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(2015)



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**HER EXCELLENCY
KARIN MÖSSENLECHNER
NETHERLANDS AMBASSADOR
CHIEF JUDGE
MSA '16
6 OCTOBER 2016**

Dear MDBC members and friends of the MDBC Sustainability Awards,

It was a great pleasure for me as new ambassador of the Netherlands to Malaysia to be present at the MDBC Sustainability Awards event on 6 October 2016.

First of all it was a wonderful occasion to celebrate the anniversary of the MDBC together with so many long-time supporters of the business council and to thank the MDBC for the excellent cooperation with our embassy and the business community in Malaysia during the twenty years of its existence. In the three months of my presence here in Malaysia I have come to realize how important it is to have such an active and well-connected business council. I am really thankful for that and look forward to the future cooperation.

Secondly, the theme of the MSA, circular economy, is one that the Netherlands deems very important. This fall our government announced that a cooperation agreement will be concluded between government partners, the Dutch business community, knowledge institutions and NGO's in order to achieve a 100% circular economy by 2050.

All over the planet there is a rapidly growing awareness that the way we currently use energy and exploit natural resources is not sustainable and might endanger the lives of future generations. We have to rethink the way we operate and we have to do it quickly. We have to look for new ways to reduce, reuse and recycle. We have to look at our production processes and our consumption patterns.

Governments, NGO's, knowledge institutes and companies must work together to achieve the necessary change. The landmark Paris Agreement that entered into force on 5 November 2016 is an important step in the right direction. But now we have to put the intentions of the agreement into practice. For that, people are key; and companies are key.

That is why I felt so encouraged to see so many representatives of the Malaysian and Dutch business community with us at the MSA event. As Chief Judge I was also deeply impressed by the high quality of the nominations and the serious commitment of all nominees to work on sustainability and towards a circular economy.

What is more, the nominees to the MSA demonstrated that applying circular thinking makes perfect business sense. Businesses that aim to be sustainable are more efficient and effective in their processes, attract and retain more talents, have a better reputation, and create additional business opportunities. Sustainability is thus not only crucial for the future of the planet and

the people, but can also help raise profits: sustainability sells!

This year the MSA coincided with the Orange ASEAN Factory, organised by the embassy in cooperation with MDBC.

"The nominees to the MSA demonstrated that applying circular thinking makes perfect business sense. Businesses that aim to be sustainable are more efficient and effective in their processes, attract and retain more talents, have a better business reputation, and create additional business opportunities. Sustainability is thus not only crucial for the future of the planet and the people, but can also help raise profits: sustainability sells!"

Students and young professionals from the Netherlands and ASEAN countries were brought together in Kuala Lumpur to work on business cases contributing to the transition into circular economy. The enthusiasm and commitment of the young participants and the intelligent, creative solutions they provided for the problems put to them, shows that the next generation is eager and ready to contribute to a more sustainable future, which is their future and that of their children. We owe it to them to make a maximum contribution to that goal as well.

Let me conclude by commending the MDBC for organizing a very successful event and by congratulating all the MDBC Sustainability Awards nominees, and in particular the rightful winners Teleplan and Energy Transformers.

I hope the MSA will serve as an inspiration for everyone to go circular. In the interest of the planet, the people and profits!



MSA: A LOOK BACK 2011 & 2012



2011

On 2 November, 2011, MDBC held the inaugural MDBC Sustainability Awards. In consideration of a special event to mark MDBC's 15th Anniversary celebrations that year, MDBC joined forces with the Netherlands Embassy to launch an event that would share best practices in the field of sustainability.

The winners of MSA '11 were:

Best Corporate Sustainability for Environment: Basis Bay.

Best Corporate Sustainability in Human Resources: Guinness Anchor Berhad (now known as HEINEKEN Malaysia).

Best Corporate Sustainability for Community Development: Guinness Anchor Berhad.

Best Practices in Sustainability of a Malaysian Partner: Biodome.



