

# MDBC CONNECTS

MAKERS & DRIVERS OF BUSINESS & COMMERCE


MY DIGITAL

MDBC VILLAGE

OUTLOOK 2021

MDBC KICKS OFF ITS 25TH ANNIVERSARY WITH A STAR-STUDED LINE-UP

ISSUE: 1ST EDITION 2021

A large circular graphic with an orange border. Inside the circle, there is a blue line-art illustration of the Petronas Twin Towers. The letters 'MDBC' are superimposed over the towers in a large, bold, blue font. Below 'MDBC', the text 'Malaysian Dutch Business Council' is written in an orange, sans-serif font. At the bottom of the circle, the text '25 YEARS 1996 - 2021' is written in a bold, black, sans-serif font. To the right of the towers, there is an orange line-art illustration of a flower with five petals and a stem with two leaves.

# MDBC

Malaysian Dutch Business Council

**25 YEARS**  
1996 - 2021

# 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:

- \* Semiconductor industry
- \* 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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Producing



Cleaning



Distributing

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#### **Reliable**

In laboratory testing, Signify's UV-C light sources reduced SARS-CoV-2 virus infectivity on a surface to below detectable levels in as few as 9 seconds.<sup>2</sup>



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All bacteria and viruses tested to date respond to UV-C disinfection.<sup>1</sup>



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innovation  you

UV-C light should always be used by professionals in accordance with the safety requirements and instructions to avoid humans and animals from being exposed to it since it can damage their skin and eyes.

<sup>1</sup>Fluence (UV Dose) Required to Achieve Incremental Log Inactivation of Bacteria, Protozoa, Viruses and Algae Revised, updated and expanded by Adel Haji Malayeri, Madjid Mohseni, Bill Cairns and James R. Bolton. With earlier contributions by Gabriel Chevretils (2006) and Eric Caron (2006) With peer review by Benoit Barbeau, Harold Wright (1999) and Karl G. Linden

<sup>2</sup>Nadia Storm et al, Rapid and complete inactivation of SARS-CoV-2 by ultraviolet-C irradiation, 2020. Subject to peer review and available only as a pre-print at <https://www.researchsquare.com/article/rs-65742/v2>. The UV-C irradiance used in this study was 0.849 mW/cm<sup>2</sup>.



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<https://vrexhibition.vruniverse.com.my/>



## Actiforce supports your Active Living

As long ago as 2004, Actiforce redefined dynamic working in offices. Today we design and manufacture height-adjustable workstation solutions in both aluminium and steel (the Steelforce Pro range) for clients worldwide.

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\*Terms and conditions apply.



## A VIRTUAL START TO MDBC'S 25TH ANNIVERSARY CELEBRATIONS

Dear MDBC members and friends,

While Malaysia remains in various forms of restricted lockdown measures and strict standard operating procedures for industry and the public, MDBC has to continue looking for ways to engage with our membership community and stakeholders.

The kick off for our 25th Anniversary celebrations could not be a physical event, so we changed the format to a virtual kick off, which opened opportunities to get many more special guests from MDBC's history involved in the program. This turned out to be a unique happening! We welcomed the live attendance of our Founding Patron, YBhg Tan Sri Rafidah Aziz, and no less than 6 Dutch Ambassadors: current Ambassador Aart Jacobi and 5 previous Ambassadors between 1996 - 2019, calling in from all around the globe (The Netherlands, Philippines, South Africa, and UAE). We also received congratulatory video messages from 2 previous Patrons, YB Dato Sri Mustapa Mohamed and YB Datuk Darell Leiking, as well as from Ambassador Paul Bekkers, and welcomed a string of other guests from MDBC's past.

While MDBC's growth over the years has given us the strength to be sustainable under the current circumstances and be ever - present for our members, we don't have the luxury of looking back too much on MDBC's 25 years of history. Action and support is required now!

Over these past few months, MDBC has received high marks on continuing the membership value during this difficult and trying pandemic. We have initiated new and extra information and services that are available to members. This includes a schedule of very useful and informative webinars and online engagements, even though at this moment we have to admit some webinar fatigue is setting in.

Our attention has also shifted to be more involved in lobbying - to represent our members' voices on issues related to the pandemic: continuation of operations, SOPs, supply chain interruptions, economic support packages, immigration and travel matters, vaccination progress (especially for industry), etc., all matters related to doing business in Malaysia under unprecedented circumstances.

Partnerships have become increasingly important. MDBC (and our members) can rely on our close cooperation with the Netherlands Embassy, with the Malaysian authorities, and with other Chambers, especially EuroCham Malaysia, who often takes the lead in lobbying on behalf of all EU bilateral chambers.

So reach out and let us know how we can be of service. In the meantime, do participate in our new MDBC Business Directory and the MDBC Village - virtual platform!

Stay safe and healthy,  
Marco Winter  
Executive Director



## MDBC BOARD OF DIRECTORS

**Mr. Zainul Rahim Mohd Zain**, Chairman  
Hibiscus Petroleum Berhad

**Mr. Remco Koster**, Vice Chairman  
Silverstreet International

**Datuk Merlyn Kasimir**  
Former CEO of Matrade

**Mr. Jack Ang**  
Markant (M) Sdn Bhd

**Mr. Wouter van der Weijden**  
&samhoud

**Mr. Philip Kunjappy**  
Sime Darby Plantation Berhad

**Mr. Koen van Gurp**  
TalentSquare

**Mr. Tarang Gupta**  
Dutch Lady Milk Industries Berhad

**Mr. Ir. Ahmad Hadri Haris**  
Shell Malaysia

**Ms. Candice Bongers - de Bie**  
Orbital Capital

**Ms. Lian Vergeer - Langens**  
Philips

**Mr. Joost Folkers**  
Unilever

**Ex - Officio:**  
**Ms. Eva Oskam**  
Netherlands Embassy

**Mr. Marco Winter**  
MDBC Executive Director

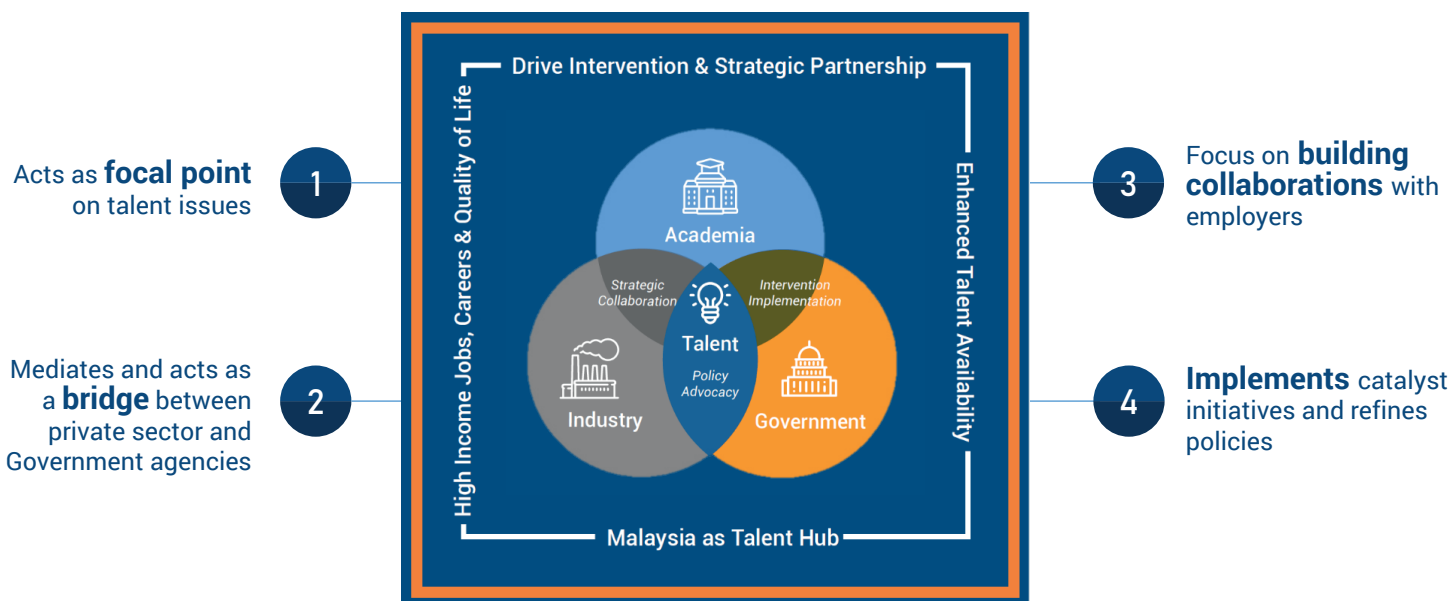
**Honorary Member of the Board:**  
**H.E. Mr. Aart Jacobi**  
Netherlands Ambassador

**MDBC Founding Patron:**  
**Y.Bhg Tan Sri Rafidah Aziz**  
Former Minister of International Trade & Industry

Malaysian Dutch Business Council  
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Website : [www.mdbc.com.my](http://www.mdbc.com.my)

We aim to enable Malaysia to be a market-oriented talent hub by attracting, nurturing and retaining the right expertise to spur economic growth, through:



Address Current  
Talent Gaps

**Data Collection, Analysis & Engagement with Industry**

- Critical Occupations List (COL)
- Nurturing EXpert Talent (NEXT)

Meet Future  
Demand

## THRUST 1

### Optimise MALAYSIAN TALENT

- Local graduates
- Scholars (Public scholarship holders)
- Latent talent
- Structured Internship Programme (SIP)
- Scholarship Talent Attraction and Retention (STAR)
- MyASEAN Internship
- Semester Break Programme (SBP)
- Young Employable Students (YES!)
- Career Comeback Programme (CCP)
- Work-Life Practices (WLPs)

## THRUST 2

### Attract & Facilitate GLOBAL TALENT

- Malaysian diaspora
- Highly skilled expatriates
- Returning Expert Programme (REP)
- Residence Pass-Talent (RP-T)
- Malaysia Expatriate Talent Service Centre (MYXpats)

## THRUST 3

### Build NETWORKS OF TOP TALENT

- Malaysian talent
- Global talent
- Industry-Academia Collaboration (IAC)
- LIFE AT WORK Awards (LAWA)

We welcome collaborations with the public and private sectors. Let's get in touch.



