DXNIJEE

EUROPEAN EDITION



Send your pictures entitled "Me or Us and DXN"

to media@dxnlife.eu and we will publish the most interesting ones!



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DXN LIFE European Edition Issue 19, 2019

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Have you participated in a DXN event? Please send your report with pictures to media@dxnlife.eu

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Dato' Dr. Lim Siow Jin

Founder and CEO of DXN Holdings Bhd.

DXN'S ACHIEVEMENTS; A TESTAMENT TO OUR COMMITMENT

Good morning DXN!

We all enjoyed some good news when this year's Direct Selling News (DSN), USA's Global 100 ranking of the "Top Direct Selling Companies in the World" list was announced. With a total revenue of USD 1.25 billion in 2018, DXN has risen up the ranks to become the top 15 direct selling company worldwide. Congratulations and thank you to the DXN family. The relentless and earnest hard work of the entire DXN family has paid off, with DXN advancing 7 spots from the previous 2017 ranking; a huge improvement and a great achievement for the company. This is a testament to the global impact DXN has on the direct selling industry. It is hoped that with this attainment, DXN will continue to spread its wings and fly higher in the industry.

In April 2019, DXN's headquarters in Malaysia was visited by Telangana's Minister of Agriculture, Cooperation, Marketing, Food & Civil Supplies and Consumer Affairs, Mr. S. Niranjan Reddy. During the press conference, on the last day of the visit, an announcement was made on DXN's factory in

Telangana. The factory will begin its operations in 2020 and is expected to create around 1,000 to 1,500 job opportunities. This will not only benefit DXN, but also the people of India, especially Telangana. In addition, DXN has also invested about USD 25 million to purchase 50 acres of land in Siddipet, Telangana to facilitate its 270,000 sq. ft cosmetics and coffee production factory, which is said to be double the size of the existing Ganoderma facility in Jitra, Kedah, Malaysia.

In the field of technology, DXN recently launched the revamped version of the DXN App, which was developed to assist DXN distributors in conducting their business. With the new enhancements, DXN distributors have many new features at their fingertips such as quickly and effortlessly recruiting prospects through the memregistration option, products online, checking their bonus. status, qualification level, ePoint balance and transaction history, as well as automatically getting the latest news and information on DXN without delay. Furthermore, to help US distributors with their business, the US Online Purchase Website was integrated with eWorld. With the integration, US distributors can now easily conduct and monitor their business anywhere and anytime with a single login.

Other than that, the 300 PPV plan was launched in Panama, USA, Colombia and Ecuador in March after its success in Bolivia, Peru and Mexico. Due to the positive response received, this plan may soon be expanded to more countries in the future so that more successful distributors could be created, which will also contribute to increasing the income of all DXN distributors.

All these outstanding accomplishments and development of DXN is a clear indicator that DXN is currently on the right track to grow bigger and better, and on its way to becoming one of the major powerhouse of the direct selling industry. With more than 8 million distributors in over 180 countries and with the concept of One World One Market, success is within everyone's reach. Let us work together and attain more achievements in the future.

Thank you.



Mr. Debya PrakashInternational Marketing Director
DXN Holdings Bhd.

MEET MR. DEBYA PRAKASH, DXN'S INTERNATIONAL MARKETING DIRECTOR

This summer a new International Marketing Director was appointed to the European Region and we were curious to get to know him a little bit better.



1. Good morning Mr. Debya, please tell us a little bit about yourself and your journey in DXN!

I am an IT Graduate who further studied Business Administration to be a successful entrepreneur. I joined DXN 11 years ago and it has been a wonderful learning experience personally and professionally working in different parts of world.

2. What is your first impression of Europe?

Europe is a beautiful place but has its own challenges. Since DXN is a true company working on human needs in time people will understand us and DXN will have great future.

3. Going back to your journey in DXN, what was the biggest chal-



lenge you ever had to face in your job?

Continuous travelling with change of place, climate, culture and situations was very challenging for me when I entered DXN however this has also given significant learning experience making me a better manager and above all a better human.

4. How do you keep yourself motivated?

Reminding me always why I started!

