

THE BRAND LAUREATE  
**ICON**  
AWARD  
2013



# ICON

## The Country's Treasure Incredible. Invaluable. Indomitable

...Dr KKJohan

The Lasting Legacy of The Nation's ICON  
**ALLAHYARHAM TUNKU ABDUL RAHMAN PUTRA AL-HAJ  
IBNI ALMARHUM SULTAN ABDUL HAMID HALIM SHAH**  
The Father of Independence



An ICON is one who lives a selfless life, passionately devoted to his mission and stays true, not just till his goals are achieved but continues to inspire his people and successors to remain true to their cause. He remains focused to his objectives and takes it personally while never forgetting the effects of its success or failure will spill over to many. Tunku Abdul Rahman personified this principle from his early days of fighting for the independence of Malaya, followed by his role as the nation's first Prime Minister, and right until his passing, he continued to lead and inspire the leaders and people of Malaysia. Securing independence for the country was a mission close to his heart, just as it was to the rest of the nation and he took it upon himself to lead the mission to London to negotiate for Malaya's independence, in the end fulfilling the promise of independence by August 1957.

The years following our independence saw Malaya, and later, Malaysia, under Tunku's leadership, attain great heights in civil administration, law enforcement and the judiciary, as well as produce outstanding scholars, professionals, diplomats and world class personalities in a wide range of industries. Tunku Abdul Rahman aspired to put the nation on the world map and he did that by bringing out the best of the most capable individuals in the country.

The legacy of an ICON transcends beyond generations, continuously motivating, and stirring the spirits of people so they too can achieve greatness. The year 2013 marks Tunku's birth centenary and the memories of his outstanding contributions to the founding and establishment of Malaysia continue to warm our

hearts and spark flames of patriotism. As Tunku said so eloquently in his speech just before the proclamation of independence, "While we think of the past, we look forward in faith and hope to the future; from henceforth we are masters of our destiny, and the welfare of this beloved land is our own responsibility: Let no one think we have reached the end of the road". His vision and dream of a successful nation continues on to the generation of today.

Tunku Abdul Rahman and the ICONs we are honouring in this coffee table book are valuable treasures and they truly deserve to be known, valued and remembered.



# THE ASIA PACIFIC BRANDS FOUNDATION

Brands are wealth creators, key drivers of growth and assets to organisations and countries. Branding is the lifeline of brands. Consumers' buying preference are influenced and driven by brands that attract and engage them.

Thus, it is important that organisations understand the importance of brands and branding. Similarly, consumers must also be educated and informed of what constitutes good brands and best branding. And this is where the APBF plans to make a difference.

Established in 2005, the Asia Pacific Brands Foundation (APBF) is a not for profit organisation. It is led by its Patron, H.E. Tun Dr Mahathir Mohamad, the fourth Prime Minister of Malaysia and a Board of Governors that consists of Brand Icons and Captains of Industries.

The APBF aspires to increase the level of branding awareness in Malaysia and the world, as well as identify and nurture outstanding Malaysian brands to be global brands. The APBF has been delivering on its mission to educate and disseminate the importance of branding with the aim that a branding culture aided by best practices will then position Malaysia amongst the world's greatest nations.

Since its inception, the APBF has launched many initiatives through The BrandLaureate to support its objectives. The BrandLaureate is the sobriquet for brand excellence. From the publication of branding articles in newspapers and the organisation of branding seminars to The BrandLaureate Awards, these initiatives have helped to increase the awareness of brands and branding in Malaysia and the world.

The APBF has achieved milestones after milestones and the journey does not stop. We will continue to scale new horizons and we invite you to join us as we discover new insights and knowledge to build strong and sustainable brands.

# THE WORLD'S BEST BRANDS



## CONTENTS



|     |                                                                 |
|-----|-----------------------------------------------------------------|
| 2   | About The Asia Pacific Brands Foundation                        |
| 4   | Patron's Message                                                |
| 5   | Chairman's Message                                              |
| 6   | President's Message                                             |
| 7   | Ceo's Message                                                   |
| 8   | Board Of Governors                                              |
| 9   | The Brandlaureate Brand ICON Leadership Awards 2011             |
| 10  | The Brandlaureate Brand ICON Leadership Awards 2012             |
| 11  | The Brandlaureate Brand ICON Leadership Awards 2013             |
| 13  | THE ICON - Trophy                                               |
| 17  | Legendary Brand ICON Leadership Award                           |
| 23  | Grand PRIX D' Excellence Brand ICON Leadership Award            |
| 29  | Hall of Fame – Lifetime Achievement Brand Icon Leadership Award |
| 35  | Man of The Year Brand ICON Leadership Award                     |
| 41  | Woman of The Year Brand ICON Leadership Award                   |
| 47  | Premier Brand ICON Leadership Awards                            |
| 65  | Most Eminent Brand ICON Leadership Awards                       |
| 98  | Event Snapshots                                                 |
| 103 | Great Entrepreneur Brand ICON Leadership Awards                 |
| 129 | Transformational Corporate Leader Brand ICON Leadership Awards  |
| 151 | Grand Master Brand ICON Leadership Awards                       |





## PATRON'S MESSAGE

When it comes to branding leaders as icons, their actions often speak louder than words. The personal drive of such leaders has the potential to alter the trajectory of the brand's destiny in the long run. Ultimately, a brand icon is the resilient tower that others look to for direction when they are lost in the misty ocean of uncertainty and it goes without saying that icons are the bulwark of the brand.

I would like to extend my congratulations to all the proud winners of The BrandLaureate Brand Icon Awards 2013. All of you are not just outstanding individuals in the flesh, but brilliant embodiments of achievement, success and excellence and fine examples of role models, refined and perfected, for the world to emulate.

By earnestly outworking the inception of your aspirations, fuelled by endearing visions, and founded on the solid ground of mission, you have rightfully earned your position as the nation's cream of the crop. The Asia Pacific Brands Foundation (APBF) is proud to have you among its echelon of prominent names. I implore you to keep pushing on towards greater frontiers as there is no upper limit to what you can accomplish for yourself, your brand and your homeland if you channel your very best into the endeavour.

H.E. Tun Dr. Mahathir Mohamad



## CHAIRMAN'S MESSAGE



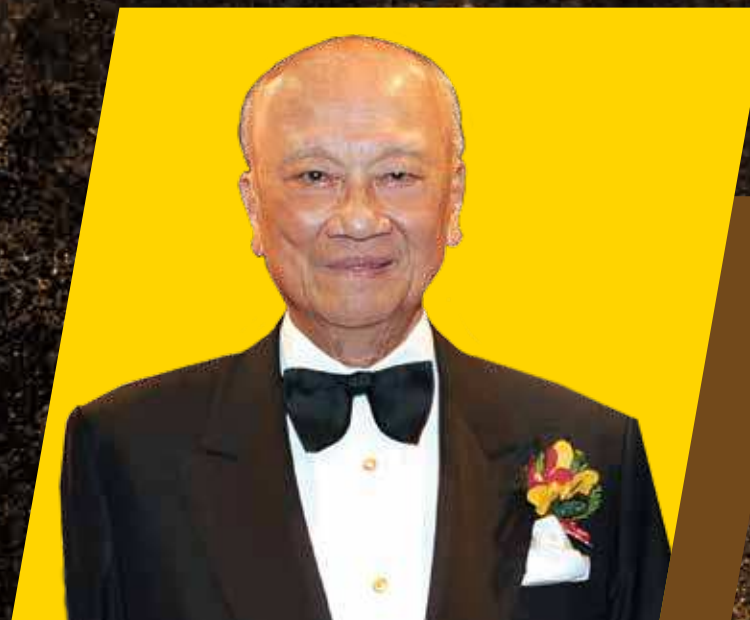
Congratulations to the recipients of The BrandLaureate Brand ICON Leadership Awards 2013. In being conferred this prestigious award, I wish to say that you are our nation's asset and Malaysia is blessed to have you. It is your relentless commitment, invaluable contributions, admirable courage and distinctive charisma that has made you shine and stand out amongst the best.

Being conferred The BrandLaureate Brand ICON Leadership Award is an honour and recognition of the success that you have achieved through the years as a leader. It is also an encouragement to further excel in your leadership. Leadership, as we all know is a process, not a title or job description. Leadership success ultimately boils down to the sustainable impact and influence that you can create.

ICONS are good and strong leaders whose actions leave positive impact that cause ripple effects in the communities that they operate and serve in. Their actions are imbibed and emulated by the people; hence ICONS are a constant source of inspiration to the people and their countries and they leave behind lasting legacies which form the foundation of our nation's success.

I wish you all the best in your future endeavours and may you have many successful days ahead.

YBHG General Tan Sri Dato' Paduka  
(Dr) Mohamed Hashim bin Mohd Ali (Rtd)







## PRESIDENT'S MESSAGE

The BrandLaureate Brand ICON Leadership Awards is now in its third year and it recognizes and honours outstanding individuals for their remarkable governance in leading and managing their respective businesses and brands.

In this time of relentless competition and rapid change, leaders are often faced with multitudes of challenges and obstacles and it takes strong and steely leaders to steer their business into safe water. These leaders are gifted and exceptional and they stand a class above their peers. They are ICONS who are respected and admired for their vision, courage and passion, who take challenges by the horns and tame wildfires in their own ways.

They have led the way with their own style of leadership, boldness and foresight and they have contributed significantly to Malaysia's success. They are our country's treasure and it is only rightful that their contributions be recognized and honoured. In so doing, the future generations are made aware of their legacies and we hope it will inspire and catapult them to do better than these ICONS. For a nation's sustainability is only possible, if future leaders improve on the achievements of previous generations and set new benchmarks for success.

I would like to extend my heartfelt congratulations to The BrandLaureate ICONS. You are truly exceptional individuals and the Asia Pacific Brands Foundation salutes you for your greatness and says thank you making Malaysia GREAT.



Dr. KKJohan



## CEO'S MESSAGE

Congratulations to The BrandLaureate Brand ICONS, our country's treasure.

The BrandLaureate Brand ICONS Leadership Award is not just an award; it is a celebration of ICONS, of the best men and women who have shaped the course of our nation's history and built its pillars of success. You are the crème de la crème of the nation's leadership – leaders who have exceeded all expectations and achieved great accomplishments in what you set out to do. For without you, ICONS, Malaysia would not be where it is today, developed and successful in its own right.

All of you, The BrandLaureate ICONS did not achieve fame and success overnight. You went through a journey that tested your resilience, endurance, faith and belief in oneself before arriving at your destination. Your journey held many memorable moments of sweetness and pain but it strengthened and made the man and woman that you are today.

You are great teachers, guiding and leading us with your experiences and encouraging us to achieve optimum performance in all that we do. You are a beacon that is shining bright and a source of inspiration to all of us. Thank you BrandLaureate ICONS for your contributions and for your rich legacies that bring forth the spirit of excellence in us so that we can go forth and achieve our vision and dreams.

Best Regard



Chew Bee Peng



# BOARD OF GOVERNORS OF THE BRANDLAUREATE



H.E. Tun Dr. Mahathir  
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Patron



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Advisor



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binti Raja Abdullah  
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OBE



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P.H.S. Lim



Dato' Haji Abdul  
Rahman Mohamed



Dato' Lawrence  
Chan Kum Peng



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Mohamed Mydin  
Bin Md Musa



Dato' Dr. Sheikh  
Muszaphar Shukor  
Al Masrie



Datuk Lee  
Chong Wei



Alex Yoong



Ms. Amber Chia



## THE BRANDLAUREATE Brand ICON Leadership Award '11



Up close & personal  
with Icons

### PREMIER BRAND ICON LEADERSHIP AWARDS 2011



YBhg Tan Sri Dato' Sri Dr. Teh Hong Pow, Founder & President, Public Bank Berhad  
Yang Mulia Tunku Datuk Mudzaffar bin Tunika Mustapha, Chairman, Automobile Association of Malaysia  
YBhg Tan Sri Dato' Leong Hoy Kum, Group Managing Director and Group Chief Executive, Mah Sing Group  
YBhg Tan Sri Dato' Sri Lim Wee Chai, Chairman, Top Glove Group of Companies  
YBhg Professor Emeritus Tan Sri Dato' Dr. Lim Kok Wing, Founder & President, Limkokwing University of Creative Technology  
YBhg Tan Sri Dato' Seri Ir. Shamsuddin bin Abdul Kadir, Chairman & Founder, Sapura Group of Companies  
YBhg Tan Sri Syed Mohd Yusof bin Tun Syed Nasir, Chairman, IST Holdings Sdn Bhd  
YBhg Tan Sri Dato' Razali Ismail, Chairman, JRS, Allianz Malaysia & Cybert Resources

### MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2011



YBhg Tan Sri Dato' Seri Siti Norma Yaakob, Chairman, Malaysia Competition Commission  
YBhg Tan Sri Dato' Sri Hamad Kama Piah bin Che Othman, President & Group Chief Executive, Permodalan Nasional Berhad  
YBhg Tan Sri Dato' Seri Dr. Haji Mohd Ismail bin Merican, Pti, Chancellor, MAHSA University College  
YBhg Tan Sri Dato' Richard Cham Hak Lim, Chairman, Selangor Turf Club  
YBhg Tan Sri Dato' Lee Lam Thye, Chairman, NOSH  
YBhg Tan Sri Dato' Mustapha Kamal bin Haji Abu Bakar, Emkay Group Holdings Berhad  
YBhg Tan Sri Dato' Dr. Mohan Swami I.P., President of GOSARSI Malaysia, Chase Perdana Sdn Bhd  
YBhg Tan Sri Dato' Seri G. Darshan Singh, President of GOSARSI Malaysia, SportCommunity Leader  
YBhg Tan Sri Dato' Seri G. Darshan Singh, President of GOSARSI Malaysia, SportCommunity Leader  
YBhg Tan Sri Dato' Seri G. Darshan Singh, President of GOSARSI Malaysia, SportCommunity Leader

### GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2011



YBhg Dato' Robert Wong Lum Kong, Group Managing Director, Oriental Holdings Berhad  
YBhg Dato' Haji Ameer Ali bin Mydin, Managing Director, Mydin Mohamed Holdings Berhad  
YBhg Dato' Wira Hj SM Falsafi bin SM Nasimuddin, Group Joint Executive Chairman and CEO, Naza Group of Companies  
YBhg Dato' Anne Eu, Chairman, Eu Yan Sang (1958) Sdn Bhd  
Madam Olivia Lum, Group President & CEO, Hyflux Ltd  
En. David Mizan Hashim, CEO, Veritas Architecture Sdn Bhd

### GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2011



Grand Master Yap Cheng Hai, World No. 1 Badminton Player  
YBhg Datuk Lee Chong Wei, World No. 1 Badminton Player  
YBhg Dato' Peter Gilmour, T-Best Events Sdn Bhd  
YBhg Dato' Fandah Merican, Executive Producer, KLPAC  
YBhg Datin Paduka Sri Enda Ryan, Board of Governors, SMK Assunta  
YBhg Datin (Dr) Ahmad Nawab, Musician/Composer, Nawa Production  
Alain Robert, Solo Rock Climber

### TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2011



YBhg Dato' Sri Abdul Wahid Omar, President, CEO & Executive Director, Maybank Berhad  
YBhg Datin Paduka Siti Sa'diah Sheikh Bakir, Managing Director, KPJ Healthcare Berhad  
Madam Yvonne Chia, Group MCO, Hong Leong Bank Berhad  
YBhg Dato' Dr. Nellie S.L. Tan-Wong, Co-Founder, O. Chairperson & CEO, WW  
YBhg Dato' Seri Che Khalid Mohamed Noh, President / CEO, Tenaga Nasional Berhad  
YBhg Dato' Sri Zukri Samat, Managing Director, Bank Islam Malaysia Berhad  
YBhg Dato' Sri Haji Syed Zainal Abidin bin Syed Mohamed Tahir, Group Managing Director, Proton Holdings Berhad  
YBhg Dato' Ng Tien Chuan, Group CEO, MPH Group (M) Sdn Bhd  
YBhg Dato' Koh Yaw Hui, Director and Chief Executive, Great Eastern Life Assurance (Malaysia) Berhad  
Madam Rita Benoy Buxton, Minority Shareholder Watchdog Group



# THE BRANDLAUREATE Brand ICON Leadership Award '12



"Inspiring moments  
with Icons"



LEGENDARY BRAND ICON  
YAB PEHIN SRI HAJI ABDUL TAIB BIN MAHMUD



GRAND PRIX D'EXCELLENCE BRAND ICON  
YABHG TUN DR LIM KENG YAIK

GRAND PRIX D'EXCELLENCE BRAND ICON  
YABHG TUN DATO' SERI ZAKI TUN AZMI



MAN OF THE YEAR BRAND ICON  
YAM TUNKU DATO' SERI UTAMA NAQUIYUDDIN  
IBNI ALMARHUM TUANKU JAAFAR

HALL OF FAME  
- LIFETIME ACHIEVEMENT BRAND ICON  
YBHG DATUK LEE CHONG WEI

WOMAN OF THE YEAR BRAND ICON  
YBHG DATO' SRI SHAHRIZAT ABDUL JALIL



THE BRANDLAUREATE PREMIER BRAND ICON LEADERSHIP AWARDS 2012

YBHG TAN SRI DATUK G. GANALINGAM  
EXECUTIVE CHAIRMAN  
WESTPORTS MALAYSIA SDN BHD  
YBHG TAN SRI ONG LEONG HUAT  
DIRECTOR  
OSK HOLDINGS BERHAD  
YBHG TAN SRI DATO' MICHAEL CHEN WING SHIM  
RETIRED MINISTER & POLITICIAN  
AND ADVOCATE & SOLICITOR  
CIVIL SERVICE MICHAEL CHEN & CO  
YBHG TAN SRI DATO' SRI V. JAYARATNAM  
CHAIRMAN  
PERAK TURF CLUB  
YBHG TAN SRI DATUK NG TEER TONG  
GROUP EXECUTIVE CHAIRMAN  
TONEI CONSOLIDATED BERHAD



THE BRANDLAUREATE MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2012

YBHG TAN SRI SAMSUDDIN BIN OSMAN  
CHAIRMAN  
G. GANALINGAM  
YBHG TAN SRI MOHD HASSAN MARCAN  
CHAIRMAN  
KINAGOR FORTRESS LIMITED  
YBHG TAN SRI DATO' SRI DR. ROBAATAH ZAMBAHARI  
CHIEF EXECUTIVE OFFICER  
INSTITUT JANTUNG MEGARA  
ACADEMICIAN  
YBHG TAN SRI EMERITUS PROF DATUK DR. AUGUSTINE S.H. ONG  
PRESIDENT  
MINDO  
YBHG TAN SRI DATO' SRI LOON WOK KAMARUDIN  
DEPUTY CHAIRMAN  
GROUP MANAGING DIRECTOR  
BOUYEAS HOLDINGS BERHAD  
YBHG REAR ADMIRAL (TD) TAN SRI DATO' SRI K. THANABALASINGAM  
RETIRED  
CHIEF OF THE ROYAL MALAYSIAN NAVY  
PHAN SRI DATIN SRI (DR) SUSAN CHEAH  
GROUP EXECUTIVE CHAIRMAN  
SUNWAY GROUP OF COMPANIES



THE BRANDLAUREATE GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2012

YBHG DATO' SRI MOHD EFFENDI NORWAWI  
CHAIRMAN  
PACIFIC BERHAD  
YBHG DATO' SRI CLEMENT AH CHAI KOH  
GROUP MANAGING DIRECTOR  
KAYTAN & ORIENTAL BERHAD  
YBHG DATO' TERRY THAM KA HON  
VICE CHANCELLOR AND PRESIDENT  
HELP UNIVERSITY MALAYSIA  
YBHG DATUK DR. PAUL CHAN TUCK HOONG  
VICE CHANCELLOR AND PRESIDENT  
HELP UNIVERSITY MALAYSIA  
YBHG DATUK BAYMOND CHAN BOON SIEW  
MANAGING DIRECTOR  
SAGALIA GROUP OF COMPANIES  
YBHG DATO' MICHAEL B.Y. TIO  
MANAGING DIRECTOR & GROUP CHIEF EXECUTIVE  
PKT LOGISTICS GROUP SDN BHD  
MR. PETER CHAN  
CHIEF EXECUTIVE OFFICER  
THE HANSEN BHD  
MS. TEH LIP KIM  
GROUP MANAGING DIRECTOR  
SELANGOR CHEONG BERHAD



THE BRANDLAUREATE TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2012

YBHG DATO' SRI HAJI MOHD KHAIROL PAUL  
GROUP MANAGING DIRECTOR  
CHB HCCB BERHAD  
YBHG DATUK SRI MOHAMED IQBAL BAWTER  
CHAIRMAN  
MALAYSIAN INSTITUTE OF MANAGEMENT  
YBHG DATO' MOHAMED HASSAN KAMIL  
GROUP MANAGING DIRECTOR  
STANAKI TRAVEL MALAYSIA BERHAD  
YBHG DATUK ASHAF AHMAD  
PRESIDENT  
MALAYSIAN AUTOMOTIVE ASSOCIATION  
YBHG DATO' LAWRENCE CHAN KUN PENG  
FOUNDER & CHAIRMAN  
PERSONAL & DEVELOPMENT LEADERSHIP  
MR. JOHN AUTELETTANO  
GROUP GENERAL MANAGER  
SUNWAY INTERNATIONAL  
HOTELS & RESORTS, MALAYSIA



THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2012

YBHG DATO' C. CHIVANANTHAN  
MANAGING DIRECTOR  
SUNWAY INTERNATIONAL  
YBHG DATUK FAROUK SAHIBHATTI DATUK  
MANAGING DIRECTOR  
SUNWAY INTERNATIONAL  
YBHG PROFESSOR DATUK DR. H. H. NORMAN ABDUL HALIM  
MANAGING DIRECTOR  
MAYBANK  
YBHG DATUK BRIGITTE MENZELS  
FOUNDER & CO-FOUNDER  
NATURAL BEAUTY COSMETICS  
MS. PAKULELLA ANONG JANNY  
NATURAL BEAUTY COSMETICS  
MS. ZEE ANN  
SINGER & SONGWRITER



LEGENDARY BRAND ICON  
M.E. Tun Yung Terstama  
Tun Datuk Seri Utama Haji Mohd Khalil bin Yaakob

GRAND PRIX D'EXCELLENCE BRAND ICON  
M.E. Tun Mohammed Haniff bin Omar

HALL OF FAME - LIFETIME ACHIEVEMENT  
BRAND ICON  
YBhg Datuk Nicol Ann David

MAN OF THE YEAR BRAND ICON  
YBhg Tan Sri Dato' Low Keng Huat

WOMAN OF THE YEAR BRAND ICON  
YBhg Tan Sri Dato' Dr. Jemilah Mahmood

# ICON The Country's Treasure Incredible. Invaluable. Indomitable

Treasure our icons because icons are our treasures. Icons inspire our world!  
...Dr KKJohan



PREMIER BRAND ICON LEADERSHIP AWARDS 2013

YBhg Tan Sri Dato' Dr Khoo Kay Peng  
Chairman & Chief Executive  
Melayan United Industries Berhad (MUI)  
YBhg Tan Sri Dato' Mohamed Mansor bin Fattah Din  
Group Executive Chairman  
Gloria Berhad  
YBhg Tan Sri Dato' Sri Abdul Rashid bin Abdul Manaf  
YBhg Tan Sri Dato' Seri AP Arumugam  
Executive Chairman  
Sri Indraprastha Holdings  
YBhg Tan Sri Dato' Danny Tan Choo Sing  
Group Executive Vice Chairman  
Tropicana Corporation Berhad  
YBhg Tan Sri Hew See Tong  
Co-Chairman  
Westlake International School  
Mr David Teo  
Chairman & Managing Director  
Super Group Limited



MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2013

YBhg Tan Sri Dato' Seri Utama Arshad Ayub  
Chancellor  
NTI International University  
YBhg Tan Sri Dato' Seri Dr. Asah bin Hj. Che Mat  
President  
Pembinaan Putrajaya  
YBhg Tan Sri Dato' Dr. Michael Yoon  
Co-Founder & Chief Executive Officer  
Asian Strategy & Leadership Institute  
YBhg Admiral (RTD) Tan Sri Dato' Mohd Anwar bin Hj Mohd Nor  
Chairman  
Lembaga Tabung Angkatan Tentera  
YBhg Professor Emeritus Tan Sri Dato' Dr Khoo Kay Kim  
Academician and Historian  
YBhg Tan Sri G.K. Ramani Iyer  
Member  
Malaysia Institute of Economic Research  
YBhg Tan Sri Dato' Dr. M. Jegatheesan  
Council of Governors  
Neyyan Sime Darby  
YBhg Datuk Rasammah Bhupalan  
Social Activist



GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2013

YBhg Datuk Seri Mohd Nizam Mohd Salleh  
Chairman  
NadCorp Holdings  
YBhg Dato' Sri Michael Chong  
Founder & Managing Director  
Grand Daseki  
YBhg Dato' Dr Eric Tan  
Group Chairman  
Hatten Group  
Mr Lai Voon Hon  
Executive Director  
Inaka Corporation  
YBhg Datuk Winnie Loo  
Founder & Group Chief  
Creative Director  
A Cut Above  
Mr Robert Loh  
Founder & Managing Director  
Loh's Tailor



TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2013

Mr Peter Sage  
Founder  
Sage International PZ  
Dr Michael Seah  
Chief Executive Officer  
Corporate Coach Academy  
Tuan Othman bin Haji Omar  
General Manager  
Perbadanan Kemajuan Negeri Selangor  
Mr Eddie Tie  
Group Managing Director  
Vitalife Sciences  
YBhg Professor Dato' Dr KH Wang  
Co-Founder & Group Executive Director  
Smart Reader Worldwide



GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2013

YBhg Datuk Paduka Mother A.Mengalim S. Lyeowmy Iyer  
President  
The Pure Life Society  
Mr Harvey Malaholo  
Singer  
Mr Jeremy Monteiro  
Jazz Musician  
Mr Michael Veerapen  
Jazz Musician  
Mr Saizal Samad  
National Body Builder  
Mr Kabir Khan  
Mohamed Reza Maglolan

WWW.THEBRANDLAUREATE.COM



## THE BRANDLAUREATE Brand ICON Leadership Award ‘13

*An Award for the Most Deserving and Worthy ICONs*

With this in mind, the Asia Pacific Brands Foundation (APBF) launched **THE BRANDLAUREATE – BRAND ICON LEADERSHIP AWARDS**, the highest level of leadership award. Most awards honour organisations, products or causes but there is no award of this stature to honour individuals, more so icons. These icons are in a league of their own. The time has come to do so and once again the APBF has taken the lead by initiating this prestigious Award.

THE BRANDLAUREATE BRAND ICONS have the “X” factor. They take on the baton and drive their brands, organisations and countries to conquer new horizons. They transform and outperform their predecessors. They are bold, intelligent, enterprising, innovative and charismatic. They thrive on challenges and no mountain is too high for them to climb. They inspire and are admired and respected.

### Selection Criteria

The recipients of THE BRANDLAUREATE – BRAND ICON LEADERSHIP AWARDS ‘13 are selected based on nominations from the public and the industry.

The selection committee does the necessary research on the candidates. Successful candidates are selected based on their track record in their career, achievements and contributions to industry and the nation. They have also successfully built their brands, be it corporate or personal.

From over 1000 nominations, 800 are shortlisted and this is narrowed down to 100 and only 40 of the best are selected. The recipients of THE BRANDLAUREATE – BRAND ICON LEADERSHIP AWARDS ‘13 are truly the Brand Icons of our country. Their achievements and contributions speak for themselves.

THE BRANDLAUREATE – BRAND ICON LEADERSHIP AWARDS ‘13 is the most prestigious Award that differentiates the common from the outstanding, the average from the excellent and the mediocre from the distinctive. These ICONs are invaluable to their organisations and country and Malaysia is blessed to have them. They are key players in their country's development initiatives and are part of the nation's transformation plan in helping our country attain Vision 2020. Their achievements and contributions must be recognised as part of Malaysia's history.

Professor Dr  
Philip Kotler

Nobel Laureate Professor  
Muhammad Yunus

Shah Rukh Khan

Kenny G

Datuk Nicol David

## THE ICON

THE ULTIMATE HONOUR FOR THE BEST!



The trophy in 24k gold symbolises the ICON's success. With both hands stretched high and standing on a solid base, the trophy reflects the ICON's confidence and strength to lead and move forward. The pair of golden wings signifies the ICON's adaptability and agility to fly with times, bringing in the winds of change that transform for the better. Each piece is finely handcrafted to reflect the standard of excellence.



**ICONS** Aspiration -  
Live the dream.  
Live the moment.  
Live life to the fullest.

*...Dr KKJohan*



## THE BRANDLAUREATE **BRAND ICON** CATEGORIES

### **THE LEGENDARY ICON**

Legendary Brand ICON Leadership Award  
Grand Prix D' Excellence Brand ICON Leadership Award  
Hall of Fame - Lifetime Achievement Brand ICON Leadership Award  
Man of The Year Brand ICON Leadership Award  
Woman of The Year Brand ICON Leadership Award

### **THE CLASSIC ICON**

Premier Brand Icon Leadership Award

### **THE VISIONARY ICON**

Most Eminent Brand Icon Leadership Award

### **THE BUSINESS ICON**

Great Entrepreneur Brand Icon Leadership Award

### **THE CORPORATE ICON**

Transformational Corporate Leader Brand Icon Leadership Award

### **THE CELEBRITY ICON**

Grand Master Brand Icon Leadership Award



**ICON** *is about living a rich legacy today  
& leaving a lasting legacy tomorrow*

*...Dr KKJohan*



The BrandLaureate  
Legendary Brand **ICON**  
Leadership Award

The BrandLaureate Legendary Brand Icon Leadership Award is the most prominent award in The BrandLaureate Brand Icon Leadership Award 2013. It is conferred to individuals whose achievements and contributions have a profound impact on the nation and society. He/She is a visionary who defies all odds to champion for the causes they consider worthwhile.



# YABHG. TUAN YANG TERUTAMA TUN DATUK SERI UTAMA HAJI MOHD. KHALIL BIN YAAKOB



THE BRANDLAUREATE  
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Brand ICON Leadership  
Awards'13



## YABHG. TUAN YANG TERUTAMA TUN DATUK SERI UTAMA HAJI MOHD. KHALIL BIN YAAKOB HEAD OF STATE OF MALACCA

### A Persona of Symbolism

Tun Datuk Seri Utama Mohd. Khalil bin Yaakob was born on 29 December, 1937 in Kuantan, Pahang. His Excellency is the Head of State of Melaka and was appointed to the position on June 4, 2004 by the 12th Yang di-Pertuan Agong of Malaysia, Tuanku Syed Sirajuddin ibni Tuanku Syed Putra Jamalullail.