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# CALENDAR



## MAY

**WED 12 / 3:30PM**

Presentation on Opportunities in the Malaysian ICT Sector for Dutch Business by MDBC and NLinBusiness

**WED 19 / 3:00PM**

EuroCham / MDBC: A new start for EV in Malaysia

## JUNE

**THU 3 / 4:00PM**

Human Resources Forum session: "Between the Lines"

**THU 24 / 3:00PM**

Human Resources Forum session: "Safe@Work"

**TUE 29 / ALL DAY**

MDBC Virtual Connects Fair 2021 Q2

**TUE 29 / 5:00PM**

MDBC Annual General Meeting (tbc)

### NOTICE:

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



## MDBC 25TH ANNIVERSARY PATRONS



**Besi**



## MDBC PREMIUM PARTNERS 2021



# MDBC EVENTS

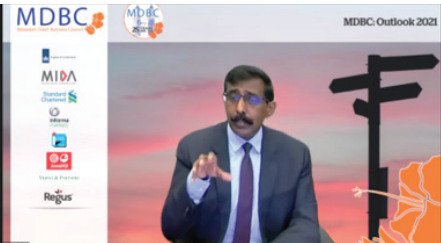
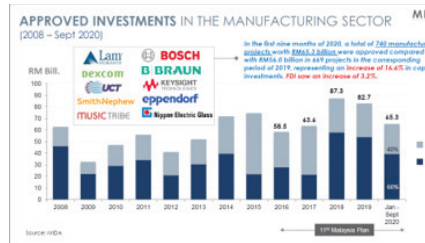
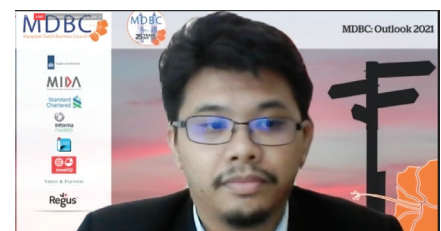
Living in a virtual world.  
Let MDBC inform and entertain you!

## OUTLOOK 2021

Following MDBC's 25th anniversary kick off event, MDBC members were welcomed to the annual Outlook event, which helps members prepare for the year ahead.

Outlook 2021 was held as an online event and brought the audience two country outlooks with several topic / sector outlooks. With an obvious focus on the Netherlands and Malaysia by Netherlands Ambassador to Malaysia, H.E. Aart Jacobi, and Vriens & Partners Country Manager of Malaysia, Nazhif Yusoff, the speakers also touched on the economic and political scenarios in each country. Representatives from MIDA were on hand to give presentations on "Malaysia Remains Steadfast to Accelerate Quality Investments in 2021" and "Government's support for SME's in Manufacturing sector during COVID-19".

Also in attendance were several industry experts who provided a closer look at the current situation and developments in the following topics and sectors: Property (both commercial and residential, with a focused view on office space), Economics, Exhibitions, and Digitalization. Speakers and topics were:  
\* Jonathan Koh (Asia Economist, Standard Chartered Bank Berhad) on "Global and Malaysia Outlook";



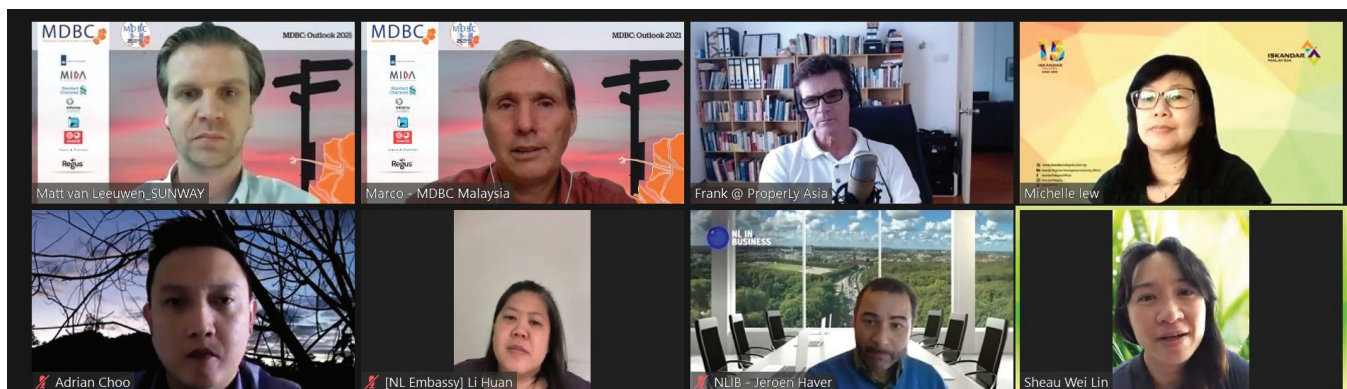
Top l to r: H.E. Aart Jacob and Nazhif Yusoff.  
Middle: Sivasuriyamoorthy Sundara Raja (Executive Director - Investment Promotion, MIDA)  
Bottom: Masni Muhammad (Director – Strategic Planning Division (Manufacturing))

- \* Gerard Leeuwenburgh (Country General Manager, Informa Markets) on "Future of (Trade) Exhibitions in Malaysia";
- \* Shan Saeed (Chief Economist, Juwai IQI Holdings) on "Macro Economic and Property Sector";
- \* Vijayakumar Tangarasan (Country Head of Malaysia, Indonesia & Brunei, Regus) on "Flexible Workspace and the Post - COVID Workforce";

\* Matt van Leeuwen (Chief Innovation Officer, Sunway Group) on "Is Technology Eating the World?".

The event ended with breakout room sessions with each speaker.

Copies of the presentations from this event are available on the MDBC website resource center called 'The Library': [www.mdbc.com.my/information/the-library/presentations](http://www.mdbc.com.my/information/the-library/presentations). You can find copies of these and previous presentations there, as well as reports, podcasts, and video recordings.



## STATE OF EMERGENCY / VACCINATION POLICY

MDBC, together with our colleagues at the Malaysian Danish Business Council (MDaBC), invited members to two briefings with MDBC member Vriens & Partners. Both events were held in collaboration with fellow European chambers.

The first, in late January, was titled "Parliamentary Crisis: State of Emergency!" and discussed the impact of the lockdown and the vaccination strategy.

After welcome remarks by Trine Nielsen (Executive Director, MDaBC), speakers Nazhif Yusof (Country Director, Vriens & Partners) and Shazwan Mustafa Kamal (Senior Associate, Vriens & Partners) discussed the state of the Malaysian Parliament, the CMO impact on foreign industry, and about the vaccine strategy and implementation. There was a Q&A session for attendees after the presentations.



On 3 March MDBC members were invited to the second webinar with Vriens &

Partners, entitled "Vaccination Policy: What Next?" to discuss the COVID - 19 Vaccination Policy in Malaysia along with the next steps. Welcome remarks were again presented by Trine Tveen Nielsen, followed by presentations by Nazhif Yusof and Shazwan Mustafa Kamal of Vriens & Partners. The event ended after a Q&A session for attendees.





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**ESSENTIAL VITAMIN E**

 Fights inflammation and oxidative stress<sup>1</sup>

 Supports cardiovascular function<sup>1</sup>

 Regulates cholesterol<sup>1</sup>

 Supports cognitive function<sup>1</sup>

 Improves skin health<sup>2,4</sup>

 Promotes glowing skin<sup>2,4</sup>

 Protects skin from pollution<sup>1</sup>

 Protects the liver from fatty liver disease<sup>1</sup>

 Promotes strong and healthy bones<sup>1</sup>

Tocotrienols are powerful antioxidants with potent anti-inflammatory effects that can promote general wellbeing.

References:

1. Jiang (2014), *Free Radical Biology and Medicine*, 72: 76–90
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[www.klkoleo.com/DavosLife](http://www.klkoleo.com/DavosLife)

# TOUGHER + KINDER TO ON STAINS OUR PLANET



**NEW**



**FAST  
CLEANING**



**ANTI  
MALODOR**



**FRESH  
FRAGRANCE**



**ECO-FRIENDLY  
FORMULA**

**100% RECYCLABLE  
BOTTLES**

**DIRT FOR GOOD**



The Netherlands  
amongst most  
happy countries  
in the world

# MEMBERS NEWS

2020 - The Year  
of Classic Dutch  
Resilience and  
Robustness!

## UN CHOOSES RESQTEC



The United Nations choose ResQTec's R2S System as their preferred aircraft recover solution. ResQTec's aircraft recovery equipment will help the UN Multidimensional Integrated Stabilization Mission in Mali (MINUSMA) bring down the runway closure time after an

incident by more than 50%. MINUSMA and its strategic hubs in the north of Mali provide stabilisation, humanitarian, and life support for the local population, as well as national and international actors. In order to keep these strategic hubs operational at all times, MINUSMA

identified the need for a self sustained solution for runway excursions to prevent extended runway and taxiway closures, rapid recovery lifting devices to remove disabled aircraft as quickly as possible. The R2S lifting system was specifically designed to allow for controlled and continuous lifting in one shot, over a changing angle, without affecting the stability of the aircraft and incurring secondary damages. The equipment works on every aircraft, is quick and easy to use, and is extremely durable. This allows for a short set up time and fast removal of the disabled aircraft.

"ResQTec is very happy to support the UN's MINUSMA mission in Mali. The flexibility and deployability of the R2S system will enable MINUSMA to handle the mix of military and civil aircraft such as the Hercules C130 and Boeing 767 in the challenging environment they operate in." said Dennis Beck (Global Sales Director, ResQTec). ResQTec will continue to support the team with training, expertise, and a 24/7 Emergency Response Service.

