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MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC) LAUNCHES EXPANDED COMPETITION CATEGORIES FOR THE MDBC INNOVATION & SUSTAINABILITY AWARDS

KUALA LUMPUR, 26 April 2022 –MDBC, one of the leading Dutch Chambers of Commerce worldwide, recently announced expanded competition categories and opened submissions for their cornerstone event – the MDBC Innovation & Sustainability Awards (MISA).

A well – known and respected awards program – MISA continues to grow and evolve. In addition to being the ninth edition of the program, MISA '21 / '22 is also a celebration of MDBC's 25th anniversary which took place last year. To mark the occasion, it has been expanded to seven (7) categories which range from investment to export.

The seven categories are:

1. 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 do business in two or more countries with locals and internationals working together. 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. If you fit into this category and looking to gain wider knowledge of a variety of industries, compete in this category.

2. Outstanding Dutch Investor in Malaysia (SME)

One of the main goals of MISA this year is to celebrate the contribution of 'new' Dutch small and medium sized enterprises (consisting of less than 250 employees and with a net turnover in Malaysia of less than €50 million or an annual balance sheet total of less than €43 million) to the Malaysian economy and society as a whole, as well as 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 a beneficial impact on the Malaysian economy and community. To compete in this category, you must be a member of MDBC. If you fit into this category and would like to strengthen your organisation's network and skillset, compete in this category.

3. 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? If you are then compete in this category.

4. Outstanding Malaysian Exporter to NL / EU

Geographically, the Netherlands is centered in Europe making it a viable country to use as a gateway for Malaysian exporters. Being an 'Outstanding Malaysian Exporter to NL / EU', you would already understand the value of this and made use of the Netherlands' ideal location. Outstanding Malaysian exporters stand out with their innovation and effective supply chain management to make the process more sustainable and efficient. The focus for many organisations is innovation and sustainability within the supply chain but the nominee knows how to convert this from theory and goals into practical processes and achievements. If this is your organisation, compete in this category.

5. 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. If you want to gain recognition for this and increase your network, compete in this category.

6. Outstanding Dutch – Malaysian Partnership

Are you in a partnership agreement with at least one Dutch and one Malaysian, two or more legal organizations, or people as partners? 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. 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. If your partnership stands out and you are looking to partner with more companies, then compete in this category.

7. **Best Flexible Work Arrangements Program**

As the well – being of employees has gained importance during the pandemic, we are looking for organisations that implement and encourage flexible work arrangements in a workplace for long – term goals. Organisations that have the 'Best Flexible Work Arrangements Program', must be able to showcase workplace strategies that demonstrate drive, commitment, and tenacity to the diversity and inclusivity agenda, benefitting employees of the green / sustainability performance. The organisation will be able to showcase its support for business compliance and company policy and procedures, as well as the organization's culture and permanent arrangement. Do you have a unique way of supporting your employees? Then compete in this inspirational category.

With the submission period open from now until Wednesday, 11 May 2022, MDBC Executive Director – Marco Winter, is looking forward to the wide variety of entries that MISA always receives. "While some categories are restricted to MDBC members only, in general MISA is open to all (general Malaysian businesses as well as MDBC members) to compete. It has always drawn a large and diverse crowd of those eager to share and learn. Previously, the awards program has been a part of events such as the International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM), as well as Dutch government initiatives such as Orange Factory (one of two initiatives under Orange ASEAN by the Dutch Government to connect Dutch and ASEAN entrepreneurship to accelerate sustainable innovations)", shared Marco.

He added "MISA has always consisted of two components - the MISA Day Program, and the MISA Awards Ceremony & Dinner. It's ideal for the sharing of best practices, benchmarking efforts, and providing a conducive environment for future business collaborations and joint ventures. Additionally, through our consistent and effective safeguarding of the program's integrity, our participants get more value out of the awards program. They know that they are also an integral part of educating and expanding the wider business community's understanding of key topics affecting how the world does business."

MISA '21 / '22 is supported by:

Event Partner: the Embassy of the Kingdom of the Netherlands;

Award Category Partners: NLinBusiness and TalentCorp Malaysia;

Sponsors: Besi APAC, HQ Pack Malaysia, Shell Malaysia, and Signify Malaysia.

After two years of the pandemic, are you ready to connect with a versatile network again? Get inspired? Are you looking to expand your organisation's knowledge and skillset in trade and investment? MISA '21 / '22 is the perfect place to benchmark yourself against industry peers, learn more about Innovation, Sustainability, Responsible Business Conduct (RBC), and circular economy.

Participants can find out more information and fill in the nomination forms via the MDBC website at <https://www.mdbc.com.my/mdbc-awards-program/misa-enter-now>.

Participation is open to all (except where indicated) and the deadline for submissions is Wednesday, 11 May 2022.

With the growth of MISA, MDBC is also invited organisations who are interested in supporting the growth and development of the general business community's understanding of these key topics, to become a MISA Sponsor or Advertiser. Additional information about these branding / exposure opportunities are available at

<https://www.mdbc.com.my/mdbc-awards-program/misa-sponsors-advertisers>.

All are welcome to attend and participate in MISA; additional information, including competition guidelines, etc. are available at <https://www.mdbc.com.my/mdbc-awards-program>.

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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About MISA

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. 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 expanded to the MDBC Innovation & Sustainability Awards (MISA) in 2017. It has steadily grown and provides a way for companies to benchmark their efforts against leaders in these fields.

Now in its ninth edition, MISA continues to prove itself to be both innovative and sustainable with the continued growth and evolution of the awards program. The Awards give an ever growing range of companies the opportunity to participate and develop their own understanding of the topics.

For more information on the MDBC Awards Program, please visit:

<https://www.mdbc.com.my/mdbc-awards-program>

For more information on the MISA Awards Criteria & Assessment, please visit:

<https://www.mdbc.com.my/mdbc-awards-program/misa-assessment-criteria>

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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