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MAKERS & DRIVERS OF BUSINESS & COMMERCE

DISCOVER
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NEW YEAR, NEW OFFICE, MORE SERVICES!

ISSUE: 2022 - 1ST ISSUE





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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 Chevretil (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.

MDBC MOVES TO A NEW OFFICE

And here we are, in our new office at Binjai 8 Premium Soho in Kuala Lumpur!

With an exciting official launch officiated by YB Dato Sri Mustapa Mohamed, Minister in the Prime Minister's Department (Economic Affairs) on 31 March, MDBC introduced our new virtual office and hot desking product – "Rumah Oranje". 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, we invite you to check into Rumah Oranje. With a view of the KLCC Park, and at walking distance from the Netherlands Embassy, we are right in midst of the Kuala Lumpur business district. The new office is strongly supported by Signify, AkzoNobel, Markant Office Furniture, Unilever, Heineken, Brabantia, and Intermovers.

Besides the Minister, we were honoured to welcome high - ranking officials from our most important Malaysian stakeholders to participate in the launch – Ministry of International Trade & Industry (MITI),

Malaysian Investment Development Authority (MIDA), and TalentCorp. Together with the MDBC Board of Directors, Premium Partners and office supporters, we had a small gathering in the office with speeches, a toast, and the signing ceremony of the first four MDBC members who took up a tenancy at the office.

The larger office – warming gathering for all members was hosted at the building's rooftop, where Minister Mustapa also addressed the crowd, together with MDBC Chairman Zainul Rahim, Vice Chairman Remco Koster and Executive Director Marco Winter. On this beautiful evening, guests enjoyed the view of KLCC Park as well the drinks, bites, and dinner; in typical MDBC membership – community style supported by Heineken, Uhrenholt / Emborg, Albatross Exim, Unilever / Wall's, and Delfi Marketing / Merba Cookies.

We are very positive about this new chapter and these new services in our growth. Especially during the COVID – years, it became even more important to be aware of the requirements and expectations of the members (and of new Dutch entrants to the

Malaysian market), and make these services available. This comes at a time when borders are re - opening, exhibitions are organised again, and we can welcome the first missions from the Netherlands. With the renewed need for networking, we are getting back to 'live' events and you will enjoy several new initiatives from the MDBC team. See you soon!

Marco Winter
Executive Director



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CALENDAR

ECONOMIC OUTLOOK ASIA PACIFIC - THE COMEBACK YEAR?

JAN

TUE 18 / 5:00PM

ADCN / MDBC: Launch of the new ADCN website

TUE 25 / 2:00PM

MDBC: Outlook 2022

FEB

MON 7 / 4:00PM

ADCN: Greentech Masters

WED 9 / 3:00PM

Eurocham / MDBC: MY Healthcare Travel

TUE 15 / 4:00PM

Eurocham / MDBC: EV Infrastructure

MAR

WED 2 / 3:00PM

EuroCham / MDBC: All About Cancer

THUR 3 / 10:30AM

EuroCham / MDBC: Briefing on the Penang Strategic Plan

TUE 8 / 2:00PM

AMCHAM / MDBC: Crisis in Ukraine

WED 9 / 9:00AM

MDBC / AMCHAM: RCEP Briefing

NOTICE:

MDBC members will receive personal invitations for these functions by email once all details are confirmed. All events / dates to be reconfirmed.



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TALENTSQUARE

MDBC EVENTS

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

OUTLOOK 2022

At the start of each new year, MDBC brings the community together for our annual Outlook event. This year, Outlook 2022 featured two sessions in a single afternoon, providing members with valuable information and networking in an in-person setting.

Held on 25 January at the Dorsett Kuala Lumpur, the first session featured the main local government agencies. Speakers from government agencies included Dato' Hasan Azhari (Chief Executive Officer, Invest Selangor), Sikh Shamsul Ibrahim (Executive Director - Investment Promotion, MIDA), Aidil Azman (Senior Manager - Investor Relations Europe, InvestKL), and Sathiamurthi Ratnam (Head - Client Services Unit, MYXPats (a subsidiary of TalentCorp)). These agencies provided an update to attendees on their activities and services in light of the changes that occurred due to the pandemic lockdown.

MITI was also present to provide a briefing on the Regional Comprehensive Economic Partnership (RCEP), a free

trade agreement between the Asia-Pacific nations of Australia, Brunei, Cambodia, China, Indonesia, Japan, South Korea, Laos, Malaysia, Myanmar, New Zealand, the Philippines, Singapore, Thailand, and Vietnam.

Several industry experts were also on hand to provide attendees with a closer look at the current situation and developments in their sectors.

Speakers from the corporate side included:

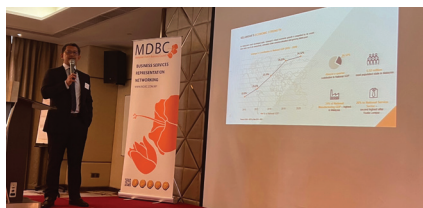
- * Nazhif Yusoff (Country Director, Vriens & Partners): What's at stake for 2022: Politics and Pandemic;
- * Fahad Naeem (Head of Operations, Randstad Malaysia): HR Trends to Watch in 2022;

* David Yong (Head of SME Sales, Maxis): Outlook 2022

* Hans van der Zijden (Vice President, Super Dry Desiccant): How does COVID - 19 Impact our Supply Chains?

* Dr Daniele Gambero (Propenist & President, Malaysia PropTech Association): Malaysian Property Conundrum - Outlook 2022 & Beyond, the Propenomy Way.

The session wrapped up with a panel discussion before splitting into a roundtable session. For a copy of the presentations from this Outlook session, please visit the MDBC online resource center: www.mdbc.com.my/information/the-library/presentations



Top left: Sikh Shamsul Ibrahim (MIDA)
Top right: Hans van der Zijden (Super Dry Desiccant)
Bottom right: Attendees at Outlook 2022
Bottom left: Dato' Hasan Azhari (Invest Selangor)

MY HEALTHCARE TRAVEL

On 9 February, EUROCHAM Malaysia and MDBC held a briefing with Farizal bin Jaafar on "Forging Industry Resilience within the Malaysia Healthcare Travel Industry". Over the past decade, Malaysia has gained popularity as a safe and trusted destination for healthcare travel due to its uniqueness with a seamless end-to-end ecosystem involving public and private industry

players that have attracted approximately 8.4 million healthcare travelers since 2011. The sudden emergence of the pandemic greatly impacted the healthcare industry and required the Malaysia Healthcare Travel Council (MHTC) to rapidly pivot its strategy to recover and rebuild the industry. MHTC is charting a new course for continuous and sustainable industry growth which has been

strategically proposed for roll out over the next five years, as guided by the Malaysia Healthcare Travel Industry Blueprint 2021 - 2025. With an overall aspiration to provide the best Malaysia healthcare travel experience by 2023, the Blueprint will allow MHTC to forge industry resilience as Malaysia rebounds from the pandemic in a safe and secure manner according to streamlined policy directions and more importantly, for continuity of care for global citizens in need of critical care.

ELECTRIC VEHICLES (EV): INFRASTRUCTURE AND ADOPTION



The electric vehicle market in ASEAN is still in its infancy but there are plenty of opportunities as we are likely to see a paradigm shift from gasoline to electric - powered vehicles. With a rising population and an expanding middle class, consumers are increasingly aware of the environment, fuel - efficiency, and increasing pollution levels in cities.

One in three in Southeast Asia are open to purchasing an electric vehicle (EV) as their next car. They're even ready to pay up to 50% more than the price of a conventional car to own an EV, according to a Frost & Sullivan survey commissioned by Nissan in 2021. But the demand for EVs is taking off at an uneven pace, even as the region's concerns around climate change, pollution, and congestion continue to grow. With this in mind, MDBC members were invited to a series of webinars on EVs (co - organized by EUROCHAM Malaysia and MDBC), covering infrastructure, adoption, and the future of connected vehicles.

In the EV Infrastructure webinar, experts covered the challenges and opportunities in Singapore, Malaysia, the Philippines, and Vietnam, countries that usually keep up well with the latest developments and trends. Citizens of these countries have a good understanding of the need to shift to EVs so the biggest challenge for them is not a mindset change, but rather the need for suitable infrastructure. Governments around the region have already begun taking initiatives in the development process of EVs. They have adopted low carbon, energy - efficient electric, or e - Vehicle technology in 'low carbon cities' under a Global Environment Facility (GEF) - 7 projects to cut greenhouse gas (GHG) emissions and reduce air pollution.

