

MDBC CONNECTS

MAKERS & DRIVERS OF BUSINESS & COMMERCE

BETWEEN THE LINES

MDBC VILLAGE

RESPONSIBLE BIZ

THE TREE, THE SKY, THE SUN

ISSUE: 2ND EDITION 2021



the tree
the sky
the sun

**A Pathway Towards
Malaysia's Carbon-Neutral Future**

EXPERIENCE DUTCH INNOVATIVE SOLUTIONS IN VIRTUAL REALITY



Now available in Malaysia.
Contact MDBC to join
the experience near you.

Visit www.virtualgatewaynl.com
to learn more about the innovative solutions.





RESPONSIBLE AND
RESILIENT

We aim to be a **Respected, Valuable, and Responsible Energy Company** that builds on its upstream oil and gas expertise, while always being conscious of the environment and caring for our people.

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.



We got
your product
protected.



Developing



Producing



Cleaning



Distributing

HQ Pack provides **the solution** for every packaging problem!

For more information contact us at sales@hqpack.com.my or visit our website www.hqpack.com.my

CONTENTS

MEMBERS

MDBC WEBINARS / 11

Penang Opportunities
MY State of Play / Exit Strategy
Between the lines

MEMBERS NEWS / 17

MY SERVICES / 37

NEW MEMBERS / 38

SOCIAL / 43

COMMUNITY

MDBC CONNECTS FAIR / 14

**MEMBER COMPANIES
BIRTHDAYS / 23**

EMBASSY NEWS / 24

MEET THE BOARD / 26

EU / EUROCHAM / 29

ADCN / 33

MDBC
Malaysian Dutch Business Council

kingsmen

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



DIALOGUE

SHELL / 35

BIG STORY

**IMD WORLD
COMPETITIVENESS / 20**



Bulk Liquid



Bulk Softgel Capsules

DavosLife E3 Bio-Enhanced 20

Natural Source Natural Ingredient

-  Internationally Patented Formulation
-  Clinically-proven Superior Bioabsorption by up to 46%
-  Meets stringent international regulatory standards on contaminants
-  Non-GMO and manufactured in an RSPO-certified facility

KLK OLEO

8 Health Benefits of Tocotrienols

- Fights inflammation and oxidative stress¹
- Supports cardiovascular function²
- Regulates cholesterol³
- Supports cognitive function⁴
- Improves skin health⁵**
- Promotes glowing skin⁵**
- Protects skin from pollution⁶
- Protects the liver from fatty liver disease⁷
- Promotes strong and healthy bones⁸

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

ESSENTIAL VITAMIN E



References:

1. Jiang (2014), *Free Radical Biology and Medicine*, 72: 76–90
2. Zaiden et al. (2010), *J. Athero and thrombosis*, 17 (10): 1019 – 1032
3. Qureshi et al. (2002), *Atherosclerosis*, 161 : 199 – 207
4. Mangialasche et al. (2013), *Experimental Gerontology*, 48: 1428 – 1435
5. Yap, WN (2017), *J. Cosmet. Dermatol.*, 1 – 11.
6. Yap et al. (2010), *Pigment Cell Melanoma Res.* 23: 688–692
7. Davos Life Science, Data on File.
8. Pervez et al. (2018), *Türk J. Gastroenterol.* 29: 170 – 6
9. Maniam et al. (2008), *Basic Clin. Pharmacol. Toxicol.*, 103(1): 55 - 60.

www.klkoleo.com/DavosLife

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

DUTCH MALAYSIAN COOPERATION AND PARTNERSHIPS

Dear MDBC members and friends,

What is the most famous export product from the Netherlands? It's not beer, flowers, or windmills. It is something entirely different, and it was created eight centuries ago, at a time when the inhabitants of the Netherlands started their fight against the floods.

In the Dutch 'polder model' as this product is best known, government, business, and other parts of society cooperate in partnerships towards a shared goal, initially to build dykes and pumping stations, but nowadays it applies to every part of the economy. It is in partnerships that, in my opinion, best results are achieved. Moreover, the longstanding collaboration between the Netherlands embassy and the MDBC provides an excellent example of such a partnership.

On 1 March 2021, I started as Deputy Ambassador and Head of the Economic Section at the Netherlands Embassy in Kuala Lumpur, with the assignment to promote sustainable trade and investment between the Netherlands and Malaysia. An assignment we work hard to achieve, as is shown in the EVO - Fenedex award we won this year for

'most excellent service delivery to Dutch companies'. A prize dedicated to the work of entire economic team at the Netherlands embassy (Machiel, Gayathri, Jasmine, Fazilah, Li Huan, and Alia), and that could not have been won without the partnership with MDBC. Therefore, besides my heartfelt congratulations to the economic team, congratulations are in place to Marco and the MDBC team, for your 25th anniversary and for your partnership in winning this award.

The award isn't just a recognition of our efforts and achievements over the past years, it reaffirms our assignment for the future. With that in mind, I hope to see the Malaysian economy recover soon, now that the speed of vaccinations has picked up. And also in these better times, the economic team and I will be there for you, whether you are looking for a business partner, are facing market entry issues, or have great idea and need our support. Our doors remain open.

Coming back to the celebration of partnerships, I would like to highlight one upcoming event: The MDBC Innovation and Sustainability Awards (MISA) at the end of this year. An annual celebration of the

sustainable and innovative solutions that Dutch and Malaysian companies bring to the world. The Netherlands Embassy has been a partner of MISA throughout, and this year we will do so with a special award dedicated to the most famous Dutch export product, the award for most "Outstanding Dutch Malaysian Partnership".

I hope to see many of you compete for it, and hope to meet you all there!

Eva Oskam
Deputy Head of Mission &
Head of the Economic Section
Embassy of the Kingdom of the Netherlands



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 Gorp
TalentSquare

Mr. Arent Naber
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
Unit 808, 8th Floor
Wisma Lim Foo Yong
86 Jalan Raja Chulan
50200 Kuala Lumpur

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



Nourishing Malaysians with Quality Dairy Nutrition to Help Them Move Forward In Life



Trusted dairy nutrition with Dutch-quality standards

www.dutchlady.com.my

Dutch Lady Milk Industries Berhad (196301000165/5063-V), Level 5, Quill 9, 112, Jalan Prof Khoo Kay Kim,
46300 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Royal FrieslandCampina N.V is the parent company of Dutch Lady Milk Industries Berhad.



MS 1500:2009
1069-01/2004

CALENDAR

24th AGM over FY 2020

SEPT

TUE 21 / 3:00PM

EuroCham / MDBC: Management of Strokes

THUR 23 / 4:00PM

MASBA / MDBC: MM2H Programme

MON 27 / 3:30PM

MDBC AGM over FY2020 & CEO Talk

WED 29 / 9:00AM

MDBC Connects Fair Q3 & MYWiT

OCT

MON 11 / 5:00PM

ADCN / MDBC: Introducing Access2Markets

THUR 14 / 3:30PM

MDBC: Work & Mental Health Balance

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



the meaning of light



MDBC PREMIUM PARTNERS 2021



MALAYSIA INSTITUTE FOR SUPPLY CHAIN INNOVATION



mechatronics technology



Leading Clean IT



Excellence in Oleochemicals



Royal Dutch Airlines



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

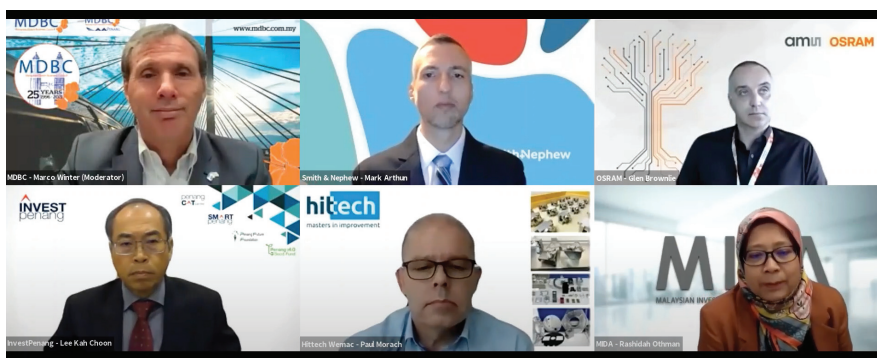
We are always looking for talent!

Visit our website to check our internship and job openings.

MDBC EVENTS

You don't have to read between the lines to see how active MDBC continues to be!

PENANG OPPORTUNITIES



At the end of April, MDBC was a supporting partner for InvestPenang's 'Post - COVID - 19: Opportunities for European Companies in the Robust Supply Chain & Ecosystem in Penang' webinar.

The session provided a platform for

businesses, consultants, and investors to understand Penang, Malaysia's investment climate, industry landscape, success stories, and the initiatives that make Penang the supply chain powerhouse in Southeast Asia.

Besides InvestPenang and MIDA, there was a panel of corporate speakers from the Netherlands (Hittech Wemac), Germany, and the UK, moderated by Marco Winter (Executive Director, MDBC).

Speakers included:

- * Lee Kah Choon (Special Advisor to the Chief Minister of Penang & Director of InvestPenang)
- * Rashidah Othman (Director, MIDA)
- * Glen Brownlie (Managing Director, OSRAM Opto Semiconductor)
- * Mark Arthun (Managing Director, Smith & Nephew Operations)
- * Paul Morach (General Manager, Hittech Wemac).

Copies of the presentation materials and a recording of the webinar are available at investpenang.gov.my/events/penang-investment-webinar-european-session/.

MDBC continued its collaboration with the Malaysian Danish Business Council (MDaBC) and Vriens & Partners to bring the following two Parliament Briefings: 'Malaysia's State of Play' and 'Malaysia's Exit Strategy & Political Developments'.

Both briefings featured Nazhif Yusoff (Country Director, Vriens & Partners) and Shazwan Mustafa Kamal (Senior Associate, Vriens & Partners) as speakers. Vriens & Partners is Southeast Asia's leading government affairs consultancy. They deliver nuanced and effective government affairs strategies built on trusted relationships with the highest levels of government, and with stakeholders along the entire policymaking chain.

Nazhif Yusoff is the Country Director at Vriens & Partner's Kuala Lumpur office and with the team, he consults for clients from various verticals such as technology, healthcare, transportation, and tourism,

helping them develop their government relations strategy.

Shazwan Mustafa Kamal is a Senior Associate at Vriens & Partners and brings

along 10 years of professional experience in the fields of politics, journalism, and the media. He consults for clients from various verticals such as technology, healthcare, and transportation.

PARLIAMENTARY BRIEFINGS



remote work isn't just a pipe dream it is the future.



'The Future of Work is Remote' White Paper is based on the 2021 Randstad Employer Brand Research and qualitative interview with 16 founders and HR professionals across Hong Kong SAR, Malaysia and Singapore.

Now more than ever, workers see remote and flexible work as a standard employee benefit in their employer of choice. However, the design and implementation of hybrid work is not as easy as it sounds. Employers have to learn, unlearn and relearn how to manage their workforce and build trust within their organisations to nurture a

how COVID-19 has changed our workplace forever.

1 in 3 respondents across Asia-Pacific saw their employment situation change, due to the ill effects of the pandemic in the early days. While the transition to remote work was difficult at first, it opened employees' eyes to the possibilities and benefits of flexible work arrangements — and it seems that they're not going back.

the challenge for human resources leaders.

59% of respondents said that they are expecting flexible hours to be the norm. HR leaders accustomed to a fixed, in-office working arrangement will now face the challenge of envisioning and enabling the transition into a new hybrid work model.

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, accounting & financial services, construction, property & engineering, technology, manufacturing, sales & marketing, HR as well as corporate support.

Get your complimentary copy of [The Future of Work is Remote 2021 White Paper](#) today.

randstad.com.my



BETWEEN THE LINES

MDBC kicked off the annual MDBC Human Resources Forum in June with a unique interactive online experience, co organized with Cultural Impact and the KL Shakespeare Players. The event was ideal for those who wanted to learn how to deal with colleagues in multi - cultural work environments, or how to best approach a potential client / partner.

'Between the Lines' is a KLSP Exchange Theatre showcase. Participants had the opportunity to reflect, explore, and practice a repertoire of new behaviors when faced with sensitive situations at work.