2012

After the successful launch of the MSA, MDBC continued to work on the concept, categories and criteria. Development of the MSA continued, building on what had been achieved in the inaugural edition. It was decided that new categories would be introduced every year to ensure that different companies, different specializations, and different areas of sustainability would be highlighted.

The winners of MSA '12 were:

Best Corporate Sustainability related to Water: Lantec Far East

Best Corporate Sustainability related to Waste Management: Bell

Best Corporate Sustainability related to Primary Commodities: Sime Darby

Best Sustainability Project by an SME: Lariche Community



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Established in 1996, Basis Bay is a leading provider of sustainable IT infrastructure services. Specializing in premium enterprise IT platforms, the group is present in more than 50 locations across 22 countries, servicing over 300 clients, primarily global financial services companies.

Basis Bay
Reengineering IT

2013

MSA '13 featured a special exhibition by all shortlisted companies during the cocktail reception which was held after the day program presentations. It was a good opportunity for those joining the MSA for the evening Awards Ceremony to learn more about the projects that had been submitted for consideration this year.

The winners of MSA '13 were:

Best Sustainability Communication: Unilever

Best Sustainable Work Place: Shell

Best Sustainable Supply Chain Management or Logistics Project: Guinness Anchor Berhad (formerly known as HEINEKEN Malaysia).



2014

The 4th edition of the MSA featured three separate segments, the MSA '14 Awards, the MSA Innovation Pioneer segment, and the Jaffar Indot Award on Corporate Governance (given out in recognition of the late Dato' Jaffar Indot, former MDBC Chairman who had passed away). The introduction of audience live voting added an additional element of excitement to the competition.

The winners of MSA '14 were:

Best Business Sustainability by an MNC: Dutch Lady Milk Industries

Best Business Sustainability by an SME: Asian Perlite Industries

Innovation Pioneer: &samhoud

Jaffar Indot Award on Corporate Governance: Dato' Mizanur Rahman Ghani



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THE MDBC SUSTAINABILITY AWARDS 2016

Now in its 5th edition, the MSA is bigger and better than ever before and has become a cornerstone event in the MDBC calendar. Growing and maturing along with our own understanding of Sustainability, the MSA continually evolves to remain at the forefront of the latest trends, focusing this year on Circular Economy.

"A circular economy is one that is restorative and regenerative by design, and which aims to keep products, components and materials at their highest utility and value at all times, distinguishing between technical and biological cycles. It is a continuous positive development cycle that preserves and enhances natural capital, optimises resource yields, and minimises system risks by managing finite stocks and renewable flows."

- The Ellen MacArthur Foundation

MSA '16 Circular Economy

In nature, everything is fully utilized; nothing is wasted and each organism plays a role in recycling, or repurposing resources. Humans however, have created a linear approach where resources are taken or made, used, and / or disposed of. Humans are the only species on this planet that consume resources without replenishing them, actively generates waste, and creates a source of materials that cannot be utilized by other organisms in the environment.

Many of the 'used' products that we throw away are still valuable and can be recycled or repurposed to help eliminate waste and significantly reduce our use of natural resources. By bringing these products back into the cycle, we can build capital, reduce waste, and in the end, create a circular economy.

This year, MDBC asked member companies if they have made any strides towards making the circular economy a reality. Understanding that we are all at different points in the sustainability journey, two levels were open for competition in this category: Greenhorn and Elite.

Participants competing for the Greenhorn Award were judged for the Best Circular

Economy related Initiative. Those competing for the Elite Award were judged for having the Best Overall Circular Economy Drive. The MSA '16 Circular Economy category was open to ALL (members and non - members alike). With a wide variety of top notch competitors, both the Greenhorn and Elite Awards were closely contested to the end.

Orange Factory

Growing societal and environmental issues in Southeast Asia need innovative entrepreneurial solutions. To address this need, Orange ASEAN was initiated by the Dutch Government in collaboration with the private sector and non - governmental partners. Orange Factory is a key component of Orange ASEAN, which connects Dutch and ASEAN entrepreneurship to accelerate sustainable innovations.

