David Naves and Marco Winter (Executive Director, MDBC) during the live broadcast for the "Doing Business in Malaysia" webinar which was part of the Dutch Virtual Mission to the ASEAN 5.



In the second week there was IGEM, which featured many Dutch webinars and a Dutch live panel discussion about Total Value Chain Approach in Waste Management. The Deputy Secretary General of the Malaysian Ministry of Environment and Water visited our virtual booth and the Ambassador spoke to him; It was good to strengthen bilateral contacts. So, I would say a lot of different highlights, and most of all, a successful start of the Virtual Mission Southeast Asia!

The IGEM Experience:

Machiel van Stralen (Deputy Head of Economic Section)

How was the collaboration with IGEM?

MS: We had good relationships with the organizing teams of IGEM, which gave the Netherlands an edge in successfully organizing multiple webinars. We also saw a high level of involvement from both the Netherlands and local participants. It was great to showcase Dutch innovation and


Netherlands



Connecting minds for a sustainable future

Dutch connection in Southeast Asia





Kingdom of the Netherlands

to the ASEAN 5



Special VIP virtual visit to IGEM

the mission contributes to reaffirming the Dutch position as a leader in finding solutions in the field of water, food and agri, and the circular economy. It's impressive that both Dutch and Malaysian companies participated in the mission and matchmaking platform virtually. I'm happy that we still made connections, even if virtually for now.

Gayathri Vythalingam (Senior Economic Officer)

What was your experience at ASIA WATER?

The Netherlands Embassy participated as an exhibitor at the ASIA WATER virtual exhibition 2020. It was a good opportunity to connect the Dutch virtual delegation to the regional ASEAN water industry stakeholders. One of the key highlights for the event this year was the presence of Henk Ovink (Special Envoy, International Water Affairs - The Netherlands). We received positive responses on several webinar sessions about digital water and agri - water nexus.

At the G2G level, we also held the third edition of the Malaysia Netherlands Water Dialogue together with the Ministry of Environment and Water Malaysia. Key topics of the water dialogue revolved around the

sustainable utilization of groundwater and wastewater testing for COVID - 19. Overall, these events garnered a lot of interest from participants, both locally and from the Netherlands, to explore future collaborations.

The combination of the virtual missions held together with ASIA WATER was a good platform to highlight new technologies and expertise that the Netherlands has to offer in the water sector. Moving forward, we hope to continue encouraging more interaction on the virtual platform and explore new opportunities for collaboration with Malaysia.

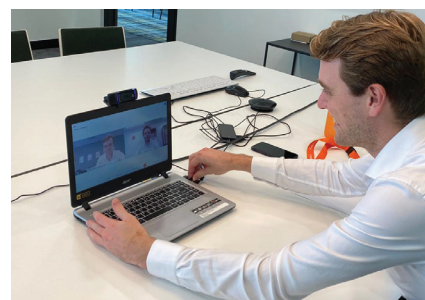
Day of the Entrepreneur:

To celebrate the Day of the Entrepreneur, the Embassy conducted a virtual visit to PaperFoam in Penang.

Machiel van Stralen spoke to Job Hanterink (Business Development Manager - Asia - Pacific, PaperFoam) about their production process, advantages of producing in Malaysia, and what they are most proud of.

PaperFoam is a biobased packaging material primarily used for inlays. It's compostable, paper recyclable, and reduces

Below: Machiel having a virtual meeting with PaperFoam
Bottom: Virtual Lobby of the ASIA WATER exhibition 2020



carbon footprint by up to 90% compared to plastic. It consists of four ingredients, the main being industrial starch. They add cellulose fibers, water, and premix, then bake the mixture into a custom mold.

What are you most proud of?

PF: We're most proud of our customers, which are well known brands in different sectors. That they choose sustainability and the possibilities that PaperFoam provides. The biobased material is broken down by nature within a matter of weeks and our packaging is completely recyclable. When nature breaks down the packaging, it causes no damage to the environment.

What are the advantages of producing in Malaysia?