## PTP SEES 8% GROWTH IN 2020

The Port of Tanjung Pelepas (PTP), a joint venture between Malaysian based MMC Group and the Netherlands based APM Terminals, registered strong terminal growth after accomplishing a record breaking 9.8 TEUS (Twenty Equivalent Units) total throughput in 2020 despite global economic uncertainties and the pandemic.

The record represents an increase of more than 8% growth at the back of 9.1 million TEUS recorded in 2019. Dato' Sri Che Khalib Mohamad Noh (Chairman, PTP), remarks that PTP continues to further strengthen its position as one of the main transshipment hubs in the region, delivering the best value and services to its customers and stakeholders.

Marco Neelsen (CEO, PTP) explains that the trajectory growth derives on the back of the surge in extra transshipment calls volume received by the port due to the increase demand in Asia and Europe, as well as requests from customers to



increase their throughput in PTP.

"Despite the challenges during Q2 of FY2020, the second half of the year went very positively for PTP, with an upsurge of volume due to the opening of the countries' borders and the reviving of global trade for China, Transpacific, and European regions. PTP's readiness and proactive drive to handle these demands have definitely cushioned the downside scenario and impact of sluggish global trade saw earlier as a result of the COVID

- 19 outbreak, and measures taken by countries to halt the pandemic," shared Marco Neelsen.

PTP recorded a string of record-breaking terminal performance throughout 2020 including accomplishing the latest all-time highest record for TEUS handling in a month with 967,783 TEUS as well as the highest moves in a single shift with a total of 12,411 moves (19,984 TEUS) last December.

## HENRY GOH & CO WTR 1000 2021 RECOMMENDATION



Henry Goh & Co  
Sdn Bhd



Henry Goh & Co is the only Gold Band Trademark Agency in Malaysia. They are one of the leading specialist IP agencies in the ASEAN region and have offices in Malaysia and Singapore. The company handles all aspects of intellectual property protection and management, including pre - filing search and freedom to operate opinions, filing, prosecution, recordals, renewals, infringement, and validity assessments. They also offer advisory services related to exploitation and enforcement, working closely with

external counsel when litigation is contemplated or becomes necessary.

2021 started with a bang for Henry Goh Malaysia. Their trademark team was once again awarded the Gold Band status in the World Trademark Review's guide to the world's leading trademark professionals - WTR 1000.

The WTR1000 research directory, which focuses exclusively on trademark practices and practitioners, is the go to

resource for those seeking world class legal trademark expertise. To do the rankings, World Trademark Review undertakes an exhaustive qualitative research project to identify the firms and individuals that are deemed outstanding in this area of practice. Factors such as depth of expertise, market presence, and the level of work on which they are typically instructed are all taken into account, alongside positive peer and client feedback.

Henry Goh & Co has been the sole IP agency in Malaysia to achieve this Gold Band status since the inception of the publication. On top of the company's recognition, individuals within the organization - Azlina Aisyah Khalid (Senior Legal Counsel), Lim Eng Leong (Trademark Manager), and Sau Yin Tham (General Manager), were also recognized.

## SAM MEDIA WINS MEFFY AWARD

Dutch digital innovator Sam Media wins Meffy Award with VR streaming service Mobio360.

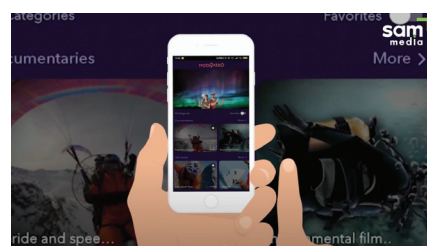
The winners of the 2020 Meffys awards, voted by members of the Mobile Ecosystem Forum (MEF), were announced at the virtual MEF Connectors Innovators event. Sam Media was nominated by MEF members for its service Mobio360 under the category of Richer Mobile Customer Engagement. This category showcases mobile products and services that encourage the positive participation and engagement of customers.

Sam Media, a developer of apps and digital products like e - Learning software and interactive entertainment portals, is a leader in innovation. Last year, Sam Media also won a Malaysia International Business Award for their fraud prevention solutions.

Alexis Bartels (CEO, Sam Media), shared, "Our accomplishments are due in part to our partnerships with industry leaders, many of whom attended the event and are inspiring innovators in the mobile ecosystem. A big thanks to MEF for the outstanding evening."



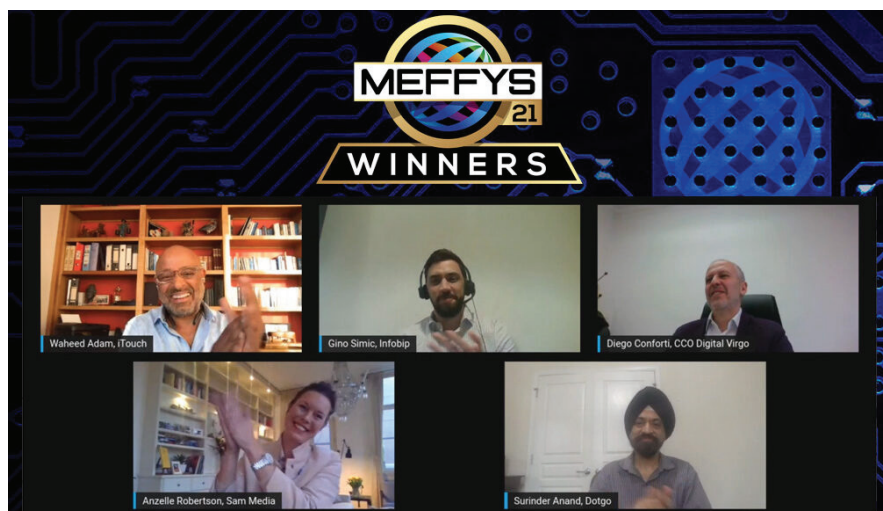
Sam Media's Malaysia team



Sam Media's Mobio360 is a virtual reality streaming content service offering access to hundreds of fully immersive digital experiences, from guided tours of more than fifty world cities, to adrenaline fueled extreme sports and activities in hundreds of exotic locations. With the ease of accessibility that direct carrier billing brings, Sam Media provides subscribers a window to the world.

With its engaging content, smart streaming capabilities to adjust bandwidth, and built - in social sharing functionalities, Mobio360 has encouraged and inspired mobile users during a time when the pandemic has kept everyone indoors.

MEF's Global Board Director, Waheed Adam, announced the winners of this year's Meffys Awards during MEF Connects, an event that brings together influential mobile players from all around the world. Sam Media's Business Development Director for the African Region, Anzelle Robertson, (lower left) accepted the award virtually.



## TRANSITION EXPERTS OPENS NEW OFFICE IN MALAYSIA

In the ten years since Transition Experts was founded, they have managed countless projects in Europe, North America, South America, the Middle East, and Asia. In addition to their head office in Utrecht, they have also had an office in Germany for many years; And now starting this year, Transition Experts will also have a location in Malaysia.

Recently, they have been investing significantly in international expansion. Although they've worked on countless international and even global projects over the course of many years, their focus was always mainly in the Netherlands and Germany. Recently however, they have completed several major projects in Asia and as a result of those projects, they have significantly expanded their network here, as well as learned a lot about the local market and culture. So it was time for the next step.

With a view to more international projects in the future, Transition Experts expanded their partnership with Dennis Akkerman,

who has been their partner for Asia Pacific projects for the past two years.

Kuala Lumpur was an easy choice: Malaysia ranks as an ideal and cost-effective testing environment for companies looking to gain a foothold in Asia Pacific or ASEAN countries. One major reason for this is that a large number of global IT companies are based in Malaysia. The country is also home to many multilingual professionals (many of whom speak Chinese and English). This makes Malaysia the perfect strategic base for our company, and one that they hope to introduce to their clients from Europe and the rest of the world to.

With a foothold in Asia, it will be easier to utilize local resources, such as local project managers and specialists. In recent years they have been doing this regularly with excellent results. Clients can also reap the benefits: they have local access to the right people with the right expertise.

## BESI LISTED ON AEX

BE Semiconductor Industries N.V. (Besi), a leading manufacturer of assembly equipment for the semiconductor industry, was included on the Euronext AEX Index starting 22 March 2021. 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, cloud server, computing, automotive, industrial, LED, and solar energy.

Euronext announced this change on 9 March, 2021, following its annual review, based on Besi's free float adjusted market capitalization and liquidity. Richard Blickman (President & CEO, BESI) commented, "We are pleased to be included in Euronext Amsterdam's AEX Index, reflecting the positive financial and share price performance we have experienced over the past years. This move is expected to further increase shareholder interest and liquidity in the market for Besi's shares."

# "Working together to energize the world"

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- OIL & GAS SEPARATION
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- SERVICES

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**FRAMES**

# CREATING NEW HORIZONS



Boskalis creates new horizons for all its stakeholders. As a leading global dredging contractor and marine services provider, we offer a unique combination of experts, vessels and services. Along with the breadth of our activities and the ability to bring our experts and state-of-the-art equipment together we are also able to combine these specialties to offer clients decreased complexity in multi-disciplinary projects. We are pragmatic in our approach and focused on the end results with safety as our core value.

**Interested? [www.boskalis.com/offshore](http://www.boskalis.com/offshore)**

# HAPPY 25TH INTERMOVERS!

We recently caught up with John Preston (Managing Director, Intermovers Malaysia).

## **MDBC: Tell us about Intermovers.**

**JP:** Intermovers is really proud to be celebrating its Silver Jubilee this year. Our CEO and Founder James Andrew started Intermovers in 1996, and the company is still actively run and operated by James and his wife Paulina, who are also celebrating their 25th Wedding anniversary this year!

