

# MDBC

Malaysian Dutch Business Council

## **MDBC 25<sup>th</sup> AGM over FY 2021 & 2022**

S O F I T E L

KUALA LUMPUR DAMANSARA

**Monday, 19 June 2023**

# MDBC

Malaysian Dutch Business Council



MINISTRY OF  
INVESTMENT, TRADE AND INDUSTRY

MITI Hour

**MDBC 25<sup>th</sup> AGM  
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Hour with MIDA, MDEC, and TalentCorp / MYXpats

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## Financial Reports 2021 & 2022 – summary

	<u>2021</u>	<u>2022</u>
Deficit / Surplus	- 26,000	+ 48,000
Revenues	682,000	890,000
Expenses	709,000	836,000
Staff costs	557,000	588,000
Receivables	614,000	677,000
Payables	154,000	281,000
Surplus of income over expenses carried forward:	595,000	642,000

# Financial Reports 2021 & 2022 – main changes

## Revenues ↓

Student Internship Program  
Membership fees (esp. 2021)

## Revenues ↑

Market study  
Premium Partners (esp. in 2021 thanks to 25<sup>th</sup> Anniversary)  
VR Directory / MDBC Village (online platform, esp. 2021)  
Hot Desks (2022)

## Expenses ↓

Functions, Travel, Publications

## Expenses ↑

Office expenses (in 2022: moving, renovation, higher rent)  
ICT – related  
Staff (in 2022)

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## Defining moments of 2021 and 2022:





## Defining moments of 2021:

### 25th Anniversary Kick – off (online):

3 Former Patrons / MITI Ministers

6 former + 1 current Netherlands Ambassadors !!

Panel: “Resilience and Reimagining”

MDBC’s 25th Anniversary Video + new logo launch

MDBC History Pub Quiz





# Defining moments of 2021:

## WELCOME TO THE MDBC VILLAGE

As part of the 25th anniversary celebrations this year, MDBC set about to create a digital VR representation of the MDBC community - the MDBC Village. Hosted on the KIVEL Platform, and host to the MDBC Connects Fair (MCF), held every quarter this year.

Expanded from the offerings last year, the MDBC Village functions as an online meeting place for the community. There are now two exhibition halls with more to come as additional members finalize their vr booths online.

Also introduced is the Discord (similar to Slack) message board where visitors can leave messages for the MDBC team and other members of the community, request to be put in touch with an MDBC member company, and more. Additional functions will be introduced as adoption increases.

Visitors to the MDBC Village can register to chat directly with representatives (of exhibitors) or to 'drop a name card'.

The auditorium not only provides visitors with a chance to view previous webinars, it also allows them to view any events

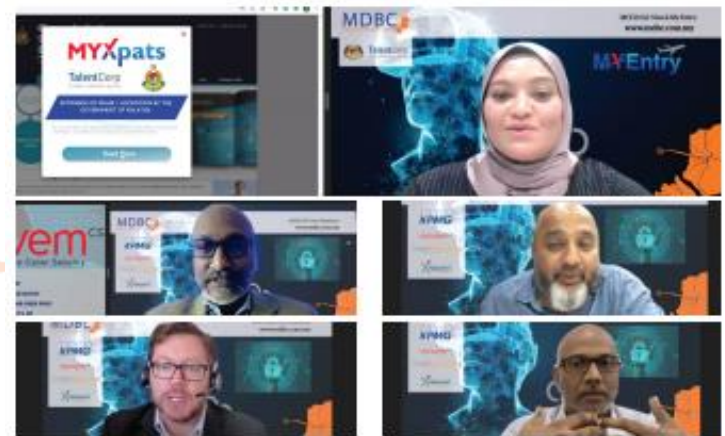


that happen to be livestreaming at that moment. As an exclusive offer to MDBC members, they are invited to make use of the auditorium and livestream their own



events. Members are invited to contact the MDBC events team to discuss further details of this offering.