Governments are also pursuing the 'Accelerating Adoption and Scale - Up of Electric Mobility for Low - Carbon City Development' initiative. Singapore has expressed an ambition of phasing out internal combustion engine (ICE) cars by 2040 and have already tripled their original target of setting up 28,000 charging points to 60,000 by 2030. With these initiatives (and many more) the Singaporean, Malaysian, Indonesian, Filipino, and Vietnamese governments are ahead of the rest of ASEAN.

Overall, it's the high price of vehicles and lack of charging stations which are the major reasons behind a lag. Ultimately, it is the leading energy and automotive companies that will have to guide countries into a new era of green vehicles.

At the EV Infrastructure webinar, distinguished industry experts, who understand and study EV adoption trends shared their solutions for governments and investors to develop the infrastructure successfully. It encompassed the opportunities that EVs can provide, while taking into account various challenges that will first need to be addressed.

Speakers included:

- Malaysia: Hans de Visser (Managing Director, BMW Group Malaysia)
- Vietnam: Wim Elshout (Regional Lead - Overseas and Emerging Markets, ABB e - Mobility)

- The Philippines: Paulo Duarte (Managing Director - Bosch Philippines Country / Sales Director, Bosch Automotive Aftermarket Philippines).

Shiwen Doong (General Manager, Shell Mobility Singapore) joined the speakers for the panel discussion moderated by Vivek Vaidya (Associate Partner - Intelligent Mobility, Frost & Sullivan Asia Pacific).

At the EV Adoption webinar, attendees were able to hear what the experts views are on the benefits (and flaws) of EV adoption, as well as how companies can increase their involvement and help fast track the adoption of these vehicles.

Speakers:

- Singapore: Abhijit Sengupta (Director and Head of Business - India, SAARC Region, and Southeast Asia, HERE Technologies)
- Malaysia: David Lantz (Sustainability Manager, Scania Southeast Asia)
- Vietnam: Laurent Genet (Mobility Sector Committee Chairman, EUROCHAM Malaysia)

Moderator:

Professor Tortajada (Adjunct Senior Research Fellow - Lee Kuan Yew School of Public Policy, National University of Singapore / Professor in Practice on Environmental Innovation, University of Glasgow).

THE FUTURE OF CONNECTED VEHICLES

The Asia Pacific Connected Cars market is anticipated to register a Compound Annual Growth Rate (CAGR) greater than 19% during the forecast period (2020 - 2025). Significant technological developments made over the last decade have seen a rise in 'connected cars' that improving road safety, facilitating anti - theft features, and assisting drivers by exchanging critical information between nearby infrastructure and vehicles. As of 2019, Europe has the second largest market share in the connected cars market. Europe is known for its extensive technological OEMs, working in domains

such as in - car entertainment, navigation, and in - car connectivity. ASEAN will need to step up their approach towards connected vehicles and adopt a more positive mindset of the benefits that they can provide. Being one of the largest untapped markets in the world, ASEAN holds the capability to adopt and develop connected vehicles better and faster than anyone else. In this webinar, we featured the key market trends driving factors of the growth in this new market. We heard from governments, international safety originations, and significant industry players in the ASEAN market.

MDBC OFFICE WARMING & RUMAH ORANJE LAUNCH

In early 2022, MDBC finished their move to a new home in Binjai 8 Premium Soho. MDBC members and special guests were invited to attend the office warming with the main festivities taking place on the Roof Deck. It was also the launch of MDBC's new product - Rumah Oranje (or Orange House) - offering virtual office services and hot desking. Rumah Oranje allows Dutch and Dutch linked companies and entrepreneurs the ability to tap into a 'virtual office' or 'hot desk' offering as they set up a more permanent establishment, or for those who are simply looking for a place to conduct business while in Kuala Lumpur. For those who are interested in this new offering, we invite you to visit www.mdbc.com.my/rumah-oranje, or contact us at info@mdbc.com.my. For additional photos, please refer to page 39.

Below (l to r): Marco Winter (Executive Director, MDBC) and Zainul Rahim (Chairman, MDBC) kick starting the festivities.

Right Top: The ribbon cutting performed by Remco Koster (Vice - Chairman, MDBC) and YB Dato' Sri Mustapa Mohamed (former MDBC Patron) with Marco Winter looking on.

Right Bottom: Marco Winter welcoming guests.



BRIEFING ON THE PENANG STRATEGIC PLAN (PENANG 2030)

On Thursday, 3 March, MDBC members were invited to a briefing updated on Penang 2030 by YAB Chow Kon Yeow (Chief Minister of Penang).



The first three years after the launching of Penang2030 in August 2018 have seen an incorporation of its ideas into policy thinking, and a strong socializing of its goals in the public service. The challenges COVID – 19 poses have provided further motivation for Penang as a whole to realize the objectives of Penang2030.

The state government established Digital Penang in the midst of the pandemic to align diverse digitalization efforts within the state apparatus, and initiated certain institutional reforms to improve policy – making processes and proper monitoring of project implementation. Furthermore, the state commissioned the Happiness in Penang (HIP) Index to be carried out every third year by the Penang Institute to gain proper feedback from the public concerning Penang's development. The establishment of Digital Penang and the Happiness in Penang (HIP) Index are in fact two of the four foundational projects announced in the Penang2030 Guide published in 2019.

Phase 2 of Penang2030 — Accelerating Penang 2030 — is three – pronged.

Firstly, "Placemaking Initiatives" in the state are being identified as focal points for positive efforts to develop Penang as a family – focused clean and green home for its inhabitants. Secondly, "Community – building Initiatives" aimed at engaging and empowering the population as a whole are underway, bringing agencies and elected representatives together for broad and deep impact on society. Finally, the "Industry Engagement Initiatives" signify a tripartite effort between government, civil society, and the private sector to build further on Penang's manufacturing ecosystem, broaden the investor base and prepare for the digital future. Together, these contribute to the remaining two foundational projects in the Penang2030 Guide concerning green connectors and SME advancement.

Within the Industry Engagement Initiatives there are five areas that will be focused on:

1. Talent Development: The Penang Skills Development Center (PSDC), a joint government and private sector initiative developing a pool of human resource for high tech manufacturing. Resources will

be pooled to build capacity in new deep technology areas such as AI, robotics, analytics, and life sciences;

2. Corporate Social Responsibility (CSR): Throughout the pandemic, CSR remained a strong focus for many Penang based corporations. Creative CSR sponsorships will be crafted to create freelance or temporary jobs and solve social issues;

3. Innovative Entrepreneurship: The state will create a marketplace platform that can matchmake entrepreneurs looking for a break with corporations in need of innovative young people and novel solutions, adding to the ecosystem of the future;

4. Diversified Investments: Moving beyond manufacturing FDI, the state government has plans to expand the investor base into other economic and growth sectors such as high end tourism, logistics, and healthcare among others.

5. A Vibrant Mesh of Industry Players: Local enterprises will be encouraged to digitalise, go international, and move up the value chain.

For more info on Penang2030, please visit penang2030.com.

BRIEFING ON TALENTCORP INITIATIVES

MDBC member TalentCorp is a government agency that attracts, nurtures, and retains the best and the right talent to enable Malaysia to reach its economic aspirations. They shape, influence, and align policies, and develop demand – driven initiatives – such as the Critical Occupations List – that serve as the cornerstones for Malaysia's talent policies. On Tuesday, 22 March 2022 MDBC members were invited for a briefing by TalentCorp Group. It consisted

of three (3) aspects of TalentCorp and was presented by three (3) main representatives:

- Thomas Mathew (Group Chief Executive Officer: Overview of TalentCorp)
- Nazrul Aziz (Vice President - Graduate, Diaspora, and Industry Partnership): TalentCorp's Initiatives
- Sabihah Ahamad (Vice President - Malaysia Expatriate Services Centre (MYXpats) Operations): MYXpats and Resident Pass Talent



NEW TRADEMARK UPDATES

On 21 April, MDBC members were invited to an insightful webinar session by Dr Chris Hemingway (Director / Managing Partner, Marks & Clerk Malaysia) and Muhammad Azrul (Partner, Azrul, Liew & Co) on the topic 'New Trademark Updates in Malaysia'. The foundations of trademark laws were established over decades – attend this webinar for an in - depth discussion on key cases in these areas:

- What is now protected under the new TMA and how to get registration under the TMA?
- What is an infringement and how does one enforce one's rights under the TMA?

To watch a video recording of this webinar, please visit:

www.youtube.com/watch?v=KdrNf_yfCEw

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DISCOVER - SIGNIFY



Top left: Attendees during the walk around Signify's Smart Hub showroom

MDBC has an amazing community of member - companies. With this in mind, we introduced a new event series to provide the community with better insight into what their fellow member companies do and offer in terms of products and services.

The inaugural "Discover" series was organized with MDBC member Signify (formerly Philips Lighting). Attendees were invited to Signify Malaysia's new office and Smart Hub in UOA Business Park, Shah Alam (Glenmarie) on 8 June 2022. Signify is the Global Leader in Lighting and the Dow Jones Sustainability Index (DJSI) Industry Leader for the last 3 years.

