

FOR IMMEDIATE RELEASE

**WINNERS CROWNED AT THE MDBC 25<sup>TH</sup> ANNIVERSARY CELEBRATION &  
MISA '23 SPECIAL EDITION AWARDS CEREMONY & DINNER**

KUALA LUMPUR, -- FEBRUARY 2023 – Winners of the MDBC Innovation & Sustainability Awards (MISA) 2023 Special Edition were crowned on Tuesday, 28 February at Sunway Resort Hotel by the guest of honor, Jaya Singam Rajoo (Senior Director – Trade (Multilateral Policy & Negotiation Division), Ministry of International Trade & Industry (MITI)), representing YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of International Trade & Industry.

A festive occasion to celebrate both MDBC's 25<sup>th</sup> anniversary as well as the MISA '23 Special Edition, it was a culmination of a hard fought competition for the following categories: Outstanding Dutch Investor in Malaysia (MNC), Outstanding Dutch Investor in Malaysia (SME), Outstanding Malaysian Investor in the Netherlands, Promising (new) Dutch SME to Malaysia, Outstanding Dutch – Malaysian Partnership, and Best Flexible Work Arrangements Program. Also awarded were the MDBC Penang Chapter Recognition Award and the MDBC Johor Chapter Recognition Award.

The MISA '23 Special Edition was organized in partnership with the Embassy of the Kingdom of the Netherlands and venue partners, Sunway University and Sunway Resort Hotel. The event was also supported by Award Category Partners – NLinBusiness and TalentCorp, event sponsors – BMW Quill Automobiles, Control Union, KLM Royal Dutch Airlines, TMF Group, MIDA, InvestKL, and nexperia, as well as by MDBC 25<sup>th</sup> Anniversary sponsors – Besi APAC, HQ Pack, Shell Malaysia, and Signify.

Congratulations to the following MISA '23 winners, as judged by the independent, expert panel of judges.

- **Outstanding Dutch Investor in Malaysia (MNC)** [For MDBC members only]  
- HEINEKEN Malaysia
- **Outstanding Dutch Investor in Malaysia (SME)** [For MDBC members only]  
- Enza Zaden Asia
- **Outstanding Malaysian Investor in the Netherlands**  
- Sime Darby Plantation
- **Promising (new) Dutch SME to Malaysia** [For MDBC members only]  
- Hoogendoorn Growth Management
- **Outstanding Dutch – Malaysian Partnership**  
- Kloth Malaysia
- **Best Flexible Work Arrangements Program**  
- Dutch Lady Milk Industries (DLMI)
- **MDBC Penang Chapter Recognition Award**  
- Actiforce Mechatronics Technology

- **MDBC Johor Chapter Recognition Award**  
- Terberg Tractors Malaysia

For additional information on the shortlisted submissions, kindly refer to the MISA '23 Shortlisted Finalists Projects Description document. Further information on the winners and the judges reports will be made available in the MISA '23 Special Edition Supplement which will be published soon.

Upon arrival, attendees 'checked in' at registration and received a special MDBC / KLM boarding pass as they commenced their 'journey through history' with elements of MDBC's 25 years of history being on display throughout the event. Highlights of that journey were also shown during an MDBC 25 Year History video, courtesy of Pico International. Excitement came not only from the announcement of MISA winners, but also from two special BMW vehicles on display.

According to BMW, "The future of cars globally is undoubtedly fully electric. BMW Group have a definite plan on how to go further in this direction. By 2030 at least half of the BMW Group's global deliveries should be fully electric. This is the world premiere of the new BMW 7 series. It's the most innovative, cutting – edge automobile in the luxury segment and for the first time in the history of the 7 series, the top performance model will be fully electric. The new BMW i7 moves body, hearts, and mind."

Judges for the MISA '23 Special Edition were:

**Chief Judge:** H.E. Jacques Werner (Ambassador, Embassy of the Kingdom of the Netherlands)

**Outstanding Dutch Investor in Malaysia (MNC)**

**Judge A:** Aidil Azman (Senior Manager of Investor Relations – EMEA, InvestKL)

**Judge B:** Datin Dr Vijayalakshmi Samuel (Director, AGV Environment)

**Outstanding Dutch Investor in Malaysia (SME)**

**Judge A:** Riduan Rahman (Director – Green Technology Division, MIDA)

**Judge B:** Lim Lee Kuan (Managing Director, TMF Group)

**Judge C:** Sashi Ambihaipahan (Head of Corporate Communications & Sustainability, BMW Group Malaysia)

**Outstanding Malaysian Investor in the Netherlands**

**Judge A:** Supun Nigamuni (Managing Director, Control Union (Malaysia))

**Judge B:** Dato' Dr. Yazid Manap (Associated with the Embassy of Malaysia to the Netherlands)

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

**Judge A:** Lise Hordijk (International Business Manager, NLinBusiness)

**Judge B:** Matthijs van Leeuwen (Chief Innovation Officer, Sunway Group)

**Outstanding Dutch – Malaysian Partnership**

**Judge A:** Prof. Dr. Rob van Tulder (Professor of International Business, RSM Erasmus University)

**Judge B:** Prof. Sibrand Poppema (President, Sunway University)

**Best Flexible Work Arrangements Program**

**Judge A:** Mahuran Saro Sariki (Vice President Group Research, Development & Policy,  
and Malaysian Professional Talent, TalentCorp)

**Judge B:** Dato' Nathan K. Suppiah (Vice President, Federation of Malaysian Manufacturers (FMM))

For full bios on the panel of judges, please visit [www.mdbc.com.my/mdbc-awards-program/misa-judges](http://www.mdbc.com.my/mdbc-awards-program/misa-judges).

