

"thebrandlaureate"
THE AWARD FOR BRANDS & BRANDING

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2013

THE BRANDLAUREATE SME BESTBRANDS AWARDS



— 2013 —
**THE BRANDLAUREATE
SMEs BestBrands Award**

**"Capturing Your Brand Success,
The Inspiring Moments"**

COFFEE TABLE BOOK

ASIA PACIFIC BRANDS FOUNDATION

A brand is more than just the identity of a product or service, it is a key driver of growth and success for organisations and countries. Branding is the lifeline of brands as it can inspire and motivate customers to choose one brand over another. A great brand is one that makes consumers believe that it is the only one that provides a solution to their wants, needs and desires.

Thus, it is vital that organisations understand the importance of brands and branding concurrently; consumers should be educated and informed about the characteristics of good brands and branding practices.

Asia Pacific Brands Foundation (APBF) is committed to increasing the level of brand awareness in Malaysia and beyond while nurturing and grooming outstanding Malaysian brands into global icons.

Established in 2004, the APBF aims to position Malaysia amongst the world's greatest nations by delivering on its mission of educating and disseminating information concerning the importance of branding with the firm belief that branding culture, aided by best practices, has the ability

to transform Malaysia into the prime epitome of the world's greatest nations.

The APBF is led by its Patron, H. E. Tun Dr. Mahathir Mohamad, the fourth Prime Minister of Malaysia, together with a Board of Governors consisting of brand icons and captains of various industries. Over the years, the foundation has launched many initiatives through The BrandLaureate, the sobriquet for brand excellence.

Effective initiatives such as the publication of branding articles in newspapers, organising branding seminars and presenting The BrandLaureate Awards have helped to increase overall public awareness of brands and branding, both in Malaysia and around the region.

The APBF has indeed etched its mark in history and will press on with its journey to scale new horizons while accomplishing greater feats in the process. The APBF invites you to join in on its odyssey of discovery, one enriched with new insights and knowledge, to build even stronger and more sustainable brands.

THE MOVER AND SHAKER OF THE BRANDING INDUSTRY

THE BRANDLAUREATE is the sobriquet for the APBF Brand Excellence Awards. It is the ONLY BRAND Award endorsed by His Royal Highness Duli Yang Maha Mulia Yang di-Pertuan Agong, Tuanku Mizan Zainal Abidin.

Winning this prestigious and coveted award is the most defining moment for the BrandLaureates, as the winners of The BrandLaureate Awards are known. It is a testimony of their success and just as how “laureate” is defined, one that is worthy of the greatest honour or distinction.

Apart from the awards, The BrandLaureate also contributes branding articles to the newspaper and online media. It is the publisher of The BrandLaureate—Business World Review, a bi-monthly magazine that features the latest news on branding and business.

It is the first branding foundation to venture into social media. Viewers can gather more information on brands and branding through The BrandLaureate Facebook, Twitter, YouTube and blogs- BRANDOLOGY.

THE WORLD'S BEST BRAND



THE BRANDLAUREATE SMEs BESTBRANDS AWARD '13

“Capturing Your Brand Success, the Inspiring Moments”

Three i's of brand success –*ingenuity, innovation, integrity*

Building a successful brand starts with an idea and a desire to make it happen. The idea has to be germinated, very much like a seed which will then grow into a sapling with green shoots spewing forth. With the right environment and proper care, the green shoots become lush and strong and grow into a steady tree with its roots spreading deep into the ground.

Successful brands are like steady trees, building impenetrable roots as they grow overtime. Success does not come overnight but is a journey that travails many stages and paths. Each stage brings the brand closer to its brand vision and each stage has its epiphany, a special and inspiring moment when the brand realises that it is built for greater success.

Spurred on by these inspiring moments, the desire to be No.1 in the world is heightened and the brand moves forward to establish its brand positioning. With ingenuity, the brand stays ahead of the competition and innovation enhances the brand's relevance, setting trends and adding value to the community and lives of the consumers. The brand's integrity attracts the consumers and

builds loyalty and trust amongst them. Ingenuity, Innovation and Integrity, the three of brand success are fundamental to brand achievement.

Successful brands are driven by leaders who strongly believe in the brand. They are passionate and dedicated towards the development of the brand and have great courage and valour to overcome challenges and seize opportunities at the most unlikely moments, when most would hesitate. Without these dynamic and progressive leaders, brands would not be able to realise their vision and conquer territories.

The Asia Pacific Brands Foundation (APBF) salutes these brand leaders who have played a pivotal role in the success of their brands especially those in the small and medium enterprises (SME) sector who have to compete with the bigger brands. Successful SME brands are role models for the many aspiring brands and entrepreneurs and they must continue to inspire with their compelling stories. At the same time, they must not be contented with what they have but must look beyond the horizon to further gain market dominance. They must ensure that their roots grow deeper and stretch further in order to have bigger footprints that traverse the continents of the world.

THE TROPHY

The trophy for The BrandLaureate SMEs BestBrands Awards 2013 personifies the theme “Your Brand Success, Capturing The Inspiring Moments”. The trophy is a smooth flowing sculpture that symbolises the steady growth of success. It emulates the journey of a brand and the inspiring moments that have moulded them into greatness. The round base signifies the infinite power of branding, which is the foundation for an accomplished brand. With the right branding, success will develop inevitably and continue to be nurtured.

From the solid base, a steady column grows aloft, depicting the soaring journey of the brand and the inspiring milestones along the way. Though sleek and shiny, the road to success is undeniably an uphill battle. Only the strongest, smartest and sharpest will sustain and eventually achieve the goals that await them. The globe, fittingly placed at the top, signifies the

wide range of possibilities that a brand can reach. Upon the brand's success at this point, comes the most honourable recognition represented by The BrandLaureate emblem. The positioning of the emblem on the globe is in accord with the objectives of the Asia Pacific Brands Foundation which is to nurture and celebrate outstanding Malaysian brands in the eyes of the world.

Essentially, the trophy is made of pewter which emulates the core strength of a remarkable brand. The entire structure is 24k gold plated, which echoes both the strength and wealth possessed by triumphant brands. In all its being, the trophy befits the prestige of The BrandLaureate BestBrands Awards 2013 and the recipients who have commendably incorporated the three i's of brand success – Integrity, Innovation and Ingenuity, thus propelling their brands to greater heights.





CONTENT

01	The Asia Pacific Brands Foundation
02	Board of Governors of the Asia Pacific Brands Foundation
03	Theme : Your Brand Success, Capturing Inspiring Moments
04	The Trophy
08	Message by the Honourable Prime Minister of Malaysia
09	Message by the Patron of the Asia Pacific Brands Foundation
10	Message by the Chairman of the Asia Pacific Brands Foundation
11	Message by the President of The BrandLaureate
12	Message by the CEO of The BrandLaureate
16	The BrandLaureate SMEs Lifetime Achievement Award
18	The BrandLaureate SMEs Entrepreneur of the Year Award
20	The BrandLaureate SMEs CEO of the Year Award
22	The BrandLaureate SMEs Brand Personality Award
24	Corporate Branding
71	Event Snapshots
76	Product Branding
98	SMEs Signature Awards
118	SMEs Masters Awards
140	SMEs Blue Chip Awards

SME is a Small Medium Enterprise
with a Special Mission Empowerment
to take on the world.

... Dr KKJohan

MESSAGE BY

**YAB. DATO' SERI NAJIB
TUN ABDUL RAZAK**
PRIME MINISTER OF MALAYSIA



SMEs in Malaysia have contributed significantly to the growth and development of the nation. When Malaysia achieved its independence in 1957, many local companies were SME based. But they have progressed with time, adopt new technology and implement new business strategies to grow their businesses. Malaysia now boast of many large corporations that were once SMEs.

SMEs are posting impressive growth in the context of the economy. They contribute 32 per cent to the country's GDP and is expected to increase to 41 per cent in 2020. The annual growth of SMEs was found to be higher than that of the GDP overall. For example, the GDP grew at five per cent, and the SMEs at six per cent.

The government is committed to assisting SMEs grow beyond the national boundary and it has implemented many new initiatives. The latest will be the introduction of the Small Medium Enterprises (SME) Act that will bring out the best practices in the industry. It will encompass six key areas, namely, General Guidelines, Institutional Framework, Market Access, Special Incentives, SME Funding and Responsibilities of Those Parties Involved in the Act. This

Act is a much awaited initiative by all concerned and many developed nations have adopted this Act.

While the government continues to provide the necessary support for SMEs, SMEs on their part should continue to strive and build their capacity not only to compete in the domestic market but the global market too. SMEs need to reach out to a wider target audience in order to build their brand and achieve stronger visibility

I would like to congratulate the SMEs BrandLaureates who have been awarded The BrandLaureate SMEs BestBrands Award 2013 and I hope that this Award will spur you on to greater success.

YAB Dato' Seri Najib Tun Abdul Razak



2013
THE BRANDLAUREATE
SMEs BestBrands Award



**H.E. TUN DR. MAHATHIR
MOHAMMAD**
PATRON OF THE ASIA PACIFIC BRANDS FOUNDATION

MESSAGE BY

MESSAGE BY



2013
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**YBHG. GENERAL. TAN SRI
DATO' PADUKA (DR.) MOHAMED
HASHIM BIN MOHD ALI (RTD)**
CHAIRMAN OF THE ASIA PACIFIC BRANDS FOUNDATION

"Your Brand Success, Capturing the Inspiring Moments" is the theme of The BrandLaureate SMEs BestBrands Award 2013." Your brand success is made up of many inspiring moments and all these moments are not only special but important as each marks a new level of progress for your brand.

I am sure many of you can vividly remember the time when your business hit the million dollar mark in sales revenue. You must have felt elated then and celebrated that auspicious moment. At that time, you were a small entity, but with that milestone achieved, you grew in confidence and knew that the world was your oyster and you could be the polished pearl if you brand your business well. Every successful moment is a stepping stone or catalyst to more great moments that brings the brand to the next level of growth and contributes to the value of the brand.

I am most proud of all of you, the SMEs BrandLaureates; you have shown that you are able to rise above the occasion and build your brands to be strong and successful. It is not easy to start a business and sustain it, let alone become

an award winning brand, but all of you have demonstrated the qualities of a BrandLaureate, that of courage, passion, commitment, innovation and versatility to stamp your mark in the industry as leaders.

As a SME BrandLaureate, you are a role model to many upcoming brands and you continue to inspire. Some of the SMEs have gone to achieve public listing and that is a great feat and we honour them with The BrandLaureate SMEs Blue Chip Award in this edition of the Award. They have done well and deserve due recognition.

Congratulations to all of you and I wish you many happy branding days ahead!

H. E. Tun Dr. Mahathir Mohamad

Congratulations to the winners of The BrandLaureate SMEs BestBrands Award 2013.

The success of any brand does not rest on the shoulder of an individual but that of the whole team. I am sure you will concur with me that team spirit and unity are important factors in the development of successful and sustainable brands.

At the same time, good human capital is required to drive the brand. In this challenging and competitive environment, our human resource must be smart, knowledgeable and possess the right attitude to drive the brand to its intended destination. They must be versatile enough to adapt to new or shifting trends that emerge in the market and industry and capitalize on these movements to the advantage of their brands.

I would like to share with you this quote that I read in a magazine – " It is better to invest in an A person with a B product than in an A product with a B person" says Georges Doriot, a venture capitalist. Doriot is right as an A person who has the right attitude would be able to lead and achieve more than a B person who has to be lead and guided.

An A person would have the capacity to think out of the box and move out of his comfort zone to get things moving and it is this capacity coupled with the right attitude that will drive businesses and brands to become industry leaders.

We must realize that any form of support or assistance given to us is a short term solution to success. Successful and sustainable brands are driven by leaders who have the desire and commitment to walk the extra mile in order to build on their foundation. May you always stay committed to your brand and built on it to become a Made in Malaysia success story.

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



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DR. KKJOHAN
PRESIDENT OF THE BRANDLAUREATE

MESSAGE BY

MESSAGE BY



2013
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CHEW BEE PENG
CEO OF THE BRANDLAUREATE

Congratulations to the SMEs BrandLaureates 2013!

The BrandLaureate SMEs BestBrands Award 2013 is all about your brand success, of a vision and overpowering desire to build your brand to be the leader in the industry. It is about your brand journey, of being a trendsetter and creating innovative initiatives, pushing new frontiers and establishing your footprint to arrive at leadership position.

Successful brands are like strong trees, where its roots are deeply entrenched in the ground. With each passing year, the roots of the tree spread further and deeper. Hence, if you want to grow strong and healthy, you need to build on your brand foundation and have a firm footing to withstand the harsh business environment. Have you noticed how some chopped trees are able to rejuvenate with even greener foliage? That is because its roots, the foundation of the tree are not affected.

In the business world, many things can happen that bring businesses and brands down easily. The many years of hard work put in may be gone in just a day or a few minutes. To avoid this from happening, your brand must have the right brand values and strength to overcome challenges whilst continuing to grow amidst the tough terrain that prevail.

The three I's of branding – Ingenuity, Innovation and Integrity are good brand attributes that will help to strengthen your brand foundation. Brands need to be ingenious to stay ahead of the competition if they want to be industry leaders. Scaling the top position is easy but sustaining it is difficult and an ingenious brand will be able to find solutions to sustain its leadership position.

Innovation allows brands to meet the expectations of the consumers. Innovation is the lifeline of brands, hence, brands must cultivate a culture of innovation, in order to stay relevant.

Brands with strong integrity are trusted and respected, it attracts customers who feel safe and secured using their products and services, thus building brand loyalty.

Adhere to the 3 I's of branding and you will reap great success!

Dr. KKJohan

The BrandLaureate SMEs BestBrands Award was conceptualized in 2007 with the objective of recognizing successful SMEs in the country. In its 7th edition, the Award has stamped its mark amongst SMEs and generated the awareness and need of branding amongst them and the response from SMEs to participate in this prestigious award continues to grow yearly.

SMEs as the acronym defines it, may be small and medium enterprises but they are powerful engines of growth. They contribute substantially to their nation's economic development and successful countries such as Germany, South Korea, USA, Hongkong, China have strong pools of SMEs.

Malaysian SMEs are doing well and becoming a force to be reckoned with. Many SMEs supply to multinational companies and are able to meet their stringent quality requirements. Some have gone on to become public listed companies and with proper branding and business strategies have the potential of achieving global brand status. There are also those who have taken the bold step of building their business ventures in overseas market and we applaud these brave and bold SMEs. Brands must be courageous to take the first step to venture into

new market terrain if they want to become leaders. In establishing their footprints internationally, they have also helped to promote Brand Malaysia and showcased the country brand's range of products and services.

The next 6 years are crucial years for Malaysia's economic development as we pushed towards achieving the status of a high income nation and Vision 2020. In this respect, Malaysian SMEs have a pivotal role to play in the country's economic roadmap. The government targets SMEs to contribute 41 percent to Malaysia's GDP by 2020 through the creation of more dynamic entrepreneurs. In 2013, contribution to the nation's GDP stood at 33 percent.

Branding is the way forward and it is the APBF's desire that when Vision 2020 is realized, you will be part of its roadmap to success.

Chew Bee Peng



Brand Leaders

Driven By Dreams & Living The Dream Of Possibilities

... Dr KKJohan



THE BRANDLAUREATE

BRAND PERSONALITY AWARDS



YBHG. PUAN SRI DATIN DR.LIANA LOW

CO-FOUNDER & CHIEF EXECUTIVE OFFICER OF BELL GROUP COMPANIES



A WOMAN OF MULTIFACETED TALENT

The esteemed Puan Sri Datin Dr. Liana Low is the co-founder and Chief Executive Office of BELL Group of companies. She can also be identified as an Industrialist, Inventor, Innovator and Environmentalist. Surprisingly enough, what drives this amazing lady is her true love for the palm oil industry –evidenced in the wealth of knowledge, enthusiastic presentations and enduring spark that lights up in her eyes whenever she speaks about the industry!

Low is a graduate from the University of Pennsylvania with a Bachelor of Science in Engineering and minor in Entrepreneurship Management Program, a post graduate diploma in Mechanical Engineering and M.A. in Industrial Psychology from the University of New Haven. She received a PhD in Business Finance from the Irish Business School and a Doctorate Grade Membership from The Institute of Professional Financial Managers, United Kingdom and was awarded Doctor of Medicine (Cosmetology)in 2002 by the International Academy of Sciences of Nature and Society in Russia.

An engineer and industrial psychologist by profession, one of Low's 'special skills'includes her knack in turning around ailing palm oil mills (which also led to the beginning of BELL Group of Companies). Coupled by her dedication and hard work, BELL Group has grown to become the largest privately-owned commercial and independent palm oil miller in Malaysia.

THE TURNAROUND SPECIALIST

Puan Sri Dr. Liana Low's first major achievement was in the successful turnaround of palm oil mills. Starting with one mill, today, under her strong leadership, BELL Group operates a total of eight palm oil mills.

Her next major achievement was in the technological breakthrough of downstream value-added oleo chemicals. From that, she created a palm-based personal care product line that uses palm-based cosmetic ingredients which are green, natural and safe.

Dr. Low was awarded Ernst & Young's Woman Entrepreneur of the Year title in 2004 for her outstanding



entrepreneur skills and successes. She was also awarded the IFIA Cup Overall Best Woman Inventor by the International Federation of Investors' Association of Geneva for her invention of the Pure Palm Baby Products–another first by a Malaysian from the non-institutional sector.

Today, besides her own brand line, her company also manufactures palm-based soaps and amenities for clientele around the world.

TRUE FRIEND OF MOTHER NATURE

Puan Sri Dr. Liana Low's concern for the environment has truly made her a leader in the drive towards eco-green, carbon-neutral products, from upstream activities of oil palm plantations to downstream value-added activities. In 1995, a subsidiary, Kilang Sawit United BELL, was awarded a grant to apply proven technologies in the conservation of energy. This was the first mill in the palm oil industry to receive such a grant.

Then in 2003, BELL Eco Power was awarded a grant to embark on a biomass power project, supported by a grant from EC-ASEAN COGEN III. In 2006, Low started BELL Eco Power Sdn. Bhd. to undertake a combined biogas and biomass power project for renewable energy and kick-started the first Independent Green Power Plant in the palm oil industry!

Under BELL Solco, the company manufactures the world's first patented high-technology and eco-friendly renewable solar water heater.

In keeping with Malaysia's mission for 'green electricity', Low has also embarked on a special project to set up the nation's first biogas power plant supplying 'green electricity' to the grid. Her mission is to move power generation to the next level by applying innovative green energy technology to supply 'green electricity' to decarbonize the electricity grid and green biomethane to the gas grid.

Low's astounding vision is to take the BELL Group to greater heights and to new frontiers with a focus on the environment. In said pursuit, she will indeed leave a benevolent legacy for generations to come





MR. MATTHEW LEE

MANAGING DIRECTOR OF KMT TRADING



THE MAN BEHIND THE KOREAN FOODWAVE

Haseyo (Welcome) to the world of Korean cuisine. If you love kimchi, Shim Rayun instant noodles, mukkoli (Korean rice wine), then you have to meet Matthew Lee, the Managing Director of KMT Trading, the company that specializes in Korean food products in Malaysia.

A Korean by nationality, Lee started KMT Trading in 1994 and the first product he brought in was the popular Korea's No.1 instant noodle Shim Rayun, manufactured by Nong Shim, the Korean food and beverage conglomerate. As Malaysians became more accustomed with the Korean flavor and taste, Lee brought in other brands such as Lotte, Kunyang, Yakult, Daesang, Hanil, Binggrae and many others. All these brands are available at leading supermarkets and retail outlets in Malaysia.

ENTREPRENEUR AT HEART

Lee was born in South Korea and after his high school education followed his father to Malaysia. He enrolled in a local institution of higher learning and planned to further his study in Canada but was recalled to his country for national service. After completion of his national service, Lee returned to Malaysia and started KMT Trading. The company's first business was in car accessories and later expanded to the manufacturing of auto spare parts. However, the 1997/1998 Asian Financial Crisis took a toll on the business and he had to close it.

An entrepreneur at heart, Lee decided to move on to another business and found that the food industry was more stable. Korean edibles were not readily available then in Malaysia, so he took a gamble to venture into this field and approached NongShim, to appoint KMT as the distributor for NongShim's products in Malaysia.

In 1998, KMT started its business as a distributor of Korean food products and for the past 16 years has made successful inroads into the Malaysian market and hearts of food loving Malaysians.



PASSIONATE ABOUT FOOD

Running the business during the early days was tough, but Lee's resilience and endurance saw him through. Many Malaysians were not accustomed to Korean food and its taste then and there were not many Korean restaurants set up. Lee, did a lot of food sampling at supermarkets, especially the NongShim noodles and eventually Malaysians fell in love with its special spicy and sourish flavor.

Malaysian's interest in Korea was spiked up by the popular Korean TV soap operas during the late 1990s which drew huge fans in the country. Later, the K-Pop frenzy and Psy with his Gangnam Style helped to push up the curiosity of the country brand and anything and everything related to Korea.

For his leadership in promoting Korean brands in Malaysia, Lee was appointed as Director of OKTA (Oversea Korean Trade Association) in Malaysia in 2006 and in 2008, appointed as Director of World OKTA. He has received the 2010 President Award from KITA (Korea International Trade Association) and similar award from Korea Trade Association.

In 2011, Lee was appointed as representative of Korea's Young Business Leader Network and in 2012 awarded the Order of Industrial Service Merit from the President of Korea.

STRIVING ON CHALLENGES

As KMT Trading develops into a leading FMCG, Lee is not fazed by the challenges that success brings along. As an entrepreneur, Lee sees the potential of the business and the brand and does not look at the negative side of things. He enjoys the challenges and sees it as opportunities to grow the business and one's personal self rather than a source of stress.

Lee does not credit his success to any mentors but more to continuously develop and improve on one's knowledge to keep up with changing trends and needs.



Dato' Seri Ben Yeoh was represented by Rickey Hiew, General Manager, Bermaz Motor during the Award's dinner.

DATO SERI BEN YEOH CHOON SAN

MANAGING DIRECTOR OF BERMAZ MOTOR



Dato Seri Ben Yeoh Choon San is a true blue automotive industry leader, with an impressive career that spans more than 40 years, encompassing retailing, distribution and manufacturing. He has played a pivotal role in developing and shaping the industry through the various leadership positions that he held and currently holds at international and local car companies.

Currently, the Executive Director of Bermaz Motor Sdn Bhd, a wholly owned subsidiary of Berjaya Auto Berhad, Yeoh is the driving force and face behind the business. Bermaz Motor commenced its operations on 1st April 2008 after entering into an agreement with Mazda Motor Corporation of Japan, which made Bermaz the exclusive distributor of Mazda in Malaysia.

With Yeoh at the driver's seat, the Mazda brand in Malaysia has grown by leaps and bounds, demonstrating an astounding level of improvement. Sales of Mazda cars leaped from a meagre 1,000 units in 2008, when it was first set up to a substantial amount of around 10,000 in 2013. Bermaz introduced a series of firsts such as the concept of "stress-free ownership" in the automotive industry and through its Mazda DNA of 3+3 Year Free Warranty and Maintenance programme, Bermaz provided Mazda customers the benefit of significantly reduced cost of ownership.

Yeoh's mission is to provide sustainable growth for both the company's stakeholders and also for its customers. He believes that by being sustainable, Mazda's customers will always continue to have better benefits.

Under his stewardship, Bermaz has achieved many milestones, such as the official certification of QMS ISO 9001:2008 compliant organization by SIRIM QAS International in July 2014, the establishment of its assembly plant in Kulim, Kedah and the graduate school of automotive management, providing Malaysians with the opportunity to further improve their skills and at the same time pursue a career in the industry. It recently



launched the Mazda Medicare Fund initiative which serves to provide ease of financial burden to patients suffering from cancer and end stage renal disease patients with financial restrictions.

Yeoh's first job was with Cycle & Carriage Berhad in 1972 as a technical executive where he stayed for 8 years and later moved on to Borneo Motors as Divisional Manager before joining Daihatsu Malaysia in 1983 in the same capacity. In 1986, he joined the Proton Group and was involved in technical services, sales and manufacturing of Proton products to U.K, Europe, Australia and Oceania markets. During his tenure at Proton, he helped to build the brand's footprints in the overseas market and successfully sold 30,000 units of Proton to Britain. After a decade at the national car maker, Yeoh left as Executive Director/ Chief Operating Officer of Proton Corporation Berhad, a wholly owned subsidiary of Proton.

After Proton, Yeoh joined Atlan Industries Berhad as its Executive Director and was appointed as Managing Director of Hymal Motor Sdn Bhd, which was involved in the Hyundai motor business. Hyundai operated under Hyundai- Berjaya Corporation then and subsequently, Hyundai - Sime Darby Corporation Berhad from 2000-2007.

With the Hyundai franchise, Yeoh revived and modernized the Inokom plant and took over the responsibility of managing the plant for the production of quality passenger cars. He served as the Chief Executive Officer/ Executive Director/Managing Director/ Advisor.

On his successful career in the industry, Yeoh says

" I constantly challenge myself to push the envelope and to be the best. I never miss out an opportunity to improve myself. As leaders, it is important that we have sound knowledge as we are role models to many of our colleagues and subordinates.



TAM PAK CHEONG

MANAGING DIRECTOR OF STALHEIM INDUSTRIES & INOVAR RESOURCES



FLOORING FOR SUCCESS

Tam Pak Cheong has been at the forefront of the laminate flooring industry in Malaysia. The founder of Stalheim Industries, which specialized in the manufacturing of laminate flooring, Tam established Stalheim in 1996 with a group of venture capitalist. Armed with an initial working capital of RM10 million, the manufacturing facility was set up in Batang Berjuntai, 60 kilometres northwest of Kuala Lumpur.



BRAND ACHIEVEMENTS

After a few years of manufacturing for OEM, the company decided to set up its own brand of laminate flooring and Inovar Floor was thus created. With its own brand, the company is able to have a stronger presence in the market and command better pricing as compared to OEM manufacturing, where it has to compete on pricing, which was not sustainable in the long run.



The idea to build its own brand has brought great success, which Tam attributes to its focus and commitment to branding. Today, Inovar Floor is acknowledged as the leader in laminate flooring and widely accepted by industry users such as architects and housing developers. Inovar Floor graces the homes of many high end houses and condominiums in Malaysia. It has also scored a series of first by becoming the first Malaysian laminate flooring brand to be exported to the Asia Pacific region and certified as the No.1 laminate flooring brand in Japan and Taiwan. It is also the first brand to be fitted in all IKEA showrooms in the Asia Pacific.



Both Stalheim and Inovar Floor occupy top of mind recall amongst industry users and end consumers respectively. Continuous promotion of the brands through local and international exhibitions and trade shows, advertisements in newspapers and other publications and online presence have helped to increase the brand awareness and visibility.

WAY FOWARD

Having spent over a decade as general manager of a subsidiary of Multi- Purpose Berhad before establishing Stalheim, Tam runs his businesses in a corporate manner, like those of international multinational companies with emphasis on strong management and adherence to good corporate governance.

His strong leadership sees him managing a workforce of over 170 staff and Tam believes that management has got to be transparent based. It must also engage with the staff and provide the necessary training, benefits, rewards and incentives to boost efficiency and productivity. At the same time, the management has to have a proper succession plan, identify the second tier of leaders and groom them to take over the business. For Tam, leaders retire when the time comes but the brand continues to live on.

While the brands have gone international, the potential for local growth remains very strong. According to Tam, the market size for laminate flooring is only 2 percent of the population and competition is limited to a few local importers and one local manufacturer. The next lap is to penetrate the local market and capitalize on the growth opportunities.

Tam's journey as an entrepreneur is filled with many defining moments, as he accumulates milestones, one after another. On what constitutes the success of his brands, he says

“ We must have a good understanding of our products and once that is established, we can go all out to brand and achieve our desired goals.”



SMEs

Take Up The Challenge

*Build A **Brand** That Shapes The World and*

*Build A **Business** That Shakes The World*

Anything Is Possible!

... Dr KKJohan



THE BRANDLAUREATE

CORPORATE BRANDING



WEBSITE : www.arte-axis.com

LAYING THE FOUNDATION OF A SUSTAINABLE FUTURE IN STYLE

Nothing speaks of stylish design as Arte Axis. As a distinctive brand famed for paving the way towards an uber-cosy future dreamt by visionaries in the past for a sustainable tomorrow, this name is set to transform the face of the nation with its own unique style and taste

When one visits Arte Axis' website, one will be enchantingly ushered into the realm of the visionary by the inspirational words of Frank Lloyd Wright: Every architect is 'necessarily' a great poet he must be a great interpreter of his time, his day, his age.

Working magic on the exterior and in the interior, in concept and form this tripartite company strives to go beyond the norm and change lives for the better and alter the topography of the future.

ARTE AXIS: WHERE PASSION AND VISION MEET

Arte Axis is a boutique multi-disciplinary design practice specializing in long-term, sustainable build environment. The tripartite entity of Anuar Aziz Architect, an ISO 9001: 2008 Quality Management Series certified professional architectural firm, Arte Axis Interior Sdn. Bhd., the interior arm and Arte Axis Atelier Sdn. Bhd., providing GBI facilitator consultancy, share a common philosophy of bringing about creative leading-edge designs implemented in a top-notch, professional manner.

The Arte Axis Design Group offer various services pertaining to Architecture [full consultancy service (ISO certified), project management consultancy and master planning], Interior Design (full consultancy services and design & build contracts) and Specialization [Green Building Index (GBI) facilitating services and Build Integrated Modelling (BIM) services].

Arte Axis Design Group is committed to deliver its services by constantly meeting or exceeding its customers' expectations. Its architectural masterpieces are designed in beauty and built in truth. The brand endeavours to comply with requirements and carries out continual improvement of its processes and systems.

The brand ambassador is Group Director, AR Saiful Anuar Aziz who gained his rich working experience at Peter Tigg Partnership, a small firm in Holland Park, London, prior to passing his RIBA Part III and returning home

to Malaysia. His professional working experience in Malaysia galvanized his exposure, particularly gifting him with in-depth knowledge of the Malaysian building industry. He realized his dream of establishing his own firm in the new millennium with the dawning of Anuar Aziz Architect.

LEGACY: OUTSIDE-THE-BOX CREATION

Several defining Arte Axis Design Group's architectural works include institutional (UPSI), residential (PPR Gua Musang, Salina Residence, KKM Quarters Sungai Buloh, Casa Mon't, PPR Kota Bharu, PPR Kepelu, PPR Kota Setar, Selayang Springs and Aoura Subang Bestari), master planning (Masjid Ibnu Sina and PERKESO) and office & commercial (Southkey Sales Gallery, Touch Group Corporate, ABN Mediapolis, Fiesta Ampang and Selayang Springs Boulevard).