Orange Factory is an intense three week workshop for talented students and young professionals from the Netherlands and Southeast Asia, designing innovative solutions for sustainability challenges in the region. Supported by academics and experts, 20 - 30 participants work together in dedicated teams developing business cases for real - life issues. Yearly, several Factories are organized at different locations in the region.

The presentation of new business cases which were the result of the Orange Factory workshop was an exciting, productive, and innovative inclusion in MSA '16.

CEO Panel

Rounding off the day program, the CEO Panel featured lessons shared by leaders of industry (KLM Royal Dutch Airlines, Shell Malaysia, KPMG, and HEINEKEN



Winners of the MSA 2016 edition receiving their prizes. From l to r: Marco Winter (Executive Director, MDBC), Remco Koster (Director, MDBC), Peter Wolf (CEO, Transmare Group / Energy Transformers Malaysia), H.E. Karin Mössenlechner, Datuk J. Jayasiri (Secretary General, Ministry of International Trade and Industry), Choo Hoo Neoh (Senior IT Solution & Service Manager, Teleplan Malaysia), Teo Choo Chai (Teleplan Malaysia), Nijs Wienese (MSA Executive, MDBC)

Malaysia), on their own sustainability journeys. The panel was moderated by Mark Wong (Senior Vice President - Sustainability, Sime Darby Berhad).

Business leaders play an important role in embedding sustainability deep and wide in their organizations. The trickle - down effects of a leader's words and actions have an enormous impact on the company's pace and degree of transformation into becoming truly sustainable.

Attendees at the CEO Panel got to hear from these leaders about how sustainability has been implemented in their own organizations and the challenges faced along the way.

Held at The Westin Kuala Lumpur on 6 October this year, the MSA featured a panel of independent, expert judges led by a Chief Judge (H.E. Karin Mössenlechner - Ambassador, Embassy of the Kingdom of the Netherlands).

Judges evaluated entries with the following criteria:

- * How deeply embedded and overlapping the project is within the organization's core business and strategy.
- * How does it contribute to the organization's Malaysian operations (and if applicable, to the regional and global operations)?
- * Uniqueness, innovativeness, and originality of the Project, resulting in measurable evidence for sustainable change.

* Efficiency and effectiveness of the Project and Project Management (planning, control, assurance, improvement).

* Impact of the Project on stakeholders (quantitative, short term / long term) and to what extent is life cycle analysis conducted.

* How and to what extent is the project being communicated and reported (internally and externally)?

* Since we aim for a global circular economy, all companies must head in this direction. To what extent can other organizations replicate the project?

Our sincere thanks goes out to the companies that participated in this special event and to the judges for their time and wisdom.



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We are very proud to present you with the MSA 2016 panel of judges. As always, the panel of judges consists of highly regarded, independent expert individuals.



CHIEF JUDGE: H.E. Karin Mössenlechner
Ambassador, Embassy of the Kingdom of the Netherlands

The Ambassador started her diplomatic career in 1997 and has since been posted to New Delhi, The Hague, and Berne in a variety of roles. She has a background in Economic Affairs, Security Policy, and Public Affairs.



ELITE AWARD - Lim Bee Vian
Executive Director, Services Development, Malaysian Investment Development Authority (MIDA)

Lim Bee Vian has been working for MIDA since 1991. She has worked in multiple departments over the years and was involved in making the draft for the 3rd industrial master plan. At the moment she oversees three divisions in MIDA.



ELITE AWARD - Tim Saw
Director of Marketing and Communications, InvestKL Corporation

Prior to his work with InvestKL, Tim was the Client Service Director for a local marketing communications agency. He has also served as senior manager with Roshan, the leading Afghan telecommunication company in Kabul, Afghanistan.



GREENHORN AWARD - Celine Chan Hooi Li
Managing Director, TMF Group

With more than 20 years of experience in the service industry, Celine has been in senior management leadership positions in various industries, including logistics and IT among others. She has also previously successfully grown companies into industry leaders.



