



Special Supplement with MDBC Magazine 4th edition 2014





Through our Dairy Development Programme, Dutch Lady Malaysia contributes to the development and sustainability of local fresh milk production to improve the quality assurance of milk and the productivity of local farmers.

Sustainability

Dutch Lady Malaysia helps the nation move forward in life with trusted dairy nutrition through our commitment in corporate responsibility, which promotes balanced nutrition, social and environmental initiatives and dairy self-sufficiency. Through a close collaboration with the Department of Veterinary Service and the Netherlands Embassy since 2008, Dutch Lady Malaysia, via the Dairy Development Programme, has encouraged sustainability by improving the quality and volume of milk produced by local farmers. To find out more about our sustainability initiatives, visit www.dutchlady.com.my.





**HIS EXCELLENCY HARRY MOLENAAR
NETHERLANDS AMBASSADOR,
CHIEF JUDGE
MDBC SUSTAINABILITY AWARDS 2014
3 DECEMBER 2014**

The MSA awards is a way to pay tribute to companies that feel the need to address the global challenges the world faces today.

The world population is growing and so is the world economy. With an increasing average income, consumption grows even harder and companies worldwide are most willing to meet this demand. In order to manufacture all these goods, we rely on natural resources like energy and raw materials. In return, we shower our earth with waste, like toxins, extra heat, wastewater and just plain garbage. This is a situation that we cannot maintain for a long time. Natural resources get depleted and the world cannot clear itself of the waste we produce. If we want to pass our planet to our children, grandchildren and other future generations, we have to take measures. Measures in which companies, like yours, play a pivotal role.

Companies like the ones who have taken part in the MSA, have taken the role as corporate citizens seriously. These companies not only look at themselves, but at all the stakeholders involved: employees need good working conditions, suppliers, especially the smaller ones, need fair pay, but also assistance in producing raw materials or other supplies in a sustainable way. Sustainability goes beyond green, companies need to add a net positive value to the world.

For years The Netherlands has been known for its innovation driven economic performance. Innovation is used as a driver for sustainability whilst at the same time sustainability can function as the catalyst for innovation. It has become a strategy for sustainable economic growth.

With a growing population, from 7 billion people to 9 billion people in 2050, a growing middle class, a growing consumption pattern and a finite planet, sustainability is merely the ability to sustain. Resource scarcity, climate change, technological development and a higher demand for products have forced many companies to integrate sustainability into their line of business.

Companies have gone from Corporate Social Responsibility (CSR), thinking in a balanced people, planet & profit perspective, to creating Shared Value. A theory developed by Michael Porter that cuts across the traditional divide between the responsibilities of business on the one hand and those of government or civil society on the other. In practical terms it means that any type of organisation can create value with a maximized positive impact on society and environment, often achieved by integrating sustainability as a core element in the business operations of a company.

Nowadays we see many small and medium enterprises that have adopted an integration of sustainability and innovation into their business. In addition multinational corporations are taking it to the next level by adopting business model innovation and linking financial performance to sustainable business operations.

This also translates in the Dutch Topsectors in which government, private sector and research work closely together. And by the cross functional set-up we aspire to achieve a more pro-active approach of dealing with tomorrow's challenges. Malaysian authorities acknowledge these global challenges and companies have shown similar commitment to CSR and sustainability principles.

With the MDBC organising the sustainability awards for the fourth consecutive year it presents itself as a platform for those companies that embrace thinking of solutions today for the global challenges of the future.

Having read all of the submissions, and seen the quality of the shortlisted companies across the categories of Best Sustainable MNC, Best Sustainable SME, the Innovation Pioneer Award and the Jaffar Indot Award, I am impressed by your commitment to creating a positive impact.

Sustainability can no longer be seen as a department, a part of the company. It is a behavior. It should be in all we do as companies and people. It is not something we have to do, it is a behavior we cannot do without.

MSA supports this ethos by offering a platform for Dutch and Malaysian companies to connect. To learn from one another, to share knowledge and inspire on how to integrate sustainability into the core business.

Thank you to MDBC for organizing this inspirational event in which we highlight the companies that have done remarkable work in the field of sustainable business and in which we can find our partners to tackle tomorrow's challenges.

And being the network of Dutch-Malaysian businesses I hope this event has inspired you to connect, share your experiences, your challenges, and find new partners in achieving sustainable economic growth for your business.