## MDBC CONNECTS FAIR Q2



Top: Sabihin Ahmad (MYXpats)  
Middle clockwise from top left: Murugan R. Thanganathan, Anwar Yusoff, Vicki Karasingam, and Jaco Senadi.  
Bottom: Answering trivia questions to unlock the MDBC Business Directory 2021 - 22.



# Defining moments of 2021:

## Online AGM with CEO Panel





## Defining moments of 2021:



## DAY OF THE ENTREPRENEUR



## Defining moments of 2021 & 2022:



## Best Bilateral Business Services Provider – Malaysia

Malaysian Dutch Business Council (MDBC) is a bilateral chamber of commerce with more than 250 corporate members, focusing on providing business services, representation, and networking. It forges business ties between Malaysia and the Netherlands and works in close partnership with the Netherlands Embassy in Malaysia and with the Malaysian authorities. Considered one of the most active councils in Malaysia and acknowledged as a 'best-in-class' leader among Dutch Business Hubs globally, MDBC has the audacious goal of becoming the best business chamber in the world, providing lasting value to its members.

While MDBC hasn't really changed its core values (entrepreneurial, independent, accessible, responsible, service oriented) since its foundation in 1996, it has been able to more solidly define them, honing in on its strengths, and increasing the breadth of services offered. Throughout its journey so far it has always focused on the value of the membership, ensuring that Dutch companies interested in doing business in Malaysia (and via Malaysia with the wider ASEAN and Asian Region), or

and guidance. It means that MDBC invests in its relationships with each member, personalising and strengthening the bond with each interaction. Knowing them this well adds motivation for the council to work that much harder on their behalf; it wants to see them succeed because it knows that strong, successful members mean a strong and successful business and membership community.

Much like the rest of the world, MDBC's business has shifted to remote working. It ensured that all staff had the hardware and



events it always has, it also delivered webinar events that stood out from all the rest. There were 'non-traditional' webinars such as cooking and exercise/medical webinars. It even started a friendly exercise competition MDBC app to encourage members to keep their activity

the day for live chats so visitors to the Village looking for service providers can find the right match for any multitude of their business needs, all under one (virtual) roof. The Village is free to visit and open to all, worldwide at [www.vrexhibition.vruniverse.com.my](http://www.vrexhibition.vruniverse.com.my).



# Defining moments of 2021 & 2022:



## How do we develop the Metropolis of the future?

An outline of Dutch knowledge and expertise in the field of smart city  
Business opportunities for metropolis development in the ASEAN region



Peter Bonthuis  
CEO, B&B



Duong Phung Hien  
General Manager  
at Signify Vietnam



## The Future of Work: Lessons Learnt from Covid-19

15 March 2021



# Defining moments of 2021 and 2022:

## MDBC 25th ANNIVERSARY PATRONS



## MDBC PREMIUM PARTNERS 2021



## MDBC PREMIUM PARTNERS 2022





# Defining moments of 2021 and 2022 – Annual Membership Satisfaction Survey:

## Key Highlights

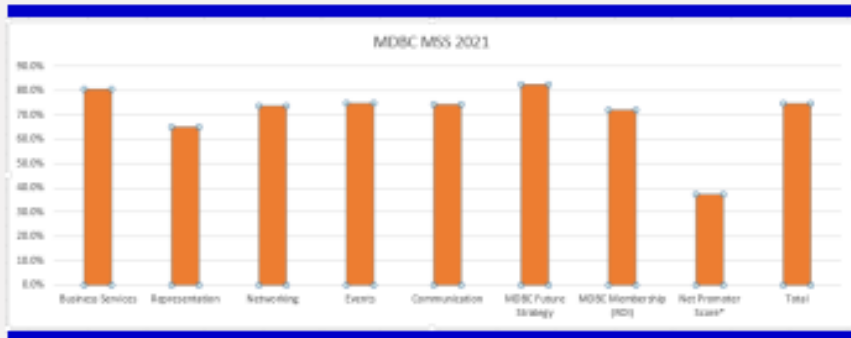


MDBC achieved an Overall Satisfaction Score of 74.8 %; slightly below our target of 80.0%.

