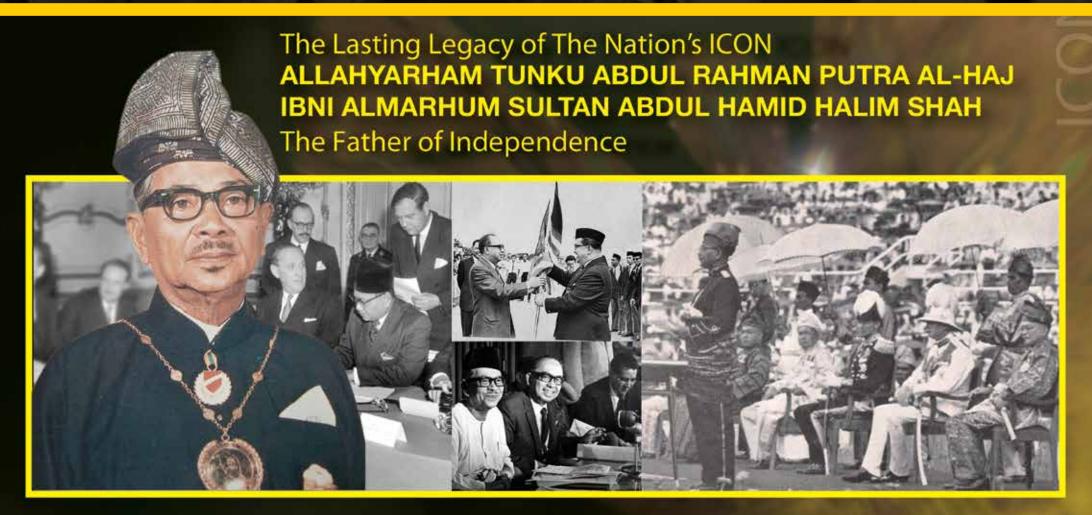
THE BRANDLAUREATE BRAND

# LEADERSHIP AWARDS 2 0 1 7

YOUR LIFE, YOUR LEGACY

### "ICONS, DARE TO BE AND THAT HAS MADE ALL THE DIFFERENCE"



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 he 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

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.

Manage of the fest of the flatter and the mission to London to negotiate for 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

## THE ASIA PACIFIC BRANDS FOUNDATION



Foundation (APBF) is a not for profit organisation. Since its inception, the APBF has launched many

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.

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.

Established in 2005, the Asia Pacific Brands Foundation (APBF) is a not for profit organisation.

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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.

Brands are wealth creators, key drivers of growth and assets to organisations and countries. Badawi, the Fifth Prime Minister of Malaysia and a objectives. The BrandLaureate is the sobriquet for Branding is the lifeline of brands. Consumers' Board of Governors that consists of Brand Icons brand excellence. From the publication of branding





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### PATRON'S MESSAGE

### CHAIRMAN'S MESSAGE



volumes on the quality of the recipient, as the standards applied by the Asia Pacific I urge ICONs not to remain dormant in ivory Brands Foundation are of the very highest.

I grow more and more impressed with the escalating level of attainment of awardees as well as the elevated grandeur of the award. In this day and age of rapid modernization, often the attention is centered on effecting change and getting into the groove of movement, rather than keeping the focal point on something that is deeply ingrained and securely rooted.

I have always held high regards for authorities who are experts in their subject matter. They are called that for a reason, simply being the standard and reference point in their area of expertise. Truth be told, in this caliber of Award, where one bears the 'ICON' status, actually grants an unsaid title to its bearer. The attainment of it speaks volumes on the quality of the recipient, as the standard and provided with the Aria Pacific

Brands Foundation are of the very highest.
Gaining the status of an ICON is a visible illustration of possessing deep roots and bringing the sage yield to fruition by thought and action. In this age of connectivity and convergence, where most things are shifting into domains of cyberspace, the availability of an actual, physical lighthouse which is tangible, something for the rakyat to look upon with their own two eyes and gain hope, something real to gaze at and



Y.A.BHG TUN DATO' SRI HAJI ABDULLAH AHMAD BADAW



YBHG. TAN SRI RAINER ALTHOFF

The world is rapidly morphing. Accordingly, standards are also fast changing. With each new day, former records are being broken. Some businesses are being disrupted, but others are thriving in a medium of disruption. Things are moving at an exponential rate that the very poture of how business is

Things are moving at an exponential rate that the very nature of how business is being done is no longer the same animal it once was.

Amidst all this socioeconomic revolution and scientific evolution, how can ICONs hope to with stand this sort of irresistible change, without losing their shine? Is the replacement of everything once held high something inevitable? Will the dazzling headlines of today be nothing more than a lackluster obituary tomorrow? These are questions everyone in a leading position should ask themselves seriously in order to stay relevant as the seasons turn.

Amidst all this socioeconomic revolution of such a role, a form of responsibility even; but one can surely guess that ICONs are dynamos that power their respective circuits; and collectively generate enough force to grant torque to industry, not to mention energize the nation as a Country Brand to capture the optics of the world in a significant way.

Let the solid weight of this Award trophy be a reminder of the weighty burden to excel in your hearts. Let the glimmer of the trophy attest to the

stay relevant as the seasons turn.

To be able to define the parameters of tomorrow is iconic. As leading ICONs, the way you pave today will become the path often travelled tomorrow; but only you can walk the path according to your

testify to the inimitable snine that you give off. Let the glory of the trophy attest to the spirit of excellence that you carry within.

And let the significance of the trophy signify your significance as an ICON.

Wishing you greater plateaus ahead!



### PRESIDENT'S MESSAGE

### CEO'S MESSAGE



I have no words capable of relaying the true extent of pride I feel inside as this Awards gala, a seemingly impossible feat during these challenging economic times, comes to fruition.

epochs that are to come; all the while playing an active part in shaping of the way of the future.

Without question, The BrandLaureate ICON is

challenging economic times, comes to fruition.

Still, these words resonate with me: A Life of Significance. To me, this is life in a nutshell – there is simply no need to ponder further on the fundamental questions in life. I always remind myself that life is short and time is fast – with no replay or rewind. Life is not meant to be merely

myself that life is short and time is fast – with no replay or rewind. Life is not meant to be merely spent 'existing', but lived to the fullest – to the very max – like I am sure many of you ICONs have en route to this majestic milestone in your brand odyssey.

Ultimately, I believe it is up to the individual to decide what is 'significant' to them. After all, one might say the most important thing in life is happiness. To be able to leave an impression based on what you are passionate about or really enjoy doing is more than a blessing in disguise – it is a true gift! And speaking of gifts, this Award is the APBF's gift to you for giving your best and being the best that you can be.

After all, This Is the Only Award Worthy of Your Legacy. As you are well aware, there is a wide assortment of recognition-based brands out there. But you have to ask yourself, which of them will be able to embody all that you are, all that your brand stands for, while preserving it all, carrying the essence of your Visions and Missions without decay or contamination, ceaselessly, timelessly, beyond the corridors of



DR KKJOHAN



CHEW BEE PENG

The aroma of leadership that fills the Neither slow down nor stop; for even airspace of this ballroom is simply brighter days await – and let the brilliance exhilarating! Indeed, every ICON is a leader of this night light your way!

Kudos to all our BrandLaureates!

As far as I can remember, the 'wow factor' of ICON galas has always been nothing less earth-shattering. There is a time when a lion hunts to survive, and there is also a time when it hunts to assert its dominance. Being selected and called to this event as a winner is one such assertion of dominance in the arena of brands and branding that is beyond contest!

— and not just a leader, but a leader of leaders. Leadership has its burdens, but also its privileges. Consider your place here tonight as a privilege accorded to so very few that it is nearly legendary – in short, ICON-ic. Now this is something to certainly be proud of because it is indicative of the individual paths you have each taken in order to get to this particular juncture, this precise destination, at so exact a time, in so specific a manner. specific a manner.

As you might have guessed by now, I am thrilled to be amongst the crème de la crème of multifarious industries, having been privy to the witnessing of how the machinery of ICON-ic Branding has progressed in this nation firsthand; since the very inception of this Foundation and its dynamic arm, The BrandLaureate.

Come what may, I know for certain that an ICON is an anchor in the sea. Storms may come, the waves may rise, but the anchor secures the ship in its position of choice. Like a gyroscope, an ICON is at the very heart of movement, but remains unmovable.

An awards gala is all about celebrating milestones. It was never meant to be the end of a journey, but a time to pause for a bit and celebrate the voyage thus far. Having survived the ultimate test of time and come so far is in itself a cause for joyous celebration. It is not the end like a full stop but of intermediary punctuation; more accurately, a catapult to even greater things to come.

Hold the Icon Award you have with you tightly. It is both a tower of remembrance and a launch pad of excellence. It is a license to do even greater things!



















### "ICONS, NATION'S BUILDERS AND PRIDE OF THE NATION"

- DR KKJOHAN -





**LEADERSHIP** is about taking life by the horns and taking charge of your life. Not settling for bare success, the ICON ascends beyond mere existence to A LIFE OF SIGNIFICANCE, going above and beyond the trusted and tested into uncharted territory.

Everybody has to start somewhere, and then make something of themselves. While most people go for the safe, tried and tested, ICONS create their own paths, innovate their own methods, and set the bar high. Not contented with just existing, ICONS set out to live a life that defies all odds. An ICON is a tower of strength, brave, tough and bold enough to go the distance.

Many can achieve success, but not everyone can live A LIFE OF SIGNIFICANCE. It is not only about having it that matters but being significant is at the core of the very mechanism that transcends everything one stands for. A LIFE OF SIGNIFICANCE is a life of greatness. Not only a life well lived, but an example to be followed and embodied. A life of significant leadership personified. Great leaders have clear vision, and are able to steer their team to work towards significant and meaningful goals, performance improvement efforts and key results. ICONS are passionate about their goals and speak from their hearts, instinctively knowing the right decision and course of action to take, thus enabling them to convince, persuade, influence and ultimately win supporters and adversaries alike.

The most important ability in significant leadership is the gift to determine what really matters and what you hope to achieve. With knowledge and awareness, a leader of substance follows an inner calling from their soul, defines what they want, and takes action on what they believe is right.

The status of an ICON is unquestionable. Working hard to achieve a vision, the ICON has gained immeasurable success by overcoming obstacles in many forms. From the dirt of the

street, up to the penthouses of towering skyscrapers, the long climb to the top and ultimate attainment of grand leadership status is like the icing on the cake of a challenging quest. ICONS use their leadership not only in business, but also in the service of humanity through philanthropy, and support of charitable causes. Anybody can be rich, but few are wealthy. Wealth in its purest form does not only constitute material wealth, but includes wealth of knowledge, experience, love, support, and above all, significant leadership. To be truly wealthy, one must live a holistic life filled with meaningful experiences and deeds. ICONS are those with the biggest hearts, and they are the biggest benefactors of all. Once a leader has built an efficient and effective empire, the next stage is in breathing new meaning into their purpose in life, answering a higher calling... which is to raise humanity from despair to a higher plane of existence.

Is success the end of the road? Do you stop at success? Never! Success must inspire one to ascend to the next level – to live a LIFE OF SIGNIFICANCE. Every ICON has a story. Is your story significant? Is your life a LIFE OF SIGNIFICANCE?

Be The ICON! Live the LIFE OF SIGNIFICANCE and leave a LEGACY OF SIGNIFICANCE forthe leaders of the next generation.

YOU ARE THE ONE!



Everyone can be a

LEADER

but not anyone can be an

ICON

Everyone can be SUCCESSFUL but not anyone can be SIGNIFICANT

Everyone can be a
BRAND
but not anyone can be a
BRAND LAUREATE

- Dr. KKJohan -

## THE BRANDLAUREATE BRAND ICON CATEGORIES

### THE LEGENDARY ICON

THE BRANDLAUREATE QUINTESSENTIAL BRAND ICON LEADERSHIP AWARD THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARDS

BRAND INFLUENCER ICON

GAME CHANGER ICON

Unity & Harmony ICON

HALL OF FAME LIFETIME ACHIEVEMENT BRAND ICON LEADERSHIP AWARD

THE CLASSIC ICON

Premier Brand ICON Leadership Awards

THE VISIONARY ICON

Most Eminent Brand Icon Leadership Awards

THE BUSINESS ICON

BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS

THE CELEBRITY ICON

Grand Master Brand ICON Leadership Awards

ICON BRANDS

Industry Champion Brand ICON Leadership Awards

### "A BRAND THAT TURNS HEADS & WINS HEARTS IS AN ICONIC BRAND. A BRAND IN COMMAND"

- DR KKJOHAN -



### THE BRANDLAUREATE LEGENDARY ICON



### THE BRANDLAUREATE QUINTESSENTIAL BRAND ICON LEADERSHIP AWARD '17

### YABHG TUN JEANNE ABDULLAH

Wife of the 5th Prime Minister of Malaysia Chancellor of Open University Malaysia Patron of Malaysian Paralympic Council Chairman of Landskap Malaysia

Early Life and Exposure YABhg Tun Jeanne Abdullah was born on 29 July 1953 in Kuala Lumpur. She spent most of her childhood years in Petaling Jaya, where she received her primary and secondary education at Assunta School.

Jeanne began her career in the private sector and has had vast, diverse experiences in the field of Hospitality Management.

In the Office of the First Lady
As the wife of the fifth Prime Minister of Malaysia, YABhg Tun
Abdullah Ahmad Badawi, Jeanne has contributed her energy
and expertise by getting involved with various charitable

Generating Awareness of the Benevolent Kind In 2009, Jeanne established a non-governmental organization (NGO), Landskap Malaysia, which aims to raise public awareness on the importance of the natural environment and rainforests through education programmes for schools and local communities.

Tropical Rainforest Conservation & Research Centre Bhd. (TRCRC), a sister organization of Landskap Malaysia, established in 2012, was the brainchild of Jeanne when she realized that raising public awareness was insufficient and that rainforest conservation is a vital aspect that requires much attention

To drive this point, she set a Vision for TRCRC that encompasses safeguarding the rare and endangered plant species, as well as maintaining a rich natural biodiversity in the tropical rainforests of Malaysia.

and expertise by getting involved with various charitable organizations.

Over and above the multifarious demands of her duties as the spouse of the PM, she held several positions; namely the Head of Badan Amal dan Kebajikan Tenaga Isteri-Isteri (BAKTI), Patron of Wives of Civil Servants and Women Civil Servants Association (PUSPANITA) and Patron of the Warrior's Day Campaign.

Looking at the Bigger Picture

She also plays an active role as the Patron of the Humanitarian Fund for the Children of Gaza, and Chancellor of Open University Malaysia, an established institution in long-distance education. She is also the Independent and Non-Executive Chairman of TRC Synergy Berhad – a leading construction and property development company.

She was conferred Darjah Utama Negeri Melaka (DUNM) from Yang Terutama Yang di-Pertua Negeri Melaka which carries the title 'Datuk Seri Utama' in 2007. She was also awarded the Darjah Seri Setia Mahkota (SSM) which carries the title 'Tun' in 2009 by Yang di-Pertuan Agong, Tuanku Mizan Zainal Abidin.

In all her endeavours, Jeanne continuously seeks for ways to improve the lives of Malaysian citizens – placing a large focus on the environment we live in.





### THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARD '17 -BRAND INFLUENCER ICON

### YB DATUK SERI HISHAMMUDDIN HUSSEIN

Minister of Defence of Malaysia

A Great Start YBhg. Datuk Seri Hishammuddin Hussein was the Minister of Defence of Malaysia from 2013 until May 10, 2018.

Born in 1961, Hishammuddin is the fourth child and the eldest In 2013, he was the Minister of Defence of Malaysia – a position son of Tun Hussein Onn, the third Prime Minister of Malaysia. he held until May 10, 2018.