2011



2012



2013




Gartner positions Quintiq as a Leader in the 2014 Magic Quadrant for Supply Chain Planning System of Record.

– Gartner, Magic Quadrant for Supply Chain Planning System of Record, Tim Payne, 6 March 2014

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The Malaysian Dutch Business Council (MDBC) Sustainability Awards (MSA) was launched in 2011. Organized together with the Embassy of the Kingdom of the Netherlands, MSA encourages the sharing of best practices and gives recognition to the sustainability efforts of organizations.

The MSA helps others develop a deeper understanding of sustainability, both within the MDBC community and in the wider business community; to emphasize that sustainability is more than just being environmentally friendly, it implies responsible and proactive decision-making and innovation that minimizes negative impact and maintains a balance between People, Planet and Profit to ensure a desirable planet for all species now and in the future.

MDBC also believes that in order for an organization to be sustainable, it must innovate. The acknowledgement and inclusion of innovation in the revitalization of

the MSA brand this year was a reflection of the continued growth and evolution of the awards; it is in fact part and parcel of our own journey down the path of sustainability.

MSA'14 featured three separate segments:

1. The MSA'14 Awards
2. The MSA Innovation Pioneer segment
3. The Jaffar Indot Award on Corporate Governance

This year's MSA categories focused on Business Sustainability, with two categories:

"Best Business Sustainability by a Multi-national Company (MNC)" and "Best Business Sustainability by a Small & Medium Enterprise (SME)".

Those who won the award for Best Business Sustainability showed exemplary practices on business sustainability by managing the triple bottom line - a process by which com-

panies manage their economic, social and environmental risks, obligations and opportunities. It required firms to adhere to the principles of sustainable development.

We were also excited to introduce an Innovation Pioneer segment to the MSA. This interactive segment featured a series of short presentations which focused specifically on answering this year's teaser: "How do you encourage a culture of innovation in your organization?".

The last segment, the Jaffar Indot Award on Corporate Governance, was created to honor all the works and efforts of the previous MDBC Chairman - the late Dato' Jaffar Indot - put into corporate governance and the MDBC. Dato' Jaffar was committed to raising professionalism among corporate directors with integrity and sustainability. He was recognized as a main driver of sound corporate governance in Malaysia. This award serves to highlight and incentivize the importance of better corporate governance practices and standards through professional recognition.

With a deep commitment to CSR / Sustainability activities (as shown by their work with HOPE Worldwide and numerous other outreach and educational programs), the DoubleTree by Hilton Kuala Lumpur was a natural choice to host the MSA on 3 December 2014.

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MSA'14 JUDGES

We are very proud to
present you with the MSA



CHIEF JUDGE - H.E. HARRY MOLENAAR
(Ambassador, Embassy of the Kingdom of the Netherlands)

Having started his career at the Ministry of Foreign Affairs in 1980, H.E. Harry Molenaar has been posted in a range of locations including, but not limited to, Bangkok, Harare, Athens, Iraq, at the Ministry in the Hague and Malaysia.



BEST BUSINESS SUSTAINABILITY - MNC VIJI SAMUEL (Principal, ENVIRON)

Vijayalakshmi Samuel has more than 17 years of experience in environmental, health and safety (EHS) consulting specializing in environmental impact assessments (EIAs), environmental management systems, compliance to Equator Principles and International Finance Corp (IFC) guidelines and EHS due diligence involving a wide range of industries, including petrochemical and chemical, oil and gas, manufacturing and electronics. She serves on the technical committee of the Prime Minister's Hibiscus Award for Environmental Excellence and is a member of the Malaysian Association of Research Scientists.



INNOVATION PIONEER - SUSAN VAN BOXTEL (Science and Technology Advisor, Embassy of the Kingdom of the Netherlands in Singapore and in Malaysia)

Susan van Boxtel has been the Technical Science Advisor since February 2012. Before that, she worked for ten years in a variety of pharmaceutical companies (Solvay, Organon, Schering – Plough and Merck, Sharp & Dohme) as a scientist in the field of pharmacology and translational biomarker research. Susan conducted pre-clinical research within the therapeutic areas of fertility, immunology and oncology. Susan studied Biomedical Laboratory (BSc) at the University of Utrecht and Biology (MSc) at the Radboud University in Nijmegen.



