

THE BRANDLAUREATE BRAND

ICON

LEADERSHIP AWARDS 2015





“

ICON IS ABOUT GREATNESS.  
DESTINED FOR GREATNESS.

- 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 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 practices. 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 Industry.

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.

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# PATRON'S MESSAGE



I have long believed that one must go all out in whatever one decides to do. As an ICON, the decision is made, whether you realize it or not. You have no choice but to go forward, or go down. Being an ICON is like flight: you stay up as long as you keep flapping your wings; and the harder you flap, the higher you will go.

You got this far. That is a good sign. Now keep going. Every step forward is a testament of advancement, not just for yourself, but for your countrymen and your nation. It is all about the higher form of branding; and what higher form is there than National Branding? Every brand superstar elevates not just himself, but his nation of origin as well. It is an inseparable part of each of us. What is stopping you from making your nation proud? What

is holding you back from going that extra mile? I sincerely hope nothing we can possibly fathom will hinder you from progressing even further. In fact no person, thing or situation can, unless you empower it to.

My deepest congratulations go out to each and every one of you winners for garnering this praiseworthy award. You are universal leaders who have the mantle to inspire. It is your inherent duty. I would go as far as to construe this year's theme, 'ICON Inspires', to be a decree: a bold declaration to go into the world and inspire the younger generations to become great leaders that will then build a great Malaysia.

H.E. Tun Dr. Mahathir Mohamad



ICONs are a dynamic sort. They are always on the move, progressing and staying above the winds of change, lifting upwards with the times, never losing the glorious sparkle and always staying relevant.

Distinctive leaders and statesmen, mighty brand captains, destiny-pavers, mountain-movers, earth-shakers and exemplar visionaries, all of you truly deserve this The BrandLaureate Brand ICON Leadership Awards, one that recognizes and honours your achievements and contributions to the nation and society.

You are all part of the grand progressive movement of the nation, setting in place and in pace its change, transformation and progress. With your visionary outlook and leadership, you have realized great achievements, not only for yourself and business but for the nation.

You have also fought many battles and as an ICON, winning and resisting defeat is in your DNA. We have read and heard of

how you have overcome grave difficulties and challenges with your determination, earnestness, ambition and persistence. No mountain can stand in your way and it is this strength that makes you rise above the occasion and it is this resilience that makes you different.

Your role in nation building cannot be denied. For whatever contributions you have made, have gone a long way in making Malaysia what it is today, a dynamic and progressive country that can stand tall and proud amongst the rest of countries in the world. May you continue with your dream and ambition of doing more great things that will help Malaysia leap towards its vision of becoming a developed nation.

ICONS INSPIRES and you truly live up to the theme of the Awards and once again, congratulations for being a winner of The BrandLaureate Brand ICON Leadership Awards 2015.

YBHG Tan Sri Dato' Seri Dr. Aseh Che Mat

# CHAIRMAN'S MESSAGE



## ADVISOR'S MESSAGE



First and foremost, congratulations to the winners of The BrandLaureate Brand ICON Leadership Awards 2015,

You have come a long way, having gone through trials and tribulations to arrive at this present destination and be the role model that inspires many. Hence, it is only deserving that you are conferred with the prestigious The BrandLaureate Brand ICON Leadership Awards by the Asia Pacific Brands Foundation.

What makes you an icon is your legacy that you impart. As one of Malaysia's finest leaders, you have served the country well; with great commitment and tenacity, you have overcome many difficulties, professional or personal to achieve your vision, dream and objectives.

You are an ICON for whom we have the deepest respect, and from whom we can each derive the strength to emulate, aspire to and learn from. Your contributions are greatly appreciated and The BrandLaureate Brand ICON Leadership Awards is a testament of your success and the great journey you have undertaken.

On behalf of the Asia Pacific Brands Foundation, I would like to say Thank You for being an inspiration to us Malaysians; you have definitely made us proud. Our hope is that you continue to spearhead your cause and help guide the up and coming leaders to reach greater success for the betterment of the country.

YBhg Datuk Wira Jalilah Baba



Bravo! I would like to welcome you from the bottom of my heart to the elite ICON circle. Henceforth, you are more than an award-winner! – you are a great inspirer!

ICONS are positively gifted people. They have the Midas' touch – everything that comes into contact with them turns to gold – everything prospers. When a brand becomes iconic, anything and everything associated with it also shares in that same immaculate greatness. Such 'transferable' power is a sign that such a brand indeed belongs in the arena of ICONs. This is the sort of power that I have come to call 'ICON Inspires'.

Do you know an encounter with an ICON has the power to impact and change lives in a way that no one else can? This is an often

overlooked phenomenon. Where it has become a norm to appreciate ICONs on the surface level, or in terms of pure achievement; I implore that we look deeper into the core of what it takes to be an ICON and tap into that charisma which radiates from within. An ICON carries so much of energy – exploding energy that has the uncanny capacity to affect change in a domino fashion. For what might turn to dust in the natural order, turns to gold in the hands of an ICON, what is forgotten in nature, is remembered forever within the aura of an ICON.

This is what 'ICON Inspires' really means. As worthy and most deserving winners of The BrandLaureate Brand ICON Leadership Awards, I implore you to go out and continue to inspire like never before – for it is high time to inspire Brand Leadership!

Dr. KK Johan

## PRESIDENT'S MESSAGE



# CEO'S MESSAGE



During times of trouble, when its cloudy and dark, we often look to friendly beacons to illuminate the way and lead us to safe pastures. Such symbols of optimism are a guiding light in the shadows; bearing the promise of hope to all who look upon them. What better way to relate to this year's theme, 'ICON Inspires'! To me, personally, ICONs are more than people we look up to and admire – they are leaders, pacesetters, trendsetters, and more significantly, anchors we depend on to stay afloat in the great ocean of uncertainty.

As ICONS, you lead and inspire. No matter how bad times get, or how rough the seas rage, or how gloomy the skies ahead appear, hope is one of the strongest attributes that we possess as a people. And when sturdy lighthouses such as yourself exists to guide and lead, hope becomes much more attainable and challenges seem that much more bearable.

To look upon fellow Malaysians who have etched upon the esplanade of greatness instills the 'can do' attitude deep inside me. After all, ICONs pave the way into new territories within their areas of expertise, and the rest will follow. Not only have you helped to shape the future, you have personally walked the frontlines and battled the impossible. Let us celebrate your victories as our own – for in essence, that is exactly what they are!

Where ICONs stand, the crowds will gather. Where ICONs stand, greatness can be savoured together.

ICONS INSPIRE!

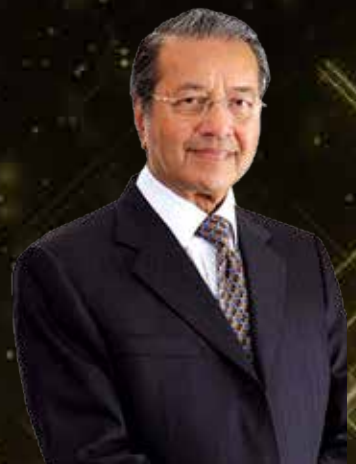
Chew Bee Peng

“ NAVIGATE THE WORLD WITH ICON!  
ICON BRINGS A NEW PERSPECTIVE  
TO LIFE! ”

- DR. KK JOHAN



# THE BOARD OF GOVERNORS



H.E. Tun Dr. Mahathir Mohamad  
Patron



Dr. KK Johari  
President



Datuk Wira Jalliah Baba  
Advisor



Y.M. Raja Datuk Ropiah  
binti Raja Abdullah  
Secretary General



Chew Bee Peng  
CEO



Ybhg. Tan Sri Dato' Seri  
Dr. Aseh Che Mat  
Chairman



Tan Sri Dato' Hamad Kama  
Piah bin Che Othman



Tan Sri Dato' Sri  
Dr. Teh Hong Piow



Tan Sri Leong  
Hoy Kum



Professor Emeritus  
Tan Sri Dato' Sri Paduka  
Dr. Lim Kok Wing



Tan Sri Dato' Seri  
Dr. M. Mahadevan



Tan Sri Datuk Seri  
Tony Fernandes, OBE



Tunku Dato' Seri  
Shahabuddin Tunku  
Besar Burhanuddin



Rear Admiral  
Tan Sri Dato' Seri  
K. Thanabalasingam  
(Rtd)



Tan Sri Dato' Seri Darshan  
Singh Gill



Ybhg. Tan Sri Datuk (Dr.) Haji  
Mustapha Kamal



Tan Sri Datuk  
Dr. Augustine  
Ong Soon Hock



Puan Sri Datin Seri  
Dr. Susan S.C. Cheah



Dato' Anne Eu



Dato' Jimmy Choo,  
OBE



Tan Sri Dr. Ramon  
Navaratnam



Dato' Sieh Kok Chi



Dato' Haji Abdul  
Rahman Mohamed



Dato' Lawrence  
Chan Kum Peng



Dato' Seri Dr. (Hj)  
Mohamed Mydin  
Bin Md Musa



Dato' Dr. Sheikh Muszaphar  
Shukor  
Al Masrie



Datuk Lee  
Chong Wei



Alex Young



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 Piow  
Founder & President  
Public Bank Berhad

Yang Mula Tunku Datuk Mudzaffar  
Bin Tunku Mustapha  
Chairman  
Automobile Association of Malaysia

Ybhg. Tan Sri Dato' Leong Hoy Kum  
Group Managing Director and  
Group Chief Executive  
Muh Sing Group

Ybhg. Tan Sri Dato' Seri 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  
ISY Holdings Sdn Bhd

Ybhg. Tan Sri Dato' Razali Ismail  
Chairman  
IRIS, Allianz Malaysia &  
Cypark 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  
Pro-Chancellor  
MAHSA University College

Ybhg. Tan Sri Datuk  
Richard Cham Hak Lim  
Chairman  
Selangor Turf Club

Ybhg. Tan Sri Datuk Seri  
Lee Lam Thye  
Chairman  
NIOBH

Ybhg. Tan Sri Datuk Haji  
Mustapha Kamal bin Haji Abu Bakar  
Chairman  
Emkay Group Holdings Berhad

Ybhg. Tan Sri Datuk  
Dr. Mohan Swami J.P.  
Executive Chairman  
Chase Perdana Sdn. Bhd.

Ybhg. Tan Sri Dato' Seri G.  
Darshan Singh  
President of SERAPAK in Malaysia,  
Sport/Community Leader

Ybhg. Tan Sri  
Datuk Seri (Dr.) Elyas Omar  
Executive Chairman  
BTP Logistics

### 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. Datuk Wira Hj  
SM Faisai Tan Sri SM Nasimuddin  
Group Joint Executive  
Chairman and CEO  
Naza Group of Companies

Ybhg. Dato' Anne Eu  
Chairman  
Eu Yan Sang (1929) Sdn Bhd

Madam Olivia Lum  
Group President & CEO  
Plykon Ltd

En. David Mizan Hashim  
CEO  
Veritas Architecture Sdn Bhd

### GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2011



Grand Master Yip Cheng Hai  
Grand Master & Chairman  
Yip Cheng Hai Academy Sdn Bhd

Ybhg. Datuk Lee Chong Wei  
World No. 1 Badminton Player

Ybhg. Dato' Peter Gilmour  
Race Advisor  
T-Best Events Sdn Bhd

Ybhg. Dato' Faridah Merican  
Executive Producer  
KLAC

Ybhg. Datin Paduka  
Sr. Enda Ryan  
Board of Governors  
SMK Assunta

Ybhg. Datuk (Dr.) Ahmad Nawab  
Musician/Composer  
Nawab Productions

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 Badie  
Managing Director  
KPJ Healthcare Berhad

Madam Yvonne Chia  
Group MD/CEO  
Hong Leong Bank Berhad

Ybhg. Dato' Dr. Nellie S.L.  
Tan-Wing  
Co-Founder, D. Chairperson & CEO  
WIM

Ybhg. Datuk Seri  
Che Khiala 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 Tseh 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 Benay Bushon  
CEO  
Minority Shareholder Watchdog Group



# THE BRANDLAUREATE Brand ICON Leadership Award '12



"Inspiring moments  
with Icons"

THE BRANDLAUREATE PREMIER BRAND ICON LEADERSHIP AWARDS 2012



YBHG TAN SRI DATUK G. GUNANALINGAM  
EXECUTIVE CHAIRMAN  
WESTPORTS MALAYSIA SDN. BHD.

YBHG TAN SRI ONG LEONG HUAT  
DIRECTOR  
D&K HOLDINGS BERHAD

YBHG TAN SRI DATUK MICHAEL CHEN WING SUM  
INTECHNOSTRA & POLYTECHNIC  
AND ADVOCATE & SOLICITOR  
GO WEEA MICHAEL CHEN & CO

YBHG TAN SRI DATUK SRI V. JEEBARATHAN  
CHAIRMAN  
PERAK TURF CLUB

YBHG TAN SRI DATUK NG TECK FONG  
GROUP EXECUTIVE CHAIRMAN  
TONEI CONSOLIDATED BERHAD

THE BRANDLAUREATE MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2012



YBHG TAN SRI KASSUDIN BIN OSMAN  
CHAIRMAN  
KUBURAJAN BERHAD

YBHG TAN SRI MOHD HASSAN MARCAN  
CHAIRMAN  
SINGAPORE POWER LIMITED

YBHG TAN SRI DATUK SRI DR. ROBATAY ZAMBAHARI  
MANAGING DIRECTOR  
CHIEF EXECUTIVE OFFICER  
INSTITUTE JANTUNG NEKARA

ACADEMICIAN  
YBHG TAN SRI EMERITUS PROF. DATUK DR. AUGUSTINE S.H. ONG  
PRESIDENT  
INOS

YBHG TAN SRI DATUK SRI EDDIN WOK KAMARUDIN  
DEPUTY CHAIRMAN  
JERICO MANAGING DIRECTOR  
BOULEVARD HOLDINGS BERHAD

YBHG REAR ADMIRAL (RTD) TAN SRI DATUK SRI N. THANABALASINGAM  
RETIRED  
CHIEF OF THE ROYAL MALAYSIAN NAVY

PUAN SRI DATUK SRI (DR) SUSAN CHEAH  
EXECUTIVE COMMITTEE MEMBER  
SUNWAY GROUP OF COMPANIES

THE BRANDLAUREATE GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2012



YBHG DATUK SRI MOHD EFFENDI NORWAWI  
CHAIRMAN  
ENCORP BERHAD

YBHG DATUK SRI CLEMENT HUI CHU KOK  
GROUP MANAGING DIRECTOR  
YESH UNIVERSITY

YBHG DATUK SRI TERRY THAM KA HON  
MANAGING DIRECTOR  
EASTERN & ORIENTAL BERHAD

YBHG DATUK DR. PAUL CHAN TUCK HOONG  
VICE CHANCELLOR AND PRESIDENT  
HELP UNIVERSITY MALAYSIA

YBHG DATUK RAYMOND CHAN BOKIN SIEW  
MANAGING DIRECTOR  
SAGALITA GROUP OF COMPANIES

YBHG DATUK MICHAEL B.Y. TO  
MANAGING DIRECTOR &  
GROUP CHIEF EXECUTIVE  
PKT LOGISTICS GROUP SDN BHD

MRS. PETER CHAN  
CHIEF EXECUTIVE OFFICER  
THE HAVEN SDN BHD

MRS. TEE LIP KIM  
GROUP MANAGING DIRECTOR  
SELANOR DRYDINGS BERHAD

THE BRANDLAUREATE TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2012



YBHG DATUK SRI HAI MOHD KHALEK JAMU  
CHAIRMAN  
SIN HONG BERHAD

YBHG DATUK SRI MOHAMED IQBAL RAWTHER  
CHAIRMAN  
MALAYSIAN INSTITUTE OF MANAGEMENT

YBHG DATUK MOHAMED HASSAN KAMIL  
GROUP MANAGING DIRECTOR  
STARKOT TAKAPU MALAYSIA BERHAD

YBHG DATUK AICHAH AHMAD  
PRESIDENT  
MALAYSIAN ENTREPRENEUR ASSOCIATION

YBHG DATUK LAWRENCE CHAN KUM PENG  
FOUNDER & CHAIRMAN  
PERSONAL & DEVELOPMENT LEADERSHIP

MR. JOHN AUTELIANO  
GROUP GENERAL MANAGER  
SUNWAY INTERNATIONAL  
HOTELS & RESORTS, MALAYSIA

THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2012



YBHG DATUK G. GUANANALINGAM  
MANAGING & INTERNATIONAL  
SOUTHERN PEAK MALAYSIA

YBHG DATUK PADMA SUDHAKAR DAS  
MANAGING DIRECTOR  
REEMER HOLDINGS SDN BHD

YBHG PROFESSOR DATUK DR. H. MOHAMMED RYDIN B. MOHD ALI  
PRESIDENT  
SOCIETY OF SPORTS

DR. NORMAN ABDUL HALIM  
PRESIDENT  
P&H HOLDING SDN BHD

YBHG DATUK BRIDGET MUNIZ  
PRESIDENT  
SIN HONG AND HOLDINGS LTD

MS. PANDILLA HONG PANG  
NATIONAL SPORTS WOMEN (SINGAPORE)

MS. ZEE ANI  
SINGER & SONGWRITER



LEGENDARY BRAND ICON  
YAB PEHIN SRI HAJI ABDULSATIB BIN MAHMUD



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



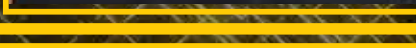
GRAND PRIX D'EXCELLENCE BRAND ICON  
YABHG TUN AHMAD SARJI BIN ABDUL HAMID



GRAND PRIX D'EXCELLENCE BRAND ICON  
YABHG TUN DATUK SRI ZAKI TUN AZMI



MAN OF THE YEAR BRAND ICON  
YAM TUNKU DATUK SRI UTAMA NAQUIYUDDIN  
IBNI ALMARHUM TUNKU JA'AFAR



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



WOMAN OF THE YEAR BRAND ICON  
YBHG DATUK SRI SHAHRIZAT ABDUL JALIL



# 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  
Mangrove Industries Berhad (MIB)

YBHG Tan Sri Dato' Mohamed Mansor bin Faleh Din  
Group Executive Chairman  
Gloria Berhad

YBHG Tan Sri Dato' Sri Abdul Rashid bin Abdul Manaf

YBHG Tan Sri Dato' Seri AP Anumagan  
Executive Chairman  
Sri Lankapeya Holdings

YBHG Tan Sri Dato' Danny Tan Chee Sing  
Group Executive Vice Chairman  
Tropicana Corporation Berhad

YBHG Tan Sri How See Tong  
Co-Chairman  
Westgate International School

Mr David Tio  
Chairman & Managing Director  
Super Group Limited

MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2013



YBHG Tan Sri Dato' Seri Utama Arshad Ayub  
Chairman  
INTI International University

YBHG Tan Sri Dato' Seri Dr Asef bin Hj Che Mat  
President  
Perbadanan 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 Kim Kim  
Academician and Historian  
Malaysia Institute of Economic Research

YBHG Tan Sri GUK Rama Iyer  
Member  
Malaysia Institute of Economic Research

YBHG Tan Sri Dato' Dr M Jagathesan  
Council of Governors  
Vayasan Sime Darby

YBHG Datuk Rasamman Bhupalan  
Societ Activist

GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2013



YBHG Datuk Seri Mohd Nidzmi Mohd Salleh  
Chairman  
NadCorp Holdings

YBHG Dato' Sri Michael Chong  
Founder & Managing Director  
Grand Capital

YBHG Dato' Dr Eric Tan  
Group Chairman  
Hatten Group

Mr Lai Voon Hon  
Executive Director  
Inoka Corporation

YBHG Datin Winnie Loo  
Founder & Group Chief  
Creative Director  
A Cut Above

Mr Robert Loh  
Founder & Managing Director  
Lord's Tailor

TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2013



Mr Peter Sago  
Founder  
Sage International FZE

Dr Michael Hoeh  
Chief Executive Officer  
Corporate Coach Academy

Tuan عثمان bin Haji Omar  
General Manager  
Perbadanan Kemajuan Negeri Selangor

Mr Eddie Tio  
Group Managing Director  
Vitalife Sciences

YBHG Professor Dato' Dr K H Wang  
Co-Founder & Group Executive Director  
Smart Reader Worldwide

GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2013



YBHG Datin Paduka Mother A.Mangalam S Lysawany Iyer  
President  
The Pure Life Society

Mr Harvey Mahabolo  
Singer

Mr Jeremy Monteiro  
Jazz Musician

Mr Michael Veerapan  
Jazz Musician

Mr Sazali Samad  
National Body Builder

Mr Kabir Khan  
Mohamed Reaz  
Magician

WWW.THEBRANDLAUREATE.COM



LEGENDARY BRAND ICON  
H.E. Tun Yuzi Yusoff  
Tun Datuk Seri Utama Haji Mohd Khalil bin Yaakob



HALL OF FAME - LIFETIME ACHIEVEMENT  
BRAND ICON  
YBHG Dato' Nidzmi Am David



MAN OF THE YEAR BRAND ICON  
YBHG Tan Sri Dato' Lee Keng Huat



WOMAN OF THE YEAR BRAND ICON  
YBHG Tan Sri Dato' Dr. Jamilah Mahmood



# THE BRANDLAUREATE ICON LEADERSHIP AWARDS 2014 I DID IT MY WAY



## CONGRATULATIONS & CELEBRATIONS TO ALL THE BRANDLAUREATE BRAND ICONS

OVER 1,000 NOMINATIONS AND ONLY 50 WINNERS, OVER 600 INVITED GUESTS, THE WHO'S WHO.  
SO SPECIAL, SO SIGNIFICANT & SO SPECTACULAR, WHAT A NIGHT!



### CLASSIC ICON - PREMIER BRAND ICON LEADERSHIP AWARDS 2014



YB SENATOR TAN SRI DATO' ABDUL RAHIM ABUL RAHMAN  
EXECUTIVE CHAIRMAN  
RAHMA & CO CHARTERED  
SURVEYORS SDN BHD

YBHG TAN SRI DATO' TEO CHANG KOK  
DIRECTOR  
BANDAR UTAMA DEVELOPMENT  
SDN BHD

YBHG TAN SRI DATUK SERI K.K. ESWARAN  
CHAIRMAN  
THE LOW YOW GROUP OF  
COMPANIES

YBHG TAN SRI DATUK K.K. ESWARAN  
CHAIRMAN  
THE SUN NIEKA GROUP SDN BHD

YBHG TAN SRI DATO' SERI LIM GAT TONG  
CHAIRMAN, CEO & GROUP  
MANAGING DIRECTOR  
FARLIM GROUP MALAYSIA  
SDN BHD

YBHG TAN SRI DATO' DR. JIR GAN THIAN LEONG  
GROUP EXECUTIVE CHAIRMAN  
BRIDGE BUILD INTERNATIONAL  
GROUP

YBHG TAN SRI DATO' LIM SOON PENG  
GROUP MANAGING DIRECTOR  
UTAMA LAND BHD

YBHG TAN SRI LIM A.K. NATHAN  
EXECUTIVE CHAIRMAN  
EVIDENCE CORPORATION BHD

YBHG DATUK DR. J. TSH RESOURCES BERHAD  
CHAIRMAN

### VISIONARY ICON - MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2014



YM TUNKU DATO' DR. HJ. SOFIAH JEWIA  
CEO OF KEMAS

YM TUNKU TAN SRI SHAHRIMAN BIN TUNKU SULAIMAN  
DIRECTOR  
SETUAN PLANTATIONS SDN BHD

YBHG GENERAL (RTD) TAN SRI DATO' MOHD GHAZALI ABDUL AZIZ ABUL RAHMAN  
CHAIRMAN  
POWER GAMES SDN BHD

YBHG TAN SRI DATO' DR. RAMLI KUSNAIRI  
CHIEF EXECUTIVE  
NIK SAGHIR & ISMAIL  
SOUTH MALAYSIA INDUSTRIES

YBHG TAN SRI DR. MOHD SHAUKRI BIN HJ. MAHARAJA  
CHIEF EXECUTIVE  
LEWAGA HARI, DAUHAN NEGERI  
MALAYSIA

YBHG TAN SRI DATO' (DR) RAMON NAWARATNAM  
CORPORATE ADVISOR  
THE SUNWAY GROUP

YBHG TAN SRI DATO' SRI KHALID BIN ABU DAKAR  
INSPECTOR GENERAL POLICE  
OF ROYAL MALAYSIA POLICE

YBHG TAN SRI DATO' SRI KHALID BIN ABU DAKAR  
CHIEF OF  
LEAPED SERVICES SDN BHD

YBHG PROF. TAN SRI DATO' OZULKRI ABDUL RAZAK  
CHIEF  
LEAPED SERVICES SDN BHD

YBHG TAN SRI ROSEMARY CHOW FOH KHENG  
FIRST PRESIDENT  
WANITA MCA

### BUSINESS ICON - GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2014



YBHG TAN SRI DR. DEVAKI KRISHNAN  
CHAIRMAN  
PUNJ LLOYD GROUP SDN BHD &  
COUNSELLOR

YBHG DATUK WIRA JALILAH BABA  
CHAIRMAN  
PUNJ LLOYD GROUP SDN BHD &  
COUNSELLOR

YBHG DATO' ZAINAL ABIDIN PUTIH  
SENIOR INDEPENDENT DIRECTOR  
TENAGA NASIONAL BERHAD

YBHG DATO' LAU SHU WAI  
EXECUTIVE CHAIRMAN  
MELBOURN GROUP OF  
COMPANIES

KUAN KAM HON  
EXECUTIVE DIRECTOR  
HARTLEIGH HOLDINGS BERHAD

YBHG DATO' MEER SADIK HABIB  
MANAGING DIRECTOR  
HABIB JEWELL SDN BHD

THEO MARLAS  
FOUNDER & CHAIRMAN  
MARLAS GROUP

LIM HAN WIENG  
GROUP EXECUTIVE CHAIRMAN  
YINSON HOLDINGS BHD

YBHG DATUK DR. MAZMAN HAMID  
EXECUTIVE CHAIRMAN  
SECURIFORCE GROUP OF  
COMPANIES

### CORPORATE ICON - TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2014



YBHG DATUK SERI R. AZMAN MOHD  
MANAGING DIRECTOR & CHIEF  
PRESIDENTIAL OFFICER  
TENAGA NASIONAL BERHAD

YBHG DATUK SERI PATEH ISKANDAR BIN MOHAMED  
MANAGING DIRECTOR & CHIEF  
PRESIDENTIAL OFFICER  
HONG LEONG INVESTMENT BANK

LEE JIM LENG  
MANAGING DIRECTOR & CHIEF  
EXECUTIVE OFFICER  
HONG LEONG INVESTMENT BANK

BILL LUSLE  
CHIEF EXECUTIVE OFFICER  
AIR BERHAD

SUNIL SETHI  
VICE PRESIDENT  
KOLLODIA S&P PRIVATE PTE LTD,  
SINGAPORE

LOIS JACOBS  
CHIEF EXECUTIVE OFFICER  
LANDOR ASSOCIATES

PRAKASH CHANDRAN  
PRESIDENT & CHIEF EXECUTIVE  
OFFICER  
SIEMENS MALAYSIA

### CELEBRITY ICON - GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2014



YBHG DATO' DR. PETER VELAPPAN  
VICE PRESIDENT  
SPECIAL OLYMPICS MALAYSIA

ANDREW ABISHESAM  
MANAGING DIRECTOR  
SO

DANNY CHOO  
ANIME MASTER

PETER MARVEY  
MAGICIAN

JEFFREY YONG  
LUTHER

DENNIS LAU  
VOLUNTARY SONGWRITER  
PRODUCER

YUNALIS MAT ZAPPAI  
SINGER & SONGWRITER

For more information, view [www.thebrandlaureate.com](http://www.thebrandlaureate.com) and look out for The BrandLaureate Brand ICON Leadership Awards in December's issue of The BrandLaureate Business World Review.