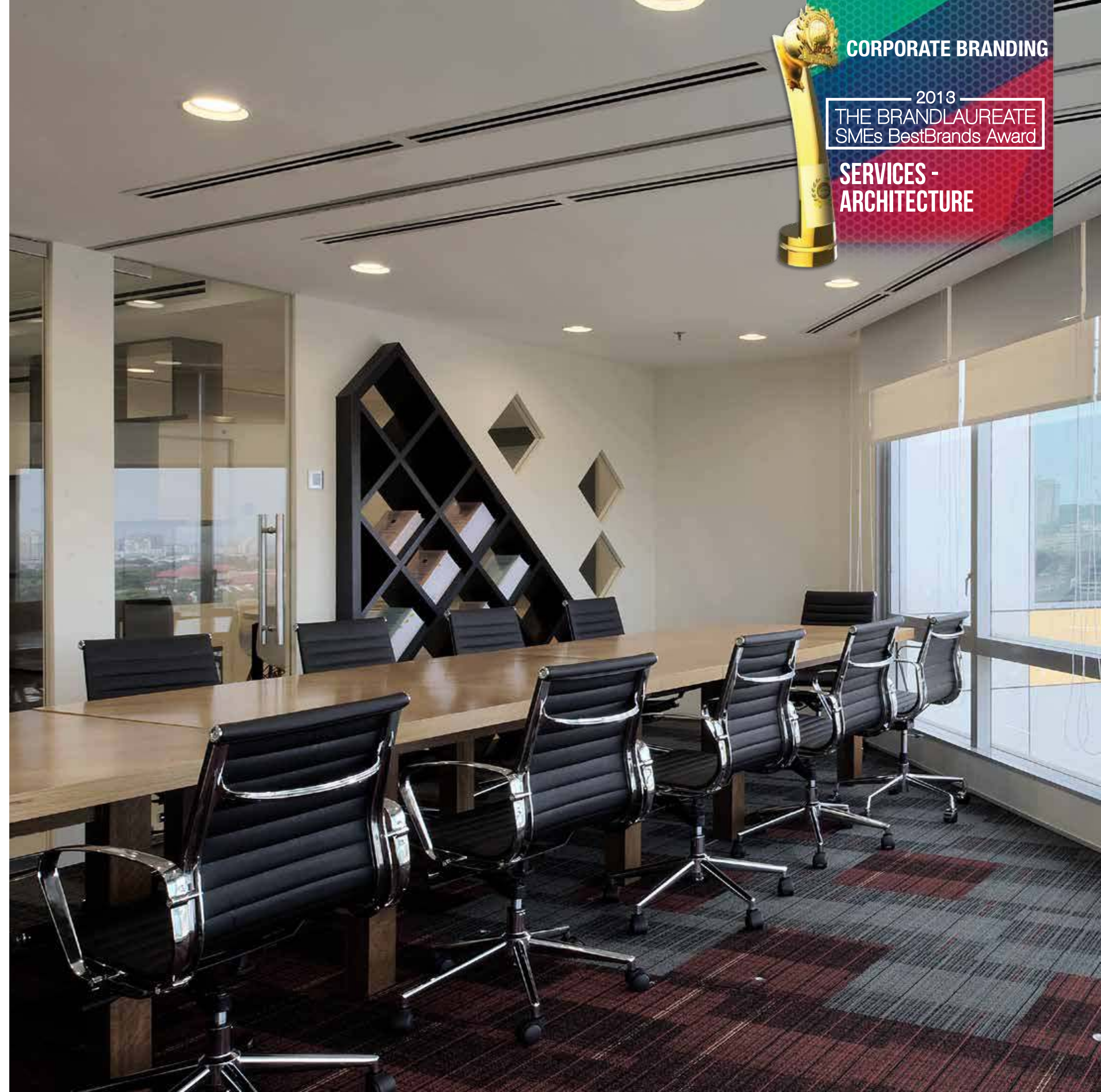
Choice interior design works of the brand include the AADG Office, the Istana, Puteri Hafida Mansion and Aoura Subang Bestari.

Several of the designs produced by the Group include the Langkawi Service Apartments, Quarters Teluk Batik and Signal Hill.

As a remarkable brand that is here to stay, Arte Axis has been given due recognition, including awards such as the ISO 9001: 2008 Quality Management Series [Bureau Veritas (2013)], Asia Pacific Top Excellent Service [Global Business Magazine (2013)], Asia Pacific Top Emerging Entrepreneur [Global Business Magazine (2013)] and the Asia Pacific Entrepreneur Excellence Award 2013 (Excellence Emerging Entrepreneur) and The BrandLaureate SMEs Corporate Branding Award 2013 – Best Brands in Services – Architecture.

The Group was also shortlisted in the First Round entry of the New PAM Centre Architectural Design Competition in 2012.

Arte Axis has been featured in several Malaysian publications including The BrandLaureate Business World Review (June-July & September-October 2013), Global Business Magazine (May-July 2013) and Building & Investment (July-August 2013).



PERFECTING BEAUTY

Beverly Wilshire Medical Centre was set up on the concept of being the only integrated beauty medical centre in Malaysia. The world-renowned Centre offers the best in Malaysia and attracts hundreds of international clients looking for the ultimate makeover. The facility is backed by registered and board-certified plastic surgeons with over 20 years' experience in plastic surgery and plastic surgery techniques.

All cosmetic and aesthetic procedures are administered professionally by highly experienced, licensed and qualified doctors; conducted in world-class operating theatres using the latest FDA-approved medical equipment. This, together with the centre's accreditation as a medical centre from the Ministry of Health and Malaysian Healthcare Travel Council, is what positions Beverly Wilshire – enabling it to stand out from the competition.

Beverly Wilshire operates in accordance with its Vision: To Be the Leading Centre of Excellence in Premier Medical Healthcare. Its Mission is to enable every woman and man to attain perfection in total beauty, health and wellness. It provides excellent service in a luxurious ambience that ensures the comfort and privacy of every client.

BRAND INNOVATION AMPLIFIED

Beverly Wilshire Medical Centre sets the standards in three core specialties, namely: Cosmetic Surgery, Aesthetic Medicine (non-surgical and laser treatments) and Healthy Aging. Licensed by the Ministry of Health Malaysia, the Centre has an extensive menu of cosmetic procedures, aesthetic treatments, and health services – all of which allow the provision of a holistic approach to ensure clients are beautiful externally and also internally.

With the expertise of a team of highly skilled specialists, supported by the industry's leading technologies and world-class facilities, clients can be assured of professional guidance and customized treatments towards the best desired outcome. Whether to seek the ideal skin, face, body or well-being, future clients need to look no further. Among the brand's most popular treatments are Botox, filler, acne and acne scar removal, pigmentation removal,

facelifts, breast augmentation, tummy tucks, liposuction and many more. These treatments are administered by Beverly Wilshire's team of highly dedicated, skilled and experienced doctors – who bring their vast experience to their customers. They are fully qualified and equipped to offer a full range of treatments.

Beverly Wilshire is also supported by a team of highly skilled nurses and customer service staff who embody years of collective experience in medical support. It's team pays special attention to patients' unique needs and care throughout their visit – guiding them every step of the way towards their ultimate transformation.

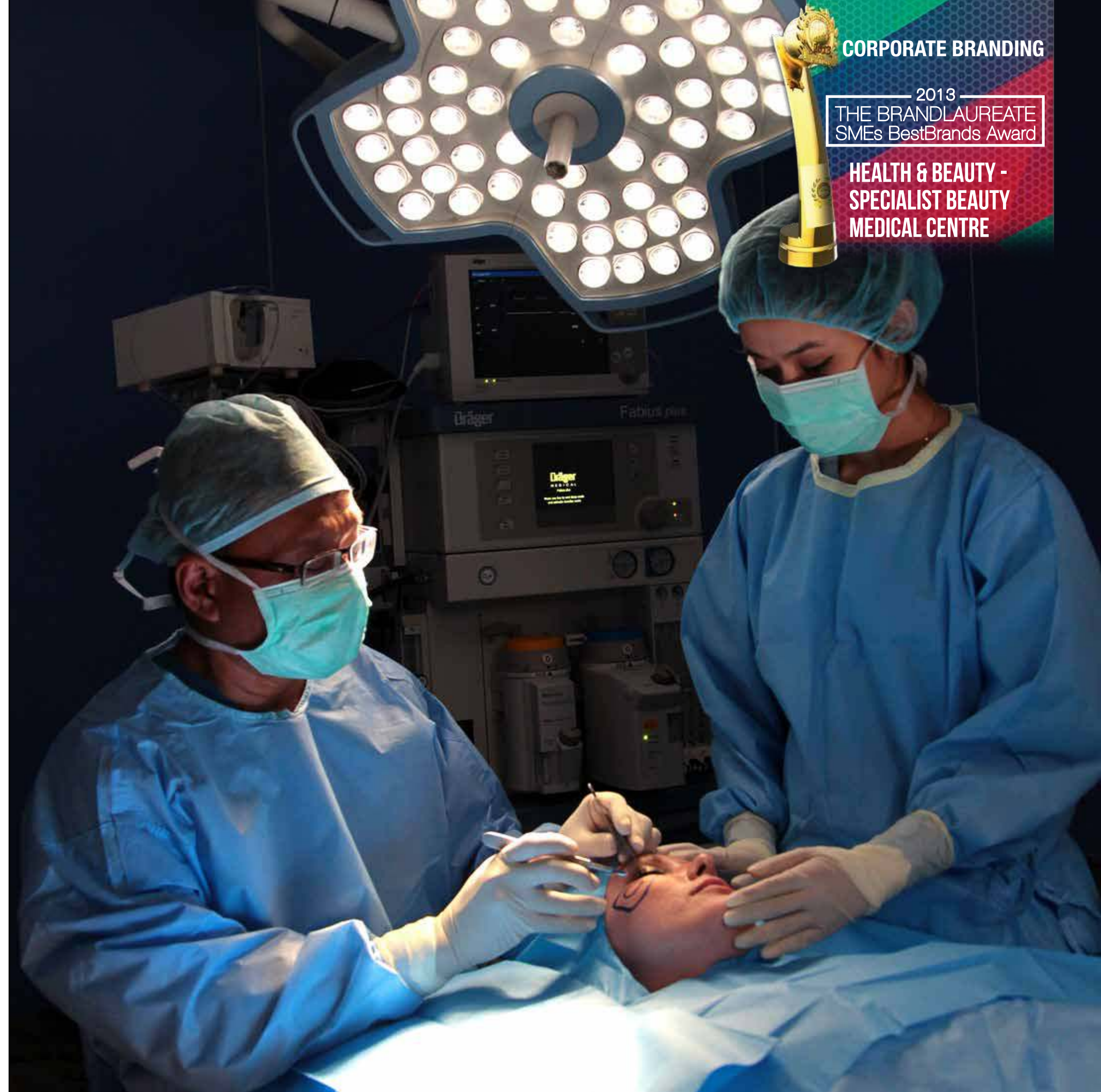
At its Kuala Lumpur medical centre, the facilities are distributed across two floors. The upper floor holds the Cosmetic Surgery Centre, Aesthetic Centre and Wellness & Cell Therapy Centre; the lower floor is where the two state-of-the-art operating theatres are located, complemented by two Dependency Units and three Daycare Beds. Patients are able to recover in comfort and privacy in any of the luxurious six single-bedded suites or the one double-bedded suite.

On top of that, Beverly Wilshire is also the official Training Centre in Malaysia on Injectables such as Botox and Juvederm fillers. It hosts 10 to 20 training workshops annually on the latest techniques in aesthetics with local and international doctors.

CELEBRATED BRAND POSITIONING

Inspired by Beverly Hills, United States of America, Beverly Wilshire has been positioned as top the medical centre from the very beginning with a group of top doctors, luxurious centre set-up, world-class facilities and operating theatres.

In reality, amidst its 'international' name, Beverly Wilshire Medical Centre lives up to its fame by providing the best in medical treatment and service. Its staff are well trained to offer the necessary support to its team of qualified doctors and paying special attention to the needs of its customers – thereby leaving a lasting impression that time cannot erase.





WEBSITE : www.bac.edu.my

BAC: PREMIUM EDUCATION MADE AFFORDABLE

Founded in 1991, Brickfields Asia College (BAC) has endeavoured to provide students with a world-class education at reasonable cost. With a strapping enrolment of approximately 4000 students, BAC has two strategically located campuses in Kuala Lumpur and Petaling Jaya.

BAC's vision statement resonates: "To be the premier and preferred college providing international standards of education and to be recognized internationally as a top provider in education".

Led by its Managing Director, Raja Singham, the institution of higher learning has grown rapidly over the years and established itself as the Nation's No.1 Law School in terms of student numbers, excellent results and graduates who are highly sought after by employers. The transformational brand's commitment over the years to select highly qualified, experienced and dedicated lecturers, relevant curriculum that meets industry needs and all-rounded education – from classroom to practical training – have ensured its success and that of its students.

EXPERIENCING EDUCATION FROM VANTAGE OF A MARKET LEADER

BAC has achieved many 'firsts' in the years since its inception. In terms of the private legal education sector, BAC commands 60 percent of the market share. This market share is based on undergraduate and Certificate of Legal Practice (CLP) data. The institution is also the market leader for most of the legal programmes offered such as the CLP, UK Transfer Degree Programme - Law (UKT Law) and University of London International Programmes - Law (UOL) and is the only college to offer a Diploma in International Arbitration via the Malaysian Institute of Arbitration and the Corporate Counsel Program – in collaboration with the Malaysian Corporate Counsel Association.

BAC is the only law school in Malaysia to be accredited by the Malaysian Qualifications Authority to offer the University of London International Programmes LLB and the UK Transfer Degree Programme (Law).

The establishment has sent more than 6700 graduates into practice since 1991 – more than all the private institutions in Malaysia put together. In addition, more than 90 per cent of BAC's law graduates are employed within the first three months after graduation.

Popularly branded as the "BAC Experience", students who enroll in the institution can be assured of a whole some experience comprised of enriching education and personal development.

As 'Malaysia's No.1 Law Faculty', BAC has a dedicated and highly qualified team of lecturers who are thoroughly well-versed in the subject matter of law and its respective component fields to teach the students. It also has practitioners to ensure that students have a practical legal education and are exposed to real-life legal situations in the classroom. Students at the college have access to over 200 hours of lectures by visiting UK faculty from various partner universities.

The institution has the widest range of law and business programmes – offering over 70 single and dual honours degrees that cover a wide range of specialization in law and business – students have the option of completing their degrees either externally or through transfer programmes. BAC's strong relationship with local law firms subsequently enables it to assist students to obtain internships, attachments as well as employment.

POSITIVE EDUCATION – THE PILLAR OF SUCCESS

Having attained success as the market leader in the legal education industry, BAC continues to strive for higher levels of growth and development. In 2013, it launched the Brickfields Business School with an initial offering of over 30 different single and dual world class BA (Hons) specializations in Business. This would provide students wider opportunities in their choice of education.

The educational maestro works with its partner universities to introduce more study options and increase its enrollment of international students – giving students an international exposure through diversity of race and culture.



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LEGAL EDUCATION



WEBSITE :www.corporate-coachacademy.com

GROUNDBREAKING COACHING

Corporate Coach Academy, or better known as CCA, is a pioneer in the field of coaching in Malaysia. It was founded by Dr. Michael Heah, who is an icon in coaching and the first Malaysian to receive the International Coach Federation (ICF) Credential, Professional Certified Coach (PCC) qualification in the region. When Dr. Heah started CCA in 2004, coaching was still in a ‘desert land’; and thanks to him, this field is now a flourishing industry with more and more coaching schools being set up to ride on the ‘coaching wave’ that has been created in the marketplace.

As a coaching pioneer, CCA has an established track record and has achieved many firsts in the industry. It is an initiator in face-to-face coaching at a time when coaching schools were offering only distant learning on the subject. It is also instrumental in bringing the ICF brand of coaching in Malaysia and is the only two coaching schools in Asia with the ICF-ACTP status.

Today, CCA is Asia’s leading coaching school and its vision ‘to build a vibrant coach community in Malaysia and beyond’ is becoming more and more a reality.

A TIME-ENTRENCHED TRACK RECORD

CCA is backed by a strong coaching infrastructure in many fronts. It has the full backing of ICF, the world’s largest and most reputable coaching organization. It has its own time-tested 3-Stage Coaching Model, or the ‘See, Say and Do’, which has revolutionized the way coaching is taught and executed where many coaches and students have benefitted immensely for its ease of use and transformational powers.

It has a proven coach learning technology that not only accelerates coach-students to become highly competent coaches but also make them highly creditable and successful coaching professionals who are recognized and can practice globally.

While many coaching schools have a singular mode of teaching coaching, such as Ontology, NLP, Meta State Performance-based and others, CCA’s coach learning model is comprehensive and versatile. Its philosophy is that every coach has to be all-rounded and complete in view of the very wide and changing coaching landscape. In this direction, CCA coaches are trained to be multi-disciplined and multi-skilled with ‘many faces’ so that

they can function as a Life Coach, Executive Coach, Leadership Coach, Performance Coach, Business Coach and Organizational Coach all at the same time.

CCA’s unique coach learning mix, which is heavily skewed towards the practice of coaching, enables students to pick up coaching skills right in the first few hours of learning. Its coaching curriculum is filled with many forms of coaching practicum to ensure students become competent in coaching at the shortest time is inevitable.

The brand’s greatest strength lies in its ACTP accredited status from the ICF. With this rare status, it means that the entire standard of learning coaching is at its very best – for it meets the highest global standards of coaching which ICF leads and represents in this world. For coaches or students who come from CCA, it simply means that they have been trained at the highest level to become global coaches – a positioning that puts them well ahead of others in the world arena of coaching.

RAISING THE BAR FOR TRUE BLUE COACHING

In developing the coaching industry in Malaysia, CCA has raised the profile of coaching as a creditable profession that is in the same league as other established professions. Though the leadership of its CEO, Dr. Heah, a great interest in Coaching has been generated based on its powerful attributes to transform individuals and organizations to attain extraordinary level of performance.

Not only this, but CCA is on a lifelong mission to educate everyone on what Coaching really is. In doing so, it elevates the standard of Coaching while weeding out unscrupulous self-claimed coaches from the scene. Dr. Heah does this via various channels like the Malaysian Association of Certified Coaches, which he founded, his regular writings in the local and international dailies, his coaching blog as well as key note addresses in local and international conventions and seminars which his team of coaches and him conduct all over the world.

At a strategic business level, CCA has a franchise network to increase its penetration into the global marketplace. Franchisees are highly attracted to this venture because it licenses them to market, deliver as well as open up bigger business opportunities through collaboration with CCA on large-scale coaching projects.





THE TRAVEL RETAIL RUNWAY OF ERAMAN

The year 2013 saw MAN continuing to expand its retail outlets – with the objective of providing travellers with an extensive, relevant and appealing array of products coupled with world-class shopping experience. It launched its timepiece haven, aptly named, “*From Time to Time*”, at KLIA, enchanting excited travellers with the perfect opportunity to splurge on a myriad of brands such as Ice Watch, Citizen, Hugo Boss, Boss Orange, Aigner, Coach, Tommy Hilfiger, Cerruti 1881 and many more.

To the sweet delight of chocolate aficionados, MAN also took the liberty to make one of the world’s most popular chocolate and confectionery brands, Lindt convenient and accessible to them – enabling patrons to browse through and purchase by providing a dedicated kiosk – Lindt Pick & Mix Bar at Contact Pier, KLIA. Apart from chocolates, shoppers are able to splurge on a wide selection of shopping temptations comprising duty-paid and duty-free products such as fragrances, cosmetics, wines & spirits, couture and fashion accessories.

Zone F is an interestingly new hybrid expounding the bar-in-a-boutique concept consisting of the 470-square-foot Absolut Bar – which is the world’s first Absolut brand store, where shoppers can sample various Absolut beverages at the bar while browsing through the Absolut range and the fine selection of lifestyle designer brands for apparel and accessories.

MAN’s Food & Beverages Division continues to push the envelope by adding depth to its Apron series; with 2013 marking the opening of Apron Marche which features many popular and well-loved local, regional and international cuisine. The eatery is located at the Kota Kinabalu International Airport. Not to forget, MAN achieved another historical moment in 2013 when its Marrybrown franchised outlet at LCCT received the Best Shopper Visit Award accolade; in addition to the previous year’s Best All Round Restaurant Award 2012.

At the Penang International Airport (PIA), MAN’s presence was further enhanced with two new outlets in 2013; namely Time Pieces & Jewellery and Cocoa & Sweets. The former holds a great number of top international watch

and accessory brands, accompanied by a selection of top-notch and mesmerizing accessories.

Riding on the success of the preceding year, MAN continued with the production of Celebrations –its own shopping and dining catalogue featuring strategic, useful and spectacular promotional items made for easier reference.

SOARING TOWARDS NEW HORIZONS

While 2013 marked the brand’s 20th anniversary, accompanied by the launch of new innovative products and services, 2014 will see MAN embracing the challenges and riding the opportunities that the year presents; especially with the advent of klia2, Gateway@klia2and also additional retail outlets located at other airports.

klia2 provides an even better opportunity for MAN to take constant pursuit of customer service excellence to the next level, in view that the ambience, the sense of space, the retail merchandising layout is all coming together to ensure that customers will get the best travel retail and dining experience.

The challenge is to up the ante in delivering better quality service by the service front liners and ultimately this will benefit the company and most importantly, the consumers as well. Although klia2 represents a terminal which caters to the low-fare carrier business, Eraman is all out to make sure that the company can and will deliver first-class customer service at all its retail outlets nonetheless.

The company will concentrate on growing the business through creating opportunities within and beyond airports, and one of the strategies in line with this is by developing in-house brands such as the Apron Series, Bibik Heritage and Flying Nomad, to name a few.

The establishment of its Customer Care Team under the Operations Retail Division serves to further enhance MAN’s pursuit and delivery of service excellence which will ultimately propel the brand further.





WEBSITE : www.hlk2u.com

A SHOPPING HAVEN FOR MODERN COMFORT SEEKERS

HLK (Chain-Store) Sdn. Bhd. is one of the leading electrical appliance chain stores in Malaysia. The brand was established in 2000 by Leng Jig Leong and its first retail outlet was in Balakong, Selangor. Today, the brand has transformed into a modern electrical concept store with a total of 20 outlets in the Klang Valley and Perak.

HLK's core business lies in the retailing of quality electrical appliances and it carries over 40 international and local brands to meet the needs of customers from all walks of life. The HLK brand, with its catchy, bright yellow logo, has become a familiar shopping haven for those who wish to pick up the latest electrical gadgets or appliances for their homes. The brand's best sellers are TVs, refrigerators, air-conditioners and washing machines.

PROJECTING BETTER LIVING WITH HLK

The business philosophy of HLK is to provide customers with the best in products and services. Guided by its tagline, "Better Living with HLK", the brand takes on the responsibility of ensuring that their patrons enjoy high quality products at the best price possible. Over and above this, it also ensures that those who patronize any HLK outlet enjoy a comfortable shopping experience by providing a pleasant environment and excellent customer service. At HLK outlets, customers can view the latest product offerings by leading electrical and electronics manufacturers such as LG, Samsung, Panasonic, Sharp, Hitachi and many others.

In 2006, HLK consolidated its operations and rebranded the company to HLK (Chain-Store) Electrical Appliances. This move has strengthened its brand positioning in the industry – thereby entrenching itself in the minds of its consumers.

With intense competition in the electrical appliance market, HLK has proceeded to introduce various brand-building initiatives to further strengthen its leadership position. It consolidated its operating processes and resources by constructing its own logistics and distribution

centre, after-sales service centre and customer service centre in order to provide customers with fast delivery, professional installation, maintenance and repair.

To ensure that all outlets are properly stocked, HLK's delivery trucks make daily trips from its warehouses to all outlets to make certain that all items are readily available for customers. To build a stronger internal brand, it implemented a rigorous training program for all its staff and strengthened its brand culture by inculcating the values of Trust, Responsibility, Discipline and Respect amongst them.

The success of HLK is partly due to its emphasis on good after-sales service – but the brand is certainly not resting on its laurels of success. In 2008, it launched the first electrical appliance e-commerce site, www.hlk2u.com. With this e-commerce site, consumers can purchase their items online. The site also enables HLK to promote its latest products and activities. Apart from online promotions, HLK also advertises in major newspapers and other media in order to promote its brand.

To widen its product range and services, HLK outlets now also sell IT products such as smart phones, laptops and tablets. This is to meet the needs and demands of its customers and also provide them with the added convenience of purchasing these products at HLK without the hassle of having to search elsewhere.

EXPANDING HLK'S PRESENCE

HLK has achieved many milestones the past decade and its future brand expansion is to move into neighbourhood shopping malls.

The brand aspires to refurbish and renovate existing outlets to provide a better shopping experience for all its customers, ensure that its products are of high quality, seek out the latest gadgets and appliances and improve on its customer service as part of its branding strategy to further expand its brand footprint in the nation.

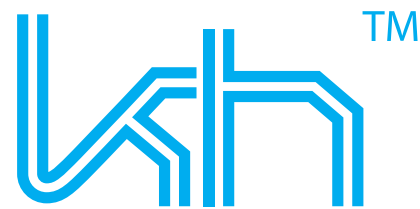


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RETAIL -
ELECTRICAL APPLIANCES





WEBSITE : www.khshutters.com.my

SHUTTERS THAT LET IN THE LIGHT

Commanding the best response from customers, simultaneously drawing in repeat business, is no easy feat, yet this is something KH Shutters has achieved admirably; boosting its continuous growth and market share.

“To be acknowledged as the leading provider of folding doors & various types of roller shutters and the most valued business partner to all our customers” is the Vision of the brand. The brand also champions its mission and strives to comply with all their customers’ expectations and requirements with total satisfaction and pledges to consistently improve and introduce new services and products that enables it to be the pioneer in the industry. KH Shutters is committed to its brand sustainability and ensures profitable growth through quality products, market expansion, cost effectiveness and operation efficiency.

GOING BEYOND A DECADE OF EXCELLENCE

KH Shutters was established a decade ago – and has been leaving its imprint across the nation exponentially ever since. The company champions the importance of brand performance because as “the brand represents innovation and quality of product”, specializes in the design, manufacture and installation of a myriad of roller shutters. Its aim is to provide full and excellent service at competitive prices in the manufacturing, supply, installation and maintenance of all types of industrial and commercial doors and roller shutters. The company has indeed built a worthy reputation for its service, products and after-sale services, for instance, in the area of equipment and spare parts support, for its own projects in the country.

One of the brand’s pivotal strategies is manufacturing in-house. Coupled with its technical expertise, the brand has been able to boldly guarantee the quality of its shutter products and deliver excellent value to all its customers. It profoundly provides the right information, at the right time, in the right format. The brand management team handles media advertising to establish the brand over the e-marketing channels. Furthermore, the brand communication plan encompasses architectural exhibitions and advertisements on printed media.

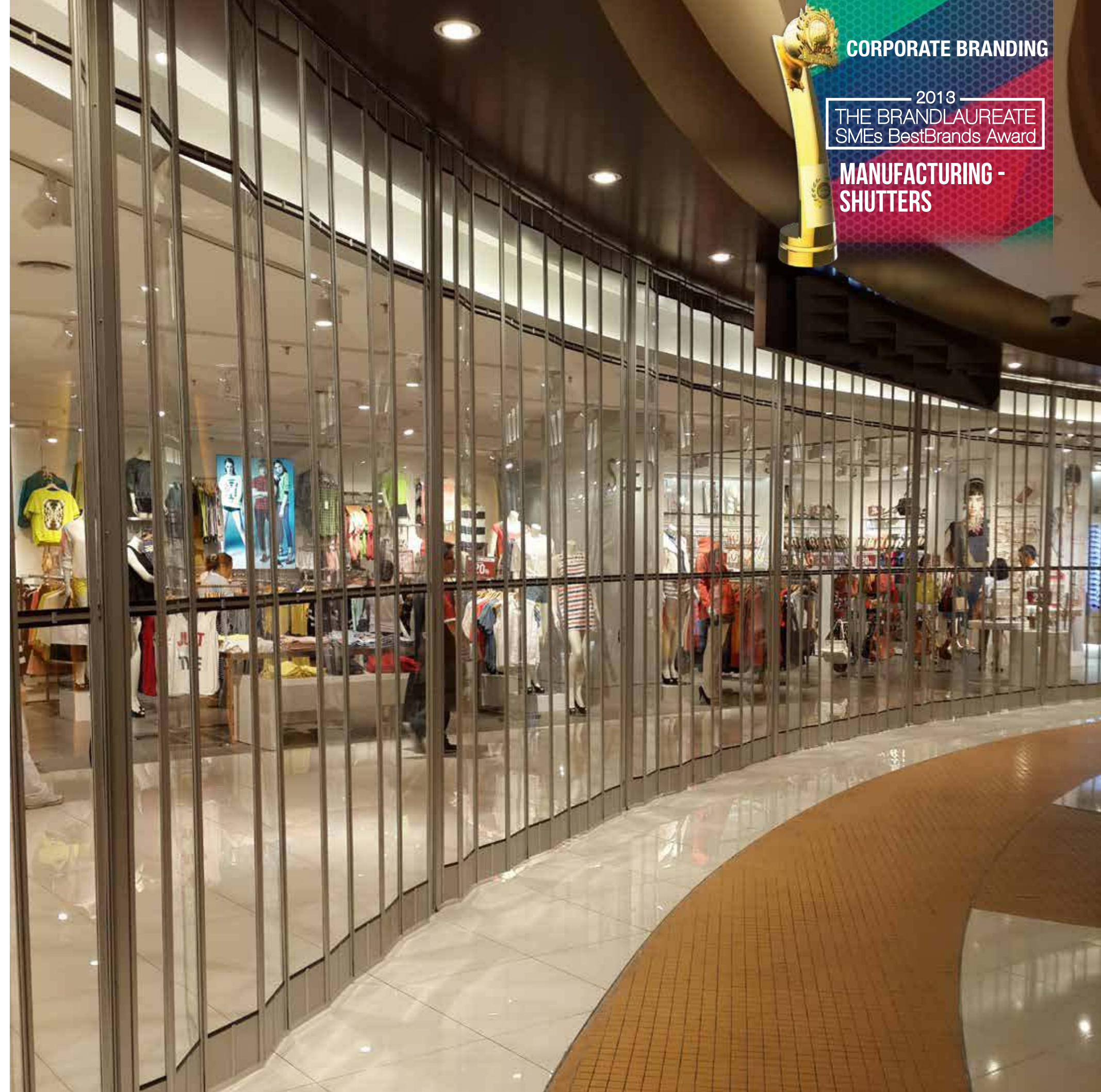
KH Shutters caters to products and services for multiple realms, including factories(industrial), commercial buildings, offices, shop lots, shopping malls as well as residential buildings. The best performance and installer friendly brand has, time and time again, serviced a great number of clientele, including establishments like Publika Mall and Solaris at Mont Kiara, Kuala Lumpur, 70 per cent of the tenants at Setia Mall, Shah Alam, and 40 per cent of the tenants at other massive shopping centres such as Paradigm Mall, Kelana Jaya, Selangor, Pavillion, Kuala Lumpur, and Gurney Mall, Penang – amongst a host of others.

The brand is a SIRIM-certified and industrial specialist that supplies niche products with special features such as Fire Rated/Fire Protection (maximum protection), Steel Guard (optimum security), Hyspeed/High Speed (insect repellent properties) and Sectional (cold resistant), Perforated, Foldi®, Visio®, Barrigade™, AluGrille and etc. It possesses a Certificate of Material Approval from the Fire and Rescue Department of Malaysia.

ROLLING PERPETUALLY

What really makes the brand stand out from the rest is the reliability of its products and what leaves a lasting impression is the experience. KH Shutters guarantees its customers with value in a competitive industry by taking an innovative approach and providing comprehensive service; from advice to maintenance; plus advanced, installer-friendly, end-to-end installation and maintenance service – all committed to the pursuit of excellence in quality control.

The brand is devoted to offer the best satisfaction service and most appropriate solutions for its clients. Indeed, by giving its patrons exactly what they want, coupled by first-class after-sale service via a dedicated, reliable and experienced team of maintenance and support staff, the brand is certainly poised to become the epitome in the industry!





WEBSITE : www.mediviron.com.my

GOING BEYOND THE CALL OF NEED

Mediviron group was established in 1984 by YBhg. Datuk Dr. Lim Heng Huat, as one of the first company in Malaysia to provide comprehensive occupational health and safety consultancy services. Since its inception, the Mediviron Group has expanded rapidly and currently provides services to more than 8,000 corporate and industrial clients.

Mediviron was recognized by the Malaysian Government with the approval to conduct occupational hygiene monitoring for airborne lead and conduct medical surveillance under the Factories and Machinery (Lead) Regulations 1984.