INNOVATION PIONEER - IRWAN ABDUL RAHMAN (Vice President of Social Innovation, Agensi Inovasi Malaysia)

Irwan Abdul Rahman is Vice President of Social Innovation at Agensi Inovasi Malaysia.

Prior to that he spent 17 years in advertising, writing, design, the media, and strategic corporate communications in addition to dabbling in cartoons, caricatures and satire writing.



INNOVATION PIONEER - THYAGA RAJAN (Technical Director, Basis Bay)

Thyaga Rajan has more than 20 years of experience in consultancy in the areas of mechanical as well as electrical engineering and has a wealth of experience in building Sustainable Data Centres. He has also been appointed as the Vice Chairman of the Malaysian Data Centre Alliance (MDCA).

Having graduated with a degree in Science, majoring in Electrical & Electronic Engineering from the University of Bridgeport, he is also a certified CDCP and CDCS professional as well as a member of the Malaysian Board of Engineers.

2014 panel of judges. As always, the panel of judges consists of highly regarded, independent expert individuals.



BEST BUSINESS SUSTAINABILITY - MNC
MATHEW GEORGE (Director, Finance, Admin & Human Resources, InvestKL)

Mathew George has over 25 years of International and local experiences in various industries such as oil & gas and services. Mathew has also worked in the Seychelles and Dubai.

In Malaysia, he was formerly attached to KTA – Tenaga and various public listed companies such as Antah Group, Ho Hup Group and Asiana Group of Companies.

Mathew graduated with a bachelor's degree in Accountancy.



BEST BUSINESS SUSTAINABILITY - SME
LEONG LAI YEN (CFO, Philips)

Prior to her appointment as CFO in early 2014, she was the Financial Controller of the Consumer Lifestyle division, a role she holds til today. Lai Yen has been an integral part of the Philips family for more than 14 years, with various positions in the country organization as well as at the regional and global levels. Lai Yen is a certified Six Sigma Black Belt and as part of the company's leadership, leads and drives innovation as core to Philips culture, identity and heritage.



BEST BUSINESS SUSTAINABILITY - SME
LINDA ARCHIBALD (Senior Writer, The Malaysian Reserve)

Linda started out as a journalist in 1994 at The Sun and went on to work in various capacities in the media circles, before a two year stint with the DANIDA project Malaysian Environmental NGOs to plan the inaugural and second Sustainability Malaysia Conferences (2005 and 2007). She now manages the fortnightly Green Growth section on Friday in The Malaysian Reserve (a strategic partner of the International New York Times), engaging and educating Malaysian C – suites on sustainability matters.



JAFFAR INDOT AWARD - REMCO KOSTER
 (Managing Director, WoodWing Asia Pacific and MDBC Vice Chairman)

Remco Koster joined WoodWing in 2005 to start developing and maintaining sales channels for the company. Before joining WoodWing, Remco set up a Newspaper Direct re-printing and distribution franchise in Indonesia, distributing more than 280 same – day newspapers from around the world. Prior to setting up this company, he has worked for major suppliers in the publishing software industry, first as a consultant, later as project manager.

Remco has been on the MDBC Board since 2008. Prior to becoming Vice Chairman he was the Honorary Treasurer.



JAFFAR INDOT AWARD - BRIAN LARICHE
 (Founder, Lariche Community)

Brian Lariche is the Founder and Chief Community Strategist of Lariche Community. Brian has vast experience in the area of community development both in Malaysia and internationally. He was Project Adviser for UNDP Malaysia in the area of HIV, focusing on leadership and capacity identification and development in Malaysia and West Africa. He is also a trainer facilitator for numerous local and international youth and community leadership engagement programs.



JAFFAR INDOT AWARD - JOHAN INDOT
 (Executive Director, InOilCo Safety Consultant)

Possessing over 25 years of experience in business and investments in the oil and gas industry, Johan is responsible for the corporate activities of the InOilCo Group.