The business first started in Kuala Lumpur before expanding to open facilities in both Penang and Johor. In 2013, James saw an opportunity to start up in the neighbouring country of Brunei and the office there is now one of our busiest locations.

## **MDBC: What services does Intermovers offer?**

**JP:** I think it would be easier to say what we don't provide! Our core business is providing international household goods

removals services and we work directly with local corporate accounts including large multinationals in a range of industries and also with many embassies. Additionally, we work for RMCs, as agents for Harmony and FIDI members, and with many private clients. Intermovers has been very successful in developing regular groupage services to the UK, Australia, and Europe. Over the years, James has expanded the range of services that we offer. Our 1850 m2 warehouse facility provides long - term storage of furniture and personal effects with a dedicated area for document and air - conditioned storage. Through DSP Relocations Malaysia, we also provide a full range of destination services from immigration support to home finding, school search, and settling in services.

## **MDBC: Does your company get involved in any charities or support any community projects?**

**JP:** We recently managed all of the logistics for a COVID-19 response food delivery programme. Residents of the Mont Kiara community raised funds to purchase food support packages for 3,000 frontline staff caring for COVID

patients at Sungai Buloh Hospital. The hospital Director, Dr Kuldeep, took delivery from our crew of the donations on behalf of her staff, who were very grateful for the generous support. Our crew really wanted to be part of the project and help to support the community at this difficult time.



## **MDBC: Tell me about some unusual things that you have moved**

**JP:** In 2013, we managed the logistics for a three - month exhibition roadshow for Shell who were promoting a new engine lubricant. The show travelled to 62 locations throughout Malaysia, including to some really remote areas on the island of Borneo.

MDBC looks forward to seeing the growth of Intermovers over the next 25 years!

We **Deliver**  
with **Care**



### **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.

### **Around the World**

Intermovers is a founding share holder of the Harmony Relocation Network which is one of the world's leading move management organizations. With over 140 members serving 180 countries, we provide a single-source supply of services to meet any global corporate assignment management's requirements.

### **Our Services Include:**

#### **Moving**

- International and Domestic Moving
- Office and Factory moving
- Pet Relocation
- Car Import & Export
- Fine arts and Antiques
- Exhibitions

#### **Storage**

- Household Goods
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- Document Storage
- Air-Conditioned Storage



A Member of:



**Intermovers (Malaysia) Sdn. Bhd.** (944134 - D)

Tel: +603-6187 7777 Fax: +603-6187 6767

Email : info@intermovers.com Website : www.intermovers.com

# WELCOME TO THE MDBC VILLAGE

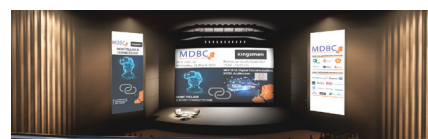
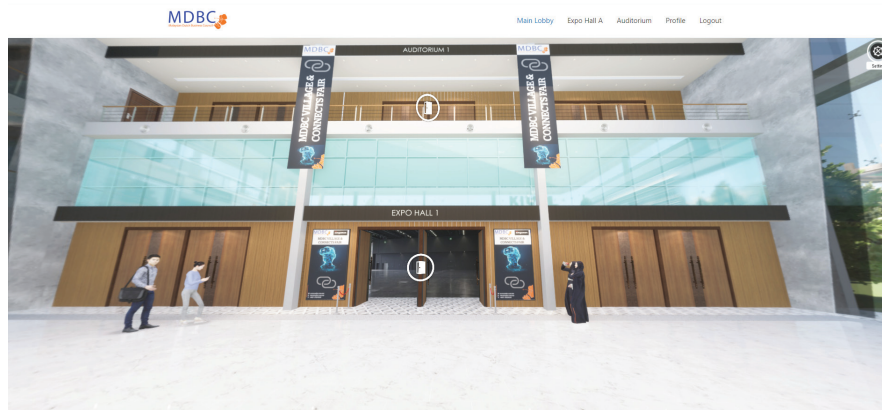
As part of the 25th anniversary celebrations this year, MDBC set about to create a digital VR representation of the MDBC community - the MDBC Village. Hosted on the KIVEL Platform, and host to the MDBC Connects Fair (MCF), held every quarter this year.

Expanded from the offerings last year, the MDBC Village functions as an online meeting place for the community. There are now two exhibition halls with more to come as additional members finalize their vr booths online.

Also introduced is the Discord (similar to Slack) message board where visitors can leave messages for the MDBC team and other members of the community, request to be put in touch with an MDBC member company, and more. Additional functions will be introduced as adoption increases.

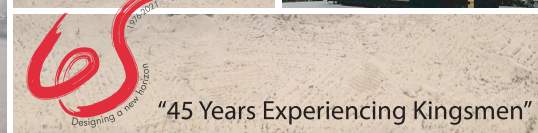
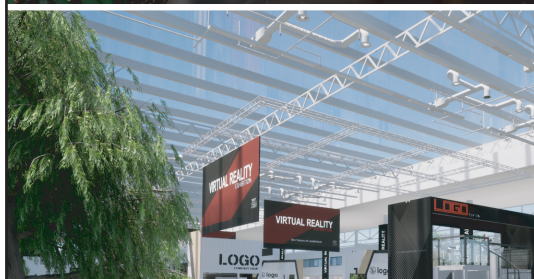
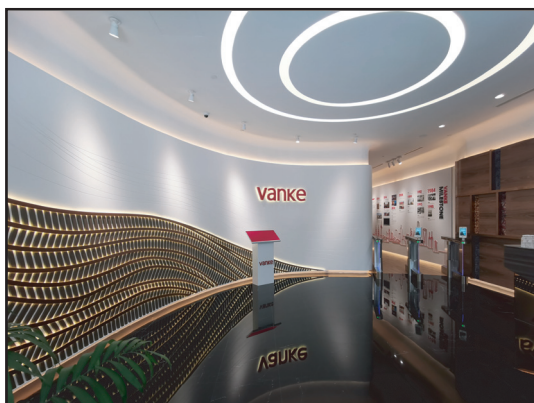
Visitors to the MDBC Village can register to chat directly with representatives (of exhibitors) or to 'drop a name card'.

The auditorium not only provides visitors with a chance to view previous webinars, it also allows them to view any events



that happen to be livestreaming at that moment. As an exclusive offer to MDBC members, they are invited to make use of the auditorium and livestream their own

events. Members are invited to contact the MDBC events team to discuss further details of this offering.



# MEET THE BOARD



Come get to know MDBC's Board of Directors! Each issue of the magazine this year will highlight members of the MDBC Board. In this inaugural issue, we'd like to introduce you to: Koen van Gorp and Jack Ang. We asked our directors three questions to allow you to get to know them better.

Q1: Please introduce yourself the way you would like to be introduced.

Q2: Please explain to our readers what role you play in the MDBC Board.

Q3: Do you have any advice for the community (regardless of membership status)?



## Koen van Gorp (Director, TalentSquare)

A1: I am truly passionate about people and organizations. I have always loved working for companies in different industries, from FMCG to Chemicals or Manufacturing, and whether large multinationals, or small start-ups. I feel blessed that I am still doing the work that I love, and I still get a kick out of signing up a great candidate for my clients.

When moving to Malaysia in 2008 I did have to re-invent myself as the market and industry here are quite different (from the Netherlands). I am proud to

say that we now not only work for many international clients in Malaysia, but also across the region with senior management placements. When I am not working I love to travel and you will likely find me on the hiking trails around KL.

A2: I have been an active member of MDBC since 2010 and I joined the Board in 2018. MDBC is like a family to me and it keeps me firmly in touch with my Dutch roots. It is great to witness the different journeys of all the member companies in Malaysia. I try to get involved in as many events as possible and especially when it comes to promoting 'green companies'. I am actively involved in the HR committee, supporting MDBC Student Internship Program Manager, Jolande Jonge Poerink, in managing the very successful internship program. Pre-COVID, we had an average of 100 Dutch students coming to Malaysia for their internship with our members. All of these students turn into ambassadors for Malaysia during (and after) their internship, sharing stories with friends, telling friends and family about their adventures here, and even playing tour guide upon their visit; It helps reinforce the strong relationship between our two countries.

A3: I would always advise our members to join as many (online) events as possible, or maybe even create your own in cooperation with the MDBC events team. With such a diverse membership base I find it really enriching to meet different people from the wide variety of companies and industries found within the MDBC community. Even if it doesn't bring you an immediate ROI, you just might gain some new friendships along the way.

\*\*\*

## Jack Ang (General Manager, Markant Office Furniture)

A1: I have been on the board since 2006 and it has been a great time serving the business council with a group of friendly directors. I have been working for a Dutch SME in Malaysia for 16 years - office furniture manufacturing. I am very much into health and productivity at the workplace and this has been our core focus as well as our mission during this difficult time.



A2: I am an active member of the Board and I participate in the Membership committee, adding my insight, advice, and feedback on the how the Council can continue to improve the value add of the membership, services offered, and continued growth.

A3: I would like to share my experience of doing business in Malaysia to the members, as well as provide some insight into the difficulties and challenges faced in the daily operations to members of MDBC. We need to work together to gain more new members, enabling us to learn and network with each other, as well as allowing us to get to know other industries better. I actively participate in the events organized by the Council whenever possible, and it is to our utmost satisfaction to see members joining and benefitting at these events every month. It is a pity that we can't meet each other face to face currently, but let's do meet more often in the online platform provided these days.

Through this wonderful network platform - MDBC - we can make some genuine friendships in addition to the business experience from both networking events and virtual meetings. In conjunction with MDBC's 25th anniversary, I hope we can achieve our membership target this year. Let's make the most of our Malaysian Dutch Business Community network.

# MDBC'S 25TH ANNIVERSARY KICK OFF!



[www.mdbc.com.my](http://www.mdbc.com.my)



As most MDBC members know, 2021 is a special year for the Council; we mark our 25th anniversary! That's 25 years of supporting, facilitating and building bilateral trade and investment with a steady growth in corporate members, increased representation and business services, and ever expanding support, connections, and business development opportunities!