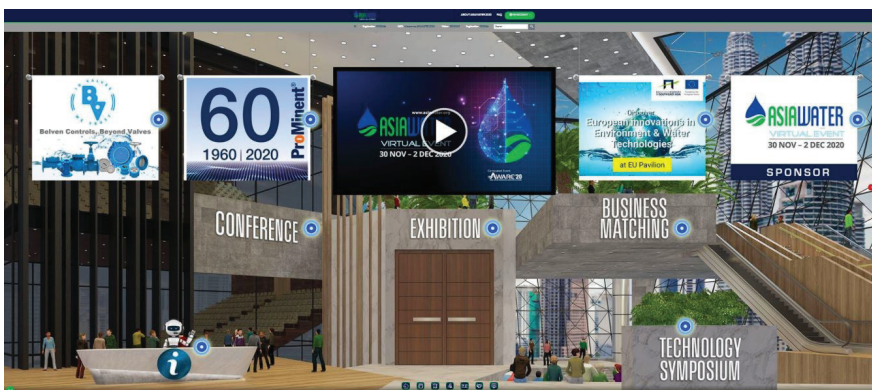
PF: We had our first customers here, that's why we moved to Penang. Other than that, everyone speaks English, there are good staff, and support from the Netherlands, MDBC, and MIDA.

It was a really interesting experience for us as an Embassy to get to virtually experience the production process and it is always nice to talk to passionate entrepreneurs. Entrepreneurship is vital for growing and flourishing economies, especially now that countries are investing in recovery after the pandemic. To see a short video of the virtual visit, please check out www.facebook.com/DutchEmbassyMalaysia/videos/440859806910413.

If you would like to organize a virtual visit from the Embassy's economic team to your company please send us an e mail at KLL-EA@minbuza.nl.

MDBC Brainstorm

In November, we received MDBC members at the new Embassy in NAZA Tower to brainstorm about MDBC activities in 2021. 10 small groups were hosted and concluded the meetings with a brief tour of the new premises. We look forward to welcoming you there and in the meantime, we wish you a very Merry Christmas and a Happy New Year!



NL Kingdom of the Netherlands

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CONFERENCES & EXHIBITIONS

From 12 October to 11 December, a Dutch virtual trade mission took place throughout five countries in Southeast Asia - Indonesia, Malaysia, Singapore, Thailand, and Vietnam. Dutch and Asian companies had the opportunity for a unique exploration of possible collaborations in agrifood, water, and waste management.

Designed to support Dutch companies that seek to establish new trade and investment opportunities with Southeast Asian countries, it offered participating companies information on soft landing and doing business in Southeast Asia. Elements included Business - to - Business matchmaking, a series of webinars focused on Agro - Food Technology, Water Management & Technology, and Waste Management & Circular Solutions.

H.E. Sigrid Kaag (Minister of Foreign Trade and Development Cooperation, The Netherlands), along with Ingrid Thijssen (President of VNO - NCW and the Business Delegation Leader) hosted a kickoff session in the Netherlands.

Minister Kaag expects Southeast Asia to be the third biggest market in the world by 2030. This part of the world is therefore very interesting for investors from The Netherlands. Focused on connecting Dutch and Asian entrepreneurs, Minister Kaag shared, 'Borders are open for international trade; Let's keep connected and help each other.'

MDBC was involved in this virtual mission through two webinar sessions: 'Doing Business in Southeast Asia' and the more focused 'Doing Business in Malaysia'.

DUTCH VIRTUAL MISSION TO ASEAN



On 13 October, at the 'Doing Business in Southeast Asia' webinar, attendees heard from a range of speakers who explained the dynamics and importance (in the economic sense), as well as opportunities of doing business with, or within, this region. Speakers from a number of organizations (including MDBC member companies) were present to share their own experiences and give input on their view of the opportunities found within the region.

Moderated by Marco Winter (Executive Director, MDBC), participating organizations included: Far East Consult, NLinBusiness, Paques, and five NL Business Hubs in Southeast Asia: MDBC (Malaysia), NTCC (Thailand), ADB - DutchCham (Singapore), DBAV (Vietnam), and DBN (Indonesia).