GREENHORN AWARD - Girish Ramachandran
Client Development Director, Arcadis

Girish has been with Arcadis since 2014 and has a wide breadth of industry experience in oil and gas, energy, manufacturing, water, infrastructure, and many more. He also sits on various social services NGO organizations.

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Gilbert Curtessi and Peter Wolf of Energy Transformers proudly receiving the MSA '16 Greenhorn Award Plaque from Chief Judge Ambassador Karin Mössenlechner



This value added certification is hard to achieve and is a step that local agents are not keen to invest in, leaving ET Malaysia as the only sustainable option for PKS disposal / use by CPO companies.

By increasing both the temperature and the time that they heat the PKS, ET Malaysia can move from a process of torrefication to one of pyrolysis, further refining the PKS into Bio - Char. Bio - Char contains millions of micro tunnels and an exceptionally large surface area. This property allows it to capture nutrients and water more effectively than soils that are not "enhanced". By combining Bio - Char with an appropriate fertilizer, crop yields can be sustainably increased. ET Malaysia therefore calls this product a "Soil Enhancer".

With CPO companies currently under pressure to increase yields of CPO / hectare, combining fertilizers with Bio - Char yields can be enhanced by more than if fertilizers alone were used. It also helps to reduce the amount of fertilizers that may be leached into local water systems.

Lab tests have been positive and field tests are currently being carried out with key stakeholders in the CPO industry, with expected yield enhancements in excess of 15% / hectare. The increased yields generated by using Bio - Char would generate more CPO and more PKS the following season which could be used to create more Bio - Char.

This, when reapplied to the fields, would enhance the soil further leading to great yields and more CPO and PKS. In this way, denuded and degraded soils can be substantially improved over time, and reliance on expensive and hazardous fertilizers can be kept to a minimum.

CPO Produced > PKS used to produce Bio - Char > Bio - Char applied to soils > Yields of CPO & PKS Increased. This completes a cycle of productivity that will differentiate Malaysian CPO producers over foreign competitors and allows the CPO companies to have a hand in controlling their own fate, even in the face of low commodity prices.

EnergyTransformers™ is part of the Rotterdam based Transmare Group. Since 1953, Transmare Group has been active in Trade & Distribution and Production. The group specializes in the development, manufacturing and distribution of compounds and masterbatches based on polyolefins, styrenics, elastomers, waxes, etc. Transmare Group (including EnergyTransformers) increases the quality, sustainability and value of the entire chain.

The winner of the MSA '16 Greenhorn Award entered the Malaysian market in 2016. In their submission for the MSA '16 competition, EnergyTransformers (ET) Malaysia highlighted two key products that encapsulate the circular economy: Bio - coal and Bio - char. Additionally, all of ET Malaysia is driven by a new CSR initiative (ISO 26,000) which also encapsulates the idea of circular economy.

Their goal was initially to meet a need defined by power companies for a stable, efficient, and sustainable product that they could use to supplement their coal supply with, and which would help them achieve CO₂ reduction emission targets set by local governments across Europe. This product was Bio - coal.

Through their patented torrefication technology, they produce a high calorie solid Bio - coal from Palm Kernel Shell (PKS), a by - product of the Crude Palm Oil (CPO) production process. (Torrefication is the heating of biomass in the absence of oxygen. It essentially increases the Net Calorific Value without burning by forcing out water from the biomass.) This Hybrid Solid Bio - Fuel (HSB) or Bio - Coal can be used in traditional coal fired boilers without any modifications or loss of efficiency, as well as in new biomass boilers.

ET Malaysia's torrefication process is extremely efficient because they are able to recycle gas produced in the torrefication process to sustainably fuel their own boilers. This means that their electricity requirement can be relatively low, with supply only being required to initially start the boilers.

ET Malaysia's Bio - Coal guarantees the consumer a more efficient product every time. By increasing the Net Calorific Value, they reduce shipping costs per kJ, remove the impurities inherent in raw PKS such as stones, earth, and fibers (which damage boilers), as well as the moisture content. They also ensure that the Bio - Coal end product that they supply to their customers is consistent in quality and standard and perfectly suited to their requirements at all times.

