

MDBC ONNECTS

MAKERS & DRIVERS OF BUSINESS & COMMERCE

MDBC HR FORUM

MY SUSTAINABILITY

COMMUNITY & MISSIONS

ENTREPRENEURSHIP & DIGITALLY ENGAGED

ISSUE: 2022 - 2ND ISSUE



STRONG START WITH

VITAMIN D₃*

FOR BETTER

CALCIUM

ABSORPTION



i) *Vitamin D₃ helps the body utilise calcium and phosphorus
ii) *Vitamin D₃ is necessary for the absorption and utilization of calcium, and phosphorus
Disclaimer : Please do not attempt this act under any circumstances. Visuals displayed are for metaphorical purposes only.

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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Developing



Producing



Cleaning



Distributing

HQ Pack provides **the solution** for every packaging problem!

For more information contact us at sales@hqpack.com.my or visit our website www.hqpack.com.my



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.

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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:

Moving

- International and Domestic Moving
- Office and Factory moving
- Pet Relocation
- Car Import & Export
- Fine arts and Antiques
- Exhibitions

Storage

- Household Goods
- Records Management
- Document Storage
- Air-Conditioned Storage



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IN PERSON MEET UPS AND A NEW HOME

Dear MDBC members and friends,

The second half of 2021 fortunately saw business pick up again after the COVID 'slump' / slumber. Malaysia has opened up to almost normal levels but at the same time Holland, and Europe as a whole, is unfortunately facing another lock down after a relatively relaxed summer. These still are crazy times. Also at MDBC, we have noticed a slight decrease in membership, largely due to company closures and relocations (although we managed to welcome 30 new members). We also have not yet been able to properly celebrate our 25th anniversary.

But life and business must go on. Our recently held membership satisfaction survey - more on this next year - showed a real need by our members to network in person again. So besides the many webinars and virtual events - our virtual MDBC Connects Fair has been well received and attended - we have been very lucky to have been able to organise a couple of in person events again. First we had our Day Of The Entrepreneur lunch and networking event at the Traders Hotel Kuala Lumpur in November, which was co - organised with the Embassy and

NLinBusiness. It was also the launch of the yearly MDBC Innovation & Sustainability Awards (MISA). You can find more about the categories for this year and how to participate on our website www.mdbc.com.my. We are looking to organise a physical event and subsequent gala dinner in Q1 of 2022 (in Holland we would say 'Ijs en weder dienende' translation: depending on the ice and weather, but in this case of course the situation around COVID). We also organised a well attended networking event at the BMW showroom in December.

Besides the daily routine, our team has also been busy finding a new office. Whilst we were happy at our current location, it did not offer sufficient expansion opportunities for the additional services MDBC would like to offer to our existing and prospective members in the future. These services include 'soft landing' hot desk spaces that can be rented daily / weekly / monthly / yearly. Watch this space! And I am happy to say that we have found a suitable location at Binjai 8 Premium SOHO, which is located behind the InterContinental Hotel and at walking distance to KLCC as well as our Embassy. We will be moving in the next couple of weeks

and are planning to do a slightly belated New Year's / Office Warming event in the second half of February.

On behalf of the MDBC Team and the Board of Directors I would like to wish everyone a very Merry Christmas and a Healthy, Happy, and Successful 2022!

Remco Koster
Vice - Chairman
MDBC



MDBC BOARD OF DIRECTORS

Mr. Zainul Rahim Mohd Zain, Chairman
Hibiscus Petroleum Berhad

Mr. Remco Koster, Vice Chairman
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Malaysian Dutch Business Council
21 - 3A Binjai 8
Lorong Binjai, Off Jalan Binjai
50480 Kuala Lumpur
Malaysia

Email : info@mdbc.com.my
Website : www.mdbc.com.my

MOVEMENT IS IN OUR NATURE

In a saturated world of competing priorities, health always overrides all. That's why health is the starting point for every Actiforce product. By ergonomically fine-tuning each product to the human body, designs become extensions to the body itself – uniquely dynamic, flexible and fluid. When it comes to health, there's no time like the present to get your priorities in check. 'Movement begins here' says Actiforce. Actiforce believes that the modern workplace needs a health check-up. Its suite of products and solutions not only encourage movement – but movement is in their very nature, keeping life as beautifully agile as it should be. Whether that's through a sit-stand desk that keeps muscles flexing, circulation moving, and calories burning throughout the day. Or through accessories such as integrated charging or castors that make mobility seamless – from unpacking your workstation to moving closer to your team, keeping energy and focus levels high.



CONTACT US HERE

Actiforce Asia

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A SPECIAL MDBC PROMOTION

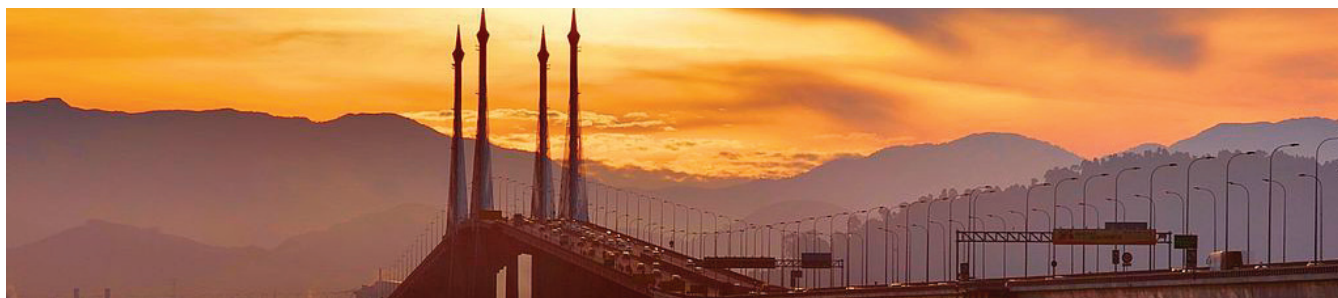
We now have a special promotion. You will get a 30% discount on your first two-tables-purchase from our warehouse program.

Contact our sales team and use the code:

MDBC2023



CALENDAR



JULY

THUR 14 / 3:00PM

EuroCham / MDBC: Data Sovereignty

TUE 19 / 12:00PM

DutchCham HK / MDBC: Retiring in Thailand & Malaysia

TUE 19 / 3:00PM

MDBC: Discover - Maxis

THUR 28 / 2:00PM

MDBC: Malaysia Digital Investment Series

AUG

MON 22 / 2:00PM

MDBC: Changes to the Employment Act

THUR 25 / 2:00PM

MDBC: Talent Development for Industry in Penang

FRI 26 / 6:00PM

MGCC / MDBC: Penang Sundowner

SEPT

TUE 13 / 10:00AM

MDBC: Morning Coffee

WED 14 / 10:00AM

MGCC / MDBC: Malaysian Hydrogen Industry Outlook

NOTICE:

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



MDBC PREMIUM PARTNERS 2022

actiforce
mechatronics technology

AkzoNobel


Besi

BOLLORE
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JOHOR MALAYSIA

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Petroleum

KLK OLEO
Excellence in Oleochemicals

 **randstad**



signify
the meaning of light

 **TalentCorp**
GROUP OF COMPANIES


Unilever

plug

INTERMOVERS
malaysia

TALENTSQUARE

MDBC EVENTS

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

DISCOVER - MAXIS

Earlier this year MDBC introduced our "Discover" series of events, providing an in-depth look at our member companies with an on site visit. We continued the series with our next Discover event, this time with MDBC member Maxis.

Maxis invited fellow members over to take a journey of turning business ambitions into reality. Maxis is committed to "Always Be Ahead" together with the nation by enabling people and businesses on their digitalization journey to becoming future – proof. As we move forward to becoming the leading converged ICT



solutions provider in Malaysia, Maxis Business has established the new Maxis Business Innovation Centre (MBIC) to help you discover the potential of your business.

Guests were treated to an immersive experience of how a connected ecosystem can inspire them to reimagine and turn their visions into actual outcomes.

MALAYSIA DIGITAL INVESTMENT SERIES



Top: ----
Left: Attendees at the event
Right: Networking and refreshments

On Thursday, 28 June, MDBC members were invited to attend the Malaysia Digital Investment Series at the MDEC HQ in Cyberjaya. Technology is always about doing more with less, yet that combination is effective only if you pair technology with the right human skill.