MDBC Business Services was rated as the best section with 80.7% with our reporting on COVID - 19 and MCO updates ranking 93.1%



MDBC Future Strategy remains high at 82.6%



## Key Highlights

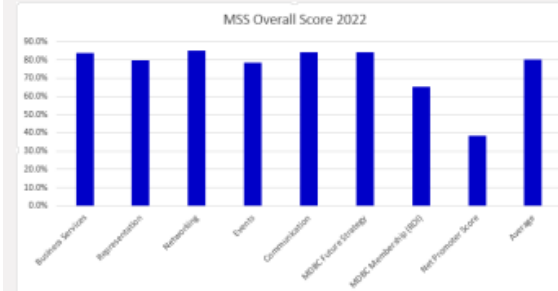


MDBC achieved an Overall Satisfaction Score of 80.1%; meeting our Target Score of 80.0% and is the average of seven sections.

Seven out of eight sections have scored higher than the year before. Percentage increases in each category: Business Services (2.9%), Events (3.8%), Communication (9.9%), MDBC Future Strategy (1.6%), Representation & Networking (over 10%)



Networking was scored highest at 85.1%. We look forward to continuing to offer strong and highly effective networking opportunities for our members.



## Areas for Improvement in 2023

## Defining moments of 2022:



Launch of the new MDBC office in Binjai 8 Premium Soho  
31 March 2022



# Defining moments of 2022:



**MDBC**  
Malaysian Dutch Business Council

## RUMAH ORANJE

### Hit the ground running

Looking for a suitable venue in the **KL City Centre** to host your clients, receive visitors, or make use of some desk space? With close to 300 members, let MDBC provide you with direct access to the largest Malaysian Dutch Business Community.

Check into MDBC's **Rumah Oranje** for your 'hot desk' or 'virtual office address'.

More info:  
[www.mdbc.com.my/rumah-oranje](http://www.mdbc.com.my/rumah-oranje)



**MDBC**  
Malaysian Dutch Business Council  
Network partner of **ML IN BUSINESS**

South East Asia Business Awards 2021

APAC 2018 International Chambers of Commerce Awards & Conference

Malaysian Dutch Business Council  
**MEMBERSHIP ENGAGEMENT PROGRAM OF THE YEAR 2018 AWARD**

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E: [info@mdbc.com.my](mailto:info@mdbc.com.my) | T: +603-2387 0043

## Defining moments of 2022:

Rumah Oranje is proudly supported by:

**AkzoNobel**

 **brabantia**



 **HEINEKEN**



**MARKANT**

 **signify**  
the meaning of light

  
**Unilever**



# Defining moments of 2022:

## Changes in the Management Team



# Defining moments of 2022:

‘Discover’ series: Signify, MAXIS, Novartis, MPS Systems





# Defining moments of 2022:

## Morning Coffees and Meet & Greet with New Members



# Defining moments of 2022:

Students coming back!





# Defining moments of 2022:

A graphic for the 'Month of Entrepreneurship' featuring a background image of a laptop, a coffee cup, and a calculator. The text is overlaid in white and purple. The Kingdom of the Netherlands logo is in the top left. The MDBC logo is in the top right. The main title 'Month of Entrepreneurship' is in large white letters. Below it, a purple box contains the text 'Highlighted events'. To the left, a yellow circle contains the text 'Let's celebrate Dutch/Malaysian entrepreneurship together'. A large orange circle on the right contains the dates and events: '1 November Meet & Greet Reception with the new Ambassador', '10 & 11 November Penang visit', and '30 November Sustainability event'. At the bottom right, a yellow circle contains the text 'and more!'.