## THE BRANDLAUREATE BRAND ICON LEADERSHIP AWARDS 2015



## ICON INSPIRES

INSPIRATION TO THE WORLD  
INSPIRATION IN LIFE, TO LIFE AND FOR LIFE



DR. K. K. JOHARI

### PREMIER BRAND ICON LEADERSHIP AWARDS 2015



YBhg Tan Sri Dato' Dr. Ahmad Mustaffa Ismail  
Chairman  
UMH Malaysia

YBhg Dato' Johan bin Ariffin  
Chairman  
Mitrastar Group

YBhg Tan Sri Dato' Ir. Ng Thian Hock  
Chairman  
A & M Realty Berhad

Dr. Maha Sinnathamby  
Chairman  
Springfield Land Corporation

Ir. Lee Swee Eng  
Chief Executive Officer & Executive  
Director of KKH Group Berhad

### MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2015



YM Tunku Dato' Dr. Hajjah Saifiah Binti  
Founder and Trustee  
Tan Sufian Foundation

YBhg Tan Sri Professor Dato' Sri (Dr.) Zulfahri bin Mohd Zin  
President  
Universal Islamic Malaysia

YBhg General Tan Sri Dato' Pongling Abdul Kadir bin Sheikh Fadzil  
Chairman  
PLUS Malaysia Berhad

YBhg Tan Sri Dato' Seri Pongling Abdul Kadir bin Sheikh Fadzil  
Chairman  
PLUS Malaysia Berhad

YBhg Tan Sri Dato' Mohd Sheriff Bin Mohd Kassam  
Chairman  
Edaran Otomati Nasional Berhad

YBhg Tan Sri Marzuki Bin Mohd Noor  
Chairman  
Edaran Otomati Nasional Berhad

YBhg Tan Sri Dato' Seri Raiman Md Hossein  
Deputy Executive Chairman  
Sunway Bhd

### GREAT ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2015



YBhg Dato' Dr. Eng Wei Chun  
Managing Director  
Granda Holdings Sdn Bhd

YBhg Dato' Kho Kok Beng  
Group Managing Director  
K&B Engineering Bhd

Mr. Raja Singham  
Managing Director  
Brickfields Asia College

YBhg Dato' Cherry Beh  
Founder & Managing Director  
Asean Healthcare Group Berhad

YBhg Dato' Lim Soon Huat  
Chairman  
Asia Pak Corporation Berhad

Mr. Ivan Teh  
Founder & Managing Director  
Fusioniq

### GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2015



Ms. Syarifah Selamat  
International Singer

YBhg Dato' Redzuawan Ibrahim  
Celebrity Chef

YBhg Dato' M. Magendran  
The First Malaysian Mount Everest  
Summiteer

YBhg Dr. Low Bin Tick  
Chairman Council  
St. John Ambulance of Malaysia

YBhg Dato' Sieh Kok Chi  
President & Chief Executive Officer  
Olympic Council of Malaysia

YBhg Dato' Mokhammad Ismail  
RSM

YBhg Dato' Ooi Eow Jin  
Musician & Composer

### TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARDS 2015



Nur Qamariya Chew binti Abdullahi  
Managing Director  
ASEC SD BHD

YM Raja Teh Maimunah binti Raja Abdul Aziz  
Managing Director/Chief Executive  
Officer  
Hong Leong Islamic Bank Bhd

YBhg Dato' Chay Wei Leong  
Group Managing Director  
K & N Kenanga Holdings Berhad

YBhg Dato' Mustatha Abd Razak  
Managing Director/President  
Bank Rakyat

YBhg Datin Paduka Norazlina Zakaria  
Chief Executive Officer/Director  
Worldwide Holdings Berhad

Mr. Pratyan Jongsun  
President & Chief Executive Officer  
Charoen Pokphand Group

YBhg Dato' Sri (Dr.) Vincent Tiew Soon Theng  
Managing Director  
Andaman Property Management  
Sdn Bhd

Zulkainan Kassim  
Group Managing Director  
Malaysia Electronic Payment  
System Sdn Bhd (MELPS)

### ICON OF ICONS AWARD 2015

YBhg Tan Sri Tony Fernandes

### GRAND PRIX D' EXCELLENCE BRAND/ICON LEADERSHIP AWARD 2015

YABhg TYT Tun Dato' Seri Panglima (Dr.) Hj. Juhar bin Dato' Hj. Mahiruddin

### HALL OF FAME - LIFETIME ACHIEVEMENT BRAND/ICON AWARD 2015

YBhg Tan Sri Lim Hock San

### WOMAN OF THE YEAR BRAND/ICON LEADERSHIP AWARD 2015

YBhg Tan Sri Dato' Zarifah Anwar

[WWW.THEBRANDLAUREATE.COM](http://WWW.THEBRANDLAUREATE.COM)





# ICON INSPIRES

INSPIRATION TO THE WORLD  
INSPIRATION IN LIFE, TO LIFE AND FOR LIFE

As we journey in life, we go through many experiences that define our existence. Good experiences that give us a head start in whatever we set out to do, bad experiences that make us fall but toughens our spirits and challenges us to rise up and move on until we achieve that big ambition that we so often dream of.

Remember the saying by the late icon, Maya Angelou, “the flower that blooms in adversity is the rarest and most beautiful of all.” The rare and beautiful flower stands out from the many beautiful flowers for its strength and tenacity. It exudes power amidst its grace and is much admired. It has a certain fragrance that invites and intrigues, drawing crowds from near and afar. Most important of all, the rare flower is a source of inspiration to many as it struggles through numerous adversities to see the light of day and when it finally wilts, it leaves behind a legacy that is forever etched in the sands of time. Likewise, life’s achievements and success are most meaningful and beautiful if we are able to overcome and challenge the adversities that come along.

Life’s achievements and success are also aided by inspirations. By leaders or personalities who inspire us because of their exceptional leadership and thoughts. By ordinary individuals who overcame tremendous adversities to reach pinnacles of their success and became ICONS as they journeyed through life, stamping their footprints and impacting millions with their achievements and contributions to the world.

ICONS are like those rare flowers that bloom in adversities. They stand up and stand out from the rest for their beliefs and convictions. They do not just dream but paint their dreams on canvasses and create masterpieces out of them. For ICONS, life is not a spectator sport but one of getting into the thick and thin of the action to score and win. **The word IMPOSSIBLE means I'M POSSIBLE to ICONS** and for them failure presents an opportunity to begin again, this time more intelligently.

For Dr. KKJohan, the ICON of Brands & Branding, the most powerful word in life is INSPIRE. Everything in life is inspired and if you are not first of all inspired, you will not be able to inspire others. Once you are inspired, then can you aspire bigger & better things in life.

**No Inspiration, No Aspiration. That's when life ends and the end of life!**

ICONS such as Warren Buffet, Robert Kuok, Bill Gates, Pele, Serena Williams, their success stories speak of their inspirations to achieve their aspirations. Clearly, lives for these ICONS are no mere existence but fuelled by inspirations - catalysts that catapult them to their leadership positions.

Inspire is the ICON's DNA. It is just in them. They are born to inspire and live to be an inspiration. It comes on so naturally, spontaneously and willingly to constantly perspire inspiration to others, in others and for others. That's the ICON's spirit and the ICON's nature.

With this, it is true and without a doubt that **ICON INSPIRES THE WORLD** and they create forces that drive and shape the world. They are an **INSPIRATION IN LIFE**, bold and courageous to break new grounds where we hesitate to venture forth. They are an **INSPIRATION TO LIFE**, passionate and committed, going through many cycles of life to achieve their iconic status. They are an **INSPIRATION FOR LIFE** as their unmatched legacies impact and inspire generations to come.

**INVITING, INTRIGUING, INSPIRING**





“

ICON IS ABOUT GREATNESS.  
DESTINED FOR GREATNESS.

- DR. KKJOHAN

”

## THE BRANDLAUREATE BRAND ICON CATEGORIES

### THE LEGENDARY ICON

ICON of ICONs 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 Awards

### THE VISIONARY ICON

Most Eminent Brand Icon Leadership Awards

### THE CORPORATE ICON

Transformational Corporate Leader Brand Icon Leadership Awards

### THE BUSINESS ICON

Great Entrepreneur Brand Icon Leadership Awards

### THE CELEBRITY ICON

Grand Master Brand Icon Leadership Awards





“  
THE MAVERICK IN ICON SHINES THROUGH  
AND  
IMPACTS THE WORLD WITH THEIR BUD –  
BOLDNESS, UNIQUENESS AND DYNAMISM.  
”

- DR. KKJOHAN

THE BRANDLAUREATE  
**LEGENDARY BRAND ICON**  
LEADERSHIP AWARD







Tan Sri Dr. Tony Fernandes was represented by Mr Rudy Khaw at the award's dinner



## The BrandLaureate ICONS of ICONS Brand ICON Leadership Award '15

**Y.BHG. TAN SRI DR. TONY FERNANDES, CBE**  
Group Chief Executive Officer  
AirAsia Berhad

### Making the Skies Reachable

Credited as the man who made flying possible for everyone and the face behind the success of AirAsia, the world's best low-cost carrier, Tan Sri Dr. Tony Fernandes is a renowned Aviation Icon and Champion of Low-cost Carriers.

As the Co-Founder of AirAsia and its Group Chief Executive Officer, Tan Sri Fernandes is known for his gung-ho attitude and readiness to take on challenges and seize opportunities that come his way. Some may label him as loud and brash but he brushes it off as his primary concern is getting the job done.

### Bridging the Gap and Connecting the World

Tan Sri Fernandes is very focused and committed to achieving his Vision. As to the Mission of accomplishing it, he is a trendsetter – implementing new strategies and initiatives for AirAsia and its group of companies. AirAsia was one of the first airlines to offer online and mobile booking and its special airfares programmes are quickly taken up the moment they are launched, fulfilling the brand's Tagline and Promise: Everyone Can Fly. These innovative ideas and plans have brought AirAsia to where it is today and helps to differentiate the airline from the competition.

More than a decade down the road, Tan Sri Fernandes is still the key driver and champion of the brand. His dynamic leadership and enterprising spirit is the reason why AirAsia continues to soar – even when economies are down and consumer spending is affected. He continues to grow AirAsia's footprint across Asia Pacific and beyond and provides travellers with an engaging and enriching Brand Experience, ensuring that AirAsia remains the preferred choice of airline for many travellers.

### From Humble Beginnings to a Global Name

Starting the airline in 2001 with only two aircraft after buying over a failing commercial airline company, Tan Sri Fernandes has certainly done wonders to turnaround the company and build it into a billion-dollar brand. He has also expanded into adjacent businesses including hotels, insurance and even mobile services under the Tune Hotels, Tune Insurance and Tune Talk brands, respectively.

Apart from his passion for AirAsia, Tan Sri Fernandes' other business interests include sports. He is the majority shareholder in Queens Park Rangers FC (QPR) and was the owner of Caterham F1 (formerly Team Lotus) Formula One team from 2010 to 2014 – before selling it to a Swiss and Middle East consortium.



### Rising up on Wings to be Recognized

Tan Sri Fernandes has received numerous state awards as well as local and international accolades. In Malaysia, he has been awarded the title, 'Dato', by the Sultans of Negeri Sembilan and Pahang; 'Dato' Seri' by the Sultan of Perak; and the title, 'Tan Sri', one of the country's highest honours, by the King. He was also conferred an Honorary Doctorate of Business Innovation by Universiti Teknologi Malaysia (UTM) in March 2010 and an Honorary Doctorate in Entrepreneurship by Binary University in March 2014.

For his outstanding contributions to the French aviation industry, he was awarded Officier of the Légion d'honneur in April 2010; followed by the Commandeur of the Légion d'honneur in November 2013 – the highest rank of honour that the French Government bestows on non-French citizens. In 2011, he was awarded the Commander of the Order of the British Empire (CBE) by Her Majesty Queen Elizabeth II.

Some of the business awards that he has won include The Most Creative People in Business by New York-based business magazine, Fast Company, and Top 10 Most Creative People in Twitter list. He was also named CEO of the Year at the Annual Budgets World Low Cost Airline Awards held in London and CNBC Travel Business Leader of 2011.

The sky is the limit as they aptly say and the enterprising and exuberant captain of AirAsia, Tan Sri Fernandes, continues to fly and soar higher with resounding success. He has indeed made Malaysia proud with his achievements and contributions.

“

I'VE ALWAYS BELIEVED THAT BRANDING IS KING WHEN IT COMES TO BUILDING A SUCCESSFUL BUSINESS. AIRASIA WOULDN'T BE WHERE IT IS TODAY IF WE DIDN'T PUSH THE BRANDING ENVELOP FROM DAY ONE. WE MADE SURE WE PUT OURSELVES OUT THERE AND NOW EVERYONE KNOWS WHO WE ARE. THIS ICON OF ICONS AWARD IS TESTAMENT TO WHAT WE HAVE ACHIEVED AND I AM HONoured TO RECEIVE IT ON BEHALF OF THE AIRASIA ALLSTARS WHO MADE THIS POSSIBLE. THANK YOU.

”







## The BrandLaureate Hall of Fame – Lifetime Achievement Brand ICON Leadership Award '15

**Y.BHG. TAN SRI LIM HOCK SAN**  
**Managing Director**  
**LBS Bina Group Berhad**

### Astute Business Changer

After completing his Degree in BSc Civil Engineering (First Class Hons) in 1982 from University of Wales, Tan Sri Lim Hock San returned to Malaysia and helped his father out in the family business, LBS Bina which was founded in the 1960's. Its core business back then was lorry transportation service and construction work. The young Lim would follow his father to the construction sites to learn the ropes of the business.

Being on the hard ground, Tan Sri Lim was exposed to a range of challenges of the business; yet it has allowed him to see the opportunities available. He believed that if the perceived opportunity is pursued in a different manner it would bring a better result. Thanks to his training in civil engineering and good understanding of the business, he was soon leading the business – by putting various strategies in place and implementing new operating standards to improve productivity and efficiency.

### Second-generation Insight

Tan Sri Lim saw a potential growth of market in the low and medium-cost homes and decided to grasp the opportunity by expanding the business to include property development. The early days were challenging, but with proper planning, things began to take shape – and there was no turning back then but moving forward and adapting to changes in this competitive environment.

Supported by the brand's Philosophy that decent, affordable and secure homes are fundamental needs of any family in the community, LBS Bina made it a point that all its properties met this criteria. The properties were quickly gripped by eager house buyers wanting to have a home of their own and this provided the foundation and confidence for the Group to expand further into the industry.

### Brand Evolution

Under Tan Sri Lim's strong and steadfast leadership and visionary outlook, LBS Bina has today evolved to become a public-listed company – having carved a strong reputation in the property market. Fondly known by patrons as the *Champion of Middle-cost Homes* during the 1980's, LBS Bina properties have, over the years, moved towards the high-end and lifestyle segments.

The brand extends its presence to the overseas market such as the commencement of the Zhuhai International Circuit (ZIC) Upgrading and Transformation Plan in China. The project commenced in March 2016 with the launch of the Melaka Cultural and Trade Centre. A joint venture between LBS and a Chinese government-linked company, the developments of the tourism project include a theme park, factory outlet, car showroom and hotel.

A very much value-driven leader, Tan Sri Lim takes pride in his proficient team of leaders and engineers who are



able to respond effectively to his instructions. He continues to make frequent visits to the sites to ensure that everything runs on time and on track.

**Building the Path to Grand Success**

With the success of LBS Bina, both the company and Tan Sri Lim Hock San have won numerous awards. He has won the second prize in the British Steel Corporation Competition for Design in Hollow Steel Section in 1982; is a recipient of the inaugural The Platinum Entrepreneur Award by SMI Association of Malaysia in 2011, has been awarded the prestigious Entrepreneur of the Year 2012 by Asia Pacific Entrepreneurship Awards (APEA) and won the Malaysia Best Company for Leadership of the Year 2014 by International Alternative Investment Review (IAIR) Awards for his outstanding entrepreneurship, leadership and achievements in raising the profile of the company in the country and abroad.

A passionate active advocate of social and community work, Tan Sri takes a leadership role and commitment to philanthropic causes which is reflected in his position on various boards of charitable organizations. He serves as President of The Federation of Malaysia Lim Associations; President of Malaysia-Guangdong Chamber of Investment Promotion; Vice President of Fujian Overseas Exchanges Association Fifth Council; President of The Malaysian Chamber of Commerce and Industry in Guangdong, China, and many more.

In June 2015, Tan Sri Lim is among 24 epitomes to receive the Darjah Panglima Setia Mahkota (P.S.M.), which carries the title 'Tan Sri', in conjunction with the official birthday of the Yang di-Pertuan Agong, Tuanku Abdul Halim Mu'adzam Shah.

“ **JUGGLING BETWEEN MANAGING LOCAL & OVERSEAS BUSINESSES AND STRENGTHENING THE BILATERAL RELATIONSHIP AND SPURRING THE ECONOMIES OF TWO COUNTRIES IS CHALLENGING, BUT IT HAS NEVER STOPPED ME. I WOULD LIKE TO SET MYSELF AS A ROLE MODEL AND URGE MORE ENTREPRENEURS TO WORK TOWARDS PROMOTING MALAYSIA TO OTHER COUNTRIES** ”







THE BRANDLAUREATE  
MAN OF THE YEAR  
LEADERSHIP AWARDS



THE BRANDLAUREATE BRAND  
**ICON**  
LEADERSHIP AWARDS 2015

## The BrandLaureate Man of the Year Brand ICON Leadership Award '15

**Y.BHG. DATUK AMAR ABDUL HAMED BIN HAJI SEPAWI**  
Chairman  
Naim Holdings Berhad

### Multi-faceted Extraordinaire

Datuk Amar Abdul Hamed Sepawi, who hails from Sarawak, indeed wears many hats. He is first and foremost a corporate leader and entrepreneur very much respected and admired for his many achievements and success in the business sector and community. He is also a veteran qualified forester with more than 25 years of experience and is actively occupied with activities relating to forest plantations in Australia and Sarawak.

He is the driving force in the numerous companies and businesses under his charge and these companies have contributed significantly to the growth and development of Sarawak from a rural and agriculture based economy to a developed and progressive state with modern amenities and state-of-the-art infrastructure.

### Transcending Forestry

Datuk Amar Abdul Hamed had his early education in Miri and the Malay College at Kuala Kangsar and pursued his tertiary education at the University of Malaya. He graduated with a Bachelor of Science (Hons) in 1971 and from 1974 to 1975 studied Forestry at the Australia National University, culminating with a Master in Science in Forest Products from Oregon State University, USA.

His first taste of employment began at the very young age of 15, when he started work as a construction worker in the housing and fabrication industry during school holidays – giving him a good 'feel' of what is needed to become a successful entrepreneur and leader.

After his graduation, he served in the public sector and state agency in Sarawak. He then moved on to the private sector and established his own business in the logging industry. Setting up Ta Ann Group, he built it to become an integrated timber business – from logging to the manufacturing and export of processed wood products. Today, Ta Ann Group of Companies, of which he is the Executive Chairman, is one of the leading companies in Malaysia in forest industry and oil palm business.

### Beyond the Woods

Datuk Amar Abdul Hamed's interest in the oil palm business also extends to other private oil palm plantation operations and Sarawak Plantation Berhad. Aside from being involved in the forest and agrobased business, his diverse business interests extend to property development, construction, engineering services, oil & gas, education, telecommunication and energy.



A major part of his past three decades revolves around property development. Naim Berhad, which he helms, is ranked as one of the leading Bumiputera (non-GLC) property developers and construction groups – also with interests in oil and gas operations.

#### Empowering Change: A Leading Dynamo

For the last 10 years, Datuk Amar Abdul Hamed has been the Chairman of Sarawak Energy Berhad, Sarawak's major utility body and the backbone of Sarawak Corridor of Renewable Energy (SCORE). His business portfolio also includes Danawa Resources Sdn. Bhd., which is involved in telecommunications, education and content development.

He is a member of the National Economic Consultative Council II and has sat in many advisory boards, including Employment Provident Fund (EPF) and Malaysian Palm Oil Board (MPOB). In recognition of his entrepreneurial leadership and contributions to the industry, Datuk Amar Abdul Hamed was conferred the Entrepreneur of the Year Award in 2004 and 2005 as well as the State Outstanding Entrepreneur of the Year 2014 Award. For his contributions to the State of Sarawak, he was awarded the title, Panglima Gemilang Bintang Kenyalang, on September 11, 1999.

“ THE MOST IMPORTANT LEADERSHIP SKILL IS TO PROVIDE INSPIRATION TO YOUR TEAM. IF YOU CAN DO THAT, THEY WILL REACH FOR THE STARS. ”







## The BrandLaureate Woman of the Year Brand ICON Leadership Award '15

**Y.BHG. TAN SRI DATUK ZARINAH ANWAR**  
**Chairman**  
**Malaysia Debt Ventures Berhad**

### **A Leading Lady in the Corporate World**

A force to be reckoned with, Tan Sri Zarinah Anwar is one of the key women corporate leaders in Malaysia. Having graduated from the University of Malaya with an LLB (Hons), she joined the Government Legal and Judicial service before moving on to Shell Malaysia in 1979.

Spending 22 years with the Shell Group, she served in various capacities across the company's diverse business interests in Malaysia. Her last position in Shell was as Deputy Chairman. She joined the Securities Commission (SC) in 2001 as Deputy Chief Executive before being appointed Executive Chairman in 2006 – the first woman to head the SC.

While at the helm of the SC, Tan Sri Zarinah had been actively involved in the development of the Islamic capital markets – both locally and internationally – including through the Commission's collaborative efforts with co-regulators and other partners.

As Chairman, she was instrumental in the development and strengthening of the Malaysian capital market. She played a pivotal role in establishing a strong regulatory and governance framework which has contributed to the growth of the market, as well as investing resources in building regulatory capacity.

While at the SC, she served as Vice Chairman of the Emerging Markets Committee of IOSCO and represented the Committee at the International Financial Reporting Standards (IFRS) Foundation Monitoring Board. She also served two terms as the Chairman of the ASEAN Capital Markets Forum, established under the auspices of ASEAN Finance Ministers, to discuss policy issues on ASEAN capital market development.

Tan Sri Zarinah chaired the Capital Market Development Fund and the Malaysian Venture Capital Development Council established to assist the development of the venture capital industry and to act as a conduit between policymakers and practitioners in the development of the industry. She was also a former Member of the Financial Reporting Foundation Malaysia and the Board of Directors of the Malaysian Institute of Integrity.

### **Achievements in Transformation**

Chief among Tan Sri Zarinah Anwar's many accomplishments include overseeing the implementation of the first Capital Market Masterplan during which period the Malaysian capital market tripled in size, accompanied by enhanced standards of corporate governance and regulatory oversight. She also led the development of the second Capital Market Masterplan – a strategic blueprint for the development of the Malaysian capital market over the 10-year period, from 2011 to 2020.



Tan Sri Zarinah also drove the SC's organisational transformation efforts to embed a culture of high performance within the SC, putting in place a structured system of HR management and values system aimed at achieving excellence in performance and strengthening transparency and accountability, thus ensuring the SC's effectiveness in developing and regulating the Malaysian capital market.

After retiring from the SC in 2012, she was appointed as the Non-Executive Chairman of Malaysia Debt Ventures Berhad, a Ministry of Finance Incorporated company and a leading technology financier that provides debt financing to Malaysian companies in the technology and high-growth sectors.

#### New Corporate Paths

Tan Sri Zarinah Anwar was appointed to the Board of PETRONAS in 2015. It is an indisputable fact that her background in the oil and gas industry, the senior leadership positions she occupied while with Shell and her experience as a regulator will help contribute to her effectiveness as a member of the Board. Her appointment is also reflective of the Government's commitment to having a higher representation of women leaders on the Boards of Malaysian companies.

#### Feminine Epitome of Excellence

Tan Sri Zarinah's knowledge and experience have seen her appointed to many organisations both domestic and international, post her retirement from the SC. She is currently a Member of the Board of Directors of the Performance Management and Delivery Unit (PEMANDU) as well as the BFR Institute, a subsidiary of PEMANDU. She is a Trustee of the Razak School of Government, Yayasan Hasanah, the Jeffrey Cheah Foundation, member of the Academic Advisory Council of Universiti Teknologi Petronas and serves on the National Advisory and Consultative Council on Women. Tan Sri Zarinah holds the Abdullah bin Abdulaziz Fellowship at the Oxford Centre for Islamic Studies, United Kingdom and is a member of the Advisory Board of the Emirates Securities & Commodities Authority.

Tan Sri Zarinah is also one of the Founding Chairs of the 30% Club Malaysia, a community of Chairmen and CEOs who believe that diversity of the leadership team leads to greater business success and are committed to bringing more women talent onto the boards of Malaysian companies.

“WE NEED TO ROLE MODEL THE STANDARDS OF BEHAVIOUR WE EXPECT OF OTHERS.”





“

ICON  
UNDERSTANDS THE TRUE MEANING  
AND VALUE OF LIFE.

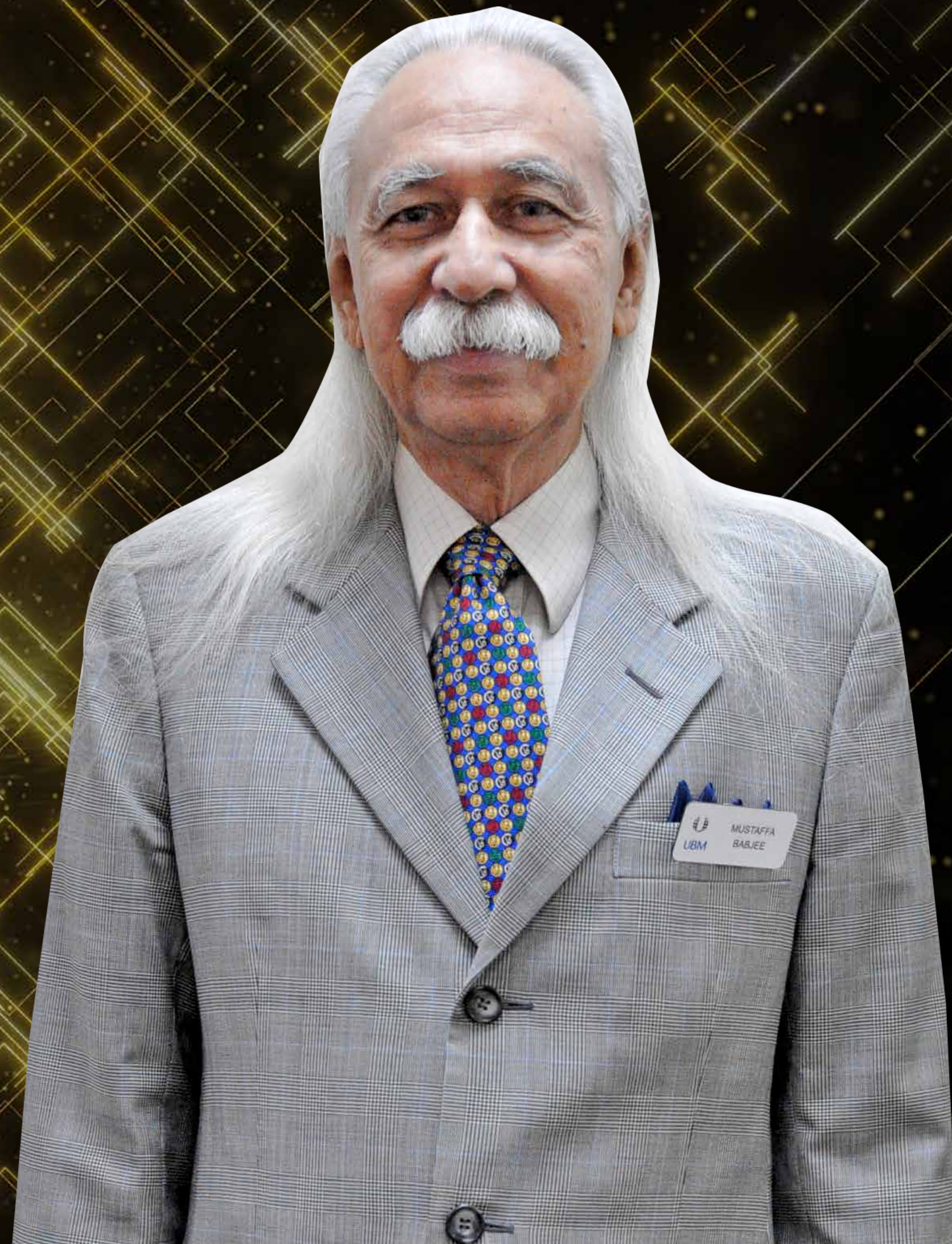
”

- DR. KKJOHAN

THE BRANDLAUREATE  
**CLASSIC ICON**  
LEADERSHIP AWARD







## The BrandLaureate Premier Brand ICON Leadership Awards '15

**Y.BHG. TAN SRI DATO' DR. AHMAD MUSTAFFA BABJEE**

**Chairman  
UBM Malaysia**



### **The Rustling of Leaves in the Innermost Soul**

Tan Sri Dato' Dr. Ahmad Mustaffa Babjee is a Conservationist and Veterinary Specialist who is passionate about biodiversity. His interest in the significance of environment and nature began when he was a young lad, living in the idyllic Kampung Raja, near Sungai Petani, Kedah.