During the visit guests were able to interact with the Signify Leadership team to talk about their sustainability agenda as well as see some IoT enabled smart connected lighting solutions. The visit was a great opportunity to discover new offerings for those in engineering / technical, office management, IoT solutions, smart offices, design & visual.

Philips 3D Printed Luminaires enables you to meet your sustainability goals. These luminaires are designed for a circular economy, have up to 75% lower carbon footprint, and are printed locally and on demand.

Compared to traditional luminaires, these smart innovative circular designs use less parts, screws, and zero paints. Together with the reduced transportation footprint and the standard use of LED lights, 3D printed luminaires are the most energy efficient lighting choice. As an added bonus, MDBC members attending the event received 30% off the retail price of items.

Additional pictures from this event are available on the MDBC Facebook page at www.facebook.com/mdbc.com.my.



Top right: MDBC Executive Director Marco Winter welcoming attendees to the inaugural Discover event.
Middle right: Discovering new products at the Signify Smart Hub showroom
Bottom: Guests after the Signify briefing & tour



ANTI - CORRUPTION CONFERENCE



MDBC supported the half day anti - corruption conference organized by the Coalition for Business Integrity (CBI) on 18 May. A survey on corruption in the supply chain revealed corruption resulting in the elevation of the cost of goods and services in the country. Most business practitioners are oblivious to the damaging effects of bribery and corruption to the livelihood of the public, and to the image of the country.

In the era of globalization, jurisdictions around the world have put in place legislations to address cross border corruption in line with the United Nations Global Compact (UNGC). The half day

conference provided insight into this area, with the sharing of success stories for the benefit of business operators in the marketplace.

Speakers included:

- * Shanta Helena Dwarkasing (Associate Director of Programs, UNGCMYB): Anti - Corruption Collective Action in Malaysia)
- * Daniel Bernbeck (Executive Director, MGCC): Supply Chain Monitoring & Investor Confidence
- * Chew Phye Keat (Managing Partner, Raja, Darryl & Loh): Supply Chain Governance in the Context of Adequate Procedures Under S17A of the MACC Act 2009

The conference also featured Drago Kos (Chair, OECD Working Group on Bribery) as the keynote speaker, who shared his perspective on the matter and gave a presentation titled: Business Integrity as a Factor Connecting the World".

Testimonies were provided by Tam Wah Fiong (Chairman, Thumbprints Utd Sdn Bhd), Sim Choo Kheng (CEO & Founder, Sim Leisure Group), and Zafar Anjum (Group CEO, ABAC Group) on resisting the pressures of corruption. Moderated by Shawn Edward Cheah (Executive Director, MICCI), there were breakout workshops on the following topics:

- Issues Faced by Malaysian Business in ABMS Compliance (led by Shaun Cheah);
- Governance for Business Sustainability (led by Shanta Dwarkasing);
- Political Financing in the Private Sector (led by Aira Azhari); and
- How can SMEs Comply with Adequate Procedure? (led by Tony Wu)

Attendees were also on hand to witness the official launch of the CBI / ABAC / BSI ABMS Supply Chain Certification before being enjoying a dinner to close out the conference.

In recent years, the Malaysian government started an energy labelling scheme for public buildings and launched a cash voucher subsidy scheme (SAVE3.0) for the most energy efficient household appliances. The Sustainability Achieved Via Energy Efficiency (SAVE) 3.0 is a program which grants maximum RM 400 e - Rebate to domestic households that purchase energy efficient with 4 star or 5 star energy efficiency labels from the Energy Commission (ST).

The main objectives of the SAVE 3.0 Program are as follows:

- * Increase the total number of five (5) and four (4) star energy efficient electrical appliances and energy efficient appliances in the market; and
- * Increase public awareness to encourage them to buy energy efficient appliances that will save consumer's electricity consumption, especially for domestic consumers.

The project's implementation period has

GREEN BUILDING & ENERGY EFFICIENCY



been set for one (1) year from January 2022 to December 2022.

In a World that needs to fully decarbonize to comply to the Paris Climate Agreement target, the two key factors will be fuel switching (renewable energy) and a strong push for energy efficiency.

Organized by our colleagues from the Malaysian Danish Business Council (MDaBC), and in collaboration with IEN Consultants Sdn. Bhd., Danfoss Malaysia

Sdn. Bhd., and fellow European chambers, MDBC invited members to join the "Green Building & Energy Efficiency" briefing.

Speakers were:

- Gregers Reimann (Managing Director, IEN Consultants): Expensive Not to go Green
- Allan H. Jensen (Chairman / General Manager, MDaBC / Danfoss Malaysia): Danfoss Sustainability Solutions in Green Buildings.

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EXPORTING TO THE NETHERLANDS



On King's Day, 27 April, MDBC members were invited to a briefing hosted by Standard Chartered Bank Malaysia. This briefing was inclusive of presentations by the Holland International Distribution Council (HIDC / NDL), MATRADE Rotterdam, and several other event partners. MDBC members were able to explore export opportunities in the Netherlands and Europe, find avenues

for Supply Chain Solutions within the Netherlands and beyond, gain insight into the PEMULIH Government Guarantee Scheme, as well as learn more about mitigating export related risks as they networked with fellow trade related organizations.

The PEMULIH government guarantee scheme provides financial assistance and

is open to all entities (SMEs and Mid Sized Companies (MSC)) in all industries with an annual revenue of not more than RM 500 million based on audited accounts (or relevant income tax returns where applicable) for any of the financial years ending 2019 or later. Organizations must have at least 51% of their shares held and controlled by Malaysian citizens.

Speakers included:

- Emeliana Zainol (Trade Commissioner, MATRADE Rotterdam)
- Masliza Zainal Abidin (Head of Marketing, Syarikat Jaminan Pembaiyaan Perniagaan (SJPP))
- Sjaak de Klein (Senior Manager Supply Chain Solutions Asia, HIDC / NDL)
- Callum Chen (President, Malaysian Consortium of Mid - Tier Companies (MCMTC) / CEO, LH Plus)
- Kevin Chan (Head - Capital Markets, Products & Solutions, Standard Chartered Bank Malaysia)
- Alan Tang (Head - Documentary Trade, Standard Chartered Bank Malaysia)

WHAT TO EXPECT FOR 2022 AND BEYOND

Organized by our colleagues from the Malaysian Danish Business Council (MDaBC) and in collaboration with fellow European chambers, MDBC invited members to join a Parliamentary Briefing by Vriens & Partners on 26 April. With the theme, "Political Machinations, Elections, and Lingering Uncertainty: What to Expect for 2022 and Beyond", this edition addressed GE15.

A series of by – elections brought Malaysia no closer to the answer to the

guessing game of when will the general election be held.

What are the indicators for GE15, as well as what will this mean for the country and the economy in the long run? Is Malaysia returning back to an age of strong coalitions, or towards a future of dynamism, with smaller parties playing an important role?

Speakers included Nazhif Yusoff (Country Director - Malaysia, Vriens & Partners)

and Shazwan Mustafa Kamal (Associate Director - Malaysia, Vriens & Partners)

Nazhif was previously with the trade and investment team at Malaysia Petroleum Resources Corporation, an agency under the Prime Minister's Department. He developed the agency's database of export opportunities for Malaysian Oil & Gas services and equipment manufacturing companies. He also connected Malaysian Oil & Gas companies with opportunities in Southeast Asia, the Americas, and the Middle East through the organization of trade and specialized marketing missions.

Shazwan has over 10 years of professional experience in the field of politics, journalism, and the media. He worked for the online news portal - the Malay Mail as an Assistant News Editor and Senior Journalist, overseeing the newsdesk's day - to - day operations and political analyses. He also led the news team in the coverage of important events like the 2018 General Election, and spearheading story packages.

Together, their expertise in political analyses provided attendees with a nuanced and in - depth look into what to expect for 2022 and beyond.

Bottom left: Nazhif Yusoff (Country Director - Malaysia, Vriens & Partners)
Bottom right: Shazwan Mustafa Kamal (Associate Director - Malaysia, Vriens & Partners)





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.

**The Dutch
Triple Helix
Approach
Powers AI**

MEMBERS NEWS

**Amsterdam tops
world ranking for
Green Finance**

On 14 April, Enza Zaden Asia, developers of vegetable varieties for the tropical climate, officially inaugurated its latest investment in Sauk, Malaysia: an R&D infrastructure facility. Made to have a conducive working environment along with state-of-the-art R&D seed processing and research facilities, it means the subsidiary of Enza Zaden is now ready to serve their customers in the region.