However, it's well documented that a global talent shortage is impacting the technology industry. This global shortage is due to many factors. For one, the pandemic increased the pace of digital transformation, creating a need for staff that can build and maintain digital

infrastructures. Furthermore, workers are leaving jobs en masse in the "Great Resignation."

MDBC members joined this presentation and panel discussion on strategies to overcome talent shortages featuring a keynote presentation by Raymond Siva (Senior Vice President – Digital Investments, MDEC) on key highlights and initiatives of the recently launched Malaysia Digital. Also invited to speak (on the corporate panel) were individuals from three participating chambers.

- Koen van Gurp (Director, TalentSquare)
- KC Hong (Strategic Advisor, SAP Malaysia Sdn Bhd)
- Hasnul Nadzrin Shah (Director - Government and Regulatory Affairs - Indonesia, Brunei, and Malaysia, IBM Malaysia)
- Remco Koster (Managing Partner, Expandian Limited)

A copy of the presentations are available in the MDBC online resource center - The Library at www.mdbc.com.my/information/the-library/presentations

CHANGES TO THE EMPLOYMENT ACT

The Employment (Amendment) Act 2022 (the 'Amendment Act') came into operation on 1 September 2022 and introduced significant changes to the Employment Act 1955 (the 'Principal Act'). Now is the best time to get familiar with what these changes are and how it will affect you and your organisation.

To provide insight and understanding into the changes and how it will affect business organizations, MDBC organized a webinar featuring SKRINE and Randstad so that attendees could learn directly from the experts and have an opportunity to discuss the changes with them directly.

Speakers included:

- Selvamalar Alagaratnam (Partner, Skrine)
- Jaya Dass (Managing Director - Asia Pacific (Permanent Recruitment), Randstad)
- Rajiv Bhatia (Director of Client Solutions & Staffing, Randstad)

A copy of the official gazette and a summary PDF from the Department of Labour may be found on the MDBC online resource center - the Library at www.mdbc.com.my/information/the-library/infographics.

DEPARTMENT OF LABOUR PENINSULAR MALAYSIA

**EMPLOYMENT ACT
(AMENDMENT) 2022**

<p>COVERAGE</p> <p>All private sector employees in Peninsular Malaysia including Federal Territory of Labuan.</p> <p>ENFORCEMENT DATE</p> <p>1st January 2023.</p> <p>PURPOSE OF THE AMENDMENT</p> <ul style="list-style-type: none"> Increase and improve the protection and welfare of employees. Ensuring that labour law provisions are in accordance with international labor standards. <p>EXPANSION OF THE SCOPE OF PROTECTION IRRESPECTIVE OF WAGES</p> <p>All private sector employees entering the contract of service should be protected and benefit from the Employment Act 1955.</p>	<p>PRIMARY AMENDMENT</p> <ul style="list-style-type: none"> Maximum working hours of 45 hours per week. Entitlement of 98 days maternity leave. Separation of sick leave and hospitalisation leave. 7 days paternity leave. Director General's approval for the payment of wages paid in legal tender and cheque. Calculation of wages formula for incomplete month's work. Flexible working arrangement. Director General's prior approval in employing foreign employee. Prohibition of discrimination in employment. Prohibition of forced labor. Obligation on contractors for labor to enter into written contract with the principal of the contract. Minimum apprenticeship period of 6 months and a maximum period of 24 months. Notice to raise awareness on sexual harassment.
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MALAYSIAN HYDROGEN INDUSTRY OUTLOOK



On Wednesday, 14 September, MDBC members were invited to an Industry Outlook on the Future of Hydrogen Growth in Malaysia event organized by our colleagues at the Malaysian German Chamber of Commerce (MGCC). The event included YBhg. Datuk Ts Dr. Mohd Nor Azman (Deputy Secretary General (Technology Development), Ministry of Science, Technology and Innovation (MOSTI)), who was in attendance to deliver the keynote address. We heard from experts on Malaysia's current development in hydrogen as more industries opt for it to help grow their business. Guests learnt what initiatives have been pursued to venture into partnerships or investments with foreign companies. Speakers included:

- Amit Mundra (Regional Manager - Asia Pacific - Industrial Gas Turbine, Siemens Energy Sdn. Bhd.)
 - Khairil Raezwan (Head - Strategy & Planning, Gentari Hydrogen Sdn. Bhd. (Previously known as PETRONAS Hydrogen Sdn. Bhd.))
 - Prof. Dato' Ir. Dr. Wan Ramli Wan Daud (Professor, Universiti Malaya / Founding President, Malaysian Association of Hydrogen Energy (MAHE))
 - Qian Wen Bin (Head of Clean Hydrogen - APAC, LINDE Malaysia)
 - Timothy Ong (Senior Deputy Director of Circular BioEconomy (CBE) Unit, Malaysian Investment Development Authority (MIDA))
- The panel was moderated by Freda Liu (Business Presenter).

TALENT DEVELOPMENT FOR INDUSTRY IN PENANG

Together with our colleagues at the American Chamber (AMCHAM) and the German Chamber (MGCC), we invited MDBC members to join us in Penang for a briefing on "Talent Development for Industry in Penang" by Peninsula Higher Education.

Guests were treated to a tour of the Ship Campus (including the Sunset Deck pictured below) before the presentation by the keynote speaker, Prof. Dr. Ian Pashby (Group President, Peninsula Higher Education).

A Q&A session followed the presentation and the event ended with a networking period for attendees.





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



DISCOVER – NOVARTIS



On Thursday, 22 September, MDBC members were invited to another Discover series event, this time with fellow member, Novartis. Novartis, a leading global medicines company using innovative science and digital technologies to create transformative treatments in the areas of great medical need, leads in future ways of working. In their quest to find new medicines, they consistently rank among

the world's top companies investing in research and development. Novartis products reach more than 750 million people globally and they are finding innovative ways to expand access to their latest treatments. Novartis and all stakeholders have their office certified for Sustainability (LEED) and health & well being (WELL). As such it's one of the very few offices in Malaysia that

has achieved this dual certification. It's something to be proud of.

In the first WELL – Silver certified office in the country, Novartis Malaysia defines new hybrid ways of working to be Team – Aligned, Associate – Led, and Manager – Enabled. Spread over two floors, this office redefines a completely redesigned work experience for its associates, which Novartis Malaysia aspires to lead as an industry exemplar in the hybrid world. The office has been thoughtfully curated with key enablers and elements in place. It incorporates the Activity – Based Workplace concept which allows associates to leverage on the different sections and corners that best cater to their meeting, collaboration, or well being needs. During the visit, Novartis shared the following:

1. Novartis's ESG Initiatives / Commitments – Sustainability (LEED) and Health & Well Being (WELL);
2. The new office design / architecture journey;
3. The benefits to the business, partners, staff, vendors / suppliers, etc. and their feedback.

Top: Guests at the Discover - Novartis event
Bottom Left: Presentations were provided by Novartis
Bottom Right: Touring the office before the networking and refreshments



After a welcome and presentation by Novartis, attendees were taken on an office tour. Refreshments were served during the networking session that closed out the event. A copy of the presentation from this event is available online at the Library: www.mdbc.com.my/information/the-library/presentations. Additional photos from this event are also available on page 39.

On Thursday, 27 October, our colleagues from the Danish Chamber of Commerce Malaysia (DANCHAM), and in collaboration with fellow European chambers, MDBC invited members to the 8th Parliamentary Briefing with MDBC member Vriens & Partners.

Vriens & Partners is Southeast Asia's leading government affairs consultancy with 80 staff and 30 advisors across 8 offices in capitals around the region. They deliver nuanced and effective government affairs strategies built on trusted relationships with the highest levels of government as well as with stakeholders along the entire policymaking chain.