He attended the Malay College Kuala Kangsar, St. John's From 2013 to 2014, he was appointed as Acting Minister Institution, and then the Alice Smith School, in Kuala Lumpur, of Transport and played a crucial role in handling the before attending an English public school, Cheltenham College, disappearance of Malaysia Airlines Flight 370. Cheltenham, Gloucestershire, England.

He graduated with a Bachelor of Laws (LL.B) Degree from the University of Wales, Aberystwyth, in 1984. He later attended the London School of Economics and received a Master of Laws (LL.M) Degree in Commercial and Corporate Law in 1988. Before entering the realm of politics, he was a Lawyer with a large Malaysian firm, Skrine; and later, a Kuala Lumpur firm, Lee Hishammuddin Allen & Gledhill.

Rising through Politics
Upon returning from the United Kingdom in 1989,
Hishammuddin joined UMNO and in 1995. He was elected to the federal parliament for the Johor-based seat of Tenggara and appointed as Parliamentary Secretary for International Trade and Industry.

All region by promoting peace – Winning the war of ideas and region by promoting peace – Winning the war of ideas and countering extremist ideology – rather than through warfare.

He is one of the party's three Vice-Presidents as well as Branch Leader of Sri Tambak, Sembrong Branch, in Johor.

Trade and Industry.

Hisrisetotheleadership of United Malays National Organisation (UMNO) Youth in 1998 coincided with his elevation to the full ministry the following year – as the Minister for Youth and Sport – which he served from 1994 to 2004.

Integral in National Branding
Hishammuddin was also the Minister of Education from 2004 to 2009, and Minister of Home Affairs 2009 to 2013.

Apart from being the Minister of Defence, Hishamuddin was also appointed as Minster with Special Functions in the Prime Minister's Department on April 12, 2017.

At the Forefront of National Security
As the Defence Minister, Hishammuddin played a strong role in spearheading the national security of Malaysia and countering the rise of terrorism, in particular the ISIS threat in the country and region by promoting peace – winning the 'war of ideas' and countering extremist ideology – rather than through warfare.





### THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARD '17 -GAME CHANGER ICON

### YB DATO' SERI DIRAJA DR. ZAMBRY ABD KADIR

Menteri Besar (Chief Minister) of Perak 2009-2018

Quest for the Equipping of Knowledge Born on March 1962 in Pulau Pangkor, Zambry received his early and secondary education in Perak.

His tertiary accomplishments include a Bachelor in Economics and Master in Islamic Thoughts (1991) from International Islamic University Malaysia.

He also has a Master in Political Philosophy and Comparative Religion (1993) and PhD in Political Thoughts (1995) from Temple University, Philadelphia, Pennsylvania, United States.

Focused on Excellence
YB Dato' Seri DiRaja Dr. Zambry Abd Kadir, is a Malaysian Politician for United Malays National Organisation (UMNO), the leading party in the previous ruling Barisan Nasional (BN) coalition. He was the Menteri Besar of Perak from 2009 to 2018.

Besides running political offices, Zambry specializes in the field of Academics – Political Economy, Political Thoughts, South East Asia Contemporary Politics, Malaysian Political and Islamic Political Thoughts.

as the Pangkor UMNO Branch Chief before being elected as Lumut UMNO Youth Division Chief.

In the 2004 General Election, he stood and won the Perak State Legislative Assembly seat for Pangkor and returned as an incumbent in the 2008 and 2013 General Elections. Zambry held the Pangkor State Assemblyman for three terms and served as the 11th Menteri Besar of the State for two terms. He is currently the head of Perak UMNO and Lumut UMNO Division Chief.

Above and beyond his specialized vocation, he is also an experienced Administrator in managing a university, a think tank and a consultancy firm.

Under his leadership, the Perak State Government managed to increase the state's income to RM1 billion and moved the state assembly to form bipartisan committees comprising Barisan Nasional and opposition members, to recognize everyone's role in helping Perak grow.

Leaving a Positive Legacy
Having won many accolades and recognition, Zambry was
the first politician to be bestowed the Royal Malaysian Navy
Honorary Commander status (2005) by His Royal Highness
Yang DiPertuan Agong. In the same year, the Universal Peace
Federation recognized Zambry as the Ambassador for Peace.

Religion (1993) and PhD in Political Thoughts (1995) from Temple University, Philadelphia, Pennsylvania, United States.

Ingress into the Political Arena Upon his return from the United States, Zambry became actively involved in politics. He started his political journey in UMNO

While most of his time is eaten up by political pursuits, Zambry still finds time to harness his passion for poetry and essay writing. He also pens editorial and journals for local and international media, produces academic papers and has authored four books; including Menuju Arah and Islam Malaysia & Amerika.





## THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARD '17 -NATIONAL UNITY & HARMONY ICON

### YBHG PROFESSOR EMERITUS TAN SRI DATO' SRI PADUKA DR. LIM KOK WING

Founder & President, Limkokwing University of Creative Technology

Extraordinary Creative Dynamo
Highly respected and acknowledged as the visionary behind the success of the Limkokwing University of Creative Technology, Tan Sri Lim is very passionate and driven where creativity and innovation is concerned.

from international agencies and demonstrating that a local upstart can be successful with the right business and branding strategies.

In hindsight, following the steady and conventional way of

Having established the Limkokwing University of Creative This is reflected introduction and at the same time achieve their ambition of becoming the world.

This is reflected introduction introduction students to countries.

To date, the university has over 30,000 students from over 165 countries with its main campus in Cyberjaya, Malaysia, as well as campuses in London, South Africa, Indonesia, Cambodia and China.

The Peaceful Solution Seeker
While creative education is Tan Sri Lim's first love and passion, he is also deeply involved in philanthropy and humanitarian work

His first job was a Cartoonist and having created a successful comic strip brand named Guli-Guli, he then set forth to establish his own advertising agency, Wings Creativity Consultants. Truth be told, it took a lot of courage and confidence for the young Lim to set up the agency as the creative space was hogged by international agencies. But that did not deter him and he built Wings to be an industry leader, stealing market share

He is also the man behind the campaign highlighting the plight of Palestinians sufferings and drew global awareness to the conflict of Bosnia and persecution of Bosnians.

Tan Sri Lim is a man who abhors conflict and this dislike for violence is deeply woven into the fabric of his life. As a matter of fact, he is someone who seeks peaceful solution and goes out of the way to avoid confrontations.

In hindsight, following the steady and conventional way of doing business or branding is definitely not Tan Sri Lim's style. This is reflected in how he runs Limkokwing University – where his revolutionary way of handling education has resulted in the introduction of the 'Global Classroom' concept which enabled students to shift part of their learning to 170 institutions in 77

An Accomplished Chieftain

Tan Sri Lim is a consummate leader, dedicating his time and commitment to building his business and the Limkokwing brand. It comes as no surprise that his venture into creative technology education is a natural progression of his career

Despite the demand of running a business, he devotes 40 per cent of his time to community work from helping the Red Cross set up its Society for the Severely Handicapped to establishing Cancerlink which provides support to cancer patients and their caregivers.



### THE BRANDLAUREATE NATION BUILDING RSHIP AW DD 2017

tion B

Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing was represented by Dato Tiffany Lim during the awards ceremony



## THE BRANDLAUREATE HALL OF FAME LIFETIME ACHIEVEMENT BRAND ICON LEADERSHIP AWARD '17

### YABHG TOH PUAN DATO' SERI DR. AISHAH ONG

Chairman of IJN Foundation Founding Trustee of Cancer Research Malaysia Independent, Non-Executive Director of Nestlé

She received her early education at St. Mary's Girls School, Kuala Lumpur followed by St. Francis Girls College, England.

Subsequently, she pursued her studies in Medicine at Royal Free Hospital, University of London, between 1964 and 1969.

After being registered with General Medical Council, she continued her training in the field of Primary Care in London, and in 1971, received her Diploma in Obstetrics in London.

Dedicated to National Health & Education

Upon her return to Malaysia, Aishah Ong served in the Health Ministry from 1973 until 1975, initially at the Kuala Lumpur General Hospital, then at the Government Clinic in Tanglin Hospital, followed by a stint at a private clinic, Young & Newton, from 1975 to 1977.

A Pillar of Strength & Benevolent Motivation Currently, Aishah is also the Independent Non-Executive Director for Nestle (Malaysia) Berhad, Director of the Board of the Malaysian Philharmonic Orchestra (MPO) and a Trustee of the Dewan Filharmonik Petronas.

In 1977, she was invited by Bapa Kemerdekaan, Tunku Abdul Rahman Putra Al-Haj, to join a pro bono clinic organized by PERKIM in Kuala Lumpur – where she became a volunteer doctor, and worked one evening per week, from 1978 to 1985.

Uncovering a Rare Individual
YABhg Toh Puan Dato' Seri Dr. Aishah Ong was born in Kuala
Lumpur. Interestingly, she is a fourth-generation descendant
of a tin-mining family.

1996 and then became a Member of the Board of Directors for
University of Malaya from February 1997 to February 2003. In
2003, she was appointed as the Pro-Chancellor of University
of Malaya for five years – coincidentally the first woman to be appointed to the post.

A Trusted Visage in the Charity Arena Aishah Ong is the Chairman of IJN Foundation and Founding Trustee of Cancer Research Malaysia. She was elected to the

Other positions that she helms include Patron of several foundations and associations, including Alzheimer's Disease Foundation Malaysia (in addition to being Trustee), Arthritis Foundation Malaysia, Cancerlink, Mental Health Association of Malaysia and Haemophilia Association Malaysia.

doctor, and worked one evening per week, from 1978 to 1985.

Since 1978, she was appointed as Chairman of the Board of Directors for the University Hospital until 1986. She was also a Member of the University of Malaya's Council from 1987 until



## "ICON HAS THE PASSION AND THE CAPABILITY TO ACTUALISE HIS VISION AND MAKE IT A RESOUNDING VICTORY"

- DR KKJOHAN



THE BRANDLAUREATE CLASSIC ICON



### YBHG TAN SRI ROBERT TAN HUA CHOON

Chairman & Non-Executive Director of Marco Holdings Berhad

Through sheer hard work and steely determination plus a natural knack for business, he successfully turned his life around to be a self-made businessman with vast experience in various businesses and industries.

Over 40 Years of Timeless Branding
Robert Tan road to success was never easy but his great Passion, Resilience and Tenacity has led him to accomplish great strides in his business ventures.

Exuding unmatched courage and confidence to take on challenges and seize opportunities, he attained numerous milestones and achieved remarkable success for the organizations he helms.

Having built a strong presence in the retail segment, and holding the distribution right of CASIO for over four decades reflects his strong leadership and commitment to the brand.

Being the face behind the success of C.

Turning a Frown Upside down
Having enjoyed an illustrious career, Robert Tan became the first and only distributor in Malaysia of CASIO watches and calculators in 1972 through the company known as Marco Corporation (M) Sdn. Bhd., which is now part of Marco Holdings Berhad.

When There Is a Will, There Is a Way
One of Malaysia's most inspirational rags-to-riches entrepreneurs, Tan Sri Robert Tan Hua Choon started from humble beginnings.

brand in Malaysia – not just for watches but also for its other digital and electronic product ranges such as cameras and electronic musical instruments.

Being the face behind the success of Casio Malaysia, resultant of his hard work and accomplishment in reinforcing the brand, Robert Tan is fondly dubbed the 'CASIO King'.

Having enjoyed an illustrious career, Robert Tan became the first and only distributor in Malaysia of CASIO watches and calculators in 1972 through the company known as Marco Corporation (M) Sdn. Bhd., which is now part of Marco Holdings Berhad.

Those were indeed trying times for him as he practically had to go knocking door to door at shops and malls trying to sell CASIO watches and calculators, with countless rejections as Japanese watches were at that time not as well-received as Swiss watch brands.

Not only did he not give up on the constant rejections, but he became more resolute than ever! As determination welled up in his being, he worked even harder to promote the CASIO





### THE BRANDLAUREATE PREMIER BRAND ICON

### YBHG TAN SRI DATUK SERI TAN KEAN SOON

Executive Deputy Chairman of T7 Global Berhad

Multi-focused Visionary
Tan Sri Datuk Seri Tan Kean Soon is the Executive Deputy
Chairman of T7 Global Berhad (formerly known as Tanjung
Offshore Bhd.) which is listed on Bursa Malaysia.

T7 Global provides various value-added services to the oil and gas sector and is now looking into diversifying into the aerospace and education sectors.

He has been Executive Deputy Chairman of T7 Global Bhd. since May 12, 2015 and as its Executive Director since June 23, 2014. He served as Non-Independent & Non-Executive Director of T7 Global Bhd. from June 23, 2014 to March 23, 2015.

Steward of Wisdom
Tan has a Master in Business Administration and in 1992, he founded CP Energy & Services Sdn. Bhd. At present, he is the Chairman and CEO of the company and under his stewardship, CP Energy & Services has registered rapid growth over the years – not to mention expanded into Southeast Asia.

With more than 30 years' experience in the oil and gas industry, Tan is a respected corporate leader and driving force for the group of companies he helms – namely CP Technology and Engineering Bhd., Prisma Cerah Sdn. Bhd., Thach Han Marine Services Co. Ltd. and CP Energy Pte. Ltd., – which have strong footprints in SEA.

Greatness Amplified
Further accolades were added when Tan was appointed by the Ministry of International Trade and Industry (MITI) as a Member of the Malaysia Singapore Business Council.

In recognition of his achievements, he was awarded the venerated titles of Tan Sri (2013), Justice of Peace and Datuk Panglima Jasa Negara (2011) by HRH the King of Malaysia. He is also the recipient of the title of D.I.M.P.

Tan also shares his industry knowledge with various oil and Gas Alliance since 2008 as well as Member of the Malaysian Oil and Gas Alliance Since 2008 as well as Member of the Malaysian Oil and Gas Services Council and Malaysian Petroleum Club footprints in SEA.

established oil and gas upstream service provider.

Impacting the Realm of Oil & Gas and beyond
With his immense know how, Tan has been appointed as
Director, Chairman, Senior Advisor and Corporate Consultant
for a number of Malaysian and international oil and gas
companies – advising on a wide range of matters including
business development, strategic planning and policies
implementation.

He is also Chairman of East West One Group Sdn. Bhd., a well established oil palm group.

Tan also shares his industry knowledge with various oil and gas associations. He is the Chairman of the Malaysian Oil and Gas Alliance since 2008 as well as Member of the Malaysian Oil and Gas Services Council and Malaysian Petroleum Club from 2008.

He is also Senior Advisor at HMS Oil and Gas Sdn. Bhd. – an





### YBHG TAN SRI DATO' DR R PALAN

Chairman of SMRT Holdings Berhad

Forming Firm Foundations
Palaniappan Ramanathan Chettiar or Palan, as he is known, grew up in Melaka and attended St. Francis Institution before moving to St. Campion High School, Trichy, Tamil Nadu, India, to complete his secondary school studies.

Multi-able Maestro
Gifted to be a man of many hats, Palan is the Chairman of SMRT Holdings Berhad, an investment holdings company.

Over and above that he is also the Founder and Executive

He went on to graduate from well-known institutions including the University of Madras, with Bachelors in Science, Chemistry and the Madras School of Social Work with a Master's Degree in Arts with a specialization in Medical and Psychiatry Social

Palan also obtained a Masters in Science (Psychology) from the University of Leicester, UK, and the Advanced Management Programme at the Harvard Business School.

Traversing from Glory to Glory
An accomplished trainer, Palan was conferred the highest level of membership, the Fellowship, in 2010, by the British Institute of Learning & Development, United Kingdom.
He also received the Certified Speaking Professional (CSP) in 2011 from the National Speakers Association of the United States of America for his expertise as a speaker.