Exchange Theater comprises of three key parts: Watch, Discuss, and Play. In 'Watch', the audience watch scenarios being played out by the actors. In 'Discuss', the audience is invited to discuss and debate, based on the problematic



scenes that they just watched. In 'Play', the actors play the same scenes again but this time, the audience can stop the scene at any point, join in, and try to bring about their desired outcome or resolution.

The experience addresses the challenges of online collaboration among members in diverse and cross border teams. It takes

corporate training up several notches by presenting performed scenarios of issues experienced in the workplace.

Participants, in the safety of their seats, could watch, discuss, and finally, play with the actors to experiment on how they would respond to the workplace issues presented.

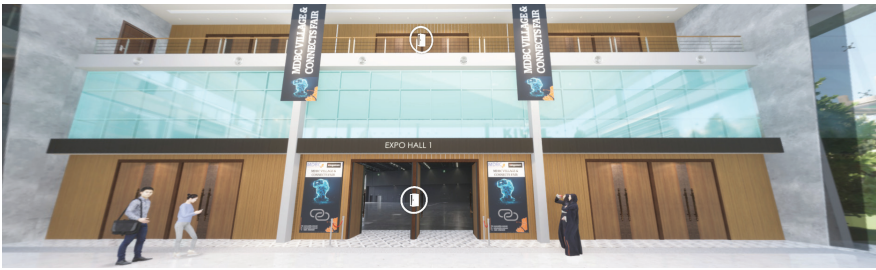
“Working together to energize the world”

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

frames-group.com

FRAMES

WELCOME TO THE MDBC VILLAGE



from JIM. JIM then developed the MyEntry online system which enables the public and relevant stakeholders (including Malaysian embassies abroad) to apply, process, monitor, and track applications in real - time.

Speaker:

Sabihah Ahamad (Head (Operations), Malaysia Expatriate Services Centre (MYXpats)): Sabihah heads the MYXpats Center’s operations where she focuses on achieving operational service excellence to deliver quality expatriate services to all stakeholders. Her 20 years of experience include interfacing with Government agencies and industries for the facilitation of Employment Passes and its related passes through the Expatriate Services Division (ESD) and the Residence Pass - Talent (RP - T) initiative, both in collaboration with JIM and overseen by the Ministry of Home Affairs.

The MDBC Village is a VR representation of the MDBC community. Hosted on the KIVEL platform, the Village plays host to the MDBC Connects Fair (MCF) every quarter. After a successful kick off in Q1 this year, Q2’s displayed significant growth (100 booths), featured two webinars, and included a soft launch of the MDBC Business Directory 2021 - 22.

all so it is the ideal opportunity to find new business partners and / or business development opportunities.

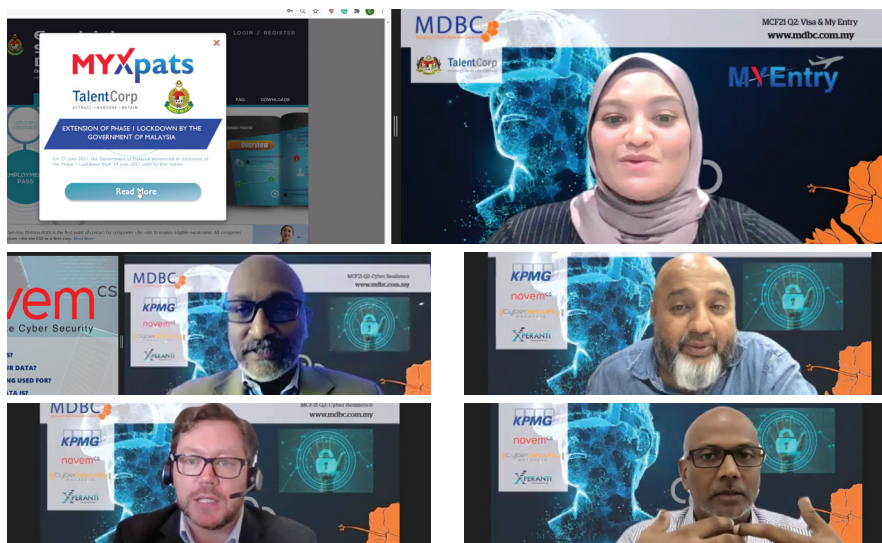
Starting off MCF, the first webinar featured TalentCorp and covered visa and travel applications, as well as the MyEntry platform. The Malaysian government placed restrictions on Malaysians and non - Malaysians from entering and exiting the country due to the pandemic. During the MCO, the Immigration Department of Malaysia (JIM), provided Guidelines for Expatriates for Key Posts & Technical Posts, for Dependents, and Foreign Maids to enter / exit Malaysia, which requires permission

With a break for visitors to ‘walk’ around the Village and visit exhibitor booths, MCF continued with the second webinar



Designing a new horizon
 “45 Years Experiencing Kingsmen”

MDBC CONNECTS FAIR Q2



Top: Sabihah Ahmad (MYXpats)
 Middle clockwise from top left: Murugason R. Thangaratnam, Anwer Yusoff, Vicks Kanagasingam, and Jaco Benadie.
 Bottom: Answering trivia questions to unlock the MDBC Business Directory 2021 - 22.

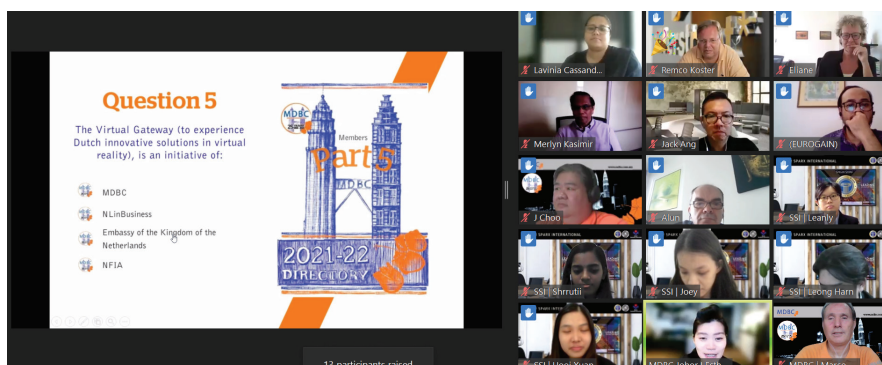
KPMG): Jaco heads KPMG’s Cyber Advisory Unit in Malaysia and has more than 15 years of experience in the field of cyber security for both Information Technology (IT) and Operational Technology (OT). He leverages IT and engineering skills and experience to design, develop, and implement controls that support the safeguarding of critical computing systems from cyber threats. Jaco has built deep expertise in dealing with all levels of customer management in OT, IT, and Cyber Security.

Anwer Yusoff (Head - Cyber Security Industry Engagement & Collaboration Dept, CyberSecurity Malaysia): Anwer Yusoff has more than 25 years of extensive experience in the Malaysian ICT industry and his skillsets encompass Supply Chain Management, Business Process Re - Engineering, and in the last 15 years - information security. He believes that the cornerstone of cyberspace security is, and will remain, a public private partnership, and only by acting together can we build a more security future in cyberspace.

Moderator:
Vicks Kanagasingam (Advisor, XPERANTI): With over 27 years of experience in leadership roles in Sales, Business Development, Partner / Alliance Management, Marketing, and Operations in the Telecommunications & IT industry, Vicks has helped develop businesses in Asia Pacific for start - ups from the UK, France, and Australia.

A recording of the webinars and copies of the presentation materials are available in the MDBC online resource center - The Library (<https://www.mdbc.com.my/information/the-library/>).

The final event which closed out the MCF Q2 activities was the soft launch of the MDBC Business Directory 2021 - 22. This biennial publication features two main segments, an informative summary of Malaysia and the Netherlands, covering general country information through to the trade and investment statistics, and a members directory of all current MDBC members. Working together, attendees had to answer five general MDBC trivia questions to help unlock this year’s Directory.



for the day - this time on Cyber Resilience.

Cyber Resilience goes beyond preventing or responding to a breach. It’s your ability to operate during, adapt to, and recover from a cyber attack. If your organization has a high level of cyber resilience, a cyber attack is less likely to hamper your business operations. Businesses will be able to protect their data, reduce the impact of disruption, and prevent a devastating revenue loss.

We have entered a new digital era. With the advent of 5G and exponential growth in all areas of digitalization, business leaders and government agencies need to expand their idea of what cyber security is and go beyond defense and reaction to include anticipation and business continuity. Speakers from Novem CS, KPMG’s Cyber Security unit, and CyberSecurity Malaysia discussed “The New Era of Technology and Risks”, explaining how companies can take

the necessary steps towards achieving cyber resilience to stay ahead of threats, create a secure cyber environment for the organization and employees, and improve their ability to get through an attack unscathed.

Speakers:
Murugason R. Thangaratnam (Executive Director, Novem CS): Murugason is a Certified Cyber Security Practitioner (ASIRS) and the Executive Chairman / Director of Advanced Security Network. He has held positions as COO and CEO of ASN before becoming its Chairman in 2019. With over 22 years of senior management positions, he is experienced in physical security audits, private investigations, and covert surveillance for a large number of corporate and domestic clientele, having worked with INTERPOL on many occasions.

Jaco Benadie (Executive Director - Emerging Technology Risk and Cyber,



We are ready to get you there

We know a seat is a lot more than just a place to sit. It makes dreams come true, brings you back to the people you love, carries you to that first job abroad.

That's why we are currently resuming our flights to a growing number of destinations. We offer a flexible rebooking guarantee, which means you will be rebooked free of charge if your flight is cancelled. You can also opt to get your money back or accept a voucher for future travel.

We're taking extra measures to ensure that our passengers and crew feel safe when travelling. Whenever you're ready to fly, we are ready to get you there.

For further information about our latest flight schedules and our safety measures, please visit [klm.my](https://www.klm.my)

 Fly Responsibly

Royal Dutch Airlines



The Netherlands remains in the global top 5 in IMD Competitiveness

MEMBERS NEWS

Amsterdam tops world ranking for Green Finance

SKRINE: FIRM OF THE YEAR



SKRINE, one of the oldest, largest, and most awarded legal firms in Malaysia, has been named the 'Most Responsive Domestic Law Firm' for Malaysia, as well as the 'Firm of the Year' under the 'Litigation and Dispute Resolution - Malaysia' category by In - House

Community at its recent Firms of the Year 2021 Awards. SKRINE also received an Honourable Mention under the International Arbitration - Malaysia category.

The In - House Community has engaged the in - house legal community through publications, events, and award ceremonies for over 20 years. The 2021 awards are based on extensive surveys conducted and responses received from more than 17,000 in - house counsel and buyers of legal services from 11 countries including China, Hong Kong, India, Malaysia, Philippines, Singapore, South Africa, South Korea, Thailand, UAE, and Vietnam. It asked which legal services providers made the most significant impression on them over the past year in terms of responsiveness and satisfaction with the work done.

KLM DIAMOND AWARD

KLM has been awarded the APEX Diamond Award Health Safety. The highest possible level of certification for airlines in the area of health and safety, KLM is the second European airline to receive this certification.

"We have made the health and hygiene of our customers, employees, and society as a whole our number one priority in these times. Achieving the highest possible level of APEX certification means that KLM is one of the leading airlines in this field. People choose to travel with us because we fly responsibly. We have analysed our entire customer journey this year and set the highest possible standard to ensure optimal health and hygiene," shared Boet Kreiken (Executive Vice President - Customer Experience, KLM Royal Dutch Airlines).

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
- Records Management
- Document Storage
- Air-Conditioned Storage

Intermovers (Malaysia) Sdn. Bhd. (944134 - D)
 Tel: +603-6187 7777 Fax: +603-6187 6767
 Email : info@intermovers.com Website : www.intermovers.com

A Member of:

Heineken Malaysia Berhad (HEINEKEN Malaysia) launched its HEINEKEN Cares programme recently, pledging 150,000 meals to vulnerable communities across Malaysia to help mitigate the negative impacts of a prolonged lockdown.

The HEINEKEN Cares programme, which connects employee wellness with community purpose, is committed to donating one meal for every 1,000 steps taken by a HEINEKEN Malaysia employee from July until the end of the year. With an overall target of 150 million steps by HEINEKEN Malaysia's employees collectively, this translates to an expected 150,000 meals to be channeled to communities in need.

