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MDBC 21-02

MALAYSIAN DUTCH BUSINESS COMMUNITY CELEBRATES DAY OF THE ENTREPRENEUR HOSTED BY THE MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC) AND THE EMBASSY OF THE KINGDOM OF THE NETHERLANDS

KUALA LUMPUR, 9 November 2021 – **On Thursday, 18 November, MDBC, in close partnership with the Embassy of the Kingdom of the Netherlands, will be hosting a celebration for members from 1:30 – 4:30 pm at Traders Hotel Kuala Lumpur to mark the ‘Day of the Entrepreneur’.** Giving recognition to the courage and perseverance of Entrepreneurs and SMEs in both the Netherlands and Malaysia, this is the third time MDBC has hosted the event in Malaysia as part of a wider international celebration. In the Netherlands, the third Friday of November marks the Day of the Entrepreneur (“Dag van de Ondernemer”, or DVDO). Organized by MKB – Nederland (the Dutch SME Corporation) since 2016, DVDO “celebrates the courage and perseverance of Entrepreneurs and SMEs”.

Everyone in the Netherlands is encouraged to participate in this campaign, including cabinet members, and to give support to all of the entrepreneurs within their network. In 2018, one of the first dedicated DVDO activities outside of the Netherlands took place when MDBC joined the campaign by organizing a DVDO event in Malaysia, followed up by another in 2019.

SMEs play a huge role in Malaysia’s economy, accounting for just over 97% of total business establishments in 2020 (based on the latest data in the Malaysia Statistical Business Register (MSBR) released by the Department of Statistics, Malaysia (DOSM).

“With Entrepreneurs and SMEs playing such an important role in both nations, it felt right that we organize an event that celebrates their perseverance and achievements,” shared Marco Winter (Executive Director, MDBC).

“We know that there have been a great number of challenges to the community over the past couple of years, and we have been witness to the strength and tenacity of these individuals and corporations who have found new ways to meet this demanding period. MDBC, in its role of facilitating trade and investment between Malaysia and the Netherlands, is keen to celebrate and increase the awareness of these innovations and as such, is happy to also launch the 25th anniversary edition of the MDBC Innovation & Sustainability Awards (MISA) 2021 / 22,” he added.

MDBC’s unique Awards Program – MISA - is a platform to showcase the best practices of companies in the areas of Sustainability and Innovation, recognizing them for their

Malaysian Dutch Business Council (MDBC)

Unit 808, 8th Floor, Wisma Lim Foo Yong, 86 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia
Tel: 03 2722 8335 E mail: info@mdbc.com.my Web: www.mdbc.com.my

excellence and trailblazing spirit in these fields. Open to the local business community to participate (as long as the submitted projects meet the category requirements), shortlisted finalists are obliged to participate in a day event, presenting their projects in front of a panel of judges and an open audience for review. The open forum concept of the presentation day (judges and audience members can ask questions about the project to shortlisted candidates, but the candidates may also ask questions to the audience) means that the knowledge gained by these finalists is shared, while allowing them to also gain information themselves. Awards are presented immediately after during the evening event which is held on the same day. This special edition of their long running Innovation & Sustainability Awards will be expanded to include dedicated categories for SMEs and Entrepreneurs.

The Day of the Entrepreneur event will also feature five major MDBC partners and service providers, who will be on hand to provide business solution tools and valuable information, as well as offers to support entrepreneurship; these include Signify, Malaysia Airlines, Maxis, Standard Chartered, and Volkswagen Malaysia.

The packed value add to this celebratory event for Dutch and Malaysian entrepreneurs and SMEs is a great example of how MDBC always strives to provide the best value for their members. In their 25th anniversary milestone year, MDBC continues to gain recognition for this, having just won the 'Best Bilateral Business Services Provider – Malaysia' award from APAC Insider earlier this year.

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About MDBC

The Malaysian Dutch Business Council (MDBC) is all about providing business services, representation, and networking. We forge business ties between Malaysia and The Netherlands. Established in 1996 by Malaysian and Dutch companies, MDBC is a private, well established, trade support organisation with over 280 member companies. It is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole.

In 2021, MDBC won the 'Best Bilateral Business Services Provider – Malaysia' award from APAC Insider. In 2019, MDBC became the second Dutch Chamber in the world to receive the NLinBusiness quality mark. In addition to being acknowledged as a 'best – in – class' leader, MDBC is now officially a member of the new NLinBusiness network of business hubs. This is a sign to Dutch entrepreneurs that they can be guaranteed a 'soft landing' in Malaysia as they seek to enter the Malaysian and / or wider ASEAN market. In 2018, MDBC won the APAC 2018 International Chambers of Commerce Membership Engagement Program of the Year Award.

With the audacious goal of becoming the full - fledged service provider for all members and businesses with Malaysian – Dutch links, the MDBC achieves its high standards through the successful execution of its three objectives (Business Services, Representation, and Networking). Our core values are to be Entrepreneurial, Independent, Accessible, Responsible, and Service Oriented.

BUSINESS SERVICES:

MDBC provides business services and information to our members. MDBC assists members and newcomers to the Malaysian market on issues related to setting up a company or a representative office here. MDBC keeps members updated on the latest developments in the business world and members' news through our quarterly magazine (the MDBCCONNECTS), the organisation of informative & educational events and through this website, electronic newsletters (the e – Update), and e mails. MDBC also publishes a Business Directory every 18 months.

REPRESENTATION:

MDBC serves as a link to other bilateral Business Associations and Chambers of Commerce. We participate in a dialogue amongst European Union member states in Malaysia and in EU – related programs. We also have established relations with various government institutions. The common business interests of our members, as well as individual needs of companies, are voiced through MDBC to the appropriate authorities in

Malaysia. The Council also looks into combined efforts for representation at exhibitions and into commercial partnerships with Malaysian and Dutch government authorities on behalf of our members.

NETWORKING:

Through our regular (monthly) events, members are able to develop good business contacts with the Dutch – Malaysian business community in Malaysia, as well as with other foreign companies, Malaysian counterparts and government bodies. On an annual basis, MDBC members receive several dozen event – invitations, including signature events such as the MDBC Sustainability Awards and the Human Resources Forum. Numerous social networking events are organised together with other Business Associations and Chambers of Commerce to further extend networking opportunities.

Together with the Economic Department of the Netherlands Embassy and industry associations, the MDBC will, whenever possible, participate in Trade Exhibitions, Dutch missions to Malaysia, and matchmaking sessions. At exhibitions, MDBC members are invited to present their products and services within a larger “Holland Pavilion”. We also support Malaysian missions to The Netherlands.

MDBC is also one of the founders of the ASEAN Dutch Chamber Network (ADCN), a collaboration that consists of six Dutch Chambers of Commerce — Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam — that represent a diverse range of Dutch businesses in the region. Within ADCN, we share best practices. Since this year, ADCN has been developing some common exposure, highlighting our activities and events to entrepreneurs in The Netherlands, better streamlining of membership, and providing increased opportunities for respective members to attend events from Dutch chamber colleagues that could especially be of interest for many regional representatives in ASEAN.

More information about the Council is available at:

www.mdbc.com.my

www.facebook.com/mdbc.com.my

www.linkedin.com/company/malaysian-dutch-business-council-mdbc-

www.twitter.com/MYMDBC

For all media enquiries please contact:

Jocelyn Choo

Communications Manager

Tel: +603 2722 8335

E mail: communications@mdbc.com.my

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