The company is poised to be the leading corporate, occupational and primary healthcare provider in Malaysia through ethical, effective and affordable practice.

PROVIDING HEALING HANDS

A year after its establishment, the company gained rapid recognition in the industrial sector and provided services to factories and workshops in all eleven states of Peninsular Malaysia. In 1985, the first Klinik Mediviron was set up at SEA Park, Petaling Jaya, in response to demand for further clinical services. Apart from providing basic primary healthcare, the clinic also conducted medical surveillance and screening programmes.

Simultaneously, the Mediviron Group also assisted the Government and statutory organizations such as SOCSO to conduct a series of public seminars and conferences. The objectives were to create public awareness and enhance industrial cooperation on occupational health and safety issues.

Mediviron's primary policy is to achieve and maintain excellence and affordability in providing comprehensive healthcare services to the general Malaysian public, as well as its corporate clients in the commercial and industrial sectors. This policy is implemented through the group's extensive and expanding network of 150 clinics – among the largest chains in the country, and is complemented by other healthcare facilities such as

mobile audiometry and spirometry, and occupational hygiene monitoring.

A number of Klinik Mediviron branches are open 24-hours and are fully equipped with X-ray, Ultrasound and ECG facilities. Among the services provided are antenatal and postnatal care, basic acute and emergency care, circumcision, medical check-up, general medical consultation and treatment, minor surgery, occupational healthcare and many others.

The company's clever manpower strategy is also critical in the achieving of its corporate objectives – a multiracial staff force, spearheaded by a team of dedicated and motivated doctors who are given the opportunity for partnerships of the clinics in the Mediviron Group. Ongoing staff training to update and upgrade their level of proficiency.

BRAND FOR LIFE

Mediviron has also carried out various Corporate Social Responsibility (CSR) programs. The group has visited and sponsored charity donations to various orphanages and welfare homes; including Rumah Hope and Little Sisters of the Poor. In addition, Datuk Dr. Lim also performs with his musical band in charity concerts for old folks' homes, religious institutions and social organizations such as Pacesetters.

The Mediviron Group's assistance to the Malaysian Government and statutory organizations, SOCSO, is also part of its CSR program. The objectives were to create public awareness on occupational safety and health management, noise control, radiation safety, building and construction safety and indoor air quality. Free public seminars on men's health, heart care and anti-aging were also conducted in collaboration with major pharmaceutical companies such as Pfizer and MSD.

30 years on, Datuk Dr. Lim's vision of being the leading Health Care Provider in the country remains as focused as ever. To stay ahead, Mediviron continues to adopt the latest best practices in the healthcare industry in order to meet with the needs of its clients.





WEBSITE : www.kmt.com.my

THE TASTE OF KOREA

KMT Trading, a fast moving consumer goods company, specializing in the import and distribution of Korean food was established in 1994 by entrepreneur Matthew Lee is its Managing Director. KMT is a pioneer in the distribution of Korean food and beverage and its portfolio of brands include instant noodles, seaweeds, seasonings, liquor, beverages and confectionaries. Its mission is to bring the Korean experience to Malaysian consumers through Korea's best sellers such as Nong Shim (instant noodles), Chongga (kimchi), Daesang (seasoning), Kooksoondang (liquor), Binggrae (ice cream) and Lotte (tea).

KMT Trading is the largest distributor of Korean food in Malaysia and its portfolio of brands are available at major retailers such as AEON, Isetan, Tesco, Giant, NSK, 99 Speedmart and even in convenient stores such as 7-Eleven nationwide.

Currently, KMT has diversified into 3 other subsidiaries, namely, KMT F&B that handles the distribution of dairy products imported from USA, Argentina and Indonesia for hotels, cafes and restaurants, KOREA DEPARTMENT focusing on Korean products to local restaurants and retail and MISEOUL, specializing in Korean contemporary fashion.

HEALTHY & QUALITY FOOD

The common perception amongst people is that instant noodles and snack food are unhealthy but at KMT, it is their mission to bring in the best quality products for the consumers. Nongshim, the manufacturer of Korea's best selling noodle, Shin Ramyun is known for its commitment to improve customers' health and lifestyle through its food products and commitment to continuous research and development.

Chongga Kimchi is a pioneer in the ready to eat kimchi industry and kimchi has been ranked No.1 in the Korean Power Brand Index for the past 15 years and is exported globally. Kimchi has been acknowledged as the Top 5 health food by the American Health Magazine and The Washington Post. Similarly, Citron Tea has been acknowledged to fight cough, cold, fatigue, headache and the limonoids in the citron rind acts as good anti-oxidant.

Nongshim, Chongga Kimchi, Citron Tea, Manjun seaweed, Hanil noodles, Damian tea, Binggrae ice cream have all been certified halal by JAKIM (Department of Islamic Development Malaysia). With the halal certification, KMT has a new market base and will continue to promote its products to the Muslim community and this will result in higher sales revenue for the organization.

PROMOTING THE K- WAVE

While Malaysian's knowledge of Korea and its culture was heightened through its popular TV soap operas and the K-Pop wave, KMT is the pioneer in promoting the Korean food wave to Malaysians. It started with food sampling at leading supermarkets and as Malaysians responded positively to its taste, more supermarkets and retail outlets began to accept KMT's range of products.

The popularity of Korean food amongst Malaysians has increased leap folds and some supermarkets have a special section selling Korean products. The introduction of Korean food has led to the establishment of many Korean restaurants allowing Malaysians to be further exposed to the unique taste of Korean cuisine.

Today, KMT builds its community of customers by engaging them through social media and on Facebook where the latest promotions are posted and the brand's activities highlighted.

THE AMBASSADOR OF KOREAN F&B

As the pioneer in distributing and promoting Korean food products to Malaysia, KMT will continue to promote the Korean flavor and experience to Malaysians. Apart from the Klang Valley, KMT will expand its footprints to major towns in Malaysia by establishing its own retail outlets and increasing its distribution channels. It will also bring in new Korean products and services to strengthen its position as the leading distributor of Korean food company in Malaysia.



CORPORATE BRANDING

2013
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CONSUMER - FMCG

KOREA'S
No.1 Noodle
SHIN RAMYUN

Over 80 nations enjoy the great
Nongshim Shin Ramyun is made under strict quality control to ensure
our customers with safe and reliable food.



HALAL & JAKIM
Recognized
NONGSHIM HALAL CERTIFIED
Recognized as clean and safe

Facebook / Shin Ramyun

NONGSHIM

K-TOOL

Your One Stop Tooling Solution

WEBSITE : www.ktoolmalaysia.com

ONE-STOP TOOLING SOLUTION

K-Tool Engineering, “Your One Stop Tooling Solution”, a high-precision tooling company, was established in the year 1995. The trade started off as a small workshop in a rented shop lot producing spare parts and later expanded its business into the manufacturing of Precision Tooling, Design and Manufacture of Mould for Semiconductors, Connectors and Electronics Industries, Die-Sets, Conversion Kits for Auto-Mold Systems and Mass Production Parts for Multi-National-Companies (MNCs) in Malaysia, and globally.

From a rented shop lot, K-Tool is now housed in its sprawling 28,000 sq ft build-up factory in Bayan Lepas, Phase 1, Free Trade Zone, Penang, and is head on to meet its vision of becoming a World Class Precision Engineering & Tooling Company – focusing on key targeted semiconductor and electronics based customers globally.

BRAND TRANSFORMATION: RETOOLING DESTINY

K-Tool is now a respectable brand in the manufacturing of high-precision tooling and has indeed come far from its root business of producing spare parts. The brand also provides design, fabrication and manufacturing of Mold, Die-Set and Conversion Kits for the Semiconductor and Connector Industries worldwide.

Providing quality parts is the ‘DNA’ of K-Tool and it has been able to do so due to its strong emphasis on quality; and this is complemented by its quality control personnel who are dedicated and meticulous in making sure that all products fulfill the quality requirement of its clients. K-Tool products have been proven to meet global OEM standards and the brand has an added advantage of being competitively priced – something which other OEMs are finding difficult to follow. K-Tool goes the extra mile by providing total design solutions for its customers with the emphasis on reducing cost for all of its molds through a compound-saving feature and utilization of quality material for longer tool life.

As a result of the brand’s excellent commitment and reliability of its products, K-Tool Engineering was chosen

as a ‘preferred vendor’ for a partnership program with Amphenol TCS Penang in 2012 and 2013. Amphenol is the world’s second largest connector manufacturer and K-Tool Engineering was honoured and proud to receive The Business Partner Recognition Award from Amphenol (TCS) Malaysia.

Beside this, K-Tool Engineering also received the Recognition Award from Schroeder + Bauer for being chosen as the ‘Preferred Precision Tooling Supplier’ for its ‘Cost Management Programme’ and ‘On Time Delivery’ for the year 2013. Schroeder + Bauer is the equipment supplier and manufacturer of Noxon Stamping Automation. The mechanical engineering brand, Noxon, has been in the market for over 40 years.

RESHAPING TECHNOLOGY THE K-TOOL WAY

One of K-Tool Engineering’s biggest achievements by its R&D Department is the ARE (Adhesive Reduction EDM) for Green Compound Mold for easier ‘releasability’. It is the first Malaysian company to develop this special innovative process. Above and beyond that, the brand has also developed a Special EDMed Surface texture on its cavity bar which can reduce the sticking problem and triple the time that is needed to clean the compound from the cavity bars. This has inadvertently helped to increase production time and is thus cost-saving. The company has accordingly submitted the development of its Special EDMed Surface for patent rights application.

K-Tool Engineering has been awarded the ISO 9001 certificate in Quality Management since the year 2002. Its ISO 9001:2008 Quality Management Certification for the Design and Manufacture of Precision Tooling, Molds and Dies, Jigs and Fixtures is a testimony of its high-quality standards and excellent track record. With such sublime performance, it is certainly no surprise why K-Tool Engineering has won numerous awards such as the 2nd Top 50 Enterprise Awards Malaysia 2011, The SME-100 Award 2012, 21st Century – the Prestigious Company Award and The BrandLaureate SMEs Best Brands Award 2012 and 2013.



LOYFAR

WEBSITE : loyfar.com

IMPACTFUL CONCEPT ART IDEAS

Pewter is a prized alloy made from tin, copper, antimony and silver and was used by craftsmen to produce fine items such as tableware in times bygone. Today, modern pewter ware ranges from decorative to functional objects such as vases, fruit bowls, serving trays and plates. Pewter is also used to produce cardholders, key rings and locks, staplers, paper weights and trinket boxes.

Loyfar is Thailand's top pewter brand and is founded by Anuparp Loyfar – an architect turned jewellery designer and entrepreneur. Based in Chiang Mai, Thailand, Loyfar started the business in 1996. Blessed with abounding creativity, he has been imparting the brand with a rich aesthetic and luxurious feel that attracts the visual senses and strikingly tugs at the emotions of the heart. Loyfar's creations are highly decorative, yet functional, pieces of art.

The simply sublime Loyfar Pewter is available at the brand's showrooms in Bangkok, Chiang Mai and Phuket; and in Malaysia, it is strategically located at the up-market Bangsar Village II. Loyfar Malaysia is the sole distributor for Loyfar Pewter and is zestfully managed by Naveen Chander and his partner in business and life, Veena Chander.

CREATIVE CRAFTSMANSHIP ETCHED IN FINE PEWTER

Loyfar Pewter distinguishes itself from other pewter brands through its characteristic designs. If one were to walk into any of its showrooms, one's senses would be overwhelmed by alluring and bold pieces of pewter ware which are thematically inspired by the beautiful wonders of nature and the environment. Some of these works of art are adorned with fish-themed etchings, further embellished by enamel resins, which give them a vibrant burst of colours; while smaller items such as ashtrays are crafted in multifarious forms of fruits.

According to Loyfar, a new collection is launched every six weeks or so to provide patrons with a better choice palette. Loyfar Pewter is manufactured at its factory in Chiang Mai, Thailand, where its craftsmen painstakingly craft the pewter wares according to selected designs. With deft hands and a keen eye for details, they ensure that only the finest pieces of pewter are crafted to meet the expectations of customers. To-date, there are over 3500 designs in the brand's collection.

Naveen and Veena Chander chanced upon Loyfar Pewter when they were on holiday in Chiang Mai. Veena was taken up by a piece of the craft which she saw at a bazaar and it so happened, her friend, who owns an art gallery there, knew the creator happened to be Loyfar personally. Her friend then arranged for the both of them to meet and this was the start of a business partnership which led to Loyfar Pewter opening its first outlet in Kuala Lumpur .

Loyfar Pewter opened its first outlet at Bangsar Village II in 2010 and later at Pavilion Kuala Lumpur. Sales have thus far been encouraging and the popularity of the brand is growing amongst those wishing to pick up gifts, be it corporate or personal. The Chanders' mission is to develop Loyfar Pewter to become the retailer of creative designer pewter – augmented by its aesthetic, yet functional designs, quality finishing and service par excellence. With the brand's popularity quickly increasing, Loyfar has endeavoured to incorporate selected Malaysian features into some of its products to give them a more local appeal and simultaneously cater to closer-to-home needs.

In the hunt for the perfect treasure, when patrons are magically absorbed into the bliss of an enchanted realm, and when it seems like things couldn't get even better; the Chanders have endeavored to take it up a notch by ensuring that all the artifacts are beautifully gift-wrapped to complement the excellent pewter ware within – bursting with beauty and 'bling' – just waiting to come undone, thereby leaving a holistic and lasting impression in the hearts of folks from all walks of life!

EXQUISITE ECHOES... LASTING IMPRESSIONS

With its distinctive designs, aesthetic impression and premium feel, Loyfar Pewter has truly given a new breath of fresh air to pewter – especially in Malaysia that is renowned for its homegrown pewter.

Loyfar Malaysia's next goal is to increase its brand's footprints in the nation via extended distribution channels such as departmental stores and gift shops. Once this momentum is set in motion, the brand will collaborate with Loyfar to expand the business even further throughout the ASEAN region.



MACCAFERRI

WEBSITE : www.maccaferri.com.my/maccaferri_malaysia.

MACCAFERRI: HISTORIC VIBRATIONS

For over 130 years, Maccaferri has provided innovative solutions to the construction industry and is renowned as the world leader in gabion retaining structures. Over the years the brand has diversified to more engineered solutions; from reinforced soil structures to rockfall mitigation systems.

It all started in 1879 when Raffaele Maccaferri established a shop for the production of wrought iron items. Who would have known that this mere smithy shop will one day become a name synonymous to engineering excellence!

A historic event took place in 1893 when Maccaferri was called to tame the course of the Reno River, close to Bologna, Italy. Hence, become the birth of the flexible, yet sturdy double-twist wire mesh product known as Reno® Mattress. It was during this period that the transformation occurred from a craft trade to an industrial enterprise.

This brought about the expansion of the workshop with the installation of, amongst other things, a wire drawing mill and the invention of the famous ‘gabion’.

In 1907, the organization underwent transformation again under the guidance of Alessandro, who succeeded Raffaele. The ‘sack’ gabions were followed by the new box shape design; which set the profile of the traditional gabion the brand uses today.

One of the first plastic-coated ‘gabions’ dates back to 1956 for protection of the banks of the Bristol Channel in Wales. Commercial type galvanizing was used for the protection of steel wires until 1958.

After that date, Officine Maccaferri was the first company in Europe to introduce ‘heavy duty’ galvanizing. Florence, Italy, was hit in 1966 by disastrous floods. Its ‘gabions’ proved to be extremely efficient for reconstruction of the roads and all the water courses.

BRAND EVOLUTION

Moving through the 19th, to the 20th, and now to the 21st Century, Maccaferri is a worldwide organization, with its headquarter located in Bologna, Italy. The Company has on-the-ground operations in 5 continents, in almost 100 countries, employing more than 2000 employees.

Its organization and structure allows for innovation and synergies to flow across its companies around the world. The worldwide exposure translates its experiences into researched and developed solutions to meet customers needs.

The brand has a pool of technical experts in different areas of competence to offer the best technical and economical solutions. Maccaferri often sends experts to sites around the world – not only to offer their expertise but also to learn from other environments.

Maccaferri in Malaysia was established in 1994 but the name ‘Maccaferri’ has a longer history in this part of the world, selling through distributors when it was still being known as ‘Malaya’. Maccaferri Malaysia has worked in many successful and pioneering projects – in both Government and private jobs.

This local establishment has gone through its own transformation as well. Starting with the core business of double-twist wire mesh products, to now a complete solution in retaining wall; roads and pavement; erosion control; hydraulics and rockfall protection systems.

THE UNSHAKEABLE FOUNDATION OF SUCCESS

Maccaferri’s motto is ‘Engineering a Better Solution’. The brand does not merely supply products, but works in partnership with its clients, to deliver versatile, cost-effective and environmentally sound solutions.

Today, it is a reliable partner for Geosynthetic, Rockfall Mitigation and Hydraulic solutions. As the environment continues to evolve and set new standards and demands, so will Maccaferri – an organization designed to be global and local at the same time.





WEBSITE : www.myhomepalm.com

OASIS ORGANIZATION

Myhomepalm Integrated was incorporated in Jan 2007, and the company specializes in rain water harvesting products, grey water harvesting, commercial waste water treatment, residential and commercial water filtration, sewage grinder pressure basin, pressurized tanks and in-water and process technologies.

It is the appointed distributor for Pentair and GE Water U.S.A., Otto Germany and Rain Harvesting Australia for the Malaysian market. Its Mission is to deliver quality products in water and process technologies to its customers.

Myhomepalm water harvesting systems are well accepted in the construction industry among major property developers; and this has given the brand the edge to move forward.

CREATING TECHNOLOGICAL VALUE

The main objective of Myhomepalm Integrated is to ensure that it constantly meets the challenges of tomorrow by providing clients with the most efficient and effective solutions in Water and Process Technologies.

With a Vision to create a long-term sustainable growth business model with its business partners and suppliers, the company continuously expands its product range, services and distribution network. With access to advanced technologies, superior engineering and the support of its partners, Myhomepalm Integrated has built a pool of satisfied customers

Due to its technical expertise and knowledge garnered from partnering with international water processes manufacturers, the brand has helped customers and clients in achieving the desired objectives and this has been one of its core strengths.

The code of practice of Pentair & General Electric Water has been one of the most stringent in the world, and in resonance, the team is continuously exposed to in-house training provided by the Singapore Pentair & GE Water regional office. Technical support and commissioning of projects are also overseen by Pentair & GE Water engineers to ensure the level of standard is approved by their company.

The brand's capabilities have enabled it to advise and provide solutions for many technical water issues – ranging from filtering well water, municipal sources and surface/lake water for both residential & industrial use.

The brand has also taken the lead in driving 'eco-friendly' products by harvesting rain water. With the partnership of Otto Graf Germany, one of the oldest rainwater harvesting companies in the world, Myhomepalm Integrated is confident to become the lead player in Malaysia in years to come.

With regards to commissioning water projects in Malaysia, Myhomepalm Integrated has been able to provide design, solutions, products and commissioning of work in relation to its scope. The company is equipped with the necessary resources and manpower in delivering the full scope of projects requirement such as CAD drawings, mechanical engineers, delivery of materials, labor force and equipment for the installation of components.

POSITIVE RIPPLES IN THE TIMELESS POOL

In adhering to its core values of providing professional services and quality products at a reasonable price, Myhomepalm Integrated has earned the trust and confidence of its customers. The entire staff team undergoes professional training in customer interaction skills, client servicing and product technical knowledge to upgrade its expertise.

The company has been accredited as a member of the Malaysian Water Association (MWA), which provides the required standards and guidelines for the water industry within the country. Being a member within the association, the brand actively participates in seminars and forums held by the MWA.

In expanding forward, Myhomepalm plans for the future include venturing into other countries within the ASEAN region. As most of its clients who are property developers have presence in these countries, Myhomepalm will leverage on existing relationship to expand its business. To further strengthen the quality of its products, Myhomepalm will be seeking ISO certification and Qlassic certification for the Construction Industry within the next 15 months.



Advanced Rainwater Harvesting System

CORPORATE BRANDING

2013
THE BRANDLAUREATE
SMEs BestBrands Award

SERVICE -
WATER SOLUTIONS





THE CHAMPION OF CLARITY

R.G.E. Lighting Industries is a linear fluorescent and LED light fittings manufacturer based in the Perai Industrial Estate, Penang, Malaysia. The brand was incorporated in July 2008 and commenced operations in November 2008.

Producing a wide range of fluorescent lighting to suit almost any application R.G.E. currently employs an excess of 200 personnel and is geared for further expansion. Its staff are committed to producing class-leading energy efficient luminaries which are all 100 per cent performance and safety tested (earth tested and hi-pot tested) plus subjected to both light and visual test inspection.

BRIGHT AND BRILLIANT BRANDING

R.G.E utilizes advanced, high-tech machinery and equipment in the designing of its products with optimum effectiveness in mind – using modern energy efficient machinery combined with quality materials.

Accordingly, the company’s design team ensures well designed, efficient luminaries which provide customers with a maximum Light Output Ratio for a chosen application.

R.G.E. has created a name for itself via the usage of state-of-the-art equipment; coupled with the production of high-quality merchandise. Its host of machinery enables the manufacturer to double up its production capacity and at the same time to improve on quality considerably. In fact, the company is the only LED and fluorescent light fitting manufacturer in Asia that has invested in two highly advanced BJB Robotic Auto Wiring Machines. It is also the first light fitting producer in Malaysia that acquired the Salvagnini Fibre Laser Cutting Machine.

PERPETUALLY RESONATING RADIANCE

R.G.E. has indeed been in the limelight as the bringer of radiance par excellence. In 2013 alone, the brand was recognized via two awards. It was conferred the SIRIM Quality Award 2013 – Product Category. The award was an initiative of SIRIM Malaysia Berhad in recognizing that R.G.E. had achieved high levels in quality management and excellent merchandise production; as well as the

production of goods and services that meet national and international standards.

The company was also honoured with The BrandLaureate SMEs Best Brands Award 2013 for Best Brands in Corporate Branding – Manufacturing – Linear Fluorescent Lighting from the Asia Pacific Brands Foundation (APBF). This clearly testifies that R.G.E. has put in the right strategy in building its brand name with much commitment and passion – thereby enhancing its brand image and value globally.

R.G.E. is ISO 9001:2008 certified as well as International Electrotechnical Commission (IEC) certified – ensuring that its products are indeed developed to exceed expectations and comply with international standards.

ENVIRONMENT CHAMPION

In spite of its achievements, the real legacy that R.G.E. strives to leave behind for the future generations transcends that of mere fame or glory, for the brand champions a mission – and ‘Green’ is its mission!

The manufacturer is strongly focused on a ‘Green Tomorrow’ and aims to achieve this by its actions today. It adopts its Green Mission into everyday tasks – with each employee understanding the importance their contribution can make to the planet. The brand strongly focuses on environmental issues and will continue to seek new alternate working practices to ensure the best outcome for both its customers and the environment.

Acknowledging that the Planet is important to everyone, the brand’s ‘Ready Green’ approach aids it in playing its part to preserve the wonders of Mother Nature without compromising on the quality of its lighting products. In the same breath, as an O.D.M., the company designs its goods with optimum effectiveness in mind. Ergo, by using modern technology combined with quality materials, its designers assure clients of its well-made and efficient lighting products that will bring about a brighter tomorrow.





WEBSITE : www.slmontessori.com.my

ADAPTING FOR A FUTURE OF EXCELLENCE

San Lorenzo was established in the year 2002 with the purpose of providing the most up-to-date and comprehensive Montessori education in Malaysia. Recognizing a need to introduce an adapted version of Montessori education in Malaysia, San Lorenzo offers Montessori practices that are incorporated into the National Curriculum to create a dynamic environment relevant to current Malaysian educational standards.

San Lorenzo comprises of Montessori Kindergarten/ Childcare Centres, Montessori and Language Enrichment Centres, and a mail order department for Montessori materials and other teaching resources. In addition, San Lorenzo's Training Department organizes and administers Montessori teaching-training courses and workshops for teachers and parents. It also offers opportunities for interested investors who wish to be franchisees of San Lorenzo.

SLM's Trainers are qualified early childhood educators and Montessori trainers with many years of experience teaching the Montessori and Thematic Methods in Singapore and Malaysia. With their vast knowledge and experience in this field, they hope to use their expertise to bring true education to the children of Malaysia.

A HOLISTIC APPROACH TO SOUND EDUCATION

It is one of San Lorenzo's beliefs that it needs to get children ready not only for school, but for life as well. In view of that, the brand aims to prepare children to contribute to the world by engaging their range of intelligences through the San Lorenzo Montessori (SLM) method of education.

The SLM's method pays close attention to the uniqueness of each child and develops children holistically – offering various programmes and services to each unique child. Some of the provided services include childcare and kindergarten, enrichment programmes and language centres. With its comprehensive range of Montessori & Multiple Intelligences Curriculum, San Lorenzo's approach aims to allow for the natural development of children, their personalities and individualities.

The five curriculum areas (Practical Life Exercises, Sensorial Education, Early Reading Program, Montessori Math and Cultural, Science, Language & Reading) are specially planned and structured. It is a curriculum that is time tested for more than one hundred years and based on best research evidence on successful teaching and learning strategies for children of diverse learning needs.

San Lorenzo's mission is to pursue excellence in Montessori education and related areas. The brand strives to provide quality childcare and preschool services so as to educate children in the use of their minds and senses in accordance with the methods and principles set forth by the founder, Dr. Maria Montessori.

On top of that, it provides up-to-date Montessori education adapted to the needs of Malaysian children in order to prepare them for formal schooling in the Malaysian Primary School; high quality and innovative teacher training courses in the Montessori method of education and other related areas; ongoing research and development to create a dynamic learning environment relevant to local educational standards; and consultancy and other services to support the quality of the Montessori educational system and early education as a whole.

MULTIPLE LEVELS OF LEARNING EPITOMIZED

It is the aim of the brand to make high-quality pre-school education affordable to the masses/public with the up-to-date Montessori Method of education adapted to the needs of Malaysian children as well as their caretakers.

In fact, San Lorenzo is one of the few Montessori schools that continues to provide courses for adults to enhance the quality of education in Montessori. They offer courses and workshops for parents, certificate programmes in Montessori Phonics and Method of Education for teachers plus business investment opportunities for professionals.



CORPORATE BRANDING

2013
THE BRANDLAUREATE
SMEs Best Brands Award

EDUCATION -
PRE-SCHOOL

A WAY TO FREEDOM

Since its establishment in October 2003, SNE Marketing has proven itself as a force to be reckoned with in the multi-level marketing industry. Based in Malaysia with a total capital investment of Ringgit 5 million and a line-up of excellent products, SNE Malaysia is an epitome of unlimited opportunities and has helped its 500,000-strong SNE-tizens accrue unlimited good health, financial security and stability, not only in Malaysia, but in neighbouring countries such as Thailand, Indonesia and Singapore.

The SNE Sales & Marketing Plan is a low risk, low start-up business opportunity that has attracted many to sign up. It allows members to build their business through retailing SNE’s quality products and sponsoring others who, in turn, will retail its products.

THE ROAD TO SUCCESS

SNE’s road to success began with the introduction of Beutskin Essence product which took the country by storm. It is a supplement which aims to decompose melanin and the skin’s yellow pigment rapidly, thus promoting whitening and cellular renewal benefits for the whole body. The product is formulated using the unique super platinum ingredients derived from plant essence with the advanced carbon dioxide extraction technique which is proven to accelerate metabolism, giving users fairer skin and optimum health.

The product, approved by the Ministry of Health, releases active cell enzymes, effectively inhibits active denaturation and increases cell vitality so that skin tissues all over the body are in optimal functional condition. Today, the age-defying product is trusted and endorsed by many local celebrities and continues to be one of SNE’s best-sellers items.

Other SNE’s best-selling products include SNE Capsule, Royal SeabuckSoyfee and La’ Soul Skin Secret Lifting Gel.

A STEP AHEAD

SNE Marketing is currently the world’s sole agent of the prestigious seabuckthorn products, a unique

ingredient with endless benefits found in Inner Mongolia. Seabuckthorn, also known as FructusHippophae has nutritional and pharmaceutical attributes and YuHangRen Hi-Tech Industrial Plant is the largest producer of seabuckthorn products in the world.

Through strategic collaboration, SNE Marketing is now one of the 3 major shareholders of YuHangRen. Its research on seabuckthorn is backed by the Chinese Academy of Medical Sciences, and in collaboration with Nan Kai University, Hua Dong Teacher’s Training University, Jiang Nan University and other international scientific research institutions. The study is conducted using Critical CO2 extraction, foramen magnum tree gum absorption techniques, membrane technology, biological technology and other natural plant extraction techniques utilizing hi-tech nanometre technologies in the production of more than 200 types of products including the SNE Capsules.

With SNE being one of the 3 major shareholders in YuHangRen, SNE’s signage is proudly erected at the top of all YuHangRen’s building in Shanghai and Inner Mongolia. Both companies are now planning to merge to become a single entity and become a formidable force as in Inner Mongolia and China.

BUILDING COMMUNITIES

SNE Marketing aims to fulfil social responsibilities as a great corporate citizen in establishing a caring and loving society with active charity work. Their mission does not end there. Their goal is to improve wellness and quality of life of people and help them to achieve their goals by providing the best business opportunity and quality nutrients products in the world through its four corporate values of high integrity, quality, service and trust. These 4 core values has enabled the brand to be a market leader in the MLM industry and it intends to achieve sales turnover of billion dollar Ringgit by year 2020.SNE Marketing aspires to spread their wings, sharing the SNE mission and successful marketing plan formula to the rest of the world.



BROKING BEYOND THE COASTAL WATERS OF HOME

State Insurance Brokers is a Malaysian success story of a ‘local broker with global reach’, founded in 1973. The company took a great leap forward in 1987 when Ong Jin Teck took over the business and transformed it into a reputable insurance broking organization. Ong, who is the Managing Director of the company, has led his team to build State Insurance Brokers into a respected brand – both in the country and internationally.

State Insurance Brokers is highly regarded for its experience, capability and expertise in providing clients with the best insurance solutions. Its scope of service includes Hull & Machinery Insurance, Protection & Indemnity, Property & Casualty, Employee Benefits, Engineering Risks and Life Insurance products for both individuals and groups.

The organization has a portfolio of esteemed clientele which includes public-listed companies, multinationals and large businesses of various trades and industries.

A ONE-STOP INSURANCE SOLUTIONS PROVIDER

The complexities of having one’s business, product or employees insured can be daunting; but with State Insurance Brokers, these challenges take a backseat as the company provides its clients with professional advice and solutions that cater to each client’s specific needs.

State Insurance Brokers’s business philosophy of working closely with its clients to truly understand the complexities of their business and provide cost-effective solutions have enabled it to represent its clients well in the complex marketplace. Armed with extensive market knowledge, experience and innovative solutions, the brand is able to provide the most suitable insurance products to its clients. In terms of costing, State Insurance Brokers delivers the most competitive premium available in the market and this has in turn enabled its clients to save on their expenditure.

Providing customers satisfaction is the cornerstone of the brand’s business strategy. For this fundamental reason, its staff are required to improve their knowledge,

skills and resilience to work in a highly competitive environment. State Insurance Brokers’s achievements, as well as the high regard it commands in the industry, is due to the commitment and contribution of its dedicated staff and the dynamic teamwork that has successfully propelled the company to achieving new milestones in the global insurance industry.

Having been in the industry for the past 40 years, State Insurance Brokers has achieved numerous milestones – for which the brand is most definitely proud of. Starting off with a staff strength of 6, the brand now has a professional and qualified workforce of 70. It acquired its own office building in 2002 and had set up branches in Penang and Miri, Sarawak, in 1988 and 2006 respectively. In 2002, State Insurance Brokers set up a specialized Life Division – a first amongst broking companies in Malaysia and established its Marine Division.