Growing up during the difficult period of the Malayan Japanese Occupation, he observed that his family's daily source of food came from the environment and there was never any fear of going hungry. In that light, to the young Ahmad Mustaffa, nature was a great provider – if one treats it well and with respect.

### **Outfitting a Scientific Defender**

Upon completion of his secondary education, Tan Sri Dato' Dr. Ahmad Mustaffa Babjee went on to pursue his higher education at the University of Lahore, Punjab, and graduated with a Bachelor of Science in Animal Husbandry.

He then returned to Malaysia and started his career as an Assistant Veterinary Officer, stationed in Alor Setar, Kedah; and from there onwards he further carved his career as Founder-Head of Department of Pathology and Microbiology, Director of the Division of Fisheries and Marine Science and Warden of the residence college of the University of Agriculture Malaysia. He served in the Veterinary Department until he was appointed as the Director General, Department of Veterinary Services, in 1984.

In the similar period of time, he continued with his postgraduate studies and earned an M.R.C.V.S. from the Royal Veterinary College, London, and a PhD. from



the University of Queensland in 1972. Being a true believer of lifelong learning, he has to-date received seven Science Awards – with the latest being a Master of Science in Environmental Biology from University Science of Malaysia in 2006.

During his tenure at the Veterinary Department, he spearheaded the growth of the local Veterinary sector – introducing many initiatives that led to the developing of a sustainable livestock industry for the country. He was elected President of the World Organisation for Animal Health for three years – a technical organization established in 1924.

#### Throbbing for the Conservation of the Nation's Natural Heritage

Tan Sri Dato' Dr. Ahmad Mustafa Babjee has also played a leading advocate of conservation to help maintain Malaysia's position as one of the '12 Mega Biodiversity' nations.

For him, nature and the environment should not only be seen as a provider of food. Over the years, new scientific technologies and research & development have unearthed various findings which have helped to strengthen the bio-diversity of the environment and create economic opportunities for human beings. As an advocate of sustainable development, he is of the sound opinion that development and conservation could co-exist.

Even after his retirement from the civil service, he continues to play an active role as a leading Conservationist and Activist to help maintain Malaysia's position as one of the '12 Mega Biodiversity' nations. He is also lobbying for the country's very own Natural History Museum – similar to the Smithsonian Institute in Washington, USA. The museum, with the backing of 300 Scientists, could serve as a 'nerve centre' for the sustainable development of the nation's biodiversity.

#### Gazing upon the Earth from Cosmic Eyes

Tan Sri Dr. Ahmad Mustafa Babjee is a Senior Fellow (Academician) of the Malaysian Science Academy. He is also a photographer and an avid writer, whose illustrative books such as *Glimpses of the World*, *Glimpses of the Environment* and *More Glimpses of the World* offer light reading for the public about the natural world. In his distinctive carefree style, Mustafa takes readers on his environmental journeys overseas and introduce to them to awe-inspiring natural wonders.

Dedicated and committed to the cause he believes in, he has set standards and benchmark of excellence while constantly contributing to the significant development of Malaysia's biodiversity. This Award is indeed a fitting tribute to a man who has devoted his life to research and education.

“

I REGARD LEARNING AS SOMETHING AUTOMATIC THAT WE ALL DO FROM THE WOMB TO THE TOMB – SO I WILL NOT STOP LEARNING AND PERHAPS WILL PURSUE SOME OTHER COURSE IN FUTURE

”







## The BrandLaureate Premier Brand ICON Leadership Awards '15

**Y.BHG. DATO' JOHAN ARIFFIN**

**Chairman  
Mitraland Group**



### **Early Days**

A sound education is a vital component in the formative years of many a great leader. Learning is not limited to academic pursuits alone, but in life experience, and through embracing responsibilities in the various paradigms of life.

This rings true for the man that is Dato' Johan Ariffin. After completing his early education at the well-known Penang Free School in 1976, he won a government scholarship to further his studies abroad. Broader horizons and wider perspectives further helped shape him into the purposeful leader that he was destined to become.

After obtaining a Degree in Economics at Indiana University, USA, in 1980, he went on to further his studies at the University of Miami, USA, and completed his MBA the following year.

Dato' Johan returned to Malaysia and joined Citibank before taking up various senior positions in several property development companies.

### **Serving the Nation**

When the Asian Financial Crisis hit, Dato' Johan Ariffin answered the call to serve the nation. From 1999 to January 2003, he was the Senior General Manager, Property Division of Danaharta. His responsibilities saw him solving many issues relating to asset resolution and loans recovery. After his success during that tumultuous period, he was offered the position of Group Managing Director of TTDI Development Sdn. Bhd., which he held until January 2009.



Known for his real estate expertise, which spans over 35 years, Dato' Johan assumed the Chairmanship of the Mitraland Group of Companies, a boutique property developer with niche residential, industrial and commercial projects in the Klang Valley and Australia, valued at over RM3.9 billion in GDV. In this capacity, he continues to guide the Group while establishing its position as a niche boutique developer.

#### A Property Icon

Recognized as one of Malaysia's corporate leaders, Dato' Johan Ariffin has definitely made his mark in the property industry, thanks to his astute leadership qualities. This fact is further reinforced by his vast experience in property development and his ability in steering various property firms to success. This has earned him the recognition of an Icon in the industry.

Besides his work at Mitraland, he is also a National Council Member of the Real Estate and Housing Developers' Association Malaysia (REHDA). He also serves on the boards of Maybank Bhd., Etiqa Insurance Bhd., Sime Darby Property Bhd. and PNB Merdeka Ventures Sdn. Bhd., the developer of PNB KL118 – soon to be the tallest tower in the Southern Hemisphere.

In 2015, he was appointed Chairman of Battersea Power Station Holding Company Ltd., a Malaysian joint venture between SP Setia, Sime Darby and the Employees' Provident Fund (EPF) developing the iconic multi-billion pound, 42-acre Battersea Power Station in London.

#### Corporate Social Responsibility

Dato' Johan Ariffin believes in the essence of

Corporate Social Responsibility (CSR), which can clearly be seen through the initiatives of the companies he is involved in. Despite the challenging times for Malaysian property developers, Mitraland has donated more than RM2 million to various charitable organizations over the past years.

As Maybank International (Labuan) Chairman, he initiated the bank's strong support of the Labuan Nucleus Hospital's Haemodialysis Centre. Maybank Labuan has now donated 11 of 29 dialysis machines at this dialysis centre. The bank has also adopted four schools in Labuan as part of its CSR programme.

As Chairman of Maybank Cambodia, he started a programme for ground water wells targeting to serve more than a thousand Cambodians in rural areas as well as the Water for Life Project, introducing water filtration plants in three locations in rural Cambodia. Maybank Cambodia, together with the Maybank Foundation, is also a steadfast supporter of the Women Eco Weavers and People Improvement Organization – both of which are sustainable capacity building programmes to break the poverty cycle.

In the UK, the Battersea Academy of Skills Excellence (BASE) will help attract, train and place local talents through a service excellence skills programme while the Battersea Foundation continues its good work serving the local community's various needs.

Dato' Johan, in spite of his many achievements, truly finds the greatest fulfilment in giving back to society in the most impactful way.

“HIRE SMART PEOPLE, ESPECIALLY IF THEY ARE SMARTER THAN YOU – IT WILL MAKE YOUR LIFE EASIER”







## The BrandLaureate Premier Brand ICON Leadership Awards '15

**Y.BHG. TAN SRI DATO' IR. NG THIAN HOCK**  
Founder & Executive Chairman  
A & M Realty Berhad



### **An Engineer with a Constructive Purpose**

Engineering can bring varying degrees of change to society. Finding a special appeal for the field, Tan Sri Dato' Ir. Ng Thian Hock, upon completing his secondary school studies, went on to further his education in the field of his dreams. Considering the amount of passion he possessed for the subject, it is only natural that he graduated with honours in Civil Engineering from University Malaya in 1970.

Upon graduation, he started his professional life as an Engineer at the Perbadanan Urus Air Selangor Berhad from 1970 to 1976.

His next venture saw him appointed as a Municipal Councillor of Majlis Perbandaran Klang – where he played an important role in the development and growth of the Klang district.

### **Nurturing the Enterprising Spirit**

With an innovative attitude, Tan Sri Dato' Ir. Ng established A & M Group in 1978. Through his amazing leadership skills, the company, which delved in the property development and constructions areas, endured times of recession in the 1980's and the 1990's – only to come out stronger than ever before! Armed with unyielding resolve, the Brand Champion was unreservedly instrumental in driving the businesses forward, and together with his esteemed Management Team, maintained steady growth in revenues – even during the most turbulent of times.



His success is also reflected in the Group's ability to expand its ventures not only in its core, property development, but into other sectors such as resorts, service-related industries, plantations, security and automotive accessories as well.

The Group's road to development is based on its Core Values which remain paramount – to offer innovative products and services to its corporate clients and customers in a positive and stimulating environment.

#### Success upon the Bursa Horizons and Beyond

As a man who is both cautious, yet forward looking, Tan Sri Ng has successfully led the A & M Group to navigate challenges it has encountered over the years. Among his success stories include the listing of two private companies, A & M Realty Berhad and Hil Industries Berhad, into Bursa Malaysia.

Always ensuring the Group redefines and continually sets higher goals and targets for its clients, the Executive Chairman believes in focusing on the needs of customers; while taking into account the changing trends within each industry.

For Tan Sri Dato' Ir. Ng, the Group's Main Goal is to continue to be creative and innovative in its offerings of high-quality products and services. Working along such Business Philosophies, A

& M has successfully accomplished impressive milestones by being passionate about its customers, businesses, service partners, employees and the environment.

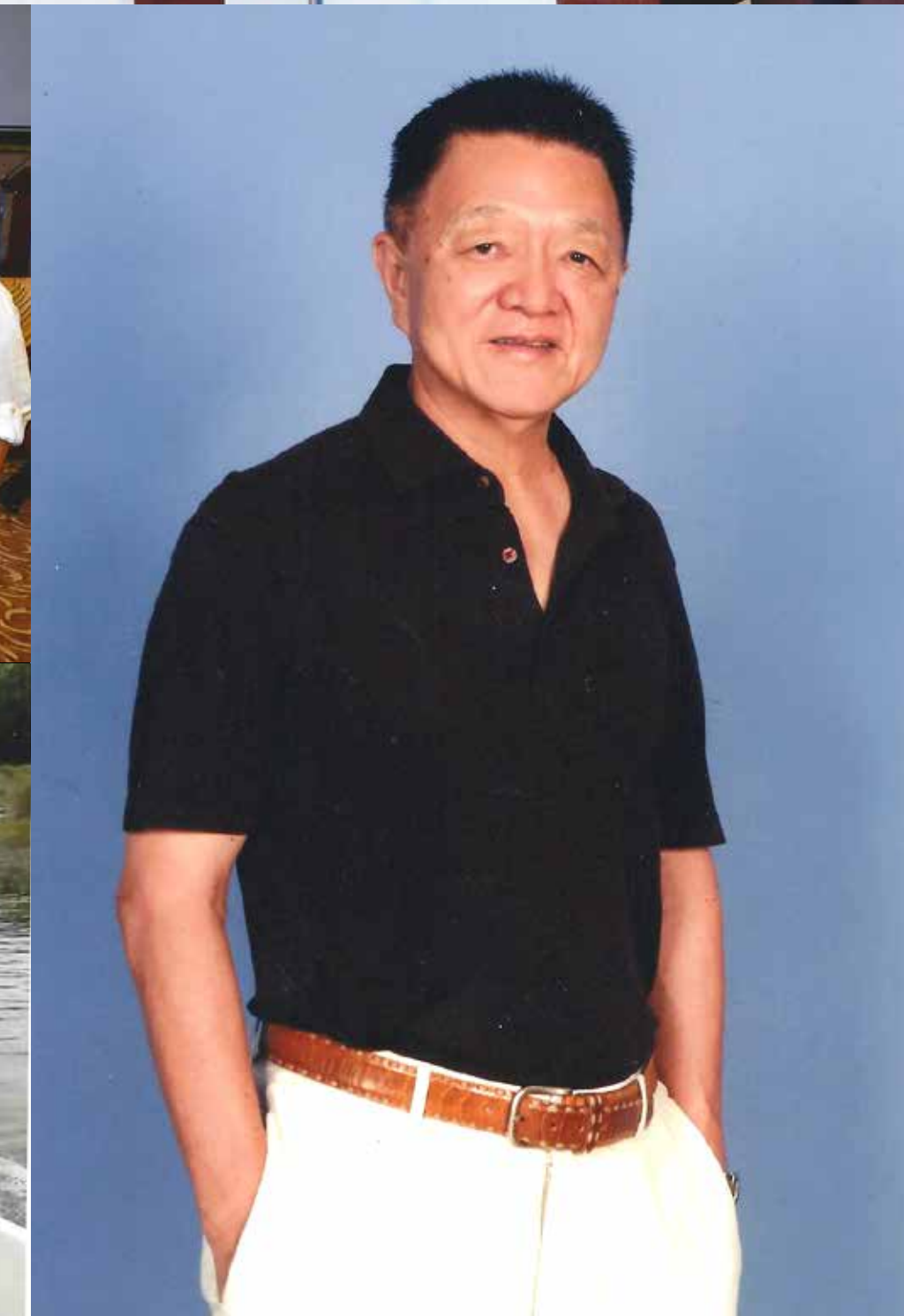
On July 4, 2002, he was appointed to the Board of Hil Industries Berhad (Hil), a one-stop custom injection mould of engineering plastics in South-East Asia. He is a major shareholder in the company – which has also expanded its business to property development.

#### A Fondness for People and Politics

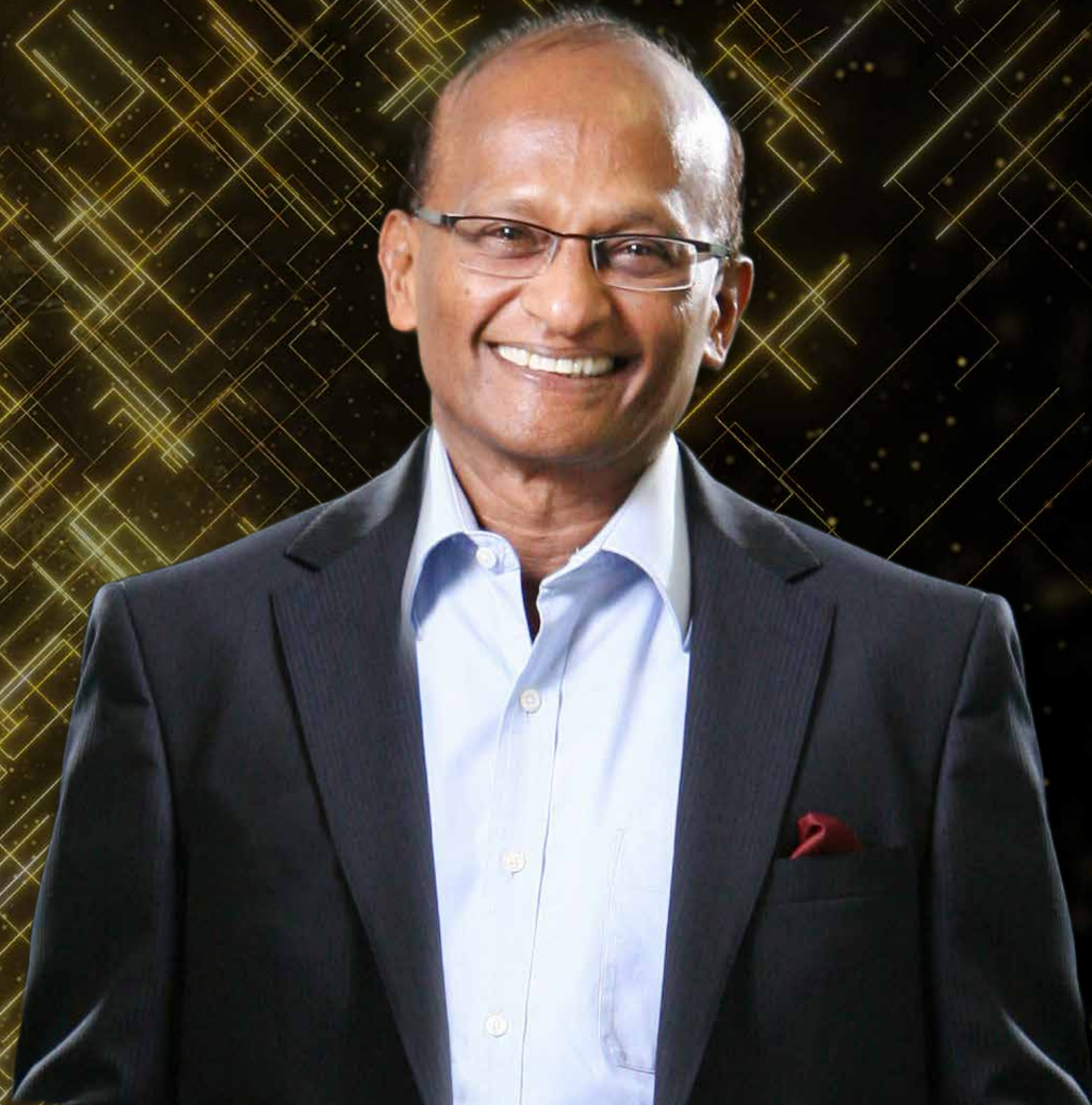
Besides entrepreneurship, Tan Sri Ng also delved into the realm of politics in the 1980's and 1990's. He was State Executive Councillor for the Selangor Government, State Assemblyman for the Barisan Nasional Party for the Selat Klang and Pandamaran constituencies and was appointed State Executive Councillor (EXCO) for Selangor Government (from 1982 to 1990). Tan Sri Dato' Ir. Ng was a Senator in the Federal Government for four years – from 1991 and 1995.

Tan Sri Ng is married to Puan Sri Catherine Yeoh Eng Neo, and they have four sons who are also actively involved in the operations of the company. The esteemed Founder is also presently the Advisor of the Huian Quangang Klang Association.

“ WHEN WORK IS YOUR PASSION, IT BECOMES A HOBBY.  
YOUR COMMITMENT TO YOUR BRAND IS SECOND TO NONE THEN. ”







## The BrandLaureate Premier Brand ICON Leadership Awards '15

**DR. MAHA SINNATHAMBY**  
Chairman  
Springfield Land Corporation



### Developer of Dreams, Designer of Visions

Dr. Maha Sinnathamby is one of Australia's most iconic entrepreneurs and renowned expert City Developer who has successfully urbanized Greater Springfield, which is located in Brisbane, as Australia's first privately built city and the country's largest private master-planned community.

Born in Negeri Sembilan, Malaysia, Dr. Maha, who came from humble beginnings, first ventured to Australia in 1960 as an Engineering student at the University of New South Wales. He went on to receive a Bachelor of Civil Engineering.

After stints at the World Bank and the Asian Development Bank, he emigrated to Australia with his family in the 1970's and settled in Queensland in the 1980's.

### A Grand Masterpiece in Guise within a Rock

Dr. Maha is the Chairman and Founder of Springfield Land Corporation. The visionary behind this multi-award-winning master-planned city, he purchased the 7000-acre parcel of land which no other developer wanted at that time and named it Greater Springfield.

The early days of development were difficult times as the area was a piece of barren land with minimal infrastructure. Dr. Maha had the daunting task of persuading the then State Premier to construct a road to the area before actual development could take place. With monumental patience, earnest persistence, sound preparation and a resolute spirit, he ultimately succeeded in doing so admirably.



Twenty two years later, Greater Springfield has emerged as one of the most incredible property developments ever conceived Down Under. As an integrated community, Greater Springfield consists of residential and commercial properties – with special emphasis and focus on the building of an educational, Information Technology and medical triple-hub – concurrently forming the cornerstone of the splendid development.

**Siphoned into a Grand Existence**

Greater Springfield has garnered tremendous international acclaim and been awarded as the World's Best Masterplan Community by the International Real Estate Federation (FIABCI). Over and above that, the development is also home to landmarks such as the award-winning Brookwater Golf and Country Club, State Headquarters of Global Icon, General Electric – Mater Private Hospital, Dusit Thani's Brookwater Golf and Spa Resort, University of Southern Queensland and has more than 15 schools and childcare centres.

In truth, the success of Greater Springfield is a genuine testament of Dr. Maha's perseverance and endurance in taking on the unknown and nurturing one's dream until it becomes realized. Imbued with a very strong sense of Self-belief, Discipline and Determination, Dr. Maha does not let setbacks or failures affect him. To him, these are constants in everyday life and one should just keep moving on and look for something brighter and better.

Dr. Maha subscribes very much to the philosophy of the late Mahatma Gandhi who has demonstrated that an ordinary man can indeed change the

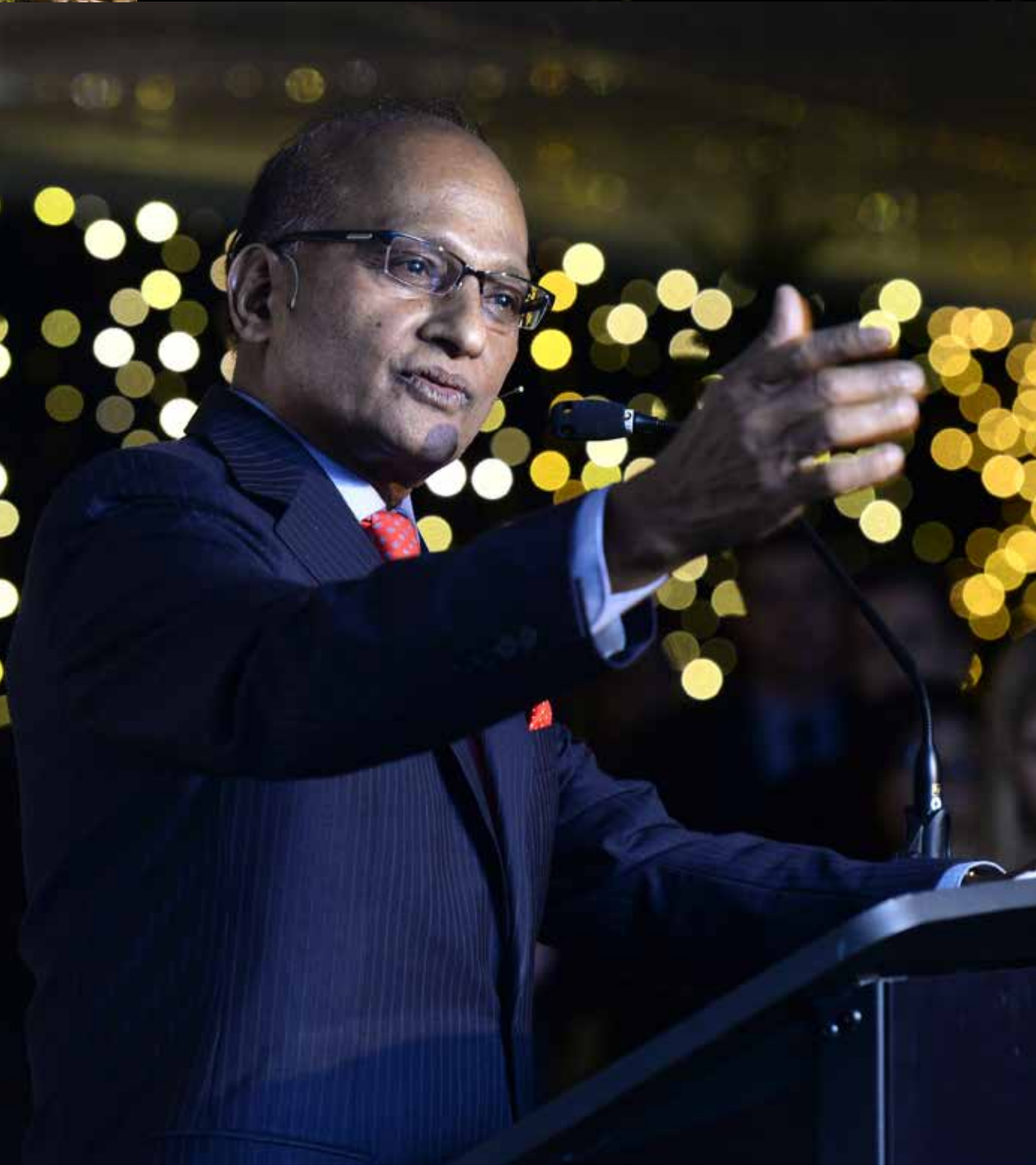
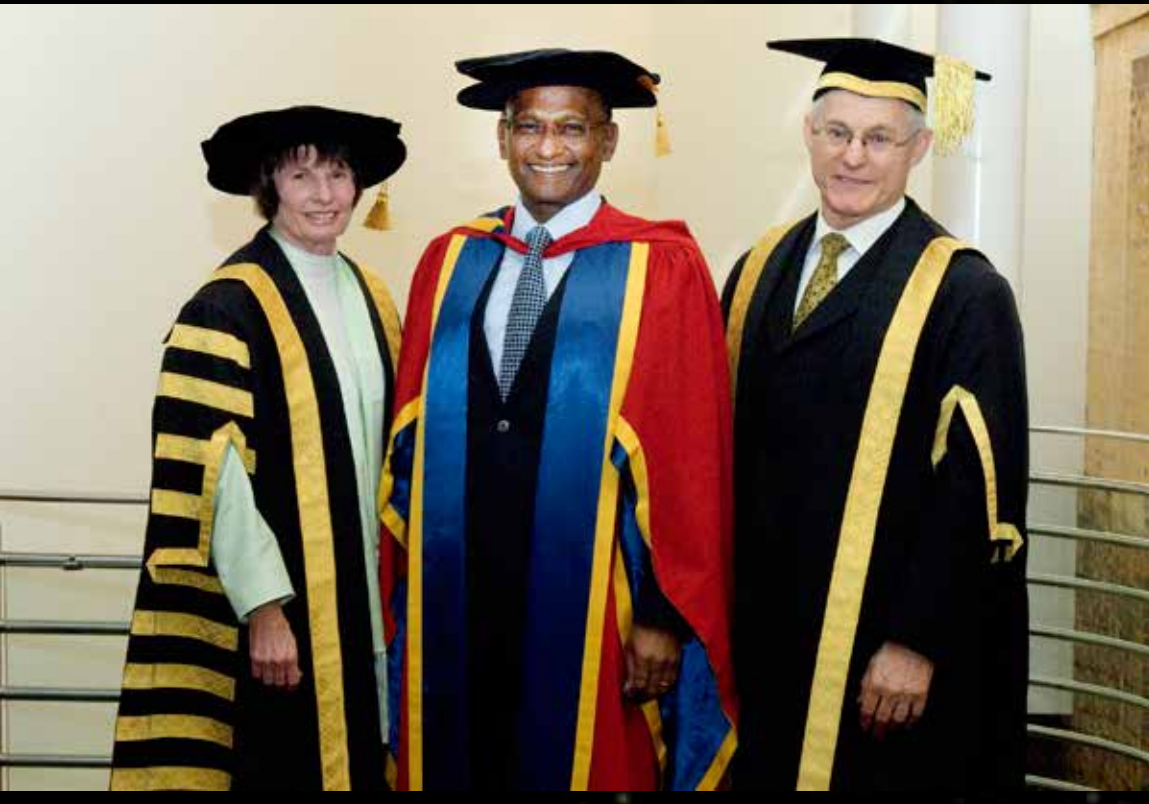
course of human history and achieve unimaginable greatness by standing firm on one's beliefs and being wholly committed to a cause.