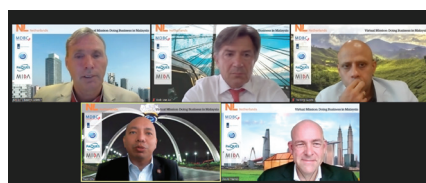
A couple of days later on 16 October, the more focused Doing Business in Malaysia

webinar took place. Speakers in this webinar included David Naves (Deputy Head of Mission, Embassy of the Kingdom of the Netherlands), Yusri Hasnan Chu (Director MIDA Frankfurt, the Malaysian Investment Development Authority), Tarang Gupta (Managing Director, Dutch Lady Milk Industries Berhad (DLMI)), and Robert van As (Managing Director, Paques Asia Pacific Sdn Bhd).

After an introduction by Marco on the benefits of doing business in Malaysia, speakers from each of the participating organizations shared their personal stories of their experiences doing business locally.

The stories and experiences varied from continuation of operations for companies that are well established in Malaysia, all the way to setting up a new company locally. Attendees were also able to hear from the government agency MIDA on the incentives and facilities available to foreign investors looking to set up a business in Malaysia. Both webinars proved to be a good resource for international attendees who could tap into the knowledge and experience of the speakers featured through Q&A sessions as well as via the testimonials provided.

Recordings of both webinars can be found at <https://www.mdbc.com.my/information/the-library/videos/> or on the MDBC YouTube channel. Copies of the presentations can be found at <https://www.mdbc.com.my/information/the-library/presentations/>





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EU - MALAYSIA RELATIONS

On 10 November, MDBC co - organized EuroCham's "EU - Malaysia Relations: Challenges and Opportunities" webinar with H.E. Michalis Rokas (Ambassador, Delegation of the European Union to Malaysia).

H.E. Michalis Rokas shared his views

on how to engage Malaysia to further enhance bilateral relations (with a focus on trade and investment). He also provided an update on the EU's current strategy and direction.

H.E. Michalis Rokas has 26 years of experience in Foreign Affairs, having

joined the European Commission External Relations Directorate General in 1994. Prior to his assignment to Malaysia, he was the Head of Support to Delegations Division at the European External Action Service (EEAS). From 2016 to April 2017, he worked briefly as Advisor to the Director General on Budget and Administration at EEAS.

H.E. Michalis Rokas being welcomed to Malaysia, on his visit to the EuroCham Malaysia office.



From January 2012 to September 2016, he served as Charge d'Affaires a.i. at Head of EU Delegation to New Zealand. Prior to that, he served initially as Deputy, then Head of the China, Hong Kong, Macao, Taiwan, and Mongolia Division at EEAS. From 2002 to 2006, he was the Deputy Head of the European Commission's Office in Hong Kong and Macau, and Head of the Trade and Economics Section.

H.E. holds a Bachelor's Degree in Economics from the National University in Athens and a postgraduate degree in European Economics from Free University of Brussels (ULB).

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FINANCIAL MARKETS OUTLOOK



MDBC member Rabobank was the focus of an MDBC organized ADCN webinar for their Financial Markets Outlook.

We were growing used to the 'new normal' of low growth, low wages, low inflation, low yields, and high and rising public anger. Then COVID - 19 came along and we had to get used to the 'Next Normal'. All of us were in the dark as to what exactly that would look like. However, one thing was certain, it was going to be worse, much worse. For



almost everyone. All pre - existing trends have been amplified and accelerated at an unprecedented speed, so what did it mean for markets and businesses as we struggled to find a silver lining?

Rabobank's Michael Every and Jan Lambregts gave attendees insights into the situation as well as their predictions on how things would play out.

Jan Lambregts (Global Head - Financial Markets Research, Rabobank) is based

in London and oversees the worldwide team of analysts and strategists who cover macro, foreign exchange, fixed income, credit, and agri commodities for key clients. Before moving to London, he lived and worked in Singapore and Hong Kong for seven years, covering macro, FX, and rates strategy for Rabobank clients, with a particular focus on Japan and China. He is also one of Rabobank's key media spokespeople on developments in financial markets.