5. What do you like to do when you don't work?

Gyming, listening to music and ebooks, spending time with my family and pets are my favorite pastimes.

6. Can you give us some hints about future projects for the European region?

We are aiming for fast development in Europe. We will introduce new products catering the wants and needs of people.

7. Please leave a motivational message to the European readers!

I would like to quote what once was quoted by Alexander the Great: "There is nothing impossible to him who will try".

I am very confident about my European leaders and their capabilities. We will write history.















Dimitrina Kamenova

DXN Main Stockist Bulgaria

THE FACE BEHIND DXN BULGARIA: MS. DIMITRINA KAMENOVA

We just had a wonderful leadership camp in Bulgaria this summer and for the first time we went back to a venue where a leadership camp had already been held. Both were organised by Mrs. Dimitrina Kamenova, then country manager, now main stockist and it was also the perfect occasion to chat with her.



1. Good morning Dimitrina, please tell us a little bit about yourself and how DXN entered your life!

When I met DXN more than 7 years ago, I was in very difficult financial and personal situation in my life.

It was time for decision and actions. I remember I received an e-mail from a DXN member from Greece proposing me to become DXN member. While I was reading the e-mail I remembered that my friend Pavlos from Greece had already told me about this company a few months before and I decided to call him.

Of course he was very fast, supportive and organised so we managed to organize quickly László's first presenta-



tion in Sofia and then we started. It was in the spring of 2012 and a few months later Dr. Lim opened the DXN office in Sofia and I was appointed to the position of country manager.

2. You are the main stockist of the Bulgarian market. What is your DXN life like now?

I became a main stockist on January 1st 2019, after seven years of working for the company. Since that moment I am very active and busy.

Everything is very intense and challenging from the beginning, but still successful.

Honestly, I don't have much time for myself but I am in love with my new

position and every single day is very exciting for me. I really enjoy what I do, for me DXN is not work, but a way of life.

This company means a lot to me, friends and family around the world,t ravelling, success, my personal arowth.

For the first time in my life, I feel that I am in the right place, in the right direction.

3. The Leadership Camp in July was fantastic, you did an amazing job! Can you please tell us what you personally most liked about this event?





The 7th ELC came into my life also as a big challenge for me!

When we agreed to organise I was still the country manager of DXN Bulgaria and we planned it with Mr. Jijith, but the real organisation actually happened in a different way and with our new International Marketing Director, Mr Debya.

I would like to use the opportunity to thanks him again for the great support, understanding and professional way of managing the event and I'm thankful also to the European management team.

We had a very short time to manage it with a lot of surprises and unexpected situations.

July was a very intense month for me,

I was living only for the 7ELC organisation, but I like challenges, I like to see that every participant is happy, motivated and excited!

For me it was also a very special event!

So many things happened in the last 5 years and I welcomed the European leaders for the second time in my country and I was not only the organiser and the host, but also the MC of the event.

4. What is the secret of success in your opinion?

The secret of success for me is to believe in yourself at first, to follow your dreams even when people around you tell you it's crazy or not possible! Once you feel that this is working then everything is easy and becomes a way of life!

5. Who or what motivates you in your job?

I always get motivation from difficulties, dreams and challenges.

6. What do you like to do when you are not working?

When I am not working I prefer to be in nature. I like to go to the forest or to the sea, far way from everything, just to stay with myself and enjoy my time. I also like to go for yoga retreat or different seminars with my best friends, for self development and meditation. Travelling abroad is best way for me to relax!

7. Can you please share with us some of your goals and plans for the next five years?

As I already shared during the 7 ELC, I want to operate my business from the beach, having meetings with beautiful, happy and healthy people around the word! My plan is to build up a successful and stable network in Bulgaria first. The DXN products deserve to be in every house starting from the morning with our coffee!



Europe still didn't show the power of DXN and I think is time for it.





DXN European Leadership Camp 26-27 July, 2019. Pravets, Bulgaria

BLOOMING THE DXN BUSINESS: THE VII EUROPEAN LEADERSHIP CAMP

We had an amazing time learning, sharing and celebrating together in Bulgaria. For the first time in the history of the European Leadership Camps we went back to venue where it has already been held in the past, but it was truly worth it!