**Success Redefined; Realization Refined**

Success to Dr. Maha takes on different level and meaning: Success is only meaningful if one has contributed to society and enhanced the standards and quality of the people. Success is not about becoming rich and gaining prominence. Whilst some are averse to chasing after success; and others satisfied with the normal meaning of success, Dr. Maha's interpretation of the notion is what one aspires to achieve beyond the norm.

In all honesty, it may be a tough journey to go above the norm, but Dr. Maha is more than fortified for it. Discipline, Honesty, Integrity, Persistence and having a strong sense of Self-belief – so strong that it overcomes you – are the pillars of Dr. Maha's foundation to success. And while many equate success to money, for Dr. Maha, money will eventually come looking for you once you are successful. He is not wrong for today, he is ranked as the 40th richest man in Australia. He has passed on much of the business to his daughter, who is being groomed to take over the business as a second-generation city developer.

On rare occasions when Dr. Maha takes a day off, he can be found enjoying a game of golf at his award-winning golf course, Brookwater. He also invests his time mentoring a select group of young professionals – helping them to achieve personal excellence. Giving back and helping others is fundamental to his core beliefs.



“

I AM A VERY HIGHLY DISCIPLINED PERSON – I PUT MYSELF THROUGH A VERY STRONG RIGOUR AND I ENJOY IT. IT'S NOT SOMETHING THAT I FORCE MYSELF TO DO.

”





## The BrandLaureate Premier Brand ICON Leadership Awards '15

**IR. LEE SWEE ENG**  
Group Chief Executive Officer  
KNM Group Berhad



### **Dynamic Dynamo**

Ir. Lee Swee Eng is the Founder and Group CEO of KNM Group Berhad, a global process equipment manufacturer and total solutions provider for the oil, gas, petrochemical, chemical and energy industries. Established in 1990, Lee is the driving force of the company – growing the business by leaps and bounds until it has attained the status of a billion-dollar brand.

Lee graduated in 1979 with a Bachelor of Science (First Class Hons) in Mechanical Engineering from the University of Strathclyde in Glasgow, Scotland. Upon graduation, he served with Exxon in 1976

as a Production Specialist and with PETRONAS, the Malaysian National Oil Corporation, from 1979 to 1985, in various capacities ranging from Production Engineer to Project Leader for major oil and gas development projects.

He worked with John Brown E & C Inc of United States of America as a Project Engineer on international assignments for its San Miguel Project, Bakersfield, California, in 1986 and subsequently joined Technip Group's Malaysian subsidiary, Technip Geoproduction (Malaysia) Sdn. Bhd., as its Director. In 1986, he was appointed as its Managing Director and held the position until 1990, when he left to set up KNM Group.

### **Enduring Entrepreneurship**

As an entrepreneur, Ir. Lee Swee Eng has gone through the ups and downs of running a business and the many challenges that have come along during the



past two-and-a-half decades. KNM had a good run during the 1990's until 2007, which saw the Group obtaining numerous contracts and enjoying repeat-business orders. It also expanded aggressively into the international market. However, the Financial Crisis of 2008 changed the business landscape and brought the Group's business down. Lee's paper wealth was reduced by more than 80 per cent and the Group's market capitalization, which was RM8 billion in 2007, dropped to less than RM1.5 billion.

It was rough times for Lee and KNM but as the sayings go: "Tough times call for tough measures" and "Only the tough will survive". Lee muscled all his strength, experience and contacts to keep the company afloat. He had to restructure the business, introduce out-of-the-box thinking and innovate to ensure the profitability of the company. The company consolidated from 15 countries to 10 countries today.

#### Advancement Adapter

In the face of obstacles, Ir. Lee saw the need for KNM to evolve and transformed its business from a total solutions provider in oil and gas to the renewable energy sector and waste to energy management. This was meant to provide KNM with a recurring income business model and leverage on KNM's technological expertise. After eight years of planning, this initiative is bearing fruit and KNM's bio-ethanol plant in Thailand is coming on stream and is expected to contribute to the future bottom line of the Group from Q1 2017.

Ir. Lee personifies the enduring entrepreneur who never let challenges obstruct his Mission. Even in

difficult times, he sees a silver lining and it is this confidence and determination that has enabled Lee to overcome the odds. While renewable energy will play a key role in the sustainability of the business, Lee is still working hard to regain KNM's leadership in the downstream oil and gas industry and is confident that KNM will enjoy the good times again.

#### Achiever Aptitude

As respected industry leader, Ir. Lee is a Registered Professional Engineer since 1984 and a Fellow Member of the Institution of Engineers, Malaysia since 1993. He served as a Council Member and a Fellow Member of the Institute of Materials, Malaysia for the 2014-2016 term.

Additionally, this extraordinary Brand Champion is a Board Member of the Malaysian German Chamber of Commerce and Industry since 2011 and was its President for 2012/2013.

He was also the Founding Chairman of the Institution of Engineers, Malaysia, Petroleum Division and the Boilers and Pressure Vessels Group under Malaysian Iron and Steel Industry Federation (MISIF). He formerly served as a Council Member of the Federation of Malaysian Manufacturers (FMM) and was a Member of the Executive Committee of MISIF from 2000 to 2004. He was elected a Member of the International Council of Pressure Vessels Technology as representative from Malaysia from 2000 to 2004 and was previously an Industry Advisory Panel Member for Universiti Tunku Abdul Rahman's Faculty of Engineering and Science as well as the Engineering Faculty of Monash University.

“

AS WE GO THROUGH LIFE, WE MUST EXPERIENCE TOUGH MOMENTS AND WHAT IS LIKE TO BE TESTED, IF NOT WE CAN NEVER SAY, WE HAVE LIVE.

”





“  
ICON INSPIRES LEADERSHIP.  
ICON DEFINES & REDEFINES LEADERSHIP!”

”  
- DR. KKJOHAN

THE BRANDLAUREATE  
**VISIONARY ICON**  
LEADERSHIP AWARD







## The BrandLaureate Most Eminent Brand ICON Leadership Award '15

**YTM TUNKU DATO' DR. HAJJAH SOFIAH JEWA**  
Founder and Trustee  
Tun Suffian Foundation



Tan Sri Prof. Datuk Dr. Mohd. Yusof Noor was represented by at the award's dinner

### Origin: Regal Persona

Yang Teramat Mulia Tunku Datuk Dr. Hajjah Sofiah Jewa hails from the Royal family of Kedah and is a niece of Malaysia's first Prime Minister, Tunku Abdul Rahman Putra Al-Haj ibni Almarhum Sultan Abdul Hamid, and cousin to Al Sultan Almu'tasimu Billahi Muhibbuddin Tuanku Alhaj Abdul Halim Mu'adzam Shah ibni Almarhum Sultan Badlishah, the fifth and fourteenth king of Malaysia.

Growing up during the time when Malaysia achieved its Independence from the British, the young Sofiah was greatly influenced by the political scene and winds of change that was sweeping the country then. The deep call to defend the

nation's sovereignty through the legal institution was one of the contributing factors which led her to study Law.

### Brand: Legal Icon

She holds the Master of Laws (LLM) and the Doctor of Philosophy in International Law (PhD) from the University of Miami. In 1970, she was called to the English Bar at the Honourable Society of Lincoln's Inn, and upon her return to Malaysia, she taught Public International Law from 1976 to 1982 at the Faculty of Law, University of Malaya, and also guest-lectured in the Laws of Warfare at the Military Staff College, Kuala Lumpur, from 1977 to 1979, before venturing into private practice.







Istana Negara 2nd December 2013



## THE BRANDLAUREATE BRAND ICON LEADERSHIP AWARDS 2015

As a practising Advocate and Solicitor, Tunku Sofiah continued to contribute her legal expertise and was requested by the Government to assist in the drafting of the Civil Aviation Regulations in 1991. In 1993, she served as a Member of the Team of Legal Counsel appointed by the Prime Minister to advise the Malaysian Government on the Malaysia-Singapore Water Dispute.

### Legacy: Education Enabler

In 2002, Tunku Sofiah founded the Tun Suffian Foundation to perpetuate the good name of Malaysia's iconic judge, the late Tun Suffian Mohamad Hashim.

The Tun Suffian Foundation's Objective is to award a Tun Suffian Scholarship periodically for deserving Malaysian students to pursue undergraduate Law studies at Tun Suffian's alma mater at Cambridge and thenceforth to be called to the Bar at Middle Temple – the path the late Tun pursued in his Law studies. It also provides scholarship to Malaysian students pursuing any Malaysian-based LLB course recognized by the Malaysian Bar.

Under Tunku Sofiah's leadership, the Foundation has awarded over fifty scholarships to deserving students in Malaysia and abroad to pursue degrees in Law as well as to Malaysian doctors pursuing post-medical studies locally and overseas, including Australia, the United Kingdom and Canada.

### Eminence: Justice Defender

Her passion for Law and commitment to ensuring fair justice is served led

her to be appointed as a member of the Board of Trustees of the Kuala Lumpur Foundation to Criminalise War (KLFCW) and Deputy Chairperson of the Criminalise War Club.

The KLFCW's aim is to investigate cases of war crimes that have been neglected by established institutions such as the International Criminal Court. The Kuala Lumpur War Crimes Tribunal is the judicial arm of KLFCW. The aim of the Tribunal is thereby to hold perpetrators of war crimes accountable for their actions, especially when relevant international judicial organs fail to do so.

Tunku Sofiah also sits on the Board of Trustees of as-Salihin Berhad and was a Member of the Thomson Sweet and Maxwell AMR (All Malaysia Reports) Advisory Board.

In 1990, she was made the first lady Justice of the Peace in Kelantan by His Royal Highness the Sultan of Kelantan. She was duly awarded the Knight Companion or Dato' Setia di-Raja Kedah (DSDK) by His Royal Highness the Sultan of Kedah in 2000. In the same year, she was awarded the Knight Commander or Dato' Paduka (DJMK) by His Royal Highness the Sultan of Kelantan. In 2013 she was awarded the Darjah Panglima Jasa Negara (PJN) by His Majesty Sultan Abdul Halim Mu'adzam Shah ibni Almarhum Sultan Badlishah.

Tunku Sofiah is also a Writer, having published numerous legal and literary works over the years – including a two-volume Public International Law treatise – additionally authored the biography of Sultan Abdul Halim Mu'adzam Shah ibni Almarhum Sultan Badlishah, entitled The Return.

“

I FIND INTERACTING WITH PEOPLE, BE THEY FAMILY OR FRIENDS, YOUNG OR OLD, HOME-GROWN OR FOREIGN, DOWN-TRODDEN OR MIGHTY, MEANINGFUL AND EXHILARATING. I TELL THE YOUNGER GENERATION TO INCULCATE THE VIRTUES OF PAST GREATS. I PLEAD WITH THE OLD NOT TO DISTANCE THEMSELVES FROM THE YOUNG. I AM NEVER APPREHENSIVE TO VOICE MY OPINION TO ANYONE ON WHAT I BELIEVE TO BE THE TRUTH. AND WHEN I AM TOLD BY EITHER THE YOUNG OR THE OLD OF ANY ERROR ON MY PART, I GLADLY ACCEPT THEM AND TRY MY UTMOST AS HUMANLY AS POSSIBLE NOT TO REPEAT THEM. THAT IS WHAT I LEARNED THROUGH MY INTERACTION WITH PEOPLE FROM ALL WALKS OF LIFE THESE PAST 75 YEARS OR SO. THAT IS WHAT I HOPE OTHERS MIGHT CONSIDER TO EMULATE.

”





## The BrandLaureate Most Eminent Brand ICON Leadership Award '15

**Y.BHG. TAN SRI PROF. DATUK DR. MOHD. YUSOF NOOR**  
President  
Islamic University Malaya, Cyberjaya, Selangor



*Tan Sri Prof. Datuk Dr. Mohd. Yusof Noor was represented by Mr Muhammad Ridzuan Abdul Latiff at the award's dinner*

### Paper Chase Master

Tan Sri Prof. Datuk Dr. Mohd. Yusof Noor is a Scholar and Educationist at heart. Prior to his involvement in politics and the corporate world, he was an Educationist for nearly two decades, teaching at national schools and lecturing at the National University of Malaysia, or better known as University Kebangsaan Malaysia (UKM).

He was born in Besut, Trengganu, in 1941. He had his early childhood education in Besut itself and sat for his Sijil Tertinggi (Higher Certificate) at Kolej Islam Malaya in Klang. He then acquired his MA Usuluddin (Islamic Thought) from Universiti Al

Azhar, Cairo, and Advanced Diploma in Education from Universiti Ein Shams, Cairo.

Subsequently, he pursued his PhD. in Islamic Philosophy at Cairo University and later attended the Special University Administration Course at Stratclyde Business School, Scotland.

### Spreading the Knowledge

Tan Sri Mohd. Yusof was one of the early Educationists who contributed to the establishment of UKM. Joining the institution of higher education in 1970 as a Tutor, he was appointed as a Lecturer in the Islamic Faculty in 1974; and the following year,







was promoted to become Dean of the Faculty. In 1979, he became its Deputy Vice Chancellor – a position he held until 1984 when he was appointed as a Senator by the Federal Government.

This prestigious appointment led him to become the Deputy Minister in the Prime Minister's Department from 1984 to 1986 and he was subsequently promoted as a full Minister in the Prime Minister's Department in 1987. He was then appointed as Minister of Public Enterprise from 1990 to 1995. He was also the FELDA Advisor to the PM from 2011 to 2014.

He is indeed a respected visage in the realm of knowledge, having been elected as Chairman, Board of Directors, Universiti Sains Islam Malaysia (USIM) (2000-2012), and Pro-Chancellor of University Sultan Zainal Abidin (2013). Over and above that, he is currently also the President of University Islam Malaysia (UIM) (since 2011).

#### Political DNA Activated

The love and calling of politics has always been in Tan Sri Mohd. Yusof's blood. As an active UMNO Member, he was UMNO Division, Setiu, Head (1986-1990). He was a Setiu MP (Member of Parliament) then and later became an MP in his birthplace, Besut (1990-1995). He was UMNO Division, Besut, Head (1992-2001) and State Assemblyman for Kg. Raja, Besut (1995-1999) – functioning as an UMNO Supreme Council Malaysia Member all the while (1987-2005).

He is very much respected for his leadership and the strong Values which he subscribes to. He stalwartly believes that while the pursuit of success

is important in one's career, one must not abandon one's Faith as well as Values of Integrity, Responsibility, Trust and Discipline.

#### A Beacon of Sheer Prominence

As an exemplar beacon of a leadership, Tan Sri Mohd. Yusof is aptly decorated with an array of medals, including the Kesatria Mangku Negara (KMN) (1979), al-Ulum wal Funun Star by Presiden Husni Mubarak (1988), Dato' Sri Paduka Mahkota Terengganu (SPMT) (Terengganu) (1992), Dato' Setia Sultan Salahuddin Abdul Aziz Shah (DSSA) (Selangor) (1993), Panglima Setia Mahkota (PSM) (2002) and Seri Sultan Ahmad Shah Pahang (SSAP) (Pahang) (2008). He was a Recipient of the Maal Hijrah 2009.

He was awarded an Honorary Doctorate Degree for Islamic Philosophy from UKM (2003), an Honorary Degree (Education) from University Science Islam Malaysia (USIM) (2009) and an Honorary Degree from University Malaysia Terengganu (UMT) (2013).

Having resigned from active politics, he continues to lead an active life, holding Chairmanship and Board of Director positions in many corporations. He was the FELDA Group Chairman (2001-2010), Advisory Council for LUTH Chairman (2002-2011) and UMNO Agricultural Bureau Malaysia Member (2004-2008). He also functioned in the following capacities: International Zakat Board of Trustees Member (2008-2010), TV ALHIJRAH Chairman (2009) and Honorary Secretary General PERKIM (2013).

“ TRUE GREATNESS IS FOUND ONLY IN THE HEARTS OF MEN AND WOMEN WHO ARE DEDICATED TO DOING GOOD, TO MAKING THE WORLD A BETTER PLACE TO LIVE WITHOUT THE EXPECTATION OF PERSONAL GAIN. GREATNESS IS NOT IN PUBLIC DISPLAY OF SELF, BUT IN SERVICE TO OTHERS. ”





## The BrandLaureate Most Eminent Brand ICON Leadership Award '15

**Y.BHG. GENERAL TAN SRI DATO' SRI (DR.) HAJI ZULKIFELI BIN MOHD. ZIN**  
18th Chief of Defence Force  
Malaysian Armed Forces



### Extraordinary Ascent in the Military Ranks

General Tan Sri Dato' Sri (Dr.) Haji Zulkifeli bin Mohd. Zin the 18th Chief of Defence Force, Malaysia, was appointed to the position on 15 June 2011. Born in Pasir Mas, Kelantan, on 14 June 1954, he underwent his early education at the Sultan Ismail College in Kelantan. With a desire to play an important role in safeguarding the welfare of the country, the young Zulkifeli joined the Malaysian Armed Forces and worked his way up the career path to hold top the position in the Army.

He undertook his Officer Cadet training at the renowned Royal Military Academy, Sandhurst, where he earned his commission in 1974. Upon graduation, he joined the 2nd Battalion Royal Malay

Regiment (RMR) where he served as a Platoon Commander. His tour in the Infantry saw him serving with various RMR battalions namely the 6th, 20th and 23rd Battalions, and finally commanding the 9th Battalion RMR (Parachute) from 1993 to 1995. He was the first Commanding Officer after the unit was re-designated as a Parachute Battalion.

### Answering the Call of Command

As an acknowledgement of his leadership acumen, General Tan Sri Dato' Sri (Dr.) Haji Zulkifeli was given command of the 8th Malaysian Infantry Brigade in Kelantan in 2002 with the rank of Brigadier General.







Subsequently, he was entrusted with the command of the 3rd Malaysian Infantry Division in Malacca from 1 September 2005 until 31 January 2007; thus earning him a promotion to Major General. He was then appointed as Army Field Commander with the rank of Lieutenant General from 1st February, 2007 until 1st June 2008.

#### Shaping the Armed Forces Intrinsically

Apart from a wide command experience, General Tan Sri Dato' Sri (Dr.) Haji Zulkifeli has extensive exposure in staff and training appointments. His earlier Extra Regimental Employment saw him train subalterns at the Young Officers Combat School in 1981. In subsequent years, he became a Directing Staff at the MAF Staff College in 1997, before being appointed as Commandant of the Army Combat Training Centre in the same year.

General Tan Sri Dato' Sri (Dr.) Haji Zulkifeli's staff experiences include numerous staff appointments at the Army Headquarters. He was appointed Military Assistant to the Minister of Defence from 1998 until 1999; after which he became the Director of the Infantry Directorate from 1999 until 2000. He was then appointed as Colonel Human Resource from 2001 until 2002, and then became Commander of the Reserve Service Division in 2002. He was selected to be the first Commander of the International Monitoring Team – Mindanao from 9 October 2004 to 31 August 2005.

#### Marked by a Lifetime of Sublime Patriotism

During his service, General Tan Sri Dato' Sri (Dr.) Haji Zulkifeli attended several overseas courses and seminars. He was a graduate of the prestigious Royal Thai Army Command and General Staff College in Thailand in 1992, in which he was inducted into their International Hall of Fame in 2011. Whilst attending that course too, General Tan Sri Dato' Sri

(Dr.) Haji Zulkifeli was recognized with the Best Overseas Student Award, the first being presented in the college. Apart from that, he is a graduate of the MAF Staff College in 1989 and the MAF Defence College in 1996 of which he was inducted into the colleges' respective Halls of Fame. He obtained his Master in National Resource Strategy from the internationally renowned National Defence University (NDU) in Washington, USA, in 2001. He was inducted into the NDU International Hall of Fame in 2011. He was conferred with an Honorary Doctorate in Management from University Tun Abdul Razak on 4 November 2013.

The role of the Armed Forces is to defend the country against external threat and its secondary task is to assist Civil authorities. That said, the line demarcating National Defence and internal security is gradually becoming ambiguous due to shifts in the Global and Regional Geostrategic environment. Clausewitz observed that: "The first, the supreme, the most far-reaching act of judgment that the statesman and commander have to make is to establish...the kind of war on which they are embarking; neither mistaking it for, nor trying to turn it into, something that is alien to its nature. This is the first of all strategic questions and the most comprehensive."

Armed with the vast knowledge accumulated and enormous experience gained throughout his 44 years of service, General Tan Sri Dato' Sri (Dr.) Haji Zulkifeli has lead the Malaysian Armed Forces towards becoming a Full Spectrum Force in his endeavour to engage the multifarious security challenges faced by the country today. He has build bridges which fostered closer cooperation with other Armed Forces placing Military Diplomacy at an unprecedented pedestal in National Defence. His deep sense of professionalism and resolute spirit of patriotism has driven him to lead the Malaysian Armed Forces as the 'Shield of the Nation'.

“ A GENERAL MUST BE ABLE TO COMMAND AND INSTILL THE SPIRIT OF PATRIOTISM AND NATIONALISM IN HIS TROOPS TO WIN THE WARFARE. ”





## The BrandLaureate Most Eminent Brand ICON Leadership Award '15

**Y.BHG. TAN SRI DATUK SERI PANGLIMA ABDUL KADIR  
BIN HJ. SHEIKH FADZIR**  
Former Minister of Information; and  
Minister of Culture, Arts & Tourism Malaysia



### Gentleman of Many Hats

Y.Bhg. Tan Sri Datuk Seri Panglima Abdul Kadir bin Hj. Sheikh Fadzir's interesting career spans across the fields of education, law, diplomacy, politics and business. Starting his career in 1958 as a Teacher in Baling, Kedah, the young Abdul Kadir was swept by the winds of Independence and witnessed the historic moment when Malaysia (then Malaya) proclaimed its independence from its colonial master – Great Britain.

The desire to be part of the new government and serve the country was so great that he quit his teaching post in 1960 and joined the Federal Government of Malaysia. In 1963, he was appointed

as Foreign Service Officer in the Ministry of Foreign Affairs and was posted to Karachi as Third Secretary at the Malaysian High Commission; and later, in Vietnam, in a similar capacity.

### Legal Eagle Extraordinaire

Tan Sri Abdul Kadir interest in Law led him to enroll at Lincoln's Inn, London, one of the finest legal institutions in the world; and he qualified as a Barrister-at-Law in 1970.

Upon his return to Malaysia, he was appointed as a Political Secretary to the Minister of Welfare Services for three years before he started his career as a Lawyer with the legal firm of







Hisham, Sobri & Kadir. He later established his own law practice, Kadir, Khoo & Aminah, in 1987.

#### Grand Passage across the Political Terrain

Tan Sri Abdul Kadir joined the realm of politics in 1956. In 1978 he contested for the seat of Kulim/Bandar Bahru, Kedah and won. He served as its Member of Parliament for 30 years until his resignation in 2008. During the three decades, he initiated the development of Kulim from a small rural village to a bustling and modern township. Kulim is now the home of many local and multinational manufacturing plants; not to mention an investment destination as well.

Tan Sri Abdul Kadir's political career saw him helm many positions, starting as Deputy Ministers in the following Ministries from 1983-1999: Ministry of Foreign Affairs, Ministry of Domestic Trade & Consumer Affairs, Ministry of Human Resources and Ministry of Home Affairs.

In 1999, Tan Sri Abdul Kadir was appointed as the Minister of Culture, Arts and Tourism Malaysia and also Chairman of Tourism Board Promotion. As its Minister, he set the ball rolling in promoting Brand Malaysia as a tourist destination and grew the arts and culture space. Many exciting programmes were introduced which saw tourist arrivals into Malaysia increasing and this led to further developments in the hospitality, retail and F&B sectors.

Amongst the slogans and programmes initiated by him are, *Malaysia Truly Asia*, *Cuti-Cuti Malaysia*, *Colours of Malaysia Parade*, *Mega Sale Carnivals*, *Malaysia My Second Home (MM2H)*, and etc.

The momentum set by Tan Sri Abdul Kadir continues until present time and Malaysia's tourist arrivals continue to grow year on year and the nation has been featured in many travel guides books as a preferred destination.

#### Exquisite Entrepreneur

In 2004, Tan Sri Abdul Kadir was appointed as the Minister of Information, a post he held until 2006. However, it is his position as the Minister of Culture, Arts and Tourism Malaysia that he is most remembered as.

Retiring from the government and political scene, Tan Sri Abdul Kadir ventured into the business sector and is the Executive Chairman of Sazean Holdings, a holding company with investments in the hospitality and travel industry. He also sits on the Boards of many companies, sharing his knowledge and expertise with the management and staff.

A highly decorated epitome, he was presented, besides others, with the Darjah Kebesaran Sultan Ahmad Shah Pahang Yang Amat Mulia – Peringkat Pertama Sri Sultan Ahmad Shah Pahang (S.S.A.P.) ('Dato' Sri' title), (2004); Darjah Kebesaran Seri Panglima Darjah Kinabalu (S.P.D.K.) ('Datuk Seri Panglima' title), (2005) and Darjah Kebesaran Panglima Setia Mahkota (P.S.M.) ('Tan Sri' title), (2007).

“

**A GREAT LEADER IS MEASURED NOT BY THE TITLES AND POSITIONS HE HOLD BUT BY THE NUMBER OF PEOPLE HE SERVES.**

”





## The BrandLaureate Most Eminent Brand ICON Leadership Award '15

**Y.BHG. TAN SRI MOHD. SHERIFF BIN MOHD. KASSIM**  
Non Independent, Non-Executive Chairman  
PLUS Malaysia Berhad



### Knowledge Seeker Extraordinaire

A driven erudite and savvy economist in essence, Tan Sri Mohd. Sheriff bin Mohd. Kassim is an exemplar leader and visionary who believes in the constant betterment of self and the grand pursuit of academic excellence.

He possesses a Bachelor of Arts (Honours) Economics Degree from University of Malaya (1963), a Diploma in Economic Development from Oxford University, United Kingdom (1969), and a Master of Arts in Economics from Vanderbilt University, USA (1974).

Upon his graduation from the University of Malaya, he joined the

civil service and worked his way up to hold top positions in the government.