Roland Bala (Managing Director, HEINEKEN Malaysia) said, "The pandemic has taken a toll on many communities, leaving many families without stable income to obtain food and other basic needs. In this challenging period, we reach out with a helping hand to support those in need. Our efforts reflect HEINEKEN's Brew A Better World sustainability commitment, particularly with social sustainability as a key focus."

HEINEKEN EVERY STEP COUNTS



150,000,000 steps by employees
150,000 meals for communities

"Through the HEINEKEN Cares programme, every employee can play a part. As every step we take will count towards aid being channeled to our communities. We realise that the lockdowns can have an impact on people's health as well, so we are excited to launch a program that keeps our employees motivated to live healthier and exercise more. Knowing that our every step contributes to a bigger purpose will be added motivation for our people," Roland added.

The HEINEKEN Cares program is administered by the SPARK Foundation, which is HEINEKEN Malaysia's CSR

arm. It brings together eight organisations across Malaysia in a joint effort to deliver food aid to communities affected by loss of income or jobs due to the pandemic. The partners involved include Epic, Dialogue Includes All, PWD Smart Farmability, Soroptimist International Damansara, and the Make It Right Movement in Peninsular Malaysia. In East Malaysia, the HEINEKEN Cares program is channeled through Hope Place Kuching and Kupikupi FM in Sarawak, and Hopes Malaysia in Sabah. The type of food aid generally includes cooked meals, groceries, fresh vegetables and fish, and other essentials depending on the needs of the different local communities.

World Leader in

GEOSYNTHETICS

TenCate is the leading manufacturer of geosynthetics reputed for its distinct global brands and engineered solutions for civil and environmental engineering applications. TenCate's award - winning projects and extensive project history is a testament of its experience, expertise and capabilities.

TenCate Geosynthetics makes a difference.

Subgrade Stabilization

Shoreline Protection

Ground Treatment

Reinforced Walls & Slopes

TenCate Geosynthetics Asia Sdn. Bhd., Registration No. 199301009495 (264232-U)
 14, Jalan Sementa 27/91, Seksyen 27,
 40400 Shah Alam, Selangor Darul Ehsan, Malaysia.
 Tel: +60 3 5192 8568 Fax: +60 3 5192 8575
 Email: info.asia@tencategeo.com
www.tencategeo.asia

IFAI AWARD OF EXCELLENCE
INTERNATIONAL ACHIEVEMENT AWARDS

BOLLORÉ: TOWARDS OPERATIONAL EXCELLENCE

In times of crisis, operational excellence practices can add speed to daily routines and value to emergency planning and preparedness. Bolloré Logistics is happy to announce that it has obtained an integrated global certification comprising of three standards relating to workplace safety (ISO 45001:2018), quality management (ISO 9001:2015), and the environment (ISO 14001:2015) for 420 sites in its network.

The company achieved this certification over the course of three years, in two phases. First, they amalgamated several country certifications under one umbrella. For instance, a single certification was obtained for all entities in the Americas region. Subsequently, all regional certifications were then brought together in a single integrated certificate in a bid to harmonize the company’s current procedures.

To further show its commitments towards operational excellence and continuous

improvement, Bolloré Logistics established a set of 14 “golden rules” as a resolution to all the actions having an impact on the client and on their perception of the company’s services.

The rules comprise of two parts; the fundamentals, which are standards common to all players in the industry, and those specific to the operations of Bolloré Logistics. For example, the quotation process and transport order management rules uniquely define the company’s procedures in this aspect while those on declaration of dangerous and contractual commitments follow industry standard.

All employees are brought up to speed through an online training program, validated by a certification with a validity period, followed subsequently by refresher programs, putting individual expertise at the service of collective intelligence.

In essence, standards establish requirements for quality, performance,

safety, compatibility, and interoperability, to name a few. These standards assure customers that every operational aspect will adhere to stringent quality standards and benefit them in terms of eliminating costly errors, enhancing performance, and improving safety.

Whether the standards are defined by external experts or developed internally, or better still, a bit of both, standardizing processes is a step towards achieving operational excellence, organizations stand to ensure that operations are performed consistently.

This year, Bolloré was also one of 75 leading companies selected by Inbound Logistics magazine that businesses can turn to when seeking green supply chain management and logistics partners. The company was recognized for its Powering Sustainable Logistics program to reduce its CO₂ emissions by 30% on its scope 3 downstream by 2030.

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.

There is a growing awareness of the importance of a healthy personal and professional life. More and more people make conscious choices about what they eat, how they live and how they work. They continuously ask themselves how things can be done in a less physically taxing way and with greater freedom of movement and improved balance. This creates a new economy in ergonomics. By offering the right means, such as height-adjustable desks and related accessories for the (home) office, schools and other work sectors, we want to help you to support your Active Living.

Discover the entire Actiforce collection at: www.actiforce.com

Contact:

Actiforce Asia

A: No 6 Solok Perindustrian Bukit Minyak 2
Kawasan Perindustrian Bukit Minyak
14100 Simpang Ampat
Penang, Malaysia
T: +604 502 1766
E: apac@actiforce.com



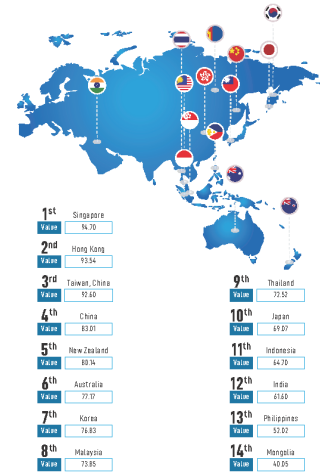
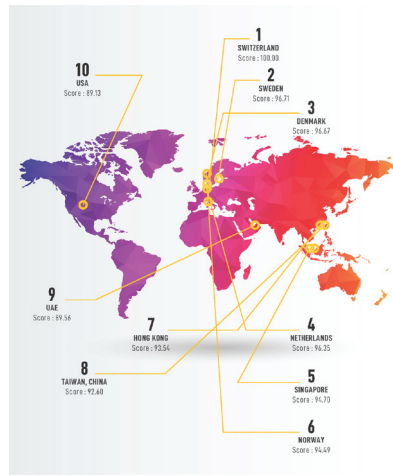
actiforce

IMD: WORLD COMPETITIVENESS RANKING

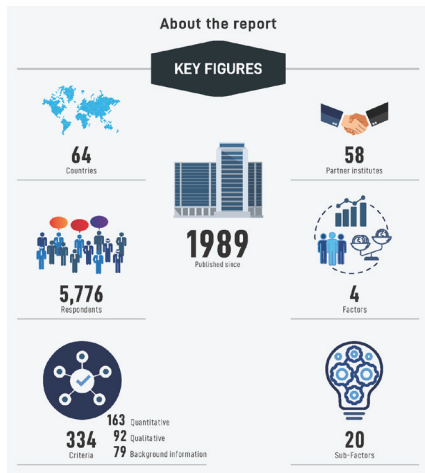
Extracted from the Institute for Management Development (IMD) World Competitiveness Yearbook 2021 by the IMD World Competitiveness Center, Switzerland.

IMD is an independent academic institution with Swiss roots. Founded 75 years ago by business leaders for business leaders, they are based in Switzerland and Singapore, and have been ranked in the Top 3 of the annual FT's Executive Education Global Ranking for the last nine consecutive years, in the top five for 17 consecutive years.

The IMD World Competitiveness Yearbook (WCY), was first published in 1989, and is a comprehensive annual report and worldwide reference point on the competitiveness of countries. It provides benchmarking and trends, as well as statistics and survey data based on extensive research. It analyzes and ranks countries according to how they manage their competencies to achieve long term value creation.



Above left: The top 10 countries in the IMD World Competitiveness Yearbook 2021. Above right: Competitiveness Ranking in Asia Pacific & the ASEAN Region



The World Competitiveness Yearbook 2021 (WCY 2021) was released earlier this year. It benchmarks the competitiveness performances of economies around the world and assesses the extent to which a country promotes the prosperity of its people by measuring economic well-being through hard data and survey responses from executives.

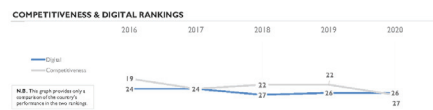
The World Competitiveness Ranking is based on 334 competitiveness criteria selected as a result of comprehensive research using economic literature, international, national, and regional sources, and feedback from the business community, government agencies, and academics. The criteria are revised and updated on a regular basis as new theory, research, and data

become available and as the global economy evolves.

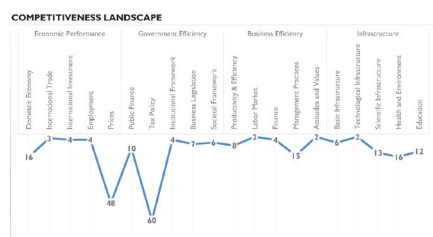
The 2021 edition measures the prosperity and competitiveness of 64 economies and assesses four Input Factors with five sub-factors each, 163 statistical data criteria, 92 Executive Opinion Survey (EOS) criteria, and 79 background information criteria.

It exposed the economic impact of the pandemic across the globe. It finds that qualities such as investment in innovation, digitalization, welfare benefits, and leadership resulting in social cohesion have helped economies better weather the crisis, allowing them to rank higher in competitiveness. It also revealed that countries that had built themselves a certain economic buffer prior to the pandemic fared better, in spite

MALAYSIA COMPETITIVENESS & DIGITAL RANKING



THE NETHERLANDS COMPETITIVENESS LANDSCAPE

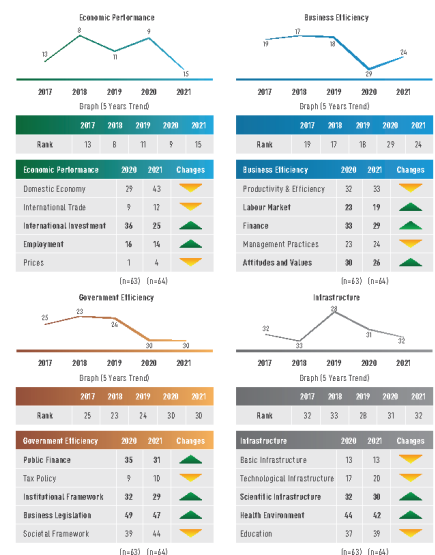


of infection levels.

Of the 64 economies measured, Malaysia emerged ranked 25th and the Netherlands remained in 4th place (Behind Switzerland, Sweden, and Denmark).

The key areas that the Netherlands per-

MALAYSIA'S PERFORMANCE IN THE WORLD COMPETITIVENESS YEARBOOK 2021

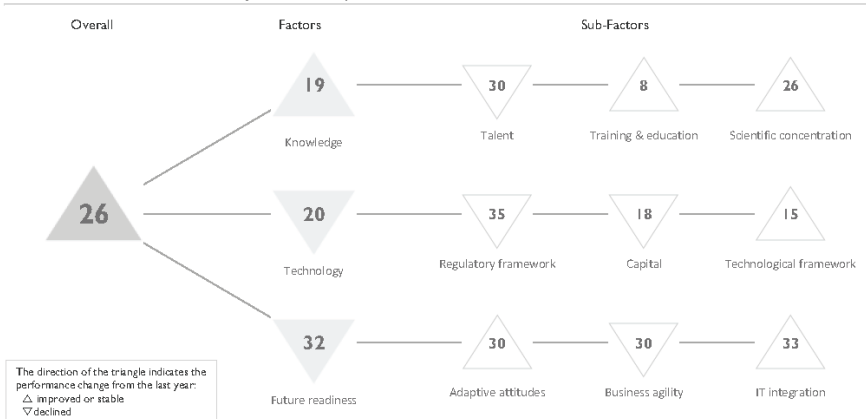


formed well in this year were: economic performance, government efficiency, business efficiency, and infrastructure. This year, the Netherlands scored particularly strong on economic performance (2nd) and business efficiency (4th). Infrastructure ranked 7th, and government efficiency 12th.