PARLIAMENTARY BRIEFING

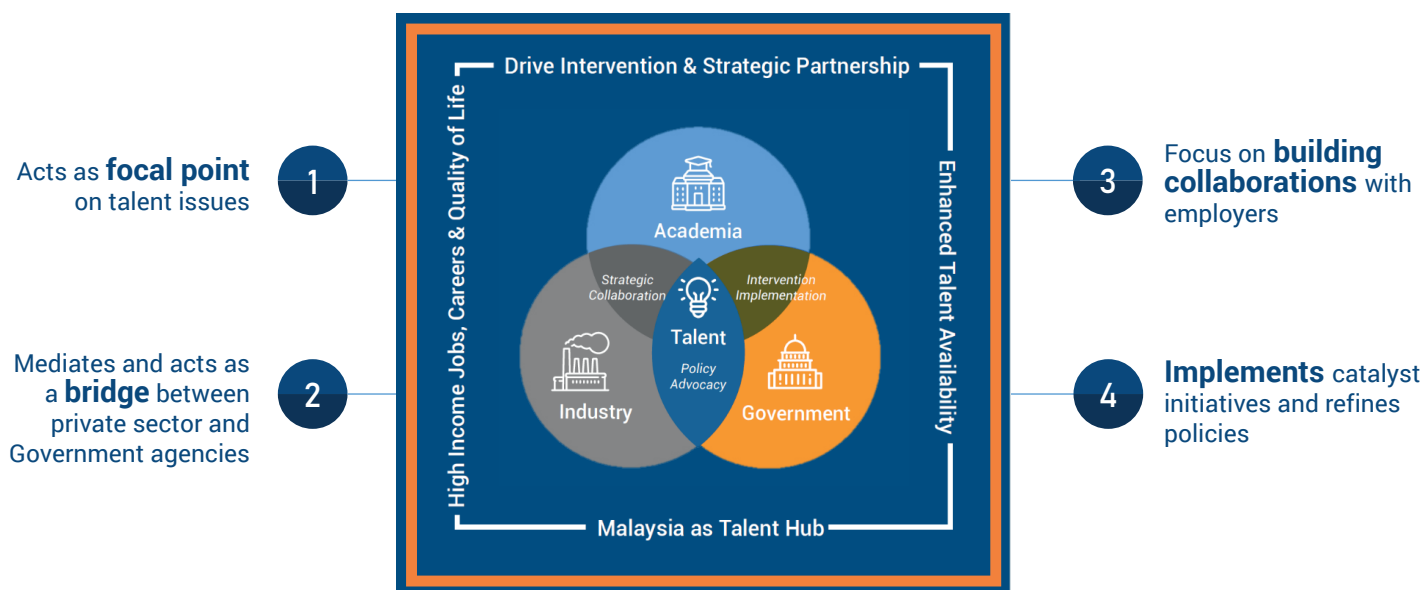
Titled "Unpacking the General Election: What's at stake for Malaysia's Future" the focus of this edition of the series recapped Malaysian politics leading up to the dissolution of Parliament.

The speakers, Nazhif Yusoff (Country Director, Vriens & Partners) and Shawzan Mustafa Kamal (Associate Director, Vriens & Partners), also provided insight into the dynamics impacting GE - 15 pinpointing the relationships between the different political parties.

They also discussed the process of a new government coming into power (from dissolution to after the general election, potential scenarios, Prime Minister candidates post GE - 15, and what's next after GE - 15 - status of the budget, priorities for the new government, and new political realities.

Chatham House Rule applied for this event.

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.



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MDBC HUMAN RESOURCES FORUM 2022 & HR CONNECTS FAIR



Event Partners:



Venue Partner:



MDBC's 13th annual HR Forum was held in conjunction with a special HR Connects Fair. Part of the "Month of Entrepreneurship" (MOE) celebration organized together with the Embassy of the Kingdom of the Netherlands, and hosted by the Asia School of Business (ASB), this Forum featured discussions on the current status of HR post COVID, Work / Life Balance, and ties to Entrepreneurship.

The MOE was a month long, nationwide schedule of events throughout November celebrating entrepreneurship.

Throughout the HR Forum, there were three presentation sessions.

Talent Corporation & MYNEXT Session:

- i) "Workforce Practices: Local Market Trend on Work – Life Practices" by Dalila Tajudin (Lead – Work – Life Practices and Flexible Work Arrangements, TalentCorp)
- ii) "Talent Solutions for the Industry" by Simon Ang (Assistant Manager – Business Development, MYNEXT)

TalentSquare – Thomas International – Stellar Sparx Session:

The Talent Time Bomb – The Countdown to Transforming your Talent Culture with

the following speakers:

- i) Hein - Jan Lapidaire (Regional Director APAC, Thomas International)
- ii) Remco Koster (Director, TalentSquare)
- iii) Esther Yap (Founder & CEO, Stellar SparX)

Asia School of Business (ASB) Session:
"The Future of Work – Future Proofing Your Organization and Workforce" by Michele Sagan (Director – Coaching and Counselling, Professional and Personal Development, Wellbeing and Mental Health)

Concurrently with this, a dedicated Connects Fair with MDBC member companies related to the HR sector was ongoing. It was a fantastic opportunity for all to see the products, services, and expertise that are available within the MDBC membership community. The HR Connects Fair was ongoing throughout the afternoon.

A copy of all presentations from this event are available in the MDBC online resource center - the Library at www.mdbc.com.my/information/the-library/presentations. Additional photos from the event may be found on page 39.



Top: Attendees at the annual MDBC HR forum 2022
Right top (l to r): Michelle Sagan, Remco Koster, Esther Yap, Hein - Jan Lapidaire, Dalila Tajudin, and Simon Ang
Right upper middle: Listening to the presentations
Right bottom middle: Enjoying light refreshments & networking
Right bottom: Walking through part of the HR Connects Fair





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 looking for talent!

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Dutch are developing, innovating, and validating Hydrogen

MEMBERS NEWS

NL Remains Global Leader in English Skills

On Friday, 4 November, the Hillenraad100 Committee of Experts praised the innovative power of Enza Zaden, their focus on both technology and the market, and their international growth, by naming them the leading business in Dutch horticulture.

The Hillenraad100 assesses leading Dutch companies in the greenhouse and horticulture industries, based on their strategy, market position, organization, performance, innovation, and corporate social responsibility.

During the unveiling, Hillenraad100 called Enza Zaden the "absolute and undisputed number one" due to Enza Zaden's strong position and being fully on track to make a lasting contribution to better and healthier food for the world population. A quote from the jury report: "Enza Zaden has a rock - solid position and is well on course to continue contributing to better and healthier food for the global population."

ENZA ZADEN NAMED LEADING BUSINESS IN DUTCH HORTICULTURE



Jaap Mazereeuw (CEO, Enza Zaden) receives the award that comes with first place in the Hillenraad 100 from Martien Penning (Founder, Hillenraad), and Adri Bom - Lenstra (Chairman, Greenhouse Horticulture Netherlands). Photo credit: Hillenraad.

More than 460 million people eat vegetables that result from Enza Zaden's breeding programs. The focus is on co - creation with the grower who keeps the

promise to the consumer. Enza Zaden keeps looking for connections with future growers in combination with the technology of the future.

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AkzoNobel



the tree
the sky
the sun

A Pathway Towards Malaysia's Carbon-Neutral Future

A story of how the country could reach the *sky* - carbon-neutral by 2065 - with its unique advantages of *tree* and *sun*

Developed by Shell Malaysia in consultation with key local stakeholders, *The Tree, The Sky, The Sun: A Pathway towards Malaysia's Carbon-Neutral Future* describes a technically possible but challenging pathway for Malaysia to achieve a carbon-neutral energy system by 2065. It calls for fundamental changes to Malaysia's energy system, at a pace which will be challenging for any nation to meet.

Discover how Malaysia could reach carbon-neutrality by 2065 at
www.shell.com.my/treeskysun



SHELL MALAYSIA UNLOCKS A NEW CASHLESS EXPERIENCE WITH TOUCH 'N GO RFID



Top (l to r): Seow Lee Ming with Effendy Shahul Hamid at a RFID - designated fuelling bay in a Shell station.

Touch 'n Go Group and Shell Malaysia officially launched a new cashless experience that enables customers to pay for fuel using Touch 'n Go RFID at 88 Shell stations nationwide. Stations with this new experience is expected to increase twofold by the end of the year.

Shell is a global leader in power, energy, and gas technology and is working to meet increasing energy demand and supply challenges by delivering smarter products and cleaner energy, infrastructure, and by developing new energy sources while addressing the impact on the environment. Malaysia is one of Shell's heartlands. The

history of Shell plc in Malaysia started more than 130 years ago.