### A Gleaming Tower of Excellence in the Financial Domain

A remarkable trendsetter, Tan Sri Mohd. Sheriff bin Mohd. Kassim's dedication and sterling performance caught the eyes of the nation's leaders and he was eventually appointed as the Director General of the Economic Planning Unit (EPU) in the Prime Minister's Department, from 1989 to 1991.

Essentially, the EPU is responsible for the planning of the country's development programme – suffice to say that Tan Sri Mohd. Sheriff played a noteworthy role in the growth and







progress of this nation. Many policies and initiatives were implemented that strengthened the country's economic development and brought in new investments and business opportunities.

Tan Sri Mohd. Sheriff then brilliantly served as the Secretary General of Treasury of the Ministry of Finance for three years, from 1991 to 1994.

#### A Grand Encore in the Pecuniary Ecosystem

Tan Sri Mohd. Sheriff bin Mohd. Kassim's next biggest task (even though he had retired by then) was to establish Khazanah Nasional Berhad in 1994.

This champion of distinction rendered his valuable services and deep wealth of knowledge and experience as the Managing Director of Khazanah Nasional Berhad for nine years, from 1994 to August 2003. He set the framework for Malaysia's sovereign wealth fund and built it to become a strong and leading investment house – ultimately creating sustainable value for the country's economy and people.

After retiring from Khazanah Nasional in 2004, Tan Sri Mohd. Sheriff, having amassed immense experience in his area of expertise, Economy, continued to dedicated himself to the realm of financial excellence; simultaneously remaining active and keeping his wits as sharp as ever.

He went on to become a Non-Executive Director for a number of companies – including Standard Chartered Bank Malaysia Berhad, PLUS, and Scientex

Berhad – channeling his incalculable knowhow par magnificence to said establishments.

Apart from holding board positions in public listed companies, he is also the President of the Malaysian Economic Association, former Chairman of the Malaysia Institute of Economic Research and Trustee of the Yayasan UEM Board, a foundation involved in education.

#### Rousing Captain of Thought

Tan Sri Mohd. Sheriff is a true and loyal Malaysian. He is most concerned for the welfare, growth and development of the country and he feels strongly that whatever issues which affect Malaysians must be addressed objectively and without fear or favour. In his honest opinion, the voice of moderation and spirit of inclusiveness must prevail in a democratic and multiracial society in order to create an environment of peace and stability.

In fact, Tan Sri Mohd. Sheriff recurrently pens his thoughts and submits them to local newspapers and online blogs and is frequently invited to speak on national issues by NGOs and civil societies.

As a true icon who inspires with his leadership, Tan Sri Mohd. Sheriff is a role model to all Malaysians – assuring us that we can be successful and attain our goals if we work towards them and boldly stand up for what we strongly believe in.

“ THE VOICE OF MODERATION AND SPIRIT OF INCLUSIVENESS MUST PREVAIL IN A DEMOCRATIC AND MULTIRACIAL SOCIETY IN ORDER TO CREATE AN ENVIRONMENT OF PEACE AND STABILITY ”





## The BrandLaureate Most Eminent Brand ICON Leadership Award '15

**Y.BHG. TAN SRI MARZUKI BIN MOHD. NOOR**  
Chairman  
Edaran Otomobil Nasional Berhad



### The Amicable Visage of Brand Malaysia

In the world of international and bilateral relationships, Malaysia's pursuance of an independent, principled and pragmatic foreign policy founded on the Values of Peace, Humanity, Justice and Equality have earned it high respect and regard in the global domain. The country's foreign policies are promoted by a group of dedicated Diplomatic Officers and Ambassadors which include the likes of Tan Sri Marzuki bin Mohd.Noor.

Tan Sri Marzuki played a pivotal role in promoting diplomatic and bilateral relations during his tenure as a diplomat which spans more than three decades.

### Bridging Nations for Decades

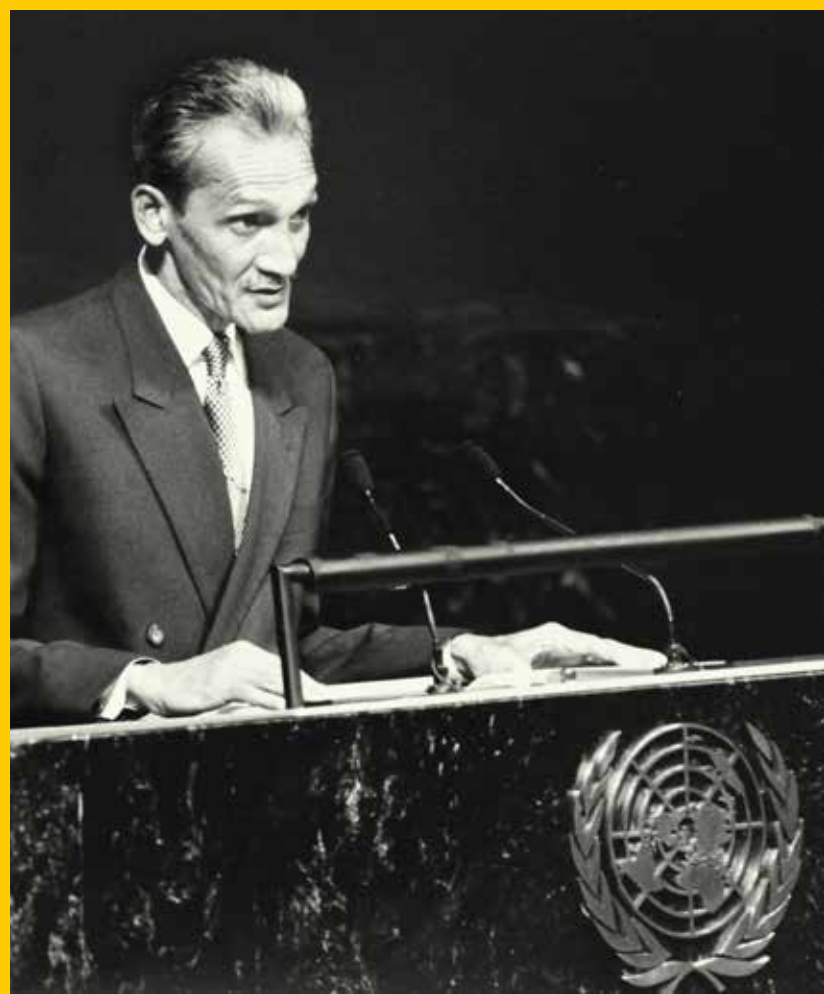
Tan Sri Marzuki joined the Ministry of Foreign Affairs in 1972 upon his graduation from the University of Malaya. His first position was as Assistant Secretary in the same Ministry.

From 1974 to 1989, he was appointed as Second/First Secretary at the Embassy of Malaysia in Rome, Italy, and in Baghdad, Iraq; Assistant High Commissioner in Chennai, India; Commissioner in Hong Kong; and later as Minister-Counsellor in Brussels, Belgium.

In 1990, Tan Sri Marzuki was appointed as the Deputy Director General ASEAN I, Ministry of Foreign Affairs, Malaysia, and later, in 1992, as Ambassador to Argentina (with concurrent







accreditation to Paraguay and Uruguay). In 1996, he was appointed as High Commissioner to India (concurrently accredited as Ambassador to Nepal).

#### Gazing upon the Land of the Rising Sun

Tan Sri Marzuki last posting before his retirement in 2006 was as Ambassador of Malaysia to Japan from 1999 to July 2006 – making him one of the longest-serving ASEAN Ambassadors in Japan. During his term, his contributions to promoting bilateral relations and mutual understanding between Japan and Malaysia were significant and well accomplished in various fields, including the negotiation of the Japan-Malaysia Economic Partnership Agreement (EPA) in 2004.

Apart from building strong ties between Malaysia and Japan, Tan Sri Marzuki helped to extend Japan's relations with ASEAN. He played a key role in the establishment of the Japan ASEAN Integration Fund in 2006, established the Sendai Malaysia Exchange Association in 2001, and played a role in setting up the Malaysia-Japan University Centre.

For his significant contributions to promoting bilateral relations and mutual understanding between Japan and Malaysia, Tan Sri Marzuki was selected as one of the foreign recipients of the 2015 Spring Imperial Decorations by the Government of Japan and bestowed the Order of the Rising Sun, Gold and Silver Star.

#### Rightfully Recognized

In 1996, at the end of his tour as Ambassador, Tan Sri Marzuki was awarded the Order Of Libertador San Martin Grand Cross by the Government of Argentina.

For his significant contributions to Malaysia, he received the Panglima Jasa Negara (PJN) in June 2006 which carries the title, Datuk; and the Panglima Setia Mahkota (PSM) which carries the title, Tan Sri, in 2006 by the Yang di-Pertuan Agong.

Following his retirement from the Civil Service, Tan Sri Marzuki continues to promote Malaysian values and business with his appointment to various boards of public listed and multinational companies. His current Directorships in the DRB-HICOM Group include being the Chairman of Edaran Otomobil Nasional Berhad, Mitsubishi Motors Malaysia Sdn. Bhd. and Suzuki Malaysia Automobile Sdn. Bhd. He is also the Director of Honda Malaysia Sdn. Bhd., Horsedale Development Berhad and HICOM Holdings Berhad. He has been an Independent & Non-Executive Director of Edaran Otomobil Nasional Berhad since June 2008. Tan Sri Marzuki is also the Chairman of the Risk & Sustainability Committee, a Member of the Audit Committee and a Member of the Nomination and Remuneration Committee.

Today, Tan Sri Marzuki lives in Kuala Lumpur surrounded by his loving wife, Nora, their two daughters, and three grandchildren. He enjoys tending to his garden and koi pond and spending quality time in the company of his grandchildren.

“ I SPENT A GREATER PART OF MY CAREER ABROAD, SERVING A COUNTRY I AM PROUD TO CALL HOME. A COUNTRY THAT IS PEACEFUL, HARMONIOUS AND PROGRESSIVE; EARNING RESPECT AND ADMIRATION AMONG NATIONS. ”



“ICON IS NEVER RESTRICTED, PROHIBITED  
AND LIMITED TO CIRCUMSTANCES. THEY LIVE  
ABOVE CIRCUMSTANCES  
AND TRIUMPH ALL THE TIME.”

- DR. KK JOHAN

THE BRANDLAUREATE  
**CORPORATE ICON**  
LEADERSHIP AWARD







## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**NUR QAMARINA CHEW BINTI ABDULLAH**  
Managing Director  
AEON Co. (M) Bhd.



### All-round Brand Chieftain

Nur Qamarina Chew Binti Abdullah is a woman that does it all. Not only is she the esteemed head of one of Malaysia's leading retailers; AEON Co. (M) Bhd. (AEON), but Nur Qamarina is also a trailblazer extraordinaire, devoted mentor and a heartfelt philanthropist.

As Managing Director of AEON Malaysia, her name has been synonymous with the successful transformation of AEON from its modest beginnings into the vibrant retail titan it is today. A continuing source of inspiration and motivation, Nur Qamarina's is totally driven and passionate about people development and

enhancing professional excellence. This is the compelling force behind her dynamism which continues to cement the strong bonds between her AEON Family (Warga AEON) with AEON's business partners (ABPA).

### Nurturing the 'Customer First' Philosophy

With Nur Qamarina at the helm, AEON has established itself as a leading chain of General Merchandise Stores (GMS) and supermarkets. As a brand that exudes innovation and quality, AEON's investment in refurbishment of stores and malls is reflective of its commitment to prioritise its Customers and their ever-changing needs.







Nur Qamarina continues to oversee the AEON brand in Malaysia with awe-inspiring vision and focus. The AEON Group of Companies consists of AEON Co. Ltd. and over 250 consolidated subsidiaries and affiliated companies. AEON's success as an established household name in Malaysia is attributed to its management's acute understanding of target market needs and the provision of an optimal product mix. AEON stores offer convenience of location being mostly situated in suburban residential areas – catering to Malaysia's vast middle-income group.

#### Home Is Where the Heart Is

AEON has been Nur Qamarina's professional home since she joined the company in 1984 as a Management Trainee. For nearly three decades, she has dedicated both time and heart into her career of choice. She initially joined AEON to gain some working experience, but found her calling in the responsibilities entrusted upon her. As an empowering role model for women, Nur Qamarina is also a loving wife and devoted mother. She convincingly demonstrates how motherhood can complement commitment, drive and passion to enable women in their climb up the corporate world. She became Managing Director of AEON Malaysia in 2011.

Best described as a hands-on leader, Nur Qamarina matches passion with compassion. She not only oversees the growth and expansion of the organization she spearheads, but just as importantly, the Corporate Social

Responsibilities AEON commits to. She is a strong believer in bringing change to society's less privileged.

#### Bold Transformation Driver of the AEON Legacy

As the Managing Director of AEON Malaysia, Nur Qamarina has overseen its rebranding from JUSCO to AEON. It was indeed a bold move, both internally and within the industry – there was the expected reservation as most consumers were already familiar with JUSCO as a household brand name. But the ever focused and determined Nur Qamarina held the conviction that the unified branding message will better enable AEON to move forward. With this in mind, she astutely integrated the paradigm shift and made the renewed business one entity worthy of grand emulation. This radical branding reinforcement ultimately made the group branding stronger and enhanced market clarity in a way that superseded its previous splendor.

Tradition meets Innovation. For Nur Qamarina, a genuine love for the organization once ignited by passion sees the beginning of a legacy every member of the AEON Family can be proud of. Enriching the lifestyles of customers in turn becomes a priceless journey of greater heights beyond measure; it becomes a labour of love and conviction to be at one's best for AEON, its people, the customers, communities and nation. This is AEON Malaysia today.

“ THE BEST ADVICE THAT I CAN GIVE TO ASPIRING CEOs AND MDS IS TO WORK WITH PASSION IN ORDER TO GROW AND EXCEL IN WHATEVER YOU DO, TO NEVER EVER GIVE UP, AND TO ALWAYS ACCEPT NEW RESPONSIBILITIES AS A CHALLENGE. ”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**YM RAJA TEH MAIMUNAH RAJA ABDUL AZIZ**  
Managing Director/Chief Executive Officer  
Hong Leong Islamic Bank Berhad



### The Feminine Visage of Banking

The current Managing Director and Chief Executive Officer of Hong Leong Islamic Bank Berhad (HLISB), Raja Teh Maimunah Raja Abdul Aziz, recognized as one of the 'Great Women of Our Time' (in the category of Commerce and Finance) by The Malaysian Women's Weekly (December 2015), has over 20 years' experience in banking and finance, focusing on areas of Islamic and investment banking.

HLISB provides Islamic Capital Markets advisory, Business & Corporate Banking Personal Financial Services, Global Markets as well as Transactional and Enterprise Solutions. HLISB also pursues the development of digital creativity and innovation in

payments and financial services arising from changing consumer behaviour and demands driven by the digital revolution.

### A Visionary Leader

Prior to her current appointment, Raja Teh Maimunah was the Global Head of Islamic Markets at Bursa Malaysia. As an Investment Banker, she has served in high-ranking positions across various multinational financial institutions, including as the Chief Corporate Officer and Head of International Business at Kuwait Finance House Malaysia, CEO of Bank AlKhair Malaysia (previously Unicorn Investment Bank) and Head of Investment Banking at RHB Sakura Merchant Bank (now RHB Investment Bank).







She also served in Pengurusan Danaharta Nasional Berhad (Malaysia's national asset management and debt recovery agency) during the Asian Financial Crisis in 1998. Additionally, she was with CIMB Investment Bank over a period of almost 10 years covering debt and equity origination as well as equity sales. She spent her early days at KPMG Peat Marwick Consultants.

Her other achievements include being awarded an Honorary Doctorate of Law from the University of East London, UK. She also holds an LLB (Hons) from the same university.

#### Bringing Passion to the Realm of Finance

Raja Teh Maimunah is known as a keen proponent of Islamic finance and digital banking, hence she continues to push the boundaries of possibilities within the industry with various new products and concepts.

She speaks extensively both at home and abroad in the promotion of Islamic and digital banking.

#### Imprinting the Mark of Excellence

Raja Teh Maimunah is the Adviser on Islamic Banking and Finance to the World Islamic Economic Forum Foundation, a Board Member of IBFIM (Islamic Banking and Finance Institute Malaysia), and a member of the Islamic Finance Committee for the Malaysian Institute of Accountants. Above and beyond that, she also sits on the Board of Hong Leong MSIG Takaful.

Apart from her involvement in a myriad of areas in the banking and financial sector, Raja Teh also sits on the committee of Pertubuhan Tindakan Wanita Islam (PERTIWI), a 47-year-old NGO. She is also a member on Agensi Innovation Malaysia's Social Impact Committee and works closely with several refugee groups.

Named the 'Most Talented Woman Professional in Islamic Banking' at the Asia Islamic Banking Excellence Awards 2014, Singapore, and recognized at the Women of Excellence Awards 2014 by the Ministry of Women, Family and Community Development as the proud recipient of the 'Outstanding Achievement Award' under the CEO category, Raja Teh has risen through the ranks and has proven to be a respectable player and an inspiration in the advancement of the Islamic financial industry.

“ TEAMWORK IS OF THE UTMOST IMPORTANCE TO ME. I THEREFORE PLACE GREAT EMPHASIS ON ENGAGEMENT AND CONSULTATION. I BELIEVE IN INSPIRING AND INFLUENCING MY COLLEAGUES BY SETTING CLEAR TARGETS AND GOALS, AND BY SHARING MY AMBITIONS AND ASPIRATIONS FOR THE ORGANIZATION. ”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**Y.BHG. DATUK CHAY WAI LEONG**  
Group Managing Director  
K & N Kenanga Holdings Berhad



### Three Decades of Fiscal Knowhow

Having spent almost 30 years' in banking and finance which includes investment banking, corporate banking, securities broking, asset management and private equities, Datuk Chay Wai Leong is most suited to be at the helm of Malaysia's top independent investment bank.

He possesses regional experience having worked in Hong Kong, Singapore and Malaysia for international and local banks. With strong and intimate knowledge of the investment banking industry, he has steered investment banks that he has helmed to become industry leaders, winning numerous awards from

international agencies such as Euromoney, Asia Money, Finance Asia and International Financing Review.

### Redefining the Financial Horizon

Datuk Chay holds a Bachelor of Business Administration from the National University of Singapore and started his career in 1987 with Bankers Trust in Singapore. He assumed the position of Group Managing Director of K & N Kenanga Holdings Berhad (Kenanga Group) on 17 May 2011. He is also the Managing Director of Kenanga Investment Bank Berhad (Kenanga Investment Bank). Under his leadership, Kenanga and its Group of Companies have successfully clinched numerous awards including being named







by Bursa Malaysia Berhad as the No. 1 Retail Broker, Best Derivatives Broker and Best Trading Broker – Equity Derivatives. In addition, for the past four consecutive years, The Edge Thomson Reuters Lipper Fund Award has recognized the Kenanga Growth Fund as the Best Performing Equity Malaysia Fund.

Other recognitions garnered under his leadership include Kenanga Investment Bank being appointed Lead Advisor in the 7-Eleven Initial Public Offering (IPO), which was awarded Best IPO – 2014 by The Edge Malaysia, as well as Best Deal, Malaysia – 2014 by The Asset. Global achievements also include Kenanga Investment Bank recently being named 'Best Investment Bank for Online Trading, Malaysia – 2016' by International Finance Magazine and 'Best Investment Bank Malaysia 2016' by Global Business Outlook.

In an interview with Singapore Straits Times, Datuk Chay is quoted saying: "It's not the chasing of deals that I am after. For me, I get a kick out of building something from scratch."

#### Remarkable Positioning upon the Pecuniary Seas

Prior to his appointment as Group Managing Director of Kenanga and Managing Director of KIBB, he was Managing Director of RHB Investment Bank Berhad and Head of the Corporate & Investment Banking Division of RHB Banking Group. His previous employment includes Country Head, Malaysia, at Standard Bank, one of South Africa's largest financial groups, Directorships and Senior Executive positions at JP Morgan Chase and Jardine Fleming in Hong Kong. During his tenure, the firm was presented the Euromoney Award for Best Foreign Securities Firm in Malaysia, consecutively from 1997 to 2000.

In March 2013, Datuk Chay was appointed as an Independent Non-Executive Director of Bursa Malaysia Berhad (the first foreigner to do so) and subsequently, in September 2015 he was appointed as a Non-

Executive Director of Bursa Malaysia Derivatives Berhad and Bursa Malaysia Derivatives Clearing Berhad. Datuk Chay also serves as a Director of the Securities Industry Development Corporation, a company sponsored by the Securities Commission Malaysia and Bursa Malaysia Berhad, which is involved in the development of capital markets

When he first joined Kenanga Group, Kenanga Investment Bank was ranked by Bursa Malaysia as one of the top 10 investment banks in the country by trading equity value and volume. Today Kenanga Investment Bank is the largest independent investment bank by equity trading volume and value, as well as is one of the top three brokerage houses with the largest network of remisiers in the country.

Datuk Chay is indeed redefining the investment banking sphere and in the last 18 months, Kenanga Investment Bank has announced key collaborations with leading international institutions through business cooperation agreements respectively with Tokai Tokyo Financial Holdings, Inc (one of Japan's leading investment banking groups) and Yue Xiu Securities Holdings Limited (an entity which is part of the wider Yue Xiu Group, one of the largest state-owned enterprise groups in Guangzhou, China). More recently, the organization entered into a joint venture agreement with Tokyo-based Rakuten Securities, Inc.

#### A Marked Departure from the Norm

A Singaporean citizen and Permanent Resident of Malaysia, Datuk Chay saw the opportunity of growth in Malaysia's financial market during the 1993 bull run when the equity market was booming and decided to take on the challenge of trying out a new market.

His vision, strategic thinking mind and unconventional way of identifying opportunities of growth has paid off. Today, Datuk Chay is one of Malaysia's leading investment bank icons reshaping the industry one step at a time.

“ I DID NOT WANT TO BE A DIGIT IN AN ORGANIZATION, SO I TOOK THE UNCONVENTIONAL WAY TO ACHIEVE MY AMBITION. WE MUST BE BOLD AND CONFIDENT TO STRIVE FOR WHAT WE WANT AND BE COMMITTED TO OUR AMBITIONS. ”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**Y.BHG DATO' MUSTAFHA HJ. ABD. RAZAK**  
Managing Director/President  
Bank Rakyat



### Changing Destiny

Dato' Mustafha Hj. Abd. Razak, B. Com (Acct.), C.A (M), FCPA (Aust.), CIAFIN (M), is a career Banker who is constantly growing as a professional. To him, "Success is about doing something about one's situation and not doing anything to improve one's situation means one is doomed for failure," and he strives to inculcate the same mindset in his staff. In addition to his professional qualifications, CPA Australia and Chartered Accountant of the Malaysian Institute of Accountants (MIA), his optimistic attitude – resilience and self-discipline – have also contributed towards his success, allowing him to view issues as opportunities for improvement.

The young Mustafha's ambition was to be an engineer; but he pursued his education in accountancy when his father advised him on the importance of having a sound knowledge of accounting and finance if he wanted to run a successful business. With this advice, he left for Australia in 1988 to pursue his tertiary education at the University of Wollongong and graduated with a Bachelor of Commerce (Accountancy) in 1991.

### Leveraging on Focused Experience and Up-skilling

Upon his return to Malaysia, Dato' Mustafha started his career with Bank Rakyat as an Accountant. He started as a Junior Executive at the Bank's branch in Muar and quickly gained the attention of







his superiors with his clear commitment, dedication, leadership skill and a keen eye for detail.

Right from the start, he understood that in order to excel, he had to gain specific knowledge and essential experience. Realizing that being equipped only with a Degree in Accountancy limited his opportunities for promotion; he acquired a CPA qualification and completed it within 18 months. This was a turning point in his career path as he was transferred to Internal Audit at the Bank's headquarters and then promoted as Manager, Internal Audit, at the Bank's headquarters in 1998.

#### Committed to Shine

Dato' Mustafha's commitment to his job led him to be delegated with more responsibilities and subsequently made Manager of various departments. He then moved up, assuming senior positions such as General Manager of Finance, Head of Accounts & Information Management, Bank Secretary and Senior General Manager Banking Operations; before being appointed President and Managing Director of the largest Islamic cooperative bank and second largest Islamic financial institution in Malaysia, in April 2013.

With more than 23 years' experience with the organization, he is very much the force behind the growth and transformation of Bank Rakyat. The

financial institution, which started as a co-operative bank for individuals and small businesses, is now the biggest Islamic co-operative bank in the country. The transformation of Bank Rakyat from a conventional bank to one that is in compliance with Syariah Law has led it to record profitable growth year after year – simultaneously meeting the needs of its customers.

#### Catapulting Legacy upon the Financial Sphere

Dato' Mustafha's leadership extends himself further into the industry where he was appointed as the Divisional Councillor 2014-2016 Malaysia in Young Professional Networking – a mentoring programme for CPA Australia – aimed at improving the level of professionalism through sharing and mentoring.

His other achievements include receiving national and global awards and recognition. He was awarded the CEO of the Year 2014 by the National Award for Management Accounting and received the Global Islamic Finance Award of Islamic Banker of the Year 2015. The same year, he was also conferred an Honorary PhD and made an Adjunct Professor by Universiti Tun Abdul Razak (UNIRAZAK). Always forward-looking, Dato' Mustafha sees his main task as ensuring the sustainability and continued legacy of the Bank and creating a transformed organization for the future.

“ SUCCESS IS ABOUT STRONG SELF-DISCIPLINE WITHOUT WHICH ONE IS DOOMED TO FAILURE. ”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**Y.BHG. DATIN PADUKA NORAZLINA BT ZAKARIA**  
Chief Executive Officer / Director  
Worldwide Holdings Berhad



### **Inspirational Chieftain: Ushering Change from Diverse Angles**

Datin Paduka Norazlina Bt. Zakaria is the Chief Executive Officer and Director of Worldwide Holdings Berhad.

She is also a Member of the Board of Directors of Kuala Langat Power Plant Sdn. Bhd. and several other companies within the Group, including Worldwide Holdings Berhad's Joint Venture (JV) company in Australia, Worldwide Ventures Pty Ltd., Emerald Equities Pty Ltd. and Hartford Lane Pty Ltd.

She is also involved in the Selangor State organization serving

as Council Member of Majlis Agama Islam Selangor (MAIS), Director of MAIS Corporation Sdn. Bhd. and Member of the Audit Committee of Kolej Ugama Islam Selangor (KUIS).

### **Destiny Carver: Preferred Brand Shaper**

An Accountant by profession, Datin Paduka Norazlina is a graduate of the Emile Woolf College and Accountancy, London.

She started her career as an Auditor with Al Jeffri & Co in 1987 and later moved to Public Bank Berhad where she was the Senior Operation Officer – from 1988 to 1990.







She then left the banking sector to join Worldwide Holdings Berhad (WHB) as Head of Finance and Administration Department. Datin Paduka Norazlina was in the pioneer team to help re-list Worldwide Holdings Berhad on Bursa Malaysia and subsequently built the Company from a mere property developer to a profitable conglomerate with diversified businesses in property development, environmental management services, medical devices and investment holding.

#### **Multi-able Leader: Utmost Care from the Ground up**

Datin Paduka Norazlina has nurtured Worldwide Holdings Berhad (WHB) to become a choice developer with projects not only locally, but also in Perth and Sydney Australia, and developed Worldwide Holdings to be a leading waste management player in Malaysia – pioneering activities such as sanitary landfill, landfill gas powered generation plant rehabilitation and conversion of a closed landfill into a recreation park.