MALAYSIA & THE NETHERLANDS

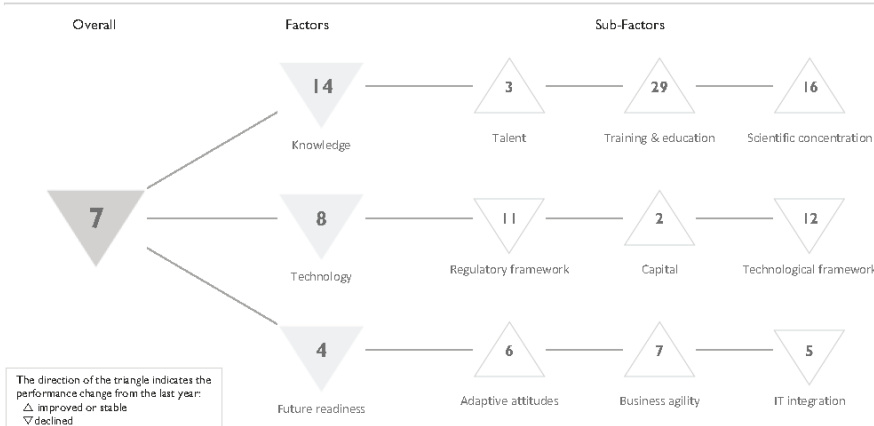
MALAYSIA: OVERALL PERFORMANCE

OVERALL PERFORMANCE (63 countries)



THE NETHERLANDS: OVERALL PERFORMANCE

OVERALL PERFORMANCE (63 countries)

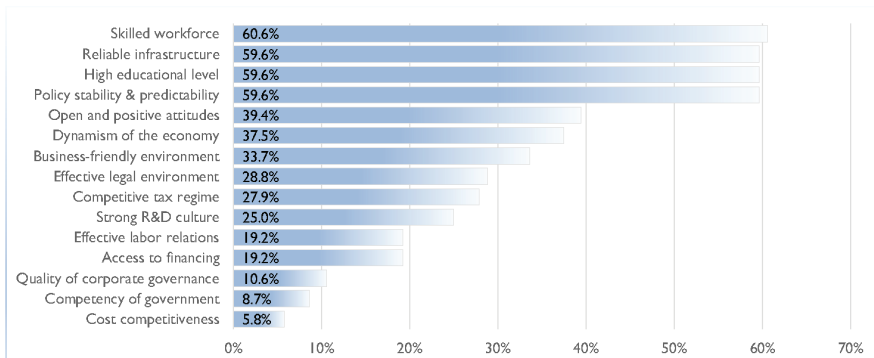


IMD also reported on the economic challenges facing the Netherlands in 2021. These points were shared with the IMD by

the Confederation of Netherlands Industry and Employers (VNO - NCW). Firstly, the Netherlands should maximize COVID vaccine rollout so as to safely re - open the

THE NETHERLANDS: KEY ATTRACTIVENESS INDICATORS

From a list of 15 indicators, respondents of the Executive Opinion Survey were asked to select 5 that they perceived as the key attractiveness factors of their economy. The chart shows the percentage of responses per indicator from the highest number of responses to the lowest.



economy as soon as possible. The country needs to create a recovery plan for business, invest in key enabling technologies, build a national consensus on measures to meet the Paris climate goals, and stimulate the construction of vital infrastructure.

Overall, the team at the IMD World Competitiveness Centre noted the following trends:

* Innovation is the bedrock of long term performance, with education and other factors driving a productive workforce and research;

* Digitally advanced economies that have seamlessly transitioned to "Work From Home" have thrived compared to their peers;

* The economies that provide Government Efficiency through a strong social safety net, including unemployment benefits, bounced back quicker;

* Health Infrastructure also had an impact and is dominated by wealthy economies with a strong social net.

For a copy of the full report, or to get additional country information on the WCY report for either Malaysia or the Netherlands, please visit www.imd.org/centers/world-competitiveness-center/rankings/world-competitiveness.

OVERALL SCOREBOARD 2021

Country	Rank	Value	Country	Rank	Value	Country	Rank	Value
Switzerland	1	100.00	Korea Republic	21	76.93	Russia	45	56.26
Sweden	2	95.71	Belgium	24	76.54	Oman	46	56.22
Denmark	3	96.67	Malaysia	25	72.85	Poland	47	55.19
Netherlands	4	96.35	Estonia	26	72.64	Romania	48	54.45
Singapore	5	94.70	Israel	27	68.04	Jordan	49	53.45
Norway	6	94.49	Thailand	28	72.52	Slovak Republic	50	52.52
Hong Kong SAR	7	92.54	France	29	71.52	Turkey	51	52.42
Taiwan, China	8	92.46	Lithuania	30	70.29	Philippines	52	52.82
UAE	9	89.56	Japan	31	69.87	Bulgaria	53	50.82
USA	10	89.10	Saudi Arabia	32	68.47	Ukraine	54	50.85
Finland	11	88.47	Cyprus	33	68.04	Mexico	55	48.48
Luxembourg	12	88.42	Czech Republic	34	67.45	Colombia	56	46.77
Ireland	13	87.02	Kazakhstan	35	65.30	Brazil	57	45.45
Canada	14	86.41	Portugal	36	61.68	Peru	58	45.39
Germany	15	82.92	Indonesia	37	64.70	Croatia	59	43.10
China	16	82.81	Latvia	38	64.14	Hongria	60	40.85
Qatar	17	82.92	Spain	39	63.71	Bosnia	61	38.82
United Kingdom	18	81.48	Slovenia	40	63.24	South Africa	62	38.23
Austria	19	80.59	Italy	41	63.14	Argentina	63	37.85
New Zealand	20	80.14	Hungary	42	61.68	Venezuela	64	27.81
Iceland	21	79.24	India	43	61.60			
Australia	22	77.17	Chile	44	61.60			

Malaysia

YOUR PROFIT CENTRE IN ASIA



Malaysia is a vibrant economy. Talk to MIDA and discover how Malaysia can be your Profit Centre in Asia.

For more information, please visit www.mida.gov.my or e-mail to investmalaysia@mida.gov.my



Pro-Business Government



Liberal Business & Investment Environment



Political and Economic Stability



Well-Developed Infrastructure/ Connectivity



Young, Trainable and Educated Labour Force



Sound Banking System



Quality of Life



IP Protection



Good Track Record

1st

"Most Attractive Emerging Market in Asia"

(Bloomberg's Emerging Market Scorecard, 2018)

2nd

"Ease of Doing Business within ASEAN"

(World Bank's Doing Business Report, 2019)

2nd

"Global Competitiveness among ASEAN Countries"

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

5th

"Digital Readiness among Developing Asian Economies"

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



Scan to connect with us



@officialMIDA



MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY



The Malaysia Digital Economy Corporation (MDEC) is celebrating their 25th anniversary - 25 years of driving the digital transformation of Malaysia.

Launched as the Multimedia Development Corporation (as MDEC was first known) on 5 June, 1996 by then Prime Minister, YB Tun Dr. Mahathir Mohamad, MDEC was initially set up to oversee the implementation of MSC Malaysia. In December 1996 MDEC began granting companies MSC status. MSC status companies have contributed capital, ideas, and jobs to Malaysia's digital economy. As of 2019, there are 2,954 MSC status companies, producing a combined revenue of RM 472 billion, and creating 182,538 jobs for the Malaysian economy.

MDEC has made significant strides in its journey so far. They have rolled out their initiatives to the rest of the country (such as MyDigitalMaker, which impacted more than 2.1 million students and equipped more than 90,000 teachers with digital skills to utilize in their classrooms), and

helped bring the nation closer to its digital aspirations by developing things like the Innovative Digital Economy (IDE) Framework. In 2011, MDEC was given the mandate to implement IDE, or Digital Malaysia, which served as the blueprint for the country's digital transformation program. Digital Malaysia refocused MDEC's goals into three key components: Industrial Development, Digital Transformation, and Enabling Environment. Along with the plan came the aspirations for the digital economy to contribute 18.3% to Malaysia's GDP by 2020. These aspirations are now achievements. Malaysia's digital economy contributed 19.1% to the GDP in 2019 and is expected to hit 22.6% by 2025.


For 25 years, MDEC has taken the lead in developing the nation's Digital Economy. Malaysia has transformed from the original start-up nation to one of the leading digital countries in ASEAN. So what comes next for MDEC? It's hard to imagine. For MDEC however, the Future is Now as we are already living in a world that is Digital by Default. The agency will continue to lead Malaysia's digital transformation for equitable digital

economy opportunities, driving a globally competitive digital nation.




Accelerating Digital Society

MDEC has come a long way in the first 25 years, and there is still so much more they can do. The frontier digital technologies of artificial intelligence, robotics, and biotechnology hold great promise for advancing the nation. MDEC recently unveiled the 'Digital Investments Future5' (DIF5) strategy - a five year plan aimed at attracting digital investments and advancing Malaysia's digital economy following the 12th Malaysia Plan. All of these are part of the MyDigital and national 4IR Policy to develop Malaysia.




Optimize your Data Centre, Disaster Recovery, and Business Continuity Strategies


Basis Bay's Premium Tier-IV ready Data Centers



100% uptime SLA



Truly Carrier-Neutral



Sustainable Data Centres

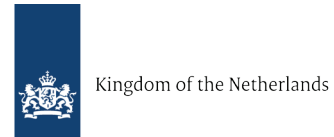
25 Years of Data Centre Solutions for FSIs and MNCs

Count on us to provide robust, secure, and critical infrastructure for your enterprise business to rely on.

www.basisbay.com

Email us today at info@basisbay.com for a free consultation with a Basis Bay Data Centre Specialist.

NL Embassy: Digitally Engaged



With COVID restrictions in Malaysia still in place, the Embassy team engaged in multiple online events to support Dutch entrepreneurs by introducing them to local businesses, providing information on developments and by showcasing Dutch solutions for the Malaysian market.

The Embassy organized two “Ask me Anything” sessions, specifically aimed at Dutch entrepreneurs with an interest in doing business in Malaysia.

On 30 June, Eva Oskam (Deputy Head of Mission), together with Rob van As (Managing Director, Paques Asia), answered questions about the current situation in Malaysia, the impact of COVID - 19 on doing business, and recent political developments.

On 7 July, Guusta Visser shared insights on exporting to the ASEAN - 5 region. Guusta is the regional Customs Attaché and explained what support the Embassies in the region can provide to Dutch exporting companies and where to find practical information.



both countries were further introduced through online matchmaking. The event was organized in the context of the **Coalition for Defense and Security in Malaysia**.

The Netherlands aims to lead the way in this development of smart, clean and energy-efficient technologies and global demand for solutions to address climate challenges is rising. To underline this priority,

by the Malaysian Minister of Environment and Water and also featured a roundtable session with experts from the CEO Action Network (CAN).

Malaysia is an interesting market for Dutch healthcare solutions. Between 28 June and 1 July, a delegation of 14 Dutch companies participated in an online mission to Malaysia, Indonesia, and Thailand.

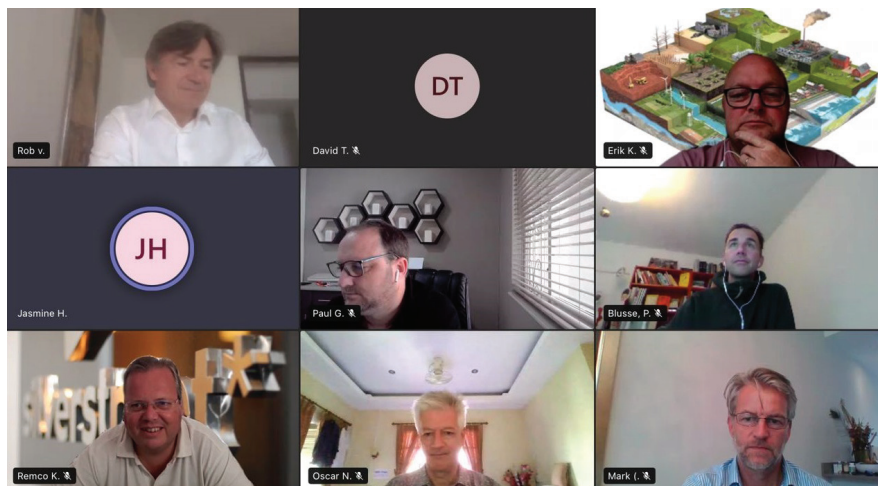
Speakers shared recent developments in the region. In expert sessions, Dutch companies dived deeper into topics such as Medical Education, Hospital Design, and Access to Care, while matchmaking sessions helped to build a local network. The mission was organized in partnership with Task Force Health Care.