In terms of premium revenue, which was a few million Ringgit when it first started, the company recorded RM90 million in 2012 – a testament of the brand’s success. With each milestone, State Insurance Brokers has emerged even stronger than before and is poised to further reinforce its footprints in the country and industry as a whole.

SMART PARTNERSHIP FRONTWARD BRANDING

Compliance to industry standards, being transparent and having high levels of professionalism is important for brokers to survive in the Malaysian Insurance Industry. The adherence of State Insurance Brokers to the rules and regulations of the industry has indeed enabled it to strengthen its position and gain recognition internationally.

This is demonstrated by the invitation from Assurex Global, an international global broking network brand, to be State Insurance Brokers’s exclusive partner member for Malaysia. With this partnership, State Insurance Brokers is definitely on its way to achieving its brand vision of being the best brokerage firm in the region and client’s broker of choice.





WEBSITE : www.sgivacationclub.com

A NEW DIMENSION

Swiss-Garden International Vacation Club (SGI Vacation Club) is a wholly owned subsidiary of PJ Development Holdings Berhad (PJDH) incorporated in 1965 and has been listed on the Main Board of Bursa Malaysia since 1974. PJDH started as a modest company and over the years it has become a thriving conglomerate in property development and construction, hotel and leisure, manufacturing and trading businesses.

The SGI Vacation Club brand was inspired by the establishment of SGI Hotels, Resort & Inns. The recognized household name of SGI was adapted by its management and diversified in the vacation club business. Hence, SGI Vacation Club was set up in 2001 as an innovative, flexible, week-based vacation club membership within the PJDH group of companies.

The SGI Vacation Club brand is amongst the market leader within the industry and to-date the club has more than 14,000 members and is affiliated to Interval International – one of the World's Quality Vacation Exchange Network in the timeshare industry.

LIVING THE DREAM

The joy of going on a vacation can be dampened if the travel logistics are not properly planned. Imagine reaching at the destination and finding that the booked hotel does not meet one's expectations. However, holidaymakers' expectations can be better managed by joining a vacation club that gives them access to some of the finest affiliated hotels and resorts. Vacation Club owners need not to be concerned about the hassle of planning for their holidays; as the flexibility of the membership enables them to spend quality time with their family and friends.

SGI Vacation Club members enjoy access to a world of delightful travel experience at Malaysian and worldwide hotels & resorts. Upon signing up, they are entitled to Timeshare Intervals of accommodation over 2900 quality resorts worldwide spread across a period of 30 years for Platinum and Gold Memberships and 29 years for Platinum Even/Odd and Gold Even/Odd Memberships.

In Malaysia, SGI Vacation Club offers quality and comfortable hotels or resorts that are managed by Swiss Garden International Sdn. Bhd. These hotels are Swiss-Garden Golf Resort & Spa Damai Laut, Swiss-Court Holiday Apartments Damai Laut and Swiss-Villas Damai Laut in Perak, Swiss-Garden Hotel & Residences Kuala Lumpur and Swiss-Garden Resort & Spa Kuantan, Pahang.

BRAND AWARENESS AND CONSUMER PROTECTION

SGI Vacation Club's brand vision is to be Malaysia's leading vacation club. In order to meet its marketing objectives, various brand strategies has been implemented to increase brand awareness and sales performance to meet specific milestones. Participation in trade and travel fairs such as MATTA is to reinforce brand equity. Further brand publicity initiatives include advertising in print and electronic media, editorial features in travel magazines, joint promotions with financial institution and corporations.

The efforts taken to promote SGI Vacation Club have yielded positive results and it is now recognized as a market leader in the vacation club industry. SGI Vacation Club membership is the preferred brand in Malaysia as it provides quality, great flexibility and huge savings in accommodation. As the fastest growing company in Malaysia, the club is consistently challenged to come up with innovative products and flexible week-based vacation schemes for local and international destinations. SGI Vacation Club strives to develop quality accommodation in various locations.

As with most mature industries with vast potential for growth plan, the sale of Vacation Club or Timeshare memberships is fully legislated under the Companies Act 1965 and the appropriate Policy Guidelines issued by the Companies Commission to regulate this industry. The Companies Commission ensures that the potential operator/developer is able to satisfy the stringent conditions stipulated in the Policy Guidelines before the application is considered.





WEBSITE : www.topmech.com.my

GETTING TO THE TOP ON MERIT

Top-Mech Provincial is a leading brand in the global material handling industry. Established over a century ago, the brand's vision is to become a globally recognized name in the material handling industry. The brand is currently ranked as one of the top in the cranes and hoists industry with a significant market share throughout the last decade. Apart from proliferating its own in-house brand, Top-Mech functions as distributor for Sany – China's heavy equipment and manufacturer brand.

Top-Mech has a list of established and loyal clients that span across a wide spectrum of industries as an ISO 9001 certified and ISO 14000 practicing organization, Top-Mech continues to strive to incorporate the best business practices in its management and operating processes.

ENTRENCHED OUTLOOK: ENSURING CUSTOMER SATISFACTION

Through the years, Top-Mech has successfully built its brand name by subscribing to the core values of Innovation, Quality and Reliability and delivering superior products and services to its customers on time and at competitive prices. This is reflected in its high percentage of repeat sales and loyal customers.

Top-Mech has an established network available to its clients via its branches, subsidiaries and agents in major cities and countries all over the world which provide full range technical support and after-sales services. Its Breakdown Response Contracts, Preventive Maintenance Contracts and 24-7 On-Call Contracts are among the services that resonate the brand's tagline: "Your One Stop Solution in Material Handling System".

Top-Mech's spare parts warehouses, established at strategic locations worldwide, hold an inventory of various reputable brands and makes and are able to provide on-time delivery of said spare parts through road, air and sea modes.

Its team of engineers provides customers with technical support in the areas of Engineering & Feasibility Studies,

Inspections, In-house and Field Surveys, Rebuilds/ Retrofits, Turnkey Capability from Tear Down to Re-Installations and Modernization/Restoration for Peak Productivity and Performance.

Through its Customer Service Management (CSM) system, which is designed to monitor and manage end to end service information database, Top-Mech is able to provide excellent after-sales service support. Furthermore, as an ISO-certified company, it operates on a set of stringent standard operating procedures. This is to ensure that its products and services are of excellent quality and meet the needs and expectations of its clients.

Its Quality objective is to ensure that projected estimates and actual costs do not deviate from more than 5 per cent and there is 80 per cent on-time delivery to its customers. As the success of the brand is dependent on its staff, annual training is provided for all employees to ensure that they are equipped with the latest skills and technology.

CATAPULTING INTO GLOBAL BRAND TERRITORY

In terms of brand engagement, Top-Mech promotes its brand through newspapers, trade magazines, the Yellow Pages directory as well as other online avenues. It also participates in local and international exhibitions to create brand awareness and exposure. Above and beyond this, its team of sales staff visits existing customers to build stronger relationship and assist in problem solving. Through the combined inertia of these initiatives, the brand is certainly poised to create a positive brand image – and this has in turn inadvertently contributed to increasing sales revenue.

To meet its vision of becoming a global brand, Top-Mech will continue to expand its footprints in both the local and international markets by leveraging on its strengths and building strategic alliances with key partners. It will also further develop innovative strategies that will shore up the foundation of the brand.



CORPORATE BRANDING

2013
THE BRANDLAUREATE
SMEs Best Brands Award

INDUSTRIAL -
CRANES & HOISTS





WEBSITE : www.vitacare.com.my

VITACARE: A SHARED VISION

Vitacare was established 28 years ago by two pharmacists who shared a vision of providing top-quality healthcare and well-being consultation to the public. And in that same spirit, the brand has, for close to three decades, relentlessly pursued its vision – surpassing itself now as a leading pharmacy chain and holistic health and wellness provider in Malaysia.

From the first outlet that was established in the Klang Valley, Vitacare has expanded its presence via 16 stores that are set up in neighborhood malls, shophots and major shopping centres around the Klang Valley.

Vitacare has a positive brand image, and through its branding initiatives, it has attracted health-conscious customers who demand the best of products and services.

STAY FRESH, STAY HEALTHY

Vitacare’s striking green logo and signage can easily be spotted from a distance, symbolizing the image of nature, freshness and healthy living. As one walks into any Vitacare outlet, one will be carried away with the wide range of products. It has over 200 types of health and wellness products that are exclusive to the brand and these products are sourced from leading pharmaceutical companies and reputable and reliable manufacturers locally and globally. All products are approved by the Malaysian Ministry of Health – thus providing customers with peace of mind when using it.

The wide range of health and beauty products is also in-line with its tagline: *Where Health Food and Beauty Meets*. Vitacare’s differentiation factor and specialty lies in the promotion of holistic wellness in the community. It has been noted that customers come to Vitacare first where organic products and herbal alternatives are concerned. While shopping for their vitamins, supplements or personal care products, patrons can seek advice on

health matters from the qualified pharmacists in the outlet or have their blood pressure and sugar reading taken. These services provided are complimentary and value-add to the brand.

Despite having been in the health and wellness sector for 28 years, Vitacare continues to face stiff competition from other retail pharmacy brands. To expand its market share and brand presence, Vitacare continues to widen its channel of advertisement and promotion to draw customers to its outlets. From the traditional print media, Vitacare’s brand communication strategy now includes social media and community engagement which enables the brand to reach a wider target audience and of various demographics. Also, Vitacare has launched its health and wellness quarterly magazine, “The Living Journal”, since 2012, where it is a free publication.

To reward its loyal customers, Vitacare launched its Loyalty Programme which enables its members to enjoy special privileges and discount at its outlet. Its Members’ Day, also known as VCare Day, is organized monthly at all its outlets and members enjoy programmes such as free health check, health food sampling or special discounts or vouchers for selected items.

Vitacare’s CSR programme, ‘Touch of Life’, is another channel of engaging the community. For the past 10 years, it has supported the National Kidney Foundation with a dialysis machine annually.

MOVING FORWARD VIA CUSTOMER-CENTEREDNESS

Having been a trusted healthcare brand for nearly three decades, Vitacare does not intend to rest on its laurels of success. It will continue to work on its Brand Mission to become the recognized provider of holistic wellness products and services in the country.



CORPORATE BRANDING

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RETAIL -
PHARMACY

WATER: THE ELEMENT OF LIFE

Water is the largest single constituent of the human body and is essential for growth and well-being; especially that of cell development. For cells to remain healthy, it must be in the right environment when the fluids surrounding them are favorable to life. Research has shown that when cells die, the process of anti-ageing and degeneration sets in and it has been identified that alkaline water possesses anti-oxidant properties that maintains healthy cell growth.

In the market, there are many alkaline water systems and it is important that we select one that is safe and trusted. VWA Cellular Functional Water is one of the world's leading cellular functional water systems, with wellness properties that support cellular health and has been rated as the best water ionizer in USA. It is manufactured in Korea and approved by the country's Food and Drug Administration.

In Malaysia, VWA Cellular Functional Water is represented by VWA (M) Sdn. Bhd. and is also the distributor for Indonesia, Hong Kong, Macau and Singapore. VWA Malaysia is run by two young entrepreneurs – Mr. C.K. Lim, the Founder, and Dr. Samantha Ng, who is the Co-Founder.

ELEMENTAL HEALING TECHNOLOGY

Alkaline water has been known for its many healing properties and consumers who drink it have testified to a general sense of well-being. For those who suffer from diabetes and hypertension, their sugar level and blood pressure has decreased after consuming alkaline water and it is also effective for those who have heartburn and gastric disorder.

In VWA, the healing properties of the water come from its high-level technology which incorporates the best in research and development (R&D). It is the only alkaline water system that uses a solid mesh hybrid plate in its water ionizer and this combination offers the best electrolysis surface area that produces quality cellular functional water with high levels of anti-oxidants. For electrolysis to take place, power supply is critical. VWA

uses the best power supply type with full adjustability, automatic shut off, voice-guided LCD touch screen and other features to ensure optimum process of electrolysis in all its systems.

VWA also has the largest dual filter system that offers 57-Hertz living water – the only perfect system to reverse degenerative water in the industry.

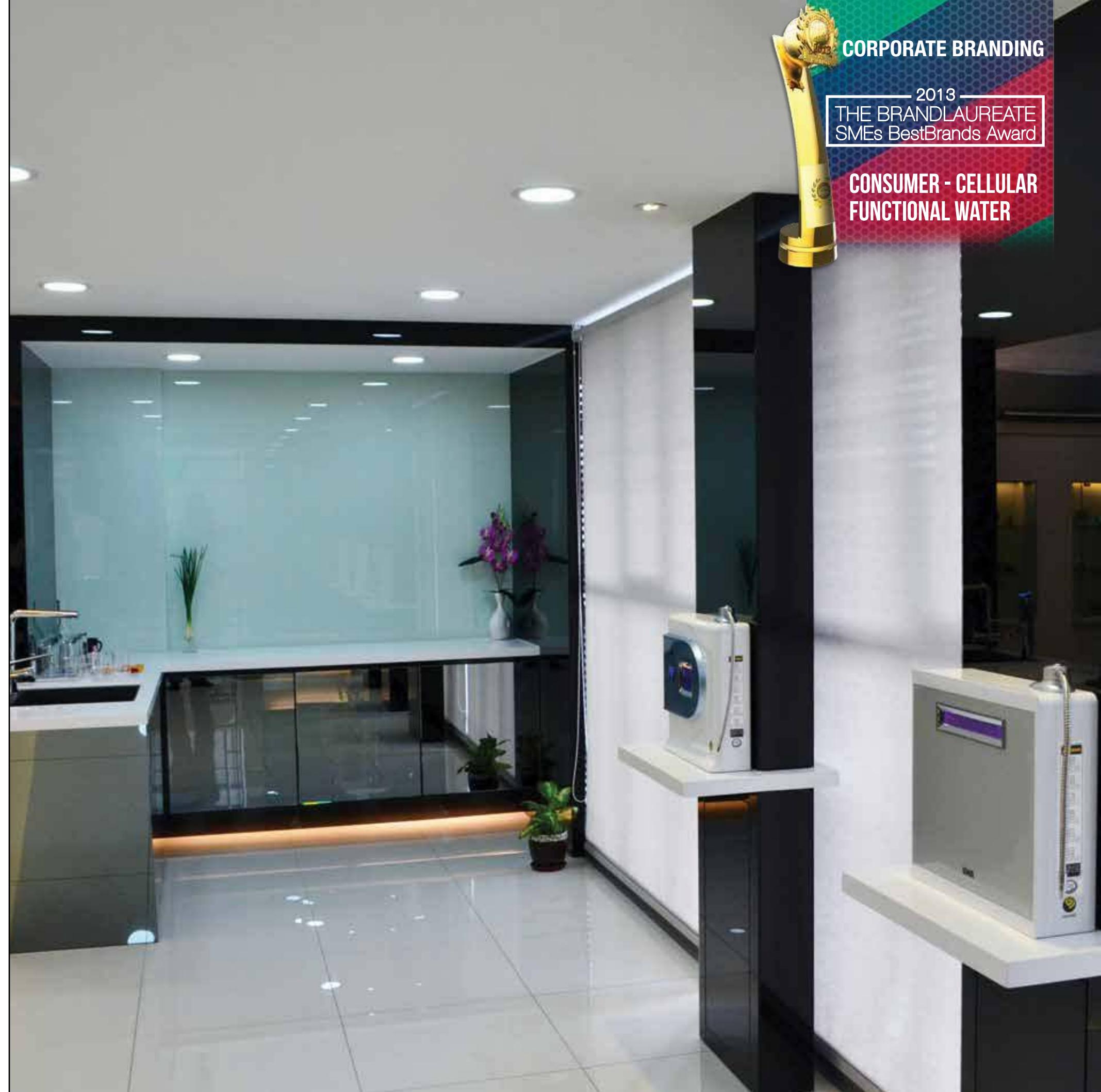
VWA has introduced brand-new products of innovation that enable consumers to have alkaline water on the go. Its VWA Smart Eco Port has multiple functions that can purify, alkalize, ionize, mineralize and energize drinking water at one go – allowing consumers to enjoy clean water with the health-enhancing properties anytime and anywhere.

The VWA Cheer Pack is Cellular Functional Water packed in a bag and can be carried anywhere for consumption. The introduction of these portable items has contributed to VWA's popularity and increased its brand awareness.

A DROP IN THE ETERNAL FOUNTAIN

Under the leadership of C.K. Lim and Dr. Samantha Ng, VWA Malaysia has enjoyed double-digit growth year over year and is a significant contributor to its global sales. VWA is available through its dealers who are professionally trained to provide the necessary information on the product. It has a two-pronged customer relations management strategy – where it measures the effectiveness of its advertising and promotional programmes and monitors customers' satisfaction towards the products. Customers who are satisfied with VWA products have become its 'brand ambassadors' – often sharing their testimonials and referring sales to their families and friends.

As part of its plan to further grow the brand in Malaysia and the region, VWA Malaysia will recruit quality authorized resellers who will play a pivotal role in expanding the brand's presence and roll out new marketing plans to support the brand's expansion.





AROMATIC ORIGINS

The first company to be formed in the group is Wetra Marketing (M) Sdn. Bhd. in 1997. The company was initially involved in the business by selling its own manufactured brand of premix coffee via van. Due to overwhelming market response for Wetra products, it continued to launch new products to suit market needs.

Wetra Food Industry, was incorporated in 2001 and focused mainly on research and development (R&D) and manufacturing activities. Due to turnover growth and increased business volume, the initial sole proprietor business subsequently expanded to become a private limited company in 2003.

As history would have it, from humble beginnings in a rented shop house with two units of motor vehicles used for business operations in 1999, the company quickly expanded, and today, the Group comprises 10 companies with its own factory building, warehouse, shop lots business operations covering all the states in the country.

THE HARVEST OF SUCCESS

Today, Wetra is an active key player in the premix instant coffee with herbal additives and white coffee market.

One of the key innovations introduced by Wetra in the market was the mounting of sachets of instant premix coffee on cards to display and sell. This innovative idea nowadays is well accepted and practiced in the market; in fact it has today become part of the 'unique culture of Malaysia'.

The company believes in continuous improvement of product quality. The Group's manufacturing entity has constantly strived to upgrade its manufacturing process and invested in R&D. The Group produces a wide range of Halal instant food and beverages, fortified with herbs, to provide healthy and wholesome nutrition to the general public.

The Group's manufacturing arm, Wetra Food Industries is certified for Quality Excellence, HACCP-certified for

Food Safety and Halal-certified by Jakim. With total commitment from all levels of the organization, Wetra strives to uphold its objectives of halal, food safety, quality, original taste, total customer satisfaction and continuous improvement.

Being a step ahead and recognizing the importance of R&D, the Group, is committed to constantly upgrade and develop new products of uncompromising quality to cater to the latest consumer demand.

Using the latest state-of-the-art machinery and equipment, and adopting good manufacturing practices in the production process, in compliance with HACCP, coupled with a well-trained workforce, has resulted in production efficiency, cost effectiveness, quality excellence, food safety and on-time delivery.

Moreover, Wetra has faithfully carried out its social responsibilities in its endeavour to be a good corporate citizen. This is reflected in the Group's various programs – including its environment-friendly waste management, practical training schemes for students of training institutes, polytechnics, universities and various other community projects.

FORTIFICATION IN THE MIX

For the short and medium term, the Group will focus on upgrading product quality, R&D, technical expertise, production efficiency and employee skills to meet stiff competition as well as challenges from the domestic front with renewed vigour and strength.

As for the long term, reliance on a firm foundation of technical knowhow, financial resources, production efficiency; plus being led and managed by a qualified and experienced management team, has poised the Group for tremendous growth by venturing into new business from OEM customers and overseas markets. The Group is ready to face stiff competition and challenges resulting from the globalization of the world economy with a 'premix of confidence'.



ISO 9001 : 2008

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WETRA
WETRA GROUP OF COMPANIES

CORPORATE BRANDING
2013
THE BRANDLAUREATE
SMEs Best Brands Award
FOOD & BEVERAGE — COFFEE



WEBSITE : www.worldgate.com.my

THE FREIGHT FORWARDING EXPERT

The freight forwarding and logistics industry is an important economic growth contributor in every country. Most developed governments owe their success in trade and commerce to the vibrant logistics sector they have invested in.

For the past few decades, governments have continuously reduced barriers to trade because of the amazing changes liberalization has brought to some economies. Development opportunities await firms that can match up to these changes, especially when the Asean Economic Community (AEC) comes in place in 2015.

This is where WorldGate Express comes in – with the vision to be named among the top Global Logistics Players and to secure a reputable position in the ASEAN regional market as a well-placed Logistics and Freight Forwarding expert; to both facilitate and solve all logistics issues related to the trade expansion in the region.

EXCELLENCE IN SUPPLY CHAIN MANAGEMENT

WorldGate has two motives; first is to develop its Logistics Business Solutions to place the Malaysian logistics and freight forwarding industry as a competent industry to handle the wide and diverse needs of the whole AEC region and beyond. The second goal is to showcase the preparedness of Malaysian owned logistics firms to compete fairly with the high league players such as the Multinationals and major players from neighboring countries.

WorldGate Express is a one-stop logistics and freight forwarder with years of experience applying practical creativity to develop optimal operations and logistics solutions. Its industry knowledge and technical capabilities enables it as a brand to implement the most advanced supply chain solutions in use today. The brand is determined to accomplish greater heights by rigorously ensuring that it constantly grows its legacy and brand name in spite of today's intense competition and operate outside the box in a myriad of ways.

In line with the WorldGate 2014 year theme, 'Enhancing Competitiveness through Competency Improvement', it is continually investing in talent to increase its business performance, training its human capital with the basic and advanced industry knowledge and skills as well as finding new ways to optimize productivity. WorldGate develops its human capital into logistics problem solvers and critical thinkers; developing and grooming them into leaders as part of its succession plan for new competences.

Very key to the success of WorldGate is the intensive use of E-commerce and IT. Due to the increasing demand for speed, proficiency, safety and constant request for lower cost in delivering goods; growing need to satisfy the needs of markets far and wide; increasing volume of variety of goods handled and being delivered; comprehensive port-to-port and on certain occasions door-to-door delivery using intermodal transport facilities, the use of very reliable IT packages provide customers with a world-class logistics service experience.

TRANSFORMING WITH TIMES

WorldGate takes pride in its Mission Statement: *Service with Security*. The company's security mechanism involving 100 per cent tracking and tracing devices, risk management and knowledgeable teams secure and execute all daily deliveries efficiently covering all aspects on legality that put the esteemed customers at ease.

As the industry transforms with the times, customers desire fresh business solutions astride the pace of technological advancement. Responsiveness on the part of WorldGate to customer demand changes is vital to its success. The brand has an in-house think tank, comprising rich resources in business operations. Ergo, as market trends change overtime, it equips itself with the right skills and wills to uphold its sustainable business models by ensuring customer satisfactions whilst not compromising on the quality of work.







■
*Your **Brand** Must Create A Sensation Of Fascination
Full Of Emotion With Expectation.
That Is **Brand** Perception*

... Dr KKJohan



THE BRANDLAUREATE
PRODUCT BRANDING



WEBSITE : www.asuwaris.com.my

AESTHETICALLY PLEASING EXPERIENCE

Asuwaris, established in 1990 is the leading manufacturer and supplier of Toilet Cubicle Systems in Malaysia. Its cubicle systems can be customized to suit individual needs and preferences and are much sought after by architects and interior design consultants. Asuwaris' cubicle systems are ideal for toilets, showers factories, schools, swimming pools, shopping centres, hospitals and commercial buildings.

"Always Ahead " is Asuwaris' tagline and the brand delivers on this promise by ensuring that its products and services are of excellent quality, ahead of its competitors. Its cubicle system are manufactured at its factory, sprawled over 20,000 sq feet and located in Sri Damansara.

The brand now commands a 65 percent market share in Malaysia and for the past three years, revenue has been steadily increasing, a reflection of the strength of the brand and its popularity.

WHY CHOOSE ASUWARIS?

Five reasons determine why customers choose Asuwaris as their preferred toilet cubicle system.

DISTINCTIVE DESIGN AND VERSATILITY

Asuwaris versatility can be customized to suit individual needs and preferences for a completely satisfactory finish. Added bonus features of this unique system include space saving, light weight and easy assembly for quick construction and finish. It comes in a comprehensive range of durable solid and woodgrain colours to complement any décor to functional and aesthetic interiors.

EXCELLENT QUALITY

Asuwaris Cubicle System practices excellent product quality control that ensures long term durability and this is shown by the numerous projects it has successfully completed with various local authorities and private companies who demand the highest quality of workmanship and value for money.

EXPERIENCED PROFESSIONALS

Asuwaris' services are supported by a dedicated team of experienced professionals who goes on site to visit customers and provide professional advice on the selection of suitable, cost effective solutions. Its installation teams possess an impressive range of expertise in installation, repair and maintenance.

WIDE VARIETY OF STOCK & PROMPT DELIVERY

Asuwaris wide range of stock and customized solutions allow it to meet the needs of its customers. It is dedicated to On-Time Delivery and understands the importance of getting the projects completed on time, meeting delivery schedules, specifications and budgets at all times.

ENVIRONMENT FRIENDLY

As a responsible corporate entity, Asuwaris is committed to preserving the environment. It has introduced several internal recycling initiatives and regularly assess the environmental impact resulting from its business operations. It constantly source for materials from sustainable, certified non-controversial sources and implement good environmental standards in all activities.

PROVIDING COMFORT & EASE

Asuwaris' quality cubicle systems is present in many prestigious and high end buildings such as the Securities Commission Building at Bukit Kiara, the Prime Minister's Office and Administration buildings at Putrajaya, KL Sentral Station, University Petronas, Tronoh, Putrajaya International Convention Centre amongst others.

Spear headed by Asuwaris Managing Director, Eric Foo, the company with its R & D department continues to expand its product range to include laboratory worktop tables customized lockers, urinal division ranges, entrance screens back splash and wall cladding. With his experience and travels abroad, he continues to bring back ideas and innovations to constantly improve the product range.



PRODUCT BRANDING

2013
THE BRANDLAUREATE
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INDUSTRIAL - TOILET CUBICLE SYSTEM





WEBSITE : www.dura-mine.com

LINKING TECHNOLOGY

Dura-Mine is a supplier of a diversified range of optical fibre cables and high-density polyethylene (HDPE) ducts and conduit products used by the telecommunications, cable television, water, sewage, railway, highway, airport, electric power, water and gas industries.

Ever since the buying over of Dura-Line, USA, Dura-Mine has built its brand to be a leading supplier of HDPE pipes in Malaysia. From the initial two production lines, it now has 12 production lines covering HDPE telecommunication ducts, telecommunication micro-ducts, PVC pipes, water pipes, water meters and PE accessories.

Dura-Mine is the first manufacturer of Co-extruded sub duct in the Asian region with a super slick permanent lining SlickCore and is one of the pioneers in introducing the pre-lubricated inner layer duct to the ASEAN market.

SPREADING THE NETWORK FAR AND WIDE

The Dura-Mine brand is known for its consistent high-quality products, timely delivery and technical support. The usage of quality materials such as high-grade resins and high-density polyethylene enables the pipes to retain its optimum mechanical and physical properties as well as be easily fitted in tight areas. The excellent low-temperature properties of said polyethylene HDPE pipes provides superior resistance against nature or mechanical damage; while adding economy and versatility to the project a hand.

The pipes come available in different colours (for easy identification) with special Ultraviolet (UV) Inhibitors and Anti-oxidants for long life expectancy. It is also available empty, with pre-installed rope, tape or cable per customer specifications.

Dura-Mine not only provides quality HDPE pipes but supplies its customers with all aspects of technical support in order to assist in proposing a complete solution to its projects. Training sessions are conducted for its clients to ensure that they are both capable and confident in handling the pipes and installation tools.

Optical fiber cables are a new range of products that Dura-Mine has embarked upon – catering especially to telecommunication sector requirements. This segment of products are being manufactured in Dura-Mine new manufacturing facility adjacent to the HDPE subducts factory in Beranang Industrial Estate, Selangor, Malaysia.

In its ongoing commitment to quality, all Dura-Mine products are manufactured and tested to recognized international and national standards such as ISO 9001, ASTM, Bellcore and MS 1058. The brand's manufacturing processes are regularly audited by SIRIM Quality Assurance to the International Quality Management standards.

Dura-Mine's commitment to quality extends beyond manufacturing operation – encompassing all aspects of its business; with the mission to provide complete customer satisfaction.

REFINING CUTTING EDGE TECHNOLOGY

While Dura-Mine has captured significant market share in the industry, the brand is constantly alert of the stiff competition that exists. To this end, it is committed towards the improvement of its overall products and services – continually investing in research and development (R&D) and innovation to stay abreast with the ever-evolving technology worldwide. It continues to upgrade, update and review its product lines in order to deliver the best solutions to its customers and provide a positive brand experience.

The success of Dura-Mine is a result of the commitment of its management and staff who have worked hard to overcome challenges during the early years. The staff are committed to 'Doing the Job Right the First Time around'; and with this strong philosophy, the brand continues to accelerate forward to establish its presence in the local and international markets. It will also continue to introduce new products to stay competitive while maintaining its leadership position and remarkable inertia.





FLIPPING – FANTASTIC FOOTWEAR

Fipper® is principally involved in designing, distribution and retailing of a home grown brand of natural rubber slipper called Fipper®. Natural rubber material is used in all its products, and that makes the slippers anti-slip resistant and free from Bisphenol-A.

Incorporated in 2008 by Jack Lim and his partners, Fipper® slippers have managed to carve its niche to be the leader in flip flop industry by introducing its quality footwear, offering wide range of colours and attractive designs. At Fipper® the brand emphasizes on quality and therefore, its entire product line is trademarked and undergoes strict quality control exercise.

Fipper® started off with its Fipper® Classic TM; but as the popularity and demand for flip flops grew, the in house designers have come up with more designs and attractive colours targeting at all walks of life footwear lovers. Fipper® now has more than 10 categories of slippers, each targeting at different market segment from kids, teenagers, ladies, yuppies to adults. Fipper® success largely comes from the concept of combining innovative designs and diverse combination of colours for all footwear lovers. Having said that, Fipper® enjoys a good reputation for producing high quality, stylish design and comfort footwear.

FEEL THE RUBBER

Fipper® opened its first flagship outlet selling its Fipper® slippers in Sungei Wang Plaza in Kuala Lumpur – and since then there has been no turning back! To date, Fipper® has more than 50 retail outlets throughout Malaysia with overseas presence in Singapore, Indonesia, Brunei, Vietnam, Australia, Japan, Korea and Cambodia. Besides, it has managed to penetrate into other sides of the world namely Mauritius, Europe and USA.

Fipper®’s tagline, “Feel the Rubber”, refers to the natural rubber that its slippers are made from. It is environmental friendly, as natural rubber is biodegradable and washable, making it easy to maintain and keep clean. Furthermore,

natural rubber prevents bacterial infections and is free of Bisphenol-A, a compound used in many plastics that may have a negative health effect on infants.

In building its brand footprint, Fipper® has wholesaled its slippers to major retailers and leading hypermarket such as Aeon Big, Mydin and Guardian Pharmacy. As market response was overwhelming, it expanded its distribution network to petrol stations, resorts and convenience stores.

Its main customers are the teenagers and young adults who are taken up with the casual and yet trendy designs. To stay connected with its customers, Fipper® advertises in the TV and print medium, plus billboards and wrap advertisements on taxis. Its most successful form of engagement is through the social media where its Facebook account has close to 40,000 likes. These social media fans have shared the ‘goodness’ of the brand all over the world with their friends – helping to shore up its brand image.

STEPPING FORWARD IN STYLE

Having established its presence in Malaysia, Fipper® eyes the global market and to meet this goal, it is intensifying its efforts on its research and development (R&D) to constantly create new designs and improve on its quality. Fipper® creativity and innovation has led the brand to go places and eventually achieve the vision of the brand to be a global footwear brand and in the process make Malaysia proud.