Five years ago we had an amazing time at the Leadership Camp in Bulgaria, so obviously we were excited and looking forward to the new occasion. Our expectations were highly exceeded! The location was fabulous, the speakers shared interesting and motivating speeches with us, the gala dinner was excellent and we also got to know the Bulgarian culture better by folk dances and traditional dishes.

Our venue, the Hotel Riu Pravets is situated on the shoreline of the beautiful Lake Pravets and offers a breathtaking view to the lake and the surrounding mountains. Bulgaria is very rich in green mountains and blue

lakes, spending some time here really refreshes one's brain and spirit.



The host of the event was Ms. Dimitrina Kamenova, main stockist of Bulgaria and Mr. Giorgos Koutsoukos, country manager of DXN Greece. They did a great job organizing and hosting the Leadership Camp and you can get to know Dimitrina better from our interview in this current issue.

On the first day we had Dato' Dr. Lim Siow Jin, DXN's CEO and founder in video conference and then the first European and the fastest Crown Ambassador of DXN Mr. László Kócsó. After a short entertainment and coffee break we went back to the conference room to listen to mainstockists Mr. István Böczkös from Hungary and Mr. Ulrich Zeiler from Germany and Executive Double Diamond Mrs. Paola Rovelli from Italy. Then it was time for dinner and the following day started with a meditation session guided by Mr. Debya Prakash.



ating program: the presentations and tional Marketing Director of the

The second day also offered a fascin- Mr. Debya Prakash, the new Interna-





experiences of Gold Diamond Mr. Sándor Bussy, Senior Star Diamond Thanasainas, Executive Cris Double Diamonds Mr. József and Mrs. Vali Specht and Double Diamond Mr. Teodoro Irazusta left us with new information, motivation and positive feelings.

After the break it was time for some Polish success in and out of Poland



with Star Diamond Mr. Mariusz Garczarek and Executive Senior Star Diamond Mrs. Anna Binek and then we virtually headed to Greece with Triple Diamond Mr. Giorgos Koutalas.



European region held his first speech to the European leaders. We were happy to hear about his experiences and plans.

We could learn a lot about the business, facing challenges, the marketing plan, hard work to success, recruiting and sponsoring in the past 24 hours. Now it was time to stop learning, have a delicious lunch and relax with the exciting team building! In the breathtaking scenery of the lake and the mountains it was a pleasure to stay outside and participate in funny challenges.

Then as usual we all participated at the gala dinner which this time gave us a taste of Bulgarian dishes. Music and dancing couldn't be missing and we also cut the DXN cake.



Everything was perfectly organized and carried out in these two days. Thank you very much, Dimitrina and the DXN management for this great experience!

















DXN PhilippinesLeadership Camps

DXN LIFE IN THE PHILIPPINES

The Philippines have always been a very busy place for the DXN business. Numerous determined and motivated business builders started their international career there and there is a dedicated team to give them support and organize events.



A new face and phase of Leadership Camp in 2019 has been emerged in DXN Philippines to its better look and more dynamic, interactive and energized that are considered essential for success of each leader and can pass through their next generation of leaders.

Sunyata or meditation was also introduced by Dr. Rajesh Savera, International Trainer and author of Dr. Lim's Book entitled "My Journey with DXN", in Cebu and Baguio Leadership Camp.

Held in the following key cities in the Philippines supported by the distinguished personalities, here is the rundown:

Cebu Leadership Camp

Venue: Bai Hotel, Cebu City Schedule: 16-17 February 2019 Guest Speakers: SCD Jesse Corpuz, ETCD Osler Sto. Tomas, CA Budiman Salim, IMD and CM DXN Philippines Debya Prakash and Dr. Rajesh Savera with special webinar from CEO Dato' Dr. Lim Siow Jin and CMO Mr. Teoh Hang Ching.