Michael Every (Global Strategist - Financial Markets Research, Rabobank) analyses the major developments globally and in the Asia - Pacific region. He also contributes to the bank's various economic research publications for internal and external customers and the media. With over two decades of experience working as an Economist and Strategist, he was previously a Director at Silk Road Associates (strategy consultancy based in Bangkok), Senior Economist and Fixed Income Strategist at the Royal Bank of Canada, and an Economist for Dun & Bradstreet in London, covering ASEAN.

Is it possible to face the challenges of today while keeping track of the developments of tomorrow? The Netherlands Thai Chamber of Commerce (NTCC) hosted an ADCN webinar titled "Serious Gaming: Fun While Solving Serious Challenges" on 29 October.

Serious games can be distinguished from regular games by their purpose. Regular games are developed primarily for fun and recreation, but in contrast, the main goals of a serious game are to learn and generate changes in behavior.

Expert speaker Nicolien Hendrickx (Senior Business Development Manager - Logistics, TNO) showed a variety of possibilities gaming can offer to the logistics and transportation sector by zooming into some practical logistics games developed by TNO, often together with one or more partners.

Nicolien develops strategic relations within the logistics industry in public / private partnerships to collaboratively work towards a seamless, adaptive, connected, and sustainable logistics

SERIOUS GAMING

**Serious Gaming:
Fun while solving serious challenges**

29 October | 16:00 - 17:00 (BKK time)

TNO innovation for life | ADCN | NTCC | adb dutchcham | dbaw | DUTCH BUSINESS NETWORK | MDBC

network. She has broad experience in logistics innovation as a consultant, and as a program manager at several organizations (DB Schenker, Royal Flora Holland, TKI Dinalog, etc.).

Within TNO, Nicolien steers the agenda of the logistics innovation roadmap from a market perspective and collaborates with Port Authorities, logistics service

providers, shippers, terminals, (air) ports, (regional) governments, road authorities, etc.

As a facilitator, she assists organizations in the change / transition process and trains people in that area. Relations Work, the company she recently started, helps organizations get the most out of their people and network to reach their goals.

On 5 November, the Dutch Business Network Indonesia (DBN) hosted the next ADCN Webinar, this time with Paul Polman (ex Unilever CEO and current Co - Founder & Chair of IMAGINE) on Building Back Better.

Opening remarks were given by H.E. Vincent Piket (Ambassador, EU Delegation to Indonesia). Prior to his current posting, the Ambassador was Head of Division for the Maghreg countries in Brussels, and has served as Head of EU Office to Hong Kong and Macao from 2012 - 2016, and EU Ambassador to Malaysia from 2008 - 2012.

As the featured speaker, Polman spoke on building back better for a green, inclusive, and resilient recovery of ASEAN. He touched on how to use this time to double - down on sustainability and embed it into the core business function so that organizations can meet the challenges that science is telling us we will continue to face. Polman is a firm believer in combating poverty and climate change. IMAGINE's focus is on helping companies

meet UN Sustainable Development Goals. He is a former chair of the World Business Council for Sustainable Development and sits on the Board of Directors of the Consumer Goods Forum, leading its sustainability efforts. He is also a member of the board of the UN Global Compact.

He believes that the corporate world has much to offer in this respect. However, corporates cannot do it alone and need to align with governments.

BUILDING BACK BETTER



EMPLOYER BRANDING



On 25 November, ADB - DutchCham Singapore organized a webinar with MDBC member Randstad on "Employer Branding During and After COVID - 19".

Employees and customers alike are watching how brands are responding to the global pandemic. Some have been applauded for going the extra mile for their staff during this health crisis, while others have to find that delicate

balance between addressing their business challenges and maintaining their pristine employer brand image. As leaders navigate these unusual times, it is more critical now than ever to build trust with employees and engage desired talent using one of the most powerful tools in the talent management arsenal - the employer brand.

Having a strong employer brand creates

a talent magnet, attracting the best and brightest talent to work for an organization. Attracting the talent and keeping them is especially important now more than ever.