He also volunteers as a Director of the Human Resources Development Fund under the Ministry of Human Resources and as the Chairperson of the Working Committee on HRD, ASEAN Chamber of Commerce and Industry.

The accomplished Author of 16 books has a strong business and technological orientation in his writing. He is married to Kamatchi Malayandi and they have two sons and a daughter.

A renowned and frequently sought-after Speaker, these days he limits his speaking assignments for fundraising events.

Over and above that, he is also the Founder and Executive Chairman of SMR Group – which runs the vastly popular Cyberjaya University College of Medical Sciences.

Along the way, he has also developed several software and applications in human capital management and business intelligence dashboards, among others.

the University of Leicester, UK, and the Advanced Management Programme at the Harvard Business School.

A keen learner, he went on to complete his first PhD (Management) from California Coast University, Santa Ana, USA, and his second in Education with the Federation University, Ballarat, Australia.

Well-earned Position to Make a Change Having been raised in an entrepreneurial family, Palan's core focus remains on education-related ventures. Yayasan Palan was founded with the objective of improving educational attainment of young, disadvantaged individuals – in essence providing them with the right tools to break free from poverty.





### YBHG TAN SRI DATO' LIM KUANG SIA

Group Managing Director & Chief Executive Officer of Kossan Group of Companies

Shielding Hands, Stretching Boundaries
Recognized globally as the 'Rubber Glove Tycoon' of Malaysia,
Tan Sri Dato' Lim Kuang Sia has been the Group Managing
Director and Chief Executive Officer of Kossan Group of
Companies (Kossan) since 2002.

The Masterful Crafting of a Global Brand
Under Lim's steady helm, Kossan has emerged the world's second largest manufacturer of latex disposable gloves – with an annual capacity exceeding 25 billion pieces; not to mention the largest manufacturer of technical rubber products in Malaysia – with a compounding capacity of 10,000 metric toppes per annum tonnes per annum.

In FY2016, the Group had a turnover of RM1.67 billion – exporting to more than 190 countries worldwide and employing over 6000 staff with offices in Malaysia, China and the USA.

small business of four staff (when it first started) into a billion-dollar brand cum public listed company.

Tan Sri Dato Lim Kuang Sia has been the Group Managing Director and Chief Executive Officer of Kossan Group of Companies (Kossan) since 2002.

Lim embarked on his foray of entrepreneurship when he founded Kossan Rubber Industries Berhad in 1979 to build a prototype and manufacture Malaysia first cutlass bearing for fishing boat propellers.

Along the way, his strong technical knowledge and love for solving challenges have led to many groundbreaking innovations for Kossan for close to four solid decades now.

The Masterful Crafting of a Global Brand Under Lim's steady helm, Kossan has emerged the world's

Imparting a Good Grip on Business Knowhow
As a Business Leader, Lim's sits on the boards of several private companies, notably Malaysian Rubber Export Promotion Council (MREPC), Klang Chinese Chamber of Commerce and Industry (KCCCI), Malaysia Teochew Chamber of Commerce (MTCC), Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM), Teochew Association Klang and Coast and Lim Association Klang and Coast.

With his emphasis on Quality Products, Effective R&D and Innovation, Kossan has grown to become a sustainable business. Indeed, he has transformed the company from a





### THE BRANDLAUREATE PREMIER BRAND ICON

### YBHG DATUK ANDREW LIM TATT KEONG

Managing Director of SOGO (K.L.) Department Store Sdn. Bhd.

He became the Managing Director of KL SOGO in 2002 and has successfully led the pioneer retail store to become one of the leading retailers and the largest single freestanding department store in Malaysia.

He subsequently organized the management buyout in 2002 to take over the business.

KL SOGO is today a 100 per cent Malaysian owned and operated entity but with a free-dimensional properties.

Nostalgic Resonance
Born in Penang in 1956, Andrew Lim received his early education at Penang Free School.

Vocational Transformation
At the beginning, Andrew Lim was a Barrister who had no experience in the retailing industry. Interestingly enough, he happened to come into the picture because he was the the Vistage process.

The Face behind Capital City Retail Therapy

YBhg. Datuk Andrew Lim Tatt Keong is the man behind the current success of SOGO (K.L.) Department Store Sdn. Bhd. (KL well as Board Member of KL SOGO.

KL SOGO is today a 100 per cent Malaysian owned and operated entity, but with a franchise agreement with SOGO Japan to allow the continual usage of the Sogo name. The multi-award winning 70,000 square feet of 'retail therapy' is at present one of the pioneering and leading retail outlet that serves foot traffic of about three million people every month.

He worked as a Cub Reporter in 1977 with The Straits Echo and went on to become a Reporter and was subsequently promoted to be a Sub-Editor within a year.

Lim then left for the UK to read Law at Cardiff University. He was called to the Malaysian Bar in 1982, and practised.

A System beyond Reproach Andrew Lim's exceptional vision and steadfast management principles have helped him to retain high performers and to grow KL SOGO's business successfully in a highly competitive retail environment.

Was called to the Malaysian Bar in 1982, and practised.

Under the careful mentoring by his late father, who was a prominent Barrister-at-Law in Penang, he progressed to become the Managing Partner in Messrs Lim Cheng Poh, Lim & Rahim, from 1992 up to 2002, specializing in Banking, Corporate, Commercial and International Business Contracts.

Vocational Transformation

At the beginning, Andrew Lim was a Barrister who had no experience in the retailing industry. Interestingly enough, he happened to come into the picture because he was the





### YBHG TAN SRI DATO' SRI IR KUNASINGAM A/L SITTAMPALAM

Co-Founder & Executive Director of

**HSS Engineers Berhad** 

On the Path to Fineness
A Civil Engineer by profession, Tan Sri Dato' Ir. Kunasingam a/l Sittampalam started his career in 1980 after graduating with a Bachelor of Engineering (Hons) and Master of Engineering from the University of Sheffield, United Kingdom. He joined C.H. Teoh & Partners and was attached to the company until 1981.

In 1984, he co-founded HSS Consult Partnership which was incorporated into HSS Consult Sdn. Bhd. in 1985. HSS Consult Sdn. Bhd. was principally involved in the provision of engineering design and project management services.

During his tenure in HSS Consult Sdn. Bhd., he was mainly involved in the design and project implementation of various infrastructure and construction projects.

The Birth of the Brand In 1988, Kunasingam co-founded HSS Integrated Sdn. Bhd., an engineering consultancy company registered under the Registration of Engineers Act 1967.

At HSS Integrated, he has been the Project Director involved in overall project planning and implementation of projects – which include among others detailed design and supervision of the Privatization of Roads and Interchanges in Kuala Lumpur for Metramac Corporation Sdn. Bhd.

A respected industry leader, he is a Fellow with the Institution of Engineers, Malaysia as well as a Professional Engineer with Board of Engineers, Malaysia.

He is also a Member of Association of Consulting Engineers,

In 2001, he co-founded HSS Engineering Sdn. Bhd.He is the Non-Executive Independent Director of Vivo Bio Tech Ltd. His other Directorship includes Virinchi Technologies Limited.

Shaping Footprints in the Sands of Greatness
With 38 years of experience, Kunasingam has spearheaded
HSS Engineers to achieve public listing on Bursa Malaysia in
August 2016. The Group has also expanded its footprints and
products and services.

Initially, when the company was established, it only offered civil structural services. Today, HSS Engineers provides engineering design, project management, construction supervision and building information modelling (BIM).

The Group's success is owing to its forward-looking and innovative culture which has been its cornerstone from inception until today. As a matter of fact, it was one of the early adopters of AutoCAD Design and total station survey in Malaysia during the 80's.

A Human Dynamo
Kunasingam believes in empowering and engaging his staff and this has created a loyal pool of workers which has stayed with the company even in the most difficult times.

He is also a Member of Association of Consulting Engineers, Malaysia, Chartered Institution of Highways and Transportation UK and Institution of Engineers, Australia.

At present, he is a Member of the Harvard Business School Alumni Club of Malaysia.





## "ICON GOES ABOVE & BEYOND THE TRUSTED TERRITORY AND LEAVE A LEGACY OF SIGNIFICANCE."

- DR KKJOHAN



## THE BRANDLAUREATE VISIONARY ICON



### YBHG TAN SRI DATO' SERI DR HJ YAHAYA BIN IBRAHIM

**Executive Chairman of** Yahaya Ibrahim Educational Services Sdn. Bhd.

Esteemed National Edification Icon
Creditable, outstanding and steadfast are merely few adjectives that describe Malaysia's very own Tokoh Pendidikan or 'Icon of National Education' – Y. Bhg Tan Sri Dato' Seri Dr. Hj. Yahaya bin

Having served under all six different Malaysian Prime Ministers, he has most definitely been instrumental in the cause of education and training – providing sound impetus to the education movement to ensure that students are given the best professional assistance and direction in the pursuit of tertiary studies over the years.

A Prime Educator's Life Path of Holistic Learning Graduating with an MSc and PhD Degree, Yahaya started out as a Kirkby College-trained Teacher.

Gaining sage knowhow and experience along the way, he embraced the position of State Organiser of Schools in Malacca. Subsequently, his untold passion granted him a greater capacity to fulfil his purpose and he culminated the post of a Federal Inspector School, Ministry of Education, Malaysia.

Yahaya was bestowed the prestigious award of Cross of the Order of Merit of the Federal Republic of Germany (2004) for

Ibrahim.

Yahya was conferred Honorary Fellowship of Liverpool John Moores University, UK (2011). He was further presented with NAPEI's Outstanding Leadership Award (2012), the Jasamu industry, both public and private in Malaysia, as well as regionally and internationally, is equally as praiseworthy as it is worthy of emulation.

Yahya was conferred Honorary Fellowship of Liverpool John Moores University, UK (2011). He was further presented with NAPEI's Outstanding Leadership Award (2012), the Jasamu di Kenang Award (2014), Usman Awang National Integration Award (2014), National-level CSR Malaysia Awards (2016) and Lifetime Achievement Awards in Civil Service (2017).

For his selfless sacrifices, perseverance and illustrious service, Yahaya has also been decorated with numerous honours and awards – namely Panglima Setia Mahkota (P.S.M.), Dato' Paduka Mahkota Perak (D.P.M.P.), Darjah Seri Azlani (D.S.A.), Johan Setia Mahkota (J.S.M.), Ahli Mangku Negara (A.M.N.), Darjah Johan Negeri (D.J.N.) Pulau Pinang, Pingat Jasa Kebaktian (P.J.K.) Melaka and Darjah Panglima Pangkuan Negeri (D.P.P.N.)

Championing Education with Each Remaining Pulse Since 2000, Yahaya has served as Pro-Chancellor of Universiti Pendidikan Sultan Idris (UPSI).

He is also an executive Council Member of the Malaysian Association for Education (MAE), Deputy Patron of the German Alumni Association Kuala Lumpur (GAAKL) and Director of four private colleges.

In recognition of his valiant efforts, he was conferred as 'Tokoh Guru' for Private Colleges (1991), Bapa NAPEI (1994) and Tokoh Guru Kebangsaan (1998).

In addition to all of the above, he is also the Author of several publications — including Teaching Science the Simple Way, Education Guide Malaysia, Study Guide Malaysia, Training Guide and Schools of Malaysia.





### YBHG DATO' SERI JAMIL BIDIN

CEO of Halal Industry Development Corporation (HDC)

A Persona of Prospective Change
In 2002, Jamil Bidin was made the Chief Executive Officer of Putera Capital Berhad, a main board public-listed company with activities in Manufacturing, Construction, Property Development and Engineering.

Fascinatingly, HDC's efforts have also attracted greater interest amongst non-Muslims who are taking proactive steps to become part of the fast-expanding Halal industry.

With more than 30 years involvement in the corporate sector, he has been appointed to the boards of several companies in diverse areas, including Financial Services, Government-Linked Companies, Aviation & Aerospace as well as Investment Holdings.

A Trail of Purpose
Dato' Seri Jamil Bidin is the Chief Executive Officer of Halal Industry Development Corporation Sdn. Bhd. (HDC).

He is a graduate in Accountancy and also holds a Master Degree in Business Administration (Finance) from the United Kingdom.

He started his career as an Accountant with Pothmans of Pall.

Embracing a Greater Zenith of Excellence
With his vast experience and priceless expertise, Jamil Bidin was appointed by the then Prime Minister of Malaysia on 16 August 2006 to lead Halal Development Corporation (HDC), a wholly owned company of the Ministry of Finance, which was established on 18 September 2006 – aptly poised to develop the Halal industry with a Mission of transforming Malaysia into the 'Global Halal Hub'.

He started his career as an Accountant with Rothmans of Pall Mall (M) Berhad in 1984 and has, over the years, acquired extensive experience in Auditing, Corporate Finance and Financial Management in various positions in public-listed companies such as C.I. Holding Berhad, Arab Malaysian Group and Malaysian Resources Corporation Berhad.

Into the Globat Hatal Hab.

Chief amongst his initiatives at HDC is launching the first Halal Industry Master Plan (2008-2020) for Malaysia. This comprehensive plan, along with its proactive policies, which are government-endorsed, has helped to build a sound Halal ecosystem, positioning Malaysia as a global leader in the industry as a whole.

Prior to his appointment and Engineering.

Prior to his appointment as the Chief Executive Officer of HDC, he was the Corporate Advisor of KUB Malaysia Berhad – a main-board conglomerate dealing in Information & Communications Technology, Education & Training, Food & Beverage and Events, Energy and Property Development & Global Halal Industry during the World Chinese Economic Summit (WCES) 2016 in Melaka on 16 November 2016.





### YBHG DATUK MOHD BADLISHAM BIN GHAZALI

Managing Director of Malaysia Airport Holdings Berhad

Primary Touch Point Transformer
Fondly branded as the 'clean-up man' for his leading-edge revamping and turn-around of the corporate companies, YBhg. Datuk Mohd. Badlisham bin Ghazali served as the Managing Director (MD) of Malaysia Airport Holdings Berhad (MAHB) from June 2014 until June 2018.

Paper Chase & Long Service
Upon graduating with a Bachelor of Science Degree majoring in Computer Science from the University of Northern Illinois, USA, Badlisham began his career with Hewlett Packard Group (HPG) in 1987.

At the helm of MDeC, he led the development of national Information and Communications Technology (ICT) initiatives for Malaysia. Over time, the MSC Malaysia Initiative has

evolved and grown – giving rise to over 3400 ICT companies that are innovative and globally competitive via a thriving ICT ecosystem in Malaysia.

Trom June 2014 until June 2018.

During his four-year tenure, Badlisham has successfully steered and aligned the 10,000 workforces strong MAHB to a position where the company is now ready to embark on its long-term business objectives and vision of being a global leader in creating airport cities.

As the CEO of MDeC, he was also a Member of the Ministry of Education's Cluster School Advisory Board and Co-Chairperson with thenChief Secretary to the Government of Malaysia (KSN) on the Flagship Coordination Committee (FCC) and Co-Chair of the Ministry of Education's Smart School Programme.

Sagacious Overseer

Radlicham

Sagacious Overseer
Badlisham is currently the Chairman of Malaysia Airports (Sepang) Sdn. Bhd. and Malaysia Airports Sdn. Bhd. He also sits on the Boards of MAHB's wholly owned subsidiary companies – namely Malaysia Airports (Niaga) Sdn. Bhd., Malaysia Airports Consultancy Services Sdn. Bhd., K.L. Airport Hotel Sdn. Bhd., Malaysia Airports Capital Berhad, Malaysia Airports Capital (Labuan) Limited and MAHB (Mauritius) Private Limited.

promoted over 18 years of service until reaching his last position there as the Director and Country General Manager of Hewlett Packard Technology Solutions Group, in 2005.