To kick off our celebrations this year, MDBC hosted an online kick off on 27 January. This positive and informative get together saw a host of VIPs in attendance, as well as a lot of familiar 'old' faces - former Patrons, and previous Ambassadors who have worked with MDBC over the years. The event was doubly special due to the unveiling of the special 25th anniversary logo, as well as the new MDBC brand logo!

To commemorate MDBC's 25th anniversary, and help heighten awareness of the milestone, we introduced a special anniversary logo. This logo contains recognizable elements from MDBC's brand, including: deconstructed elements of the MDBC logo; the special MDBC 'twin towers' - utilized for a number of years as the cover of the MDBC Business Directory, it symbolizes MDBC's bilateral history - Petronas Tower and Amsterdam house; a circle surrounding the entire logo symbolizing unity, commitment, and community; and of course, the 25 years with dates highlighting the milestone that we are celebrating.

Also unveiled was the new MDBC logo, which replaced the old logo immediately after the kick off event. The new logo maintains the previous graphic elements, but sports new colors - Dutch Orange and

Above: Our Zoom background, showcasing the new 25th anniversary logo and new MDBC brand logo.  
Below: With special thanks to our 25th anniversary patrons Besi APAC, Shell Malaysia, HQ Pack, Signify, NLinBusiness, and Hibiscus Petroleum for making our event possible.



## 25th ANNIVERSARY PATRONS



**Besi**



Bottom left: Then - Launch of MDBC with MDBC Founding Patron Tan Sri Rafidah Aziz.  
Bottom right: Now - MDBC 25th Anniversary Kick Off celebrations with welcome by Tan Sri Rafidah Aziz.



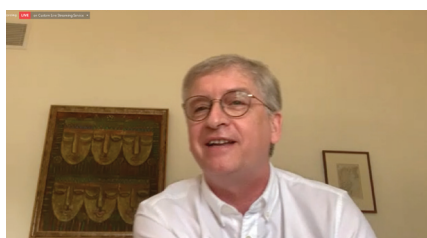


Blue, which unifies it with other NL Business Hubs around the world.

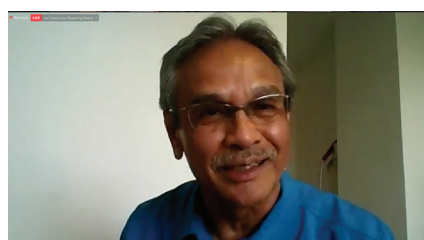
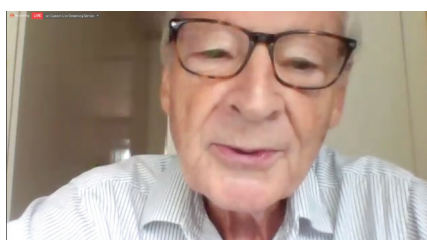
In what was a special opportunity for many to see each other again for the first time in many years, the event started off with networking - a chance for the community to get together and catch up with each other. After a welcome from MDBC Executive Director, Marco Winter, there was a brief video compilation, sharing the most important business lessons our members learnt over the previous year.



The audience were also able to hear from Tan Sri Rafidah Aziz (Founding Patron of MDBC and former Minister of International Trade and Industry) on how MDBC has evolved since the start back in 1996. Tan Sri Rafidah also shared her congratulations to the Council on celebrating its anniversary and shared her hope that MDBC will take this as a benchmark year and to continue to raise the level of participation and enhance the performance of members in their respective fields for the next 25 years.



MDBC Chairman Zainul Rahim (pictured below) lauded MDBC's quick and effective pivot during the start of the pandemic to ensure that members were kept informed, and that MDBC lobbied effectively on their behalf, demonstrating the value of the Council.



Top down: H.E. Aart Jacobi (Current NL Ambassador), H.E. Karin Mössenlechner, H.E. Harry Molenaar, H.E. Paul Bekkers, H.E. Lody Embrechts, H.E. Conrad van Tooren, and H.E. Theo Arnold  
Top Right: Former MDBC Patrons YB Dato' Sri Mustapa Mohamed and YB Datuk Darell Leiking in their video messages

H.E. Aart Jacobi shared his experience that compared to other Dutch Councils around the world, MDBC is unique in the

level of professionalism and effectiveness of lobbying and provision of business services. The Ambassador commented on the close relationship that the Embassy has with MDBC, enabling both organizations to work smoothly and with great success, to the benefit of the Dutch Malaysian business community. The Ambassador also joined Zainul in congratulating MDBC for providing the Council's value add to members, especially during the start of the lockdown. He pointed out MDBC's ability to facilitate a 24 hr turn around from live events to on-line, as it did for the Embassy; He encouraged more member companies to utilize this webinar support service from MDBC.

The audience also heard from all previous NL Ambassadors who had served in Malaysia since the start of the Council, as well as messages from former MDBC Patrons YB Dato' Sri Mustapa Mohamed, and YB Datuk Darryl Leiking, both former Ministers of International Trade and Industry.

Part two of the program included a panel featuring Tarang Gupta (Managing Director, Dutch Lady Milk Industries) and Lian Vergeers - Langens (Head of Marketing ASEAN Pacific, Philips) on "Resilience and ReImagining", moderated by Wouter van der Weijden (Managing Partner, &samhoud). Wouter highlighted that resilience is not just about 'bouncing back' but also coming back stronger and both Tarang and Lian shared some anecdotes on how their organizations have not just bounced back, but come back stronger during this pandemic. Also featured was a video by MDBC member companies on "The most valuable business lessons learnt during the last year".

The 25th anniversary kick off wrapped up with recognition of member companies also celebrating their 25th anniversary, including Intermovers, Basis Bay, and Beyond Corporate House (as well as Brunel Energy, Geomil Asia, International SOS, MDEC, and MPS Systems Asia), as well as the much anticipated launch of the new MDBC logo and the special 25th anniversary logo. Special thanks to PICO International for producing MDBC's history and logo launch video. The MDBC History Quiz turned out to be a lot of fun. The quiz was won by Tom Kral of PRIME. As a former MDBC student intern and current Chair of the Netherlands Association, he was well positioned to win!

We would like to thank our 25th Anniversary Patrons: Besi APAC, HQ Pack, Shell Malaysia, Signify, NLinBusiness, and Hibiscus Petroleum for their extra support this year.



# 48%

## of malaysian workers want flexible working to continue.

Randstad Malaysia's Workmonitor survey highlights new candidate expectations that employers should take note of.

When we work in the office, we foster better relationships with our co-workers and experience better collaborations. At home, we are more focused and balanced. The best of both worlds are what 48% of Malaysian workers look for in employers. It's time for employers to find out how flexible work will look in terms of productivity, culture and talent pipelining.

### protect your culture in a hybrid work environment

It's always easier to forge new relationships when there is an opportunity to meet for projects or go for spontaneous breaks together. Organisational culture is one element that takes years to build, but seconds to lose. So how can you build a dynamic and diverse culture that encourages your employees to want to be better versions of themselves?

### take care of your employees

The COVID-19 pandemic has taken a toll on our mental and physical state. In the past year, we've experienced fear, stress and anxiety. Eight in ten respondents felt that their employer is supporting them mentally and emotionally through the pandemic. When you take care of your employees, you'll strengthen your ability to attract and retain talent.

### how a trusted talent partner can help

Besides sharing the latest market insights and talent trends, our recruitment consultants at Randstad Malaysia are also experts in talent recruitment and attraction strategy. We cover key economic industries such as banking & financial services, construction, property & engineering, technology, manufacturing & life sciences, accounting, sales & marketing, HR as well as corporate support.

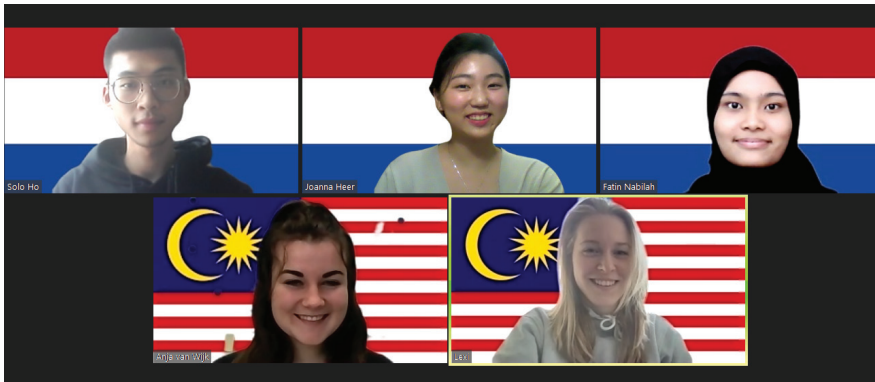
Scan the QR code or [click here](#) to download your copy of the Randstad Malaysia Workmonitor H2 2020 report today.



human forward.

# STUDENT INTERNSHIP PROGRAM

## INTERNS OF MDBC



The SIP Experiences of Anja van Wijk, Lexi Willemsen, Joanna Heer, Fatin Nabillah, and Solo Ho at MDBC.

With the pandemic ongoing and international travel still restricted, the MDBC Student Internship Program (SIP) saw a unique mix of interns for this batch, some conducting their internship online via remote working. MDBC itself had a mix of Dutch and Malaysian interns for the start of 2021. Two Dutch interns - Anja and Lexi, are working virtually from the Netherlands, while our Malaysian interns Solo, Joanna, and Fatin are conducting their internship in a hybrid format - at times physically in the MDBC office, and other times virtually WFH. With the restrictions in place, MDBC wanted to ensure that the Dutch interns would still be able to experience a positive and enriching internship, one that included the opportunity for both intern groups to learn more about each other's cultures.