He is married to Toh Puan Datuk Seri Utama Dato' Hajah Zurina bte Kassim and they have three wonderful children together: Mohamad Raznam bin Mohd. Khalil, Lalla Nezha bte Mohd Khalil and Dato' Rahadian Mahmud bin Mohd Khalil and two (2) grandchildren.

His Excellency has been both a diplomatic visage and a political figure of significant calibre. As the Head of State, he is empowered with judiciary, administrative and pardoning powers and is the source of honour and sovereignty in the state.

Under his administration, His Excellency has guided and steered Melaka to be a robust and progressive state and a leading tourist destination amongst Malaysians and international tourists. Melaka City was also conferred the UNESCO's World Heritage Site on 7 July 2008. This conferment is a testament of the State leaders' commitment to preserving the rich history and culture of the State and enhancing Brand Melaka on the world map.

### His Story in History

His Excellency started his career at the Foreign Service. He was appointed the Diplomat to Italy, Morocco, Singapore and Indonesia. While on duty in Indonesia, he attended a course at Lembaga Pertahanan Nasional Indonesia (LemHanas) or the National Defence College at Jakarta Indonesia in 1974. His last experience in government has been recognized by the University of Southern Philippines and acquired an Honorary Ph.D Degree (Public Administration) Law. His Excellency also has rewarded an Honorary PhD from The Oxford Centre for Leadership UK in 2008.

In 1976, His Excellency left the diplomatic corp and was appointed as the General Manager of *Lembaga Kemajuan Wilayah Jengka Pahang*. In 1978, he contested in the General Elections for the seat in the Bukit Iban State Legislative Council (in the Pekan Parliamentary constituency and held the post as the Head of UMNO for the Pekan division.) Then, in 1982, he contested and won the parliament seat for Pekan. He was also appointed as the Deputy Minister of Education. In 1983, he was elected as a member of the Supreme Council of UMNO (until 1999).

Between 1984 to 1986, His Excellency was appointed as a Minister in the Prime Minister's Department. He was elected as the Head of UMNO for the Maran division in the party's elections in 1986 and held the post until 1995.



# THE BRANDLAUREATE Brand ICON Leadership Awards '13

During the formation of the State Government, after winning the seat in the Bukit Tajau State Legislative Council in the General Elections of 1986, he was appointed as the Chief Minister of Pahang.

As the Chief Minister of Pahang, His Excellency is known for his no-nonsense approach to work and is often on the ground to scrutinize and have a better feel of what is happening at the various departments and agencies and also to listen to the sentiments of the rakyat (people). During his tenure as Chief Minister for 13 years, His Excellency has brought great development and economic progress to the State of Pahang.

At party's level, His Excellency held the much coveted position of UMNO's Secretary General from 1999 to 2004.

## Awards & Acknowledgement

His Excellency holds the following titles: S.M.P. – *Seri Mahkota Pahang* (Pahang), D.S.A.P. – *Darjah Sultan Ahmad Shah Pahang* (Pahang), S.I.M.P. – *Seri Indera Mahkota Pahang* (Pahang), S.S.A.P. – *Seri Sultan Ahmad Shah* (Pahang), J.S.M. – *Johan Setia Mahkota* (Kerajaan Persekutuan), P.S.M. – *Panglima Setia Mahkota* (Kerajaan Persekutuan), S.P.D.K. – *Seri Panglima Darjah Kinabalu* (Sabah), S.J.M.K. – *Darjah Al-Isma'ili 1* (Kelantan), G.C.O.M. – Grand Cross of the Order of Merit (Federal Republic of Germany), D.U.N.M. – *Darjah Utama Negeri Melaka* (Melaka), S.M.N. – *Seri Maharaja Mangku Negara* (Kerajaan Persekutuan), D.P. – *Datuk Patinggi Bintang Kenyalang* (Sarawak) and S.U.M.Z. – *Darjah Seri Utama Sultan Mizan Zainal Abidin Yang Amat Terpilih* (Terengganu).

## Legacies upon the Land

His Excellency enjoys swimming and playing golf in his pastime. He is also appreciative of music. He is so much into drawing, and is supportive of art as seen in his legacies.

The Folk Art Gallery (Galeri Seni Rakyat), located at Lot 74, Jalan Laksamana, Melaka, is the brainchild of His Excellency. The gallery, inaugurated by the former Chief Minister of Melaka, YAB Datuk Seri Mohd. Ali bin Mohd. Rustam, on June 28, 2008, is divided into two floors of exhibits paintings, works of art and the sculptures of multi-ethnic society in Melaka comprising Malays, Chinese, Indians, Baba-Nyonya, Portuguese, Chetti and indigenous. His Excellency has displayed his personal paintings as collections in the gallery for tourists to enjoy his passions in arts and invaluable skill of drawing.

The Melaka Golf Gallery (Galeri Golf Melaka), which is located in Jalan Banda Kaba, Melaka launched by His Excellency on 11 November 2012, is a gallery where all his special collections are exhibited. He personally triggered the inspiration of the gallery by his keen interest in the sport. Via his solid support, the gallery became realized by the Melaka State Government through the Melaka Museum Corporation (PERZIM) in 2011. The existence of this gallery appears to be very much in line with the Government's aspiration to ignite the sport of golf in the country. Furthermore, this effort is made to assist the Federal and State governments to establish the historic city as 'The Best Golf Destination' in the region.

Formerly known as Seri Melaka, the Governor's Museum Melaka (Galeri TYT Yang di-Pertua Negeri Melaka) is the former official residence and office of the Dutch Governor in the 17th century. This museum was launched in 24 June 2002. It displays a brief history of sultanates, the formation of the Governor of the State of establishment through to the role of institutions of the Yang di-Pertua Negeri. His Excellency has personally contributed most of his own belongings in this museum – a part of his legacy.



*“Brand Melaka has an incredible history that sustains the test of time. As its Head of State, it is my responsibility to guide and lead Melaka to greater success and inspire its people to carry on the torch of branding to create stronger sustainability and longevity.”*



**ICON** *is motivated by the love of life  
& the love for life*

*...Dr KKJohan*



The BrandLaureate  
Grand Prix D'Excellence  
Brand **ICON**  
Leadership Award

Recipients of the Grand Prix D' Excellence Brand ICON Leadership Awards are individuals who have achieved the highest level of leadership and are leaders of the highest distinction and honour. A class of its own!



# YABHG. TUN MOHAMMED HANIF BIN OMAR



THE BRANDLAUREATE  
**Grand Prix**  
**D'Excellence** Brand  
ICON Leadership  
Awards'13



## YABHG. TUN MOHAMMED HANIF BIN OMAR

FORMER INSPECTOR GENERAL POLICE,  
DEPUTY CHAIRMAN OF GENTING BERHAD

### The Virtuous Hand of the Law

Peacekeepers such as officers of the law are a vital component in the functioning of a healthy state. An epitome of such an individual, selfless and dutiful, can be found in Tun Mohammed Hanif bin Omar. This renowned yet dutiful gentlemen was born on 16 January 1939 at Teluk Anson, Perak. He received his early education at Sekolah Anglo-Chinese and then pursued his studies at *Kolej Melayu Kuala Kangsar* (MCKK).

He was the Inspector-General of The Royal Malaysian Police (RPM) for 20 years before retiring in January 1994 – having joined as an officer in 1959. He holds a Bachelor of Arts Degree from the University of Malaya, Singapore, Bachelor of Law (Honours) Degree from Buckingham University and the Certificate of Legal Practice (Honours) from the Legal Qualifying Board.

He is also the Deputy Chairman of Genting Berhad and the Chairman of General Corporation Berhad (In Members' Voluntary Winding-up) and sits on the Boards of AMMB Holdings Berhad, AmBank (M) Berhad, Amlslamic Bank Berhad, AMFB Holdings Berhad and Amlnvestment Bank Berhad.

To add to his already impressive repertoire, he was awarded an Honorary LLD by the National University of Malaya in 1992 and an Honorary PhD by the Defense University of Malaysia in 2011.

### Embossed in History

Hanif has received honorary awards from Malaysia, Indonesia, Thailand, Singapore, Brunei and the Philippines for his invaluable contributions towards the region's security. In 1993, he became the only serving public servant to be awarded non-ex-officio Malaysia's highest non-royal award – which carries the title of 'Tun'. Such recognition and accord is truly the fruit of years of earnestness and diligence.

Hanif was the fourth Chief of Police of Malaysia and the longest-serving Inspector General in the nation – an office he served meticulously for two solid decades. He duly replaced Tan Sri Abdul Rahman Hashim, who had been killed in a communist attack.

He became the Inspector General of Malacca on 7 September 1970. The following year, on 6 December, he proceeded to become the Selangor Police Chief. And on 1 February 1973, he was appointed as the Deputy Chief of Police.

Throughout his career, Hanif has successfully dealt with a number of serious security incidences. Between 1989 and 1990, he guided the Malaysian Government towards achieving a lasting peace settlement with the Communist Party of Malaya (CPM) and the Sarawak Communist Organisation (SCO) – ending four decades of armed insurgencies.



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## Ceaselessly Alert and Ever Active

As a gentleman who never idles and uses his time constructively, Hanif bin Omar's presence has been felt in various efforts, bodies and organizations. He was a Member of the 2004 Royal Commission for the Enhancement of the Operations and Management of The Royal Malaysian Police.

He is the President of the Malaysian Institute of Management (MIM) and the Malaysian Branch of the Royal Asiatic Society (MBRAS). He is also a Member of the Malaysian Equine Council as well as a Council Member of the Malaysian Crime Prevention Foundation.

In addition to the above, Tun Hanif is the Chairman of Yayasan Tun Razak. He also sits as a Member of the Board of Trustees in the Malaysian Liver Foundation, Yayasan DayaDiri, The MCKK Foundation and The Community Chest, Malaysia.

In the mid 1970's, Tun Hanif co-founded the Asean Police Chiefs Conference. During the 1990's he was active in Interpol and the UN Crime Prevention Commission.

## Impressed in Time Immemorial

Hanif has the distinction of being the first graduate to enter the Royal Malaysian Police Force in 1959. In essence, he was a trend-setter in this respect in the police force – emulated by many in the generations that entailed. 15 years later, after exhibiting remarkable prowess as a leader and a disciplinarian, he was appointed as the Inspector General of Police (IGP) – a post he held with reverence for an incredible 20 years.

His unprecedented length of tenure as the IGP clearly reflects the interests of all Malaysians. Tun Hanif performed his duties diligently, without fanfare, and won the admiration of the citizens of the nation. He retired as IGP on 15 January 1994 and in view of his outstanding and impeccable service as IGP, He was awarded the *Darjah Seri Setia Mahkota* (SSM) – which carries the title 'Tun'. This is indeed a rare honour for a senior officer serving with the Government.

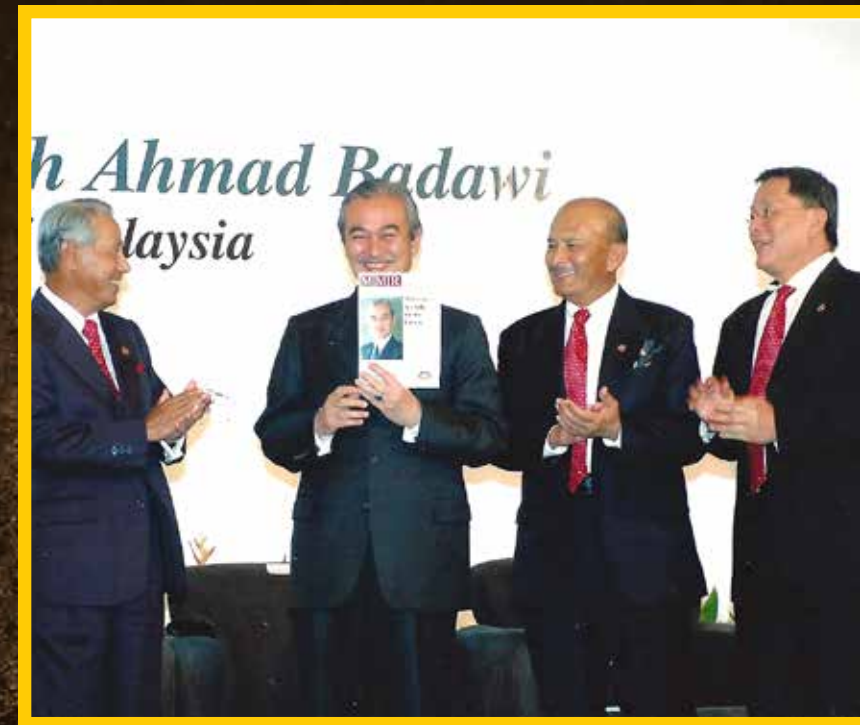
He has received numerous other awards from ASEAN member countries in recognition of his selfless service to the region. This is clear testimony that the sheer impact of his dynamism had been felt even outside the Malaysian borders. He received a good number of awards from Indonesia, Thailand, Singapore, Brunei and the Philippines – bearing authentication to the respect and admiration he has earned from the ASEAN leaders. He is truly the epitome of a lawman – both national and regional.

## New Frontiers

Since his retirement, Hanif has kept himself very active. Besides being a member of the Board of Directors of several companies, he is also involved in a number of charitable activities.

He plays a role as one of the Trustees of the Malaysian Liver Foundation. His untold guidance and immense experience are indeed priceless as he has achieved praiseworthy success in helping his fellow Malaysians battle liver disease.

During his illustrious career, Hanif set the bar high for the nation's peacekeepers and lawmen – a premium standard that will be followed by many for a long time to come.



*"The power of thought is very important. It guides our lives and actions. If we think of defeat, then we will face defeat, if we think of victory, then we will achieve victory. Positivity Empowers!"*



**ICON** *brings out the best in one's self  
and the best in others*

*...Dr KKJohan*



The BrandLaureate  
Hall of Fame -  
Lifetime Achievement  
Award

These Brand Icons are statesmen, leaders and captains of industries who have achieved great eminence for their contributions to the development of their countries/organisations and the world at large. They are visionaries and catalysts of change, defining and benchmarking the standards of thoughts and excellence



# YBHG. DATO' NICOL ANN DAVID



## THE BRANDLAUREATE Hall of Fame - Lifetime Achievement Award



Dato' Nicol David was represented by Melanie De' Run during the Awards' Dinner.

## YBHG. DATO' NICOL ANN DAVID THE WORLD'S NUMBER ONE FEMALE PROFESSIONAL SQUASH PLAYER

### Pride and Joy of the Nation

As the world's number one female professional squash player, Dato' Nicol Ann David's reputation indeed precedes her – for her name is uttered in the four corners of the world! She was born in Penang on 26 August 1983 to Desmond David, a Malaysian Indian engineer and Ann Marie David, a retired Malaysian Chinese school teacher.

Raised as a Roman Catholic, David received her primary education at Sekolah Kebangsaan Convent Green Lane (Convent Green Lane Primary School), and later, studied at Convent Green Lane Secondary School in Green Lane, Penang.

A natural high-achiever, David is excellent not only in sports, but academically as well. She scored seven A's for her *Penilaian Menengah Rendah* (PMR) and obtained seven A's in her *Sijil Pelajaran Malaysia* (the equivalent of the GCSE).

### The First Serve that Never Ended

David began playing squash at the tender age of five years old and received coaching at the age of eight. While training at the Bukit Dumar Squash Centre, David's talent was spotted by Ee Phoe Hoon, who led her to represent her home state of Penang, along with her sisters.

David's squash career began in 1992 when she won Silver in the Under-14 category of the Penang State Junior Championship. Her first national level victory was also in the same year at the Milo-Dunlop Sport National Junior Interstate Championship – where she won Silver in the Under-16 category.

In 1994, David was chosen to join the Penang state squash team for the Malaysian Games (SUKMA) tournament where she helped the Pearl of the Orient win a Gold medal in the team event; despite being ill at the time. In the same year, she won her first two international titles – the Hong Kong U-13 and the Scottish Junior Open Under-12.

David won the Women's World Junior Squash Championships of 1999 in Antwerp, Belgium – making her the youngest woman to become the world junior champion at the age of 15. In the process, she defeated three players ranked in the 'World Top 20'. She successfully defended the title in Penang in 2001 – becoming the first player in the history of squash to have won it twice.

In 1999, David began to win major junior tournaments, including the British Junior Open (Under-17 – Champion), the German Junior Open (Under-19 – Champion), the SEA Games (Champion in the Senior and Team categories) and the Asian Junior Champion – Champion for both individual and team events.

David's biggest win, however, was the World Junior Championships, played in Antwerp. It took just half an hour for the then 15-year-old Malaysian schoolgirl to obtain the 'World Junior Champion' status – making her the youngest ever winner of the title. David is also one of the few squash players to have won all the age categories in the British Junior Open.

### Entering the Realm of Professionals

David joined WISPA and turned professional in 2000 when she won her first WISPA title, after only a month in the tour. The following year, she signed a two-year deal to play with Head rackets with local sports conglomerate, Mulpha Sports.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

The 'Penangnite' became the first local player to win the Women's CIMB Malaysian Open Squash Championship title in the event's 31-year history. David proved that she was made of the stuff of champions in the World Games and in the Malaysian Open by becoming the first Malaysian to win a British Open title and the first Asian to win the women's crown. Within two months after winning said titles, David won the first of her seven World Open titles in Hong Kong in 2005 and attained the 'World Number One' ranking for the first time in January 2006.

She was voted by her fellow members of the Women's International Squash Players Association as the WISPA Player of the Year 2005. David became the 'World's Number One Female Squash Player' in January 2006 at the age of 22 – the first Malaysian and the first Asian woman to be ranked as such in the sport.

In 2008, David won 10 tour titles, unbeaten; she completed her most successful year to-date, retaining the Cathay Pacific Hong Kong Open title for the third successive year in November – bringing her 2008 WISPA World Tour title total to 10 – thereby extending her unbeaten tour record since October 2007 to 53 matches.

David has now been World No.1 as at June 2014, for 95 months consecutively. She also was the WISPA Player of the Year on six consecutive occasions – from 2005 until 2010.

### High Honour Befitting One of Global Calibre

On 7 June 2008, David was honoured with the Order of Merit (Darjah Bakti or D.B.) in conjunction with the birthday of His Majesty Tuanku Mizan Zainal Abidin. She was the first recipient of the award, which had been established on 26 June 1975. The following month, she was among 497 people honoured in conjunction with the 70th birthday of the Penang State Governor, Tun Abdul Rahman Abbas.

David was also one of the 28 people who received the *Darjah Setia Pangkuan Negeri Award* (DSPN), which carries the title Dato' – the youngest person ever to be conferred Datukship in Penang. In July 2007, David obtained her Master of Arts honoris causa – an honorary degree by the University of Nottingham.

Winning the British Open titles in 2005, 2006, 2008, 2012 and 2014, as well as the World Open title for a record of seven times in 2005, 2006, 2008, 2009, 2010, 2011 and 2012 and Asian Championships eight times and three Asian Games Gold Medals and One Commonwealth Gold Medal.

David was given the honour of carrying the Olympic torch for Malaysia during the build up to the Athens Olympics in 2004 and the Beijing Olympics in 2008 and was appointed as the UNDP National Goodwill Ambassador for Malaysia.

### Inducted into the WSF Hall of Fame

Considered by some to be one of the greatest woman squash players of all time, David was inducted into the World Squash Federation (WSF) Hall of Fame by compatriot, HRH Tunku Imran, the WSF Patron and IOC member, as part of the World Squash Awards programme at the World Open Championship/WSF AGM dinner in Rotterdam.

David has almost single-handedly put Malaysia on the map for squash. Recently, in January 2014, the squash champion became the newest Ambassador for the Laureus Sport for Good Foundation, along with the 'Number One Male Squash Player in the World', Nick Matthew.



*"To be conferred with The Brand Laureate Hall of Fame Lifetime Achievement Award 2013 is an honour. I have been giving my best in my passion for squash throughout my career and to be appreciated with this award tops my year 2013"*



*Treasure our **ICONS** because  
**ICONS** are our treasure*

*...Dr KKJohan*

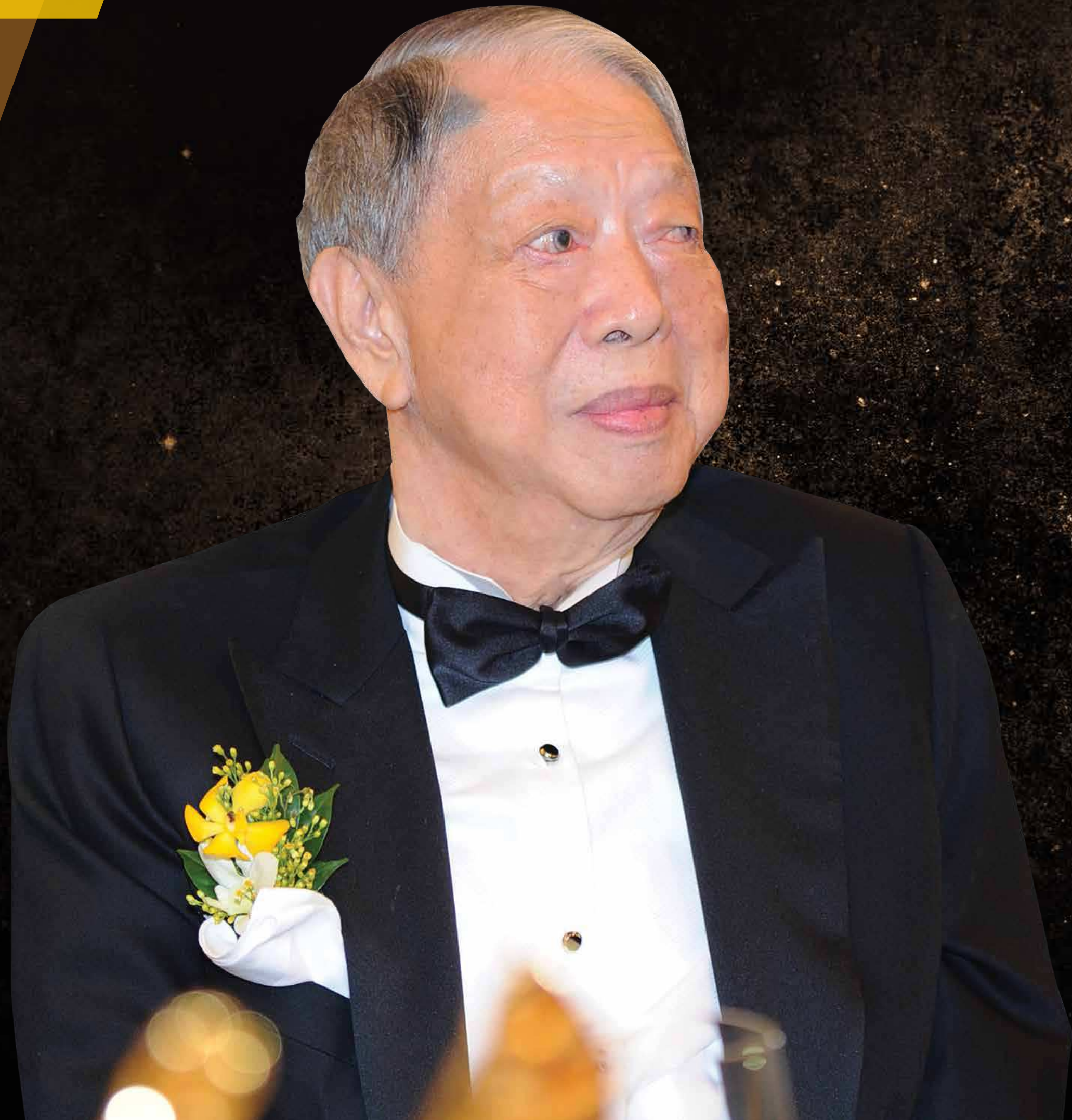


The BrandLaureate  
Man of the Year Brand **ICON**  
Leadership Award

The BrandLaureate Man of the Year Brand Icon Leadership Award 2013 is conferred to a man of valour and courage. He is a stalwart and achieves his vision in an undaunted manner and scales new horizons to expand his frontiers. He is a man of great achievements who influences and shapes the course of history.



# YBHG. TAN SRI DATO' LOW KENG HUAT



THE BRANDLAUREATE  
**Man of the Year**  
Brand ICON Leadership  
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## YBHG. TAN SRI DATO' LOW KENG HUAT CHAIRMAN, LOW KENG HUAT BERHAD

### The Icon

Tan Sri Dato' Low Keng Huat, the former President of the Master Builders Association and its current Honorary President, comes from humble beginnings. On 2 June 1982, he was bestowed with the 'Tan Sri' title for his achievements in business and his selfless contributions to society.

As one who grew up during desolate times of conflict, he is a man who has tasted the bitterness of strife and fully appreciates the opportunities that life has to offer. Though his education was interrupted by the Second World War, he preserved his determination and worked earnestly to overcome obstacles and pursue his dreams and visions in life.

Low ventured into the construction realm with his three brothers, under the brand of LKH Construction in the year of the Malaysian Independence. The company started small, handling minor works such as alterations, renovations and extensions, akin to a little mustard seed that in time sprouted into a mighty oak. In the 60's, the true quality of the company became prevalent. In the following decade, the company had become one of the premier builders and real-estate developers in Malaysia and Singapore.

### People: The Secret of Success

Low is of the firm belief that it is the living, breathing people who build the brand and uphold its name high. As a brand's primary source of strength, the staff are taken care of and invested upon, particularly in nurturing their development.

Not just focusing on the physical construction of buildings, he expounded upon the 'team spirit' of his employees, galvanizing the essence within, harnessing their ingrained potential and bringing out the very best in them. For when the nucleus of the organization is vibrant and entrenched, the pulse of the company is one that radiates excellent health, maximizing morale and boosting growth exponentially.

With Low at the helm, a number of processes were mechanized, thereby easing tasks and cutting down labour strain, simultaneously boosting efficiency. Provisions for safety features were also looked into and improved for the overall benefit of the LKH workforce.

Something to be noted historically, LKH is the first company to do away with the archaic 'kepala' (head) system by employing workers directly. Aside from emancipating itself from middlemen, the brand gained better control over its manpower; and this in turn provided the brand with due mobility and manoeuvrability required to meet its high standards, stringent quality control, deadlines and completing its projects according to schedule and etching records in the process.

### Iconic Creations

Under the stewardship of Low, LKH became an organization that sets new standards in the marketplace and created history time and time again.

Amongst its list of record-breaking accomplishments and feats in construction: The longest bridge built in Malaysia in 1970, the Temerloh



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

Bridge; the first shopping centre in Singapore, People's Park; the first shopping centre in Malaysia, Ampang Park (which celebrated its 40th Anniversary last year) ever relevant and as central as it was four decades ago in the realm of premium shopping centres; the deepest basement for the UOB Building on the Singapore River bank, a highly complex engineering feat of marvel in its day; in 1976, the tallest building in South-East Asia, the 52-storey OCBC Centre; in 1979, the futuristic Sabah Foundation Headquarters Building; the world's widest column-free hangar at Changi Airport for SIA (which could accommodate three jumbo jets) in 1982; the following year, the American Embassy Building in Kuala Lumpur (a highly demanding endeavour); the Mandarin Gardens Condominium, 17 blocks totalling 1006 units of ultra-modern condominiums in 1985 (arguably the largest high-end residential project in Singapore during that time); the award-winning New Tech Park in 1989, a six-storey industrial building uniquely designed for hi-tech manufacturing (the first of its kind in Singapore) and in 1991, the restoration of the historic Convent of the Holy Infant Jesus site in Singapore into a distinctive and elegant commercial complex.

As time progressed, LKH amassed vast experience in the building industry. Coupled with Low's insight and the company's sound financial resources, LKH ventured into the arena of property development and investments.

In the mid 70's, the brand saw the need to provide affordable housing to the mass market. LKH ventured to develop townships in new areas: Setapak Jaya, Rampai and Segambut Jaya, supplying affordable compact and cluster housing to the lower income group.

Some of the significant projects being undertaken by LKH currently include: The Minton, Singapore, (1145 condominium/shop units), Paya Lebar Square, Singapore, (715 office/retail units), Panorama, Kuala Lumpur, (223 high-end condominium units), Villa Wangsamas, Kuala Lumpur, (nine blocks of 1317 condominium units) and Infinity Residence, Kuala Lumpur, (three blocks of 523 condominium units near a MRT station at Wangsa Maju).

### Creating Enduring Brands

With sound vision and earnest dedication, Low has successfully turned his businesses into two public-listed companies – General Corporation Berhad, listed on the Main Board of Bursa Malaysia and Low Keng Huat (Singapore) Limited, listed on the Main Board of the Stock Exchange of Singapore.

General Corporation Berhad had businesses in construction, property development & investments and shoe distribution. General Corporation Berhad was privatized in 2010 and the businesses are now operated by Low Keng Huat Berhad.

Low Keng Huat (Singapore) Limited is prominently involved in construction activities, property development and investments as well as hotels in Singapore and regionally.

Low is indeed living proof that with determination and hard work, many entrepreneurs can be successful in Malaysia, a land of opportunities. He continues to inspire entrepreneurs in the region with his progressive outlook of life.



*“With determination  
and hard work, many  
entrepreneurs can be successful  
in Malaysia,  
a land of opportunities.”*



**ICONS** *inspire our world*

*...Dr KKJohan*



The BrandLaureate  
Woman of the Year Brand **ICON**  
Leadership Award

The BrandLaureate Woman of the Year Brand Icon Leadership Award 2013 is conferred to a steadfast woman who is led by a strong passion and commitment in her quest for success. She has a pioneering spirit that turns vision into reality and ideas into innovation. She is a woman of great substance; she inspires and is a source of emulation for all.



# YBHG. TAN SRI DR. JEMILAH MAHMOOD



THE BRANDLAUREATE  
**Woman of the Year**  
Brand ICON Leadership  
Awards'13



*Tan Sri Dr. Jemilah Mahmood was represented by Dato Dr Ashar Abdullah during the Awards' Dinner.*

## YBHG. TAN SRI DR. JEMILAH MAHMOOD

GLOBAL HUMANITARIAN,  
FOUNDER OF MERCY MALAYSIA

### Textbook Heroine in the Flesh

Tan Sri Dr. Jemilah Mahmood is a prominent global humanitarian and the founder of MERCY Malaysia whose passion in humanitarian work has touched many lives across the globe. Having founded MERCY Malaysia, an esteemed international humanitarian organization, in 1999, Dr. Jemilah has stood as the driving force of MERCY and global humanitarian activism in the country. Her astounding humanitarian work has placed her as one of the present figures in the current school textbooks.