Bolstering the National Technological Wave Badlisham was later appointed as the CEO and Non-Independent Director of the Multimedia Development Corporation (MDeC) in 2006.

Additionally, Badlisham serves as a Director of Cyberview Sdn. Bhd., MaGIC Sdn. Bhd. and Pinewood Iskandar Malaysia Studios Sdn. Bhd. He sits on the Boards of MFMA Development Sdn. Bhd., GMR Hyderabad International Airport Limited.

Additionally, Badlisham serves as a Director of Cyberview Sdn. Bhd. He sits on the Boards of MFMA Development Sdn. Bhd., GMR Hyderabad International Airport Investment Development and Operation Inc. and Sepang International Circuit Sdn. Bhd. as well.





### YBHG DATUK (DR) HJ. AMINAR RASHID

President & CEO of Perusahaan Otomobil Kedua Sdn. Bhd. (Perodua)

Switching to High Gear
As the President & CEO of Perusahaan Otomobil Kedua Sdn.
Bhd. (Perodua), Datuk (Dr.) Hj. Aminar Rashid bin Salleh is the key driver behind its strong performance.

Phenomenal Engine under the Hood of the Brand
Aminar Rashid Salleh currently sits on the Board of various Perodua subsidiaries.

Joining Perodua on January 1, 2010, his brilliant guidance has led the brand become the market leader in the national car segment, even taking over Proton, the national car brand.

The launch of new models under his headship such as Myvi, Alza, Axia and Bezza – voted the favourite among Malaysians – has made Perodua a household name and the preferred choice for sub-compact cars.

-Gaining Solid Road Grip on the Trail to Excellence
Prior to joining Perodua, Aminar Rashid Salleh had worked
for eight years with Techart Sdn. Bhd., a MARA subsidiary and
spent about one and a half years with Utusan Melayu (M) Bhd.
– focusing primarily in the areas of property and purchasing.

He holds a Degree in Civil Engineering from University Technology MARA and also has an Executive Diploma in Business Administration from University of Central Lancashire, United Kingdom.

He is a Committee Member of the Audit Committee for Perusahaan Otomobil Kedua Sdn. Bhd. and Perodua Auto Corporation Sdn. Bhd., an Exco Member of Perodua Sales Sdn. Bhd., not to mention an Academic Board Member of the Faculty of Civil Engineering, Universiti Teknologi MARA (UiTM).

Apart from that, he is also the Board Member of UMW (East Malaysia) Sdn. Bhd., UMW Machinery Limited (Myanmar), UMW Engineering Services Limited (Myanmar) and Universiti Malaysia Pahang (UMP).

Additionally, he is a Member of the International College of Automotive (ICAM) Advisory Panel and also Council Member of the Asian Strategy & Leadership Institute (ASLI).

Subsequently, he joined UMW Toyota Motor Sdn. Bhd., a subsidiary company of UMW, where he was appointed as the Executive Director and the Head of Strategic Marketing Group.

Revving beyond the Superhighways of Greatness

Aminar Rashid Salleh received the Tokoh Alumni UiTM 2012 award from Universiti Tekonologi MARA and the Automotive Man of the Year 2014 award from NST-Maybank COTY Awards

rechnology MARA and also has an Executive Diploma in Business Administration from University of Central Lancashire, United Kingdom.

He was also awarded with an Honorary Doctorate in Engineering from Universiti Teknikal Malaysia Melaka (UTeM) on 3 October 2015. He was awarded with an Honorary Doctorate, Doctor of Philosophy – Automotive Engineering from Universiti Malaysia Pahang (UMP) on 19 November 2016.

He is truly an icon and industry expert who has made Malaysia proud with his manifold contributions to the automotive industry.





### YBHG DATO' DR ABD LATIF MOHMOD

Director General of Forest Research Institute Malaysia (FRIM)

Natural Heritage & Innovation
Renowned as a Research and Development Icon' of the country, YBhg. Dato' Dr. Abd Latif Mohmod, has taken office as the Director-General of Forest Research Institute Malaysia (FRIM) since May 2008. Upon taking up the helm, he has successfully steered the establishment to emerge as one of the world's recognized referral centres for tropical forestry research, development and innovation.

Cultivating a Culture of Distinction
Abd Latif Mohmod pioneered and managed the Research and Development activities on the properties and utilization of non-timber forest products such as rattan, bamboo and palm.

Besides, he has published nearly 300 papers in various local and international journals and proceedings and invented 50 machines (12 registered) for processing rattan, bamboo, Pandanus spp. and other palms.

FRIM has since chalked up an array of prestigious awards, notably the Mahathir Science Award (2009), Nikkei Asia Prize Award (2009), National Innovation Award (2013) and National Intellectual Property Award (2014) for its chemical-free lumber treatment technology as well as the CHM Gold Medal for making the most progress in the development of the national biodiversity of Malaysia.

Under his perceptive tutelage, FRIM's campus was gazetted as a Natural Heritage Site in 2009 and National Heritage in May 2012. In fact at present, the institute is working towards obtaining the UNESCO World Heritage Site status by 2020.

Key Pursuits in Professional Formation Abd Latif Mohmod kick-started his luminous career at FRIM as a Research Officer on 28 March 1985 upon graduating from the National University of Malaysia (UKM) in 1984.

Four years later, in 1996, he completed his part-time PhD with the Agriculture University of Malaysia (today Universiti Putra Malaysia, UPM).

Trailblazing Excellence in All Endeavours
Throughout his illustrious career, Abd Latif Mohmod has received numerous academic and scientific awards – including the Malaysian National Young Scientist Award (1993), National Inventor Award (1997), Eisenhower Fellow of USA (1999) and Outstanding Young Malaysian (1999)

Abd Latif Mohmod is a beacon of sublime leadership by example. Over and above all that he has attained, he was recognized as the Top Research Scientist Malaysia (TRSM) in 2013 by the Academy of Sciences Malaysia (ASM) as well as being elected as a Fellow of the ASM.

He subsequently obtained his Master of Science (MSc) in Forestry in 1992.

He has also contributed to the teaching, research and other activities as an Adjunct Professor and Visiting Fellow to national and international higher learning institutions.

Moreover, he is also presently the Vice Chairman of the Plant Resources of South East Asia (PROSEA).





### (THE LATE/ALLAHYARHAM) YBHG DATO' IZHAM YUSOFF Former Group Managing Director of

Bina Darulaman Berhad

The Moulding of a Kedah Son Known as the 'son of Kedah', the late Dato' Izham Yusoff was born in the mukim of Serdang in Bandar Baharu District, Kedah, Malaysia.

He received his early education at a boarding school. Learning the Values of Independence and Discipline there, he went on to obtain his Bachelor of Accounting and Master of Business Administration in Accounting & International Business from the University of Miami, United States.

Footsteps in the Corporate Sands
The late Izham Yusoff began his career in the US with Citibank
NA in Miami as Assistant Business Planning & Analysis Manager
in 1992. After that, he joined Procter & Gamble in Singapore
as Financial Analysis Manager, Corporate, from 1992 to 1995;
before coming back to Malaysia in 1996 to serve Maxis Berhad
as its Corporate Strategy Manager in 1996.

Two years later, he moved on to be Special Assistant to the Managing Director of EON Berhad before assuming the responsibility of Managing Director and Chief Executive Officer of Amanah Raya Berhad from 2002 until 2004, Managing Director and Chief Executive of KUB Malaysia Berhad from 2004 until 2007, Executive Director and Chief Operating Officer of Ninebio Sdn. Bhd. from 2007 until 2010, and Director of Bursa Malaysia Berhad.

Leaving behind an Incandescent Legacy of Wisdom
He was appointed as a Member of Investment of Panel of Lembaga Tabung Haji in 2015. Being an Associate Member of the Institute of Internal Auditors Malaysia, he was a strong believer that those who think out of the box' do in fact achieve great successes – a philosophy he wholly embraced in his 50 years of life.

and Chief Executive Officer of Percetakan Nasional Malaysia Berhad (PNMB). He was appointed as Director of Bina Darulaman Berhad (BDB) in 2013 and as the Group Managing Director the following year. Despite a challenging economic environment and tightening lending conditions, he ensured steady growth for the company.

A Splendid Countenance of Experience
The late Izham Yusoff's vast experience in various corporate capacities contributed significantly to the many organizations

Under his leadership, PNMB has expanded its range of services – from being printers of official and legal government publications – to printing high-quality books. In his last position at BDB, he made the 'Rice Bowl of Malaysia' state proud by helping boost Kedah's economic activities through the creation of jobs and provision of contemporary housing

He passed away in March 2018, leaving behind his wife, Datin From 2010 to early 2014, Izham was the Managing Director Joani Sofina Othman, a son and a daughter.





### **PUTERI MARIANA ABDUL MAJID**

Chief Executive Officer. Mutiara Teknologi (M) Sdn. Bhd.

The Primary Equipping of a Noteworthy Leader
Puteri Mariana Abdul Majid comes from a small family of four.
Her father worked for the government while her mother was

Encountering Experience
In her quest to bridge the gap between theory and practical knowledge, Puteri Mariana Abdul Majid set out to the working world with a hopeful heart.

After finishing her secondary school studies, Puteri Mariana went to United Kingdom, graduating with a BSC in Computer Systems Engineering from University of Warwick.

An eager leaner, she went on to obtain the Master of Science in Engineering Business Management from her alma mater.

Puteri Mariana's holistic experience in the field of ICT in Telecommunications has made it possible for her to share and collaborate on many projects. Managing the Group's affairs and providing strategic leadership for the company, she has successfully worked with the Board of Directors and the rest of the Management Team to establish long-range goals, strategies, plans and policies.

A Catalyst of Merit Indeed Puteri Mariana Abdul Majid has been utterly instrumental in the company diversifying its portfolio by offering Telecommunications Operator Systems and Public Safety in Cambodia.

Her first job was as Project Engineer and exposure in this field equipped her with the much-needed experience to work together with a team to ensure success in all projects she was given.

In fact, she understood the potential and needs of businesses in the neighbouring country and took the bold step to offer her company's services to them. This is in line with her belief that it is vital for the team at Mutiara Teknologi to challenge itself while finding new and innovate ways to deliver its services to the public.

The priceless experience of working hands-on in delivering complex projects revealed that true success comes from hard work and good business ethics – a belief she holds until today.

Visage of the 'Technological Pearl'
With more than fifteen years of working experience in System Integration Industry with a special focus on Public Safety Solutions, Puteri Mariana Abdul Majid was appointed as the CEO in April 2014 after joining the company for eight years.

While finding new and innovate ways to deliver its services to the public.

Under her esteemed leadership, Mutiara Teknologi's business has developed tremendously – as reflected in the company's continual revenue after 16 years in business. The charismatic woman believes that the success of the company is the result of Teamwork and Strong Trust – qualities she believes signify success for both an individual and a company.





## "CELEBRATING THE LIFE OF SIGNIFICANCE IS A LIVING TESTAMENT TO AN ICON."

- DR KKJOHAN



## THE BRANDLAUREATE BUSINESS ICON



## THE BRANDLAUREATE BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARD '17

### YBHG DATO'TEH KEAN MING

Managing Director of JKG Land Berhad

**Geared up to Accomplish**Dato' Teh Kean Ming graduated with a Bachelor of Engineering from University of New South Wales, Australia, in 1981.

He started his career as a Resident Civil and Structural Engineer, working on major ventures such as the Dayabumi Phase 3 Project and Menara Maybank – amongst others.

Dato' Teh was Area Engineer of Antah Biwater J.V. Sdn. Bhd. before joining IJM Construction as its Project Manager in 1989.

Positive Change Bringer & Brand Solidifier
During his tenure, Teh spearheaded growth strategies to take the organization grow from strength to strength – to become a leading construction and property brand, which is renowned for its execution capability, quality products and services.

With his strong management skills and innovative initiatives, Teh has led IJM Corp to record consistent growth in all its sectors and in doing so; he has built on the brand's foundation and reinforced its sustainability.

A Legacy of Landmarks at IJM
It was at IJM that Teh's career bloomed and as he played a pivotal role in spearheading IJM Properties to become a market leader. He was duly promoted to Senior Manager (Project) in 1994 and Project Director in 1998.

Mounting Tiers of Greatness
After spending 26 years with IJM, Teh then joined JKG Land Berhad as its Managing Director. With his years in the industry and leveraging on his built expertise, he will undoubtedly be able to steer the brand to become a leading property firm and drive it to its desired position.

From 2001, he was the Head of the Property Division of IJM Corporation and also the Group General Manager of IJM. In 2005, he was appointed as Managing Director of IJM Properties and held the position until June 2009.

His success in business was not achieved overnight but through years of toil and hard work. At the end of the day, his commitment to the business, resilience and tenacity to overcome challenges has borne fruit – distinguishing him as the respected icon that he is today.

Subsequently, Teh joined the Board of IJM as an Alternated Director on September 2005 and became the Deputy Chief Executive Officer and Deputy Managing Director of IJM from July 1 2008 to December 2010.

Ultimately, he was then appointed CEO and Managing Director of IJM on January 1, 2011, and retired on April 5, 2015.





## THE BRANDLAUREATE BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARD '17

## YBHG DATO' ONG THENG SOON

Executive Director of Binastra Land Sdn. Bhd

With the lifelong ambition to be a Litigation Lawyer, he got his dream job – working at the company for a few years before leaving to start his own legal firm with a partner.

New Frontiers, Fresh Possibilities
Ong's foray into Property Development began as a property investor of an apartment he purchased at Mont Kiara. After getting good returns on the unit, he got a taste for it and decided to acquire more properties – which he did until the 2007 Financial Crisis hit.

Constantly on the Prowl for Greater Things
The success of Binastra Land is highly credited to Ong's as Executive Director, who leads his team to effectively identify and acquire land in strategic locations; while offering reasonably priced, uncompromising quality of homes.

The crisis caused many property prices to take a dip and Ong saw his return on investment on his properties quickly declining. This state of affairs made him think about better investment alternatives. Upon considerable reflection, he realized that becoming a Property Developer would give him more control and a better say in the development and pricing of properties. This awareness led him to venture into property development full-heartedly.

Led by Passion, Fuelled by Ambition
After completing his secondary studies, Dato' Ong Theng Soon pursued his passion in Law. In 1998, he returned to Malaysia after graduating with a Law Degree from Leeds University, United Kingdom.

His path in the real estate field was solidified with a chance meeting with Managing Director of Binastra Land – leading to a partnership in 2013. Since then, Ong committed his heart and soul into the company and industry.

The Property Titan, Binastra Land
An established and reputable property developer, Binastra Land
is certainly no stranger to the line of property development –
having won various prestigious awards along the way.

However, the business partnership broke down due to differences in priorities and personal expectations, with both parties parting amicably.

Fondly known as a 'Serial Entrepreneur', Ong's is committed to the development of its ongoing projects, while ensuring the brand delivers on its Promises of Timely Delivery and Quality Products & Services.





## THE BRAND LAUREATE BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARD '17

## YBHG DATO' SRI PRINCESS DR. BECKY M. LEOGARDO

Entrepreneur, Socialite and Charity Benefactor

Her rise to success and fame began when she discovered that the hand-milled creams and lotions made by her chemist uncle in the United States had a huge following in Malaysia. It was then when Becky decided to purchase her uncle's formulae and start her own factory in Manila, the capital city of Philippines. start her own factory in Manila, the capital city of Philippines.

Creating history with this entrepreneurial shift, her company, BML (taken from her initials) was established.

Her 'Princess' title is an honorary Tagalog title given to her by the sultanate of Lanau del Sur in Southern Philippines (while she was being awarded the PhD in Humanities by a university in Manila).

