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Malaysia

Norsavina KAHARUDIN

CEO, VNI Scientific Sdn. Bhd.

No 16 & 17, Jalan PP Ixora 3, Pusat Perniagaan
Ixora,
70450 Senawang, Negeri Sembilan, Malaysia

Website: <https://vniscientific.com/>

"Taking care of our planet and protecting it for future generations is our responsibility. Sustainability is in all what we do, from sourcing our ingredients to packaging our products".

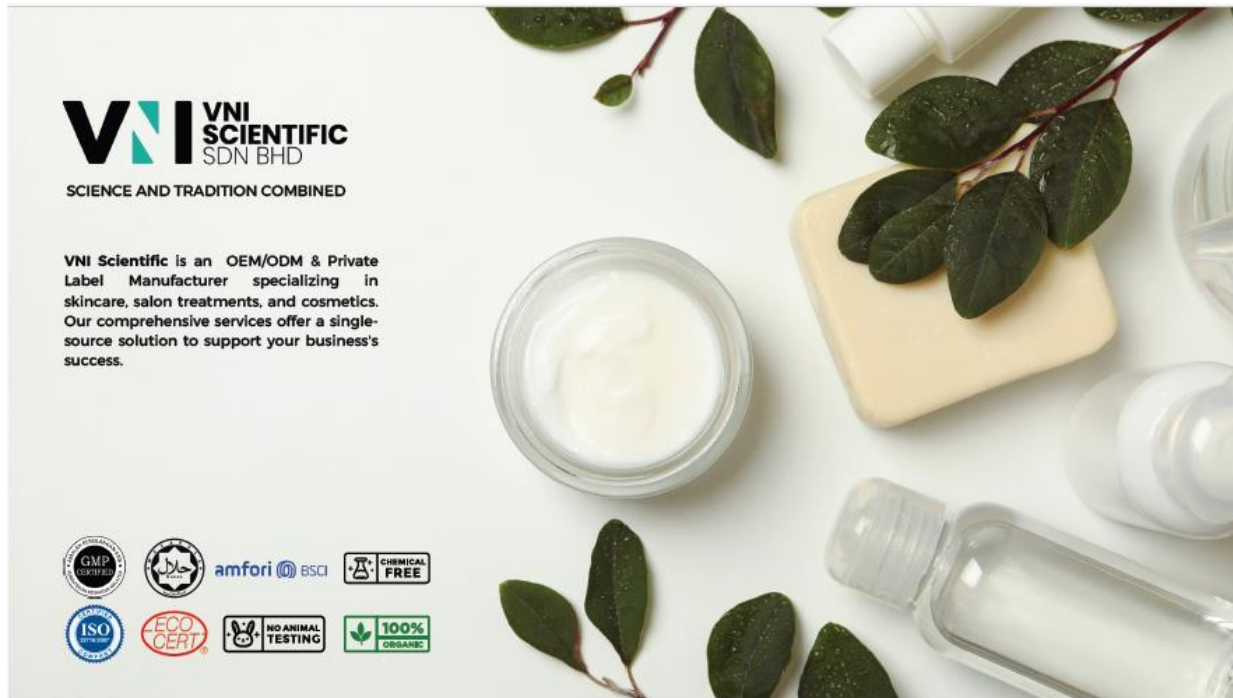


When Norsavina was retrenched in 2015, she started to explore the idea of starting a business that could make a real impact on the environment, in line with her values. She noticed the emergence of new skincare brands that focused on clean, natural and organic ingredients, and that consumers were becoming more aware of the potential harmful effects of certain chemicals used in skincare products, both on people and the environment.

That is why, after a lot of researching and brainstorming with her family, she decided to start her company VNI SCIENTIFIC in 2017 with the aim to provide innovative products that combine modern science and bio-technology with the power of nature, such as its bio-cellulose mask and serum. Through a careful selection of sustainable raw materials and good manufacturing practices that reduce her company's carbon footprint, the company contributes to the United Nations 2030 Agenda for Sustainable Development, and specifically to goals 12 (Responsible Consumption and Production), 13 (Climate Action) and 8 (Decent Work and Economic Growth).

VNI SCIENTIFIC assists businesses in the beauty industry, such as large stores, pharmacies and cosmetic manufacturers, in the formulation, conception for halal cosmetics and skincare, production and packaging of own cosmetic brand. Her factory and products are certified by Malaysia's National Pharmaceutical Regulatory Agency (NPRA) and ISO 22716.

Besides her attention to health and environment, Norsavina's company is fully transparent about the ingredients used in its products and it does not run any test on animals. Knowing first-hand what it means to lose a job, she wants her company to make a positive impact on the local community, also through quality job opportunities. Her company employs a majority of women (70% of the workforce), and 60% of management roles are held by women. Over the past three years, her workforce increased by 46%.



Norsavina took the Empretec Entrepreneurship Training Workshop (ETW) in December 2017. Since, she has been practicing three competencies throughout her entrepreneurial journey: persistence, opportunity-seeking and self-confidence. She recognizes that learning and practicing those three competencies on a daily basis, allowed her to identify and validate her business idea, persist when challenges and obstacles got on her way, and take full ownership of her decisions and actions in setting up and running her company. *Hardships often prepare ordinary people for an extraordinary destiny* is her motto.

She is a passionate leader who identifies her strong team as a success factor, organizing training programmes for her staff as part of the learning requirements recommended by the Ministry of Health. She leads by example and is always listening to her employees' concerns and ideas, during their weekly meetings. She promotes collaboration and work-life balance, creating an inclusive workplace where everyone feels they are working towards a common goal.

As innovation is an integral part of her business, Norsavina engaged with three national universities for research and development initiatives. VNI SCIENTIFIC has also been offering internships to university students, providing them with an opportunity to bridge their academic learning with some practical application. Working alongside experienced professionals, students are able to get a deeper understanding of the industry they might enter in the near future. The company provided internship opportunities to 80 students so far.

In the next couple of years, VNI SCIENTIFIC intends to develop further some strategic collaborations with large businesses and other universities, exporting to five countries in the region. They intend to commercialize nano- and bio-technology finished products not only in the health and medical sectors, but also in food and agriculture, and to build new facilities.