# Defining moments of 2022:

## Human Resources Forum



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**Let's look at 2023 – 2024:**





**2023 - 2024:**

**Back to Events!**



**2023 - 2024:**





**2023 - 2024:**

**MY ORANGE RBC Working Group**



**2023 - 2024:**

**Our Chapters:**





**2023 - 2024:**

## Student Internship Program



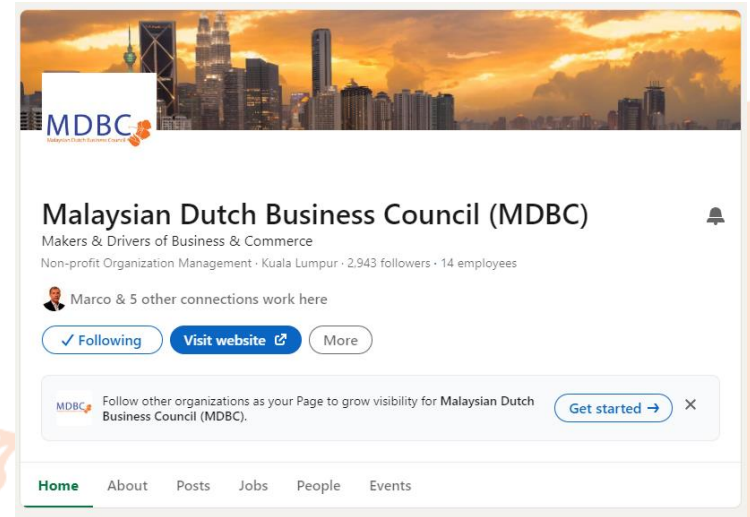
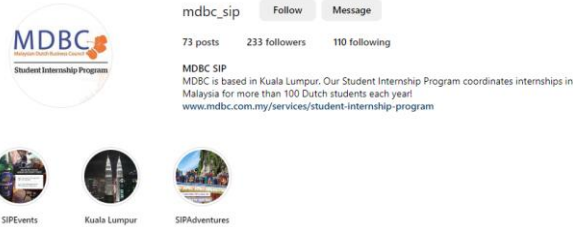
**MY Orange** *Youth*