Their efficient torrefication technology allows ET Malaysia to produce a Bio - Coal that has a significantly smaller carbon footprint for a power producer than either coal or wood chips.

Additionally, ET Malaysia's ISO 26,000 certification allows CPO companies to complete their RSPO cycle: Planting > Growth > Harvest > CPO Production > Waste Management.

ET Malaysia's Bio - Coal is ISO 26,000 certified if:

- * The PKS is a by - product of CPO being produced using RSPO guidelines;
- * The PKS is stored & transported by certified means and under certified conditions;
- * The Bio - Coal is produced using their certified environmentally clean technology, and;
- * The finished Bio - Coal is transported to the client by certified means and under certified conditions.

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Dutch Lady Milk Industries Bhd (5063-V)



l to r: Choo Hoo Neoh (Senior IT Solution & Service Manager, Teleplan Malaysia), H.E. Karin Mössenlechner, Teo Choo Chai (Teleplan Malaysia), Datuk Jayasiri (Secretary General, Ministry of International Trade and Industry), and Nijs Wienese (MSA Executive, MDBC)

Winner of the MSA '16 Elite Award Teleplan Technology Services, was founded in The Netherlands in 1983. Teleplan Penang was established in 1999 and is a market end - to - end service solutions company that specializes in the storage industry (external and bare drives). The facility offers core services such as clean room repairs, tests to re-certify & reconfigure, assess and recover, and e - waste management.

Teleplan as an after - market service and reverse supply chain player, has been working on circular business model elements for many years, including the re - use and resale of modules and components. For Teleplan, a circular economy makes perfect business sense, addressing many of their clients' key challenges such as e - waste and material control.

One of Teleplan's existing circular economy projects is a product passport pilot. The aim of the project is to capture data points from each product serviced by Teleplan including the parts, components, and materials which are in the product. When the product returns you can immediately ascertain which components can be re-used, melted down, or recycled into other products. This enables Teleplan to make smarter, faster, and more effective decisions in the supply chain in relation to re-use, harvest, or residual value, just to name a few.

Teleplan Penang established its R&D department with the aim of providing an environment where their technical know-how engineers could devise and develop innovative products that enable them to deliver the best after sales services to their customers.

The company's core team of engineers are subject matter experts in their respective fields and they are constantly looking for

innovative ways to enhance the technologies used in Teleplan's testing equipment.

A major focus of their development work is location - portable testing solutions which help improve the speed and efficiency to diagnose and test electronic devices. Various first test solutions have been developed and successfully established in the after sales service industry.

The Teleplan R&D team have also successfully designed and developed Proteus, an HDD tester. Proteus is the 2nd generation HDD tester designed and operated by Teleplan. Proteus is versatile in its functionality and can perform a number of functions in addition to traditional testing. Available in 4, 8, and 32 cell variances, Proteus's flexibility allows it to be adapted for all consumer requirements.

Easy to use and with a simple connection, Proteus can be operated with minimal training and supervision. Each test cell runs independently of the others, maximising test capabilities and allowing multiple tests to run concurrently.

With multiple reporting options available, data can be provided in the form of a certificate or via online portal as part of a validation process and along with other data collection options available. It can also be integrated to be used as part of a wider high volume asset recovery or data deletion solution. Its data wipe standard level complies with Infosec Standard 5 and can be configured to accommodate other recognised international standards. Proteus brings high levels of operational process flexibility, significant labour processing time savings, and eliminates the need for multiple test stations among some of its many benefits.

Teleplan

Lifecycle care for electronics

With the success story of recovering HDD to re-market, Teleplan Penang decided to further expand the recovery capacity to leverage on ITAD (Information Technology Asset Disposition). ITAD is intended to enable the reselling of repaired IT products to market as re-furbished products, those beyond repair will be properly disposed of to minimize the environmental impact.