Anja, a graduating International Business and Languages student from the HAN University of Applied Sciences in the Netherlands, is working remotely on the MDBC Village (VR Community) and supporting the ASEAN Dutch Chamber Network (ADCN) cooperation. When asked about the experience, she shared, "It has its challenges, but luckily, we have daily calls so we can prevent any miscommunication. It's also interesting to see MDBC adapt quickly to the circumstances. With restrictions on live events, MDBC quickly pivoted to innovative online webinars / events, and even a virtual village! MDBC has turned this challenge into a strength."

Lexi, an International Business and Management student at Avans University who is working on the directory and social media added, "In the short period of time we have worked for MDBC, we noticed that the team works very closely with each other and is all about keeping each other up -

to - date, providing feedback where needed. Working this closely with a small team creates better involvement for us as interns in the day - to - day business activities. Overall (and as interns), MDBC certainly makes you feel like you belong and it quickly feels like home."

Malaysian intern Fatin was happy that SIP has expanded to include local students. "It's an exciting experience for us to work with MDBC because we get to work with people from different backgrounds and cultures," shared Fatin.

In agreement, Joanna added, "Although we don't get to meet the Dutch interns in person, we keep the communication open, which helps strengthen our bond." Both Fatin and Joanna are working on improvement of the Council's CRM system as well as other administrative projects.

Solo, who is focused on ADCN cooperation and Directory support, shared that the interns have embarked on a highly enriching journey. "We are constantly being pushed out of our comfort zone to take on new challenges. MDBC has always encouraged us to give our personal insights, suggestions, and opinions. This is unusual and particularly vital for our future career development. To have a platform to foster a variety of soft skills such as verbal or non verbal communication, critical thinking, teamwork, problem solving, work ethic, and professionalism is so valuable."

This September, Solo and Joanna look forward to enrolling in Dutch universities to further their studies in the Netherlands.

## MEET NOW

**HALF DAY MEETING PACKAGE**  
**RM105** nett per person per day  
(Individually Packed Welcome Coffee  
Break + Morning OR Afternoon Coffee  
Break + Lunch)

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### TERMS & CONDITIONS :

- Accommodation rates from **RM160 nett** with breakfast per room per night
- Offer valid from 5th March to 30th June 2021
- Minimum 8 persons per meeting room
- Hotel reserves the right to revise rates without prior notice

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(Individually Packed Welcome Coffee  
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+ Lunch + Afternoon Coffee Break)



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# 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.

This region has more than 600 million people in 13 countries with diversity in culture and food habits. Being close to the market enables the us to develop the best high performing varieties, totally attuned to the local (climate) conditions.

With more than 20 hectares of research & development farm, several greenhouses and tunnels for breeding activities, phytopathology research and farm support buildings, we are breeding for the new vegetable varieties for Asia.



**Sheryl Leao**  
Marketing Manager

## We are always looking for talent!

Visit our website to check our internship and job openings.

# NL Embassy: Welcome to New Colleagues



Kingdom of the Netherlands

## Welcome to our new colleagues

We have two new colleagues at the Embassy whom we would like to introduce.

## Meet our new Deputy Ambassador: Eva Oskam

For the next 4.5 years, Eva will serve as the new Deputy Head of Mission and Head of the Economic Section at the Netherlands Embassy in Kuala Lumpur.

After obtaining a degree in Business Administration and two traineeships in Geneva (UNCTAD) and Rome (NL Permanent Representation), she started her career at the Ministry of Economic Affairs where she worked as a trade policy advisor, including the negotiations on an EU - Malaysia FTA. After changing jobs to the Ministry of Foreign Affairs, Eva worked at the Netherlands Permanent Representation to the EU in Brussels, and for the last 5 years, she has been the cluster coordinator for a team that works on sustainable production and trade, including bilateral cooperation with Malaysia on sustainable palm oil.

Eva has close friends from Malaysia, has worked closely with Malaysia at various points in her career, and has also visited the country before. "It feels like Malaysia has been a thread throughout my life. I feel very fortunate, as Deputy Head of Mission and Head of the Economic Section, to live in this beautiful country and to be in a position where I can contribute to the bilateral relationship with my 'boots on the ground' so to say."

Eva hopes to bring a big smile, good spirit, and enthusiasm to the Embassy and our partners in Malaysia, and contribute to a good atmosphere and cooperation.



## Meet our new Second Secretary for Economic Affairs: Romy Loos

Romy recently joined the Embassy and for the coming 6 months she will be working as the Second Secretary for Economic Affairs, focusing on a diverse range of topics such as responsible business conduct.

Romy has worked for different departments within the Ministry of Economic Affairs and Climate Policy, as well as the Ministry of Agriculture, Nature, and Food Quality where she gained experience in business development, economic regulation, and sustainability governance. She holds a Bachelor's Degree in European Studies and a Master's Degree in Political Economy.

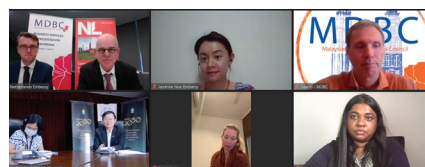
Romy is really looking forward to getting to know the country, people, and culture of Malaysia. Considering her love of food, there is a very big chance that you will often find her in a restaurant or grabbing some street food.



## Penang

On 2 March, Ambassador Aart Jacobi had an interactive discussion with the Chief Minister of Penang. Due to the current travel restrictions, the meeting took place

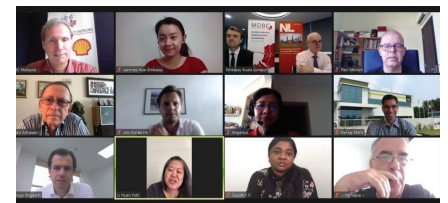
Below l to r: Machiel van Stralen (Deputy Head of Economic Section, Netherlands Embassy), Ambassador Aart Jacobi, Jasmine Hue (Senior Economic Officer, Netherlands Embassy), Marco Winter (Executive Director, MDBC), YAB Chow Kon Yeow (Chief Minister of Penang), Eva Oskam, Gayathri Vythalingam (Senior Economic Officer, Netherlands Embassy)



virtually. We hope to visit Penang again soon and further strengthen our cooperation.

## Roundtable Penang

The Netherlands Embassy and MDBC also successfully concluded a virtual roundtable discussion with Dutch companies on doing business in Penang. Representatives from several companies including PaperFoam, Enza Zaden, Hittech Group, KMWE, Mynapse Sdn Bhd, and TMF Group were among those present. The session was a good avenue for the Embassy to have a closer dialogue with the business community on current developments and opportunities in Penang.



## ASEAN 5 ReMeet

After a successful virtual trade mission from the Netherlands to Southeast Asia in the last quarter of 2020, participants met each other again on 9 March, 2021. The online ASEAN ReMeet event provided information on the follow up to the trade mission and peeked ahead to the coming year.

While many countries continue to be hit hard by the impact of the COVID - 19 pandemic, participants also see economic opportunities in the region, including digitalization, and in the healthcare and water sectors. As vaccination programs have started globally, the first discussions on travel modalities are taking place as well, allowing for some cautious optimism about potential visits from Dutch companies again in the coming year. We certainly hope this will become possible in the near future too!

Make sure to follow the Embassy on LinkedIn to stay up to date: [www.linkedin.com/company/embassy-of-the-kingdom-of-the-netherlands-in-malaysia](https://www.linkedin.com/company/embassy-of-the-kingdom-of-the-netherlands-in-malaysia)

**NL** Kingdom of the Netherlands

# Digitalization in Logistics Solutions



Together with EuroCham Malaysia, MDBC was proud to bring the Digitalization in Logistics Solutions: Paving the Way for Success Amidst a Pandemic Era in mid January.

The COVID - 19 pandemic brought unprecedented disruption to the economy as governments and businesses bear the brunt of numerous lockdowns globally. The road to economic recovery is inevitably challenging for most businesses at this time. Many who were able to quickly jump onto the e - commerce bandwagon may also begin to face

challenges in meeting demands and customer preferences. While those who are looking to strategize for this shift are in search for the most ideal end - to - end solution for sustainability.

This webinar focused on how businesses can successfully pivot and digitize businesses, through a seamless, end - to - end logistics solution, while leveraging on automation and digital tools to open doors to greater connectivity and possibilities for success.

Speakers included:

**Keh Chin Chai (Country Marketing Head, Federal Express Singapore & Malaysia)**

Keh Chin Chai joined FedEx Singapore in 2006. He has been in the logistics industry for more than 17 years and with his latest appointment, is responsible for marketing in Singapore and Malaysia. In his current role, he leads the marketing team in crafting and executing growth strategies particularly within the segment

of small and medium enterprises.

**Czarif Chai Abdullah (Director - Business Development & Entrepreneurship, SME Corporation Malaysia)**

Currently, as Director of Business Development & Entrepreneurship Division, Czarif Chai Abdullah is responsible for implementing SME Development programs that further develop SME Businesses in targeted sectors such as Aerospace, Oil & Gas, Medical Devices, Rail Systems, and more.



Above (clockwise from top left): Czarif Chai Abdullah, --- (---, EuroCham Malaysia), Keh Chin Chai, Luciano Pezzota (Deputy Chairman, EuroCham Malaysia)

# Healthcare Digital Revolution



The COVID - 19 pandemic is pushing the healthcare industry to face the most abrupt and demanding changes. Patient experience suffers, while operational and financial viability are challenged. Digital revolutions can help mitigate the challenges due to the pandemic.

In this webinar, we heard from expert speakers on how these digital revolutions can mitigate the challenges in an effective manner.

Speakers included:

**Dr. Caren Anderer (CEO, Integrated Health Plans)**

Dr. Caren Anderer is an internist with 12 years of clinical experience. She graduated from UCD, Ireland and completed her Internal Medicine Residency at the University of New Mexico, USA.