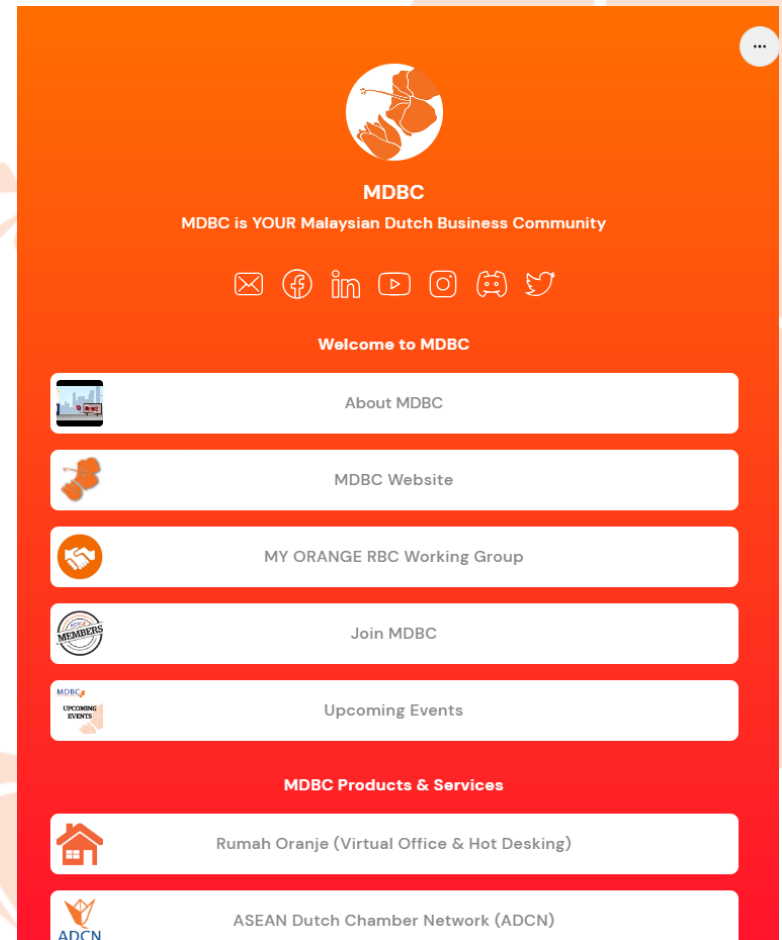
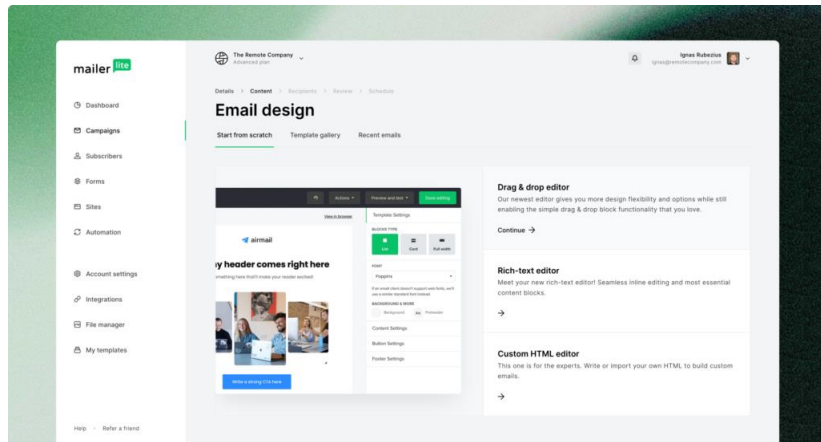
# 2023 - 2024:

## Social Media!



# 2023 - 2024:

## Online exposure!



**2023 - 2024:**

# **MDBC PREMIUM PARTNERS 2023**

**actiforce**  
mechatronics technology



**BOLLORE**  
LOGISTICS



**randstad**



**signify**  
the meaning of light

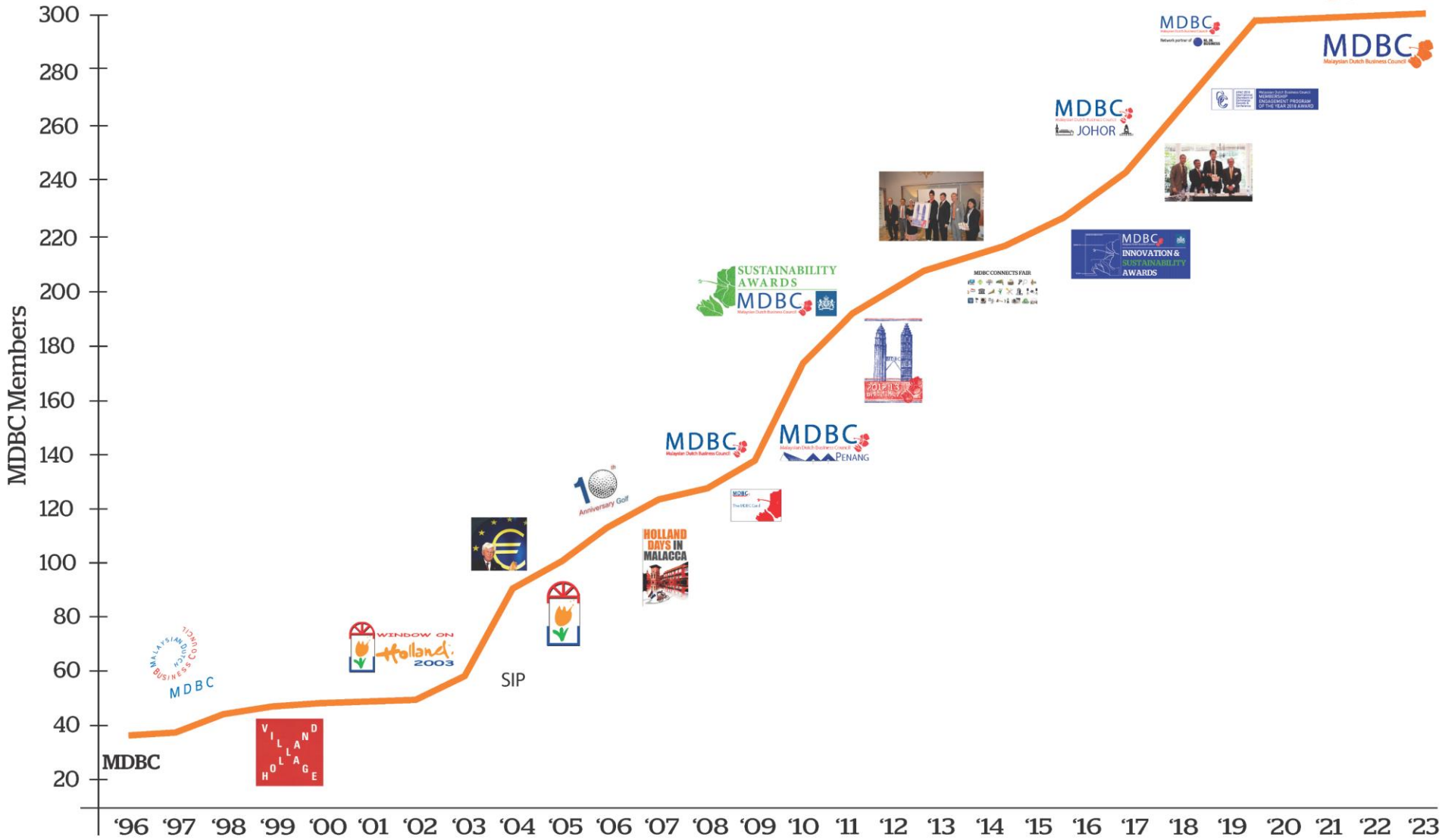


**PETERSON**



**STELLAR SPARK**  
EMPOWER BUSINESS. TRANSFORM LIVES.

**TALENTS****SQUARE**  
Recruit to retain



## Strategy 2019 - 2022

**2023 - 2024:**

Re-evaluate for  
2023 and beyond

We support our (potential) members to be more successful on their Malaysian/  
Dutch business journey



### STAKEHOLDERS (who do we serve?)

Strengthen the stakeholder base

Increase stakeholder  
engagement & satisfaction

### SERVICES (what do we offer?)

Elevate awareness of MDBC services

Strengthen the value proposition

Organise high quality events

Create business development op-  
portunities/exposure for members

### INTERNAL PROCESSES (how do we do it?)

Building a high performing team

Create well structured &  
organised processes

### FINANCE (how do we ensure a healthy financial basis?)

Maintain financial sustainability

Ensure economic advantageous  
procurement

## 2023 - 2024:

### External

- Support
- Information
- Lobbying / Representation
- Continue engagements, deliver value, ROI
- Partnerships





## 2023 - 2024:

### Internal

- Back – office:  
Accounts, Financial Reporting  
CRM and dbase systems
- ICT facilities
- Cost reductions
- New Revenues



## 2023 - 2024:

### New Revenues

- Bring SIP back at pre-Covid level
- Hot Desks
- Market Studies
- Business Development Support
  - Matchmaking
  - "Salesman for a Day"





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***This concludes  
MDBC 25<sup>th</sup> AGM  
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Thank you for your attendance!***



Network partner of



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