The R&D facility consists of 20 ha of terraced irrigated trial fields, several greenhouses and tunnels for breeding activities, phytopathology research, and farm support buildings. The Seeds Operations facility involves a processing plant along with 4000 m of cold room to keep seeds at an optimum quality level.

"Establishing a new office and having a dedicated team of R&D with local experience and knowledge will help identify the needs of the local growers and the local market. This enables us to develop the best high-performing varieties, totally attuned to the local (climate) conditions," says Pankaj Malik (Regional Director, Enza Zaden Asia).

"As part of our wish to service the South East Asian farmers well, we recognized

ENZA ZADEN R&D FACILITY IN MALAYSIA OFFICIALLY INAUGURATED

that we needed to do research and breeding under local conditions. After a thorough analysis, the Enza Zaden Board decided to invest in Malaysia by having an R&D farm of more than 20 ha. We are committed to empowering many small-holder vegetable farmers across the region. We aim to provide them with solutions and opportunities and to bring a smile to their face," said Jaap Mazereeuw (CEO, Enza Zaden).

Enza Zaden has created local employment

and has employed more than 100 locals. Training these employees in technical subjects is helping in capacity development of local Malaysians and makes them ready for the future. They are actively connected with local universities by providing internships to new students and sponsoring education to promote technical knowledge in the agricultural sector. The vegetable seed varieties developed and customized to local and export markets are helping the farmers and other stakeholders across the region.

Below (l to r): Sivasuriyamoorthy Sundara Raja (MIDA), Nor Sam Alwi (Deputy Chief Director of Agriculture - Management and Regulatory, Department of Agriculture - Malaysia), Jaap Mazereeuw, H.E. Aart Jacob (Ambassador, Embassy of the Kingdom of the Netherlands), and Pankaj Malik at the inauguration of Enza Zaden's facility.



KLM PARTICIPATES IN THE SUSTAINABLE FLIGHT CHALLENGE AND LAUNCHES NEW CABIN CLASS

The Sustainable Flight Challenge was initiated by a group of enthusiastic KLM employees. Externally evaluated by a panel of six judges headed by the former Dutch Prime Minister, Jan Peter Balkenende, the panel will decide which airline has performed best in four categories: Impact, Innovation, Scalability, and Cooperation.

KLM sent two flights for this competition, operated by the two most economical aircraft in their respective fleets, the Boeing 787-10 and Embraer 190, both of which will be powered by a fuel blend consisting of 39% SAF. In addition, a wide array of new weight-reduction measures were taken on board. A total of more than 50 existing and new measures were taken aboard both flights, involving

all KLM divisions as well as partners such as Edmonton Airport, Amsterdam Airport Schiphol, Air Traffic Control the Netherlands (LVNL), and General Electric.

The impact of the latest measures will be evaluated to see whether they are worth implementing in the short term. With results released at the end of June, the knowledge generated during the Sustainable Flight Challenge will be shared among the participating SkyTeam partners.

KLM also presented its new Premium Comfort Class, an intermediate cabin offering more space, luxury, service options, comfort, and privacy than Economy Class, at lower prices than

World Business Class. It has a new type of seat as well as distinctive service and catering concepts. Depending on the type of aircraft, capacity varies from 21 to 28 seats. The new seats were designed by Collins Aerospace together with specialists at KLM Customer Experience. Apart from their elegant design and comfort features, the seats are also lighter than previous designs.



HOOGENDOORN GROWTH MANAGEMENT SIGNS PARTNER AGREEMENT FOR SMART PRECISION FARMING TECH

Idea Company Sdn Bhd today signed a Memorandum of Agreement (MoA) with Hoogendoorn Growth Management, formalising a partnership agreement that will proliferate the use of smart precision farming technologies for more sustainable practices and approaches in the Malaysian agricultural sector.

The MoA signing between Zachary Aman (Managing Director, Idea Company Sdn Bhd) and Wierd Vonk (General Manager of Asian Operations, Hoogendoorn Growth Management), was witnessed by YB Datuk

Seri Dr. Ronald Kiandee (Minister of Agriculture and Food Industries) and Eva Oskam (Deputy Ambassador and Head of Economic Section, Embassy of the Kingdom of the Netherlands to Malaysia).

"The MoA signifies a unique collaboration between a home - grown Malaysian entity with a Dutch technology partner at a time when Malaysia is on a journey to revolutionise its agriculture industry through technological and digital transformation," said Zachary.

"This partnership allows Idea Company to provide greater access to modern technologies for smart farming, thanks to this milestone collaboration with Hoogendoorn, an innovative proprietor of process automation systems in greenhouse horticulture," he added.

Application of smart precision technologies such as IoT, connected services and autonomous systems, our Malaysian farmers are empowered to make decisions at the level of a single square metre or individual plant, rather than entire fields. This precision allows well - informed interventions that ultimately improve agricultural sustainability by helping farmers produce more with less, addressing agricultural inadequacies and problems that cannot be solved with traditional or outdated methods and mindsets.

Malaysian farmers will be better equipped to manage essential operational mechanisms in farming by eliminating guess work and reducing variabilities. This is achieved by utilization of empirical data and information to help local farmers understand relationships between variables and output.

Idea Company signed a memorandum of agreement (MoA) with Hoogendoorn to boost the sustainable smart farming community in Malaysia. The signing was witnessed by YB Datuk Seri Dr. Ronald Kiandee and Eva Oskam.



TALENTSQUARE AND THOMAS INTERNATIONAL ANNOUNCE PARTNERSHIP

TalentSquare, a niche executive recruitment agency and Thomas International, a leading talent assessment platform provider, have partnered to offer an end - to - end solution for clients looking for hard to find talents. This is achieved by closely integrating Thomas International's psychometric talent assessment solutions into the recruitment process. This assists TalentSquare's recruiters, who are all certified practitioners, to take guesswork out of the recruitment process and have a more meaningful conversation with potential candidates.

TalentSquare was founded in 2000 by Koen van Gurp who noticed a big quality gap in the executive search profession in

Southeast Asia as compared to his native Holland. At TalentSquare, the focus is not to sell a job to candidates and not to sell candidates to a company. In the process, TalentSquare also pays a lot of attention to providing a positive candidate experience. Amongst TalentSquare's many international clients are MDBC members like Actiforce, Van Leeuwen, Pemandu and ROSEN Group.

Thomas International is a UK headquartered talent assessment provider and was founded in 1981. With offices all over the globe, the Asia Pacific region is managed by Hein Jan Lapidaire from their Kuala Lumpur based regional office. Thomas International's solutions combine technology, psychology, and data to

translate people's diverse characteristics into easy to understand, easy to action solutions that are accessible to everyone for their recruitment, retention, and development decisions. Clients include Estee Lauder, McDonalds, Siemens, and many more.

Both Koen and Hein Jan are very excited to closely work together. "Both being Dutch, Koen and I met each other at Malaysian Dutch Business Council's networking events and we both share a keen interest in people and psychology", Hein Jan says. "Our partnership with Thomas International will really help us to better understand our candidates and better serve our clients.", Koen says.

TALENTCORP OPENS OFFICE IN PENANG TO BETTER SERVE THE NORTHERN REGION



Top (l to r): Mohd Razip Bin Yasin (Head of Unit - Pass, Expatriate Services Division Putrajaya, Immigration Department of Malaysia), Soori Bapoo Kuandiah (Board Member, TalentCorp), Murali Velautham (Board Member, TalentCorp), Thomas Mathew (Group Chief Executive Officer, TalentCorp), and Paul Devaraj Michael (Senior Principal Assistant Secretary - Policy Division, Ministry of Human Resources) during the ribbon cutting ceremony at the new TalentCorp & MYXpats office in Bayan Baru, Penang.

On 28 March, Talent Corporation Malaysia (TalentCorp) opened a new office in Penang with the aim of strengthening its presence in the Northern region of Malaysia.

Situated in the One Precinct building in Bayan Baru, Pulau Pinang, this is the first branch outside of the Klang Valley for TalentCorp, the national agency under the Ministry of Human Resources mandated to drive Malaysia's talent strategy.

The opening ribbon - cutting ceremony was officiated by Thomas Mathew (Group Chief Executive Officer, TalentCorp), alongside other members of TalentCorp's board and senior management team, and industry representatives.

"We are excited for the opportunity to grow in Penang, while also expanding our

presence in the Northern region including Kedah, Perlis and Perak," said Mathew during the ceremony.

"The new TalentCorp and MYXpats office in Bayan Baru will serve as a hub to further collaborate with employers on initiatives and programmes to benefit the Malaysian talent ecosystem" he added.

The presence of MYXpats in Penang is also aimed at improving its services processing time for the region. The new office, which will serve as the Northern headquarters for TalentCorp, MYXpats and MYNext services, is testament to the huge strides TalentCorp has made in the Northern region of Malaysia since it first began operations in Penang in 2014.