From September 2009, she was seconded to holding company, PKNS, as Deputy General Manager, Corporate, for a period of two and a half years. During her secondment, she served as Board Member of KESAS, Kundang Property, Must Ehsan Sdn. Bhd., a subsidiary of Encorp Berhad and PKNS subsidiary companies such as PKNS Real Estate Company Sdn. Bhd., Datum Corp International and Selgate, providing advice and

support on finance and corporate matters. Upon completion of the term of secondment in PKNS in February 2014, she reassumed her position as Chief Executive Officer of WHB.

#### **Orbiting Excellence: Encircling a Well-Grounded Core**

Datin Paduka Norazlina qualified as a Member of the Association of Chartered and Certified Accountants (ACCA) in 1987 and is currently a Fellow Member of ACCA. She is also a Member of the Malaysian Institute of Accountants (MIA), a Member of Harvard Business School Alumni Club of Malaysia and also a Member of Oxford Business Alumni, SAID Business School, University of Oxford, United Kingdom.

She has over 28 years of management experience of overall operations in the corporate sector, including Finance and Administration, Corporate Strategy, Business Development – primarily in sectors related to Property, Environmental Management, Medical Device and Utilities such as Toll Road, Power Plant, Transmission Line, Renewable Energy and Hotel.

Despite her busy schedule and commitment to Worldwide Holdings Berhad as well as to the State of Selangor, Datin Paduka Norazlina values her family life as her husband and children are her pillar of strength and great support to her career.

“

**THEY SAY IF WE WANT TO KEEP OUR FEET ON THE GROUND, WE HAVE TO PUT SOME RESPONSIBILITIES ON OUR SHOULDERS. WHAT WE HAVE ON OUR SHOULDERS, WE GLADLY BEAR**

”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**PRATAN JONGPUN**  
President & Chief Executive Officer  
Charoen Pokphand Malaysia



### Propagating Prosperity

As the forward-thinking President of Charoen Pokphand Malaysia, a company in the agro industry and food business, Pratan Jongpun, is creating waves in the local market by tailoring to the pressing needs of the people.

'Charoen Pokphand' or CP in Thai – which when translated means 'prosperity business'. The Group, headquartered in Bangkok, Thailand, was founded in 1921 and is one of the Asia's leading conglomerates, dynamically developing its corporate brand along its Vision 'Kitchen of the world'.

The company is undeniably ahead of the curve when it comes to poultry processing in Malaysia.

### Livewire Linguist

Pratan Jongpun, who speaks fluent Indonesian considering he was posted to Jakarta for 10 years to develop the CP brand, is a visionary leader with colossal experience. He joined the CP Group in the Production Department when he was only 23 years of age and has since taken the brand to greater heights on an international level. Even today, the momentum emanated by his vibrant drive shows no signs of slowing down whatsoever.







As a matter of fact, the food brand is currently looking to expand its products to the Middle East – not too shabby for a humble business that started its activities in Thailand as an agro industry company. It is now becoming an international agroindustry and technology company in many growing economies such as China and even European countries – thanks to visionary leadership and noteworthy market savvy.

#### Rapid-expansion Overseer

As the President of CP Group Malaysia, Pratan Jongpun stays on top of his game at all times. The company's agro industry and foods business group consists of four subsidiaries: Avian Farm (M) Sdn. Bhd., Charoen Pokphand Jaya Farm (M) Sdn. Bhd., Teck Huat Farming Sdn. Bhd. and PK Agro-Industrial Products (M) Sdn. Bhd. The group is also collaborating with Pertanian Pertiwi Sdn. Bhd. to set up the 5Star Fresh Marts mini markets and kiosk business.

Headquartered in Port Klang, CP Group Malaysia has a presence in Johor, Melaka, Negeri Sembilan, Selangor, Kuala Lumpur, Pahang, Perak, Penang and Kelantan. Currently, the group is fully expanding its productivity in animal feed, poultry breeding, poultry farming, processed foods, layer farms, mini markets and food kiosks.

#### Above-and-beyond Approach

Holding on to the company Motto of 'always going to the extra mile for quality and excellence in all things,' Pratan Jongpun is a strong advocate of the theories of management guru, Prof. Dr. Noel M. Tichy. Believing that everyone should be a leader, he deems that tomorrow's performance has to be better than today's.

As in all the countries CP has a presence in, the company's business model focuses on both upstream and downstream businesses. Starting with its feed business when it entered Malaysia more than four decades ago, the food business was first developed here around 15 years ago. CP Malaysia currently has 2700 employees and is geared up to develop Malaysia as a 'halal hub' – with the main aim of exporting its products to other Muslim countries. To top it all, CP is the second-largest food manufacturer in Malaysia with a market share of 15 per cent, following fast-food giant, KFC, which has an 18 per cent market share. Additionally, CP is the first poultry processing company in South-East Asia and Malaysia to be awarded the ISO 22000:2005 Certification in Food Safety Management. With Pratan at the helm, the group is certainly well-poised to take the future by storm.

“ A GREAT LEADER IS ONE THAT FACILITATES GROWTH FOR THE COMPANY AND ITS PEOPLE. ITS IS NOT HOW FAR WE ADVANCE OURSELVES BUT HOW FAR WE ADVANCE OTHERS. ”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**Y.BHG. DATO' SRI DR. VINCENT TIEW SOON THUNG**  
Managing Director  
Andaman Property Management Sdn. Bhd.



### The Enormous Force behind the Group

Dato' Sri Dr. Vincent Tiew is a transformational leader gushing with enterprise and enthusiasm. Filled with sheer exuberance, he is always on the move; not only in building his company's business, but also getting involved in other sectors, such as education, food and beverage and the community.

As the Managing Director of Andaman Property Management, Dato' Sri Vincent is the sagacious leader behind the growth and success of the brand. He joined the company in 2007 after spending the early part of his career in the property sector with other organizations in various capacities.

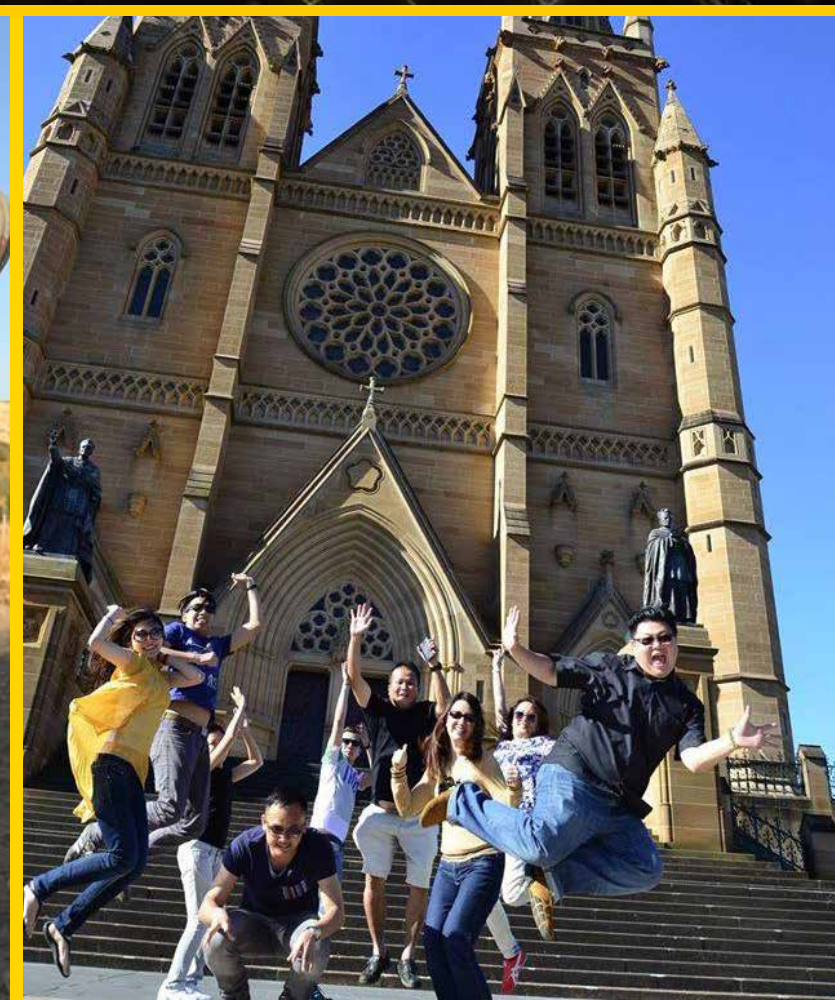
Several of his former portfolios before joining Andaman Group include General Manager, Complex Retail Operations, for Berjaya Times Square; General Manager, Property Division, for Kumpulan Emas Berhad; and Director, Complex Operations, Summit Group of Shopping Complexes, for Meda Inc. Berhad.

### Group Mover and Shaker

Andaman Group is a relatively young property firm as compared to the established property brands of Malaysia; however, Dato' Sri Vincent's astute leadership has succeeded in spearheading the firm to achieve Gross Development Value (GDV) exceeding RM5 billion – a remarkable record amidst the competitive business







environment with minimal capital and very minimal gearing/loan. Today, Andaman Group's developments are located in Kuala Lumpur, Selangor, Perak, Negeri Sembilan and Johor – with growing footprints in other states of the nation.

Dato' Sri Vincent's strong business acumen, as well as keen eye for quality and value enhancement, has led the Group's properties to generate a high investment and capital appreciation of at least 15-30 per cent for most of its projects. He advocates the concept of 'make-money at point of purchase' for his buyers.

Under his stewardship, Andaman Group has received numerous awards and recognitions from various trade and media agencies. Dato' Sri Vincent has also been awarded the Creative Young Entrepreneur Award 2015 by Junior Chamber International Malaysia, 'CEO of the Year' in the ASEAN Outstanding Business Award 2015 by ASEAN Retail Chains & Franchise Federation, 'Corporate Champion of the Year' by McMillan Woods Global Awards and 'Young Property Leader of the Year' by The Malaysian Property Press Awards 2015.

#### Knowledge Seeker Extraordinaire

Dato' Sri Vincent hails from Klang and underwent his secondary education at the La Salle Klang Secondary School. Understanding the importance of acquiring a sound education, he went on to pursue higher education of a wider spectrum. He acquired his Masters of Business Administration in Marketing, Human Resources and Total Quality Management from the University of Newcastle, Australia, Doctor of Philosophy in Project

Management from the University of Wisconsin and a Doctorate in Business Administration from Victoria University, Switzerland.

His passion for acquiring knowledge led him and several partners to establish the first International School in Penang in 2012. The second International School will be built at Rawang, Selangor, whereas the third International School, a joint venture with St Joseph International School, Singapore (La Salle Foundation), will be built in Penang; to be ready by 2018 and 2019, respectively.

#### All-round Visionary

Dato' Sri Vincent is also involved in the food and beverage business, setting up the halal restaurant chain, Mamak Village, which presently has outlets in operation in Kuala Lumpur.

With his busy schedule, Dato' Sri Vincent has found time to pen his memoirs, titled *Passion & Perseverance, From A Fisherman's Son to Diversified Entrepreneur*, an inspiring story of his early childhood days and the struggles he overcame to become the diversified leader and entrepreneur he is today.

A successful leader is one who not only takes care of his business and organization but also looks into the needs of the community. Dato' Sri Vincent's compassion towards those who lack the means has led him to raise and contribute more than RM1 million in donations in recent years; in particular channeled towards NGOs.

“ AT 20, I NEED TO ACHIEVE WHAT OTHERS ACHIEVE AT 30; WHEN I'M 40, I WILL NEED TO ACHIEVE WHAT OTHERS ARE ACHIEVING WHEN THEY ARE 50. ”





## The BrandLaureate Transformational Corporate Leader Brand ICON Leadership Award '15

**ZULKANAIN KASSIM**  
Group Managing Director  
Malaysian Electronic Payment System (MEPS)  
– Malaysia's Premier Payment Network Switch Provider



### **Torchbearer of Change**

Zulkanain Kassim hails from the state of Kelantan and earned his Bachelor of Science with Honours in Computer Science from the University of Technology Malaysia (UTM) and obtained his Senior Management Development Programme from Harvard Business School, Harvard University.

He started his career in the financial industry 23 years ago and has held various key positions in major local and foreign financial institutions with active involvement in projects such as core banking system implementation and integration, IT Strategic Plan, enterprise-wide system implementation and executive/

management information system. He has also spearheaded various teams responsible for implementing strategic and compliance initiatives; in particular the online service for legal processing and documentation for credit facilities, which was the first for the nation's banking industry.

### **A Compelling Visage of the 'Cyberworld'**

In 2010, Zulkanain was appointed as the Head of Information Services of MEPS, Malaysia's premier network switch provider – where he was responsible for overall technology development and strategy as well as provided direction to IT operations in line with Group strategies. He was then chosen to become the Group







Managing Director of MEPS on 16 September 2011 and is responsible for providing direction and oversight over the MEPS Group of Companies towards achievement of the companies' strategic direction, business initiatives and profitability within the established governance and risk framework.

Described as a technically sound leader with proven track record of success and vast experience in the domestic and multi-national banks as well as the financial services industry, Zulkanain possesses the competency, knowledge, experience and passion to advance MEPS and the industry to the next level.

#### **Accomplishments that Perpetually Entrench a Brand**

Under his astute leadership, he has introduced and accomplished various noble feats which include introducing Malaysia's very first non-bank White Label MEPS ATMs and the all new Malaysian Chip Card Standard – establishing a flanking modern cash management service that not only competes but complements other service providers offering CIT (Cash In Transit) services. MEPS was also chosen as Top Ten Brands by SUPERBRANDS Malaysia and entered the Malaysia Book of Records as the first IT Company to be certified from an Islamic perspective.

As a leading recognized figure in the Malaysian and regional payment industry, he is a sought-after speaker and strong advocator of e-payment

reforms to shape the financial services landscape. In 2015, Zulkanain received the coveted CEPI (Cards and Electronic Payments International) Asia Leadership Award – Individual. The accolade duly recognizes his achievements toward MEPS and contributions in the financial industry. Additionally, MEPS also garnered the CEPI Asia Payment Awards – Best Peer-to-Peer Payments Initiative (Highly Commended).

#### **Transformation Driver Extraordinaire**

Apart from being the Managing Director of MEPS, he also holds several key positions in the company, such as a Member of the MEPS Board of Directors, MEPS Currency Management Board of Directors and MEPS Strategic & Business Committee. He is also a Member of the Asian Payment Network (APN), a Council Member of UnionPay Southeast Asia & South Pacific and was appointed on the Industry Panel at the Faculty of Computer Science & Mathematics for University of Technology MARA (UiTM).

Taking over the mantle of leadership, Zulkanain has transformed MEPS into a financial technology leader with innovative initiatives that add value to the industry and consumers at large. His inclusive leadership extends to the less fortunate in the community. Through MEPS CSR programme, MEPS has alleviated the plight and hardship of many heart patients at Institute Jantung Negara through its Patience Assistant Programme. Zulkanain exemplifies a true leader who is not only dynamic and progressive but one who has a caring heart and value-adds to the community.

“ **TECHNOLOGY TRANSFORMS AND BRINGS THE WORLD CLOSER TOGETHER BUT AT THE END OF THE DAY, IT IS STILL MAN THAT DRIVES TECHNOLOGY.** ”











“  
ICON BREEDS SUCCESS,  
WITHOUT WHICH THAT'S WHEN  
LIFE ENDS  
AND  
THE END OF LIFE.  
”

-DR. KK JOHAN

THE BRANDLAUREATE  
**BUSINESS ICON**  
LEADERSHIP AWARD







## The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2015

**Y.BHG. DATO' DR. ENG WEI CHUN**  
Managing Director  
Orando Holdings Sdn. Bhd.

### An Early Start

At the young age of 22, Dato' Dr. Eng Wei Chun was already involved in the world of business. Helping out in the family owned business that supplies building materials, he learned the ropes of the construction and property industry. Upon his graduation as a quantity surveyor, he delved straight into the business and started his own construction company. He landed a contract of RM1.1 million for waterworks; and upon completion of the project sold his business to a public-listed company. With the money received from the sales, he then incorporated Orando Holdings Sdn. Bhd.

Dato' Dr. Eng had the good fortune of working with the late Indonesian businessman, Atun Susila, who imparted high standards of quality in construction and property development. Embracing this philosophy of delivering quality and comfortable homes to Orando's clients, the business has grown significantly from a small business entity to become a respected property player in Malaysia.

### Emulating Exquisite Standards

Dato' Dr. Eng is also inspired by the concept of building homes of Swiss watch standards. Swiss watches, known for their design and standards of excellence, are in high demand and he has made this as the benchmark for all properties developed by Orando. His commitment to quality extends to all building materials used must be SIRIM approved or else they will be rejected.

Dato' Dr. Eng is fondly known as 'King Midas' in the property world in Malaysia as every project that he embarks upon seems to 'turn to gold'. Orando has stringent ownership policies and every potential house buyer goes through an interview with Orando's team to assess his or her individual needs. This has enabled properties under the brand to appreciate in value – to the sheer delight of the house buyers!







#### Catering to the Needs of the Market

A keen observer of current trends, Dato' Dr. Eng has been able to tap on market needs by developing houses that meet the wants of house buyers – and this has differentiated Orlando from the rest of the property players. As Managing Director, he sets clear and firm goals and strategies for the business. Every project must fulfill the basic requirements of modern homes – attributes such as quality, elegance and potential appreciation – not to mention being affordable and supported by good service. This comprehensive approach has also enabled him to duly reap the returns of the business.

With this approach, from the first landed house development of four semi-detached houses in the Klang Valley, Datuk Dr. Eng has spearheaded the brand to become a lifestyle property developer. Orlando's latest properties incorporate the latest features in lifestyle living, and at the same time are functional, comfortable and safe.

#### A Well-balanced Life

While he is a property icon and has received numerous recognitions and awards that befit his achievements, Dato' Dr. Eng Wei Chun remains a simple man with uncomplicated desires. Some of his interests include the historical tradition of preparing and serving Chinese tea. This unique hobby is a good form of relaxation where one can appreciate the finer things in life and at the same time appreciates one's culture and heritage. It also requires patience and an eye for detail – qualities that he practices in his own work days and business.

Apart from his commitment to Orlando, he is very much into community support and has provided numerous donations and assistance to various charities and organizations.

“

**SUCCESS IS ABOUT GOING THE EXTRA MILE TO BUILD THE BUSINESS;  
KEEPING OUR CUSTOMERS HAPPY AND KEEPING OUR STAFF MOTIVATED TO WANT TO WALK  
THE EXTRA MILE FOR THE BRAND.**

”





## The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2015

**Y.BHG. DATO' KHO KAK BENG**  
Founder, Chairman & Group Managing Director  
KKB Engineering Berhad

### Engineered for Excellence

Dato'Kho Kak Beng is the Founder,Chairman and Group Managing Director of KKB Engineering Berhad, one of the biggest steel fabricators in East Malaysia. The history of KKB Engineering started during the 1960's, and through the years, Dato' Kho has expanded its business into Civil Construction, Hot-Dip Galvanising and Manufacturing. KKB Engineering manufactures LP Gas Cylinders, Steel Pipes and Pipe Specials products – which is the first in Sarawak. It also has ventures in the oil and gas sector.

KKB Engineering was initially established as a sole proprietorship and as the business expanded incorporated into a private limited company. It achieved public status listing in 1994 when it was listed on the Second Board of Bursa Malaysia and transferred to the Main Board in 2007.

### Chief Conduit of Greatness

As a young lad, Dato' Kho faced countless challenges in life but his perseverance enabled him to said through such rough seas

and become the successful entrepreneur that he is today. With over 53 years of hands-on experience and in-depth knowledge in steelworks, Dato' Kho has steered the business to become a formidable player in the market – with an impressive clientele list. KKB's associate company, Ocean Might Sdn. Bhd., is licensed as an Approved Service Provider by PETRONAS.

The company has also won many awards, accolades and certifications. KKB received the Forbes Asia's Top 200 'Best Under A Billion' Award for 2010 and 2011, respectively; and the KPMG Shareholder Value Award 2011.

### True Borneo Star

Dato' Kho is a hands-on leader, who 'walks the talk' and is always motivating his 700 over staff to strive for the best. His dynamic leadership and strong Values of Integrity and Responsibility have enhanced the brand's foundation and sustainability for the last 50 years – positioning it for further growth and expansion.







Recognized and endorsed by the State Government of Sarawak for his amazing entrepreneurship and spirit of resilience, he was awarded the Master Entrepreneur of the Year 2004 by the Ministry of Industrial Development Sarawak in 2004. In 2010, he received the Outstanding Entrepreneurship Award from Asia Pacific Entrepreneurship Awards 2010 Malaysia. Dato' Kho was adjudged one of the three 'Top Nominees' for the Master Entrepreneur Category of EY Entrepreneur of the Year 2014 Malaysia Awards. He was also awarded the Pingat Terpuji Jubli Emas (PTE) by the State Government of Sarawak in conjunction with Majlis Penganugerahan Pingat Peringat Perayaan Jubli Emas Kemerdekaan Sarawak on 29 August 2014.

#### A Leader with A Selfless Heart

As one of the pioneer state leaders, Dato' Kho is the Chairman of Sarawak Foundry & Engineering Industries Association, Honorary Chairman of Kuching Samarahan Division Building & Civil Engineering Contractors Association and Honourable Advisor of The Federation of Kuching and

Samarahan Divisions Chinese Associations, Sarawak. He is also the Vice President of the Federation of Malaysia Foundry & Engineering Industries Association since 2007.

Dato' Kho is a philanthropist at heart and he has lent his priceless support to various charities and for the less fortunate individuals and families. His simple Motto is: "Help others to achieve their ambitions and you will achieve yours".

Apart from running a successful steel fabrication business, Dato' Kho has also ventured into the hospitality industry and owns the 3-Star Abell Hotel in Kuching. Undeniably, his enthusiasm in entrepreneurship towards nation building is endless and he is a role model and mentor to many aspiring young entrepreneurs.

“

**I TREASURE THE ROUGH WINDS AND STORMY SEAS THAT I ENCOUNTERED IN MY JOURNEY. AS AN ENTREPRENEUR — I HAVE EMERGED OUT OF THE TURBULENCE MORE CONFIDENT AND STRONGER IN MY DISPOSITION AND I WOULD NOT HAVE IT ANY OTHER WAY.**

”





## The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2015

**RAJA SINGHAM**  
Managing Director and Senior Lecturer  
Brickfields Asia College (BAC)

### Legacy Maker in the Realm of Knowledge

Raja Singham is a prominent Entrepreneur in the education field, and a Founding Member of a myriad of companies specializing in education, corporate training, advertising, publications, event management and IT development. The most notable of which is Brickfields Asia College (BAC) which is well recognized as Malaysia's Leading Law College. He has been in the private education sector since 1991 and is a driving force of many startup ventures, particularly those that are contributing to social good.

Raja Singham started teaching at the age of 23 and a year after, in 1991 – he founded BAC with his wife and complimenting visionary, Meera Mahendranathan; both have personally taught over 20,000 students at pre-university, undergraduate and postgraduate levels, in the past 24 years. To this day, both Raja and Meera dedicate time to teach generation after generation of our nation's ambitious youths.

### Greatness Written in the Stars

Raja Singham has also authored numerous texts and study manuals, most notably about the Law of Evidence. He was deservingly named Education Man of the Year in 2014 by The BrandLaureate, and received the National Outstanding Educator Award in 2015 from the Private Education Co-operative of Malaysia.

Established in 1991, with a Vision to provide quality education to all Malaysians, Brickfields Asia College (BAC) has well established itself as the nation's most reputable law school. BAC students has produced a significant number of 1st Class graduates in the following areas of study:

1. *Certificate of Legal Practice (CLP) 11 National Top Students since 2005*
2. *Certificate of Legal Practice (CLP) 60 out of 78 Book Prize Winners since 2005*
3. *Certificate of Legal Practice (CLP) 60 out of 80 2nd Uppers since 2005*
4. *33 1st Class LLB (Hons) Degrees in 2016, and 132 in the last 5 years*
5. *Outstanding Cambridge Learner Awards for the 'Top in the World', 5 years in the last six years*







#### At the Helm of a High-achiever Brand

In 2015, BAC received the Global Leadership Award for 'Excellence in the Private Education Sector' and the ASEAN Business Advisory Council Award for 'CSR Excellence in Malaysia'.

In 2014, the college was honoured with the SME Recognition Award for 'Social Responsibility Excellence'. BAC's contributions in the field of Legal Education was also recognized as the college received The BrandLaureate's Best Brand in Legal Education Award for three consecutive years (2012, 2013 and 2014) and the SME 100 Fast Growing Companies Award for the second year running (2014 and 2015).

Over and above that, BAC also received the SME Recognition Award for Service Excellence (2013) in recognition of its reputation for inspiring excellence as a provider of outstanding services in Law and Business. The list of well-deserved accolades attained by this revolutionary brand continues year after year.

#### True Greatness Found in Charitable Giving

Raja Singham is also a fervent Philanthropist who believes that education should be accessible to all – and that it should be administered to serve the wider community! In fact, these days, he spends most of his time supporting over 50 NGOs, charities, social enterprises and entities that make it their mission to contribute to social good.

In line with his Vision of transforming lives through education, Raja Singham has been instrumental in developing sustainable educational programmes such as EduNation; a web-based platform that provides

FREE tuition for primary and secondary schoolchildren in Malaysia. To date, BAC has advanced over RM4 million towards EduNation's efforts. At the moment, EduNation hosts more than 3200 tutorial videos, effective SPM seminars, and access to a library of specially formulated tests and exercises. EduNation now boasts of over four million minutes of viewership on its YouTube channel and has been instrumental in making online learning an optional pathway – accessible anywhere, anytime.

The CSR initiative of BAC Education Group's Make It Right Movement (MIRM), is actively creating a community of conscious organizations and individuals – focused on 'doing the right thing'. MIRM is dedicated to enhance the livelihood of those with special needs, the underprivileged, children, women, and other marginalized segments of our society. Currently, MIRM aids and amplifies over 50 social good entities in Malaysia engaged in enhancing education, health, children, women, special needs, animal welfare, refugee aid, and the environment.

Raja Singham is also a proud Council Member on the governing board for the Society for the Severely Mentally Handicapped (SSMH). MIRM, in collaboration with Women of Will, has conducted several entrepreneurship workshops for single mothers, which enable them to be eligible for a jump-start interest-free loan to propel their own business ventures. MIRM works with the Malaysian Lysosomal Diseases Association (MLDA), United Nations Malaysia, and has an MOU with the United Nations High Commissioner for Refugees (UNHCR); in addition to better equipping various orphanages, homes and shelters nationwide. The MIRM team relentlessly provides much needed support in the areas of fundraising, capacity building, campaign management and community engagement through innovative partnerships.

“ **EVERYONE AND ANYONE CAN MAKE A DIFFERENCE. BY SEIZING OPPORTUNITIES FOR BETTERMENT – WE FULFILL OUR PURPOSE AS HUMAN BEINGS.** ”





## The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2015

**Y.BHG. DATO' CHEVY BEH YEN SAN**  
Founder  
BookDoc

### Next-gen Trendsetter

Intelligent and enterprising, Dato' Chevy Beh is one of Malaysia's new generation of young leaders that will play a pivotal role in transforming the country to become a high income and developed nation. Filled with ideas and enthusiasm, Dato' Chevy Beh received his Bachelor's Degree from the University of Virginia with a double major in Economics and East Asian Studies. He studied at various institutions, among them Cambridge University, Harvard University, Stanford University and Beijing University.

A Chartered Alternative Investment Analyst (CAIA) and also a National Association of Securities Dealers (NASD) registered representative (Series 7, 63, 65), he started his career as an associate at Dominick and Dominick (member of NYSE). He then joined the Maxim Group (member of NYSE), an investment bank based in New York, responsible for assisting Chinese companies to raise funds in the US capital market.