Fipper® is now in advance stage of negotiation with its strategic investor to further propel the company to the next level of growth. It believes that with a proper branding blueprint, this will translate to higher goodwill and premium to the company as a whole. Fipper® takes pride be the recipient of The Brandlaureate SMEs BestBrands Award and strives to achieve better in years to come.





WEBSITE : www.grandimperial.com.my

TASTEFUL STYLE – THE IMPERIAL WAY

Grand Imperial is Malaysia’s leading Chinese cuisine restaurant serving exquisite culinary offerings amidst a luxury ambience. The first outlet was established in 2008 at the high-end Bangsar Shopping Centre (BSC), Kuala Lumpur, and since then, the Group has opened another five outlets, four in the Klang Valley – Hartamas Shopping Centre, USJ19, Subang Jaya, One Utama Shopping Centre, Damansara, and Casa Klang; as well as one in London. It will be opening another two outlets at The Pinnacle Annex, Sunway, in October, 2014 – one of which will be built up as a full-fledged ballroom.

Grand Imperial is now a household name synonymous with fine Chinese cuisine. The brand has a positive perception and is a popular venue for corporate lunches and dinners, weddings and weekend family brunches.

FOOD TRENDING: GOOD FOOD, EXCELLENT SERVICE

Dining at any Grand Imperial restaurants give patrons a ‘feel good’ and satisfying experience as courteous and friendly staff warmly welcome them while Master Chefs dish up the most delicious, fresh and mouth-watering dishes that are designed to titillate one’s senses to the max!

As the leading Chinese restaurant with a premium reputation, Grand Imperial’s cuisines are meticulously prepared in grandeur and extravagance – befitting the royal palette. This ‘differentiation factor’ has led to the creation of innovative dishes and unique manner of cooking. Traditional Chinese fare is given a new ‘twist’ by creative chefs – thus providing patrons with a ‘different dimension of taste’. The infusion of artistic touches in the food presentation and the use of only the freshest ingredients have most certainly created a new wave in the restaurant industry.

The best-of-quality ingredients are sourced from China, Hong Kong, Australia, USA, France, Vietnam and Sabah

to satisfy the high expectations of its patrons. The brand’s emphasis on quality, accompanied by good service, has helped it earn the trust of its patrons – many who repeatedly frequent the Group of restaurants.

To continuously whet the appetites and taste buds of its patrons, Grand Imperial constantly comes up with new menus and food promotions. During the Chinese New Year, the food haven is known for its special Yee Sang (raw fish) and auspicious dishes, Mooncakes are available at the restaurants during the Mid-Autumn Festival and special menus created for the occasion. To make these events even more eventful, Grand Imperial promotes all these activities through newspapers, its website, Facebook, Google Plus and YouTube.

KEY INGREDIENTS OF GRAND SUCCESS

At Grand Imperial, its staff play a pivotal role in realizing the brand Vision to be the leader in the Chinese cuisine segment in Malaysia. They are certainly the key drivers of the brand – delivering on the promise of warm service and majestic culinary exploration.

To ensure that the staff are well equipped for the task, the Management provides regular training and sends them overseas to experience cuisines of various countries in order to keep abreast with the latest food trends and styles. The brand believes in promoting good workers to higher positions and remunerating them adequately. This has resulted in a low staff turnover – which is quite a feat in the food and beverage (F&B) industry.

While the brand continues along its trajectory to greater growth, Grand Imperial has not forgotten the less fortunate and those in need. Through its Corporate Social Responsibility (CSR) initiatives, it has collaborated with the Nanyang Foundation to organize charity dinners; and since its inception has contributed in excess of RM1,000,000 to various charities.



PRODUCT BRANDING

2013
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F&B - CHINESE CUISINE



A SYMBOL OF HEALTH, LEISURE AND STYLE

Hui Lau Shan is Hong Kong's largest dessert chain brand. It started in the 1960's the first traditional herbal teas shop, selling various types of herbal teas and herbal jellies (Qui Lin Guo) which have medicinal health properties.

During the 1990's, consumers were becoming more conscious of their food intake and there was a movement towards consuming more vegetables and fruits. To meet this trend, Hui Lau Shan experimented with various desserts and came up with the Mango Sago, which turned out to be the best seller and its signature dessert.

The initials of Hui Lau Shan, HLS, stand for 'Health, Leisure and Style', which is the essence of the brand. At any HLS store, customers enjoy the healthiest desserts at a leisurely pace and in a comfortable environment.

AWAKENING THE SWEET QUADRANT OF THE TONGUE

From the traditional herbal teas and herbal jelly, HLS has now evolved to be the pioneer and expert in fresh fruit dessert. It is known for its wide range of 'mix-and-match' fresh fruit dessert – available in cold and hot choices. Its popular Mango Sago was created from a sago fruit juice base and the combination of chewy sago and fresh mango fruit captivates one's taste buds.

Some of the popular choices of dessert are Ganoderma Herbal Jelly, Mango Feast, Mango Chewy Ball, Mango Coconut Ribbon, Sago Duet, Silky Mango Pudding, Bird's Nest with Coconut (House Special) and snacks such as Deluxe Mango Mochi, Signature Radish Cake & Signature Curry Combo. With its wide selection, there is indeed a dessert to meet the varied requirements of its customers' rich taste palette.

The secret to HLS's success lies in its strong quality management and development strategies. It adheres to the principle that all food served must be fresh and of high quality. Mangoes, which form the main ingredient

of most HLS's desserts, are imported from overseas, as its R&D and Purchasing team always search for the best mangoes in the world. Its logistics team delivers freshly made products to the stores everyday; while HLS's fruit bar tenders monitor the consistency and quality of each order served. All HLS desserts do not contain any preservatives.

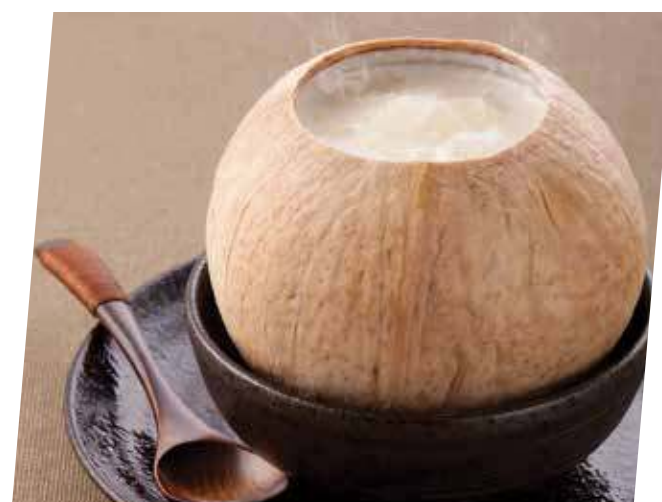
Consistency is also reflected in all HLS outlets where patrons are provided with the comfortable ambience to enjoy their dessert. All HLS stores bear a consistent theme and design – one that is bright, fresh and cheerful – and this has strengthened the brand's image.

THE SWEET IMPRINTS OF AN AWARD-WINNING BRAND

Apart from winning The BrandLaureate SMEs BestBrands Award, HLS has been conferred with a number of major awards in Hong Kong. In 2011, it won The King of Dessert Award from the King of Catering Competition – which is also known as the 'Oscars of Catering'. In 2012, HLS was named Hong Kong Famous Brand – an industrial recognition of quality service and consumer recognition.

HLS's vision is to maintain its leadership advantage in Hong Kong and strive to expand the brand internationally. The past few years have seen the brand expanding its presence to China, Macau and Malaysia. HLS made its foray into Malaysia in 2012 and the brand now has 20 outlets located in Kuala Lumpur, Selangor, Penang, Johor and Malacca and plans to further expand to other states in Malaysia.

HLS opened its 200th store at the end of 2013 and as a market leader, it continues to explore and create new and healthy products to add on to its current portfolio of desserts. HLS's strong base in R&D and product innovation enables the brand to generate opportunities of sales and increase its target audience while intensifying its competitiveness.



PRODUCT BRANDING

2013
THE BRANDLAUREATE
SMEs BestBrands Award

F&B - DESSERT





WEBSITE : www.agroharta.com.my

GALLOPING AHEAD INTO GREENER PASTURES

Kuda Merah is a fertilizer brand manufactured by its parent company, Agroharta Fertilizer Sdn. Bhd. Its fertilizers consist of a compound fertilizer which is used by oil palm and rubber plantations and Organic Microbe Fertilizer – a new-generation fertilizer product used for all plants and vegetation.

Agroharta Fertilizer was established in 2003 by Dato' Loo Yeng Soon. It started out as a small manufacturer in Port Klang and today, it has become a key player in the local fertilizer industry, contributing to Malaysia's agricultural development.

NURTURING A BRAND VISION WITH CARE

Agroharta's Brand Vision is to be the 'No.1 Local Fertilizer in Malaysia' and to achieve this goal, the company continues to invest in its brand to capture the market share and stay competitive. It has over 10 varieties of products to meet the needs of the domestic market and is also able to produce fertilizers according to clients' unique needs or specially requested formulas.

Agroharta is committed to provide quality products and services to its customers. This is in line with its Company Motto: "Your Hope, We Care" – a philosophy that the management and staff faithfully adhere to.

Using the latest technology from Germany, the fertilizers, especially Kuda Merah, has a balanced composition which contains all essential minerals, providing a balanced nutrition to the crops, assuring a better harvest as well as improving quality and raising productivity. Kuda Merah fertilizers provide at least 40 per cent of phosphorus which enable better absorption of nutrients by the roots and this has increased the quantity and quality of the harvest – simultaneously preventing wastage.

Another popular brand from Agroharta is SOILCODE™ – which is formulated according to local weather and soil features. The product contains high potassium, borax and humid acid to enhance soil structure and nutrients – resulting in better quantity and higher quality of growth.

As its main customers are planters and farmers, Agroharta promotes brand engagement by going to the ground to communicate with them. While the brand advertises in mainstream media and trade publications, direct, face-to-face communication with the farmers is still a better manner of promoting its products – especially for its Kuda Merah Compound Fertilizers.

All marketing and promotional efforts are directed towards increasing Kuda Merah's sales and this include educating the farmers and consumers on the usage of fertilizers and how they can save cost by using local brands as opposed to imported brands. It also collaborates with agronomists to give talks and seminars for the farmers (and other consumers) on the latest technology in crop cultivation. Agroharta participates in local and international road shows to promote its various brands and regularly receives sales order through its website.

With frequent sales visit to the plantations and farms, Agroharta has gained the confidence and loyalty of its customers. Over 85 per cent of its sales are repeat orders – a tall achievement, considering the competitive nature of the fertilizer industry. This has contributed to sustainable growth for the brand, simultaneously strengthening its position in the market.

FIRMLY ROOTED IN THE SOILS OF TIME

Agroharta continues to invest in R&D and technology as these are important aspects in the fertilizer industry. New technology enables the company to formulate the best and most suitable fertilizers for plantations – especially for those in the rubber and oil-palm segments. Investing in R&D would enable Agroharta to generate more products and services for both the local and export markets as well as cater to increasing demands. With these facilities in place, Agroharta is able to venture into new segments of the agriculture sector, such as the fruits and vegetables market, in the coming future.



PRODUCT BRANDING

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CONSUMER - FERTILIZERS



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☎ 603-3341 2288



WEBSITE : www.mbocinemas.com

SILVERY EXPANSION

MCat Box Office (MBO) chain of cinemas was founded in 2005 and built its presence in the Klang Valley suburban malls and secondary cities of Malaysia. In 2012, the chain was acquired by Navis Capital Partners, who then acquired another cinema brand, BIG Cinemas. The acquisition of and merger with BIG Cinemas catapulted MBO Cinemas to become one of the top three largest cinema operators in Malaysia.

As of 2014, MBO operates 25 cinemas with 180 screens, it is the cinema chain with the most diversified locations across Peninsular and East Malaysia. Following the acquisition, MBO launched its new brand corporate identity, positioning it as ‘THE CINEMA’ brand that not only shows the latest blockbuster movies but offers a complete entertainment experience for moviegoers as well.

MAGNIFYING MAGICAL MOVIE MOMENTS

MBO assures moviegoers of fun-filled, exciting and memorable moments – in line with its Brand Promise. This has been accomplished through its rebranding where all film projections have moved from 35-mm films to digitalized projections – a commitment to offer its patrons the very finest cinematic experience. The cinema brand has also introduced Actuator Seats, the first-of-its-kind in Malaysia – providing a better seating experience for viewing movies.

MBO Cinema is committed to its Brand Vision of being the ‘preferred choice for moviegoers in Malaysia’, and to meet this, it continues to seek ways to promote the brand and the industry as a whole. Innovative and multiple brand strategies ensure that MBO draws in the crowds to its cinemas and generates the desired interest in viewing movies.

The main differentiations are “No Booking Fee When You Purchase Online” as the lifestyle brand does not charge for convenience; plus the same ticket price is maintained for 2D and 3D movies.

The brand’s top-of-the-line strategy is its nationwide movie promotion where the cinema operator advertises the latest shows premiering in Malaysia through newspapers, radio, billboards, posters, buntings, digital media and other points of sales.

Organizing contests have proven to be an effective means of drawing in the crowd and such contests are done on a monthly basis; in conjunction with the screenings of box-office movies. MBO works closely with sponsors to provide attractive prizes for the winners.

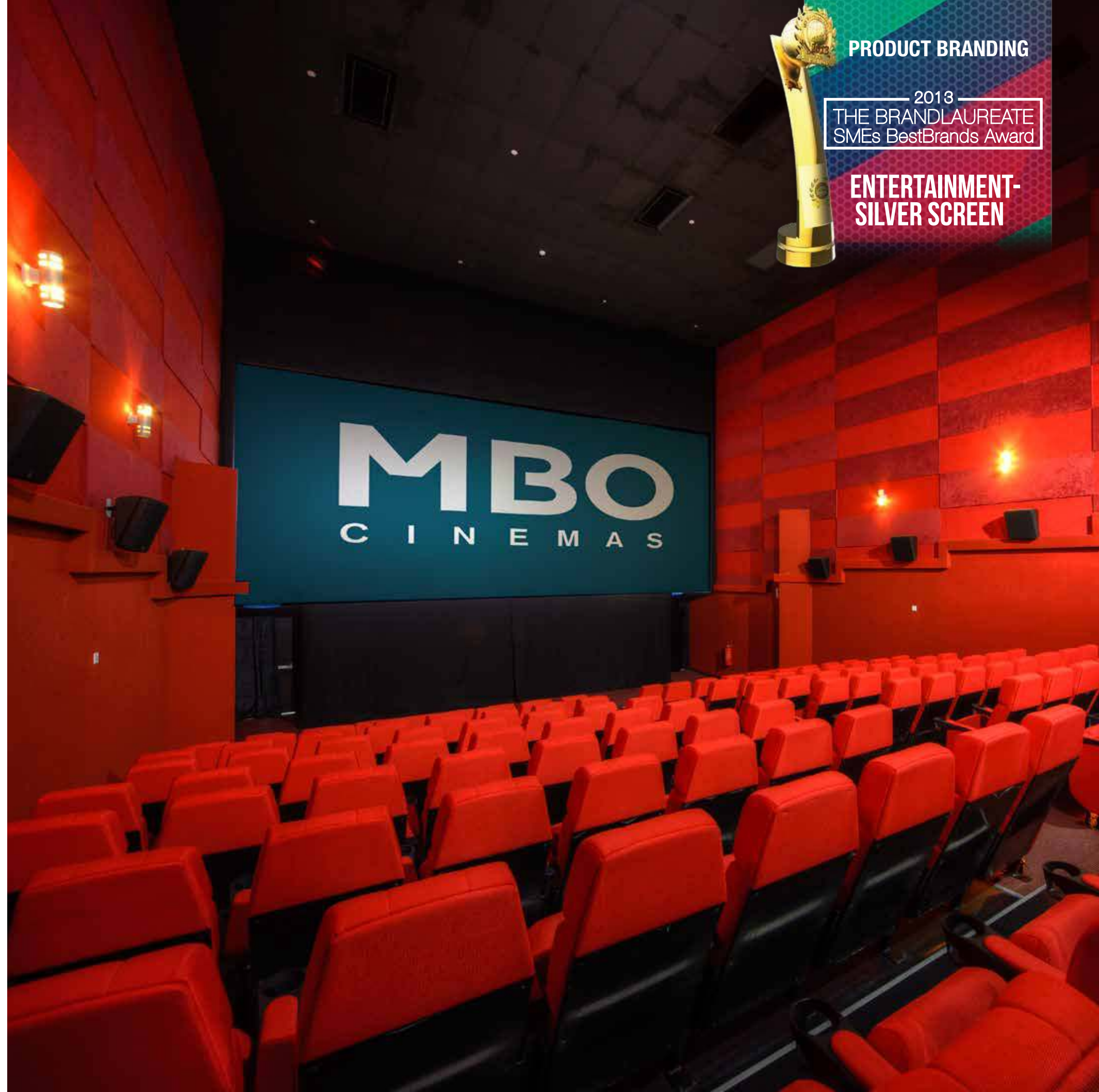
Aggressive screening of box office movies, every 20 minutes during the peak hours, has enabled many patrons to catch their favourite movies and at the same time draw traffic to its cinemas. Free screenings at selected cinemas have helped to further promote the brand and capture new audience.

To entice moviegoers to continuously patronize its cinemas, MBO launched its membership reward program, MBO Starclub, in September 2013. Members are rewarded with extensive benefits and privileges such as earning Star Points for every ringgit spent on movie tickets and concessions. The Star Points collected can be used to redeem movie tickets, drinks & popcorn, exclusive merchandise, special deals for certain days, free movie tickets during the birthday month as well as allow access to ALLSTAR priority ticketing lanes. The membership programme was well received and it registered more than 200,000 members within the first year of its launch.

PROSPECTIVE PROJECTIONS

Having established its footing in the movie and entertainment industry, MBO will continue to stay abreast with the times and provide a stronger brand experience for its patrons by investing in the industry’s latest trends and technology.

The sublime cinema provider will also increase its footprints throughout the nation in order to become ‘the king of the silver screen’ – casting its sights even further by expanding to other untapped territories.





WEBSITE : www.skythomasfood.com.my

HERITAGE TASTE IMMORTALIZED

One of the wonders of travelling to different places is discovering the spirit that is the ‘taste’ of the locality. What if that very ‘spirit’ of its cuisine could be harnessed, packaged and savoured anytime, anywhere, with the same magical essence? This amazingly is the exact feat that MyKuali has accomplished with its outstanding representation of the Pearl of the Orient, Penang.

With brand vision to be a MUST BUY brand to take home for every tourist, plus a ‘Don’t Leave Home Without It’ item – especially for travellers; and a brand mission to promote Penang flavors to fit the modern lifestyle of today that emphasizes convenience, without losing the taste of originality and authenticity, MyKuali is positively poised to tantalize the taste buds of generations for years to come, spreading the goodness that resonates from the heart of the UNESCO World Heritage Site!

IF YOU CANNOT COME TO THE ISLAND, LET THE ISLAND COME TO YOU!

MyKuali is a vibrant brand that is now perceived as an ‘instant noodles hype’. This enticing ‘hype’ is shared amongst patrons’ relatives and comrades at homes, schools, coffee shops, workplaces, Facebook, ‘chatrooms’ – and the list goes on! The company’s Brand Management Team constantly brainstorm on breakthrough branding ideas, whilst maintaining social media platforms such as Facebook and Instagram. The team also conducts sampling road shows for MyKuali – enabling the brand to reach out directly to consumers whilst getting feedback concerning the taste of its products as well as creating brand demand amongst consumers. After all, the taste of the pudding (or in this case, noodles) is in the eating!

In essence, MyKuali works to ‘rebrand’ and promote Penang hawker food to cater to the contemporary lifestyle of modern-day demands – which emphasizes on speed, convenience, simplicity and accessibility; as part of improving its product and service offerings in tandem

with innovations implemented. In this light, hawker food lovers or enthusiasts can enjoy the famous Penang hawkers’ delicacies anywhere, anytime and in any way that they want – without losing the slightest taste of originality, authenticity and traditional value of the island’s ingrained cuisine!

The Brand Champion, Mr. Thomas Tang, the Marketing Director of Sky Thomas Food Industries Sdn. Bhd. and the co-founder of MyKuali, is the visionary in charge of product innovation, branding direction, distribution methods and the overall well-being of the brand.

With intensified R&D in innovation and creation in the hope of launching more exciting Penang local favorites – the brand aims to stupefy consumers with fresh, premium quality products vindicated by mouthwatering taste!

Inadvertently, as the MyKuali brand gains momentum, so will Penang boom as a tourist hotspot. In view of this, the local brand aspires to set up a special area to showcase its products to tourists and holidaymakers in order to promote Penang delicacies.

CORPORATE RESPONSIBILITY : CARING IN ITS OWN WAY

The efforts taken by the organization in the field of Corporate Responsibility include ensuring that its input of raw materials comply with Government standards and that its processing processes are up to the expectations of good hygiene. The brand is also Halal – Jakim certified.

The company furthermore aspires to set up a charity campaign plan to contribute to society via each packet of noodle sold. Through said campaign, MyKuali will not only able to give back to society, but also create awareness for its brand and simultaneously convey the social responsibility and caring nature of its name.



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F&B - MY KUALI
INSTANT NOODLES



A FRIENDLY MALAYSIAN F&B ICON

A smiling benign bespectacled man, holding a cup of coffee against a green canopy is a familiar sight in many of Malaysian shopping malls and neighbourhoods. He is the iconic logo of PappaRich, a name inspired by the title of Robert Kiyosaki's book, Rich Dad Poor Dad.

PappaRich as a brand is synonymous with Malaysian delights and it resonates with its Brand Vision – to Bring Malaysian Delights to the World. With its love for good food, PappaRich has grown to become a household name for Malaysian food, offering more than 160 dishes and beverages to create an unbeatable amount of choice for its diners.

On its all-day dining menu, customers will find the all-time Malaysian favourites, Nasi Lemak, Curry Laksa, Ipoh Kuey Teow Soup, Assam Laksa, Prawn Noodles, Chicken Rice, Hainan Bread with Butter & Kaya, Ais Batu Campur (ABC), Cendol, White Coffee, Kopi 'O' and a fine spread of many more Malaysian food offerings.

The hallmark of the PappaRich brand is its authentic Malaysian food, crafted from traditional recipes that have been handed down through generations; for example, the popular Hainan Bread is from a 70-year-old recipe handed down by a Hainanese baker who worked for the British during the colonial days. The flavor of the British colonial design heritage such as red bricks and timber beadings is incorporated into the interior of PappaRich outlets. Combined with the usage of local materials such as Meranti wood and Nyonya tiles, PappaRich's interior designs offer a warm local feel with a touch of quaint colonial heritage.

THE 'FATHER' OF A FOOD AMBASSADOR EPITOMIZED

Since its founding in 2005, PappaRich now has almost 100 outlets across Malaysia and the rest of the world.

As a proud ambassador of Malaysian food and culture, PappaRich has successfully expanded to international destinations such as Sydney, Melbourne, Canberra, Perth, Singapore, Shanghai, Brunei and Los Angeles.

Meanwhile, partnerships have been sealed for markets such as Indonesia, New Zealand, Hong Kong, Macau, Korea, Saudi Arabia and the UK.

The rave reviews for PappaRich at these international destinations are testimonies to the solid joint ventures and franchise programs with partners who believe in the Brand and the people behind the Brand.

The people behind the Brand are a group of partners and friends who are drawn together and united by the same vision of bringing the PappaRich brand and Malaysian Delights to the world.

'RICHING' OUT BEYOND THE DEEP BLUE

At PappaRich overseas outlets, the food remains authentic – though tweaked to adapt to the local tastes and palettes in terms of degree of spiciness, saltiness and sweetness. Adaptation in this area is made possible through the creativity of a team of local and Malaysian chefs working together.

And at each of its outlets, food is cooked and served fresh with the same recipes and 'mother sauces'. This ensures a consistent range of taste and quality, which PappaRich pledges to go on to uphold, as it continues to live up to its passion for delicious, authentic Malaysian Delights – simultaneously making Malaysia proud of its growing international conquest to share the unique 'Malaysian food culture' with folks all over the globe.

PappaRich Boleh! Malaysia Boleh!





WEBSITE : www.protech-sports.com

SHUTTLLING FORWARD

PROTECH is the market leader in the development and manufacturing of shuttlecocks and all badminton-related accessories such as racquets, apparels, guards, grips and thermal bags in Malaysia. PROTECH, the shuttlecock brand, was registered in 1990.

Absolute Protech Sports (M) Sdn. Bhd., located in Shah Alam, Malaysia, manages PROTECH. It has a manufacturing facility in China, that produces the brand's products which are sold in international markets of USA, Australia, India, Korea, New Zealand, Thailand, China, Hong Kong, Maldives, Mauritius, Philippines, France, Sri Lanka, Vietnam, Thailand and Canada. In Malaysia, PROTECH is available at six of its own outlets and through numerous reseller shops.

In the local market, PROTECH commands a 40 per cent market share for shuttlecocks and 15 per cent market share for rackets and accessories.

THE SMASHING CHOICE

PROTECH Masterpiece shuttlecock is the No.1 brand in the local market. It is known for its strong shuttle speed, consistent flight path and being highly durable. In 2013, PROTECH Masterpiece was approved and recognized by the Badminton World Federation and is now used for major badminton tournaments around the world. PROTECH Masterpiece is highly mentioned and even comes recommended on online chat forums amongst leisure players. This has, of course, helped to generate greater awareness for PROTECH – thereby strengthening its brand image.

PROTECH's badminton rackets are of high quality and some of its bestselling rackets include the iCON 13, the Maxima Series and the Blazer Series (which incorporates the latest woven technology for power-packed performance). All its rackets, including those of the high-end range, are affordably priced – thus giving regular consumers an opportunity to have access to the best of the brand.

When it comes to branding, PROTECH maintains a strong presence on the professional badminton circuit through regular sponsorships in the local and international arenas. The brand is the official sponsor for the BWF Macau Open Grand Prix Grand 2014. Nationally, the company supports the Badminton Association of Malaysia (BAM) by developing grassroots opportunities for the sport's next generation of stars.

Through its Social Responsibility programmes, PROTECH has sponsored over 500 badminton racquets for deserving kids throughout the country in February this year and further supports the cause by arranging training clinics for these children.

Its branding activities have earned PROTECH a strong reputation in the sports industry. The increase in sales for its products, ranging from shuttlecocks to rackets, apparels and accessories, testify to its successful branding. Over 90 per cent of its sales come from repeat customers who are happy and satisfied with the brand.

Protech is also proud to be the sponsor for Selangor Badminton Association and Putrajaya Badminton Association. Through the sponsorship, the brand helps to tackle badminton talents before they move on to international arena.

SERVING FORWARD

The future holds great opportunities for PROTECH. With its shuttlecocks being approved by the Badminton World Federation, the brand will have greater exposure in the international circuit – resulting in stronger sales and increased market share.

Moving forward, PROTECH will continue to strengthen its lead in the local badminton sports market share and venture into the overseas market to further establish its brand presence. There are also plans to diversify its offerings to other racquet sports and equipments; namely tennis, squash and golf.



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RETAIL-
BADMINTON RACQUETS
& ACCESSORIES



*Brand Invest - Why Not & Not Why?
Rethink Your Investment! The Best Form Of
Investment Is Investing In Your Own Brand.*

... Dr KKJohan



THE BRANDLAUREATE
SIGNATURE AWARDS



WEBSITE : www.bell.com.my

REVOLUTIONISING THE PALM OIL INDUSTRY

BELL Group is a pace setting independent palm oil miller that has been transforming the image of the palm oil industry, locally and abroad for over 20 years until now. With over two decades of experience in the palm oil industry, BELL Group has grown to become one of the largest private-owned palm oil millers in the country with seven fully functional palm oil mills across Peninsular and East Malaysia.

BELL Group begun with the acquisition of one palm oil mill in Batu Pahat, Johor in 1986, beginning as a small business offering conventional crude oil milling services to oil palm small holders, dealers as well as estates. Since then, it has been growing steadily and now evolved into a Group of Companies with operations in different parts of the world.

Currently, Bell Group is one of the largest privately owned Independent palm oil miller in Malaysia. It processes approximately 2.0 million metric tons of fresh fruit bunches (FFB) annually which is equivalent to 102,000 hectares of oil palm plantation. It has successfully created a paradigm shift from being an Independent Palm Miller to Green Independent Power Producer, a cutting edge in generating green electricity to decarbonize the electricity and gas grids in Malaysia.

INNOVATION, KEYWORD TO SUSTAINABILITY

The need to come up with innovative, sustainable ways of treating the palm oil waste has propelled BELL Group to constantly innovate and shift paradigms in the palm oil milling industry, emerging to become a Green Independent Power Producer (GIPP).

As a GIPP, Bell Group's mission is to DECARBONIZE the electricity and gas grid. BELL Group's integrated approach to palm oil milling involves the implementation of advanced technology for renewable energy power generation, as well as other environmental and social related development programs. Advanced green technology is used to recover the energy from solid and liquid wastes and its 2MW Biogas Power Plant is noted to be "Malaysia's first CDM based Biogas Grid - Connected Renewable Energy Power Plant"

At the same time, BELL Group's corporate goal is to improve the livelihood of small-farmers and promote healthy communities in areas it operate in. BELL is now engaged in assisting small farmers in replanting activities and also in encouraging surrounding residents to convert low-income agriculture to oil palm cultivation.

Bell Group is heavily involved in the downstream sector of the palm oil industry. It created the World's first 100% totally Green and Natural based skin care and cosmetics brand, LIASARI™. It is the first in the world to fully achieve the GREEN STATUS, which means LIASARI products are made from palm oil and natural ingredients that do not contain petrochemicals and animal extracts. Having the GREEN STATUS, LIASARI products are not only safe and contain other natural goodness but the products are completely biodegradable.

VISIONARIES AT WORK

Under the leadership of YBhg, Tan Sri Low Boon Eng and Puan Sri Dr.Liana Low, the Chairman and CEO of Bell Group respectively, the organization has a dedicated team of 800 people who strive to meet the vision of the brand, which is to create innovations that will revolutionize the palm oil industry and pave the way for a green economy in respect to environment, personal and social development.

To this end, it has executed several world-class projects that have gained both local and international recognition over the years and In the coming years, Bell Group intends to expand its portfolio of Renewable Energy Power Plants, thus cementing its leadership position as GIPPs in Malaysia.

It is also constantly investing heavily in R&D to find new breakthroughs in the downstream sector of the Palm Oil industry. Upcoming projects will add value to the Group's business and revolutionalise traditional palm oil industry activities.





WEBSITE : www.boustead.com.my

THE UNFORGETTABLE HOLIDAY MAKER

Boustead Hotels & Resorts, a subsidiary of Boustead Holdings Berhad, manages *The Royale Bintang Hotels & Resorts Group* – a Malaysian chain of full-service hotels. It currently has six hotels under its stable and the hotels are located in the Klang Valley, Seremban and Penang. Three of its hotels are categorized as 5-Star, while the other three are 4-Star. The upcoming *The Royale Chulan Cherating*, Pahang, a beach resort opening in 2016, is set as a 5-Star holiday destination with all amenities to suit the discerning traveller.

Since the first hotel The Royale Bintang Kuala Lumpur was built, the Group has secured a strong footing in the country's hospitality industry by providing 'True Malaysian Hospitality' to all guests. With a total of over 1800 rooms, the emphasis of the Group is on business travellers.