Back then, it was represented by just a single employee, but over the course of

eight fruitful years, the team has grown and gone from strength to strength, collaborating with major players in various industries.

According to the Northern Corridor Implementation Authority (NCIA), the Northern Corridor Economic Region (NCER) is projected to achieve a robust regional GDP growth of 6.5% to 6.9% in 2022, creating 30,573 new jobs for the people.

It is with this growth in mind that TalentCorp has decided to strengthen its presence in the region, with the aim of providing services to companies who need information and assistance on its initiatives, and assisting them to take the next steps in their growth.

Since it first spread its wings to the Northern region seven years ago, TalentCorp has diligently worked on creating networks and collaborations with various parties in the public and private sectors. TalentCorp has worked closely with state agencies such as Invest Penang, Invest Kedah, and the Penang Women's Development Corporation (PWDC); and have held successful industry - academia collaborations with Universiti Sains Malaysia, Universiti Malaysia Perlis, Universiti Kuala Lumpur (Kedah), and Universiti Utara Malaysia.

With the new Bayan Baru office, TalentCorp hopes to be able to serve the Northern Region of Malaysia better and not only help the region's private and public sectors with their own growth, but also enable Malaysia to reach its economic aspirations.

HENRY GOH & CO IAM GLOBAL LEADERS 2022

Dave A Wyatt (Executive Director - Malaysia, Henry Goh & Co), has been recognized in IAM Global Leaders 2022, a compilation of the world's top private practice experts in the field of patents. This is the second year running that Dave has been recognized by IAM as a Global Leader.

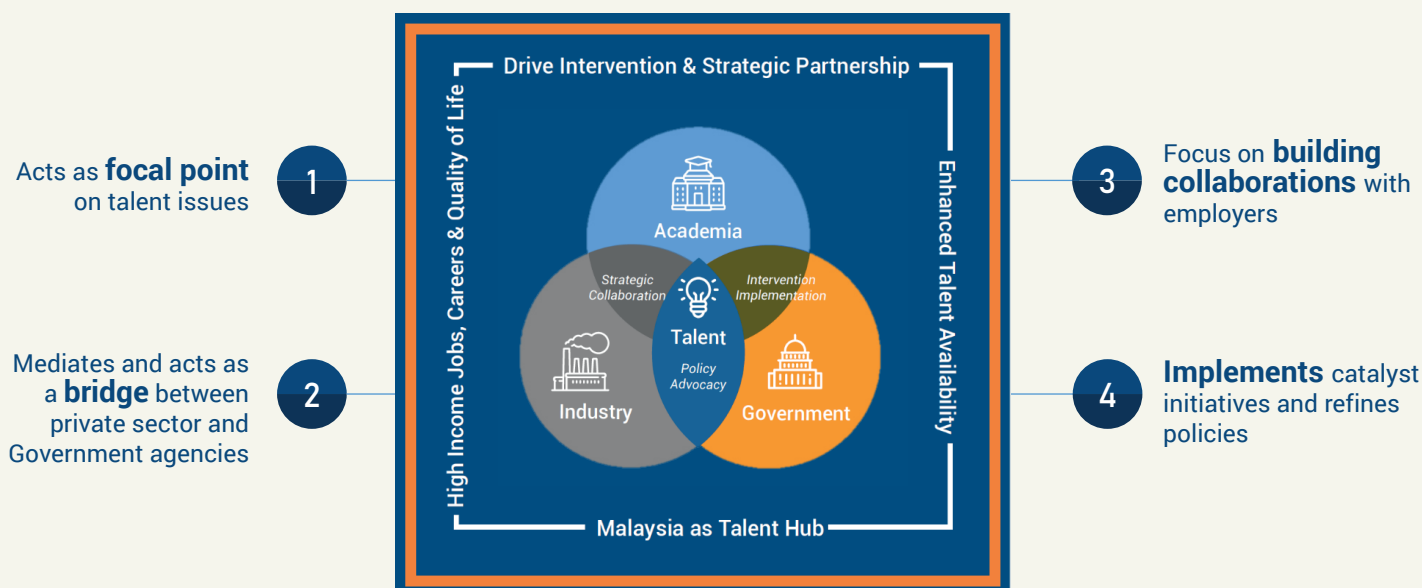
The process of selection of professionals

for inclusion in IAM Global Leaders starts with being ranked in the Gold Tier of IAM Patent 1000. From this elite group, IAM then focuses on candidates who merit special attention for their ability to innovate, inspire, and go above and beyond to deliver value for their clients.

As a seasoned professional who has practised in the field of patents in

Malaysia for more than 25 years and with a particular dedication to knowledge sharing, Dave's recognition is well - deserved. The People of Henry Goh congratulate Dave on this new achievement. They also extend their deep appreciation to all clients and associates for their continued support and trust in the firm, without which such achievements would not be possible.

We aim to enable Malaysia to be a market-oriented talent hub by attracting, nurturing and retaining the right expertise to spur economic growth, through:



Address
Current
Talent Gaps

Industry Engagement

mynext • MYXpats • Critical Occupations List (MyCOL) • National Skills Registry (MyNSR)

Meet
Future
Demand

THRUST 1

Optimise MALAYSIAN TALENT

- Local graduates –
- Scholars (Public scholarship holders) –
- Latent talent –

- » Structured Internship Programme (SIP)
- » Scholarship Talent Attraction and Retention (STAR)
- » MyASEAN Internship
- » Semester Break Programme (SBP)
- » Young Employable Students (YES!)
- » Career Comeback Programme (CCP)
- » Work-Life Practices (WLPs)
- » Talent ProCertification

THRUST 2

Attract & Facilitate GLOBAL TALENT

- Malaysian diaspora –
- Highly skilled expatriates –

- » Returning Expert Programme (REP)
- » Malaysia at Heart (MyHeart)
- » Residence Pass-Talent (RP-T)
- » MYXpats Centre

THRUST 3

Build NETWORKS OF TOP TALENT

- Malaysian talent –
- Global talent –

- » Industry-Academia Collaboration (IAC)
- » Industry-Talent Advisory Council (InTAC)
- » Women Agenda Council of Experts (WACE)
- » Malaysia Global Talent Advisory Group (MyLead)
- » LIFE AT WORK Awards (LAWA)

We welcome collaborations with the public and private sectors. Let's get in touch.



comms@talentcorp.com.my



www.talentcorp.com.my

STUDENT INTERNSHIP PROGRAM

VISIT TO STUDENT INTERNSHIP PROGRAM (SIP) PARTNER UNIVERSITIES

In March of this year, MDBC SIP Manager, Jolande Jonge Poerink visited MDBC SIP Partner Universities in the Netherlands. With the reopening of borders and the resumption of international travel, it was important to re-introduce interested students to the opportunities and potential found within our program. MDBC's long

standing SIP has been proven to be the best option for Dutch student interns conducting their international placements in Malaysia, in ASEAN, or even globally! Jolande provided briefings at each partner university where students learnt about the personalized services provided by MDBC's program from start to finish, ensuring peace of mind

for the individual students, their families, and their schools. Attendees were also able to hear in person testimonies from other students who had previously participated in SIP, sharing their experience of the program itself, learning foreign cultures, and gaining valuable international work experience.



KUALA LUMPUR, MALAYSIA

Members News

1st Edition 2022

PLUG POWER COMPLETES ACQUISITION OF FRAMES GROUP

Frames Group's Leadership in Engineering, Process and Systems Integration Accelerates the Delivery of Turnkey Electrolyzer Solutions

Plug Power Inc., a leading provider of turnkey hydrogen solutions for the global green hydrogen economy, completed the acquisition of Frames Group, a leader in turnkey systems integration for the energy sector, following the definitive agreement announced on 9 Nov, 2021.

The acquisition of Frames Group adds engineering, process, and systems integration expertise to Plug Power, enabling the company to scale the delivery of green hydrogen solutions.

"We are thrilled to welcome today 300 new employees within Plug Power, and to expand our presence globally, with

employees in the Netherlands, India, the United Emirates, Malaysia and Brazil. The Frames Group's process and control systems integration expertise, combined with Plug Power's world-class electrolyzer stack technology, will help us attain our goal of producing over 1,000 tons per day of green hydrogen by 2028," said Andy Marsh (CEO, Plug Power) (pictured, top right).

"This is further evidence of Plug Power's commitment to invest in developing the green hydrogen economy in Europe", he added.

Through the acquisition of Frames, Plug Power continues to build out its capabilities to deliver a range of turnkey electrolyzer solutions from one megawatt (MW) containerized systems to 1,000 MW standalone plants.





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46300 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Royal FrieslandCampina N.V is the parent company of Dutch Lady Milk Industries Berhad.



