



# BERITA ROTARY



Reach Within to Embrace Humanity

## WEEKLY MEETING (14TH DEC 2011) CHAired BY PRESIDENT PP PE CHAN KAM FATT

As President Andy Khoo was away on business, PP PE Chan Kam Fatt chaired the weekly meeting after the usual opening formalities and was assisted by Convener Rtn Ajmal Khan.



PP PE Chan Kam Fatt addressing the Club members.



VIP Guest and Speaker HE Paul Bekkers, Ambassador of the Kingdom of The Netherlands.



Rtn Convener Ajmal Khan opening the meeting at 1.00pm.



PP Attan leading the singing of the Negaraku.



Members singing the National Anthem.



Club Members doing the Loyal Toast.

### Rotary Year 2011-2012

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2011 – 2012

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# BERITA ROTARY

## ANNOUNCEMENTS / DIARY

### COMMITTEE

#### ANNOUNCEMENTS

##### MEMBERSHIP

##### COMMITTEE

Meeting every 2nd  
Wednesday of the month

##### CLUB ADMINISTRATION

##### COMMITTEE

Meeting every 1st Wednesday  
of the month (immediately  
after luncheon meeting).

##### SERVICE PROJECTS

##### COMMITTEE

Meeting every 3rd and 4th  
Wednesday of the month  
(immediately after club  
meeting)

##### INT. SVC COMMITTEE

Sister Club Installations:  
Bangkok - TBA  
Hatyai Nakarin - TBA

### CLUB

#### ANNOUNCEMENTS

##### Speakers Roster

### DISTRICT

#### ANNOUNCEMENTS

##### Rotary International Themes & Months



# BERITA ROTARY WEEKLY PROCEEDINGS



## ATTENDANCE / ON DUTY

<b>RCKL Rotarians:</b>	43
<b>RCKL Rotarian Make Ups:</b>	None
<b>Convener:</b>	Rtn Ajmal Khan
<b>Sergeant-At-Arms:</b>	Rtn Ajmal Khan
<b>National Anthem And Loyal Toast:</b>	Rtn PP Attan

## VISITING ROTARIANS

Dr. Ralph Klemp from RC Bali Seminguk.

## INVITED GUESTS

Ms Michelle Djekic from the Dutch Embassy.



Ms Michelle Djekic from the Dutch Embassy.

## BIRTHDAY BOYS

PP PE Chan Kam Fatt wishing Friedrich.  
Rtn Friedrich Kreutzberg listening to the members singing to him the Happy Birthday song.



PP PE Chan Kam Fatt wishing Friedrich.



Rtn Friedrich Kreutzberg listening to the members singing to him the Happy Birthday song.



## THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## THE FOUR-WAY TEST

Of the things we think, say or do:

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it build GOODWILL and BETTER FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all concerned?



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Rtn Convener Ajmal Khan, also Sergeant At Arms acknowledging Guests and visiting Rotarians.



Members and guests enjoying the delicious Buffet Lunch.



PDG Dato' Jimmy Lim with his guest Sir Steven Goh.



AG Dato' Rizal briefing the members on the recent District 3300 annual conference held in Seremben. He expressed greater participation from our Club Members was expected.



AG Dato' Rizal presenting to PP PE Chan Kam Fatt the district 3300 certificate of Appreciation received at the recent Annual District Conference.



Dr. Ralph Klemp from RC Bali Seminguk presenting his Club Banner to the members and PP PE Chan Kam Fatt.

RI CONVENTION 2012 – BANGKOK

Please be reminded.

Rtn Horst stressed to the members the need to complete the paper work For the 2012 RI Convention.

Rtn Horst reminding members to register their attendance and complete the form he provided on line. He stressed the importance of completing and submitting it on time to assure of a place at the convention. Members who are uncertain of what exactly to do should go to the web-site for information and details. He stressed that this is an excellent opportunity to attend and witness an RI Convention as it is in Bangkok, a two hour flight away.

INFORMATION

Twelve Essential Commitments for Building a Successful Company

Over the past few years, a massive number of people have jumped into the entrepreneurial world as a result of corporate down sizing, economic shifts, and changes in perception about careers and lifestyle. As a result, many people who saw business ownership as an opportunity to enjoy more freedom in their lives, control their days, and do what they want to do with no boss to answer to, have now reached the realization that success in business also comes with a big price tag.