Prior to practicing clinical medicine, Dr. Anderer had extensive insurer claims experience with ISOS as a Coordinating

Doctor specializing in Aviation Medicine, as well as managing clinical projects in the pharmaceutical vertical as a Medical Director. In addition to her clinical medicine qualifications, Dr. Anderer holds a PhD in Pharmacology and therapeutics from RCSI Ireland.

**Lee Eng Guan (Head of Partnership, AXA Affin General Insurance Berhad)**

Lee Eng Guan possesses a total of 25 years of experience in Banking (Retail and Commercial Banking), Insurance Broking, Life Insurance, and Digital e - Commerce (Life and General).

Currently, Lee Eng Guan serves as Head of Partnership at AXA Affin General Insurance Berhad. Prior to this appointment, he was on the Distribution Committee in the Life Association of Malaysia (LIAM) from 2017 - 2019. In 2019, he was an auditor for the Malaysian Insurance and Takaful Brokers Association (MITBA). He has also been a guest speaker for the National Achievers Congress.

# Updates on EU - Malaysia Relations



Above (clockwise from top left): Sven Schneider (CEO, EuroCham Malaysia), H.E. Michalis Rokas (Ambassador, Delegation of the European Union to Malaysia), xxxx, Oliver Roche (Chairman, EuroCham Malaysia), Luciano Pezzotta (Deputy Chairman, EuroCham Malaysia)

Attendees were invited to join a webinar on 4 March to get an update on EU - Malaysia relations by H.E. Michalis Rokas (Ambassador, Delegation of the European Union to Malaysia).

The EU Trade Policy Review, 'An open, sustainable, and assertive trade policy' was announced on 18 February. With new internal and external challenges and

more particularly, a new, more sustainable growth model as defined by the European Green Deal and the European Digital Strategy, the EU needed a new trade policy strategy - one that would support achieving its domestic and external policy objectives and promote greater sustainability in line with its commitment of fully implementing the UN Sustainable Development Goals (UNSDG).

A number of elements are of interest or concern for Malaysia. At the same time, recently released GDP and trade data show the significant negative impact on Malaysia's economy, and how important it is for Malaysia to remain a welcoming, attractive destination for foreign investments.

Recent developments on the palm oil front, including the first meeting of the Joint Working Group on Palm Oil and the WTO consultations on the EU renewable energy policies, bring some optimism to the solution of this longstanding trade irritant.

The focus is now on sustainable production from a social and environmental point of view, and the EU is ready to assist Malaysia in its efforts. The ambassador also commented on the COVID - 19 pandemic, and confirmed that the EU is delivering on its commitment to authorize exports of vaccines purchased by Malaysia.

On 9 March, EuroCham Malaysia, together with MDBC, held a webinar titled 'Advocacy Talks on Palm Oil'.

As global consumption of oils increases with the world population, palm oil is expected to play its role in this growth (in the consumption of vegetable oils). This is particularly so in view of increasing consumer acceptance of the oil due to its guaranteed quality and safety, versatility in applications, functionality, and nutritional benefits.

Palm oil remains one of the significant sectors in Malaysia's economy and has been a critical contributor to the country's socio - economic development. In 2020, the sector's contribution to the Malaysian GDP was estimated at 3.7% (as of Q3), and the overall export revenue at RM 72.77 billion. Palm oil provides direct and indirect employment to over 3 million Malaysians, out of which nearly 500,000 are smallholders.

Despite being a key agricultural product of the tropical region, the palm oil sector faces many challenges, both short and long term. These challenges have a direct impact on the performance of this sector. If not addressed promptly, they can adversely and permanently affect the

## Advocacy Talks on Palm Oil



livelihood of millions of people associated with this industry in the region.

Proving its commitment to sustainable development is one of the most daunting problems facing the palm oil industry. Led by large plantation companies and assisted by very successful research development (R&D) initiatives in both the public and private sectors, the industry as a long and impeccable record of self regulation and compliance with all regulations and local requirements.

Likewise, the Malaysian palm oil industry has adhered to the principles of

sustainability right from the beginning; Current practices remain committed towards the three pillars of sustainability, namely people, planet, and prosperity.

Malaysia's palm oil industry is heavily reliant on the export of its commodity as more than 80% of the total palm oil produced in the country is shipped to more than 150 countries worldwide.

To further strengthen its position in the global market, the Malaysian palm oil industry will have to expand and establish markets by leveraging global supply chains.

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1<sup>st</sup>

**"Most Attractive Emerging Market in Asia"**

(Bloomberg's Emerging Market Scorecard, 2018)

2<sup>nd</sup>

**"Ease of Doing Business within ASEAN"**

(World Bank's Doing Business Report, 2019)

2<sup>nd</sup>

**"Global Competitiveness among ASEAN Countries"**

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

5<sup>th</sup>

**"Digital Readiness among Developing Asian Economies"**

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



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# 27 GROUP: 4IR Fourth Industrial Revolution

# 27 GROUP OF COMPANIES

The 11th Malaysia Plan (RMK11) that was released by the Malaysian government highlighted "Harnessing the 4th Industrial Revolution (4IR)" as one of the strategies to promote innovative, creativity, and competitiveness of all sectors in embracing the intensification of the digital revolution.

Following this, the Malaysian Ministry of International Trade and Industry (MITI) launched the National Industry 4.0 Policy Framework (Industry4WRD) in 2018, on the adoption of Industry 4.0 technology elements for the manufacturing sector and manufacturing related services.

Given this, there is a need to develop a broader 4IR policy framework for the rest of the economy to interphase with the Industry4WRD framework. In addition, a multitude of current policies that direct sectoral growth must be reconciled within a wider structure for improved resource optimization and alignment of execution.

It is with these circumstances that 27Group was engaged by the client, a Malaysian Ministry, with another international consultancy firm, to devise the national policy framework. Our tasks were mainly on the international benchmarking on policy strategy with key enablers such as technology standards, regulations, financing, human capital, and infrastructure. This justifies the establishment of the 4IR technology, the development of policy objectives, and programs with specific KPIs, as well as the governance framework for successful execution and monitoring.

## Key Outcomes

The team began with a detailed policy review against the current 4IR or tech

- related policies in the country. This includes more than 20 policy documents at national and sectoral level. The assessment provided an initial gap analysis that showed the critical policy gaps that needed to be addressed.

This was followed by an international benchmarking on various developed and emerging countries around the world, focusing on those countries that are known champions in digital and technology segments, and our peer countries in Southeast Asia.

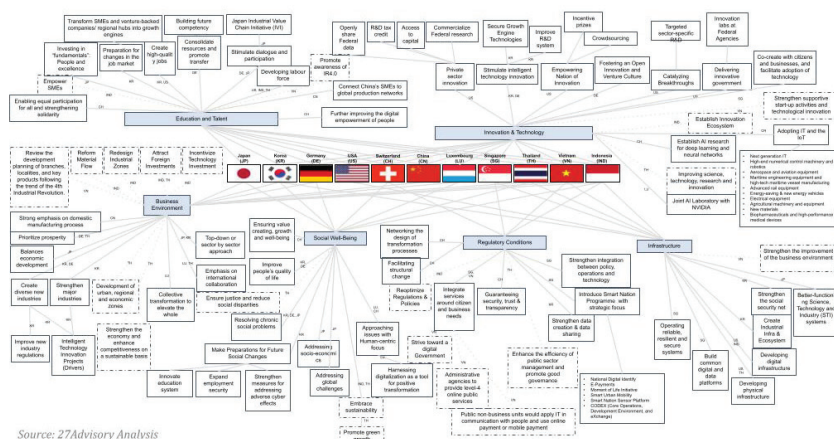
The benchmarking evaluated a major policy framework - policy and initiatives that are related to industrial revolution and technology development. Then the team conducted a detailed comparative analysis to identify the key success factors that served as the guiding principles for these countries. The result was an initiative map with more than 100 key initiatives that are commonly seen in these benchmarked countries.

While this was ongoing, another workstream was concurrently looking at the digital readiness of the public sector and various economic sectors in Malaysia. This assessment was to provide an indication of the digital maturity level of government departments and various industry sectors, as well as their readiness to embrace 4IR. Upon the completion of this assessment, we had a much clearer idea on the sentiment and readiness of both the public and private sectors towards adoption of digital technologies in their operation and business, as well as the assistance and intervention needed to expedite the adoption process.

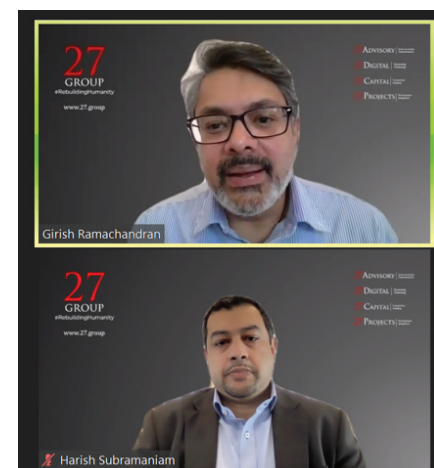


Another critical aspect in devising the policy framework was the syndication with relevant stakeholders. A policy framework at this scale requires concerted effort and seamless collaboration from different ministries, agencies, and key industry groups. A series of workshops and focus group discussions were carried out to understand the on - ground challenges faced by industries during the 4IR and digital transformation process, as well as the possible interventions required by the government.

The final phase of the project was the ideation and refinement of the 4IR policy framework, policy strategies, key initiatives, and its associated action plans. A new governance structure was proposed to ensure effective performance monitoring, issues rectification, and ongoing improvement with clear and achievable KPIs. Various short - term and long - term programs and initiatives were proposed and syndicated with the key implementing parties to ensure the outcomes are inline with the desired results by public and private stakeholders. By the end of the project, we had prepared a time phased policy implementation plan that would guide the client through policy drafting and the implementation process.