Randstad shared key insights from their 2020 Randstad Employer Brand Research. The outcomes are based on public perception and focus on two main areas: overall brand awareness and relative attractiveness. This creates a level playing field for all commercial companies. Randstad touched upon the following topics:

- Why employees choose to stay or leave the company
- Key factors driving talent when they're looking for a new employer
- How to protect and enhance your employer brand, even during a pandemic
- How to engage your talent remotely whilst driving efficiency and productivity.

To get the insights and read the full copy of the 2020 Randstad Employer Brand Research, please visit <https://www.randstad.com/my/employers/employer-brand-research/>.



2021

market outlook & salary snapshot report.

Where are the talent demands at in 2021 and what can companies do to narrow the skills gap?

With change and innovation as a constant, companies must stay agile and find new pockets of growth in 2021. Business leaders who saw this crisis as an opportunity for change and a chance to depart from old ways that are no longer relevant in the 'new normal' will be able to experience new growth.

technology adoption is kicking off, and moving fast

Organisational technology readiness was a critical focus in 2020, and it will continue to be for the years to come. The demand for technology created an unprecedented demand for tech talent across all industries.

Aligned with the market growth trajectory, tech firms will be investing in developing their talent capabilities in Internet of Things, software development, cloud computing, artificial intelligence, blockchain technology, robotics and more.

focus on domestic growth and local workforce development

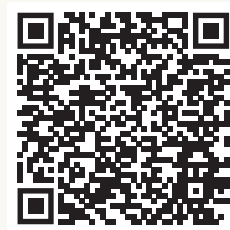
There is a corresponding rising requirement for digital skills in every function across the organisation, such as accounting & finance, human resources, sales & marketing and research & development. It is hence critical for companies to understand how roles will evolve in tandem with technology developments to strengthen the local workforce's digital capabilities so no one gets left behind as the economy moves forward.

rising importance of human resource management

With the increasing candidate and employee expectations, HR professionals now have the opportunity to show how effective they can be in supporting the organisation through a crisis and beyond COVID-19, such as ensuring productivity during remote working, improving employee engagement and upskilling their staff through training.

In this 2021 edition of the Randstad Malaysia Market Outlook & Salary Snapshot, find out how you can use this crisis as an opportunity for change and a chance to embark on new ways to navigate the 'new normal'. With a special focus on information technology, manufacturing as well as construction this year, our report highlights the talent and skills demand as well as salary snapshot in 2021.

[Request your complimentary digital copy of the Randstad Malaysia Market Outlook & Salary Snapshot 2021, today.](#)



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

1st

Recognised 1st in Southeast Asia as a **World Energy City** (WECP)

2nd

Ranked 2nd in Southeast Asia for **Competitiveness**

Starting a **Business & Ease of Doing Business** – Southeast Asia

3rd

Global Services Location Index

Business Potential

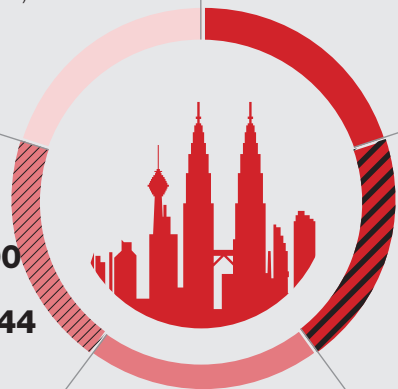
3.2 billion global middle class market rising in Asia by 2020 (OECD Observer)



US\$8 trillion of new infrastructure in Asia by 2020 (Asian Development Bank)



ASEAN's market **644,514,000** population, **US\$2719.844 billion** GDP (IKL)



US\$1 trillion in Oil & Gas upstream investment over next 2 years (Wood Mackenzie Ltd Report, 2016)



33.8 million Malaysia's population by 2020 - up 40% (IKL)

Excellent Ecosystem

2nd Level of English proficiency in Asia (Education First)



11th (Asia) 36th (World) Best Airport



74 double tax agreements offered in Malaysia (IKL)



273,373 graduates annually in Greater KL (IKL)



1.5 hrs journey time from Kuala Lumpur to Singapore via high speed rail by 2026 (SPAD)

Lifestyle Friendly



165th

Least Expensive City Worldwide
(Mercer Cost of Living Survey 2016 Most Expensive = 1)

5th

Best Shopping Destination Worldwide
(Expedia, 2016)

23

World Class Golf Courses
(IKL)

38

Museums and Art Galleries
(IKL)

44

International Schools
(IKL)

58

Public and Private Universities
(IKL)

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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 February to May 2021.