Dr. Jemilah's personal childhood memories have indeed been her destiny-guide – her civic responsibility quite literally began on the day she learned kindness as a child. One of her earliest childhood memories was seeing her parents kindly provide food and shelter at their home to any strangers they met.

### Life's Lessons

Upon reaching age of 14, she used to be sent off to Singapore during every school holiday with a sum of money and a specific task. Her task was to ensure that her late father's relatives, who were less unfortunate than them, had sufficient school books, uniforms and shoes before she was allowed to return.

Moreover, growing up in missionary schools, Assunta Primary and Secondary Schools, had instilled in her until today the philosophy of her school that if you educate the heart, the mind will follow. She often took part in charity works and volunteerism that were integral to the education system back in the old days.

### The School of Experience

A graduate of University of Malaysia, Dr Jemilah started her career in Kuala Lumpur General Hospital. After completing her Masters in Obstetrics and Gynaecology in the United Kingdom, she served as a lecturer in Obstetrics and Gynaecology at the Medical Faculty of UKM until 1995.

She also served as a research fellow at the prestigious Tokyo University; as well as a fellow of the Royal College of Obstetricians and Gynaecologists (United Kingdom) in 2004. From 1995 to 1998, she was the Treasurer for the Malaysian Obstetrical and Gynaecological Organisation. She was also the Vice President for the Malaysian Menopause Organisation from 1999 to 2000.

As of September 2009, she is an Obstetricians and Gynaecologist at Ampang Puteri Specialist Hospital, Kuala Lumpur. Dr. Jemilah Mahmood is married to Dr. Ashar Abdullah and they have two sons. She founded MERCY Malaysia in June 1999 after watching the news of the Kosovo War with her five-year-old son. He asked her: "But you're a doctor, why aren't you helping them?"

### Dare to Sacrifice

Carrying the Malaysian brand and building trust and partnerships with local and national stakeholders allowed Dr. Jemilah and her volunteer crew to work in countries where other organizations faced challenges – while leaving a lasting impression of Malaysia in the global arena.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

Her commitment in MERCY Malaysia saw her travelling into the extremely dire and dangerous areas in the world – including Afghanistan, Sudan, Iran and Iraq, among others; as well as sheltering with the poorest and most endangered folk.

In 2003, she was shot in her left hip during a MERCY mission in Baghdad. She delayed treatment for five days to tend to others, saying, "I've seen children's legs ripped apart – so this is nothing compared to what they have gone through."

She mentioned that the doctors at Chiwader Hospital had wanted to remove the bullet but she did not want to take up their time and medication. She was still walking around with a bullet in her left hip – five days after being shot. It was reported then that during those critical moments, she simply dug the bullet from her hip and sewed up the wound herself. It was a big jolt to her as it was then that she realized volunteer work can actually prove to be very dangerous.

### A Leader with Heart

Under the helm of Dr. Jemilah, MERCY was able to gain continuous support from corporations – even beyond its financial needs. In her time, MERCY Malaysia was able to create a trusting relationship with corporations such as Khazanah Nasional Berhad, Pricewaterhouse Coopers, Hay Group, Boston Consulting Group, Celcom Berhad, and many others, to better its services. She used the opportunity to extract skill set of different fields from various corporate bodies to strengthen the position of MERCY as a global humanitarian organization.

Once, whilst on a meeting in Geneva, she was approached by a group of Sudanese ladies asking her if she knew of the organisation MERCY Malaysia as she was seen donning a hijab that resembled the Malaysian style. Without revealing her identity, she responded with a simple 'yes' and was then asked to send their gratitude to Dr. Jemilah Mahmood for helping to build the maternity and health care centre for women and training midwives in Darfur back in 2004. The encounter ended with a pleasant revelation on their end and became sealed as a proud moment for every Malaysian who will ever hear about the little encounter. And that, for Tan Sri Dr. Jemilah, is what made the journey worthwhile and the point she decided to leave MERCY Malaysia.

After retiring from MERCY Malaysia, Dr Jemilah served at the UN as UNFPA's Chief of Humanitarian Response for two years. She presently lends her skills to organizations around the world to help them on their boards and to facilitate research. She currently sits as the Chairperson of Teach for Malaysia.

Throughout her illustrious career, Dr Jemilah has received many accolades for her commitment and passion in the humanitarian line. Some of them include the *Dato' Paduka Mahkota Perak* (DPMP) from HRH Sultan Azlan Shah, The Sultan of Perak (2002), the *Panglima Jasa Negara* (PJN) from DYMM Seri Paduka Baginda Yang di-Pertuan Agong (2003), the First East Asia Women's Peace Award – 'Humanitarian Service Category' (2003), the Gandhi, King, Ikeda Peace Award (2006), and the *Panglima Setia Mahkota* (PSM) from DYMM Seri Paduka Baginda Yang di-Pertuan Agong.

Dr Jemilah was the first Malaysian to receive Bahrain's inaugural Isa Award for 'Service to Humanity' in 2013.



*"I took a decision - either I could be very successful in my medical profession and become very rich; or I could try to make a difference in humanity."*



*Some leaders watch things happen  
Most leaders wonder what happen  
Great leaders make things happen  
- These leaders are **ICONS***

*...Dr KKJohan*



The BrandLaureate  
The Classic **ICON**  
Leadership Award

They are the crème de la crème of ICONs whose names are synonymous with their businesses and brands. They are astute business leaders and influential with business empires spanning the globe. They are the movers and shakers and trendsetters.



# YBHG. TAN SRI DATO' DR. KHOO KAY PENG



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## YBHG. TAN SRI DATO' DR. KHOO KAY PENG

CHIEF EXECUTIVE OFFICER  
MALAYAN UNITED INDUSTRIES BERHAD (MUI)

### The High Rewards of Philosophical Observance

Tan Sri Dato' Dr. Khoo Kay Peng, 75, is a classic self-made industrialist. Born in Batu Pahat, Johor, he received his early education in a Government English school there and thereafter completed his school certificate in a secondary school in Segamat, Johor.

Khoo began his career in 1956 as a clerk in Oversea-Chinese Banking Corporation Ltd. (OCBC), Singapore. In 1960, he returned to Malaysia and started as a Sub-Accountant at the newly established Malayan Banking Berhad (MBB).

Holding strong to the philosophy of hard work, integrity and honesty, he quickly climbed the corporate ladder. By 1963, he was promoted to aManager at MBB, and two years later, was handpicked to manage the new Bank Bumiputra (M) Berhad. In 1974, Khoo was promoted to the post of General Manager and a year later, in 1975, was made Director of Bank Bumiputra (M) Berhad's banking operations.

### Traversing the Frontiers of Excellence

In the following years, Khoo's career continued to flourish. His strong banking reputation and leadership was recognized by the Government when he was appointed as the Vice Chairman of MBB in 1980, a Trustee of the National Welfare Foundation in the following year and the Chairman of the Tourist Development Corporation (TDC – now Malaysia Tourism Promotion Board) in 1985.

Khoo's next career move elevated and stamped his reputation as an outstanding entrepreneur and manager within the industry. He

successfully transformed a then unknown struggling manufacturer of toothbrushes and carton boxes, Malayan United Industries Berhad (MUI), into a dynamic, multi-industry group within seven years!

Having first been appointed a Director of MUI in 1971, Khoo took over the helm as Chairman and Chief Executive in 1980. Under his dynamic leadership, MUI leapt to the forefront of many major industries – including banking, finance, cement, sugar, insurance, hotels, properties, retailing and trading. This achievement can certainly be attributed to his indomitable drive for achievement and excellence.

### Gazing at a Man of Principle

As Chairman and Chief Executive, he is a strong advocate of the doctrine of moral accountability of the company in the conduct of its affairs and accordingly expects the highest degree of integrity from all staff.

This is reflected in the Group's corporate philosophy: Strong, Efficient and Trustworthy, which continues to guide its business practices and code of corporate governance till today. Khoo's foresight and strong leadership in the diversification of the MUI Group's businesses locally and globally over the last half a century cannot be understated.

Under his stewardship, the MUI Group today focuses on five core businesses – retailing, hotels, food and confectionery, property and, financial services. The Group's international operations span Asia Pacific, the United States of America (USA), the United Kingdom (UK), and Continental Europe. MUI is well-established in the retailing industry, owning two major retailing brands – the London-based Laura Ashley and the home-grown Metrojaya brands.



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### Brilliant Brand Building

The success of Laura Ashley Holdings PLC (Laura Ashley) is a prime example of Khoo's unflagging entrepreneurship spirit. An ailing company when it was acquired in 1998, Laura Ashley presently has 212 stores in the United Kingdom, Ireland and France, and franchises 266 stores in 28 countries worldwide – including Japan, Australia, Hong Kong and Taiwan.

In line with Khoo's vision and enthusiasm, Laura Ashley is exploring avenues to expand in mainland China. It has also recently ventured into boutique hotels with the opening of Laura Ashley The Manor in Elstree, Hertfordshire, United Kingdom.

The MUI Group also owns and operates a chain of hotels in Malaysia and the United Kingdom (UK) under the Corus banner. In Malaysia, it has Corus Hotel KL – which is strategically located in the heart of Kuala Lumpur city centre, and Corus Paradise Resort Port Dickson. The Group's other hotels are located across the UK from London to the Lake District – with its flagship property ensconced in the prestigious Hyde Park in London.

MUI's other major interests include the Network Foods Group – which manufactures and distributes chocolate confectionery worldwide under established brands, including Tudor Gold, Crispy and Tango. The Group continues to develop Bandar Springhill, an integrated township in Port Dickson, Negeri Sembilan.

### Honouring an Epitome Industrialist

For his contributions to nation building and developing successful businesses in the region and beyond, Khoo has received a number of meritocratic awards from the Government – including the *Darjah Mahkota Johor Yang Amat Mulia* (DPMJ), which carries the title, 'Dato', [1975], the *Darjah Yang Mulia Pangkuan Negara* (KMN) (1975) and the *Darjah Yang Mulia Setia Mahkota Malaysia* (PSM) (1986), which bears the title, Tan Sri.

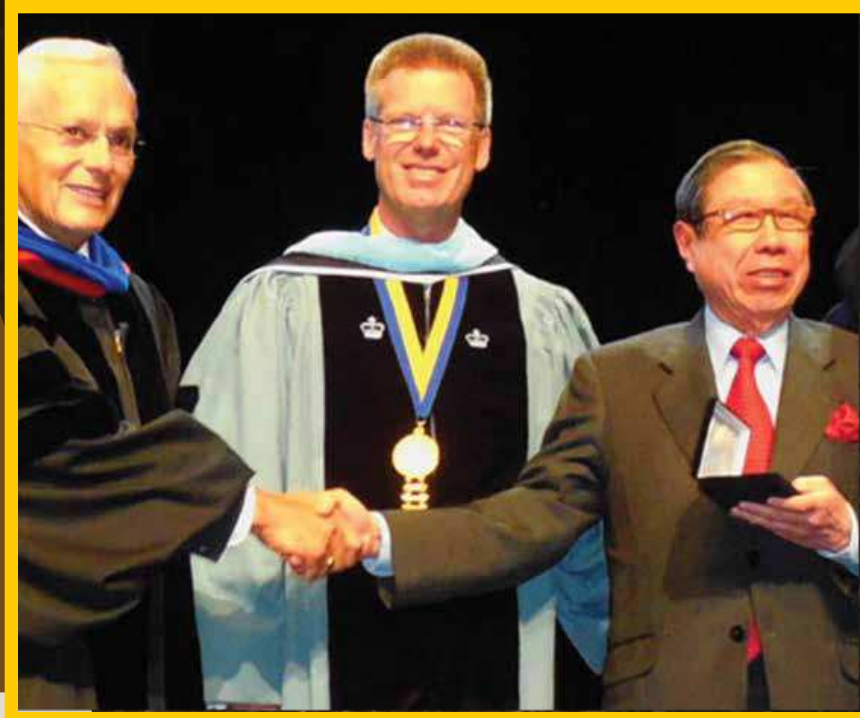
Khoo's prominence and contributions are also recognized by foreign institutions and governments. In 1985, he was awarded the Manager of the Year Award by the Harvard Business School Alumni Club of Malaysia. In the same year, the Asian Institute of Management, in conjunction with the Association of Banks, Malaysia, conferred him the Entrepreneur of the Year Award.

In 2013, he was awarded a medal by the United States Commission on International Religious Freedom – a commission established by the United States Congress. He was also conferred the Honorary Doctor of Letters by Curtin University of Technology, Perth, Australia, (1993), the Honorary Doctor of Law by Northwest University, Kirkland, United States, (2000) and the Honorary Doctor of Philosophy in Business Management (honoris causa) by UCSI University, Malaysia, (2011).

In recent years, Khoo has been awarded several Lifetime Achievement Awards. In 2012, the Asian Strategy & Leadership Institute (ASLI) awarded him the Lifetime Achievement Award for 'Leadership in Global Business' at the World Chinese Economic Forum. In 2013, Enterprise Asia accorded him the Lifetime Achievement Award of the Asia Pacific Entrepreneurship Awards.

He also sits on the Boards of SCMP Group Limited (South China Morning Post) and The Bank of East Asia Limited, Hong Kong. He is a Council Member of the Asia Business Council, Malaysian-China Business Council and Malaysian-British Business Council.

Khoo is one who has, beyond the shadow of a doubt, elevated Malaysia immensely in the global spectrum.



*"Passion is crucial for success in life. I do not know of any great man who attains success without it. Passion is the motivation for excellence and it translates vision into reality. Every great statesman, every successful entrepreneur, every outstanding sportsman, in fact, every incredible achievement in every field of human endeavour is driven by an overpowering passion for success. So put passion into your life."*



# YBHG. TAN SRI DATO' MOHAMED MANSOR BIN FATEH DIN



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## YBHG. TAN SRI DATO' MOHAMED MANSOR BIN FATEH DIN FOUNDER, GLOMAC BERHAD

### A Unique Partnership for All to Emulate

Tan Sri Dato' Mohamed Mansor bin Din or, better known as FD Mansor, is the former Group Executive Chairman of Glomac Berhad – a prominent property developer in Malaysia. FD Mansor founded Glomac in 1988 with his partner, Datuk Richard Fong.

Together, they share a passionate philosophy and belief in enhancing the value of life for Malaysians by providing good quality homes and offices as well as places to work and play. Glomac Berhad was listed on the Main Board of Bursa Malaysia Securities Berhad on 13 June 2000. The partnership between FD Mansor and Datuk Richard Fong remains exemplary, as one of the most enduring successful joint-ventures between Bumiputera and non-Bumiputera associates, and has successfully elevated the company's reputation to be among the 'Top 12 Best Players in the Malaysian Property Industry'.

Today, Glomac Berhad comprises more than 55 subsidiaries with involvements in every facet of the real estate business – encompassing property development, property investment, construction, property management and car park management.

### Made of the Stuff of Greatness

FD Mansor has extensive and professional experience in the property and real estate business development through his involvement in the industry for the past three decades. Before he founded the Glomac

Group, he was the Personnel Director of Utusan Malaysia Sdn. Bhd.

He was also the Honorary Secretary of the Malay Chamber of Commerce and Industry, Selangor, from 1987 to 1995, and was awarded the Selangor Entrepreneur of the Year 1995 by Dewan Perniagaan Melayu Malaysia Negeri Selangor – in recognition of his contributions to the state. Over and above that, in September 2005, he was awarded the prestigious Property Man of the Year by FIABCI Malaysia.

In 2007, FD Mansor was conferred the title, Tan Sri, when he received the Panglima Setia Mahkota from Seri Paduka Baginda Yang di-Pertuan Agong XIII of Malaysia. In June the following year, he was awarded the Anugerah Usahasama Tulen by the Malay Chamber of Commerce, Malaysia.

In recognition of his contributions and achievements for the state of Selangor, he was awarded several state awards, including the Justice of the Peace (Watikah Pelantikan Jasa Pendamai) (JP) and Dato' Paduka Mahkota Selangor (DPMS).

Apart from having been recognized by the state for his many feats, FD Mansor has also received several prominent awards for his commitment and hard work in contributing towards the community as well as propelling the economic growth of Malaysia. Among his many awards include the *Pingat Jasa Kebaktian* (PJK) in 1976 and RAM Award of Distinction in 2006.



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### Immense Passion for Optimum Value

FD Mansor is a very focused and passionate real estate personality. He is modest and keeps a low-profile, yet has been determined in his efforts to add value to all real estate developments under his company's purview – especially those in Kelana Jaya, Petaling Jaya and Kuala Lumpur City.

FD Mansor had succeeded in turning Kelana Jaya into a thriving commercial hub and made the precinct known as a prime business address in the Petaling Jaya. Besides Kelana Jaya, Glomac undertakes projects in KLCC, Kuala Lumpur and other parts of the Klang Valley, Melaka and Johor.

Over the years, Glomac Berhad has reaffirmed its reputation as a responsible and visionary property developer with its solid record of developing townships, residential, commercial and mixed development properties.

### Perpetual Vibes throughout the Globe

Indeed, FD Mansor has been the aspiration and strength of Glomac Berhad. The spirit of his endless and continuous dedication, commitment and vision will continue to contribute to the Muslim business and entrepreneur leaders in Malaysia and throughout the world. The result of this has seen Glomac venture into foreign markets such as Indonesia, Thailand and Australia.

In June 2011, FD Mansor was again recognized – being a recipient of the Jewels of Muslim World Award 2011. This award is conferred in recognition of achievements and contributions made by high-profile business leaders in the Muslim world. He also sits as the Advisory Council in Iqra Foundations.

### Inspirations of Care amidst Aspiration of Hope

Not being one to rest comfortably on his laurels of success, FD Mansor is actively involved in humanitarian organizations and activities. He is a Member of British Institute of Public Relations. He is also a Member of the Malaysian Institute of Public Relations and of the Malaysian Institute of Personnel Management.

FD Mansor's dedication and vision continues to inspire – going beyond the Glomac group. From 2006 until now, FD Mansor has sat as one of the Board of Directors of *Rumah Kebajikan Rumah Aman* in Shah Alam. The home provides a caring environment for the nurturing and upbringing of boys who are orphans or from needy families. His passion for philanthropy has seen him carry out an important role in supporting and sustaining the orphanage and its social missions.

Known for his down-to-earth and cheerful persona, FD Mansor is married to Puan Sri Zainun and has a son and two daughters. His son, Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor, now helms Glomac Berhad as the group Managing Director and Chief Executive Officer.



*"If together we put our mind,  
heart and soul, we can do better;  
and the best is yet to come  
- our beloved Glomac."*



# YBHG. TAN SRI DATO' DANNY TAN CHEE SING



THE BRANDLAUREATE  
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## YBHG. TAN SRI DATO' DANNY TAN CHEE SING GROUP EXECUTIVE VICE CHAIRMAN TROPICANA CORPORATION BERHAD

### In the Beginning

Tan Sri Dato' Danny Tan Chee Sing is a successful entrepreneur and corporate leader. His journey in the pursuit of success led him to many ventures; but it is in the field of property development that he truly found his niche. As the Founder of Tropicana Corporation Berhad, formerly known as Dijaya Corporation, he has spearheaded the brand to the realm of untold success.

Tan started his early education in a Chinese-language primary school. He then read English at the Batu Pahat Secondary School and obtained a Certificate of Cambridge in English. Proficiency in both the English and Chinese languages laid a solid foundation for him in his business career.

### Capitalizing on the Window of Opportunity

After graduating, he worked with AIA Insurance company as an insurance agent. Four years later, his brother, Tan Sri Dato' Vincent Tan, and him went into a joint venture by setting up trading companies that focused on the sales of refurbished cars and machinery.

In the early 1980's, he established Indah Corporation Berhad in Johor

Bahru where both of them invested in land and started developing for the housing industry.

During the time when Malaysia was undergoing a trend of commercialization, the brothers acquired agricultural land – commercializing and reselling them to listed companies. With the large sum of profits raised, they went on to develop other businesses.

### Tropicana Corporation – Exemplar Establishment, Breathtaking Brand

Tan was appointed to the Board of Tropicana Corporation Berhad on 5 July 1995. On 7 January 2013, he relinquished his position as Group Chief Executive Officer and was re-designated as the Group Executive Vice Chairman. In addition, he also holds the position as the Chairman of the Executive Committee and Option Committee of Tropicana.

Tropicana Corporation Berhad is known for its iconic development with Tropicana Golf & Country Resort holding a strong track record in the residential and commercial developments. The brand has built a strong reputation for quality living and is the pioneer in lifestyle residences in the country – setting benchmarks in the much sought-after resort style home concepts.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

The Tropicana brand has won many prestigious awards such as the BCI Asia Top 10 Developers Award 2014, Asia Pacific Property Awards 2014, Super Excellent Brand Award 2013, Asia Pacific Property Awards 2013, Best Residential High Rise Development and Best Golf Course, FIABCI award – to name a few. These awards are a reflection of the strength of the Tropicana brand as well as a testament of its success.

Today, Tropicana Corporation Berhad has a landbank size close to 2,000 acres with a potential gross development value of over RM70 billion. Its developments are geographically diversified, located at the key growth corridors throughout Malaysia.

### Branching out Exponentially

As a businessman and entrepreneur, Tan has a wide spectrum of businesses through his investments in public and private limited corporations. He has extensive experience in property development, resort and restaurant management, leisure and entertainment operations through his investments in public and private limited corporations.

Today, he oversees a fairly large listed property group and owns companies involved in a wide range of businesses which include property, construction, the medical centre sector, clubs, hotels as well as food and beverage.

### Life Emulated by a Spectrum of Colours

Given his vast role in the corporate world, it is not surprising that this industrious entrepreneur is known to be very firm when it comes to making decisions – once he puts his mind to something, it is hard to convince him to do otherwise.

Besides being a man who values his family's privacy and security, he is also a generous employer. He never fails to value his staff by showing appreciation via gifts and employee share option schemes. When it comes to food, he enjoys Chinese cuisine at the Spring Garden Tropicana Restaurant in the Tropicana Clubhouse.

Tan does not fall behind in terms of contribution towards society. For many years, he kept a low profile of his charitable contributions. In 2011, encouraged by interested members of the community, he headed the Tropicana Foundation, formed under the umbrella of Tropicana Corporation Berhad. As a trustee of the Foundation, Tan's objective is to improve the lives of the underprivileged communities through the provision of funding and implementation of other charitable initiatives. The Foundation aims to provide assistance by supporting local health, education and other non-profit organizations (NGOs).



*"It is said that home is where the heart is. This rings especially true as we have always believed in building homes that not only appeal to the eyes and minds of our consumers, but to their hearts as well."*





# DAVID TEO KEE BOCK



THE BRANDLAUREATE  
**Premier**  
Brand ICON Leadership  
Awards'13



David Teo was represented by Steven Lim, Executive Director of Super Food Marketing Sdn Bhd during the Awards' Dinner.

**DAVID TEO KEE BOCK**  
CHAIRMAN & MANAGING DIRECTOR  
SUPER GROUP LTD

### SUPERcharged for Distinction

Teo Kee Bock, also known as David, is one of Singapore's leading entrepreneurs and corporate leaders who has, to a certain degree, revolutionized contemporary lifestyle and impacted modern living for the better. In his capacity as the Founder and Chairman, he has energetically propelled the Super Group to the stratosphere of truly remarkable and outstanding brands that are here to stay.

As the Executive Director of Super Group Ltd. since January 1992, Teo is credited as the initiator of Super's three-in-one beverage products. In 1994, upon the successful listing of Super on the Singapore Stock Exchange, Teo was appointed Chairman and Managing Director of the esteemed Group – further adding the desirable impetus to the brand.

This could not be more apt as for more than 25 years – an impressive quarter century, he has been leading the Group's along its majestic trajectory of growth and development in Asia's fast-paced and competitive food and beverage industry, creating significant waves along the way.

### The Brand that Resounds Prominence

Super, the three-in-one beverage concept pioneer in South-East Asia, best known for its instant three-in-one coffee, has leveraged off its newly branded charms to expand into rapid-growth markets. The multi-award-winning brand, which has an integrated business model with two key business segments, the Branded Consumer segment and Food Ingredient segment, is now one of the largest coffee and non-dairy creamer manufacturers in the region and operates a whopping 15 strategic facilities across Asia.

The brand, founded in 1987 and headquartered in Singapore, is the second-largest seller of instant coffee and other multi-ingredients F&B products in Singapore, and the number one instant coffee brand in Myanmar. Believing that tasty products should be convenient and affordable, the progressive enterprise is also listed amongst the top ranks in several other South-East Asian markets.

The Group, listed on the Singapore Stock Exchange since 1994, currently operates 15 strategic manufacturing facilities across Asia, including the largest soluble SDC coffee powder manufacturing facility in Malaysia (with 15,000 metric tonnes of annual production capacity).



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

It was accredited 'Pioneer Status' by the Singapore Economic Development Board for pioneering the manufacture of instant cereals (1994), soluble spray-dried coffee (1998) and non-dairy creamer (2003).

### Clear and Visible Wonder

It is only natural that Teo became recognized for his outstanding entrepreneurial vision and awe-inspiring achievements. This was seen in spades when he was named the Ernst & Young Entrepreneur of the Year Singapore 2006; plus the shining Category Winner in Manufacturing and Business Services.

As Singapore's 'Coffee King', this vibrant brand persona continues to push the threshold of excellence in order to increase the capabilities and boundaries of Super which has introduced new products such as the freeze dry coffee; not to mention the ongoing efforts of expanding the brand's product lines – transcending the mass market currents and venturing into the more refined waters of the niche, high-end consumer segments.

With unfettered passion, burning commitment and astounding tenacity, Teo has built the Super brand into a resilient and strong brand equity with a high market share in Singapore and neighbouring countries of South-East Asia. He continues to propel the enterprise towards the vertical limits of excellence.

### Star-catcher Excellence Personified

As one at the helm of such an inspiring string of successes, Teo has driven the Group to numerous awards and recognition over the years. In 2013 alone, the Group had been awarded with numerous accolades and recognitions; for instance, it was awarded the Enterprise of the Year Award 2013 by the esteemed Singapore Business Awards in April.

The Group was also accorded the 40th brand position in Brand Finance's Top 100 Singapore Brands' 2013 Report in May (with a brand value of USD 150M). The brand won the AVA Food Safety Gold Award in August and IR Magazine's Best in Consumer Goods & Services Award. On top of that, Forbes recognized Super Group Ltd. as Asia's Top 200 Best Under A Billion in August. Furthermore, AsiaMoney conferred the prestigious Best Managed Mid-Cap Company in Singapore Award to the Group in September.

### The Many Hats of an Entrepreneur Extraordinaire

As an active contributor to the Singaporean economy and society, Teo also founded another public-listed company, Fuji Offset Plates Manufacturing Ltd., and has been the Executive Chairman of its Board since 18 November 1982. Thus, he has been involved in the printing industry for more than three decades now and is affectionately known as the main driving force behind the growth of Fuji Offset Plates Manufacturing Ltd. His areas of responsibilities include Business Development, Strategic Planning and Marketing.

Aside from that, his other principal commitments also include being the Director of Sherford International Pte. Ltd. and the Director of Sherford Investment Pte. Ltd. He also holds a Directorship in a public-listed company, PSC Corporation (presently known as Hanwell Holding Limited), where he has been the Executive Director since January 2008.

Teo serves as the Vice Chairman of Ren Ci Hospital & Medicare Centre and as part of his community service, is the Vice-Chairman of the *Kebun Baru Citizen Consultative Committee*.



*"We continue to gain recognition for our accomplishments as a growing company. These achievements would not be possible without your contributions. I hope you will continue to support our business as we ride upon the current growth momentum and introduce our brand to the rest of the world."*



*Let's keep inspiring and building the  
next generation of **ICONS***

*...Dr KKJohan*



The BrandLaureate  
The Visionary **ICON**  
Leadership Award

They are outstanding and respected ICONs within their sphere of achievements. They have contributed significantly to nation building and are known for their strong conviction, values and principles in life.



# YBHG. TAN SRI DATO' SERI UTAMA ARSHAD BIN AYUB



THE BRANDLAUREATE  
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## YBHG. TAN SRI DATO' SERI UTAMA ARSHAD BIN AYUB

CHANCELLOR, INTI INTERNATIONAL UNIVERSITY

### The Cultivation of a Champion

Tan Sri Dato' Seri Utama Arshad Ayub was born in Muar, Johor, on 15 November 1928.

Graduating with a Diploma in Agriculture from College of Agriculture, Serdang, Selangor, in 1954, Arshad later obtained a Bachelor of Science (Hons.) Economics and Statistics from University of Wales, Aberystwyth, United Kingdom, in 1958. In 1964, he obtained a post-graduate Diploma in Business Administration from the Management Development Institute (IMEDE), Lausanne, Switzerland.

He has vast experience – having served as a member of numerous bodies in the fields of industry and trade, education, economic planning, finance, regional development, agriculture and science. He was the first Director of Mara Institute of Technology (now known as UiTM) from 1965 to 1975. In his decade-long tenure as the first Director of the MARA Institute of Technology, he left an indelible mark in the strong foundation and direction of the institution.

Arshad has been married to Puan Sri Datin Seri Zaleha Mohd. Arshad for more than 52 years. The couple has been blessed with 7 children and 28 grandchildren.

### An Architect of Local Education Development

Many know of Arshad as a pioneering educationist. He was instrumental in ITM's growth, especially in revolutionizing the minds, identities and values of Malays. He was incumbent on changing the mindsets of the

middle-class professionals and entrepreneurs that could transport Malays into more viable occupations in the private sector.

Arshad was famously known for his role in transforming the former general type education system to a more precise and analytical one which could help develop the country's resources with nation-building interest at heart. To change mindsets, he developed strategic alliances with foreign universities and funding bodies in the United Kingdom, the United States, Canada, Australia and New Zealand. Human capital assistance came from the participation of Australian Services Abroad, the US Peace Corp, British Volunteers and the Canadian University Service Organisation.

Courses such as Accountancy, Architecture, Business Administration & Management, Engineering, Hotel Catering & Management, Library Science and Mass Communication were all initiated by Arshad himself – the first of such courses offered in Malaysia at that time. Indeed, he was also a pioneer in the 'twinning' concept – a process in capacity building.

But perhaps not many know him as an early advocate of the liberal arts and the humanities in Malaysian higher education. Arshad introduced Russian, French and Arabic. Mandarin was made compulsory for business courses, and Tamil for plantation management, which was followed by Logic, Literature, and History. He pioneered the pragmatic 'hands on' approach to meet industry demands, manpower needs and economic advancement of the nation. At the same time, he was the first to introduce the concept of the Humanities in Malaysian university education.