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Kingdom of the Netherlands

Netherlands Embassy

The following is an overview of the Embassy's activities in the first half of 2022.

DUTCH COMMUNITY

King's Day

Every April, the Dutch community in Malaysia gathers together to celebrate King's Day. This April, we lit up the KL tower in Orange and it was so good to see so many pictures from the community with the orange KL Tower. Looking forward to 2023, we look forward to celebrating King's Day in - person!



Commemoration of War Victims

On 4 May, we organized a commemoration of war victims in the event space at the condominium of Deputy Ambassador, Eva Oskam. It was an intimate gathering and a cooperation with the Dutch school, Language One, as a student read out his poem about war.

MISSIONS

Healthcare Trade Mission

In June, a delegation of six Dutch organizations and government officials paid a visit to Hospital UiTM as part of a trade mission in Life Sciences and Healthcare. Early in June, Hospital UiTM signed a Memorandum of Understanding (MOU) with the renowned Erasmus University Medical Centre.

This MOU will catalyze new collaborations in the areas of research and knowledge transfer between staff and students.

According to Professor Dr. Sazzli Kasim (Director, Hospital UiTM), "As the Erasmus University Medical Centre is one of the prestigious medical centers in the Netherlands, we're excited to work together and ensure that we optimize healthcare in both countries using each other's knowledge".

Apart from the academic collaborations, the mission also served as a starting point for dialogues between officials from both governments. Minister Marjolijn Sonnemans (Vice Minister for Public Health, Ministry of Health Welfare and Sports - The Netherlands), who led the trade mission, had a high level meeting with Dato' Dr. Haji Noor Azmi bin Ghazali (Deputy Minister of Health, Malaysia).

The Netherlands also has vast experience in vaccine development including that for COVID - 19, influenza, and the Inactivated Polio Vaccine (IPV). It is a renowned hub for cutting edge pharmaceutical research and has become a hotbed for future vaccine breakthroughs.

Vaccine development was among the key topics of interest. Malaysia has the plan to establish self - sufficiency via local vaccine production and the Netherlands offered to share expertise and best practices in this area.

Fighting Antimicrobial resistance (AMR) is also a key priority of Dutch health policy and there were constructive engagements on how to work together with global partners. Both parties agreed that following the pandemic, digital transformation has gained importance in the healthcare sector. To explore this topic further, the Embassy organized a seminar on the theme of Connected Care during the mission.

Dutch companies with expertise in the areas of hospital design and build, pharmacy automation and digital solutions were featured. The event was successful in bringing together key players in Malaysia's healthcare sector to identify the challenges and opportunities for future partnerships.



Have you recently moved to Malaysia, or have you been living here for a long time already but never received any e - mails from us, for instance with updates about travel restrictions?

Make sure to register for the information service; during the registration you will also have the option to 'extend' your registration so you will be notified for social events organized by the embassy.

It is also possible to adjust your previous registration via the link, for example if you are no longer staying in Malaysia.

Register or adjust your registration now: informatieservice.nederlandwereldwijd.nl

Top left: The KL Tower lit up in orange, helping the Dutch community celebrate King's Day.
Bottom: Dato' Dr. Haji Noor Azmi and Minister Sonnemans
Right: Exchanging MOUs between UiTM and Erasmus University





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

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www.besi.com

NEW WEBSITE & GREENTECH MASTERS

LAUNCH OF THE NEW ADCN WEBSITE



The Association of Southeast Asian Nations (ASEAN) comprises of 10 countries with a combined nominal GDP of over US \$2.8 trillion. If counted as a single entity, it would rank sixth in the world, making ASEAN a very attractive market.

To facilitate regional business and leverage on the strengths of individual country chambers / councils, Dutch

Chambers in the Southeast Asian region committed to collaborate under the title of the ASEAN Dutch Chamber Network (ADCN). Consisting of six Dutch Chambers of Commerce (Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam), ADCN represents a diverse range of Dutch Businesses, cutting across almost every commercial sphere.

The network has been working hard to develop common exposure, streamline membership, and provide increased opportunities for respective members to attend events from Dutch Chamber colleagues that could especially be of interest for the many regional representatives here in ASEAN.

To help facilitate this, an ADCN website was launched in mid January. The website will be the main portal for all entrepreneurs in ASEAN and the Netherlands who want to discover the potential and opportunities available within this dynamic and fast - growing region. Visitors can find inspiration, develop partnerships, and discover new prospects. It is the ideal portal for entrepreneurs who want to tap into the relevant news from the region, for podcasts from experienced Dutch Entrepreneurs who have already made the leap into the market, and to plug into an active network. You can visit the website at adcn.asia.

In the beginning of February, ADCN introduced 'GreenTech Masters', a series of interviews with professionals in the industry. Global experts will share their views and experiences on the vital challenges in Southeast Asia. Audience members were able to post questions head of the live interview.

The inaugural event, led by the Netherlands - Thai Chamber of Commerce (NTCC) took place on 7 February and featured Dr. Godfrey Dol (Principal - Controlled Environment Foods Team, Equilibrium).

Dr. Godfrey Dol's experience in the glasshouse industry spans almost four decades. He has worked for a range of multinational conglomerates such as BayWa, The Costa Group, Village Farms, Rijk Zwaan, and smaller companies. His expertise is in designing, building, and managing large successful glasshouse facilities. He has owned and operated greenhouses and runs a consulting business. His glasshouse experience covers Europe, Asia, the Middle East,

GREENTECH MASTERS



Top left: NTCC Executive Director Hans van den Born welcoming attendees at the start of the inaugural Greentech Masters event.
Top right: Keynote speaker Dr. Godfrey Dol
Bottom left: Moderator Manual Madani

North America, and Australia. In 2013, Dr. Godfrey Dol was recognized for his work with the Costa Group by being awarded Farmer of the Year. In 2020, he advised the winning team of the Artificial Intelligence contest organized by the University of Wageningen. In 2021, he

published a book, "The Semi - Closed Glasshouse".

Moderated by Manual Madani (Vice - President, NTCC / Business Lead, Priva), the guests included entrepreneurs exploring future ways of growing high yield crops in controlled environments.

A video recording of this webinar can be found at:
www.youtube.com/watch?v=iL1ELWz2xKQ

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.



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your product
protected.



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Producing



Cleaning



Distributing

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ASIA FOOD CHALLENGE

The ASEAN Dutch Chamber Network (ADCN) presents the second session of "Greentech Masters", an exclusive interview with one world's largest investors in the food and agriculture industry. TEMASEK globally invested in many new ventures across the alternative proteins, greenhouse, and field farming industries.

In a dedicated research with three major stakeholders, a report has been published previewing the industry by 2030. It also covers Food Challenges in Asia and explores the new Asian consumer.

A new market will arrive; the cause is the

behavior change of Asian consumers which will make a shift to new fundamentals of the food industry. How should you strategize your business? Which country is going to eat more plant – based products? Where will we grow our food? Most of the content on the trends and challenges of Asian consumption and sustainable food issue will be pulled from the research conducted by PwC, Rabobank, and Temasek.

The Asia Food Challenge – Understanding the New Asian Consumer Growing affluence, evolving tastes, and technologies, and enhanced focus on healthy, safe and sustainable food are

changing the way Asian consumers buy and enjoy food. This vast, diverse market offers exciting opportunities for both new and established brands.

The featured speaker at this webinar was Xu Wei (Director, Temasek International). He has been at the firm since 2012 and has over 10 years of investment experience across Oil & Gas, Food, and Agriculture in the Singapore, and New York offices. Xu Wei is currently part of the global leadership team for Food and Agriculture.

A copy of the Asia Food Challenge report can be downloaded at:
www.theasiafoodchallenge.com

ECONOMIC OUTLOOK ASIA - PACIFIC: THE COMEBACK YEAR?



Frederic Neumann
Managing Director, Co-Head of
Global Research Asia and Co-Head of
Asian Economic Research

Partner, Business Consulting,
Financial Services, EY Hong Kong
Martyn van Wensveen



During this webinar, we looked at the economic year ahead with Frederic Neumann (Managing Director and Co - Head - Asian Economics, HSBC Hong Kong). Frederic has over 20 years of experience in the region - focusing on both politics and economics - and is passionate about trends that are shaping Asia.

Before joining HSBC, Frederic was an adjunct professor at a number of US universities, including Johns Hopkins University, teaching graduate courses on Asian sovereign risk analysis, financial markets, monetary policy, and Southeast Asian political culture. He also served as a consultant to international organizations and governments, and as a research associate of the Institute for International Economics in Washington, DC. A former Fulbright scholar, Frederic holds a PhD in International Economics and Asian Studies.

Organised by the Dutch Chamber of Commerce in Hong Kong, MDBC members are invited to attend their "Economic Outlook Asia - Pacific: The Comeback Year?" on Thursday, 5 May from 12:00 – 13:00 hrs, Malaysia time.