MAKING YOUR BUSINESS FUTURE - PROOF

A global pandemic, an increased global drive for sustainability, and a society that is far more well - informed than in the past thanks to the progress in technology. Developments like these make it more important than ever for companies to align their operations with social and sustainable initiatives. The path to economic recovery post COVID - 19 will require businesses to re - evaluate their approach to human rights and environmental sustainability if they want to build more resilience, long - term value, and improve their viability.

Responsible Business Conduct

The Dutch government wants to ensure that Dutch companies engage in socially responsible business practices abroad. Re-



In order to support Dutch companies in the defense industry, the Embassy together with the Malaysian Ministry of Defense organized its first **Malaysia – Netherlands Defense Industry B2B Dialogue** from 8 to 9 June.

After speakers from both sides highlighted the potential for further defense cooperation between Malaysia and the Netherlands, the 20 participating companies from

our Ambassador, H.E. Aart Jacobi, provided opening words to the virtual launch of Shell Malaysia’s storybook: ‘**The Tree, The Sky, The Sun**’.

This story, developed together with key local stakeholders, illustrates what the energy system could like in Malaysia by 2065 to tackle the challenges of climate change and improve the quality of lives for Malaysians. The event was officiated

& Responsible Business Conduct (RBC)

Responsible Business Conduct (RBC) means that they should take account of the environment, society, and employees in their operations while striving for economic success.

To make this happen, the Netherlands Ministry of Foreign Affairs recently reformed its policy on RBC. A smart mix of measures to promote RBC (see Figure 1) is supposed to compel companies into more responsible practices. On the European

level, there is always a way to embed RBC into your operations and your value chain.

By adhering to international standards, your company will be more transparent and subject to less risk. This builds trust among customers, financiers, shareholders, and society as a whole. Furthermore, responsible businesses obtain easier financing, may be a government supplier, and are less susceptible to social pressure and conflict.

(local) network if you want to step up your RBC efforts.

What's next?

In August and September, the Embassy will organize two webinars: the first focusing on the concept of RBC, relevant policy, available funds, and other support. Entrepreneurs will also share their experience on working on RBC in Malaysia. The second session will be addressed to the manufacturing sector and explain more about the



Figure 1. Overview of the new Dutch RBC policy

level, the European Commission is also preparing to enforce a new environmental and human rights due diligence law.

What is expected from Dutch companies (abroad)?

When producing goods or providing services, RBC should be at the forefront of a company's business approach. As an OECD member state, the Netherlands expects companies to act in accordance with the OECD Guidelines for Multinational Enterprises, but also with the UN Guiding principles on Business and Human Rights.

Implementing these guidelines can help companies avoid and address adverse impacts related to workers, human rights, the environment, bribery, consumers, and corporate governance that may be associated with their operations, supply chains and other business relationships.

They include additional explanations, tips, and illustrative examples of due diligence and are therefore practical in nature. No matter how small or big the company is,

How can the Embassy help you?

The government wants to make it easier for companies to do business responsibly, regardless of whether it is their own choice or they are required by law. Therefore, the Ministry of Foreign Affairs has taken several measures.

Apart from providing funds to companies that want to research and mitigate RBC risks in their value chains, there is also an online CSR Risk Check for Dutch companies doing business in foreign countries to better understand the different kinds of risks in the countries that they're operating in. Companies may also approach Dutch Embassies abroad to get a better overview of the local risks and how organizations are working to mitigate those risks.

In Malaysia, the Dutch Embassy is currently exploring several initiatives to foster RBC in the country. Webinars, dialogues, and peer - to - peer learning are all on the table, but just as important: the Embassy can also provide you with more information about relevant funds, tools and / or

specific risks that are present in this industry, including practical tips on improving supply chain compliance.

Keep an eye on our LinkedIn page (<https://www.linkedin.com/company/embassy-of-the-kingdom-of-the-netherlands-in-malaysia/>) to find out more about the program and registration.

Questions?

Please send an e-mail to kll-ea@minbuza.nl to get in touch with our RBC coordinator. We are happy to be available for help and advice.

MEET THE BOARD



my finance role and have been in the Marketing and Procurement functions which have included extensive travels to facilities all over the world including the Netherlands. My leisure pleasures include reading, golf, and travelling. As such, I am eagerly awaiting current MCO restrictions to be lifted and for the borders to reopen.

Come get to know MDBC’s Board of Directors! Continuing with our spotlight on the members of the MDBC Board, in this issue we introduce you to Philip Kunjappy and Ahmad Hadri Haris. 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: Any advice you may have for the community (membership and other external readers)? This can either

be based on your role in the Board or general advice on how to maximize your membership with the Council?

**Philip Kunjappy
(Director, Sime Darby Oils)**

A1: Having spent my growing years in a United Plantations estate in Perak, I returned to join the plantations industry after more than six years of working and studying to qualify as an accountant in the UK. The organizations I have been involved with include K. L Kepong, Island & Peninsular, Felda, and Sime Darby. Since 2005, I have relinquished





FUGRO

Fugro Blue Shadow

Uncrewed Surface Vehicle

Fugro’s Blue Shadow incorporates industry-leading experience to establish the next generation of uncrewed surface vehicles (USVs) for hydrographic and geophysical surveys. Specifically engineered for more efficient, flexible and safer operations in both coastal and offshore environments, the Blue Shadow exceeds all national hydrographic surveying exclusive order standards.

Fugro Malaysia Marine Sdn Bhd
 21st Floor, Menara TA One,
 No 22 Jalan P. Ramlee,
 50250 Kuala Lumpur, MALAYSIA
 Tel: +603-20720788
 Email: admin.fgmsb@fugro.com
 Web: www.fugro.com

A2: I joined the MDBC board in 2015, where I was the first representative of a Malaysian company. I must say that I truly enjoy the frankness, camaraderie, and open discussions at our board meetings. My role here includes giving inputs from a Government Linked Company (GLC) perspective and some insight on promoting "sustainability" in the corporate arena. I also serve on the board compliance committee.

A3: Do make full use of the numerous events organised by the MDBC which aims to satisfy all interest groups. These occasions provide a wonderful platform to mingle with top company executives from your customers, suppliers, even competitors, and Government agencies like MIDA, MITI, IRD etc. Personally, MDBC has, with the assistance of NFIA, even set up meetings at the Hague for me to help resolve certain issues faced by an entity in Holland.

Ir Ahmad Hadri Haris (APAC Policy & Advocacy Lead on Power & Gas, Shell)

A1: For 24 years, I have been directly involved in energy development in Malaysia, particularly on renewable energy and green technology. I am always driven to find or create solutions that could improve our daily lives in a more sustainable manner.

This path, albeit challenging, has led me to many unique opportunities, such as leading the GoM - UNDP - GEF (Gov't of Malaysia – United Nations Development Programme – Global Environment Facility) project to develop market for solar photovoltaics in buildings which then led to the design of renewables feed-in tariff and the passing of Renewable Energy bill in the Parliament.

I also had the opportunity to write the National Green Technology Policy, and the National Renewable Energy Policy. And I had the privilege to lead GreenTech Malaysia in catalysing electric mobility, green financing, green procurement, and green cities in Malaysia.

Although there were many, but some of my notable memories were: bringing a group of Malaysian policy makers to visit the city of Amersfoort in the Netherlands which at that time was one of the best references for a solar city; being directly involved in founding the Green Bank Network and promoting Green Sukuk;



being responsible to initiate electric vehicle charging ecosystem and created a special project with Tesla. My fondest moments were showing Malaysian public and policy makers the first fully electric Tesla Model S in Malaysia, as well as being chosen for the prestigious Prime Minister's award during the 2017 Labour day celebration, and being specially chosen for the IVLP (International Visitor Leadership Program) by US Dept of State, and the ALP (Austrian Leadership Program) by the Austrian Government.

In 2017, I joined Shell and was privileged to continue this journey and helped Shell to implement solar power at 300 Shell stations in Malaysia, and partnering with Porsche to implement the first high performance charging network to enable seamless travel in electric vehicles between Singapore - Malaysia - Thailand.

A2: MDBC is privileged to have many capable and good board members. Thus, my role is more focused towards enhancing MDBC's sustainability programme and fostering external network. I was first introduced to MDBC's Sustainability Award back in 2013 when I became one of the judges and especially when MDBC was participating in the annual IGEM exhibition. Thus, in my role as the Board member, I continue to enhance these opportunities. In 2019, MDBC then introduced short videos as part of the submissions for MISA which became a great success. And in 2021, MDBC played a key role in the launch of Shell's The Tree, The Sky, The Sun, which provides a pathway for Malaysia

to achieve carbon - neutral future. I am blessed to be able to work with a great MDBC team and we continue to look for opportunity to further advance sustainability agenda in Malaysia.

A3: The COVID pandemic which started in early 2020, and the imposed lockdowns continue to greatly impact our daily lives and many businesses operations. However, it is during this period that we truly appreciate the value of being MDBC members, particularly on two key aspects:

MDBC continues to provide up to date information and guidance, as well as being our voices to the Government, especially MITI, to help Government understand the impact of the various procedures to businesses and enable businesses to continue to operate which is important in sustaining jobs and well-being of the society.

MDBC continues to advocate for sustainability as we slowly recover from the covid pandemic and resuming our normal activities, so that we can resume our lives and businesses in more sustainable manner with more emphasis to address the climate change issue.

Therefore, I urge all of us to continue to be involved in MDBC activities and leverage on MDBC's network and platform to pursue sustainability agenda, and re-model businesses for the future resilience against the impact of climate change. MDBC certainly provides the best opportunity to bring Malaysia and the Netherlands closer and enable all of us to benefit from innovation and sustainability leadership of the Dutch people.

Editor's Note:

Due to retirement and a changing role within the organisation respectively, Philip and Hadri will not seek re-election at the MDBC Annual General Meeting in September 2021.

The MDBC Chairman on behalf of the Board of Directors, and the MDBC Executive Director on behalf of the MDBC Team, would like to record our appreciation of the contributions made and active participation by Philip and Hadri, and thank them for their support to the Council during their long tenure as Directors.



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

Besi APac Sdn. Bhd.
3 Jalan 26/7, Section 26,
40000 Shah Alam, Selangor Darul Ehsan
Malaysia

T: +60 3 5514 7777
F: +60 3 5192 9416
info.malaysia@besi.com

www.besi.com

New Start for EV in Malaysia



On 19 May, EuroCham Malaysia, together with MDBC, held a webinar titled 'A New Start for Electric Vehicles in Malaysia'.

The Malaysian Government announced this year that they were mulling over new measures to foster the development of Electric Vehicles (EV) in Malaysia.

Attendees to this webinar were brought up to date on the latest developments and current state of EV motoring in the country, and were informed on its anticipated future prospects - including the current situation and future of EV private light and commercial vehicles, the charging network, tax and other incentives, the environment, industrial competition in Southeast Asia, and more.

Charging stations are fundamental to EV infrastructure. Currently, Malaysia has about 500 public AC charging stations and nine DC fast charging stations (with another 10 in development). There are plans to set up a network of 1,000 DC rapid charging stations around the country by 2025, providing users with the ability to fully charge their cars within an hour (as opposed to eight hours by regular AC charging points). So good news for EV owners with range anxiety.

The government has also put into place its road tax structure for EV. They calculate it based on the vehicle's motor kilowatt output (instead of the traditional engine cc displacement previously utilised). It is important to note, however, that the road tax rates for other private vehicle types besides saloons / sedans, are different.

Private saloon motorcars – individual (code AB) and company registration (AC)

– with a rated output of 80 kW and below, the rates are RM 20 for 50 kW and below / RM 44 for 50 - 60 kW / RM 56 for 60 - 70 kW / RM 72 for 70 - 80 kW.

Vehicles with a rated motor output of above 80 kW will have a base road tax applied, as well as a progressive rate calculated into the final sum.

For private vehicles aside from saloon motorcars (like SUVs) – individual (code AD) and company registration (AE) – with a rated output of 80 kW and below, the rates are 50 kW and below – RM 20 / RM 45.50 for 50 kW to 60 kW / RM 50 for 60 kW to 70 kW / RM 60 for 70 kW to 80 kW.

Vehicles in this category with a rated motor output of above 80 kW will have a base road tax applied as well as a progressive rate added into the final sum.