"We're extremely pleased to have so quickly been able to expand the RFID use case beyond road tolling. We are fortunate to have found a like - minded partner in Shell, who aligns with our ambition to provide customers with a cashless, contactless driving experience, and is helping us pave the way towards delivering more innovative offerings," said Effendy Shahul Hamid (Group Chief Executive Officer, Touch 'n Go Group).

"In line with our commitment in making our customers' daily journeys more seamless through innovative offerings, we embarked on this partnership with Touch 'n Go to develop a new payment method that provides cashless convenience, using RFID technology, without the hassle of a mobile app. We also went the extra mile to integrate Touch 'n Go RFID with our loyalty partner BonusLink, allowing customers to earn loyalty points easily

with each fuel purchase," said Seow Lee Ming (General Manager - Mobility for Shell in Malaysia and Singapore).

"Over the last year, we have received positive response from over 10,000 pilot users, and we have been working closely with Touch 'n Go to continuously optimise the technology to ensure a truly hassle - free payment experience. We are confident that this collaboration with Touch 'n Go will further enhance our customer experience at Shell," added Lee Ming.

Customers will need a Touch 'n Go RFID tag linked to their Touch 'n Go eWallet account. There is a one - time registration and activation, after which, they simply need to park their vehicles at the RFID - designated fuelling bays. Vehicles are detected within seconds, and payment will be auto - debited from the customers' Touch 'n Go eWallets. Any unutilised amount will be immediately refunded to the customers' Touch 'n Go eWallet account.

ORBIS BUSINESS SCHOOL CELEBRATES OFFICIAL GLOBAL LAUNCH

After three years of pivoting new ways of leadership development, Orbis Business School celebrated its official global launch with great success. With the current global challenges, transformational leadership is more relevant than ever before.

Orbis Business School is a force for positive change in which transformational leaders create a ripple effect to push the human race forward. Orbis exists to help leaders realise their potential, transforming their business and maximising their impact on the world. Orbis Business School is accredited in the United Kingdom and HRDCorp claimable for eligible companies in Malaysia.

It is easier for leaders to fall into the trap of massive layoffs, short - term focus, and ad hoc decisions. While business survival and cash flow are important right now, Orbis Business School believes that long - lasting business values come from intangible aspects such as purpose,



perspective, and company values. Dennis Akkerman (Founder and Managing Director, Orbis Business School) shared, "To navigate successfully through these turbulent times requires transformational leadership skills. The world needs leaders who inspire and connect; leaders who think in terms of win - win - win for the planet, people, and profit. I am convinced that this is the best way to transition to the next new normal. Transformational leadership builds a company culture that is resilient, adaptive to change, and future focused."

Where conventional business schools



mostly teach on how to manage a business, Orbis Business School develops future focused leaders by offering a 360 - degree leadership program. In addition to providing a holistic view on business, Orbis Business School emphasises personal development with one - to - one coaching.

Combining small international group sessions with adaptive learning through an innovative online platform makes learning as effective as possible. The trainers and coaches have extensive leadership experience in blue - chip companies as well as start - ups, bringing in real - world approaches rather than academic ones.

UNILEVER PILOTING RENEWABLE ELECTRICITY HEAVY DUTY TRUCK

Unilever has added one of the world's first heavy - duty electric trucks to their fleet, marking an important milestone in their move towards zero emission vehicles. The 44 - tonne Volvo truck, which will run entirely on renewable power, is the first heavy - duty electric vehicle with sufficient range to meet Unilever's business need of transporting goods from their distribution centres to retail customers – and the first such vehicle to hit the road in the Netherlands.

The truck has a 540 kWh battery capacity, which is equal to more than seven average electric passenger cars, and can travel up to 185 miles on a single charge. Unilever's logistics sustainability strategy has two key objectives. One is reducing the distances they need to drive in their distribution. The other is 'greening' the miles they can't avoid driving – and that's where the new truck will be a game - changer. When charged with green, renewable electricity at their distribution centre, it's a zero - emission vehicle, reducing up to 100 tonnes of carbon per year compared to a regular diesel truck.



Unilever has also invested in setting up a high - power charging infrastructure at their Tiel distribution centre in the Netherlands, ensuring that they can keep the vehicle's electric battery topped up and charge more trucks that they plan to add to their fleet in the future. Any new warehouses they open in the future will need to include electric vehicle charging as standard.

"Electrification of our transport and distribution activities is at the heart of

Unilever's logistics sustainability strategy. This launch represents a significant step forward in putting that strategy into action and marks a milestone towards more and more electrification in Europe," says Michelle Grose (Head of Global Logistics, Unilever).

"We're delighted to be one of the first companies to use this new truck, and to be working with our trusted transport partners Kuehne+Nagel and Simon Loos as we start this journey," added Michelle.

HEINEKEN LONG STANDING EXCELLENCE AWARD



HEINEKEN Malaysia received recognition from the Sustainability & CSR Malaysia Awards 2022 for the fifth year since 2017. The brewer was recognised as Company of the Year for Environmental Sustainability & Social Initiatives and also received the Long - Standing Excellence in Sustainability Award, in recognition of its continued sustainability commitment and consistent efforts in giving back to society for many years through its various initiatives.

Roland Bala (Managing Director, HEINEKEN Malaysia) shared, "It is an honour to receive this recognition once again. This year's double win demonstrates HEINEKEN Malaysia's bold commitment to creating a positive impact in Malaysia. As a responsible and progressive brewer, our global 'Brew a Better World' sustainability strategy ensures we do the right things to protect the environment, grow with our people and communities around us, as well as advocate responsible consumption."

HENRY GOH & CO CELEBRATES 45 YEARS

Henry Goh & Co celebrated their 45th anniversary with a grand dinner event in Kuala Lumpur on Saturday, 1 October. The night's program offered a healthy mix of entertainment, competitions, award presentations, and time for reflection on the Firm's achievements over the years.

Managing Director, Karen Goh, gave a welcoming and heartfelt speech paying tribute to the tremendous contributions of the People of Henry Goh. And after a gap of more than two years, they had an extended number of recipients in the long service awards presentation. A special note of commendation went to colleagues celebrating a record 30 years with the Firm - Tham Sau Yin (General Manager), and Ann Chong (Patent Manager).

QUINT MALAYSIA TO REBRAND AS MINDMAGINE ASIA

Quint Malaysia Sdn Bhd's Education Director, Jean Yong, has completed a management buyout of the local subsidiary of the Netherlands' Quint Holding BV. Together with Michiel R De Boer, the company's Consultancy Director (Asia), the duo now holds equal stakes in the company, which will be rebranded as MindMagine Asia Sdn Bhd.

In Malaysia, its local subsidiary is well known within the industry, expanding across Asia with a focus on the three pillars of consulting (strategy, design, and implementation), technology (architecture, implementation, and support) and Academy (training and coaching).

Its Malaysian ecosystem comprises diverse verticals such as telecommunication, aviation, finance, insurance, oil and gas, manufacturing, and government, as well as small - and medium - sized enterprises spanning across Asia.

Jean explained that the new name, MindMagine, represents the company's cognitive (mind) capabilities and industry knowledge, combined with its professionals' ability to empathise with customers' problems (imagine) before supporting them with innovative solutions.

"As MindMagine, our passion is to provide value, with our drive and strength stemming from supporting and improving organisational and individual capabilities and growth," said Jean in a statement.

Meanwhile, Michiel said the company aims to move to the next level to optimise customers' IT management capabilities and services.

"Our strong track record since 2001 is a testament to our expertise here in Malaysia and throughout Asia," said Michiel, who is married to a Malaysian and made Malaysia his home since 2004.

KLM WINS APEX AWARD

For the second year in a row, KLM has won the APEX World Class Award. This special recognition is awarded by customers and the industry for performance in relation to themes including safety, customer well - being, and sustainability. Hospitality and personal contact are also key factors. The prestigious award is presented annually by the Airline Passenger Experience Association (APEX), which evaluates passenger perceptions. Winners are chosen on the basis of worldwide audits and consumer reviews. The airlines must already carry a five - star rating.