Choosing to Be Beautiful while Laughing to the Bank
Keeping to the Philosophy, 'to look beautiful is the birthright of everyone', the products of BML have helped thousands of men and women in Malaysia and beyond to have flawless skin naturally. Made from fruit extracts and herbs, the range is hypoallergenic and suitable for all.

Beyond the Blinding Luminosity
Deep down, Becky is a humble person who relates to Mother Teresa and this is emulated by her charity works in The Philippines, Malaysia, Cambodia, Vietnam, Thailand and India which speak volumes of her caring nature.

Over the years, she has in fact contributed over DM4 min.

Since then, there has been no stopping Becky or the company. At its peak, BML had 500 franchisees – with 95 per cent consisting of Malay women who have made a steady income thanks to selling BML's range of skincare products.

Being a pioneer in the direct-selling skincare business in Malaysia, it is only natural that Becky's business model has been replicated by other competitors. Nevertheless, this has

not dented the success of her brand, which has now blossomed A personality with unforgettable name, Dato' Sri Princess Dr. into a household name in nation with annual sales surpassing Becky Magtal Leogardo is a renowned Entrepreneur, Socialite USD7 million.

USD7 million.

At Home in the Public Eye A'fashionista' in her own right, Becky's love for designer clothes and accessories is well-known.

Over the years, she has in fact contributed over RM4 million to charities involving children and aided in the building of classrooms and schools in Malaysia.

In recognition of her achievements and charitable contributions, she was conferred the title of 'Dato" Sri by HRH Sultan Ahmad Shah, the Sultan of Pahang, in August 2016.





## THE BRANDLAUREATE BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARD '17

## **CHER NG**

Managing Director Zouk Kuala Lumpur & Founder & Managing Director TREC Kuala Lumpur

Stomping the Beat of the Brand!

Cher Ng has stamped his mark as an enterprising business leader in the field of music and entertainment where he has set the industry standards for clubs in Singapore and Malaysia. He started his career as a resident DJ in Zouk Singapore and was instrumental in shaping the prodigious sound of the super-club.

Launched on Aug 20 2015, the new Zouk KL draws 20 per cent more in patronage and sees a staggering 20,000 and draws more than 500,000 visitors annually.

Tuneful Country Branding
The success of Zouk KL is attributed to Cher Ng's insightful and intuitive approach.

In 1997, he left Zouk Singapore to become the Lion City's He leads the pack in a crowded and competitive nightlife first independent festival promoter – organizing a string of successful gigs in Singapore and KL.

He leads the pack in a crowded and competitive nightlife scene, retaining its popularity as the #1 club in Malaysia with its progressive programming and content.

Today, ZoukOut draws more than 50,000 visitors from all over the world and it is a must-go festival for music lovers from far and wide.

Shaking the Blues away
Cher Ng launched Zouk KL, which opened to much fanfare.
With a wealth of experience that stretches more than 25 years, he has built the Zouk brand to become the leading club brand in Malaysia and the region. As matter of fact, according to DJ Mag, Zouk KL is one of Asia's top three super-clubs and is ranked #21 in the world!

Cher Ng attributes his success to always staying ahead of the curve and not taking anything for granted.

He earnestly keeps himself up-to-date with the latest trends and regularly attends music festivals and conferences both locally and overseas to get a well-rounded and well-informed perspective of what is going on.

In 2000 and 2001, he co-organized Singapore and Asia's first The award-winning Zouk KL is also the only standalone outdoor electronic dance music festival at Siloso Beach with nightspot in Malaysia to be endorsed by the Ministry of Tourism Zouk Club Singapore. All in all, the festivals drew about 12,000 and Culture under the National Key Economic Areas.

It is also the first nightlife venue in the metropolis – the unsaid pulse of the city.

**Strumming the Sweet Chords of Success**Cher Ng attributes his success to always staying ahead of the curve and not taking anything for granted.

Beyond a doubt, Cher's clear focus on business goals and its profitability has led to the sustainability of Zouk KL since its KL at TREC. It is the most expensive nightspot built in Malaysia.





## THE BRANDLAUREATE BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARD '17

## TEE CHEE SENG

President cum Techno Adviser of Nano Silver Manufacturing Sdn. Bhd.

With nanotechnology as the science behind the numerous water filter solutions products, consumers have benefited from the consumption of clean healthy alkaline water.

Ingenious Innovation
Thanks to Tee's commitment to the High Technology Company, Nano Silver Manufacturing focuses on research & development and marketing of nanotechnology products. The Research Team has applied their nanotechnology R&D results in agrobased products, poultry, water treatment and others – making it possible to improve productivity, efficiencies resulting in lower production costs. lower production costs.

A Gem of a Leader
Well-known as President and Techno Adviser of Nano Silver
Manufacturing Sdn. Bhd., Tee Chee Seng is also the Co-Founder
and Group Executive Vice President of NEP Holdings Bhd.

As the Co-Founder of the company behind the Diamond water
filter brand Tee's efforts spearheaded the brand to be a market

As the Co-Founder of the company behind the Diamond water filter brand, Tee's efforts spearheaded the brand to be a market leader in its industry and consequently led the company to attain a public listing on Bursa Malaysia.

Going Colossal with Nanotechnology

Upon leaving NEP Holdings in 2009, Tee established Nano Silver Manufacturing and again with his strong business acumen, built the brand to be a leading provider of integrated water from a single source of incoming tap water without depending on electricity or chemical induction.

Additionally, he also made a significant development in the Eco Waste Composter, where he enhanced a washing machine using plasma magnetic field to create the combustion and combined it with the NanoGreen® technology to prevent harmful substances from being released to the atmosphere. This first-of-its-kind technology is capable of turning municipal waste to multiple products such as bricks, fertilizer and tyres.

Micro Tech, but Macro Global Impact
The Eco Waste Composter has been sent to Australia, Thailand, Indonesia, The Philippines, Middle East and Singapore for testing and commissioning.

In the interest of sustainability and academic interest, the device has also been sent to University Technology Mara (UiTM) for their students to work on their research paper on Municipal Waste Management.

Under Tee's astute leadership, Nano Silver Manufacturing has made an impact as an international player in the competitive market of nanotechnology and is recognized as a key player



# THE BRANDLAUREATE



## "ICON:

NOT MERELY FIGUREHEADS.
THEY ARE MASTER PLANNERS
AND STRATEGISTS, CHARTING
THE FUTURE OF THEIR ORGANISATIONS."



THE BRANDLAUREATE CELEBRITY ICON



## THE BRAND LAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## YBHG ASSOCIATE PROFESSOR DATO'WAH ABDUL HAMID IDRIS

Composer, Musician & Producer

Inspired by both his parents, his 35 years of experience as a legendary Musician includes composing and producing international songs as well as music and videos for brand developments for clients – ranging from various corporate

Melodious National Branding
Going on 'The Father of Technics', made history in 1998 where Dato' Wah Idris branded Malaysia to the world by creating the beautiful anthem Standing in the Eyes of the World, sung by Malaysia's 'Queen of Rock', Ella.

With OFM Hotdings for tertiary students.

Exquisite Tune Maestro
Y.Bhg. Associate Professor Dato' Wah Abdul Hamid Idris, or more fondly known as Dato' Wah Idris, is an award-winning Composer, accomplished Musician, successful Producer and an industry mover & shaker – a Musical Icon who is both a Malaysian household name and global visage mirroring a Country Brand.

Inspired by both his parents, his 35 years of experience as a legendary Musician includes composing and producing international songs as well as music and videos for brand.

He co-wrote the music with superstar, David Gates, during the '98 KL Commonwealth Games held in Malaysia.

Adding another feather to his cap is the National Anthem, NegaraKu, which he rearranged and re-orchestrated together with the world-class Malaysian Philharmonic Orchestra in 2003. The new world-class NegaraKu was endorsed by the Government and launched by His Royal Highness during the Merdeka Day Celebration held in Putrajaya. It can be said to be Wah's highest contribution to the country.

developments for clients – ranging from various corporate companies.

He is also the Dean of the Faculty of Medical Hospitality, Tourism and Performing Arts with Allianze University College of Medical Sciences.

Timeless Encore
Wah Idris was chosen again to write Malaysia's Tourism Theme, the iconic song, Malaysia Truly Asia, under the Ministry of Tourism, in 2007. (The anthem was heard not only in Malaysia, but was played in a good number of countries all around the world.)

**Cultivated Talent Extraordinaire**Born and raised in Ipoh, Perak, Wah Idris could play the piano by ear at the age of four.

Ensuing that, he became more involved in the music business – producing advertisement jingles and branding through music for corporate clients – notably, I Feel Good for NTV7.

By nine, he was already part of a teenage band together with his older brother, who also set up a disco club called Apple Jam in Ipoh – it was the place where aspiring musicians would drop by to jam with others.

He was also behind the anthemic song for KFC Malaysia, *Voice of Tomorrow* – which was sung by children from all over the world. He has also conducted a unique workshop module called *Leadership Thru Music* – which is a special collaboration with UPM Holdings for tertiary students.





## THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## YBHG DATUK MARINA CHIN

Chef de Mission Malaysian Contingent, SEA Games 2017, Majlis Sukan Negara Malaysia

Fast, but Not Fast Enough to Go Unnoticed
Born on 19 October 1955 in Penang, Datuk Marina Chin's talent in the sporting arena began in her days at Sentul Convent. She could not help but get noticed by her teachers while running at sports day and was asked to represent the school; which she did ever so religiously until Form 5.

the nation's 'Track Queen' was the national women's 100-M champion as well as a top hurdler.

At one time, she was not just the fastest woman in Malaysia, but the fastest in the Southeast Asia region. Her speed and grace, along with earnest dedication and zealous efforts, won the hearts of Malaysians across the country time and time.

At the age of 16, she represented her school at the Selangor again. North Zone meet – winning the 100-M and 200-M races in due

Ouite naturally, her success earned her a spot in the SEA Games in 1971 and she made history as she participated as one of the youngest athletes in the squad.

**Keeping an Eye on the Ball**What is truly remarkable is Marina Chin did not let her success on the track stop her from pursuing her education – no matter how great the temptation was to do otherwise.

Sports Administration.

At one time, she was not just the fastest woman in Malaysia, but the fastest in the Southeast Asia region. Her speed and grace, along with earnest dedication and zealous efforts, won the hearts of Malaysians across the country time and time

Marina Chin also garnered the 1975 and 1976 National Sportswoman of the Year awards. Truth be told, the ever popular Marina used to be the poster girl for the National Athletics Squad in the SEA Games during her heyday.

Taking Things a Notch Higher
Marina Chin's boundless passion for sports saw her being appointed principal of the Bukit Jalil Sports School, where she was responsible for empowering many next-generation Malaysian athletes.

She continued her Lower Sixth education at St John's Institution before getting a place at Sri Kota Training College in 1975.

She went on to Ohio University in the United States – where she obtained a Bachelor of Education and Masters Degree in Sports Administration.

Datuk Marina's significant contribution in the sporting arena also saw her being the recipient of the Women and Sport Award at the Olympic Council of Malaysia (OCM). The former track queen was named the chef de mission of the Malaysian Contingent at the 29th SEA Games last year (2017).

The Golden Era
The 1970's was the Golden Era for Marina Chin. Winning a total of seven Gold Medals in the 1970s for the SEA Games,

Married to former National Rugby Skipper, Jagjit Singh, they have two children – a son and a daughter. A living legend, the seven-time SEA Games Gold Medalist continues to contribute to the betterment of sports in the country to this very day.





## THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## YBHG DATO' KEE HUA CHEE

Writer and Blogger

Gregarious 'n' Glitzy
Famous, flamboyant and fashion-forward, Dato' Kee Hua Chee is a celebrated writer and blogger. A sociable personality, he travels around the globe writing fascinating stories of people, events and places. It is not far off the mark to say that the well-travelled Dato Kee is equally at home in London, Paris, New York, Hong Kong or Bangkok as he is at in Kuala Lumpur.

Print Pro
With a natural talent for writing, Kee has been commissioned to inscribe several books, including Let There Be Light by Tenaga Nasional Berhad, specially published to commemorate '100 Years of Electricity in Malaysia.'

He was also commissioned by Tuanku Naquiyuddin ibni Tuanku la'afar to write Tuanku la afar to write Tuanku la afar to write Tuanku la afar to write Tuan

He has interviewed royalty and international celebrities like Prince Charles in Wales, Prince Andrew, Prince Edward, Prince Albert II Monaco, Viscount Linley, Dame Barbara Cartland, Lady Margaret Thatcher, President Vigdiss of Iceland and Imran Khan.

Kee has also had the opportunity to talk with and write about celebrities such as Take That, Smashin' Pumpkins and superstars like Cate Blanchett (in Beijing), Gong Li (in Shanghai), Nicole Kidman (in Tokyo) as well as the late Anita Mui and Lesley Cheung.

Kee is the author of *A Million Miles & Smiles* – commissioned by the Ministry of Tourism – and his very own *Over Malaysia* – a unique portrait of the country.

Recognizable Brand Personality

The Thai Prime Minister, Abhisit Voiisiin

**Recurring Limelight Pilfering**Back home in Malaysia, Kee contributes to The Star, Malaysia's leading newspaper, not to mention a host of other magazines.

As candid blogger who shares his experiences and photos on the online platform, it is only natural that Kee has a string of followers and fans.

He was also commissioned by Tuanku Naquiyuddin ibni Tuanku Ja'afar to write *Tuanku Ja'afar: 10th King of Malaysia* (a biography of Duli Yang Maha Mulia Al-Marhum Tuanku Ja'afar ibni Al-Marhum Tuanku Abdul Rahman) in celebration of the Negeri Sembilan ruler's 80th birthday.

Closer to home, Sultan Ahmad Shah of Pahang bestowed upon him the D.I.M.P. award, which carries the title 'Dato'.

Fondly known as 'the blogger who often steals the limelight' Influencer' at the MERCEDES-BENZ Stylo Asia Fashion Festival at events, his social and lifestyle blog, keehuachee.blogspot. (MBStyloAFF) 2017. com, garners as many as 10,000 to 15,000 hits per day.





## THE BRAND LAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

**DR JOANNE YEOH** 

**Violinist** 

violiń at eight.

During her study there, she was also chosen to receive a Foreign and Commonwealth Office Scholarship, in association with the British Council and the University of Leeds to pursue a Masters in Music Performance (MMUS) degree.

Joanne subsequently completed her PhD studies with Heriot-Watt University, the United Kingdom, in 2009, with a focus on Music and Consumer Behaviour.

Strumming Celestial Tunes
Dr. Joanne Yeoh is one of the most acclaimed musicians in Malaysia. She began playing the piano at the age of four and Malaysia. She began playing the piano at the age of four and Music Festival 1999.

Festival and the Aberdeen Music Festival in Scotland. She also played an active role with the Sorrel Quartet during the Leeds Annual Music Festival 1999.

Although classically trained, she also plays in contemporary settings including Pop, Dance and Rap.

Since returning to Malaysia in 2000, Joanne had been selected to participate in the Asian Youth Orchestra, travelling to Vietnam, Japan, Australia, Korea and Hong Kong. In 2002, she performed alongside Hong Kong superstar, Jacky Cheung, in his Music Odyssey Tour 2002/03 – covering over 40 concerts around the world. The following year, Joanne was selected to perform with Taiwanese singer, David Tao, in his Soul Power Tour 2003.

A Harmonious Genius

Dr. Joanne Yeoh obtained a First Class Honours in her degree from the University of Middlesex, the United Kingdom, in 1998, majoring in both piano and violin.

Upon completing her degree course, she was awarded a Luther and Ernest Gaunt Scholarship for Strings to study at the University of Leeds.