Recently, Teleplan also joined the Circular Economy 100 (CE100) network. CE100 is a global platform bringing together leading companies, emerging innovators and regions to accelerate the transition to a circular economy. Their vast and in-depth knowledge of the entire electronics value chain will help customers through best practice sharing and to influence design improvement from the start.

"For Teleplan, circular economy makes perfect business sense, addressing many of our clients' key challenges such as e - waste and material control. As an innovator in the after - sales market, Teleplan has tremendous experience and the expertise to facilitate such an important business model approach. Conscious that they are facing a systemic change, they were excited to become part of the CE100 program," shared Sven Boddington, VP Global Marketing & Client Solutions, Teleplan.

Circular economy is strongly embedded into Teleplan Penang's day to day culture. All information about circular economy is broadly communicated across the whole company as well as externally.

Internally, Teleplan Penang has Mutiara and INSIGHT portals to publish all news and updates. Externally, they publish video clips on YouTube and are also present on LinkedIn.

As part of Teleplan's circular economy thought leadership and awareness campaign, the company recently released a White Paper examining how the circular economy is fundamentally altering the definition of "new equipment", taking a look at the market's attitude towards "used electronic equipment". This White Paper can be downloaded at <https://www.teleplan.com/whats-new/white-papers/>.

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**ELITE AWARD:
KLM ROYAL DUTCH AIRLINES**

KLM's business produces a variety of waste, from sheets of paper used in an office to aircraft engine parts, staff uniforms, and the cups passengers use onboard. KLM aims to minimize waste and to recycle and reprocess whenever possible throughout the supply chain. KLM is doing this via a variety of pursuits such as the use and

development of sustainable biofuels as well as by making their cockpits paperless. All flight plans have gone digital and an app has been developed to provide crew members with the relevant flight details. They are also working with partners (such as the Design Academy Eindhoven) for upcycling ideas.



**ELITE AWARD:
YTL CORPORATION**

YTL Cement commenced their own production of blended cements to reduce their footprint in quarrying natural ores. Blended cements are a more eco-friendly cement product which utilises industrial waste product as an alternative raw material or aggregate in cement production. YTL Cement also started manufacturing

their own sand (M-sand) as a potential full replacement for natural sand, which turned out to be a success. Concrete mixes utilising M-sand have shown better qualities (such as greater durability and strength, better workability, better economic value, and eco-friendliness) and reduces overall environmental impact.



**GREENHORN AWARD:
BIOVALENCE**

Biovalence is pioneering the next generation of shrimp farms. Their Rosette initiative has been approved by the Penang State government after a year of engagement. It is a holistic initiative where the latest biotechnology, water treatment technology, aquaculture engineering, and knowledge of shrimp behaviour are all bundled into

an economically viable production model. Biovalence's disease control technology, which will also be incorporated into the Rosette project, is cutting edge and has now led to discussions with BASF (the world's largest chemical company), with Benchmark PLC as well as Biomim (with distribution in 120 countries).



**GREENHORN AWARD:
KLOTH LIFESTYLE**

Kloth Lifestyle is a joint venture company between Kloth Malaysia and GreenTech Malaysia to market, promote, and develop sustainable products as well as provide sustainable lifestyle solutions. In partnership with Waste2Wear, they produce and market high quality sustainable fabrics made out of recycled plastic bottles. Currently

they are planning the third phase (education) of a corporate sustainability transformation project with OSK Holdings. Phase 1 and 2, already completed, included the collection of plastic bottles and the fabrication of sustainable fabric uniforms, saving more than 12,000 plastic bottles from ending up in Malaysian landfills.



**GREENHORN AWARD:
SIME DARBY PROPERTY**

Sime Darby Property is the largest community developer in Malaysia. They develop properties on former oil palm plantations. During the site clearing phase of a township development, oil palm trees are cut down and the biomass sent to approved landfills. On average, for every acre of land being converted from oil palm estate

to township development, around 135,223 kg of oil palm biomass is produced and sent to a landfill. Instead of letting this biomass go to waste, Sime Darby Property, in support of the National Biomass Strategy, has taken to converting oil palm biomass waste into biomass pellets. These pellets can then be used as a source of cleaner energy.