His other interest includes involvement in a biotech company, Bioeven which is involved in developing cancer vaccines.



l to r: Lex Smeding (MSA Executive), SP Ching and Wong Ee Laine of Dutch Lady receiving the MSA Best Business Sustainability by an MNC award from Y.B. Datuk Seri Dr. Maximus J. Ongkili (Minister of Energy, Green Technology and Water), H.E. Harry Molenaar (Netherlands Ambassador and Chief Judge of the MSA 2014, and Zainul Rahim (Chairman, MDBOC)



dreams and aspirations. Following the success of the ITF campaign, Dutch Lady extended their efforts through the Inspire Tomorrow Workshops. 50 leadership and nutrition workshops were held in 11 children's homes throughout Malaysia from November to December 2013, consisting of various models based on three pillars - Learning, Inspiration and Nutrition.

For the period of 2010 - 2020, Dutch Lady is using their route2020 strategy to achieve an increased share of added value and branded products in the total sales volume, further operating profit growth, significantly reduce the number of job related accidents resulting in sick leave, and be climate neutral throughout the supply chain.

Winner of the MSA'14 Best Business Sustainability by an MNC category, Dutch Lady Milk Industries is a leading dairy producer in Malaysia. Their mission is to create shared value for all their stakeholders through strategic initiatives, based on balanced nutrition, social and environmental responsibility, and dairy self-sufficiency.

One of the cornerstones of their CSR policy is to ensure sufficiently nutritious food to help combat undernourishment, hence their focus on the nutrition agenda. Their efforts in combating obesity and nutrient deficiency includes ensuring that their products are responsibly manufactured, healthy and available in various choices and portion sizes.

Since 2010, Dutch Lady Malaysia's continued participation in the Program Susu 1Malaysia (PS1M) provides an important platform for the company to help spread the goodness and benefits of milk to school children. Through this partnership with

the Ministry of Education Malaysia, they provided milk twice a week to 232,489 children attending 769 primary schools in Kelantan and Terengganu during school terms in 2013.

The company also initiated and invested in the ground-breaking South East Asian Nutrition Survey (SEANUTS), helping to get an accurate picture of the nutritional status and needs of local children. In 2014, Dutch Lady Malaysia launched the 'Drink. Move. Be Strong' campaign, with SEANUTS as the basis for promoting balanced nutrition and an active lifestyle among Malaysian children. The campaign was recognized and supported by the MOE.

In conjunction with Dutch Lady Malaysia's 50th anniversary, the company launched the Inspire Tomorrow Fund (ITF) campaign in early 2013, where they awarded 50 Malaysian children between the ages of 4 and 12 with insurance policies worth a total of RM 1.5 million to help them achieve their

Together with the Department of Veterinary Service (DVS) Malaysia and the Netherlands Embassy, Dutch Lady has been working to help local dairy farmers make their businesses more sustainable and improve milk production via their Dairy Development Program. Also part of the DDP, Dutch Lady organised an exchange program called the Farmer2Farmer (F2F) program where Dutch farmers visit local farmers and spend two weeks together to share best dairy farming practices and knowledge, helping to raise the quality and quantity of milk and overall farming standards of Malaysia's farming community. Farmers have realised positive, tangible benefits, from improving their knowledge and management skills, better run farms and enjoying increased earning power and standards of living.

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Luuk Runia accepting his "Best Business Sustainability by an SME" award. With (l to r) Leong Lai Yen (Best Business Sustainability SME Category Judge), Lex Smeding (MDBC MSA Executive), Y.B. Datuk Seri Dr. Maximus J. Ongkili (Minister of Energy, Green Technology and Water), H.E. Harry Molenaar (Netherlands Ambassador and Chief Judge of the MSA 2014, and Zainul Rahim (Chairman, MDBC)



control division. Asian Perlite Industries has been heavily involved in getting this law registered in the Malaysian Act. By having this law, Dutch breeders can now take action against growers in Malaysia who violate the law; it not only helps protect the Dutch flower industry, it also helps provide other agricultural companies gain confidence in doing business locally.

The winner of the MSA'14 Best Business Sustainability by an SME category really shows how big a difference a small company can make.

Established in 1996 and with only 4 full time staff, Asian Perlite Industries aims to increase the production of flowers and vegetables per square meter in Cameron Highlands. They also focus on reducing the use of chemicals in produce by introducing new products from the Netherlands.

In addition to also doing sales, installation, and service for 2 Dutch companies which produce flowers and vegetables grading and packaging lines, in 2009 (together with University Wageningen) they started to design a greenhouse specifically designed for the lowland climate in Malaysia, called ALMA. 52 units of this greenhouse have now been built in Malaysia and are being operated by graduated entrepreneurs (with another 20 units under construction now).