"We're truly honoured that KLM has been recognised with the World Class Award. Sustainability is an important part of our entire customer journey. The fact that passengers and the professional panel of judges rate us so highly comes as a wonderful compliment for all KLM employees and motivates us to continue to improve our products and services for all our customers," said Boet Kreiken (EVP Customer Experience, KLM)

MYLAPS PANELS TURN DUNES BLUE ON CHILDREN'S DAY 2022



The Zandvoort dunes turned blue last Sunday in honor of World Children's Day. The CM.com Circuit Zandvoort, known as an "Old School" circuit and one of the shorter circuits on the F1 calendar, participated in the global annual day to promote awareness for children, where famous buildings and statues turn blue for

the yearly UNICEF campaign in solidarity for children's rights.

This Dutch Grand Prix location is full of fast, sweeping corners and the blue light on the X2 Race Control Panel is usually a sign for drivers to let a faster vehicle behind them pass, but on this day, the light

panels were showing the UNICEF logo all over the track.

The entire circuit lit up in blue, instead of the usual building or statue. World Children's Day is an initiative from UNICEF, the world children's right organization (part of the United Nations). It adopted the international convention of the rights for children in 1989. World Children's Day helps promote international togetherness, awareness among children worldwide, and helps to improve children's welfare. The children's rights treaty must assure that children can grow up safely and develop themselves optimally.

Since 1990, World Children's Day also marks the anniversary of the date that the UN General Assembly adopted both the Declaration of the Rights of the Child and the Convention on the Rights of the Child.



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STANDARD CHARTERED PARTNERS TAMAN TUGU PROJECT FOR GREEN EFFORTS

Matthew Norris (Global Head of Standard Chartered Global Business Services (left)), together with Kristina Paul (Program Director of Taman Tugu Project), recently officiated the collaboration between Standard Chartered Malaysia and Taman Tugu Project. The Bank pledged to plant 500 trees and adopt benches at the park by December 2022 as part of its contribution towards carbon neutralisation and nature conservation efforts in the country. This initiative is in line with Standard Chartered's ambition to become the world's most sustainable and responsible bank.



AKZONOBEL LAUNCHES INDUSTRY - FIRST TOOL FOR BODYSHOP SUSTAINABILITY

Bodyshops can now take advantage of the vehicle refinishing industry's first repair calculator to measure, manage and reduce carbon emissions, which has been developed by AkzoNobel. Designed to help customers improve their carbon footprint when using the company's premium refinishing products, the CO₂eRepairCalculator* is part of a new initiative which aims to encourage bodyshops to become more sustainable.

The tool is the latest digital innovation from AkzoNobel focused on making a long - lasting difference to customers. It identifies the carbon levels associated with the painting and drying process – including the energy consumed – and is linked directly to the vehicle refinishing products being used.

"We're very proud to have introduced another industry first, which is a great example of how we're driving sustainability beyond our own operations. The company has set a science - based sustainability target to halve its carbon emissions across the full value chain by 2030. Achieving that ambition will rely heavily on collaborating with partners and challenging each other to find innovative ways to overcome the unprecedented challenges everyone faces," says Patrick Bourguignon (Managing Director - Automotive and Specialty Coatings, AkzoNobel).



When using the tool, the emissions and energy consumed are calculated based on a controlled two - panel repair in a spray booth to Greenhouse Gas Protocol accounting standards. The results are presented in an online dashboard, which allows local energy prices to be factored in.

"The CO₂eRepairCalculator shows bodyshops how changes in the products they use and the processes they follow can have a direct impact on reducing carbon emissions and energy costs, as well as improving their productivity," adds Georgia Collins, Commercial Marketing

Director of AkzoNobel's Automotive and Specialty Coatings business.

"The tool is part of our global initiative for bodyshops to 'rethink' sustainability throughout the entire refinishing journey. By showing actual figures, we'll increase customer awareness and support them on their journey towards becoming a more sustainable business."

**CO₂e stands for carbon dioxide and equivalent gases. The tool measures carbon dioxide (CO₂) and equivalent gases such as methane (CH₄) and nitrous oxide (N₂O), which all fall under the term greenhouse gases (GHGs).*



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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 Chevretils (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.

INVESTKL: SUSTAINABILITY IN MALAYSIA



Extracted from the InvestKL "Breaking New Ground: Sustainability in Malaysia", written by Ross O'Brien and edited by Kwee Chuan Yeo. To see the full report, please visit <https://www.investkl.gov.my>.

In recent years, Kuala Lumpur has seen an increasing number of "greening" opportunities. International technology and mobility companies such as Microsoft and Korea - based Socar, which are eyeing green innovation and business opportunities, have also invested and expanded their operations in Kuala Lumpur.

Malaysia is committed to becoming a regional decarbonization leader, as reflected in its pledge to be carbon neutral by 2050. The country's current master plan that charts its economic development through 2025 includes numerous programs aimed at advancing sustainability by increasing renewable energy - generation capabilities, developing green mobility solutions, building sustainable and resilient cities, and developing a circular economy.

This sustainability commitment comes even as the country continues to derive economic growth from traditionally carbon - intensive industries, such as oil and gas development, energy production, electronics manufacturing, and agriculture. Yet, while some countries' reliance on fossil fuels and other traditional industries weighs on their decarbonization commitments, Malaysia uses its deep, globally integrated industry clusters and supply chains to develop new, greener business processes and less carbon - intensive manufacturing and logistics processes.

Greater Kuala Lumpur has seen an increasing number of "greening" opportunities. Asia's fast - growing digital economies have also created unique synergies for digitally "native" firms that are looking to use Kuala Lumpur as a hub from which they can tap green business opportunities in the region.

Malaysia's maturing sustainability stance is creating a culture of monitoring, measurement and, ultimately, accountability. This can serve as a framework for ESG - minded firms to chart their own journeys. Such efforts are far from cosmetic, they

are essential to a market's economic prospects. Global, sustainability oriented firms can both achieve their ESG targets through their Greater Kuala Lumpur operations and use their Malaysian experience as a template for sustainable innovation in their global operations.

"Global, sustainability - oriented firms can both achieve their ESG targets through their Greater Kuala Lumpur operations and use their Malaysian experience as a template for sustainable innovation in their global operations."

Malaysia's role as a global sustainability hub is critical. Its economy uniquely straddles many industry sectors, including high technology and energy production, which are pivotal in shifting the world's development toward a low - carbon future. And it has policies to nurture a diverse and inclusive workforce and support global businesses in finding new ways to achieve their sustainability goals. Collaboration and communication are essential to these efforts.

In March 2022, the UN's Economic and Social Commission for Asia and the Pacific (ESCAP) said in a report that none of the region's economies are on track to achieve their 2030 Sustainable Development Goals (SDGs). Such reports underscore growing pressure on global enterprises to implement net - zero carbon targets and more rigorous - and transparent - sustainability goals.

There is also increasing urgency for businesses to prioritize projects and markets with "green resilience" and sustainable, inclusive development, as evidenced by the world's burgeoning appetite for green bonds. This is nowhere truer than in Asia, the world's fastest - growing region economically and home to almost $\frac{2}{3}$ of the world's population, with a fast - expanding middle

Figure 5: Key strategies in Kuala Lumpur's climate action plan 2050

Kuala Lumpur City Hall has put in place myriad programs to reduce emissions by 70% in 2030 and by 93% in 2050 compared to 2010 levels.

Climate strategies	Prioritized climate actions
Mobility and infrastructure	Street design to prioritize active mobility
	Comfortable & safe pedestrian networks
	Accessible, affordable housing in priority area
	Dedicated bus lane network
Green Adaptive City	Deploy low-impact development
	Depave public space with the community
	Protect parks and increase biodiverse areas
Energy-efficient and climate-proof buildings	Building vegetation covering
	Low-carbon building checklist validation
	Building performance-benchmarking and -rating
	Near-zero emissions building roadmap
Smart waste management	Solid waste-reduction through a waste masterplan
Disaster management	Flood management and response plan
	Heat management and response plan
	Drought management and response plan

Source: Kuala Lumpur City Hall, 2021¹⁸

class.

The ESCAP's warning is largely due to the rapid increase in GHG emissions from the region of late: it estimates that these grew by over 21% between 2010 and 2018. This growth, however, has varied widely in the region, and there are a few bright spots - Malaysia is one of them.