ROYAL IMPRINT: THE ROYALE BINTANG HOTELS & RESORTS

The Royale Chulan Kuala Lumpur is a 5-Star rated establishment and the 'crown jewel' of the Group. It is located right in the Golden Triangle of Kuala Lumpur, only minutes away from supersized attractions such as Pavilion shopping mall, Bukit Bintang, Petronas Twin Towers as well as the transportation hub Monorail. The hotel offers 402 rooms, 7 restaurants, 18 meeting rooms, a 1800-person capacity grand ballroom and a conservatory courtyard – suitable as venue for Meetings, Incentives, Conventions and Exhibitions (MICE) as well as social events.

The Royale Bintang Kuala Lumpur is strategically placed in the heart of the capital city. The hotel's location ensures accessibility to major shopping malls and transportation hubs. It features 418 rooms designed with modern amenities to accommodate business and leisure.

The Royale Bintang The Curve is located in the district of Mutiara Damansara, set within the lifestyle pedestrian shopping mall, *The Curve* – a 15-minute drive from Kuala Lumpur. The hotel features 150 rooms with full amenities.

The Royale Bintang Resort & Spa Seremban is a 45-minute cruise from Kuala Lumpur City, featuring 345 rooms and recreational facilities. Close proximity outlets are shopping centres, eateries and business services. The resort markets itself as the venue for company or corporate retreats.

The Royale Chulan Damansara is a 5-Star hotel offering 380 tastefully furnished guest rooms and located just a few steps away from *The Royale Bintang The Curve*. The hotel features a host of premier facilities and services – including its very own indoor ice-skating rink and four versatile function rooms with ultra-modern facilities capable of accommodating varying gathering sizes of up to a maximum of 1000 people. For the dining pleasure of its guests, the hotel has seven dining outlets offering delectable selection of Asian and Western fare.

The Royale Bintang Penang is located in George Town, Penang, and features 180 rooms, 4 restaurants & bars as well as spa & gym services. Guests can enjoy the preserved beauty of historic George Town which lies at the hotel's doorstep. *The Royale Bintang Penang* offers luxurious comfort and full amenities for leisure travellers as well as the perfect setting for celebrations, business meetings and corporate events.

KEY PLAYER IN THE NATIONAL HOSPITALITY INDUSTRY

With its impressive chain of hotels, *The Royale Bintang Hotels and Resorts* has played a significant role in heightening the hospitality industry of Malaysia. It continues to drive the industry by setting benchmarks of excellence in its operating standards that will put Malaysia as a leader in the international hospitality arena.

As the hospitality industry is heavily geared toward human resource, the Group has entered into an MOU with UNITAR to provide industrial training for students who are keen to pursue careers in the hotel line. This will help to further enhance the level of service in the Group.





WEBSITE : www.main.colavita.com

BETTER HEALTH BLESSED BY AUTHENTIC TASTE

Sangla Foods Sdn. Bhd. was established in 1993 and it represents world-renowned premium and high-quality brands that meet the diverse taste of consumers and their ever-changing needs. The company is the sole distributor of Colavita in Malaysia, and over the years, it has maintained a strong rapport with both retailers as well as principals.

Colavita is one of the most well-known olive oil brands in the world. It was founded by Giovanni Colavita four generations ago. The brand continues to be managed by the family even up to this very day.

Colavita Extra Virgin Olive Oil and Colavita Olive Oil are extracted from the finest grown olives in Sant'Elia a Pianisi—a small town in the Molise region of Italy. The product line has continuously promoted healthy living amongst consumers who use olive oil in their daily dishes—without compromising on taste.

As a brand which is known for its aesthetic bottle design with its tagline, “A Truly Italian Product”, the product line is currently being sold in major supermarkets and hypermarkets in Malaysia as well as independent special stores.

A SUBLIME BRAND WITH A SPLENDID MISSION

Sangla Foods direction for Colavita in Malaysia is to establish it as the ‘No. 1 Olive Oil Brand in Malaysia’ that promises to deliver the finest quality of olive oil which meets the dietary needs of consumers. In line with this direction, the brand has carried out a good number of innovative research efforts in order to further serve its consumers’ needs.

To enhance its branding efforts in a practical manner, the brand has also affected the process of changing its bottles from a light to darker shade in order to conserve the quality of the olive oil—particularly in tropical sunlight. For added variation of flavour in olive oil, Colavita has also introduced a new Mediterranean olive oil range which has a slightly ‘fruity’ taste.

The brand has also taken a number of initiatives in order to get more consumers to make a switch from generic olive oil brands to Colavita olive oil. This includes educating consumers on the health benefits of olive oil via roadshows and giving out samples at high-traffic outlets. They are chefs that do cooking demonstrations during these roadshows to show consumers different ways of preparing dishes using Colavita olive oil.

Furthermore, the Colavita website also provides educational information for consumers on the benefits of consuming olive oil as well as recipes using olive oil to whip a healthy meal for the family.

It has also made available recipe booklets featuring local dishes that use Colavita olive oil to show consumers that olive oil is not limited to just making salads; for instance, it can also be used as a flavour enhancer, as well as a medium for baking and stir-frying.

BRINGING A CLASSIC TASTE TO THE FRONTIERS OF THE FUTURE

Colavita’s stronghold lies in its distribution in modern trade channels and impactful execution of brand activities and campaign in retail. Over the years, Colavita has established a two-way communication with consumers via social media channels such as Facebook and Twitter to engage with its consumer better. Sangla Foods is all set out to persuade normal cooking oil users to make a switch to olive oil in the coming years for its invaluable health benefits.

Besides expanding its retail and distribution outlets, the company will also focus on promotional activities for Colavita in order to increase its brand awareness among Malaysian consumers. It hopes to continue to engage with consumers on roadshows as they have proven to be a success over the years. Consequently, consumers will be able to seek advice from the knowledgeable and experienced brand ambassadors on the benefits of olive oil—in addition to the marketing literature distributed during road shows and in-store samplings.



COLAVITA®

100%  ITALIAN EXTRA VIRGIN OLIVE OIL



SIGNATURE AWARDS

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CONSUMER -
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WINNER

of Best Olive Oil Brand

Badan Islam Yang
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Asia Pacific Brandlaureate Award
Best Brand Olive Oil Category



DELIMA OIL PRODUCTS SDN BHD
(An Associate Company of FGV)

WEBSITE : www.fgvdelima.com

WELL-POSITIONED BRAND PRESENCE

Delima Oil Products is a subsidiary of FGVH. Today, it has evolved into a diversified company with operations encompassing the refining of palm oil, manufacturing of processed palm oil products and distribution of industrial and consumer products. The brand markets palm-oil-based downstream products such as RBD's bulk oil, cooking oil, margarine, shortening & dough fat, pure vegetable ghee, bread spread and culinary products . Its industrial products are widely accepted and consumed by major local biscuits factories.

Delima Oil's Vision is 'To be a known and respected FMCG company in Malaysia and a regional champion, with main emphasis on oils and fats; integrated with FGVH upstream business'. The Mission includes 'Leadership in palm based downstream company in Malaysia market expansion in regional and international market, Leadership market share for each product category in Malaysia and products diversification in consumer foods and non-foods'. Currently, Delima Oil is the market leader for cooking oil in Malaysia; with its famous SAJI brand having a market share of about 30 per cent.

All its products are halal-certified by the Islamic Development Department of Malaysia (JAKIM), have received the HACCP Certification: MS 1500:2009 and Product Certification License by SIRIM QAS International Sdn. Bhd.

CREATING WAVES DEFINED BY QUALITY

Delima Oil has a wide range of brands for consumers to choose from; including SAJI, its best-selling cooking oil, ADELA, the popular tub margarine, SUNBEAR peanut butter, SAJIMEE instant noodles, and SERI PELANGI margarine, to name a few. These brands are available at over 7000 outlets, including hypermarkets, supermarkets, mini markets and sundry shops nationwide.

To create brand awareness for these brands, Delima Oil adopts electronic media as the primary means of advertising. Television, radio and billboards advertising feature the respective brands and Delima Oil also invites home celebrities, public figures, academicians and subject-matter experts to further promote its range of products.

Delima Oil continues to provide value to its consumers by improving its product lines; for example, the ADELA cake premix is not only easy to use and economical, it is cheaper than its competitors and has better value and is enough for eight people to consume.

As the organization has its own plantations and processing outfits, Delima Oil Products uses the best and freshest palm oil as its main ingredients. The palm oil fruits harvested are immediately processed – maintaining its freshness, and this helps to improve the shelf life and quality of all products.

The organization maintains high standards of quality control (QC) in all stages of manufacturing; even in OEM, and this has increased its pool of OEM customers. It also invests heavily in research and development (R&D) and state-of-the-art technology to improve its operations. High-tech automatic packaging of 30 bottles of 5-kg packs and 24 bottles for the smallest sku-per-minute has helped to hasten the packing process – ensuring faster delivery to the warehouses at select locations like Johor Bahru, Kuantan, Sabah and Sarawak.

ONWARD MOMENTUM

In the competitive FMCG market, brands must constantly engage consumers through various initiatives. Where Delima Oil is concerned, it intends to stay in the minds of consumers by introducing new products as well as enhancing its existing products to provide better value.

The popularity of Delima Oil products is seen in its brisk sales and fast turnover at hypermarkets and supermarkets in the country. It recorded an annual revenue of RM1.13 billion in 2013 and expects a turnover of RM1.2 billion in 2014.

Apart from the local market, Delima Oil is available in the markets of ASEAN, the Middle East, West Asia, Europe, CIS and West Africa. The products have a strong acceptance and presence, especially in the Myanmar and Philippine markets.





WEBSITE : www.felda.net.my/fssb

FOREFRONT OF THE BUSINESS

FELDA Agricultural Services Sdn. Bhd. (FASSB) was incorporated on 3 August 1995 with the main role to provide technical support to the oil palm industry, in general, and to the FELDA Group, in particular, in their agricultural undertakings. FASSB's main focus is to carry out applied technology research and development—encompassing oil palm breeding, tissue culture & biotechnology, agronomy, crop protection, fruits, herbs and other potential crops.

The objectives of the company are to provide technical and advisory services to FELDA's estates and to supply agricultural products developed from its R&D efforts. FASSB is engaged in R&D of oil palm—specializing in breeding, biotechnology, tissue culture, agronomy, advanced technology and crop protection.

All these efforts have led to the establishment of technical and advisory services to the estates, and the production and supply of planting materials (DxP seeds, clones, and clonal seeds) biodegradable mulching product (Felda Mulch) and motorized harvesting tool (Felda CANTAS™ MKIIIEVO).

FASSB's oil palm seeds are said to have the potential to produce eight tonnes of crude palm oil per hectare per year—which is double the national average!

BREAKTHROUGH BRAND: FELDA YANGAMBI

FASSB's Felda Yangambi is the top-selling brand for oil palm seeds in Malaysia with the biggest market share at 38 per cent of seed supplies. With more than 40 years' experience in oil palm breeding since 1970, 70 per cent of its current share is catered to the external non-FELDA market.

These high yielding seeds were developed through conventional breeding, and more recently, augmented by biotechnology—which consists of deciphering the genetics of oil palm, sequencing and annotating the oil palm genome. Hence, this makes FASSB's Felda Yangambi the premium oil palm planting material in Malaysia and the market leader in terms of sales volume and acceptability.

Ensuring that Felda Yangambi oil palm planting materials are of the highest quality has been the main objective of the company. Quality management system and stringent quality controls ensure that production is in compliance with SIRIM's Quality Management System for seed production. FASSB has been awarded the MS ISO 9001:2000 certification since 2007 and the SIRIM MS 157:2005 certification for the production of oil palm seeds for commercial planting.

GERMINATING THE SEEDS OF BRANDING

In line with the company's Brand Vision of becoming the leader in supplying premium planting materials for the oil palm industry, more intensive breeding programmes have been carried out to ensure that improved and upgraded planting materials with special traits are made available to the market from time to time in order to successfully assist planters in oil palm cultivation; whilst maximizing yields and profits through quality planting materials.

In its efforts to create and enhance brand awareness, FASSB constantly participates in major exhibitions and conferences such as MPOB's International Palm Oil Conference & Incorporated Society of Planters National Conference, MAHA, Palmex and others.

FeldaYangambi is constantly being advertised in well-received agricultural magazines such as Asia Palm Oil, Agroworld and The Planter. The support from its Marketing Team which conducts road shows and promotional events like Field Day and Nursery Day on a yearly basis also has further strengthened its brand image.

FASSB aspires to become a global player. The listing of FeldaGlobal Ventures Holding Berhad in June 2012 as the second largest IPO in the world has given FASSB an extra advantage to expand its market internationally; and with the support of the Government to liberalize the selling of oil palm seeds this year, it is certainly a great opportunity for FASSB to promote its line of products, including FeldaYangambi, internationally.





WEBSITE : www.gtc.my

ONE-STOP SURVEILLANCE SOLUTIONS PROVIDER

Established in 2000, Global Top Technologies (GTC) is the trusted market leader in digital surveillance systems; providing service to homeowners and businesses. Its products and services include Alarm System, Access Control System, Biometric Attendance, CCTV System Integration Design, CCTV Clinic, Consultancy, Distribution, OEM and Security Management Services.

As a one-stop surveillance solutions provider, GTC's products incorporate advanced digital age technologies which enhance the quality of images captured on the screen. GTC is committed to its brand promise of providing customers and resellers with the best in order to support their business productivity and security.

The past 14 years has seen GTC growing from strength to strength – and the brand's footprints are now present in Australia, China, Chile, Egypt, India, Indonesia, the Middle East, the Philippines, Singapore, Thailand and Vietnam.

CONSTANT INNOVATION: ENHANCING THE QUALITY OF THE BRAND IMAGE

Founder of GTC, T. T. Teoh, is passionate about the need for security as a safe environment is important for homes, offices and public places. In light of this, Teoh is adamant that GTC's products have the best technology and security features to meet the needs of its customers – hence GTC is constantly innovating to develop new features that provide the brand with cutting-edge advantages.

GTC is very aware of the challenges that these innovations bring, and to overcome them, the brand has introduced new technology and innovation to assist its customers, as well as the public at large. It has moved forward with international standards of RoHS and successfully launched the state-of-the-art Smallest HD Tracking Camera, its HD Camera (PLUS Series), Plug & Play IP Camera with two-way audio, mobile phone monitoring system with view, hear and talk in one touch.

Apart from the latest technology and quality product innovation, GTC is working on staff expansion to meet its amazing business growth – including additional CCTV 'Doctors' for its CCTV Clinics as well as customer service. GTC is committed to educate consumers on the importance of security systems and how to prevent

unlawful activities as well as improve the relationship among family members by providing complementary consultation and security system briefing – in order to meet its objective of providing a total security solution for homes and businesses.

Customer service and support is an important prerequisite in GTC's nature of business, and in order to ensure customer satisfaction with its products and services, the brand continues to invest in its human capital and upgrade the skills of its staff with the latest product information and knowledge. GTC recognizes that the staff is the 'face' of the brand and rewards its employees for their efforts in building the brand.

GTC is also developing e-commerce to provide more convenience services to its consumers. The continuous improvement and innovation will surely justify consumers' confidence in GTC and help deliver on its promise, "Peace of Mind", which is the tagline of the brand.

PROMOTING ENTREPRENEURISM AND SAFETY AT A GO

GTC is the first surveillance system franchise in Malaysia to be invited by the Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC) to franchise its products – a definite recognition of the strength and success of the brand. Accordingly, the brand took upon this opportunity to expand its business in Malaysia and promote entrepreneurship amongst Malaysians.

To enhance its franchise, GTC has innovated on its first generation package to make it more competitive and tailor-made a micro showcase franchise package for new entrepreneurs and existing business owners who intend to diversify their business in surveillance systems.

The brand also promotes a safer environment for everyone. Most people underestimate the importance of having security measures as they think that crime will not happen to them. Another deterrent factor is many believe installing a security system is expensive. GTC aims to overcome these misconceptions by educating the public on the need to build a safer environment through its CCTV clinics – which forms part of the brand's community outreach programme.



The world's smallest CCTV that can track movement

92mm

60mm

GTC

 Palm sized with motion tracker



GTC 292 HD

 Weather proof

SIGNATURE AWARDS

2013
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**SECURITY -
SURVEILLANCE SOLUTION**



BRINGING ON THE HEAT

Joven is the market leader when it comes to water heaters in Malaysia – commanding an industry share of 25 per cent. This pioneer brand was established in 1983 by James Tan, who recognized the potential of the instant water heater market and wanted to do his part in facilitating home owners with a better lifestyle brought about by the option of having a warm and comfortable bath.

The EC300, Joven’s first model, was manufactured in 1984 at a small factory of 2000 square feet. Since then, the brand and its factory have grown from strength to strength – now boasting a 118,000-square-foot spanking manufacturing facility in Shah Alam which is able to produce over 150,000 water heater units per year.

Today, Joven’s core business is the manufacturing of instant water heaters for both single and multi-point shower systems, storage water heaters for multi-point shower systems, water purifiers for daily crystal-clean drinking water as well as shower filters.

Joven’s range of water heaters are distributed by Joven Marketing and available at the brand’s six retail outlets and all electrical and electronic retail stores in Malaysia. The brand is exported to over 11 countries worldwide which are Singapore, Vietnam, Thailand, Indonesia, the Philippines, Sri Lanka, India, Maldives, Fiji, Laos and Brunei.

BRINGING INNOVATION HOME

Since the inception of the business, innovation has been identified as the key driver of Joven’s growth; and sustainability and innovation have become the culture of the brand, as reflected in its tagline: Bringing Innovation Home.

In line with this, the brand’s pursuit of innovation has led it to develop many quality products which meet the needs and expectations of the customers. The company’s high standards of quality control and emphasis on safety has led it to gain recognition and certification from governing agencies such as SIRIM (Malaysia), PSB (Singapore) and TISI (Thailand) standards.

Joven’s storage water heater, which was first manufactured in 1990, has many safety features which have propelled the brand to become the market leader in storage water heater in the country.

With its strong focus on research and development (R&D), new product lines have been added on through the years. In 2000, the Water Purifier JP100 was launched and the model won the Malaysian Good Design Award. The brand also invented the Shower Filter SF101 to provide de-chlorination and clean water for showering comfort. Besides that, a new line of Centralized Automatic Domestic Water Pumps have been introduced in the market recently which have different power ratings that can boost water pressure for the entire household.

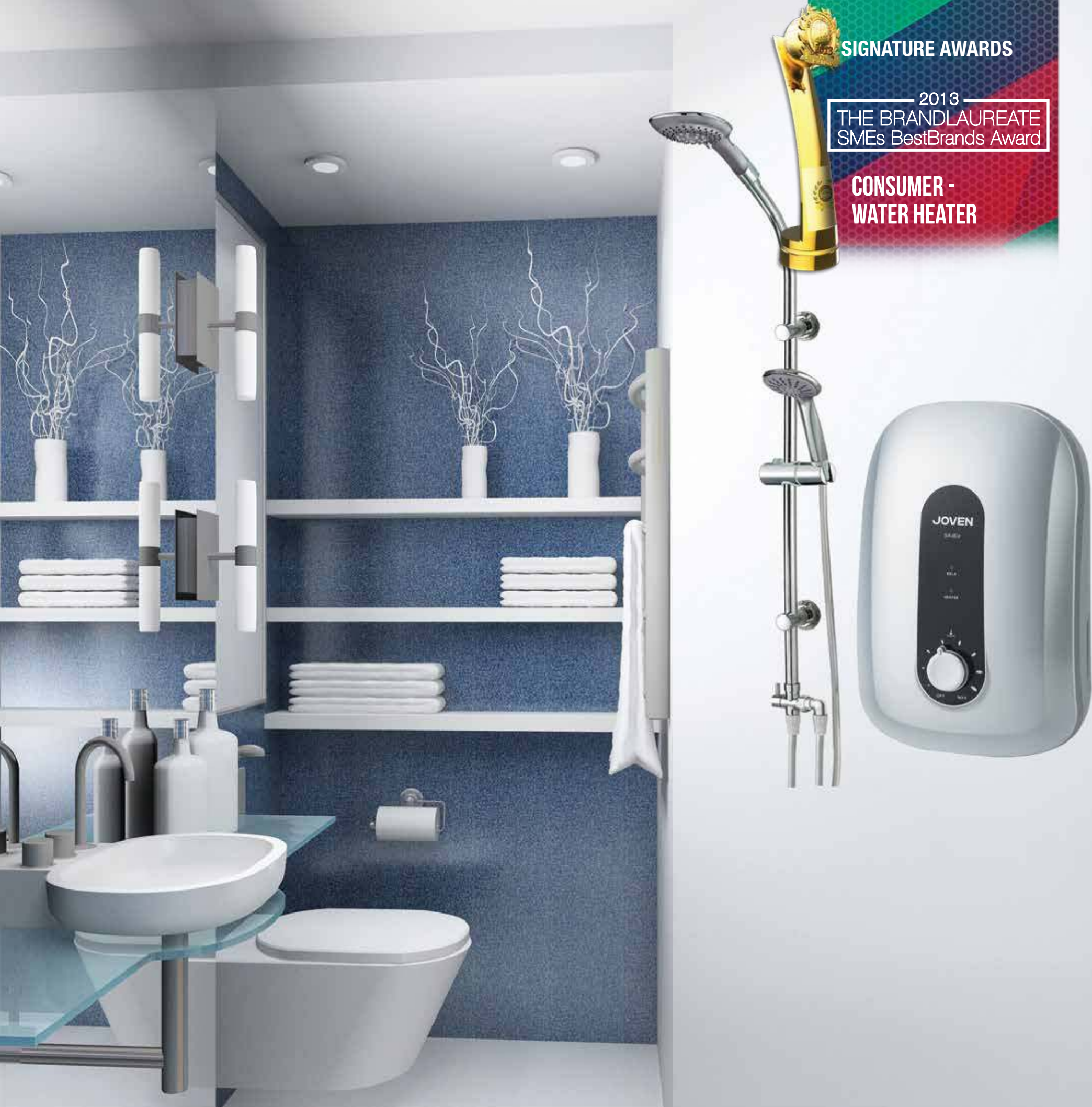
The ninth generation new i-Series, introduced in 2009, is the world’s first 7-cm sleek in Mould Casing Single Point instant water heater. It incorporates the patented press button double rail slider set with sleek five spray pattern hand shower and this innovation was awarded the Industrial Excellence Certificate and the ISO 9001: 2008 by Moody International Certification Limited for quality management.

All Joven instant water heaters have a built-in electronic earth leakage sensor with surge protector that automatically shuts down the water heater if electricity leakage is detected above 10 Ma. The heaters have a five-star rating for energy savings by the Electricity Generating Authority of Thailand.

WARMING HOMES: UNBOUND BY TIME OR BORDERS

With the rapid urbanization of the country, the demand for instant water heaters will continue as new families and businesses are constantly in need of water heaters. In order to sustain its leadership position, Joven will continue to innovate new technology and styles and focus more on R&D to cater to the highly competitive and ever-evolving appliances market.

Having established its footprints in Malaysia and the region, the brand is looking into expanding beyond the borders to other countries such as United Arab Emirates, Cambodia and Myanmar.





WEBSITE : www.nongshimusa.com

THE GRACE OF TASTE

Nongshim is a food company that produces instant noodles and snacks. The household name has led the Korean food industry since its establishment nearly half a century ago sparing no efforts to take off towards becoming a global food brand and helping to create a better life by providing end-to-end services for the improvement of customers' health and lifestyle.

Nongshim produces instant noodles, snacks, instant rice products and fruit juices in its six domestic plants in South Korea.

In the local scene, the company has exported its products to Malaysia since 1998. Some of its hit merchandise include Shinramyun, Ansongtangmyun, Neoguri, Chapagetti, Bowl Noodle (hot-tasting), Big Bow Noodle (shrimp-flavored), Shin Cup Noodle and SaengSaeng Bowl Udon. Some of its snack products such as shrimp crackers, onion rings, sweet potato snack, honey twist snack, potato chips – to name a few – have also been great successes.

OODLES OF NOODLES

Today, global consumers are becoming some what 'addicted' to the multifarious tastes of Nongshim. As a global food company pursuing the health and happiness of its consumers, the brand is exporting the flavours of Korea and the tastes of Nongshim to more than 80 countries around the world.

As an illustration, Shin Ramyun is now a Korean global hit product that is available at every corner of the world; including the Great Wall of China, convenience stores in Japan, Walmart in the US and Jungfrau in Switzerland.

Rice noodles, developed via unique Nongshim technology, are leading the new paradigm of healthy noodle products whilst being exported to more than 30 countries – including the US, China and Japan, as a model brand.

By being constantly a step ahead, Nongshim has substantially contributed to the development of the

Korean food industry through its research institute that has never stopped making investments in R&D since its establishment. The brand continues to seek to become the world's best food & service provider which would contribute to the enhancement of mankind's health and quality of life by keeping up with trends in information, globalization and specialization.

In Malaysia, where people consume 130 million units of instant noodles every year, it has become a strategically important area for Nongshim to tap the market, including the Muslim market. Its success in the country is largely attributable to its exports of halal-certified products to the Islamic nation for years.

Nongshim, producer of the star product, Shin Ramen, gained halal accreditation from Malaysian institute, Jakim, after establishing a production facility that suited Islamic rules for food in Busan in 2011. The firm's factory there makes products in a way that is recognized by Islamic Law. Following the brand's success in Malaysia, Nongshim has been actively marketing in predominantly Muslim countries.

DREAMING OF NEW HORIZONS

As Nongshim celebrates its 50th Anniversary this year, the company continues to rise to the spirit of its vision in becoming a global food company that pursues customers' health and happiness under the slogan: "Do Dream World Best".

In this light, the brand is in pursuit to gain KRW 4 trillion in sales and KRW 500 billion in ordinary profits by 2015 – aiming to actively branch out to new, overseas businesses. The slogan implies that Nongshim will make its own dreams come true – whilst overcoming difficulties and undesirable practices surrounding them.

To keep up with the slogan, the company intends to create and build up its brand power through innovative technology and marketing; and consequently, achieve Vision 2015 by pursuing health and happiness based on a traditional Korean food culture that above all values life.



A HAVEN FOR SLIMMING AND BEAUTY THERAPIES

Established in Singapore in 1998, Slimming Sanctuary is a brand that is synonymous with slimming and weight loss management. The brand established its presence in Malaysia in the year 2000, with its first outlet at Low Yatt Plaza, Kuala Lumpur. Since then it has expanded its footprints to major states in Malaysia with 16 branches and a luxurious wellness and beauty spa, Le Sense which is located at the high end, The Gardens at Mid Valley Mall. In China, Slimming Sanctuary is present in Hangzhou where the first outlet was opened in 2009.

Slimming Sanctuary is an award winning brand, having won the recent, The BrandLaureate SMEs Signature Award, which is only awarded to well established brands that have successfully stamped their mark in their field of expertise. Other awards include The BrandLaureate – SMEs Chapter Award in 2009 for best brand in Wellness and Slimming Spa, The Global Emerging Organisation in Anti-Aging Award (Professional Weight Management, Anti-Aging and Slimming Organisation) and the Malaysia Spa & Wellness Award 2009 (Best Slimming Centre)

INSPIRING CONFIDENCE THROUGH WELLNESS

Providing customers with the most effective and beneficial therapy is Slimming Sanctuary's brand promise and it has been able to do so through its investment in quality products and services. With all its products sourced from France, the brand's latest treatment is the breakthrough anti-aging treatment, called Cell Force Clinical Therapy, an award winning product which is sourced from botanical stem cells and clinically proven for its unique process which deeply exfoliates, revitalizes and energizes every single cell of the skin to result in youthful looking skin.

Other signature treatments include the Activ7 for body -slimming and Cell Force Clinical Therapy/Cell Magnifique for anti- aging facial treatment.

Beauty and wellness is not only confined to the domain of the females. Men are becoming increasingly aware of the need to look good and healthy and Slimming Sanctuary has introduced Men@ SS which consists of facial and body care for these discerning men. Since its introduction, Men@SS has been receiving good response

and Slimming Sanctuary will continue to target the male market with more relevant and up to date products.

ENDURING VALUES THAT BRING SUCCESS

Behind the success of Slimming Sanctuary lies its four main attributes that embody the essence of the brand. These attributes of service, technology, value and ambience are the cornerstone of the company's brand development strategy.

As the staff are the brand ambassadors of Slimming Sanctuary, great effort is put in to ensure that they are professionally trained, have in-depth knowledge of the treatments and products, first class attitude and pride in work.

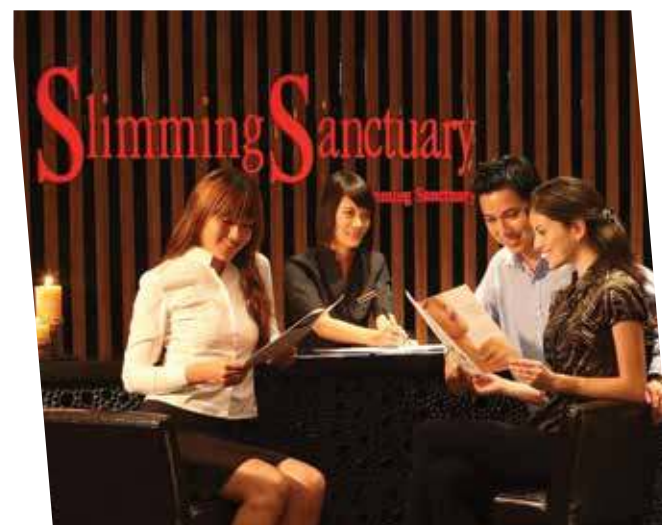
Continuous training is provided to the staff at its academy, SS Aesthetic and Wellness Academy, which has qualified and professional tutors to impart the latest knowledge and technique on beauty and weight management treatments. The beauty academy also offers professional beauty courses for those who wish to have a career in the industry.

Slimming Sanctuary's commitment to investment in research and development and the latest technology has positioned the brand at the forefront of the beauty and slimming industry and enabled it to attract more customers who are on the constant quest for the best and most effective products and therapies.

Customers' satisfaction is of importance to Slimming Sanctuary and it continues to strive to provide them with an engaging experience by providing premium value for treatments and products and luxurious and comfortable ambience at any of their salons.

FUTURE EXPANSION

With consumers becoming more aware of the need to look good and stay healthy, Slimming Sanctuary, with its wide range of products and services has great growth potential. It will continue to widen its target audience to include all Malaysians and further engage customers through interesting promotional activities.





*Unlock The Secret Of Your **Brand** Through Branding.*

... Dr KKJohan



THE BRANDLAUREATE
MASTERS AWARDS



WEBSITE : acutabove.com.my

FASHIONING A CHIC BRAND VIA IMPACTFUL HAIRSTYLING

Started by husband and wife team, Winnie Loo and Richard Teo in 1979, A Cut Above is definitely a household name in the hairstyling industry – being one of Malaysia’s most established and premier groups of salons in the country.

As the premier hair salon in Malaysia, A Cut Above has indeed set the benchmark in terms of standard and service in the hairstyling industry. Its Brand Vision is to stay true to its name – delivering excellent world-class service which is affordable.

At present, A Cut Above has expanded its brand to consist of X-Cut, which provides cutting and styling services in 15 minutes; and Restyle, which readies packaged services for young executives. The concept was formulated for those who like it ‘quick’ and are ‘on the go’. The brand has started its own A Cut Above Academy–formed to nurture the creative hairstyling leaders of tomorrow.

The iconic brand is indeed the talk of the town when it comes to hair. Its different branches are located in stylish and central locations, namely Bangsar Shopping Centre (BSC), Bangsar Village II, Mid-Valley Megamall, Sunway Pyramid Shopping Centre and Parkson Pavilion–adding convenience to its long list of praiseworthy attributes.

A BRAND PROMISE THAT GELS WITH EXCELLENCE

After 34 years in the business, A Cut Above is able to stay true to its Brand Promise–providing the latest styles and excellent services through education, training and innovation. Its staff go through training in hairstyling, colour techniques and the latest in hair technology as well as participate in trade shows to keep abreast with the latest styles. Artistic teams are given the opportunity to showcase their work around the Asian region; especially during the Asia Hairdesigner Festival hosted by the Asia Hair designer Association (AHA).