# THE BRANDLAUREATE Brand ICON Leadership Awards '13

## A Man of Multiple Helms

Arshad has had a distinguished career in the Malaysian Civil Service, holding a myriad of senior positions in various Ministries in the Malaysian Government from 1958 till 1983 – including serving as Deputy Governor of *Bank Negara Malaysia* (1975-1977), Deputy Director General in the Economics Planning Unit of the Prime Minister's Department (1977-1978) and as Secretary General in the Ministry of Primary Industries (1978), Ministry of Agriculture (1979-1981) and Ministry of Land and Regional Development (1981-1983). He was also a member of Justice Harun's Salary Commission for the Statutory Bodies and Local Government.

Following his retirement from the civil service, Arshad went on to lead a highly successful and long career in the corporate world. He sits on the Board of Directors of several public-listed companies. He is a Chairman of Malayan Flour Mills Berhad and Tomypak Holdings Berhad and a Director of Kulim (M) Berhad and Top Glove Corporation Berhad.

Arshad also sits on the Board of Directors on several private companies. He is a Chairman of PFM Capital Holdings Sdn. Bhd., Ladang Moccis Sdn. Bhd. and Zalaraz Sdn. Bhd. (a family company). He is Director of Land Rover (M) Sdn. Bhd., Bata (M) Sdn. Bhd. and Nakagawa Rubber Industries Sdn. Bhd. He currently serves as President of the Malaysian Rubber Products Manufactures Association (MRPMA).

## Academic Ace

Arshad has had an equally distinguished career in academia and his contribution has been acknowledged with the conferment of seven honorary doctorates locally. They are from: Universiti Pertanian Malaysia, Universiti Malaya, Universiti Kebangsaan Malaysia, Universiti Teknologi MARA, Universiti Sains Malaysia, Open University of Malaysia and University Sultan Zainal Abidin.

He also has two honorary doctorates from overseas, being from the Ohio University, Athens, Ohio, and the University of Wales, United Kingdom.

He is currently Chairman of the Board of University Malaya – the nation's oldest and highest-ranked University. He is also the Pro-Chancellor of MARA University of Technology (UiTM) and Chancellor of KPJ Healthcare University College of Nursing & Health Science.

## Driven for Excellence

Not resting on his laurels, Arshad is actively involved in humanitarian organizations and activities. He is a member of Tun Razak Foundation, Pak Rashid Foundation, Lung Foundation of Malaysia, Malaysian Malay Businessmen and Industrialists Association (PERDASAMA), Patron of the Arshad Ayub Foundation, Member of the Board of Bistari Johore Berhad and Member of Kumpulan Pendidikan YPJ Sdn. Bhd. – to name a few.

He was also a member of Kolej Ugama Sultan Zainal Abidin (now known as University Sultan Zainal Abidin) which had links with Aberystwyth. He was also a member of Institut Profesional Baitulmal.

Arshad has received numerous accolades under his belt throughout his illustrious career. Among his many awards and achievements include the Honorary Fellow of the British Graduates Association, Malaysia, Honorary Degree of Doctor of Management, Open University, 2012 UMNO's Eminent Malay Personality Award, Honorary Fellow from Academy of Family Physicians of Malaysia 2013.

This great man's pursuit of excellence in life is truly an inspiration to all who aspire to follow in his footsteps.



*“Education is not the mere acquisition of knowledge. Education liberates the mind and produces a happy blend of the physical and spiritual knowledge that helps human excellence blossom and total development of oneself.”*



# YBHG. TAN SRI DATO' SERI DR ASEH CHE MAT



THE BRANDLAUREATE  
**Most Eminent**  
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## YBHG. TAN SRI DATO' SERI DR ASEH CHE MAT PRESIDENT, PERBADANAN PUTRAJAYA

### The Lead Light of Transformation

Tan Sri Dato' Seri (Dr.) Aseh Che Mat has had an illustrious career – being one of the nation's top civil servants and corporate captains. Having served the country for over 34 years in various Ministries – such as Education, Finance and Home Affairs, he now heads Perbadanan Putrajaya (PPj), the official administrator of the administrative city of Malaysia.

Being the first Secretary General who moved to and took root in Putrajaya, Aseh brings with him a fresh perspective to PPj – perhaps he is the most impressive combination of politician and civil servant that has ever chaired the corporation.

In 1999, as Director General of the Immigration Department of Malaysia, he brought about tremendous changes and radical transformation to the department. He introduced the first 'Service With A Smile' slogan among immigration officers throughout the nation and was also the first to initiate the Clinic Day in order to provide immediate solutions to customers' problems. He constantly made sure that the performance of his counter service was up to par and that he remained informed of any complaints first-hand from the customers themselves – as opposed to those from third parties.

### An Unstoppable Change Bringer

Today, a number of corporations have successfully introduced the same concept into their administration – which is now famously known as *Hari Bersama Pelanggan*.

In 1998, he initiated the implementation of the Machine-readable Electronic Passport – making Malaysia the first nation in the world to use such sophisticated high-tech chip technology in the production of its passports. This outstanding achievement made it possible for a whopping 48 Immigration offices to be awarded the MS ISO 9000 certification in 1999.

Aseh subsequently implemented the Autogate system in 2000.

During his tenure as Secretary General of the Ministry of Home Affairs, Malaysia, from 2001 to 2007, he played a vital role in ensuring the peace and security of the country by introducing identity card for the various strata of foreigners, including students, workers, participants of Malaysia My Second Home and expatriates. Aseh also introduced the new smart multipurpose identity card, MyKad, for Malaysians – which not only serves as identification but also consist of various applications: e-cash, travel document, emergency care facilities, key public infrastructure to facilitate e-commerce transactions, driving license; plus functions as an ATM and Touch 'n Go card. Entailing that, he once again created history by introducing the 'one-day passport' process which was welcomed by all Malaysians.



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### Nation Builder at the Core

Whilst serving the Government, Aseh was dedicated to nation building. He crafted policies and strategies that enabled Malaysia and its people to develop from strength to strength and was also a prominent key player in the international arena.

In recognition of his lead role, he was awarded the Honorary Doctorate for International Relations by Lim Kok Wing University, Malaysia, in 2007. Given his great rapport with many ambassadors, he aims to attract more international visitors to settle in the administrative city. In fact, it is said that more than 46 lots in Putrajaya have already been sold to various embassies and a number of international learning institutions are in a rapid process of development.

With such developments in the pipeline under the helm of Aseh, PPj will put into place measures to stimulate domestic economic activities, in particular public and private investments.

### An Eye for Detail and the Matching Gusto to Excel

Also a savvy observer of the environment, Aseh strongly believes that cleanliness is a strong factor that will nurture and throttle the growth of Putrajaya. As if 'born for the job', this Administrator of Putrajaya, which is the nation's first 'green city', is known to be the man who snaps pictures of unsightly sceneries while on his usual strolls around the township. He keeps his staff on their toes by alerting them with those photos taken.

As a man who describes himself as 'rough and tough' when it comes to the delivery system, his meticulous and uncompromising principle on delivery is indeed a blessing in disguise – particularly for Putrajaya.

Aseh's appointment as the President of Putrajaya Corporation, overseeing the nation's capital and heartbeat, is an undeniable testimony of his strong, dynamic leadership quality and astute management skills. With his commitment and unyielding focus on excellence, Putrajaya will undoubtedly continue to transform into the best capital city in the world!

### Endless Ripples in Time

Aseh's in-depth knowledge and expertise is much valued and sought after. Even post retirement from the civil service, he continues to play an active role in the corporate and private sector by taking on Chairmanship positions in MWE Holdings Bhd., Digicert Sdn. Bhd., Nine Bio Sdn. Bhd. and Stemlife Berhad.

He is the Chairman of Lim Kok Wing University and of the FAM Monitoring and Integrity Committee. He also the President of Tiara Golf & Country Club, Melaka; and was the Chairman of Pos Malaysia Berhad from July 15 2008 to July 15 2011. As Chairman of the latter, he managed to revise the low salary of postmen for the better by resolving the stamp tariff issue which has not been reviewed for 19 years.

Upon retirement from public service, Aseh was also appointed as the President of the United Malays National Organisation (UMNO) Club for Retired Senior Civil Servants. Since 2001, he became the first Chairman of Parent-Teacher Association (PTA) of Putrajaya.

Throughout the years, Aseh has indeed encountered a good deal of challenges but displayed sterling leadership in the face of adversity and remarkable strength in overcoming said obstacles. His enterprising spirit and unyielding tenacity is both inspiring and admired by all. He is a leader who believes in transforming the world into a better place and a role model to all Malaysians and the denizens of the globe.

His immeasurable contributions will be truly remembered for generations to come.



*Ideas are meaningless if it is not acted upon. Be a game changer, seize the opportunity to act on it and change the world for the better.*



# YBHG. TAN SRI DATO' DR. MICHAEL O. K. YEOH



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## YBHG. TAN SRI DATO' DR. MICHAEL O. K. YEOH CO-FOUNDER & CEO ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)

### Congregation of Thought Powers

Tan Sri Dato' Dr. Michael O. K. Yeoh, a public intellectual, social entrepreneur and thought leader, is the Co-Founder and CEO of the Asian Strategy & Leadership Institute (widely known as ASLI) – Malaysia's leading independent 'Think Tank' and foremost Conference Organizer that brings together senior government, business and thought leaders in interactive, high-level discussions.

It was in February 2012 that he was appointed by the Prime Minister to be a Member of the Advisory Board of the Malaysian Anti-Corruption Commission (MACC) and in April 2011 was appointed a Member of the Malaysian Competition Commission.

He was conferred the Doctorate of Laws Honoris Causa by Britain's University of Nottingham. Furthermore, he has authored several books and spoken at numerous International Conferences.

### A 'Think Tank' Worthy of Recognition

ASLI's Centre for Public Policy Studies (CPPS) was ranked '7th Best Think Tank in Asia'. And in the ranking of the 'World's Best 20 Think Tanks', it was positioned as the '9th in the World', among 'Think Tanks' with a smaller budget, in a 'Global Report on Think Tanks' carried out by the University of Pennsylvania, U.S.A.

ASLI's mission is to help organizations enhance competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, business councils and CEO peer groups. It provides trusted insights to governments, businesses and the diplomatic community; simultaneously acting as a knowledge channel via interaction and dialogues with thought leaders. The value propositions of the 'Think Tank' are its precious insights, high-level interaction, thought-leadership and in-depth research studies. ASLI provides insights, ideas, implications as well as interactions.

Its events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captains of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to governments and businesses. ASLI has, over the years organized high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. It is also the Malaysian Secretariat of various bilateral Business Councils.

### Irrefutable Symbol of Excellence

Yeoh was appointed by the Prime Minister and Government of Malaysia to be the nation's Representative (with Ambassadorial status) on the High Level Task Force on ASEAN Connectivity set up by the ASEAN Heads of States and Governments which developed the Master Plan on ASEAN Connectivity – focusing on ICT, Education, Human Capital Development, Transport, Power and Energy – adopted at the 17th ASEAN Summit.



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The Prime Minister of Malaysia appointed Yeoh to be a Member of the Advisory Board of the Malaysian Anti Corruption Commission and a National Unity Consultative Council. He was a former Commissioner in the country's Human Rights Commission – where he served two terms.

Yeoh is also Chairman of the World Chinese Economic Forum (WCEF) and the ASEAN Leadership Forum; Secretary General of Corporate Malaysia Roundtable, ASEAN Business Forum and World Muslim Leadership Forum. He is Vice-President of the Malaysian Institute of Directors, Member of the Institute of Directors (UK), Fellow of the Malaysian Institute of Management and Member of the International Institute for Strategic Studies (IISS), London.

### Capable Persona of Substance

He graduated in Economics and Accounting from Monash University and did his practical accounting training with Pricewaterhouse Coopers in Melbourne. He has attended the Aresty Institute of Wharton School in USA, the Melbourne Business School and UCLA's Graduate School of Management.

Yeoh's 30-year management career spans over a decade of experience in the financial sector – where he was Principal Adviser of Southern Bank and a Director of SB Venture Capital Corporation, SBB Capital Markets Sdn. Bhd. and SBB Asset Management Company. He has served on the Board of Directors of The Star newspaper, the National Heart Institute (IJN) and Sunway University College.

In contributing his time to National Service (NS), he served on the First and Second National Economic Consultative Council. He was appointed by the Prime Minister to the National Unity Advisory Panel and the Royal Commission on Police. He was a Commissioner on Malaysia's Human Rights Commission (SUHAKAM) and functioned as Chairman of its Economic, Cultural and Social Rights Working Group. He was Co-Founder of the Association for Promotion of Human Rights (PROHAM) and served as its first Secretary-General.

### Embedding the Mark of Immortality

Yeoh has written several impactful books on Management and Leadership such as Vision & Leadership, Management Strategies for Malaysian Companies, Globalization and the New South and the Malaysian Chinese.

Yeoh has received remarkable recognition due to his manifold achievements. In 1986, he received a Goodwill Ambassador Award while on the US State Department's International Visitors Program. In 1993, he was bestowed with the *Kesatria Mangku Negara* (KMN), which is a federal award, from the King of Malaysia. He was subsequently conferred a 'Datoship' by the Governor of Penang in 1997. He was also conferred the Doctorate of Laws Honoris Causa by the University of Nottingham (UK).

Having consulted for the World Bank, UNIDO and Nomura Research Institute and spoken at high-level conferences organized by the World Economic Forum, the Asia Society New York, the China Development Institute and the Confederation of Indian Industries as well as at the University of Michigan and Monash University, Tan Sri Yeoh is indeed a formidable individual whose contributions and legacy will echo on throughout our nation's history for a long time to come.



*“Leaders must have the three  
'I' of leadership - Initiative,  
Innovative, Insightful if they  
want to be successful.”*



# YBHG. ADMIRAL (RTD) TAN SRI DATO' MOHD. ANWAR BIN HAJI MOHD. NOR



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## YBHG. ADMIRAL (RTD) TAN SRI DATO' MOHD. ANWAR BIN HAJI MOHD. NOR CHAIRMAN, LEMBAGA TABUNG ANGKATAN TENTERA

### Historic Defender of the Realm

YBhg. Admiral Tan Sri Dato' Mohd. Anwar bin Haji Mohd Nor started his career in the Malaysian Navy as a navigational officer and rose to the ranks of Chief of Navy. He served the Royal Malaysian Navy (RMN) for over 38 years, commanded six Navy Vessels (Ships) and also several Shore Bases.

This great man of poise and destiny has created history by becoming the first Malaysian Chief of Navy to helm the position of Chief of Defence Forces. As the Chief of Defence Forces, he had contributed significantly in ensuring that the security and welfare of our nation and motherland and that its waters remained well guarded and protected around the clock.

Admiral Anwar was born in the historical state of Malacca, fittingly a great port and mighty naval empire from days bygone. He is married to Datin Sri Siti Hapsah binti Haji Omar and they have been blessed with three lovely daughters and a son.

After receiving his early education at the Naval Base Secondary School, Singapore, he attended and graduated from the Officer Cadet School at the Britannia Royal Naval College Dartmouth, England, in September 1968.

### Orbiting the Ocean of Greatness

Over the course of years, Admiral Anwar has acquired an immense portfolio of grand achievements and has been entrusted with many high-profile appointments – both aboard ships and ashore, including Fleet Operations Commander of the RMN Fleet at the Lumut Naval Base in 1999 and Assistant Chief of Staff of the Personnel Services Division within MAF HQ in the New Millennium of 2000.

Given his tremendous hands-on experience and real-time exposure over the years, he had further commanded more than half a dozen RMN ships, including *KD PENDEKAR* (a 'Handalan' class vessel), *KD KERAMBIT* (a 'Kris' class patrol vessel), *KD KRIS*, *KD HANDALAN* and *KD HANG TUAH* (flagship for the Royal Malaysian Navy); as well as the training school *KD PELANDOK*.

Constantly being at the helm of various military assets and tactical points, he is a man who, through sheer experience, has been blessed with great the foresight to command and lead.

### The Pen is Mightier than the Sword

Expounding upon the age-old sage wisdom, "Learn to use your mind, and it will teach you how to use your weapon properly", Admiral Anwar's outstanding performance also extends to the academic arena. He graduated from the Naval Staff College Rhode Island, USA, in 1981; and Joint Services Staff College in Canberra, Australia, in 1988.



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This well-balanced man has attended various specialist and staff courses – including the Navigation and Direction Course and Principal Warfare Officers' Course at HMS DRYAD in the United Kingdom. In addition, he also attended the Defence Resource Management Course in the Naval Post Graduate School, Monterey, California, USA, in 1995.

Admiral Anwar also holds a Master of Science Degree in Engineering Business Management from the University of Warwick, United Kingdom. As one in a realm which many assume may rely more on strength of brawn, this gentleman of stature is a true departure from the norm by way of his academic pursuits and constant refining of strategic military skills – an inspiration to all those who aspire to follow in his footsteps towards a wholesomely balanced and well-rounded career path in the defence of the nation.

### Venturing on Beyond the Seas

Following his retirement from the Armed Forces in 2007, Admiral Anwar was appointed to various prestigious positions. He chairs the Board as a Non-Executive Chairman of *Lembaga Tabung Angkatan Tentera* (Armed Forces Fund Board). He is also the Chairman of the National Defence University Board. He functions as a Director of a few private companies – where he continues to share his vast experience and knowledge with the organizations and the country as a whole.

Furthermore, Admiral Anwar serves as Chairman of Glenn Defense Marine Sdn. Bhd. and Glenn Horizon Offshore Sdn. Bhd. in Malaysia. He has also been the Non-Executive Director of Mission Newenergy Limited since June 25, 2009.

### Boundless Legacy – Decorated in the Name of Honour

Admiral Anwar has received numerous commendations, awards and accolades in recognition of his talents and contributions to the realm.

He was bestowed the Panglima Mangku Negara (PMN), which carries the title of 'Tan Sri', by His Majesty the Yang di-Pertuan Agong.

Admiral Anwar has accordingly received distinguished medals from foreign governments such as the Ordre National De La Legion D'Honneur from France and the Command of the Legion of Merit from the US. He is the recipient of various medals and honours – including the P.G.A.T., P.M.N., P.S.A.T., P.S.D., S.J.M.K., S.S.A.P., S.S.I.S., S.P.T.S., D.H.M.S., D.C.S.M., D.P.M.S., D.P.T.S., P.A.T., J.S.M., J.S.D., P.M.P., K.A.T., K.M.N., B.K.T., D.P.K.T (Brunei), OLH (France), OMRI (Italy), Yudha Dharma Utama (Indonesia), White Elephant, First Class Knight Grand Cross (Thailand), PLH (Philippines), NI(M) (Pakistan), LOM (USA), P.P.S., P.P.A., MSc EBM (Warwick), J.S.S.C. and P.S.C.

Admiral Anwar is also an avid sportsman. He represented the Navy, the Armed Forces and Malaysia in hockey – playing for the nation at the Asian Games, Tehran, in 1974. As one with a keen passion for hockey, he continues to contribute to the sport in various capacities by serving as the President of the Malaysia Hockey Federation.

His contributions on the whole are truly immense as many of his deeds, particularly those performed in the call of duty, will go unsaid till the end of time.



*“We must cultivate the habit of winning in our everyday life. Winning is not a one off thing. Winning should be the DNA of all Malaysians.”*



# YBHG. PROFESSOR EMERITUS TAN SRI DATO' DR. KHOO KAY KIM



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## YBHG. PROFESSOR EMERITUS TAN SRI DATO' DR. KHOO KAY KIM HISTORIAN & ACADEMICIAN

### Intricate Frame of Excellence

Professor Emeritus Tan Sri Dato' Dr. Khoo Kay Kim, a man so profound in his impact upon this motherland – that he had a hand in co-writing the *Rukunegara*, graced his birthplace, the humble town of Kampar, Perak, on 28 March 1937.

This highly regarded national academic, particularly for his views on sports and socio-political issues, received his primary school education at the Anglo-Chinese School, Teluk Anson/Intan, Perak, from 1945 to 1951. He then pursued his secondary schooling from 1952 to 1955 at St. Michael's Institution located in the state capital. Placing due emphasis on sound education, Dr. Khoo completed his tertiary learning at University of Malaya, Singapore, from 1956 to 1960.

Dr. Khoo, a true scholar at heart, possesses the following Degrees: B.A.(UM), Singapore (1959), B.A.(Hons.) (UM), Singapore (1960), M.A. (UM), Kuala Lumpur (1967) and Ph.D. (UM), Kuala Lumpur (1974). His doctoral thesis in the same year was unforgettably titled: The Beginnings of Political Extremism in Malaya 1915-1935.

### The Walk as a Nurturer of Minds

Between 1960-64, Dr. Khoo fulfilled his passion as a teacher, a nurturer of minds, at the Anglo-Chinese Secondary School in Teluk Intan, Perak. In his own special way, he gave back his talents for the betterment of his hometown.

He then attached himself to Universiti of Malaya, Department of History, Kuala Lumpur, where he progressed career-wise as a Tutor (1964-1966), Lecturer (1967-1974), Associate Professor (1974-1975) and finally, as a Professor of Malaysian History (1975-1992).

After serving the prime of his youth in the institution of higher learning and retiring in March 1992, he was reappointed as the Professor in History until 1994. He then took on the role as the Director at the Sports Centre from 1994 to 1996.

From 1996 onwards, he became the Professor at the Department of History.

### A Man of Multiple Hats, but of Singular Vision

Khoo filled various administrative duties in Universiti of Malaya including the Head of the Department of History from 1973 to 1974 as well as from 1982 to 1984. Subsequently, from 1984 to 1986, he functioned as the Dean of the Faculty of Arts and Social Science. He was the Director of Sports Centre from November 1994 to June 1996.

Aside from this, he was involved in various activities in the academic field. He functioned as the Chief Examiner for STPM History (Paper II) in 1970. In 1987, he became an Academic Assessor (History) in the School of Humanities, Science University of Malaysia, Penang.

From 1990 to 1994 Dr. Khoo was the External Examiner in History at the National University of Singapore. He also held the same role in the University of Brunei at Brunei Darussalam from 1990 to 1999. He was Member of the Malay Studies Academic Planning Committee, University of Malaya (1990-1995).

In 1995 he sat in the Member Review Committee of the History Department, University of Auckland, New Zealand. He was also a Research Fellow for the Institute of Defence & Strategic Studies at the National Technological University of Singapore from 1999 to the New Millennium.



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## Transcending the Norm

Dr. Khoo, a recipient of the *Johan Setia Mahkota* (1982), *Dato' Paduka Mahkota Perak* (1987) and *Darjah Kebesaran Mahkota Yang Amat Mulia – Setia Mahkota Selangor* (2010), which carries the title 'Dato', is indeed recognized as a highly capable man who has impacted the nation and etched a mark in the annals of history.

This is further evidenced by his multifarious extracurricular and professional engagements over the years. He was a Member of the National Literary Award Panel from 1972 to 1976. In 1974-1976, he was also a Member of the National Advisory Council on Culture and he functioned in the same role for the Board of Control in the Literary & Language Agency (1975-1976). Furthermore, he carried out his duties as a Member of the History Terminology Committee of the Literary & Language Agency from 1968 to 1977.

He was an Honorary Editor for the Malaysian Historical Society and Malaysian Museum Society in 1979 to 1987 and 1982 to 1995 respectively. He sat as Member of the Board of Directors in the Institute of Strategic and International Studies (ISIS) in 1985. The following year (up to 1995), Dr. Khoo was a Corresponding Member of the Journal of Southeast Asian Studies, Department of History in the National University of Singapore.

From 1990 to 1997, he participated in the National Advisory Council on Culture of Malaysia. Dr. Khoo played a role as the Deputy Chairman on the Board of Jurors at the 35th Asia-Pacific Film Festival, KL (meeting at Kuching) from 30 October to 4 November in 1990. Subsequently, from 1992 to 1994, he presided as the President of the Malaysian Branch of the Royal Asiatic Society.

From 1992 to 1996 Tan Sri Dato' Dr. Khoo was a Member of the Editorial Advisory Board for the *American Asian Review*. He was an Honorary Editor for the Malaysian Branch of the Royal Asiatic Society (1994-1998). In 1996 (up to 2003), he was a Member of the Central Committee, Malaysian Amateur Athletic Association (MAAU). He was an active Member of the Finance Committee, SUKOM, and the National Unity Advisory Panel in 1996-1998 and 2001-2005 respectively.

In 2011 (January), he was appointed Chancellor of KDU University College.

## Leaving a Legacy in Write

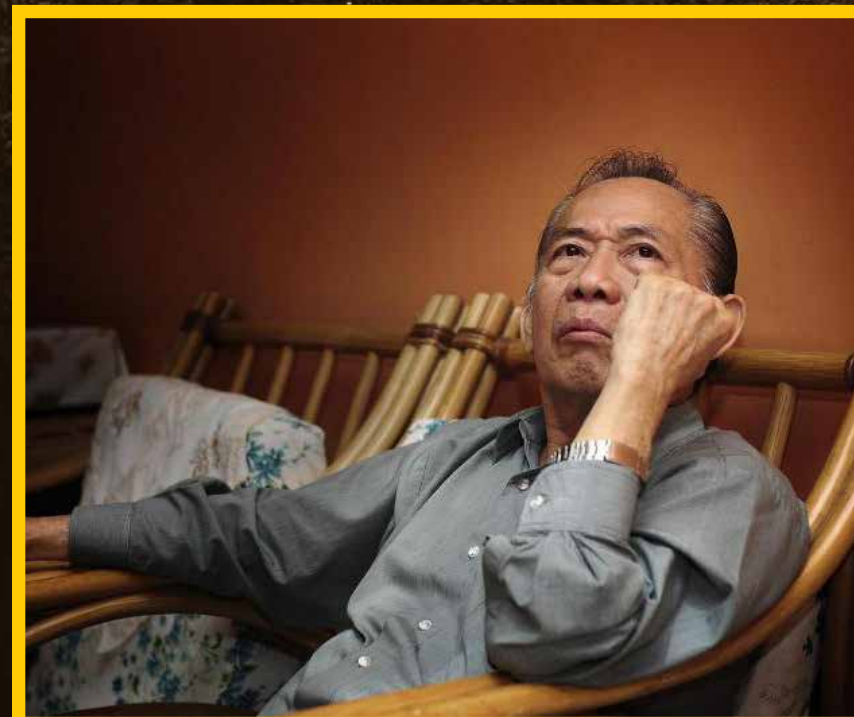
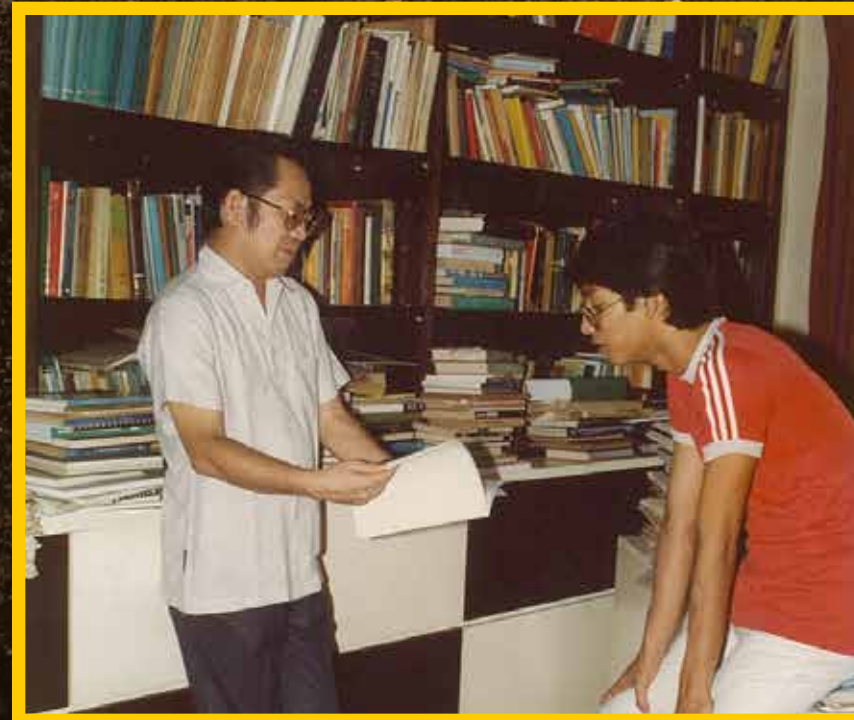
As one who expounds that the pen is mightier than the sword, Dr. Khoo, Perak's Prolific Writer, has written and published a good number of books and monographs.

These include: *The Western Malay States: The Effects of Commercial Development on Malay Politics*, OUP, KL (1972), *Pensejarahan Malaysia [Malaysian Historiography]*, Ministry of Culture, Youth and Sports, KL (1975) *A History of Southeast, South and East Asia: Essays and Documents*, OUP, KL, (1977) (Editor & Contributor) and *Panji-Panji Gemerlapan: Satu Pembicaraan Pensejarahan Melayu [A Discussion of Malay Historiography]*, Inaugural Lecture for the Chair of Malaysian History, UM (1979).

He also authored *Taiping: Ibu Negeri Perak [Taiping: Capital of Perak]*, Museum Society Malaysia, KL (1981), *Teluk Anson [Teluk Intan]: 100 Tahun [Teluk Anson (Teluk Intan): 100 Years]*, Museum Society Malaysia, KL (1982), *Kenegaraan 25 Tahun: Satu Perspektif Sejarah [25 Years of Nationhood: A Historical Perspective]* (in English and Bahasa Malaysia), Museum Society Malaysia, KL (1983), *Majalah Dan Akhbar Melayu Sebagai Sumber Sejarah [Malay Journals and Newspapers as Historical Sources]*, UM Library, KL (1984), *100 Years of Kuala Lumpur as a Local Authority*, Putri Publications, KL (1990), *His Majesty Sultan Azlan Shah*, Pelanduk Publications, PJ (1991), *Malay Society: Transformation and Democratisation*, Pelanduk Publications SB, PJ (1991) and *Pacific Bank: 75 Years of Service to the Community*, Pacific Bank, KL (1994).

Additionally, he published *Thoughts on Malaysian Historiography*, Persatuan Muzium Malaysia, KL (1996), *Kuala Lumpur: The Formative Years*, Berita Publishing SB, KL (1996), *The Commemoration of the 40th Anniversary of Federal Hotel, 1957-1997*, Federal Hotels International, KL (1997) and *50 Outstanding Malaysian Sports Persons*, KL (2007).