In 2008, she was invited to play with another Hong Kong superstar, Alan Tam. Her musical performances are much sought after by many corporate and international industries – among them Sony, Panasonic, Omega, Tag Heuer, Microsoft, HP, Audi, BMW, Ferrari, Volkswagen, Mercedes Benz, ESPN, British American Tobacco, Blackberry and Apple.

Melodic Merits

Melodic Merits
Among the awards Dr. Joanne Yeoh has received include The Outstanding Young Malaysian Award 2004, Martell's Rising Personality Award 2008, National Academic Award 2012 and a Finalist for The British Council Alumni Awards 2017.

Joanne is also an accredited examiner for Trinity College London's Examination Board, having travelled to Australia, New Zealand, South Africa, the Middle East and the Asian continent since 2005.

Etching a Mark in the Endless Song of Time
In the summer of 1998, Dr. Joanne Yeoh participated in the Aberswyth Music Festival in Wales, the Edinburgh Summer Putra Malaysia.





## THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## **JOSEPH SCHOOLING**

Olympian- Swimming Champion (100 m Butterfly) 2016

The Rousing Call of the Aquatic
Joseph Isaac Schooling was born on June 16, 1995 to May and Colin Schooling in Singapore. Greatly inspired by his grand-uncle Lloyd Valberg, Singapore's first Olympian at the 1948 London Games, he aspired to be an Olympian himself. In 2008, Joseph met his idol, Michael Phelps, who drove him to become a better swimmer.

Joseph attended high school and swam at Bolles School in Jacksonville, Florida, in the United States. There, he broke the National Independent and overall high school record in the 100 m Butterfly, Silver Medal in the 201 m Butterfly at the 2014 Asian Games.

At the Olympic Frontier
Joseph Schooling made history at the 2016 Rio Olympics, when he beat Michael Phelps in the 100 m Butterfly and he did so in style – recording a new Olympic Record at 50.39. In so doing, he won the first ever Olympic gold for Singapore.

To mark his historic Olympic Gold Medal achievement, a victory parade was held in Singapore – attended by massive crowds. The Singapore National Olympic Council also took the opportunity to award him the Multi-Million Dollar Award to commemorate the grand occasion.

**Diving ahead into Destiny**After swimming under the Olympic 'A' standard, the six-footer earned his way to London to compete in the 2012 London Olympics, where he was placed 35th in the 100 m Butterfly and 26th in the 200 m Butterfly. **Swimming in the Oceans of History**Joseph Schooling's efforts have seen him being honoured the Straits Times Singaporean of the Year 2016 award and the Straits Times Athlete of the Year in 2015 and 2016.

At the 2014 Commonwealth Games, Joseph Schooling won a Silver Medal in the 100 m Butterfly; losing to South African, Chad le Clos.

In September 2016, his book, entitled Hello, My Name is Joseph Schooling, was published by Pen International – documenting his momentous swimming journey.

In point of fact, he was the first Singaporean to get a medal in swimming at the Commonwealth Games and continued to make his country proud when he picked up a Gold Medal in





## THE BRAND LAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## **SHALIN ZULKIFLI**

Ten Pin Bowler

Striking Excellence in Sport
The 'queen of the bowling alley', Shalin Zulkifli, born on 28 March 1978, is a Malaysian Professional Ten-Pin Bowler and former Asian number one.

She is regarded as the most decorated bowler in Malaysia; Womer the jack of all trades is a Member of the National Senior Team Series. and the Assistant Secretary of the Malaysian Tenpin Bowling Congress.

Coming Home from Abroad in Style Shalin Zulkifli was born in North Islington, London, and spent her childhood in Kuala Lumpur, Malaysia.

She began bowling at the age of nine and joined the national bowling team in the late 1980s.

In 1991, she was named Selangor's Most Promising Sportsgirl of the Year. By the age of 14, Shalin was already branded as a 'National Champion' – a record that still stands as of today.

In 1994, she made her debut as a 16-year-old in the 1994 Hiroshima Edition and became the youngest player and first Malaysian to win the Ladies Open of the Kent Malaysian All-

first female champion of this event – defeating Finland's Tore Torgersen in the finals.

And in 2004, she was inducted into the International Bowling Hall of Fame. Shalin was a quarterfinalist at the 2008 US Women's Open and competed in the 2008-09 PBA Women's

The talented bowler has won a total of eight Asian Games medals – comprised of four Gold, two Silver and two Bronze. Apart from that, she is also a two-time Gold Medallist in the World Bowling Championships and is also a five-time Malaysian Sportswoman of the Year (1994, 1996, 1997, 2001

Keeping the Flame of Passion Alive
Shalin Zulkifli's success in the bowling arena did not come easy, but thanks to her hard work, resilience, patience, determination, passion and the ability to remain single-minded in her goals of becoming the world's best, she has vigilantly kept the fuel

A wife and mother, Shalin is a graduate of Bachelor Sports Science who specializes in Sports Psychology and Coaching. As a matter of fact, she was previously a Coach with the Selangor Tenpin Bowling Association (STBA) – over and above functioning as its Elected Secretary.

Untold Dedication & Passion for Greatness
Shalin Zulkifli has played and won various national and international tournaments, and at various points in her career ranked 'No. 1 of the Professional Ten-Pin Bowlers in Malaysia and Asia'.

Setangor Tenpin Bowling Association (STBA) – Over and above functioning as its Elected Secretary.

She currently owns and runs a Tenpin Bowling Association (STBA) – Over and above functioning as its Elected Secretary.

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## THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

**KHAIRUL HAFIZ JANTAN** 

Leaving a Flaming Mark on the Speed Track
Born on 22 July 1998, Khairul Hafiz bin Jantan is a Malaysian
Sprinter – competing in events ranging from 100 metres to
400 metres and has been given fond names such as, 'Southeast
Asia's Sprint King,' The Flying Youth' and 'Usain Bolt of Malaysia'
for his speed and stamina on the track.

Remarkably, the second child of three siblings embarked on his journey of becoming an athlete at the tender age of 10.

One of Khairul's biggest strengths is his family's relentless support of his passion and ambition, which reinforces his own drive to excel. It is said that his father, Jantan Ramli, who works as a Security Personnel, would drop everything just to give moral support, inspire and watch his son compete.

Racing against Time to Leave an Imprint in Time
As the newly-crowned 'Fastest Man in South East Asia', Khairul
Hafiz bin Jantan is now Malaysia's fastest ever sprinter after
winning the 100 metre Gold Medal at the 2017 Sukma Games,
obliterating the 18-year-old National 100 metre record held
by Watson Nyambek's in a blistering 10.18 seconds at the
Sarawak Stadium.

holder with a time of 10.18 seconds – which is the new world youth record as of 31 March 2017. His personal best of 21.01 seconds in the 200 metres is the Malaysian national junior record.

With his determination and speed, Khairul made history for Malaysia by becoming the first Malaysian man since Nazmizan Muhammad in 2003 to win the Blue Riband athletic event at the 2017 SEA Games by defeating none other than 2015 SEA Games gold medallist, Eric Shauwn Cray from the Philippines. He is also the fourth Sprinter of Malaysia to win the 100 metre crown, after Nazmizan, Gunaratnam Rajalingam (Bangkok, 1967) and M. Jegathesan (Kuala Lumpur, 1965).

Brimming with Tremendous Potential
Always giving his very best, it was a well-deserved win for the last year's Asian Junior Champion. Khairul Hafiz bin Jantan lighted up the stadium with his strong stride to the finish; and even though he took a tumble, he was up in a second in sheer jubilation.

His major win at the SEA Games is a big boost to his confidence and morale of his fellow athletes. Indeed, Malaysians could well see the rise of this promising young talent and the greater things that are yet to come from him!





## THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## **CHEONG JUN HOON**

**National Diver** 

The Call of Hydro
Born in Perak on 16 April 1990, Cheong Jun Hoon's diving journey began when she was first introduced to the swimming pool at the tender age of four. Indeed, the thrilling experience to traverse a medium of air at high speeds followed by water was unmistakably a love at first sight for her.

Five years later, she started training in diving with her State Coach, Zhou Xiyang.

3-m, and 10-m events. Her zest for the aquatic sport saw her nominated for the 2014 Malaysian Sportswoman of the Year award.

In 2015, an injury to her heels ruled out her participating in the 2015 World Championships in Kazan, the Russian Federation, but she returned to compete the following year at the Rio Summer Olympics.

Participating in the Women's 3-Metre Platform (with

Stick & Stones
Over the years, Cheong has had her own share of mishaps and injuries which had impacted her journey in representing Malaysia at international events.

Her genuine efforts saw her given a place at the Bukit Jalil Sports School in 2004. It was there that she continued to pursue her zeal for diving.

Stick & Stones

Over the years, Cheong has had her own share of mishaps and injurios which had impacted her journavin representing.

Since then, her name has been on Malaysia's sporting radar.

While participating at the 2006 Commonwealth Games in Melbourne, Australia, she regrettably sustained a back injury that forced her to miss the Asian Games in Doha, Qatar, that very same calendar year.

Being made of sterner stuff and not one to easily give up on her passion, she continued training earnestly at the sport – with the ultimate aim of winning a medal for Malaysia.

Back with Force
In June 2017, Cheong returned to the scene after recovering from a back injury to win the Bronze Medal in the Women's 1M Springboard event at the 7th Asian Diving Cup in Macau – following her withdrawal from the Kazan and Windsor legs of the 2017 FINA Diving World Series.

Cheong continues to make Malaysia proud, creating history by becoming the first ever Malaysian to win a Gold Medal

Going National
Cheong's national feat started when she represented Malaysia at the 2014 Commonwealth Games, competing in the 1-m,

Cheong continues to make Malaysia proud, creating history by becoming the first ever Malaysian to win a Gold Medal for diving at the World Aquatics Championships in Budapest, Hungary, in July 2017.





## THE BRAND LAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## **DAYANG NURFAIZAH**

Malaysian Songstress

Soulful Talent
Dayang Nurfaizah is a famous songstress that Malaysian music fans hold close to their hearts. The multi-award winning singer, who's known for her soulful music and powerful pipes, has been taking the local entertainment industry by storm for the past 19 years.

Born on 20 July 1981, this petite lass from Kuching, whose smoky vocals have serenaded listeners since 1999, had insight from the very start that singing was what she wanted to do.

Dayang's big talent was detected even while she was still in elementary school – she was famous for her exceptional ability to sing original Malay melodies and R&B genres.

Etching a Tuneful Mark
Within five years of establishing herself in the music industry, Dayang Nurfaizah set up her own recording company, DN & AD Entertainment Sdn. Bhd. Under its banner, she released her fourth studio album, Dayang Sayang Kamu (Oct 2004) – which was received with rave reviews from the Malaysian public as well as neighbouring countries.

Over the years, Dayang has racked up a number of prestigious achievements such as the coveted Best Song for her hit, Seandainya Masih Ada Cinta (2001), and Best Pop Album for the live album, Live! (2009) at the Anugerah Industri Muzik (AIM) – Malaysia's equivalent of the Grammys.

A Shining Star, Revealed
Dayang Nurfaizah's foray into showbiz started when she joined RTM's Golden Teen Search in 1996. She made it to the finals

A Musical Brand Destined to Endure
Dayang Nurfaizah recently marked a career milestone by becoming the overall winner of Anugerah Juara Lagu 2016 for her performance of Lelaki Teragung.

She also bagged The Best Vocal Award – scoring her a series of triumphs in the Best Vocal category for three consecutive victor. One of the judges at the competition was award-winning composer, the late Adnan Abu Hassan, a man who was responsible for jumpstarting Dayang's professional career.

She also bagged The Best Vocal Award – scoring her a series of triumphs in the Best Vocal category for three consecutive years. This year, she was also given the honour to sing the Theme Song for the 29th SEA Games (Kuala Lumpur 2017) – a number entitled Bangkit Bersama.

She was introduced to her first recording company and later recorded an album that was personally put together by Adnan himself.

To date, Dayang has recorded 10 studio albums, as well as various other compilations and live albums. With close to two decades of on-stage experience, this precocious singer has stayed true to herself and continues to showcase every side of her inimitable trademark in each of her performances.





## THE BRANDLAUREATE GRAND MASTER BRAND ICON LEADERSHIP AWARD '17

## **SHILA AMZAH**

Malaysian Songstress

Inspiring Voice, Breakthrough Poise
Born on August 13, 1990, NurShahila binti Amir Amzah or better known as Shila Amzah is a Malaysian Singer-Songwriter. Acknowledged as one of the most popular contemporary female recording artists in Asia, Shila is the first Malay artist to break through to the Chinese music market – namely, China, Taiwan and Hong Kong.

Generating Pan-Earth Sound Waves
In 2013, Shila Amzah was the first Malay and Malaysian artist to be nominated at the World Music Awards after winning Asian Wave as well being the first and only Malay artist to be invited to the Global Chinese Music Awards (GCMA).

Afterwards, Shila continued her singing career in the Mandopop industry by breaking out to Hong Kong in 2015 by releasing

Born and raised in Kuala Lumpur, Shila began going to recording studios at the age of four with her father and recorded a pop studio album five years later.

With the help of a famous Malaysian record producer in 2005, Shila released her second Pop studio album, Sha-Hila. Her success on international stages has gained her honorific titles such as 'Asia's Sweetheart', 'Princess of Music' and 'National Treasure of Malaysia'.

Song of the Year at the 19th Malaysian Music Awards.

An Arrow Made of Pure Sound
Shila Amzah continued her singing career by breaking out to Shanghai, China and eventually won Asian Wave. As a result, Shila received the Kembara Award (International Music Breakthrough Award) from Malaysian Music Awards – making her the youngest ever Kembara Award honouree.

A Globally Renowned Country Brand
Shila Amzah was recently presented with an Outstanding Export Achievement Award from Matrade Awards and Best Female Singer, Song of the Year and Most Popular Female Artist from the 2016 Music Pioneer Awards.

The Malaysian Tourism Ambassador is also listed in Factoria

Incidentally, Shila is the first and only Malay artist to have success in Chinese-speaking countries and Chinese record charts with her Sina Weibo account having more than 2.3 million followers.

Before Asian Wave, Shila performed a duet with Miley Cyrus called The Best of Both Worlds to promote Hannah Montana in Malaysia.

Afterwards, Shila continued her singing career in the Mandopop industry by breaking out to Hong Kong in 2015 by releasing some new singles, doing an international press conference and establishing her second record label and global management company, Shilala (HK) Limited.

The Malaysian Tourism Ambassador is also listed in Forbes' 30 Under 30 Asia – recognizing young leaders, entrepreneurs and game-changers from across the Asian continent under the Entertainment and Sports category.

Shila is also the Founder and President of her own clothing line company, Shila Amzah Boutique Sdn. Bhd.





"BRANDING IS YOUR LIFE ODYSSEY.

MORE THAN JUST
A DESTINATION BUT A JOURNEY.

TO BUILD YOUR LEGACY FOR ETERNITY."