Other top personalities who supported the event: CA Jaime Quedding, CA Trifina Suelto, TCD Jose Tan, ESCD Eric and Teresita Dumlao, SCD Frederick and Bevelyn Lauron, SCD Delia Plocios, ECD Devin and Leticia Sihiyon, ECD Joseph and Ruth Estrada, ECD Ferdinand and Marie Fagyan, CD Allan Esmeralda, CD Grace Sua.



Baguio Leadership Camp

Venue: Azalea Hotels & Residences, Baguio



Schedule: 18-19 May 2019 Guest Speakers: ETCD Osler Sto. Tomas, SCD Jesse Corpuz, IMD and CM DXN Philippines Debya Prakash and Dr. Rajesh Savera. Other top personalities who supported the event: CA Jaime Quedding, CA Markwin and Jonalyn Lopez, ESCD Eric and Teresita Dumlao, EDCD Flordeliza Acosta, SCD Devin and Leticia Sihiyon, ECD Joseph Estrada, TCD Marlon Mapa, SCD Raquel Corpuz, SCD Julio and Luz Siapno, ECD Elvira Arquines, CD Andrew and Prescila Herrero.

Manila Leadership Camp



Venue: Seda Vertis Hotel, Quezon

Other top personalities who supported and rendered talks during the



Citv







event: CA Jaime Quedding, EDCD Lourdes 'Lulu' Santos and ESCD Eric Dumlao CA Markwin Lopez, SCD Frederick and Bevelyn Lauron, ECD Joseph Estrada, EDCD Flordeliza Acosta.

General santos leadership camp

Venue: Green Leaf Hotel Schedule: 20-21 July 2019 Guest Speakers: CA Budi

Guest Speakers: CA Budiman Salim, CA Stax Savellano, ETCD Osler Sto. Tomas, SCD Jesse Corpuz, CMO Teoh Hang Ching and IMD and CM DXN Philippines Debya Prakash. (without Dr. Rajesh and Dr. Lim)

Other top personalities who supported the event: CA Jaime Quedding, CA Trifena Suelto, CA Jeilyn Savellano, ETCD Lina Sto. Tomas, TCD Raboy Santos, SCD Devin and Leticia Sihiyon, CD Mia Amor Esmeralda

Remarks: Participated by 100 distributors comprising of distributors, Star Agents, Star Rubies, Star Diamonds, Crown Diamonds and above with Service Center Directors Metro Manila, South & North Luzon, Visayas and Mindanao Area the training camp created another milestone in the history of DXN.

















European TSI Cruise 2019

Norwegian Fjords

INTO THE FJORDS: A FABULOUS DXN JOURNEY

Every year DXN takes its most successful business builders to wonderful places. The members who desired to qualify had to gain 200.000 TSI points between January and December 2018 so they could enjoy this wonderful journey in Norway.



Those who qualified (those who gained the double of these points qualified with their partner), could participate at an 8 days 7 nights luxury cruise on board of one of the newest MSC cruises, the MSC Meraviglia and visit five cities in three countries: Copenhagen, Geiranger, Flåm, Stavanger, Kiel and Copenhagen again.

In the past five years we went on cruises with DXN four times. We really like this way of travelling, it's easy to fall in love with it. We could enjoy a luxurious lifestyle on board with delicious food and entertaining programs while we were sailing towards new destinations every day. However, what made our hearts beat faster for this trip was the destination: the Norwegian fjords! We had seen many wonderful pictures and videos of them

and we were so excited to see them with our own eyes.

The experience that we shared with other members started at the airport when we met and reached Copenhagen where the cruise started. These shared travels are experiences for a lifetime and we make bonds that last forever. It's always exciting to see the ship in the port, to explore the cabin that will be our home for seven nights.

DXN assured us nice cabins with balcony so we could appreciate the view more. We met many DXN members on board. It's always nice to meet and greet, hug each other and chat. During the elegant dinners we meet the other members as well.





white houses of the old town were particular and others went to visit the famous "Pulpit Rock".

The next day we went to Kiel in Germany. We also had theater every evening.