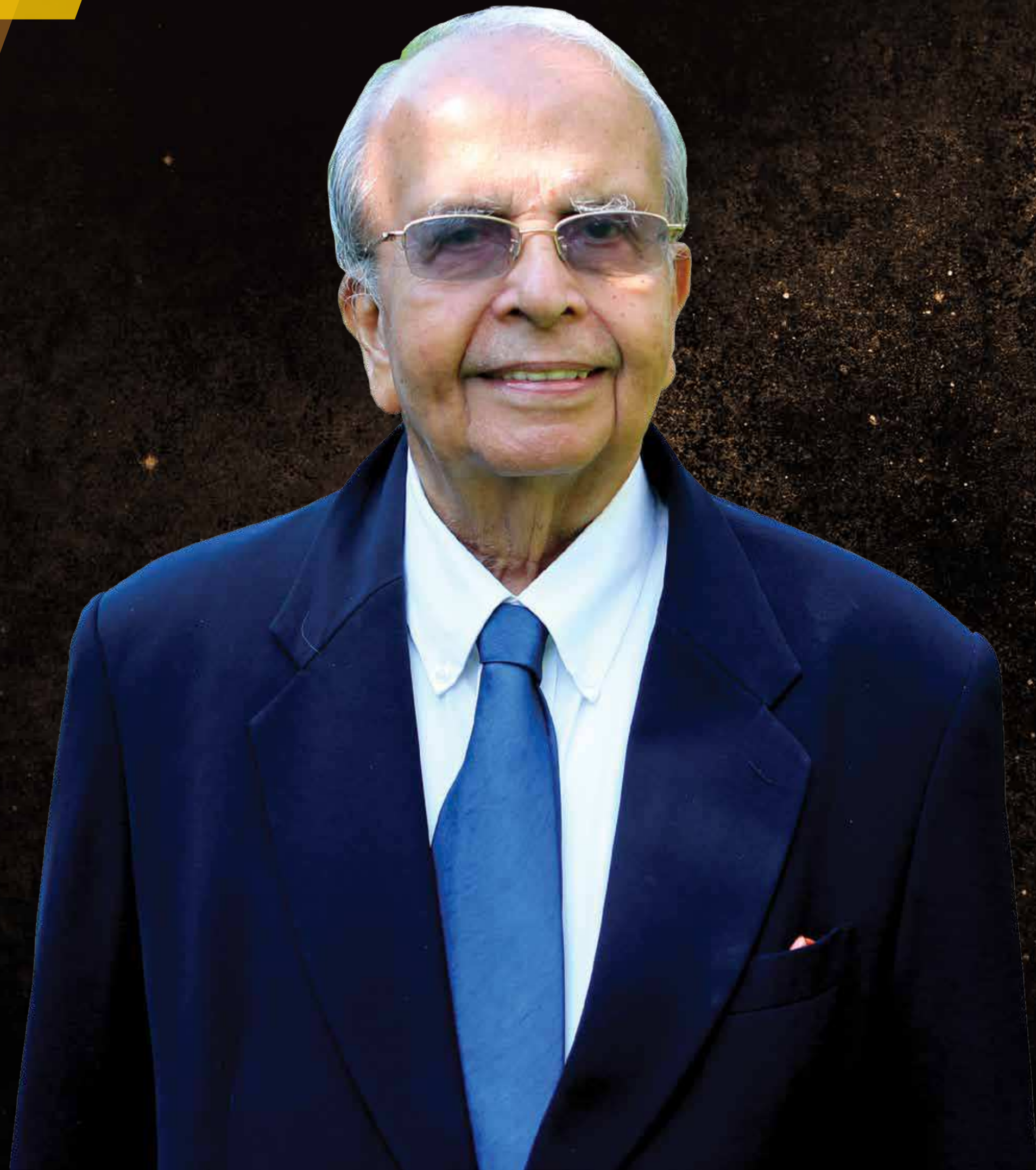
His publications in Learned Journals exceed 80 articles – locally and overseas. Dr. Khoo is undeniably an integral pillar of this nation and pride of his motherland. This epitome of an academic's 'touch of destiny' will surely be felt for a long time to come.



*“To build a nation, first build a school.”*



# YBHG. TAN SRI G. K. RAMA IYER



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## YBHG. TAN SRI G. K. RAMA IYER NATION-BUILDER EXTRAORDINAIRE

### Growing Alongside a Young Nation

Tan Sri G. K. Rama Iyer was born on 13 March 1932. He witnessed the Malaya's Independence at 25, but was involved in the actual 'handover' of the nation from the British to the locals even before that; being in the Treasury during the transition – at the very nucleus of change. Hailing from a life of adversity, yet poised to bring about transformation, he personally purposed to not only match the expatriates, but to do better.

As one who survived the Japanese occupation, having dwelt in times of tribulation and undergone post-war schooling, he subsequently built an illustrious vocation in the civil service and exuded a remarkable post-civil-service career. He dedicated his life to facilitate a nation he saw come into birth, evolving with Malaysia – embracing the adversities and challenges that were innate to any new country, overcoming them with determination and persistence.

He obtained his BA (Honours) in University of Malaya, Singapore, in 1955. He then completed his Master's Degree in Public Administration (MPA) and Advanced Management Programme (AMP) at Harvard University, USA, in 1960 and 1984 respectively.

### Governmental Career Evolution

Rama Iyer was appointed to the Malayan Civil Service (MCS) in 1955, just two years before 'Merdeka', where he worked in the Federal Establishment Office as Assistant Secretary. He held various appointments in the Federal Treasury (1956-1965) and served as Deputy Under-Secretary of the Finance Division (August 1963-January 1966).

This life-evolver then served as Under-Secretary and Deputy Secretary in the General Planning Unit (SERGPU) in the Prime Minister's Department (1966-1974). Subsequently, he served as the Secretary General in the Ministry of Planning and Socio-Economic Research (1974-1975). He was the Director General of SERGPU in the PM's

Department (1976-1979) and was appointed Secretary General for the Ministry of Works and Public Utilities and the Ministry of Primary Industries between 1979 to 1981 and 1981 to 1985 respectively. He helped to set up the first national shipping line, Malaysian International Shipping Corporation (MISC), in November 1968; and served as Director of the Board from the onset right up to April 1994.

He was the Joint Secretary of the National Consultative Council, the national forum which was established after Parliament was temporarily suspended in the wake of the May '69 riots – which also formulated the Rukunegara (1969-1971). He helped to set up Malaysian Airlines Systems (MAS) and was the national carrier's first Chairman (1971-1973). He also established the Public Complaints Bureau in the PM's Department.

### Fond Visage of the Country

As an icon who has been involved in the establishment of some of the nation's enduring and defining institutions, Rama Iyer was aptly suited to represent the Federal Government at international conferences as the face of the nation – having been involved in various international negotiations, bilateral negotiations and trade promotion missions with the objective of furthering the nation's economic and trading interests.

He was Conference Secretary during the Commonwealth Finance Ministers' Meeting held in KL in 1964. He was part of the Annual Meeting of the World Bank and IMF held in Tokyo that same year and privy to the Special Preparatory Meetings of officials on establishment of the Asian Development Bank (ADB) in Bangkok and Manila (1965). He was involved in Association of South East Asia (ASA) meetings in 1966 as well as the 1967 and 1968 UN Conference on Trade and Development (UNCTAD II) Preparatory Meetings in Algiers and New Delhi respectively. He was part of the International Tin Council and the International Rubber Study Group and Association of Natural Rubber Producers Council (1981-1985).



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He played a role in the negotiations for the loan from the World Bank for the MUDA Irrigation Project (1965) and part of the First Trade Mission to the USSR (1966). He was involved in the Far East Freight Conference (FEFC) (1969-1972) and Air Traffic Services Agreement (1971-1972). He had a hand in the purchase of the first five LNG tankers (1974). He assisted in negotiations on production sharing between Petronas and oil companies (1976) and partook in the 5th International Tin Agreement (1981).

### Greater Humility Found in Stature

In his many years of service, Rama Iyer has written and presented several working papers on socio-economic problems, development and economic issues – particularly with reference to primary commodities at international conferences.

He chaired a number of Government committees, including the Select Committee on the Malaysian Railways, Task Force on the Formulation of the natural Policy on Rubber, Task Force of Officials on the Establishment of an International Rubber Market, Committee on the Construction Industry, Railway Revisited, Committee on Mine Safety, LNG Technical Committee, Task Force on the Setting up of the Tin Trading on the KL Commodities Exchange and Committee on Marketing Prospects for Malaysian Palm Oil and Palm Oil Products.

This remarkable man held various positions in statutory boards, companies and other organizations, including: Government Director on the Board of the Malaya Borneo Building Society (1962-1965) and on the Board of the National Pineapple Cannery (1963-1965). He was Director of CIMB Bank Berhad (formerly United Asian Bank, Bank of Commerce and Bumiputera-Commerce Bank) (1987-2012). He set up the Global Maritime Ventures (1994-1996) and was the Director of CIMB Bank (L) Ltd. (1993-2007).

Some of the statutory bodies that were graced by his Membership include Housing Trust (1962-1965), Rural Industrial Development Authority (1962-1965), PJ Development Authority (1962-1964), Court and Council of UM (1962-1964), National Electricity Board (1964), Malayan Railways Board (1964) and Board of the Federal Land Development Authority (1964).

He chaired statutory bodies like the Malaysian Highway Authority (responsible for the construction of the Penang Bridge and parts of the North-South Highway) (1980-1984), Palm Oil Registration and Licensing Authority (1981-1985), Malaysia Timber Industry Board (1981-1985) and Malaysian Forest Research and Development Board (1991-2001).

He was a member of the National Development Planning Committee (NDPC) (1968-1984), the National Petroleum Advisory Panel (1974-1984), the National Unity Advisory Panel (1991-1993) and the National Economic Consultative Council (1989-1991).

### Endeavouring Endlessly

Currently, Rama Iyer is Trustee to the following bodies: Malaysian Institute of Economic Research Advisory Council, Yayasan Tun Razak, Malaysian Nature Society (Chairman of the Board of Trustees), Ghandi Memorial Trust, Persatuan Brahmin Malaysia, Education Welfare Research Foundation (EWRF) and CIMB Foundation. He is the Director of Maritime Institute of Malaysia and of YTR Harta SB, a Committee Member of the Spastics Children Association of Selangor and Wilayah Persekutuan and President of the Vinayagar Temple Management Association.

As one who has dedicated his life to serving the nation, he has been honoured and decorated with *Kesatria Mangku Negara* (KMN) (1963), *Johan Mangku Negara* (JMN) (1974), and *Panglima Setia Mahkota* (PSM) (1979). He is also an Honourary Fellow of *Institut Kelautan Malaysia* (IKMAL).

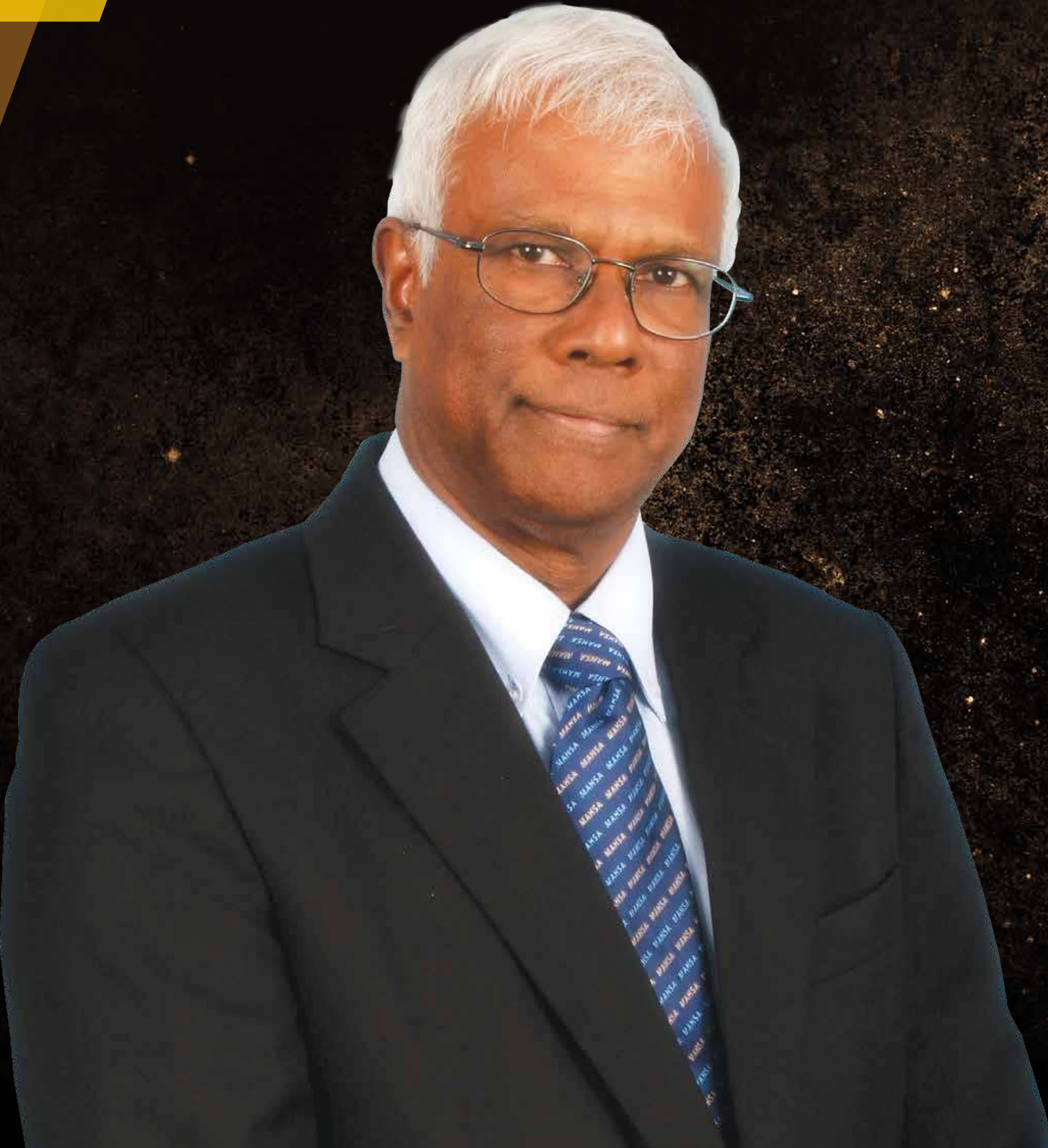
Rama Iyer would like to be remembered for responding positively to the changes brought about by a new independent nation as well as his humility – in spite of all he has achieved. And even today, after a long count of years, he continues to reflect upon the trajectory that the nation has taken post-Independence



*“Every anniversary of  
Independence is a time of  
reflection and introspection.”*



# YBHG. TAN SRI DATO' DR. M. JEGATHESAN



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## YBHG. TAN SRI DATO' DR. M. JEGATHESAN PRO.CHANCELOR, UNIVERSITY SAINS MALAYSIA AND 'THE FLYING DOCTOR'

### Kaleidoscopic 'Life Jar'

Tan Sri Dato' Dr. M. Jegathesan believes in living life to the fullest and that one needs to fill one's 'life jar' with the right elements of rocks, pebbles and sand – a concept he coined to signify that we should have a balanced life, rather than devoting one's life to just one interest. Jegathesan's 'life jar' is filled with more than rocks, pebbles and sand – as seen in the many milestones that he has achieved in his life.

Born on 2 November 1943 in Kuala Kangsar, Perak, Jegathesan received his primary education at Batu Road Primary School, Kuala Lumpur, and his secondary education at Victoria Institute and Anglo-Chinese School (ACS) in Singapore. He then furthered his studies at the University of Singapore and graduated with a Bachelor of Medicine and Bachelor of Surgery in 1967.

It was during this period of time that Malaysia and the world took notice of this young man as he demonstrated his athletic prowess on the tracks of Asia, Rome and Mexico. Jegathesan made Malaysia proud when he won three gold medals at the Bangkok Asian Games in the 100 m, 200 m and 4 x 100 m Men's Relay events in 1966 and earned the accolade of being 'the fastest man in Asia'.

### Born to Break Barriers

Jegathesan achieved a series of firsts again when he became the first Malaysian to qualify for the 200 m race at the Kingston Commonwealth Games in 1966 and competed in three Olympic Games in Rome (1960), Tokyo (1964) and Mexico in 1968.

He is also the only Malaysian to compete in two 200 m semi-final races in the Olympics and his best time of 20.92 seconds set in Mexico remains until today. His prowess on the track has earned him the title, 'Flying Doctor', and he was conferred the Sportsman of the Year in 1966.

His achievements was a great source of inspiration to his fellow athletes then and has had a great impact on Malaysian sports. He was a sports icon and a perfect role model to budding sportsmen – and it was during Jegathesan's time that Malaysian sports attained its glorious days and the country was a sport's powerhouse in the region.

### Applying the Discipline of Athletics on Medicine

From the athletic tracks, Jegathesan moved on to the field of medicine and started his career as a houseman at the Kuala Lumpur General



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

Hospital in 1967 and served as a trainee pathologist at the Institute of Medical Research (IMR). The discipline and rigorous training that he received during his athletic years served him well in his medical profession as he immersed himself wholeheartedly in the field of pathology.

Known for his research work in infectious diseases and medical micro-biology in the country, Jegathesan was appointed as the Head of the Serology Department in 1971 and this was the start of an illustrious career with IMR, culminating in his appointment as Director and Consultant Bacteriologist. In 1993, he was appointed as the Deputy Director General of the Ministry of Health, his last position before he retired. All in, Jegathesan served 32 years with the Government – contributing to the development of the IMR as a leading pathological centre.

### The Next Phase

Post retirement, Jegathesan continues to lead an active life and his expertise is much sought after in the field of international health and sports. He took on positions with the World Health Organisation (WHO) and the UNDP Associated Council for Health Research for Development. He is currently a consultant pathologist in clinical microbiology for a private hospital and a consultant for a private laboratory network as well as a private university. He is also a consultant pathologist at BP Healthcare and the pro-chancellor of Universiti Sains Malaysia in Penang – a position that is most befitting of him.

In the field of international sports, where Jegathesan's expertise remains much sought after, he is the Chairman of the medical committee responsible for both the Asian Games as well as the Commonwealth Games. In this position, he heads his team in conducting anti-doping control procedures – according to regulated standards and requirements.

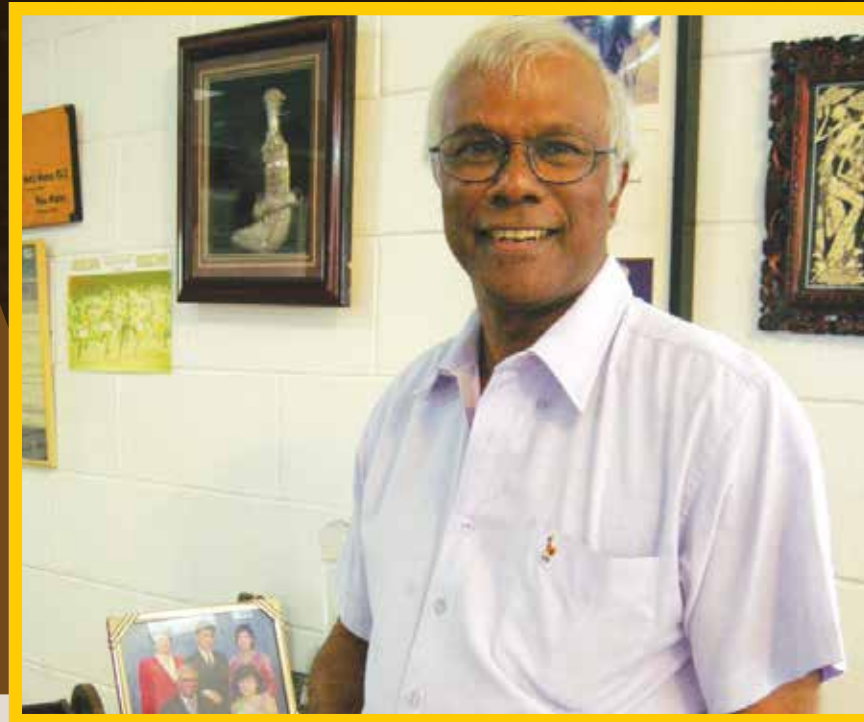
In 2006, he was appointed as the Chairman of the Commonwealth Games Federation (CGF) Medical Commission and honorary Medical Advisor for the 2006 Melbourne Commonwealth Games. With his appointment to this high-profile position, Jegathesan continues to bring pride to Malaysia and put the nation on the international map of sports administration.

### Perpetual Momentum

While many of his ex-colleagues are adopting a less stressful lifestyle to enjoy their golden years, Jegathesan continues to fill up his 'life jar' with more experiences. His boundless energy and zeal for life is supported by living a balanced lifestyle of eating right, exercising enough and making an effort to continue learning. His advice to all Malaysians is to invest and care for one's health when young to avoid having to spend one's wealth and time looking for cures in the future.

Jegathesan also believes in the 80/20 Pareto Principle and the Controlled Engagement Theory where he chooses not to be caught in the 'perfection trap'. He controls his level of engagement on each project and will not spend more time than necessary on it – as spending too much time thinking over one task may lead one to not do the other things one ought to have been doing.

Jegathesan is one of the very few Malaysians who have made good in sports and in his professional life. He is truly an icon and the nation's treasure that has run the extra mile, overcoming barriers and challenges to bring fame and glory to his country. Jegathesan will leave a lasting legacy that will be remembered by Malaysians for generations to come.



*“Whatever you do or don't do, it is important to have a continuous goal and to never stop dreaming. If you have achieved your dreams, dream up new ones.”*



# YBHG. DATUK RASAMMAH BHUPALAN



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## YBHG. DATUK RASAMMAH BHUPALAN SOCIAL ACTIVIST

### Born to Champion Justice

Datuk Rasammah Bhupalan, also known as Rasammah Naomi Navaredname or Mrs. F. R. Bhupalan, was born on 1 May 1927. She is a renowned Malaysian Freedom Fighter and Social Activist. Over the years, she has championed causes such as the anti-drug abuse movement, women's rights, education and social justice.

She was one of the earliest women involved in the fight for the independence of the nation (then Malaya). She joined the Rani of Jhansi Regiment – the women's wing of the Indian National Army, to fight the British. She served in Burma (now Myanmar) during World War II.

As Founder and President of the Women Teacher's Union, Rasammah fought for equal pay for women teachers and tried to bring disparate teachers' unions under a single umbrella. The former School Principal was the first Asian representative of the World Confederation of Organisations of the Teaching Profession for two successive terms. She was also very active in the National Council of Women's Organisation (NCWO) and Pemadam.

### Selflessly Striving for the Preeminence of Fairness

Rasammah was a Teacher in the Methodist Boys School, Kuala Lumpur (MBSSKL) from 1959 to 1964, and was the principal of Methodist Girls

School, Kuala Lumpur (MGSKL) for 14 years from 1969 until she retired in 1982.

On 11 November 2007, Rasammah was among the few veteran teachers who were honored at MBSSKL's 110th Anniversary Celebration Dinner. The dinner was specially organized as a tribute to all the former and current teachers of the school.

Throughout her life, this proud grandmother of seven has fought to better the lives of women and society – and she is still fighting at 84! Rasammah, affectionately known as Mrs. B, is the Chairperson of the Law and Human Rights Commission of the National Council of Women's Organisation. She also sits on the Methodist Education Foundation Board.

When she was a teenager, the Women's Suffrage Movement in Britain was a big inspiration to her. She was an avid reader and cherished history. As a young person, she was also greatly influenced by Gandhi and his Satyagraha Movement.

She stated that the most momentous period of her life was when she became a member of the Indian National Army's Rani of Jhansi Regiment in 1943. That exposure gave her real inner strength and a sense of justice, determination and forthrightness. It was indeed a vital part of her training as a teenager of 16.



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## Righteousness Ultimately Prevails

After graduating from University of Malaya, Rasammah found her niche in teaching; but suddenly realized the grave injustice which was being perpetuated by the government then. The Razak Report (1956) stated that there would one national service, one salary scheme and the right and freedom of transfer from one state to another.

Unfortunately, that did not happen – so a few of the women thought about it and decided to form the Women Teachers Union (WTU) in 1960. It was a fabulous inauguration – the whole hall of the MBSSKL, where Rasammah was teaching at the time, was packed with women teachers!

Rasammah has led the revolution on the whole concept of unionism. No longer were women going to be card-bearing members of unions. Most importantly, they fought against the grave discrimination against women in terms of salary, increment and final stagnation. and in-service training. In 1964, they were having equal pay rallies all over the country. That same year, the government announced equal pay for all women in government service.

## The Mighty Defender of Women

When the National Council of Women's Organisations (NCWO) was formed in 1963, Rasammah was one of its Founder Members and the first secretary general.

The Young Women's Christian Association (YWCA) put forth to NCWO the need for monogamous marriages; and not customary marriages. Registration of marriage was not mandatory at that time. She was the Chairperson of the Committee on Marriage Laws for Non-Muslims.

On the overall, through the NCWO, Rasammah, and those of similar ideals, have done major work on issues like rape, violence against women and drug abuse. In all these, she has always been part of a key group of people. This virtuous woman strongly believes that nothing can be achieved if any leader feels she is the 'be-all and end-all' of an organization – because the fundamental aspects of any struggle lie in coalescing, co-operation and strong teamwork.

## Untold Gratification – the Reward Sublime

Rasammah's most gratifying aspect of work is certainly with the NCWO. The group cuts across various areas – including pension, women's rights, marriage, violence against women, domestic violence, rape, children and health.

On the whole, Rasammah enjoys whatever she is doing:

"There are times when it is exasperating, but we've got to remember that patience is vital and teamwork is essential.

One must have the courage to take up an issue which may not be popular, have the forthrightness to express it in language that is not offensive, and the persistence and determination that no matter what, one will continue to work towards the cause."

On 21 November 2006, a book entitled, Footprints on The Sands of Time, Rasammah Bhupalan: A Life of Purpose, authored by Associate Professor, Dr. Aruna Gopinath. was launched by Culture, Arts and Tourism Minister, Datuk Dr. Rais Yatim.



*"It is our responsibility to participate effectively in alleviating the difficulties of those who have not got everything we have."*











**ICONS** *inspire others today,  
and generations of tomorrow*

*...Dr KKJohan*



The BrandLaureate  
Business **ICON**  
Leadership Award

They are entrepreneurs' exemplar, with strong business acumen and are focused and committed in their initiatives.  
They are altruistic and have deep concern for the well-being of the people and the environment.



# YBHG. TAN SRI DR. MOHD NADZMI BIN MOHD SALLEH



THE BRANDLAUREATE  
**Great Entrepreneur**  
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## YBHG. TAN SRI DR. MOHD NADZMI BIN MOHD SALLEH CHAIRMAN, NADICORP HOLDINGS

### A Rock-solid Anchor Amidst Winds of Change

Tan Sri (Dr) Mohd. Nadzmi Mohd. Salleh is one of the pioneers of Malaysia's automotive industry and played a pivotal role in the growth and development of the country's first national car, PROTON.

When Tun Dr. Mahathir Mohamed initiated the idea of developing the nation's first national car, there were a number of negative comments and opposition towards the project – but it was Dr. Mahathir's leadership and determination that saw the project take off. Assisted by the likes of Nadzmi, who was the Managing Director of Perusahaan Otomobil Nasional Sdn. Bhd. (PROTON) from 1993 to 1996, the company made inroads into the automotive industry of the country and held market leadership position for more than a decade.

Nadzmi started his career as an Economics Lecturer at University Putra Malaysia in 1980. He then joined Petronas in the International Marketing Department – and it was during this time that he was asked to join Heavy Industries Corporation of Malaysia Berhad (HICOM) in the Projects Division.

### Rolling on the Highway of Prominence

Subsequently, when PROTON, the national car, rolled off the assembly line, Nadzmi joined Edaran Otomobil Nasional (EON), the distribution arm of PROTON, as the Head of Marketing.

He was then appointed to the Board of EON as Executive Director in

1989, and in the following year, helmed the position of Chief Executive Officer. Under his stewardship, the revenue of EON rose from RM38.6 million to RM120.6 million – an astronomical amount during those days.

With his dynamic leadership and outstanding performance at EON, he was then seconded to PROTON in 1992 as the Deputy Managing Director; and three years later, appointed as the Managing Director. During his tenure in PROTON, new models were launched, which helped to strengthen the brand's leadership position; while the operational processes and vendor systems were fine-tuned to ensure optimum performance.

Nadzmi moved on from PROTON in 1996 to concentrate on his own business but was later appointed as Chairman of PROTON in 2009 – a position he held until 2012.

### Transcending Transformative Transportation

Datuk Sri Nadzmi is currently the Chairman of Nadicorp Holdings Sdn. Bhd. – a business corporation with footprints in the transportation, property, manufacturing, plantation, defense and other support services. Nadicorp is the leading stage and express bus operator in the country, having consolidated major brands such as Transnational, Plusliner and Cityliner to form Konsortium Transnasional Berhad.

Nadzmi also sits on the Board of several companies such as Ranhill Utilities Bhd., Mara Holdings Sdn. Bhd., R. J. Reynolds, ERL, SIRIM and Len Brothers Rubber Products Industries Berhad.



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## The Many Facets of Life's Passions

Apart from being involved in the corporate and business sectors, Nadzmi is active in sports and was the President of Badminton Association of Malaysia (BAM) – a position he held for thirteen years. Currently, he is the Honorary President of BAM and was appointed as President of The Badminton Asian Confederation (BAC) in 2013.

Nadzmi, who is born in Kota Bharu, Kelantan, comes from a family of 10 brothers and sisters. His father was a District Officer and later became Secretary of the State of Kelantan. Growing up then, his hobbies included collecting stamps and repairing old and broken radios – which incidentally spurred his interest in the fields of Science and Engineering.

During his university years, he graduated with a Masters of Arts in Economics and Statistics in 1980 from Miami University, Florida, as well as a Bachelor's Degree in Arts in Economics and a Bachelor's Degree in Science in Chemistry and Mathematics from Ohio University.

## The Ingrained Spirit of Leadership

Ever smiling and of a genial disposition, Nadzmi is an amiable and approachable leader who strongly believes in personally going down to the ground to engage with his staff, vendors and customers in order to find what is happening and to seek out new ideas to further improve the business. Through these first-hand interactions, he has been able to widen his horizon and adapt the latest management techniques and business strategies.

Having been in the corporate sector for over three decades, Nadzmi is of the view that good leaders must have strong virtues to guide them. They must also have sound knowledge as well as deep interest and passion in what they are doing and be able to take risks if they want to succeed. Without these traits, it would be hard for them to overcome challenges and meet their desired goals.