The Founder and Chief Creative Director, Winnie Loo, has been instrumental in developing the brand into a market

leader. Being the visionary co-founder of the AHA six years ago, together with China and Korea, has seen her being well-liked by her peers.

The Asia Hair designer Festival, which AHA hosts annually, has created so much brand awareness for Winnie globally. Her passion for the trade cascades down to the staff who never fail to provide top-notch service to every customer who comes through the doors–irrespective of colour or creed.

Winnie has also been an inspiration to her staff; guiding and sharing her knowledge while encouraging them to push the envelope in terms of creativity and excellence. These values have helped A Cut Above expand through the years; reaching the peak of its business today. Winnie’s interview on Bio Channel is clear proof of her stewardship of the group and how she drives the team forward, together with her husband. Being invited to New York Fashion Week to be part of the backstage crew is another milestone– something A Cut Above is very proud of!

FUTURE IMPRESSIONS

A Cut Above will also expand its education centre–having signed up another 9000 square feet to enlarge its premises in order to nurture a new breed of young and talented hairstylists for the future. The chic brand believes that education is an important tool to develop the hairdressing industry.

Besides that, X-Cut is currently developing a franchise business and hopefully, it will take on to Restyle in the near future.

There is more in store for the premier A Cut Above line – discussion regarding overseas expansion is also in the pipeline. If all goes well, it will not be too long before we see the brand make its debut in neighbouring countries.



MASTERS AWARDS

2013
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SERVICES -
HAIR ARTISTRY



A ONE-STOP INTEGRATED HEALTHCARE SOLUTION

BP Healthcare Group was founded on 1st January, 1982 by Dato'Beh Chun Chuan. Without a doubt a class of its own, the BP Healthcare Group has grown by leaps and bounds to become one of the country's leading integrated healthcare providers; with core competencies and innovative strength in diagnostic, laboratory, medical technologies and other specialized services.

From humble beginnings, BP Healthcare Group has today grown to 70 laboratories, 50 diagnostic centres, 50 hearing aid centres, 50 dispensaries & pharmacies, 50 food & industrial testing centres, 5 specialist centres, 3 dental specialist clinics and an eye specialist clinic. More recently, the group invested in a new eatery set-up named Garvy Restaurant in its BP Specialist Centre in Ipoh.

With this nationwide network and still expanding, countless awards and credentials earned, BP Healthcare Group more than 35 million customers over the last 30 years and still counting.

BP Healthcare is committed to the pillars of academic health care in research, education and clinical care. Dedicated to the health of the people in Malaysia, it will provide the most advanced patient care and serve as an information resource. The group's ultimate aim is to provide a one-stop integrated healthcare solution to its customers through interlinked support from the companies within its group.

TITAN BRAND TOWERING ABOVE THE REST

BP Diagnostic Centre (BPDC) is one of the 20 subsidiaries under the BP Healthcare Group. It has an extensive network with over 50 centres spanning across Malaysia and is the largest medical chain of diagnostic centres in Southeast Asia.

BPDC provides Head2Toe (H2T) Health Screening, Body Examination and POPE (Pre-employment, Occupational Health Service, Panelship& Employee Health Screening)

+ SOCSO Service Package at its 70 outlets nationwide –making it a one-stop health screening service that provides competitive price and quality service to its customers.

In tandem with the move towards a more holistic care, the company has set up various ICT, state-of-the-art medical devices and equipment such as the mobile application, mobile diagnostic units, kiosk for hearing test, dental service, as well as online ordering service for Lovy Pharmacy and drive-through pharmacy facilities.

The group has maintained the highest quality of healthcare service for its customers by striving towards innovative technological advancement in the medical and clinical arena. It now provides several new medical specifications and services, such as ear, nose and throat (ENT), CT scans, DEXA, mammogram, gastroscopy, dental, hearing, eye-screening, Quit-Smoking Program as well as theHealthy Inside, Beauty Outside (HIBO) Wellness Program.

INTO THE REALM OF HEALTH EXCELLENCE

Moving forward, the brand seeks to continue to harness and reinforce its IT platform for speedier, convenient and more environment-friendly practices in its operations in Malaysia and in the region. The group has indeed been very proactive and innovative in deploying IT across its operations to improve the delivery and clinical excellence of healthcare services.

In addition to that, the BP Healthcare Group intends to erect a hospital chain network, either through organic growth or acquisitions; simultaneously stepping up to the challenge to become an even bigger player in the healthcare industry.

With the expansion of the group's home network that now spans across the country, both in major and smaller towns, the titan brand will continue to focus and elevate the quality level of healthcare services which it provides steadily.



MASTERS AWARDS

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SMEs BestBrands Award

WELLNESS-
PRIMARY HEALTHCARE



FIERY BRAND

Fire is a wonderful ally but a horrid friend. In the escalating efforts to safeguard against fire, Fire Fighter Industry is exactly what the doctor ordered! The company commenced operations in 1974, and four decades later today, is the hot industry leader in the manufacturing, installation and maintenance of a full range of fire protection system and relevant equipments.

Its core business includes design, installation, maintenance, manufacturing and supply of all fire prevention and protection equipments. Its range of product and services cover a full spectrum of activities – including manufacturing, design, supply, installation and repair & maintenance of a full range of fire protection systems and equipments.

Over the years, Fire Fighter has grown from a 5-staff workforce to one of 120. It is the distributor for renowned brands such as Ansul (USA), Siemens (Germany), NN100 (Japan) and Scotch Mist® (UK).

QUALITY FIRST AND FOREMOST

In an industry where providing safety is paramount, Fire Fighter has been able to achieve its mission through a set of values that has guided the growth of the brand; such as achieving competitiveness through quality, providing excellent customer service and ensuring safety and reliability. These main attributes are reflected in its Quality Policy Statement – leading to a strong internal brand for Fire Fighter.

“Quality First and Foremost” has been the trademark of this award-winning brand since its commencement. Its commitment to delivering effective, efficient and quality fire fighting equipments and design systems has fostered a trusted and reliable Brand Identity.

The company’s brand vision is to become the leading household brand in providing a total solution for all firefighting requirements in Malaysia with the slogan, “One House One Fire Extinguisher”.

The production and management processes are ISO 9001 certified and stringent practices are adhered during

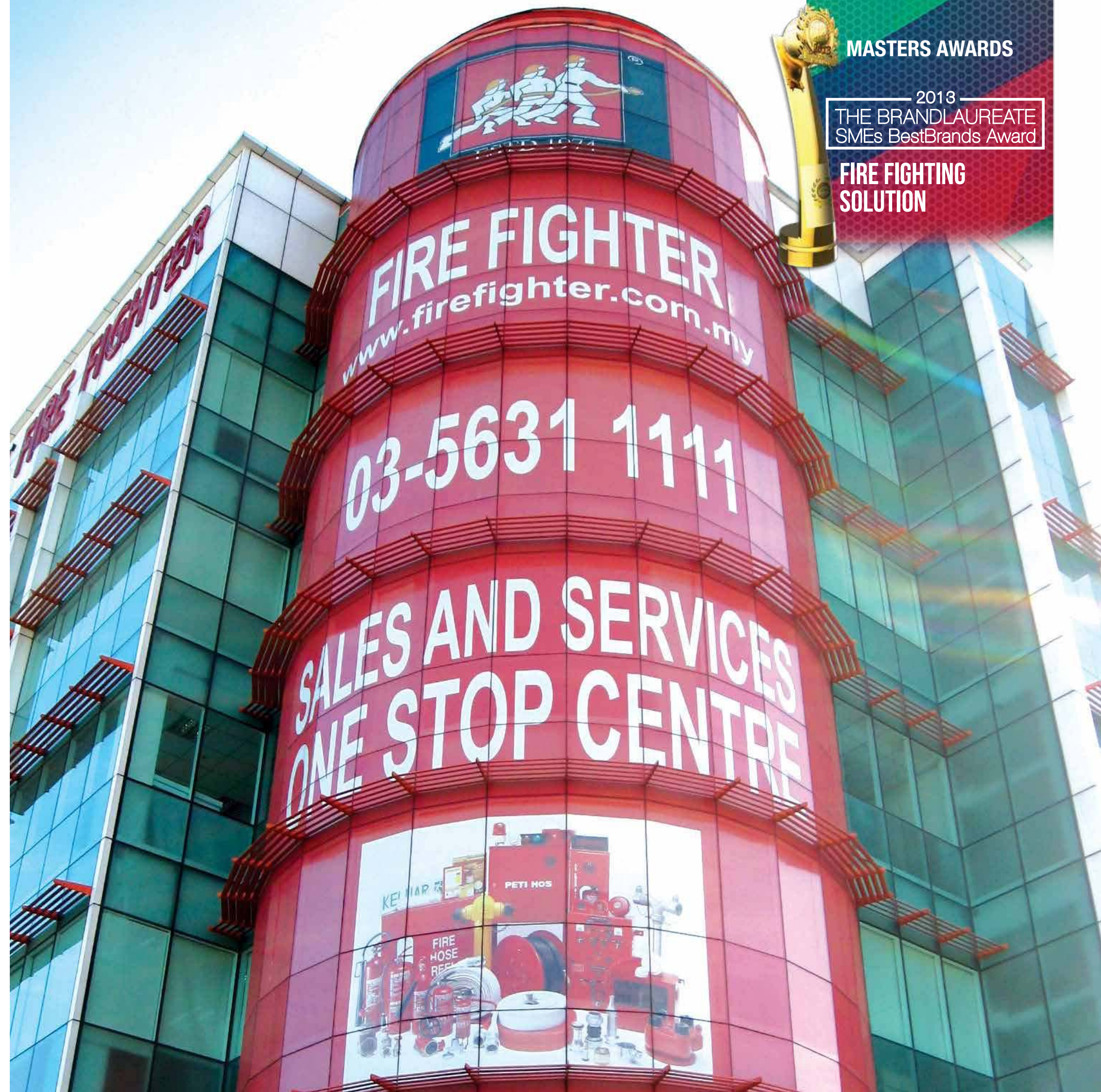
manufacturing to ensure quality performance. In the Design & Installation Department, rigid guidelines are applied in the devising of the fire protection and prevention systems. With technological innovations and continuous R&D, it has been able to meet customers’ needs with the most viable and cost effective solutions; subjected to rigorous checks and tests before full implementation.

FOREVER FLAME

Fire Fighter has installed fire protection systems in major commercial buildings, hotels and industrial properties in Malaysia. It has successfully ventured into the manufacturing of portable fire extinguishers in 1996 and was awarded the prestigious ISO 9002:1994 under Lloyd’s Register Quality Assurance – in recognition of its high manufacturing standard of portable fire extinguishers in 2001. It was also granted the ISO award for Servicing and Maintenance of Fire Protection Systems – being the first fire protection company in Malaysia to receive the honour.

In 2012, Fire Fighter was successfully certified ISO 14001:2004 Environmental Management System under Lloyd’s Register Quality Assurance. In fact, the brand is the premier local Fire Fighting Company to be awarded said certification. It is now an Integrated Management System (IMS) Company – which applies both ISO 9001 and ISO 14001 Standards.

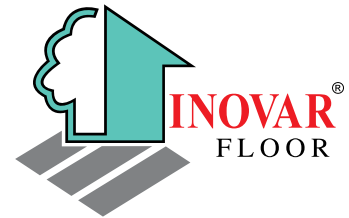
With a lineup of products and services that include fire extinguishers, fire alarm systems hose reel systems, hydrant systems, sprinkler systems, wet & dry riser systems, FM200 & CO2 systems, wet chemical systems, NN100 nitrogen gas suppression systems, Scotch Mist systems, FirePro Aerosol fire suppression systems, Sapphire (Novec 1230) fire suppression systems, foam systems and hardware, Red Line & Sentry portable fire extinguisher, detection & central equipment, Siemens Sinorix HFC 227ea Clean Agent fire suppression system, Siemens Sinorix 1230 Clean Agent fire suppression system, Inergen gas system, argonite gas system, FS 49 CC2 gas system, FE-13 gas system and NAF SIII gas system; Fire Fighter is indeed an undying flame!



MASTERS AWARDS

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SMEs Best Brands Award

FIRE FIGHTING
SOLUTION



Longer Life Lasting Impressions

WEBSITE : www.inovarfloor.com.my

REDEFINING LIFESTYLES FROM THE FLOOR UP

Founded in 1996, Inovar Floor is synonymous with quality laminate flooring across Malaysia. As a company that started off with the promotion and selling of timber-laminated flooring, it has, over the years, expanded its business into an array of laminate floor coverings. Working astride its Brand Promise, "Peace of Mind", Inovar Floor believes in ensuring that the environment is protected and provides eco-friendly products for its customers' homes and offices.

Its series of laminate flooring has been known to define and enhance the characteristics of homes as well as create a pleasant working environment in offices. Inovar Floor products give customers a chance to experience the simple joys of life via rustic experience, classic elegance and urban living homes.

The laminate flooring specialist is often chosen by reputable property builders and developers, both locally and internationally, for its quality products and efficient services. The management team shares the same Core Values of the brand – commitment to Excellence, Quality, Product Reliability and Innovative Technology, in building a solid brand.

SOUND FOOTING VIA REDUCED CARBON FOOTPRINT

With the vision to gain market share, not just locally, but regionally as well, the company's path to success has not been an easy one. The first obstacle it faced was finding the right local partner which shared the same vision and philosophy. The next hurdle the company faced was in understanding the local culture and practices; and then translating said findings into its products for local acceptance. After studying the maturity level of the market, Inovar Floor made it the company's mission to test, re-test and adapt according to the findings – and this has inevitably led to its success today.

The proud Malaysian brand has more than 200 distributors in over 40 countries worldwide. Marking its presence as a progressive brand and player in the regional architectural

industry, Inovar Floor has successfully set up branches in Australia, Singapore, Taiwan, Thailand, India, Vietnam, Indonesia and Cambodia. Over the years, the company has invested around RM100 million in its factory and has come up with more than 200 laminate flooring designs.

The company factory, fitted with German technology, is among the first in Malaysia to be awarded the Japanese Standard JIS F-4 Star for its laminate flooring – enabling it to export the products to Japan and over 27 countries throughout the world. The brand is also the first company to develop the Super E 'O' series of laminate flooring for the Japanese market.

Inovar Floor's laminated flooring, sourced from tropical hardwood in Miri, Sarawak, is more water-resistant compared to other types of floorings. Strong, durable and long-lasting, the local hardwood is obtained from plantation forests and not natural forests – making its flooring environmentally friendly. It is the brand mission to transform the floorcovering industry and to provide everyone a better footing and a better environment.

Exceptionally known for its innovative designs and concept, the flooring maestro hopes to expand its business with its latest brand innovation, Inovar Floor's new privilege card smart partnership, My Home Zone – a service which aims to attract customers through loyalty rewards and smart partnerships.

NEW HORIZONS: FOREGROUND GAZE

Focusing on sustainability, the company's strategic outlook includes stepping up its marketing drive in the future. Inovar Floor has plans to roll out more value-for-money programmes to benefit buyers in years to come – which will help to further strengthen the brand.

With its solid achievements and prospective plans, the company is set to continue to retain its position as the nation's leading producer and pioneer in the laminate flooring industry in Malaysia and Asia.





WEBSITE : www.lordstailor.com.my

LORDLY IMPRESSIONS

Having elegantly clad glamorous names under the limelight like Muhammad Ali, Tun Dr. Mahathir, Mel Gibson, Dato' Siti Nurhaliza and Dato' Lee Chong Wei, LORD's Tailor is indeed the epitomic brand of champions – one that has long transcended the domain of Groovy Apparel, perpetually echoing success in the majestic halls of greatness!

Everything begins with inception, and LORD's Tailor received its inspiration to start its own ready-to-wear line with Tun Dr. Mahathir urging the brand to go international; augmented further by Dato' Jimmy Choo's encouragement to expand the brand. After years of planning, it all came to pass in 2012 when the brand set up its own manufacturing arm; and in 2013, established its first ready to wear store in Pavilion KL.

At LORD's, team effort is pivotal – the family-run business led by Robert Loh has expended on the brand's footprint successfully in Malaysia.

ADAPTING TO THE NEEDS OF CONTEMPORARY TIMES

With the company's Vision to become a fashion house and not to be known just as a tailoring establishment, it has developed its own collection of ready-to-wear apparel and in November 2013, it officially launched its inaugural collection to the public and opened a new store in Pavilion KL. The grand launch was attended by ambassadors and friends of the LORD's, including Dato' Lee Chong Wei, Dato' Jimmy Choo, Mrs. Universe, Carol Lee, Amber Chia, Aaron Aziz and other celebrities who partook in the monumental occasion.

The product range has since expanded to include ready-to-wear pants and suits as well as a wide range of accessories that have been sourced from abroad to complement its handy collection.

LORD's has boosted its marketing activities to include a series of successful fashion shows to showcase its collection to the public. Through this initiative, the brand hopes to not only bring greater awareness to its new product offerings, but also to establish its company as a leading fashion house in Malaysia.

Such a great brand that has put our nation on the map for quality fashion indeed beckons due recognition; and this is evident in its collection of awards and accolades, including The BrandLaureate SME Best Brands Award 2010 (Product Branding Retail Category) – Premier Custom Made Apparel Category, Top 100 Growing SMEs Award 2011, The BrandLaureate SME Best Brand Award 2011 (Product Branding Retail Category) – Premier Custom Made Apparel Category, 1Malaysia iAward – iAmaze Category, Asia Pacific Entrepreneurship Awards 2012 – Outstanding Entrepreneur Award, The BrandLaureate SMEs Best Brands Signature Award 2012: Fashion – Bespoke Suits, The BrandLaureate Great Entrepreneur Brand Icon Leadership Award 2013 and The BrandLaureate SMEs Master Awards 2013: Best Brand in Fashion – Premium and Bespoke Suits.

TAILORING AHEAD

Looking beyond, in order to manage the expansion of the company, processes are in place to increase efficiency by hiring more staff and implementing a new ERP system which will improve the tracking of orders and production costs.

LORD's has also established a new manufacturing arm that is able to produce on a larger scale using line-production methodology. This new manufacturing department consists of two production teams – specializing in shirts and pants. This enables LORD's to fabricate all its products in Malaysia and to monitor the quality closely.

Customarily evolving with the times, LORD's will continue to focus on bringing greater awareness to its ready-to-wear collection in the coming year to touch a wider client network. The classy brand targets to establish two more retail stores featuring its expedient products within the next two years; and in five years' time hopes to make its products available internationally, touching Indonesia, Singapore and China.



MASTERS AWARDS

2013
THE BRANDLAUREATE
SMEs Best Brands Award

FASHION -
PREMIUM &
BESPOKE SUITS

BRAND LEADER IN 'HEALTH TOURISM'

Mahkota Medical Centre (MMC) is a private tertiary hospital located in the heart of Melaka, Malaysia. The brand is owned and managed by Health Management International Ltd. (HMI) Singapore.

Since its inception in 1994, the hospital has grown from strength to strength and set new standards of service in the healthcare industry. The hospital boasts 70 full-time specialists from various disciplines; along with 10 operation theatres, 288 hospital beds and 7 Centres of Excellence which complement the various services offered.

MMC is also a pioneer in 'Health Tourism', seeing more than 65,000 international patients per year – mostly from Indonesia, Cambodia, Myanmar, China and Singapore. Its unique location along with the various tourist attractions in Melaka, makes it a popular 'Health Tourism' destination for patients and their families.

Over the years, the hospital has expanded its presence both locally and abroad and presently has a total of 20 representative offices which provide information and assistance to patients.

BRAND EXCELLENCE

Mahkota Medical Centre was awarded the Certificate of Brand Excellence by MATRADE in 2011. This was made possible with the management's strong emphasis on strengthening the brand by establishing its 'brand and corporate identity guidelines' – which have now become part of the hospital's overall culture and system in every aspect of human resource, operations and communications.

Over the last four years, MMC has refurbished and expanded the major areas in its departments to make the waiting areas for patients as comfortable as possible. The hospital's collaboration with a Singapore interior design company resulted in an enhanced interior in many areas – including the Health Screening Centre, Rehabilitation Centre and Dental Centre.

Whilst the development of individual departments as business units has served MMC well over the past decade, the management also realizes that it has to stay ahead of its competitors by further differentiating its brand and bringing the brand to a higher level. In order to accomplish that, the hospital identified seven areas of its best services and grouped them under seven 'centres of excellence'. By grouping the chosen services under said hubs, the hospital has established multidisciplinary teams of specialists and allied health staff to develop related services via a wholesome approach.

MMC's seven Centres of Excellence, which are namely the Bone & Joint Replacement Centre, Cancer Centre, Heart Centre, Men's Health Centre, Neurology Centre, Woman & Child Centre and Wellness Centre were initiated in 2012 to provide integrated and multidisciplinary care for Mahkota's patients based on their individual needs.

BRAND GROWTH

To expand the hospital's products and services, a bakery namely Bread Basket, as well the Aesthetic & Wellness Centre, were added to further serve patients and visitors. Apart from the above, the hospital also places heavy emphasis on managing its patients' experience there – maximizing the 'feel' of the five basic senses which serve as a guide in shaping an economic value proposition which is unique to each patron. The brand will continue to provide hospitality services par excellence similar to that of hotels within the hospital environment – breaking traditional beliefs and concepts concerning the limitations of a hospital.

The Mahkota Medical Centre team will also undertake to develop areas like retail services within the hospital, correct oversights in the F&B services, bolster the ease of registration as well as improve discharge and billing services. These are among the vital 'touch point' areas for patients during their visit to the establishment – guaranteed to leave an unforgettable experience in the hearts of visitors to this epitome of 'health tourism'.



MASTERS AWARDS

2013
THE BRANDLAUREATE
SMEs Best Brands Award

WELLNESS
HEALTHCARE -
HOSPITAL



BIRTHED FROM THE SEEDS OF NECESSITY

The mark of a civilization is birthed through education. In this light, dedicated to the betterment of our nation’s quality of learning, Pelangi Publishing Group (PPG), founded in 1979 by a duo of young visionary entrepreneurs, Mr. Sum Kown Cheek and Mr. Yap Chong Koy, has achieved par excellence track record in the design, publication, warehousing and distribution of books, magazines, multimedia and digital products for over 35 years in Malaysia.

Its original goal was to help students prepare for the new examination system. Both founders, being former teachers, foresaw the potential demand for locally written revision books in the national language due to the rarity of such materials in the market then; when the Cambridge Examination System was replaced by the local examination system and the medium of instruction changed from English to Bahasa Malaysia. In fact, its first publications were translations of past-year examination papers with suggested model answers for core subjects.

PPG has grown exponentially – publishing over 8000 titles, spanning multiple languages; with over 2000 bookshops across all 13 states of Malaysia distributing Pelangi books. Abroad, the company retails books in over 20 countries.

QUALITY BOOKS FOR QUALITY EDUCATION AND BEYOND

The brand’s commitment in helping to shape a brighter future for everyone through education has galvanized current public perception of the company as a reliable publisher for top-quality educational products. PPG’s values and professional ethics adhere closely to its motto: “Quality Books for Quality Education”.

Its latest tri-lingual offering, Rica’s Animated Treasure Chest of Memories, enables parents and caregivers to capture moments of their children’s growth in CD-ROM format.

Its Bilingual Dynamic 3-D format Science DVD is specially designed to enhance learning experience in the subject. Secondary school students can be inspired by engaging

3-D animation based on the latest KBSM syllabus; enabling them to acquire sound understanding of scientific concepts.

Q-Learning is a portal designed for students to do their revisions – providing a vibrant learning environment via 3-D animation and a variety of learning stimuli online. Extended branding encompass the launch of Pelangi eBook Collection, social media platforms (Twitter and Facebook), book fairs, road shows, booth spots at eight top shopping malls and the latest movie, MOKISSU (2014).

PROSPECTIVE GAZE

PPG has become a full-fledged publisher which dedicates itself to the betterment of nation’s quality of education. Its listing on Bursa Malaysia in 2004 testifies to its success. PPG has grown into a multi-million corporation with an annual group turnover exceeding RM60 million today. Its range of products caters to all strata of society, from preschoolers to adults, and is exported internationally.

In 2004 and 2005, it expanded its business overseas, setting up subsidiary companies in China, Thailand and Indonesia – recording increased marketing activity. Transcending Southeast Asia, it has also targeted the Middle East and West Asian countries like Egypt, India, Bangladesh and Sri Lanka.

In 2009, PPG incorporated a wholly-owned subsidiary company in the UK – Dickens Publishing Ltd. With said incorporation in Europe, its goal of becoming a world-renowned publishing brand is a step closer.

PPG’s brand recognition will be additionally augmented by its investment into the local educational movie production (in cinemas and on DVD).

Riding on current trends, it has gone beyond by expanding promotional platforms to other media resources such as Groupon, WeChat and LINE.



MASTERS AWARDS

2013
THE BRANDLAUREATE
SMEs BestBrands Award

PUBLISHING -
EDUCATION BOOK/
MULTIMEDIA

OUTSIDE-THE-BOX EARLY EDUCATION

Q-dees is a truly distinctive preschool that integrates both the latest teaching methodologies and technology to deliver creative, fun and interactive experience. This innovative brand was founded by a group of passionate educationists with vast experience in the early 1990's and has since set the benchmark in preschool education here in Malaysia.

The cornerstone of the education brand's success is its unwavering commitment to research and development (R&D) – with the objective to constantly innovate and enhance the delivery of effective teaching and learning methods to augment children's development in their vital formative years.

The group's awe-inspiring Mission is to create a total learning environment which will provide a good foundation for the future of the children – preparing them to meet the demands of globalization; and to provide quality early childhood development programs.

A PRESCHOOL WITH A DIFFERENCE

There have been numerous milestones over the years; a recent significant achievement of the Group is the inauguration of Beamind International Enrichment Programs, namely Math and English programs, which utilize the exclusive 'Link and Think' Methodology that place emphasis on creative intelligence and logical reasoning. The integration of this methodology, together with internationally benchmarked programs, empower students to be highly motivated independent learners capable of mastering materials beyond their age.

The Group's achievements have been made possible through its dedicated team – comprised of a talented workforce of researchers, marketers and associates of the company. Its staff are constantly trained and aligned to unique pedagogy and methodology to make sure that only the best is delivered to the market.

Its revolutionary e-Reader is the latest in preschool teaching innovation – cleverly integrated with animation to stimulate children's sight, speech and sound. e-Reader also encourages continuity of learning from the comforts of home; thereby enabling parental involvement as well as independent learning.

Awarded the Best Brand in Preschool Education for six consecutive years by The BrandLaureate, plus being the recipient of the SME Brand Excellence and Innovation Excellence Awards in 2012 and 2013, Q-dees continues to grow exponentially, both locally and globally, to become the leader in preschool education – providing cutting-edge programs which make learning inspiring, fun and creative.

FABULOUS FUTURE FOUNDATION FORMATION

With over 140 centres in Malaysia, Singapore and Indonesia, and over 200,000 students to-date, Q-dees has undoubtedly become the brand leader in the area of quality child development programs. In spite of this success, the education brand's commitment to its ethos has never been stronger – it continues to strive to ensure that only the best is delivered by meeting both the international standards of education while also nurturing values that empower lifelong education.

The future plans of Q-dees include the aggressive mobilization of a global branding initiative to enhance and fortify regional market penetration as well as boost its global presence and reach the objective of ultimately being recognized as the global leader in preschool education.

In line with its policy of utilizing the latest technologies, Q-dees is currently developing its teaching programs to be flexible and adaptive to ensure greater access globally, be it on personal computers, tablets or gadgets. The revolutionary group is looking into generating a global platform that will cater to the educational needs of young minds. Significant efforts are also being made to ensure easier usage of teaching programs – hoping to make teaching and learning effortless; as well as adopting green technology.

Q-dees is dedicated to shaping young minds through innovative programs such as Fliptec@Q, Beamind and Q-dees Love to Life. Empowered by these three programs, children begin to discover the joy that comes from learning – thus enabling their vision to grow as they achieve new heights and venture beyond the threshold of tomorrow.



MASTERS AWARDS

2013
THE BRANDLAUREATE
SMEs Best Brands Award

EDUCATION -
PRE-SCHOOL





IN PURSUIT OF EXCELLENCE

With over 40 years of experience and expertise in the rice industry, Serba Wangi Sdn. Bhd., a subsidiary of BHB Group of Companies, established in 1993, has steadily grown into one of the nation’s leading rice producers and wholesalers.

The company has progressively focused on the rice business – covering extensive post-harvest activities ranging from milling, processing, packaging and retailing; with wide range of varieties of rice and rice based products mainly under its flagship brand, JATI.

It goes without saying the company aims to enhance consumer’s confidence, trust, long-term relationship and loyalty and to lead its products to become Malaysia’s leading brand – something the company has pursued wondrously over the years.

In the light of the need to strengthen its marketing strategies, Serba Wangi Sdn. Bhd. has aligned itself with Padiberas National Berhad (BERNAS) through joint ventures to improve market share and consumer loyalty.

Located at Bukit Raya, Pendang, the company’s headquarters operates its business entity right from the heart of the ‘Rice Bowl State of Kedah’. With quality being the driving force behind Serba Wangi’s success, paddy harvested from these regions are sent to the respective rice mills for drying and milling.

Serba Wangi strives to maintain a striking balance between trained, qualified and experienced personnel to pave the road to realizing its dreams of pursuing a new paradigm in processing, packaging and distributing excellence. This masterful and meticulous approach makes the company among the top of its class.

SOARING BEYOND THE SPOTLIGHT

As history would have it, the company’s success story began when it became the first rice wholesaler in Malaysia to earn the prestigious ISO 9001:2000 Quality Management System certificate by the International Lloyd’s Register Quality Assurance in July 2001 for its

packing and wholesale of rice. The company has also been certified HACCP in 2008 for its brown rice processing line, the first in Malaysia.

Other recognitions earned include the ASEAN Clean Energy Award 2003, Brand Equity’s Top 10 Most Visible Brand Award 2006, BrandLaureate Best Brands Award, Reader’s Digest Trusted Brand Award and the Superbrands Malaysia Award.

Ultimately, Serba Wangi’s achievements will strengthen its market shares at the wholesaling and retailing level thus enhancing consumer confidence, trust, long-term relationship and loyalty – attributes that indeed form the core components of excellence in the realm of business branding.

YEARS OF UNSURPASSED QUALITY

Serba Wangi’s reputable products come under various brand names such as Jati; Kapal Layar, Carnation, Songhe Noble Pine Crane, Songhe Lotus, Fres-Harves and ecoBrown’s – a series of rice for health-conscious consumers.

Serba Wangi has a wide distribution network covering the whole of Peninsular Malaysia under its group. The group operates and sets up its own branches in Penang, Ipoh, Selangor, Seremban, Kuantan, Terengganu, Melaka and Johor Bahru to support and handle processing, distribution and wholesaling operations.

Today, Serba Wangi markets a wide variety of rice to cater to the ever-increasing diversity of consumers taste palette. More importantly, all the foodstuffs produced under the company hold the halal certification approved by Jabatan Kemajuan Islam Malaysia or JAKIM – signifying that the manufacturing process of the product is in fact in full compliance with the standard halal procedures.

The company is certainly geared for greater harvests in time to come.



MASTERS AWARDS

2013
THE BRANDLAUREATE
SMEs BestBrands Award

CONSUMER - RICE



WEBSITE : www.subway.com.my

THE UNDISPUTED LEADER IN FAST & HEALTHY FOOD

Famed for healthy made to order sandwiches, SUBWAY® has long established its reputation in the global marketplace as the healthier alternative brand to fast food. SUBWAY® Malaysia is spearheaded by enterprising couple, Dato' Vincent Choo and Datin Cynthia Cheong and together with the North & South team this has built the brand to be a market leader in Malaysia with 180 plus restaurants in Malaysia; more than 140 outlets are in Klang Valley alone.