Speakers for this event included:

- YBHG Dato' Madani (Chief Executive Officer, Malaysia Automotive Robotics and IoT Institute (MARii))
- Hughes Fabre (Head of Planning and Product Development, STELLANTIS South East Asia)
- Francesco Floris (Head of Trade & Economic Relations, Delegation of the European Union to Malaysia)
- Christopher Hunter (Chief Executive Officer, Sime Darby Auto Performance)
- Datuk Haji Ir. Khalilur Rahman Ebrahim (Executive Chairman, EV Innovation / MyKar)
- David Lantz (Sustainability Manager, Scania Malaysia)
- Lee Yuen How (Director - JomCharge, EV Connection Sdn Bhd)
- Datuk Shahrol (President, Malaysian EV Owners Club (MyEVOC))

Moderator:

- Pierre Brochet (Head of EuroCham Automotive Committee).

Healthcare Digital Revolutions

MDBC members were invited to join a webinar on digital revolutions in healthcare due to the COVID - 19 pandemic. The pandemic has pushed the healthcare industry to face the most abrupt and demanding changes. Patient experience has suffered, while operational and financial viability are challenged.

To mitigate the challenges from the COVID - 19 pandemic, digital solutions

can be used to restore the industry in an effective manner.

Invited speakers were Dr. Caren Andexer (Chief Executive Officer, Integrated Health Plans) and Lee Eng Guan (Head of Partnership, AXA Affin General Insurance Berhad).

RESIDENCE PASS-TALENT (RP-T)

WHAT IS THE RESIDENCE PASS-TALENT (RP-T)?



The RP-T is a 10-year pass for highly skilled expatriate talent seeking to contribute to Malaysia's economy on a longer-term basis.

IS THE RP-T RENEWABLE? YES!

In fact, current RP-T holders can now commence their RP-T renewal process, just log on to our RP-T website to start.

BENEFITS OF THE RP-T

- Ability to live and work in Malaysia for up to 10 years.
- Able to change employers without having to apply for a new pass.
- Spouse and children* are eligible for the RP-T dependent pass.
- Spouse and children* are also eligible to study in Malaysia.
- Dependents over 18 years old, parents and parents-in-law are eligible for a renewable one-year Social Visit Pass for up to 5 years.
- Spouse can also seek employment without the need to apply for an Employment Pass.

*Children under 18 years old

BENEFITS

HOW TO APPLY

1 2 3



STEP 1

Create your account online at <https://www.rpt.talentcorp.com.my>



STEP 2

Submit application, documents and payment online. For any assistance on uploading the documents, email us at RPTCare@myxpats.com.my



STEP 3

Application processed



STEP 4

Receive approval notification via email



STEP 5

Submit documents online for endorsement



STEP 6

Submit passports and collect once ready.

*All applications are subject to the RP-T criteria and all approvals are at the Immigration Department of Malaysia's discretion

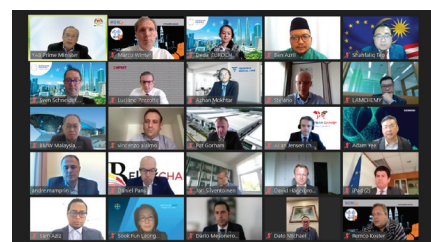


Briefing by the Director General of Health & Update on the Pandemic



- companies on doing business in Malaysia related to support measures, immigration matters and the investment climate.

A similar dialogue was held with Minister in the Prime Minister's Office for Economic Affairs, YB Dato' Sri Mustapa Mohamad.



On 24 July MDBC members were invited to an exclusive webinar with YBhg. Tan Sri Dato' Dr. Noor Hisham Abdullah (Director - General of Health, Ministry of Health Malaysia) titled "Update on the COVID - 19 Pandemic in Malaysia".

Malaysia's best - known civil servant who has been providing the daily updates on Malaysia's COVID - 19 pandemic.

The Director - General shared his insights and updates on the COVID - 19 pandemic in Malaysia. This was the best - attended webinar which gave dozens of attendees the opportunity to pose questions to

A day earlier, Eurocham Malaysia, together with its bilateral chambers and some corporate members had the opportunity for a dialogue with (at that time) Prime Minister YAB Tan Sri Muhyiddin Yassin to discuss the pandemic and lockdown measures, vaccination progress, and concerns raised by member



ICRON

Democratizing Access to Optimized Decision Making

Discover a new dimension in supply chain planning and optimization with data-driven, optimized decisions delivered in an accessible and affordable plug and play package.

Easy-start

Cloud SaaS offering; subscribe and start using. No set-up or implementation costs.

Plug-and-play

Ready to serve from day one. Upload your data and immediately see the benefits.

Instant-win

Gain immediate insight into your business.

Transform real-time data into optimized decisions for greater operational efficiency, delivery performance, and bottom-line results with ICRON's supply chain optimization software solutions.

Demand Planning

Inventory Planning

Supply Planning

Sales and Operations Planning

Order Promising

Capacity Planning

"WHAT A GREAT IDEA! I CAN COPY!"

Henry Goh & Co

SINCE 1977

Malaysia • Singapore • Brunei

Patents • Trademarks • Designs • Copyright

www.henrygoh.com

You can't always detect copycats in real life. We can help to protect your IP before it's too late.



TOUGHER + KINDER TO ON STAINS + OUR PLANET

**TRIPLE
BOOST
TECHNOLOGY™**

NEW NEW



**FAST
CLEANING**



**ANTI
MALODOR**



**FRESH
FRAGRANCE**



NEW & IMPROVED
TRIPLE BOOST TECHNOLOGY
FAST CLEANING
ANTI-MALODOUR
FRESH FRAGRANCE

BREEZE
power clean

ECO-FRIENDLY FORMULA
BRIGHTER & WHITER CLOTHES
REMOVES TOUGH STAINS
99.9% ANTI-BACTERIAL
GREAT FOR INDOOR DRYING

DIRT FOR GOOD ✖

3.8 kg

**ECO-FRIENDLY
FORMULA**
**100% RECYCLABLE
BOTTLES**

DIRT FOR GOOD

METROPOLIS OF THE FUTURE

How do we develop the Metropolis of the future?

An outline of Dutch knowledge and expertise in the field of smart city
Business opportunities for metropole development in the ASEAN region



Peter Portheine
CEO, Co-founder
at EIPO



Duong Phung Hoai
General Manager
at Signify Vietnam



In collaboration with ADCN partner chambers, MDBC members were invited to a webinar on the Metropolis of the Future. Guest speakers from the Eindhoven Industrial Project Office (EIPO) and Signify Vietnam were featured.

EIPO is on a mission of sharing knowledge and creating better ecosystems that are shaping up cities and regions. One of

EIPO's major projects is the Binh Duong region in Vietnam. In cooperation with Becamex (a DBAV) member, EIPO is developing a strategic plan to elevate the whole region. Inspired by the Dutch innovation taking place at Eindhoven Brainport, speaker Peter Portheine (Director, EIPO) told the audience how he and his team developed a comprehensive development strategy to accelerate Binh

Duong's sustainable economic growth, based on the successful introduction of the Triple Helix collaboration model.

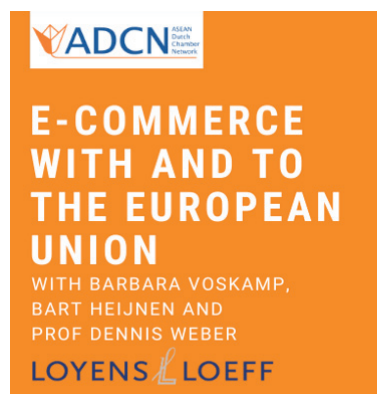
The triple helix model of innovation refers to a set of interactions between academia, industry, and government to foster economic and social development. It gives rise to new intermediary institutions such as technology transfer offices and science parks, and has blurred the boundaries of the traditional basic roles of each.

Also presenting was Duong Phung Hoai (General Manager, Signify Vietnam) who described Signify's smart city vision, as well as explained how to make cities smarter and move liveable with connected lighting. Signify (formerly known as Philips Lighting) is a Dutch company that is a market leader in its recognition of smart street lighting's integrated with the broader smart cities market.

E - COMMERCE WITH, AND TO THE EU

The rise of the digital economy has forced policy makers all around the globe to deal with some of the fundamental issues of taxation. There has been an avalanche of tax proposals to further facilitate cross border trade, but also to ensure that all companies: traditional and digital, are paying their fair share. A few of the recent proposals of the European Commission will have severe impact on any and all web shops, online platforms, and market places that sell, or facilitate sales in, or to the EU.

The first package VAT modernization rules for cross border e - Commerce were introduced on 1 July 2021. Under these new rules, digital market places have a responsibility to collect VAT on the sale of goods to EU consumers. Businesses may consider using the one - stop - shop declarative (OSS) system for their reporting obligations. Under the second proposal (DAC7), platform operators would be required to collect and verify the identification of sellers and to report annually to the EU Member State in which they have registered. Should this proposal be adopted, it would be



applicable from 1 January 2022.

Examples of potentially affected platforms include livestreaming apps that allow users access to events / performances at a fee, digital platforms facilitating peer - to - peer sale of goods or services between users, and platforms servicing the on - demand / access economy like car - pooling or ride - hailing apps, marketplace for freelance services, tech companies providing food delivery platforms, virtual marketplaces for goods, online travel agents, and more. Sellers (or providers of services), whether individuals or of any

legal form, making use of such platforms for commercial purposes will have their details and income notified to the tax authorities of the EU Member States. International tax and trade experts from Loyens & Loeff (in conjunction with industry experts) provided information on the framework of the new EU VAT rules, and explained what actions need to be taken, by when, by Asian based web shops, online platforms, etc. Industry experts from leading logistics providers and regional online platforms shared their experience in a panel discussion at the end of the webinar.



the tree
the sky
the sun

A Pathway Towards Malaysia's Carbon-Neutral Future

**A story of how the country could reach the *sky* -
carbon-neutral by 2065 - with its unique
advantages of *tree* and *sun***

Developed by Shell Malaysia in consultation with key local stakeholders, *The Tree, The Sky, The Sun: A Pathway towards Malaysia's Carbon-Neutral Future* describes a technically possible but challenging pathway for Malaysia to achieve a carbon-neutral energy system by 2065. It calls for fundamental changes to Malaysia's energy system, at a pace which will be challenging for any nation to meet.

Discover how Malaysia could reach carbon-neutrality by 2065 at
www.shell.com.my/treeskysun





Shell Malaysia: The Tree, The Sky, The Sun

Shell has been developing possible visions of the future since the early 1970s, helping generations of Shell leaders, academics, governments, and businesses explore ways forward and make better decisions. Shell Scenarios ask "what if?" questions, encouraging leaders to consider events that may only be remote possibilities and stretch their thinking.

A widespread assumption about the energy system is that it will remain static and that decades will pass with emissions at the current levels or even increasing as more coal is used in developing economies, more oil is used for transport, and more gas is used for heat and power.

This assumption leads to the view that 4, 5, or even 6°C of warming will occur. However, the reality is that a confluence of pressures is driving change, underpinned by the physical reality of a changing climate. These growing pressures play out in all future scenarios, although in different ways and at different paces:

- The climate changes;
 - * **Global surface temperature continues to rise, and impacts become more apparent;**
 - * **Sea level continues to rise with visible consequences.**
- Activism rises;
 - * **Voters pressure cities, states, and countries to develop green policies;**
 - * **Shareholders push companies to take on net - zero emission goals and targets.**
- Local and national governments act;

- * **Ongoing actions under the United Nations Framework Convention on Climate Change (UNFCC) and the Paris Agreement drive ongoing action, with the emergence of net - zero emissions (NZE) as a framing concept;**
- * **Incentives and mandates drive down the cost of new energy technologies and lead to further uptake;**
- * **Large NZE policy frameworks are established and new NZE policy frameworks begin to emerge.**
- Technology develops; and
 - * **Renewable energy access becomes cheaper;**
 - * **New developments in physics, chemistry, and materials science emerge;**
 - * **Digitalisation of society rapidly increases.**
- Markets evolve.
 - * **Financial markets distance themselves from fossil fuel investments, particularly coal;**
 - * **Climate - related financial disclosures bring transparency;**
 - * **Businesses and consumers demand lower - carbon footprint products and are prepared to pay for them;**
 - * **Markets develop to support low - carbon investment;**
 - * **Alternatives to coal, oil, and gas become increasingly competitive.**

Shell Malaysia developed 'The Tree, The Sky, the Sun', an aspirational scenario that illustrates a technically possible, but challenging pathway for Malaysia to achieve a carbon - neutral energy system by 2065. It calls for fundamental changes to Malaysia's energy system, at a pace which would be challenging for any nation to meet.