- DR KKJOHAN



THE BRANDLAUREATE ICONIC BRANDS







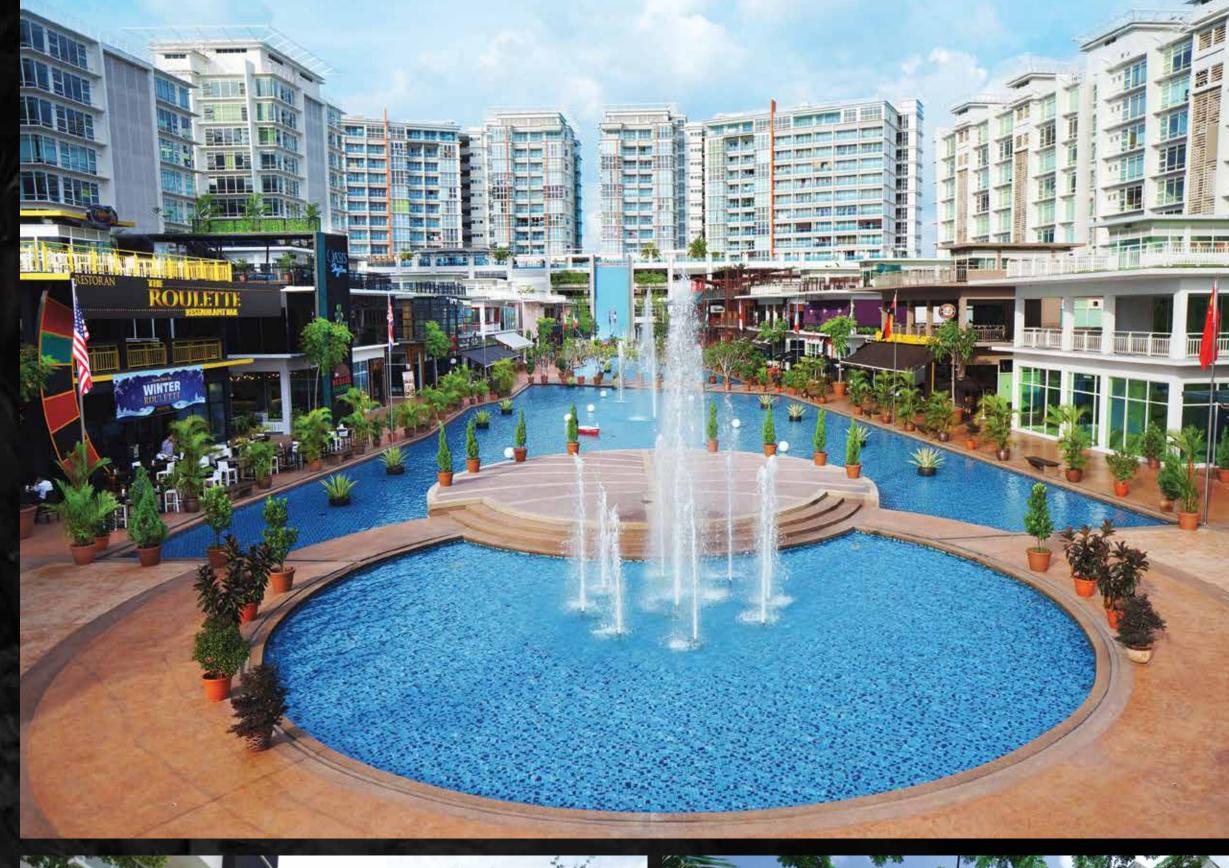
BRAND NAME: BRUNSFIELD
INTERNATIONAL GROUP
CATEGORY: INTEGRATED REAL ESTATE
SOLUTIONS
ESTABLISHED: 1990

## **Developing The Future**

A premier global property developer, Brunsfield International Group has a diverse portfolio including engineering and construction, estate investment and management. Over a span of 23 years, the company has developed into a highly professional, entrepreneurial establishment, with a focus on growing its strategic business capabilities. Beyond Malaysia, Brunsfield has established its presence in the premium property industry in Australia, The US and China. The company's strength lies in their diversified ability to operate as an enterprise that is integrated, global and valuable, delivering value added solutions and services to sustain clients and stakeholders success.

With headquarters in Taman Tun Dr Ismail, the group offers services in designing, building and managing projects. The group's current property offerings include The Locus@ KL City View, Oasis Corporate Park and PJ Midtown. Brunsfield continues to be fully committed to creating innovative and comfortable environments at work, home and in the community. The group believes in ensuring their customers are able to experience an exceptional quality lifestyle and enjoy the perks of high-quality design, technology and eco-friendly sustainable, scalable and replicable environment.

With the vision of becoming a world-class entrepreneurial organisation that provides the best quality solutions and services to their clients, Brunsfield continues on its quest to achieve sustainable competitive advantage through strong commitment and corporate creativity in all of their projects. Being a part of a rapidly changing and highly competitive global marketplace, the company has strengthened their capacity to change and innovate, to transform and reinvent the organisation. The group will look forward to providing quality solutions and services to clients, achieve a sustainable competitive advantage with strong commitment and corporate creativity.















CHOW TAI FOOK

BRAND NAME: CHOW TAI FOOK CATEGORY: JEWELLERY ESTABLISHED: 1929

## **Artisan Jewellery Creations**

Iconic jewellery brand Chow Tai Fook is well-known Iconic jewellery brand Chow Tai Fook is well-known for trustworthiness and authenticity. Renowned for its product design, quality and value, the company believes in keeping innovation, craftsmanship and heritage close to its business philosophy. First established in Guangzhou, China, the company expanded its retail network and opened stores in Macau, Hong Kong, Malaysia, Singapore, Korea and the US. The company with jewellery brands such as Hearts On Fire, MONOLOGUE and SOINLOVE was signed as a DeBeers Global Sightholder in 1993 and was listed on the Main Board of the Hong Kong Stock Exchange in 2011. Exchange in 2011.

Taking artistry creation as seriously as its jewellery offerings, Chow Tai Fook's artisans dedicate their efforts into providing exquisite design and exceptional craftsmanship into their jewellery of choice – whether rings, bracelets, earrings, necklaces, pendants, anklets and more. Thanks to the brand's continuous use of large-scale comprehensive vertically integrated business model, the company stays ahead in the industry – from raw material procurement, design, production, to marketing and sales thought their distribution channels. The Group's commitment to sustainability is reflected in its "Smart+" initiatives, implemented to promote innovation.

With 2018 being an important turning point for the group's business, with the recovery of the jewellery market, Chow Tai Fook aims to expand its network in mainland China, while continuing to optimise POS efficiency in touristic areas and selectively open stores in residential neighbourhoods in Hong Kong and Macau. The group also has plans to progressively expand wholesale business in the United States with reputable branded retailers. With the belief that there will always be a genuine demand for jewellery, the group remains optimistic about their long term prospects.









**BRAND NAME: GREAT EASTERN LIFE** ASSURANCE (MALAYSIA) BERHAD CATEGORY: LIFE ASSURANCE **ESTABLISHED: 1908** 

## Life Is Great!

With headquarters in Singapore, The Great Eastern Life Assurance Company Limited started operations in Malaysia with a transfer of business to the locally incorporated public company – Great Eastern Life Assurance (Malaysia) Berhad. The Great Eastern Life Assurance is the oldest and largest Life Insurer in the country. With a strong financial foundation and extensive experience, the company has RM72.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as of 31 December 2016. A whollyowned subsidiary of Great Eastern Holdings Limited, the company's ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern offers clients flexible and affordable group health benefits and protection schemes for both the corporate and public sector's employees and their families. Providing generations of Malaysian with innovative financial solutions to assist them during unexpected incidences in life, the company has expanded their health protection programmes to enable clients to manage the economic implications of rising medical costs. rising medical costs.

Great Eastern believes that long-term partnerships starts with great customer service. On its quest to be the chosen financial services provider, Great Eastern continues to develop innovative and consumer-centric financial planning products. The company continues to explore and tap potential markets through alternative distribution, channels, as well as in the retirement distribution channels, as well as in the retirement benefits and medical health segments. With the belief that the road to excellence is never ending, Great Eastern will continue to deliver great customer service to its













**CELEBRATING 108 YEARS** 

**OF GREATNESS** 

MOVED INTO
HEADQUARTERS



GREAT 100 YEARS OLD 2008
ENTERVIEW CENTURY OF EXCELLENCE































**WE ARE GREATER** 

Dato Koh Yaw Hui, Chief Executive Officer,







Great Eastern Life Assurance (Malaysia) Berhad (93745-A) Menara Great Eastern, 303 Jalan Ampang, 50450 Kuala Lumpur,









BRAND NAME: KOSSAN
CATEGORY:
MANUFACTURING - GLOVES
ESTABLISHED: 1979

## **Stretching Limits Since 1979**

One of the largest manufacturers of latex disposable gloves in the world, Kossan was founded by chemical engineer, Tan Sri Dato' Lim Kuang Sia. When the demand for gloves escalated during the AIDS epidemic in the 1980's, the company ventured into glove manufacturing. Since 1988, Kossan has grown into a world-class manufacturer in gloves and technical rubber products with 20 plants and a workforce of approximately 6,000. The preferred OEM manufacturer has been profitable with zero loss making record since inception. The company joined Bursa Malaysia as a public listed company in 1996.

Kossan offers a wide range of products including highly technical input engineered rubber products for the automotive, infrastructure, marine, aviation, rail and mining industries through its Technical Rubber Product Division and latex disposable gloves through its Glove Division. The company has an annual production capacity of 25 billion pieces and is the largest technical rubber products manufacturer in Malaysia with a total compounding capacity exceeding 10,000 mt. More than 80 percent of its products are exported to over 190 countries with 350 active customers located in the US, the UK, Scandinavian countries, Europe, China, Korea and Japan.

Armed with the vision of being a respected global leader in glove manufacturing industry, the brand will continue to keep building long-term business relationships that result in a positive outcome among staff, customers, suppliers and partners – using qualities of inspiration, caring, innovation and honesty in their business philosophy. Kossan will continue to stay focused on R&D, innovation, and business transformation; using technology to scale greater heights with the ultimate goal to deliver long term and sustainable growth to all its stakeholders.







## LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY

BRAND NAME: LIM KOK WING
CATEGORY:
GLOBALISING MALAYSIAN EDUCATION
ESTABLISHED: 1991

## Stretching Limits Since 1979

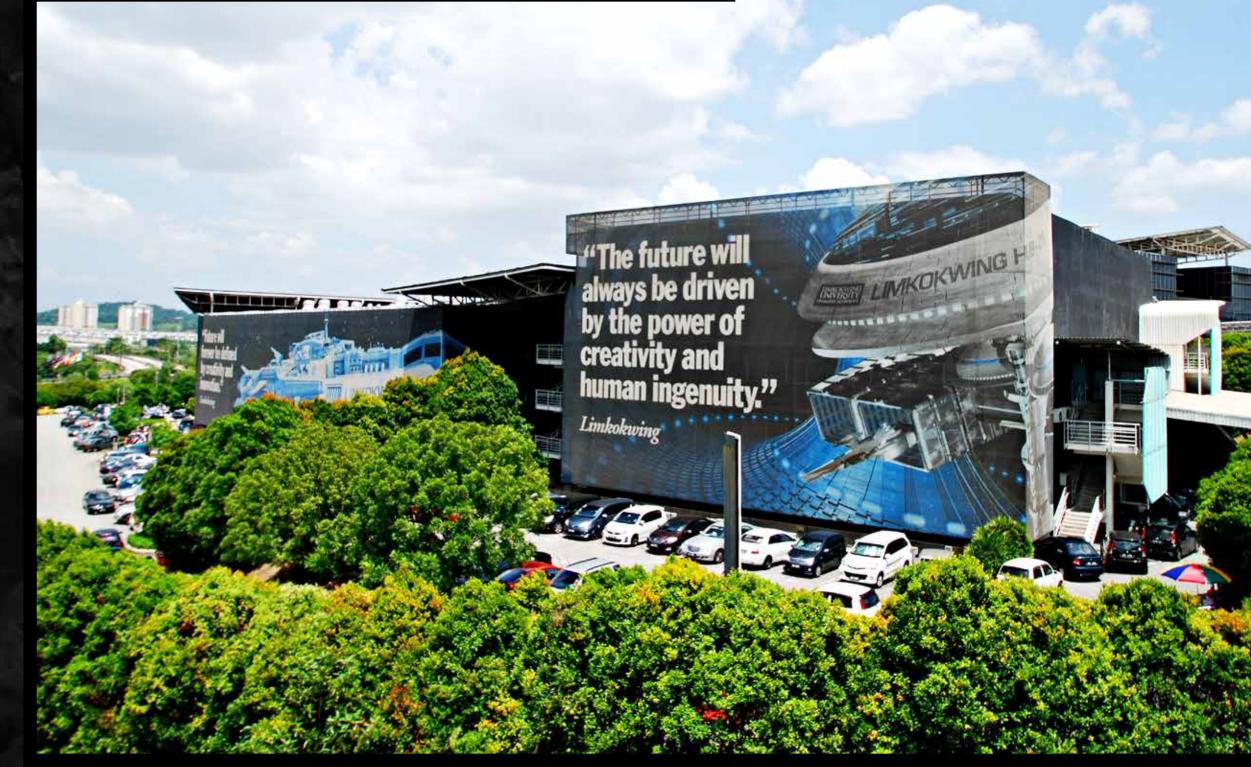
Founded by Tan Sri Dato' Sri Paduka Dr Lim Kok Wing, Limkokwing Institute of Creative Technology (LICT) was established to develop creative education in Malaysia. After the recession in the mid 80's, Malaysia needed skilled and creative resources to design, plan and strategise and the institution rose to the occasion. Since then, the well-known education centre's focus on creativity and innovation has created thousands of capable, creative graduates. In 1997, LICT started taking in foreign students and six years later the University College moved into its new campus in Cyberjaya before becoming a full-fledged University in 2007. Making strategic links with other institutions in the UK, US, Canada, Australia and New Zealand, the University expanded its presence internationally with campuses in Botswana, UK Swaziland, Indonesia, Cambodia and China.

Shaping hearts and minds to empower global transformation, LimKokWing believes in creating a partnership of youths to create a better world. Providing short courses, diploma, undergraduate and postgraduate courses in a variety of disciplines including Communication, Engineering, Architecture & Interior and more, the university believes in innovating Malaysian education through out-of-the-box learning techniques, up-to-date technologies and a strong support system from its lecturers. Providing knowledge and skills to their students the university makes it possible for their graduates to attain new and exciting high-income careers in the 21st centuary.

With a network of over 282 universities in over 77 countries and counting, LimKokWing's strong branding will continue to go beyond offering degree studies to identifying and unlocking the hidden talents of their students. Malaysia's own University of Innovation provides ample opportunities to young and ambitious to fulfil their dreams in their chosen fields.













BRAND NAME: MAH SING CATEGORY: PROPERTY – PREMIUM LIFESTYLE DEVELOPER ESTABLISHED: 1965

## **Reinvent Spaces. Enhance Life**

An innovative developer of trend-setting townships at prime locations, Mah Sing is Malaysia's premier lifestyle developer. A fully integrated developer with residential, commercial and industrial developments, the group has 46 projects in Greater Kuala Lumpur and Klang Valley, Penang, Johor as well as Sabah. Their projects showcase contemporary lifestyle statements – with grand entrances, lush landscaping, practical and functional homes with quality finishes. In 2017, the company unveiled its new logo as part of their groupwide transformation programme.

For more than two decades, Mah Sing has continuously created iconic developments that have won over 150 domestic and global awards for company performance, corporate governance, product design, concept, innovation and quality. The company has introduced the concept of gated and guarded living for link homes, introduced multi-level thematic hanging gardens at M City and created history with its first commercial development, The Icon as the first en bloc sale of a commercial property in Malaysia. The company has proven its versatility with a diverse range of projects, from medium to high-end landed and high-rise residential properties to Grade A office buildings, retail projects, SoHo and industrial projects.

Understanding the importance of culture, Mah Sing's philosophy not only builds quality homes but strives to build a holistic multi-generational community, be it at work or home. As the company moves forward in the development of corporate growth, Mah Sing is going all out to do more. In all their endeavours, the well-known property brand will be going all out to first enhance life' as they care for the people, environment and the world at large.