I've started and run five businesses. The first three failed miserably, the fourth - our magazine publishing company - I successfully built then sold, and the fifth is my existing development company - which is actually a collection of several online and offline businesses and joint ventures. Through it all, I've learned that to be a successful business builder, you must make certain commitments. But, the rewards can be well worth the price.

Here are twelve essential commitments necessary for entrepreneurial success.

1. FOCUS. Success in business requires tremendous focus. I see many "wanna-be" entrepreneurs fail in this area. They try to pursue more than one idea at a time. You can never be truly effective if you spread your resources between multiple ventures.

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AGM – ROTARY FOUNDATION

The AGM was called to order at 1.40pm after the weekly Club Meeting by Rtn Freddy Chan.

Freddy briefed the members on the state of the minutes and other documentation that needed to be addressed and resolved. After discussion and suggestions put by the floor the matter was resolved.

The Minutes was approved and the current Auditors DFF were re-appointed before the AGM was closed. PP PE Chan Kam Fatt expressed his appreciation and on behalf of the members for the excellent work done by Rtn Freddy Chan.



Rtn Freddy Chan conducting the AGM in his efficient manner.



PP PE Chan Kam Fatt thanked Rtn Freddy Chan for a successful AGM and a job well done.

SPEAKER FOR TODAY

Paul Bekkers, Ambassador of the Kingdom of The Netherlands. Brief Curriculum vitae of Mr. P.P.J. Bekkers.

Education:

- 1988 : University of Nijmegen. LLM Specialisation International Public Law. Management and Economics.
1986 : Columbia Amsterdam University, American Law.
1987 : United nations Geneva, Stage d'Etudes.

Work Experiences:

- Mr. Bekkers joined the Ministry of Foreign Affairs in 1988.
1989 - 91 : Accra, Ghana - Trade Development Cooperation as Third Secretary.
1991 - 94 : The Hague - Multilateral Development Cooperation and Special Programmes Department, Humanitarian section as Policy-advisor.
1994 - 98 : Pretoria, South Africa - Cultural and Press Attache & Environmental Affairs.

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I met one guy a while back who claimed he owned five different businesses. The crazy thing was not one of them was successful. I'm not surprised. I learned the hard way that in order to maximize your effectiveness you must focus on one idea at a time, and make that one idea work. Then you can free yourself to move to another idea. Stay focused if you want to succeed in business.

2. RISK. The stakes are very high in business. You can win big or lose everything. But, I've always said that if you never try it, you'll never know. Right? Everyone makes mistakes. We all fail once in a while. But, failing to take risks paralyzes your possibility for success. I have a business associate who now runs a leading agency within his industry. But for years he put off taking the plunge because he feared the risk involved. Even now, I find him paranoid about the potential failure, even though his agency is the most successful operation within his market. If you are unwilling to accept risks, entrepreneurship is definitely not for you.

3. DETERMINATION. In my experience, the one thing that has kept me going even when I couldn't see the prospect of success has been my high level of determination. I find that a persistent attitude will give you the greatest edge for success in business. Why? Because when nothing is going as expected, you have to stay committed to your dreams, your vision, your goals, your passion.

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**1998 - 01** : The Hague - Head of International Cultural Policy Department & Deputy Ambassador for Cultural Cooperation.

**2001 - 05** : Ankara Turkey - Deputy Head of Mission & Head of Political Science.

**2005 - 09** : The Hague - Director Health, Gender and Civil Society & Special Ambassador for HIV/Aids.

**2009** - Present Ambassador of the Netherlands to Malaysia.

Mr. Bekkers is 49, married to Agneta Linssen and has three children and he is a keen top-rated golfer.



PP Paul Louis introducing the Speaker HE Paul Bekkers, Ambassador of the Kingdom of The Netherlands.



HE Paul Bekkers, Ambassador of the Kingdom of The Netherlands giving his talk.



PP Sou Yong giving the closing remarks and thanked the Speaker for his excellent talk.



PP Sou Yong our Club's Token of Appreciation to the Speaker HE Paul Bekkers, Ambassador of the Kingdom of The Netherlands.

**Extract of the Talk**

**The Netherlands and Malaysia: a strong partnership**

Rotary Club of Kuala Lumpur DiRaja, 14 December 2011.

Paul Bekkers, Ambassador of the Kingdom of The Netherlands.