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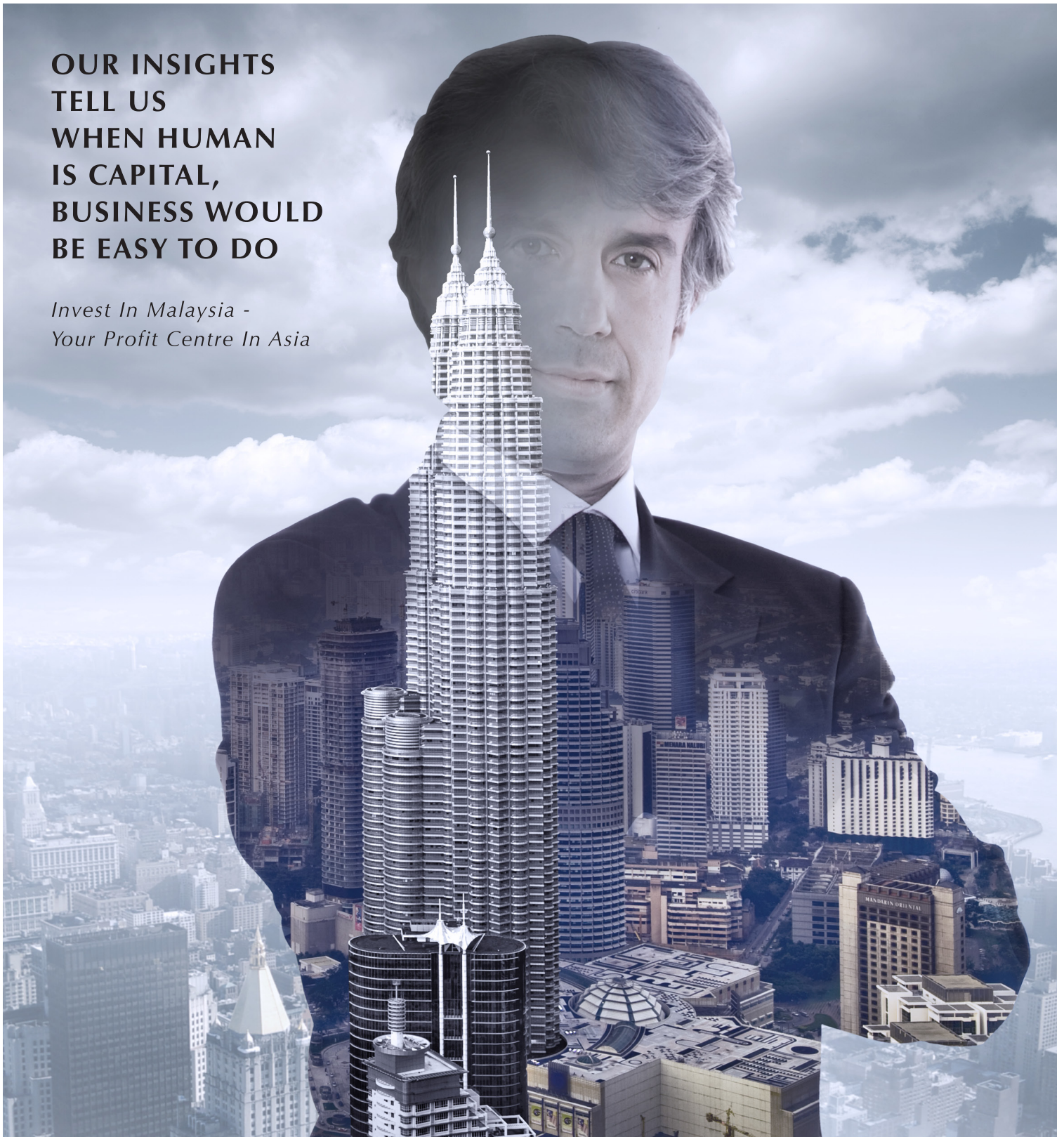
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