The country's expansion in GHG emissions during that time, at 2.4%, was among the slowest. This seems to be bolstering its attractiveness as a destination for investment and business, which doesn't seem to be lost on the country. Malaysia and its capital city, Kuala Lumpur, have been stepping up their sustainability efforts to make sure that foreign direct investment (FDI) continues to flow in after a strong rebound in 2021.



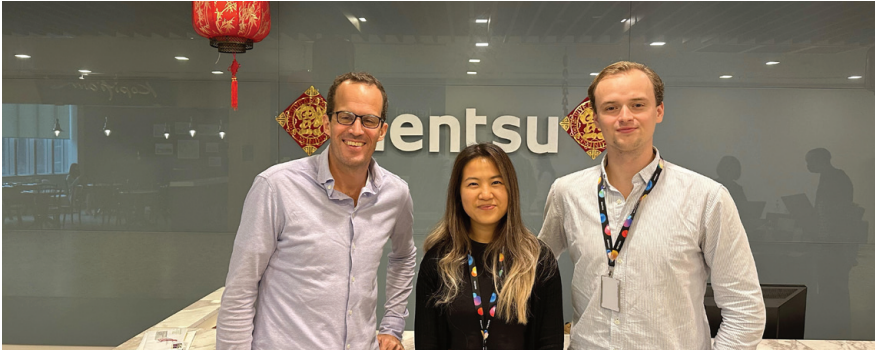
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STUDENT INTERNSHIP PROGRAM

DENTSU: FLEUR DE KONING, FREDERIK VAN MANEN, AND HONG YIN CHI



I to r: Erik van der Kallen (Group CFO, Dentsu Aegis), Hong Yin Chi, and Frederik van Manen

With the world re-opening post-pandemic, Fleur de Koning, Frederik van Manen, and Hong Yin Chi embarked on an international adventure. The three found the perfect internship opportunity at Dentsu through MDBC's Student Internship Program (SIP), which would help them advance their personal and professional goals.

Dentsu is a multinational media and digital marketing communications company.

They provide a range of services including media planning and buying, digital and interactive marketing, sports marketing, and other specialized communications services.

Fleur (Erasmus University of Rotterdam), assisted with market research, data analysis, and other tasks related to the advertising and media industry. She gained valuable experience and learned about the inner workings of a media agency.

Frederik (University of Groningen) was immersed in the day-to-day operations of the Finance Department. One of his main responsibilities was conducting cost analysis, which involved evaluating expenses, identifying areas for cost savings, and presenting recommendations to the senior management team.

As a data analyst intern, Hong Yin Chi (Erasmus University of Rotterdam) supported the data team in activities throughout the data transformation process, including cleaning, organizing, and analyzing large sets of data, as well as extracting insights that could be used to inform media planning and buying for clients.

All three interns found Malaysia to be a multicultural hub with Kuala Lumpur as its beating heart. Working hard during the week often got rewarded by weekend trips to beautiful Malaysian islands as well as travels to the neighboring Southeast Asian countries. They would definitely recommend SIP for students who are looking to gain international experience, meet great people, and make unforgettable memories.

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Netherlands Embassy

The second half of 2022 was a busy period for the Embassy. Read on to find out more about their activities during this period.

COMMUNITY

SDG Event

It has been seven years since the world embraced the Sustainable Development Goals (SDGs), 17 goals that guide us towards a more inclusive, just and sustainable society by 2030.

The SDG's are vital for a recovery that leads to greener, more inclusive economies, and stronger, more resilient societies. Dutch embassies worldwide raised the #SDG flag to raise awareness and express commitment towards the #sustainabledevelopmentgoals and the 2030 Agenda.

Deputy Ambassador, Eva Oskam, hosted a breakfast event where the SDG flag was raised. This was done in the presence of a group of women, a mix of diplomats, business women, and activists.

The event was specifically targeted at SDG 5: 'Gender equality'. SDG5 aims to achieve gender equality by ending all forms of discrimination, violence, and any harmful practices against women and girls in the public and private spheres.

It also calls for the full participation of women and equal opportunities for leadership at all levels of political and economic decision - making. The Netherlands has recently committed itself to a feminist foreign policy in which gender equality, woman's rights, and the equal, full and meaningful participation of all parts of society is central.

NXP Company Visit

Machiel van Stralen and Frans Kirpeste-

Below: SDG event with female leaders



in met with Ben Goon (General Manager NXP Malaysia), and the rest of the team at NXP Semiconductors. One of the leaders in semiconductors, this Dutch company employs almost 30,000 people worldwide, and has been listed on the S&P 500 index since 2021.

Many of the NXP microprocessor technologies and products form key components for the devices we use in our daily lives, like cars and cellphones. The NXP plant in Kuala Lumpur is celebrating its 50th anniversary this year. NXP has provided us with an informative visit, and has shown the vital importance of this innovative industry in our modern society.

Kick - off Reception for "Month of Entrepreneurship"

Every year, we celebrate the contribution to society of Dutch entrepreneurs with a special day: 'The Day of the Entrepreneur'. This year, together with MDBC, we dedicated the entire month of November to Malaysian - Dutch businesses.

As the engine behind innovation and job creation, they contribute to strong trade and investment ties between our two countries. The Meet & Greet Reception on 1 November with H.E. Jaap Werner (Ambassador - Designate, Embassy of the Kingdom of the Netherlands), was a very a successful event; it pleasure to celebrate innovation and creativity with you.

Pop - up Embassy & Breakfast Meeting

Ambassador Jaap Werner organized a breakfast session for the Dutch community in Penang. At the same time, we offered on the spot consular services with a 'pop up embassy.' It was good to meet Dutchies in Penang.

Principles of Sustainable Business

On 30 November, Professor Rob van Tulder (Erasmus University Rotterdam) gave a presentation to the Malaysian Dutch Business community about the race to the bottom versus the race to the top, showing different routes in incorporating the SDG's to business strategies. He handed over a copy of his book: '*Principles of Sustainable Business: Frameworks for Corporate Action on the SDGs*' to Ambassador Jaap Werner.

Afterwards, fruitful roundtable discussions

took place led by representatives from Unilever, Control Union, Dutch Lady Milk Industries, and LBB International, sharing valuable experiences and challenges in improving sustainability.



MISSIONS

IGEM Mission

'Let's Make the Circular Shift Together at IGEM 2022'. At our IGEM 'Pavilion', from 11 - 14 October, 10 participating Dutch companies and research institutes showcased innovations and solutions for a transition to circularity. Leading the delegation was Holland Circular Hotspot (HCH), a foundation committed to a circular future, both in the Netherlands and abroad.

We cannot achieve a fully circular economy by 2050 by ourselves. Success depends on finding international partners and working in close cooperation. Malaysia's commitments to reduce greenhouse gases and improve recycling rates make it a valuable ally. During the mission's visit to Malaysia, the Dutch delegation took an in - depth look at common practices and shared their ideas for solutions in circularity and waste management, all the while trying to strengthen ties to Malaysia in the common journey towards a circular economy.

Interest in the Dutch solutions was highlighted by a visit to the Netherlands Pavilion by Dato' Seri Zaini Ujang (Secretary General of the Ministry of Environment and Water of Malaysia). This was later followed by a visit by HRH The Regent of Pahang, Crown Prince Tengku Hassanal Ibrahim Alam Shah. Both received the latest publication presented by Holland Circular Hotspot, a brochure titled 'Waste Management as a catalyst to a Circular Economy'.

The need to work together was also the cen-



Kingdom of the Netherlands



Above: HRH The Regent of Pahang, Crown Prince Tengku Hassanal Ibrahim Alam Shah, received at the Netherlands Pavilion at IGEM by the Dutch Ambassador and Director of Holland Circular Hotspot. He was joined by representatives from the Ministry of Environment and Water of Malaysia.

tral theme during the Netherlands Innovation Forum, which was attended by over 100 people. H.E. Jaap Werner stressed the importance of the Forum and called the event "another groundbreaking moment showing that the world needs to move away from a linear economy to a circular one. The Netherlands has high ambitions, aiming to be fully circular by 2050. The 10 Dutch companies and knowledge institutes that participated in IGEM showcased innovative solutions for circularity and waste management while learning from international partners at the same time."

In a friendly meeting, the current and potential future cooperation between Malaysia and the Netherlands was further discussed when representatives of the Malaysian Ministry of Housing and Local Government (KPKT) and its agency, SW-Corp met with the Dutch delegation.