Supply Chain Management Short Courses, 2021

 Procurement Courses	Duration	Date	Price
Negotiation	1 day	21 Apr	RM 1,400
Total Cost Analysis	1 day	28 Apr	RM 1,400
Supplier Relationship Management	1 day	20 May	RM 1,400
Category Management	1 day	24 May	RM 1,400

 Supply Chain Management Courses	Duration	Date	Price
Business Analytics	2 days	22 & 23 Feb	RM 2,800
Logistics & Transportation	1 day	10 Mar	RM 1,400
Forecasting & Inventory Management	2 days	17 & 18 Mar	RM 2,800
Strategic Supply Chain Management	2 days	18 & 19 May	RM 2,800

 Contemporary Topics in SCM	Duration	Date	Price
Building Supply Chain Resilience	2 days	25 & 26 Feb	RM 2,800
Warehousing & Distribution Management	2 days	1 & 2 Apr	RM 2,800
Sustainable Developments in Supply Chains	1 day	5 Apr	RM 1,400
Industry 4.0 & Supply Chain Management	1 day	14 Apr	RM 1,400

Key Take Aways



Latest Insight in SCM

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



Network

An opportunity to interact with professionals from diverse industry backgrounds



Value for Money

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"The course faculty are superb in delivering the message"

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

participants feedback

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Procurement Courses

Supply Chain Management Courses

Contemporary Topics in SCM

* Participants who register for more than one course will receive a **discount of 10%** on additional courses.

* Participants who complete the block (■, ▲, or ●) and exam are entitled to receive a **Certification of Competency from MIT Global SCALE Network**.

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

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.

CONSULTANCY

H2O CAPITAL

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**Tel: +603 - 6203 3233
www.h2ocapital.com**

H2O Capital is an associated member of the Dutch based Larive Group which provides the following services: market analysis, strategic advice, financial solutions, mergers and acquisitions, and implementation assistance.

We provide value - driven, trustworthy, independent, practicable advice and services to clients to help them achieve their objectives. H2O Capital has gained a reputation for delivering premium returns to our clients.

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www.hyva.com**

Hyva offers a wide range of technical products and components mainly used in connection with hydraulic loading and unloading systems on trucks and trailers for the road transportation industry in on and off road applications.

Hyva is also an important player in manufacturing and supply of compactors and waste collecting units for the environmental services industry.

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shermaine.liu@icrontech.com
www.icrontech.com**

ICRON is a leading provider of Optimized Decision Making and Supply Chain Optimization software solutions. With an integrated, intelligent platform that supports optimized planning, decision making, and execution across your operations, ICRON's suite of next - generation solutions delivers end - to - end supply chain optimization, propelling your business to new heights. Our software platform is proven through scores of successful implementations.

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International SOS is in the business of protecting and saving lives, when involved in medical or security solutions. We tailor make risk management solutions for the optimal health, security, and well - being of your diverse global workforce. We help you meet compliance reporting needs for good governance. By partnering with us, organizations can fulfill their Duty of Care responsibilities, while empowering business resilience, continuity, and sustainability.

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GROM is a software solution company that works with bespoke medical device producers. We started in the field of bespoke orthopaedic insoles and are expanding into prosthesis and braces. We help producers connect to clinicians and doctors who order the medical devices, optimizing the way they interact by consolidating all order data and related communication through a web and mobile phone application.

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Malaysian Dutch Business Council



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To claim your discount and learn more about IWG's range of products, visit www.iwgplc.com/partner/MDBC to get started.



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:



BUSINESS EVENTS PARTNERSHIP

BUSINESS EVENTS PARTNERSHIP SDN BHD

BUSINESS ACTIVITY:

Business Events Partnership (BEP) offers consultancy services on a long or short term basis to exhibition organizers, trade associations, and Government agencies either seeking to launch their own event, or develop the profitability and appeal of existing events they may already organize.