The ALMA Greenhouses have been sold to the first commercial farmers in Malaysia and Thailand and they have proven to increase production numbers in the greenhouse.

Asian Perlite Industries is also pushing hard to get Koppert biological control products into Malaysia. These products will significantly reduce the amount of chemicals used and is therefore better for not only the local community, but also the tourists who are unaware about the usage of chemicals on vegetables which get quite high during certain times of the year.

The company is now also getting approached by more agriculture related companies from the Netherlands to help them increase their sales in Asia through Asian Perlite's well established network. They play an important role in helping to protect the breeding rights of Dutch flower breeders by registering flower varieties with the Department of Agriculture crop quality

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Wouter van der Weijden (2nd from left) of &samhoud and Y.B. Datuk Seri Dr. Maximus Ongkili exchanging the MSA Innovation Pioneer award and the &samhoud connection ball, in the presence of Lex Smeding, H.E. Harry Molenaar, Zainul Rahim and Susan van Boxtel (Chief Judge, Innovation Pioneer Segment).



At &samhoud, responsibility for innovation does not lie with one individual. They believe that all 180 employees are responsible for innovation both within and outside the company. Additionally, the innovation process reaches across all departments of the organization. This all helps the 'innovation culture' become a part of the organizational culture, and thereby self sustainable. &samhoud makes innovation ordinary, they constantly have conversations about new work ideas and work hard on implementing them.

Winner of the MSA'14 Innovation Pioneer segment, &samhoud is a usual unusual company out to change the world. All of the employees of &samhoud have a common purpose of 'Together we build a brighter future. We achieve breakthroughs by inspiring and connecting people'. A holding company active in Management Consultancy, Food, Hospitality, Media, Gaming, Personal Vision and Healthcare in Asia Pacific, the Middle East and Europe, &samhoud believes that innovation cannot be bred by a set process. They don't have any innovation competitions, awards or financial scheme that links to innovation.

What they do instead is encourage new ideas and give their people ownership from ideation to implementation. The leadership at &samhoud provides constant mentoring and coaching to all employees to ensure that they are motivated and that these innovations are aligned with the purpose of &samhoud. Case in point: At &samhoud,

employees go through a 'Personal Vision' journey where each group is led by one of the partners of the company. It kick starts at an inspirational venue and lasts for 1 week. Apart from getting to know each other, employees focus on deep reflections and conversations with each other on their purpose in life and what they would like to do in life. Employees come up with audacious goals (like writing a book, or starting a new business line) for the next 5 years in &samhoud. They are assigned a coach (typically a senior consultant or partner) who guides and motivates the employee to reach these goals.

&samhoud also encourages innovation on a daily basis. They believe that diversity in people breeds innovation in an organic way. With people from different backgrounds and nationalities in different parts of the globe, they just provide them with a platform to work together and the magic unfolds.

The company hires for attitude and trains for skills; alignment on values and purpose is key. They look for people that are the 'best in the world' at change, entrepreneurship, connection and creativity. KPIs are set on both business breakthroughs (clients, financials, etc.) and personal (weight, hobbies, etc.) breakthroughs.

&samhoud develops their employees through a global education program that incorporates leading self, leading others, business, philosophy, psychology, entrepreneurship, creativity, etc. Their education programs include working together with the Harvard Business School and INSEAD on new business and learning concepts. There are monthly learning sessions, sharing sessions and brainstorming sessions. Each employee's development program is tailor-made along the lines of professional and personal KPIs.

All of this put together lends itself to creating a truly sustainable, innovative culture.

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Datuk Mizanur Rahman Ghani (2nd from right) accepting his award from Datin Patricia Indot, Johan Indot, Remco Koster, Zainul Rahim and Ambassador Harry Molenaar

Dato' Mizanur Rahman Ghani has a career that has spanned both the public and private sectors and has included a Statutory Body, Government Linked Company and Multinational Corporations.

He has served as the Chief Executive of private and public listed corporations, commencing upon graduation with the Malaysian Investment Development Authority (MIDA) in 1968, in which he became a Director. He left in 1976 to join the ICI

(Imperial Chemical Industries Pic)/CCM (Chemical Company of Malaysia Bhd.) Group. Currently, Dato' Mizanur is an active member of various organisations involved in Sustainable Development and Corporate Responsibility including Chambers of Commerce.