With the sharing of challenges and opportunities, both teams found that there is much to learn from each other. One thing is certain: the future is circular and Malaysia and the Netherlands are both taking steps to get there.

ASIAWATER Mission

'Working on Water Solutions Together at ASIA WATER 2022'. Water plays a crucial role in all the major challenges we are

facing today. These challenges require holistic and sustainable solutions which call for cooperation and the exchange of knowledge and expertise. The Netherlands is well known as a leader in water management and an active player in global water cooperation and climate adaptation.

The Netherlands was prominently represented at the ASIAWATER expo which took place from 7 - 9 December this year. A delegation of Dutch companies and water experts participated in the exhibition with a large pavilion as part of a four day trade mission to Southeast Asia. In conjunction with this, the Netherlands em-

bassy in Malaysia hosted a series of events at this prominent water exhibition. One of the key program that caught the interest of visitors was the Netherlands Water Innovation Forum which took place on 7 December. The forum showcased some of the unique expertise that the Dutch water sector has to offer. H.E. Jacques Werner highlighted the Dutch journey in dealing with water challenges. Also highlighted were Dutch innovative solutions in floods, coastal erosion, and land subsidence. The forum also featured important themes including advanced water and wastewater technologies and data - driven solutions.

During the second day of ASIAWATER, H.E. Jacques Werner and DRR mission leader, Marco Hartman, handed out the DRR report about flood mitigation in Malaysia to Nik Nazmi Nik Ahmad (Minister of Natural Resources, Environment Climate Change, Malaysia).

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

Below: H.E. Jaap Werner presenting the report on flood mitigation in Malaysia, prepared by the Dutch Disaster Risk team.



RETIRING IN THAILAND & MALAYSIA



MDBC members were invited to a webinar on Tuesday, 19 July regarding retiring in Thailand and Malaysia. Organized in collaboration with the Dutch Chamber of Commerce in Hong Kong, the Netherlands

Thai Chamber of Commerce, and MDBC, it provided attendees with a balanced view on the pros and cons of retiring in these sought - after destinations.

Thailand and Malaysia receive a lot of attention as retirement destinations — and for good reason. Both countries possess world – class (inexpensive) healthcare systems, thriving expat communities, the cost of living is low (which means you can stretch your retirement savings further), and both have a rich culture with delicious cuisine and friendly people. It's easy to see why Thailand and Malaysia attract retirees from across the globe – incl. expats from Hong Kong.

At the same time, interested retirees should take several factors into account, such as: obtaining Retirement Visa, income taxes, culture / language, and climate. The webinar provided guests with a balanced view on these top international destinations for retirees.

PRICING & PROMOS IN TIMES OF UNCERTAINTY

On Tuesday, 8 November, MDBC members were invited to an ADCN webinar featuring fellow member Lexia Analytics.

Never let a good crisis go to waste! For years, inflation has been at historical lows in much of the world. In the space of the last 10 months, this has all changed. A dangerous cocktail of increases in energy prices, interest rates, and commodity prices on the back of a surging US dollar have changed the dynamics of the marketplace in a way few had predicted less than a year ago.

Huge shifts in consumer behavior has resulted because of the pandemic. This applies, whether it be in category consumption, brand preference, channel selection, shopper frequency, or media engagement. It has resulted in a less predictable consumer (like that which existed before the pandemic). This is driving the need for a complete rethink in category growth strategies. Whilst pricing, or its more fashionable term, Revenue Growth Management, has already taken a more prominent position in many industries, this new world should really put it front and center of most businesses'

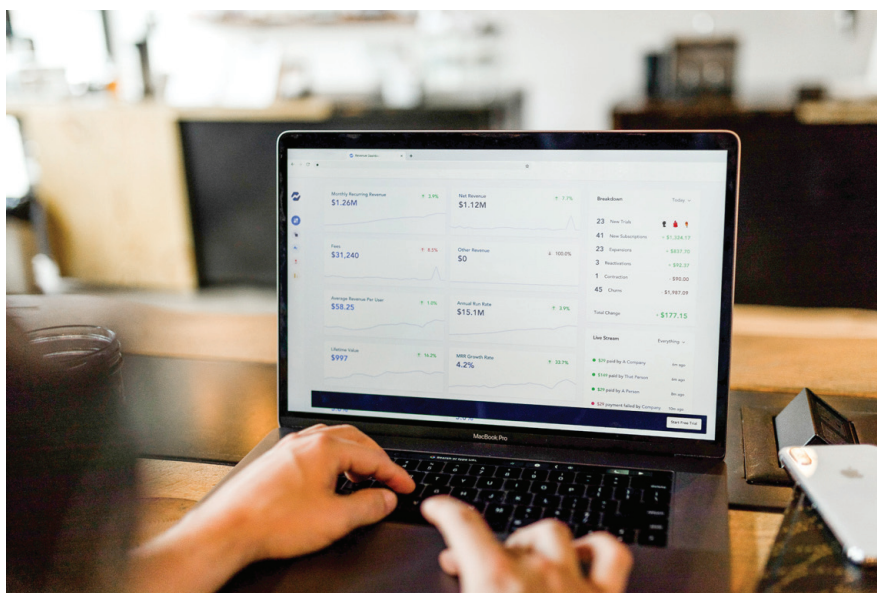


Photo by Austin Distel on Unsplash

commercial strategy.

The challenges and risks are obvious to most, it also means that major opportunities, which were previously often unattainable (in the past decade) are now a goal to aim for.

This webinar discussed the major risks and opportunities that are evolving, some advice (from experience) on how to deal with these, and (more importantly) how not to deal with this.

EU / EUROCHAM

DATA SOVEREIGNTY



Data sovereignty is the idea that data are subject to the laws and governance structures within the nation it is collected. The concept of data sovereignty is closely

linked with data security, cloud computing, network sovereignty, and technological sovereignty. But what laws apply to data locally, regionally, and internationally.

Given the differences in rules and regulations as well as enforcement of these laws across ASEAN, MDBC invited members to a webinar which took place on 14 July so that they could hear from the experts on:

- 1) Data Sovereignty in the ASEAN and EU region;
- 2) Legal and Technology standpoint on Data Sovereignty;
- 3) Roles of companies in ASEAN and what they can do to support data sovereignty; and
- 4) Awareness of the data collected/stored as well as expertise in handling data.

Speakers included:

- * Ts Syahrir Nizam Jalis (Chief Executive Officer, ACASIA Communications Sdn Bhd)
- * Teoh Aik Hong (Senior Director – Business IT, DHL Express Malaysia & Brunei)
- * Liew Shie Ying (Partner, Azrul, Liew & Co)

As nations become wealthier, they tend to consume increasing amounts of materials. In the absence of any further policy interventions, projections by the OECD suggest that global materials use could almost double by 2060, thereby also generating increasing amounts of waste, which need to be disposed of responsibly (OECD 2018).

Global assessments by the World Bank suggest that the world generated about 2.01 billion tonnes of municipal solid waste (MSW) in 2016. Following a business – as – usual trajectory, this amount is expected to grow to 3.40 billion tonnes by 2050 (Kaza 2018). In this context, Extended Producer Responsibility (EPR) has become recognized as an internationally applied policy principle that helps reduce waste generation and promote re – use and recycling operations.

EPR was first introduced in the 1990s by Germany, Sweden, and France (OECD 2014). Since then, it has been continuously adopted by more and more countries across Europe. As of 2014, the World Bank recorded a total of 106 legally binding EPR schemes under implementation by EU Member States (then 28), mainly in the area of waste electrical and electronic equipment

REGTALK WITH FUTURISE



(WEEE), waste packaging, waste batteries, and end – of – life vehicles (Kaza 2018). Thereafter, the EU has undergone significant institutional and legislative changes but EPR has remained at the centre of its waste management policies.

European countries have achieved tremendous success from the EPR scheme over the years and its positive impact on the environmental front has trickled onto Asian countries to pursue this similar policy. In fact, Malaysia has recognised the need to create an EPR scheme to demand greater responsibility from producers to improve packaging designs with less material and higher recyclability and to support waste collection and separation.

In this Regtalk, which took place on

21 July, leading experts were invited to share their thoughts and insights on how Europe has achieved their goals thus far on the EPR front. Malaysian policymakers, producers, and other related stakeholders had an opportunity to gain an understanding of Europe's EPR inner workings and the policy and regulatory framework that governs the scheme.