Economic conditions for Asia – Pacific are more uncertain than ever. COVID, supply chain constraints, energy disruptions, and central bank policies are just a few

examples shaping the economic landscape in Asia.

After the strong rebound of 6.5% posted in 2021, growth in Asia - Pacific is expected to moderate to 4.0% in 2022 amid an uncertain global environment. What will be the combined impact of these and other forces on the economies in Asia? Which trends are critical, to shape your own forecast for the coming year?

Moderating the discussion was Martyn van Wensveen (Financial Services Advisory Partner, EY Hong Kong / Member of the DutchCham Finance Committee). He has over 25 years of hands - on consulting experience with more than 100 client projects in Asia, Europe, Africa, and South America.



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.

Extracted from the MIDA 2021 Investment Report. The full document can be found at www.mida.gov.my/wp-content/uploads/2022/03/MIDA-IPR-2021-1.pdf

Investors were most confident in the infrastructure sectors, with international project finance deals up by 53% in number and 91% in value backed by favourable long - term financing conditions, recovery stimulus packages, and overseas investment programs.

24.7%, followed by mining and quarrying with a share of 6.3%.

Malaysia's total direct investments abroad (DIA) position improved to RM556.7 billion in the fourth quarter of 2021 compared to RM543.9 billion in the previous quarter largely contributed by financial activities, with a share of 46.1% or RM256.7 billion. Mining and quarrying's share of DIA position stood at 11.7% while agriculture's share stood at 7.9%.

Malaysia recorded a total of RM306.5 billion worth of approved investments in the manufacturing, services and primary sectors for 2021, a surge of 83.1% from 2020. These approved investments involved 4,564 projects and are expected to generate 105,012 job opportunities. The manufacturing sector led investments for the year, recording RM195.1 billion (63.7%), followed by the services sector at RM94.1 billion (30.7%) and the primary sector at RM17.3 billion (5.6%).

The country remains a competitive investment location for foreign investors despite the multiple headwinds on the global front. FDI contributed to more than 60 per cent of the total approved investments, valued at RM208.6 billion. In terms of ranking, **the Netherlands**, Singapore, PRC, Austria, and Japan were the top five foreign investment sources accounting for RM185.5 billion or 89.9% of the total approved FDI in the country.

Approved investments for the manufacturing sector accounted for nearly two - thirds of the total approved investments in the country at RM195.1 billion from 702 projects, which is a significant improvement from 2020 when RM91.3 billion was approved from 1,050 projects. New projects made up 386 or 55% of the total projects approved while the remaining 316 projects or 45% were from expansion/diversification projects. These approved manufacturing projects are expected to create 74,575 job opportunities in various managerial, technical and skilled positions. This emphasis on creating quality jobs for Malaysia reflects the higher value chain transition of the manufacturing sector.

The diagram shows two circular flows between Malaysia and other countries. On the left, a globe represents FDI, with red location pins indicating investment in various countries. On the right, the Malaysian flag represents DIA. Two dashed arrows connect them: a red arrow pointing from the globe to the flag, and a black arrow pointing from the flag back to the globe.

Category	Q3'21	Net Inflow	Net Outflow
Foreign Direct Investment (FDI)	Q3'21	RM24.7b	-
Direct Investment Abroad (DIA)	Q3'21	-	RM15.0b
Net Inflow (FDI)	-	RM12.8b	-
Net Inflow (DIA)	-	-	RM4.7b

Source: Department of Statistics Malaysia (DOSM).

global FDI flows, recording RM54.9 billion in net FDI inflows in 2021 compared to RM14.6 billion in 2020. The Department of Statistics Malaysia (DOSM) data showed the country receiving RM24.7 billion of net inflows in the fourth quarter of 2021, the highest inflow since the pandemic's outbreak.

Global foreign direct investment (FDI) grew strongly in 2021 to an estimated US\$1.65 trillion compared with US\$929 billion in 2020, surpassing even pre-COVID-19 levels. Developing economies saw FDI flows increased by 30% to nearly US\$870 billion, with East and Southeast Asia witnessing 20% higher inflows. ASEAN saw FDI inflows up by 35%, with most members witnessing an increase.

The inflows for the last quarter of the year were mainly from higher reinvestment of earnings. Net inflows for the third quarter stood at RM12.8 billion, with RM9.1 billion and RM8.2 billion registered for the first and second quarters respectively.

The total stock of FDI in the country expanded by RM26.7 billion to RM796.3 billion, with the manufacturing sector being the highest recipient of FDI at RM312.3 billion or 39.2% of the total FDI position. Financial activities were the next highest recipient with a share of

Sector	Total Investments (RM bil)	Increase from 2020 (%)	Domestic Investments (%)	Domestic Investments (RM bil)	Foreign Investments (%)	Foreign Investments (RM bil)	Total Job Opportunities
Manufacturing	RM195.1	113.7%	7.9%	RM15.5	92.1%	RM179.6	74,575
Services	RM94.1	34.4%	73.5%	RM69.2	26.5%	RM24.9	29,909
Primary	RM17.3	183.6%	76.3%	RM13.2	23.7%	RM4.1	528



malaysians want

attractive salaries & benefits.

Randstad Malaysia's 2022 Employer Brand Research surveyed more than 2,500 local respondents to gain deeper insights on the top employee value proposition (EVP) factors that guide their search for a new employer.

Over the past two couple of years, Malaysians re-evaluated their career purpose and how work fits into their lives. Respondents of Randstad Malaysia's Employer Brand Research shared that they prioritise salary, work flexibility and good work-life balance when they look for a new employer.

[flexible work arrangement.](#)

After 'salary and benefits', the second EVP factor they want to evaluate is 'work-life balance'. Work-life balance is an important aspect of a healthy, flexible and supportive environment where employees can pursue both their work goals and personal interests. Having good work-life balance leads to good health and relationships, as well as higher work productivity and employee motivation.

[salary & benefits.](#)

74% of Malaysian respondents said that "salary and benefits" is the most important EVP factor they look for. The labour market is making a speedy recovery and with more job opportunities in the market, skilled talent have the upper-hand to negotiate for higher salaries and better employee benefits, so that they can meet and attain a higher standard of living in Malaysia.

[how a trusted talent partner can help.](#)

Randstad Malaysia is committed to helping employers find skilled talent who share similar values with the organisation to create a more engaged workforce. We focus on building meaningful relationships with business leaders and HR professionals by delivering world-class specialised recruitment services and in-depth market research. In Malaysia, our consultants are ever-ready to provide talent recruitment services and share market insights in accounting & financial services, construction, property & engineering, technology, manufacturing, sales & marketing, HR as well as corporate support.



Get your complimentary copy of the
Randstad Malaysia Employer Brand Research report today.

randstad.com.my



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.

CONSULTANCY

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www.samhoud.com**

&samhoud is a world-class, usual unusual consultancy firm which is driven by our higher goal - "TOGETHER WE BUILD A BRIGHTER FUTURE. WE ACHIEVE BREAKTHROUGHS BY INSPIRING AND CONNECTING PEOPLE".

For us, a breakthrough is a lasting change that creates sustainable value for the employee, customer, organization and society.

INDEPENDENT SURVEYORS

ADMIRAL TESTING SERVICES

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Selangor Darul Ehsan**

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ATS operates in all major ports in Malaysia and Singapore. We provide Independent Survey & Inspection Activities including: Loading & Discharging of Liquid Bulk Cargo & Dry Bulk Cargo; Pre & Post - Shipment Inspection; Bunker Survey; Towage & Lashing Survey; Container Survey; Calibration of Tanks; Weighment and Sampling; Hatch / Hold Inspection; Cargo Damage Survey; Draft Survey and other marine related surveys.

CYBER SECURITY

ADVANCED SECURITY NETWORK

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asnsb.hq@gmail.com
www.advancedsecuritynetwork.com**

A licensed professional security services and private investigations provider which has been in operation since 1991. Professional services include security personnel, security audits, security system integration, bodyguards, security forensics, covert surveillance, and private investigation. As of 2020, they have also expanded into cyber security solutions and consultancy via a majority stake in Novem CS, an award winning bespoke cyber security company.

HOTEL

SOFITEL

**6 Jalan Damanlela
Bukit Damansara
50490 Kuala Lumpur**

**Tel: +603 - 2720 6688
www.sofitel.com**

Sofitel Kuala Lumpur Damansara is strategically located midway between Kuala Lumpur and Petaling Jaya. The hotel's interior blends local and French heritage with stunning art - pieces and sculptures. Guestrooms range from 43 to 105 sq metres, featuring the signature bedding concept by MyBed™, WiFi, and premium in - room amenities for the suites. For conventions, weddings, and corporate events, it boasts six meeting rooms - including the pillar - less 1,100 square metre 'Wau Bulan' Ballroom.