### Answering the Call of the Motherland

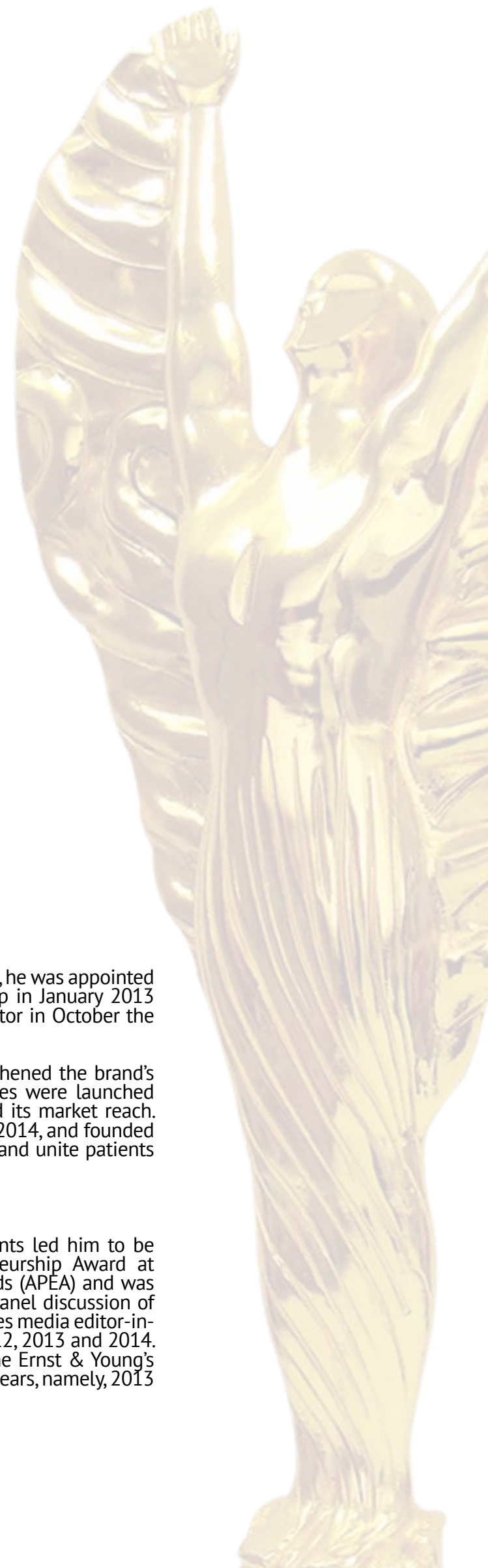
Wanting to further his work experience, Dato' Chevy Beh returned to Malaysia and joined his family business, BP Healthcare Group,

in January 2009 as Finance Director. Thereafter, he was appointed as Executive Director of BP Healthcare Group in January 2013 and assumed the position of Managing Director in October the same year.

During his tenure with the Group, he strengthened the brand's position and raised awareness. New initiatives were launched which propelled the brand to further expand its market reach. He then left BP Healthcare Group in October 2014, and founded BookDoc, a medical health app that connect and unite patients and registered health professionals.

### Leadership par Excellence

Dato' Chevy Beh's leadership and achievements led him to be awarded as the most promising Entrepreneurship Award at the 2012 Asia Pacific Entrepreneurship Awards (APEA) and was invited to be one of the participants at the panel discussion of the Forbes Healthcare Summit hosted by Forbes media editor-in-chief Steve Forbes in New York December 2012, 2013 and 2014. He was also selected the Top Nominee for the Ernst & Young's Entrepreneur of the Year for two consecutive years, namely, 2013 and 2014.







Other achievements included being appointed as a young executive member of the Asia Society, New York City, USA and an Industry Advisory Panel (IAP) of National University of Malaysia (UKM) on Healthcare Innovation and 'Technopreneurship' for a three-year period, until 2018.

#### Possessing the Winning Spirit

In recognition of his entrepreneurship and outstanding achievements, Dato' Chevy Beh was conferred with the title Darjah Indera Mahkota Pahang (DIMP) by His Royal Highness Sultan Haji Ahmad Shah in Istana Pahang, in October 2013; making him one of the youngest in the country to be conferred.

Dato' Chevy Beh is also an active sportsman. During his university days, he captained the Collegiate Polo Team and was merited the National American-Intercollegiate all stars in America. Prior to that, he was the England polo captain for the Under-21 English School National Team.

He made history by being the first Asian to be awarded with American all stars and also the first Asian to play in the first snow polo event in Asia held in Tianjin, China. He was the youngest to be elected to hold office barrel in the Equine Association of Malaysia (EAM) and currently serves as Vice-President of the EAM. In 2011, he made history again by being the youngest to lead the Equestrian Team and also the youngest Team Manager of all sports at the 2011 SEA Games held in Jakarta, Indonesia.

“

IT IS IMPORTANT TO BE ABLE TO REMAIN CALM AND MOST IMPORTANTLY, ANALYSE AND RATIONALIZE THE BEST COURSE OF ACTION, WHEN FACED WITH CHALLENGES.

”





## The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2015

**Y.BHG. DATO' LIM SOON HUAT**  
Executive Chairman  
Asia File Group of Companies

### **Solace amidst Times of Change**

Technology has greatly impacted the stationery business but for Dato' Lim Soon Huat, the Executive Chairman of Asia File Group of Companies, the leading stationery brand in Malaysia, he is truly undaunted by the obstacles at hand. Instead, he has grown the brand from a family run business and a small domestic file producer into an international stationery supplier. Asia File sells its products under the ABBA brand, a popular brand among all office workers in Malaysia.

A graduate from the University of Melbourne, Dato' Lim holds a Master in Engineering. He left his profession as an Engineer to join the family business in the late 1980's. Asia File, based in Penang, was started by Dato' Lim's parents. During the early days, it was supplying office stationery to the local market and did not seem like a very exciting and promising business at a glance.

### **Second-Gen Catalyst of Change**

Dato' Lim Soon Huat, being a man of vision, saw the hidden

potential as well as the latent opportunities presented in his family business and decided to pursue a new dream from what his father had started. He spearheaded the growth of the brand and made ABBA – the leading and popular filing brand. Along the way, Asia File attained public listing in 1996 on the Second Board of Bursa Malaysia before upgrading itself to the Main Board in 2000.

Dato' Lim is the face and force behind the success of Asia File. His strong belief in his family business and determination to build it into a market leader goes to show that even a small business can indeed become a market pacesetter and global brand if one has the passion and tenacity to drive it earnestly and stay committed to one's dream.

### **Adapted Not Just to Survive; but to Thrive**

Today, Asia File is the leading market player in the local stationery industry with a market share of over 60 per cent. Its products has expanded from traditional filing products to other filing accessories, including papers for the education sector.







Dato' Lim's foresight and business acumen have led the company to stamp its presence in the overseas market as well. Asia File has a strong presence abroad and currently has footprints in more than 75 countries worldwide. It set foot in United Kingdom in 1999 and moved on to Germany (presently the group has two manufacturing plants in Germany and three plants in the United Kingdom)

When the European Union (EU) was going through the recent economic downturn and financial crisis, Dato' Lim capitalized on the opportunities that the crisis brought and expanded into the European market. In 2011, it acquired a UK paper mill; and in 2012, a manila filing plant. This gave the group a firm grasp on the UK supply and distribution chain. The business venture into the EU has resulted in two-thirds of the company's revenue coming from the UK and the European market.

#### Reinforcing a New Dream

Having ventured successfully into the international market, Dato' Lim's current Mission is to increase the Group's production capacity, which currently runs at 70 per cent, and expand on its product range.

A hands-on leader, Dato' Lim realizes that to build on the sustainability of the business, one needs to constantly evolve and innovate. Many people view the stationery business as a 'sunset' industry, but Dato' Lim defers as the success of Asia File speaks for itself. He is of the view, that papers, files and document holders are important stationery items that will always be in need. The only challenge is to make these items more attractive and yet maintain their functionality.

As a respected industry leader, Dato' Lim is the Vice Chairman of the Penang Paper & Stationery Association and he also assumes the role of Deputy President of the Federation of Stationers and Booksellers Association of Malaysia.

“ WHEN I JOINED ASIA FILE, MY DREAM WAS TO BUILD A BUSINESS AND BRAND THAT WOULD HAVE FAR-REACHING IMPACT — AND THE RESULTS NOW SPEAK FOR THEMSELVES. STAY FOCUSED AND COMMITTED TO YOUR MISSION AND YOU WILL REAP THE FRUITS OF SUCCESS. ”





## The BrandLaureate Great Entrepreneur Brand ICON Leadership Award 2015

**Y.BHG. DATO' SERI IVAN TEH**  
Founder, CEO & Managing Director  
Fusionex International

### Shedding Light upon the Cyber Realm

There exist many Information Technology (IT)solutions which are essential for companies in order to enhance their business performance and efficiency. However, in reality, many companies are in fact put off by the technical terminologies and do not have a clear-cut idea as to what they constitute.

Dato' Seri Ivan Teh, the Founder & Managing Director of Fusionex, a technology company specializing in Big Data Analytics (BDA), the Internet of Things (IoT), Artificial Intelligence and Deep Learning is all prepared to take companies through and explain to them the advantages of these solutions.

### Humanizing Technology

Ivan has over 16 years' experience in the ICT industry and has worked with global multinational companies such as HP, Intel and Accenture before venturing out on his own. Starting Fusionex in 2006, he spearheaded the brand, transforming it from a one-man setup into a public-listed company. Within six

years of incorporation, Fusionex was listed on the London Stock Exchange.

The whole idea behind the formation of Fusionex was to develop innovative software via the use of technology for companies and make the whole processes easier for them to accept and understand as compared to the rigid manner and technical jargon provided by established software vendors. It is in humanizing technology that Fusionex focuses on providing value-producing solutions.

In the early days, like all startups, things were difficult. Fusionex had no track record and Ivan had to do everything himself – from sales to administration work to the development of software solutions. He spent 18 hours or more a day to get the business running and much of the time was used up listening to the needs of his clients. As Ivan was also the software developer then, he had to come up with the right solutions. It was an intense period but Ivan relished every moment of it and was driven to provide the best for his clients.







#### Exponential Growth via Its Own Merit

One outstanding feature of Fusionex was that it did not receive any funding or have any 'angel investors'. The revenue came purely from satisfied clients (who then started to refer customers to the company) and the business took off and has not looked back since then.

After six years and much success in building his business, Ivan took Fusionex for public listing in London and the response garnered during the road shows was mind-blowing. Most of the investors were sold on the potential of the Fusionex as well as the spirited leadership of the man behind the brand.

Since then, Fusionex has grown from strength to strength and its clientele boasts of top global and Malaysian brands.

#### Building Dreams by Shattering Barriers

Young, enterprising and intelligent, Ivan is a highly respected leader in the IT space and Fusionex has a strong network of world-renowned partners and affiliates worldwide. He is frequently invited to give talks, present his views and share insights in forums and events globally. Ivan is also the only ASEAN representative at the Microsoft Global Business Intelligence Advisory Council – where top leaders gather in the United States.

His success is duly recognized as Fusionex has received many awards and accolades such as the Global Business Intelligence & Analytics Awards, Big Data World Award, MSC Malaysia Award, APICTA Award, PIKOM ICT Awards, SITF Awards, and Asia Pacific Analytics Award. Most recently, Ivan was declared as the winner of the Ernst & Young Technology Entrepreneur Award and received an award for being Asia Pacific's Most Outstanding Entrepreneur.

“

**I AM PROUD OF FUSIONEX'S GROWTH AND IT HAS SHOWN THAT WITH STEELY DETERMINATION AND RESILIENCE, ONE CAN BREAK FRONTIERS AND GAIN NEW GROUND. MY AIM IS FOR FUSIONEX TO BE A GAME-CHANGER — CHANGING THE WORLD FOR THE BETTER VIA ITS SOFTWARE SOLUTIONS.**

”



“WHAT IS AN ICON IF NOT ALL-INSPIRING?”  
- DR. KKJOHAN

THE BRANDLAUREATE  
**CELEBRITY ICON**  
LEADERSHIP AWARD







## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

### SYAFINAZ SELAMAT Diva & International Singer

#### Attaining that Perfect Pitch

Syafinaz Selamat is a Coloratura Soprano. In truth, embarking upon this genre of singing is a demanding task which requires tremendous skill and consistency. Nothing less than long hours of training are required to ensure that singers – more so sopranos and tenors – can deliver a memorable performance. This celebrated voice specialist has most assuredly put in countless hours of practice and training before earning the undisputed title: 'Malaysia's Leading Soprano'!

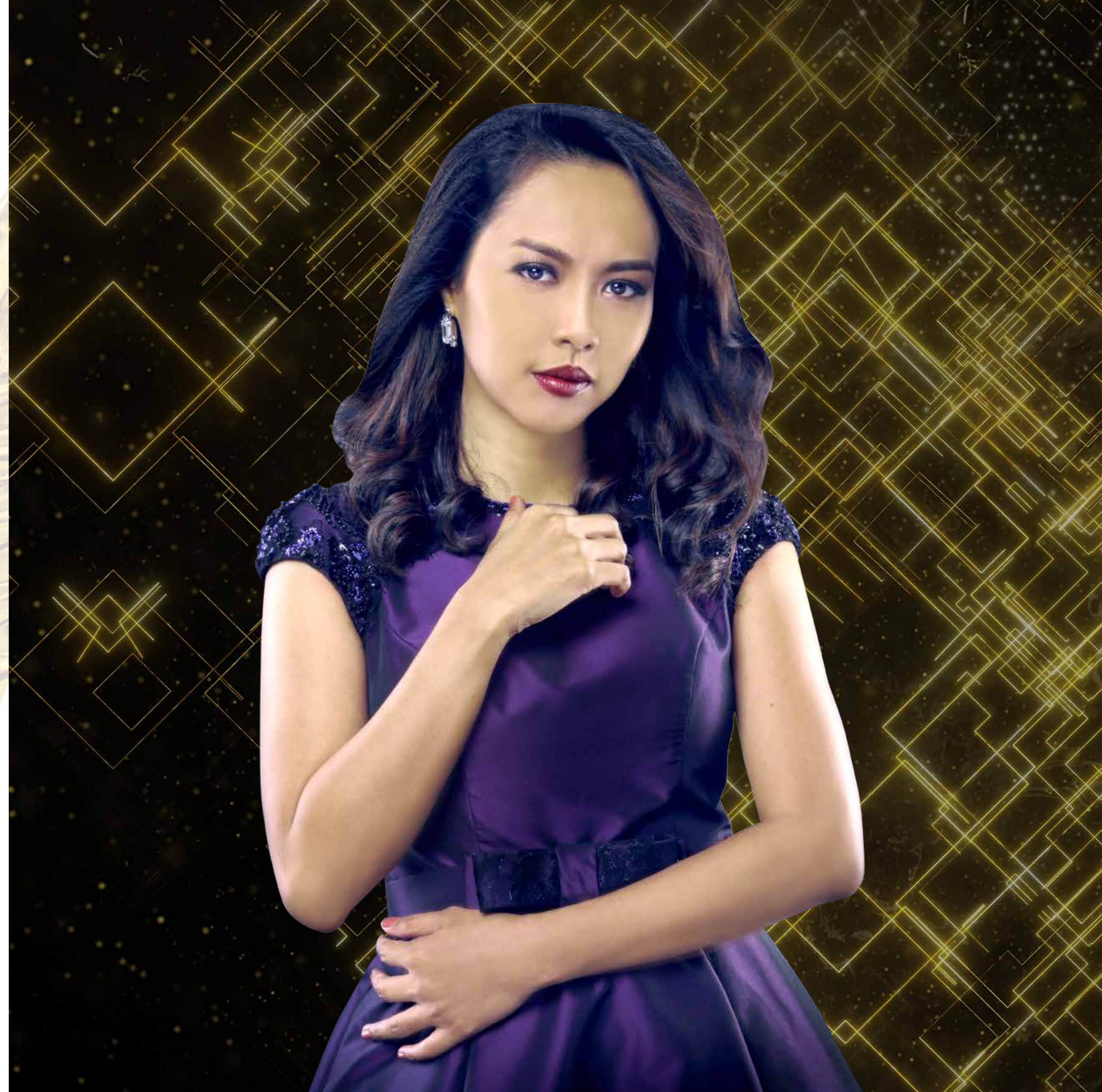
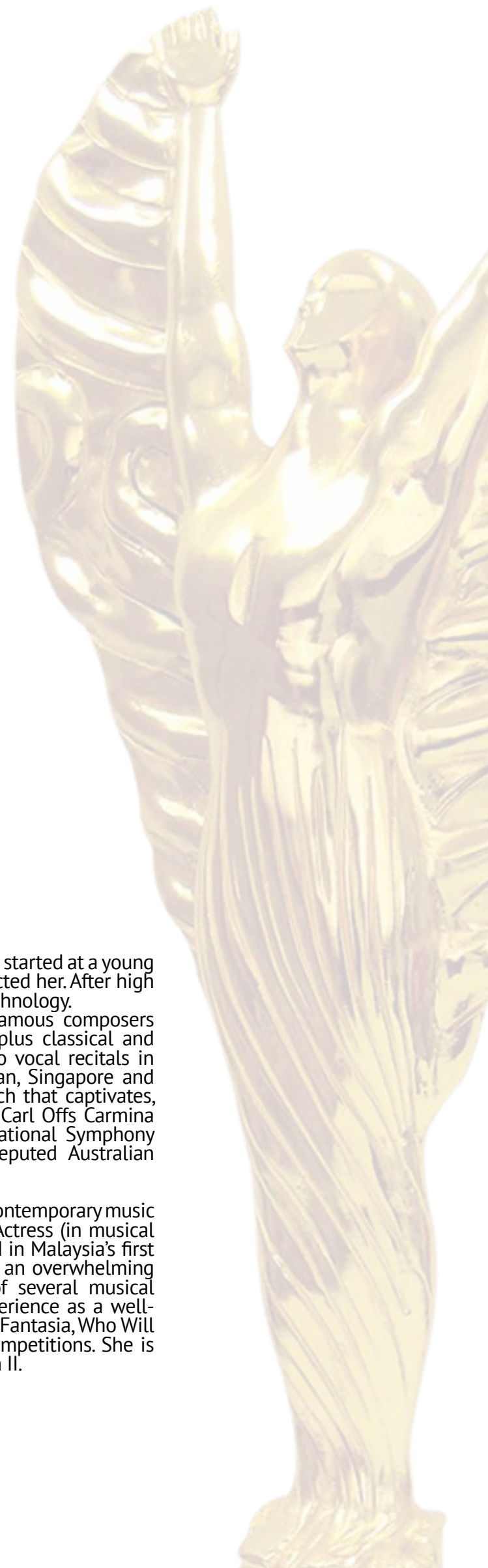
Syafinaz's powerful and flawless vocals are able to move and mesmerize the audience to the point they year for more. It is not unusual for Syafinaz to be given a standing ovation, followed by resounding calls for encores.

As a singer, she is well known for her versatility and capability in singing Classical, R&B, Pop and Jazz. 26 April 2014 was one of Syafinaz's proudest moments as she was chosen by the PM to perform for Barack Obama, the US President, on his official visit to Malaysia during the State Banquet at the King's Palace.

#### Magnetizing Melodious Maestro

Born in Pontian, Johor, Syafinaz's love for music started at a young age where the beautiful sound of music attracted her. After high school, she enrolled at MARA University of Technology. Her portfolio includes arias for operas by famous composers such as Mozart, Puccini, Delibes and Verdi, plus classical and contemporary songs. She has performed solo vocal recitals in Malaysia, Germany, Spain, Monaco, Kazakhstan, Singapore and Korea. Famous for her mesmerizing high pitch that captivates, she was chosen to sing soprano solo in the Carl Orff's Carmina Burana with 100 choir members and the National Symphony Orchestra of Malaysia, conducted by the reputed Australian conductor, Roland Peelman.

Syafinaz is actively involved in the Malaysian contemporary music scene – even more than a Singer. She is an Actress (in musical theater productions) and was cast as the lead in Malaysia's first Malay Opera, Puteri Saadong, which received an overwhelming response. Additionally, Syafinaz is a Host of several musical entertainment shows and has extensive experience as a well-respected Judge for One In A Million, Akademi Fantasia, Who Will Win, Mentor, The Band and various choral competitions. She is also a Voice Trainer/Music Advisor for Audition II.







#### Illustrious Resonance

Syafinaz Selamat's successful singing career has earned her accolades and awards, including the Gold Medal in the R&B/Pop/Rock/Contemporary category at the World Championships of Performing Arts in Los Angeles, USA (1999). She was also awarded with the ASEAN Outstanding Business Awards 2014 in 'ASEAN Leading Performance Artist' by ASEAN Retail Chains & Franchise Federation (ARFF). She was nominated twice at the local music industry awards, AIM, for 'Best Female Vocal (Album)'; plus received nominations from Juara Lagu Muzik Muzik.

A fan favourite at galas, she performed for the closing of the World Economic Forum in Davos Switzerland, the World Expo in Zaragoza, Spain, and sang for the SEA GAMES in Vientiane, Laos. Syafinaz was invited to perform with the Romanian Radio National Orchestra, at the Malaysian Philharmonic Hall (MPO). Recently, she was invited to perform for the 36th ASEANPOL (ASEAN Chiefs of Police) and CAPAM (Commonwealth Association for Public Administration and Management). She was also requested to perform for the ASEAN Summit 2015 Gala Dinner which was attended by all of the ASEAN leaders.

As a familiar visage at Fashion Festivals, her operatic prowess never failed to enthrall the audience. In fact she was invited to perform in front of Prince Albert of Monaco, in conjunction with the Islamic Fashion Festival (IFF) in Monte Carlo, Monaco; and was once again invited to perform for IFF at Astana, Kazakhstan.

#### An Endless Tune upon the Pathway of Eternity

Syafinaz Selamat is currently a Lecturer at the MARA University of Technology (UiTM) Music Faculty and The National Arts Academy (ASWARA). She is also the Choir Director/Conductor for the Permata Seni Koir as well as Advisor and Vocal Director of Koir Kebangsaan Malaysia (The National Choir of Malaysia).

This talented icon loves her job as a Lecturer as she gets to impart knowledge to aspiring musicians and entertainers who regard her as a fine Tutor and Mentor of incredible calibre – ever willing to help and groom them to reach for their dreams. To her, arts and culture play an important role in nation-building and she believes it is important that Malaysia has a community and pool of talented artists to drive this cause to the very zenith of endless possibilities.

Despite having performed before royalty and statesmen, Syafinaz is in fact very down-to-earth and has a relatable warm and friendly personality. In truth, she is most appreciative of the support given by her fans and continues to deliver her best performance for fans of all walks of life to cherish. Hence, in continuous pursuit of her sincerest zeal and truest fervour, she has most assuredly emerged as a musical icon who reverberates with sublime greatness – one who has made Brand Malaysia immaculately proud with her talent and skills!

“TALENT ALONE IS NOT ENOUGH. A SINGER NEEDS TO BE EQUIPPED WITH MUSIC KNOWLEDGE AND MUST BE WILLING TO WORK HARD IN ORDER TO BE RESPECTED.”





## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

**Y.BHG. DATUK M. MAGENDRAN**  
The First Malaysian Mount Everest Summiteer  
Assistant Director, Sports Unit, Selangor Education Department,  
Ministry of Education Malaysia

### National Hero: Carving History upon New Heights

Datuk M. Magendran created history for Malaysia on May 23rd, 1997, at 11.55 a.m., when he became the first Malaysian to reach the top of Mount Everest (8,848 meters), the highest mountain in the world. Overcoming strong winds, thick snow and freezing temperature, it was a historical moment for him and the country when he planted the Malaysian flag at the peak.

The ascent to the peak was a culmination of three years of intensive training and stiff selection process conducted by the Malaysian Mountaineering Association and Ministry of Youth and Sports. Over 120 applicants joined the project, with 50 applicants being shortlisted for the fitness and training program and only ten, including Datuk Magendran, were finally selected to take on the Everest mission. Climbing Mount Everest is an aspiration and dream for many, but only those made of sterner stuff physically and mentally made it – and Datuk Magendran is one of them.

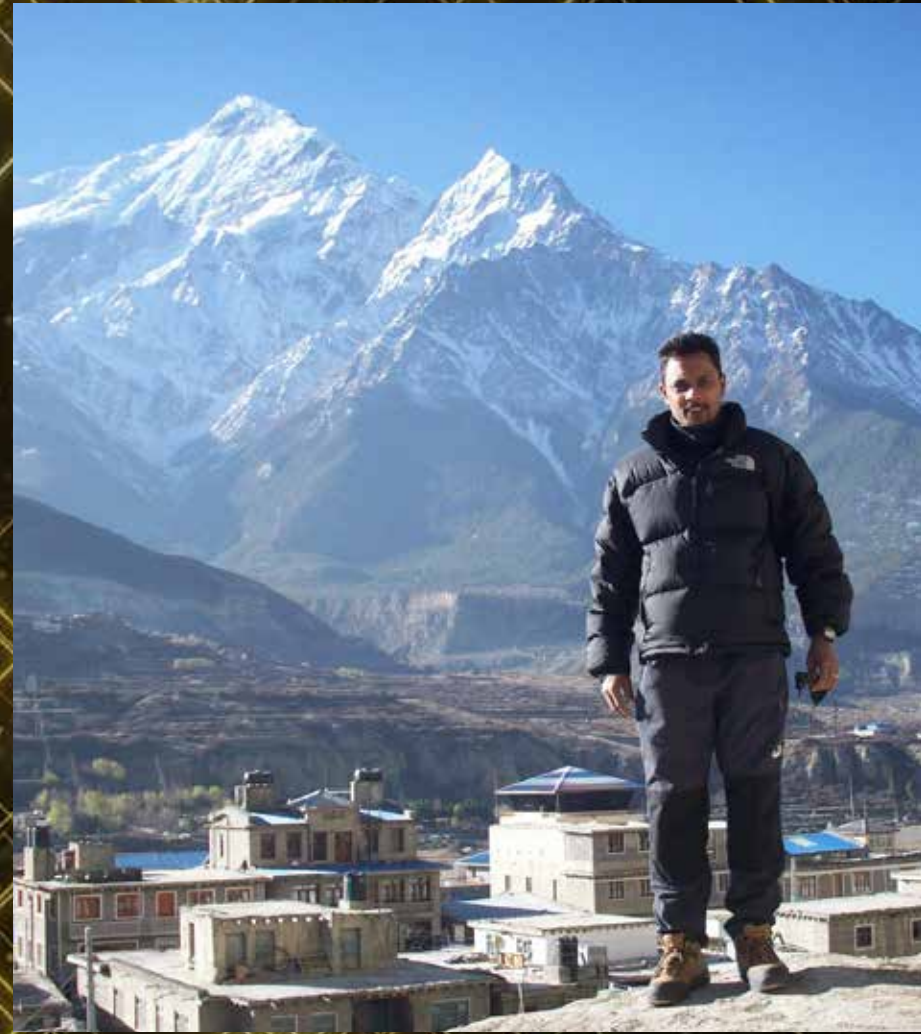
### Running the Race of a Lifetime

Born on December 6th, 1963, Datuk Magendran started his career as a Teacher after graduating with a Diploma in Education. He went on to further his studies and graduated with a Bachelor of Sports Science from University of Malaya in 2000 and received his Master of Education from the same university in 2005.

An educationist at heart, Datuk Magendran is passionate about nurturing young Malaysians to excel in their studies and become future leaders of the country. At the same time, he feels that inculcating good values is important in setting a positive culture that will shape their future. Currently an Assistant Director for Sports at Selangor Education Department, Datuk Magendran is passionate about challenging young Malaysian sportsmen and sportswomen to move out of their comfort zones to achieve their desired goals and bring pride and glory to the nation. He is of the view that no mountain is too high to climb – if one is committed and has the right attitude in life.