The following is extracted from their scenario.

Malaysia has a chance to deliver economic growth that is environmentally sustainable by relying on low - carbon sources of energy, adopting new technologies, and preserving and restoring the country's natural carbon sinks - its forests. While Malaysia starts from a position of strength with its natural advantages of 'tree' and 'sun', the pace of change will need to accelerate.

The economy - wide transformation required to achieve a carbon - neutral state is underpinned by carbon pricing, or the external cost of carbon, which is phased in starting from 2026. This drives reallocation of capital and resources toward low - carbon and energy efficient choices.

By 2065, renewable sources of energy will dominate a deeply electrified energy system. Solar is the country's single largest energy source, coal has been phased out, and the remaining natural gas in the energy mix is used primarily to support renewables. Biofuel displaces oil as the preferred liquid fuel for transportation and is used increasingly to meet the demand of difficult to electrify sectors such as aviation and shipping.

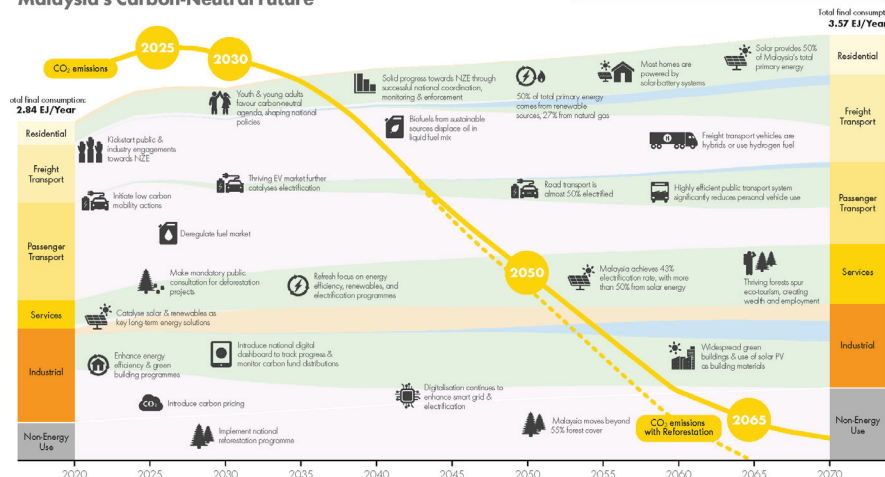
Hydrogen starts to emerge in the 2030s as a fuel for industry and transport. Gains in energy efficiency allow the country's increase in final energy demand to remain marginal, despite healthy economic growth. Any remaining emissions from the energy system are removed by nature or technology - reforestation of an additional 5.8% of Malaysia's land mass captures up to 29 million tonnes of CO₂ per year.

Crucially, it will take policy frameworks and open public engagement to create societal support for action and enable the development of low - carbon solutions and green technologies. Strong collaboration across government, business, and society will be crucial to make progress at the pace required for the energy system to be carbon - neutral by 2065.

For more info, please visit: www.shell.com.my/treeskyusun

the tree, the sky, the sun

A Pathway Towards Malaysia's Carbon-Neutral Future



To find out more, please visit: www.shell.com.my/treeskyusun

Scenarios describe possible future worlds to help stretch how we think about and plan for the future - so we can make better decisions today. This scenario starts with data from Shell's Sky scenario and uses additional data from Shell's World Energy Model. We assumed the Malaysia energy system reaches net-zero emissions by 2065 and then worked back to see how the world could get there. While there are other possible paths for Malaysia to achieve a net-zero emissions energy system, we believe this scenario is technically and economically possible. Nevertheless, it will be highly challenging and action must begin immediately. Our scenarios are not predictions, Shell strategy or business plans. Our scenarios present possible pathways for society to meet the goals of the Paris Agreement. Accordingly, when developing Shell's strategy, our scenarios are one variable among many that we consider. Ultimately, whether society meets the goals of Paris, is not within Shell's control. While we intend to travel this journey in step with society, only governments can create the framework for success.



MALAYSIA INSTITUTE FOR SUPPLY CHAIN INNOVATION

Wholly owned by Malaysia Logistics Innovation Berhad (936566-D), a subsidiary of Universiti Teknologi MARA (UiTM)

30% DISCOUNT FOR MDBC CORPORATE PARTNERS

LEARN NEW DEVELOPMENTS IN THE FIELD OF SUPPLY CHAIN WITH UPCOMING SHORT COURSES AT MISI

Tel : +603 7841 4815

Email : marketing@misi.edu.my



SUPPLY CHAIN SHORT COURSES

NOW AVAILABLE IN BOTH ONLINE AND IN-CLASSROOM FORMATS


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.

Supply Chain Management Short Courses, 2021

 Procurement Courses	Duration	Price
Negotiation	1 day	RM 1,400
Total Cost Analysis	1 day	RM 1,400
Supplier Relationship Management	1 day	RM 1,400
Category Management	1 day	RM 1,400

 Supply Chain Management Courses	Duration	Price
Business Analytics	2 days	RM 2,800
Logistics & Transportation	1 day	RM 1,400
Forecasting & Inventory Management	2 days	RM 2,800
Strategic Supply Chain Management	2 days	RM 2,800

 Contemporary Topics in SCM	Duration	Price
Building Supply Chain Resilience	2 days	RM 2,800
Warehousing & Distribution Management	2 days	RM 2,800
Sustainable Developments in Supply Chains	1 day	RM 1,400
Industry 4.0 & Supply Chain Management	1 day	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

Get the best education from MIT Global SCALE with affordable prices!

“The course faculty are superb in delivering the message”

“Great input and perspective in analyzing and accessing possible supply chain solutions”

participants feedback

REGISTER NOW AT
www.misi.edu.my

Ask us about competency certification in :

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 MISI**.

* 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.

HOTEL

DOUBLETREE BY HILTON KL

**DoubleTree by Hilton KL
The Intermark
348 Jalan Tun Razak
50400 Kuala Lumpur**

**Tel: +603 - 2172 7272
www.kl.doubletreebyhilton.com**

DoubleTree by Hilton Hotel Kuala Lumpur welcomes you with a signature warm cookie and outstanding Malaysian hospitality. Conveniently located in the heart of the Malaysian capital city and connected to The Intermark office and shopping development, this Kuala Lumpur hotel is within a 10 minute walk of Petronas Twin Towers and Kuala Lumpur Convention Center. Ampang Park LRT metro station is only 5 minutes via covered walkway.

REGTECH ADVISORY

REGPAC REVOLUTION

**71 Ubi Crescent
#08 - 02 Excalibur Centre
408571 Singapore**

**Tel: +65 - 9723 2016
info@regpac.com
www.regpac.com**

RegPac Revolution (RegPac) is an ecosystem builder, Educator, and Business Accelerator in the Regulatory Technology (RegTech) space. RegPac strives to transform risk management / compliance functions to reduce costs, mitigate risks, boost revenue more effectively through the use of technological advancements. RegPac furthermore aims to accelerate the RegTech industry, through constant cross - industry collaboration with public / private stakeholders across the ecosystem.

MANUFACTURING

TONASCO

**9 Jalan Astaka U8 / 84
Bukit Jelutong Industrial Park
40150 Shah Alam
Selangor Darul Ehsan**

**Tel: +603 - 7842 5601
info@tonasco.com
www.tonasco.com**

Tonasco is a Dutch - Malaysian owned contract manufacturer. Tonasco specializes in Single Piece production of high precision parts and modules for custom machineries.

We believe that the best way to produce high quality Single Piece parts and modules is to ensure that every step of our processes and every setup of our facilities are customised for Single Piece Fabrication and Assembly.

IT

SAM MEDIA

**Menara Ilham
Suite 02, Level 11
8 Jalan Binjai
50450 Kuala Lumpur**

**Tel: +603 - 2181 1096 / 4086
info@sam-media.com
www.sam-media.com**

Founded in 2006, our vision is to be the preferred mobile content partner for mobile operators worldwide by offering the mobile phone user a flawless experience and variety of content to choose from. We are one of the pioneers and a leader in the mobile micropayment industry. At Sam Media we develop, design, and source a variety of content, products, and services to fulfil the entertainment needs of millions of users.

CONSULTANCY

SENZ STRATEGY CONSULTING

**20 Jalan Elitis Malar Hijau
47000 Sungai Buloh
Selangor Darul Ehsan**

**Tel: +6016 - 237 2042
info@senz.biz
www.senz.biz**

Senz transformed operations and developed a growth mindset in large and midsized organizations in diverse sectors (including financial, governmental, production, pharmaceutical, and consumer health organizations) in Europe and Asia. Our Life Sciences division helps start - ups with their strategy development, funding, and business development. Our recommendation for the next step: sign up for a free strategic scan with us by sending an e-mail to karin@senz.biz.



**NEED A RELIABLE PARTNER
FOR KEY BUSINESS
SERVICES? THESE MDBC
MEMBERS ARE JUST A
PHONE CALL AWAY!**

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:



COINRANKING B.V.

BUSINESS ACTIVITY:

Coinranking is a leading cryptocurrency price tracker, providing price information on cryptocurrencies. With its clear and attractive interface, the online platform is accessible to both new and experienced users. Coinranking empowers millions of people worldwide to make well-grounded choices concerning digital value. Coinranking tracks the value of more than 11,000 coins and provides information about market capitalization, trading volume, and more. The price tracker also has the unique ability to rate nonfungible tokens in US Dollars, being the first to have added NFTs to its platform.

CORPORATE REPRESENTATION

Maarten Wiersema,
Chief Executive Officer
Mark Kooistra,
Head of Product

CONTACT:

Leonard Springerlaan 19
 9727KB Groningen
 The Netherlands

Tel: + 31 (0) 644 129 656
 E mail: info@coinranking.com
 Website: www.coinranking.com

COMMON GROUND

COMMON GROUND

BUSINESS ACTIVITY:

Common Ground is Malaysia's largest coworking space and community. It is a synergistic coworking community that cultivates a vibrant ecosystem of diverse and driven minds across various industries. The coworking space curates a multitude of workshops to continuously integrate and elevate its members, along with securing hundreds of lifestyle and professional partners. Each Common Ground venue houses a cafe, event space, board rooms, meeting rooms, lounges, call booths, and three formats of standard workspace - hot desks, fixed desks, and private offices.

CORPORATE REPRESENTATION

Yvonne Lee,
Country Head (Malaysia)
Lynette Ow,
Head of Marketing (Malaysia)

CONTACT:

Wisma UOA Damansara II
 Penthouse 16 - 1, Level 16
 6 Changkat Semantan, Bukit Damansara
 50490 Kuala Lumpur

Tel: + 603 - 2011 9888
 E mail: info@commonground.work
 Website: www.commonground.work



FINLY

FINLY

BUSINESS ACTIVITY:

Finly was originally developed to convert large portfolios of clients from situation A to situation B. This software was developed within the Future of Finance company. The consultants had to explain the often complex situation of the client, discuss the possibilities and advise what they thought was best for the client. Due to the customer - friendly and tight process of writing, scheduling, preparing, and conducting the conversation and ultimately closing the deal, conversions were very high and processing time low. Our motto was "Every day one percent there and one minute off."

CORPORATE REPRESENTATION

Rene Molhoek,
Founder
Pieter Uitenbroek,
Software Developer

CONTACT:

Oude Fabriekstraat 7
 3812 NR Amersfoort
 The Netherlands

Tel: + 31 (0) 850 193 837
 E mail: info@finly.nl
 Website: www.getfinly.com

ROSEN

**H. ROSEN ENGINEERING
(M) SDN. BHD.**

BUSINESS ACTIVITY:

The ROSEN Group is a globally leading provider of cutting - edge solutions in all areas of the integrity process chain. "Empowered by technology" is the promise that ROSEN systematically delivers on by enhancing the operations of our customers and making them safe, cost - effective, and more efficient. ROSEN offers the know - how and technology to ensure that customers comply with legal standards and safeguard people and environment, while gaining maximum profit from assets as diverse as pipelines, tanks, vessels, wind turbines, and more.