On the eights day we said goodbye to our ship and had a last amazing day in Copenhagen before we took a flight back home in the evening. We visited the old port of Nyhavn, took a ride with a sightseeing boat and admired the many faces of Copenhagen. We also saw "The Little Mermaid", icon of

During our journey we had two days during which we didn«t leave the ship but we anjoyed the services on board: bowling, 5D cinema, basketball (yes, they had basket and soccer fields on board too!), slides and jacuzzi.

The morning of the third day we woke up to a breathtaking view: the fjords and the waterfalls! After breakfast we ran up to the higher floors to enjoy the view as we slowly navigated towards Geiranger. This had a huge impact on us because we could feel the power and the beauty of nature. After reaching the port we took a long walk and enjoyed the fresh air while others visited the surrounding mountains to take impressive photos. We had a pretty sunny day but at the other places we very often had rain.



On the fifth day we gathered for a DXN seminar to talk about the development of DXN in the European market and receive a scale-model of the ship to symbolize our trip and quali-

the city. Then we walked in the city and saw nice parks, buildings and statues. The whole city seems to be saying: it's good to be alive and things are perfect just the way they are.



Once arrived to a port, we could choose what to do. In Flåm we took a small red train that took us around in 45 minutes and we visited the wonderful mountain peaks with many waterfalls.

fication. After Mr. Teoh's presentation many European leaders shared their thoughts with the others and we took group photos.

When we arrived to Stavanger we discovered the city walking on foot. The



I hope that with these photos and article I managed to transmit what we felt during this DXN cruise. DXN is giving us so many valuable things every day, but these annual trips are beyond every expectation. They open the world for us and take us to places we haven teven dreamed about before. I hope that you, who are reading these lines, will join us in one of these journeys too!





Cosmetic Training

Bratislava

July 13-14, 2019

AN INTENSIVE COSMETIC TRAINING IN BRATISLAVA

The second weekend of July was dedicated to the presentation of high-quality Korean cosmetics in the Slovak branch of DXN, which we launched at the end of 2018. Let's see the details!



A few dozen of participants of the intensive cosmetic training from Slovakia, Czech Republic, Hungary, Italy, Spain, Greece and France have met in Bratislava's Apollo hotel. The training was attended by country managers, employees, leaders and DXN members who spent the weekend under the leadership of Korean professionals Mrs. Kim Geum Sook and her assistant Mrs. Lee. Kim Geum Sook's rich experiences gained during her professional career has been a great benefit to all event participants.

During the training we have learnt a lot of important and useful information about the top cosmetic products that are produced for our company in the country which is one of the leaders in the development and production of cosmetic products - in the Republic of Korea. Both the GEMPY-

URI and M MIRACLE cosmetics collections combine the latest research and development together with the most modern technologies and high-efficiency natural ingredients. There is definitely also highly advanced product packaging, which contributes to maintain a stability and high quality of products throughout their entire lifetime.

We have learnt about the ingredients used in production of cosmetic products and their effects on the skin. We have understood how to use and how to combine individual products with the aim to recommend to our customers those ones which will meet their requirements, especially those which are suitable for their skin type. We have discussed the individual





steps of skin care, such as cleansing, toning and subsequent skin treatment. We have explained the importance of each of these steps, as well as the application sequence in which to use the products. Besides that we have explained which product type is suitable for each step of skin care.

The event also included practical demonstrations and especially training of a special MRT (Manual Reface Therapy) massage, which was developed with the aim to increase the effectiveness of these cosmetic products. We have understood that a special massage technique combined with high-quality cosmetics contributes to better condition of facial muscles, reduces the signs of ageing, improves blood circulation and gives to the skin a youthful and radiant look. That is why we have all trained this technique on our colleagues to be able to pass on the acquired skills to the participants of cosmetic trainAll of us who have passed through the massage unambiguously stated that the feeling on the skin after the massage is very pleasant. If the massage



visible - the wrinkles were less sharp, the skin was brilliant, bloodied and younger. And let's be honest, which of us wouldn't want to go through that feeling?