But like all great success stories, the early days for Dato' Vincent Choo and Datin Cynthia Cheong were filled with hardship and turbulence. The first SUBWAY® store opened in Malaysia in 1999 at Ampang Point. Within two years, the brand grew significantly, with 11 stores being established. However, growth was short-lived and by 2002, the number of stores dwindled back to one.

In late 2004, Dato' Vincent Choo and Datin Cynthia Cheong were appointed as SUBWAY® Development Agents. With their strong belief in the business model and ambition to succeed, they revived the brand from ground zero. It was no easy feat, but their passion and commitment led the way for Subway to be rejuvenated.

Given the insurmountable odds that they faced, many would have long thrown in the towel but it was not the case for them. The challenges faced only fuelled their resilience and by 2008, the business soared and surpassed all expectations. Dato Vincent Choo and Datin Cynthia Cheong are a truly visionary leaders and a force to be reckoned with in the food and beverage industry and it is their goal to make the SUBWAY® brand to be accessible to all Malaysians. The brand's goal is to have more than 250 SUBWAY® outlets in Malaysia by end 2017.

FRESH & HEALTHY SANDWICHES

As the world's number one Quick Service Restaurant (QSR) chain, SUBWAY®'s mission is to delight every customer with great value offered through fresh, delicious, made to order sandwiches with exceptional customer experience. SUBWAY® is committed to offering quality sandwiches that meet customer's expectations and demands for convenient nutritious meals. It's core strength lies in the sandwiches that are made fresh to order, according to each customer's preference. The sandwich ordering

process is unique and this gives SUBWAY® the competitive edge. Its standard store evaluation procedures ensure that each SUBWAY® store adheres to the processes which allow for consistency and efficiency in product quality and service.

CHAMPIONING THE BRAND

Dato' Vincent Choo and Datin Cynthia Cheong continuously seek ways to improve on the brand by adopting an innovative and entrepreneurial approach. New product flowing launches are promoted throughout the year and SUBWAY® maintains close rapport with its customers through the use of various communication platforms such as Facebook, Tellsubway and its standard POS System worldwide. These strategies have elevated the brand to become a global leader and position it as a healthy fast food alternative.

SUBWAY®'s success has won the brand numerous awards and accolades in Malaysia; namely The BrandLaureate SMEs BestBrands Awards for numerous years and in various categories such as The BrandLaureate SMEs Signature Awards 2012 and The BrandLaureate Master Awards 2013, 1Malaysia iAward 2012 in the Taste category, the Golden Eagle Award for Malaysia's 100 Excellent Enterprises 2013, Sin Chew Business Excellence Award 2013 and a Bronze Award in the fast food category at the Putra Brand Award 2014- The People 's Choice and many more.

On the leadership side, both Dato' Vincent Choo and Datin Cynthia Cheong were awarded by Subway Worldwide as the Development Agent of the year in 2008, 2010 and 2012, a great accomplishment for the couple who live and breathe the brand.

THE ORIGINS OF SUBWAY®

SUBWAY® was first started in 1965 by Fred Deluca, a medical student. He was seeking a part time job to help finance his studies. A friend, Dr. Peter Buck suggested that he opened a submarine sandwich shop and gave him a loan of USD1,000 to start the business. Buck eventually became his partner and that sealed the beginning of a great submarine sandwich brand.



MASTERS AWARDS

2013
THE BRANDLAUREATE
SMEs BestBrands Award

F&B - SANDWICHES



■
*You will not be big without first being small. The journey of a thousand miles begins with the first small step ...**THEN, STEP BY STEP TO BIGNESS.***

... Dr KKJohan



THE BRANDLAUREATE

SMEs BLUE CHIP AWARDS



WEBSITE : www.abm88.com.my

A CONSORTIUM OF MOVERS AND SHAKERS

ABM Fujiya Berhad is an investment holding company; whilst its subsidiary companies, Amalgamated Batteries Manufacturing (Sarawak) Sdn. Bhd. ('ABM'), Anpei Corporation Sdn. Bhd., Amalgamated Batteries Corporation Sdn. Bhd., Amalgamated Batteries Marketing (Sarawak) Sdn. Bhd. and Auto Industries Batteries (East Malaysia) Sdn. Bhd., are involved in the manufacturing and sales of automotive batteries and other batteries.

Based in Kuching, Sarawak, ABM Fujiya's subsidiary, ABM, was established in 1971 to manufacture complete units of automotive batteries in various sizes, ranging from 7-plate batteries to 33-plate batteries, which cater for a wide range of Malaysian, Japanese, Korean and European made vehicles.

Starting from a small workshop, the group now has four operating plants – with a total production capacity of approximately 1.6 million units of batteries per annum and exports to over 50 countries.

TECHNOLOGY: A WISELY INVESTMENT

ABM Fujiya has earned the reputation of producing quality and reliable products. This has been achieved through its investment in high-tech and automatic plants and machineries that equip it to manufacture products that are of world-class standards.

Today, ABM Fujiya markets its products under the ABM, Challenger, Fujikawa, Fujima, Fujiya, and Giso brands. Apart from its core business of automotive battery, the Group operates as a dealer and retailer of batteries, spark plugs and lubricants. It principally serves importers, exporters, wholesalers, and distributors in Malaysia and internationally.

ABM Fujiya's continuous efforts to improve the brand through technological investment and development of its human resource have strengthened its brand leadership in the industry. Its automotive batteries have met the Japanese Industrial Standards (JIS) and Deutsches Institut fur Normung (DIN) standards and have qualified export

packaging for the export markets.

ABM has obtained MSI ISO 9002:1994 certifications in 2001 and MSI ISO 9001:2000 in 2003. As part of the Group's commitment, it has been upgraded to MSI ISO 9001: 2008 certification in 2009.

In view of its excellent brand performance, ABM has received numerous awards such as The Super Excellent Brand 2009, The Star Outstanding Business Awards 2010, The Star Outstanding Business Awards 2012 and The BrandLaureate SMEs BestBrands Blue Chip Award 2013.

ABM Fujiya embraces CSR as part of its branding strategy to build its presence in the community that it operates in. The brand encourages its employees to play a proactive role in supporting the community and environment through various CSR programmes. The brand has launched blood donation campaigns and qualified employees have donated their blood. Apart from saving valuable lives, the blood donation campaign also aims at increasing public awareness and encourages more people to come forward to donate blood. These are all beyond monetary contributions and have generated a significant and positive impact on the community.

GROWING AND GOING FORWARD

Having exported its products to over 50 countries, ABM Fujiya does not intend to rest on its laurels of success. The brand is all geared up to further penetrate the globe and has set its eyes on South America – it is in fact in the process of identifying potential customers in the region.

On the whole, exports contribute about 45 per cent of the group's revenue while local sales stand at 55 per cent for year 2013. In view of this wide disparity, ABM Fujiya plans to increase its export sales while maintaining and improving its local sales in the future. The group has certainly proven itself by phenomenally growing from strength to strength and is very confident in its aspirations of attaining higher growth in the years to come!





WEBSITE : www.bauto.com.my

BRINGING THE VROOM BACK

Berjaya Auto Berhad Group is the distributor and retailer of Mazda vehicles & spare parts in Malaysia and the Philippines. It also provides after sales service for Mazda vehicles in both countries. In 2008, Bermaz Motor Sdn Bhd a wholly-owned subsidiary of Berjaya Auto Berhad, entered into a distribution agreement in which Mazda Japan awarded Bermaz the distributorship of specific models of Mazda CBU vehicles, spare parts, accessories and tools in Malaysia.

Mazda was initially distributed by Cycle and Carriage Bintang Bhd (CCB) during its early days through its subsidiary, Hercules Automotive Engineering, but sales were slow as CCB was concentrating on its high end marque, Mercedes Benz. Berjaya Auto bought over Hercules Automotive and renamed it Bermaz Motor and brought live back to Mazda.

Mazda's flagship showroom in Glenmarie, Shah Alam is the largest Mazda showroom in Southeast Asia and is classified as a 4S centre. Apart from the display of cars, the showroom provides additional services such as road tax and insurance renewal, customer relation services and body and paint repair.

ACCELERATING GROWTH

Since Bermaz took over the distributorship of Mazda, growth has been remarkable. Sales of Mazda cars in Malaysia were a meagre 1,000 units in 2008 when it first started but with strategic branding, Bermaz sold over 26,000 units as of August 31st, 2013. The brand's market share in the non-national passenger vehicle segment has expanded from 0.3% in 2008 to 3.7% based on the latest data released by the Malaysian Automotive Association.(as of July 14th, 2014)

Mazda models, with its contemporary and stylish designs have been well accepted by Malaysians, especially the young professionals. Its engineering precision and innovative features have added to its popularity. The

most sought after model is the CX 5 which accounts for 25 percent of total sales volume , making it the company's best seller. The CX5 is not only popular in Malaysia but the region.

Berjaya Auto distributes Mazda through its own branches and third party dealers in Malaysia as well as through third party dealers in the Philippines. Todate, it has established 4 branches in Malaysia complete with sales, after-sales service and spare parts capability and appointed 68 dealers nationwide.

Since taking over the business, Berjaya Auto has enhanced its after sales service and now provides three year free maintenance for Mazda's models and five years to selected models such as Mazda5, Mazda8, CX-7 and CX-9 and the face –lift Mazda3.

Berjaya Auto also assembles Mazda's completely knocked –down (CKD) models through its associate Mazda Malaysia Sdn Bhd (MMSB). Assembly of Mazda CKD vehicles, namely the CX5 began in 2013 when Inokom Corp Berhad was appointed as its contract assembler to carry out the assembly of Mazda vehicles. The manufacturing facility located in Kedah allows Mazda to respond to production needs in the region and provide the flexibility to implement quality control measures.

MOVING OFFSHORE

Berjaya Auto expanded its operations to the regional market in 2012, when it was awarded the rights to distribute specific models of Mazda CBU vehicles, spare parts, accessories and tools in the Philippines by Mazda Japan.Sales in Philippines has been good with the 2013's sales volume jumping 60 percent year on year.

The future looks good for Berjaya Auto as it continues to strengthen Mazda's presence in Malaysia and the region by expanding on its distributors and manufacturing output.





WEBSITE : www.inari-tech.com

A MADE IN MALAYSIA SUCCESS STORY

Established in 2006, Inari is a leading electronics manufacturing services (EMS) provider of semiconductor packaging and testing services for crucial components used in Radio Frequency (RF) wireless devices such as smartphones, media tablets. 3G devices, cellular phones, and wireless computing peripherals. It is also involved in the product development and R&D of parallel optic interface products which is used in fibre-optic transmitters, receivers and transceivers, precision test and measurement equipment and communication systems solutions.

On June 25, Inari acquired Amertron Inc. (Global) Limited with core businesses in opto electronics manufacturing and fibre-optics assembly which are fast growing segments of the semiconductor industry. With the acquisition, the company changed its name to Inari Amertron and the new entity now has an enlarged workforce of approximately 5,000 across 9 manufacturing plants in Malaysia, China, and Philippines.

LEADER IN INNOVATION & TECHNOLOGY

Inari was listed on the ACE Market of Bursa Malaysia in 2011 and on June 2014 was transferred to the Main Market of Bursa Malaysia. It is the largest technology company on Bursa Malaysia.

Inari Amertron's has five wholly-owned subsidiaries ; Inari Technology, Inari South Keytech, SimfoniBistari, Inari International Limited, Amertron Inc (Global) Limited and a subsidiary, Ceedtec Sdn Bhd that are industry leaders in their own capacity.

Inari Technology is one of a handful of EMS providers in the ASEAN region providing DC and RF wafer testing, wafer back-grinding, wafer sawing, wire bonding, substrate molding, substrate sawing and other related services. It has strong technical know-how in these manufacturing processes certified with the ISO9001 Quality Management Systems (QMS) and the ISO14001 Environmental Management Systems certifications.

Amertron Global Group is a leading provider of tailored contract manufacturing services to the semiconductor and optoelectronic industry in Southeast Asia and globally. With over 20 years experience in providing

semiconductor and optoelectronic products, Amertron Global clientele ranges from global multinationals such as Avago Technologies, Osram, a division of Siemens AG; Lite-On; and Sigmatron International, among others.

Inari South Keytech spearheads the Inari Group's research and development, and manufacturing activities in optoelectronics components. It operates out of a 40,000 square feet factory located in Senai, Johor located in the dynamic Iskandar Development Region.

Ceedtec is the primary engineering solutions provider that focusses on R&D, Product development and engineering solutions while Ceedtec Technology provides product manufacturing, assembly & test. When these capabilities are combined, the company is able to provide complete end-to-end product development and full turnkey manufacturing services and solutions to its customers.

GOOD CORPORATE GOVERNANCE

In keeping to its brand mission of providing quality service and products to its customers, returns for shareholders, Inari Amertron has garnered the respect of its clients and business associates as an industry leader.

By adhering to the core values of integrity, which the management and staff strongly believe in, staying focused, result oriented and possessing the right attitude, Inari Amertron has achieved strong financial footing and robust growth through the years.

Led by its Vice Chairman, Dr. Tan Seng Chuan, who has more than 30 years experience in the global IT and related hi-tech industries, Inari Amertron is poised to scale greater horizons in the future. Its growth plan includes focussing on continuous R&D to maintain its position as a leading EMS provider and to continuously meet industry's growing sophistication and miniaturization needs, increase its clientele base and product range and expand on its capacity to meet growing future demands

Future growth is forecast to be good as the smart mobile device adoption continues unabated worldwide aided by greater innovation and lower price point and the growth in cloud traffic in the region.



ONE STOP FULL TURNKEY SERVICES

• Design and Development • NPI Qualifications • High Volume Manufacturing (HVM) • Drop Ship



**RF MODULE FOR SMARTPHONES
AND MOBILE DEVICES APPLICATIONS**



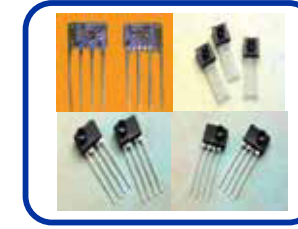
**LED FOR DISPLAY AND
INDICATOR APPLICATIONS**



**MICROCONTROLLER FOR AUTOMOTIVE
AND MICROELECTRONICS APPLICATIONS**



**OPTOCOUPLER FOR
INDUSTRIAL AND
AUTOMOTIVE APPLICATIONS**



**IR SENSOR FOR
AUTOMOTIVE MOST
(MEDIA ORIENTED
TRANSPORT SYSTEMS)**



**FIBER OPTIC TRANSCEIVERS
FOR DATA COMMUNICATION /
DATA CENTRE APPLICATIONS**

DEVELOPING IN STYLE

Sentoria Group Berhad started its business in the year 1998 as a contractor and the company has since transformed itself into a property developer and resort operator. Its projects are mainly located in the East Coast of Malaysia and Sentoria is the developer behind the highly successful Bukit Gambang Resort City (BGCR) in Kuantan, Pahang. Apart from BGCR, Sentoria has also carved a niche in developing affordable housing primarily in Kuantan; namely, Taman Indera Sempurna 1 and 2 and Desa Hijauan within BGRC.

From a workforce of 5, Sentoria now employs over 600 full-time employees and was listed on the main board of Bursa Malaysia in February 2012. Sentoria's expertise includes developing integrated townships that feature leisure and hospitality properties for resort-style living and commercial developments.

Sentora Group made it to Forbes magazine's annual 'Asia's Best Under a Billion' company – a great achievement for the brand.

SIGNATURE DEVELOPMENT

Bukit Gambang Resort City (BGCR) is Sentoria's masterpiece development. It is one of the largest integrated resort cities in Malaysia – spanning across a 727-acre land area and featuring multiple attractions in a single location. These include the popular Bukit Gambang Water Park (BGWP) and Active Academy, facilities for MICE (meetings, incentives, conferences and exhibitions) and accommodation facilities comprised of 1866 rooms for families and corporate groups.

Since its opening in mid-2009, the water theme park has attracted over two million visitors, and was awarded the Best Large Water Park Award in 2011 by the Malaysian Association of Amusement, Theme Park and Family Attractions. Its Arabian Bay Resort has made it to the Malaysia Book of Records for the 'Largest Pillarless Ballroom in Malaysia' – capable of holding 3100 persons in banquet-style seating.

At BGRC, property owners can lease their villas back to the developer and Bukit Gambang Resort City will manage their properties, generating income from guest accommodation and giving the owners a guaranteed rental return. Additionally, villa owners get to enjoy the facilities as they are given seven days complimentary stay at their own villa every year.

LIVING THE DYNAMIC VISION

Sentoria's vision aims to be a dynamic and progressive business organization, with sustainable operations throughout Malaysia and the Asian region. It strives to build sustainability by providing customers with a high level of satisfaction by delivering on its brand promise of offering innovative, yet affordable, conducive, quality service and family-oriented leisure attractions.

NICHE POSITION STRENGTHENING

Having successfully developed Bukit Gambang Resort City, Sentoria's expertise has been duly recognized and the brand is now venturing even further by building resort cities in various states. It has signed a JV agreement with Seriemas Sdn. Bhd. to build Morib Bay Resort City in Selangor, which is the Group's second resort city. The award-winning property developer has also signed an agreement to purchase 500 acres of land from Cahya Mata Sarawak to develop Borneo Samariang Resort City (BSRC).

Morib Bay Resort City has a Gross Development Value (GDV) of RM3.5 billion with house a water theme park and a safari theme park with lions and tigers roaming free in the state of Selangor. Meanwhile, BSRC, which is strategically located between Kuching and Santubong, world-famous as the venue for the Rainforest Music Festival, is a 200-hectare development that will be an integrated resort city with two theme parks – ideal for leisure and suburban living.



SMES BLUE CHIP

2013
THE BRANDLAUREATE
SMEs Best Brands Award

PROPERTY



WEBSITE : www.titijaya.com.my

ATTESTED BY PROVEN TRACK RECORD

Titijaya Group is one of the leading property developers in Malaysia with a proven track record. Highly regarded as an innovative, resourceful and reputable property developer, its developments are in the most sought after areas of the Klang Valley, including Subang and Kuala Lumpur, as well as in Penang.

Titijaya was set up in 1997 and achieved public listing on the main board of Bursa Malaysia in 2013. Led by its dynamic and visionary founder, Tan Sri Dato' Lim Soon Peng, the early development projects of Titijaya included double-storey terrace houses and three-storey shop offices in Taman Bukit Cheras, Kuala Lumpur, and double-storey terrace houses, residential lots and low-cost apartments in Klang.

Throughout the years, Titijaya has become a reputable property brand renowned for developing and handing over quality properties ahead of schedule – thereby enabling its customers to gain not only faster capital appreciation, but savings as well.

BUILDING ON ITS VISION: BREAKING SELF-SET TARGETS

Titijaya's vision is to lead the way forward in the property industry with quality developments in style and functionality that inspire living, business and pleasure. The property developer brand aims to break new barriers in the industry with innovative ideas. Titijaya is a progressive brand and it continuously challenges itself to create better developments to serve the needs of the customers and ensure consistency in quality delivery that provides better lifestyle living.

In 2004, the first high-rise development project, E-Tiara Serviced Apartments, was launched in Subang Jaya. This was followed by commercial shop offices in Klang Sentral Commercial Centre in Klang and its first mixed commercial development project, First Subang. One SOHO, another outstanding project in Subang Jaya, followed suit in 2008; and in 2009, Subang Parkhomes was added to the Group's portfolio.

Other projects which are being developed as well as those to be launched soon include Subang Parkhomes (Phase 2) @ SS19, Seri Alam Industrial Park, Klang, Zone Innovation Park @ Klang, The Galleria @ Klang Sentral, 3Elements @ Puchong South, H2O @ Ara Damansara and Embun @ Kemensah.

Titijaya's developments are known for its aesthetically stunning concepts and beautiful landscaping based on modern and contemporary lifestyles. The company has won the International Property Awards numerous times and this in turn has helped to strengthen the image of the brand and create a positive perception amongst house buyers.

FUTURE PLANS OF AN AVID DEVELOPER

Titijaya's strength lies in the far-sightedness and great leadership of its Group Managing Director, Tan Sri Dato' Lim Soon Peng, who, together with the other Directors and key management personnel, have brought the group to where it is today. Having grown from strength to strength, the property developer brand will continue to establish its reputation and presence in the Klang Valley and identify suitable presence in other parts of Malaysia.

In April, it signed a joint-venture agreement with Bina Puri Holdings Bhd. to develop the RM1.3 billion mixed development in Brickfields, Kuala Lumpur. Also, up north, in Penang, the developer acquired an 8.1 ha parcel near the Penang Second Link which will enable it to make inroads into the State of Penang and surrounding areas of the north.

Titijaya's growth prospects are strong and underpinned by its stable stream of projects and gross margins that are higher than the industry average.



SMES BLUE CHIP

2013
THE BRANDLAUREATE
SMEs Best Brands Award

PROPERTY





WEBSITE : www.tuneinsurance.com

INSURING INNOVATIVELY

Tune Ins Holdings Bhd. (TIH) is a brand synonymous with launching innovative products and strategies that think out of the box. It has a niche in initiating creative marketing campaigns which leave lasting impressions.

This synergized focus has resulted in the company being the recipient of the 2013 Best Brands Blue Chip Award – a prestigious recognition that is awarded to a brand that demonstrated outstanding performance and profitability in the process of moving from an SME to a listed company. Since its listing in February 2013, TIH has productively created greater brand awareness for the company. The insurance brand has incessantly attained noteworthy achievements within the industry and beyond.

The brand's main objective is to become a household name by offering simple, straightforward and affordable insurance for companies and individuals. Its range of products includes Travel Protection Plan, AA Lifestyle Protection Plan and the Tune Hotels Lifestyle Protection Plan.

AFFORDABLE INSURANCE, OPTIMUM ASSURANCE

The innovative team at the Tune group is steered by equally pioneering leaders who have persevered tirelessly alongside the team to accomplish ground-breaking targets for the company. These key figures include: Peter Miller, CEO of Tune Ins Holdings Bhd., Sasitharan Krishnan, General Manager of Tune Ins Holdings Bhd. and Daniel Su, CEO of Tune Insurance Malaysia Bhd.

TIH conquered several noteworthy milestones this past year when it attained a 33 per cent growth in its online business –superseding the industry average of 15 per cent. In 2013, TIH launched Tune Direct, which offers a wide range of innovative insurance products online. The group successfully implemented a CSR program called Tune INSpire through a partnership with NASOM and NCSM. 2013 also resulted in TIH becoming the first insurance company to launch a plane livery.

One significant triumph this year is Tune Fiesta – a joint-venture event that brought together the creative synergy between The Tune Group, AirAsia, AirAsiaX and QPR. The objective of Tune Fiesta was to boost awareness

of the Tune entities through a co-sponsored integrated campaign that involved mobile app, social media and on-ground activities.

During the course of this past year, TIH had formed several vital partnerships that enhanced its regional presence, including a partnership with CEBU Pacific Air and a joint venture with Cozmo Travel in UAE to form Tune Protect – which provides travel insurance and customized travel solutions to independent and corporate travellers. TIH also effectively acquired a Thai insurance company, Osotspa Insurance Public Co. (OSI), in 2014.

The most recent feather in the cap for TIH was the prestigious Brand Leadership Award conferred upon Peter Miller at the Global Awards for Brand Excellence during the World Brand Congress 2014. This award further enunciated the excellence that TIH has always built its brand on. Upon receiving the award, Miller commented that the success was a culmination of commitment and creativity by a team of professionals.

With such accolades and recognition under its belt, TIH is now geared towards embarking on its current expansion plans in full throttle. The primary focus is augmenting the brand's current achievements with an increased regional growth and presence through its online, digital, travel and insurance platforms.

COVERING THE FUTURE COMPREHENSIVELY

From an eagle's eye-view, Malaysians are still underinsured and it is the mission of the company to educate the public on the importance of having insurance solutions as a form of protection. The trusted brand continues to innovate to provide better products, pricing and services to its customers from all walks of life.

Moving forward, the insurance brand's ongoing focus is to enhance its regional footprints by concentrating on its key markets even as it maximizes its shareholders' value with record profits; simultaneously creating a digital ecosystem for its people and stakeholders, including its customers and partners. Furthermore, the Tune Insurance website will serve to connect the insurance brand with those who matter most.





WEBSITE : www.xox.com.my

WIDEST, FASTEST NETWORK

XOX Berhad is the first and only publicly listed mobile virtual network operator (MVNO) in Malaysia and second SIM-free mobile number Mobile application provider. Established in 2005, XOX became listed on the ACE market of Bursa Malaysia in 2011. The operator was allocated some two millions mobile number prefix ranging of '010', '0111' and '0112' by the Malaysian Communications and Multimedia Commission (MCMC) and offers a full spectrum of services ranging from GSM, GPRS, 3G to 3.5G.

Its initial target market was the Chinese community in Malaysia, but through the years, the service provider has expanded its customer base to other communities as well. As of April 2014, XOX has 300,000 subscribers and out of this, 95 per cent are prepaid based customers. XOX's current ARPU (average revenue per user) is RM20 to RM23 for the prepaid segment and RM70 to RM75 for the postpaid segment.

XOX continues to grow its presence in the competitive mobile network industry in Malaysia, supported by its revolutionary mobile and convergence services; further augmented by the commitment of its management to build the brand to be an industry leader.

BUILDING MARKET SHARE

Understanding the need to differentiate itself from other service providers, XOX has developed creative and innovative branding strategies to capture market share. The brand's mobile data plans are the cheapest in the market, starting from as low as RM18 per month, and subscribers can enjoy various benefits, including attractive short calls rates of 5 sen per 10-second-call, 28 months free validity period without getting their lines barred, 1800 free SMS texts rewarded with 150 SMS (on the XOX network) per month over 12 months.

Other plans such as the XOX Season Pass allow XOX Prepaid Plus users to share their voice, SMS and data allocation with friends and family members. It allows unlimited sharing without restrictions, as long as family members and friends are current XOX Prepaid Plus subscribers. On top of that, there will be FREE data or voice minutes allocated to XOX Season Pass users.

To stay ahead of the competition, XOX launched its mobile 'smartphone' app., Voopee, which allows subscribers to call and send texts via SMS without a physical SIM card. Voopee, which is available in Singapore, Indonesia and Hong Kong, has features that allow one to make phone calls and send text messages to another fellow Voopee user (on a data network) without any charges. Users are also able to call fixed lines and non-Voopee mobile numbers at an affordable rate. With Voopee, the users eventually enjoy FREE roaming charges whether he/she calls out or receives calls from oversea.

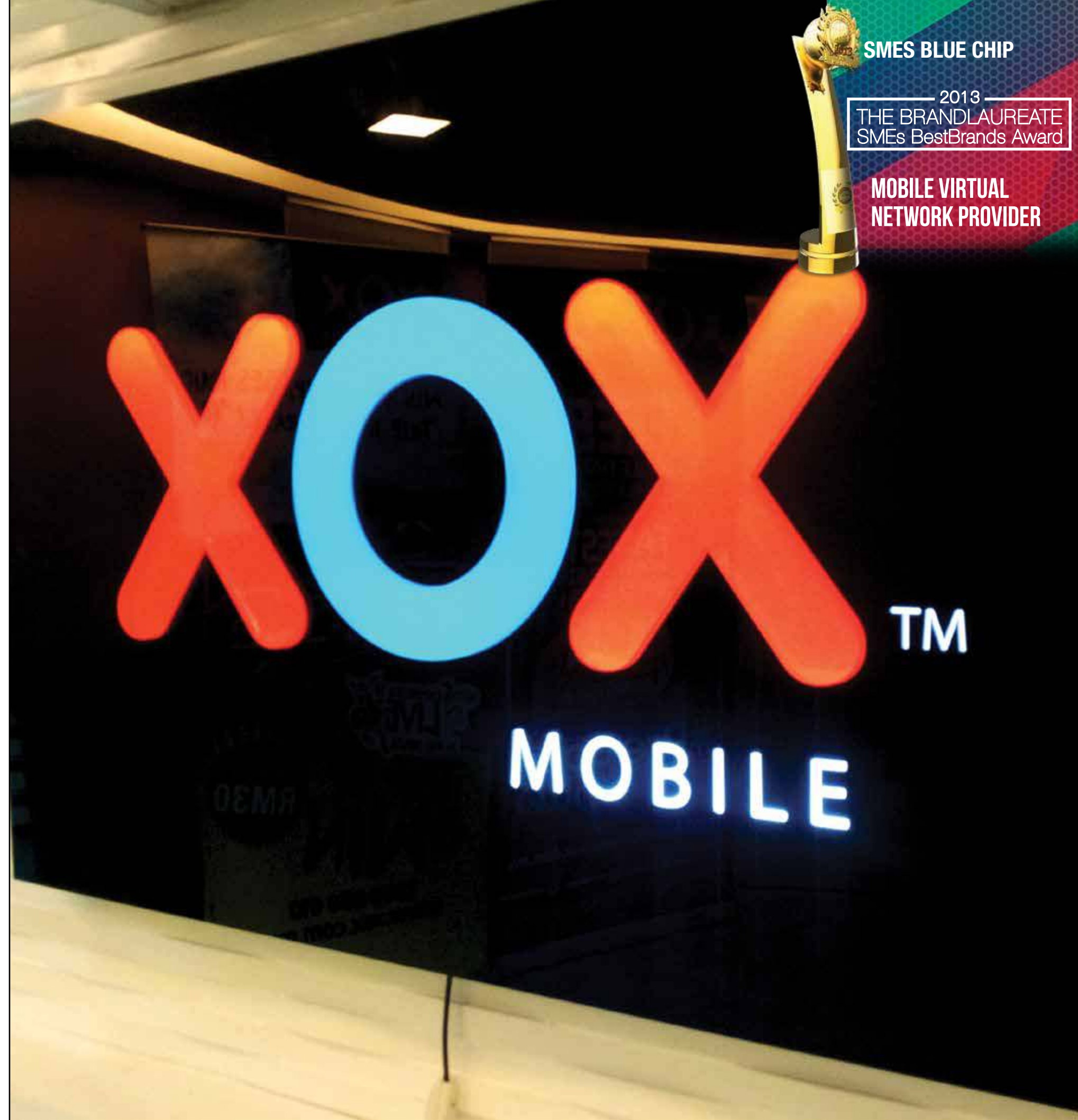
The mobile app is currently available for Android devices and an iOS version of the app. will be available. The Voopee mobile app can be downloaded for FREE and it comes pre-loaded with RM2 worth of airtime to make calls and send text messages to phone numbers from other mobile network operators.

SMART BRANDING

XOX created a first when it signed up with the Penang State Government to be its official mobile technology provider. As a mobile technology partner, XOX supports Penang by providing a communication platform for its residents through free SMS blasting services. This initiative by the XOX allows the State Government to communicate and inform 'Penangnites' on the latest developments and announcements concerning the state. Other projects in the pipeline will be FREE mobile Internet and special programmers for the youth and senior citizens as well as special call and SMS rates exclusively for the Penang folks.

XOX has also partnered with the Badminton Association of Malaysia (BAM) to become its official mobile technology sponsor. XOX will support BAM in the development of the sports in Malaysia and in return will have its logo featured on the national badminton team's kit and in A-boards in selected tournaments. National badminton players will also be featured in XOX's promotional and publicity activities and materials.

The sponsorship will further promote XOX brand awareness and give XOX a global audience.



■
*The 4G's For **SME***
*Go, Grow, Gain, **Great***
First, You Must Be Bold Enough To Go
Once You Start Going, You Start Growing
Through Growth, Comes Gain
Only When You Have Gained, Then Can You Be
Great!

... Dr KKJohan

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