All are welcome to attend; additional information on the Awards Program is available at  
[www.mdbc.com.my/mdbc-awards-program](http://www.mdbc.com.my/mdbc-awards-program).

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## **ABOUT THE MDBC INNOVATION & SUSTAINABILITY AWARDS**

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

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

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

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

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

### **General Assessment Criteria:**

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

### **Organizations:**

- How will your organization contribute to the economy / community / technology / knowledge of Malaysia?  
What kind of knowledge or skill transfer occurs?
- What, and how, has your organization contributed to the development of the industry?

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

**Projects:**

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

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

**- Outstanding Dutch Investor in Malaysia (MNC):**

Being an '**Outstanding Dutch Investor in Malaysia (MNC)**' means that you are a multinational company established in Malaysia which invests and owns a large number of physical and financial assets. You have your headquarters in the Netherlands and do business in two or more countries (with Malaysia being one of them) with locals and internationals working together. 25% of your revenue is from foreign operations, you have more than 250 employees and an annual sales turnover of over RM 20 million. Your organisation should be eligible to be registered under SSM. Additionally, you are a member of MDBC and your organisation values positive change and is investing money back into the well – being of the Malaysian public.

**- Outstanding Dutch Investor in Malaysia (SME):**

One of the main goals of MISA this year is to celebrate the contributions of 'new' Dutch small and medium sized enterprises. For the manufacturing sector, the SME should not have more than 200 full – time employees, or an annual sales turnover exceeding RM50 million. For the services sector, there should not be more than 75 full – time employees or an annual sales turnover exceeding RM20 million. For both sectors, the organisation should be eligible to be registered under SSM.

The contributions made should be to the Malaysian economy and society as a whole, as well as to trade relations between the Netherlands and Malaysia. Being an '**Outstanding Dutch Investor in Malaysia (SME)**'

means that you are an SME that has proven to have had a beneficial impact on the Malaysian economy and community. To compete in this category, you must be a member of MDBC.

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

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

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

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

**- Outstanding Dutch – Malaysian Partnership:**

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

**- Best Flexible Work Arrangements Program:**

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

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

These organisations have implemented and encouraged FWA for long term retention, showcasing workplace strategies that demonstrate a strong drive and commitment to achieving diversity and inclusivity, to the benefit of their employees. They will be able to demonstrate business compliance, company policy and procedure, as well as the organisation's culture and permanent arrangements.

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

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



## **ABOUT THE MALAYSIAN DUTCH BUSINESS COUNCIL (MDBC)**

The Malaysian Dutch Business Council (MDBC) is all about providing business services, representation, and networking. We forge business ties between Malaysia and The Netherlands. Established in 1996 by Malaysian and Dutch companies, MDBC is a private, well established, non – profit trade support organisation with more than 250 members. Don't forget to check out our Members Directory to see who's in the community. MDBC is considered one of the most active councils in Kuala Lumpur and in Malaysia as a whole, to see what events are upcoming, please visit our Events Calendar.

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

MDBC has the audacious goal of becoming the best business chamber in the world, providing lasting value to our members. We achieve our high standards through the successful execution of our three objectives (Business Services, Representation, and Networking). Our core values are to be Entrepreneurial, Independent, Accessible, Responsible, and Service Oriented.

### **BUSINESS SERVICES:**

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

### **REPRESENTATION:**

MDBC serves as a link to other bilateral Business Associations and Chambers of Commerce. We participate in a dialogue amongst European Union member states in Malaysia and in EU – related programs. We also have established relations with various government institutions. The common business interests of our members (as well as individual needs of companies) are voiced through MDBC to the appropriate authorities in Malaysia. The Council also looks into combined efforts for representation at exhibitions and into commercial partnerships with Malaysian and Dutch government authorities on behalf of our members.

### **NETWORKING:**

Through our regular (monthly) events, members are able to develop good business contacts with the Dutch – Malaysian business community in Malaysia, as well as with other foreign companies, Malaysian counterparts, and government bodies. MDBC members receive several dozen event – invitations every year. This includes signature events such as the MDBC Sustainability Awards and the Human Resources Forum.

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

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

Additional information about the Council is available at:  
[www.mdbc.com.my](http://www.mdbc.com.my)  
[linktr.ee/mdbcommunications](http://linktr.ee/mdbcommunications)

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