Perhaps the most expected of the entire program was a special technique of self-massage, thanks to which we can apply cosmetic products in the morning and / or in the evening. If we will handle this technique, we have only one step to make our skin look really as we wish - youthful and radiant, and what is the most important the signs of aging will be as less visible as possible.



ings and presentations that have followed and are still in progress in all countries. was applied only on the half of the face, the result in comparison to the untreated half of the face was really



PRODUCT FOCUS

DXN Tea Tree Essential Mask

The DXN Tea Tree Essential Mask helps to improve the appearance of your skin. After application, it instantly soothes and moisturizes your skin so that it looks rested. 25 ml × 5 sheets per box



PRODUCT FOCUS

GEMPYURI MULTI MASSAGE CLEANSER



The Multi Massage Cleanser contains truffle extract (also known as black diamond) and amethyst that helps to moisturize, vitalize and clear the skin.

125 ml

PRODUCT FOCUS

M Miracle ultimate Eye Cream



An eye cream specially formulated with Niacinamide and Adenosine to help nourishing and revitalizing eyes area for a luminous look without leaving skin stickiness.

30 ml



CAR INCENTIVE PROGRAM Europe

April, May, June, July 2019

CONGRATULATIONS TO THE QUALIFIED MEMBERS OF THE CAR INCENTIVE PROGRAM!



Bojtos Zoltán and Bojtos-Sváb Csilla



Ladislav Šíma



Felix Zeiler



Johanna Seidl



Lina Zeiler



Uli&Esther Zeiler





Escobar Chrysoula



Georgios Kiousis



Koutalas Giorgos



🔙 Savvato Paraskeva



Stefanos Karandreadis



Elio Pallecchi

Francesco Lato

Giovanni Rota Martir

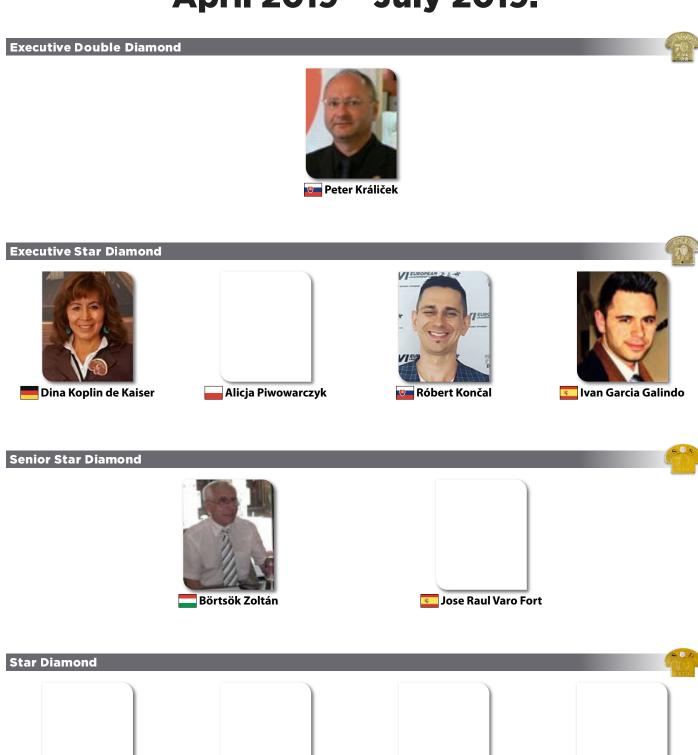
Lorenzo Gnesutta



Alfredo Ruiz Serna

Congratulations to our qualified members!

April 2019 - July 2019.