**Netherlands**

Basic facts:

- 16,586,415 people (March 2010).
- Average population density is 489/km2. [Only Vatican City and Bangladesh have higher densities and in some parts of the Randstad]
- The urban area centred on the four main cities of Amsterdam, Rotterdam, The Hague and Utrecht - population density even exceeds 5,000/km2.
- Water: part of our culture and history.

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You must determine in your heart that you will stick with your plan in spite of the obstacles. Very few things ever work out as originally expected. That is especially true in business. But, determination will help you stick with it until you discover the right way that does work.

**4. FLEXIBILITY.** I like to compare running a business to skiing moguls. You stand at the top of the mountain, choose the path you think is best, then take off. But, as you descend the mountain, you must constantly adjust your course, make changes, and absorb unexpected bumps. Your mind must be alert. Your eyes must constantly look for new opportunities. And, your body must remain flexible enough to make immediate changes in direction. In business what worked yesterday, or looked like it would work, may no longer apply today. We must be flexible enough to adapt to new ways of doing business, new methods of marketing our products, and new ways of assembling teams. If we become too rigid and set in our ways, "the business mountain" will break us.

**5. WILLINGNESS TO LEARN.** In nearly every presentation I deliver I tell the audience that there are three kinds of people in this world; stupid, smart and successful. The stupid people never learn from their own mistakes. The smart people do. But the successful people learn from the mistakes of others. I used to tell my partners that "I don't mind making mistakes in business, I just don't want to make the same mistakes.

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**Dutch cultural traits:**

- Open minded, international, and entrepreneurial.
- Co-operative and inclusive.
- Pragmatic and resourceful.

**Water**

Water: a formidable foe > Extended flood-defence networks.

**Water is our friend too:**

1. Water as a driver for innovation.
  2. water as a source of prosperity.
- The first multinational was Dutch.
  - Port of Rotterdam now world's 4th largest port in the world, largest in Europe > 70% of GDP is earned on land that would flood if left undefended becoming the world's 2nd exporter of agricultural products (while only the 113th in geographical size).

**Netherlands and Malaysia**

- The relationship between the Netherlands and Malaysia is special and goes beyond the usual diplomatic relations (since 1959 as one of the first).
- We share a history dating back from the 17th century. From the Malaccan times, to the Eurasian Dutch community and so on, the Dutch legacy has a firm imprint in Malaysia.
- This common bond we share continues to evolve and grow to new levels that mutually benefit both countries.

**Facts/figures:**

- Approx. 1400 Dutch citizens in Malaysia.
- Approx. 110.000 Dutch tourists (annually) to Malaysia.
- Approx. 100 Dutch companies in Malaysia.

**Netherlands and Malaysia: Trade Relations**

The Netherlands is the 13th largest trading partner of Malaysia (2010)

- Malaysian exports to The Netherlands totalled EUR 5.5 billion/RM 20.5 billion (2010).

2009: EUR 4.3 billion/RM 17.2 billion.

- Dutch export to Malaysia totalled EUR 735 million/RM 2.9 billion (2010).

2009: EUR 630 million/RM 2.5 billion.

**Netherlands and Malaysia: Investment Relations**

The Netherlands is the 7th largest foreign investor in Malaysia (2010)

- Direct investments from The Netherlands in Malaysia doubled in 2010 to approx. RM 1 billion (2010).
- During the first half of 2011, The Netherlands is even the 6th (EU's 1st) foreign investor in Malaysia, in total worth of more than RM 11 billion.

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And I don't want to make the same mistakes other people have made if I can avoid them." Smart business builders constantly learn from their mistakes, and seek to make immediate changes. The truly successful ones also study the results of other people and organizations to discover what has worked and what has not, in an effort to avoid making mistakes which have already been made. I suggest you build alliance with other people within your industry who are not in direct competition with you. Learn from each other. Share with each other what is and isn't working. Being willing to learn is a key characteristic of succes in business and in life.

**6. CHARISMA.** Very soon you realize that in order to be successful in business you need other people. But not just any people...the right kind of people. You need people who "buy-in" to your vision for the company, and treat the organization as if it is their own. Attracting those types of people requires charismatic leadership. Charismatic leaders primarily attract the very best people because of their enthusiasm. People want to be part of something that is happening. You may have heard the phrase that nobody wants to get on a train that's going nowhere. They want to contribute to a worthwhile operation. And, I'm not just talking about people who work for you. I'm also talking about mentors, stategic partners, vendors, customers, firends, business associates, and other people who you can get excited about your vision.