Source: 27 Advisory Analysis



# MALAYSIA'S DIGITAL ECONOMY BLUEPRINT



Malaysia recently announced its Digital Economy Blueprint. The following has been extracted from the blueprint. To view a full copy, please visit [www.epu.gov.my](http://www.epu.gov.my).

In 2020 alone, growth within the digital economy has understandably accelerated as the COVID - 19 pandemic gave birth to new digital businesses, forced traditional brick - and - mortar enterprises to pivot online, and saw millions of Malaysians go virtual for their e - Commerce, entertainment, and even education needs. We are laying the foundations for the country's transformation towards an advanced digital economy, building infrastructure, facilitating innovation, and

creating an ecosystem for all Malaysians.

MyDIGITAL outlines the plans to accelerate Malaysia's progress as a technologically - advanced economy, through the Malaysia Digital Economy Blueprint. MyDIGITAL is a national initiative to transform Malaysia into a digitally driven, high income nation, and a regional leader in digital economy.

Businesses, including micro, small and medium enterprises (MSMEs) that form the backbone of Malaysia's economy, will enjoy greater opportunities to build and expand locally, regionally, and even globally through digital revenue streams,

more opportunities to integrate between economic sectors, and to be more cost efficient through shared economy. Malaysia in 2025 will advance to achieve the following targets:

## People:

- Creation of 500,000 new jobs
- 100% households with access to internet
- All students to have access to online learning

## Business:

- 30% uplift in productivity across all sectors by 2030
- 22.6% of digital economy to Malaysia's GDP
- 875,000 MSMEs to adopt e - Commerce
- Attract 2 unicorns (home grown or foreign)
- RM 70 billion investment in digitalisation
- Increase the number of start - ups to 5,000

## Government:

- 100% civil servants to possess digital literacy

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## MALAYSIA DIGITAL ECONOMY BLUEPRINT



- 80% end - to - end online government services
- All ministries and agencies to provide cashless payment option in 2022
- 80% use of cloud storage across the government in 2022

MyDIGITAL sets out the consolidated initiatives and targeted outcomes as it pertains to people, business, and the government, across 3 phases of implementation up to 2030. All these benefits will be delivered through 6 strategic thrusts, 22 strategies, 48 national initiatives, and 28 sectoral initiatives via the Digital Economy Blueprint.

### **T1: Drive Digital transformation in the public sector**

- S1: Managing Change for effective digital transition.
- S2: Leveraging digital technology to improve workflow efficiency + productivity.
- S3: Enhancing digital skill sets of civil servants
- S4: Utilising data to improve government services
- S5: Increasing scope and quality of online

services for better user experience.

### **T2: Boost economic competitiveness through digitalisation.**

- S1: Facilitating digital adoption, access and effective use of digital technology across all firm sizes and digital maturity level.
- S2: Accelerating industry development by enhancing local participation
- S3: Streamlining regulatory requirements to respond to digital economy and encourage innovative business models
- S4: Developing digital industry cluster and driving entrepreneurial activity

### **T3: Build enabling digital infrastructure**

- S1: Utilising regulatory measures to expand infrastructure coverage
- S2: Leveraging digitalisation to address legacy challenges
- S3: Enhancing digital technology infrastructure capabilities

### **T4: Build agile and competent digital talent**

- S1: Integrating digital skills into education at primary and secondary level

- S2: Shifting focus of vocational and tertiary education from job specific skills to competencies and adaptability.
- S3: Reskilling current workforce with the digital skills needed to stay relevant
- S4: Ensuring that gig workers are protected and equipped with the right skills


### **T5: Create an inclusive digital society**

- S1: Increasing inclusivity of all Malaysians in digital activities
- S2: Empowering special target groups to participate in the digital economy through entrepreneurship

- T6: Build trusted, secure, and ethical digital environment


- S1: Strengthening safety and ethics in digital activities and transactions
- S2: Enhancing institutions commitment to personal data protection and privacy
- S3: Improving cross border data transfer
- S4: Increasing cybersecurity uptake

In May, MDBC will organise a webinar on Market Opportunities in the Malaysian ICT Sector for Dutch Business.




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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.

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 <b>Supply Chain Management Courses</b>	<b>Duration</b>	<b>Price</b>
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## REMEET 2.0



Following up from last year's successful Dutch Virtual Trade Mission to ASEAN-5 (Indonesia, Malaysia, Singapore, Thailand, and Vietnam) in the agri - food, circular economy and water sectors, the ASEAN Dutch Chamber Network (ADCN) co - hosted 'ReMeet 2.0' on 9 March.

The event kicked off with updates on developments in the region by Hans van den Born (Executive Director, NTCC) and Christoph Prommesberger (Deputy Head of Mission, Netherlands Embassy in Vietnam).

Updates were also provided on the COVID - 19 pandemic in ASEAN and what it means for import, export, investments, and more.

There were also presentations on 'Opportunities and Challenges: Interview with regional entrepreneur / consultant' and how to 'Stay connected and supported' with the B2Match platform.

The top sectors water, circular, and agri - food (NWP, HCH, and Agri & Food) each provided sector - updates in breakout rooms. Entrepreneurs from other sectors interested in doing business in the ASEAN - 5 were also welcomed to join the event.

The Remeet 2.0 was organized by the Dutch Ministry of Foreign Affairs, RVO (The Netherlands Enterprise Agency), NLinBusiness, and ADCN.

The implications of the COVID - 19 pandemic has brought work - from - home (WFH) into the mainstream. At the same time, many companies are bringing the centrality of the workplace (and specifically, the office) into question. In the Future of Work webinar held on 15 March, experts throughout the ASEAN region discussed what we can expect for our future workplace.

Coordinated by the ADCN colleagues at the Dutch Chamber of Commerce Philippines (DCCP), speakers and topics included:

\* **The Future of Work: Lessons learnt from COVID - 19** by Lars Wittig (Country Manager Thailand, Vietnam, Cambodia, and the Philippines, Regus / Spaces)

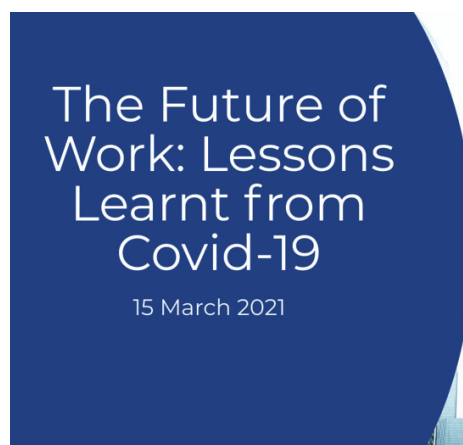
- Insights and trends from changes in work behavior due to COVID - 19.

- Expectations for the future of work, including accelerating flex and remote working.

- Best practices in adapting to the New Normal across ASEAN.

\* **What do professionals expect from their workplace post COVID?** by Daan van Rossum (Chief Experience Officer, Dreamplex Co Working Vietnam)

According to Regus, remote working,



distributed workforces, and a greater demand for flexibility are all factors affecting how businesses and candidates think about work opportunities. So what are the top three lessons learnt and how will they shape the future of hiring?

1. Recognising WFH skills: These capabilities include being purpose driven and self motivated as well as having a professional network and suitable physical workspace.

2. Appeal of a flexible workforce: Due

## THE FUTURE OF WORK



to COVID - 19, organizations will need to focus on hiring candidates for flexible roles. This shift helps companies save money and other benefits will extend far into the future, including diversification of teams.

3. Adopting new technologies: Technology helps teams work quickly and efficiently in a collaborative approach, whether in the office or remotely.

The program concluded with a Q&A panel.

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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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# WARM WELCOME

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FlexBase is a company with more than 8 years of experience in designing and building floating and amphibious structures. The company was established because of the cooperation between Dura Vermeer and Kingspan Unidek (the biggest EPS (Foam) producer in Europe). Our main concept is a float made of EPS, but other solutions such as concrete hulls, composite structures, or other low - cost floating solutions can be applied. Together with the customer the best fit to the requirements is determined, resulting in the optimum ratio between usage, design, and cost.

#### **CORPORATE REPRESENTATION**

**Yap Shi Wen,  
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Rep General Manager SEA**

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**Mohd Masni bin Wakiman,  
Chief Executive Officer  
Sarkawi bin Zainal Abidin,  
Manager**

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#### **CORPORATE REPRESENTATION**

**Michael Philipse,**  
**VP Business Development**  
**Elaine Lee,**  
**VP Finance**

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#### **CORPORATE REPRESENTATION**

**Esther Yap Hwee Na,**  
**Managing Director**

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**TOMI STERAMIST**

#### **BUSINESS ACTIVITY:**

TOMI SteraMist, a US Defence Technology that can neutralize COVID - 19 and other tough pathogens has been brought into Malaysia with the partnership of Approved Group International and L3M International Pte Ltd (representative of TOMI SteraMist in SE Asia). TOMI SteraMist is registered with the US Environmental Protection Agency as a SARS - CoV - 2 (COVID - 19) disinfectant with a Six - Log Kill (99.9999%) rate. A Six-Log kill is the Gold Standard for Sterilization and goes beyond the normal disinfection or sanitization.

#### **CORPORATE REPRESENTATION**

**LT Leong,**  
**SteraMist Advisor**  
**Roshiv,**  
**Chief Marketing Officer**

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# PICTURE PERFECT

## We meet when we can!

Still more online than physical gatherings, so when we get together you will see the happy faces! Lunches at the Ambassador's Residence, with fellow Bilateral Chamber CEOs, and at the MDBC office with new members, where we also test the Virtual Gateway to the Netherlands!





# 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, computing, automotive, industrial, LED and solar energy. Customers are primarily leading semiconductor manufacturers, assembly subcontractors and electronics and industrial companies.

Besi's headquarters are located in the Netherlands. Worldwide Besi employs 1,500 people of which 500 in our main production facility in Malaysia. Besi is one of the top 5 Dutch employers in Malaysia.

## Design of Innovation

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