#### The Triumphant Climb to the Zenith of Excellence

The first mountain that Datuk Magendran climbed was Mount Datuk (884 metres) in Negri Sembilan when he was a Trainee Teacher. Hooked on the thrills of mountain climbing, he then climbed various mountains in Malaysia and subsequently became acquainted with the President and officials of the Malaysian Mountaineering Association. He eventually became a Member of the association and got involved when the association was working with the Ministry of Youth and Sports; hence his participation in the Malaysia-Everest 97 project.

Datuk Magendran has been duly recognized and has received numerous awards for his achievements; the highest being the Panglima Jasa Negara (PJN), which carries the Datukship title, by His Majesty Seri Paduka Baginda Yang di-Pertuan Agong, King of Malaysia in 2011, and Darjah Setia Pangkuan Negeri (DSPN), which carries the Dato'ship title by His Excellency the Yang di-Pertua Negeri of Penang in 2010. Other awards include the Mount Everest Golden Jubilee Celebration Award by the Prime Minister of Nepal in 2003 and the National Youth Award by the Ministry of Youth and

Sports in 1997 and many others. The Philatelic Bureau of Malaysia also recorded the triumphant climb with a first-day cover and a commemorative postage stamp in 2000.

#### Giving an 'Oomph' to 'Malaysia Boleh'

Datuk Magendran's pioneering feat has put Malaysia among the 48 nations that have successfully scaled Mount Everest since the first ascent in 1953. It has also given the much needed 'oomph' to the war cry catchphrase of Malaysia Boleh – a motto that inspires all Malaysians to go all out and do their best for the country and themselves.

Datuk Magendran believes that climbing Mount Everest is about goal-setting, confidence, commitment, consistency and teamwork as well as having the ability to overcome obstacles while showing the right attitude. He is genuinely pleased that his success has inspired many Malaysians to work hard to scale their own mountains to the path of success and strive for their dreams.

“DREAM BIG BUT START SMALL. TAKE ONE STEP AT A TIME. EVERY MOUNTAIN IS DIFFICULT AND UNPREDICTABLE. LEARN TO ACCEPT, EMBRACE AND ENJOY THE CHALLENGE.”





## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

**Y.BHG. DATUK REDZUAWAN ISMAIL (CHEF WAN)**  
Celebrity Chef

### Transitioning Vocations

Datuk Redzuawan Ismail may have started his career as an Accountant, but this Celebrity Chef traded the corporate world for a career in the kitchen.

Today, Datuk Redzuawan, or better known as Chef Wan, is a household name in Asia with more than 20 years' experience in the industry and is known for his flamboyant style and witty personality. His talents range from Chef, Author and Actor to TV Host and Publisher.

Born in Singapore, the young Redzuawan moved to Pahang when his father, an officer with the Malaysian Armed Forces, was then based. He developed his interest in cooking and used to cook for his neighbours – and very soon was even cooking for weddings and celebrations and earning good income along the way!

### The Unforgettable Flavor of that First Love

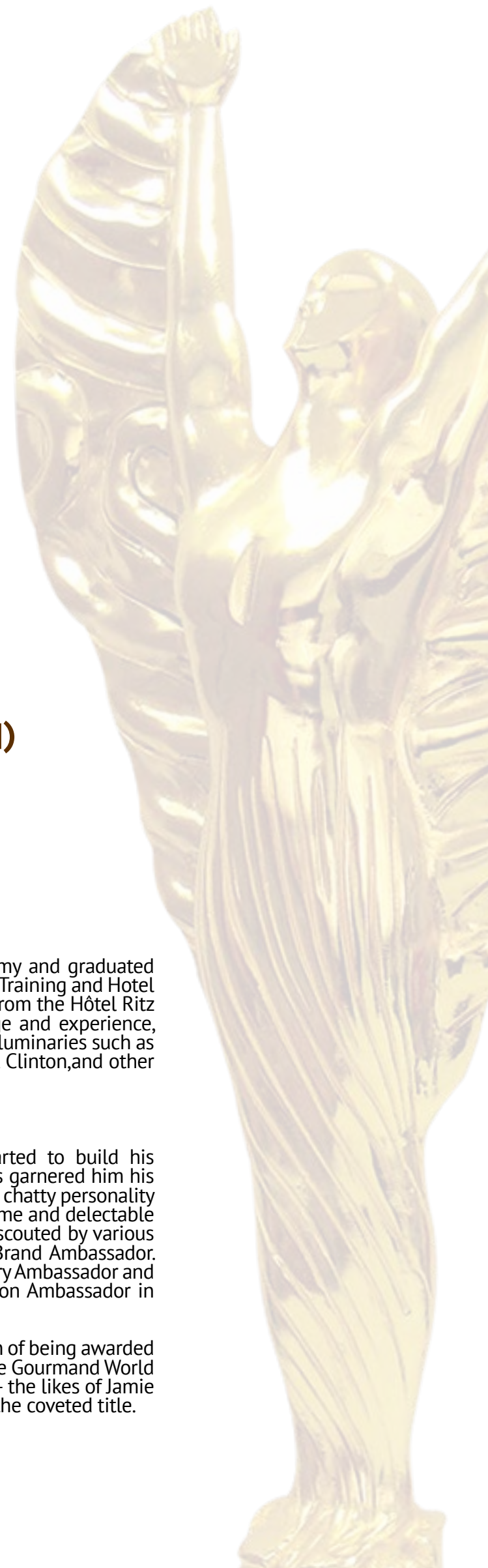
With his culinary talent, he wanted to further develop his skills but his father put a stop to it and sent him off to further his studies and he graduated with a Degree in Accountancy. He joined the corporate sector but found the environment too stifling and decided to pursue his first love and passion for culinary arts.

He enrolled in the California Culinary Academy and graduated with an Associate Degree in Professional Chef Training and Hotel Management and the Ritz Escoffier Diploma from the Hôtel Ritz Paris. Gaining such high degree of knowledge and experience, Chef Wan was soon cooking and entertaining luminaries such as the Sultan of Brunei, former US President, Bill Clinton, and other world leaders.

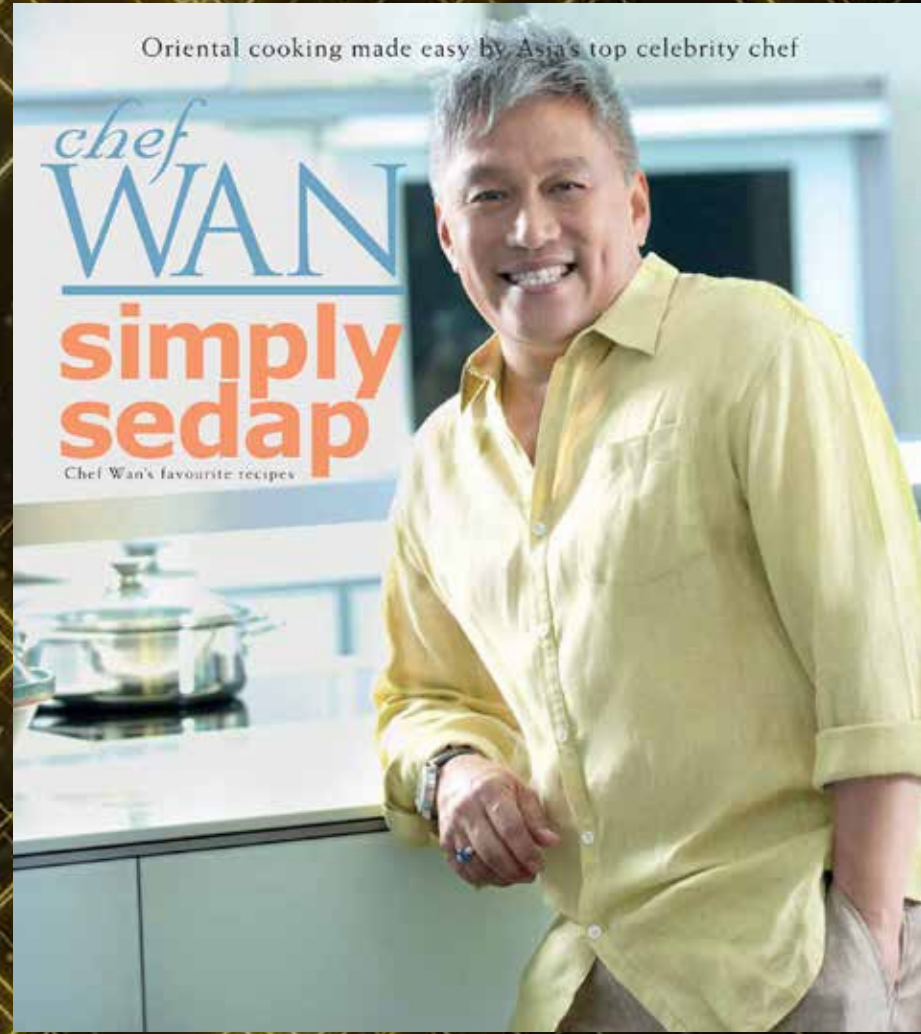
### Making a Mark by Transcending Taste Buds

Returning home to Malaysia, Chef Wan started to build his presence by hosting cooking shows – and this garnered him his fan base. Many were taken up by his witty and chatty personality and also the simple ways of cooking wholesome and delectable meals. His popularity grew and soon he was scouted by various agencies and corporations to become their Brand Ambassador. Tourism Malaysia appointed him as the Culinary Ambassador and the Malaysia Airlines (MAS) Holiday Travel Icon Ambassador in November 2010.

In 2009, Chef Wan won the highest recognition of being awarded the title 'Best Celebrity Chef in the World' at the Gourmand World Cookbook Awards in Paris, beating 250 chefs – the likes of Jamie Oliver, Nigella Lawson and others – to clinch the coveted title.







Well known for his extensive knowledge of Malaysian cuisine, Chef Wan has also been invited to perform demonstrations and conduct talks all over the world. At the World Gourmet Food and Media Awards in Beijing, he won the Lifetime Jury Award at the 'Le Mazille Prix' 2007 Gourmand. In 2010, the Tourism Authority of Thailand, on behalf of the government and Royal Kingdom of Thailand, presented him with the Friends of Thailand Award.

#### Tasteful Legacy

With 12 cookbooks published and more on the way, Chef Wan is also a food critic for major dailies and magazines in Malaysia. Above and beyond that, he has played the lead and several supporting roles in various films and theatre shows. His efforts earned him a nomination for 'Best Supporting Actor' at the 13th Asian Film Festival for his performance in Valley of Vengeance.

Besides his many achievements, he is also a firm believer of giving back to the community. He has been an Ambassador for several non-profit organizations such as the National Kidney Foundation of Malaysia, Save Our Seafood campaign in May 2010 and the National Cancer Society Malaysia.

In view of his contribution and role as a representative of Malaysia at various global gourmet events, world expos and tourism exhibitions, Chef Wan has the honour of being the first celebrity to be bestowed the title of 'Datuk' by the Yang di-Pertuan Agong, in February 2010.

**“ I BELIEVE THAT FOOD IS ONE WAY TO MAKE PEOPLE HAPPY. FOOD CAN UNITE PEOPLE FROM ALL WALKS OF LIFE AND CULTURES. WHEN WE SIT TOGETHER AND EAT, WE PROMOTE BETTER UNDERSTANDING AND HARMONY. FOOD BRINGS LOVE, PEACE AND COMPASSION TO THE TABLE. ”**





## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

**Y.BHG. DATO' DR. LOW BIN TICK**  
Commander in Chief/Chairman of Council  
St. John Ambulance of Malaysia

### The Immeasurable Joy of Selfless Giving

The spirit of voluntarism runs strong in Dato' Dr. Low Bin Tick and assisting the less fortunate is second nature to him. Life's experiences have taught him that it is better to share one's blessings around and make the community a better place to be in. With this philosophy, Dato' Dr. Low has dedicated nearly five decades of his life to St. John Ambulance of Malaysia (SJAM), a voluntary organization providing emergency and first-aid services to those in need and promoting all works of humanity and charity.

A Medical Doctor by profession, Dato' Dr. Low graduated from the University of Singapore with an MBBS in 1968. He obtained his MRCP (UK) from the Royal College of Physicians of the United Kingdom, specializing in Dermatology and Genito-Urinary Diseases. After serving with the Ministry of Health, he went into private practice and established his own clinic. Today, he is a senior partner with Klinik Kuala Lumpur Group.

### Exemplar Commander-in-Chief

Dato' Dr. Low Bin Tick joined SJAM in 1968, playing a pivotal role

in the growth and development of the association. He built SJAM to become the largest first aid organization in Malaysia, with a membership of close to 100,000 – mostly in schools.

Members are taught first-aid knowledge and how to provide relief and assistance in times of emergency. The society also inculcates the spirit of voluntarism, instills discipline amongst members and imbues qualities of leadership in them.

In 1993, Dato' Dr. Low was appointed as the Commander-in-Chief – a position he holds until this very day. Providing the leadership of the day, he introduced many initiatives such as the 24-hour emergency ambulance service on the highways during festive seasons and the Emergency Medical Assistance Service (EMAS) in the major cities in Malaysia. Each ambulance is manned by trained members who provide first-aid at any motor vehicle accident scene at the earliest opportunity.

Being an active and vibrant man thoroughly committed to his passion, other notable projects launched by Dato' Dr. Low include establishing 20 haemodialysis centres, an academy for pre-hospital care and two nursing homes for the aged in Perak.







#### An Icon of Benevolence

In truth, Dato' Dr. Low's commitment to SJAM sees him travelling to all areas of Malaysia and abroad to assist in relief work when the call arises.

As a matter of fact, during festive holidays, he joins the convoys of ambulances that are on the highway and this has greatly motivated the members to perform better and boost their spirit.

For his contribution to SJAM, Dato' Dr. Low Bin Tick was awarded the Bailiff Grand Cross of St. John by Queen Elizabeth of Great Britain, who is the Royal Patron of The Order of St. John (the award is the highest of its kind and only 21 people who are non-royals have received it).

#### A Grand Force within the Nucleus of Care

With his tremendous wealth of experience, Dato' Dr. Low is invited to sit on many governmental and non-governmental committees dealing with illegal immigrants, prisoners, drug abuse and juvenile welfare.

Some of the other positions he currently hold includes President of British Graduates Association Malaysia, Chairman of Board of Governors, SMK St. Gabriel, Trustee of Yayasan BOSAMA, Chinwoo Athletic Association Selangor and Kuala Lumpur, Kuala Lumpur AIDS Support Services, Malaysian AIDS Council, Advisor of Yayasan AUTORR and Director of Better Malaysia Foundation.

*For the service of mankind* is the motto of SJAM and Dato' Dr. Low's untold sacrifice and manifold contributions to the nation are indeed much lauded and appreciated.

“

TO SERVE IS AN HONOUR WHICH BEGETS TRUST AND CONFIDENCE.  
I WOULD NOT WANT TO LIVE MY LIFE ANY OTHER WAY.

”





## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

**Y.BHG. DATO' SIEH KOK CHI**

**Former Secretary General of Olympic Council of Malaysia (OCM)  
Current Assistant Secretary General of OCM**

### **A Pulse that Races for Exhilaration**

Dato' Sieh Kok Chi, born on 8 November 1938, is Malaysia's top Sports Administrator. He held the post of Secretary General of Olympic Council of Malaysia (OCM) for 23 years, relinquishing the position in the last election held in 2015. In spite of this, his genuine passion for sport and deep involvement in the movement led him to accept the position of Assistant Secretary General of OCM and he continues to provide invaluable input and share his deep knowledge with the team.

An engineer by profession, Dato' Sieh graduated from the University of Malaya in March 1963 with a Degree in Civil Engineering. He served with the Department of Irrigation and Drainage from 1963 to 1990 and held the position of one of the Departmental Directors before his retirement on 31 December 1990. Just prior to his optional retirement from Government service, he was seconded to the National Sports Council of Malaysia for about

18 months, from June 1989 to December 1990, as a Member of the Organising Committee of the 1989 SEA Games held in Kuala Lumpur.

### **Getting into the Rhythm of Activity**

Dato' Sieh's involvement in sports started during his school days. A student of Malaysia's premier education institution, Victoria Institution, he excelled in swimming and later moved on to the sport of water polo. He joined the Chin Woo Swimming Club, a private club, and became a member of the water polo team. The opportunity to represent Malaysia on the international stage came when water polo was included in the Southeast Asian Peninsular Games (SEAP) in Kuala Lumpur in 1965. The team did well to win the Silver Medal and from there onwards, Dato' Sieh went on to represent Malaysia in the SEAP Games in Bangkok 1967 and Yangon 1969, and the Bangkok 1970 Asian Games before retiring from international competition at the age of 32.







Dato' Sieh has lived and breathed sports for the past 55 years and continues to do so till this very day. Having been involved in sports since young as an Athlete, Coach, Technical Official, and Official, he has accumulated a wealth of knowledge and experience which no other Sports Official in Malaysia has.

#### Delving Deeper in the Realm of Sport

Dato' Sieh's interest in sports led him to join the Selangor Amateur Swimming Association (1971-1974) and Swimming Union of Malaysia (1974-1982), where he was elected as its Secretary.

While still in government service, and after his retirement from the civil service, he volunteered at the Olympic Council of Malaysia over 20 years – assisting the late Thong Hong Nyen who was then the Secretary General. Upon Thong's retirement in November 2002, Dato' Sieh was elected as the Secretary General of OCM – a position he held until 2015.

#### Recalibrating the Trajectory of National Sports

Under Dato' Sieh's stewardship and dynamic leadership, OCM has initiated many projects that have enabled individual sports associations to excel in their respective fields. It has also gained the recognition of international sports bodies and the International Olympic Committee as a responsible and progressive sports movement tasked with the duty of championing the growth and development of sports in Malaysia. On top of that, Dato' Sieh has also improved the financial status of OCM – turning it into a strong and stable entity. There was a time when OCM used to depend on financial grants and aids from the government to send teams to competitions; but it is now even able to advance all expenses for participating teams and seek reimbursement post-event.

Dato' Sieh's commitment to OCM is well known and he has gained the respect of his peers and even detractors. A no-nonsense person and one who 'walks the talk', he terms himself as a 'doer' rather than a 'talker'. For Dato' Sieh, nothing matters most than the interest of Malaysian sports and its sportsmen; and the nation is indeed proud of his achievements and contributions to the arena of sports.

“ WE MUST ALWAYS DO WHAT IS RIGHT AND TRUTHFUL IF WE WANT TO GO FAR. OUR NAME AND LEGACY IS DETERMINED NOT BY THE WEALTH WE EARN, BUT WHAT WE HAVE DONE RIGHT AND WHAT WE STAND FOR. ”





## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

**Y.BHG. DATO' MOKHZANI ISMAIL**  
Music Director  
Radio Televisen Malaysia Orchestra

### A Beautiful Musical Note in the Nation's History

Dato' Mokhzani Ismail hails from Perlis and was introduced to the world of music at a very young age. He was a truly self taught musician during his early years. Later he studied classical music and received his Licentiate in Piano Performance from the Royal School of Music (London). He went for a diploma training in Specialist Teachers Training College Kuala Lumpur in 1980 and was appointed as a school teacher from 1982 to 1986. Then he pursued his studies at the world prestigious Berklee College of Music in Boston and graduated with a degree majoring in Jazz Piano and Orchestration in 1990.

A well-known Composer, Arranger, Conductor and Jazz Pianist, Dato' Mokhzani started his career with RTM Orchestra as a Pianist, Arranger and Orchestral Manager before being promoted to his current position of Music Director. Under his leadership, RTM Orchestra has performed at numerous prestigious royal and gala concerts in Malaysia and the ASEAN region. It has also participated in ASEAN exchange programmes, playing with the respective ASEAN countries orchestras. RTM Big Band has participated at the prestigious Java Jazz Festival in 2010, Jakarta Jazz Festival in 2012, and invited again to the Java Jazz Festival in 2015 featuring Indonesian Jazz Artist Harvey Malaiholo. Dato

Mokhzani was also appointed as an Adjunct Professor with University Pendidikan Sultan Idris Tanjung Malim Perak in 2011.

### Gliding upon the High Tunes

Dato' Mokhzani is often invited to be a judge in national and international festivals such as the *Anugerah Juara Lagu* of TV 3, Hanoi ASEAN Golden Song in 1998, ABU Theme Song, SEA Games, ASEAN Theme Song, Commonwealth Theme Song and the ASEAN 2009 Golden Melodies Festival in Ho Chin Minh and also was appointed as a main speaker in music seminars in Asean and Europe such as *Music and Film Seminar in Lyon*, France and *Hitting The right Note* in Glasgow, Scotland in 2014. Dato' Mokhzani created history when he established the 76-piece orchestra known as Symphony Putrajaya which made it to the Malaysian Book of Records as the largest live broadcast orchestra performance in the country. *Malam Simfoni Irama Malaysia*, which premiered in 2006, was his brainchild; and he subsequently organized the Jazz Tribute to Malaysian Songs concert which was the first of its kind in the country. In 2011, again the RTM orchestra created name in Malaysia Book Of Record under his baton in *Konsert Gemilang 50*, the first orchestra to celebrate 50th anniversary.







With his strong background in Classical Music, he has produced some of the finest overtures in the Malaysian music scene; including *Tuah and Jebat Overture*, *Makan Sirih Overture*, *Diatas Runtuhan Kota Melaka*, and *We Are One* which are some of his brilliant compositions which define his position as Malaysia's top composer. In 2006, he wrote the film score for *Embung* and was awarded the 'Best Music Scoring' in the 16th Malaysian Film Festival. Some of his compositions were also performed and recorded by Malaysian Philharmonic Orchestra during their international tour.

#### United by the Splendid Symphony of Sound

Music brings people together and helps to build nations and Dato' Mokhzani is certainly mindful of its powerful effects. Since 1994 till 2000, he has been composing patriotic theme songs for Malaysia's National Day; and some of the most popular songs include *Cemerlang Gemilang Terbilang*, *One Malaysia theme*, *1998 Commonwealth Campaign song*, *Asean Theme Song*, *Sukma Perlis 2014*, *Kita Bangsa Merdeka* and composed commercial songs for Malaysian artistes such as Adibah Noor, Saleem, Jamal Abdillah, Azharina and Mawi.

Dato' Mokhzani scored another achievement when The Malaysia Book of Records certified him as the First Malaysian to be appointed as an international brand ambassador for the German piano manufacturer, Hagspiel, beating many other more internationally renowned musicians in June 2015. In conjunction with the appointment, Datuk Mokhzani began

touring The Republic of China hosting the Hagspiel Jazz Piano concerts and as a spoke person at a music seminar, *Awakening the Creativity*, held recently in Luizhou, Guangzhou, Beijing and Tianjin and a few other concerts will be scheduled from time to time. Another history was created in Oct 2015 when Malaysian Book of Records certified him as the first musician to do a live performance at the Great Wall of China and it was one of the most defining moments in his career. His piano album *The Great wall Comes Alive* was released later and launched in Guangzhou and distributed all over China.

#### The Never-ending Melody

Dato' Mokhzani's other achievements include being guest conductor with the Malaysian Philharmonic Orchestra for the sold-out concert of American Jazz Trumpeter, Chris Botti, in his world tour at Dewan Filharmonik Petronas; and also appeared as a guest conductor with the Malaysian Youth Philharmonic Orchestra.

For his contribution to the nation, he was conferred three Dato'ship, 2 from the states of Perlis (Dato Panglima Putra Jamalulai and Dato Paduka Mahkota Perlis) and one from Pahang (Darjah Indera Mahkota Pahang) and received numerous awards from the Government of Malaysia –Johan Setia Mahkota and Kesatria Setia di Raja.

“

TO BE A TRUE PIANIST YOU HAVE TO PLAY THE WAY YOU FEEL  
NOT THE WAY OTHERS THINK YOU SHOULD FEEL.

”





## The BrandLaureate Grand Master Brand ICON Leadership Award 2015

**Y.BHG. DATUK OOI EOW JIN**  
Musician & Composer

### Nurtured by Sonic Indulgences and the Chords of Passion

The tinkling of music from the piano soothes frayed nerves and brings one to a sublime level of comfort and peace. Born in 1938 in the Pearl of the Orient, Penang, the amazing Datuk Ooi Eow Jin is a seasoned veteran of the Malaysian music industry; not to mention esteemed Band Leader, Composer, Arranger, Record Producer and Music Instructor. Over the years, he has played a significant role in the growth and historical development of the nation's music industry and is duly credited as the remarkable composer behind the success of a solid number of Malaysian singers.

A true seasoned player in the national music industry, this tuneless soul has written for the late P. Ramlee, the late Sudirman Hj. Arshad, the late Rafeah Buang, M. Nasir, Salamiah Hassan, Jennifer Yen, Frances Yip, and even the Alleycats. In fact, the song, *Teriring Doa*, which he composed for the late country legend, Sudirman, helped the singer win the Bintang RTM contest which consequently catapulted him to stardom and the realm of legend. Another monumental masterpiece which Datuk Ooi wrote was

the entire 'soundscape' for Yassin Salleh's blockbuster film, *Dia Ibuku*, in 1981, along with the Theme Song sung by M. Nasir.

### A Musical Odyssey Encased in a Lifetime of Song

Datuk Ooi's musical journey started in 1963 when he began as resident pianist in the Eastern & Oriental Hotel in Penang. The late Alfonso Soliano, who was then the Conductor of the Radio Televisen Malaysia (RTM) Orchestra, spotted Datuk Ooi and invited him to perform with them.

At RTM, it was only natural that the talented Datuk Ooi rose to become the bandleader of RTM Orchestra and composed many songs which have since become popular hits and tuneless evergreens. During his stint with RTM, Datuk Ooi was even called upon by the government to visit 21 army forward bases to cheer the fighting men, particularly during the height of the Confrontation with Indonesia. Included in the benevolent entourage were top Malaysian singers of the time such as the late Tan Sri P. Ramlee, the late Saloma, S.M. Tan Sri Salim, the late Hamzah Dolmat, the late Kamariah Noor and others.







#### Moving on to Newer Notes

When his contract expired with RTM in 1986, Datuk Ooi Eow Jin went on to play for the relatively new television channel then, TV3, for 13 years. Being a musical dynamo of revered calibre, an exceptional man worthy of emulation in the sphere of music, he was also appointed as a Lecturer at Universiti Putra Malaysia, Universiti Teknologi Mara and International College of Music, to impart his vast knowhow to the younger generation.

After his official retirement, Datuk Ooi remained active in his sincerest passion, music, and was in the employment of the Hotel Majestic in Kuala Lumpur as the heritage establishment's resident pianist until his more recent retirement from the musical scene.

#### Silent on the outside, Tuneful on the inside

A quiet and gentle man by nature, Datuk Ooi has had always aspired to be a musician and he prefers to let his music speak for itself. His wide repertoire of compositions which ranges from Jazz and Pop to Golden Oldies and Classical Malay music have delighted countless Malaysians through the years.

He is indeed a Grand Master of Music, stamping his tuneful legacy with his timeless melodies. Shakespeare said, "If music be the food of love, play on," and so Datuk Ooi, being one of Malaysia's foremost musicians, continues to fill his time with his passion of playing the piano and drawing melodious music out of the unheard spectrums via his marvellous instrument of sound, to the sheer and absolute delight of his fans!

“ MY LIFE IS ALL THE MORE RICHER BECAUSE OF MY LOVE AND PASSION FOR MUSIC AND THE FACT THAT IT HAS BROUGHT ALL MALAYSIANS TOGETHER IS A TESTIMONY OF THE POWER OF MUSIC. ”





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