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**Malaysian FDI in The Netherlands** (examples:

- PETRONAS (since 2008) markets "ETRO" (their brand of high quality base oils). ETRO is refined in Malaysia and exported to Europe via the Port of Rotterdam, Netherlands.

IOI Lodders Croklaan: Part of the Malaysian based IOI Group of companies; IOI-Lodders Croklaan is one of the world's biggest producers and suppliers of specialty vegetable oils and fats. It recently opened a €75 million in state-of-the-art palm oil refinery near the city of Rotterdam.

**Basis Bay**

Feyecon Asia: the Asian subsidiary of Feyecon Carbon Dioxide Systems in the Netherlands is in a in Commercial JV partnership between Feyecon Asia and Malaysian partner, Blue Oak Biotech Sdn Bhd for a technology transfer initiative and the establishment of a new Bionexus status, Malaysian incorporated company and a manufacturing plant for the production of made-in-Malaysia, 100% organic cosmetic products.

Genetwister Life: A special purpose joint-venture vehicle between Genetwister Technologies B.V and its Malaysian JV partner, Orchidlife Sdn Bhd to produce high quality horticulture products and services for the international market.

**6 Top Reasons to Invest in the Netherlands**

**1. Strategic Location in Europe.**

The Netherlands provides a strategic location to serve markets within the current and future European Union, the Middle East and Africa.

Fact: home of 57% of all European distribution centres.

**2. International Business Environment.**

The Netherlands' pro-business environment and openness to foreign investment creates a gateway to Europe that helps international companies succeed throughout the continent.

**3. Superior Logistics and Technological Infrastructure.**

The Port of Rotterdam is the world's no.4 largest seaport, while Schiphol Airport is recognized as one of the major business hubs in Europe claiming over 100 international awards to-date.

Facts: 25,000 kilometres of inland shipping ; 14% of all European road transports ; Rail transport connects ports and industrial sites to EU hinterland ; 60 million tons of (petro) chemicals through dedicated pipelines.

**A Cradle of Innovation**

NL has always been a nation of innovation, and home of world class innovation, public private innovation programmes and research institutes.

- West: Gateway to Europe.

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If you can express your excitement openly and effectively, you have a much better chance of attracting the best people to your organization.

**7. ACCOUNTABILITY.** One myth of business ownership is that you no longer have to answer to anybody. The idea is that as soon as you go into business for yourself you suddenly become "boss free." What a joke. The moment you declare your independence as a business person you immediately acquire a new set of bosses, or at least a new set of people to whom you are accountable. They include but are not limited to employees, vendors and customers. And that's OK. There's nothing wrong with being accountable. In fact, we should embrace it, and use it to motivate ourselves. You've probably also found that you're much harder on yourself than any boss would ever be. Be accountable to other people and to yourself. And build your success on that accountability.

**8. BELIEF.** Success as a business builder requires a tremendous level of belief. Belief in yourself, your ideas, your products, your people and your vision. This belief is so important because early on you may not see the tangible results of your efforts. In the meantime you must believe that what you are doing is worthwhile. You must believe it is the right thing for you to do. When people ridicule you and say you are crazy for pursuing your dreams, stay true to yourself and believe in what you can accomplish.

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- East: Food Valley.
- North: Energy Valley (natural gas, green gas and gas storage).
- South: Electronic embedded systems and nanotechnology.

**4. Highly Educated, Multilingual, Flexible Workforce.**

**5. Quality of Life.**

**6. Favorable Fiscal Climate.**

- Wide international tax treaty network.
- Corporate tax rate at 25% per annum, The Netherlands has one of the lowest corporate tax rates in Europe. Malaysian companies starting up in the Netherlands are allowed to carry forward their losses in their early years when they start making profit.
- Dividend tax 15%.
- No withholding tax on outgoing interest payments, royalties or management fees.
- Participation exemption.

**NL is the Gateway to Europe.**

At each end of the world, both Malaysia and the Netherlands have an important characteristic in common: being the Gateway to South East Asia and the Gateway to Europe respectively.

