



MEDIA RELEASE

SEMINAR ON THE DUTCH APPROACH TO INNOVATION AND HIGH TECH DEVELOPMENT 8 FEBRUARY 2018, KUALA LUMPUR, MALAYSIA

The Seminar on the Dutch Approach to Innovation and High Tech Development held today is a joint effort by the Ministry of International Trade and Industry (MITI) Malaysia, the Embassy of the Kingdom of the Netherlands to Malaysia and Brainport Eindhoven.

The event is a follow-up to the recent visit of the Minister of International Trade and Industry Malaysia, YB Dato' Sri Mustapa Mohamed to the Brainport Industries Campus in Eindhoven, as part of his trade and investment mission to Europe in October 2017.

Brainport is a High Tech centre in the Netherlands with more than 140 companies and institutes, and some 10,000 researchers, developers and entrepreneurs, working on developing future technologies and products. Leading anchor companies such as ASML, PHILIPS, NXP, KMWE Group, DAF and VDL are active in Brainport and regularly undertake new areas of research including Integrated Photonics, Artificial Intelligence and Virtual Intelligence.

The Seminar was held in conjunction with the visit of H.E. Minister Sigrid Kaag to Malaysia from 8 to 9 February 2018. This is Mrs. Kaag's first trade visit since taking up her appointment as the Dutch Minister for Foreign Trade and Development Cooperation last October. Her delegation includes the Chairman of the Confederation of Netherlands Industry and Employers, Mr. Hans de Boer as well as CEOs from 30 Dutch companies.

The main objective of the Seminar was to create awareness of the technological development that can be generated by the successful collaboration of government, industry and research institutes. The Seminar was attended by more than 250 participants, from the public and private sectors, local



universities as well as research institutions. Specific panel discussions were held focusing on the Dutch experience on Industry 4.0, as well as Brainport Eindhoven's success formula, including the adaptation of the triple helix model elsewhere around the globe. Malaysia's own National Industry 4.0 policy framework is expected to be announced by mid-2018.

Both Minister Mustapa and Minister Kaag also took the opportunity to discuss a number of bilateral issues of interest to Malaysia and the Netherlands including the opportunities to further the bilateral trade and investment relation, the possible re-launch of the Malaysia-EU FTA this year as well as recent developments on the multilateral front.

At the side-line of the Seminar, there were also business-matching sessions organised by the Dutch Embassy in collaboration with MIDA, involving 15 Dutch companies and more than 70 Malaysian companies and SMEs.

Economic relations between Malaysia and the Netherlands have seen an upward trend in recent years. In 2017, Malaysia's trade with Netherlands reached RM34.8 billion, whereby 77.4 per cent was contributed by exports. Malaysia's exports to Netherlands grew by 22.7 per cent, while Malaysia's imports from Netherlands increased by 11.7 per cent.

In 2017, the Netherlands ranked as Malaysia's 14th largest trading partner. She was also Malaysia's 12th largest export destination and 20th largest import source. Among the EU Member States, the Netherlands was Malaysia's largest export destination, as well as second largest trading partner and import source.

As at September 2017, 337 projects with participation of Dutch companies valued at RM27.3 billion have been approved in Malaysia, making the Netherlands Malaysia's second largest investor from the



EU, behind Germany. These investments are in key sectors such as electrical & electronics, petroleum products (including petrochemicals), food manufacturing and chemical & chemical products. Notable Dutch companies operating in Malaysia includes Shell, Dutch Lady, Unilever, Philips, Vopak and KMWE.

Besides the RM3.18 billion Global Business Services Centre established by Shell in Kuala Lumpur which employs over 1,700 people, a number of Dutch companies have also chosen Malaysia to set up their regional establishment including Benchmark Electronics, Mylaps BV and Kraton Polymers BV. There is strong interest in the Malaysian economy within the Dutch business community and many are leveraging on Malaysia's strategic position as their gateway to ASEAN. An increasing number of Malaysian companies is also choosing the Netherlands as their regional hub for Europe.

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Ministry of International Trade and Industry (MITI)
8 February 2018

About MITI:

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation by 2020 .

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