Leaders must also be creative and innovative in their management approach, and at the same time, be able to analyse situations in order to capitalize on them. According to Nadzmi, challenges present opportunities and it is up to the leader to view the situation correctly.

Nadzmi counts Tun Dr. Mahathir Mohamed, the late Tan Sri Loh Boon Siew and Tan Sri Eric Chia as his mentors. Through conversations with these leaders, he has learned a lot about how they view scenarios and do things – and this has in turn has impacted his leadership style.

As one of the nation's top leaders, Nadzmi was awarded Man of The Year by the Malaysian Business Magazine in 1986. In 1993, he won The Outstanding Young Malaysian Award from the Junior Chamber of Commerce in the category of 'Business and Economic Innovation'; and was a recipient of the Ernst and Young Entrepreneur of the Year and Ernst and Young Master Entrepreneur of the Year Awards in 2003. He was also chosen as a 'Global Leader for Tomorrow' (GLT) at the World Economic Forum in Davos, Switzerland.

He was awarded Entrepreneur of the Year in 2009 by Enterprise Asia and the Lifetime Achievement Award by the Kuala Lumpur Malay Chamber of Commerce in 2011 followed by conferment of the Asia HRD Awards for his contribution to society the following year. He was conferred the Honorary Doctorate in Entrepreneurship by the Universiti Teknikal Malaysia Melaka (UTEM) in the same year.

Nadzmi was conferred the title *Panglima Setia Mahkota* (P.S.M) by the King of Malaysia Seri Paduka Baginda Yang Di-Pertuan Agung XIV which carries the title 'Tan Sri' on the occasion of His Majesty's Official Birthday on 7th June 2014.



*"To be successful, you must be able to take risks and defend your position. Learning from past experiences is important and we must try to avoid making unnecessary mistakes as that will eat into our profitability and sustainability."*



# YBHG. DATO' SRI MICHAEL CHONG



THE BRANDLAUREATE  
**Great Entrepreneur**  
Brand ICON Leadership  
Awards'13



Dato' Sri Chong was represented by Nickque Tan CEO of Grand Saisaki at the Awards' Dinner.

## YBHG. DATO' SRI MICHAEL CHONG CHAIRMAN AND FOUNDER GRAND SAISAKI GROUP

### Turbocharged for Success

Dato' Sri Michael Chong, patron of SAISAKI™, SHOGUN™ and JANG-GUN™, is also the chairman and founder of Grand Saisaki Sdn. Bhd. – a trend-setting brand which was established in 2010. This brand champion has come a long way – even traversing industries. After graduating with a B. Econs from University Kebangsaan Malaysia (UKM), he pursued his passion for cars and founded the Glory DMC Holdings & Glory Wheels SB in 1985 – retailing exclusive luxury automobiles.

He persevered and built himself a very successful automobile business through his company, Glory Wheels Sdn. Bhd. His business success spurred him on; and it was in 2010 that he decided to take a refreshed and enterprising step into the food and beverage business. He took over three Japanese buffet restaurants under the SAISAKI and SHOGUN brands and formed the Grand Saisaki group of companies.

Michael's dynamic personality, vibrant enthusiasm and undisputed commitment led him to venture into the F&B industry. He has embarked on a refreshed journey to further develop new concept brands under its holding company, Grand Saisaki Sdn. Bhd. The primary brand is well known for its healthy buffet spread. Customers can also expect the highest level of service as well as various promotional programmes at the restaurants.

### Creating Flavourful History

The history of the SAISAKI @ Wisma UOA II Japanese buffet restaurant which is located at Wisma UOA II in Kuala Lumpur dates back to 1999. Its success led to the opening of two more outlets in Selangor in 2005: SHOGUN @ 1 Utama and SHOGUN @ Sunway Pyramid in Bandar Utama and Bandar Sunway respectively. These restaurants serve a wonderful array of Japanese cuisine and fusion delicacies in a buffet setting.

The success of Grand Saisaki Sdn. Bhd. is driven by its recognition of the importance of quality and variety of a wholesome healthy buffet spread for its guests, and consistently according them the highest standard of professional service and etiquette.

The main emphasis is on the need to have a dedicated and committed team of employees. The staff, numbering over 350, are trained to provide excellent service with a professional approach. The personnel, from head chefs to restaurant managers and back-of-the-house to frontline staff, are all carefully selected for their experience and skills.

### A Taste for Change

Michael realized that the people needed something different. They desire healthy but delicious food and they want it at an affordable price – a special place where families could gather together in celebration or for a wholesome daily meal; a haven where the young and old could call their own.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

"Malaysians are renowned for their appreciation of good Japanese food coming from a diversified multi-racial ethnic group. They frequently dine out at restaurants and demand excellence in cooking and the use of high-quality ingredients in preparation of food," the face of the brand explains.

Grand Saisaki takes pride in never compromising on the quality of ingredients, menu choices, cooking and service. In this regard, it has put in place stringent quality assurance systems at every level of its operations. All its raw materials are subject to intensive and regular checks to guarantee their high quality.

### Cutting-edge Brand Champion

In August 2011, Michael came up with yet another brand, JANG-GUN, which is Korean for 'army general' (just like 'Shogun' in Japanese) for his new restaurant in the Golden Triangle of Kuala Lumpur City.

"We offer the widest range of authentic Korean cuisine here – buffet style. It's the first of its kind in Malaysia," Michael recounts concerning his JANG-GUN outlet located at Fahrenheit 88 Shopping Centre in Jalan Bukit Bintang, Kuala Lumpur. "In the beginning, we served 98 per cent Korean food. However, in due course, we have found that families with senior citizens prefer not to be limited to only Korean choices," he adds.

The Korean offerings have since been cut down by 30 per cent while Japanese, Chinese and Western dishes are added to the menu. Nevertheless, Michael believes that Malaysians will grow to embrace the variety of Korean foods more and more as time goes by: "We need to educate them on the cuisine – just like when people were more familiar with Italian rather than Spanish cuisine at one time. It will take time, as it did with our Japanese cuisine offerings when we first started, before Korean cuisine becomes well accepted."

Michael's reverence towards senior citizens is shown in the way they are charged when they come for meals. Families are encouraged to bring along the seniors in the family as those above the age of 55 are entitled for a 50 per cent discount. Children eat from as low as RM13 and if it is one's birthday, the meal for the birthday person is on the house when they bring three paying guests! "We celebrate your birthday not once a year but seven days! Three days before and after your actual birth date", quipped Michael.

### Slashing Clear the Path Ahead

According to the brand champion, his Grand Saisaki Group is planning to open at least one buffet outlet in each state in the years to come. Extending the concept further this year, Shogun2U, where events and catering is brought right to one's doorstep, will be introduced to the public. In 2010, Grand Saisaki garnered The BrandLaureate Award for 'Best Brands in Food & Beverage – Japanese Cuisine', followed by SHOGUN getting the award in 2011 and Dato' Michael himself was honoured with the Brand Personality Award in the same year.

The company's vision of reaching its goals by meeting the needs and expectations of its guests with continuous improvements in quality, productivity, value, new product offerings and guest satisfaction is indeed as all-encompassing as it is laudable. Its intention to develop quality partnerships with its employees, suppliers, guests and the community in which it operates is equally wonderful.

The next new thing for him is his Shogun-Xpress, the vibrant brand for his up-and-coming fast food chain. This successful entrepreneur believes in giving his best to customers and staff alike so that they too may enjoy a 'harvest of success' in their own way.



*"Being a blessing to those around me has certainly helped me to become successful as an individual. As long as the people around me are successful, I will be successful."*



# YBHG. DATUK WIRA ERIC TAN ENG HUAT



THE BRANDLAUREATE  
**Great Entrepreneur**  
Brand ICON Leadership  
Awards'13



## YBHG. DATUK WIRA ERIC TAN ENG HUAT GROUP CHAIRMAN, HATTEN GROUP SDN. BHD.

### Risk-taking to Impact the Real Estate Realm

The renowned Datuk Wira Eric Tan Eng Huat, born in the historic year of 'Merdeka', is the Group Chairman and visionary leader of Hatten Group Sdn. Bhd. The Group, which he jointly established in 2008 with his son, Colin Tan June Teng, the Group Managing Director, is Malaysia's fastest growing property developer which has made a serious impact on the country's real estate sector.

The Hatten Group is involved in property development, strategic management and investments. Quite fittingly, 'Hatten' means 'growth' and 'development' in Japanese.

Rising from humble beginnings, the duo gained prominence when it took on the challenge of turning around an abandoned project in Malacca, Malaysia. It was truly a risk that no one else in the industry was willing to take as the project required massive capital injection with a perceived low success rate.

### Farsighted Man of Substance

Tan holds an Honorary Doctorate of Philosophy in Business Administration (Honoris Causa) conferred by the Board of the Southern California University (U.S.A.) in 1998 for Professional Studies in the United States.

With over four decades of experience in property development and property investment, this defining persona has been instrumental in the growth of several established retail, residential, hotel and construction companies based in Singapore and Malaysia.

Currently based in Melaka, Malaysia, Tan remains exceedingly farsighted – with a pioneering approach to each project he takes on. For his flagship project in the Historical State, he took on a massive abandoned project in the city – developing it into what is now described as the largest retail destination in the region, *Dataran Pahlawan Melaka Megamall* – a major attraction in Melaka.

Considering the fact that the UNESCO World Heritage City draws in millions of foreign and local visitors every year, this development is aptly placed and has been well-received. The brilliant success of this whole endeavor has not only made him the leading light for other businesses in the property industry, but it has also gone on to carve Datuk Wira Eric Tan's name as one of the finest success stories in Melaka City.

### A Force to Be Reckoned With

*Dataran Pahlawan Melaka Megamall* project was undertaken with a locally-incorporated company, Lianbang Ventures Sdn. Bhd. Following the completion of the project and for branding purposes, Tan decided to consolidate its Malaysian businesses under a single umbrella and incorporated Hatten Group Sdn. Bhd. in 2008 for this purpose.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

In less than five years, the Hatten Group has carved out a name for itself in the property development sector in Malaysia – being counted amongst the nation's 'Top Property Developers 2012/2013' by iProperty.com.

Under the leadership of Tan, the Group aims to achieve its personal vision of being one of the 'Top Ten Largest Property Developers' by 2020. Working towards this inspiring goal, the Group has brought together a team of experienced professionals with expertise from various fields to form the mid-level management cadre of its companies.

### The Fruits of Commitment and Perseverance

Tan's dedication and commitment to the development of Melaka has earned him the confidence of the State Government. He continues to play a key role in advising the governing body on Conceptual Study and Urban Development Planning to upgrade and modernize Melaka City. Together, the ultimate goal is to transform the city into a world-renowned historically iconic developed state.

For his enormous contributions to the state, Tan received the *Darjah Cemerlang Seri Melaka* (D.C.S.M.) from the Melaka State Government in 2013. He was also awarded The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2013 in recognition of his extensive list of achievements in the Asian property industry.

Guided by Tan's seemingly infinite wisdom, keen insight and bold leadership, the Hatten Group has reached towering heights. With an impressive portfolio of groundbreaking projects, not just in Melaka, but in Seremban, Iskandar Johor and Pahang, the bright Hatten star is set to rise even higher on the fast track towards becoming one of Malaysia's 'Top Premier Property Developers' by the year 2020.

### Reshaping the Topography of a World Heritage Site

Personally, Tan is highly regarded in society and is associated with many social organizations. He firmly believes that developers must care for the community, as well as the environment. In 2009, he formed a Corporate Social Responsibility division for Hatten Group named Hatten Cares – which to this day, reaches out to society by promoting eco-awareness, community care and general health.

Tan himself is a keen philanthropist – contributing his time, energy and resources to several non-profit organizations.

Hatten Group has since rolled out the first phase of the Hatten City – which has redefined contemporary and sustainable living in the Historical City. Boasting a gross development value of SGD620 million, Hatten City will be the vibrant heartbeat of Malacca – equipped with amenities, gleaming infrastructure and commercial opportunities.



*"Nothing is as important as passion - no matter what you want to do in your life, be passionate."*



# LAI VOON HON



THE BRANDLAUREATE  
**Great Entrepreneur**  
Brand ICON Leadership  
Awards'13



**LAI VOON HON**  
EXECUTIVE DIRECTOR,  
IREKA CORPORATION BERHAD

#### Building Beyond Boundaries

Lai Voon Hon is an Executive Director of Ireka Corporation Berhad and also the President/CEO of Ireka Development Management Sdn. Bhd. (a wholly-owned subsidiary of the Malaysia-listed Ireka Corporation Berhad) – the exclusive Development Manager for Aseana Properties Limited (a London Stock Exchange main-market-listed property development company) which undertakes property development activities in Malaysia and Vietnam.

Lai is also the General Director of Hoa Lam-Shangri-La Healthcare Limited Liability Company, Vietnam. The Company is the developer of the International Hi-Tech Healthcare Park which also houses Ho Chi Minh City's premier international standard general hospital, City International Hospital. On top of that, he is also a Board Member of Nam Long Investment Corporation Limited – a company listed on the Ho Chi Minh City Stock Exchange, the largest developer of affordable housing in Vietnam.

Lai is a registered Professional Architect with the Board of Architects, Malaysia, and is currently a Member of the Young Presidents Organisation, Member of the Board of Trustees for the Malaysian AIDS Foundation; as well as a National Committee Member for the International Federation of Real Estate (FIABCI), Malaysian Chapter.

Lai was the Past Council Member of the Master Builder Malaysia from July 1998 to June 2004, Industrialised Building System Steering Committee Member of the Construction Industry Development Board (CIDB) from 2000 to 2004 as well as past President and Board Member

of the Young Entrepreneurs' Organisation – Malaysian Chapter from 2004 to 2005.

#### The Journey to the Top

Lai graduated from University College London, London University and Ashridge Management College (City University) with a Bachelor of Science (Hons) Degree in Architecture in 1987. He obtained a post-graduate Diploma in Architecture (Dip-Arch) in 1989; and a Master's Degree in Business Administration (Distinction) in 1993.

An architect by profession, he has practiced in London, Hong Kong and Malaysia, prior to joining Ireka.

Lai landed his first job at Michael Squire Associates, an architecture firm in London. Not long after that, he moved to Hong Kong to join an international Japanese firm, S'international, where he was part of the team that specialized in designing luxury hotels. He left in 1992 to pursue an MBA and returned to Kuala Lumpur one year later to join the family business.

#### Equipped for Excellence

Under the stewardship of Lai, Ireka has developed a number of successful commercial, residential and hospitality projects in Malaysia. Most notable are the 5-Star award-winning the Westin Kuala Lumpur and several luxury condominium developments in the Mont' Kiara area of Kuala Lumpur; under its i-ZEN luxury properties brand – his brainchild.



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The Westin Kuala Lumpur has won many highly coveted awards such as FIABCI Malaysia Property Awards 2005 (Hotel Development category), Prix d'Excellence Award 2006 (Best Hotel & Resort category) and Hospitality Asia Platinum Awards 2005-2006 (The Award for Excellence – Best New Hotel). The SENI Mont' Kiara development won the FIABCI Malaysia Property Awards 2013 (High-Rise category) and the Prix d'Excellence Award 2014 (also in the High-Rise category).

According to Lai, The Westin KL is one of his proudest achievements for a number of reasons; but perhaps none more so than the fact that it was successfully completed and opened right after the Asian Financial Crisis and SARS epidemic in 1997. The 452-room Westin Kuala Lumpur opened its doors in September 2003 and was sold in early 2007 for a record price of about RM1 million per room. This popular luxury abode along bustling Jalan Bukit Bintang was commended for its innovative design and maximizing space on just over an acre of land in the centre of Kuala Lumpur.

### Laying Down The Infrastructure For Tomorrow

Other project developments initiated by Lai included Sandakan Harbour Square – an integrated redevelopment consisting of Harbour Mall Sandakan and the Four Points by Sheraton Sandakan, which won the Asia Pacific Property Awards 2009 – Commercial Redevelopment Category, as well as the Aloft Kuala Lumpur Sentral hotel.

The Aloft Kuala Lumpur Sentral hotel, operated by Starwood Asia Pacific Hotels & Resort Pte. Ltd., is a design-led business hotel located in the Central Business District of Kuala Lumpur Sentral – the biggest transit-oriented hub in Malaysia. Developed and owned by Aseana Properties Limited, an associated company of Ireka Corporation Berhad, the 482-room Aloft Kuala Lumpur Sentral is the trendy 'younger sibling' of the hip W Hotels. Lai is especially proud of the free-flowing design concept that gives the hotel its decidedly sassy and vibrant energy.

### Forward Momentum

Following in his father's footsteps, Datuk Lai Siew Wah, Lai places great importance in maintaining a strong relationship with his family members. If history has taught him anything, he owes much of his success to his father – the formidable founder of Ireka Corporation Berhad. It was his father who encouraged him to pursue a career in architecture and took him under his wings into corporate success. According to Mr. Lai, he credits his father for moulding him into the man he is today by simply being there throughout his adulthood. Very much a family man himself, the eldest child of Datuk Lai Siew Wah is now a proud and devoted father of three.

As for his professional goals, Lai aims to constantly push himself to create new things. He spends his time travelling to cities, such as Tokyo and London, which never fails to offer him fresh ideas, ever-changing outlooks, creative energy, dynamism and inspiration. Still, the ultimate secret to success, especially in the architectural industry, according to him, is daring to take bold moves. The biggest challenge Mr. Lai is to never lose the ability to innovate. Thanks to his forward-looking outlook in life, Ireka Corporation Berhad remains one of the leading construction and property development companies which is innovative, revolutionary and a trend setter.



*"There is no substitute for hard work. It sets us interesting challenges, gives us new energy and shapes our future!"*



# YBHG. DATIN WINNIE LOO



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## YBHG. DATIN WINNIE LOO FOUNDER & GROUP CHIEF CREATIVE DIRECTOR A CUT ABOVE

### A Cut Above – The Premier Hair Salon

The husband-and-wife team, Dato Richard Teo and Datin Winnie Loo, started A Cut Above in 1979 as a hair salon to provide hair styling and grooming needs to Malaysians. From a humble 428-square-feet salon, A Cut Above is now one of Malaysia's most established premier group of salons in the country.

Over the years, the brand has expanded and transformed itself to be a household name in the hair styling industry – with an increasing number of salons situated in up-market malls in Klang Valley.

As the Founder and Chief Creative Director, Winnie has been instrumental in developing the brand to become a market leader. With passion and determination, she has ensured the growth of A Cut Above – simultaneously positioning it as the 'No. 1 hair salon in the nation'.

### Surviving the Seasons with a Smile

35 years in the business is indeed a feat, especially in a competitive and fast-paced industry that is constantly evolving in terms of trends and techniques. As the foremost hair salon in Malaysia, A Cut Above has set the benchmark in terms of standards and service in the hairstyling industry.

Stylists at A Cut Above are widely known for their expertise and experience in the industry. With affordable pricing, professional service, house calls for special events, 'kiddie' corners, make-up, professional hairstyling tools and products as well as manicures and pedicures; A Cut Above is the ultimate one-stop beauty and style salon!

In keeping up with the latest trends, Winnie make sure that all the salons maintain a consistent contemporary and high-end feel in terms of design and ambience. For many, a visit to A Cut Above enables them to retreat into a cozy and pampering environment – away from the hustle and bustle of their daily lives.

A Cut Above is on the top list of all fashion houses, modeling and media agencies. It provides hair and make-up services for models and personalities in fashion shows or cover shoots for prestigious magazines such as Malaysia Tatler, Prestige and Peak, and renowned musical shows and cosmetic houses like Max Factor and Shu Uemura. A Cut Above also lends its fabulous expertise to beauty pageants like Miss Malaysia World and Miss Malaysia Universe as well as X Top Models Search and International Ford Model Search.

### Styling Beyond the Frontiers of Brand

Winnie has been a true inspiration to her employees – guiding them, sharing her knowledge and encouraging them to push the envelope in



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terms of creativity and excellence. These values have helped A Cut Above expand through the years – reaching the very apex of its business now.

As the Brand Ambassador and Brand Champion, Winnie has been pushing the boundaries – moving A Cut Above into new frontiers of service, such as the X Cut, which stands for 'Express Cut'; catering to the fast-paced lifestyle of the present times. X Cut now has eight branches and the brand has grown to draw in the patronage of a tremendous amount of clients via its breakthrough chain concept.

Formerly known as A Cut Above Studio, the Restyle salon is also another one of the company line's extensions. It holds a new concept by offering various service packages to cater for young executives aged from 18 to 30 years old.

Winnie ventured into the education sector by establishing A Cut Above Academy which provides aspiring hairstylists with the necessary training. The world-class hairdressing academy, located at *Dataran Mentari* Bandar Sunway, was set up in 2004 to nurture creative hairstyling leaders of tomorrow. It has been provided with award-winning hairstylists as educators and equipped state-of-the-art facilities and technology.

Winnie is also the Co-Founder of the Asia Hairdesigner Association. Hosted annually by the association, the Asia Hairdesigner Festival has provided her with so much brand awareness globally. Her passion for the trade is cascaded down to her staff, who provide the best of service to every customer who comes through the door – irrespective of creed or color.

### Award-Winning Brand

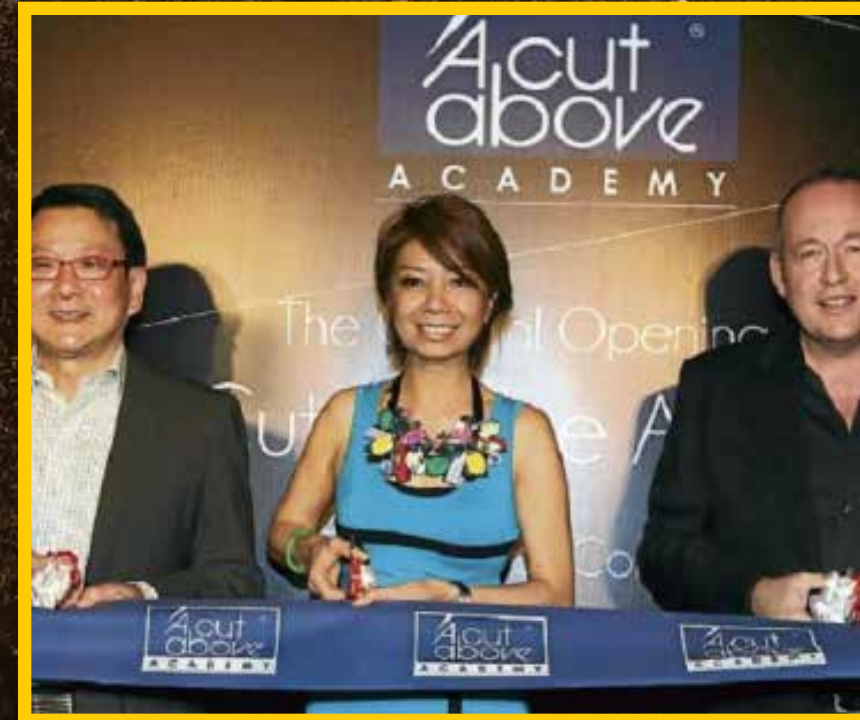
Under her stewardship, A Cut Above has won numerous awards for its remarkable success; in addition to personal awards conferred upon Winnie herself.

Some of the awards Winnie has been honoured with through A Cut Above is the Women Entrepreneur of the Year by Ernst & Young in 2010, Master of Her Craft at the Malaysia Tatler, the World Master of the Craft Award from Arts & Fashion Group International, New York, in 1997, the Best Hairstylist of Malaysia Award by Malaysia International Fashion Award (MiFA) in 2003 and the Outstanding Achievement – Hair Designer Award during the Malaysia International Hairdressing Award (MIHA) in 2007.

### Shaping the Future with Heart

In an effort to help the less fortunate, Winnie has raised millions of ringgit by leading a number of charity events. These included An Evening of Glamour, Portraits of Hope 1, 2, and 3, Timeless Elegance 1 and 2 as well as numerous Cut-A-Thon events.

Her untiring efforts have seen the raising of funds for the poor mountainous children of China through the works of the Asia Hairdesigner Association (AHA). The association has helped build a school in China under the former's name. Most recently, after another successful charity event, a second school has been put into plan for construction.



*"It gives me a very nice and fulfilling thought to be able to help the less fortunate - especially building schools to educate the next generation."*



ROBERT LOH



THE BRANDLAUREATE  
**Great Entrepreneur**  
Brand ICON Leadership  
Awards'13



**ROBERT LOH**  
FOUNDER AND MASTER CUTTER  
LORD'S TAILOR

**The First Cut of Love**

Robert Loh is the Founder and Master Cutter of Lord's Tailor. He is one who truly understands that a well-cut suit is one of the best investments in fashion a man can have. He skillfully approaches each fabric using his extensive knowledge of physics and engineering to accurately cut the cloth to the exact measurements of the individual he is working on – therefore being able to keep the material proportionally flattering on the entire body, no matter the shape.

Even at a young age, Robert has always possessed an innate creative flair – with a penchant for scoring highest in art. It was in his secondary school days that he picked up tailoring from the many tailors around his home by observing them at their trade. He would then charge his classmates 50 cents to tailor-make their uniforms to practice his skills – and he has never looked back since. He found himself falling in love with the trade – a trade that would one day see him dressing some of the most well-known men in the world.

**Shaping a Master Craftsman**

After graduating from high school, Robert sought out a master cutter and became his apprentice for two years, picking up a good amount of basic skills. But that was not enough for him. Following the advice of his then fiancée, Lee Lee Loh (now Mrs. Loh), Robert ventured to

England to study tailoring from the masters in Saville Row and acquired a tailoring diploma from Taylor & Cutter.

Upon his return to Malaysia, in 1974, Robert set up Groovy Apparel. The name was actually a translation of his Chinese name and the nickname that his friends had given him for the wide bell-bottoms he loved to wear.

In 1976, his first big break came in the form of the Heavyweight Boxing Champion, Muhammad Ali. This unforgettable experience with the legendary boxer was featured by the papers and his fame spread like wildfire. Soon after, orders came pouring in. Lord's Tailor's reputation for quality and fitting suits continued to spread henceforth.

**Engraved from Fine Cloth**

Today, Robert counts some of the most distinguished gentlemen as his regular clients; including his favourite badminton champion, Datuk Lee Chong Wei; renowned designer, Datuk Jimmy Choo; former Prime Minister of Malaysia, Tun Dr. Mahathir, and many who have sought his personal touch which is unlike any other when it comes to getting the perfect fit. In fact, when Tun Dr. Mahathir was still in office, Margaret Thatcher once asked him where his beautiful suit was made and Tun Mahathir proudly informed her that it was made in Malaysia by his tailor, Lord's Tailor.



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By early 1980's, Mrs. Loh suggested they change their name to Lord's Tailor since bell-bottoms were out of fashion and the business had definitely progressed up market. When asked about the origins of their regal name, Marketing Director and wife of Robert Loh simply explained, "Robert had trained under the best tailors in London so we felt this name was more appropriate."

### A Name Adorned by Fame

By 1987, even the former PM, Tun Dr. Mahathir, was getting his striking clothes made by Lord's – after having tried three previous tailors, and has remained with the brand for over 25 years. Tun Mahathir noticed how his son-in-law's clothes looked well-made and enquired where he got them from and very soon Robert was called to the PM's office to measure him. Since then, Lord's Tailor has been dressing the always sharp-looking former premier.

Since the mid 2000's, Lord's Tailor has also been busy dressing up the men for the *Anugerah Bintang Popular Berita Harian* Award (ABPBH), Malaysia's version of the Grammy Awards. On its premier outing, Lord's managed to dress Fahrin Ahmad, who won the Best-Dressed Award. Lord's Tailor has also gone on to win the Best Designer Award from ABPBH twice ever since. The brand has not only brought glamour to the ABPBH award nights, but has also raised the bar for men's fashion in Malaysia – earning it the reputation as 'Malaysia's tailor to the celebrities'. Another year to remember for Lord's Tailor was 2007, when businessman, Datuk Vinod Sekhar, who himself was a patron of Lord's Tailor, wanted to present some suits to international movie star, Mel Gibson, and brought him to Lord's Tailor to have his measurements taken. It caused quite a commotion in Bangsar Shopping Centre, where the brand has one of two retail outlets. Mel Gibson found the suits of such quality that later, he came back to order more the second time round. In fact, one of the suits was later spotted on the famous actor at one of the Oscars Nights. It was indeed a memorable moment for Lord's Tailor.

### Stitched by the Threads of Immortality

In recognition of the company's excellence in premier bespoke service, Lord's Tailor was conferred The BrandLaureate Award for Product Branding Retail Category – Premier Custom Made Apparel in 2010, which coincidentally was also Lord's Tailor's 37th anniversary.

As Jimmy Choo puts it, "Lord's suits fit me better than any London Saville Row high street tailor's." He smilingly adds, "Robert's clothes truly make me look younger and look more fit physically too!"

Lord's Tailor opens its new flagship store in Pavilion KL under the flagship brand: LORD's. The new store offers full-range tailoring service that is traditionally expected from the brand. What's new and exciting is LORD's new and ready-to-wear collection of shirts, ranging from casual to classic, and made from the finest specially-selected European cotton with strong, outstanding masculine details.

In the very same year, in recognition of founder Robert contribution and success in the bespoke tailor industry, he was conferred The BrandLaureate Great Entrepreneur Brand Icon Leadership Award.



*"There is nothing you can't achieve if you set your heart to it."*



**ICONS** are great achievers  
They make things great.

...Dr KKJohan



The BrandLaureate  
Corporate **ICON**  
Leadership Award

They are the faces behind their Brands and transform them to powerhouses in their respective industries. They have a vision and strategy that bring change and their philosophy is to win and outperform their predecessors.



PETER SAGE



THE BRANDLAUREATE  
**Transformational  
Corporate Leader**  
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**PETER SAGE**  
INTERNATIONAL SERIAL ENTREPRENEUR

**An Entrepreneurial Sage by Name and by Fame**

Peter Sage is a well-known international serial entrepreneur with over two decades of experience in growing fast-paced enterprises.

During that time, he had launched, operated and brought to success over a dozen companies – several of which are large enough to qualify for the prestigious global Entrepreneurs Organisation (EO) membership, a by-invite-only members club for successful entrepreneurs who have achieved a certain benchmark in revenue making and company size.

He served as the Chairman of the London YES Group (the largest personal development organization in Europe) and currently serves on the Entrepreneurship Advisory Board for INSEAD – a global top-five business school and one of the world leaders in the field of entrepreneurship education. Virtually all of the businesses Peter created are of different industries.