He is the Founding President of the Business Council for Sustainable Development in Malaysia (BCSDM) and is currently the Honorary President. Formed in 1992 with

the objective of bringing progress through a balance between economic development and environmental stability, BCSDM focuses on gathering and consolidating the support of Malaysian industries towards this goal. It has since been merged with the Council for Corporate Responsibility and is now called the Business Council for Sustainability and Corporate Responsibility in Malaysia (BCSRM).

Dato' Mizanur was appointed to the national Environment Quality Control (EQC) and Environmental Fund Committee. He is the Malaysian Representative to the World Bank's Climate Investment Finance Forum and a member of the Executive Committee of the Prime Minister's Hibiscus Award (PMHA). Dato' is also an alternate Director of the Human Resource Development Fund.

He is Vice-President of the Malaysian Economic Association (MEA), member of the Institute of Strategic and International Studies (ISIS), life member of the Malaysian Institute of Human Resources (MIHRM) and Chief Judge of the Star Business Awards.



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BEST BUSINESS SUSTAINABILITY BY AN SME - AQ MALAYSIA

AQ Malaysia integrated and embedded

business sustainability into their organization by means of restructuring their business processes to improve quality, efficiency and ensure future growth, initiating their Rhythm in Action program and Ideas Academy. AQ's Rhythm in Action program is an ongoing cycle of continuous improvement in frontline performance through measurement, coaching, continuous communication and rewards. AQ's

IDEAS Academy is a school that provides secondary education for stateless children in Kuala Lumpur. In addition to paying the monthly rent for a refugee school, team members are involved with teaching or supporting in another way. This program is done in collaboration with IDEAS, Malaysia's first cross partisan think tank dedicated to promoting market based solution to public policy challenges.



BEST BUSINESS SUSTAINABILITY BY AN SME - LARICHE COMMUNITY

Lariche Community focuses on assisting

companies to design and put into place sustainable community programs in line with their corporate strategy. They focus on ensuring sustainability in all of their programs / projects and when there is no clear sustainability mandate, they ensure all community expectations are managed. This also includes ensuring that the community is not exploited in any way. Lariche Community also provides consultancy

services to identify partners and build alliances based on an understanding of the community issues and needs. The core of Lariche Community is focused on the sustainability of society but ensuring a business development model that looks at the continued success of the client. They seek to maximise income without sacrificing the social responsibility of sustaining 'people and planet'.



BEST BUSINESS SUSTAINABILITY BY AN MNC - MEGA FORTRIS

Mega Fortris' CSR policies focuses on en-

vironmental issues and they have successfully reused 98% of their generated plastic waste (runners) in their recycling / reusing processing to lessen their manufacturing impact on the environment. Often engaging their employees to be a part of the strategic planning process, there is also a heavy emphasis on training staff to equip them with knowledge of the latest technologies available. Hand in hand with this

are the investments made in machines and molds for process improvements. They also provide strong subsidiary and distributor engagement and support, fostering closer partnerships during direct meetings and group conferences. Mega Fortris also prioritizes their customers, considering them their key business partners, maintaining strong relationships with an emphasis on effective and frequent communication.



BEST BUSINESS SUSTAINABILITY BY AN MNC - UNILEVER MALAYSIA

Unilever aims to double the size of its

business while reducing its environmental impact and increasing its positive social impact. They aim to do this with the Unilever Sustainable Living Plan (USLP) which features more than 50 time-bound KPIs (which are independently audited by PWC on an annual basis) - providing a blueprint for sustainable business growth. The KPIs fall under three overarching sustainability goals: 1. To improve the health and wellbe-

ing of a billion people globally; 2. To halve Unilever's environmental footprint (across the value chain of products); and 3. To enhance the livelihoods of millions of people globally through their business operations. The USLP is the core of Unilever's business model and demonstrates their genuine commitment to improving the environment and societies in which they operate.