## BRAND NAME: MALAYSIA AIRPORTS BERHAD CATEGORY: GLOBAL AIRPORT MANAGEMENT ESTABLISHED: 1992

## **Happy Journey**

Malaysia Airports was founded after the Malaysian Parliament passed a bill in 1991 to separate the Department of Civil Aviation (DCA) into two entities, DCA and Malaysia Airports, responsible for the operations, management and maintenance of airports. Seven years later, Malaysia Airports Holdings Berhad was incorporated as a public listed company in the Main Board of Bursa Malaysia Securities Berhad and became the first airport operator in Asia and the sixth worldwide to be listed in a stock exchange. Malaysia Airports is the only airport company with a diverse airport portfolio, with five international gateways, 16 domestic airports, to 18 short take-off and landing ports on their list.

The holistic global airport company believes that operating and managing the country's aviation gateway is both a privilege and responsibility. Malaysia Airports ensures that the capacities of airports are adequate to support state and national competitiveness. The brand's core activities include management, operation, maintenance and development of airports, in aeronautical and non-aeronautical components. The company also has global training centres that focus on providing airport operations and management, airport fire and rescues service, and aviation security courses to participants from across the Asia Pacific region as well as to all Malaysia Airports' employees.

Going beyond the present and looking into the future, Malaysia Airports is setting new standards with Next Generation Hub, a concept aimed to transform KLIA as the ultimate hub, where the world of full-service airlines and low-cost airlines are unified. Created to promote airlines interconnectivity at KLIA, the world's first purpose-built terminal dedicated for low cost carriers, KLIA2 is a standard bearer for other future terminal of its kind in the world.







THE BRANDLAUREATE INDUSTRY CHAMPION BRAND ICON LEADERSHIP AWARD 2017



BRAND NAME:
MALAYSIAN AGRICULTURAL RESEARCH AND DEVELOPMENT INSTITUTE (MARDI)
CATEGORY: R&D - AGROFOOD
ESTABLISHED: 1971

## **R&D For Food Advancement**

Armed with the objective of generating and promoting new and efficient technologies in food advancement, the Malaysian Agricultural Research and Development the Malaysian Agricultural Research and Development Institute (MARDI) began in the early 70's. A statutory body with almost 50 years of research experience have created history in the country by producing many new crop varieties and clones, animal breeds and its management practices. Thanks to cutting edge technologies in food processing and post-harvest handing, MARDI also ensures that technology is well used in areas such as farm management and operations.

The company's main responsibility include developing and promoting suitable and viable technologies for customers in the food, agricultural and agro-based industries. MARDI also conducts reviews on their objectives and quality policy yearly to ensure continuing suitability, also ascertain that the teams are aware of their quality policy. As all commercialisation of technology benefits producers and community, the institute continuously develops new techniques in environment management and optimum utilization of agricultural resources.

With aspirations to strengthen the agricultural value chain through R&D, ensure successful diffusion and adoption of technologies as they enrich their own workforce, and enhance organisational visibility in the eyes of the Malaysian public and beyond, MARDI has big plans to be an agro-food innovation powerhouse. The company joins forces with national and international research institutions, universities and networks, keeping on par with similar players in the food and agriculture platforms internationally. MARDI will continue on its plans in the near future, to evolve from capacity building, establishment of farming and cropping systems towards technology commercialization, total quality management and culture of excellence.



Leading Agrofood Research and Innovation

MARDI was established with the main objective to generate and promote new, relevant and efficient technologies for the advancement of food, agriculture and agro-based industries in Malaysia. Throughout the years, MARDI has evolved according to the nation's global focus and needs.

## MARDI's current R&D&C focus include:

- Food security and nutrition
- Postharvest losses
- Early warning system and disease control
- High value products
- Mechanisation and precision farming
- Climate change
- Wealth creation using biotechnology and biodiversity
- Green technology and sustainable agriculture
- Urban agriculture
- Research commercialisation and production
- High quality seed production
- Consultancy experts
- Agrotechnopreneur
- Agroservices
- Agrotourism









THE BRANDLAUREATE INDUSTRY CHAMPION BRAND ICON LEADERSHIP AWARD 2017

## PHILIPS

BRAND NAME: PHILIPS CATEGORY: LIGHTING

## For All Life's Moments

Philips started back in 1891, when the father and son duo of Frederik and Gerard Philips started Philips & Co in Eindhoven, Netherlands – with the objective to "manufacture incandescent lamps and other electrical products". Four years later, Gerard's brother Anton joined the company and proved to be a good commercial talent. Within few years, Philips was one of the world's leading producers of light bulbs. Inspired by the booming electricity industry and Gerard's own experiments to create reliable carbon filaments, Frederik financed a purchase of a modest factory with the aim to bring costeffective, reliable electric incandescent light bulbs to all

Over the years, Philips has continued to improve people's lives with many ground-breaking innovations. The company began by making carbon-filament lamps and went on to be the largest producers in Europe. Armed with big dreams, the company exports their products around the world since the early 1900's. With the advent of developments in new lighting technology, the company expanded its portfolio and established a research laboratory in 1914. The well known Natlab is the spot where studies in the physical and chemical phenomena are done, along with stimulation of product

A lighting innovator for over 125 years, Philips Lighting A lighting innovator for over 125 years, Philips Lighting continues to go on the quest to improve people's lives through meaningful innovation. While gaining more understanding on the power of lighting on people, the company aim to use the knowledge to create products that will make people feel happier, safer and more productive. After pioneering electric light and LED's, the brand is now leading the way of lighting systems, using the Internet of Things to transform homes, buildings and the Internet of Things to transform homes, buildings and



Philips Lighting Commercial Malaysia Sdn Bhd (1150786-W)





THE BRANDLAUREATE
INDUSTRY CHAMPION
BRAND ICON LEADERSHIP AWARD 2017

Industry Ico



BRAND NAME: PUBLIC BANK CATEGORY: BANKING ESTABLISHED: 1966

## A Bank For The People

A dream made reality by Tan Sri Dato' Sri Dr Teh Hong Piow, Public Bank was established as a bank for all. With this philosophy a huge part of its business philosophy, the company has sustained its successful growth path while shaping its strong business model for the past 51 years. Recognised as the third largest banking group in Malaysia, Public Banks recorded a new milestone last year with a pre-tax profit of RM7.12 billion, surpassing the RM7.0 billion mark for the first time. With branding as one of its core values, the PB brand represents values of trust, honesty and integrity. The financial institution continues to stay focus on building and strengthening a corporate culture with cautious banking practices, a strong balance sheet, sustainable profitability and superior customer service.

Public Bank offers Malaysians an array of financial products and services in personal and commercial banking. The financial institution also offers customers Islamic banking, investment banking, share broking, trustee services, nominee services, sale and management of unit trust funds, bancassurance and many general insurance product services. Thanks to their well-connected network of 259 branches over 2,000 self service terminals in Malaysia, the group also serves more than 9 million customers in Hong Kong, China, Cambodia, Vietnam, Laos and Sri Lanka.

Looking ahead, the group will continue to focus on the retail consumer banking business while leading the industry with market shares in financing for residential properties, commercial properties and passenger vehicles. With understanding that they face a competitive banking landscape, Public Bank's key priorities are to accelerate business innovation and pursue operational efficiency in order to deliver the group's commitment to excellence to all its stakeholders.







## 50th ANNUAL GENERAL MEETING

28 March 2016



## PUBLIC BANK

MANAGEMENT SEMINAR
"STILL SURGING AHEAD"

OFFICIAL LUNCHEON

12 MAP 2016
PUBLISHER NK V POF







BRAND NAME: PUBLIC MUTUAL CATEGORY
FINANCIAL & WEALTH PLANNING UNIT TRUST
ESTABLISHED: 1975

No.1\* In Unit Trust & Private Retirement Scheme

Public Mutual is one of the most well-known Unit Trust companies and Private Retire Scheme providers in Malaysia. The wholly-owned subsidiary of Public Bank commands a market share of 41 percent in the retails fund sector and 40 percent in the PRS sector. In February 2018, the recognised brand had a total net asset value of RM82.2 billion. Public Mutual continues to garner strong brand presence in the market.

With an array of funds that cater to needs of its clients, Public Bank has 120 types of funds designed with investors in mind. These include equity fund, mixed asset fund, balanced fund, bond/fixed income fund and money market fund. The different fund categories use different equities, bonds and money market instruments, which in turn results in an emphasis on either capital growth or income for the investor. The trusted financial and wealth planning company manages 129 unit trust funds, four wholesale funds and 9 PRS funds.

As Malaysia's foremost unit trust provider, Public Mutual will continue on its quest to provide clients with unit trust options to enable them to have a more financially secure future. Thanks to Public Mutual's strong network distribution system, their dedicated and dynamic unit trust consultants continue to support their clients through 32 customer service centres across the country. Their centres are the largest and collectively, most productive in the industry. Clients are rest assured that the unit trust brand manages funds based on basic research and long term investments that deliver best returns to investors while providing exceptional service through quality human capital and innovative technology.









BRAND NAME: SARAWAK
CONVENTION BUREAU
CATEGORY:
MICE & DESTINATION BRANDING
ESTABLISHED: 2006

## **Think Conventions. Think Sarawak**

From the humble beginnings, the Sarawak Convention Bureau (SCB) opened its door s by providing professional advisory services to meeting planners by the Sarawak State Government. Today it is a well-known non-profit organisation fully funded by the Sarawak State Government that helps to connect associations, corporate organisations and government bodies with elements necessary to ensure business events are a success in the beautiful state of Sarawak. Throughout its journey, SCB has raised the bar on business events – meetings, incentives or corporate events, conventions and exhibitions, all by successfully positioning Sarawak as one of the leading 2nd tier destinations of the Asia Pacific. Together with their partners, SCB has brought in 746 Business Events to Sarawak.

SCB's many roles include facilitating bids for national, regional and international business events, as well as creating cooperative industry platforms to sell and promote Sarawak's business event products and services. The organisation also provides consultation, assists business event organisers to plan and promote their events internationally as well as assists organisers in the selection of local product and service providers. SCB also facilitates requests for support from government, product development and promote education and training for the industry so as to encourage referred and repeat business.

The company is on a mission to create a thriving, sustainable business event industry through events in agriculture, Sarawak Corridor of Renewable Energy, public health, education, security, infrastructure development, and the development of women and children. Armed with the vision of ensuring that Sarawak-style conferences are sought after by the world's meeting planners, SCB will continue to deliver business outcomes and a delightful experience for their delegates.











BRAND NAME: SCS
CATEGORY: DAIRY BUTTER & CHEESE
ESTABLISHED: 1905

## **Pure Creamy Butter Since 1905**

A well-known and well-loved household brand in Singapore and Malaysia, SCS is synonymous with Butter, recognised for its velvety, rich, buttery taste. Imported by the Auric Pacific Group, SCS Butter first arrived in Malaysian shores in 1966. During that time, the product was still a premium product and not affordable to many. SCS Butter was also limited due to the lack of refrigeration technology at that time. Today, the 100 percent pure creamery butter from Australia is popular among Malaysians, who buy an estimate of 1,500 tons of butter a year.

Since its first days of production, the brand has held on to the promise of consistently delivering only the best quality of butter and cheeses to dairy lovers around the world. With the very same goodness of premium quality dairy products, consumers can also enjoy the SCS range of premium quality products such as SCS Spreadable Butter, SCS Portion Butter, SCS Cheese Slices and SCS Cream Cheese. The brand is also the brand of choice for top chefs and bakers in both Singapore and Malaysia, thanks to the reliability of their quality products.

Leading the top spot in the market, SCS will continue to provide homemakers, bakers, chefs with quality products for their baking and cooking needs. The company takes time and effort to come up with campaigns that feature various recipes for festivals such as end of the year and Chinese New Year to inspire their customers with their own creations at home or at work. With health trends spotlighting the goodness of butter in diets, SCS has a huge potential for growth in the future.







THE BRANDLAUREATE
INDUSTRY CHAMPION
BRAND ICON LEADERSHIP AWARD 2017



I'm for real results

BRAND NAME: SOTHYS
CATEGORY: BEAUTY CARE
ESTABLISHED: 1946

## **Skincare Solution Specialist**

A family brand originating from Paris based on the philosophy of cure and treatment, Sothys is a renowned skincare solution specialist across the world. The beauty expert brand is used at prestigious spas, hotels and beauty institutes worldwide, with over 15,000 beauty institutes and spas and 13 international subsidiaries. In Malaysia since 1993, the brand is one that aims to provide answers to every skin problem, using methods that are effective yet pleasurable and in harmony with nature. Sothys created history by being the first beauty brand to invent the world's first concentrated serum in ampoule form in 1946.

A recognised brand name globally, Sothys is the market leader and industry's innovator in producing synergistic beauty programmes, sophisticated treatment procedures, exclusive and professional methods of body care and high-performance homecare products. The company's unique products are manufactured under one of the most stringent manufacturing processes in the cosmetics industry. Today, Sothys continues the tradition of offering clients the chance to have beautiful, young, flawless skin for the face and body with products such as sun protection, men's care, bust care and makeup.

Through its collaborations with beauty institutes, the brand has become the market leader and industry's innovator when it comes to skincare and beauty. The luxury skincare company will continue to create formulations that work using stringent pharmaceutical production and provides sensorial pleasures. As a brand, Sothys will continue to focus on customers' needs to maintain smooth and youthful appearances. The company's advanced research will address scientific skin care and meet the current needs of both women and men with specific skincare concerns.











## TOYOCHEM

BRAND NAME: TOYOCHEM CATEGORY:
PRINTING INK & SOLUTIONS **ESTABLISHED: 1996** 

## **Visible Science For Life**

First established under the name Toyo Ink Pan Pacific First established under the name Toyo Ink Pan Pacific (Malaysia) Sdn Bhd (TIPPM), the company focused on manufacturing of resins and pressure sensitive adhesives in Seremban, Negeri Sembilan. In September 2009, TIPPM was renamed TSC, as part of a corporate exercise to merge with two related companies – Toyochem Sdn. Bhd. (TSB) and Toyochem Printing Chemical Sdn. Bhd. (TPC) – after a take-over and subsequent delisting of Toyochem Corporation Berhad from the Second Board of the Bursa Malaysia. TSB and TPC had been absorbed into Toyochem Specialty Chemical Sdn. Bhd (TSC) in October 2009, before Toyochem Graphics Sdn Bhd became a part of TSC in 2011.

A subsidiary of Toyo Ink Group Japan, TSC primarily manufactures and trades printing inks, printing chemicals and pressure sensitive adhesives. With headquarters in Shah Alam the company produces printing inks, printing chemicals, resin and pressure sensitive adhesives at their manufacturing plants in the states of Selangor and Negeri Sembilan. The company also provides services to the graphic art industry and acts as agents of graphic art film and other related printing products.

TSC's objective is to continue to produce top-quality printing inks in the most cost-efficient way utilising the most stringent quality control measures, deliver them on time, and provide the best after-sales service for their customers. Keeping in mind current and future lifestyles, the company will persist in manufacturing printing inks and chemicals with no or low aromatic materials such as TK Ecopal and Palm Eco sheetfed inks, LP Nontol rotogravure inks to address environmental concerns and providing organic products for the use of their clients.

## TOYOCHEM

"THROUGH OUR VARIOUS PRODUCTS, WE HAVE BEEN BRINGING THE VALUE OF 'COLOR' TO PEOPLE'S LIVES AND CULTURE...WHILE HELPING TO CREATE A 'VIBRANT WORLD' WHERE ALL LIVING BEINGS AND THE ENVIRONMENT COEXIST HARMONIOUSLY."

GROUP CEO KATSUMI KITAGAWA

















For over 30 years, we have been leveraging our expertise in color and polymer chemistry to develop added-value solutions that not only bring color to everyday items but also help to create a more sustainable future for us all.

Backed by a global supply chain and production network of the Toyo Ink Group, we will continue to reliably deliver the highest level of support and quality that our customers have come to expect from us.



## TOYOCHEM SPECIALTY CHEMICAL SDN BHD (373634-A)

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