**NL:**

- 57% of all European distribution centres
- Road:14% of all European road transports
- Inland shipping: 25,000 kilometres at your fingertips
- Rail transport: connects ports and industrial sites to EU hinterland
- Dedicated pipelines: 60 million tons of (petro) chemicals

**Port of Rotterdam**

Overall (2010): Europe's no. 1, World's no. 4  
Containers (2010): Europe's no. 1, World's no. 10  
Oil: Europe's no. 1 (crude oil, oil products and chemicals), World's no. 2 importer and exporter of refined oil product  
Palm oil: Europe's no. 1 hub for Malaysian palm oil, world's no. 4 importer of Malaysian palm oil

**Schiphol Airport**

Passengers: 45.2 million (2010), being +3.8% (2009).  
Cargo: 1.5 million tonnes cargo traffic (2010), being +17.6% (2009).  
Air transport movements: 386,316 (2010), being -1.3% 2009).

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**9. PASSION.** Put aside the plans. Put aside the products. Put aside the people. But, one thing you can never be without is passion. In order to succeed you must be passionate about what you do. Your passion is your reason why. I tell people that if they have trouble standing firm in the midst of setbacks or pressure, they need more reasons why. Your reasons why are the fuel that keeps the flame of your desire burning. Your reasons why keep you excited when nobody else is excited. Your reasons why are your passion. If you need more passion, build a long list of reasons why you do what you do, and then read that list everyday.

**10. VISION.** Truly successful business builders have tremendous vision. They see opportunity in the distance when other people see nothing. They visualize their dreams and goals coming true even when there are no visible results. The visionaries are the people who make their mark in history. They refuse to allow the tides of the times to influence their actions. Instead they take measurable steps each day to reach and achieve their goals.

**11. RESPONSIBILITY.** Business builders take personal responsibility for their own success. They don't sit around waiting for someone else to make it happen. They go out and make it happen. This is the sign of a successful entrepreneur. You won't find them making excuses for why they can't succeed. Instead, you will find them looking at themselves for ways they can improve their results.

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### LAUGHTER

If you ever testify in court, you might wish you could have been as sharp as this policeman. He was being cross-examined by a defense attorney during a felony trial. The lawyer was trying to undermine the police officer's credibility...

- Q: 'Officer - did you see my client fleeing the scene?'
- A: 'No sir. But I subsequently observed a person matching the description of the offender, running several blocks away.'
- Q: 'Officer - who provided this description?'
- A: 'The officer who responded to the scene.'
- Q: 'A fellow officer provided the description of this so-called offender. Do you trust your fellow officers?'
- A: 'Yes, sir. With my life.'
- Q: 'With your life? Let me ask you this then officer. Do you have a room where you change your clothes in preparation for your daily duties?'
- A: 'Yes sir, we do!'
- Q: 'And do you have a locker in the room?'
- A: 'Yes, sir, I do.'
- Q: 'And do you have a lock on your locker?'
- A: 'Yes, sir.'
- Q: 'Now, why is it, officer, if you trust your fellow officers with your life, you find it necessary to lock your locker in a room you share with these same officers?'
- A: 'You see, sir - we share the building with the court complex, and sometimes lawyers have been known to walk through that room.'

The courtroom EXPLODED with laughter, and a prompt recess was called. The officer on the stand has been nominated for this year's 'Best Comeback' line -- and we think he'll win!

### Now We Know Why He Was a General

In an recent interview, General Norman Schwarzkopf was asked if he thought there was room for forgiveness toward the people who have harbored and abetted the terrorists who perpetrated the 9/11 attacks on America.

His answer was classic Schwarzkopf.

The General said, "I believe that forgiving them is God's function .... OUR job is to arrange the meeting."

You got to love them both!

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They take personal responsibility for their own actions and their own success.

**12. VULNERABILITY.** This one is tough. Nobody likes to be vulnerable, especially not high achievers. But the ultra successful entrepreneurs recognize their own vulnerability. They admit that they don't know everything. They realize they have not "arrived," even when they may look successful. They understand the potential for changes in the market, new trends and economic shifts. As a result they acknowledge their own vulnerability and take specific steps to prepare for the unforeseen.

By now, you realize that free enterprise carries a high price. The rewards can be incredible, and the lifestyle very fulfilling. But the opportunity is also extremely demanding. Understanding the price one must pay for success in business is a great step in the direction of success as a business builder.