CORPORATE REPRESENTATION

Floris Verhagen,
Vice President - Business Collaboration
Hernando Caceres,
Vice President - Business Execution

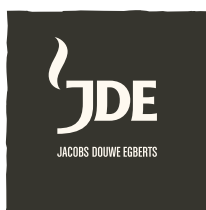
CONTACT:

2 Jalan Juruukur U1 / 19
HICOM Glenmarie Industrial Park
40150 Shah Alam
Selangor Darul Ehsan

Tel: + 603 - 5560 8900

E mail: public_asiapacific@rosen-group.com

Website: www.rosen-group.com



**JACOBS DOUWE EGBERTS
(JDE) MALAYSIA**

BUSINESS ACTIVITY:

Jacobs Douwe Egberts Malaysia is a subsidiary of our Netherlands based parent company Jacob Douwe Egberts (JDE). JDE is part of JDE Peet's, the world's largest pure - play coffee and tea company by revenue. In 2020, JDE Peet's generated total sales of €6.7 bn and employed a global workforce of over 19,000 employees. JDE Peet's unleashes the possibilities of coffee and tea in over 100 countries worldwide. In 2020, we served around 4,500 cups of coffee or tea every second, through a portfolio of over 50 brands that cover the entire category landscape.

CORPORATE REPRESENTATION

André Mamprin,
Operations Director - Asia Pacific
Chan Wai Mun,
Head of Supply Chain - Asia

CONTACT:

Lot 7549 Jalan Permas Barat
Permas Jaya
81750 Masai
Johor Darul Ta'zim

Tel: + 607 - 388 7878

Website: www.jacobsdouweegberts.com



**KLOTH MALAYSIA
SDN BHD**

BUSINESS ACTIVITY:

Kloth Malaysia Sdn Bhd (KLSB) is a company committed to the circular economy and sustainable materials in the fashion and textile space; with a vision to create a local Malaysian end to end supply chain, currently specializing in sourcing sustainable textiles and producing innovative plastic - based products. KLSB owns the following brands, copyrights, and trademarks.

CORPORATE REPRESENTATION

Nik Suzila Nik Hassan,
Co - Founder
Sarahah Kedah,
Co - Founder

CONTACT:

47 - 4 Jalan 51 / 205
The Highway Centre
46050 Petaling Jaya
Selangor Darul Ehsan

E mail: ask@kloth.com.my

Website: www.kloth.com.my



**LANTEC ENVIRONMENTAL
SDN BHD**

BUSINESS ACTIVITY:

Specialized in environmental equipment and engineering for over two decades. Offering comprehensive solutions, supply and manufacture of equipment for hydropower, flood control, irrigation, water, and waste water applications. Our focus is on creating value from water and waste, by offering solutions to the world's most complex water and wastewater problems. Lantec will ensure wastewater plants achieve environmental compliance, reduce environmental impact and substantially improve efficiency. We also guarantee the performance and the quality.

CORPORATE REPRESENTATION

Drs. Cor C. Spaapen,
Director

CONTACT:

D - 101, Block D, Jalan PJU 8 / 1
Bandar Damansara Perdana
47820 Petaling Jaya
Selangor Darul Ehsan

Tel: + 603 - 7729 4440

E mail: info@lantec-environmental.com

Website: www.lantec-environmental.com



(THE) MALAYA COLLECTIVE

BUSINESS ACTIVITY:

We are a revenue consulting firm. We open new doors for Asian brands to market their companies, projects and products. Our team does this by integrating creativity, technology, business, arts and culture into impactful ideas.

CORPORATE REPRESENTATION

**Poojitha Ravi Menon,
Director / Co - Founder
Dipak Madhavan,
Director**

CONTACT:

27 Jalan Telawi
Bangsar Baru
59100 Kuala Lumpur

E mail: hello@themalayacollective.org
Website: www.themalayacollective.org



**NETHERLANDS INDUSTRY
FOR DEFENSE AND
SECURITY**

BUSINESS ACTIVITY:

The Netherlands prides itself as an attractive destination for international cooperation and business. The Netherlands defence- and security industry is gathered in the foundation Netherlands Industries for Defense and Security (NIDV) and it offers world leading products and technologies for an attractive price. Moreover, the NIDV, the Ministry of Economic Affairs, and Climate Policy, and the Ministry of Defence supports international cooperation and business opportunities.

CORPORATE REPRESENTATION

**Peter Huis in 't Veld,
Business Development Manager**

CONTACT:

Bezuidenhoutseweg 161
2594 AG Den Haag
The Netherlands

Tel: + 31 (0) 703 644 807
E mail: office@nidv.eu
Website: www.nidv.eu



**RUMAH DUTA
SDN BHD**

BUSINESS ACTIVITY:

Rumah Duta Sdn Bhd is the exclusive licensee partner (Southeast Asia) of New Edition Home BV.

Established in 2020, Rumah Duta is focusing on growing the online presence while strengthening operation flow with their logistic and fulfilment partners in ensuring exceptional customer services experience to their valued customers. Moving forward the company aims to grow their brand portfolios and offers home and living enthusiasts in Southeast Asia access to luxury and quality of the world's leading homeware brands.

CORPORATE REPRESENTATION

**Datin Syarizan Adzlinda Mohd Zin,
Founder & Chief Executive Officer**

CONTACT:

15 Jalan Kenyalang 11 / 8 PJU 5
Kota Damansara
47810 Petaling Jaya
Selangor Darul Ehsan

Tel: + 6012 - 544 5179
E mail: conciierge@dutahome.com
Website: www.dutahome.com



SPRING GALAXY

BUSINESS ACTIVITY:

Spring Galaxy is a specialist business valuation and strategic advisory services provider with offices in Singapore and Malaysia. We provide tangible business valuation support to our clients for strategic decision - making and in meeting their compliance & legal objectives. Our valuations cater to diverse client requirements such as potential investments, divestments, financial reporting, tax, fund raising, disputes, and involves valuing businesses, shares, intangibles & intellectual properties, and various types of financial instruments.

CORPORATE REPRESENTATION

**Adie Gupta,
Managing Director
Carol Liew,
Associate Director**

CONTACT:

17 - 03
Plaza 138
Jalan Ampang
50450 Kuala Lumpur

Tel: + 603 - 2181 7476
E mail: sg.info@springgalaxy.com
Website: www.springgalaxy.com



SUNWAY HOTEL

Big Box • Sunway City Iskandar Puteri

SUNWAY BIGBOX HOTEL

BUSINESS ACTIVITY:

Surrounded by lush nature and easily accessible from major highways, this 4 - star hotel is located in the heart of Sunway City Iskandar Puteri, poised to be one of Johor Bahru's landmark megapolis and an epicentre of endless possibilities between Malaysia and Singapore. The 284 - room hotel is part of an overall development where it is directly connected to the Sunway Big Box Retail Park, Malaysia's first of its kind retail park featuring big warehouse concept stores, alongside enticing culinary adventures alongside an X Park for adrenaline rushes.

CORPORATE REPRESENTATION

Mark Steele,
Resident Manager
Raymond Ng Pak Cheen,
Director of Sales & Marketing

CONTACT:

Persiaran Medini 6
Sunway City Iskandar Puteri
79250 Iskandar Puteri
Johor Darul Ta'zim

Tel: + 607 - 533 6688

E mail: sbbh.enquiry@sunwayhotels.com

Website: www.sunwayhotels.com/sunway-bigbox



SUNWAY HOTEL GEORGETOWN

SUNWAY HOTEL GEORGETOWN & SEBERANG JAYA

BUSINESS ACTIVITY:

Sunway Hotel Georgetown and Sunway Hotel Seberang Jaya are strategically located in the heart of George Town and the city centre of the Seberang Perai, respectively.

Sunway Hotel Georgetown offers an ideal place to start and end your day with its 250 contemporary designed guestrooms. Sunway Hotel Seberang Jaya has 202 thoughtfully designed guestrooms. Both hotels are rated 4 - star and are the proud recipients of the Clean and Safe Malaysia certification.

CORPORATE REPRESENTATION

Prakash Kumaran,
General Manager
Woo Hing Siang,
Director of Finance

CONTACT:

33 New Lane (Off Macalister Road)
10400 Georgetown
Penang

Tel: + 604 - 229 9988

E mail: shgp.enquiry@sunwayhotels.com

Website: www.sunwayhotels.com



SUNWAY HOTELS & RESORTS

SUNWAY RESORT HOTEL SDN BHD

BUSINESS ACTIVITY:

The hotel offers 477 smart, environmentally - friendly and intuitively designed rooms and suites fitted with state - of - the - art technology, including speciality suites that are perfectly tailored for different types of guests from business travellers and families, to wellness and luxury seekers. Discover exclusive lounges and family zones and indulge in extraordinary dining experiences, from world - class cuisine at Gordon Ramsay Bar & Grill (the multi-Michelin starred chef's first - ever restaurant outside of London), to the vibrant market - style buffet at The Resort Café.

CORPORATE REPRESENTATION

Ng May June,
Cluster Director of Business Development

CONTACT:

Bandar Sunway
Persiaran Lagoon
46150 Petaling Jaya
Selangor Darul Ehsan

Tel: + 603 - 7492 8000

E mail: srsh.inquiry@sunwayhotels.com

Website: www.sunwayhotels.com



TOTAL IT GLOBAL

BUSINESS ACTIVITY:

Total IT Global is a leading IT infrastructure services provider offering holistic vendor agnostic, hardware, and managed service solutions. Our geographical footprint provides our clients with a unique combination of extensive worldwide resources, substantial local knowledge, and an integrated global supply chain network. Total IT Global delivers a holistic experience by owning the entire IT infrastructure lifecycle, from hardware provisioning, professional services, maintenance support, all the way to disposal and certified data destruction, all under one roof.

CORPORATE REPRESENTATION

Raghav Dodwad,
Regional Director - Business Development
Rohini Dhar,
Director - Marketing

CONTACT:

J - 8 - 15, Block J
2 Jalan Solaris
Solaris Mont Kiara
50480 Kuala Lumpur

Tel: + 603 - 2117 5228

E mail: branding@totalitglobal.com

Website: www.totalitglobal.com

PEOPLE POWERED INNOVATION

WE DELIVER GLOBAL LOGISTICS: lean and agile solutions create value for our customers in their markets. Digitalized supply chain allows smart data processing to boost decision making and ensure the full visibility of operations. What makes Bolloré Logistics different is our entrepreneurial spirit and individual commitment that drive high added value and pragmatic solutions.

THAT'S PEOPLE-POWERED INNOVATION

For more information, please contact:

Harm Johan EMAUS

Managing Director – Malaysia

M (+60) 12 611 8380

harm.emaus@bollore.com

PICTURE PERFECT

Live Networking? Sikit - sikit...

Q2 saw a very small window of opportunity to organize just one live gathering. 20 members made quick use of that opening to join the networking evening at Sheng Tai International to enjoy their hospitality and view the mock - up model of The Sail Melacca and show - unit of Novo Jalan Ampang. We also experienced a live demo on disinfection and sanitization by TOMI Steramist.



Worry free webinar or team meetings

Need support organizing your own webinar or team meetings? Expecting a big crowd and feeling overwhelmed?

MDBC has a lot of experience providing webinar support. Let us help you with checklists, SOPs, virtual backgrounds, presentation slides, interactive Q&As, breakout rooms, moderators, polls, and more!

For Webinar Support
Please contact us at:
events@mdbc.com.my / +603 - 2722 8335



APAC 2018 International Chambers of Commerce Awards & Conference

Malaysian Dutch Business Council
MEMBERSHIP ENGAGEMENT PROGRAM OF THE YEAR 2018 AWARD



For more information, check us out on FB, Linked In, Twitter or at www.mdbc.com.my
Malaysian Dutch Business Council
Unit 808, 8th Floor | Wisma Lim Foo Yong | 86 Jalan Raja Chulan 50200 Kuala Lumpur
Tel: + 603 2722 8335 | info@mdbc.com.my | www.mdbc.com.my



PHILIPS

UV-C disinfection lighting

Philips UV-C technology – because:

No one should ever be afraid of a door handle

UV-C disinfection lighting effectively inactivates viruses and bacteria in the air, on surfaces and objects.¹
Together we make life better.



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.²



Effective

All bacteria and viruses tested to date respond to UV-C disinfection.¹



Efficient

Disinfects air, surfaces and objects in numerous applications as part of a multi-barrier strategy, saving cleaning time and sanitizer cost.

Trust in 35 years
of experience in
UV-C lighting
philips.com/uv-c

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.

¹Fluence (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

²Nadia 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/cm².