Most recently, he founded Space Energy – a multi-billion dollar project focused on generation and transmission of clean energy and commercialization of Space-based Solar Power. A world and game-changing technology with enormous humanitarian and environmental benefits that has already secured interest from several major governments.

**Transcending Personal Limitations**

Despite being a high school dropout at the age of 16, Peter has been an active advocate in promoting entrepreneurship. With vast-spanning experience in entrepreneurial pursuits and global leadership, he is currently attached to some of the world's most renowned business schools and even advises organizations. This is ironic, considering he does not possess any higher qualifications since he left school.

At 18 years of age, Peter wrote and published his first book on health and fitness: Supreme Physique. He is the co-author of Lessons Learned from the Recession from the Business Leaders Book Club and his latest book, 5 Keys To Master Your Life, became an Amazon No. 1 best-seller in Japan in its first week and has since sold over 100,000 copies – being ranked the top one per cent of business books ever sold in Japan. Peter earned his due recognition to sit on these boards and member organizations due to his relentless passion to share his experiences, knowledge and business wisdom with the masses.

Being a sought-after speaker, Peter has developed a following – encouraging both the young and old to dream and pursue their entrepreneurial goals. Through his seminars and conferences, Peter is inspiring and seeding the interest among people to believe in the dream of becoming entrepreneurs themselves!



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## Generating Entrepreneurial Awareness

Peter has also written dozens of articles published in numerous magazines, newspapers and journals over the last two decades. As an expert in human behaviour and motivation, he has spoken on five continents and is frequently asked to deliver keynote addresses – entertaining and inspiring audiences across the globe where he has been booked to share the stage with high profile people such as Kofi Anan, Sir Richard Branson, former US President, Bill Clinton, and many others.

Peter is an expert in personal development and is committed to bringing those skills and experience to the global audience. He is a qualified trainer for Robbins Research International (as recognized by the Robbins-Madanes Institute) and a certified Master Practitioner of Neuro-Linguistic Programming (NLP).

Peter is a also qualified Navigator for Life-Pilot – a values-based organization that delivers programs which are a catalyst for positive personal change and growth. In addition, as a trained specialist in Psychotherapeutic Intervention and Human Needs Psychology, he spends up to one month each year travelling and volunteering internationally to mentor and train people from diverse backgrounds – from students to super-achievers and successful businessmen. He also works directly with the homeless, drug addicts as well as trauma and abuse cases.

## Touching Lives

Peter is a philanthropist and an active supporter of multiple charitable causes. Through a combination of personal donations, active fundraising and extreme endurance events, he has raised over a million dollars for charities all over the world, including The Anthony Robbins Foundation, St. Paul's Hospital Foundation, The Community Alliance Network, Room to Read, Save the Rhino, The Easter Seals and many others.

He has spent a lot of time in Third-World Countries, helping to tackle poverty through capacity building and education – including building a school in Tanzania. For several years, Peter has also played an instrumental role with the London Basket Brigade – an organization that feeds thousands of homeless and underprivileged families across London each Christmas.

Peter is an accomplished athlete, an expert in health and nutrition and a former competition-level bodybuilder. He has completed several marathons, including the formidable 250-km Sahara Ultra-Marathon (Marathon des Sables) – widely recognized as the toughest footrace in the world. He competes at British Championship level indoor rowing, is a trained marksman (Great British Shooting Team, ACF), a qualified open water diver, an experienced skydiver and a long-standing member of the internationally renowned and infamous Dangerous Sports Club.

## Magnificent Mantra of a Maestro

Having coined the term 'Extreme Entrepreneurship', Peter has been renowned for kick-starting risky ventures and often getting involved with business ideas which challenge the norms of society.

As an avid believer in creating new markets and introducing products that will radically shape the foundations or way of life, he has been iconic in spearheading a portfolio of 15 start-ups before – ranging from technology, education, services; and now, 'green technology' and energy. His mantra of 'Extreme Entrepreneurship' can also be seen through his active involvements in extreme sports – an interest which personifies Peter's adventurous spirit in exploring the unknown and trying out new endeavors.

Peter's expertise and passion for business is displayed in his history with over 15 start-ups before the age of 30. Some of these have been big international success stories producing millions of pounds in revenue and employing hundreds of people; whilst some, in his own words:



*"Somebody asked me once if I lost everything, would I consider getting a job? My reply was it would be a damn good excuse to go again! After all, you can never loose what you have inside. At the end of the day I am born entrepreneur and completely unemployable."*



DR. MICHAEL HEAH



THE BRANDLAUREATE  
**Transformational  
Corporate Leader**  
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**DR. MICHAEL HEAH**  
ICF-MASTER CERTIFIED COACH

**Transformational Teacher**

Life, in its myriads of dimensions, can be a wonderful journey – one filled with splendid experiences and unforgettable memories; but if only people know how to go about it in the right way. Although there is no hard and fast rule to premium living or the best way to live, Individuals often look to sage’ guides’ to show them the best way of traversing this odyssey. And such ‘coaches’ are a rare gem indeed – for they have the innate ability to revolutionize one’s precepts and perceptions to optimize the experience, and like a compass, point us in the right direction.

As one such impression-making, life-altering persona, Dr. Michael Heah of [mikeheah@corporate-coach.com](mailto:mikeheah@corporate-coach.com), is a renowned ICF-Master Certified Coach in this region to earn this global-class credential from the International Coach Federation (ICF) – the world’s largest and most established coaching body.

This positive outlook generating epitome recently added The BrandLaureate Icon Leadership Award, a world-class recognition, to his kaleidoscopic list of high achievements for his work on coaching in this part of the world – where he leads the coaching industry through many initiatives that are aimed to building and growing said community.

**Pride of the Country**

Dr. Michael is the Founder/CEO of Corporate Coach Academy (CCA), the first and leading coach-learning school and Corporate Coach (CC), a talent-building school in Malaysia and in the region. He was also a former Adjunct Professor with University Utara Malaysia (UUM). Dr Michael is the Chairman/Founder of Malaysian Association of Certified Coaches, the only national coaching body here, and was also the first Founding President of ICF Malaysia Chapter, which was used as his platform to bring in the superior ICF brand of coaching here.

Through his hands, CCA has personally trained thousands of corporate leaders to become professional coaches in many parts of the world. Its coaching school is one of the two coaching schools in Asia, with the ICF accredited ICF-ACTP status for its high quality in coaching education. It is empowered to certify people to become ICF Professional Certified Coaches, who are globally recognized and can practice anywhere in the world.

On the international front, Dr Michael had represented Malaysia at APEC for work related to regional tourism development for the Asia-Pacific region. He was also Advisor-Consultant to the European Union and Vietnam National Administration of Tourism in work related to human resource development for the tourism sector.



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## Learning from Life's Lessons

Dr Michael's experience in Coaching is solidly backed up by more than three decades of exposure in various senior corporate positions, such as CEO, Managing Director and Senior Group HR Director in a number of industries in tourism, hospitality, franchise, retail, education and resort development – to name a few.

Being a rank-and-file person, he has first-rate exposure in working at the shop floor positions as well as in a number of industries in his early years. With all this experience combined, he has been transformed into a uniquely holistic person who is practical, pragmatic and strategic in everything that he does.

This brand icon is also a practicing corporate coach who works directly with a wide range of clients on various initiatives. Some of his esteemed clients include: Talent Corps, Shell, Petronas, Petra Energy, Total Oil, Western Digital, Sun Pharmacy, L'Oreal, Coach Malaysia, IBM, Maybank, Celcom, Reliance Pacific, University Malaya, INTI University, various hotels and a good number of governmental ministries.

As one who goes by many hats – Master Coach, Coach-Consultant, Coach-Facilitator, Coach-Trainer, Mentor Coach, HR Consultant, Business Coach, Organizational Coach, Dr Michael has a Doctorate and Masters in Hospitality and Tourism as well as a Postgraduate Diploma in Organizational Psychology and Business Management Degrees from various universities in the UK to fortify his repertoire.

## Optics of Optimism

As a person, Dr Michael is an observant character – particularly of his surroundings. He often reflects about life and in his musings, discovers the hidden nuggets of existence in its complexities through the eyes of simplicity.

He takes delight in watching behavioural patterns and tries his level best to understand why people do the things they do and uncover the secrets behind why their habits seem to work. with such 'insights', he pens down his observations as a regular columnist on *(Coaching)* in local and international dailies. He is also the author of two coaching books; including the best-sellers, *Dialogue With A Coach* and *Dialogue With A Life Coach*. Apart from all this, he is a renowned blogger with a large following in *Stories That Coach* where he shares his own life experiences from the vantage point of a coach.

## Aspiring Beyond

Within his spirit, this God-fearing man yearns to make the world a better place. He relates well to the attributes of those whose hearts are filled with compassion; and, via his unique approach to life, he uses his gifting to alleviate the sufferings of the world in the little ways he knows how. He hopes that it is these small things that will gradually bring a big change to the world at large – like ripples in a pond.

At times, he seeks to attain balance in life. After all, a well-balanced life is after all a testimony of good living and what is life if one cannot look back and see smiles instead of regrets – a life of smiles instead of frowns.



*"At the end of life, it is not about what you have achieved, but what you have become."*



# YBHG. DATO' OTHMAN HJ. OMAR



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**Transformational  
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**YBHG. DATO' OTHMAN HJ. OMAR**  
CHIEF EXECUTIVE OFFICER  
OXLEY HOLDINGS (MALAYSIA) SDN. BHD.

## A Persona of Substance

Dato' Othman Omar was formerly the General Manager of Perbadanan Kemajuan Negeri Selangor (PKNS) and the Chairman of the Board at PKNS Infra Berhad, PKNS Engineering & Construction Berhad, Selangor Industrial Corporation Sdn. Bhd., PKNS Holdings Sdn. Bhd., Datumcorp International Sdn. Bhd. and Sunway Damansara Sdn. Bhd.

He also sits on the Board of Worldwide Holdings Berhad, Worldwide Landfill Sdn. Bhd., Worldwide Medivest Sdn. Bhd., Kesas Holdings Berhad, Selaman Sdn. Bhd., Selangor Polo Club, PKNS Andaman Development Sdn. Bhd., Real PlugandPlayTechCenter, Bangi Golf Resort, Bangi Equatorial Hotel and the Shah Alam Convention Centre.

He has over 30 years of qualified experience in the construction and property development industry, both locally and abroad. Othman has been involved in property developments and mega infrastructure projects during his career with different companies including Energoprojekt (a Yugoslavian state-owned Global Engineering Company), PROPEL Berhad, Kesas Holdings Berhad and the SP Setia Group and whilst working abroad with George Wimpey Group Services (under Wimpey Construction/Wimpey Homes, now known as the Taylor-Wimpey Group) in the United Kingdom and Hydro Tasmania in Australia.

## Excellent Paper Chase

Othman received his early education at MARA Junior Science College in Seremban and Hobart Matriculation College in Tasmania, Australia,

under MARA scholarship. He later graduated from University of Tasmania with a Bachelor of Civil Engineering Degree in 1984.

In 1986, he was awarded the Confederation of British Industry (CBI) Scholarship to study and work in England, United Kingdom. He also holds an MBA from the Paris Graduate School of Management majoring in Change Management and currently doing his PhD on a part-time basis at Victoria University, Geneva, Switzerland (Organizational and Business Transformation).

## The Bringer of Change

Upon joining PKNS as General Manager in February 2009, Othman brought major changes and transformation to the Group, in terms of work culture revolution, enhanced product design, improved service delivery system, new business models/strategies product lines and high-profile projects resulting in record profit, bottom-line savings and a new image and re-branding for the PKNS Group.

Under his leadership, PKNS has openly addressed the issue of corruption by becoming the first State Economic Development Corporation (SEDC) in Malaysia to implement the Corporate Integrity Pledge (CIP) in its corporate governance. Aside from having attracted a growing number of local and foreign bidders and investors to do business with PKNS – an open system endorsed by PKNS has benefited the corporation in its savings since 2009.



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## The Star Catcher

As a result, PKNS has received some major awards and recognition, including, amongst others, the International Business Review Award 2010 for 'Excellence in Government Service Delivery and Smart Private-Public Partnership', Best Performing SEDC Award 2010, The BrandLaureate Master Developer Award 2010 (by Asia Pacific Brands Foundation) and BCI Asia Top 10 Developers Award for three years running (2011, 2012 and 2013).

Laman PKNS (GBI Platinum building with project GDV RM300 million) and Datum Jelatek (GBI Gold building with project GDV RM1 billion) won the highest 5-Star rating for 'Office Design and Renovation/Urban Regeneration' at the Asia Pacific Property Awards 2013.

Othman also received the Global Leadership Award in 2011 at the Global Leaders Summit organized by the Leaders Magazine and the American Leadership Development Association. In 2013, he received the Gulf Countries Council (GCC) Leadership Award for Business Transformation conferred by Mohamed Zayed Al Nahyan, the Crown Prince of Abu Dhabi.

In the same year, Othman was awarded the Darjah Indera Mahkota Pahang (DIMP) and The BrandLaureate Brand Icon Award for 'Business Transformation'. One of his core principles in setting the right working culture is by inculcating the values of the brand in the people who work in the organization.

## Impacting Landmarks

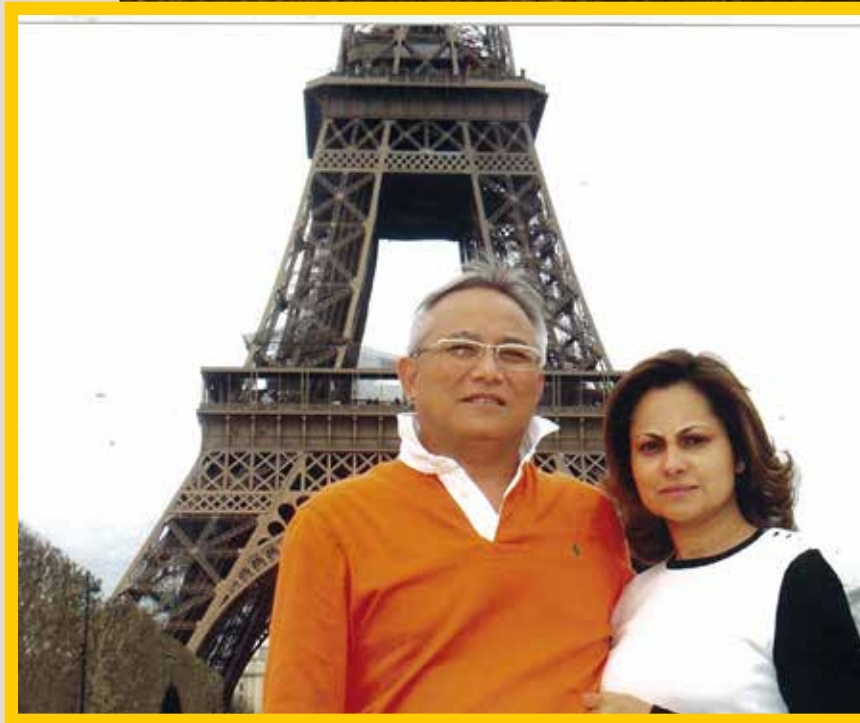
In 2010, PKNS announced RM14 billion new projects under its Zero Landbank Strategy – mainly involving 'reverse-privatization' with other land-owners, urban regeneration and redevelopment of dilapidated buildings at various locations in the Klang Valley.

These new high-profile Datum Series Green-themed, sustainable mixed developments by Datumcorp International Sdn. Bhd., including Datum Jelatik (RM900 million), PJ Sentral Garden City (RM2.6 billion), Datum InCity (RM3 billion), Datum Sports City (RM1.8 billion), Datum KLCC (RM1 billion), Datum SACC (RM2 billion), Datum Educity (RM600 million), Datum PJ@Sect 14 (RM1.8 billion), Datum Regalia (RM700 million), Datum Bangi 1 & 2 (RM1.2 billion), Aquavilla@Sek7 Shah Alam and Vega@SSP2 Cyberjaya. Datum Jelatek, a GBI Gold development, was awarded the Editor's Choice Property Award 'Most Iconic Design of the Year 2012' by the Malaysian Reserve/Property Times.

On 1st March 2014, he joined the Oxley Group as CEO of Oxley Malaysia. Oxley is listed in Singapore Stock Exchange Main Board with an estimated market capitalization of SD2 billion. Its share price has more than doubled in the last one year. Outside Singapore, Oxley's projects are in Malaysia, the United Kingdom, Russia, China, Cambodia, Vietnam and Myanmar. Oxley recently launched their Royal Wharf, a 47-acre mixed development project in the London W3 area and sold 811 units in two weeks.

In Malaysia, Oxley's projects are in KLCC (GDV RM3.5 billion), Jalan Hang Tuah (GDV RM3.1 billion), Section 16 Petaling Jaya (GDV RM850 million), Sepang Gold Coast, Medini (5 acres), Ampang (15 acres) and Penang (30 acres). Currently, discussions on collaborations involving the KLCC land are with Trump Plaza, MGM Grand, the Jumeira Group and Hilton's Warldorf Astoria.

Not one who rests on his laurels of success, Othman never ceases to carve out an identity as a leader – and ultimately as a highly reputable property developer.



*"If you don't decide on the culture you want, you'll end up with a default culture."*



# EDDIE TIE



THE BRANDLAUREATE  
**Transformational  
Corporate Leader**  
Brand ICON Leadership  
Awards'13



**EDDIE TIE**  
MANAGING DIRECTOR/CEO  
VITA LIFE SCIENCES

## Equipped for Change

*"Education is the most powerful weapon that you can use to change the world".*

Significantly profound and ultra-revolutionary, the above quote by the late Nelson Mandela is Eddie Tie's guiding principle in life. As a fervent believer in acquiring knowledge for the betterment of life, Tie never ceases to inculcate a learning culture within the very core of those around him.

He constantly encourages his staff to learn and expand their knowledge on the health industry and motivates them to stay updated on the ever-changing trends in order to serve customers and consumers better year in and year out.

Tie is renowned for his uncanny ability to turn around the trajectory of companies for the better – no matter how deep they appear to be sinking in the tumultuous ocean of raging economies and maelstrom of uncertainty.

## The Ascend to the Top

Upon completion of his secondary school education, Tie had to make a major life decision of either going through four years of undergraduate studies or join PriceWaterhouse as an Audit Trainee to earn a living. He chose the latter — a decision he was glad to make. The professional *Certified Public Accountant* qualification he obtained proved to be invaluable to the course of his future career.

Tie's career path took him from being an External Auditor to an Equity Investment Analyst, Finance Director, and ultimately, Managing Director in various private, multinational, and public-listed companies in Malaysia and abroad.

For over two decades, he helmed leadership positions in organizations involved in property development and construction, manufacturing, hotel ownership and management, education, IT and stock-broking. He was also involved in a number of privatization projects and in mergers & acquisitions.

## Anticipatory Gaze Ahead

If one looks into the background of companies Tie has been involved in, an obvious interest in taking up the challenge of turning around distressed companies can be observed. He is widely known for leading the turnaround of a diverse group of businesses that suffered heavy losses following the Asia Financial Crisis in 1997. As he once expressed:

*"I will be bored to death if I were to sit at the desk looking at financial statements, interpreting accounting standards and policies, or attending meetings in a stable company."*

In 2005, he took over the helm of Vita Life Sciences Limited (VSC) at a time when the company was burdened with borrowings and accumulated losses in excess of AUD100 million and had a huge deficit in shareholders' funds. However, in less than five years, Tie succeeded in rebuilding the company and returning it to profitability – eventually tripling the revenue of the brand.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

Whilst working on the turnaround of VSC companies in Malaysia, Singapore and Australia, Tie also expanded VSC's businesses into China, Vietnam, Thailand and Indonesia and set up wholly-owned subsidiaries in these countries. In addition, Tie started Vita LifeSciences Sdn. Bhd., the first multilevel marketing company in the group, followed by Vita Health Science Knowledge Centre in 2013.

### Tugging Taglines for Transformation

As Group Managing Director and CEO, Tie has led the brand to be a leading complementary medicine and dietary supplement company in Malaysia and the Asia-Pacific Region. Under his transformational stewardship, the organization's rebranding initiatives included the formulation of a wider range of products to meet consumers' needs as well as the expansion of the brand's footprint.

Being in a business that is solely dedicated to making people healthy, Tie coined a new tagline, "Health is More than Wealth. Don't Settle for Less". Though the previous tagline, "Enriching Lives. Since 1947", still remains in use today, the new tagline reminds the public that an extra ringgit or more can get them something that actually works and is beneficial to their health.

### Smelling the Roses along the Way

Despite his hectic business travels, Tie found time to complete his EMBA in 2013. He has a passion for developing himself professionally, as shown by the professional titles – FCPA (Australia), FCCA (UK), CFP, CA(M) and CPA(M) – behind his name.

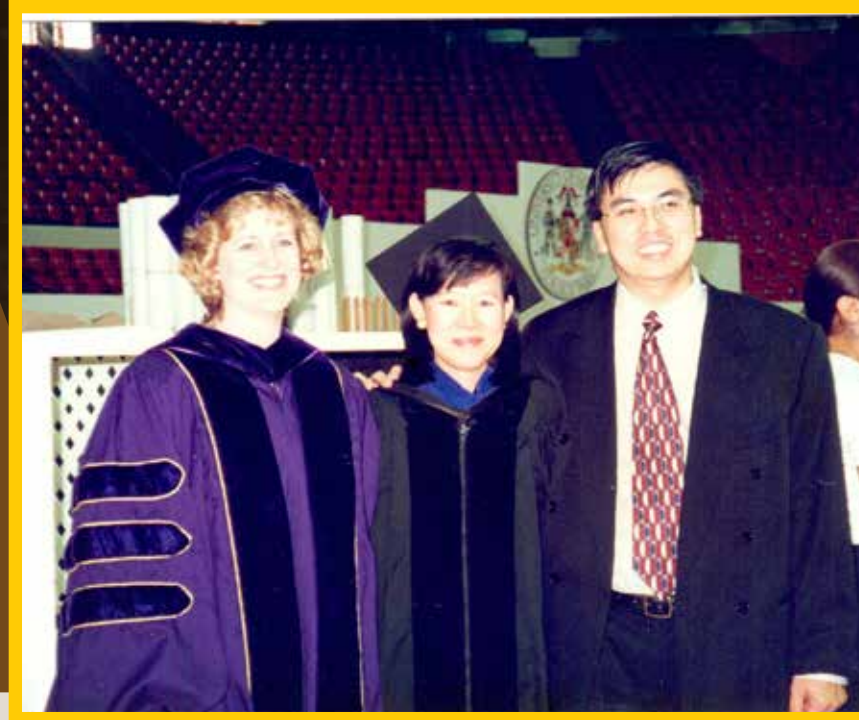
In spite of his busy work schedule, he also makes an effort to spend time vacationing with his wife, Dr. June Poon, at least once a year. Together, they have travelled to more than 30 countries and visited more than 100 cities around the world, including Anchorage, Athens, Barcelona, Buenos Aires, Cape Town, Istanbul, Kyoto, Lisbon, Malé, Monte Carlo, New York, Oslo, Paris, Queenstown, Rio de Janeiro, Rome, Seoul, St. Andrews, St. Petersburg, and Vancouver.

Without Tie's commitment, passion and contribution, the success of VSC today will not be possible. Humbly, he refuses to take all the credit – but instead praises his entire team for their hard work, loyalty and trust. Although he is known to be a demanding boss, he is also quick to forgive others for making mistakes.

Not one who likes to rest on his laurels of success, Tie continues to work relentlessly to improve the performance of VSC every day. He constantly strives to formulate high quality, effective and functional supplements for the brand.

One of his core principles when faced with problems is to look into long-term outcomes and avoid 'quick fixes' that cause enduring ramifications and irreversible consequential damage. Tie would always stress this point to his staff using one of his favourite quotes:

*"Don't solve problems with short-term solutions because you or our company might end up with long-term pains!"*



*"Don't solve problems with short-term solutions because you or our company might end up with long-term pains!"*



# YBHG. HONORARY PROFESSOR DATIN SRI DATO' DR. K. H. WANG



THE BRANDLAUREATE  
**Transformational  
Corporate Leader**  
Brand ICON Leadership  
Awards'13



## YBHG. HONORARY PROFESSOR DATIN SRI DATO' DR. K. H. WANG GROUP EXECUTIVE DIRECTOR SMART READER® WORLDWIDE

### World Leader in Early Childhood Education

As the co-founder of Smart Reader® Worldwide Sdn. Bhd., Datin Sri Dato' Dr. K. H. Wang has been in the education line for more than two decades. This multi-talented individual is a visionary who wears many hats; namely, entrepreneur, motivator, facilitator, lyricist, innovator, leader, public speaker, problem-solver and advocate of early childhood education.

Besides being a trainer and academician, she is also a prolific writer and has published a good number of books and songs that are used at Smart Readers centres. Dr. Wang co-founded the Smart Reader® English Reading Program – a popular reading program that has benefitted more than a million children; from those as young as toddlers to 15 years old.

As an accomplished trainer, Dr. Wang conducted the Smart Reader Teacher's Training Program throughout the whole of East and West Malaysia, Brunei, Singapore, Thailand, Philippines, China and Japan – a course that has enabled more than 20,000 teachers in South-East Asia to be proficient English teachers.

She is also the co-founder of SRI College, which markets the Certificate, Diploma and Degree Programs. The SRI College's Diploma in Early Childhood Development is a much sought after credential among school-leavers and those interested in the field of Early Childhood Education.

### A Brand Above

Another innovative teaching and learning approach that Dr. Wang initiated is the Smart Reader® Creative Teaching Methodology. This technique inculcates fun, creativity and excitement in the learning process and has helped instil the love of going to school among children. As a result, at Smart Reader®, absenteeism is very minimal.

On top of that, Dr. Wang co-founded the Smart Reader® Kids program that focuses on early years learning programme for children aged four to six and the Smart Reader® Kids ++ program for children aged two-and-a-half to three-and-a-half. Moreover, Dr. Wang initiated the Smart Reader® Kids Talent Search Contest – a competition to help bring out the hidden potential and talent of Smart Reader Kids centre preschoolers.

Additionally, this lady of manifold talents created the Association of Professional Early Childhood Providers Malaysia. The association brings together professional early childhood educators and providers in the country under one umbrella – gearing towards a more creative, quality education. It aims to help develop Malaysia as the hub of research and development in the Asian region for the Early Childhood Education sector.

Even as a multi award winner, Dr. Wang holds an unbeaten record – this highly respected woman has bagged 30 awards in total, from both local and international institutions. For this achievement, the Malaysia Book of Records has endorsed her as the Woman Entrepreneur who has won 'the Most Number of Awards in Malaysia'.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

### The 'Franchise-Preneur'

Recognized as a world leader in education, Dr. Wang is an extraordinary entrepreneur indeed. She constantly comes up with ideas and proposes new ways to steer the company to greater heights. What started out as a simple English reading programme has now become a major franchise business. Currently, there are more than 300 centres in East and West Malaysia and 150 centres overseas, including the Philippines, Thailand, Brunei, Middle East and China.

As successful as she is, she wants all entrepreneurs who come into the Smart Reader® Worldwide fraternity to reach for the 'million mark'. In her training sessions, she strives to motivate franchisees to exceed their expectations. Being a strong-willed person herself, Dr. Wang's aspiration is to nurture as many millionaire entrepreneurs all over the country as possible through the franchise concept. With the opening up of more centres nationwide, Smart Reader® Worldwide has inadvertently assisted in bringing down the unemployment levels in the country.

### A Woman of Principles and Heart

With her unparalleled success on the Malaysian franchise scene, Dr. Wang is indeed an exceptional woman. She, however, does not compromise on her principles in order to make profit in her business. She holds on dearly to her core values and beliefs – which are Quality, Integrity and Honesty. With the right skill and attitude, one can succeed in any business – and Dr. Wang is a perfect reflection of that.

Although Dr. Wang comes across as a strict and professional businesswoman, her staff, who have worked closely with her, know her to be a genuinely caring person.

As a wife and mother of two sons, Dr. Wang is a caring lady that always takes an interest in the personal lives of her employees and franchisees who are close to her and feels for those who need care and assistance. She never fails to express her concerns during the training and development of employees and franchisees.

### The CSR Initiator

Undeniably, Dr. Wang is also one of the most big-hearted persons – as seen when she won RM11,000 as part of a cash prize for the National Woman Entrepreneur Award in 2009. She put the funds to good use by initiating the National One Child One Hope Education Scholarship Program.

The program aims to give children access and the opportunity to quality preschool education experience. With the program, Dr. Wang wanted to ensure that underprivileged children will have access to all that they need – especially quality preschool education during their formative years.

As a leader, Dr. Wang has led Smart Reader® Worldwide Sdn. Bhd. and its group of companies to become an international multi-award winning programme – achieving local and international recognition at the same time. Her hope and dream is to continue in contributing towards the growth of the country she holds so dearly to her heart by improving the education in Malaysia.



*"A true entrepreneur is one with vision – a risk-taker and one who is able to lead and nurture other individuals to be excellent entrepreneurs. You must dream Big and work towards making that dream a reality."*



**ICONS**, *the heart of the matter*

*...Dr KKJohan*



The BrandLaureate  
Celebrity **ICON**  
Leadership Award

They are the SIFUs or masters of their trade, highly passionate and committed to their cause. They lead and teach, leaving lasting legacies that transcend time.



**YBHG. DATIN PADUKA  
MOTHER A. MANGALAM S. IYASWAMY IYER**



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**Grand Master**  
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**YBHG. DATIN PADUKA  
MOTHER A. MANGALAM S. IYASWAMY IYER**  
PRESIDENT  
THE PURE LIFE SOCIETY

**Dare to Venture beyond the Comfort Zone**

It was 1948, not very long after the Second World War, when Mother Mangalam, then aged 22, left Singapore and came over to Malaya to become a teacher. It was a bold move on her part as it was a time of turbulence and the country was still on the verge of recovering from the throes of war.

Clearly Mother Mangalam was no ordinary lass... Imbued with the spirit and desire of helping the poor and destitute, she landed in Kuala Lumpur and was posted to a Tamil school in Bangsar – where she witnessed firsthand the poverty and difficult times that surrounded the families then.

At the tender age of 10, Mother Mangalam became acquainted with the teachings and work of Swami Satyananda – a spiritual master who was doing relief work among the poor in the region. While teaching in Bangsar, she embarked on the task of helping the poor – and soon she was spending most of her time away from the classroom assisting Swami Satyananda, who by then had become her spiritual mentor.

Swami Satyananda then set up The Pure Life Society in 1948 with the aim of promoting multiracial and multi-religious understanding through lectures, forums and programmes. The following year, Mother Mangalam was initiated into The Pure Life Society with the title, Sister; and in 1985, she was bestowed the honorary title, Mother.

