

FOR IMMEDIATE RELEASE

MDBC 22-01

MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC) OPENS NEW OFFICE IN THE HEART OF THE FINANCIAL CAPITAL OF MALAYSIA

KUALA LUMPUR, 31 MARCH 2022 – The Malaysian Dutch Business Council (MDBC), one of the leading Dutch Chambers of Commerce worldwide, welcomed VIP guest YB Dato’ Sri Mustapa Mohamed (Minister – Prime Minister’s Department (Economy), and former MDBC Patron), along with members and other guests to the opening of their new office at Binjai 8 Premium Soho, located at the heart of the Financial Capital of Malaysia – Kuala Lumpur.

“MDBC’s new location offers close proximity to the Kuala Lumpur Convention Centre (KLCC) and to the Embassy of the Kingdom of the Netherlands. This allows us to start offering new products and services from a very strategic location with a beautiful view of the KLCC Park and part of the KL skyline, which will strengthen our role in helping to facilitate trade and investment between the two countries. We're excited to introduce our new virtual office and hot desking product for Dutch and Dutch - linked companies and entrepreneurs who are looking to tap into a 'virtual office' or 'hot desk' offering as they set up a more permanent establishment, or are simply looking for a place to conduct business while in Kuala Lumpur,” shared Marco Winter (Executive Director, MDBC).

Zainul Rahim (Chairman, MDBC), and Remco Koster (Vice – Chairman, MDBC) commented that MDBC managed to grow strongly during the past 25 years thanks to the positive business environment in Malaysia, the positive bilateral relationship, and the close cooperation with the Netherlands Embassy.

YB Dato’ Sri Mustapa Mohamed was joined by Netherlands Ambassador H.E. Aart Jacobi and guests from the Ministry of International Trade & Industry (MITI), Malaysian Investment Development Agency (MIDA), and TalentCorp for the launch of MDBC’s “Rumah Oranje” or Orange House. The name is a nod to both the Malaysian and Dutch components of MDBC. The VIP guests witnessed the signing of the first ‘residents’ of Rumah Oranje, namely Expandian, Hoogendoorn, TalentSquare, and Finly.

To “Dutchafy” the office, MDBC worked in close cooperation with several of its member companies who provided products and expertise – to showcase Dutch products available in Malaysia, used in a practical / real life setting, such as Markant Office Furniture, Signify, AkzoNobel Dulux, Brabantia, and Unilever.

In addition to the formalities, thanks were given to the companies who had supported the office warming – HEINEKEN Malaysia, Uhrenholt, Delfi Marketing, Albatross Exim, and Unilever Malaysia.

“The Netherlands is always among the top contributors of FDI to Malaysia. We were, in fact, the top source of FDI in 2021. We know that the strong, long standing bilateral relationship between our countries will continue to flourish. MDBC will continue to facilitate this partnership. We are confident that Rumah Oranje will help us provide an even softer landing for Dutch entrepreneurs entering the local market,” said Marco Winter.

MDBC was the second Dutch Chamber in the world to receive the NLinBusiness quality mark. It is a signal to Dutch entrepreneurs that they can be guaranteed a ‘soft landing’ in Malaysia when entering the local market. As a major trading partner for Malaysia, the Netherlands considers Malaysia a key market. In addition to being ideally located as a manufacturing hub for the ASEAN and wider Asian market, Malaysia consistently ranked among the top 20 in the World Bank Doing Business report for ease of doing business.

For more information or to get in contact with an MDBC representative, visit www.mdbc.com.my or call +603 – 2387 0043.

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Photos



Captions:

Top: View of KLCC Park

Bottom left (l to r): Remco Koster (Vice – Chairman, MDBC), YB Dato' Sri Mustapa Mohamed (Minister – Prime Minister's Department (Economy), and former MDBC Patron), and Marco Winter (Executive Director, MDBC) cutting the ribbon to officially launch MDBC's new premises at Binjai 8 Premium Soho.

Bottom right: VIP guests witnessing the signing of the first few Rumah Oranje residents – Expandian, Hoogendoorn, TalentSquare, and Finly.

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

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