

MDBC MISA '23 Special Edition Digital Press Kit “About”

As at: 10 February 2023

MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC)

21 – 3A Binjai 8 Premium Soho, Lorong Binjai, Off Jalan Binjai
50450 Kuala Lumpur, Malaysia

E: info@mdbc.com.my | W: www.mdbc.com.my | T: +603 – 2387 0043

© 2023 MALAYSIAN DUTCH BUSINESS COUNCIL

All rights reserved. This manual may not be copied, altered in any way or transmitted in any form without the written permission from the Malaysian Dutch Business Council (MDBC). No part of this manual may be used for commercial or other purposes unless the Malaysian Dutch Business Council gives its prior written consent to the intended use.

ABOUT THE MALAYSIAN DUTCH BUSINESS COUNCIL (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, non – profit trade support organisation with more than 250 members. Don't forget to check out our Members Directory to see who's in the community. MDBC is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole, to see what events are upcoming, please visit our Events Calendar.

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 an accreditation ceremony attended by the Netherlands Minister of Foreign Affairs, H.E. Stef Blok. 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 market and / or wider ASEAN market. In 2018, MDBC won the APAC 2018 International Chambers of Commerce Membership Engagement Program of the Year Award.

MDBC has the audacious goal of becoming the best business chamber in the world, providing lasting value to our members. We achieve our high standards through the successful execution of our 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. We assist members and newcomers to the Malaysian market on issues related to setting up a company or representative office. 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. We also publish 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. MDBC members receive several dozen event – invitations every year. This includes signature events such as the MDBC Sustainability Awards and

the Human Resources Forum. We also extend networking opportunities by organizing social events with other Business Associations and Chambers of Commerce.

When possible, MDBC participates in trade exhibitions, missions, and matchmaking sessions. This is done together with the Economic Department of the Netherlands Embassy and industry associations. At exhibitions, we invite our members to present their products and services within a larger “Holland Pavilion”. We also support Malaysian missions to The Netherlands.



ABOUT THE MDBC INNOVATION & SUSTAINABILITY AWARDS

MDBC's unique and innovative awards program is a platform to showcase the best practices of companies in the areas of Innovation and Sustainability, recognizing them for their excellence and trailblazing spirit in these fields. The Netherlands prides itself on green initiatives and it has a long and successful history of innovation. For many years, it has led the world in new innovations and policies that strive to increase sustainability. Combined with Malaysia's focus and efforts to nurture innovation and sustainability, it was a logical step for MDBC to create an awards program highlighting these focus areas.

Initiated in 2011 together with the Embassy of the Kingdom of the Netherlands, the awards program started out as the MDBC Sustainability Awards (MSA), and was then expanded to the MDBC Innovation & Sustainability Awards (MISA). It has grown steadily and provides a way for companies to benchmark their efforts against leaders in these fields.

Now in its ninth edition, MISA continues to grow and evolve, proving itself to be both innovative and sustainable. A special edition, MISA '23 features an event partner – The Embassy of the Kingdom of the Netherlands, Venue Partners – Sunway University and Sunway Resort Hotel, Award Category Partners – NLinBusiness and TalentCorp, as well as event sponsors – Control Union, KLM Royal Dutch Airlines, TMF Group, MIDA, InvestKL, and Nexperia. It is also supported by our 25th Anniversary Sponsors – Besi APAC, HQ Pack, Shell Malaysia, and Signify. As always, MISA is open to all, giving an ever growing range of companies the opportunity to participate and develop their own understanding of the topics.

This year, MISA is a special edition which also marks MDBC's 25th Anniversary Celebration (marked on 2021 but celebrated now due to unavoidable delays arising from the COVID – 19 pandemic). With expanded categories and a tie in to the anniversary, this edition is bigger, better, and more exciting than ever before.

All MISA shortlisted finalists will participate in the MISA Day Program (taking place on Monday, 27 February), which serves double duty as both a platform for the sharing of best practices, and the final round of judging for competitors. All are welcome to attend the MISA Day Program, which is an exclusive opportunity to learn from these leaders. It enables guests to keep up to date with the latest innovations and developments as well as be more informed about the topic as it directly influences them. After presentations by the finalists, the independent, expert panel of judges and general audience members are provided the opportunity to ask questions from the finalists. When each category is complete, judges deliberate on the projects and responses before making their decision on the winners for that year. A judge's report is also prepared regarding the decision.

General Assessment Criteria:

- Are all three sustainability pillars incorporated (People, Planet, Profit)?
- Is your organization or project taking into account / showcasing Responsible Business Conduct (RBC)?
- Is your organization or project part of the circular economy?

Organizations:

- How will your organization contribute to the economy / community / technology / knowledge of Malaysia? What kind of knowledge or skill transfer occurs?
- What, and how, has your organization contributed to the development of the industry?
- How is your organization's innovation able to outdo your main competitors (in the same industry) and stay prominent?
- How has your organization ensured that it will implement ways to evaluate and make efficient (and long – term) use of your resources?
- How has your organization adopted the sustainable development concept into your organization's business strategies and activities (for example, in your supply chain)?
- What alternative should your organization include in terms of sustainability in work / life balance and benefits to your employee, social, environmental, and economic consequences?
- How are your organization's profits put to use to support your clients and stakeholders?