BEP can offer experience and expertise in many areas including total management of a project, to marketing, business event planning and budgeting, operations, delegation management, international sales, and sponsorship.

CORPORATE REPRESENTATION

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Managing Director
Patricia Jones,
Director

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Tel: +6016 - 330 5258

E: alun@bepasia.com

W: -



To the Power of Human™

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BUSINESS ACTIVITY:

RGP is a global consulting firm that enables rapid business outcomes by bringing together the right people to create transformative change. As a human capital partner for our clients, we specialize in solving today's most pressing business problems across the enterprise in the areas of Business Transformation, Governance, Risk and Compliance, and Technology and Digital Innovation. Our engagements are designed to leverage human connection and collaboration to deliver practical solutions and more impactful results that power our clients, consultants, and partners' success.

CORPORATE REPRESENTATION

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Regional VP - Revenue SEA & India

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Selangor Darul Ehsan

Tel: +603 - 7666 5036

E: christiaan.vanes@rgp.com

W: rgp.com

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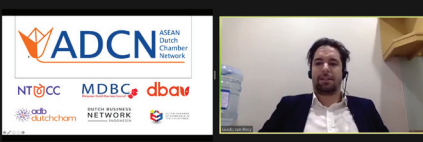
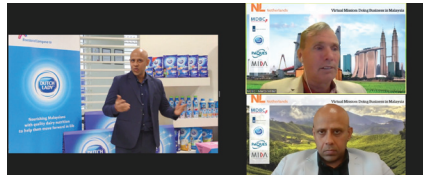
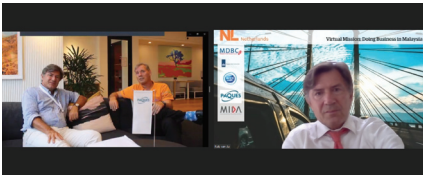
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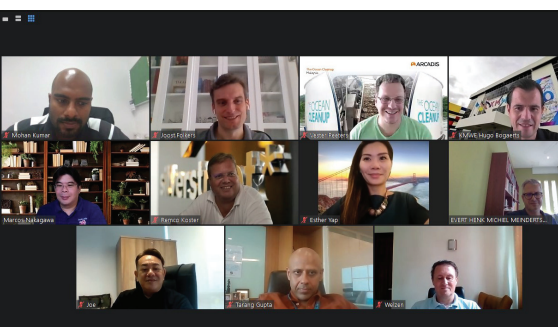
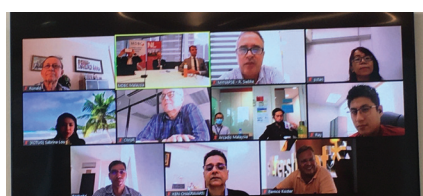
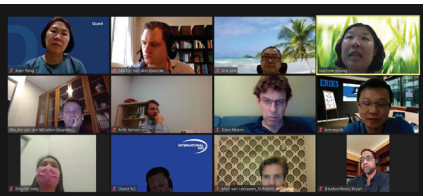
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Taman Taynton View
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Kuala Lumpur
Tel: +6016 - 566 5182
Email: waiyingyip@gmail.com

PICTURE PERFECT



MDBC turned its office into a mini studio to conduct the “Doing Business in Malaysia” session during the Dutch Virtual Mission to ASEAN, with David Naves of the Embassy and Marco Winter conducting a live on-air interview. We hosted the Doing Business in ASEAN session too, with ADCN and NLinBusiness colleagues. MDBC also offered webinars with member - companies KPMG and Cultural Impact. Bottom rows: the online briefing sessions on MDBC’s 25th anniversary plans, from the Embassy.



The show must go on!

Whether live or online, MDBC continued a very full program of activities to engage with members and our community. When it was allowed, we organised a networking session (at Sheng Tai International) or invited members to the new Netherlands Embassy for our briefings on MDBC's plans for 2021 - 25th anniversary.





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Royal FrieslandCampina N.V is the parent company of Dutch Lady Milk Industries Berhad.



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