SECURITY DOORS & GATES

BOON EDAM SEA

**12 Jalan Pendaftar U1 / 54
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40150 Shah Alam
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www.boonedam.my**

Royal Boon Edam is a global market leader in entry solutions. Headquartered in the Netherlands, with 140 years of experience in engineering quality, we have gained extensive expertise in managing the movement of people through office buildings, airports, healthcare facilities, hotels, and many other types of buildings. We are focussed on providing an optimal experience for our clients and their clients.



**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:



The Security Specialist

ADVANCED SECURITY NETWORK

BUSINESS ACTIVITY:

A licensed professional security services and private investigations provider that has been in operation since 1991. Professional services include security personnel, security audits, security system integration, bodyguards, security forensics, covert surveillance, and private investigation.

As of 2020, Advanced Security Network has also expanded into cyber security solutions and consultancy via a majority stake in Novem CS Sdn Bhd, an award winning bespoke cyber security company.

CORPORATE REPRESENTATION

Murugason Thangaratnam,
Executive Chairman
Dato' Ranbir Nanra,
Senior Advisor

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AI - INFRA SOLUTIONS POWERED BY KAIOS.AI

BUSINESS ACTIVITY:

We understand data. You have domain expertise. Together we develop the best AI solution for your question! We have a team of data specialists who helps our customers automate their processes based on artificial intelligence solutions. We are a fully data-driven organisation but we need the domain knowledge of our customers to develop the best solutions together.

- AI solutions for (infrastructure) asset management;
- Mobile mapping (capturing geospatial data);
- Digital Twinning (for smart cities)

CORPORATE REPRESENTATION

Remco Koster,
Vice President - Asia Pacific
Jeroen Zanen,
CEO & Founder

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W: www.ai-infrasolutions.com



CITIZENM

BUSINESS ACTIVITY:

citizenM is a Dutch hotel brand which started with an idea of disrupting the traditional hotel industry and giving the modern traveler what they want - affordable luxury. citizenM Kuala Lumpur Bukit Bintang hotel is our second hotel in Asia, strategically located within the "Golden Triangle of Kuala Lumpur" at Jalan Pudu. You have access to almost everything within walkin distance of the hotel. We have 210 rooms with huge XL king sized beds, the world's fluffiest pillows, widescreen smart TVs, and super fast free Wi- Fi.

CORPORATE REPRESENTATION

Hatta Othman,
Business Development Manager

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W: www.citizenm.com



**CONTROL UNION
(MALAYSIA) SDN BHD**

BUSINESS ACTIVITY:

In Malaysia, we are the market leader for certification programs such as RSPQ, Organic Production, Global GAP, and more. Through our newly launched Environmental Services, we intend to assess and assure the environmental performance of products / services, entities, and activities / projects.

We help companies understand and act upon the involved risks and opportunities within their supply chain. We have in-depth experience in fourth party logistics within the Oil & Gas supply chain.

CORPORATE REPRESENTATION

**Supun Nigamuni,
Director
Jocelyn How,
Marketing Manager**

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E: malaysia@controlunion.com

W: certifications.controlunion.com



CULTURE CHOC SDN BHD

BUSINESS ACTIVITY:

Trading in fine flavor premium cacao beans and derivatives of Southeast Asian origins for the EU, USA, and Asia - Pacific markets.

CORPORATE REPRESENTATION

**Heng Ly,
Director
Chin How Lew,
Marketing & Sales Senior Executive**

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**DOUBLETREE BY HILTON
JOHOR BAHRU**

BUSINESS ACTIVITY:

Our hotel is off Highway 1 in the central business district. We're less than a kilometer from City Square shopping and Persada Johor Convention Center. Mid Valley Southkey Mall is seven kms away, and Aeon Mall and Toppen Shopping Centre are 15 km. Enjoy our restaurants, Makan Kitchen and Tosca, outdoor pool, and a warm DoubleTree cookie at check-in.

CORPORATE REPRESENTATION

**Linda Geibing,
General Manager
Joyni Ng,
Commercial Director**

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Johor Darul Ta'zim

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DROSTE BV

BUSINESS ACTIVITY:

Producer of chocolate and cocoa powder. We are Droste, real Dutch chocolate since 1863. We still make our chocolate from scratch in one of the few remaining chocolate factories in the Netherlands.

Once started as a biscuit baker, but nowadays it is impossible to imagine it as anything other than the chocolate brand. Very cool things are coming, and we are going to bring Droste back to where it belongs, Old Dutch chocolate, but in a new jacket!

CORPORATE REPRESENTATION

**Rob Sturkenboom,
Sales Export Manager
Annemarie Meijer,
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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:



**HATCHING
INTERNATIONAL B.V.**

BUSINESS ACTIVITY:

Cybersecurity, Malware Detection, and Sandboxing.

We are Hatching - Cybersecurity specialists.

We are a dedicated team with a big ambition: delivering the best sandboxing solution possible. Through Hatching Triage we help enterprise security teams and security service providers to keep their end - users protected from external threats.

CORPORATE REPRESENTATION

**Remco Koster,
Growth Hacker
Jurriaan Bremer,
Chief Executive Officer**

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IBIS KUALA LUMPUR

BUSINESS ACTIVITY:

Strategically located right in the heart of Kuala Lumpur, Ibis Kuala Lumpur City Centre is a 4 star hotel with contemporary guestrooms featuring supremely comfortable beds, complimentary internet, and modern amenities for a good night's stay. Hotel facilities include an infinity roof top swimming pool, 400 capacity buffet restaurant, a ballroom that can accommodate 100 pax, four meeting rooms that can accommodate 30 pax respectively, the Skyview Rooftop bar, and a lobby cafe. It is a 10 minute walk from the Petronas Twin Towers, KLCC Park, the KL Convention Centre, and major malls.

CORPORATE REPRESENTATION

**Tang Yang,
Owner's Representative
Vivian Chu,
Hotel Manager**

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**KUBO GREENHOUSE
PROJECTS**

BUSINESS ACTIVITY:

At KUBO we can now look back at 78 years in horticulture. A stable family company with the third generation now at the helm. KUBO manages complete greenhouse projects. Contracting, engineering, manufacturing, construction, and service. This enables us to monitor the entire process, deliver on time and be certain that we are using the latest technologies and concepts. With (semi - closed) greenhouses and smart growing concepts, you create the ultimate environment that uses the least energy and water, whilst ensuring minimum risk and maximum return.

CORPORATE REPRESENTATION

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**MALAYSIA AIRLINES
BERHAD**

BUSINESS ACTIVITY:

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from, and around Malaysia. Malaysia Airlines embodies the incredible diversity of Malaysia, capturing its rich traditions, cultures and cuisines via its inimitable Malaysian Hospitality across all customer touch points.

As a member of the oneworld Alliance, Malaysia Airlines offers superior connectivity with seamless journeys to as many as 1,000 destinations to more than 170 territories, and access to over 650 airport lounges worldwide.

CORPORATE REPRESENTATION

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EFFICIENCY WINS.

**NEXPERIA MALAYSIA
SDN. BHD.**

BUSINESS ACTIVITY:

Nexperia is the global expert in high-volume production of diodes, bipolar transistors, ESD protection devices, MOSFETs, GaN FETs and analog & logic ICs with over 13,500 employees in Asia, Europe and Americas.

CORPORATE REPRESENTATION

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KUALA LUMPUR DAMANSARA

**SOFITEL KUALA LUMPUR
DAMANSARA**

BUSINESS ACTIVITY:

Sofitel Kuala Lumpur Damansara is in the heart of affluent Damansara Heights and is strategically located midway between Kuala Lumpur and Petaling Jaya. The hotel's interior blends local and French heritage with stunning art pieces and sculptures. Guestrooms range from 43 to 105 square metres, featuring the signature bedding concept by MyBed™, wifi, and premium in - room amenities for the suites. The hotel has six meeting rooms, including a pillar - less 1,100 sq metre 'Wau Bulan' Ballroom. Wellness and leisure facilities include an outdoor pool, Sofitel Spa, and a gym.

CORPORATE REPRESENTATION

George Koumendakos,
General Manager
Vivian Choa,
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PICTURE PERFECT

Our office launch and new initiatives

With a renewed focus on live networking (with an occasional webinar), MDBC proudly organised our new office launch on 31 March 2022.



PICTURE PERFECT



In 2022 H1, we also managed to introduce new initiatives such as the Discover series (first one at Signify, above) and the morning coffee (first one at EQ KL, below).





We Deliver with Care






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:

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- International and Domestic Moving
- Office and Factory moving
- Pet Relocation
- Car Import & Export
- Fine arts and Antiques
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- Household Goods
- Records Management
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