Projects:

- Uniqueness and originality of the project: To what extent does it create new market space, products, services, or process?
- How does the project address current Malaysian (Innovation and Sustainability) issues?
- How will the project contribute to the economy / community / technology / knowledge of Malaysia? What kind of knowledge or skill transfer will occur?
- What is the potential? To what extent is it scalable?
- What stage of development is the project in? Is the project a business idea, thoroughly canvassed and tested, generating a consistent source of income, or is it growing rapidly?
- Does the project also affect the economic performance of the organization?
- What has the project contributed to the development of the industry? How and to what extent is the project shared to encourage discussion and finding new ideas?

The award categories for the MISA '23 Special Edition are:

- **Outstanding Dutch Investor in Malaysia (MNC):**
Being an '**Outstanding Dutch Investor in Malaysia (MNC)**' means that you are a multinational company established in Malaysia which invests and owns a large number of physical and financial assets. You have your headquarters in the Netherlands and do business in two or more countries (with Malaysia being one of them) with locals and internationals working together. 25% of your revenue is from foreign operations, you have more than 250 employees and an annual sales turnover of over RM 20 million. Your organisation should be eligible to be registered under SSM. Additionally, you are a member of MDBC and your organisation values positive change and is investing money back into the well – being of the Malaysian public.
- **Outstanding Dutch Investor in Malaysia (SME):**
One of the main goals of MISA this year is to celebrate the contributions of 'new' Dutch small and medium sized enterprises. For the manufacturing sector, the SME should not have more than 200 full – time employees, or an annual sales turnover exceeding RM50 million. For the services sector, there should not be more than 75 full – time employees or an annual sales turnover exceeding RM20 million. For both sectors, the organisation should be eligible to be registered under SSM.

The contributions made should be to the Malaysian economy and society as a whole, as well as to trade relations between the Netherlands and Malaysia. Being an '**Outstanding Dutch Investor in Malaysia (SME)**' means that you are an SME that has proven to have had a beneficial impact on the Malaysian economy and community. To compete in this category, you must be a member of MDBC.

- **Outstanding Malaysian Investor in the Netherlands:**

Being an '**Outstanding Malaysian Investor in the Netherlands**' means that not only are you a Malaysian company investing responsibly in the Netherlands, you're also establishing yourself in the Dutch business environment and community. For businesses looking to accelerate and expand, the Dutch public – private partnership offers a conducive environment. Are you a unique Malaysian business investing in the Netherlands and looking for further exposure and knowledge?

- **Promising (new) Dutch SME to Malaysia:**

Dutch Entrepreneurs play an essential role in bringing new ideas, knowledge, and practices in terms of innovation, sustainability, and circular economy to the market, which is advantageous for the ASEAN community by encouraging research, technology, and innovation. As a '**Promising (new) Dutch SME to Malaysia**', you are a member of MDBC and have been operational in Malaysia for less than five (5) years, but clearly, have set your focus on long – term sustainability and social value for Malaysia and ASEAN.

- **Outstanding Dutch – Malaysian Partnership:**

The partnership agreement must be between at least one (1) Dutch organisation AND one (1) Malaysian organisation. The partnership must include at least one company and may also include government, knowledge institutions, or civil society organisations. To be recognized as an '**Outstanding Dutch – Malaysian Partnership**', you must, in addition to being in a partnership, showcase differentiation in terms of innovation and sustainability while strengthening the Malaysian – Dutch relationship. Highlight how the partnership solves an issue in Malaysia and / or the Netherlands. This Dutch – Malaysian business partnership can be any kind of cooperation such as a joint venture, agency, distributor, system integrator, consultancy, or project management, knowledge exchange, and more.

- **Best Flexible Work Arrangements Program:**

Flexible Work Arrangements (FWA) Programs are alternate arrangements or schedules from the traditional work day and week. Employees may choose a different schedule to meet personal and / or family needs. Employers have been offering FWA programs as a way to increase their ability to attract and / or retain high performing and experienced employees.

During the pandemic, the well – being of employees increased in importance; In recognition, MDBC is looking for the organisation with the "**Best Flexible Work Arrangements Program**".

These organisations have implemented and encouraged FWA for long term retention, showcasing workplace strategies that demonstrate a strong drive and commitment to achieving diversity and inclusivity, to the benefit of their employees. They will be able to

demonstrate business compliance, company policy and procedure, as well as the organisation's culture and permanent arrangements.

This year, the MISA Day Program will take place at Sunway University on Monday, 27 February 2023, marking MISA's expansion into a two day event for this special edition. As always, select shortlisted finalists will also be participating in a competition for the MISA Audience Award category. The Audience Award category is separate from the main (featured) categories that change from year to year. Attendees at the MDBC 25th Anniversary & MISA Awards Ceremony & Dinner will participate in a live vote to crown the MISA Audience Award winner. These finalists will present a one (1) minute elevator pitch on their projects to the evening audience enabling them to gain a better understanding of the finalists and their projects, as well as continue the learning opportunities through to the evening program.

For more information on the MDBC Awards Program, please visit:
www.mdbc.com.my/mdbc-awards-program

For more information on the MISA Awards Criteria & Assessment, please visit:
www.mdbc.com.my/mdbc-awards-program/misa-assessment-criteria

Additional information about the Council is available at:
www.mdbc.com.my
linktr.ee/mdbcommunications

For all media enquiries please contact:

Malaysian Dutch Business Council (MDBC)

Jocelyn Choo
Communications Manager
Tel: +603 2387 0043
E mail: communications@mdbc.com.my

Chayenne Wong
Events Manager
Tel: +603 2387 0043
E mail: events@mdbc.com.my