**Awareness of the Sufferings of the World**

As the days passed, Mother Mangalam observed that there was a pressing need to establish a home for children who were displaced and orphaned by the war. The home came to fruition in 1952, when it was set up under the aegis of The Pure Life Society, making it the first non-government orphanage in the country. The home was a blessing to the many orphans and poor children then as it provided food and shelter – and most importantly, hope for a better future.

The early days at the home were difficult; but Mother Mangalam never despaired. Funds were low and food was scarce, yet with her fortitude, she ensured that the children were well taken care of.

Over time, things improved and The Pure Life Society home, which was initially built on a two-acre piece of land, was expanded into a four-storey building to accommodate the 140 children who lovingly called it home. The new building was funded entirely through donations from the public and well-wishers.

**Home is Where the Heart Orbits**

Apart from the dormitories for the children, the home has a clinic, library and two computer laboratories. The children are sent to national type schools and some of them are given vocational education.



## THE BRANDLAUREATE Brand ICON Leadership Awards '13

At the home, sports activities are held and prayer meetings conducted to create spiritual awareness amongst the children. All religious festivals are celebrated there to inculcate respect for the various religions – thus building the foundation for religious understanding and tolerance amongst the children.

Today, The Pure Life Society has become an institutional landmark in the country and is known and respected for its benevolent work. It has sheltered and nurtured over 2000 children of various races and creeds in Malaysia – providing them with the basic needs and the right to an education. Many of the students have left the home to carve successful careers in their lives and a number of them have returned and contributed to the home in their own respective ways.

### A Heartfelt Landmark

After Swami Satyananda's demise, Mother Mangalam was appointed as the President of the Society in 1961, until the present time. A very gentle and soft-spoken lady, Mother Mangalam's passion and commitment to helping the less fortunate has led the Society to grow from strength to strength over the years.

Born in Singapore on May 17, 1926, Mother Mangalam led a sheltered and comfortable life with her grandfather who was a landed proprietor. She received her education at Raffles Girls' School and the *Saradhamani Girls' School* in Singapore.

The stirrings to move out of her comfortable life and make a mark in society began during her teenage years, when the Second World War set in and caused immense suffering in the community. Mother Mangalam wanted to alleviate the pain felt by her fellow humans and this ignited the candle in her heart to reach out and help – and thus an illustrious career and journey in humanitarian and philanthropy work began.

Mother Mangalam is a 'mother' to many orphans, but most important of all, she is synonymous with The Pure Life Society – admired and respected by all Malaysians and the world. Her willpower and tenacity has been the driving force of success and sustainability to The Pure Life Society.

### A Heart Set for a Higher Calling

Apart from being the President of The Pure Life Society, Mother Mangalam is the Advisor to the Inter-faith Spiritual Fellowship and served for 10 years as Vice-President in the Malaysia Inter-Religious Organisation (MIRO). She is also a poet and author and has written a book of poems, *Dew Drops on A Lily Pad*, and is the author of *The History of Kuala Lumpur Schools in Tamil*.

On what spurs her to serve the society, Mother Mangalam believes in the concept of purity – one that binds all people together and enables them reach their full potential. Purity is present in all religions and we should embrace it in our daily lives and at work to create the right energy within us for a higher purpose.

Mother Mangalam was conferred the title 'Datin Paduka' by the Sultan of Selangor, Sultan Sharafuddin Idris Shah, in 2007, and has received over 29 awards and accolades for her tremendous work and service to society.

Mother Mangalam's contribution to the country is invaluable and her selflessness and sacrifices go beyond words. She is truly the nation's icon and Malaysians are indeed honoured and blessed to have a national treasure like her.



*The Ode to Serve  
Serve with heart, not with head  
Serve with love, not with hate  
Serve with feeling, not just for duty's sake  
Serve with grace, not with gloom  
Serve with humility, not to boost your ego  
Serve with empathy, not to prove your worth  
Serve with courage, serve not with fear  
Serve unseen, and not to be reckoned  
Thus beams the Ode to service  
The force that binds and builds*



# HARVEY BENJAMIN MALAIHOLLO



THE BRANDLAUREATE  
**Grand Master**  
Brand ICON Leadership  
Awards'13



## HARVEY BENJAMIN MALAIHOLLO SINGER

### Melodic Voice of the Archipelago Nation

He is known as Indonesia's top balladeer and his unique voice – melodious and yet powerful has enchanted many listeners. Harvey Benjamin Malaihollo is an evergreen singer who entertains his audience with his beautiful songs and superb showmanship. Mention Harvey Malaihollo and attributes such as 'splendid', 'awesome', 'beautiful' and 'powerful' vocals are how his fans describe him. His popular songs, *Aku Begini Kau Begitu*, *Seandainya Selalu Satu* and many others also come to mind.

Harvey is highly regarded and has a wide fan base in the archipelago nation, as well as in Singapore, Brunei and Malaysia. He is certainly no stranger to Malaysia – having performed countless times since the 1980's.

As Indonesia's most respected male performer, Harvey is considered as The Big Five amongst musicians and artistes in his country. His concerts are sold-out events and are attended by his ever loyal fans – ranging from the young to the old; as well as the royalties and elites of society.

### Inspiration Hailing from Times Bygone

As a child, Harvey would occasionally perform with his mother, Maudy Titelay, who was part of a singing trio, and shared the stage with

stars like the late Broery Marantika, Mergie Segers and Trio Bimbo. His father, Daniel Benjamin Malaihollo, a sailor, was an ardent fan of Frank Sinatra and would occasionally buy records of Sinatra and other popular singers such as Nat King Cole and Louis Armstrong. As a result, Harvey actually grew up listening to the songs of these famous singers back then.

Harvey started his singing career during the 1970's – where he was more involved in recording of his albums. It was a tough beginning for him as he faced stiff competition from the popular singers of that era. His glowing era came when he won the national pop song festival, *Bintang Radio dan Televisi*, in the 1980's. With hard work and commitment, his popularity rose and gave him the due recognition and star status in the industry.

### The 'Singing Ambassador'

Harvey is Indonesia's 'singing ambassador' and is often selected to represent the nation in numerous international song festivals. In the 13th World Popular Song Festival in Tokyo in 1982, he sang Lady, written by Anton Issoedibyo, and won the Kawakami Special Award. In 1986, singing *Seandainya Selalu Satu*, he was recognized as the Best Singer in the festival. Back home, Harvey is known as the Macan Festival (or 'Festival Tiger') for his deep involvement in local and international song festivals.



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Harvey has received numerous awards for his achievements and contribution to the music industry. In 1998, he received a special recognition award from the Indonesian Government – Seniman Indonesia Berprestasi (Prestigious Indonesian Artist). Harvey has also been conferred music awards from other countries, and in 2002, he received an award for his 24th Album, Begitulah Cinta, from Malaysia's *Anugerah Industri Muzik festival*.

In 2011, his album, The Reflections of Harvey Malaihollo, went Platinum – and at the same time, he received the Award Nugraha Indonesia from PAPPRI (Indonesian Association of Singers, Composers and Arrangers).

### Tuneful Trajectory

As an entertainer of over 35 years' standing, Harvey has produced a whopping 12 solo albums and 10 duet records. His most recent release was a compilation of solo records, Reflections of Harvey Malaihollo: Greatest Hits 1987-2007.

In the concert scene, he has done numerous concerts in Indonesia, Malaysia and Singapore. In 2003, Esplanade presented his solo concert entitled HARVEY MALAIHOLLO to appreciate those who supported his career. To mark his 50th birthday, he held a concert, HARVEY MALAIHOLLO 35 Years in Music – *Tetaplah Bersamaku* (Stay with Me) at the Jakarta Convention Center. The concert was hailed as one of the 12 best concerts done by an Indonesian artist in 2012 and the Rolling Stone Indonesia magazine honoured him as one of the 50 Great Indonesian Singers.

When asked who are the singers who influenced him the most, Harvey responds:

"The greatness of international stars like Frank Sinatra, Tony Bennett and Nat King Cole continues to inspire me. Their songs are evergreen – still relevant and have strong support from the younger generation. I wish to be like these great legends and continue singing for my country and my fans."

### Vibrations Close to the Heart

Harvey has carved his own identity and personality this past 35 years and is a household name in Indonesia. But, this was not so during the early years of his career, when his voice was often mistaken for one of Indonesia's great singers, Broery Marantika – both having mellifluous voices.

Concerning his success, Harvey thanks his parents for their support and sacrifices made during the early days. He remembers how his mother had to borrow money to purchase a proper suit for him to perform in; hence, the family institution is important to him.

These days, Harvey continues to entertain – singing his songs at concerts and shows around the region. He is also involved in charity and has tirelessly worked with his fellow country singers to produce the album, This is Me – where the proceeds of the sales are donated to *Yayasan Onkology Anak Indonesia*.



*"Family is my life. That has been one of my mirror to uphold the meaning of love. What I do in music is for my family. They are a gift from God that I should take care and give the very best"*



# JEREMY MONTEIRO



THE BRANDLAUREATE  
**Grand Master**  
Brand ICON Leadership  
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## JEREMY MONTEIRO SINGAPORE'S "KING OF SWING"

### A Melodic Gem

Jeremy Monteiro is one of Asia's foremost jazz pianist and performer. Dubbed as 'Singapore's King of Swing' by the media, he lives and breathes jazz and wears many hats – he is a pianist, organist, composer and music professor.

Monteiro has performed throughout the world and his audience includes music lovers, jazz aficionados and world leaders the likes of former Chinese President, Hu Jintao, Russian President, Dmitri Medvedev, US President, Barack Obama, former US Secretary of State, Hillary Clinton, Indonesian President, Susilo Bambang Yudhoyono, and all of Singapore's Prime Ministers.

He has also had Hollywood stars like Bruce Willis, Sylvester Stallone, Cindy Crawford and Jackie Chan in his audience.

### Young Prodigy Rising

Monteiro's love for music, in particular, jazz, began at a young age. He grew up in a musically inclined family where both his parents and sisters played musical instruments. He took piano lessons at a young age and eventually attained a Grade 8 music certification.

Where jazz was concerned, Monteiro was self-taught – learning from music books and listening to jazz albums. At the tender age of 16, he was already a professional musician. His first performance was at Club 392, along Orchard Road, where he was the pianist and band leader. Monteiro spent the early years playing in local clubs with his band, Jeramzee, and was drawn to jazz due to the music's spontaneity.

1988 was a turning point for Monteiro, when his all-star band, Monteiro, Young & Holt, was invited to perform at the prestigious Montreux Jazz Festival. He shared the stage with great jazz legends such as Mongo Santa Maria, Chick Corea and the Yellowjackets. The concert was in front of a staggering audience of 3500 people – broadcast live across Europe. It was also in the same year that Swing Magazine of Switzerland called him 'One of the best exponents of Jazz Piano'.

### Tuneful Trajectory

Since then, there has been no turning back as Monteiro achieved success after success and performed at major jazz festivals and concerts such as the Edinburgh Jazz Festival and London Jazz Festival. He has also performed with major jazz luminaries – the likes of James Moody, Michael Brecker, Bobby McFerrin, Lee Ritenour, Herbie Mann, Paulinho DaCosta, Ernie Watts, Charlie Haden, Leroy Jones, Cassandra Wilson, Vanessa Rubin, Carmen Bradford, Matt Monroe, Ronan Keating,



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Kevin Spacey and Simon & Garfunkel – to name a few. In 2010, Monteiro performed in a double-bill with jazz piano legend, Ahmad Jamal, at the Inaugural Jazz & Saveurs Festival in Segré France.

As a producer, Monteiro produced the Ernie Watts album, Stand Up, in 1992 – joining an illustrious alumnus of Ernie Watts' producers, which include Quincy Jones, Creed Taylor, Don Grusin and Gilberto Gil. In 2003, he produced the CD, A Song For You, Karen, a jazz tribute to the Carpenters – recognized by respected American Audiophile magazine, Soundstage, as being one of the three best-sounding High Resolution albums that year.

One of his most significant achievements was in 2008 when he was a featured guest on the long-running NPR Radio program, Piano Jazz, hosted by Marian McPartland. The program was broadcast to more than 300 radio stations worldwide and past personalities featured included Monteiro's heroes such as Oscar Peterson, Bill Evans, Herbie Hancock and Chick Corea.

## Music Hub Magnet

As Singapore's music and jazz icon, Monteiro plays a pivotal role in promoting the country as a musical and entertainment hub. He has directed many musical events and promoted young and upcoming Singaporean artistes in a bid to make the country a vibrant entertainment destination. Monteiro is a music professor as well and was appointed as Professor & Visiting Chair of Jazz, School of Music, Faculty of Performing Arts & Integrated Studies, LASALLE College of the Arts in 2006. He is the first Singaporean to be appointed Professor at the Institution; and in the same year, he was chosen as a Fellow of the London College of Music which is part of the Thames Valley University in the UK.

Back in Singapore, Monteiro is a Board Member of the National Arts Council of Singapore (NAC). He served two terms on the NAC until August of 2010 when he retired from the Council. Currently, he serves on the Manpower, Skills & Training Council (Arts & Media) of the Singapore Workforce Development Agency, which is part of the Ministry of Manpower, Singapore.

Monteiro is highly respected in the industry, and in 1990, he was admitted as an active voting member of the National Academy of Recording Arts and Sciences (Los Angeles Chapter) and has voted at the Grammy Awards from 1991 to 2011. In 2011, he was appointed to the Board of Governors of the Asia Academy of Music Arts & Sciences – under the chairmanship of Quincy Jones.

## The Sonic Brilliance of a Shooting Star

For his awe-inspiring achievements, Monteiro has been conferred a host of prestigious awards, namely the Cultural Medallion, Singapore's pinnacle award in arts achievement, in 2002. The following year, he was awarded the 'Lifting Up the World With a Oneness-Heart' Lifetime Achievement Award by the late Sri Chinmoy. He received The BrandLaureate Brand Personality Award and the Tatler Leadership Award in 2012.

Monteiro's driving force is simple: Anything that one sets out to do has to be guided by intent – and his intent is to make good music for the listening pleasure of all his jazz fans.



*"I always strive to make the best music. This motivates me a lot. I also love seeing members of the audience leave my performances with a smile on their faces."*



# MICHAEL VEERAPEN



THE BRANDLAUREATE  
**Grand Master**  
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## MICHAEL VEERAPEN JAZZ MAESTRO

### Melodious Master of Music

Music is something that may appear demure and harmless, but alas, it has the force to soothe a wild beast, unlock forgotten memories from the deepest regions of the soul and make a grown man break down and weep like a child. When discussing music in the local scene, and Malaysian Jazz in particular, the name that pops into most folks' mind would be that of the pianist extraordinaire, Michael Veerapen.

Veerapen was introduced to the piano at the tender age of five and he openly admits to not being particularly fond of it at first. As fate would have it, he only changed his mind about the whole thing after being introduced to Jazz by a relative several years later – when he was in his early teens.

Originally, he enrolled himself to study accounting. And it so happened, while on a semester break, he headed down to Singapore for organ training – and sice then has never looked back. The rest, as one would put it, is history – and our nation would have never known of this wondrous gift to its tuneful atmosphere if the rudder of the threads of fate had veered off elsewhere. Veerapen soulfully cites Oscar Peterson, Bill Evans and Herbey Hancock as his major inspirations in the music realm.

### Attuned Fingers, Aligned Heart

Even before graduating from the prestigious Berklee College of Music with Summa Cum Laude in 1982, the industrious Veerapen had already made a name for himself as an up and coming pianist – having worked with some of the more popular musical groups which were at the forefront of the band arena in the late 70's. His passion for music clearly got the better of him.

In 1978, the renowned Jazz pianist organized Malaysia's first Jazz Rock concert, together with drummer, Lewis Pragasam. This brilliant endeavour proved to be a brilliant success; simultaneously bringing about a tremendous interest in Jazz, especially amongst the younger audiences – thereby planting the seeds for the way Jazz would come to be loved in the country in days to come. Indeed, he has inadvertently pioneered the development and evolution of said music in the country, simultaneously creating awareness concerning the 'hidden beauty' of Jazz.

Veerapen's studies par excellence at Berklee indeed proved to be a major factor which solidified his illustrious career – granting him just the competitive edge he needed to propel himself into the limelight of the musical scene as a renowned Jazz Pianist who impacted the melodic sound waves in a profound manner.



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### Widening the Scope in Melody

In addition to performing, Veerapen had also diversified his talents. He is also a composer, music producer and arranger and with several involvements as a Musical Director for many of Malaysia's top performers. During his time in the tuneful arena, he has sharpened his skills as a composer, music producer and arranger, astride his skills as a pianist.

He is also the owner of a successful Music Production Company and a music teacher who has taught many of his fellow musicians – who remain very much indebted to him for their music literacy skills.

Veerapen has performed with many illustrious musicians and singers over the years and has earned for himself the greatest respect of his colleagues, both at home and abroad, as one of Malaysia's true 'Musical Treasures'.

### A Musical Highlight in the Motherland

Veerapen keeps himself at the forefront of the development of music in Malaysia. He shares his experience and knowledge at Jazz Piano Festival Workshops. One such instance was during the inaugural Malaysian Jazz Piano Festival organized by Roland Asia Pacific Sdn. Bhd. The festival, which was the first of its kind in Malaysia, was the collaborative brainchild of Veerapen and several other prominent figures in the local jazz scene – namely Justin Lim, Tay Cher Siang, Cheah Wei Li, John Dip Silas and Hin Ee Jeng. The three-day festival began with several 'masterclasses' and workshops, concluded with a myriad of jazz performances at KL's premier Jazz club & gastro-bar, No Black Tie.

Veerapen's passion for Jazz can literally be seen 'oozing' out of his senses as observed in his opening speech at the workshop conducted in UCSI University – where the veteran Jazz performer and educator mentioned, "The goal of the festival was not just to widen the publics' exposure to Jazz, but also to elevate the status of Jazz – both musically and as an art form."

Veerapen also disclosed that plans for a Jazz piano competition and future invitations of foreign Jazz artistes were in the works and slated for yet another festival (later in 2015).

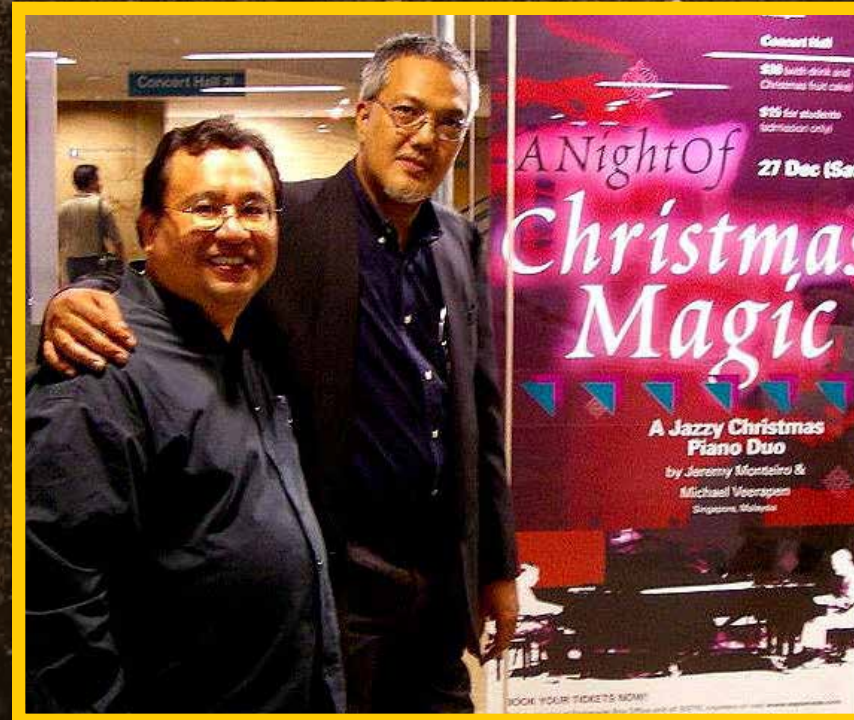
### Amongst the Stars

As a pioneer in the local Jazz industry, Veerapen has worked with many of Malaysia's top performers – in short, the best of the best in the industry – with the most memorable one being the late Sudirman who went on to perform at the Royal London Albert Hall.

Veerapen has opened the door for other Jazz enthusiasts in Asia. He travels around the world performing in Jazz Festivals, Concerts, and has, in the more recent times, put together several 'Duet' performances with his illustrious colleagues with the aim of challenging himself in the more difficult and demanding styles of jazz performance and improvisation.

Best known in his early years for his hotel performances, he recently performed in Love Journey with actress, Joanna Bessey. These days, Veerapen maintains a busy schedule in various fields of music, from musicals like *Lat Kampung Boy*, to music education and various Jazz performances both at home and aboard.

He is indeed a homegrown talent who, coupled by his sheer experience and undying passion for music, has blessed this nation – leaving an unforgettable tune in the symphonic bliss of the land!



*"Every new venture is a challenge. My aim is to challenge myself in the more difficult and demanding styles of jazz performance and improvisation"*



# SAZALI SAMAD



THE BRANDLAUREATE  
**Grand Master**  
Brand ICON Leadership  
Awards'13



## SAZALI SAMAD NATIONAL BODY BUILDER

### The Spark that Ignited the Undying Flame

Sazali Samad is Malaysia's premier Body Builder and a 9-time winner of the World Bodybuilding & Physique Championship title. Sazali was born on 8 August 1967 in Batu Pahat, Johor. He acquired his early education at *Sekolah Rendah Limpoon 2, Batu Pahat*. He then furthered his studies at *Sekolah Menengah Dato' Bentara Luar, Batu Pahat*.

Sazali stated that his interest in the body- building field began to germinate when he had just finished high school. Being the son of a taxi driver, he was usually found playing *takraw* before finally indulging himself in body-building.

His interest in the body-sculpting sport peaked especially after witnessing the achievement of national body-building athlete, Datuk Malek Noor, who was by then topping the Asian record and creating a wonderful name of the nation. Sazali had, since then, aspired to also be a body-building champion and has diligently worked towards that end – with astonishing results to show for!

### Raising Malaysian Image Globally

In 1987, Sazali worked for the Kementerian Dalam Negeri (KDN). Astride with his desire, as well as taking the first step towards fulfilling

his dream on the same year, he had registered himself as a member of Kelab Gimnasium Polis Diraja Malaysia at Bukit Aman (the Police HQ).

Sazali began his regimental training as a body-builder under the guidance of ASP Roslan bin Ahmad. It was during these early days that his trainer managed to notice Sazali's talent in the respective field and had in turn offered him the opportunity to join the police workforce. He saw the potential in Sazali that if tuned properly, could reach for the stars.

True to his keen interest in body-building, Sazali had also started building his own heavyweight facilities – developing skills in the art of fabricating such personal training devices.

### Laying Sound Foundations for the Future

Sazali had envisioned what he would like to be when he was growing up. This was the start of his journey to fulfilling his desire to becoming a body builder. He started taking jobs in various places to facilitate his long-term plans in the right direction. His first job was as a personal house painter. After that, he started working at a car workshop in Batu Pahat. He gained experience from all that he did over the years, but all along his undying passion for the sport of bodybuilding continued to become even stronger.



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Interestingly, Sazali was certainly not alone in this as his passion in body-building has also been supported by his father all along. Sport is nothing new in their family bloodline because his father was also an athlete and even has competed in badminton for the state of Johor.

As a former sub-inspector with the Polis Diraja Malaysia, this second-generation sportsman has represented Malaysia on the international stage of body building since picking up the sport when he was 25. He can be said to have grown together with the nation in the said arena.

## Born to Build Beyond Boundaries

Since then, Sazali has won numerous titles. He bagged the Third Place in the Bantam Weight category at the Asian Amateur Body Building Competition in 1992 (in his first showing itself) and since then has gone on to win the World Bodybuilding & Physique Championship title a whopping 9 times!

The first time he won the title was in the 65-kg division when the competition was held in the Historical City and UNESCO World Heritage Site of Malacca in 2000. Sazali then went on to win in Moscow in 2004 as well as Ostrava, Czech Republic, in 2006 – etching a name for himself and the nation simultaneously.

He became a living sensation and proceeded to move up a weight class in the lightweight division. Sazali continued to astound the world by winning the Mr. Universe title on his first try at Jeju, Korea, in 2007 and in Dubai in 2009. He also created waves of grand impact in Varanasi, India, in 2010, Malacca, Malaysia, in 2011, Bangkok, Thailand, in 2012 and Budaors, Hungary, in 2013.

## Platinum Spirit, Determination of Gold

Sazali also represented Malaysia at the SEA Games. He proceeded to win the Gold Medal twice in his weight class. He was even the Champion of the 61st World Amateur Bodybuilding Championship's Lightweight Division in 2007.

In 2008, Sazali was First Runner Up in the IFBB Arnold Classic Bodybuilding's Fitness and Figure Division. He is also an 8-time Mr. Asia winner and has been awarded Sports Man of the Year in 2006 by the Malaysian Sports Council as well as the Anugerah Melayu Cemerlang by UMNO.

Sazali claimed his ninth Mr. Universe title as Malaysia won two other titles at the World Bodybuilding and Physique Championship in Budapest, Hungary. Despite being 45-years-old at the time, the age factor did not at all hinder him from successfully flexing his muscles for the Lightweight Category (70 kg) Gold Medal. He led the way through pre-judging and maintained his top form at the finals – once again notching a historic triumph for Malaysia.

Sazali is also the last Malaysian Sea Games' Gold Medalist in Bodybuilding, which he achieved in Vietnam, about a good decade ago. Sazali Samad is indeed the most decorated bodybuilder Malaysia has ever seen to-date. In the more recent years, he has also begun coaching the next generation of bodybuilders to represent Malaysia.



*“Constantly strive to keep up the fight.”*



# KABIR KHAN MOHAMAD REAZ



THE BRANDLAUREATE  
**Grand Master**  
Brand ICON Leadership  
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## KABIR KHAN MOHAMAD REAZ MAGICIAN

### Sleight of Hand – Pride of the Land

Kabir Khan is Malaysia's internationally acclaimed magician and mind reader and holds the distinction of being the first Malaysian to perform 21 straight shows in Hollywood, USA, in 2011.

He is also the first Malaysian magician to perform at The Magic Circle, London's premier magic organization – where only the world's elite magicians are invited to display their dazzling mastery before a distinguished crowd.

Over the years, Kabir has wowed local and international audiences with his mesmerizing shows and has over 500 international performances to his credit since 2008.

### Inspired to Pursue the 'Magic of Dreams'

Born in Penang, Kabir's interest in magic started at the age of six when he saw a performance of David Copperfield, the renowned magician, on television. Copperfield was his inspiration and at 13, Kabir wrote a 20-page letter-cum-birthday-greeting to him. Copperfield replied with a signed photograph of himself; but that unfortunately set many of his friends doubting whether Kabir had actually bought the picture.

A decade later, Kabir made his way to MGM Grand in Las Vegas where

Copperfield was performing and spoke to him personally – and that was the start of a close relationship where the two great magicians started communicating on a first-name basis.

During his teen days, Kabir performed at corporate dinners and when he finished school, he worked as the in-house magician at the Holiday Villa in Subang Jaya. Wanting to improve on his performance and have a better understanding of magic, he enrolled at McBride's Magic and Mystery School. He then furthered his studies in Manual Dexterity and Prestidigitation from the prestigious Chaves Studio of Magic in Los Angeles. Consequently, Kabir is one of the very few qualified and certified magicians in the world.

### Unravelling Hidden Realms of the Mind

For Kabir, magic opens a new realm of possibilities and performing wondrous feats and magic on stage generates the feeling of wonder and astonishment. It also leaves a strong positive impact in a person's mind.

Kabir's performances are unique and one of the key attractions is the use of antiques as props. A family heirloom, a coin from a series of 999 coins produced by the Turkish National Bank in 1924, is used in his show and the other prop is a traditional water-dowsing stick – used to locate hidden objects amongst the audience.



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His extraordinary performances have brought him worldwide attention and he has been invited to perform at many high-profile shows where the audience include royalties, world leaders and elite personalities. Kabir was hired by the Abu Dhabi Tourism Authority to perform before the Royal Family in Dubai and has been the guest magician at top luxury hotels in the Middle East.

In Malaysia, Tourism Malaysia has also selected Kabir as the country's brand ambassador, representing Malaysia at many prestigious international events. As the country's brand ambassador, Kabir includes Malaysian features into his international shows as he feels that Malaysia has many things to offer and he wants the audience to have a good feel of the country. Most important of all, Kabir is proud and honoured to be chosen to represent the country on the international stage.

### The Secret behind the Mysticism

Kabir draws his success from one word: DISCIPLINE. Without it, he would not have achieved so many milestones in his career. Magic, according to Kabir, is not about fame and money and behind the 'glitz and glamour' – there is much hard work and sacrifices involved. A single illusion requires at least eight hours of rehearsals daily before it gets to be performed – hence there must be adherence to certain code of conduct.

His high-level discipline extends to his personal life as well. He is a strict vegan and abstains from alcohol and cigarettes – which many people find it hard to believe as he is in the entertainment industry.

Kabir's amazing illusions have not only dazzled his audiences but that of internationally renowned magicians. Uri Geller, who is one of Kabir's mentors, has this to say of him: "Kabir Khan, the most amazing Mystifier... I was most impressed by his talents and skills. He amazed me with his astonishing performance. I believe, he will go far."

"Kabir stands out as an uncommon individual, a model and inspiration to all of us who wish to magically achieve our most heartfelt desires and dreams. He has shown remarkable talent in the field of magic. I am thoroughly convinced that through his mental tenacity and unorthodox approach, he will take his place amongst the great magicians of the 21st Century" (Jack Canfield, co-author of the Chicken Soup for the Soul series.)

### Enchanting Record-breaker

His achievements have earned him an honorary award by the Malaysian Book of Records and he has been ranked as a national record-holder and placed amongst the 'Best in the Nation'. Drawn by his professionalism, fantastic showmanship and charisma, many luxury brands have signed him on to represent their products during his performances in the United States.

Kabir continues to amaze and weave his 'magical spell' on audiences throughout the world. But the master illusionist is never satisfied with his achievements and continues to learn and improve on his skills. He considers himself a perpetual student – forever learning from anybody and everybody to reach the pinnacle of success.

Kabir's mission is to excite more youths to be involved in the 'art of magic' and he plans to open a magic school to share his knowledge. In the meantime, he is happy weaving his brand of magic to the world.



*"I don't want to be the next David Copperfield - I want to be the Kabir Khan."*





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