Also, the panel of speakers shed some light on the current weakness, challenges of the EPR, and the opportunities that Malaysia can benefit from with the potential adoption since Malaysian policymakers are currently working on an EPR framework in order to avoid costly mistakes and to ensure a proper roll - out of the scheme in the near term.

This in – person event sponsored by Futurise Sdn Bhd .

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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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Peterson Projects & Solutions is the advisory division providing pragmatic and hands - on solutions to your challenges. We support companies in achieving their sustainability goals by assisting them in defining their sustainability policies, reducing their environmental footprint, and identifying potential sustainability claims and defining them accordingly. We serve a broad range of customers including multinationals, SMEs, farmers' cooperatives, associations, NGOs, and governments.

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Cornerstone Group is a member of HLB Global, an independent advisory and accounting network established in 159 countries around the world. Our group specializes in assisting foreign companies enter the EU, US, and APAC markets. We offer a suite of project management and regulatory compliance services to help your organization operate in new markets. We support clients as they grow nationally, regionally, and globally, ensuring a consistent high - quality client experience and personalized service.

AUTOMOTIVE

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citizenM is a Dutch hotel brand which started with an idea to disrupt the traditional hotel industry and given modern travelers 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. With 210 rooms with huge XL king - sized beds, the world's fluffiest pillows, widescreen smart TVs, and superfast free Wi - Fi.

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Bolloré Logistics is one of the top 10 International Freight Forwarders globally. Here in Malaysia, Bolloré is represented in Kuala Lumpur (HQ), Johor, Penang, KLIA, Kemaman, Labuan, and Ipoh. Also we operate four warehouse locations in Shah Alam, where the main focus is contract logistics. Our team is highly dedicated to find the right solution that fits your needs, be it by Air, Sea, Cross Border, Customs Brokerage, or in Contract Logistics



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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:



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BUSINESS ACTIVITY:

Allseas is a leading contractor in the offshore energy market with dynamism, rapid progress, and a pioneering spirit at its core.

Our expertise lies in pipelay, transportation, installation, and decommissioning of offshore facilities and deep - sea polymetallic nodule collection. Designed and optimised in - house, our record - breaking vessels exceed the limit of what is possible above and below the water surface. We excel in the design and implementation of large and complex offshore energy infrastructure projects.

CORPORATE REPRESENTATION

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**CREATING WINNERS
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BUSINESS ACTIVITY:

IT Development with the Power of Play.

Creating Winners is an independent digital company and operates as a technology partner to local and international organizations, innovative start - ups, and scale - ups.

Since 2014 we've been developing high quality software that runs fast and looks great on any device. We combine Dutch design and quality standards with Asia's top developers. What can we build for you?

CORPORATE REPRESENTATION

**Jan - Willem Smulders,
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**AMARI SPICE PENANG
(ECO MERIDIAN SDN BHD)**

BUSINESS ACTIVITY:

AMARI SPICE PENANG is Penang's leading contemporary business convention hotel offering vibrant experiences, directly connected to the SPICE Convention Centre. Situated in the heart of Penang's Central Business District - Bayan Lepas, and a 5 km drive from Penang International Airport, the hotel offers 453 contemporary designed rooms and suites featuring a smart workspace, a smart TV, wireless soundbar, high speed WiFi, and an ensuite with bathroom amenities. The hotel also features a 240 sq meter pillar - less ballroom, five function rooms, an Executive Lounge, and all - day dining.

CORPORATE REPRESENTATION

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Director of Sales & Marketing**

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HILTON KUALA LUMPUR

BUSINESS ACTIVITY:

Hilton Kuala Lumpur delivers 5 star luxury in an unbeatable location - easily accessible from key shopping districts to the iconic Petronas Twin Towers. The hotel has earned more than 100 awards since opening in 2004. All 512 guest rooms come with panoramic view floor-to-ceiling windows, large flat screen TVs, and state-of-the-art modern amenities. With 15 lavish meeting rooms - including the Grand Ballroom, Sentral Ballroom, and multi-event Level 7 even - our meetings, events, and catering services are designed to meet every need.

CORPORATE REPRESENTATION

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INCITEMENT SDN. BHD.

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Multi award-winning organisation in Sustainability, ESG Analysis & Reporting, Corporate Social Responsibility (CSR), and Online Giving. Incitement supports companies in achieving their sustainability goals by providing pragmatic and hands-on technology-driven sustainability solutions. In 2019 Incitement launched Malaysia's first ESG-featured credit card in collaboration with a large financial services provider. Incitement is partnered with Fusionex Group, a market leader in AI and Big Data Analytics in Southeast Asia.

CORPORATE REPRESENTATION

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KNOWMAD PRODUCTIONS SDN BHD

BUSINESS ACTIVITY:

Knowmad Productions is a production house that strives to create comprehensive, high quality, and diverse media solutions. We aspire to exceed our clients' expectations and create high impact and custom-designed mixes of diverse media solutions, with an emphasis on cutting edge ideas and maximum market penetration. Backed by our technical expertise and intuitive design we create dynamic, clear, and informative media solutions for all of our clients. We offer a wide variety of services tailored to our client's needs.

CORPORATE REPRESENTATION

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KULIM (MALAYSIA) BERHAD

BUSINESS ACTIVITY:

Kulim (Malaysia) Berhad is a wholly owned subsidiary of JCorp. It is one of the leading palm oil groups with operations in Malaysia. It was amongst the earliest palm oil producers to be certified to the Roundtable on Sustainable Palm Oil (RSPO) standard. Kulim is committed and focused on leveraging its expertise by expanding into agribusiness activities, including an integrated value chain of oil palm, agro farming, livestock, trading, and services. It aims to be the most progressive, efficient, profitable, and respectable agribusiness company in the region.

CORPORATE REPRESENTATION

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LEXIA ANALYTICS

BUSINESS ACTIVITY:

Lexia Analytics' core is Trade Promotion Management (TPM). Through our solution, our clients gain control of their promotional spend, improve effectiveness, and streamline back - office processes.

Our main software, LexiaStudio, is a web based TPM solution. It covers the full cycle from budgeting to promotional planning, evaluation, approval, execution, settlement, and accounting. It is deployed in eight countries with >1,000 active users, >4,000 promotions each month, ~12,000 primary customers, and ~2.2 million secondary customers.

CORPORATE REPRESENTATION

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NICHE LUBE PRODUCTS
SDN BHD

BUSINESS ACTIVITY:

We are the Sole Distributor of all Matrix Speciality Lubricants in Malaysia and provide certainty of business continuity by developing the right lubricating products and services for the right application while safeguarding current regulation norms.

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CORPORATE REPRESENTATION

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ORBIS BUSINESS SCHOOL

BUSINESS ACTIVITY:

Orbis Business School is a force for positive change and helps (future) leaders realise their potential, transforming their business, and maximising their impact on the world.

We do this by providing the guidance, learning tools, and inspiration business leaders need to achieve big outcomes. Orbis Business School is accredited in the United Kingdom and an HRDCorp training provider for eligible companies in Malaysia.

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**RAHIM & CO
INTERNATIONAL SDN BHD**

BUSINESS ACTIVITY:

We offer bespoke services to cater to individual requirements; identifying the drivers that impact the property market and utilising that information to maximize on the asset base, and add value through new acquisitions. Working with banks, pension funds, private equity groups, family trusts, and individual investors, we provide informed advice according to the specific needs of the client, on the sale and acquisition of commercial, industrial, and residential properties across Kuala Lumpur and Malaysia as a whole, as well as the leasing of office space in purpose built office buildings.

CORPORATE REPRESENTATION

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SEEDIFY

BUSINESS ACTIVITY:

Seedefy is a decentralised platform where through collective intelligence, investors can invest in high potential start - ups in emerging countries and reduce the risk of investing in them through better due diligence, smart funding, and community verification via our platform. It addresses the problems of access (connectivity), resource/ information asymmetry, and process inefficiency.

CORPORATE REPRESENTATION

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VACU VIN B.V.

BUSINESS ACTIVITY:

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"We develop innovative, high - quality products that will enable you to enjoy wine more intensively than ever before."

CORPORATE REPRESENTATION

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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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