Börtsök András and

Dr. Degez Tímea

Faical Ben Mohamed

Ouamani

Mária Michalíková

Antonio Rodriguez

Romera



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Star Agent



- Maria Del Carmen Del Carpio Quispe
- Maria Del Carmen Molina Martinez
- Maria Del Pilar Guisado Gonzalez
- Maria Dolores Gomez Jerez
- María Elena Gómez Aroca
- María Elizondo Juanena
- Maria Gladis Moreno Arrubla
- María Luisa Cuervo Menéndez
- Maria Luisa Gomez Muñoz
- Maria Pilar Bonito Marquez
- Maria Rodica Caramida
- Maria Teresa Castillo
- Maria Teresa Criollo Corozo
- Mariam Henao Jimenez
- Mariana Andrei
- Mariela Peña Gutierrez
- Mariona Abenza Lopez
- Marisa Sanchez Cardenas
- 🏪 Marta Jhovana Cari Espindola
- Mary Isabel Condori
- Mary Zulay Hernandez Vargas
- Merçe Noguera Ribas
- Mercedes Adriana Choque Rojas
- Mercedes Perez Villen
- Mery Amanda Fuertes Mateo
- Miguel Rodriguez Lorenzo

- Miguel Serra Corbalan
- Mómica Dongil Rodríguez
- Monica Patricia Huamali Pretell
- Montserrat Casals Prat
- Montserrat Romera Vizcaino
- Néstor Orlando Sánchez Castro
- Nicole Anja Kitt
- Ofelia Enriquez Fabregas
- 💴 Oscar Hernando Diez
- Paolo Jorge Soares
- Paguita Carmela Villacis Silva
- Páricsi-Varró Judit
- Pedro Vicente Arribas Sanchez
- Pilar Ortiz Calero
- Rafael
- Raúl Cobo López
- Ricardo Avila Revelo
- Ricardo Fernandez Barnes
- Roentgen Peralta Baguang
- Rosa Mari Hernandez Morant
- Rosa Maria Camuña Arias
- Rosa Maria Leon Rodriguez &
- Cristo Manuel Hernandez Ramirez
- Rosa Maria Carrera Flotats
- Rosa Morillas Gomez
- Rosmery Garcia Rojas
 Ruben Perez Vicente

- Ruth Sara Vallejos Villarroel
- Sergio Casado Bravo
- Shirley Daliling Caytap
- Silvia Sierra Molina
- Susana Okomo
 Teresa Gutierrez Mamani
- Teresa Llanos Lucas
- Veronica Duran De Gareca
- Virgilio Loza Rivera
- Xiomara Licerth Chavez Reyes &
- Rosivel Chavez Reyes
- Yannice Wilma Marega
- Zubair Nadeem
- Haidar Alsidawa
- Debendra Rumdali
- Dhiraj Limbu
- Dipa Rai
- Kiran Rumdali
- Laxmi Nembang
- Laxmi Rai
- Liagat Ali Khan
- Luz Mery Lopez Canovas
- Muna Mohammed
- Nikolay Stoyanov
- Yogendra Rumdali
- Yubaraj Rana Magar

Panglima Jasa Negara Dr. Lim Siow Jin bestowed award by the 16th Yang di-Pertuan Agong



In conjunction with the Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah's official birthday, DXN's Founder and Chief Executive Officer (CEO) Datuk Dr. Lim Siow Jin was conferred with the Panglima Jasa Negara (PJN) award.

An investiture ceremony was held in Istana Negara, Kuala Lumpur, on the 9th of September 2019 and Datuk Dr. Lim Siow Jin is among the 795 awards and medals recipients.

Datuk Dr. Lim Siow Jin who was once an Engineer attached to Lembaga Kemajuan Pertanian Muda (MADA) is also the advisor of the Yayasan Perpaduan Malaysia. He was bestowed with the award for his effort that has brought Malaysia to the the global scene through DXN and its quality products and has made Malaysia to be well known and respected by the outsiders especially with the concept of "One World One Market" that was introduced by him.

Series of good quality products were produced by Datuk Dr. Lim Siow Jin from the early of the DXN's establishment in 1993 until today to ensure that human health could be improved and better life could be enjoyed by everyone. The company has now been in the industry for 26 years long and is going stronger than ever with more markets opened in more countries.

Through DXN also, the DXN founder has been giving back to the society especially to the people of Kedah by creating a lot of work opportunities. As the main factory is located in Jitra, Kedah, people of Kedah especially of those residing in Jitra area enjoyed the benefit from the factory as they were given opportunity to work there. This at the same time has lessen the number of unemployment in Jitra specifically, and in Kedah generally.