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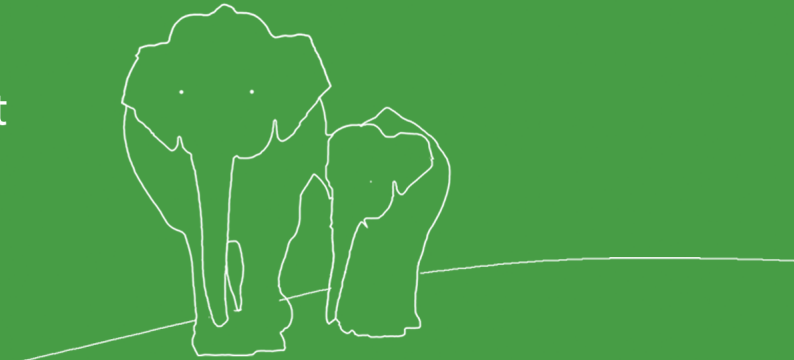
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Basis Bay is a leading provider of Sustainable Outsourcing solutions in Information Technology (IT) and Managed Data Centre services. Founded in 1996 and with a focus in the premium Enterprise IT space, Basis Bay has established operations in more than 30 locations across 16 locations throughout Asia Pacific and Europe, servicing over 300 clients, primarily Global Financial Services Companies.

Basis Bay designs and builds Data Centres in accordance with the most stringent international standards but maintains a "Green -print" design that focuses on efficiency, minimizing waste even in the most challenging environmental conditions. Its flagship "Green" Data Centre - the first of its kind in Asia - located in Cyberjaya, Malaysia has become a pattern design for the industry operating in tropical climates.

As a global thought leader in **GREEN IT**, Basis Bay believes technology is a catalyst for change and that abundance is possible if economic profit, the welfare of people and care for our planet are central to the way we think and act. But for that we need to Reengineer traditional IT thinking and concepts.



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MSA INNOVATION PIONEER -
BESI APAC

Besi APac believes that innovation comes from all levels. Throughout the years, they've invested in improvement programs based on a top down approach such as the Lean Sigma Green and Black Belt, Management Review, Strategy Meeting and on the bottom up approach such as the SGA (Small Group Activities) based on DMAIC

methodology, suggestion box programs and more. In addition to this, Besi APac encourages their employees to feedback on their superiors, peers and subordinates through a 360 degree feedback program that contributes to the personal development of each employee.



MSA INNOVATION PIONEER -
ISC INNOVATORS

ISC always looks at marketing solutions that have not been tried before - to always be different in approach, in thinking, in application - and thereby be assured of resorting to an innovative, creative solution for a client's product or service.

1. Find the one differentiating fact about the client's product or service.
2. Build that fact into a highly compelling story.
3. Maintain prudent visibility at all times.
4. Be consistent to a fault.
5. Find new ways to always be refreshing & relevant.

ISC has a 5 Point Formula for Success:



MSA INNOVATION PIONEER -
MAXGRIP MALAYSIA

MaxGrip provides "value add" to their clients through innovative software, technical knowhow and expertise of their services, which in turn keeps their business sustainable and ahead of the market. MaxGrip's services and software mean better and more efficient procedures and help reduce operational downtime, thus improving fi-

nancial results. This is coupled with their core asset, their people. The MaxGrip team is comprised of not just software or reliability engineers, but a unique combination of expert consultants from around the world which add value to the life cycle of any asset - including Oil and Gas, Petrochemical, Pharmaceutical, and more.



MSA INNOVATION PIONEER -
MEGAFORTRIS

Innovation is only one of Mega Fortris' 8 core values. Their success and achievements are greatly attributed to the fact that they are not only innovative, but also have a very high commitment and passion for excellence, quality, teamwork, efficiency and customer collaboration. They have an annual allocation of funds for their

continuous product development and evolution activities done by the R&D team. The evaluation and improvement of innovation and design processes are crucial so the company puts great emphasis on training and regularly sending their staff to trainings and workshops which help equip them with knowledge of the latest technologies.



MSA INNOVATION PIONEER -
SHELL MALAYSIA

Shell has been a technological partner and a 'company of firsts' for more than 100 years. They ensure truly innovative solutions for the future by using a stage gate approach with 4 development phases called the 4Ds: Discover, Demonstrate, Develop and Deploy. New ideas are tested, de-risked and carried through to commercial

deployment by maturing through this 4D process. Shell plants the seeds to innovation by tapping into the best and brightest minds, whatever their geography or industry, operating a global open innovation strategy with a comprehensive suite of programs. Shell aims to provide the platform to support innovation across all industries.



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